

MINOR GENERAL PLAN AMENDMENT

Narrative

Ballpark Village Northeast

Goodyear, Arizona

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FULTON HOMES

9140 S. Kyrene Road, Suite 202
Tempe, AZ 85284

Development Team

FULTON HOMES

9140 S. Kyrene Road, Suite 202
Tempe, AZ 85284
(480) 753-6789

Norman L. Nicholls
Developer & Homebuilder



BURCH & CRACCHIOLO

1850 N. Central Avenue, Suite 1700
Phoenix, Arizona 85004
(602) 234-9913

Edwin C. Bull
Zoning Attorney

ROSE LAW GROUP^{pc}
RICH ▪ CARTER ▪ FISHER

7144 E. Stetson Drive, Suite 300
Scottsdale, AZ 85251
(480) 240-5648

Chris Webb
Development Consultant / Owner's Rep.



1130 N. Alma School Road, Suite 120
Mesa, AZ 85201
(480) 355-1537

Brian Nicholls
Engineering & Design

I. Purpose of Request

“Fulton Homes at Ballpark Village” is a proposed single-family, detached residential community on an approximately 156-acre vacant parcel of relatively unimproved agricultural land comprising APN’s 500-07-007G, 500-07-010D, 500-07-011B and 500-07-015J (the “Property”), located at the SEC of Estrella Parkway and Yuma Road in the City of Goodyear (the “City”). Fulton Homes is the owner of the Property. *Fulton Homes at Ballpark Village* has been envisioned to embrace the surrounding area and offer new lifestyles, characters, and housing options to complement and enhance the existing neighborhoods and land uses in this area. *Fulton Homes at Ballpark Village* is bordered by Yuma Road on the north, the Bullard Wash on the east, Lower Buckeye Parkway and “Goodyear Ballpark” on the south, and Estrella Parkway, Wood Avenue and Goodyear Ballpark on the west (see **Exhibit 1 – Vicinity Map**).

Fulton Homes is Arizona’s largest family-owned and operated homebuilder, with over 40 years of experience developing new communities and building new homes within the City and throughout the Phoenix metro area. Fulton Homes’ reputation for excellence in design and construction is second to none.

As has previously been introduced to the City’s Elected Officials, Management and Staff, Fulton Homes is proposing the development of *Fulton Homes at Ballpark Village*, which is envisioned as a 796-lot single-family, detached residential community with a more urban feel, appropriate for this area of the City, with an overall density of 5.12 DU/Acre.

The purpose of this application (as further outlined in Section II below), submitted on behalf of Fulton Homes, is to request a Minor General Plan Amendment to (i) change the General Plan land use designation for the eastern 121 acres of the Property from “Business & Commerce” to “Neighborhood”, and (ii) amend the City’s Transportation Master Plan to reflect the elimination of Goodyear Boulevard through the Property. It should be noted that the City is also processing a concurrent Major General Plan Amendment to change the General Plan land use designation for the 35-acre balance of the Property from “City Center” to “Neighborhood” and to terminate the “City Center Specific Area Plan” (the “Major GPA”). A concurrent PAD Rezoning application for the Property has also been submitted to the City by Fulton Homes.

II. Description of Proposed Minor General Plan Amendment

The majority of the Property (approximately 121 acres) is currently designated “Business & Commerce” under the City’s General Plan, with the remainder (approximately 35 acres) currently designated “City Center”, due to its inclusion in the City’s “City Center Specific Area Plan” (see **Exhibit 2 – General Plan Land Use Plan**). The City will be terminating the City Center Specific Area Plan (either in whole or with respect to the Property) and changing the General Plan land use designation for this portion of the Property (APN 500-07-010D) from “City Center” to “Neighborhood” via the Major GPA being processed by the City concurrent with this request. It should also be noted that the westernmost portion of the Property (along Estrella Parkway) is also located within the General Plan’s “Transit Oriented Development Overlay”, which will remain unchanged by this request.

Fulton Homes is therefore requesting that (i) the General Plan land use designation for the eastern 121 acres of the Property (APN’s 500-07-007G, 500-07-011B and 500-07-015J) be changed from “Business & Commerce” to “Neighborhood” (see **Exhibit 2 – General Plan Land Use Plan**) and (ii) the City’s Transportation Master Plan be amended to reflect the elimination of Goodyear Boulevard through the Property, in order to accommodate the proposed *Fulton Homes at Ballpark Village*, currently envisioned

to include 796 single-family detached residential lots at an overall density of 5.12 DU/Acre. *Fulton Homes at Ballpark Village* will offer a variety of lot sizes and housing products that will complement and enhance the more urban feel of the surrounding area.

When the City opted to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the 35-acre northwest corner of the Property, the future character of this area was set on a path to change. This request responds to the changing character of this area with a proposal to facilitate an exciting new residential development that will become a destination for new homebuyers looking to put down roots within the City.

III. Compatibility with Adjacent Properties

Fulton Homes at Ballpark Village is bordered by Yuma Road and the existing “Centerra” residential development on the north, the Bullard Wash and the balance of the future “City Center Airpark” PAD on the east, Lower Buckeye Parkway, the balance of the future “City Center Airpark” PAD, and the “Goodyear Ballpark” spring training facility on the south, and Estrella Parkway, Wood Avenue, the “Goodyear Ballpark” spring training facility and existing residential developments on the west (see **Exhibit 1 – Vicinity Map**).

The existing “Centerra” residential development to the north is a mix of single-family and multi-family uses (designated “Neighborhood” under the General Plan). The balance of the future “City Center Airpark” PAD to the east and south of the Property is currently intended for industrial uses (designated “Business & Commerce” under the General Plan). The existing “Goodyear Ballpark” development to the south and west of the Property consists of the spring training stadium and related facilities for the Reds and Guardians and may include future commercial/office uses (designated “Business & Commerce” under the General Plan). Finally, the existing residential developments to the west, across Estrella Parkway, feature a mix of single-family residential densities and product types (designated “Neighborhood” under the General Plan).

As illustrated above, the area surrounding *Fulton Homes at Ballpark Village* is quite diverse in terms of existing and planned land uses. Consequently, Fulton Homes believes that a new single-family, detached residential community with an urban feel will be fully compatible with the surrounding area and will have no adverse impacts to neighbors or the City as a whole. Rather, it will introduce new and exciting housing options, continuing the development of the diverse, yet integrated character of the area.

IV. Compatibility with General Plan

The requested Minor General Plan Amendment, which involves a change in land use designations between 20.0 and 159.9 acres, is deemed to be a “minor” amendment under the City’s General Plan. The Minor General Plan Amendment address the standard for approval as outlined in Chapter 9 of the General Plan:

1. The amendment must forward the vision for Goodyear as described in Chapter 3.

The vision statement for the City as described in Chapter 3 is: *“Create a highly desirable and sustainable place for all to live, work, visit, and play”.*

The proposed Minor General Plan Amendment certainly forwards this well-articulated vision for the City. Fulton Homes is well known for the quality of both the communities it creates and the homes it builds, which are highly energy efficient and sustainable, winning numerous awards and certifications. *Fulton Homes at Ballpark Village* will be an incredibly well-amenitized and visually

inviting community, full of open space and recreation opportunities. Coupled with its proximity to the Phoenix-Goodyear Airport job center, Ballpark Village, shopping, dining, etc., *Fulton Homes at Ballpark Village* will be a highly desirable place to live, visit and play within the City.

2. The amendment must be consistent with the goals, objectives, and policies contained within the General Plan.

Fulton Homes at Ballpark Village is consistent with the goals, objectives, and policies of the General Plan, including:

Goal GD-1: A compatible mix of land uses that fosters a quality community, with livable and safe neighborhoods, a healthy population, a strong economy, and a sustainable environment.

- *Objective GD-1-5: Plan for and develop the future City Center site with a mix of cultural, commercial, and recreational uses and amenities.*
 - *Policy 'b': Consider new information in the planning for City Center such as resident comments, demographics, and community needs.*

Subsequent to the adoption of the General Plan, the City opted to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the 35-acre northwest corner of the Property. *Fulton Homes at Ballpark Village* is proposed in response to this change in information and plans relative to the City Center.

Goal GD-2: Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addressed the needs of existing and future residents and businesses.

- *Objective GD-2-1: Ensure that new development pays its fair share toward the cost of additional public service needs generated by that new development.*

Fulton Homes at Ballpark Village will both construct new infrastructure adjacent to the Property and pay development impact fees to the City for its fair share of additional public service needs that may be generated by the project.

- *Objective GD-2-2: Focus new growth in the City's designated growth areas to effectively utilize resources, minimize operation and maintenance costs, and attract and effectively provide new services such as transit and entertainment opportunities.*
 - *Policy 'b': Promote development within the City's designated growth areas first.*

While not specifically located within a designated growth area, *Fulton Homes at Ballpark Village* is located in the immediate vicinity of both the Phoenix-Goodyear Airport job center and the Transit Oriented Development Overlay along Estrella Parkway.

Goal GD-3: A connected community with a well-functioning roadway network of complete streets that meet the needs of its residents, workforce, and visitors.

- *Objective GD-3-1: Establish and maintain a well-functioning roadway network.*

Fulton Homes at Ballpark Village will facilitate the completion of both Yuma Road and Estrella Parkway along its frontage to City standards. Completion of these two key transportation corridors within the City will certainly further this objective.

Goal GD-5: A customer-centered, effective, and efficient system of public and private facilities and services for existing and future residents, businesses, and visitors.

- *Objective GD-5-1: Ensure infrastructure and services are available to meet the needs of new residents and workers and continue to meet the needs of the existing community.*

Fulton Homes has worked closely with the City to ensure that adequate City services and level-of-service will be available to the future residents of *Fulton Homes at Ballpark Village*. Further, key infrastructure adjacent to the project will be completed by Fulton Homes, including Yuma Road and Estrella Parkway.

Goal GD-6: An assured volume and reliable supply of affordable, high quality water resources that meet both current and future needs.

- *Objective GD-6-6: Commit to water conservation.*

Fulton Homes is well-known for its energy and resource efficient homes, which includes the efficient use of water through features such as tankless water heaters. These features will be included in the homes at *Fulton Homes at Ballpark Village*. Additionally, Fulton Homes implements water conservation methods in its landscaping and irrigations system designs.

Goal GD-7: A community that provides for the health and safety of residents and visitors and protects them from the hazards of the natural and man-made environment.

- *Objective GD-7-3: Ensure the built (i.e., man-made) environment fosters safety.*
 - *Policy 'a': Promote safety through neighborhood design through measures such as, but not limited to, lighting and traffic calming.*

Fulton Homes at Ballpark Village will be designed to respond to this policy, incorporating appropriate street and open space lighting, as well as street design that discourages speeding, in order to create a safe community.

Goal GD-8: A community that is sensitive and dedicated to preserving the unique nature and wildlife of the Sonoran Desert.

- *Objective GD-8-1: Utilize architecture and landscape that is compatible with the Sonoran Desert.*

Fulton Homes always considers the natural environment in the design of its communities. *Fulton Homes at Ballpark Village* will be no exception. Site architecture will be compatible with the elements of the Sonoran Desert, and landscape design will utilize vegetation that provides shade, color, and allow for the efficient use of water.

Goal GD-9: A community that uses non-renewable resources responsibly and maximizes availability and use of renewable sources of energy.

- *Objective GD-9-1: Promote the efficient use of energy.*

As indicated previously, Fulton Homes is well-known for its energy efficient homes and has won numerous awards and certifications for the building methods and materials it utilizes, all of which will be incorporated into the home designs for *Fulton Homes at Ballpark Village*.

Goal CC-1: Vibrant and complete neighborhoods recognized as being people and family-friendly, each with their individual character yet connected and integrated into a cohesive Goodyear.

- *Objective CC-1-1: Create and foster complete neighborhoods.*

Fulton Homes at Ballpark Village will be a complete neighborhood, featuring a range of housing options, pedestrian and bicycle connectivity, abundant open space, and amenities, and gathering places, all in close proximity to schools, retail and dining options, and future job centers.

Goal CC-2: A diverse stock of high-quality housing that meets the needs of all residents.

- *Objective CC-2-1: Provide diverse and quality housing products.*
 - *Policy 'a': Encourage a mix of quality and compatible housing types consistent with market trends and demand that adequately meets the needs of current and prospective residents and workers.*

Fulton Homes at Ballpark Village will offer 4 different housing product lines, including an alley-loaded product, all in conformance with this objective and policy. The home architecture responds to current market trends and demands, and Fulton Homes' quality is second to none.

Goal CC-3: A parks, trails, open spaces, add recreational facilities system that is regionally and locally linked and accessible, that serves existing and future residents and contributes to the community's social, economic, and environmental quality.

- *Objective CC-3-1: Develop parks and recreation facilities in support of programs and events desired by city residents, that support economic development and that promote neighborhood identity and quality of life.*

Fulton Homes at Ballpark Village will provide parks and open space in conformance with the policies outlined in the General Plan for the "Neighborhoods" land use category including, making them a focal point of the neighborhood in close proximity to all residents, providing excellent connectivity, and creating a sense of place where residents can play safely and interact socially.

Goal CC-4: A non-motorized trail and path network that provides safe and convenient opportunities for bicycling and walking.

- *Objective CC-4-1: Enhance the regional bicycle system.*

Fulton Homes at Ballpark Village will do its part to enhance the regional bicycle system by providing bike lanes on arterial streets adjacent to the project where requested by the City and incorporating bicycle usable pathways and parking areas within the community itself.

Goal CC-7: A community with access to healthy eating and active lifestyle opportunities.

- *Objective CC-7-2: Promote a physically active community.*

Fulton Homes at Ballpark Village will feature an abundance of open space and recreational amenities, all connected to residents by pathways and sidewalks, thereby helping to promote a more physically active community.

Goal ED-1: A resilient and diversified economy.

- *Objective ED-1-1: Encourage development to attract business to Goodyear that offer good wages and benefits and positively contribute to the community and economy.*

One essential aspect in the attraction of good jobs is the availability of an ample and educated workforce. *Fulton Homes at Ballpark Village* is designed to attract such residents to the City.

Goal ED-3: An educated and healthy workforce.

- *Objective ED-3-1: Ensure a vibrant and prepared workforce.*

As indicated above, *Fulton Homes at Ballpark Village* is designed to attract the educated and prepared workforce desired by the City, both through the design of the homes that will be offered and the highly-amenitized community.

Goal ED-4: A community that is a technology leader in health care, business, education, aerospace, defense, and government.

- *Objective ED-4-2: Ensure that every business and home in Goodyear is connected to advanced telecommunications.*

With the development of *Fulton Homes at Ballpark Village*, Fulton Homes will work with telecommunication providers to extend infrastructure in order to provide access to all homes within the project.

3. The amendment must align with at least one of the fundamental strategies identified in Chapter 3 and shall not conflict with any of the fundamental strategies.

The 9 fundamental strategies are:

- *Strategy 1 – Create Attractive Places and Diverse Destinations*

The proposed Minor General Plan Amendment certainly aligns with this strategy. *Fulton Homes at Ballpark Village* will be an incredibly attractive community (Fulton Homes is well known for this) with diverse housing options, thereby furthering the strategy to create attractive places and diverse destinations that will bring people to the City.

- *Strategy 2 – Develop a Physically and Socially Connected Community*

The proposed Minor General Plan Amendment is not in conflict with this strategy of developing a physically and socially connected community.

- *Strategy 3 – Expand the Parks, Open Space, Trails and Recreation System*

The proposed Minor General Plan Amendment aligns with this strategy. *Fulton Homes at Ballpark Village* will provide an abundance of open space, pathway connectivity, amenities, and recreational opportunities for its residents.

- *Strategy 4 – Cultivate Art & Culture*

The proposed Minor General Plan Amendment is not in conflict with this strategy of encouraging and facilitating art and cultural events.

- *Strategy 5 – Advance Economic Opportunity*

The proposed Minor General Plan Amendment is not in conflict with this strategy of expanding opportunities for small businesses, education, and training, and locating new businesses within the City.

- *Strategy 6 – Protect and Utilize our Assets*

The proposed Minor General Plan Amendment is not in conflict with this strategy of protecting the City's history, residents, business community and unique natural setting.

- *Strategy 7 – Maximize Partnerships and Collaboration*

The proposed Minor General Plan Amendment is not in conflict with this strategy of collaborating and partnering with the City, schools, businesses, resident groups, and neighboring communities to align goals and policies.

- *Strategy 8 – Provide Opportunities for Living a Healthy Lifestyle*

The proposed Minor General Plan Amendment aligns with this strategy. *Fulton Homes at Ballpark Village* will provide an abundance of open space and recreational opportunities for its residents, as well as quality housing, all of which contribute to a high quality of life and healthier lifestyle.

- *Strategy 9 – Foster a Sustainable Economy and Community*

The proposed Minor General Plan Amendment aligns with this strategy. *Fulton Homes at Ballpark Village* will construct all required roadway and utility infrastructure adjacent to the project. Existing City services for future residents are already in place in the area, and Fulton Homes will further fund such services through the payment of development impact fees to the City.

4. The amendment must not negatively impact the implementation of any City-approved Master Plan or shall provide mitigation measures to alleviate the potential impact.

The proposed Minor General Plan Amendment will not negatively impact the implementation of any City-approved Master Plan. As noted above, the proposed Minor General Plan Amendment would amend the City's Transportation Master Plan to reflect the elimination of Goodyear Boulevard through the Property. Additionally, the City Center Specific Area Plan, which currently

includes the 35-acre balance of the Property, is being terminated by the City as part of the Major GPA and *Fulton Homes at Ballpark Village* is proposed in response to that key change.

5. The amendment must constitute an overall improvement to the General Plan.

The proposed Minor General Plan Amendment represents an overall improvement to the General Plan by responding to the City's decision to move the City Center from the subject Property to north of the I-10 freeway. *Fulton Homes at Ballpark Village* will provide an appropriate and compatible replacement at this location that will continue to provide a diversity of housing in the area and server as an exemplary residential community for the City.

6. The amendment will not adversely impact a portion of, or the entire community, by:

a. Significantly reducing the balance of residents and jobs.

According to the General Plan, the development of job centers within the City will soon result in employment opportunities that could exceed available workers within the City. Therefore, the introduction of a new residential community will add skilled workers to the City's workforce and will not negatively impact the balance of residents and jobs.

b. Increasing traffic without mitigation.

The proposed Minor General Plan Amendment will result in less traffic than would have otherwise been generated by the Property's existing land use designations.

c. Requiring additional and more expensive improvements to infrastructure without mitigation.

The land uses proposed by the Minor General Plan Amendment will result in less traffic than would have otherwise been generated by the Property's existing land use designations thereby lessening the impact on roadway infrastructure in the area. Additionally, the proposed land uses will not result in an increased water or sewer service demand, thereby eliminating the need for additional or move expensive infrastructure improvements.

d. Significantly altering the existing character of an area in a negative and unplanned way.

The area surrounding *Fulton Homes at Ballpark Village* is a wonderful mixture of existing residential uses, recreation uses, and future employment and commercial uses. The introduction of additional and diverse housing options will not significantly alter the existing character of the area.

e. Diminishing the environmental quality of the air, water, land, or cultural resources.

The proposed Minor General Plan amendment will not diminish the environmental quality of the air, water, land, or cultural resources. Rather, the change from employment, industrial and commercial uses to residential uses should result in a lesser overall impact to this important natural resources.

V. Conclusion

In summary, *Fulton Homes at Ballpark Village* is envisioned to create a unique, and desirable single-family housing alternative with a more urban feel, in response to the City opting to develop its “Civic Square” near Estrella Falls north of the I-10 freeway rather than on the 35-acre northwest corner of the Property. *Fulton Homes at Ballpark Village* will create a sense of place and community where new City residents can live in close proximity to key transportation corridors, employment opportunities, shopping, dining, and recreation.

The Minor General Plan Amendment proposed with this request is compatible and appropriate for this location and is consistent with the goals and policies of the City’s General Plan. *Fulton Homes at Ballpark Village* will be an exemplary modern residential community in the City.