

Project Narrative

The Lincoln at Estrella Falls

Luxury Townhome Project



15210 W McDowell Road
APN: 501-69-983

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Introduction

This Project Narrative is provided in support of a request to rezone a vacant 5.00-acre (net) property within the Estrella Falls shopping center, east of the northeast corner of Pebble Creek Parkway and McDowell Road from PAD (Planned Area Development) to MF-18 PAD (Multifamily Planned Area Development) to develop an 84-unit luxury residential community, to be known as The Lincoln at Estrella Falls.

The developer is Porter Kyle, a Scottsdale-based developer with a well-earned reputation for creating high-end residential communities throughout the Valley.

Site Background

As stated earlier, the site is located east of the northeast corner of Pebble Creek Parkway and McDowell Road, within the Estrella Falls shopping center. The property is currently vacant and undeveloped. The site consists of a single parcel that abuts the Bullard Wash Trail recreational area on the east. It is surrounded on its remaining sides with commercial and retail uses such as, Burger King, Oreganos, Texas Roadhouse, and Staples. This development will push forward a mixed-use environment within Estrella Falls, which is what the Goodyear City Councilmembers were supportive of seeing in this area.

Moreover, at present, the backside of the shopping center does not provide an

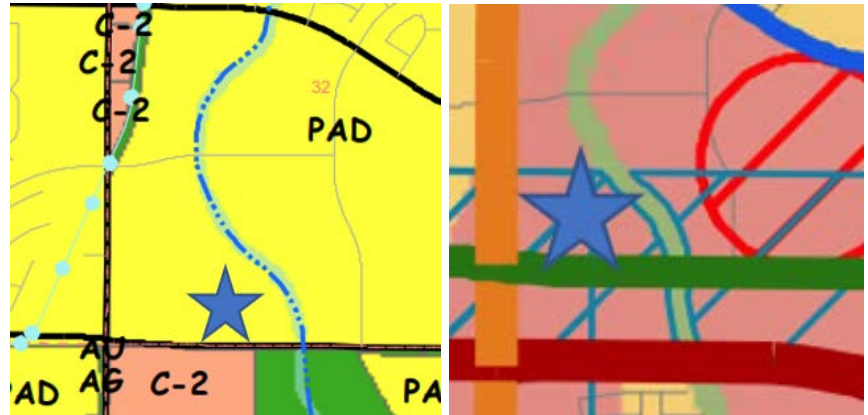


attractive interaction with the Bullard Wash or with the new Civic Square. The subject proposal will counter that trend and orient the units along the Wash so that their front doors are facing the wash along with a front courtyard. It will provide an inviting, pedestrian-oriented aesthetic and interaction with the Wash.

Although the center's commercial and retail developed in approximately 2009, the site has remained vacant for over a decade. Current market trends dictate that it will be some time before commercial retail development will hit pre-pandemic strides. According to Colliers,

approximately 800,000 SF of retail were added to the Valley in 2021, this addition was in part because of the influx of new residents to this state, which although it is good to stabilize the retail, it is bad for availability of housing. Elliot Pollack, local economist has been quoted saying “I’ve been doing this work since 1969, and this is worst housing supply/demand imbalance I’ve ever seen. We’re at the precipice of a **very** serious problem. This will affect our ability to attract and retain top employers, attract and retain top talent, maintain and improve the quality of life for our residents, and increase the customer base for our small businesses. We simply must increase supply or it’s all downhill from here.”

The site is currently zoned PAD (Planned Area Development) as a part of the Goodyear Planned Regional Center to allow for the continued development of the Estrella Falls shopping center. The proposed zoning is MF-18 PAD, which would allow for a density of up to 18 du/ac for a multi-family development.



Within the City of Goodyear General Plan 2025, the site is designated as “Business & Commerce” which allows for “community level retail, entertainment, service-oriented businesses” as well as “business parks, office, warehouses, regional hospitals, high density residential that support the area, and other light industrial uses”. This proposal fits within that category because it is high-density residential that will be a great support for the Estrella Falls Shopping Center.

Not only will this community provide needed housing density within Estrella Falls, to act as a support for the commercial elements within, but it provides high-end housing with spacious units, private yards, private garages, and upgraded interior finishes that will attract and retain higher income individuals with more expendable income to spend at Estrella Falls. It will serve as a valuable housing alternative to the more typical apartment buildings in the area. This diversity of housing is an important element to ensuring long-term stability for Estrella Falls and the surrounding area.

Project Overview

The Lincoln at Estrella Falls proposes a residential community of two-story luxury townhomes under common ownership. The proposed 84 units will be clustered in 4-unit, 6-unit and 8-unit buildings and will be a mix of one-bedroom (20 units), two-bedroom (40 units) and three-bedroom (24 units) units. The maximum height will be 2-stories (30-feet). The proposed density is approximately 16.8 du/acre (gross), which will greatly support the existing and future retail and employment in the area.

Many multifamily projects require residents to park in a common surface parking lot, and only sometimes with shade. Each of our residents will have their own 2-car garage. Similarly, multifamily projects typically rely on common open space as the *only* means of providing open space to their residents. But we will provide *both* private open space and common open space. Our private space will consist of balconies on every unit. Nearly every unit will have a private backyard or front courtyard. Backyards will feature artificial grass, a tree, a BBQ area, and a doggie door. The common open space will be enhanced over most communities of this size, and will include a pool, clubhouse, co-working space, gym, dog park and outdoor kitchen area. The site includes a walkable environment that is surrounded by landscaping and first-rate modern architecture.

Porter Kyle has carefully designed the east and west sides of the community to create outward-oriented interaction. The east-facing townhomes along Bullard Wash will be oriented so their front door and courtyard face out onto the park. This will not only provide the resident with easy access to the park and the trails, but it will greatly complement the design and feel of the Wash itself, making it feel more inviting, community-oriented, and urban. It will also greatly increase the safety of the park by providing eyes onto the space by engaging residents—a key Crime Prevention through Environmental Design (CPTED) principle.



Likewise, the west-facing townhomes adjacent to the shopping center will also have front doors and outdoor courtyards that face the retail, which will provide a more pedestrian-oriented, interactive and urban aesthetic. As people enter the center, this is the first development they will see on the right. It will give the center an exciting urban feel right up front.



As the City pursues the development of the Civic Square and attracting mixed use development for Estrella Falls, the type of community we are proposing, with the design aesthetic and interactivity we are proposing, will act as a valuable catalyst. We believe this is truly an ideal community to help the City achieve a walkable, mixed-use environment.

Architectural Style

Conceptual elevations depict clean, modern lines while creating movement in the façade with a variety of accent materials and landscaping (see below).



At The Lincoln, strong building forms are complemented with lighter accent elements including shade canopies, decorative railing and fencing and wood shade overhangs. Complementary accent colors were added to the front and back elevations, which helps to provide depth and movement. These colors also respond to the City Council's desire for greater color in building design while balancing the need for a sophisticated and modern look. Architectural changes in the building elevation, with front to back movement and varying rooflines, will make for an attractive streetscape, drawing the eye to windows and balcony openings that are accentuated with metal and wood accent materials.

The architectural design of the project is eye-catching and gives the project a sophisticated and modern aesthetic that we believe will place it among the best residential projects in the City.

It is envisioned that the tenants of The Lincoln will come from various demographic groups, but one target in particular would be young professionals looking for a luxury residential experience with employment and retail within walking distance. As part of the Civic Square redevelopment, there is a vision to bring 100,000-square-foot of Class A speculative office space. Imagine someone who took a job in one of the offices that will be part of Civic Square. The proposed community would surely be at the top of their list of desirable places to live. Many individuals would place a premium on being able to walk to and from work each day across a park.



Additional employment exists along the I-10 and Loop 303, which this site enjoys nearby access to. Thus, we also see future tenants including young professionals who work the many employment centers in the area, including PV 303, Luke Air Force Base, Amazon or Compass.

The community also puts retail within walking distance. The community is part of Estrella Falls, making the synergy obvious and immediate. We see the retail providing a great benefit to our

residents, and we see our residents providing a great benefit to the retail. In this regard, they will enjoy a positive symbiotic relationship.

During Goodyear's June 7, 2021 Work Session, the City Council was briefed on urban development options for the vacant land east of the Civic Square. Understanding it depended on private developers, Council embraced the urban concepts presented. Our proposed community, with its heavy emphasis on a walkable, urban environment would make it more likely that private investment would support a mixed-use, urban development in that empty area east of the Civic Square. We would be providing disposable income and density within walking distance, which would support retail, entertainment, dining, office, and more.

Staff presented to council different development scenarios. In citing her support for Scenario 1 shown to Council, Councilmember Kaino said, "I think the density is going to be important to attract the kind of restaurants and amenities that we want to have." This statement is true, and our proposal would act as a catalyst.

Councilmember Hampton noted that he liked Scenario 1 and Scenario 2 but wanted to make sure there was appropriate levels of commercial uses retained in the design. One way of preserving more land for commercial within Estrella Falls, while still retaining the appropriate levels of residential to support that commercial, is for some of that necessary residential density to be off-site but within walking distance. That is where our proposal would be extremely valuable.

During the market-study portion of the presentation to Council, Peoria's Park West was cited as a desirable mixed-use development in the area. Our firm and Porter Kyle were recently involved in rezoning land across the street from Park West for the same type of luxury townhome development being proposed here. Throughout the rezoning process, the City understood the great benefit the townhomes provided Park West. The City understood that by bringing more residential density *next* to Park West, it would ultimately strengthen Park West's retail, entertainment, and dining offerings. Our proposed project in this case would provide that same type of benefit by having denser residential development next to a mixed-use development at Estrella Falls.

In that Work Session, Councilmember Stipp emphasized the point that the City cannot dictate what develops in Estrella Falls because it is privately owned. This is an important point. But what the City can do is help create an environment that incentivizes the type of development the City wants. The City's own Civic Square development will be an important element because it will add density to the area and develop a beautiful environment. The City has a similar opportunity with this subject proposal, to bring a high-end multifamily development with appropriate density within walking distance of Estrella Falls and with the type of interactivity between the proposed project and Estrella Falls on the west and the Bullard Wash and the Civic Square on the east.

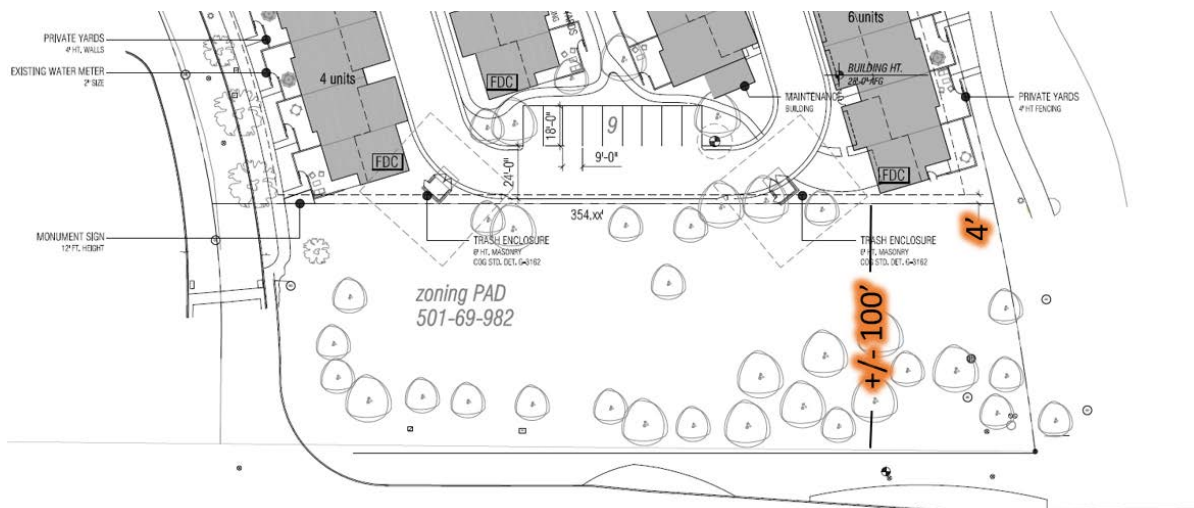
In our experience, urbanization in Arizona has been a game of momentum. For example, the first developer brings forth a project with residential density, demonstrating the area can absorb that type of product and density. This then gives confidence to the next multifamily developer who develops additional density. Then the retail developers and users look at the density and gain confidence there will be enough people nearby for retail to be successful. And so on. Our proposed project, with the appropriate level of height and density for this location, together with the quality of the project, will greatly assist in creating the right environment to incentivize a mixed-use development at Estrella Falls. We believe Porter Kyle's subject proposal will absolutely make it more likely for Estrella Falls to develop with something truly special—a mixed use, walkable environment that relies upon local residents but attracts City-wide residents because of its offerings.

PAD Deviations

Rather than develop at the edge of the City, this proposal is in the heart of the City. Although we are not the final parcel in the area to develop, this property still qualifies as infill because development is present in all four directions. This parcel is also small at only 5 acres. We are only asking for a minor amount of relief under the PAD Overlay, which is appropriate given the surrounding buffers. This relief is important to be able to accomplish the project.

Setbacks

Our proposed PAD reduces side yard setbacks from 30' to 4' on the south side of the community. This reduction is mitigated by the presence of a 100'-wide parcel being used for landscaping adjacent to McDowell Road. This parcel is owned and maintained by the Estrella Falls shopping center. This parcel contains a sidewalk adjacent to McDowell Road. It appears to function as drainage only. Combining this open space with our proposed setbacks totals a combined setback of 105' to McDowell Road. Additionally, this reduced setback only affects two units as shown below. A key here is that in urban settings, reduced setbacks are common and even encouraged to push the buildings toward the edges of the property.



Additionally, the PAD proposes to reduce the rear yard setback (east side) from 30' to 12'. Again, reduced setbacks are encouraged in pedestrian oriented and urban settings because it brings the building and the activity closer to the pedestrian. With the presence of the Bullard Wash on the east, a reduced setback is preferable to a deep setback. We have proposed 12', instead of 0', because we believe having the courtyards on the front of the building is both a better experience for the resident and an attractive aesthetic to face the park.

Open Space

This PAD requests a reduction in common open space requirements for two main reasons: (1) to increase private open space and (2) because of the Bullard Wash. The project will provide both private open space and common open space, but we wish to transfer some of the common open space to private open space. The private space consists of balconies, private yards and courtyards. The private back yard will feature artificial grass, a tree, a BBQ area, and a doggie door. Courtyards will line the western and eastern edge of the community, to create an interactive experience with the community's edges. 60 square feet of private open space is required per unit under Goodyear's code. We are proposing 285 square feet per unit. As

important as common open space is, this type of luxury townhome product requires more private open space than 60 sf.

Common amenities are located near the main entrance of the development and consist of a pool, clubhouse, co-working space, gym, and outdoor kitchen area. Additionally, there is a pedestrian oriented open space network in the core of the community that connects residents to Bullard Wash. Common open space is required at 300SF per unit. The Lincoln is proposing approximately 244SF of common open space per unit. This slight reduction in common space is offset by the large increase in private open space, which again, expected in a luxury, quality product such as The Lincoln.

The Lincoln is also uniquely positioned adjacent to the Bullard Wash. Not only that, but we have leaned into that proximity and have opened our community to the Wash. All of the eastern units front onto the Wash, and we have designed a pedestrian sidewalk network that connects residents to the Wash. The Wash will function like a common amenity to our residents because of both its proximity and the manner in which this site plan embraces the Wash as a community asset.

Zoning Compatibility

Consistency with the General Plan

The General Plan designation for this site is “Business & Commerce.” As stated earlier, the Business & Commerce designation allows for “community level retail, entertainment, service-oriented businesses” as well as “business parks, offices, warehouses, regional hospitals, high density residential that support the area, and other light industrial uses.” The immediate surrounding area and this proposed development can easily be qualified as fitting within the Business & Commerce category. There are existing retail shopping centers, service-oriented business as well as other high density residential within a half mile of the subject property. The proposed project with its density of 16.80 DU/A will fit in seamlessly with the area.

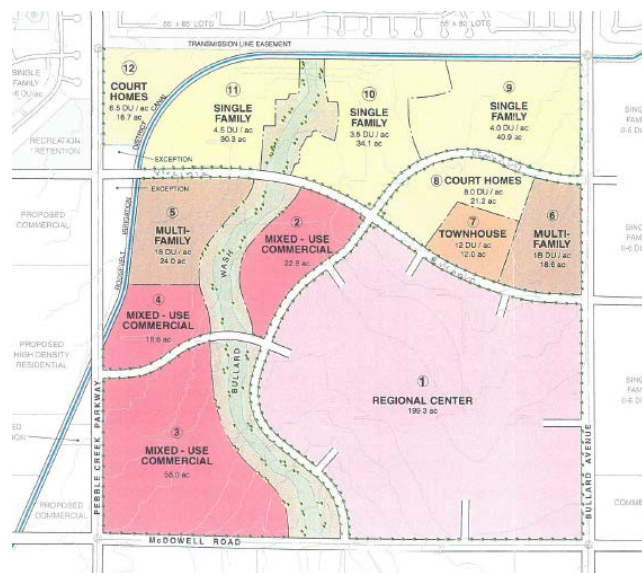
Suitability of the subject property’s physical and natural features for the uses permitted under the proposed zoning district

The Property is relatively flat with no natural features. The odd curved shape is a development constraint for many types of development but this type of townhome community can operate within these challenges.

Proposed zoning district’s consistency with other land uses within the immediate area and whether uses allowed under the proposed zoning district would be better suited to the subject property than the uses allowed under current zoning

The proposal is an idea fit with the site and its surroundings. The project itself is only two stories, which is in keeping with other retail buildings in the area, and The Lincoln will provide needed residential density to support the retail, employment, and entertainment uses within Estrella Falls and the Civic Square. The Lincoln will draw benefit from, and provide benefit to, these surrounding uses. People are the lifeblood of any mixed-use development. A mix of uses can be constructed, but without people to fill the stores, restaurants, and offices those appendages of the body will fail. The Lincoln will help to provide people for the City's mixed-use vision of this area.

The current PAD zoning identifies this parcel as Mixed-Use Commercial. The proposed multi-family development would be consistent with a Mixed-Use designation for Estrella Falls, as stated earlier. As for a retail or other commercial use for this parcel, that has not materialized despite the many years of Estrella having been developed. The proposed development will greatly help Estrella Falls and the Civic Square and provide people to the center, which is needed. The development of this project, with its urban and walkable interaction with uses to the west and east, is expected to act as a catalyst for other development in the immediate area.



Our proposal would bring a viable multifamily development that can move forward right away and will immediately be successful providing the needed housing and interaction sought by residents. As such, we believe this proposal is an appropriate request for this property.

Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning

The proposed zoning district is MF-18 PAD, which allows for multifamily. Other uses allowed within MF-18 would not be incompatible either with Estrella Falls, though they are very unlikely to develop here.

Demand for the types of uses permitted in the proposed zoning district in relation to the amount of land currently zoned and available to accommodate the demand

There is a high demand for multifamily in the area. This area has seen an uptick in development and zoning activity as it sits between the Loop 101 and the Loop 303, which

connect to I-10 and I-17. This area is part of a major growth center within the west valley. The proximity of new office within the Civic Square, Luke Air Force Base, PV 303, and many other larger employers and an expanding base of businesses in the area makes this site ideal for this type of unique and luxury-level multifamily development. The proposed development will deliver needed housing diversity in this area.

Demands for public services that will be generated by the uses permitted in the proposed zoning district

The proposed development's demand for public services will be in alignment with what is typical for multifamily projects. Based on the "Preliminary Water Memorandum" included with this submittal, the "domestic water, fire water and irrigation systems can serve the anticipated demands."

Potential adverse fiscal impacts that will result from providing services to areas not in proximity to where existing public services are provided

There are existing public services already provided in the area.

Utilities

Water

Based on the information provided within the Preliminary Water Memorandum, the proposed domestic water, fire water, and irrigation systems can serve the anticipated demands generated by the proposed multi-family residential site. The water provider is Liberty Utilities.

Sewer

Based on the information provided within the Preliminary Sewer Memorandum, the proposed system can adequately provide sewer service for the proposed development. The proposed sewer system is consistent with the intent of all applicable federal, state, and local requirements. The sewer provider is Liberty Utilities.

Drainage

Based on the information provided within the Preliminary Drainage Report, the hydrologic and hydraulic design elements of this project were prepared in accordance with design criteria outlined in the City of Goodyear Engineering design Standards and Policies Manual. As designed, the proposed development will not adversely impact any adjacent or downstream properties and is consistent with the intent of all applicable City & County Drainage Standards.

All local and state requirements for erosion control, groundwater recharge, retention and water quality are met with the Site design as proposed. The ultimate site outfall is located at the southeast corner of the Site, near the Bullard Wash. There will not be phasing with the development of this project.

Streets

Based on the information provided in the Traffic Impact Statement, access to the proposed site will be provided at the existing right-in, right-out and left-out only access driveway on McDowell Road, in addition to the existing intersection of McDowell Road and the Goodyear Centerpointe complex/The Market at Estrella Falls. Based on the low volume of peak hour trips, the impact to the surrounding roadway network is anticipated to be minimal and no additional improvements are recommended at this time.

Conclusion

We believe this type of community will be warmly embraced by the market at this location. The subject parcel has remained vacant since 2009 when the majority of the area was developed for commercial, retail and entertainment. The proposed community will be an asset to the neighboring Estrella Falls development and will deliver a quality product to the City. The upscale, urban, outward-facing design aesthetic is a perfect fit at this location.

Goodyear is in continued need of multifamily housing to support the increase in employment. In doing so, it needs to create options for different income levels, including higher-income earners. It also needs diversity in that multifamily housing. Our proposal delivers on both levels and will be a very positive contribution to the immediate area and to the City in general.

The modifications under the PAD Overlay are minor and promote the development of a premier community that features first-rate amenities, private open space, and sophisticated modern design. We believe the subject site is an appropriate location for this type of residential housing and that our design is at the level of quality the City is seeking.