

GOODYEAR CELEBRATION PLAZA

PAD NARRATIVE

FEBRUARY 7, 2023



PRESENTED BY:



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1. PROJECT INTRODUCTION

RVi Planning + Landscape Architecture, on behalf of ICIC Property Investments 5, LLC, is pleased to submit this PAD application for Goodyear Celebration Plaza ("Subject Site") to change the existing zoning from Mixed-Use Commercial PAD to a combination of retail/commercial uses, medical office uses and multi-family residential uses with a PAD overlay on approximately 70 gross acres, located on multiple parcels generally bound by Interstate-10 to the north, Litchfield Road to the east, Celebrate Life Way to the south, and the 143rd Avenue cul-de-sac to the west. The Arizona Healthcare Properties is not a part of this request, nor are the properties at the northwest portion of this general area. **See Exhibit 1: Vicinity Map.**

The APN#s for the subject site include the following:

- APN# 500-10-712A
- APN# 500-04-990A
- APN# 500-04-003H
- APN# 500-04-003Y

This request is to create a new stand-alone PAD for the subject site, removing the property entirely from the two existing PADs (Goodyear Palm Plaza PAD and Airport Gateway PAD). A detailed market analysis, including an evaluation of highest and best uses was prepared for the property to assist with the overall land use and development plan, and a more detailed summary of this market study is provided later in this narrative.

This PAD narrative will provide the framework for future development of the Subject Site. In the following sections, additional information will be provided as it relates to the following items:

- Site Analysis
- Proposed PAD Zoning Map
- Conceptual Site Plan
- Regulatory Development Standards
- Design Guidelines

The proposed development plan will be compatible and complimentary to the surrounding uses within the immediate vicinity of the property. This includes a greater mix of uses such as multi-family residential, which will support and ensure higher demand for the existing and proposed retail and office uses proposed in the area.

2. SITE ANALYSIS

The property is currently part of two separate Planned Area Developments (PADs), the Goodyear Palm Plaza PAD and the Airport Gateway PAD. The Goodyear Palm Plaza PAD, approved in 2008, includes the easternmost 44 +/- acres of the Celebration Plaza property. The current zoning designation for this property is PAD Mixed-Use Commercial with a proposed a mix of hotels, retail shops, offices, and retail pad sites.

The western portion of the property is part of the Airport Gateway PAD that was approved in 2007. This approval was for a Preliminary PAD which "*does not confer any right to develop the property*" as codified within the Goodyear Zoning Ordinance. The subject property includes approximately 26 +/- acres of the 212-acre Airport Gateway PAD. The anchor for this PAD was the Cancer Treatment Centers of America's Goodyear Hospital, which is built and in full operation, and is not a part of the Subject Site. The land use master plan for the Airport Gateway PAD includes a mix of retail, regional commercial, business park and the hospital site. Permitted uses include medical and hospital-related uses, business park, office, retail, and wholesale/warehouse use among other compatible uses. To date the entire Subject Site remains undeveloped.

Table 1 (next page) provides a breakdown of the existing and surrounding land uses.

All surrounding developments within the area are zoned PAD allowing primarily for commercial, industrial and office uses. The nature of the surrounding area is reserved for Business and Commerce uses as defined by the General Plan which are consistent with the proposed rezoning for the Subject Site. See **Exhibit 2: 2025 General Plan Land Use Map** and **Exhibit 3: Existing Zoning Map.**

TABLE 1: EXISTING AND SURROUNDING LAND USES

Location	General Plan Land Use Designation	Existing Zoning	Existing Land Use
Site	Business & Commerce	Goodyear Palms Plaza PAD, Airport Gateway PAD	Vacant
North	Business & Commerce	Interstate 10 Freeway, PAD	Large-scale retail and restaurant uses, vacant land, and warehouse/distribution uses
South	Business & Commerce	Palm Gate PAD, Goodyear Village Center PAD	Large-scale retail and restaurant uses, a hotel, self-storage facility
West	Business & Commerce	Airport Gateway PAD	Cancer Treatment Centers of America's Goodyear Hospital, Vacant
East	Business & Commerce	Palm Valley Crossing PAD	Retail, restaurant, auto dealership

Existing General Plan Analysis

The property is entirely within the Business and Commerce category of the City's General Plan. The Business and Commerce category is defined in the General Plan as follows:

*"The Business & Commerce category provides areas for the growth and development of Goodyear's economic base including large areas for shopping and entertainment. This category includes uses such as **community level retail, entertainment, service-oriented businesses** that are typically regionally significant (typically serving a trade area of 5-10 miles or larger). Business & Commerce includes such uses as, but not limited to, **business parks, offices**, warehouses, regional hospitals, **high density residential** that supports the area, and other light industrial uses that are also appropriate in certain areas. This category may also include **public and community facilities**."*

The proposed Celebration Plaza development provides for a wide variety of uses all of which are identified as appropriate and compatible within the Business and Commerce Category (see bolded uses above), including community retail, service-oriented business, and multi-family residential with a minimum average overall density of 18 du/ac to support the area, thus not triggering an

amendment to the General Plan. It should be noted that while some individual residential parcels may be less than 18 du/ac to allow for a variety and diversity of residential product types to meet the needs in the area, the residential uses collectively will include a minimum 18 net du/ac as required per the General Plan. The PAD addresses Standards 36-42 as outlined in the Business & Commerce category within the General Plan throughout the remainder of this document. The goal with Celebration Plaza is to not only provide a dynamic mix of compatible uses, but to also connect the parcels together creatively in an integrated way and meet the primary principles of a successful mixed-use project as defined further below.

General Plan Mixed Use Principles

In accordance with the City's 2025 General Plan and principles of successful mixed-use developments, Celebration Plaza will incorporate several key ingredients to support a successful mixed-use project, including:

- **Right Sizing the Blocks:** Each development parcel (block) is appropriately sized to support the mix of uses, and is designed to provide appropriate scale, connectivity and integration with open spaces, trails, and circulation routes.

- **Creative Mix of Land Uses:** The proposed plan includes a creative and compatible mix of uses, including retail/commercial, medical office, multi-family residential, and public open spaces.
- **Roadway Hierarchy:** The internal and perimeter roadways proposed include a hierarchy of roadways, including arterial roads along the east and west perimeter, a major collector road as an internal specialty collector road connecting the various parcels and facilitating additional pedestrian connectivity through the site.
- **Great-Streets:** The internal roadway will be designed as a Great-Street, with a mix of vehicle circulation, pedestrian and bicycle circulation, and traffic-calming measures to ensure safe and efficient circulation opportunities for all travel modes.
- **Key Open Space:** The proposed development includes several key open space components, including a primary public open space element, and various additional open spaces internal to the individual parcels.
- **Convenient Walkability:** The overall premise of this master plan is walkability and connectivity between and among parcels, so that the overall development is connected and integrates for pedestrians, bicyclists, and vehicles. A Pedestrian Circulation and Open Space Plan is included with this application highlights the proposed connectivity. As stated above, pedestrian linkages are a critical component of this plan, and will be provided.
- **Convenient Parking:** Each development parcel will provide for its own convenient parking, and all are connected via the internal and perimeter roadway system.
- **Easy Site Access:** There are several access points into the site, along with dedicated signalized turning movements into and out of the property. The project is bound by two arterial roads with direct access to Interstate-10, with several access points into the property along Litchfield Road, Bullard Avenue, and Celebrate Life Way.

Existing Pre-Development Conditions

The Subject Site slopes generally toward the south and has relatively flat topography. Due to the property's former agricultural use, some site grading has occurred, but the land remains vacant. The

following sections provide additional information related to the existing conditions of the site. The site is surrounded by existing City infrastructure and will construct all necessary water and sewer services to the individual sites in accordance with the City of Goodyear's standards. Additional information and details are provided in separate Drainage, Water and Sewer Preliminary reports.

Other Providers

School Districts: Avondale Elementary School District #44 and Agua Fria High School District

Electricity: APS

Refuse: City of Goodyear

Fire and Law: City of Goodyear

Water: City of Goodyear

Sewer: City of Goodyear

Market Study Evaluation

A Highest and Best Use Analysis study was prepared for the property by Elliott D. Pollack & Company. The purpose of this study is to evaluate the real estate market surrounding the subject property and identify potential uses that would be appropriate for the site, considering the City land use plans for the area, current zoning, and real estate market activity. The outcome of this study indicates the following as recommended highest and best uses for the property:

- **Retail Development:** The maturity of the retail market in Goodyear suggests that retail demand on the property will likely be limited; however, retail pads on the frontage of Litchfield Road and potentially a small strip center may be viable. Large regional or big-box retail may not be supported on this site due to the abundance of such uses and land still available in the immediate vicinity.
- **Multi-Family Development:** Goodyear is forecasted to grow by 48,000 persons over the next 10 years. This translates to approximately 18,000 new housing units during this 10-year period. It is expected that approximately 30% of these will be multi-family units, or 5,400 units. Even with the large growth in multi-family over the past several years, vacancy rates are very low, and demand continues to grow in this area and through Goodyear.

- **Office Development:** While Goodyear has a modest inventory of office development, there is continued risk associated with office construction due to the fallout from the pandemic. Vacancy rates have risen, and an abundance of sub-lease space is on the market. Based on current trends, caution should be exercised for office development on the subject site. However, some office may be viable at a modest pace, including some medical office, and is proposed for the project.
- **Hotel Development:** There are three primary hotel categories that will likely be in demand within this sub-market area, including business and corporate clients, hospital clients, and leisure clients. The study recommends up to two hotel sites on the subject property, including an extended stay hotel and a business-oriented hotel that could occur within the commercial parcel.

The applicant believes this is an appropriate mix of uses, is thoughtfully designed and is compatible with the City's goals of attracting a large-scale mixed-use development in this area. We believe this mix of uses will meet the market demand for this area and can be successful in today's economic climate.

Regional Commercial Analysis

In addition to the market analysis that was provided for the property, the project team evaluated the surrounding land uses within a

mile from the Subject Site. The purpose of this exercise was to understand the current commercial and industrial environment of the surrounding area to help inform the land uses within the PAD. The analysis showed that within a mile of the Site there is approximately 197 acres of undeveloped commercial and approximately 252 acres of developed commercial land and approximately 351 acres of undeveloped Industrial/Office and 411 acres of developed Industrial/Office.

This finding shows that in combination with the market analysis for the site, existing area is supportive of multi-family development and that there is an opportunity to provide additional housing to support the growth of the surrounding commercial and industrial areas. Currently entitled commercial and industrial properties have adequate capacity to support the growing Goodyear Industry. See **Exhibit 4: Regional Commercial Analysis**.

3. PROPOSED PAD ZONING AND CONCEPTUAL LAND USE PLAN

The PAD will provide five underlying zoning districts for the property which include MF-12, MF-24, C-O, a hybrid MF-24 / C-O parcel, and C-2 further described in the following sections and as defined by the associated PAD Zoning Map. See **Exhibit 5: Proposed PAD Zoning Map**. Additionally, a conceptual site plan has been provided showing greater detail of the proposed layout of the uses

TABLE 2: LAND USE PLAN DISTRIBUTION SUMMARY			
PARCEL	LAND USE DESIGNATION	ZONING DISTRICT	GROSS AC.
A	Multi-Family 12	MF-12-PAD	15.91
B	Multi-Family 24	MF-24-PAD	13.67
C	Medical/Office	CO-PAD	15.55
D	Multi-Family 24 / Medical Office Hybrid	MF-24 / CO-PAD	9.87
E	Commercial	C-2-PAD	13.67
F	Park	MF-12-PAD	1.51
TOTAL	-		70.18

*Note: Provided acreages and lot counts are approximate and may be subject to change throughout the development process.

identified by the PAD Zoning Map. See **Exhibit 6: Conceptual Site Plan**. (Note - this site plan is conceptual and reflects the hybrid parcel as MF-24.) Table 2 below provides a breakdown of the PAD Zoning Map designations.

Provided that the proposed development of a parcel is in general conformance with this PAD, final approval of each site plan shall be processed through City staff administratively prior to development of a parcel. Unless expressly modified in the associated PAD Narrative and PAD Development Standards Book, all development within the Property shall comply with the requirements of the City of Goodyear Zoning Ordinance and Design Guidelines.

Conceptual Site Plan

For each respective land use designation, an overall conceptual site plan has been provided for the entire PAD showing how the development will be horizontally integrated and may develop in the future. The following sections describe the various land use designations in greater detail, identifying the type of character that should be incorporated into the overall PAD.

Multi-Family 12

Immediately west of the commercial uses along Litchfield Road is a multi-family parcel with a proposed density range of between 10 du/ac to 15 du/ac on approximately 15 net acres. This parcel will provide two types of highly in demand housing product to support the employment opportunities within the immediate vicinity of the site in a unique layout.

The parcel illustrates approximately 181 homes and is designed to accommodate both for rent and for sale parcels. The parcel may include two different types of residential product; approximately 120 units of attached townhome product as 3 bedroom-2 bath homes with a 2-car garage (ranging from 1,250-1,350 sf) and approximately 61 detached townhomes with customizable home designs ranging from 2,008-2,410 square feet. The detached townhome product features two-car garages with a covered drive and second floor patio. Additional options for this type of product may include both an extended courtyard and a

detached approximately 200 sq. ft. bonus room for residents. The provided open space for this parcel will be on the western side of the parcel shared between the two residential product types.

The proposed underlying zoning for this parcel is MF-12 PAD and will include modified standards to accommodate many different styles of residential development. The proposed PAD seeks to modify the existing MF-12 development standards by providing a minimum net density of 10 du/ac, increasing the maximum net density to 15 du/ac, requiring a minimum of 2-stories (No single-story units permitted) and adding an additional subdivided development option which provides the ability to accommodate the detached home product on individual lots, among others. The 2-story minimum will ensure a higher intensity development and avoid the single-story horizontal apartments that are so abundant in Goodyear. As shown by the conceptual site plan, the layout of the detached for sale home product would be designed and built on approximately 33' x 81' lots as a possible development style which is unique to the underlying MF-12 district. All permitted uses and site development standards shall follow Article 3-2 in the Goodyear Zoning ordinance as codified.

Multi-Family 24

A second multi-family parcel is planned to the north of the Multi-Family 12 parcel between the proposed commercial and medical office parcel, and north of the proposed internal collector roadway. This parcel will utilize the MF-24 zoning district incorporating three-story or four-story residential buildings with up to 30 dwelling units per acre including approximately 12 and 36 units per building dispersed throughout the site on a single lot. The parcel may also include 2-story carriage house buildings with tuck under garage units, as shown by the provided conceptual site plan.

The community design of the multi-family parcels should incorporate a modern, boutique gated community focused on a high quality, amenities, and lifestyle. The primary theme is meant to capture a contemporary look and feel with clean lines while providing seamless transitions to an indoor-outdoor residential environment as demonstrated in the architectural renderings

submitted as part of the PAD. The proposed design utilizes a blend of modern materials to create a common design aesthetic, while providing for individuality to create emphasis on key site features. Landscaping should be designed to complement the modern-transitional character of the community and landscape materials should be organized in patterns to bring emphasis to key arrival areas, pedestrian nodes, and recreational areas. A variety of recreation amenities are encouraged to provide residents of all ages with ample outdoor activities supporting daily lifestyle needs.

The overall design of the Multi-Family 24 parcel is to encourage a sense of community with multiple amenity areas that incorporate social elements, fitness elements and work elements including but not limited to the following:

- Clubhouse that will include a leasing center, workspaces, clubhouse entertaining area, fitness center and outdoor gaming areas.
- Resort style pool which will include cabanas and a spa.
- Outdoor entertainment areas including outdoor kitchen areas, outdoor gaming lawns and firepits. The design will allow for social gathering areas to be scattered across the property rather than in just one area.
- Children's tot lot
- Fenced in dog park with a washing station.
- Connected walking paths and open lawn spaces to create fitness options within the community.
- Electric vehicle stations along with mobile food delivery and transportation locations to allow for an integrated nature between mobile services and the community.
- Package lockers allowing for delivery services for the residents.

Medical Office

Further west and immediately north of the Cancer Treatment Centers of America's Goodyear Hospital, is proposed as a 15.5-acre medical office campus with a projection of approximately 250,000 square feet of office space. This PAD outlines how this area

may be planned as an integrated office campus, including a likely medical office component, with a walkable and connected complex of office buildings focused on support uses for the hospital and other office needs in the area. As shown by the conceptual site plan, this parcel will provide opportunities for additional offices to support for the adjacent hospital, as well as other office opportunities for existing and future businesses in the area. This includes two separate medical office buildings (MOB's) around 54,000 sq.ft. and one larger 3-story office building of approximately 140,000 sq. ft.

The medical office designated parcel will use the underlying CO Commercial Office District which includes professional and administrative services established at a residential scale, providing for transition between retail commercial areas and residential uses. All uses permitted in this PAD shall follow all applicable development standards outlined in Article 3-3 as provided in the Goodyear Zoning Ordinance. No deviations to any applicable development standards within the underlying CO district are proposed per this PAD.

Multi-Family 24 / Medical Office Hybrid

Between the Multi-family 24 parcel and the Medical Office parcel is a hybrid parcel that will allow for either use by right. The intent is this parcel can be combined with either the Medical Office parcel to provide additional medical office uses, or it can be combined with the Multi-Family 24 parcel to provide additional multi-family residential uses. Additionally, it can be split to include any portion of the parcel for each use as appropriate. However, for the first 18 months following adoption of the Ordinance approving the zoning, this hybrid parcel can only be developed using the Medical Office zoning district to encourage additional office uses based on potential demand over the first 18 months of zoning approval. After 18 months, this restriction is removed and the parcel can develop using either zoning district by right for all or any portion of the parcel. All uses and development standards of each zoning district are consistent with the applicable district standards as defined within the PAD Booklet included as a separate attachment with this PAD Narrative.

Commercial

The Commercial land use designation will utilize the underlying C-2 Zoning District which provides for general retail, service, and office use, as well as the encouragement of medical offices, hotels, and master planned retail shopping centers that respond to community and regional area demand for goods and services. The C-2 commercial uses are proposed along Litchfield Road where the highest level of access and visibility is provided. The conceptual layout of the commercial area should include opportunities for shared access, parking, unique design themes and open space areas that encourage a more integrated commercial center. Pedestrian connections will be provided to the commercial center allowing easy walkable access from the remainder of the PAD.

The PAD will provide a selected list of principally permitted uses that mirror the intent of the previous PADs and the appropriateness for the immediate area, which includes limiting the number of permitted convenience users to one. No deviations to the underlying zoning districts development standards are proposed

Private Park

Immediately adjacent to the two residential parcels is a proposed 1.5-acre park that will be a shared private park amenity for all development as part of this PAD. The park/open space parcel will be zoning MF-12-PAD similar to the adjacent parcel and will be included in the adjacent MF-12 parcel for purposes of required open space, but not included in the net density since it will be shared with all development parcels within the overall project. This amenity space will include active and passive amenities for all residents and visitors using the park, and may include a playground, shaded seating areas, informal turf play areas, landscaping, picnic areas, and trails connecting to the overall PAD's trail system. This will provide opportunities for residents, employees, patients of the hospital, and visitors to enjoy outdoor active and passive recreational activities within a central location of the overall development. This park is centrally located and will be designed with the first phase of development.

Pedestrian Circulation and Open Space Plan

Pedestrian connections shall be provided throughout the PAD and provide connections to each of the proposed land uses as well as open space areas that are evenly distributed throughout the PAD and located in areas that are easily accessible and emphasized through building and site design. Pedestrian pathways are provided to promote easy walkability throughout the PAD making this a horizontally integrated PAD. Open spaces are provided at natural terminus areas creating a sense of arrival and inviting spaces. Additional details are provided and shown on **Exhibit 7: Pedestrian Circulation and Open Space Plan.**

Circulation

The main entrance to the Site is proposed to be from a singular two-way driveway into the Subject Site from Litchfield Road to the 143rd Avenue cul-de-sac to the east. The main access point off Litchfield Road is located to correspond with the existing median break in Litchfield Road, at the approximate mid- point of the Site, to allow for full traffic movement and access to and from the Site. This main driveway immediately off Litchfield Road will be flanked by two of the small retail/restaurant development pads adjacent to Litchfield Road, and the in/out lanes will be separated by a landscaped median. As the main accessway continues into the Site, it will connect with secondary interior accessways extending to parking areas and development parcels to the north and south of the main accessway.

The main entry and each secondary interior accessway will be improved with decorative pavers to help define and enhance the design features of the Site, to help unify the Site design, to promote connectivity and to clearly mark and identify the main entry and secondary interior accessway points. Additionally, a central roundabout is proposed on the primary collector through the site which helps with traffic calming and creates a sense of character to the overall PAD.

Traffic Impact Analysis

Additional street and or driveways will be installed at the time of site plan review and approval to ensure appropriate site circulation in accordance with the Traffic Impact Analysis (TIA) provided by Stanley Group as a separate document. Appropriate street dedications shall be required at the time of site plan approval or final plat approvals as applicable in accordance with all applicable City of Goodyear standards.

PAD Section 1-3-1 D Compliance Statement

The Zoning Ordinance identifies specific criteria in Section 1-3-1 D that staff and the Planning Commission is to use to evaluate rezoning applications. The following section provides an overview of how the proposed development meets the intent of the Zoning Ordinance.

a. Consistency with the goals, objectives, policies and future land use map of City's General Plan; consideration of current market factors, demographics, infrastructure, traffic, and environmental issues; and if conditions have changed significantly since the Plan was adopted;

Response: The proposed Celebration Plaza development provides for a wide variety of uses all of which are identified as appropriate and compatible within the Business and Commerce Category including community retail, medical office, service-oriented business, and multi-family residential to support the area, thus not triggering an amendment to the General Plan.

b. Suitability of the subject property's physical and natural features for the uses permitted under the proposed zoning district;

Response: While the subject property is irregular-shaped, great care has been taken in the initial design process to integrate the uses together with a series of connected vehicular and pedestrian circulation routes as well as interconnected open spaces to create a dynamic, mixed-use master plan. Additionally, connectivity to adjacent parcels will be integrated into the master plan so that as

these adjacent parcels are developed, they can seamlessly connect to the multi-layered vehicular and pedestrian circulation network.

c. Compatibility of all potential uses allowed in the proposed zoning district with surrounding uses and zoning in terms of such things as land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impact on property values;

Response: All surrounding developments within the area are zoned PAD allowing primarily for commercial, industrial, and office uses. The nature of the surrounding area is reserved for Business and Commerce uses as defined by the General Plan which is consistent with the proposed PAD for the Subject Site. The proposed development plan will be compatible and complimentary to the surrounding uses within the immediate vicinity of the property, but with a greater mix of uses to include multi-family residential, which will support and ensure higher demand for the existing and proposed retail and office uses proposed in the area.

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

Response: The analysis showed that within a half mile of the site that within a mile of the Site there is approximately 197 acres of undeveloped commercial and approximately 252 acres of developed commercial land and approximately 351 acres of undeveloped Industrial/Office and 411 acres of developed Industrial/Office. The applicant believes this is an appropriate mix of uses, is thoughtfully designed and is compatible with the City's goals of attracting a large-scale mixed-use development in this area. We believe this mix of uses will meet the market demand for this area and can be successful in today's economic climate.

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

Response: The property is currently part of two separate Planned Area Developments (PAD's), including the Goodyear Palm Plaza PAD and the Airport Gateway PAD. The Goodyear Palms Plaza PAD, approved in 2008, includes the easternmost 44 +/- acres of the Celebration Plaza property. The current zoning designation for this property is PAD Mixed-Use Commercial. The PAD proposed a mix of hotels, retail shops, offices, and retail pad sites, though nothing has developed on the property to date based on the existing PAD. The Airport Gateway PAD is a preliminary PAD encompassing a 212-acre area that was intended to be developed as a mixed-use center for employment and commercial uses.

The proposed PAD seeks to simplify the entitlements on this property consistent with past approvals and surrounding development context. The principally permitted are consistent with those uses surrounding the site.

f. Demands for public services that will be generated by the uses permitted in the proposed zoning district and requirements for meeting such demands in terms of public infrastructure and facilities and other capital equipment, such as water supplies, water treatment, storage, and distribution facilities, wastewater treatment recharge and distribution facilities, streets, bridges, schools and emergency services facilities and equipment;

Response: To support the PAD as required by the City of Goodyear, a preliminary water report, sewer report, Traffic Impact Analysis (TIA) and drainage report have been provided which outline the feasibility of the proposed PAD. These reports include but are not limited to the following information:

- The existing water infrastructure within the project vicinity and available to serve the proposed development.
- Identify projected demands for Average Day, Maximum Day, Peak Hour, and Maximum Day Plus Fire Flow demand conditions.
- Identify required infrastructure, including water line sizes, locations, and alignments, necessary to serve the proposed demands.
- Presentation of the results of the hydraulic model of the proposed infrastructure.
- Preliminary drainage analysis.
- Existing sewer system, projected wastewater flows, and proposed improvements.
- Assessment of the adequacy of the surrounding roadway conditions and their ability to properly serve the proposed land uses.

As required by the City of Goodyear, a school impact analysis is also provided below. The school district boundaries include Avondale Elementary School District #44 and Agua Fria High School District. Calculations for the anticipated impact on the school districts are shown below.

SCHOOL DISTRICT	MAX # OF RESIDENTIAL UNITS	STUDENT RATIO	MAX # OF STUDENTS
Avondale Elementary School District #44	886	0.30 Students/Unit	266
Agua Fria High School District	886	0.19 Students/Unit	169
Total	886		435

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

Response: None. The Subject Site is within close proximity of all required infrastructure, as provided by the associated engineering reports. Additional review and approval will be required through the City's site plan approval process as development occurs.

h. General public's concerns;

Response: As required by the PAD rezoning process, the project team will conduct a neighborhood outreach process to discuss the specifics of the proposed project. Additional details relating to the public involvement process will be documented within the Citizen Participation report as required by the PAD rezoning requirements.

i. Whether the amendment promotes orderly growth and development; and,

Response: The proposed PAD amendment seeks to simplify complicated existing entitlements as the Subject Site exists in multiple PADs that have different standards. This PAD narrative provides assurance that the entire approximately 70-acre site is developed under consistent development standards and design guidelines to promote orderly growth and development. The provisions provided within the PAD are consistent with the City's General Plan and Zoning Ordinance.

j. Any other factors related to the impact of the amendment on the general health, safety and welfare of the citizens of the City and the general public.

Response: The project team has taken great care in evaluating the need for this amendment and ensuring some consistency with the approved PAD is achieved. The creation of the new PAD does not significantly impact the existing PAD's and provides additional acreage for housing, commercial, and medical office services to support the future growth in this area.

4. PAD DEVIATIONS TO DEVELOPMENT STANDARDS

MF-24 District Deviations:

1. Increase Density from 24 du/ac to 30 du/ac

Justification: This increase in density will allow more flexibility on residential product types suitable for the property while supporting the City's goal of higher density within this area.

2. Increase maximum building height from 40' to 56'

Justification: The increase height will allow up to 4-story building which will provide more options for higher density product, meeting the City's goal of high density within this area and maintaining compatibility with the surrounding uses.

MF-12 District Deviations:

1. Minimum and Maximum Density from N/A to 10 du/ac and from 12 to 15 du/ac

Justification: Minimum density will ensure the project does not permit lower density residential product within the development, and maximum density will allow a slightly higher density that MF-12 currently permits to provide more flexibility and diversity in product types.

2. Minimum Lot Width from 200' to 22' for subdivided product.

Justification: This will allow for higher density subdivided lots as a development option to provide variety and diversity within the residential uses.

3. Maximum Height from 25' to 30'

Justification: This will allow a slightly higher 2-story unit as may be needed for the proposed product type while maintaining compatibility with surrounding uses.

4. Minimum Stories from N/A to 2-story

Justification: This will ensure no single-story horizontal apartments, or other single-story residential is permitted where higher density uses are desired.

5. Maximum Building Coverage from 50% to 75%

Justification: This will allow smaller lots for the subdivided option while ensuring density remains high. Further, since there is a private park adjacent, additional common open space is provided to mitigate the increased lot coverage.

6. Perimeter Setbacks: From 30' to 20' for the north perimeter, and from 20' to 10' for east and west perimeter.

Justification: While the southern (front) setback is maintained at 30', interior to the project, reduced setbacks are justified as this is an integrated master-planned development and based on the immediately adjacent uses, the reduced setbacks will allow for additional density and is compatible with surrounding uses.

7. Interior Setbacks (for subdivided product only): Front - 3' and 20' for garage Side - 0 and 6' for both sides; Street Side - 10; Rear - 3'.

Justification: These standards are additional setback standards for subdivided product within the MF-12 district and are appropriate for the proposed product type.

5. ARCHITECTURAL DESIGN EXPECTATIONS

The PAD proposes four differing architectural character areas with a unifying theme across the PAD including:

- Multi-Family 24
- Multi-Family 12
- Commercial
- Medical Office

Development within the PAD shall include a wide variety of materials with contrasting textures, and colors that complement the surrounding area and overall intent of the PAD, while providing flexibility to that provides an opportunity for multiple architectural design styles to be realized within context of the overall PAD. Individual building elevations as part of the PAD shall be coordinated regarding color, texture, materials, finishes, and form as described by the Goodyear Design Guidelines and as provided within this section. The design principles described below and shown by the provided imagery are meant to convey the development team's overall vision for the intended character of the PAD. They are not intended to be prescriptive or fully comprehensive in nature.

Building architecture shall be designed with consideration to the following characteristics that contribute to a quality development further supported by the City of Goodyear Design Guidelines:

- A variety of natural hues with various accent colors that promote a cohesive overall development character are encouraged.
- Prominent entries, windows, color and material are factors in the visual impression of a building.
- Multiple buildings in a single project should employ variety in size and mass to provide visual interest.
- All commercial buildings shall have clearly defined customer entrance(s) incorporating elements which may include:
 - Canopies or porticos
 - Overhangs
 - Recesses/projections
 - Arcades
 - Raised parapets
 - Peaked roof forms
 - Entrance framed by outdoor pedestrian features or enhanced landscaping.
- The reduction of building mass may be achieved by using a combination of the following techniques:

- Variation in the roof lines and form
 - Use of ground level arcades and covered areas
 - Use of protected and recessed entries
 - Use of vertical elements on or in front of expansive blank walls
 - Use of pronounced wall plane off sets and projections
 - Use of focal points and vertical accents
 - Inclusion of windows on elevations facing streets and pedestrian areas
 - Distinction between roof, body and base of a building.
- All restaurants are encouraged to have an outdoor dining patio or convertible indoor/outdoor space.
 - Mechanical equipment, whether ground-level or roof mounted, and other fixtures shall be screened from public view and be perceived as an integral part of the building.

Architectural Character Imagery

The imagery provided within this section is meant to provide the development teams vision for the overall PAD, establishing a consistent theme and character throughout. The provided imagery is exemplary and not prescriptive for each of the land use category provided as part of the PAD. See

Exhibit 8: Architectural Character Imagery.

Additional regulatory design guidelines are provided in the Planned Area Development Standards and Guidelines booklet,

6. INFRASTRUCTURE / UTILITIES

Water & Wastewater Infrastructure: Systems and connections will meet applicable City requirements at the time of development. Water and wastewater infrastructure will be designed to be in compliance with the City of Goodyear Engineering Standards Manual, Codes and Ordinances, and will be served from the City of Goodyear water system. The project will be responsible for constructing an onsite water distribution system consisting of 8"

and 12" water lines that will provide fire, domestic, and irrigation demands. Connections will be made to the existing water lines in Litchfield Avenue, Celebrate Life Way and 143rd Avenue.

Drainage: The project will be designed to be in compliance with City of Goodyear Engineering Standards Manual and other required drainage guidelines. The site will be responsible for storing the 100 year 6 hour retention volume and have adequate percolation/discharge capacity to drain the volume within a 36-hour time period. Adjoining half street drainage from Celebrate Life Way and Litchfield Avenue will be accommodated on-site as necessary.

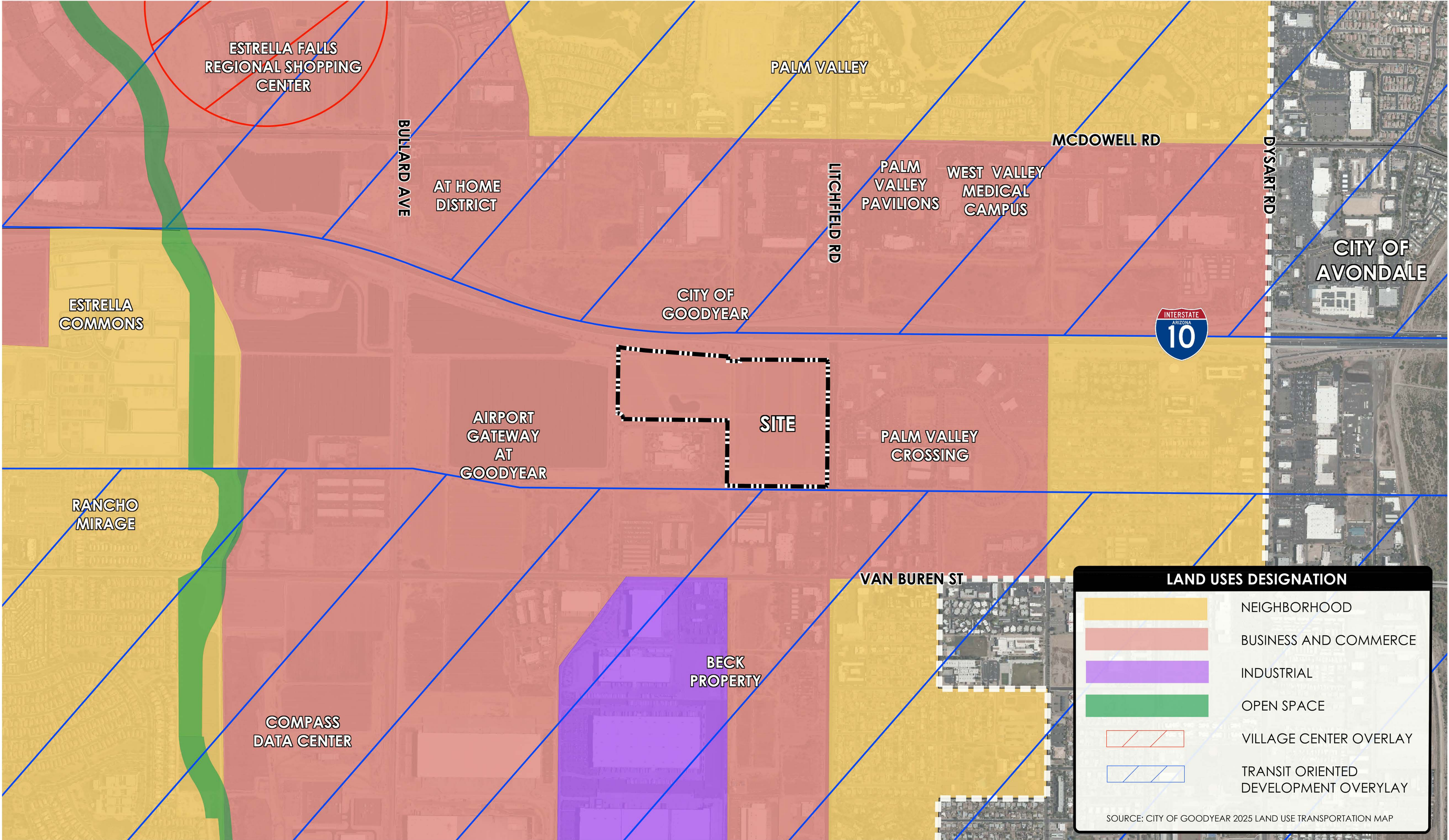
Sewer: The development will be served by the City of Goodyear sewer system. The project will be served by various 8" sewer line stubs located towards the south and west portions of the site. These 8" stubs will be extended throughout the site and connect to a 12" sewer line in 143rd Avenue and 12" sewer line in Celebrate Life Way.

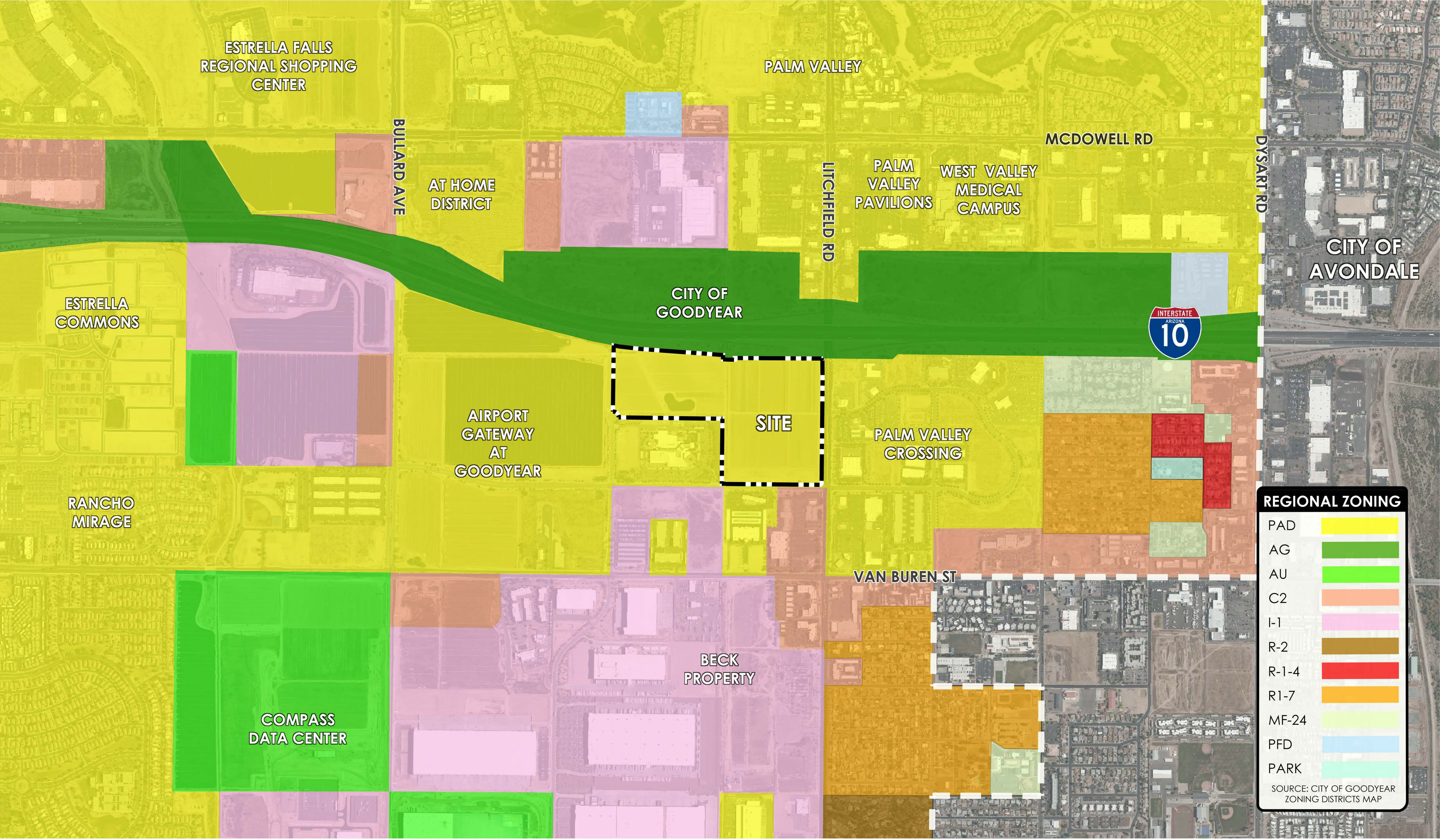
Roadway: As part of the initial review of the project TIA, the city commented that a bike lane should be constructed along the western ½ street for Litchfield Road adjoining the site. The project team is currently working with the city to request a waiver to construct the bike lane utilizing an off-street path rather than the bike lane location per Goodyear's typical section in order to avoid widening Litchfield Road, which would require the relocation of the traffic signals at Test Drive and Celebration Plaza Way, as well as potential removal and reconstruction of curb and gutter, landscaping and other roadway improvements currently in place. This approach will be similar to how the bike traffic was accommodated along the east side of Litchfield Road, minimizes traffic disruption for Litchfield Road during construction, and maximizes safety for cyclist at both the north and south end of the project limits where on-street bike lanes do not exist. The project will dedicate right-of-way and construct roadway improvements in compliance with City of Goodyear Engineering Standards, Manual, Codes and Ordinances based on the outcome of this waiver request. Roadway access shall be determined by City approved Traffic Study/Analysis at the time of development.

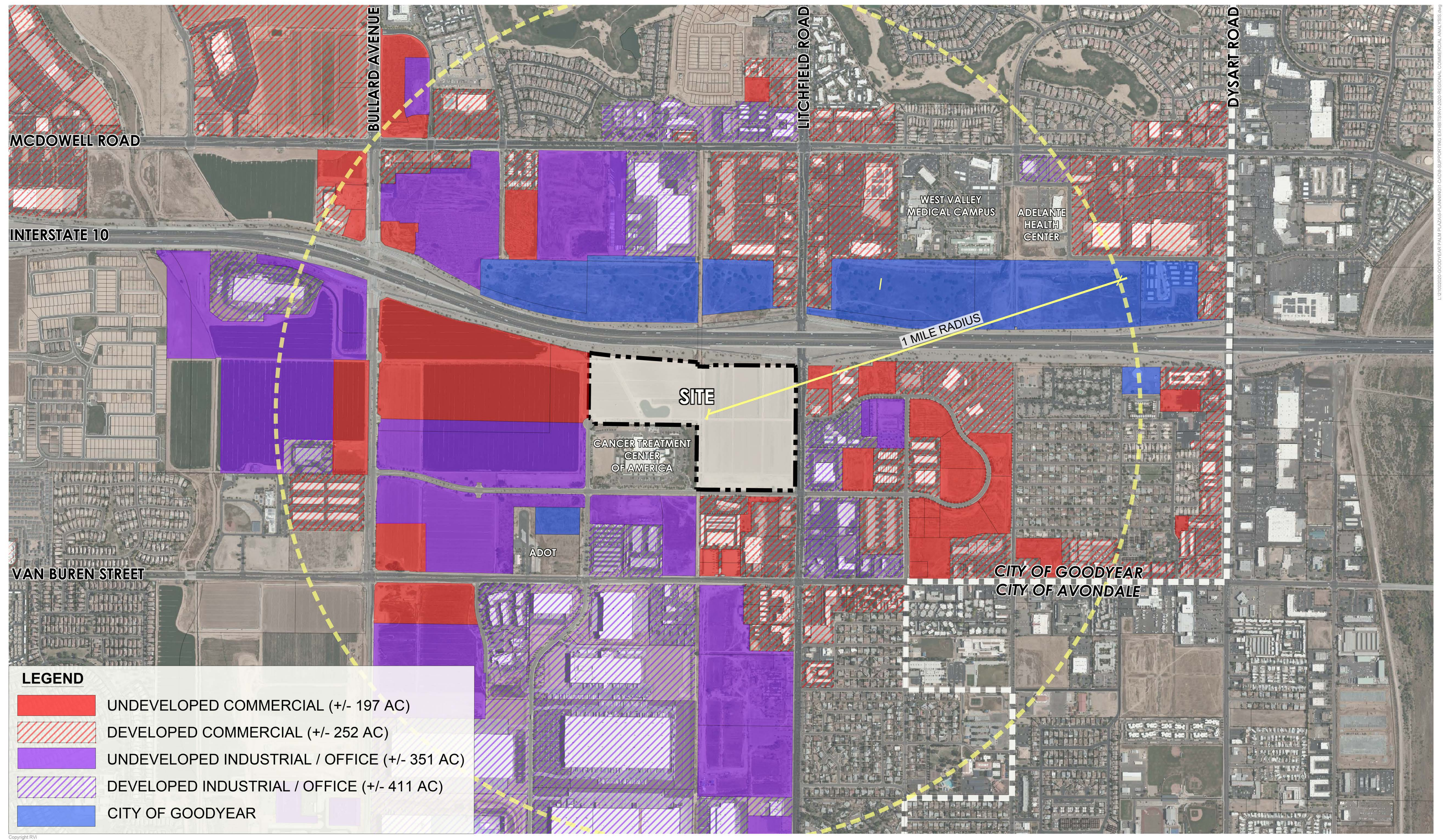
7. CONCLUSION

While the subject property is irregular-shaped, great care will be taken in the design process to integrate the uses with a series of connected vehicular and pedestrian circulation routes as well as interconnected open spaces resulting in a dynamic, mixed-use master plan. Additionally, connectivity to adjacent parcels will be integrated into the master plan so that as these adjacent parcels are developed they can seamlessly connect to the multi-layered vehicular and pedestrian circulation network. Finally, integrated connectivity will be provided to the existing hospital to ensure pedestrian connections between the hospital site and the proposed uses. The overall proposed master plan will provide significant opportunities for the City and residents of Goodyear to provide a true integrated horizontal mixed-use master plan on a high-profile site within the City of Goodyear.

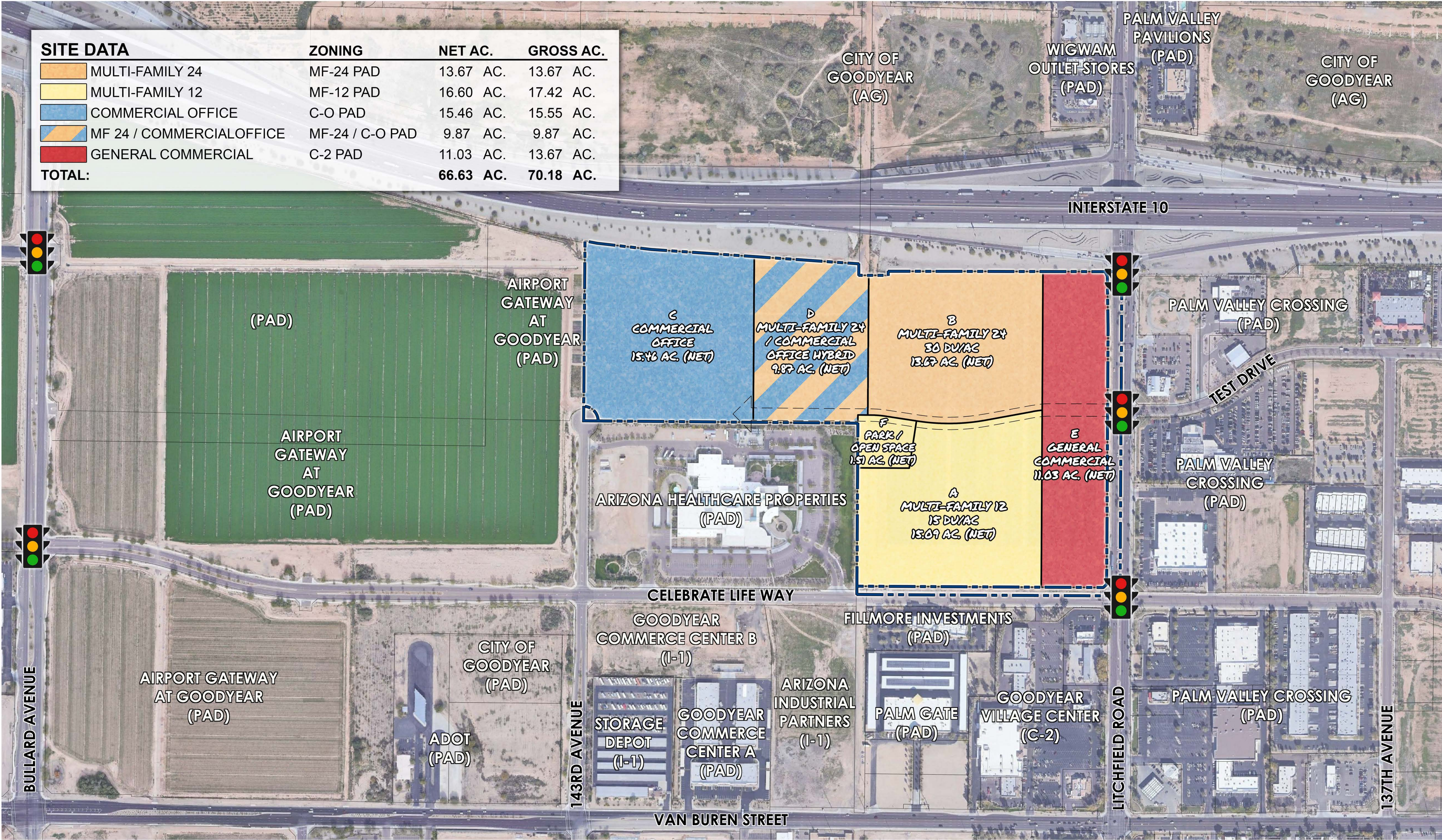


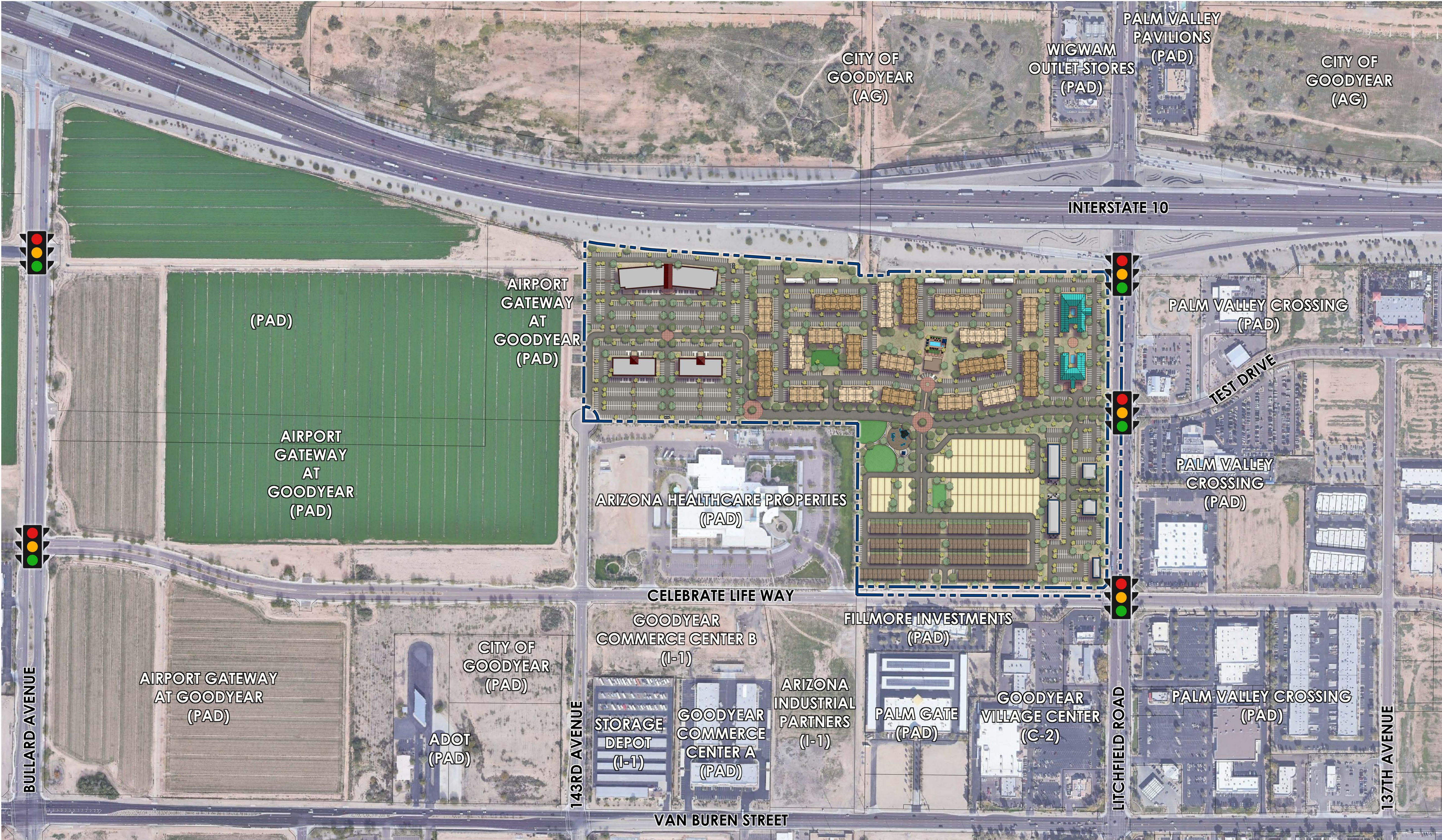


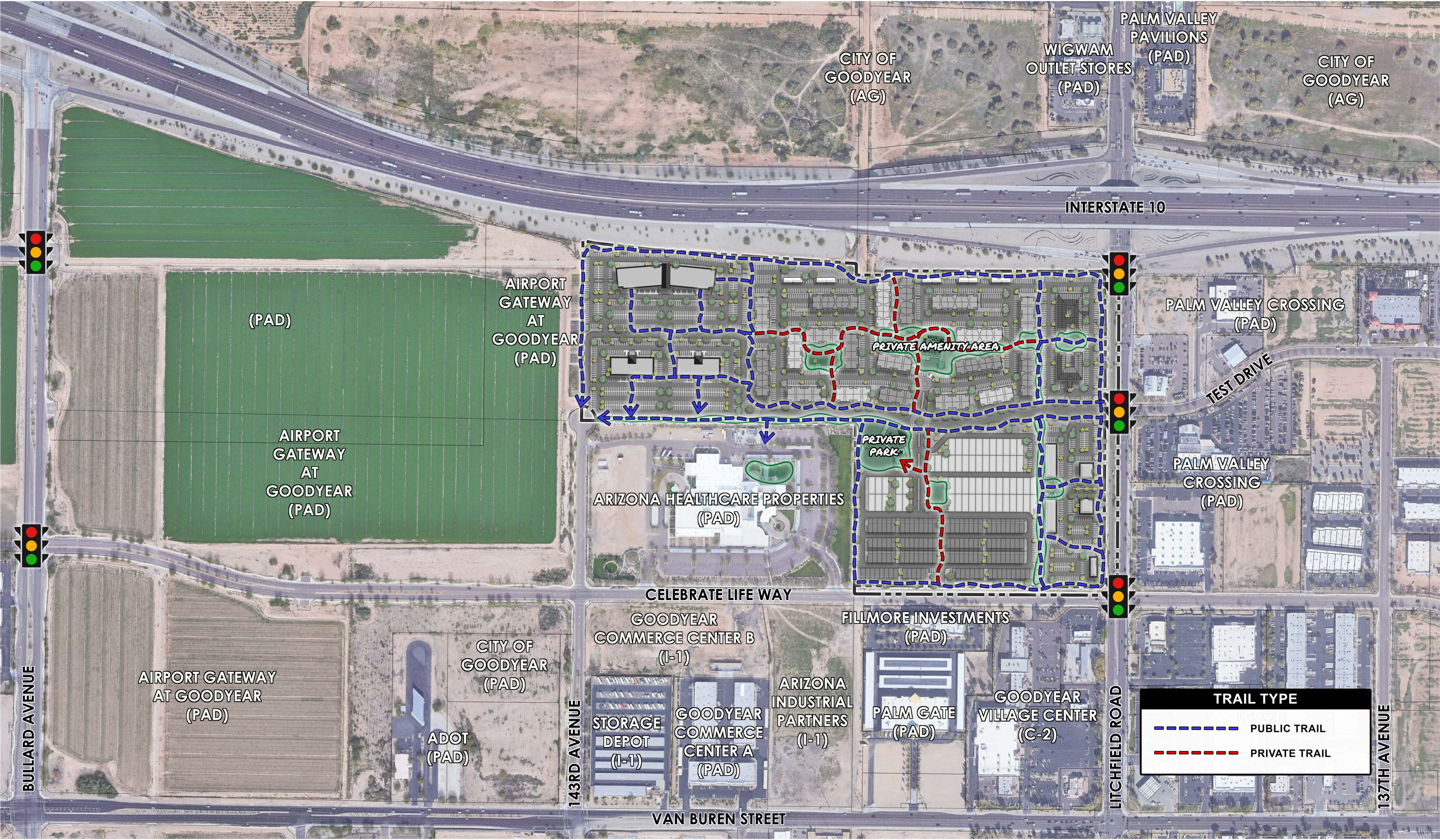




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CONCEPTUAL 5 UNIT BUILDING - FRONT



CONCEPTUAL 5 UNIT BUILDING - REAR



CONCEPTUAL STREET SIDE



CONCEPTUAL COURTYARD SIDE



CONCEPTUAL 6 UNIT BUILDING - FRONT



CONCEPTUAL 6 UNIT BUILDING - REAR



CONCEPTUAL STREET SIDE



CONCEPTUAL COURTYARD SIDE



CONCEPTUAL 6 UNIT BUILDING - FRONT



CONCEPTUAL 6 UNIT BUILDING - REAR



CONCEPTUAL STREET SIDE



CONCEPTUAL COURTYARD SIDE

MULTI-FAMILY COLOR PALETTE

To bring the community to life, a variety of colors and materials are encouraged throughout Celebration Plaza. The color palette shown below represent a selection of appropriate colors inspired by the natural context of the land and the nearby mountains. The use of gray and white tones are strongly discouraged as the primary and dominant color of buildings and shall be limited to accent elements only.

I N S P I R A T I O N A L

