

The Statler at Estrella Parkway

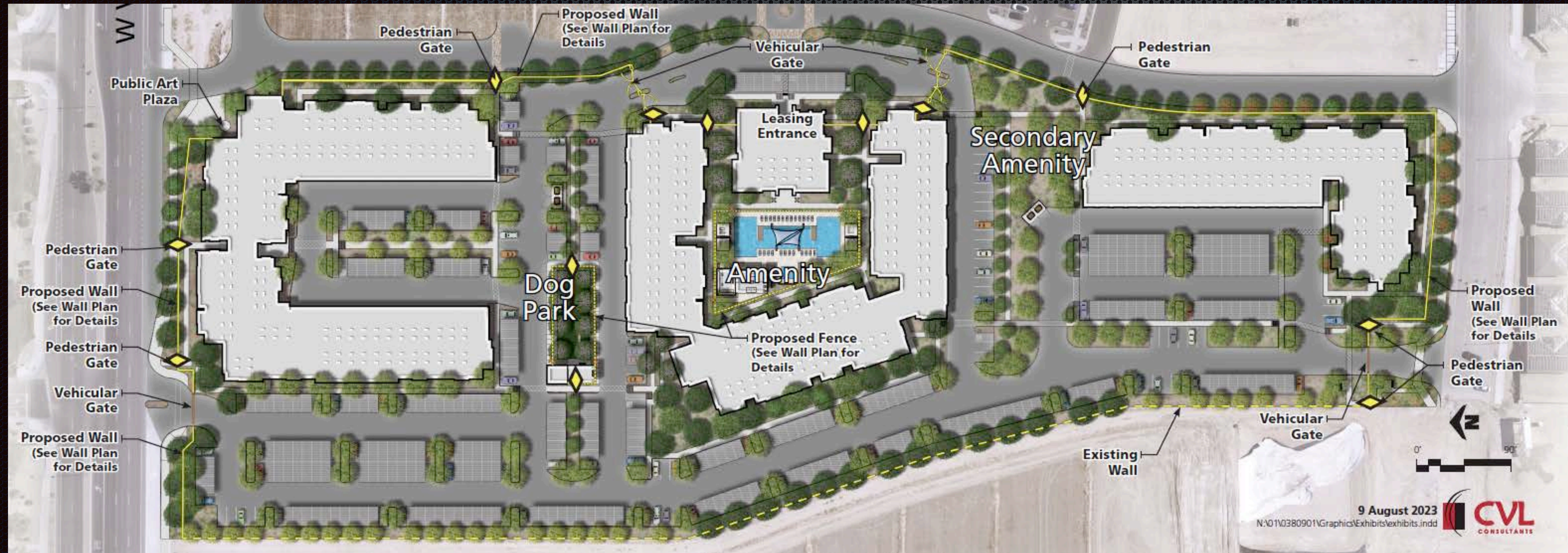
West of Estrella Parkway on the South Side of Van Buren Street

City Council

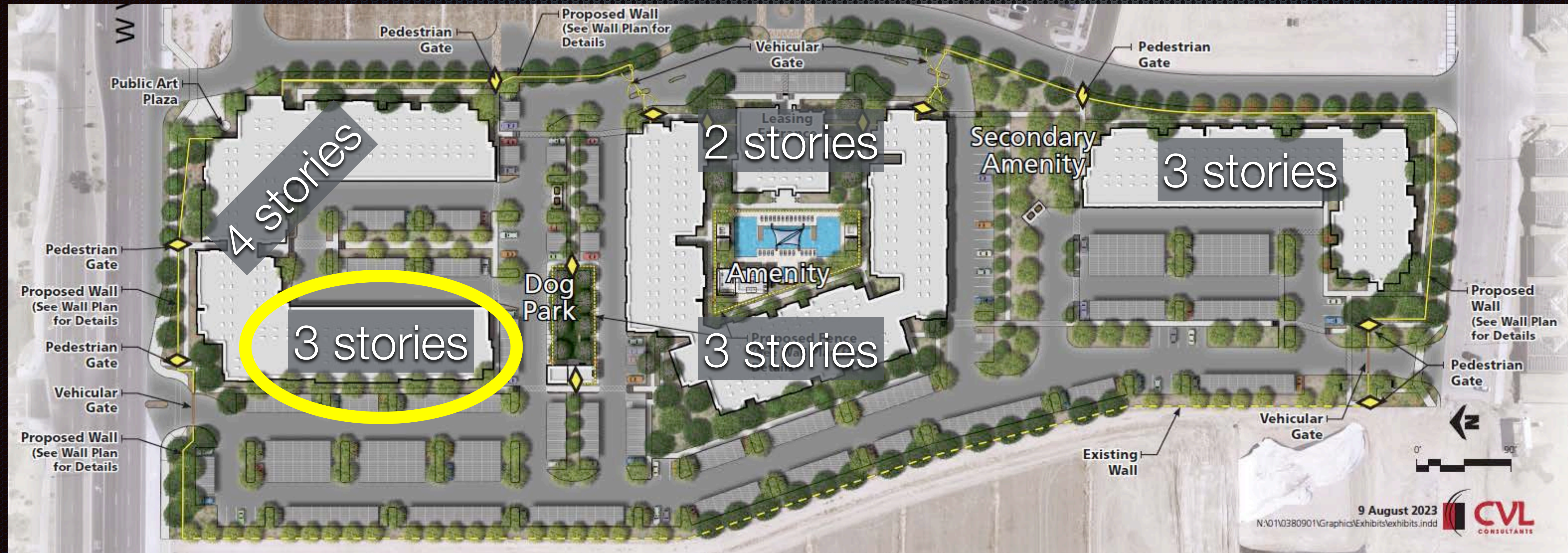
September 25, 2023



The Statler at Estrella Parkway



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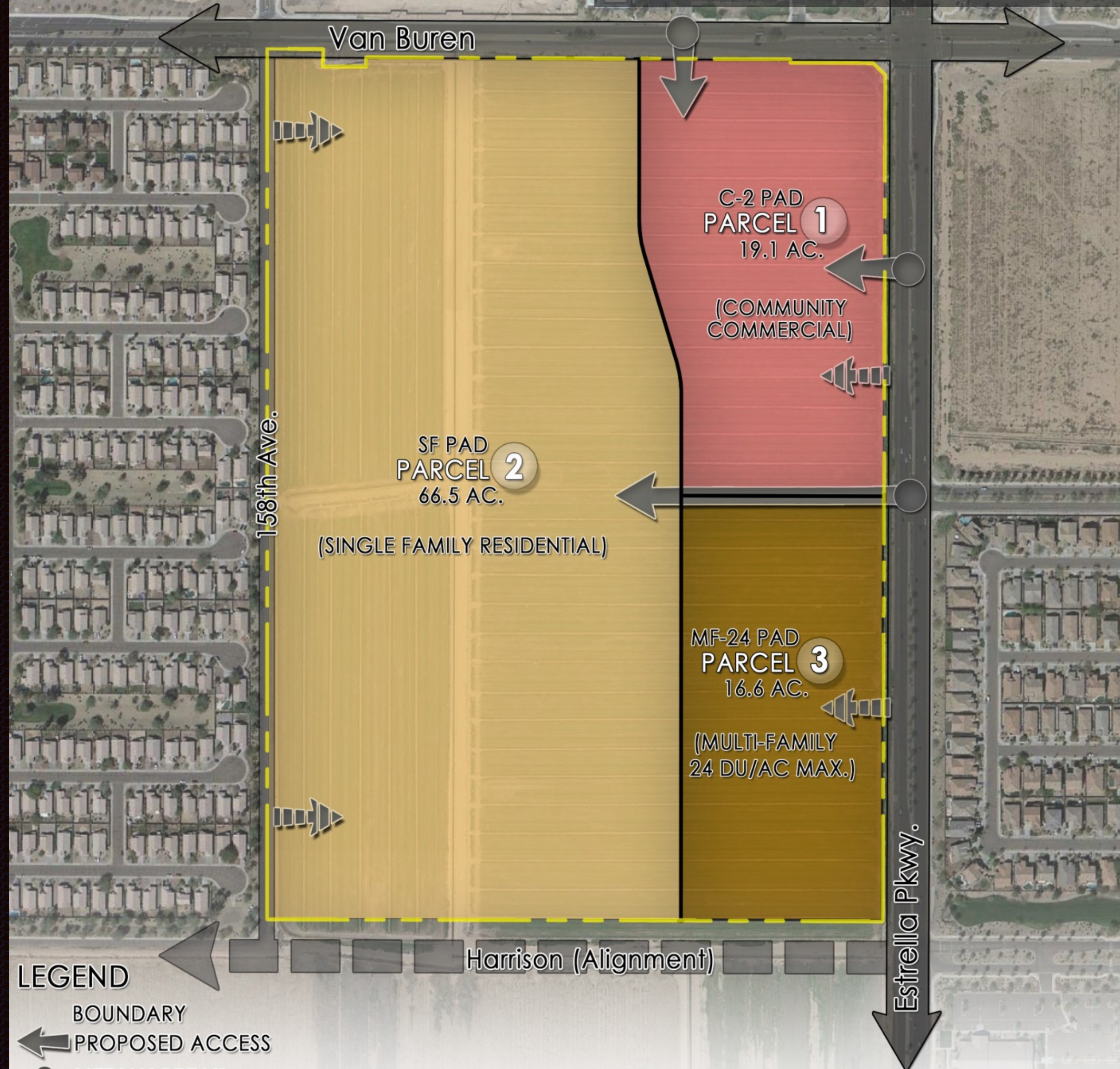




General Plan Conformance

- *Provide **diverse and quality** housing products. CC-2-1*
- *A **diverse stock of high quality** housing that meets the needs of all residents. CC-2*
- *Foster the creation and maintenance of **attractive, high quality neighborhoods**. CC-1-3*
- *Goodyear has a need for a **variety of housing types**, such as **multi-family housing**.*
- *High Density residential development is permitted in the Business & Commerce category when located **adjacent to...single family residential, commercial area, or used as buffer between the Neighborhoods category and Business & Commerce category**. Standard 41*
- *Establish an **infill development policy** and research and establish programs for infill development. GD-2-3*

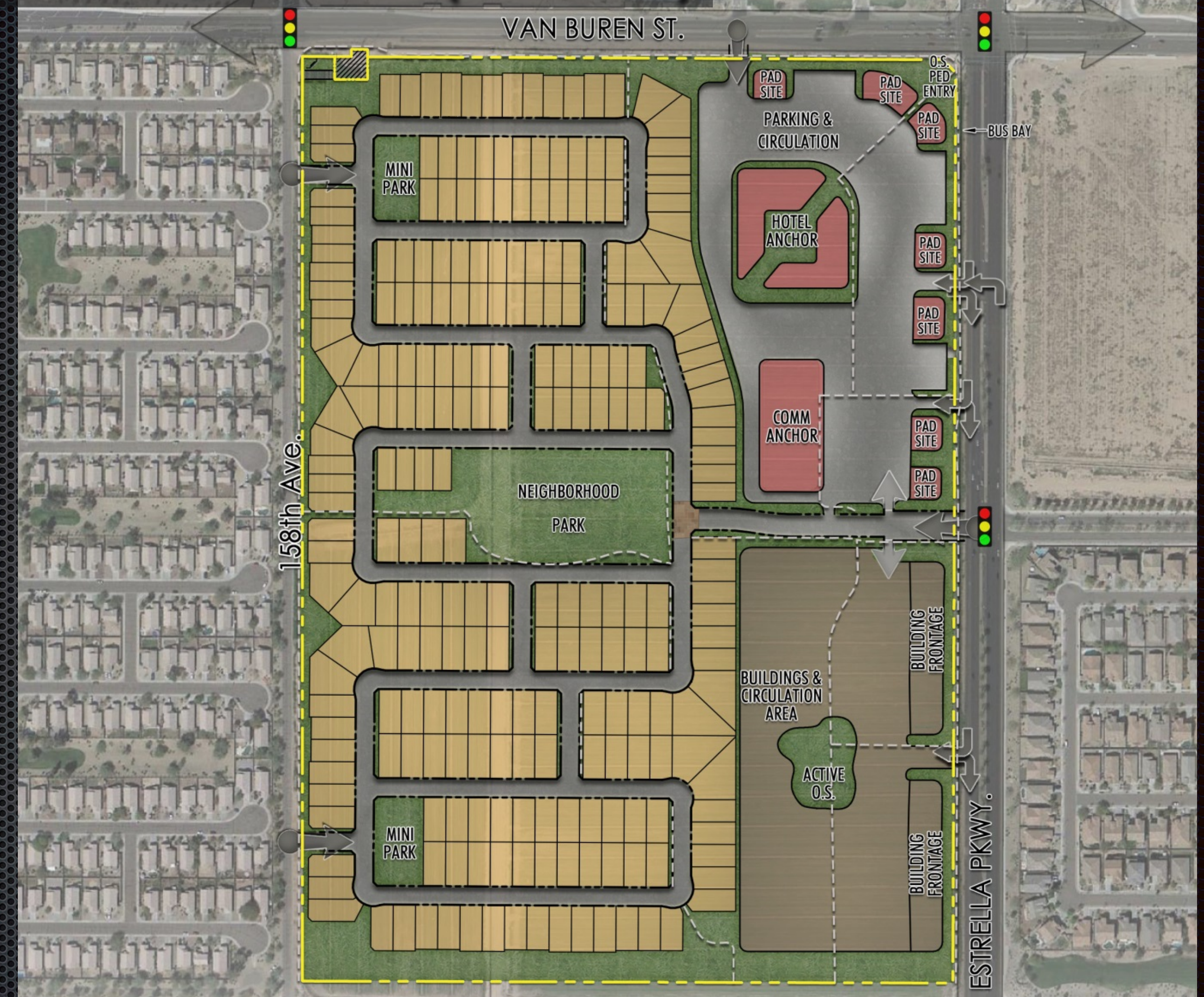
Hudson Commons PAD (2016)



- LEGEND**
- BOUNDARY
 - PROPOSED ACCESS
 - MEDIAN BREAK
 - FLEXIBLE ACCESS (TBD)

GENERAL DEVELOPMENT PLAN

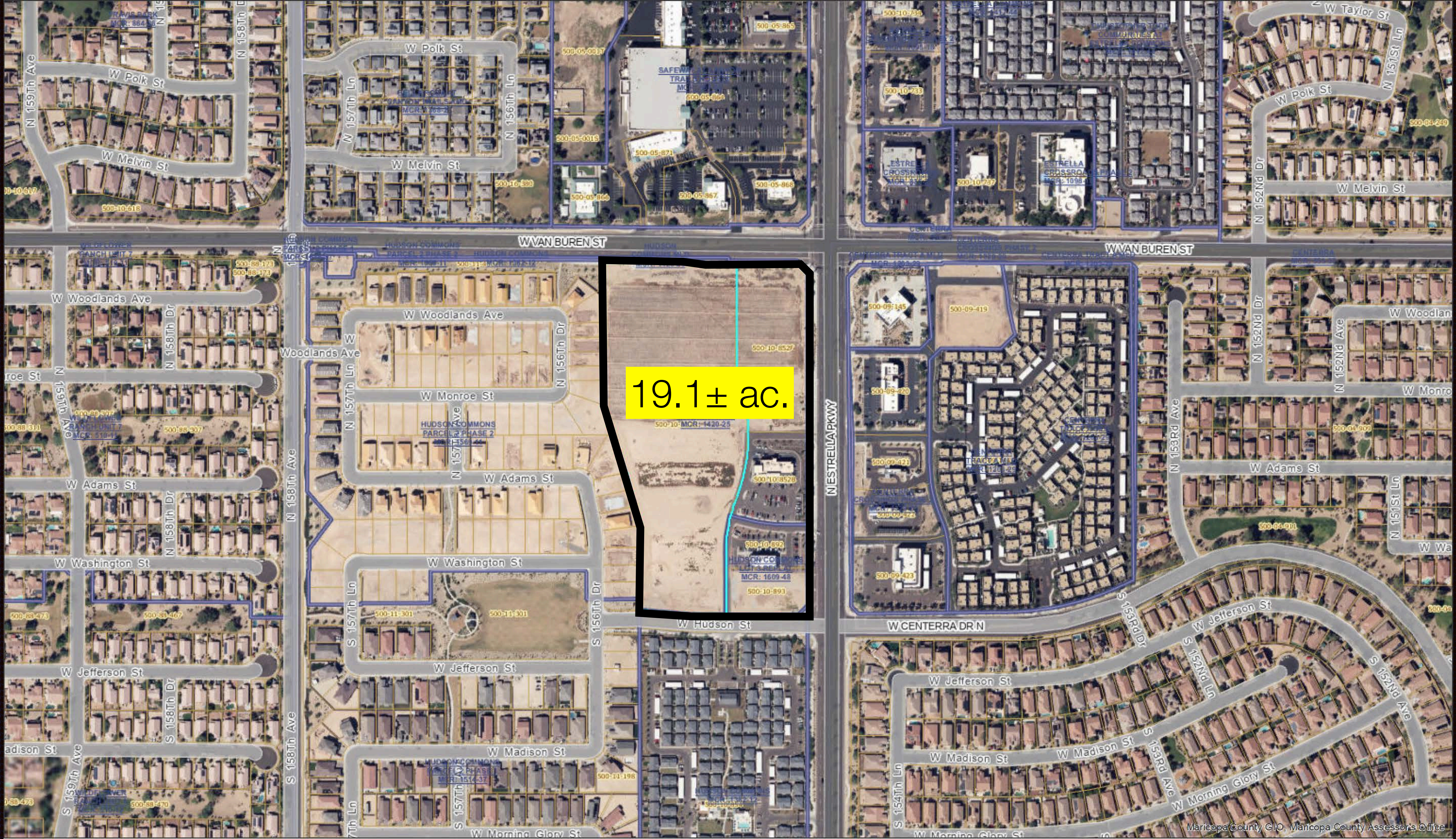
LVA



- LEGEND**
- BOUNDARY
 - PEDESTRIAN CONNECTIVITY
 - RIGHT-IN, RIGHT OUT ACCESS ONLY
 - RIGHT-IN, RIGHT OUT, LEFT IN ONLY
 - SIGNAL - FULL TURN MOVEMENT
 - PRIMARY ACCESS POINTS FULL TURN MOVEMENT
 - ROOSEVELT IRRIGATION DISTRICT WELL SITE

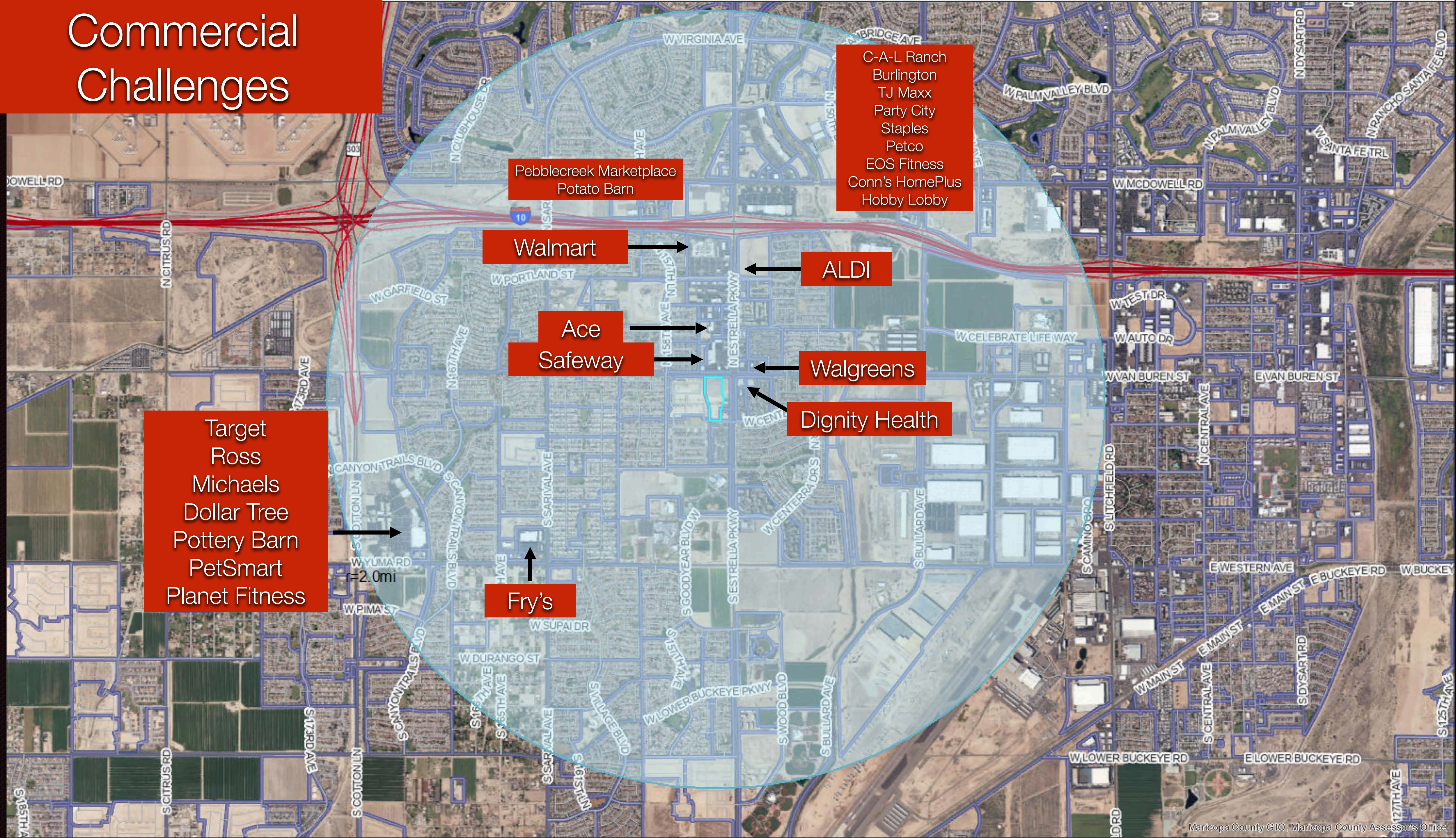
SITE PLANNING & CIRCULATION PLAN CONCEPT

LVA



19.1± ac.

Commercial Challenges



Commercial Challenges: E-Commerce

- ✦ E-commerce has been rising over the past few decades.
- ✦ Advancements in technology and the internet have paved the way for online shopping.
- ✦ E-commerce logistics and supply chain management improvements have significantly contributed to the on-line shopping experience.
- ✦ Companies have invested heavily in developing efficient warehousing, inventory management, and delivery solutions.
- ✦ Automation has streamlined orders, reduced delivery times, and enhanced overall customer satisfaction.
- ✦ COVID-19 was a significant catalyst for e-commerce growth, further impacting traditional retail developments.

Figure 4: Higher-Income Households Have Driven Most of the Recent Growth in Renters

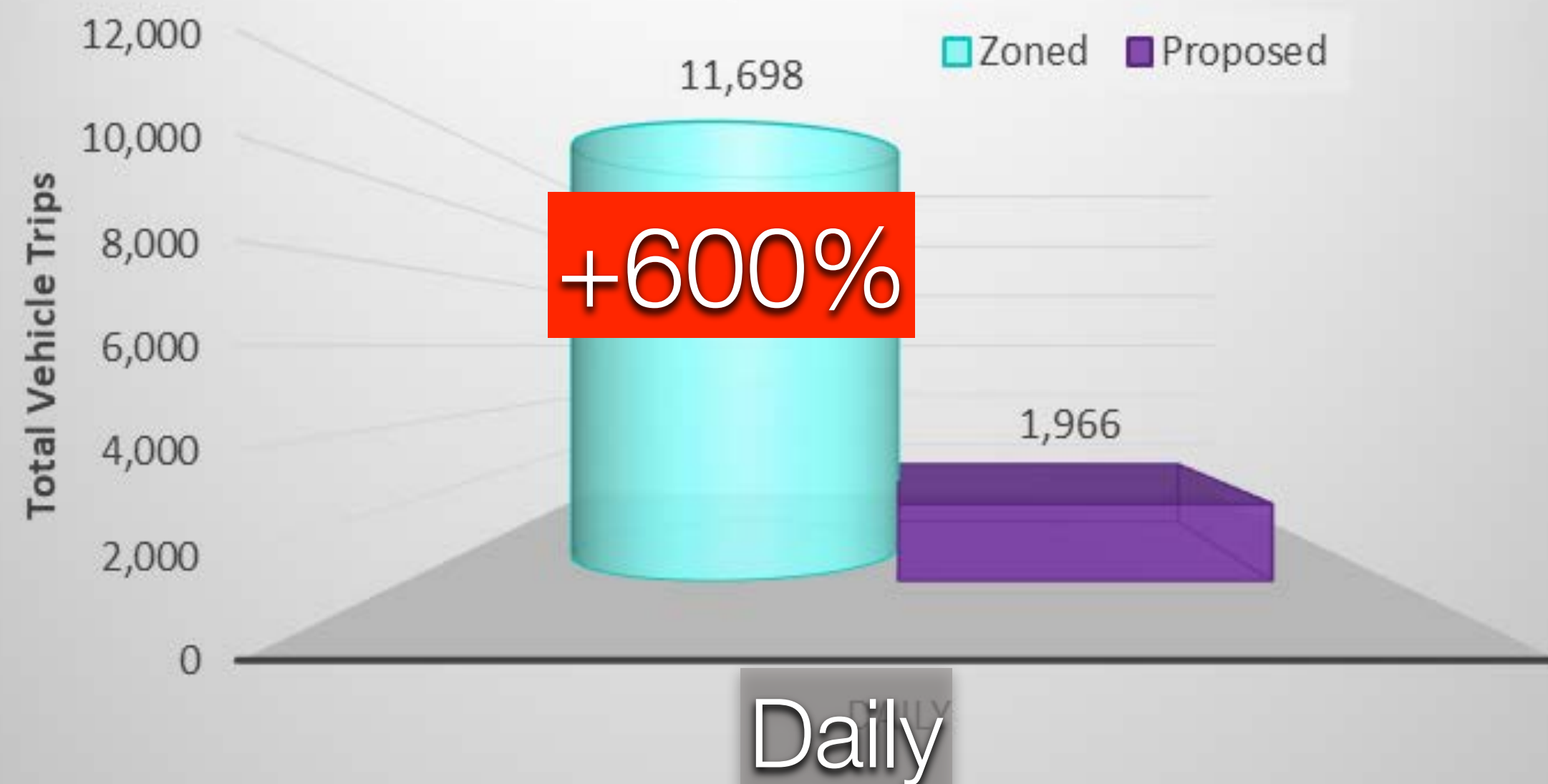


Note: Incomes are adjusted for inflation using the CPI-U for All Items.
Source: JCHS tabulations of US Census Bureau, American Community Survey 1-Year Estimates via IPUMS USA, University of Minnesota.

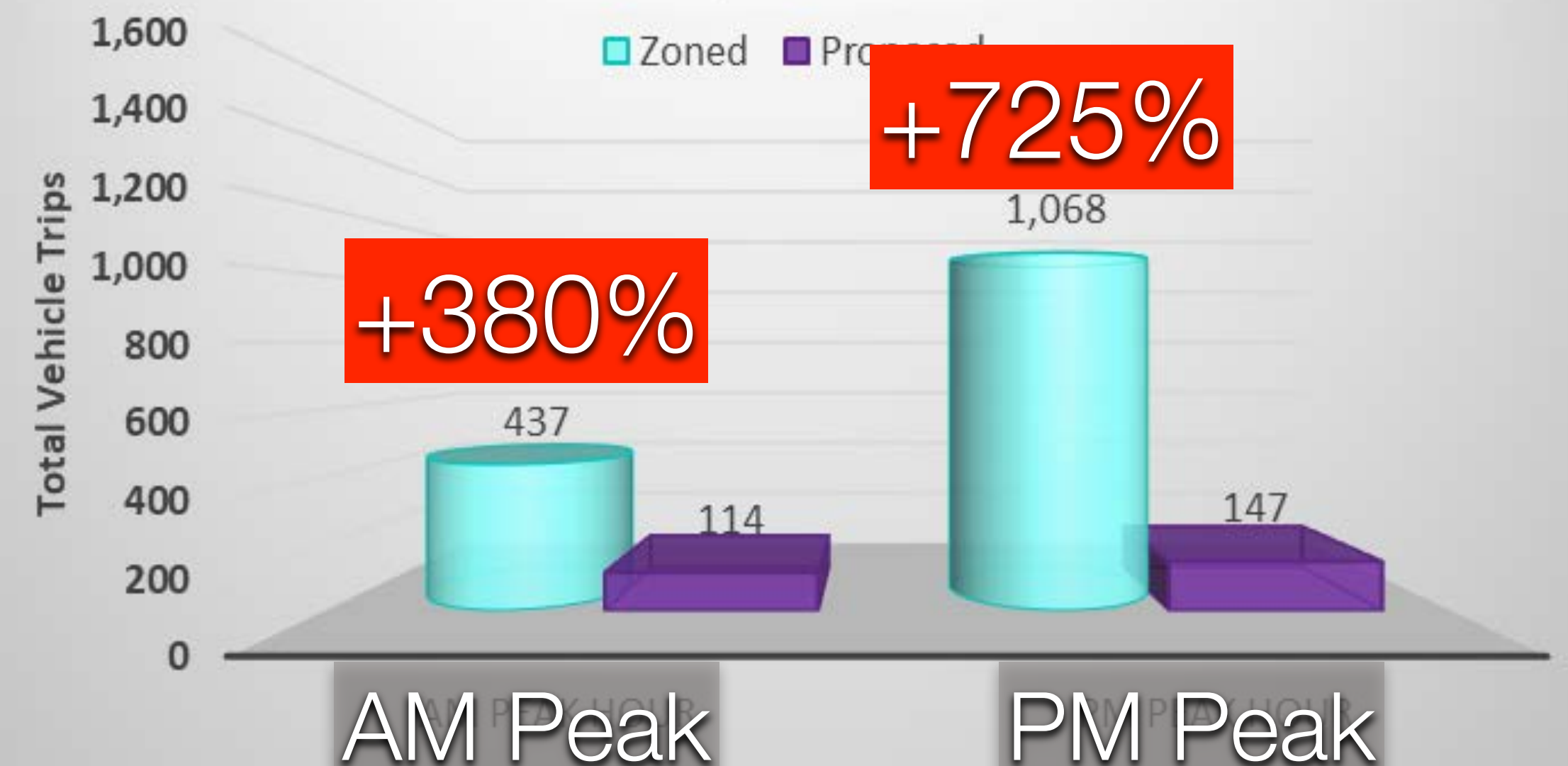
Trip Generation Comparison

Land Use	ITE LUC	Size	Units	Weekday Trips						
				Daily Total	AM Peak Hour			PM Peak Hour		
					In	Out	Total	In	Out	Total
Zoned: Shopping Plaza with Supermarket	821	123.800	KSF	11,698	271	166	437	513	555	1,068
Proposed: Single Family Rental Units	220	295	Units	1,966	27	87	114	93	54	147
Total Difference				-9,732	-244	-79	-323	-420	-501	-921

Zoned to Proposed Land Use Comparison

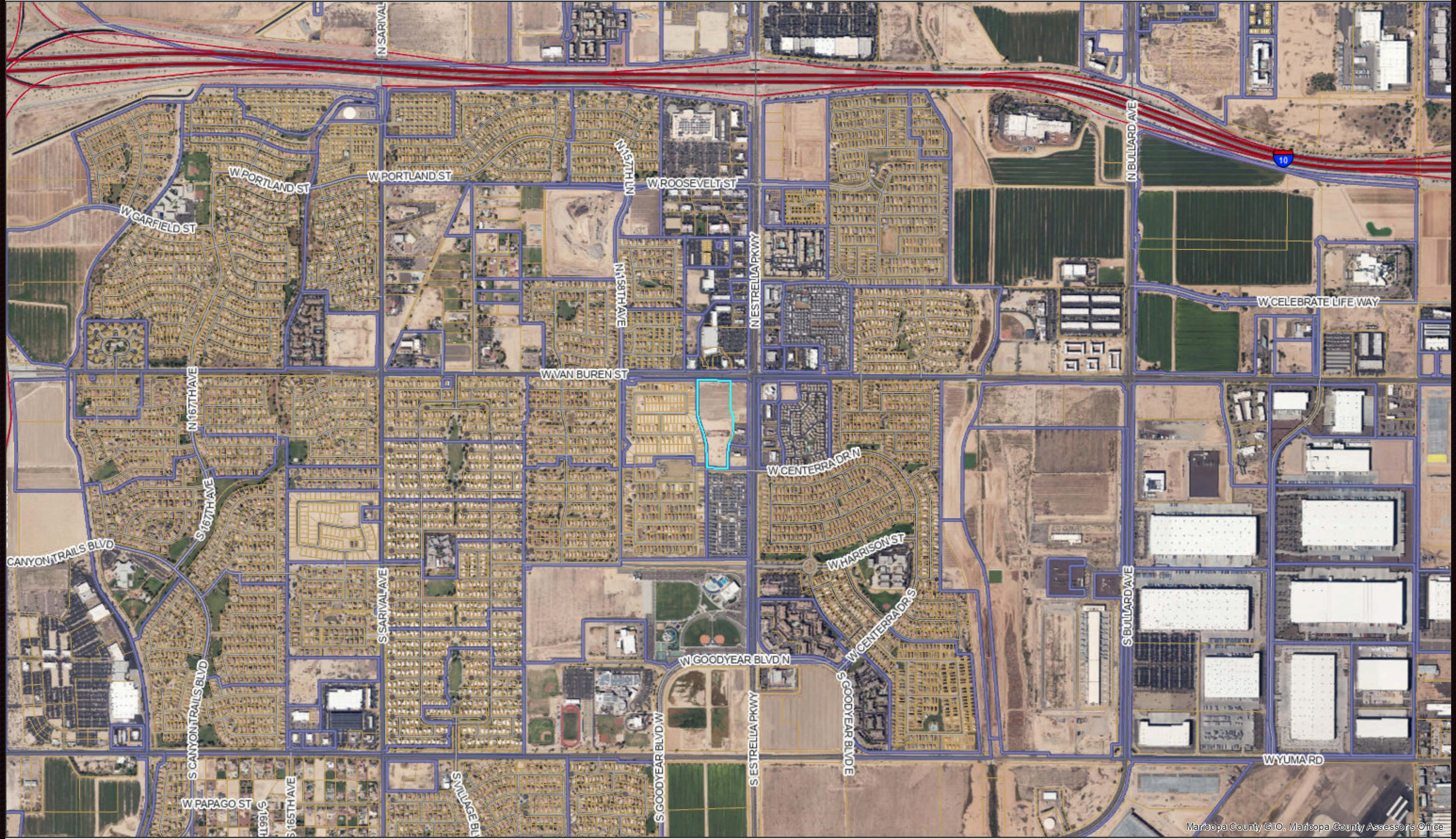


Zoned to Proposed Land Use Comparison

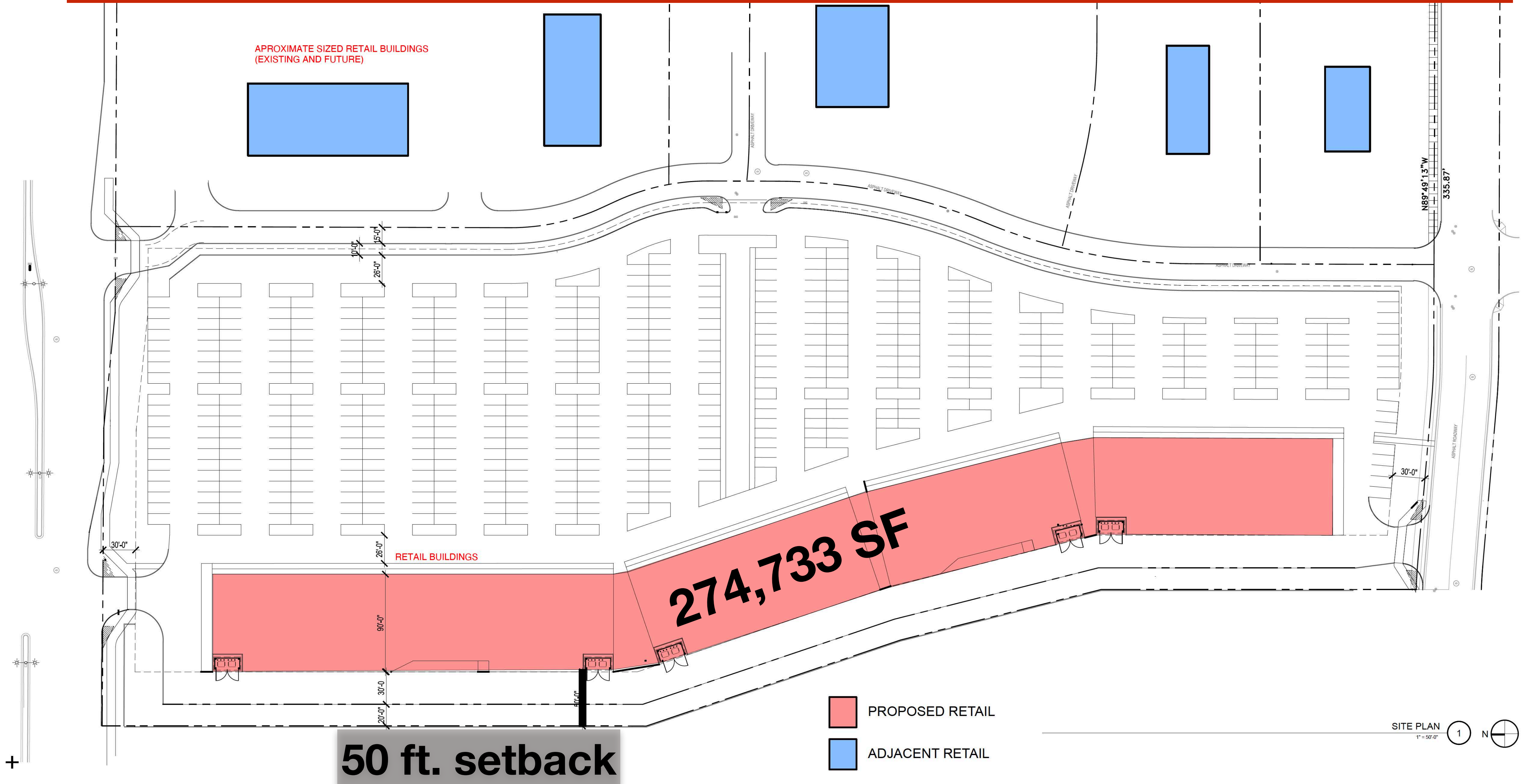




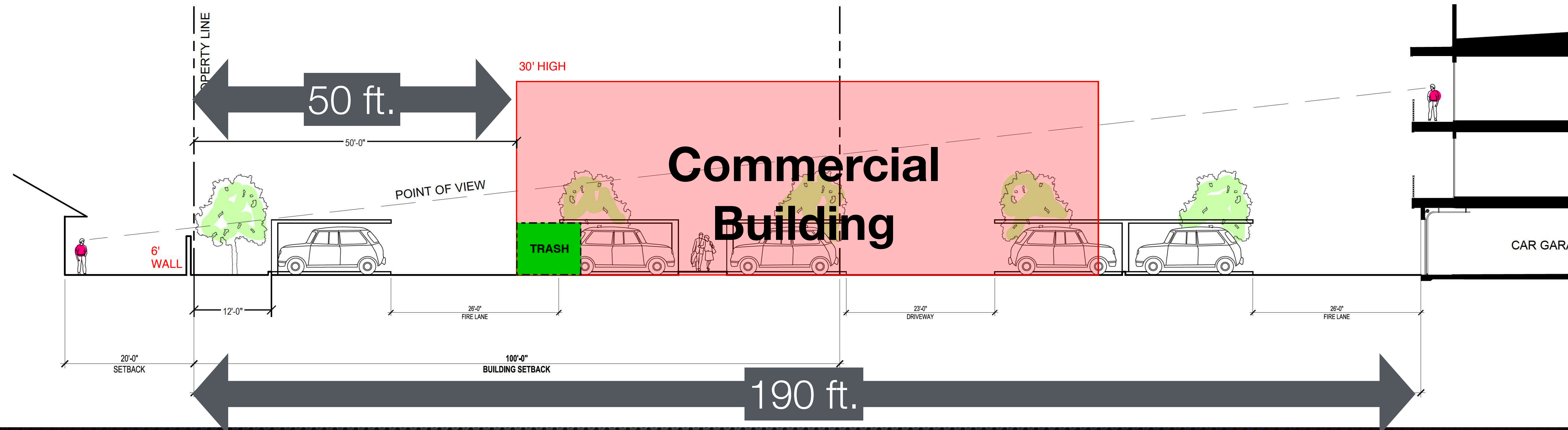
Request City Council's approval in
accordance with Staff's
Recommendation.



Commercial Impact on Single-Family



Commercial Impact on Single-Family



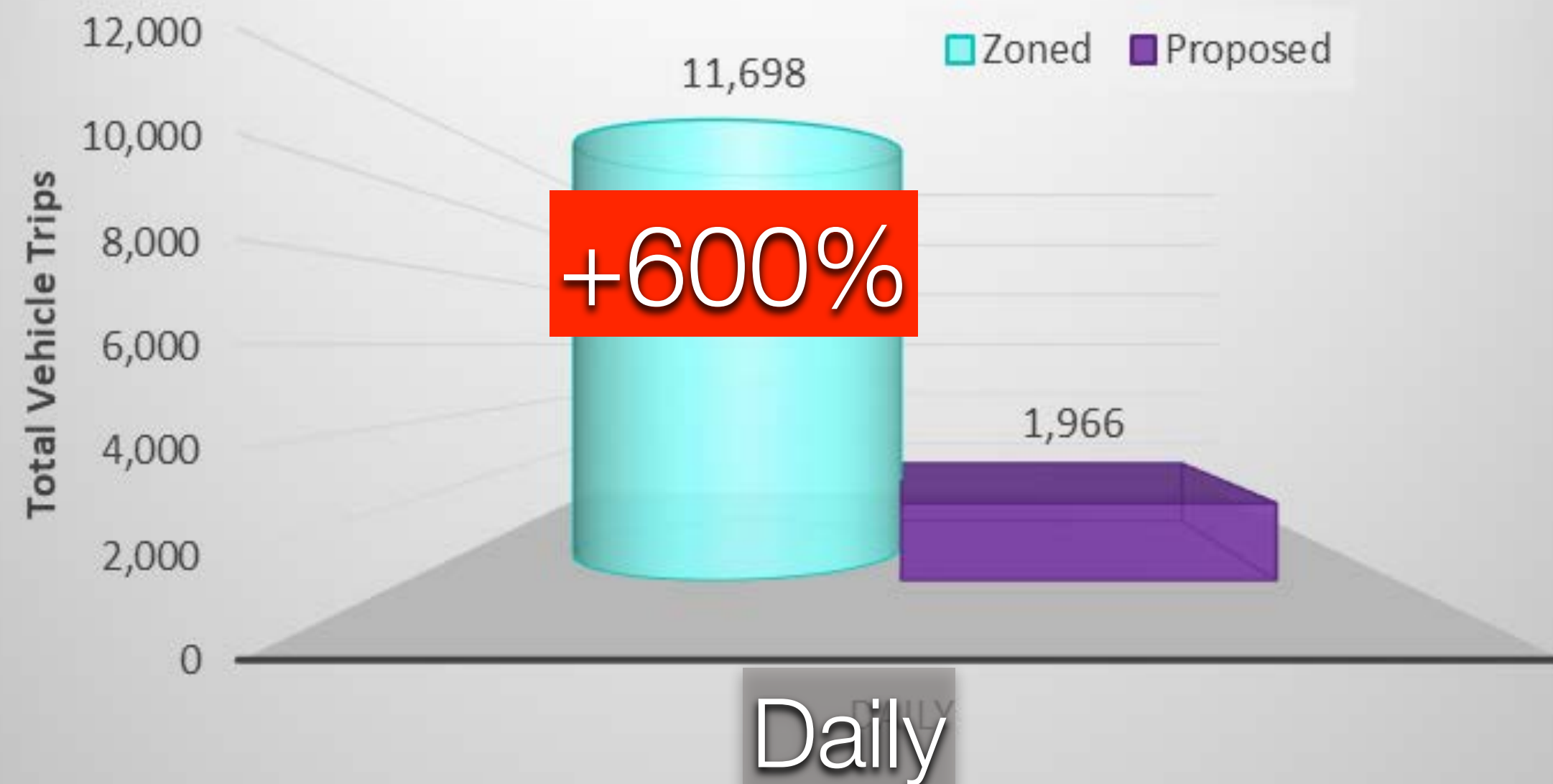
Commercial Impact on Single-Family



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