

# Major General Plan Amendment

## I-10 Citrus Gateway

### SWC of Citrus Road and Roosevelt Street

Pre-Application Number: PRJ24-00053

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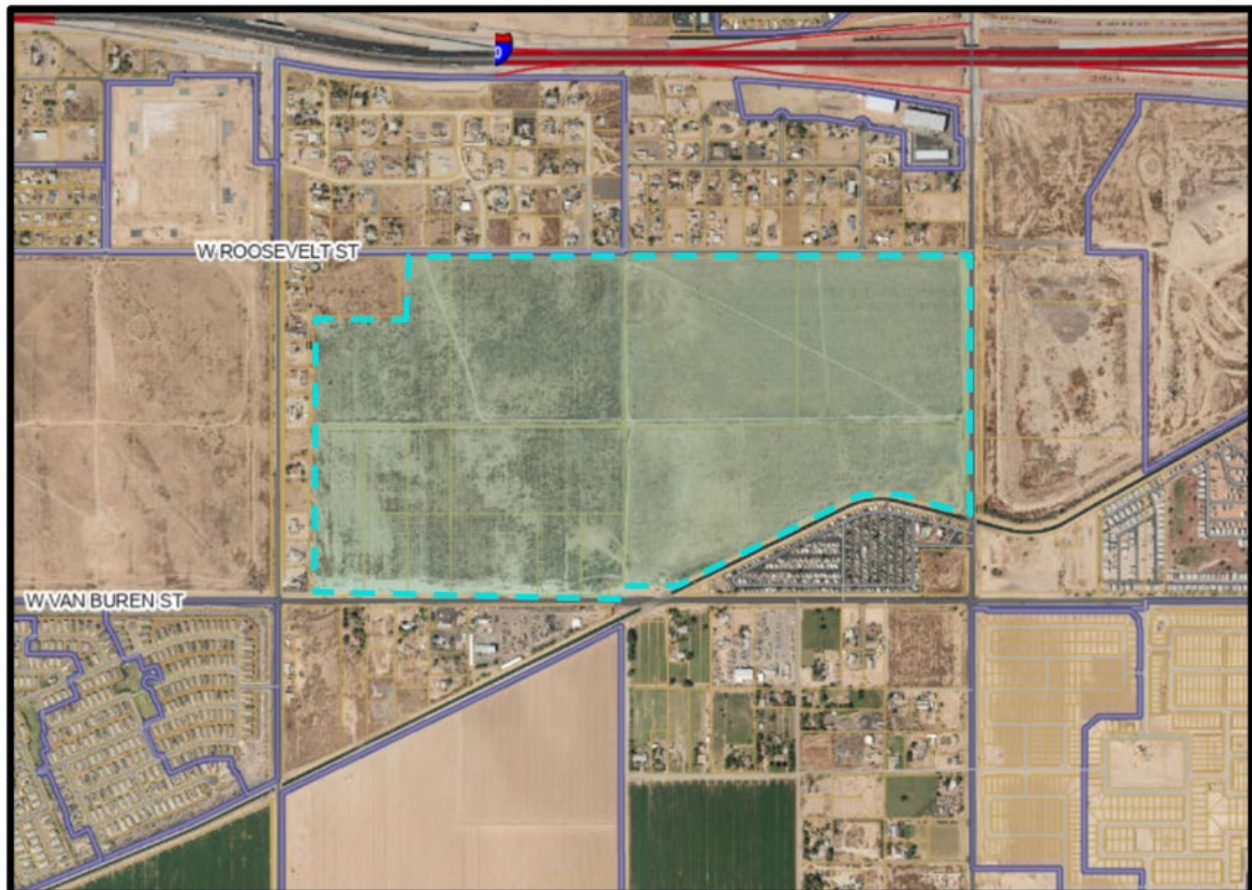
Prepared for:

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## Introduction

The purpose of this request is to seek a Major General Plan Amendment ("Major GPA") for approximately 268 acres located at the southwest corner of North Citrus Road and West Roosevelt Street (the "Site"), as shown below. The Site is comprised of 14 Maricopa County Assessor parcels, as shown in blue in the below aerial. A proposed Major General Plan Amendment on the Site will allow it to develop with a mix of commercial, business park, and industrial uses. A rezoning application will be submitted in conjunction with the Major General Plan Amendment.



### A. Site Context & Surrounding Uses

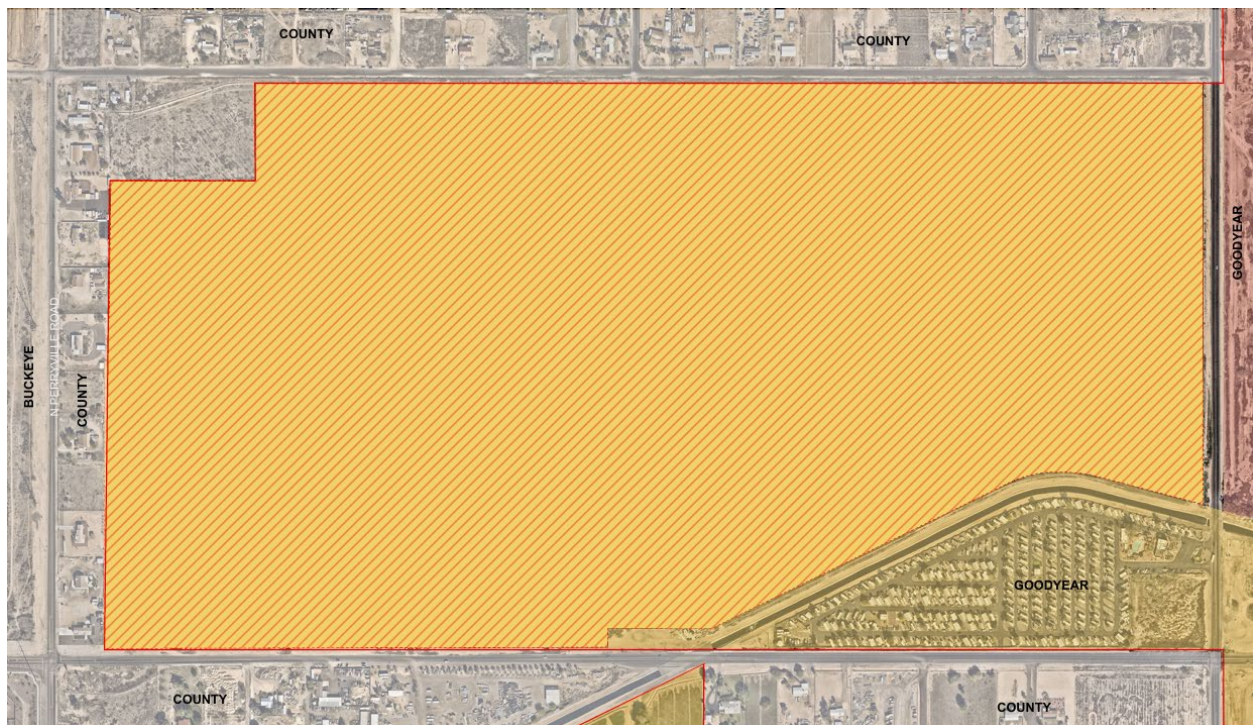
The Site is currently vacant, desert land that has never been developed. The Site is zoned Planned Area Development ("PAD") and designated as Neighborhoods in the City of Goodyear 2035 General Plan ("General Plan"). The proposed land uses are consistent and compatible with the existing and planned uses in the surrounding area; however, a Major General Plan Amendment and rezoning will be required. The Site is located just south of the I-10 Freeway and is ideally situated along Citrus Road, Roosevelt Street, and Van Buren

Street. The Site is also located in the Luke Air Force Base ("LAFB") flight path, which encourages non-residential development.

To the north of the Site, across Roosevelt Road, is the Quintana Estates single-family subdivision zoned Rural Zoning District – 1 acre per dwelling unit ("RU-43"), within the jurisdiction of Maricopa County. To the east of the Site, across Citrus Road, is vacant land zoned PAD as part of the Innovation Centre Mixed Use Masterplan, which will be developed with commerce park, commercial, retail and entertainment, and office uses. The southeast corner of the Site is bounded by a mobile home park, zoned Manufactured Home or Recreational Vehicle Park ("MH/RVP"). The southwest boundary of the Site is bounded by single-family homes in the jurisdiction of Maricopa County, zoned RU-43. The Site abuts single-family residences to the west, which are in the jurisdiction of Maricopa County and zoned RU-43. On the other side of Perryville Road, across from the Maricopa County residences is an approved +/- 147-acre industrial project in the City of Buckeye. Northwest of the Site, also in Buckeye's jurisdiction, is a completed industrial project.

## B. Proposed Request

This is a request for a Major General Plan Amendment to amend approximately 268 acres of the City's Land Use Map from Neighborhood designation to the Business & Commerce designation. The proposed Major General Plan Amendment will facilitate a flex-zone development that would include commercial, business park, and industrial uses.



## General Plan Compatibility

The following are excerpts from the City of Goodyear 2035 General Plan. Overall, the General Plan supports increasing economic growth and opportunity, and in particular, in areas within/near the Luke Air Force Base "Day-Night Noise Level" (DNL).

The DNL zones indicate there is a significant increase in noise, both day and night, not experienced in other areas of the city. The General Plan states, "A large portion of the northwest corner of the city falls within the noise contours and accident potential zones of Luke Air Force Base." The subject site is not directly within the DNL zone, but is adjacent. The General Plan continues, "This geographic **area is greatly limited in terms of land use aside from employment uses** per Arizona Revised Statutes to protect the mission of the military base. ... As a key economic driver for Goodyear and the region, the mission of Luke Air Force Base ... **will continue to be protected with** supportive programs, businesses, and **appropriate land uses.**"

The relationship between land use and Luke Air Force Base is just one component to the site's overall compatibility with the area. As stated previously in this narrative, the site is adjacent to, and nearby, other similar planned uses. Both components are supported by the following goal and policies within the General Plan:

Goal LC-1: A compatible mix of land uses that foster a high quality of life in a distinctive way that is unique to the city. **A balanced land use plan** is critical for achieving a livable city, where impacts from emerging market trends are addressed in a manner that creates livable and safe neighborhoods, **coupled with a strong supporting economy.**

Goal LC-1; Policy 3: Ensure the mix of land uses and zoning which will allow for a diversified employment base and stable revenue stream now and in the future or at other times when growth may be limited.

Goal LC-1; Policy 12: Protect the Luke Air Force Base Accident Potential Zones (APZs), and the Phoenix Goodyear Airport Traffic Pattern Area (TPA) and their respective critical noise contours (i.e., 65 day- night noise level (DNL) and greater) surrounding Luke Air Force Base and Phoenix Goodyear Airport from incompatible land uses in support of their continued and/or expanded future operations.

The profile of the City of Goodyear is shifting. As stated in the General Plan, "with key interstate, freeway, and rail connections **the city has been maturing away from being**

**a bedroom community to a true center for employment** with opportunities to live, work, and play.” Economic growth is a fundamental strategy to achieving the vision of the General Plan stating, “A Prosperous and Innovative City leverages growth to benefit the livelihoods and economic opportunities of all residents. It develops diverse employment opportunities that are well-matched to residents’ skill levels...” This is supported by additional statements in the general plan; **“Improving Goodyear’s competitiveness and achieving economic growth that is robust, shared, and enduring is fundamental to achieving this plan’s vision.”** The subject proposal is critical to achieving the above aspirations. Improving economic opportunity and diversity requires designated areas that are planned and zoned appropriately. This significantly reduces barriers and risk for new businesses to locate and startup within City limits. Additionally, the General Plan supports economic diversity as a method to ensure resiliency through economic downturns; “The broader the economic diversity of the city, **the greater long-term resiliency against shifts in the market and economic downturns.** ... As Goodyear continues to mature, growth and diversity in the local economy will be important for maintaining quality of life.” These sentiments and statements are supported by the following goals and policies:

Goal P1-1: A resilient and diversified economy. A diversified economy is important for maintaining community prosperity and responding to market shifts and changes in technology.

Goal PI-2: An economic environment that nurtures locally based employment and economic opportunity.

The City of Goodyear 2035 General Plan outlines the following standards of approval:

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

**RESPONSE:** The proposed Major Amendment forwards the vision of the City’s General Plan by supporting the above goals and policies. The flex-zone development will provide various employment opportunities for Goodyear residents.

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

**RESPONSE:** Please see the above section. Additionally, the project will support/comply with the policies of **Goal LC-2, Policy 1** “Promote the policy that new development should pay for itself through providing necessary on-site and off-site improvements to serve the development or adhering to the cost recovery ordinance.” As the subject site develops, appropriate public infrastructure will be

installed and development impact fees will be paid as required by the City of Goodyear.

3. *The amendment must align with at least one of the fundamental strategies established in Chapter 1 and shall not conflict with any of the fundamental strategies.*

**RESPONSE:** The proposed Major Amendment supports the 'Prosperous & Innovative' fundamental strategy. This strategy is described as, "A Prosperous and Innovative City leverages growth to benefit the livelihoods and economic opportunities of all residents. It develops diverse employment opportunities that are well-matched to residents' skill levels, expanding access to higher education and job-training for all, and supporting innovative entrepreneurs and small businesses that cater to residents and visitors." The proposal provides a flexible mix of uses that work to build and strengthen the local economy and provide jobs for Goodyear residents.

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.*

**RESPONSE:** The proposed Major Amendment will not negatively impact any city-approved Master Plans. The Site will have access to water and wastewater treatment facilities, streets, and other infrastructure. Further, as part of the rezoning, buffers are proposed between the adjacent residential and proposed industrial uses. Please note the Site is located within the LAFB flight path which encourages non-residential development.

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

**RESPONSE:** The proposed Major Amendment from Neighborhood to Business & Commerce will improve the General Plan by providing a mix of uses on the site that complement the multiple industrial and business park uses are approved in the immediate area. The Site has been looked at for development many times over the years, and still remains undeveloped. Allowing a mix of flexible uses on the Site makes the Site more viable for development.

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

- a. *Significantly reducing the balance of residents and jobs.*

**RESPONSE:** The proposed Major Amendment will improve the balance of residents and jobs by adding to the employment opportunities in the area. The Site is currently located with the LAFB flight path, which encourages non-residential development.

- b. *Increasing traffic without mitigation.*

**RESPONSE:** Traffic will likely be increased given that the Site is currently undeveloped land. That said, the Site is served by existing improved roadway and freeway infrastructure. Further, roadways adjacent to the Site will be improved as needed to help with the scalloped street conditions.

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

**RESPONSE:** Additional and more expensive improvements to infrastructure will not be needed to develop the Site. The Site will be developed with the infrastructure needed to allow the mix of commercial, business park, and industrial uses.

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

**RESPONSE:** The proposed Major Amendment will not alter the existing character of the area in a negative or unplanned way. There are currently several industrial projects that are planned and/or being constructed in the immediate area. The proposed uses will complement what has already been approved.

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

**RESPONSE:** Amending the City's General Plan to allow non-residential uses will not diminish the environmental quality of the air, water, land, or cultural resources. The development will be required to follow all City, State, and Federal standards.

## CONCLUSION

The purpose of this request is to seek a Major General Plan for approximately 268 acres. This proposed Major General Plan Amendment and a concurrent rezoning on the Site will allow the Site to develop with commercial, business park, and industrial uses.