

PAD Amendment to Goodyear Celebration Plaza

PAD Zoning Amendment Project Narrative

Amendment Case #P-24-00306

2nd Submittal: January, 2025

1st Submittal: October, 2024

Introduction

RVi Planning + Landscape Architecture is pleased to submit this PAD Zoning Amendment Application package on behalf of ICIC Property Investment 5, LLC for a proposed amendment to the Goodyear Celebration Plaza PAD (Case# 22-200-00014, Resolution 2023-2279, Ordinance 2023-1562, Approved by City Council April 24, 2023).

The requested PAD Amendment is to modify the Restricted Use Permit Uses on Drive-Through uses from a maximum of one (1) to a maximum of two (2) standalone drive-throughs plus unlimited endcaps for buildings constructed to accommodate at least three (3) tenants, one being a drive through within the C-2 zoning district.

No other revisions are proposed. This amendment shall only apply to the Celebration Plaza PAD Standards and Guidelines Document, and there are no changes proposed to the Celebration Plaza PAD Narrative dated February 7, 2023, which has been included in this submittal for reference.

Background

The Celebration Plaza property is approximately 66.6-acres and includes a mix of commercial, multi-family residential and office uses. The site is located on the west side of Litchfield Road between Interstate 10 and Celebrate Life Way in Goodyear, AZ. The included *Vicinity Map* shows the location of the site. **Exhibit 1: Underlying Zoning Districts** provided within the proposed Amended Goodyear Celebration Plaza PAD Standards and Guidelines document provides a depiction of the approved zoning districts, including the 13.67-acre C-2 commercial district along Litchfield Road, which is the subject of this amendment request.

The Goodyear Celebration Plaza PAD process was started in 2021 as we were adjusting to life during and immediately after the Covid-19 pandemic. This pandemic has drastically changed the way people shop, dine, and interact, particularly related to commercial, retail and dining services. It was difficult at the time to clearly understand the direction the retail market was headed, and we have much more data now than we did while we were working through the initial PAD application.

Research and data has shown that while the retail and restaurant market has made a significant comeback since the pandemic, customers patterns have permanently shifted to a higher mix of on-premises and off-premises shopping and dining. Specifically related to the restaurant industry, while on-premises dining has made a comeback, it is projected to never again reach pre-pandemic levels, and more customers have shifted to off-premises takeout and delivery of food. Many restaurants are reporting that a much larger proportion of sales are coming from off-premises dining according to QRS Magazine. It goes on to say that many restaurants are recognizing that while there are brighter days for on-premises dining, higher off-premises sales will continue to be a major part of overall sales.

Many traditional dine-in restaurants are modifying their business models to provide smart-kitchen technologies with integrated drive-through and curbside pick-up options, such as Chipotle with their new Chipotlane pick-up window. Additionally, this new paradigm shift has opened the door for many exciting, new, and very popular healthy, high-quality restaurants that are designed in an exclusive drive-through format such as Salad-N-Go and d'Lite Healthy On The Go that would not otherwise be permitted within this commercial center without an increase in drive-through options. This trend in both new healthy restaurant concepts and the transition of existing restaurants concepts to a hybrid approach is expected to continue and become the norm in order to capture the significant demand for off-premises dining options.

Proposed PAD Amendment

While we anticipate a blend of on-premises shopping and dining options, with drive-through and curbsided options, we believe the restriction to a single drive through will severely limit the ability to attract quality users that are in high demand to the commercial parcel with Celebration Plaza. As such, we are

requesting to increase the maximum number of permitted drive-through uses from one (1) to a maximum of two (2) standalone drive through restaurants plus unlimited drive through endcaps for buildings constructed to accommodate at least three (3) tenants, one being a drive through. This will provide an appropriate balance of uses within the overall 13.67 acre commercial area along Litchfield Road (Parcel E) and will complement the commercial and office uses permitted in the western 25.4 acres of the site (Parcels C and D).

This PAD Amendment proposes a simple change to one bullet point within Section 4.A.3 of the Goodyear Celebration Plaza PAD Standards and Guidelines Report to state as follows:

3. Restricted Use Permit Uses: The following uses identified in Section 3-3-3(C) of the Goodyear Zoning Ordinance as a Use Permit Use is restricted as follows:

- **Existing:**

Convenience Uses – No more than one (1) drive through restaurant is allowed through the Use Permit process and no more than one (1) convenience market/gas station is allowed through the Use Permit process.

- **Proposed Amendment:**

Convenience Uses - No more than two (2) stand-alone drive through restaurants plus unlimited drive through endcaps for buildings constructed to accommodate at least three (3) tenants, one (1) being a drive through are allowed through the Use Permit process and no more than one (1) convenience market/gas station is allowed through the Use Permit process.