

Evaluation Criteria

1. Consistency with the General Plan.

The General Plan designates most of the Project as Neighborhoods, except for approximately 40 acres near the intersection of Estrella Parkway and the Willis Road alignment, which is Business & Commerce. The Neighborhoods designation provides areas for the growth and development of a variety of housing products and densities, as well as public and community facilities such as schools and places of worship, and commercial uses at appropriate intensities and locations. The Business & Commerce designation provides areas for the growth and development of Goodyear's economic base, including areas for shopping and entertainment and multi-family residential uses with densities of 18 units per acre and greater.

A Village Center Overlay is located over the intersection of Estrella Parkway and Willis Road, denoting an area that will serve as a center and destination for several neighborhoods across a larger region. This overlay allows for the consideration of additional zoning districts beyond those allowed per the underlying land use category, including single-family attached and court homes, high-density multi-family developments, and commercial uses.

Finally, the Estrella Parkway Corridor Growth Area is located on the east side of Estrella Parkway, stretching from Elliot Road to the Willis Road alignment. The Estrella Parkway Corridor Growth Area provides an opportunity to integrate commercial nodes along Estrella Parkway, with an emphasis on retail and services, diverse housing types, educational institutions, and recreational opportunities.

The proposed rezone is consistent with the above land use designations, overlay, and growth area, as it would permit the development of Estrella 14 with a variety of residential, commercial, civic, and open space uses. The rezone would promote the development of a commercial node at the intersection of Estrella Parkway and Willis Road, as this intersection is located within the Village, Hub, and Core Land Use Groups (LUGs).

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

The subject property is currently undeveloped, with a gentle upward slope that trends eastward from Estrella Parkway. A hill exists near the southwest corner of the site, which is included only within the Open Space LUG. The property's physical and natural features are suitable for the proposed rezone and its permitted uses, as the property will be required to be graded and developed in accordance with all applicable engineering design guidelines and standards.

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

Uses and development surrounding the subject property include:

- North – Estrella Foothills High School. Zoning is Public Facilities District (PFD).
- South – Undeveloped land. Zoning is Hidden Valley PAD.
- East – Undeveloped land known as Estrella Parcel 15. Zoning is Estrella Phase II PAD.
- West – Golf Village, Montecito, and CantaMia, three Estrella communities with primarily residential uses with limited commercial/business park zoning within Montecito and CantaMia. Zoning is Golf Village PAD, Montecito PAD, and Village X (CantaMia) PAD, respectively.

The proposed zoning for the Project site is PAD with multiple underlying zoning districts. This proposed zoning is compatible with the development in the surrounding area. Commercial uses are expected to locate within the Hub and Core LUGs near the intersection of Estrella Parkway and Willis Road, while on the opposite side of Estrella Parkway, commercial and business park zoning continues along Willis Road within the existing Montecito PAD. Higher-density multi-family development (MF-18 and MF-24) will concentrate within the Hub and Core LUGs, while lower-density multi-family development (MF-12) will be limited to the Village LUG. A maximum of 864 multi-family units will be allowed within the overall rezone area. The Estate, Civic, and Open Space LUGs cover the largest geographic areas within the site, and at least 18% of the overall site will be open space.

4. *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.*

The existing Estrella Phase II PAD allows for approximately 630 acres of single-family residential, 60 acres of multi-family residential, 480 acres of commercial and office uses (including a regional mall), and multiple school and park sites. The proposed Estrella 14 PAD would include similar underlying zoning districts and uses. It is expected that the community will no longer support a regional mall since Arizona State Route 303 Loop freeway will no longer run past the project site, so commercial uses most likely will be more community-serving and centered near the intersection of Estrella Parkway and Willis Road; this freeway is currently proposed to be located west of Rainbow Valley Road. The exact acreage of each zoning district and use is not known at this time due to the layered approach described earlier in this report.

5. *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.*

Per the 2035 General Plan, data from the Maricopa Association of Governments indicates that the population of Goodyear increased by 46% between 2010 and 2020 and is expected to reach 240,000 people by 2055. The General Plan estimates that 56,462 units are needed by 2055 to accommodate this growth. The overall growth of

the city requires that housing stock keep pace to prevent overcrowding and to maintain affordability. Per data from the U.S. Census Bureau, approximately ten percent (10%) of the city's occupied housing units are located within multi-family developments of two or more units, whereas approximately eighty-nine percent (89%) are detached or attached single-family homes, so the construction of multi-family units will help to provide more options for residents for whom a single-family home is not a viable option. Estrella contains commercial development at the north end of the community, but the central and southern portions of the community are largely underserved by these uses (with the exception of planned commercial corners within Montecito and CantaMia); allowing for them in the Core and Hub LUGs of Community 14 will provide options not only to residents within the rezone area, but to residents within CantaMia, Montecito, and beyond.

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

Below is a summary of impacts to public services.

Fire Response:

Emergency response times and distances are provided below:

Nearest Goodyear Fire Station	Shortest path		2nd Nearest Goodyear Fire Station	Shortest path	
	Mins	Miles		Mins	Miles
#185	2.52	1.26	#181	5.54	2.77

Police Response:

The subdivision is located within an existing Police patrol beat and the current level of service within the beat can accommodate the development of the property.

School Districts:

The subject property is located within the Liberty Elementary School District and the Buckeye Union High School District. The application was sent to both school districts for comment. Liberty responded that any new elementary schools within the Project Site will require at least fifteen (15) acres each; this a departure from existing Estrella Phase II PAD, which envisioned that each school site would be approximately ten (10) acres. The applicant team has been in communication with both school districts and their needs will continue to be assessed as Estrella 14 builds out. The proposed Civic Space LUG covers most of the Project Site (excluding one hillside area), providing flexibility for the siting of future schools.

Streets/Transportation:

Initially, access to Estrella 14 will be provided from multiple points along Estrella

Parkway. Calistoga Drive, Willis Road, and Tanglewood Drive will extend into the Project Site from their existing intersections. An additional access point (a collector street) will be provided near the north end of the Project Site. The internal street network for individual neighborhoods will connect to these major roadway extensions. Access to the Project Site from Cotton Lane will be provided in the future, though the timing for the Cotton Lane extension is currently unknown and will be based on capacity needs as determined by the city. A Master Traffic Impact Analysis was provided with the Rezone application and has been reviewed and approved by staff. Site-specific traffic studies will be required for individual site plan and preliminary plat submittals, per the proposed stipulations.

Water/Wastewater:

The subject property is located within the city of Goodyear water and wastewater service area.

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

The subject property is in proximity to where existing public services are provided.

8. General public's concerns.

Pursuant to the Citizen Review process, two neighborhood meetings were held for the Project. The first meeting was held on March 31, 2025, for a smaller project that would have comprised approximately 1,080 acres starting just south of the high school and ending roughly in the vicinity of Tanglewood Drive. After this meeting was held, the applicant added 425 acres to the Project site, extending it southward to align with the southern boundary of CantaMia. The second neighborhood meeting to introduce this change in scope was held on July 1, 2025. Postcard notifications were sent to property owners within five hundred (500) feet of the Property on March 11, 2025 (for the first neighborhood meeting) and June 11, 2025 (for the second meeting), and three (3) signs were posted on the Property on March 12, 2025, and updated for the second meeting on June 12, 2025. Approximately two hundred (200) people attended the first neighborhood meeting and approximately eight-five (85) attended the second meeting. Topics discussed during the meetings included commercial development, multi-family development, traffic and circulation, water and wastewater services, recreational amenities, schools, buildout timeframes, and future plans for adjacent properties.

Staff received seventeen (17) emails in response to the project proposal. The majority of these emails expressed mixed opinions or opposition toward the project. Issues of concern included traffic, school capacity, loss of desert views, property values, residential density, the appropriateness of commercial development, and the sufficiency of amenities to be offered. Multiple commenters were concerned about the presence of multi-family housing in Estrella, citing crime, traffic, aesthetics, and parking difficulties as potential issues.

Some residents offered suggestions on elements they would like to see in the project, such as:

- Strict height limits for commercial and multi-family uses
- Restrictions on the number of rentals versus the number of for-sale homes
- Relocation of the commercial LUGs to border Cotton Lane instead of Estrella Parkway, with primary access from Cotton
- High-quality amenities, including a swimming pool, clubhouse, and/or fitness center

One resident expressed support for the project and said it would bring more commercial services for people living near the Project Site.

Notice for this public hearing before the Planning and Zoning Commission included a postcard mailed to the 496 owners of property within 500 feet of the subject property on August 18, 2025, and a legal notice and display ad published in the Arizona Republic on August 22, 2025. Additionally, the signs posted on the property were updated on August 25, 2025, to include the public hearing information, and a summary of the request was posted on the Development Services Department webpage.

9. Whether the amendment promotes orderly growth and development.

The subject property is located adjacent to existing infrastructure and developed areas. The amendment will allow development of the subject property and promotes the orderly growth and development of the City.

10. 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.

The development of the Project Site will be required to adhere to all applicable design, building, and engineering standards of the City of Goodyear. Adherence to these standards will be evaluated during the preliminary plat, site plan, civil engineering, and building plan review processes.