

Celebration Plaza

PAD Zoning Amendment Project Narrative

Amendment Case #P-24-00306

3rd Submittal: September, 2025

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 includes two requests. The first request seeks to modify the Restricted Use Permit Uses on Drive-Through uses from a maximum of one (1) to a maximum of three (3) drive-throughs, including at least one (1) endcap for buildings constructed to accommodate at least three (3) tenants, one being a drive through, within the C-2 zoning district. The second request seeks a modification to the parking standard established in Zoning Ordinance Section 6-4-2(I) for medical or dental office and out-patient uses by revising the parking standard from 1 space per 150 sq. ft. indoor floor area to 1 space per 200 sf. ft. indoor floor area.

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.

Request 1: Restricted Use Permit Uses on Drive-Through Uses

Background

The Celebration Plaza property is approximately 66.6-acres and includes a mix of commercial, 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 since 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 partial comeback, 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.

Many traditional dine-in restaurants have modified 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 a format providing both drive through and sit down options 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 - Drive Through Uses

While we anticipate a blend of on-premises shopping and dining options, we believe the restriction to a single drive through will limit the ability to attract certain quality users that are in high demand to the commercial parcel within Celebration Plaza. As such, we are requesting to increase the maximum number of permitted drive-through uses from one (1) to a maximum of three (3) drive through restaurants, including at least one (1) endcap 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 - A maximum of three (3) drive through restaurants including at least one (1) drive through end cap for buildings constructed to accommodate at least three (3) tenants are permitted through the Use Permit process. Additionally, a maximum of one (1) convenience market/gas station is allowed through the Use Permit process.

Request 2: Parking Ratio Modification

Request Introduction

The second requested PAD Amendment is to modify the parking requirement for Medical or Dental Offices and Out-Patient clinics outlined in Section 6-4-2 (I) of the City of Goodyear Zoning Ordinance from 1 space per 150 sq. ft. indoor floor area to 1 space per 200 sq. ft. indoor floor area.

This standard is already in place in neighboring cities such as Surprise, Peoria, Buckeye, Avondale and Gilbert, is supported by national parking demand data (ITE, ULI, APA), which show that modern appointment-based medical practices generate significantly lower parking demand than assumed under the City's current standard.

By right-sizing the parking supply, the PAD Amendment will allow for more sustainable, efficient site design with reduced asphalt, enhanced landscaping, more office square footage, and improved pedestrian amenities.

Peer Jurisdiction Comparisons

	Parking Requirement for Medical Office & Clinics	Code Ordinance
City of Surprise	1 space per 200 sq. ft.	Sec. 107-4.9
City of Peoria	1 space per 200 sq. ft.	Sec. 21-903
City of Buckeye	1 space per 350 sq. ft.	Sec. 5.6-1
City of Avondale	1 space per 200 sq. ft.	Sec. 28-164
Town of Gilbert	1 space per 200 sq. ft.	LDC Sec 4.203
City of Glendale	1 space per 350 sq. ft.	Sec. 35.4.005

Parking Demand and Industry Standards

1. Institute of Transportation Engineers (ITE) – Parking Generation Manual, 5th Edition (2019)

Land Use 720: Medical-Dental Office Building

- Observed weekday peak parking demand: 2.4 to 4.5 spaces per 1,000 square feet of gross floor area, depending on site context.
- Median observed demand: 3.5 spaces per 1,000 square feet ($\approx$ 1 stall per 285 square feet).
- The proposed 1:200 ratio (5 spaces per 1,000 sf) exceeds the observed median and falls within the conservative upper range of actual utilization, ensuring adequate supply.

Land Use 630: Clinic

- ITE reports peak parking demand rates for clinics typically ranging between 2.5 and 5.0 spaces per 1,000 sq ft GFA.
- Clinics that serve urgent care or outpatient services with scheduled appointments (as expected in this project) tend toward the lower half of this range.
- The requested 1:200 ratio continues to exceed average observed demand for this land use type.

2. Urban Land Institute (ULI) – Shared Parking, 3rd Edition (2020)

- Notes that medical office parking ratios historically skew high due to outdated assumptions about unscheduled, walk-in demand.
- Confirms that appointment-based practices generate demand more consistent with general office parking ratios (1:250–1:300 sf).

3. American Planning Association (APA) – PAS Report 600: Parking Standards (2016)

- Identifies a national trend toward lowering medical office parking ratios, citing declining per-capita driving rates, increased use of ride-hailing services, and expanded telehealth.

Local Context and Site Efficiency

1. Stormwater and Heat Island Effects

- Each unnecessary parking stall creates approximately 325 square feet of impervious surface (stall plus circulation aisle).
- A reduction from 1:150 to 1:200 for a 40,000 square foot medical office saves approximately 67 stalls, or 21,775 square feet of asphalt.
- Benefits include reduced stormwater runoff, lower infrastructure costs, and mitigation of urban heat island impacts.

2. Urban Design and Landscaping

- Reduced parking supply allows for expanded landscape buffers, pedestrian pathways, and enhanced project aesthetics.
- This aligns with the City of Goodyear's General Plan goals for sustainability and high-quality site design.

Parking Management

Patient drop-off zones are encouraged for medical office and out-patient clinics to encourage alternative modes of transportation such as ride-sharing services.

Projects are encouraged to conduct a post-occupancy parking utilization survey within 6–12 months of project completion to verify adequacy of supply. If deficiencies are observed, property owners are to pursue shared-parking agreements with nearby properties or other adaptive measures.