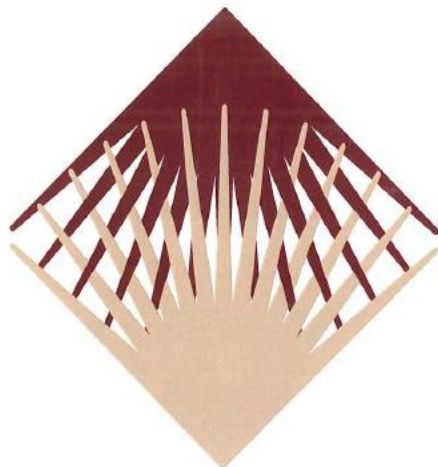




PALM VALLEY PROMENADE

2nd Amended Narrative and Justification

Case No. P24-00347
Submitted: December 16, 2024
Updated: July 25, 2025
Updated: April 23, 2026



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I. INTRODUCTION

Wealth Hospitality (“Wealth”) is the proposed developer of approximately 4.92 acres east and north of the northeast corner of McDowell Road and Bullard Avenue (the “Site”). Wealth proposes to develop the Site with two high-quality hotels, positioned near the heart of the City of Goodyear’s (the “City”) expanding McDowell Road commercial corridor. High-quality hotels in this area provides vital support to the nearby employment centers, including the growing industrial and logistics corridor; provides convenient access to regional destinations, such as the Goodyear Ballpark; and creates synergy with nearby retail centers and dining establishments. This proposal is an exciting opportunity to positively contribute to the City’s economy.

To achieve this, Wealth requests an amendment to the Palm Valley Promenade Development Guidelines be revised—specifically the section governing building height and number of stories within the planned commercial properties—to provide that the remaining undeveloped commercial parcels comprising the “West Parcel” (approximately 16.57 acres) shall comply with General Commercial (C-2) standards for height and shall not be subject to the existing three (3) story limitation. Under the current Guidelines, buildings within the PAD are generally limited to three (3) stories up to fifty (50’) feet (with architectural features up to fifty-seven (57’) feet); under the proposed revision, buildings within the West Parcel would instead be permitted to the height allowed by the City’s C-2¹ zoning standards. No new use restrictions or changes in permitted uses are proposed for any property within the Palm Valley Promenade PAD, and conformance to C-2 height standards would apply uniformly to all parcels comprising the West Parcel.

II. SITE AND SURROUNDING AREA

The Site is undeveloped land designated on the City’s General Plan Land Use Map as Business & Commerce and is zoned PAD for C-2 uses. Under the prior approval, it was anticipated this Site would develop with a series of medical office buildings. To the north of the Site undeveloped property zoned PAD for commercial uses, the Great Hearts Academy, and multi-family communities. East of the Site is a Life Time gym. South is undeveloped property zoned PAD for commercial uses and further south of the Site (across McDowell Road) is an existing and growing commercial center. West of the site is undeveloped property zoned PAD for commercial uses. A high-quality hotel will provide immediate support to the existing commercial uses in the area and continue to build the area’s demographics to support additional commercial developments.

III. DEVELOPMENT GUIDELINES PAD AMENDMENT

Ordinance No. 2005-949, adopted by the City Council on June 27, 2005, provides in Condition of Approval No. 13: *The Developer shall comply with the Palm Valley Promenade Development Guidelines dated May 12, 2005 in the development of all rezoned properties and the City’s Design Guidelines where applicable.*

The Palm Valley Promenade Development Guidelines require in Section II.H:

All buildings shall not exceed three (3) stories up to fifty (50’) feet, with tower, gable or other architectural features up to fifty-seven (57’) feet. Life Time

¹ General Commercial (C-2) has a maximum building height of fifty-six (56) feet.

Fitness shall be allowed to stories up to forty-two (42') feet with skylight feature up to fifty-seven (57') feet. Pad buildings shall not exceed the maximum height of twenty-four (24') feet, with one or more architectural features up to twenty-eight (28') feet.

Wealth proposes this section be revised as follows (changes in **bold-underline**):

All buildings shall not exceed three (3) stories up to fifty (50') feet, with tower, gable or other architectural features up to fifty-seven (57') feet. Life Time Fitness shall be allowed to stories up to forty-two (42') feet with skylight feature up to fifty-seven (57') feet. Pad buildings shall not exceed the maximum height of twenty-four (24') feet, with one or more architectural features up to twenty-eight (28') feet. **Properties within the West Parcel, legally described in that certain document titled "West Parcel Legal Description", shall comply with General Commercial (C-2) standards for height and shall not adhere to the three (3) story restriction.**

All other provisions of the Palm Valley Promenade Development Guidelines shall remain unchanged.

IV. DEVELOPMENT STANDARDS

The development standards for the City's C-2 Zoning District shall apply except as modified by the PAD Amendment.

V. DESIGN GUIDELINES

The design shall conform to Ordinance No. 2005-949, the City's Design Guidelines and Palm Valley Promenade Development Guidelines, except as modified by the PAD Amendment to revise the maximum building height from three (3) stories to allow a hotel development with up to four (4) stories as is detailed in the proposed PAD Amendment.

VI. INFRASTRUCTURE

Off-Site Improvements

The off-site improvements have been substantially completed. If developing the Site as a dual branded hotel requires additions or modifications to the existing off-site improvements, they will be made.

Grading and Drainage

The Site is designed to comply with City's grading and drainage design criteria and other required drainage guidelines. The Preliminary Water, Sewer, and Drainage Reports have been prepared and submitted with this Rezoning application. The Reports confirm there is adequate public infrastructure to support the proposed development.

Water and Sewer

There is existing water and sewer infrastructure that the Site will tie into.

VII. GENERAL PLAN CONFORMANCE

The proposed hotel is supported by the City of Goodyear's General Plan goals, objectives, and policies as follows:

Livable & Connected

- 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.
- Goal LC-2: A stable approach to growth that is well managed and distributed to meet or exceed the quality of existing development and equitably address the needs of existing and future residents, businesses, and visitors.
- Goal LC-5: A community that distinguishes itself through its high-quality character and design.

Prosperous & Innovative

- Goal PI-1: A resilient and diversified economy.
- Goal PI-4: A destination for tourism in the region and beyond.

VIII. CITY'S GUIDING CONSIDERATIONS FOR ZONING AMENDMENTS

- a. **Consistency with the goals, objectives, policies and future land use map of City's General Plan; consideration of current market factors, demographics, infrastructure, traffic, and environmental issues; and if conditions have changed significantly since the Plan was adopted.**

The proposal is supported by the above goals of the City's General Plan. A dual-branded hotel will be part of a larger mixed-use development, which includes restaurants, office spaces, and entertainment venues. This integration will create a vibrant, walkable urban center where guests can easily access a variety of local amenities and services, represents an exciting opportunity for the City. The Business & Commerce General Plan designation aligns with the proposed hospitality use, while current market factors strongly support the

timing of this development. The City's expanding industrial and corporate presence, particularly along the Loop 303 corridor, has created substantial demand for quality lodging options in the area. This demand, coupled with limited existing hotel inventory in the immediate market area, positions the development to fill a market gap.

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

The underutilized, vacant Site is adequately sized (approximately 5 acres) and relatively flat, which makes it suitable for dual-branded hotel. Adjacent streets (McDowell Road and Bullard Avenue) are appropriate transportation corridors to serve the guests. No washes, floodway or floodplain designations, hillside slopes over 20%, irrigation district canals, natural features that may be worthy of preservation, existing protected wildlife, high voltage power lines, or other utilities are within this development.

c. Compatibility of all potential uses allowed in the proposed zoning district with the surrounding uses and zoning in terms of such things as land suitability, environmental impacts, density, nature of use, traffic impacts, aesthetics, infrastructure, and potential impact on property values.

The proposed PAD amendment to add a hotel on the Site within an evolving commercial corridor, characterized by retail and service uses, creates natural synergies. The development's proposed scale and intensity align with established patterns, while thoughtful site planning ensures appropriate transitions to neighboring properties. The development will not have negative environmental impacts, inappropriate traffic impacts, or other negative impacts on the surrounding area. Luke Air Force Base will be contacted directly. The proposed development is not adjacent to the Gila River, hillside area, regional parks and open spaces, any wash, or historic areas.

d. Proposed zoning district's consistency with other land uses within the immediate area and whether uses allowed under the proposed zoning district would be better suited to the subject property than the uses allowed under current zoning.

The proposed PAD amendment on this Site is consistent with other commercial land uses within the immediate area. A hotel use provides complementary service to area businesses. The proposed zoning will be compatible with the existing school, multi-family development, and Life Time located north and west of the Site. The proposed rezoning and development is appropriate for the Site. Additionally, the proposed development is not adjacent to any single-family residential uses.

e. 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.

There is demand for quality hospitality options near freeways and other transportation corridors. There are limited existing hotel options in immediate market area when trying to provide support to the growing business/corporate demands in the area. The Site's location captures regional traffic, with nearby access to the I-10 Freeway and Loop 303 corridor

f. Demands for public services that will be generated by the uses permitted in the proposed zoning district and requirements for meeting such demands in terms

of public infrastructure and facilities and other capital equipment, such water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and distribution facilities, streets, bridges, schools and emergency services facilities and equipment.

The Preliminary Water, Sewer, and Drainage Reports have been prepared and submitted with this Rezoning application. The Reports confirm there is adequate public infrastructure to support the proposed development.

1. Schools

This is a proposal is hotel and as such do not anticipate an impact on schools.

2. Water and Wastewater

Water and wastewater are provided by the City of Goodyear.

3. Parks and Open Space

The Site will include appropriate amounts of landscape areas.

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

The Site is located near existing public services. Roadway infrastructure is already in place. There is adequate existing water and sewer infrastructure to serve the development.

h. General public's concerns.

There are no known concerns from the general public.

i. Whether the amendment promotes orderly growth and development.

This zoning amendment request is consistent with the City's General Plan, compatible with the surrounding area, and promotes orderly growth and development. The development will be a positive addition to the City and the area.

j. 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.

A dual branded hotel will have a positive impact to the general health, safety, and welfare of the citizens of the City and the general public. The proposed will provide additional hospitality options in the area and implement the development of underutilized, vacant property. This proposal is exciting and will be welcomed by the public.

IX. CONCLUSION

A dual branded hotel is an ideal use of this currently vacant property and is compatible with the surrounding area. The development conforms to the City's General Plan goals and policies and furthers the City's objectives. The proposed PAD amendment for a hotel use will facilitate the development of this underutilized vacant Site for a high-quality development that will enhance the area and bring opportunities to the City.

EXHIBIT 1



WEALTH
HOSPITALITY

DALE
PARTNERS
ARCHITECTS



HOMEWOOD SUITES by Hilton™

Hilton Garden Inn



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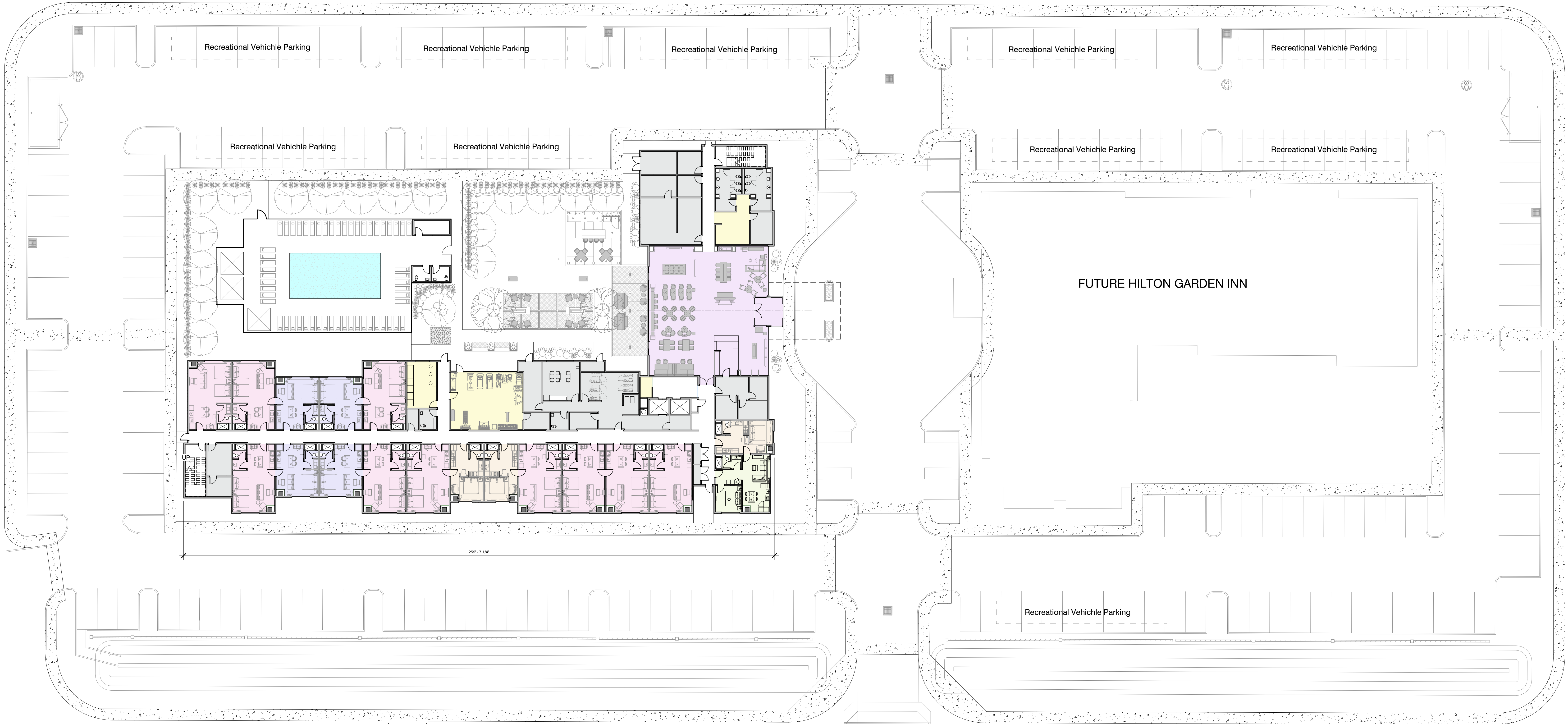
 **Hilton**
Garden Inn™

HOMEWOOD
SUITES by Hilton™

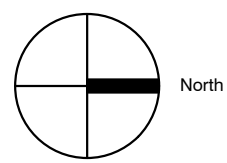
EXHIBIT 2

	Unit Type	1st	2nd	3rd	4th	Total
Extended Stay	Double Queen Studio	10	13	13	13	49
	King Studio Suite	4	8	8	8	28
	Efficientoy King	3	12	12	12	39
	Corner Suite	1	2	2	2	7
	Total	18	35	35	35	123
Future Hotel	Premium King	1	4	4	4	13
	King	3	16	16	16	51
	Double Queen	3	17	17	17	54
	Total	7	37	37	37	118
	Combined Total	25	72	72	72	241

Parking Matrix			
	Required	Actual	Variance
Extended Stay Parking	123(1)=123	118	5
Future Hotel Parking	118(1)=118	107	11
Extended Stay Parking Recriational Vehicle	123(.04)=4.92	5	0
Future Hotel Parking Recriational Vehicle	118(.04)=4.72	5	0



1 ARCHITECTURAL SITE PLAN
1" = 20'-0"



Legend

- AMENITY
- B.O.H.
- CORNER SUITE
- DBL. Queen
- EFF. King
- LOBBY
- Standard King

HOMEWOOD SUITES - 85,670 SF GROSS - 4 STORIES - WOOD CONSTRUCTION