

Evaluation Criteria:

Per the city of Goodyear Zoning Ordinance, the city's review and recommendation on a zoning amendment is to be guided by the following criteria:

1. Consistency with the General Plan.

The 2035 Goodyear General Plan designates the land use for this property as Business and Commerce. The current zoning is consistent with the Business and Commerce land use designation and this request does not propose any changes affecting consistency with the General Plan.

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

Palm Valley Promenade 1st Amended permits C-2 (General Commercial) uses on the Property. This request does not propose any changes to previously approved uses on the Property.

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

The Palm Valley Promenade 2nd Amended supports the same C-2 (General Commercial) uses currently allowed on the Property. The hotel development that this request is intended to facilitate is already an allowed use and found compatible with the surrounding uses and zoning.

Current and future uses and development of the properties surrounding the subject property include:

North – School;

South – At-Home District and Centerscape commercial center;

East – Lifetime Fitness;

West – GSQ Regional Center;

4. 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 the current zoning.

Luke Air Force Base:

The Property does not fall within the Luke Air Force Base Accident Potential Zone or the DNL. However, the subject property is located within the vicinity of a military airport. Given the location of the property and its distance from Luke Airforce Base, base operations will not be adversely impacted by this development.

Phoenix-Goodyear Airport:

The Property is adjacent to the Phoenix-Goodyear Airport and a copy of the request provided to Phoenix Goodyear Airport for review. No concerns have been raised.

Attachment D - Evaluation Criteria

5. *Demand for the types of uses permitted in the proposed zoning district in relation to the amount of land currently zoned and available to accommodate the demand.*

Under the prior approval, it was anticipated this Site would develop with a series of medical office buildings. However, with the ongoing development of regional attractors including GSQ Regional Center to the west and Buc-ee's just south of the I-10, the applicant indicates that a hotel with the West Parcel may contribute to and benefit from user demand for commercial uses and lodging in the vicinity of GSQ and Bullard/I-10.

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

School Districts:

The proposed revision to building height standards on the West Parcel of the Palm Valley Promenade PAD is not anticipated to impact school districts.

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
Fire Station #181	2.94	1.47	Fire Station #183	3.64	1.82

Police Response:

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

Streets/Transportation:

The property will be accessed via West McDowell Road, North Bullard Avenue and the private street known as both North 146th Avenue and West Granada Road. The Engineering Department has created stipulations to address traffic requirements applicable to this development; specifically, improvements to the intersection of North Bullard Avenue and West Granada Road.

Water/Wastewater:

Based on the proposed location of this project, The Water Services Water Department will not be serving this project. The water system that serves the area is Liberty Water.

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

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The Property abuts existing public services. It is located along major arterial roadways with the necessary capacity. As indicated in the Water and Sewer Reports submitted with the rezoning, there is adequate water and sewer infrastructure to serve the development. The water system that serves the area is Liberty Water.

8. General public concerns.

Public Participation and Planning and Zoning Commission Meeting:

In accordance with the city's Citizen Review Ordinance and Article 1-3-8-E of the Zoning Ordinance, an alternative citizen review was conducted. The alternative citizen review consisted of mailing notices of application on April 9, 2026, to all property owners within 500 feet of the rezone area for which max building height modifications have been proposed. Notices of application were mailed to 32 property owners and review material made available on the city website. Three (3) signs visible from the public rights-of-way were posted on the Property on April 14, 2026.

Notices for the public hearings before the Planning and Zoning Commission and City Council on May 6 and May 18, respectively, included a notice mailed to the 32 property owners within 500 feet of the property on April 17, 2026, and a legal notice published on April 17, 2026, in the Arizona Business Gazette - Republic Edition. Additionally, it was confirmed the signs posted on the property on April 14, 2026, were up to date with the public hearing information. As of the writing of this report, staff have received no inquiries about the project.

9. Whether the amendment promotes orderly growth and development.

This Property is already zoned and entitled and was determined to promote orderly growth and development.

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 proposed development on the Property will have a positive impact to the general health, safety, and welfare of the citizens of the City by providing a safe and well-designed community.