Palm Valley Crossing

6th Amended and Restated Planned Area Development

Project Narrative

A MIXED USE

PLANNED AREA DEVELOPMENT

IN GOODYEAR, ARIZONA

Case No. P26-00126

Submitted: 6/15/2026

Second Submittal: 8/28/2026

INTRODUCTION

Palm Valley Crossing is an approximately 175-acre master planned development initially approved in 1995—at that time called "Palm Valley Metroplex" (the "PAD"). Since the 1995 approval, five prior amendments have been requested and granted to modify permitted uses, development standards, etc. as is appropriate for the market and development conditions at the time.

The overall PAD area is generally bounded by I-10 on the north, Van Buren Street on the south, the Southern Pacific railroad tracks on the west, and Central Avenue on the east. The PAD has always allowed for an appropriate mixture of commercial, automotive, and office/light industrial uses.

This amendment request pertains to an approximate 4.5±-acre site (the "Site") located east of the northeastern corner of Litchfield Road and Auto Drive. The Site is vacant and is surrounded by an Amazon corporate office to the immediate west, a GMC car dealership to the north, office and a shooting range to the east, and Palm Valley Church and light commercial uses to the south (across W. Auto Drive). This amendment will also modify landscape buffers along interior side property lines for all properties within the PAD that have underlying C-2 zoning.

The intent of this PAD is to allow a parking lot to serve the existing adjacent Palm Valley Church and to facilitate the development of a hotel. Both uses are appropriate for the area, surrounding uses, and the overall intent of the PAD.

EXISTING AND PROPOSED LAND USES

The Site is currently designated as "Lot 18" under the PAD which allows "Automotive Related Commercial and Service Commercial/Commerce" (ARC/SC). This amendment requests Lot 18 be designated for General Commercial Uses (C-2), as other adjacent sites within the PAD are designated.

SITE LAYOUT

The Site is proposed to feature a hotel on the eastern portion of the Site. The hotel is planned to be approximately 112 rooms and consists of approximately 4 stories. The church parking lot on the western portion of the Site is proposed to have approximately 125 additional parking spaces primarily for the use of church employees and volunteers.

DEVELOPMENT STANDARDS

All provisions of the City of Goodyear Zoning Ordinance and the General Commercial (C-2) Zoning District shall apply to development in Palm Valley Crossing except those portions amended and restated below:

Area, setback, height, and landscape related dimensional requirements shall be as set forth below:

Minimum Net Site Area	10,000 s.f.
Maximum Height	56 feet; with an additional 10' for architectural elements
Maximum Building Coverage	60%
Minimum Setbacks	Front and street side - 20 feet (1) Interior side – 10 feet (expect where a connected building crosses a property line, in that case 0 feet) Rear – 10 feet for buildings 30 feet in height or less except for Lots 5b, 5c, and 6 which shall provide a 30 foot building setback (2)
Minimum Landscape Widths	Front and street side - 20 feet Interior side – 0 feet where a C-2 designated property is adjacent to a C-2 designated property, otherwise 10 feet. Rear – 0 feet except that Lots 5b, 5c, and 6 shall provide a 10 foot landscape buffer

(1) Buildings adjacent to any residential use or district are subject to additional minimum building setbacks as defined in the Commercial District Standards of the City's Zoning Ordinance. Applies to interior side and rear setbacks only.

(2) Buildings with heights in excess of 30 feet shall provide 1 foot of additional setback for each foot of building height over 30 feet. Applies to front and street side setbacks only.

Justification for Interior Side Setback

Adjusting the interior landscape setbacks is appropriate where two C-2 designated properties are adjacent to one another. There would be no negative impact to streetscapes or passers-by because only interior landscape setbacks are impacted. Lot and all other setbacks provided for by the PAD would remain in place, ensuring ample setbacks and landscape setbacks are present.

REZONING CRITERIA

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 City of Goodyear's General Plan Land Use Map designates the Site as Business & Commerce. The requested C-2 land uses are appropriate for that designation and are consistent with the General Plan's vision for the Site. The current ARC/SC designation is targeted toward automotive uses. While other automotive uses have developed in the PAD area on adjacent sites, this Site remains vacant and has failed to develop under its current designation. This proposed amendment will allow this underutilized infill site to be developed with sensible land uses that are appropriate and will support nearby uses.

Since the most recent PAD amendment regarding Lot 18 in 2006, this area and the City of Goodyear as a whole has experienced significant growth. In 2006, much of the land adjacent to this Site was still vacant. As surrounding sites have developed, it has left this relatively small site (when considering permitted automotive related uses) vacant. On the other hand, the growth of the area and the City, including nearby Civic Square, create demand for additional nearby hotels and commercial uses as would be allowed under this amendment. The church parking lot is also fitting for the area and a good use of a currently underutilized site.

There is adequate infrastructure surrounding the Site to serve the needs for this proposed development. The proposed uses for the Site will enhance the area.

Further, this proposed PAD amendment is consistent with numerous applicable goals, objectives and policies of the City's General Plan, such as:

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 equitability addresses the needs of existing and future residents, businesses and visitors.

Goal PI-1, A resilient and diversified economy.

Goal PI-4, a destination for tourism in the region and beyond.

The proposed hotel provides a compatible visitor-serving land use that complements surrounding development while contributing to a high-quality and distinctive built environment. This proposed development represents a well-managed and orderly form of growth that supports the City's long-term planning framework, efficiently utilizes existing infrastructure, and equitably serves residents, businesses, and visitors. By expanding lodging options and generating ongoing employment and economic activity, the development contributes to a more resilient and diversified local economy. In addition, the proposed hotel strengthens the City's role as a regional destination by supporting tourism, business travel, and visitor-oriented activity, thereby enhancing the City's appeal and supporting sustained economic vitality. The addition of the church parking lot is necessary to support the adjacent use and will be an appropriate addition to this site.

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

This vacant Site is adequately sized and prepared for development. The Site has access streets that are appropriately sized and designed to carry the traffic generated by the proposed mixed-use development and is readily accessible to I-10.

c. Compatibility of all potential uses allowed in the proposed zoning district with 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.

This PAD amendment is consistent and compatible with surrounding land uses and development patterns. The Site is located within a highly trafficked area and is nearby to the Goodyear Civic Square, where a mix of civic, commercial, residential, and visitor-serving uses is intended and anticipated. The PAD intended for a mixture of uses and flexibility. Given that our request is to modify the designation to a different designation also permitted under the PAD, it is clear that the proposed permitted uses are suitable for this area and are still fitting with the overall vision of the PAD. The C-2 uses requested for this Site are appropriate for the site and area. This proposed amendment will not have any negative impacts on the area.

d. 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.

Given that the Site has not developed under its current PAD designation, while a robust variety of commercial uses have developed on nearby sites with similar access and visibility, the proposed PAD amendment to allow C-2 will allow the site to develop. The amendment allows the Site to better compete with and complement surrounding development without increasing the overall amount of land available for commercial uses beyond what is needed to accommodate that demand. Regarding the revisions to development standards for C-2 parcels, these minor modifications will increase flexibility for commercial developments and bring properties into conformance that may currently not be meeting interior landscape standards.

e. 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 as water supplies, water treatment, storage, and distribution facilities, wastewater treatment, recharge and distribution facilities, streets, bridges, schools and emergency services facilities and equipment.

There is existing infrastructure adequate to serve the Site. This amendment should not require a significantly different amount of services compared to the uses previous permitted.

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

This is an infill Site that is located near existing public services. We do not anticipate any adverse fiscal impacts resulting from development of this Site.

g. General public's concerns.

No public comments have been received at this time. A public review process will be held in accordance with comments received from Staff at the 12/11/2025 Pre-App meeting and the Citizen Review Process requirement in Goodyear's Zoning Ordinance.

h. Whether the amendment promotes orderly growth and development.

This PAD amendment is consistent with the City's General Plan, compatible with the surrounding area, and promotes orderly growth and development in a key area of the City. The PAD will allow development on the Site that will become a positive asset to the area and Goodyear overall.

i. 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.

Developing this Site will have a positive impact on the general health, safety, and welfare of the citizens of the City and the general public by providing a sustainable a safe and well-designed mix of commercial, employment entertainment, hospitality, and residential uses within a pedestrian friendly environment that will provide numerous economic development benefits to the Community.

CONCLUSION

The PAD amendment is consistent with the intent of the City's PAD Zoning District to accommodate, encourage, and promote innovative design that results in an attractive and harmonious development within the community. The PAD includes development standards, design guidelines and form-based zoning principles to create the framework for an innovative mixed-use development.