



GSQ Regional Center

City Council Public Hearing
February 27, 2023

Globe Corporation
RED Development

Planned Area Development (“PAD”)

Appreciate Staff’s Recommendation for Approval

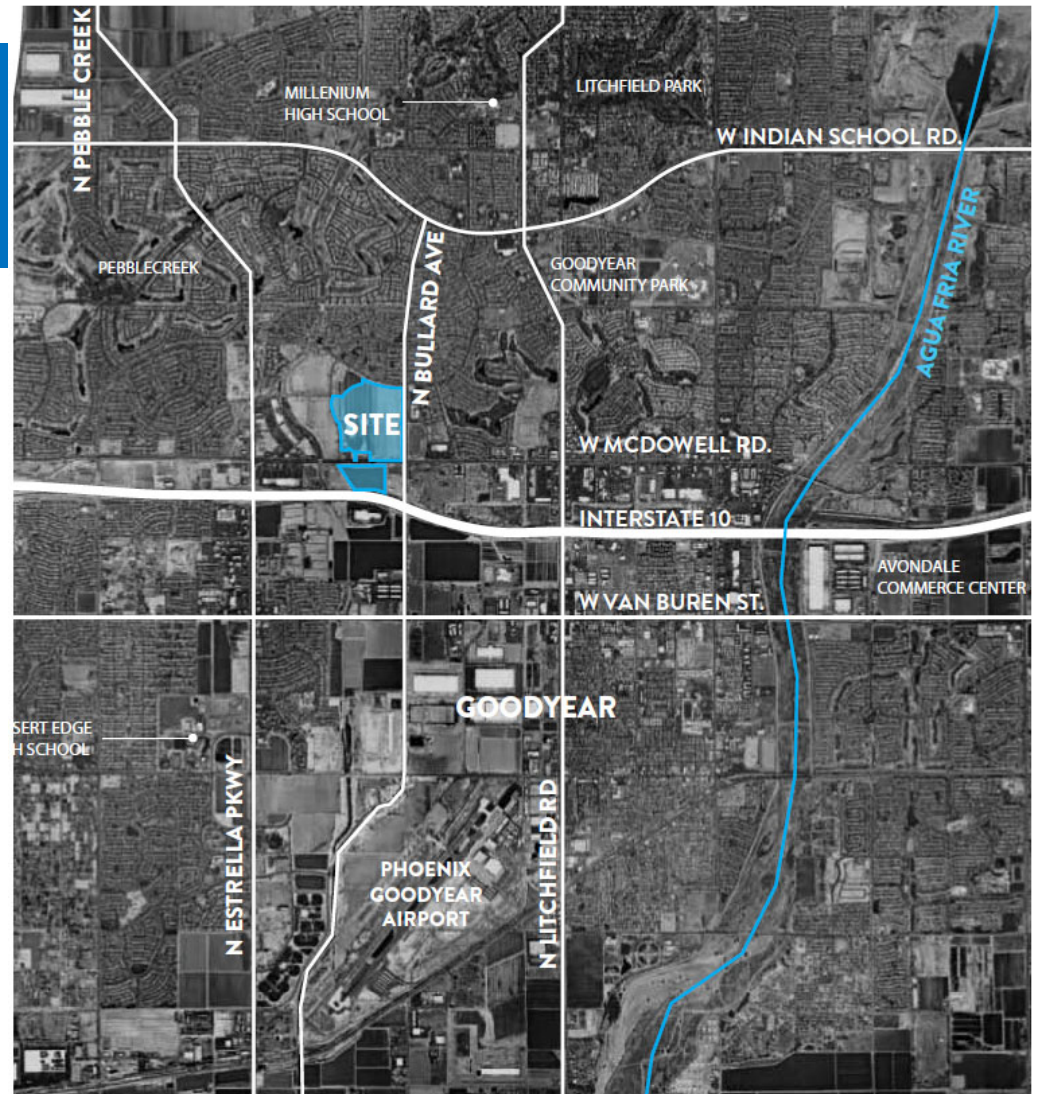
Appreciate Planning & Zoning Commission’s
Discussion

Request City Council Approval

Bullard Ave and McDowell Road

Adjacent to I-10

Adjacent to GSQ
Goodyear Civic Square



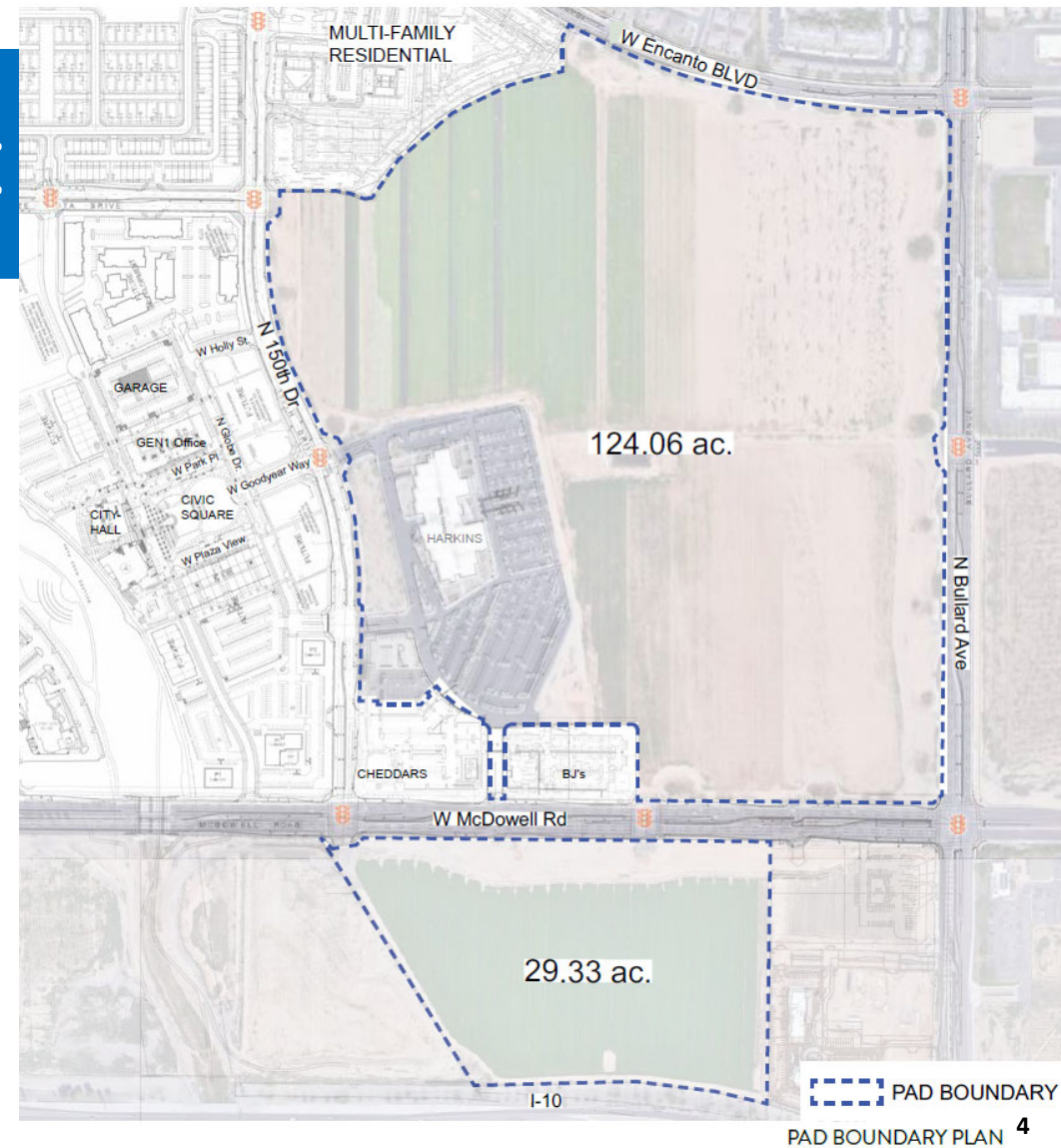
VICINITY MAP

Proposed Development

Planned Area Development (PAD)

153+ acres

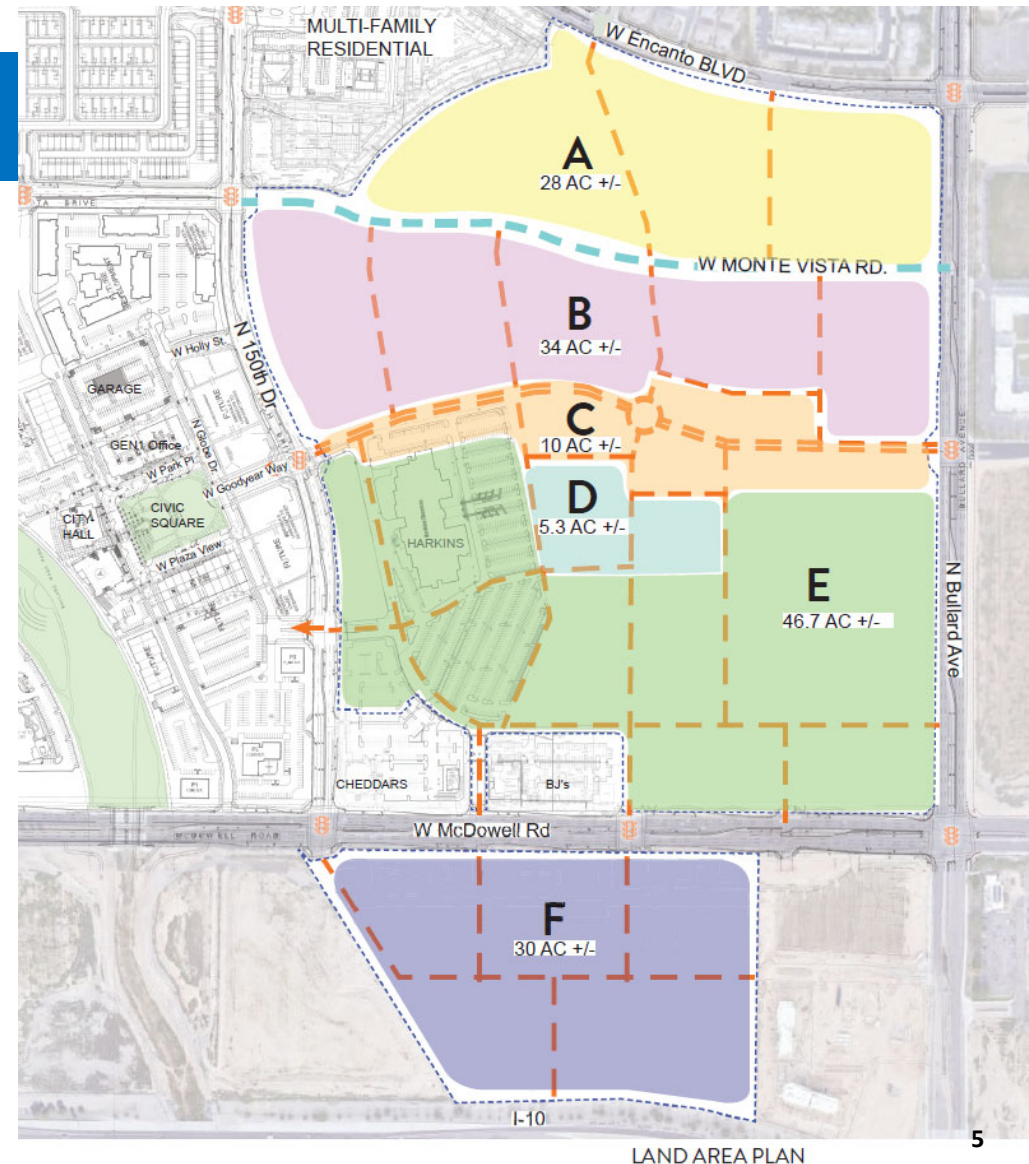
- 124+ acres north of McDowell Rd
- 29+ acres south of McDowell Rd



Proposed Development

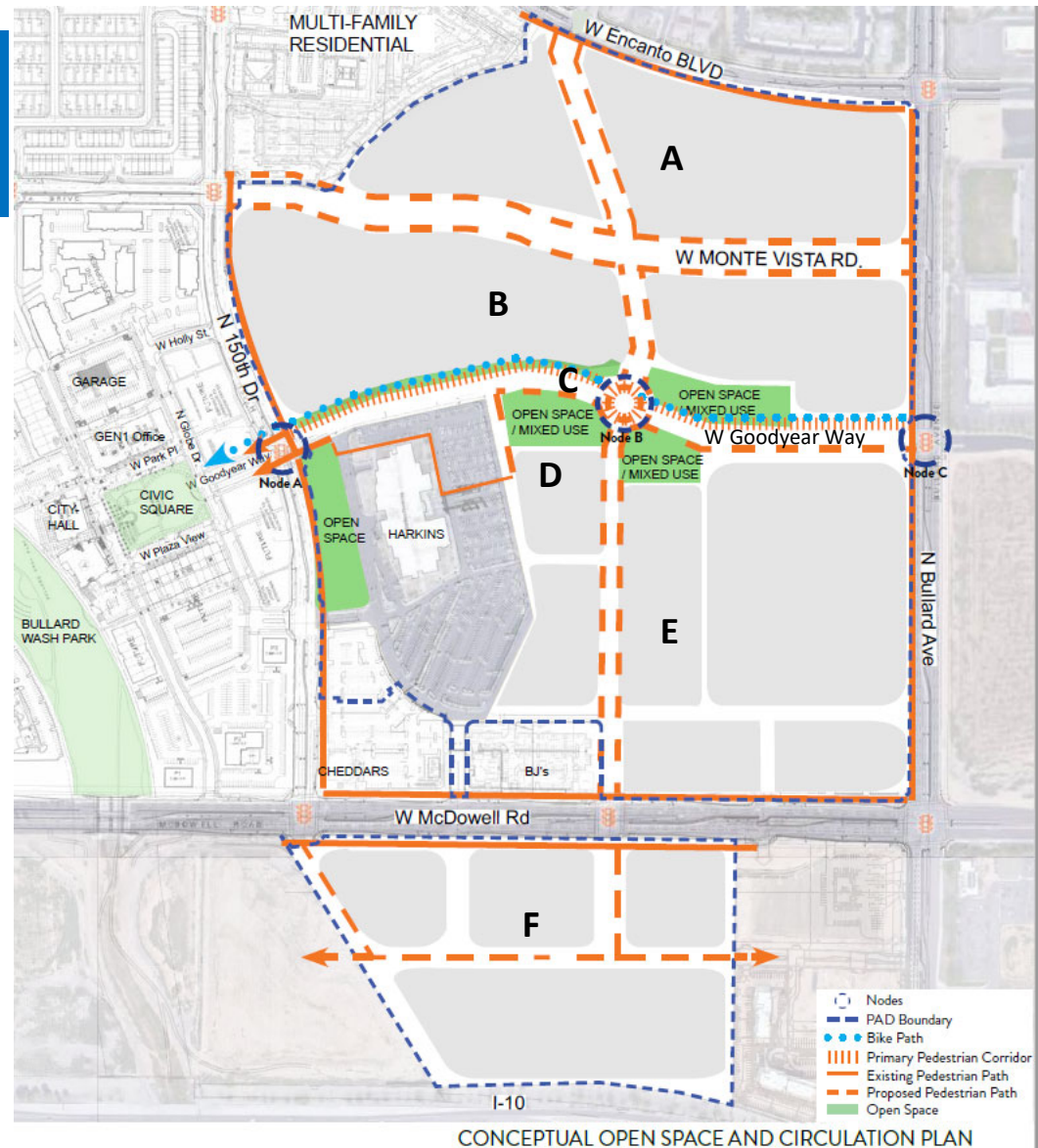
Innovative and Activated Mixed Use
Anticipated Uses Include:

- Land Area A = residential and commercial
- Land Area B = commercial, residential, and hotel/conference center
- Land Area C = retail, entertainment, and open space
- Land Area D = more intense commercial, residential, entertainment, and hotel
- Land Area E = retail and entertainment
- Land Area F = commercial and automotive



Multi-Modal and Pedestrian Friendly

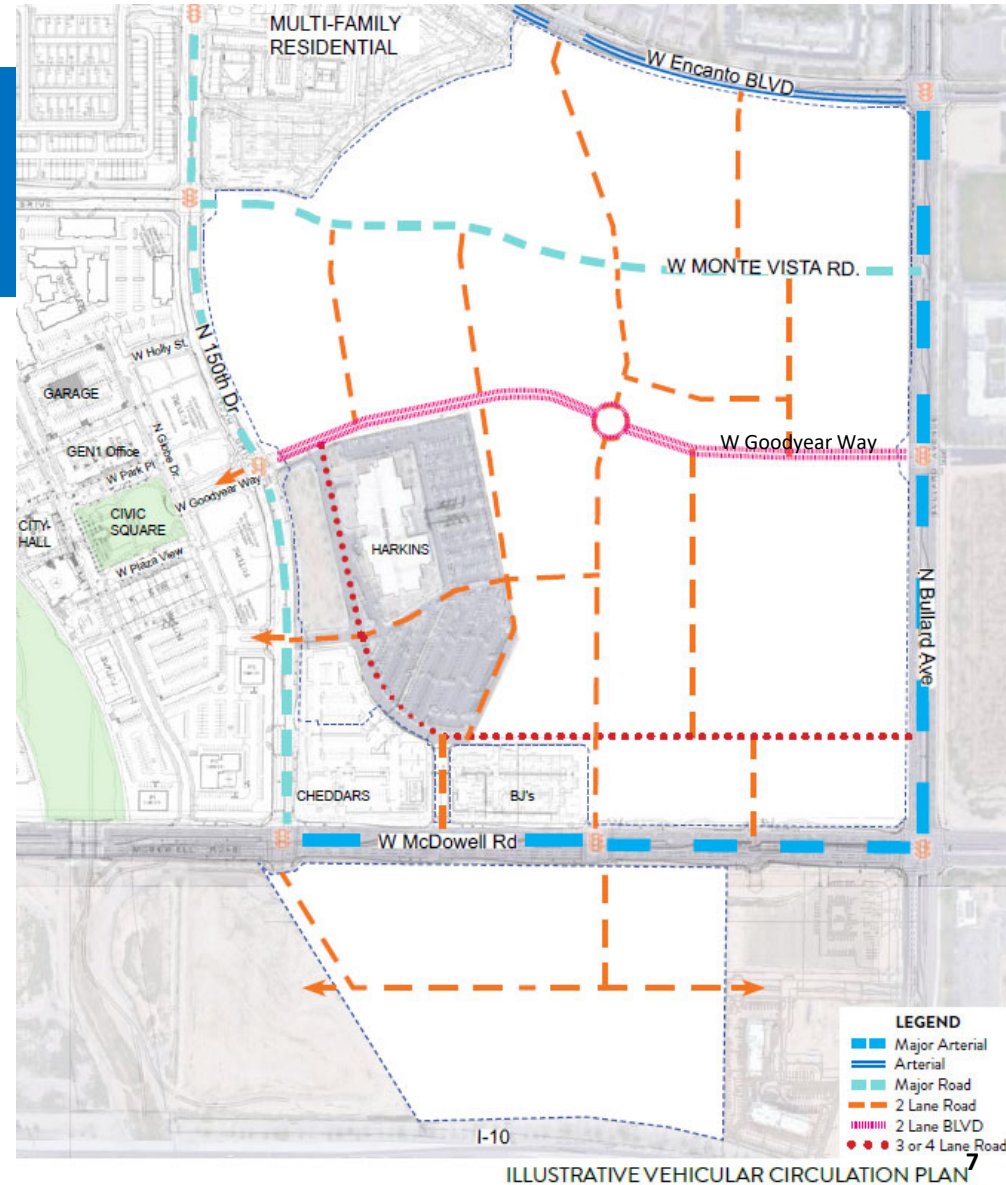
- Primary Pedestrian Corridor
- Bike Path
- Public art opportunities provided at 3 nodes
- Uses designed to engage pedestrians and activate the area
- Pedestrian connection from Harkins Movie Theater to Land Areas C and D
- Innovative and activated place for residents and visitors to live, work, shop, and play



Safe and Efficient Vehicular Circulation

Development will include public streets and private drives of varying sizes

Vehicular connections
throughout the development
and to Bullard Avenue,
McDowell Road, 150th Drive,
and Encanto Boulevard



Information & Outreach

- Notice of Neighborhood Meeting sent to 120 neighbors and interested parties
 - Included contact information for Burch & Cracchiolo and City Staff
- Sign Posting on the Site
 - Included contact information
- October 18, 2022 – Neighborhood Meeting (27 attendees)
- February 15, 2023 – Planning & Zoning Commission Hearing
- February 27, 2023 – City Council Hearing

Conclusion

- Exciting mixed use development
- Viable use for currently vacant and underutilized Site
- Pedestrian-friendly, vibrant and welcoming
- Great place to live, work, shop, and play
- Appreciate Staff's Recommendation and request your Recommendation of Approval



Illustrative Examples of Retail Design

- Retail will include variety and color within the framework of building storefronts
- Tenants will be encouraged to create dynamic storefronts that interact with the streetscape
- Canopies and signage integration will help create a welcoming experience

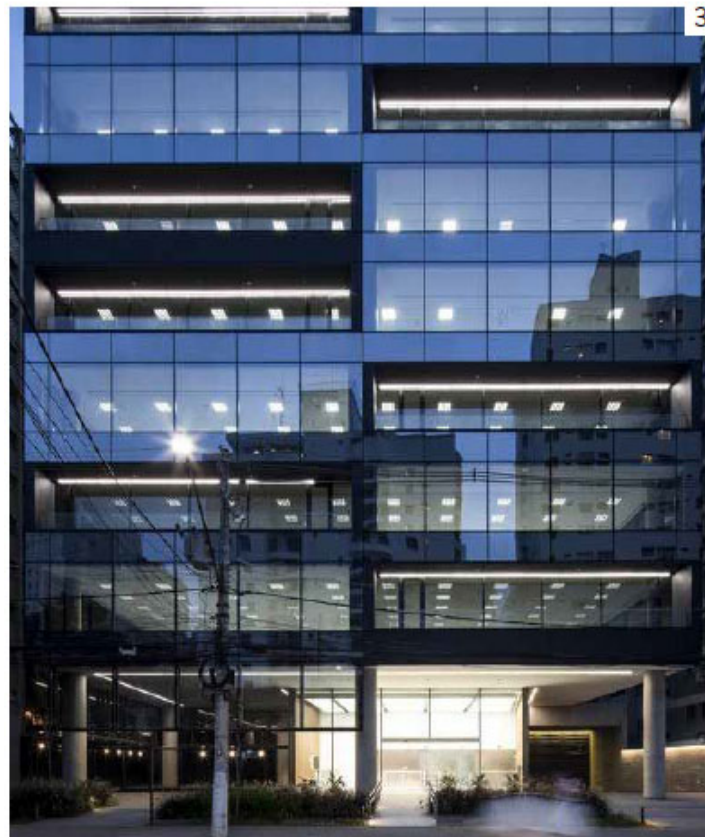
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RETAIL

Illustrative Examples of Office Design

- Offices will allow for differentiation of the ground level from the office levels above
- Office design will incorporate proportion, size of openings, and/or change in material



Illustrative Examples of Hotel Design

- Hotels will incorporate design elements unique to individual brands
- Clean, modern aesthetics



Illustrative Examples of Residential Design

- Clean modern design palate of brick, stone, stucco, metals and glass
- Building facades will be broken up both vertically and horizontally to minimize the apparent bulk and building mass
- Retail/amenities may be integrated



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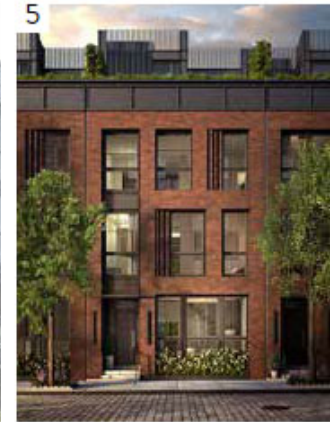
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