

# **GSQ REGIONAL CENTER**

## **PLANNED AREA DEVELOPMENT**

### **PROJECT NARRATIVE**

A MIXED USE  
PLANNED AREA DEVELOPMENT  
IN GOODYEAR, ARIZONA

Case No.22-200-00019

October 2022

## **DEVELOPMENT TEAM**

### **Property Owner**

Globe Corporation

Contact: George Getz and Mike Olsen

6730 N. Scottsdale Road, Suite 250

Scottsdale, AZ 85253

Phone: 480-344-2903

### **Advisor and Possible Co-Developer**

RED Development

Contact: Mike Ebert and Scott Wagner

One East Washington Street, Suite 300

Phoenix, AZ 85004

Phone: 480-947-7772

### **Architect**

Nelsen Partners

Contact: George Melara

15210 N. Scottsdale Road, Suite 300

Scottsdale, AZ 85254

Phone: 480-949-6800

### **Civil Engineer**

CVL Consultants

Contact: Ryan Weed and Parker Froelich

4550 N. 12<sup>th</sup> Street

Phoenix, AZ 85014

Phone: 602-264-6831

**Traffic Engineer**

Kimley-Horn and Associates, Inc.

Contact: Chuck Wright

7878 N. 16<sup>th</sup> Street, Suite 300

Phoenix, AZ 85028

Phone: 602-944-5500

**Zoning & Entitlements**

Burch & Cracchiolo, P.A.

Contact: Ed Bull, Brian Greathouse, and Ali Bull

1850 N. Central Ave., Suite 1700

Phoenix, AZ 85004

Phone: 602-274-7611

## INTRODUCTION

A *Vicinity Map* is provided at **EXHIBIT 1**. The approximately 154-net acre Planned Area Development (“PAD”) is comprised of 7 parcels at the northwest corner of Bullard Ave and McDowell Rd and west of the southwest corner of Bullard Ave and McDowell Rd (the “Site”). A *PAD Boundary Plan* is provided at **EXHIBIT 2**. The Site is bordered on the north by residential properties (single family homes north of Encanto Blvd and multi-family developments on the northwest portion of the Site and south of Encanto Blvd), on the west by Goodyear Civic Square (Goodyear City Hall, Civic Square and offices, vacant commercial development), the Interstate-10 freeway on the south and a school, hotels, and multi-family residential to the east. A *Parcel Boundary and Context Map* is provided at **EXHIBIT 3**. The intent of this PAD is to allow the development of a mixed-use development that includes a combination of office, commercial, retail, entertainment, hospitality, residential, automotive, and other complementary land uses creating an inviting live, work, shop, and play environment.

This PAD shall function as the Site’s development standards framework and identifies the uses, standards, regulations and design palette for the Site.

## DEVELOPMENT PLAN

The Site is divided into six Land Areas (Land Areas “A”, “B”, “C”, “D”, “E”, and “F”). A *Conceptual Land Area Plan* is provided at **EXHIBIT 4**<sup>1</sup>. Each Land Area will have a distinct character and permitted uses. Land Area A will be Mixed Use with Residential and Commercial uses. Additionally, Area A will primarily act as a transition between the adjacent residential to the north and the denser commercial and mixed-use to the south. Areas B and D will be Mixed Use with Commercial and Residential and will have a higher mix and intensities of uses. Land Area C will be a central area of the PAD with vibrant Open Space/Mixed Use. Land Area E will be primarily Retail. Land Area F will be Commercial and Automotive uses.

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<sup>1</sup> The final size and dimensions of the illustrative Land Areas may be fine-tuned through the Site Plan review and development processes.

A *Conceptual Open Space and Circulation Plan* is provided at **EXHIBIT 5**. The *Conceptual Open Space and Circulation Plan* shows some (but not all) of the various land uses, open spaces, and pedestrian circulation routes that are allowed within the Site and are conceptual only. The land uses will include: (1) Mixed Use; (2) Open Space/Mixed Use; (3) Retail; and (4) Commercial and Automotive.

## **LAND USES**

The intent of the PAD is to permit types of uses that encourage pedestrian activity to create a vibrant mixed-use center where residents and visitors can live, work, shop, and play.

## **SITE LAYOUT**

The following design principles shall be implemented on future development plans:

- All uses shall integrate with adjacent streets, open spaces and neighboring uses.
- Integration shall mean the provision of enhanced and appropriate design elements that promote pedestrian connectivity, human interaction, and ADA accessibility while seeking to limit the dominance of automobiles. The design elements shall encompass landscape, hardscape, ADA facilities and wayfinding.
- Because of the unique shape and layout of the Site and possibility for multiple frontages, the placement of buildings and parking lots, along with any necessary tools to treat the edges of parking lots, will be determined and further detailed in the comprehensive streetscape package.

## **STREETS AND CONNECTIVITY**

This development is different and unique. The City is committed to finding the appropriate street design that strikes a balance between streetscape aesthetics, pedestrian and bicyclists, vehicles, public safety and delivery of public services. The Site will include a diverse mix of various public and private streets. An *Illustrative Vehicular Circulation Plan* is provided at **EXHIBIT 6**. Periphery streets designed to access the Site shall be treated with sidewalks, landscaping

and lighting consistent with adjacent development frontages and generally consistent with City standards, except as required to create a unique pedestrian experience on this Site consistent with the intent of this PAD. Internal streets, both public and private, should promote, where appropriate, a more intimate scale of pedestrian-level activity by reducing widths while responding to specific vehicular traffic needs. Building setbacks shall be measured from the public street right of way. Traffic speeds should be slowed, encouraging safe and inviting pedestrian flows and crossings at designated locations. Street-side parking should be encouraged, where appropriate. Canopy trees should be located adjacent to the streets in a landscape strip and spaced to promote both shade to pedestrians on the detached sidewalks and visual definition to the street corridors. Themed street lighting should be coordinated with the landscaping, periodic benches and trash receptacles that further promote an active streetscape.

The PAD is intended to provide connectivity for pedestrians and bicyclists, as well as vehicles. The development shall provide pedestrian and bike paths facilitating north-south and east-west connectivity. A Primary Pedestrian Corridor and parallel bike path will connect to Goodyear Way and Civic Square to the west of the Site. See **Exhibit 5, Illustrative Conceptual Land Use Plan**. A pedestrian path will also connect the northern portion of the development to the southern portion located south of McDowell Rd. These design elements will be further described in Supplemental Design Guidelines.

## **SCREENING, FENCING AND WALLS**

Outdoor storage, trash enclosures and mechanical equipment must be screened by walls and/or landscaping that complement adjacent building design. They should also be located in areas not visible from public or private right-of-way, when possible. If they are seen from the street, physical design enhancements should limit the visual impact.

No perimeter screening, fencing, or walls are required, except parking areas with parking stalls facing the street located adjacent to McDowell Road, 150<sup>th</sup> Drive, Monte Vista Road, Encanto Boulevard and Bullard Avenue shall be screened with walls, landscaping and/or berms. Open view fences are

encouraged to be used, except solid fences/walls may be used for appropriate screening, safety, and security reasons.

Multi-family development should interface with the street and not be contained within traditional garden style walled off settings.

## **PARKING**

As provided in Section E (Parking of the PAD).

## **LIGHTING**

Exterior lighting shall comply with Article 10 of the Zoning Ordinance, except as provided herein. The Site will use thematic lighting to create an Entertainment District in the PAD. As such, Land Areas C-F and the areas of Land Area B facing south shall be designated Lighting Zone 4. The areas of Land Area B facing north shall be designated Lighting Zone 3. Land Area A shall be designated Lighting Zone 2.

Both street and pedestrian level lighting shall provide fixtures scaled appropriately to specific locations while providing adequate lighting levels for security and wayfinding. Fixtures shall be consistent in character and complementary to adjacent building design and landscape palettes. Emphasis should be placed on creating more intimate lighting distribution patterns that enhance the pedestrian experience along streetscapes and internal walkways. Further details of the lighting shall be approved in Supplemental Design Guidelines.

## **SIGNAGE**

This Site will be a unique development within the City that requires unique and appropriate sign regulations. Developer shall submit a Comprehensive Sign Plan to the City that is appropriate for the proposed land uses and pedestrian environment that is encouraged on the Site. In order to create an Entertainment District in the PAD, elements of the Comprehensive Sign Plan may exceed those permitted by the Zoning Ordinance with respect to height, sign area, location, intensity, illumination, electronic messaging, animation, advertising, etc. Authorized users within the PAD may be identified on any sign within the PAD. Freeway pylon signs in accordance with Comprehensive Sign Plan may be

provided along the I-10 frontage of Land Area F. Off premise signs (a/k/a billboards), video boards, and roof-mounted signs are permitted within Land Areas B, C, D, E, and F. Signs on the perimeter of the PAD displaying off premise third party advertising shall only face inward to the PAD.

The existing theater facility (Harkins) may provide movie-related artistic advertising material (may be electronic) along the theater's Goodyear Way frontage such as established above and in conformance with Supplemental Design Guidelines.

## **LANDSCAPING**

A landscape palette of materials shall be developed that reinforces the desired pedestrian activity and complements the building architecture while remaining sensitive to the desert environment. Prior to commencement of development, a comprehensive streetscape package establishing the design theme for the streets, including cross sections, landscaping, site lighting, street furniture, bicycle racks, trash receptacles, and more will be approved by the City of Goodyear Development Services Director or designee.

## **ARCHITECTURE AND BUILDING FORM**

Building design should be in general conformance with the City's Design Guidelines unless modified by The PAD and subject to minor deviations to ensure compliance with the intent of this mixed-use development. Detailed guidelines shall be provided in Supplemental Design Guidelines.

The PAD is intended to be a form-based code. Therefore, with respect to the building form, the exterior building facades shall follow the general framework described below:

1. Structures should exhibit design continuity and contain exterior materials that exhibit quality and durability.
2. Visible side and rear building facades that are visible from a street, drive aisle, or pedestrian-oriented common area should have an appropriate level of design and finish compatible with the front façade.

3. Monotonous building elevations should be avoided, building accents should be expressed through differing materials or architectural detailing.
4. Multiple buildings on the same site should respect architectural styles, materials, forms, features, colors and other elements from the same area that promote compatibility and encourage quality and creative design. These could include: continuation of distinctive rooflines, covered walkway alignments, complimentary detailing and finish, accent features on visible sides of structures, compatible shapes, material, wall and landscaping treatment.

## **MATERIALS PALETTE**

Materials shall reflect the quality and character of the design described above. Illustrative Examples of the Materials Palette is provided at ***Exhibit 7***. The illustrative examples are intended to demonstrate quality and to communicate the vision for this PAD. The illustrative examples are not regulatory. The permitted materials and colors shall be provided in greater detail in Supplemental Design Guidelines. Corporate colors, brand identity and materials may be used as accents so long as the end result is high quality architecture with appropriate and harmonious ties to the overall architecture of the Site.

## **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 with Village Center and Transit Oriented Development Overlays over portions of the Site. There is adequate infrastructure surrounding the Site to serve the needs for future mixed-use development. The diverse mix of uses will meet market demand and create a vibrant place for residents and visitors to live, work, shop, and play.

Further, as is generally illustrated on the attached exhibits, this proposed mixed-use development PAD is consistent with numerous applicable goals, objectives and policies of the City's General Plan, such as:

1. Community Vision: Create a highly desirable and sustainable place for all to live, work, visit, and play.
2. Community Vision Strategy 1: Create attractive places and diverse destinations.
3. Community Vision Strategy 2: Develop a physically and socially connected community.
4. Community Vision Strategy 5: Advance economic opportunity.
5. Community Vision Strategy 9: Foster a sustainable economy and community.
6. Community Goals – Physical Growth and Development – Goal GD-1: A compatible mix of land uses and diverse destinations that foster a high quality of life with livable and safe neighborhoods with a strong economy that fosters a healthy and sustainable environment.
  - a. Objective CC-5-1: Establish a land use hierarchy and community form that maintains a broad variety of land uses and responds to the community's vision and needs.
  - b. Objective CC-5-3: Create an appropriate jobs-to-housing ratio within the community to provide new opportunities to residents and increase sales tax revenue.
  - c. Objective CC-5-4: Enhance and expand retail and entertainment districts to create quality shopping, dining, and entertainment experiences.
    - i. Policy "b": Encourage the development of entertainment and recreational uses at Village Center sites.
7. Community Goals – Physical Growth and Development – Goal GD-2: Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addresses the needs of existing and future residents and businesses.
  - a. Objective GD-2-5: Enhance, protect, and build-upon Goodyear's unique identity and character.

8. Community Goals – Community and Cultural Development – Goal CC-2: A diverse stock of high quality housing that meets the needs of all residents.
  - a. Objective CC-2-1: Provide diverse and quality housing products.
9. Community Goals – Community and Cultural Development – Goal CC-4: A trail and path network, including street lane marking and signage, that encourages active transport by ensuring safe and convenient opportunities for bicycling and walking.
10. Community Goals – Economic Development – Goal ED-1: A resilient and diversified economy.
  - a. Objective ED-1-1: Encourage development to attract businesses to Goodyear that offer good wages and benefits and positively contribute to the community and economy.
  - b. Objective ED-1-3: Create a built-environment that fosters economic development.
11. Community Goals – Economic Development – Goal ED-5: A destination for tourism in the region and beyond.
  - a. Objective ED-5-1: Establish Goodyear as a unique destination
    - i. Policy “a”: Establish Goodyear as:
      - a destination for regional shopping,
      - a destination for higher education,
      - a destination for active outdoor activities,
      - a destination for family-oriented entertainment,
      - the hub of arts and culture in the West Valley.
  - 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 (154 +/- net acres) and relatively flat, which makes it suitable for various uses, including residential, commercial, retail, office, hospitality, automotive, etc. The Site has access to arterial 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. Furthermore, the Site will incorporate various pedestrian paths and connections to nearby amenities, including Bullard Wash.

- 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.**

The mixed-uses on the Site are compatible with the surrounding community. The PAD will be thoughtfully planned with the most intense uses being more centralized in a vibrant Entertainment District and the residential uses isolated to the northern portion of the PAD closer to the area's existing residential developments. The retail and commercial uses will provide convenient access to various services and amenities for those who live and work in the area. Moreover, the PAD will be pedestrian friendly and offer routes to Bullard Wash Park. The PAD will not have a negative impact on the surrounding streets because they were designed with an intense mall use in mind. The more balanced mixed-use development will not generate more traffic than the previously planned mall. The surrounding properties, community in general, and property values will benefit from the engaging live, work, shop, and play environment that will be created by the PAD.

- 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.**

The PAD is consistent and compatible with other land uses in the area. The Site is located within what is akin to a village core and adjacent to the Goodyear Civic Square. The PAD is located within close proximity to transportation and existing and future residential developments that will enjoy the shopping, dining, entertainment, and recreational opportunities provided by the PAD.

- 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.**

Market demand for the uses permitted in the PAD should be strong.

- 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 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 are existing public infrastructure and facilities available to the Site. We do not anticipate significant additional infrastructure required for the Site. The PAD will interact with the following public streets:

- Encanto Boulevard
- 150<sup>th</sup> Drive
- Monte Vista Drive
- McDowell Road
- Goodyear Way
- Bullard Avenue

We also anticipate the addition of a loop-type public (or private) street in Land Area F with connections to McDowell Road. There will also be a number of private drives within the PAD. The developer will retain the right to maintain all public streets and related landscaping within the PAD.

| Column A                                                          | Column B                | Column C           | Column D        |
|-------------------------------------------------------------------|-------------------------|--------------------|-----------------|
| School Type                                                       | No. of Res. Units       | Student Ratio      | No. of Students |
| Elementary School (K-8) Litchfield Elementary School District #79 | 2,400                   | 0.30 Students/Unit | 720             |
| High School (9-12) Agua Fria Union High School                    | 2,400                   | 0.19 Students/Unit | 456             |
| Total                                                             | Up to 2,400 total units |                    | 1,176           |

**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. We do not anticipate any adverse fiscal impacts resulting from development of this Site.

**h. General public's concerns.**

A Neighborhood Open House was held on October 18, 2022. While most of the attendees did not express concerns about the development, a small number expressed concern about the residential uses. They believe Goodyear already has adequate housing and are concerned about the traffic generated by the residential uses.

**i. Whether the amendment promotes orderly growth and development.**

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

**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.**

The mixed-use development on the 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 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 is consistent with the City's PAD Zoning District's intent to accommodate, encourage and promote developments with innovative design involving residential and nonresidential land uses, which together form an attractive, harmonious development in the community. The PAD includes

development standards, design guidelines and form-based zoning principles to create the framework for an innovative mixed-use development. This development is intended to be a vibrant area where residents and visitors can live, work, shop, and play within an inviting environment.