



DESCRIPTION. The applicant is requesting site plan and use permit approval for the next phase of restaurant development at Goodyear Civic Square, located at the northwest corner on 150th Avenue and McDowell Road and indicated on the site plan accompanying this application. Goodyear Civic Square is a mixed-use development anchored by the new City Hall and an office building, both currently under construction. The landowner is now moving forward with the second phase of restaurants, bringing a Shake Shack drive-thru to provide an additional amenity to the balance of the development and the surrounding area.

Shake Shack is an American fast casual restaurant chain headquartered in New York City, NY that started as a hot dog cart inside Madison Square Park in 2001. In 2004, Shake Shack expanded its menu with the addition of hamburgers, fries and one-of-a-kind milkshakes. Shake Shack's motto is *We Stand For Something Good*® in everything we do. That means carefully sourced premium ingredients from like-minded purveyors Shake Shack admires and loves; thoughtful, well-crafted, responsible design for its place; and a deep commitment to community support through donations, events, and volunteering.

Every Shack is a reflection of the community it's a part of, from partnering with local artists and ingredient purveyors, to hosting fundraisers with local non-profit partners and school groups. Shake Shack plans to operate this site as an inviting community gathering place focused on hospitality with a drive-thru component for those guests who want to grab a quick meal while on the go.

The proposed Shake Shack will have a drive-thru as well as outdoor dining to serve its customers. Due to its location at the hard corner of the overall project, the restaurant is anticipated to have minimal impact from a noise, odor or lighting perspective on surrounding areas.

The applicant is also pursuing a use permit as part of this submittal. Granting this use permit will not be materially detrimental to persons residing or working in the vicinity adjacent to the property, to the neighborhood or to the public welfare. The proposed use is reasonable compatible with uses permitted in the surrounding area. The operation will confirm with section 1-3-2 of the Goodyear Zoning Ordinance.

PROJECT DETAILS.

APNs – A portion of 501-73-068 (subdivision plat currently in process)

Acreage – +/- 1.31 acres

Proposed Use – Shake Shack restaurant with drive-thru

RELATIONSHIP TO SURROUNDING PROPERTIES. The property is located at the corner of 150th Avenue and McDowell within the larger mixed-use development of Goodyear Civic Square. The proposed use will complement the balance of uses within the development.

Following is a summary of the uses surrounding the Property subject to this request:

North – Balance of Goodyear Civic Square (Goodyear PAD zoning)

East – Estrella Falls Regional Shopping Center (Goodyear PAD zoning)

South – Flood Control Channel (Goodyear AG zoning)

West – Goodyear Civic Square (Goodyear PAD zoning)

LOCATION AND ACCESSIBILITY. The project consists of a roughly 3,150 square foot Shake Shack restaurant with drive-thru, located generally shown on the attached site plan. The site plan layout provides for convenient circulation for customers, employees and service providers. Dual drive-thru lanes offer ample vehicular stacking so as not to negatively impact parking or circulation for existing and future uses within the development. Outdoor dining is proposed on the north side of the building.

ARCHITECTURE. Shake Shack is committed to providing a consistent experience to each guest, and that starts with the design of their building. As a newer brand in the market, brand consistency has become an important catalyst in Shake Shack's future growth plans.

Shack plans to maintain its brand while also respecting the aesthetic of Goodyear Civic Square. This location will be among the first of Shake Shack's new prototype.

The drive-thru elevation will be modified to help bring in the surrounding atmosphere for guests and balance the look of the center. This area will feature a combination of fiber cement panels, Dryvit and faux wood siding. The drive-thru has a modern feel with canopies above the order point that complement the building canopy and utilize the decorative string lights to bring in the same hospitality for guests. Shack believes the decorative drive-thru is an inviting atmosphere that will attract guests to come on inside and be part of the full experience Shack has to offer.

DEVELOPMENT SCHEDULE. Following completion of the pre-application process, the landowner and Shake Shack intends to proceed with preliminary site plan review, design review, construction documents, permits and construction with a goal of opening for business in late 2024 or early 2025.

CITY AND COMMUNITY IMPACT. The drive-through restaurant will employ 15-20 full and part-time employees for each shift. Operating hours for walk-in and drive-through service will be from 11:00 am to 10:00 pm seven days per week. Shake Shack is forecasting roughly \$4M in annual revenue at this location. Shake Shack offers an attractive addition to Goodyear and looks forward to serving the surrounding community. Thank you for your consideration of this request.