Why at this Location?

Proposal is consistent with the City's recent changes in the area and vision to create a mixed-use, walkable urban Downtown Goodyear near the site.

- City has already invested $87 million into developing its Civic Square at GSQ, a mixed-use city center.

- Goodyear City Council recently approved an urban-style mixed use development at GSQ Regional Center (max. building height = 200 feet).

City's Vision for Development of a Mixed-Use Walkable Urban Downtown

From City of Goodyear Website:

"Since 1984, city of Goodyear leaders and residents have envisioned a place to gather for events such as festivals, concerts and parades. A place that would create a true heart of the city. That vision became a reality when Goodyear Civic Square at GSQ opened off McDowell Road and 150th Drive in August 2022.

"'We are committed to growing our city in a meaningful way, and this project is a great example of that goal,' said Mayor Joe Pizzillo. 'Our public/private partnership with Globe Corporation made this project possible and is also a catalyst for economic vitality as restaurants, retail and entertainment venues join us in this mixed-use development. This truly is a great time to be in Goodyear!'

"The new city hall, library, park and office space was just the beginning. Globe Corporation is developing the surrounding area stretching from I-10 to Encanto Boulevard and 150th Drive to Bullard Avenue into a mixed-use walkable urban downtown. It will be a destination for dining, entertainment and shopping."

https://www.goodyearaz.gov/our-city/goodyear-civic-square/civic-square-at-gsq-faqs

Civic Square at GSQ (Phase 1)

Exhibit below shows Civic Square at GSQ with future phase(s) conceptually shown

Civic Square Master Plan

Includes options for office, multifamily, general commercial and retail, and education

"The new City Hall building and Civic Square Park are just a 48-acre piece of the entire 104-acre mixed-use development. The City of Goodyear's Planning and Zoning Commission approved a Planned Area Development rezone request for Goodyear Civic Square at Estrella Falls on June 26, 2019

"As part of the PAD, the site was separated into three parcels. Parcel A has been developed as the City Hall and Civic Square Park. Parcel B, 39 acres located northwest of the 150th Drive and Monte Vista intersection, can consist of single-family and multifamily residential. Parcel C, 17 acres located southeast of the 150th Drive and Virginia Avenue/Encanto Boulevard intersection, can consist of uses such as multifamily residential, hospitals, office, general commercial and retail, urgent care, and education."

Source: https://azbex.com/planning-development/design-build-firm-requested-for-goodyear-civic-square/

City's website highlights success at attracting new commercial tenants to GSQ

Now Open at GSQ

- BJ's Restaurant & Brewhouse
- Cheddar's Scratch Kitchen
- Harkins Estrella Falls

Coming to GSQ:

- The Stillery
- Bacchus Wine Bar
- Copper & Sage, a gastropub
- High Tide Seafood Bar & Grill
- The Yard Milkshake Bar
- Shake Shack
- F45 Training
- Miyu Nails and Spa

More announcements coming soon!

https://www.goodyearaz.gov/our-city/goodyear-civic-square/civic-square-at-gsq-faqs

Approved Land Use and Height Zones for GSQ Regional Center

Land Area A -- Mixed-Use with Residential and Commercial uses. Max building Height Area A = 60'.

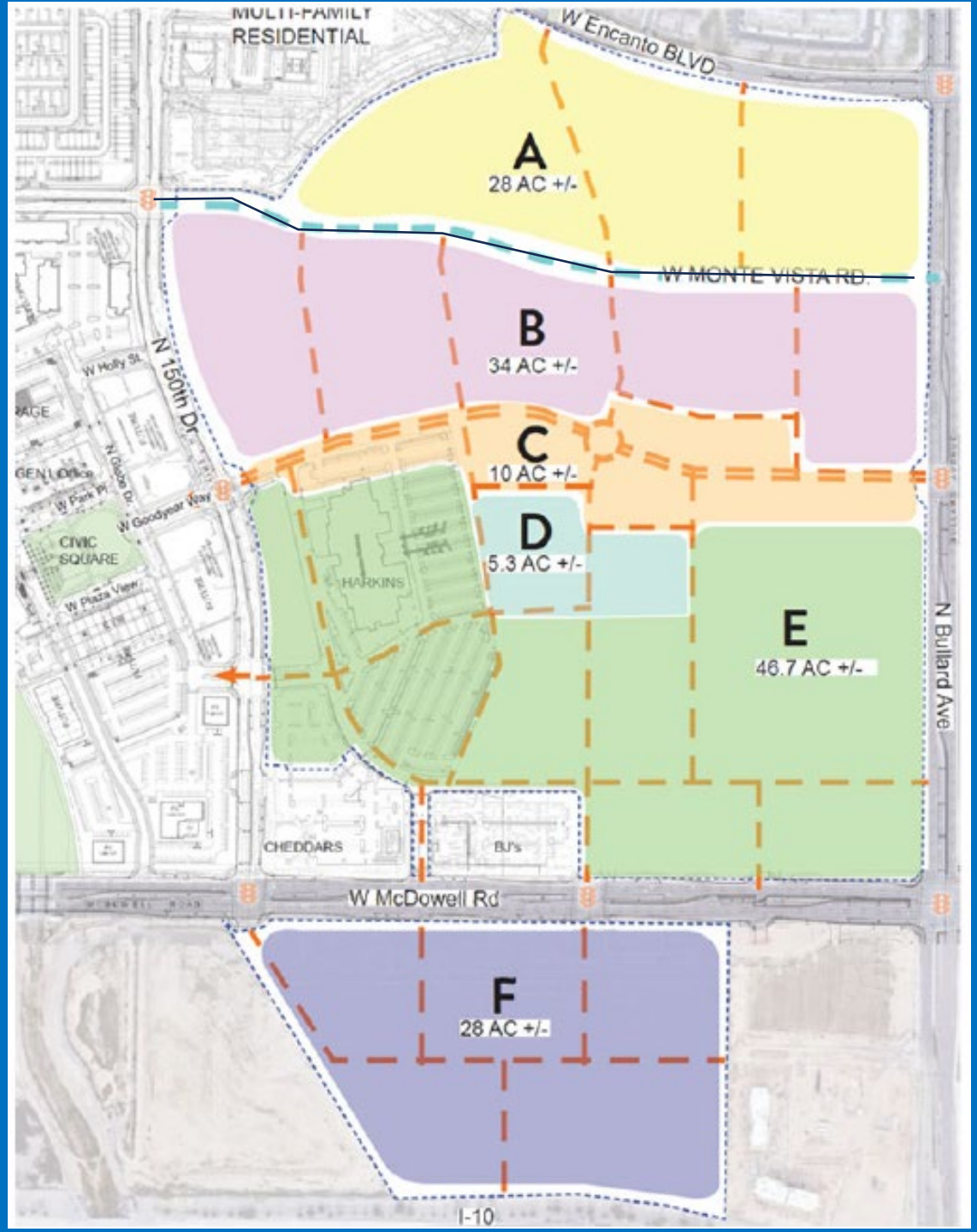
Land Area B -- Mixed Use with Commercial and Residential and will have a higher mix and intensity of uses. Max building Height Area B = 200'.

Land Area C -- The core or center of the GSQ development. Allows a variety of non-residential permitted uses, which include offices, banks, restaurants, bars, microbreweries, and entertainment establishments. Max building Height Area C = 200'.

Land Area D -- Similar to Land Area B but act as more of a transition from the core of the GSQ development into a retail and big-box-oriented portion of the overall development. Max building Height Area D = 200'.

Land Area E -- The intent more on retail and big-box-retail similar to the existing shopping centers found along McDowell Road and PebbleCreek Parkway. Max building Height Area E = 200'.

Land Area F -- The intent of Land Area F is to allow for the development of automotive dealerships, automotive services and/or develop in a similar manner to that of Land Area E. Max building Height Area F = 200'.



Slide from Staff Presentation to City Council for GSQ Regional Center showing urban architectural concepts

Design Standards

SUPPLEMENTAL DESIGN GUIDELINES

Source: Staff Presentation to City Council, dated 2/27/2023 AI #1123

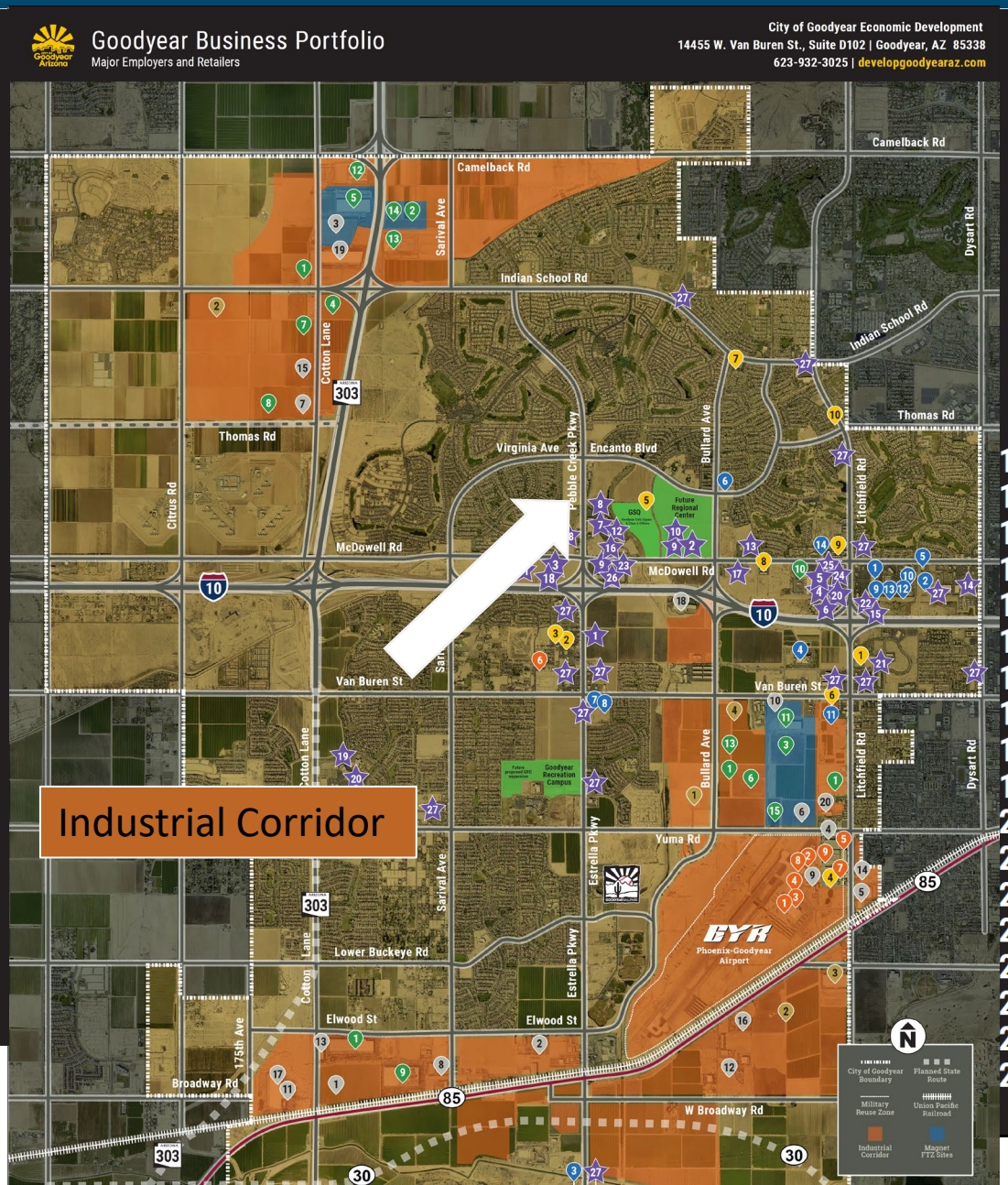
SITE HAS CENTRAL LOCATION WITH I-10 ACCESS

Medical and Healthcare

1. Abrazo West Campus
2. Adelante Healthcare
3. Banner Health
4. CTCA / City of Hope
5. Cornerstone Medical Center
6. DaVita / Southwest Kidney Institute
7. Dignity Health
8. Estrella Womens Health Center
9. Goodyear Medical Plaza
10. Integrated Medical Services
11. Mountain Park Health Center
12. Palm Valley Rehabilitation
13. SimonMed Imaging
14. Spooner Physical Therapy

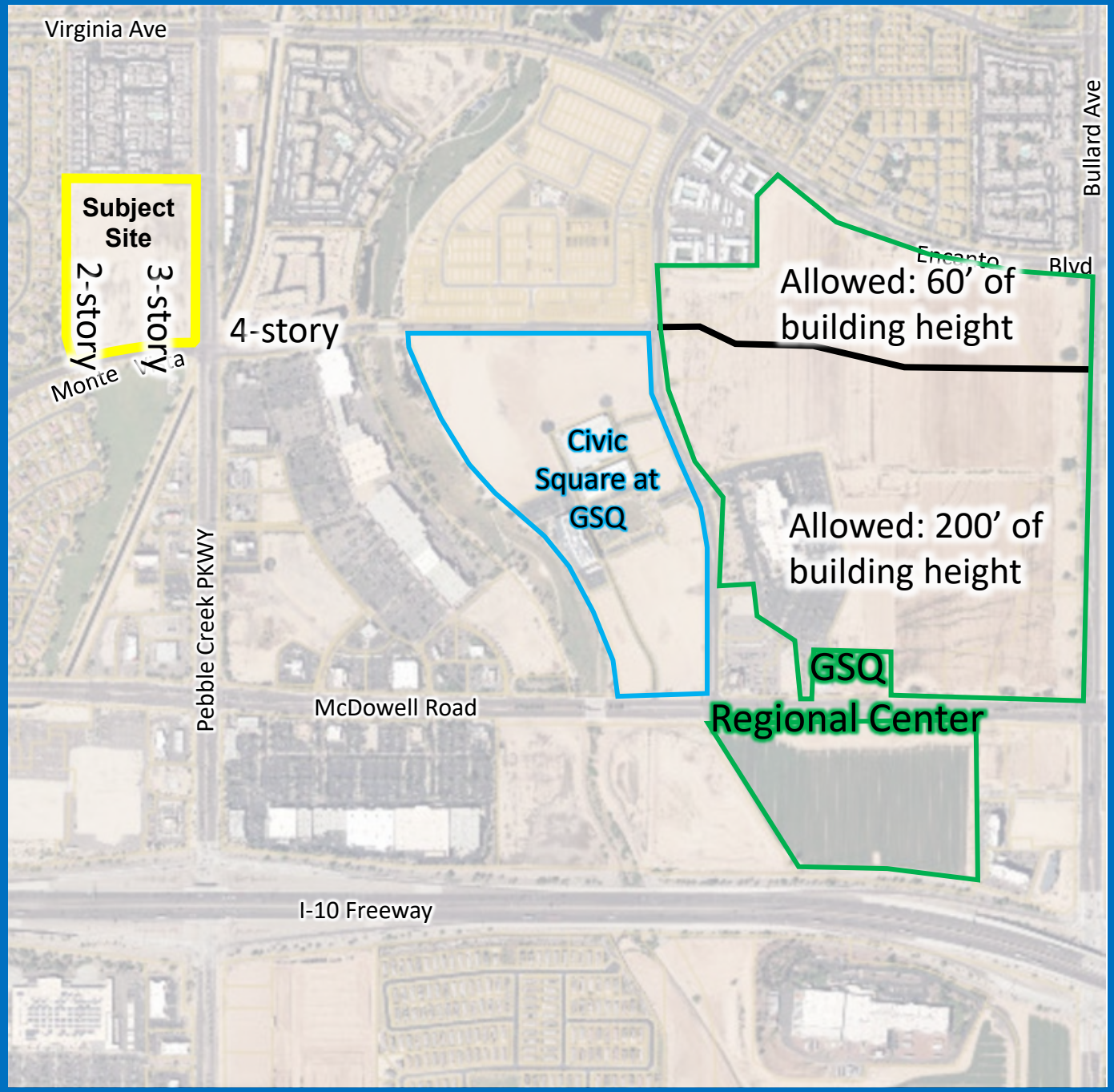
Office

1. Amazon, Global Security Operations Center
2. Canyon Trails Professional Center
3. Estrella Professional Center
4. Flite Goodyear
5. Gen 1 @ GSQ (Class A Spec Office)
6. Goodyear Financial Center
7. Indian Palms Professional Plaza
8. Palm Place Plaza
9. Palm Valley Office Park I, II & III
10. Palm Valley Professional Plaza



Retail and Entertainment

1. ALDI
2. BJ's Restaurant & Brewhouse (open late 2022)
3. Babbo Italian Eatery
4. Bath & Body Works
5. Barnes & Noble
6. Best Buy
7. Burlington
8. C-A-L Ranch
9. Darden Restaurants (Cheddar's & Olive Garden)
10. Harkins Theatres
11. Harley-Davidson
12. Home Goods / TJ Maxx
13. Life Time
14. Lowe's
15. Michaels
16. Oregano's
17. PF Changs
18. Potato Barn (open late 2022)
19. Potterybarn Outlet
20. Ross Dress For Less (two locations)
21. Shooter's World
22. Target & Super Target
23. Texas Roadhouse
24. Total Wine
25. Ulta
26. Urban Air Adventure Park
27. Active Retail Area

Why here?

- Proximity to City's New Downtown (GSQ) Creates Walkable, Urban-Living Opportunities
- Housing Density Will Support Quality Restaurants and Retailers at GSQ
- Transition Buildings Heights from East to West (from 200' to 2-story)
- Adjacent to Arterial Roadway
- Nearby I-10 Freeway Access