



## Project Narrative

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## REQUEST

This request is to rezone the 223.9-acre site shown below and located at the southwest corner of Interstate-10 and AZ State Route 303 (the “Site”) to Planned Area Development (“PAD”) for the development by Keystone Equities of an employment hub with commercial, office, retail, light-industrial and entertainment amenities that is consistent with the goals outlined in the Goodyear 2025 General Plan.



The proposal presents the opportunity to convert a vacant and underutilized Site with significant improvement needs to its highest and best use in a manner consistent with the General Plan, dramatically increasing the economic potential from what could be generated by the current entitlements.

Although the Site is designated as Business and Commerce on the General Plan land use map, it is currently entitled for a mobile home/RV park. As such, this Site is not yet zoned for its envisioned land uses. Instead it is identified for a variety of land uses that promote a healthy City economy. The current Business and Commerce land use category encourages the specific uses proposed in this rezoning request, including general commercial, retail, entertainment, warehouses, and light industrial. Given the existing Site features, careful planning is required to ensure that the types of land uses most desired by the Business and Commerce land use category can be successfully developed. This rezoning request would bring forth the businesses that will support the necessary infrastructure improvements that will pave the way for the desired employment and entertainment land uses.



## PRINCIPAL & DEVELOPER

Founded in 2010, Keystone Equities LLC is a New-York-based private real estate owner, investor, and operator focused on the acquisition and development of commercial, residential and industrial properties across select U.S. markets. The company seeks value creation through selective acquisitions, disciplined operating principals, hands-on property development, and focused asset management. Keystone is led by a team of industry professionals with extensive experience in real estate transactions, operations, and investment management. The company has executed transactions independently and with strategic institutional joint-venture partners. Keystone's capital partners include some of the nation's largest financial companies and institutional private equity funds. To date, the company's principals have transacted on over \$1 billion of real estate related investments.

## ECONOMIC & FISCAL IMPACT

This rezoning proposal will dramatically increase the economic potential from what could be generated by a mobile home/RV park, to its highest and best use in a manner consistent with the General Plan. A recent study conducted by CBRE, a global leader in the field of real estate investment with a wealth of local market insight, anticipates hundreds of millions of dollars to be generated from this project. Projected economic impacts over the next ten years include:

- 600 direct jobs with a total payroll of \$151.2 million
- \$7.3 million in tax revenues to the City of Goodyear
- \$5.6 million and \$46.5 million in tax revenues to Maricopa County and the local school district, respectively
- \$20.6 million in tax revenue to the State of Arizona

One-time construction related costs include:

- 764 jobs created during construction period with a total payroll of \$47.4 million
- \$92 million in construction and interior furnishing costs
- Approximately \$499,000 and \$382,000 in tax revenues to Maricopa County and the City of Goodyear, respectively, during the construction period

As the Site is significantly isolated from any other commercial land uses, substantial infrastructure improvements will be required for the development of this Site. These public benefits include a new signal located on Citrus Road, extensive and costly water and sewer connections, and roadway improvements.

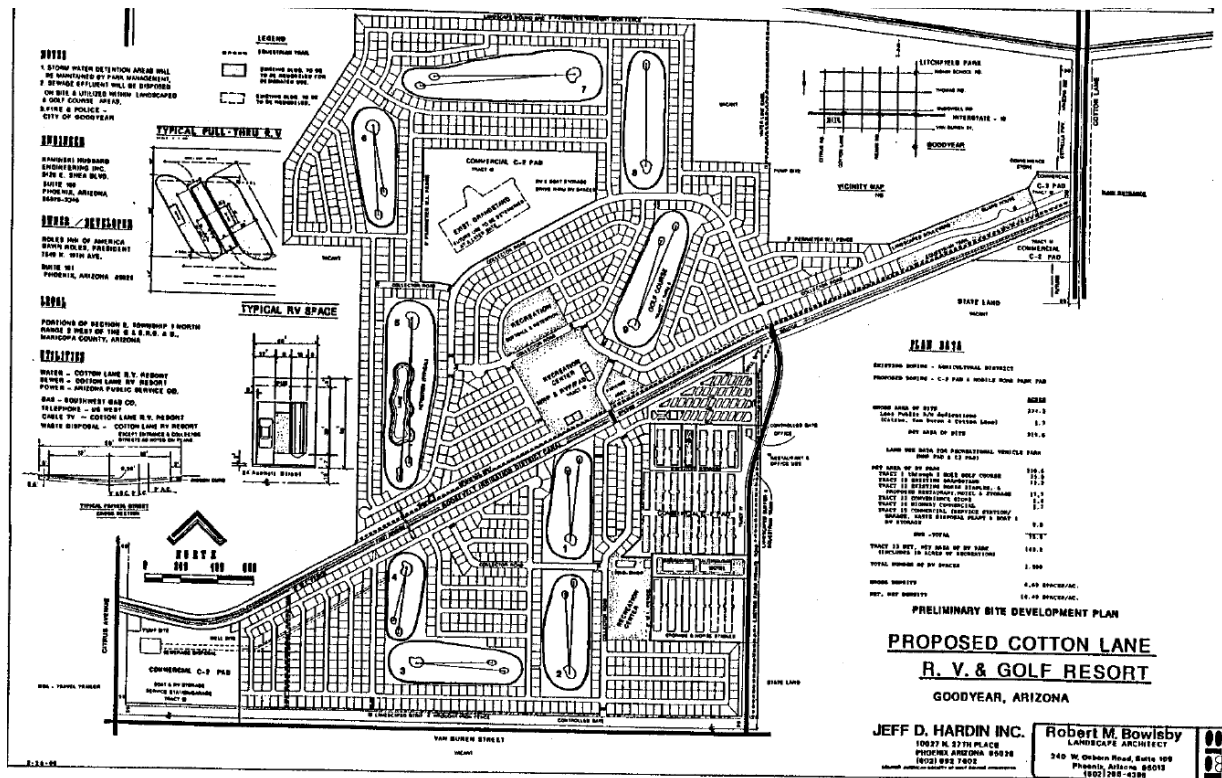
The 2025 General Plan reports that in the City of Goodyear, the mean commuting time for residents is over 30 minutes. This proposal will orient more jobs locally, thereby reducing travel times and alleviating traffic congestion. In the 2013 Goodyear Focus on Success Economic Development Action Plan, it was reported that a significant number of residents migrate out of



the City for employment. Approximately 92.8% of Goodyear residents work outside of the City and as such, it is important that employment opportunities are added within the City in easily accessible locations to reduce long commutes.

## ZONING HISTORY

A portion of the Site is zoned for Agricultural ("AG"), a remnant of the property's historic agricultural use, prior to the construction of the Loop 303 Freeway and the expansion of the Interstate-10. In 1996, when the Interstate-10 was a narrow, four-lane thoroughfare, the western portion of the Site was rezoned from AG to Planned Area Development ("PAD"), Mobile Home Park ("MHP"), and Commercial ("C-2") for the construction of mobile homes, mini-storage, retail, a 9-hole golf course and a recreational vehicle park. The 224.3-acre property was planned to accommodate 1,500 recreational vehicle and mobile home spaces, but only the southern portion of the rezoning area was developed as proposed. The approved site plan is shown below.

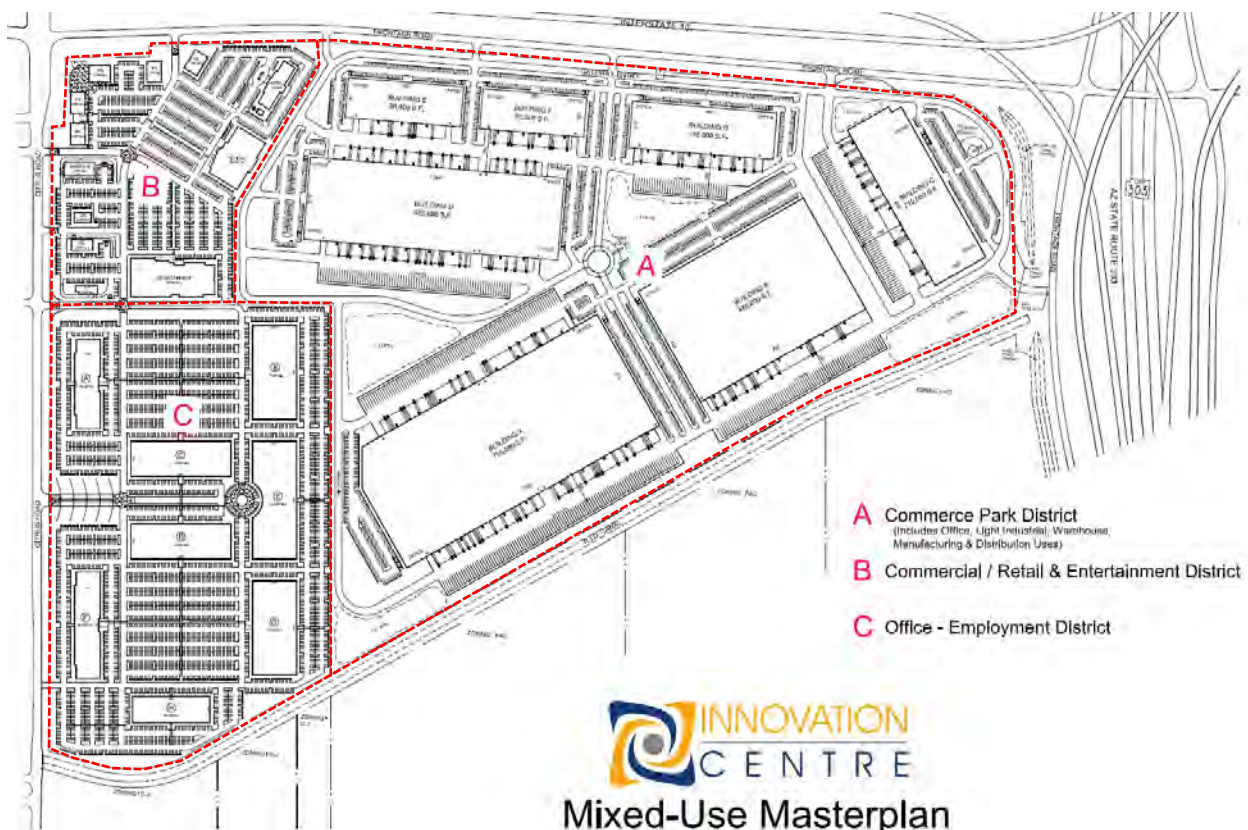


Due to significant changes in the surrounding context, agricultural and mobile home park uses are no longer appropriate here, thus necessitating a rezoning to align the Site with the General Plan land use objectives. In 2014, construction began to connect the Loop 303 Freeway with the expansion of the Interstate-10, increasing the need for a use on Site that would best utilize the significant investment made into regional infrastructure improvements. However, there is no direct connection to either freeway in proximity to the Site and circulation around the perimeter of the Site is provided by a two-lane frontage road, thus obscuring access to the eastern portion



of the Site. Although the Site is adjacent to a freeway interchange, the paths to either the Interstate-10 or AZ-303 are deceptively long and travel distances range between 2 and 4 miles to the nearest on/off-ramp.

The land use plan for the Site, as depicted below, orients the land uses with significant accessibility needs where there is visibility from the freeway and the shortest path to the nearest freeway on/off-ramp. This layout also creates both a synergistic land use pattern and an appropriate transition from community-serving commercial along the right-of-way and employment uses to industrial beneath the freeway interchange.



## GENERAL PLAN CONFORMANCE

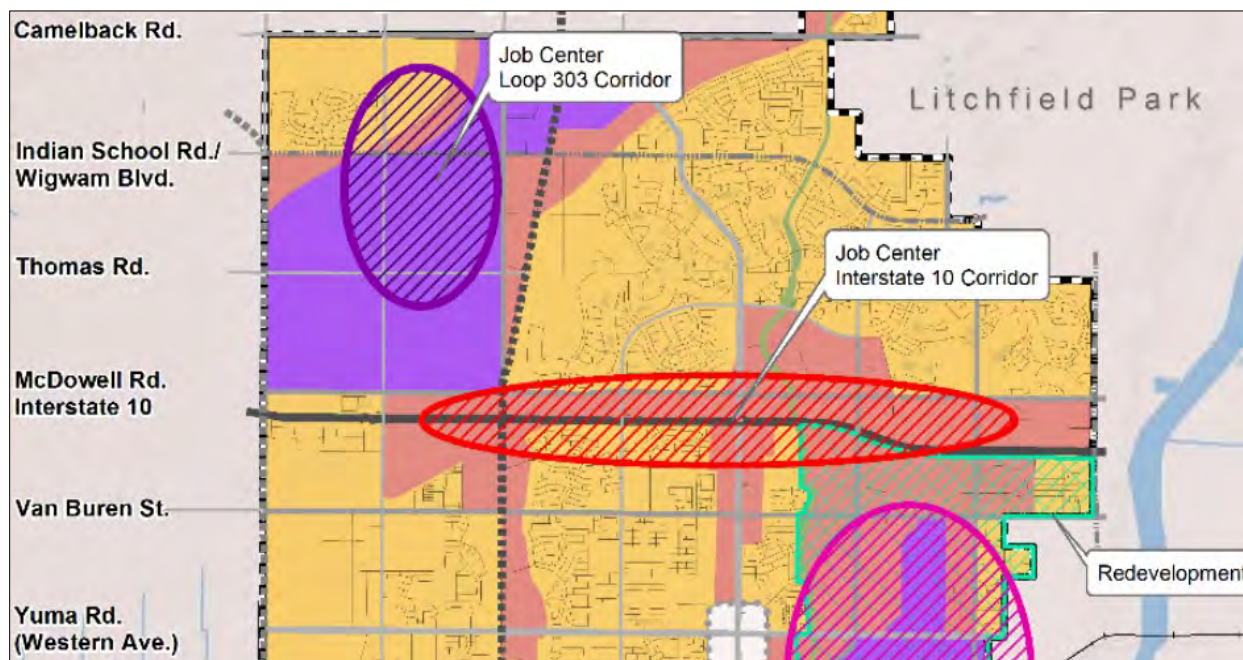
**Chapter 7 – Economic Development / Objective ED-1-2:** Ensure that infrastructure and the Land Use and Transportation Plan enhances economic development and job growth. **Policy B:** Designate lands near important assets (Loop-303, I-10, fiber-optic, Phoenix-Goodyear Airport) for employment uses.

**Response:** This proposal promotes this objective in orienting employment-based land uses adjacent to the City’s major transportation assets. Here, the proposed land use pattern responds to the long distances required to reach this Site from the freeway by orienting



commercial, entertainment and office uses as close to Citrus Road as possible and industrial uses located in the shadow of the interchange where accessibility needs are lower.

As shown in the graphic below, this Site is adjacent to an identified Job Center where the proposed land uses are most desired.



**Chapter 8 – Land Use and Transportation Plan / Standard 37:** *Light industrial uses such as warehousing or distribution centers are appropriate throughout the Business and Commerce category but should be buffered from residential uses.*

**Response:** Goodyear is home to Amazon, REI, Sub-Zero, Dicks Sporting Goods, Chewy.Com, UPS, XPO, and soon to be Aldi, Anderson Windows, Mercedes and Microsoft. Given the lack of improved, well located industrial land in the market, this is the opportune time to develop the Site to further attract internationally-recognized companies. Surrounded by the I-10 Freeway to the north, the 303 Freeway to the east, vacant land to the west, and an RV park and the Roosevelt Irrigation District Canal to the south, the Site’s surrounding context naturally buffers the light industrial use from any traditional residential areas. The layout orients community-serving commercial amenities as a buffer between the U-Haul and residential developments to the west and the light industrial land uses are oriented along the freeway. Additionally, the perimeter of the Site features landscaping buffers that protect the use from adjacent land uses.

**Chapter 4 – Community Goals / 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.*



**Response:** Projections anticipate that the number of dwelling units in Goodyear will likely double by 2025. This growth will intensify the need for quality local entertainment, commercial and employment opportunities. This appropriately placed commercial/industrial employment hub represents well-distributed growth that will support the growing population of Goodyear, allowing residents to work and play within their own City. Additionally, the proposal represents a high-quality development that greatly exceeds the quality of the previous proposal for a mobile home and recreation vehicle park.

**Chapter 4 – Community Goals / 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.*

**Response:** The current entitlements, which allow for a large mobile home/RV park and associated commercial uses, do not promote compatible land use and developments that respect the local infrastructure investments and promote a healthy economy. As noted in the 2025 General Plan, the majority of Goodyear residents commute outside of their City to their jobs, averaging travel times of over 30 minutes. This proposal will orient quality jobs and entertainment opportunities locally, thereby promoting the local economy and enhancing the quality of life for many residents that will experience reduced commute times and less traffic.

## PLANNED AREA DEVELOPMENT

### Criteria

The Zoning Ordinance identifies specific criteria that guide rezoning to respond appropriately to the surrounding context of the Site, address demand for the types of uses proposed and consistency with long-range planning goals. This proposal meets and exceeds those criteria as outlined below.

**A. Consistency with the goals, objectives, policies and future land use map of the 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.**

**Response:** As outlined in the previous section, this proposal embodies a number of long-range planning goals outlined in the City's General Plan and will promote a healthy economy, compatible land use pattern, and livable neighborhoods. Currently, Goodyear outsources a vast majority of its employment, with approximately 92.8% of workers commuting outside of the city for their jobs. This proposal provides hundreds of new, quality job opportunities so that Goodyear residents can work within their own city and enjoy a shorter commute. Due to the surrounding infrastructure, the proposed uses are ideal for this Site. Bounded on the north and east by two-lane frontage roads, the Site's proposed Commerce District is planned for industrial, economy-boosting land uses because it does not have sufficient access for high-volume land uses such as



office or commercial. However, the western portion is accessed from Citrus Road, which features access to the Interstate-10. As such, the configuration of the site plan provides synergistic land uses in a design that is consistent with the available surrounding infrastructure.

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

**Response:** The Site is relatively flat with few natural features. The District Masterplan responds to the limited accessibility to the eastern portion of the Site. Due to the large size of the Site in relation to the surrounding roadways, many land uses would not function efficiently. As shown in the graphics below, the adjacent frontage road is bound on the north by a large embankment and on the south by powerlines, severely limiting the ability to widen the roadway. The Site configuration provides an ideal blend of synergistic land uses that orients the higher volume commercial and entertainment land uses adjacent to Citrus Road and light industrial land uses on the eastern portion of the Site where access would be challenging for commercial land uses. This design ensures that the Site's physical and natural features are sufficient once infrastructure improvements have been completed.



11 Proceeding East on Frontage Road

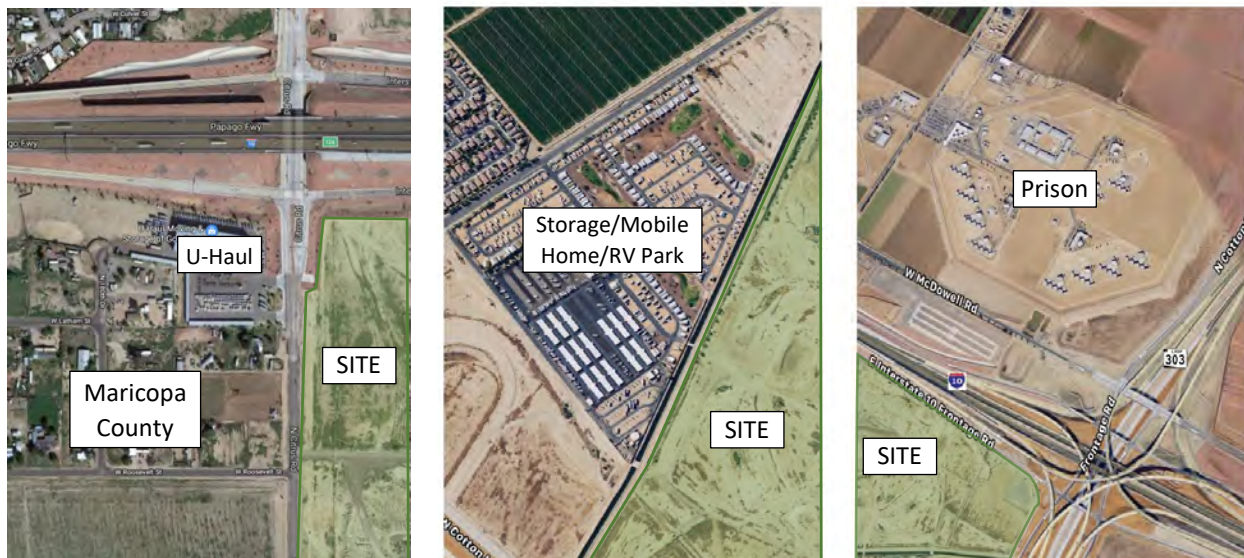


12 Eastbound on Frontage Road

***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.***

**Response:** Located adjacent to two freeways, but with limited direct roadway access along the north and east sides of the Site, the proposed mix of land uses responds appropriately to the surrounding infrastructure. The Site design ensures that the surrounding roadways have sufficient capacity to accommodate the new traffic produced by the development. As shown by the graphics on the following page, the Site is surrounded on the north by the Interstate-10 and the Perryville Prison, the south by an existing mobile home/RV park/storage facility, and the west by a U-Haul facility and Maricopa County residential. The proposed PAD presents a much better development option than the existing entitlements of MH/RVP permit and provides compatible land uses that maximize the investment made into the Interstate-10 and AZ-303 improvements.





**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.**

**Response:** This Site was entitled as a large mobile home park in 1996 before the expansion of the Interstate-10 and the extension of the AZ-303 freeways. Due to recent developments in the surrounding areas, a mobile home/RV park is far from the highest and best use of this Site. The proposed PAD zoning provides for the construction of a variety of highly synergistic land uses that best respond to the significant investment made in the adjacent freeway network. The proposed commercial, employment, entertainment, and light industrial are compatible with the surrounding land uses and will convert an underutilized Site into an employment and entertainment center which will generate hundreds of millions of dollars for the local economy.

**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.**

**Response:** Currently, there is little industrial-zoned land available on the market, but there is an unprecedented demand for state-of-the-art industrial space adjacent to the Interstate-10. The project's planned retail is strategically placed at the southeast corner of Citrus Road and Interstate-10, where adequate access exists and the planned and existing residences in the vicinity can benefit from the convenience of commercial land uses in the vicinity, uses that are significantly lacking today. Goodyear's population has risen significantly in the past two decades and continues to drive a need for additional employment opportunities within the City. Additionally, Maricopa County was the fastest growing County in the United States between 2016 and 2017 and rapid growth has continued into 2019 and expected in upcoming years. New employment opportunities should be added to keep pace with the growing population. The Site



lies within an identified Job Center within the Goodyear 2025 General Plan. This proposal presents the opportunity to provide hundreds more jobs year after year than what would be generated by the current zoning of MH/RVP.

**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.***

**Response:** This Site design appropriately responds to the available public services and infrastructure in the surrounding vicinity. Designated as Business and Commerce by the Goodyear 2025 General Plan, this Site has been anticipated for the land uses proposed herein. A traffic study is contained within this application to assess the adequacy of the surrounding roadway conditions and their ability to properly serve the proposed land uses.

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

**Response:** None. Public Services are available in the vicinity, however, significant water, wastewater and road improvements will need to be constructed to bring those services to the Site.

**H.      *General public's concerns.***

**Response:** As part of this request, the development team will send a notification letter to present the proposal to the surrounding community and respond to feedback. The notification letter will contain a description of the request, a link to a website created for this project, and contact information. However, given the surrounding context and the fact that the existing entitlements permit a mobile home park, significant public concerns are not anticipated.

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

**Response:** This proposal presents land uses that will convert an underutilized Site, that is not appropriately entitled as its highest and best use nor the intent of the General Plan, to a revenue generator and provider of quality employment opportunities consistent with long-range planning goals. Given the surrounding conditions, the proposed land uses are appropriate and the enhanced design guidelines will ensure compatible development. With the recent investments made into the adjacent freeway network, the proposal promotes orderly growth and development that will provide commercial amenities and employment and entertainment opportunities to Goodyear residents.

**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.***



**Response:** This proposal converts a Site that is currently entitled for a mobile home park to a variety of land uses that will be highly beneficial to Goodyear, including employment, entertainment, retail and commercial. By orienting additional quality employment opportunities in the City of Goodyear, this proposal will promote shorter commute times for residents that currently travel outside of the City for work. Additionally, this proposal includes the ability to create an iconic entry feature with consistent branding and theming throughout the development as depicted below.



## **Justification**

Exhibit A outlines the specific development standards of the Planned Area Development overlay. The comparison zoning charts outline the proposed deviations requested from the Ordinance and the justification of each.

<b>Development Standard</b>	<b>I-1 Standard</b>	<b>Proposed PAD – District A</b>	<b>Proposed Change</b>
<b>Maximum Height</b>	50 feet	40/60/70/150 feet	<b>-10 to +100 feet</b>
<b>Minimum Lot Area</b>	1 acre	1 acre	No change
<b>Minimum Lot Width</b>	150 feet	150 feet	No change
<b>Max. Lot Coverage</b>	50%	50%	No change
<b>Minimum Setbacks</b>			
<b>Street Side</b>	30 feet	30 feet	No change
<b>Property Line</b>	20' rear/30' side	30 feet	No change
<b>South (Canal)</b>	20 feet	100 feet	<b>+80 feet</b>

The proposed south setback has been increased from 20 feet to 100 feet to balance the increased height and maintain a compatible transition between land uses. Additionally, the Roosevelt Irrigation District canal located immediately south of the Site ensures an additional 85-foot setback, guaranteeing a separation buffer that is 800% greater than that expected by the Zoning Ordinance, thus justifying an increase in height. Additionally, increased height is justified here



by the Site's designation as Business and Commerce on the General Plan Land Use Map and within a designated Transit Corridor and Job Center Growth Area, which call for increased height and intensity and a wide variety of uses including commercial, office, retail, entertainment, industrial, and employment.

As shown by the comparison charts below, no deviations are proposed for Districts B and C.

<b>Development Standard</b>	<b>C-2 Standard</b>	<b>Proposed PAD – District B</b>	<b>Proposed Change</b>
<b>Maximum Height</b>	56 feet	56 feet	No change
<b>Minimum Lot Area</b>	10,000	10,000	No change
<b>Minimum Lot Width</b>	150 feet	150 feet	No change
<b>Max. Lot Coverage</b>	50%	50%	No change
<b>Minimum Setbacks</b>			
<b>Street Side</b>	30 feet	30 feet	No change
<b>Property Line</b>	0 feet	0 feet	No change
<b>South (Canal)</b>	0 feet	N/A	N/A

<b>Development Standard</b>	<b>C-2 Standard</b>	<b>Proposed PAD – District C</b>	<b>Proposed Change</b>
<b>Maximum Height</b>	56 feet	56 feet	No change
<b>Minimum Lot Area</b>	10,000 square feet	10,000 square feet	No change
<b>Minimum Lot Width</b>	150 feet	150 feet	No change
<b>Max. Lot Coverage</b>	50%	50%	No change
<b>Minimum Setbacks</b>			
<b>Front/Street Side</b>	30 feet	30 feet	No change
<b>Property Line</b>	0 feet	0 feet	No change

In addition to the one deviation requested to the maximum permitted height, which is justified by the additional setback provided, one other deviation is requested – that the loading docks and roll up doors be permitted facing residential areas. This request is justified by the Site's adjacency to an 85-foot-wide canal, proposed screening, and the additional setback provided. Zoning Ordinance Section 3-4-3 prohibits loading docks and roll up doors from facing a public street or highway if there are planned or existing residential uses within 500 feet. However, the southern property line faces an 85-foot-wide canal – not a public street or highway. Additionally, an 8-foot masonry wall, a 50-foot landscaping setback and the additional building setback provided, will fully screen the loading areas from view.



## EXHIBIT A

### Innovation Centre – PAD Overlay

The Innovation Centre Planned Area Development overlay is based on the development of three distinct Districts to create a compatible masterplan that accomplishes the objectives of the General Plan. The following development standards shall apply to the Innovation Centre Planned Area Development. Where this section is silent on a standard or requirement, the applicable section of the City of Goodyear Zoning Ordinance shall apply.

#### A. Development Standards

i. General Development Standards.

- a. Development in District A – Commerce Park District shall comply with Article 3-4-3 of the Zoning Ordinance for the Light Industrial (“I-1”) District, except as modified below.
- b. Development in District B – Commercial/Retail and Entertainment District shall comply with Article 3-3-6 of the Zoning Ordinance for the General Commercial (“C-2”) District, except as modified below.
- c. Development in District C – Office/Employment District shall comply with Article 3-3-6 of the Zoning Ordinance for the General Commercial (“C-2”) District, except as modified below.

Standard	District A	District B	District C
Maximum Height	40/60/70/150 feet <sup>[1]</sup>	56 feet	56 feet
Minimum Lot Area	1 acre	10,000 sf	10,000 sf
Minimum Lot Width	150 feet	150 feet	150 feet
Max. Lot Coverage	50%	50%	50%
Minimum Setbacks			
Street Side	30 feet	30 feet	30 feet
Property Line	30 feet	0 feet	0 feet
South (Canal)	100 feet	N/A	30 feet

[1] Within District A the maximum building height shall be limited to 40 feet within 100 feet of the southern property line, 60 feet within 175 feet of the southern property line, 70 feet within 250 feet of the southern property line, and 150 feet within the area depicted on Exhibit C – Building Height Exhibit.

- ii. Landscaping Standards. Landscaping in all Districts shall comply with Article 5-1 of the Zoning Ordinance, except as modified below.
  - a. Within District A, there shall be a minimum 50-foot landscaping setback along the southern property line, adjacent to the canal.
  - b. Within District A, as shown on page 32 of the design guidelines, a driveway may be located within the total required 30’ front landscaping setback.



- iii. Parking Standards. Off-street parking and loading requirements for each District shall comply with Article 6 of the Zoning Ordinance, except as modified by the additional requirements in the Design Standards section of this PAD.
- iv. Walls and Fence Standards. Walls and fences within each District shall comply with Article 5-2 of the Zoning Ordinance, except as modified by the additional requirements in the Design Standards section of this PAD.
- v. Signage Standards. Signs in all Districts shall comply with Article 7 of the Zoning Ordinance.
- vi. Lighting Standards. Landscaping in all Districts shall comply with Article 5-1 of the Zoning Ordinance, except as modified by the additional requirements in the Design Standards section of this PAD.
- vii. Loading Standards. Loading docks, truck parking, and roll-up doors shall be screened from view by a minimum 8-foot wall.

## B. Permitted Land Uses

The permitted land uses within all Districts of the Innovation Centre Planned Area Development are based upon the Commercial Office (“C-O”), Neighborhood Commercial (“C-1”), C-2, CBD, and I-1 zoning districts. Permitted principal, accessory, use permit and temporary land uses are permitted as follows.

P = Permitted as a Principal Use

A = Permitted as an Accessory Use

U = Permitted only upon securing a Use Permit

S = Permitted only upon securing a Special Use Permit

C = Permitted with Conditions

X = Not Permitted

Land Use	District A	District B	District C
Adult Bookstore/Novelty Store/Theatre/Live Entertainment	X	X	X
Ancillary uses intended to serve employees or visitors of the principal use such as, restaurants, snack bars, cafeterias, gift shops, or similar retail uses	P	P	P
Automobile sales, leasing	P	P	X
Automobile service stations	A	P	X
Automotive Repair and Upholstering	X	X	X
Banks and financial institutions	P	P	P
Bar/cocktail lounge	C <sup>[1]</sup>	P	P
Brewpub	P	P	P
Bus terminals	X	X	X



<b>Land Use</b>	<b>District A</b>	<b>District B</b>	<b>District C</b>
Business and professional offices	P	P	P
Car wash and minor automotive repair for vehicles	A	U	X
Carpet and rug cleaning services	X	X	X
Churches	P	P	P
Cleaning and dying plants	X	X	X
Convenience use	U	U	X
Costume rentals	X	X	X
Crematory	X	X	X
Cultural facilities for the arts, such as dance, theater, art, music	P	P	P
Day care (elderly or youth)	X	P	X
Drive-in and drive-through facilities	P	P	X
Dwelling for a watchman or caretaker employee on the premises	U	X	X
Employment agency	P	P	P
Entertainment establishments, general	P	P	P
Equipment rental	P	X	X
Exhibition hall and convention facilities	P	P	P
Express office, including railway	X	X	X
Facilities and storage areas incidental to a construction project	A	A	A
Fine arts studios	P	P	P
Food Bank	X	X	X
Frozen food lockers	X	X	X
Funeral home	X	X	X
Fur cleaning and storage	X	X	X
Governmental offices, libraries, auditoriums, museums, and amphitheaters	P	P	P
Health club	P	P	P
Hospitals and health care facilities which may include assisted living facilities	U	U	U
Hotels and motels	X	P	P
Institutions of a religious, educational or philanthropic nature; private clubs, lodges, or fraternal organizations	U	U	U
Key and lock service	X	X	X
Land Reclamation	X	X	S
Large Retail User	P	P	X
Manufacturing, assembling, and processing	P	X	X
Massage Establishment, Tattoo Studio and Body Piercing Studio	X	X	X



Land Use	District A	District B	District C
Medical laboratories, excluding animal research	P	X	P
Medical Marijuana Cultivation Location	X	X	X
Medical Marijuana Dispensary	X	X	X
Medical offices or clinics	P	P	P
Microbrewery	P	P	X
Mobile Home and RV Sales	X	X	X
Non-Chartered Financial Institution	P	P	P
Offices	P	P	P
Outdoor seating for food and drinking establishments	P	P	P
Outdoor storage	C <sup>[2]</sup>	X	X
Parking lot, structure or garage	P	P	P
Pawn Shop	X	X	X
Personal and household services such as barber, hair stylist, beauty salon, clothing alterations, dry cleaners, furniture and appliance repair, copy shops, self-service laundry, shoe repair shops, without drive-through facilities	P	P	X
Professional services, such as bonding company, brokerage firm, credit bureau, messenger service, public relations consultant, real estate office, title insurance company or travel bureau	P	P	P
Plumbing shop	P	X	X
Portable Storage Containers	A	A	A
Private business, professional and trade schools	P	X	P
Public utility facilities	P	P	P
Restaurants	C <sup>[1]</sup>	P	P
Retail stores	P	P	X
Scientific or research laboratories	P	P	P
Second hand stores	X	X	X
Seed and feed, retail and sales office	X	X	X
Sign painting shop	X	X	X
Storage buildings consisting of individually rented storage rooms which are independently accessed and locked and are used for dead storage purposes	P	X	X
Taxidermist	X	X	X
Temporary construction offices	A	A	A
Typewriter and business machine sales and repair	X	X	X
Veterinary Hospitals and animal boarding facilities	C <sup>[3]</sup>	C <sup>[3]</sup>	C <sup>[3]</sup>
Veterinary Offices	P	P	P
Warehouse, wholesale, or distribution facility	P	X	X
Window glass installation shops	P	X	X



**Conditions of specific land uses:**

[1] Restaurants, bars and cocktail lounges – permitted as a primary use except that live music or entertainment shall only be allowed as an accessory use if the facility is located a minimum of 300' from the property line of any residentially zoned or designated property. All noise generated by live music or entertainment shall be fully contained within the indoor space occupied by the bar or cocktail lounge.

[2] Outdoor storage – permitted as an accessory use provided that it is conducted within an area enclosed or screened from view by a solid masonry wall on all sides and the height of the storage materials does not exceed the height of the wall.

[3] Veterinary hospitals – permitted as a primary use except that activities as such facilities are conducted entirely indoors, except for supervised and controlled outdoor exercise areas; the facilities are constructed to prevent objectionable noises and odors outside the walls of the office; there shall be no outdoor kennels; and there shall be no direct outside exit from any room containing kennels.

**Note:**

The Zoning Administrator or their designee may determine similar land uses to those listed in this section. In all Districts, accessory uses of land or structures customarily incidental to one of the permitted principal land uses shall be permitted.



**EXHIBIT B**  
**Innovation Centre – Design Guidelines**





SWC Interstate 10 & Loop 303

Goodyear, AZ

# PAD/Design Guidelines

December 2019

*Revised July 2020*



# DEVELOPMENT TEAM

## PROPERTY OWNER

Citrus Commerce Centre LLC.  
P.O. Box 74767  
Phoenix, AZ 85087  
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Chaz Smith

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# I. INTRODUCTION

## A. PROJECT VISION AND OVERALL CHARACTER

Innovation Centre consists of approximately 223.9 acres located at the SWC of the I-10 Papago Freeway and Loop 303/Cotton Lane. The Site is divided into three different districts. The first is the Commerce Park District, which includes: office, light industrial, warehouse, manufacturing and distribution uses. The second district is commercial, retail, and entertainment. The third district is planned for office and employment uses.

The proposed zoning for Innovation Centre is Planned Area Development (PAD). Goodyear is already home to Amazon, REI, Sub-Zero, Dicks Sporting Goods, Chewy.Com, UPS, XPO, and soon to be Aldi, Anderson Windows, Mercedes and Microsoft. This is the opportune time to develop the Site to further attract internationally recognized companies. To support the infrastructure improvements needed to fill the Site with employment-generating use that promote a healthy City economy.

## B. INTENT OF THE DESIGN GUIDELINES

The Design Guidelines (Guidelines) for Innovation Centre are intended to provide general information and direction for the design of built product to establish the quality and character of the development. They are not intended to be explicit, prescriptive, or comprehensive in nature. Unless expressly modified in the Innovation Centre PAD Development Narrative (dated June 30, 2020), all development within the Property shall comply with the requirements of the City of Goodyear Zoning Ordinance and Design Guidelines. The development standards for each Parcel shall be the development standards for the underlying Zoning District of the Parcel in accordance with the City of Goodyear Zoning Ordinance (ZO), and as amended by the PAD.

The desired design principles for this project are purposely and thoughtfully planned to create an eclectic mix of uses with unique/varying architectural styles, colors and materials, with a common landscape theme throughout. Site standards for the entire project will be established for street lights, parking lot lighting, trash enclosures/gates, and site amenities.

The principles described in these Guidelines must be understood and implemented to accomplish the development team's overall vision for the intended character of Innovation Centre. These Guidelines apply to all phases, improvements and additions proposed within the project area.



## C. LOCATION

Innovation Centre is located at the Southwest Corner of Interstate 10 and 303 interchange in Goodyear, Arizona, with Citrus Road on its western border and the R.I.D. Canal defining the southern edge of the property. South of the canal is an RV Park and Perryville Prison is located on the north side of the I-10 Freeway.





## II. SITE DEVELOPMENT STANDARDS

### A. SITE LIGHTING

It is the intent of the Guidelines to permit light fixtures in a quantity and of types that will provide adequate lighting, in compliance with Article 10 of the City of Goodyear Zoning Ordinance and all amendments thereof, while respecting neighboring properties and protecting the surrounding community from the glare and sky glow of spilled light, normally associated with high-intensity site lighting. These regulations shall apply to all outdoor lighting including, but not limited to, search, spot, or floodlights for all structures, recreational areas, parking lots, landscape areas, or other outdoor lighting. Ornamental low-scale lighting no higher than twelve feet (12') shall be provided along pedestrian pathways and nodes that connect the various development areas within the site, between and around the office buildings and along the in-line retail frontage. The ornamental low-scale lighting shall also be provided along the primary pedestrian paths surrounding all pad buildings.

Lighting plans and photometrics must be submitted to the City showing the design layout and exact fixture mounting and wattage proposed. Freestanding parking lot light fixtures shall not exceed twenty-five (25) feet in height. Height shall be measured from the base of the light fixture to the finished grade (i.e. paved surface, landscaping, etc.). All parking lot light fixtures and poles are required to be LED.

overall design character, and shall not create glare or spillover onto adjacent properties. Fixture scale can vary in conjunction with building type and application. No flood lights shall be mounted on buildings except for down-directed wall packs at the rear of the buildings as approved by the City. Additional light fixtures will be reviewed on a case-by-case basis.

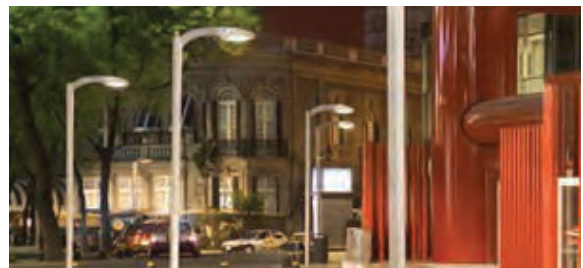
### C. EXTERIOR LIGHTING

The fixtures used within the various areas of the Project shall be complementary to the overall design character, and shall not create glare or spillover onto adjacent properties. Fixture scale can vary in conjunction with building type and application. Lighting shall be provided within gathering areas to provide visual interest as well as to serve a security function. No flood lights shall be mounted on buildings except for down-directed wall packs at the rear of the buildings as approved by the City. Additional light fixtures will be reviewed on a case-by-case basis.



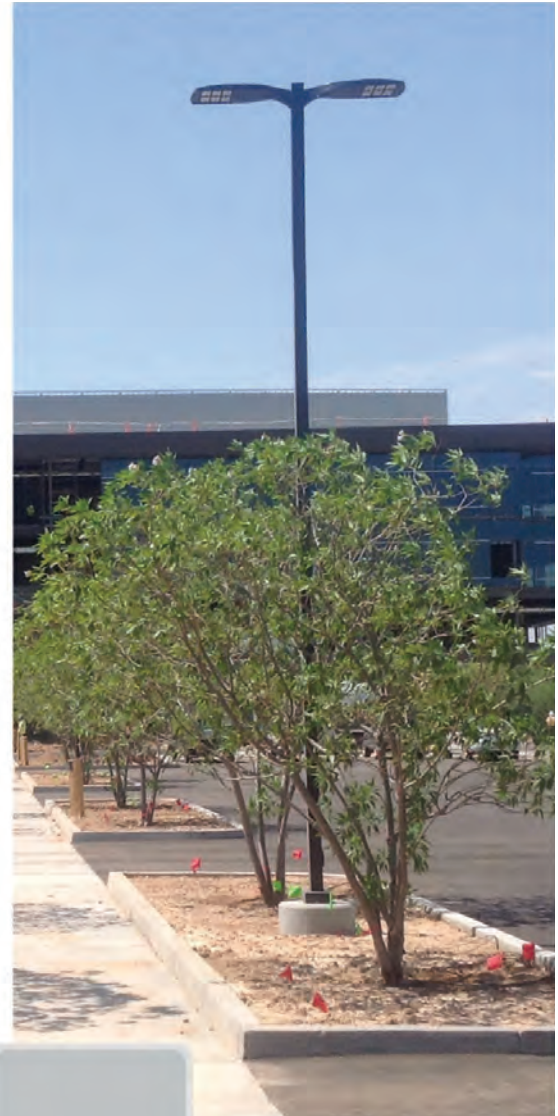
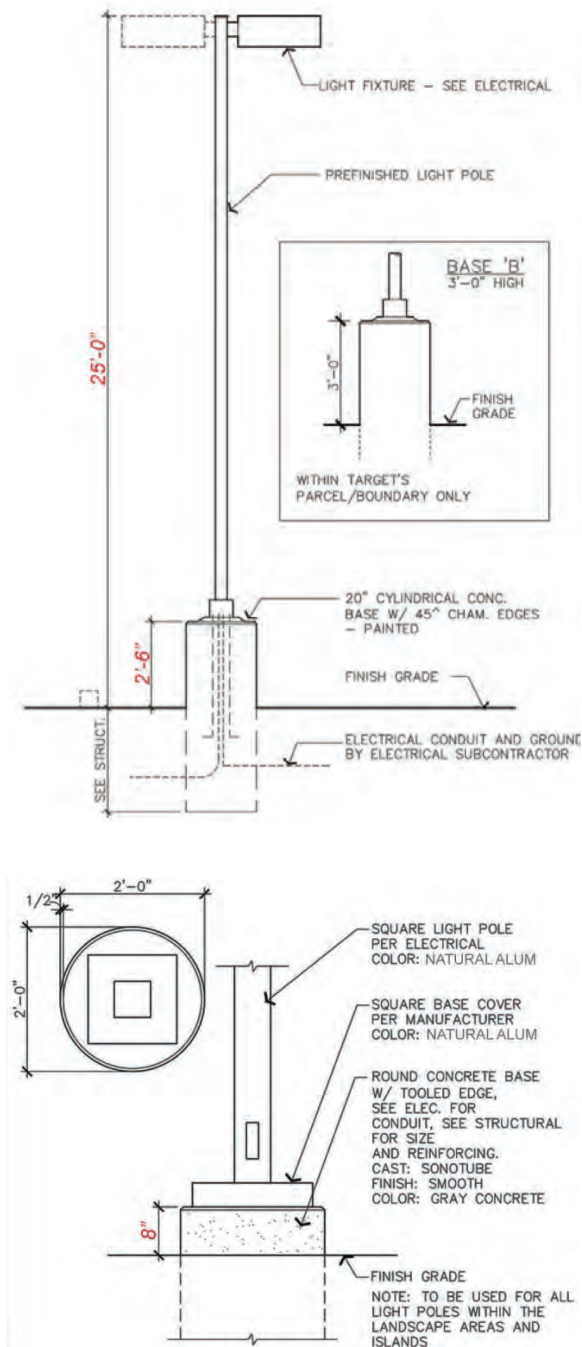
### B. BUILDING LIGHTING

The fixtures used within the various areas of the Project shall be complementary to the overall design character, and shall not create glare or spillover onto adjacent properties. Fixture scale can vary in conjunction with





## D. PARKING FIELD STANDARD FIXTURE



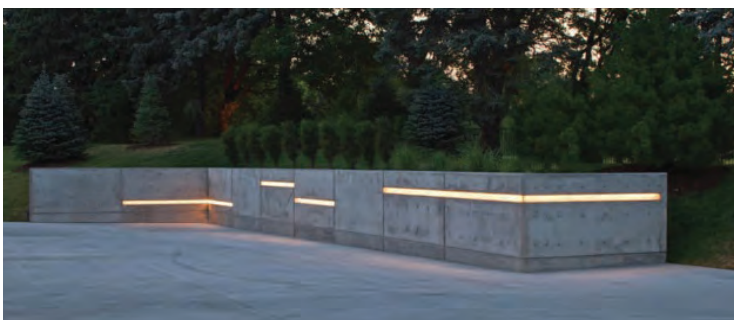
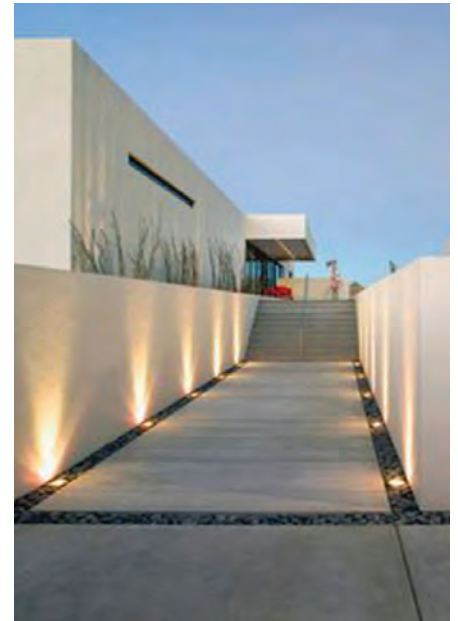
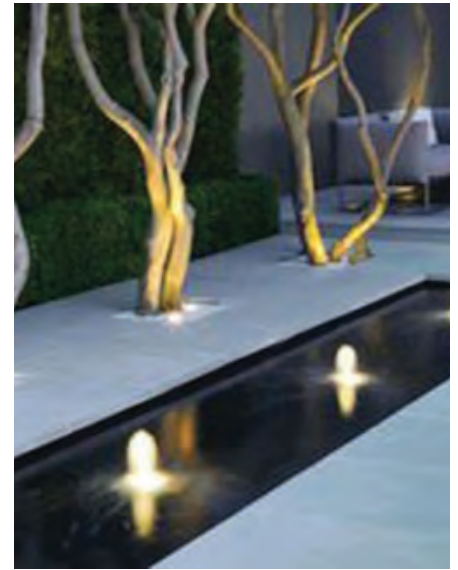
**DNA  
LITHONIA**  
Natural Aluminum

**COLOR**



## E. SITE LIGHTING CHARACTER

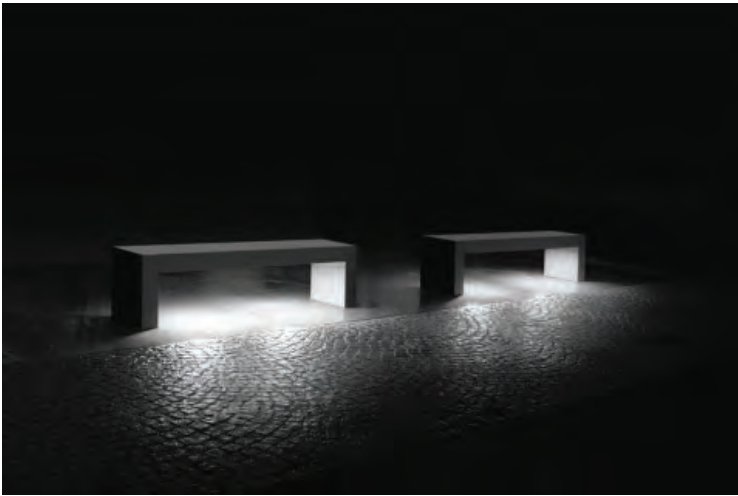
Site lighting is an important part of the Innovation Centre “aesthetic.” The character should be contemporary and complementary to the individual building architecture.





## F. PEDESTRIAN & ACCENT LIGHTING FIXTURES

Accent lighting shall be placed along access routes and pedestrian pathways to define areas of visual interest, improve visibility, and enhance safety.





## G. PROHIBITED LIGHTING FIXTURES

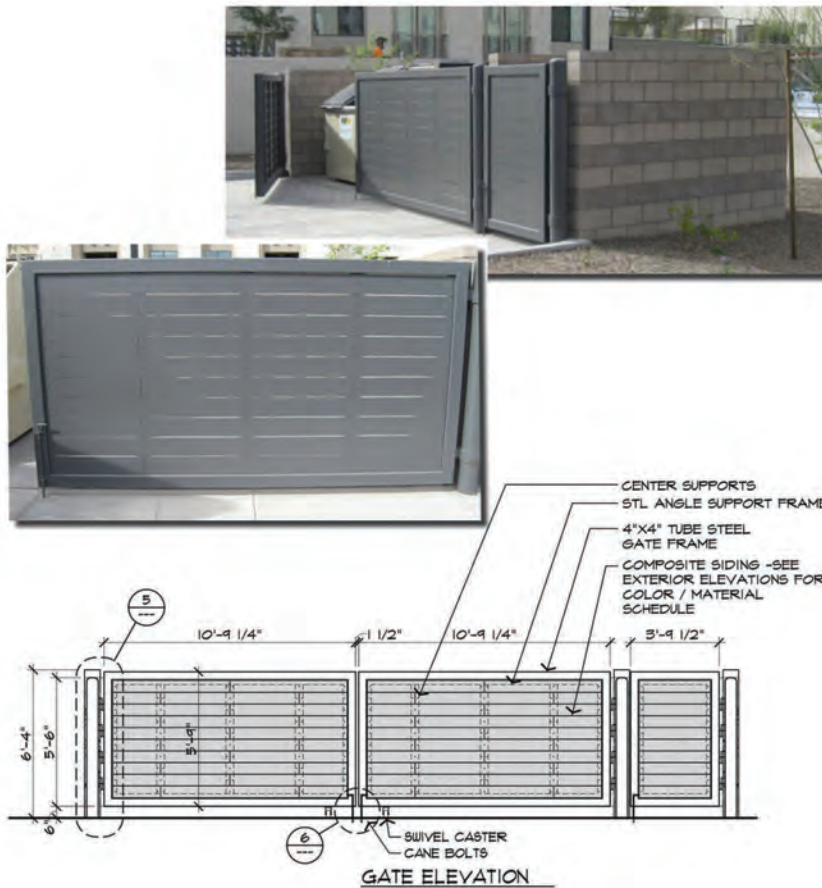
Lighting should be contemporary in nature. As such, lighting should not reflect a distinctly nostalgic or 'period' styles characteristic of earlier eras, such as Victorian, Prairie-style, Georgian, Spanish Colonial, Italianate, Beaux Arts, etc...

Contemporary, Modern Regional Vernacular, Mid-Century modern and Classic Modern style are required.

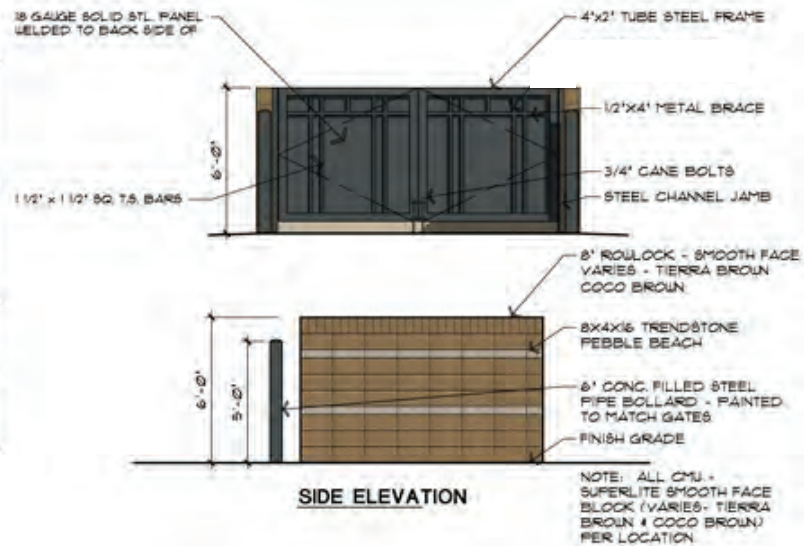
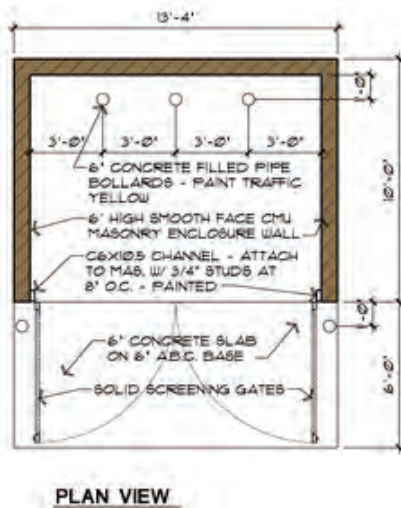




## H. APPROVED TRASH ENCLOSURES



These are conceptual examples. Enclosures & gates must be thoughtfully designed and placed on the Site. They must





## I. PROHIBITED TRASH ENCLOSURES

Gates must be predominantly opaque & may not consist of chain link, wood, or corrugated metal. Screen walls must be 8" masonry & complementary to the building architecture.

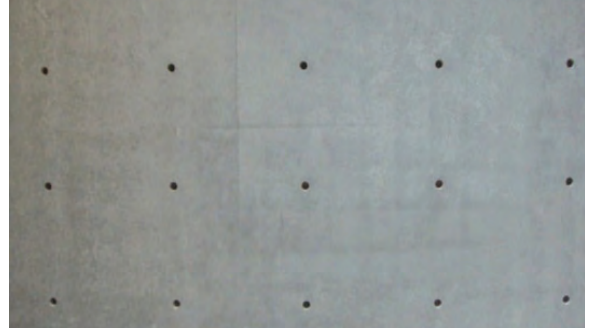




## J. SITE SCREEN WALLS

Screen walls must meet the City of Goodyear's Zoning Ordinance Article 5-2. Walls must be contemporary in character & be consistent with the established thematic character of the development. The use of masonry and cast-in-place concrete are recommended.

C.I.P. CONCRETE: Exterior walls may include painted tilt-up concrete, and/or the use of form-liners with various contemporary patterns.





## K. DECORATIVE PAVING/HARDSCAPE

Hardscapes should be designed/upgraded to complement the building architecture and enhance the pedestrian experience at key locations. Specialty paving material for walkways shall be developed in accordance with ADA requirements. To establish a clear hierarchy of entrances into the Site and to serve as a traffic calming function, concrete pavers and colored concrete are examples of recommended materials.





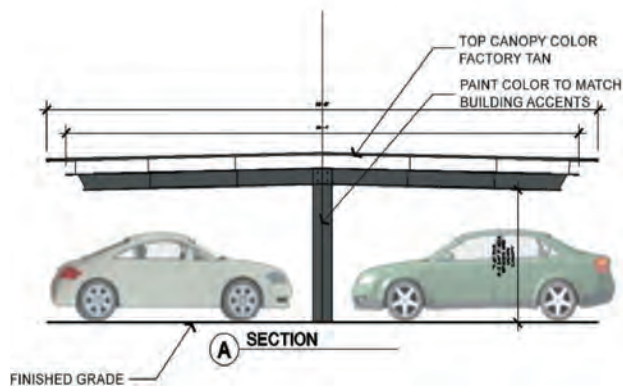
## L. APPROVED SITE AMENITIES/DECORATIVE ELEMENTS

The site features / amenities should have common design features to provide a cohesive environment and a more identifiable character. They should also be thoughtfully placed throughout the Site to further strengthen the quality and contemporary feel of the project. Outdoor seating areas with appropriate levels of shade should be provided.





## M. CAR CANOPIES





## N. PARKING STRUCTURE DESIGN

The architectural style of adjacent buildings shall be incorporated into the design of parking structures. The ground level of the parking structure shall be screened from view by one or more of the following; walls containing architectural details, decorative metal panels/screens, and/or landscape, such as trees and shrubs.





### III. ARCHITECTURE

This section outlines the basic principles used to create visually interesting, exceptional buildings, in a blend of architectural styles. Buildings should be constructed in a wide variety of materials with contrasting textures, and colors that complement their surroundings as well as one another. The overarching purpose is to create a harmonious yet diverse project that provides a place for individual architectural voices to be realized within context of the overall development.

The intent is to create a contemporary architectural character that is unique and easily recognizable. While the buildings should be varied in form and style, each building or related group of structures should relate to those around it in a pleasing and agreeable manner that invite pedestrian activity.

Using a broad variety of natural hues is encouraged, while colors that detract from the cohesive and unified aesthetic objectives of the project should be avoided. Uninteresting, overly immense, and repetitive building forms that are contrary to these ideals are unacceptable. The building's architectural style should fit easily into its arid desert environment and combat the intensities of nature through the effective use of deep reveals, indirect lighting, and thick, undulating forms that mimic natural forms found in the desert southwest landscape.

When shaping an energetic and vibrant sense of place, one of the primary objectives is to provide a natural connection between outdoor spaces, using pedestrian pathways and trails throughout the entire Site. Individual projects should not be secluded or unconnected but be viewed as an integral part of the larger development.





### III. ARCHITECTURE

#### A. ARCHITECTURAL THEME AND CHARACTER

All buildings located within the planned development shall be architecturally styled to achieve harmony and continuity of contemporary design. Building elevations shall be coordinated with regard to color, texture, materials, finishes, and form (Z.O. Article 3-3-6-B-10)



Building designs must indicate an understanding of our regional architectural heritage as reflected in the following architectural characteristics:

- Simple, elemental forms and massing.
- Response to climatic conditions through generous roof overhangs, shading of glazed areas, use of light-colored materials and the addition of patios, terraces or arcaded walkways. Building designs must indicate sensitivity and understanding of the principles of sustainable design.
- Building designs must be expressive of current technologies available in building materials, systems and construction methods as evidenced in glazing systems, composite metal panels, lighting systems, photovoltaic panels, etc.
- Buildings may not engage in distinctly nostalgic styles characteristic of earlier eras, such as Victorian, Prairie-style, Georgian, Spanish Colonial, Italianate, Beaux Arts, etc.; Contemporary, Regional Vernacular, Ranch, Mid-century Modern and Classic Modern styles are acceptable.



## B. BUILDING PLACEMENT AND ORIENTATION

The overall goal is to be a pedestrian friendly development, where building placements define the street grid and engage pedestrian walkways, with every possible effort made to limit the impact of parking on the pedestrian environment. The following building placement and orientation suggestions are included so that all buildings help contribute to the pedestrian experience.

- When building masses consist of a larger “base” and a smaller tower footprint, the tower may be oriented to optimize desirable views and solar orientation.
- Buildings should be sited to minimize grading if possible; buildings should be organized with primary facades running parallel with topographical contour lines.
- The massing at building corners may serve to reinforce street intersections; buildings may feature massing and articulation which terminates at view corridors or aligns with key axes.
- Building projects should contain transitional zones between personal and public spaces; examples such as courtyards, patios, balconies and terraces are desirable.
- All restaurants (sit down, ‘quick serve’/fast casual, and fast foods with drive thru) are encouraged to have an outdoor dining patio (or convertible indoor/outdoor space) which is ideally located away from parking and with some type of landscape separation.

Building wall articulation will be required on the buildings with appropriate details and elements to help create pedestrian scale and a sense of quality. Horizontal banding will likewise be used to foster this pedestrian scale. Additionally, building masses will provide edges to pedestrian spaces and shading for adjacent pedestrian activities. To break down the scale and massing of the buildings, vertical articulation and major architectural articulation should occur at regular intervals. Large, blank walls should be avoided. Simple geometry is preferred over complex or contrived forms. Buildings shall have heights which are relative to their use and proportion. The reduction of building mass may be achieved by using a combination of the following techniques:

- Variation in the roof lines and form;
- Use of ground level arcades and covered areas;
- Use of protected and recessed entries;
- Use of vertical elements on or in front of expansive blank walls;
- Use of pronounced wall plane offsets and projections;
- Use of focal points and vertical accents;
- Inclusion of windows on elevations facing streets and pedestrian areas; and
- Retaining a clear distinction between roof, body and base of a building.

## C. MASSING AND GEOMETRY

The visual impact of a building depends not only on its size, but also on the relationship between its length, width and height. Also, such features as prominent entries, windows, color and material are factors in the visual impression of a building.





## D. WINDOWS AND ENTRIES

Windows and entries are essential elements in architectural design, giving scale and detail to every building. Entries shall be recessed or covered with canopies and shading shall be incorporated into walking areas where appropriate using canopies or trellis element.

All buildings shall have clearly defined customer entrance(s) incorporating elements.

- Canopies or porticos
- Overhangs
- Recesses/projections
- Arcades
- Raised parapets
- Peaked roof forms
- Entrance framed by outdoor pedestrian features or enhanced landscaping.
- Architectural details such as tile work and moldings integrated into the building structure to frame the entry way.



## E. ELEVATIONS AND WALLS

Particular attention to detail shall be given to all sides of buildings so that the main architectural style is articulated on all sides. Materials shall be carried from the main elevation throughout the entire design of the building.



## F. MECHANICAL EQUIPMENT

Mechanical equipment, whether ground-level or roof mounted, and other fixtures such as, but not limited to vending machines and ice machines shall be screened from public view and be so located to be perceived as an integral part of the building.





## G. ARCHITECTURAL CHARACTER

### 1. RETAIL



Change in materials



Massing & geometry



Shade canopy over pedestrian walkway



Massing, geometry & change in materials



## 2. INDUSTRIAL CHARACTER





### 3. OFFICE

Office buildings may be designed/constructed with tilt-up concrete wall panels, stucco/EIFS, decorative masonry, and should include (where practical) stone, large format tile or steel accents to break up & articulate the building massing.





## 4. HOTELS

Hotels shall consist of clean lines and have exterior wall articulation to break the wall plane. “Hipped” roofs often seen in “prototype” architecture are discouraged.





## IV. LANDSCAPE ARCHITECTURE

### A. LANDSCAPE NARRATIVE

A low water use Southwest Landscape appearance will be achieved through the careful placement of colorful shrubs, cacti and accent plantings with flowering ground covers. The trees will provide fast growing shade for the parking areas, pathways and entrances to the buildings. Natural massing of plants and bold groupings of plant materials and complemented with colorful accent plants will provide an attractive, upscale look for the Innovation Centre all year and create a dynamic streetscape and contextual park. The planting palette will utilize plants that will integrate with the existing surrounding areas and perimeter of the site. The selected Thorn less Hybrid Mesquite, Palo Brea, Blue Palo Verde and Mulga Trees for the Innovation Centre will provide attractive shading through tree canopies throughout much of the year.

The landscaping will consist of all low water use plant materials and will promote a harmonized desert landscape design that blends with the desert setting.

The irrigation system will be a low flow automatic drip system. The emitters will deliver water directly to each plant and tree to minimize waste. The electric controller will allow for proper scheduling for different times of the year and as the plants mature the water can be controlled to eliminate over watering and promote healthy plants. The trees and shrubs will be valve separately to maximize watering efficiency. All plants will be selected from the ADWR Low water plant list.

### B. APPROVED LANDSCAPE PALETTE

#### Trees- Minimum size - 24" box

Botanical Name	Common Name
Acacia sp.	Acacia
Caesalpinia sp.	Bird of Paradise
Carnegia gigantea	Saguaro
Cereus sp.	Cereus Cacti
Champaerops humilus	Mediterranean Fan Palm
Chilopsis sp.	Desert Willow
Chitalpa Hybrid	Chitalpa
Dalbergia sissoo	Sissoo



Eucalyptus Papuana	Ghost Gum
Fraxinus Velutina "Fan West – Fan Tex"	Fan West/Tex Ash
Nerium Oleander Standard	Oleander Tree
Olea europaea "Swan hill"	Swan Hill Olive
Parkinsonia sp	Palo Verde
Phoenix dactylifera	Date Palm – 15' trunk height min
Phoenix roebellinii	Pygmy Date Palm
Pinus Elderica	Mondel Pine
Pistachia Chinensis "Red Push"	Red Push Pistache
Pithecellobium Flexicaule	Texas Ebony
Prosopis sp.	Mesquite
Quercus virginiana	Live Oak Tree
Ulmus parvifolia	Evergreen Elm
Washingtonia sp.	Fan Palms



## SHRUBS/ACCENTS

Botanical Name	Common Name
Agave sp.	Agave
Aloe sp.	Aloe
Asclepias subulata	Milk Weed
Bougainvillea species	Bougainvillea
Caesalpinia sp.	Bird of Paradise
Calliandra sp.	Fairy Duster
Callistemon viminalis 'Little John'	Little John Bottlebrush
Carissa sp.	Natal Plum
Cordia parviflora	Little Leaf Cordia
Dalea species	Dalea
Dasylirion sp.	Desert Spoon
Dodonaea sp.	Hop Bush
Echinocactus grusonii	Golden Barrel Cactus
Encelia farinosa	Brittlebush
Eremophylla sp.	'Valentine' Bush
Euphorbia rigida	Gopher Plant
Hesperaloe sp.	Yucca
Justicia californica	Chuparosa
Leucophyllum sp.	Sage
Muhlenbergia species	Deer Grass
Myrtus sp.	Myrtle
Nerium oleander hybrid	'Petite Pink' Oleander
Nolina sp.	Deer Grass
Opuntia sp.	Prickly Pear
Pedilanthus Macrocarpus	Lady Slipper
Penstemon sp.	Penstemon
Ruellia sp.	Ruellia
Salvia species	Salvia
Senna sp.	Cassia
Tecoma stans sp.	Trumpet Bush
Thevetia peruviana	Yellow Oleander
Vauquelinia californica	Arizona Rosewood
Vigna caracalla	Snail Vine
Yucca sp.	Yucca



## GROUNDCOVERS - 1 GALLON MINIMUM

Botanical Name	Common Name
Acacia redolens 'Desert Carpet'	Dwarf Trailing Acacia
Annuals – 4" Pots – 12" O.C.	Annuals
Baccharis 'Centennial'	Hybrid Desert Broom
Convolvulus cneorum	Bush Morning Glory
Gazania sp.	Gazania
Lantana sp.	Lantana
Rosmarinus officinalis 'prostrata'	Trailing Rosemary
Ruellia sp.	Ruellia
Verbena sp.	Verbena
Webelia trilobota	Yellow Dot

- Saddleback Brown – 3/4" screened
- Granite rip rap 'Desert Tan' 3" to 6"
- Turf – Mid – Iron Hybrid Bermuda – SOD "Limited Areas"
- 4" x 6" Concrete Header
- 1/4" x 6" steel header
- Surface Select Granite Boulders 3' x 3' x 3' Minimum (bury 1/3 Min.)

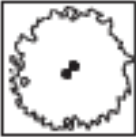



### Prohibited / Non Approved Plant Material

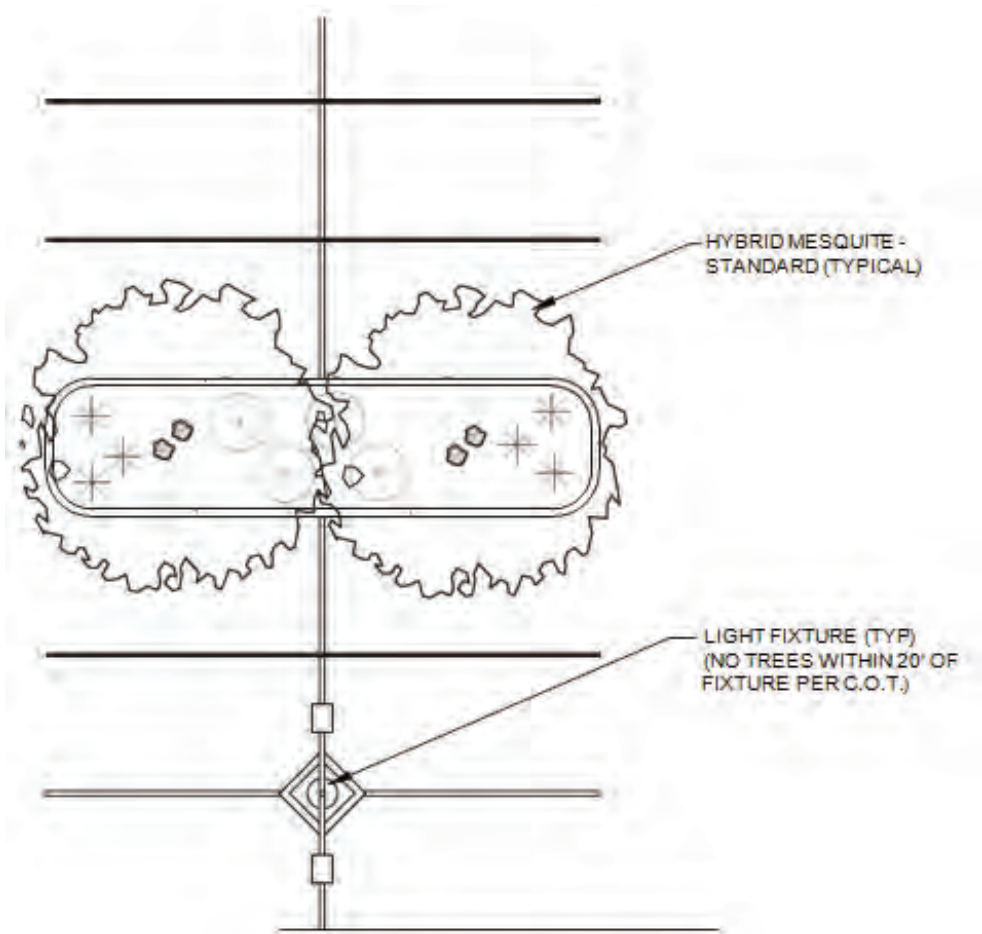
Populus Sp.	Cottonwood Tree
Cupressus Sp.	Italian Cypress
Morus Sp.	Mulberry Tree
Olea Sp.	Fruiting and Pollen producing Olives
Carya Sp.	Pecan Tree
Platanus Sp.	Sycamore Tree
Syagrus Sp.	Queen Palm



C. TYPICAL PARKING LANDSCAPE CONCEPT

LANDSCAPE LEGEND

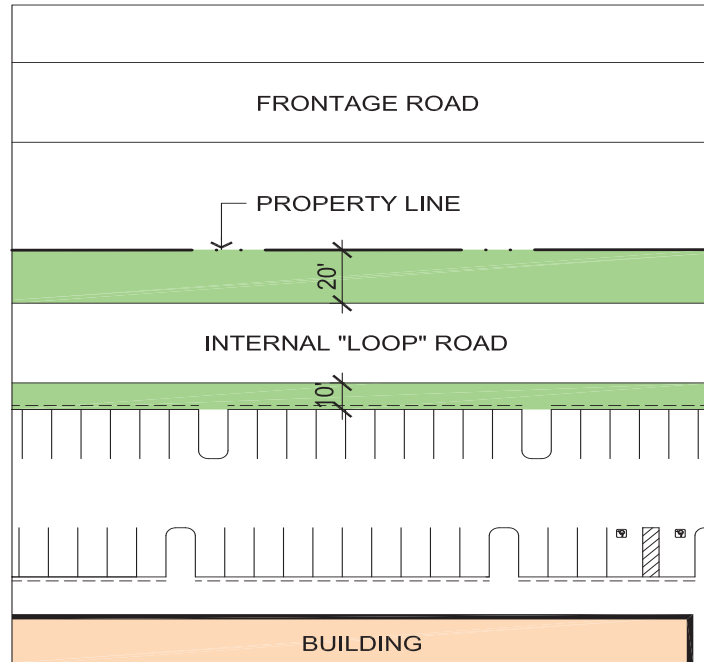
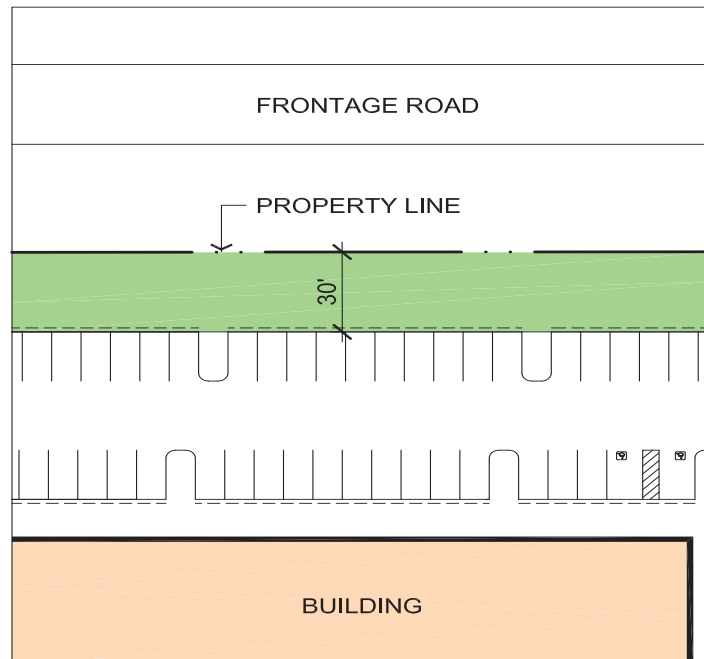
TREES		SIZE
	Prosopis hybrid 'thornless' Thornless Mesquite	36" box standard
SHRUBS / ACCENTS / VINES		SIZE
	Hesperaloe parviflora "Yellow" Yellow hesperaloe	5 gallon
	Callistemon citrinus 'Little John' Dwarf Bottlebrush	5 gallon
	Saddleback Brown - 3/4" Screened 2" min thickness in all landscape areas	





## V. APPENDIX

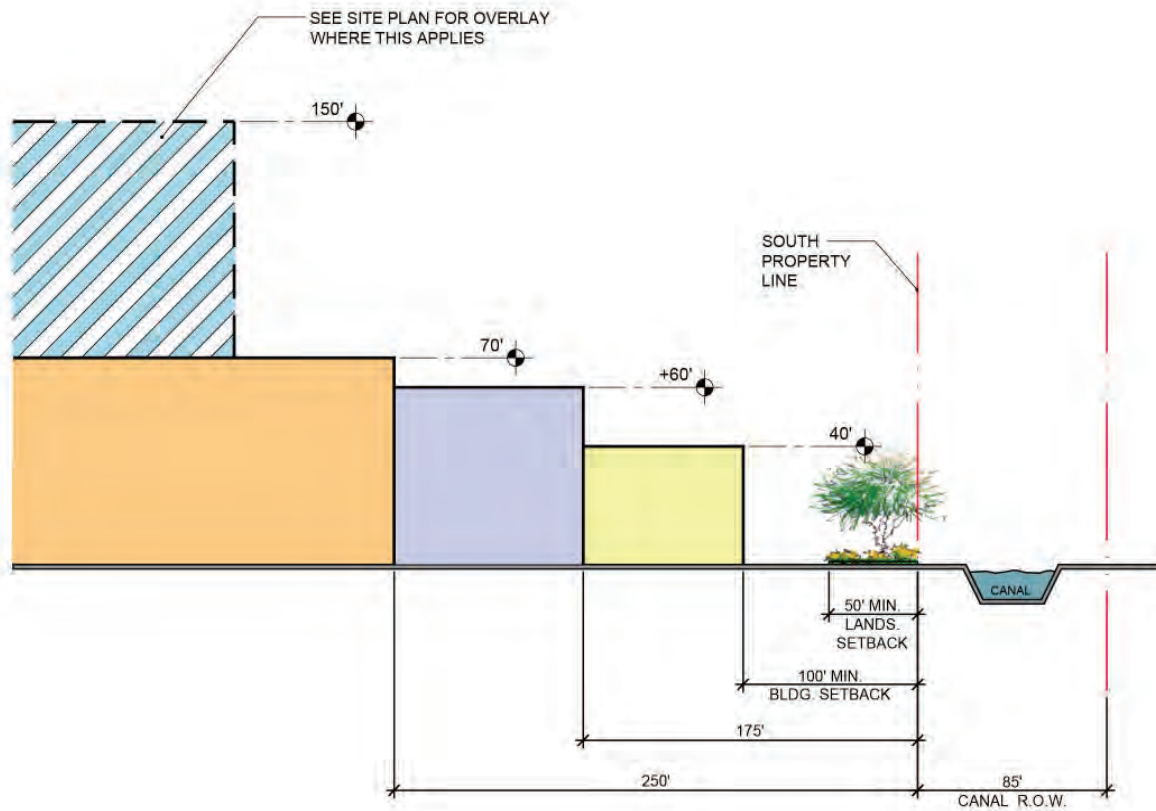
### 1. LANDSCAPE SETBACK ALONG INTERSTATE 10

**A****B**



## 2. ALLOWABLE BUILDING HEIGHTS

Allowable building heights are based on building setbacks as defined in the Innovation Centre PAD Development Narrative & Exhibits.





**EXHIBIT C**  
**Innovation Centre – Building Height Exhibit**





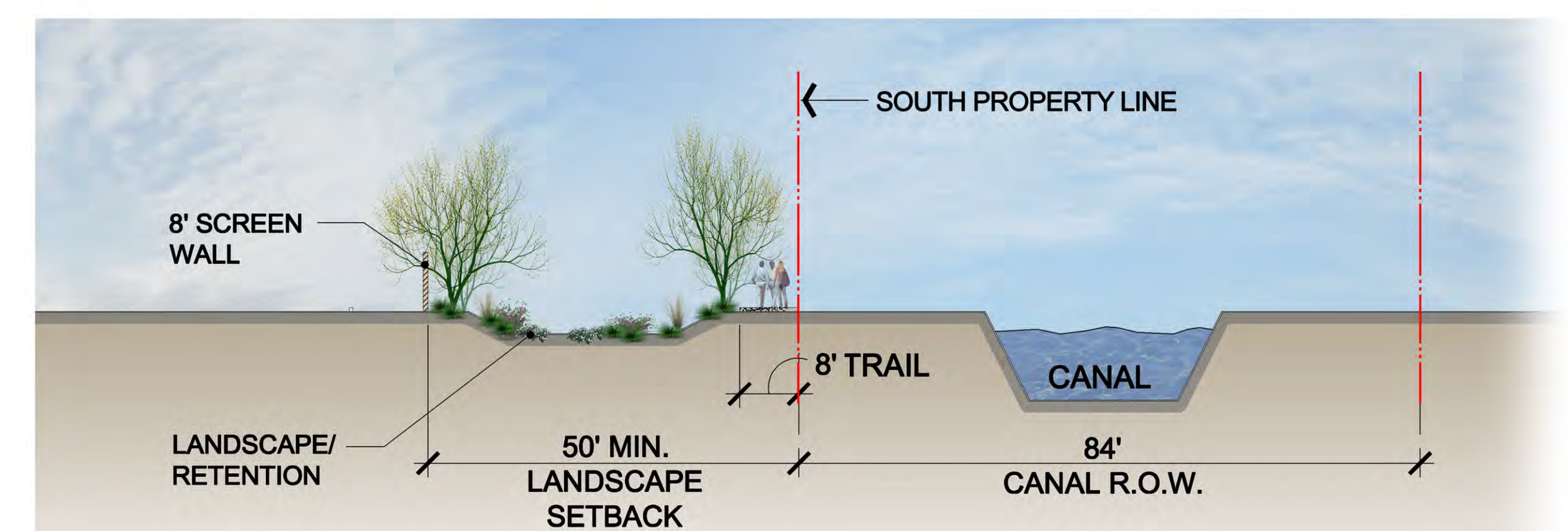


**EXHIBIT D**  
**Innovation Centre – Pedestrian Masterplan**





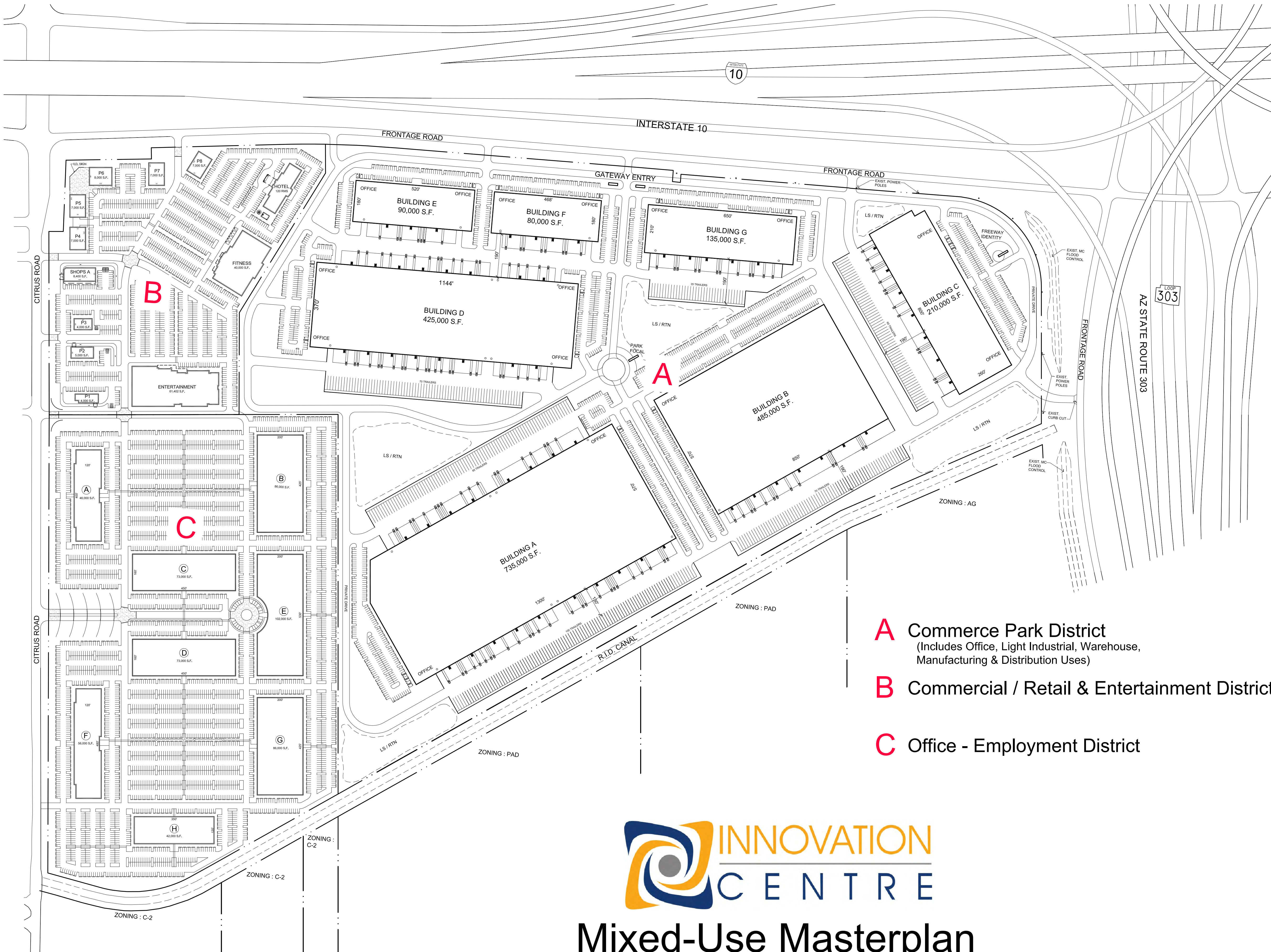
ENLARGED PLAN





**EXHIBIT E**  
**Innovation Centre – District Plan**





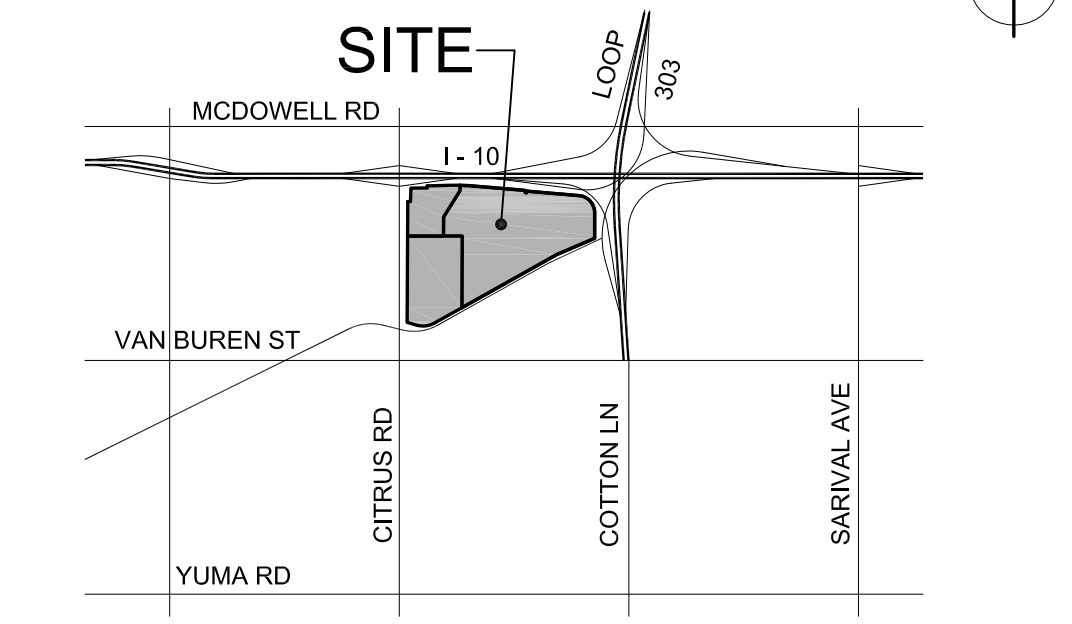
**PROJECT DATA - OVERALL**

Existing Zoning:	PAD
APN#(s):	502-40-272, 502-40-273, 502-40-274, 502-38-002B, 502-38-007L, 502-38-003D
Net Site Area:	6,019,898 S.F. (138.2 AC.)
Building Area:	2,160,000 S.F.
Coverage (50% max):	2,160,000 S.F. / 6,019,898 S.F. = 35.9%
Proposed Building Height :	70 ft
Parking Data	
Parking Required (2,160,000 S.F. / 2,000 S.F.):	1,080 Spaces
Parking Provided :	1,875 Spaces
ADA Parking Required :	29 Spaces
ADA Parking Provided :	30 Spaces

**PROJECT TEAM**

Developer/Owner Citrus Commerce Centre LLC. P.O. Box 74767 Phoenix, Arizona 85087 Contact: Chaz Smith chaz.smith@colliers.com Ph: (602) 989-0166	Architect Butler Design Group 5017 E. Washington St. Ste 107 Phoenix, Arizona 85034 Contact: Rick Butler rbutler@butlerdesigngroup.com Ph: (602) 957-1800
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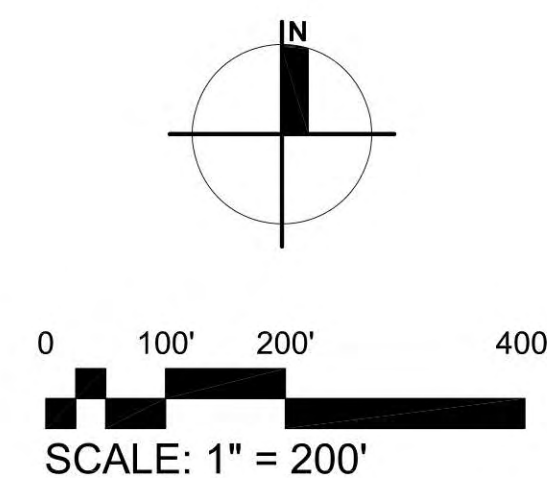
**VICINITY MAP**



- A** Commerce Park District  
(Includes Office, Light Industrial, Warehouse, Manufacturing & Distribution Uses)
- B** Commercial / Retail & Entertainment District
- C** Office - Employment District

**INNOVATION CENTRE**  
**Mixed-Use Masterplan**  
I-10 & Loop 303  
Goodyear, Arizona





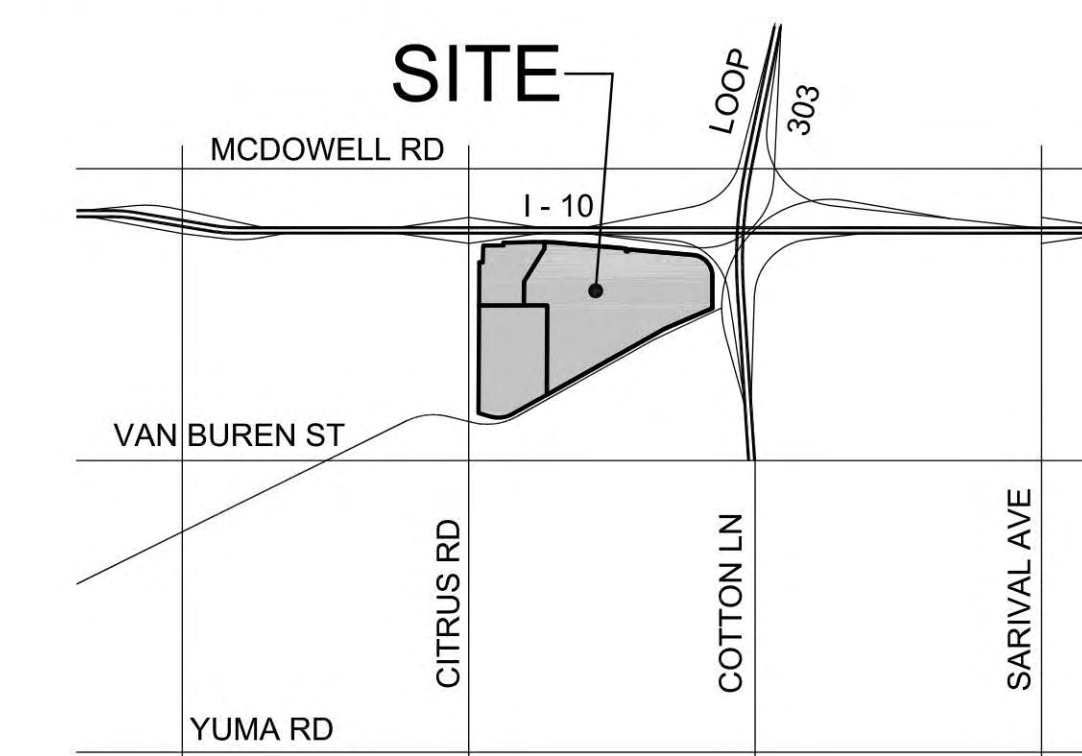
### PROJECT DATA - OVERALL

Existing Zoning:	PAD for Mobile Home / RV Park
APN#(s):	502-40-272, 502-40-273, 502-40-274, 502-38-002B, 502-38-007L, 502-38-003D
Net Site Area:	6,019,898 S.F. (138.2 AC.)
Building Area:	2,160,000 S.F.
Coverage (50% max):	2,160,000 S.F. / 6,019,898 S.F. = 35.9%
Proposed Building Height :	70 ft
Parking Data	
Parking Required (2,160,000 S.F. / 2,000 S.F.) :	1,080 Spaces
Parking Provided :	1,875 Spaces
ADA Parking Required :	29 Spaces
ADA Parking Provided :	30 Spaces

### PROJECT TEAM

Developer/Owner Citrus Commerce Centre LLC. P.O. Box 74767 Phoenix, Arizona 85087 Contact: Chaz Smith chaz.smith@colliers.com Ph: (602) 989-0166	Architect Butler Design Group 5017 E. Washington St. Ste 107 Phoenix, Arizona 85034 Contact: Rick Butler rbutler@butlerdesigngroup.com Ph: (602) 957-1800
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### VICINITY MAP



 **INNOVATION**  
**CENTRE**  
**Mixed Use Commerce Park**  
**I-10 & Loop 303**  
**Goodyear, Arizona**

01-16-19  
18099-ST04



Butler Design Group, Inc  
architects & planners