



City of Goodyear

GENERAL PLAN 2035

GROWING GOODYEAR
PLANNING OUR FUTURE

PUBLIC OUTREACH SUMMARY

January 2023



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INTRODUCTION

The City of Goodyear initiated their General Plan Update process in February of 2022 and began a multifaceted outreach program to engage community members. The outreach program for this project is structured around a City Council approved Community Outreach and Communication Plan (COCP). This COCP was designed to be inclusive and educational by facilitating a meaningful conversation with Surprise residents about the issues and opportunities that are most important in their community.



This report summarizes the public participation and input received during the first phase of outreach activities conducted from August through December of 2022. During this phase of outreach, multiple rounds of public outreach were conducted. Within each round, Community Workshops were held in three physical locations across the city as well as a separate Virtual Workshop Component. The in-person Community Workshops were conducted in an open house format, with multiple informational boards as well as feedback boards to receive direct input from participants. Upon entering the Community Workshop, participants were asked to sign in and given a comment card for any additional thoughts, questions, or comments. After walking through the different stations giving feedback, the participants were free to come and go as they please. Due to the recent comprehensive surveying done for the 2021 National Community Survey, no formal survey was sent out in concurrence with the workshops.

Target Workshops included smaller pop-up events and presentations to the public.

A Target Community Workshop was also conducted in southern Goodyear, within the Mobile community. This workshop included both components from Round 1 and Round 2 outreach efforts and are recorded in their respective sections. Responses from Mobile residents are indicated with a “*”.

The intent of this Summary Report is to present the information we received without making assumptions or recommendations. The feedback we received has been recorded within this document in order to memorialize key themes and ideas shared by Goodyear residents, and it will be used to help inform future work tasks associated with the General Plan Update, including preparation of a Vision Statement, evaluation of opportunities and challenges, land use changes, and the creation of new goals, policies, and actions.

As the project moves into the drafting phase, the General Plan update effort will continue to involve numerous opportunities for the public to learn about the project and provide their input, including traditional in-person and virtual workshops. For information on how to stay involved, and view project documents, please visit:

[GoodyearGP.com](https://www.goodyeargp.com)

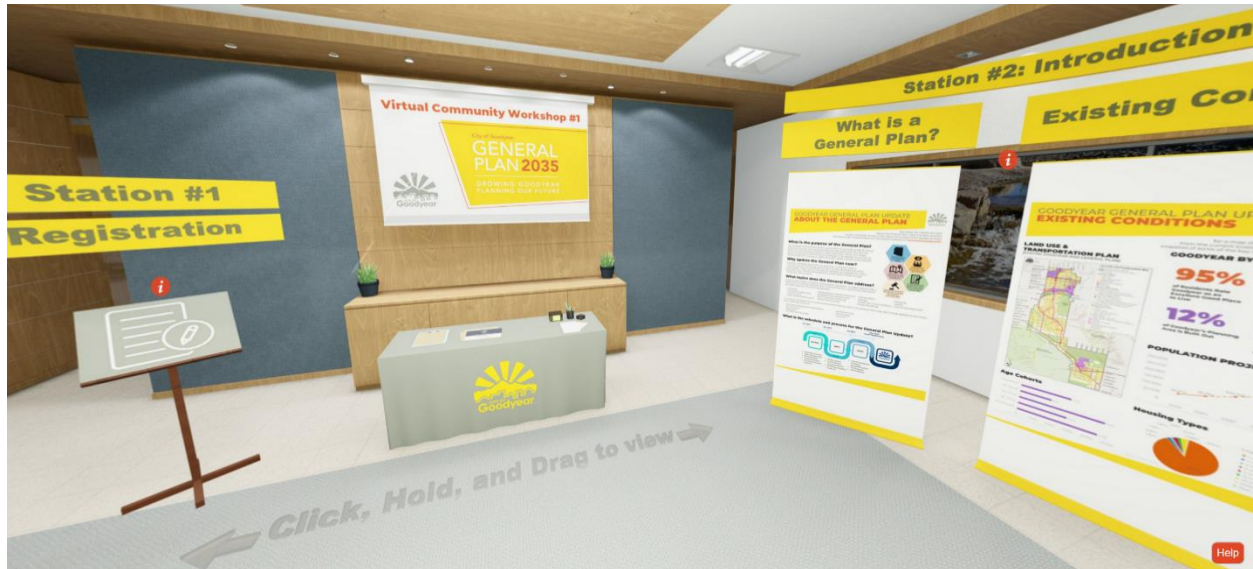
ROUND 1

The First round of community workshops centered around explaining the purpose of the General Plan, existing conditions of Goodyear today and an evaluation of the existing community vision and fundamental strategies.

The in-person round 1 community workshops took place on the following dates and locations:

- April 28, 2022 - Goodyear Recreation Campus
- June 1, 2022 - Mabel Padgett Elementary School
- June 2, 2022 - Estrella Foothills High School
- November 10, 2022 – Mobile Elementary School

The Virtual Community Workshop for round one was open from July 6, 2022 through November 30, 2022. The Virtual Community Workshop featured a virtual room where participants could navigate around the different stations to give input. Comments and tally of results are indicated under “Virtual Responses” for each of the respective sections.



Approximately 31 people total signed in among all three in person workshops and 35 people to the virtual workshop for round one.

The workshop was broken down into three stations:

- Station 1: What is a General Plan? And Existing Conditions
- Station 2: Vision Review & Community Mapping Activity
- Station 3: Review of the Fundamental Strategies

STATION 1: WHAT IS A GENERAL PLAN? AND EXISTING CONDITIONS

Station 1 included the following informational boards that describe in detail, Existing Conditions within Goodyear, as well as what a General Plan is, why it is needed, and how the project will occur with a schedule graphic. Copies of the existing General Plan and the Community Assessment were also made available.

Figure 1: About the General Plan Board

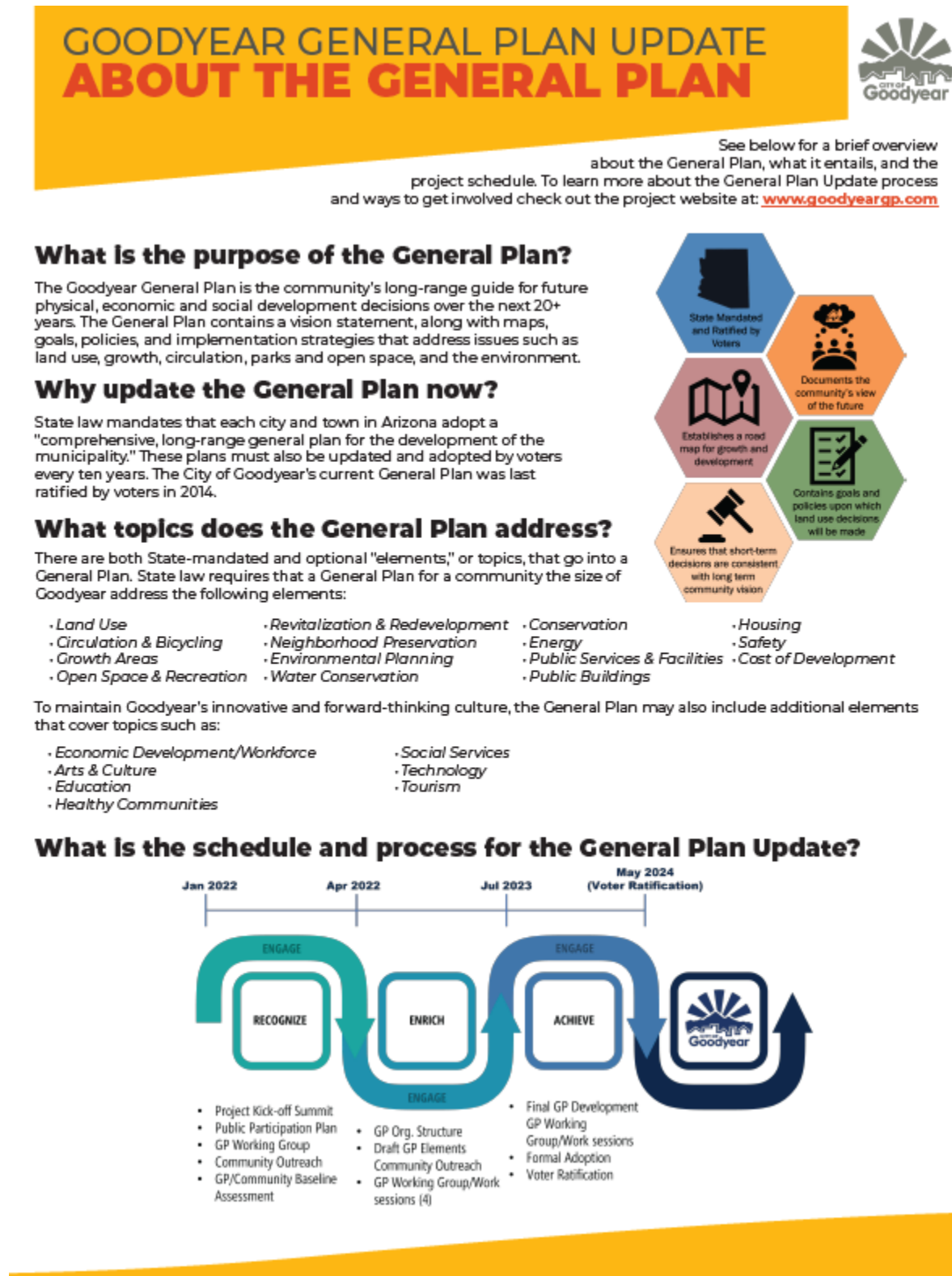


Figure 2: Existing Conditions Board

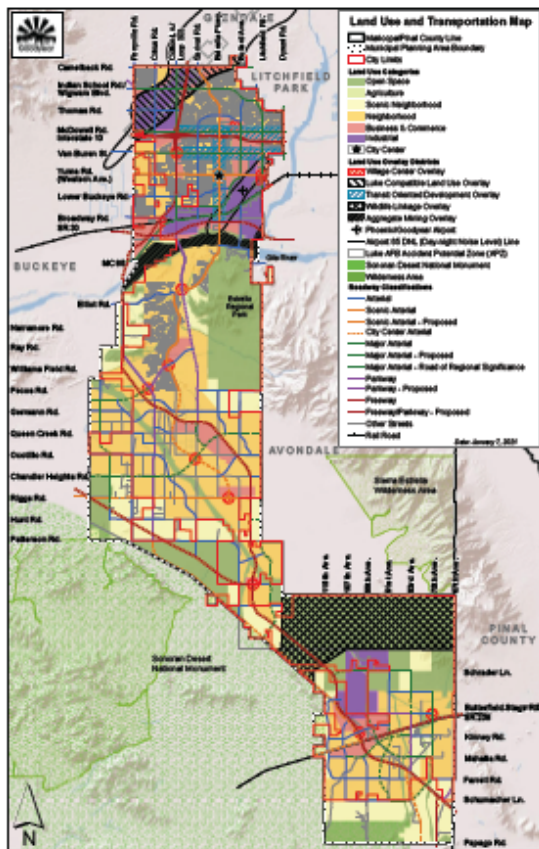
GOODYEAR GENERAL PLAN UPDATE

EXISTING CONDITIONS



Review the information below for a map of the Land Use & Transportation Plan from the current Goodyear General Plan as well as to see a snapshot of some of the key community statistics about the City.

LAND USE & TRANSPORTATION PLAN (EXISTING GOODYEAR 2025 GENERAL PLAN)



GOODYEAR BY THE NUMBERS

95%

of Residents Rate Goodyear as an Excellent-Good Place to Live

2nd

Fastest Growing City in Arizona

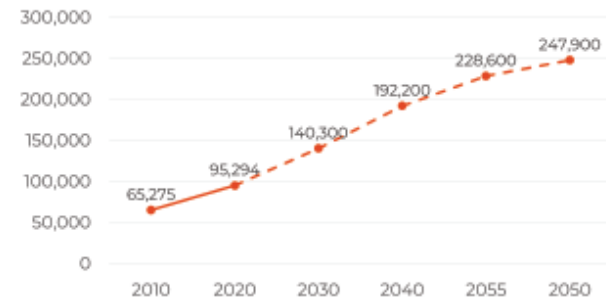
12%

of Goodyear's Planning Area Is Built Out

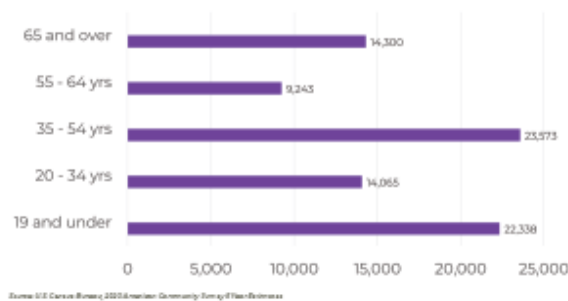
9th

Fastest Growing Community in the Nation (population over 50,000)

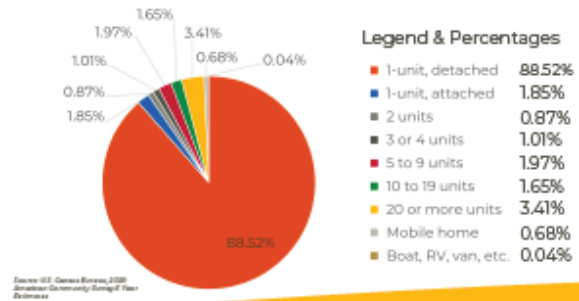
POPULATION PROJECTIONS



Age Cohorts



Housing Types



STATION 2: VISION REVIEW & COMMUNITY MAPPING ACTIVITY

VISION

Station 2 included a feedback board that allowed participants to share comments on the existing vision statement and whether supportive values should be kept, removed, or revised.

The following comments were received in-person when asked what was liked or what needed to be changed within the existing General Plan vision statement:

- “Art district”
- “Heritage Park Goodyear history”
- “Gila River restoration as a priority”
- “Goodyear needs a unique identity that is known by outside the city”
- “Destination place-state & national notoriety[recognition]”
- “Art Supplies store!”
- “No Change”

The following comments were received in the Virtual Workshop when asked about the vision statement:

- “Preserve the neighborhood community appeal, maintain a growth strategy complementary to existing design while protecting property values and create a place we are proud to call Goodyear.”
- “It is too broad of a statement. Obviously, every city wants that exact thing. Is this statement meant for the residents or businesses and money they are trying to bring in?”
- “I would love to add more unique areas that make Goodyear stand out, like a monument that places Goodyear on the map”
- “As written, this statement is too generic and lacks inspiration. It needs to evoke an emotion and connection that is unique to Goodyear and those key elements that set us apart.”
- “Change nothing but would like to see that we live by this vision for all residents”
- “Looks good!”
- “Create a destination city that is highly desirable and is a sustainable place for all to live, work, visit, and play”
- “You cannot create a sustainable resource, so I believe Support should replace Create, but my concerns are how do you plan and support sustainable resources when your focus is economic growth? Creating higher density housing utilizes far more resources than the same footprint for detached homes. Population growth and economic growth should not outweigh sustaining our water resources. The Vision Statement does not match the actions the City is doing with its development.”
- “I agree that we should create a desirable and sustainable place to live, but it seems Goodyear is not going in that direction. There seems to be an initiative to build something on every piece of land in Goodyear and that is not sustainable. Take a look at the former downtown off Litchfield and Yuma/Western. multiple abandoned strip malls that sit with no further development. the city looking into redeveloping that area prior to building new? New draws from the old and I fear we will see more areas in Goodyear become abandoned.”
- “I like it, but I would love to add something about making Goodyear an inclusive or equitable place to live.”

The following General Plan values were evaluated by the public on what to keep, remove, or revise:

Foster a sustainable community with diverse destinations connected throughout the city (3 Keep votes, 6 Revise Votes)

- In-person comments:
 - “Destination is that a place to visit or a place to live? How does this fit the work industry?”
 - “What do you mean by sustainable? Physical environment like trees water dust control?”
 - “What do you mean by diverse destinations does this address lack a public transportation?”
 - “Beyond bicycling what is being considered for bus type vehicles with an AI to drive to and from? The price of gas well soon limit in the ways we are easily able to travel.”
 - “Too many chain restaurants we need more local Businesses to keep money in the community”
 - “Currently the city is not very bike-walk friendly bike lanes end without notice”
 - “Cannot bike to Bell Park and restaurants because there is no bike lanes or sidewalks on large portions of road”
 - “Currently not very walk bike friendly”
 - “Bike lanes end randomly”
 - “High speed rail connecting west and east valley. (Buckeye to Scottsdale?)”
 - “Enhance mass transit including circular buss + park + rides.”
 - “Rapid/express bus from west to downtown.”
- Virtual Comments:
 - “This is difficult to measure, what are the checks and balances?”
 - “Sustainable is not the correct word for this statement. Enjoyable maybe, but there is nothing sustainable about a community. High populations consume more resources, create more trash, and over consume”

Encourage growth by offering opportunities for cultural educational and economic development (2 Keep Votes, 2 Revise Votes)

- In-person comments:
 - “Revise to encourage responsible growth not just growth of the sake of growth”
 - “I would like to see college curriculum classes targeted to seniors”
 - “Affordable housing period!!! Goodyear is losing young families!”
 - “Attract stores like Trader Joe’s, tourism!”
 - “Continue to expand events. Doing good job so far.”
 - “More arts and cultural activities i.e. More shows, plays, concerts in small and larger scales “
- Virtual Comments:
 - “Again, difficult to measure so how do you know you are/have done this?”
 - “Too broad of a statement.”
 - “But enough of all the big warehouses in our neighborhood”
 - “Encourage sustainable growth by developing infrastructure, innovative solutions for resources that offer opportunities for cultural, educational, and economic development.”
 - “Please include recreational and remove economic development. Economic development to me means money and we shouldn’t be lump that in with cultural and educational opportunities. Economic development should have a separate value. People flock to areas that are strong in cultural and educational development. No one (other than the wealthy) seek economic development.”

Recognize our asset's history and open space (3 Keep Votes, 1 Revise Vote)

- In-person comments:
 - "Acknowledge the land and which we stand. What indigenous people?"
 - "Keep and grow hiking trails"
 - "PICKELBALL!"
 - "More Pickleball courts !!"
- Virtual Comments:
 - "Add something to make the city stand out on the map, better bus systems."
 - "Recognize our assets, history, and open spaces and diverse communities"
 - "Recognize and support our assets, history, and open spaces"
 - "I like it but perhaps add something about recognizing the ancestral tribal land that Goodyear sits on, recognizing the history and open spaces."

Maximize Partnerships and collaboration (2 keep votes) **(No comments)**

- In-person comments:
 - "Utilize collaboration with local cities, like Chandler, on how they handled their fast growth. Ask what worked what didn't. "
- Virtual Comments:
 - "What does this mean and on what level? Partnership between the government and new businesses? How do community members fit in? I feel a vision statement needs to be measurable or it's just a bunch of pretty words that sound nice but have no real value."
 - "Is that a benefit to the residents or just money being brought in?"
 - "Seek out and maximize partnerships and collaboration"
 - "This is too vague. What partnerships and collaborations are you speaking about?"

Collectively, the public re-affirmed the community values from the existing General Plan. The data from the in-person and virtual workshop have been aggregated below:

Figure 3: Community Values Review Aggregated



Figure 4: Vision and Values Board



GOODYEAR GENERAL PLAN UPDATE

VISION & VALUES

The General Plan is guided by a Community Vision for the desired future of Goodyear. Public input is critical establishing this Vision Statement. View the existing General Plan Vision Statement and Community Values below to give feedback.

Vision Statement (EXISTING GOODYEAR 2025 GENERAL PLAN)

Create a highly desirable and sustainable place for all to live, work, visit, and play.

Use a sticky note to share what you like and/or what you would like to change about the Vision Statement in the current Goodyear General Plan 2025:

Arts District

Art Supplies Store!

No Change

Goodyear needs a unique identity that is known by those outside the city.

Destination Place: Santa Petronil Valley

Go to Heritage Art for Goodyear History

Gila River Restoration is a priority

-PLACE NOTE HERE-

Community Values (EXISTING GOODYEAR 2025 GENERAL PLAN)

The existing Goodyear 2025 General Plan outlines the following community values to reinforce the Vision Statement:

- Foster a sustainable community with diverse destinations connected throughout the city
- Encourage growth by offering opportunities for cultural, educational, and economic development
- Recognize our assets, history, and open spaces
- Maximize partnerships and collaboration

Please give input below to keep, remove or revise these community values by placing a sticky dot and then using a sticky note to explain your choice:

Community Value	Keep	Remove	Revise	Comment
Foster a sustainable community with diverse destinations connected throughout the city				Reinforcement is needed to ensure a place to keep Currently the city is not very bike/walk friendly. Bike lanes and sidewalks needed. Also discuss with work, not the city. Goodyear needs a unique identity that is known by those outside the city. Go to Heritage Art for Goodyear History Gila River Restoration is a priority Goodyear needs a unique identity that is known by those outside the city. Destination Place: Santa Petronil Valley
Encourage growth by offering opportunities for cultural, educational, and economic development				Reinforcement is needed to ensure a place to keep Currently the city is not very bike/walk friendly. Bike lanes and sidewalks needed. Also discuss with work, not the city. Goodyear needs a unique identity that is known by those outside the city. Go to Heritage Art for Goodyear History Gila River Restoration is a priority Goodyear needs a unique identity that is known by those outside the city. Destination Place: Santa Petronil Valley
Recognize our assets, history, and open spaces				Reinforcement is needed to ensure a place to keep Currently the city is not very bike/walk friendly. Bike lanes and sidewalks needed. Also discuss with work, not the city. Goodyear needs a unique identity that is known by those outside the city. Go to Heritage Art for Goodyear History Gila River Restoration is a priority Goodyear needs a unique identity that is known by those outside the city. Destination Place: Santa Petronil Valley
Maximize partnerships and collaboration				Reinforcement is needed to ensure a place to keep Currently the city is not very bike/walk friendly. Bike lanes and sidewalks needed. Also discuss with work, not the city. Goodyear needs a unique identity that is known by those outside the city. Go to Heritage Art for Goodyear History Gila River Restoration is a priority Goodyear needs a unique identity that is known by those outside the city. Destination Place: Santa Petronil Valley

COMMUNITY MAP

The Community Mapping Activity of the workshop was presented on a board where residents could place different dots to represent areas to Preserve, Improve, or Target Growth. The Virtual Workshop included an interactive virtual map where participants could also leave map pins with the same categories. The online mapping activity received 30 comment Pins total.

In Person, 58 dots were placed on the Map Board. “Areas to Preserve” were identified in clusters around Estrella, along the Gila River, and mountain ridges in the southern planning area. “Areas to Improve” were clustered around the old city center, around the Goodyear Airport and Ball Park, Waterman Wash in South Goodyear, Gila River Crossings at Cotton Lane and Estrella Parkway, and the far northwest corner of the city. “Areas to Target Growth” were identified in Goodyear North of I-10, Estrella, and parts of Mobile (See **Figure 6**). The Virtual Community Mapping Activity had a total of 30 comment pins identified (See **Figure 5**). Comments from both can be found below:

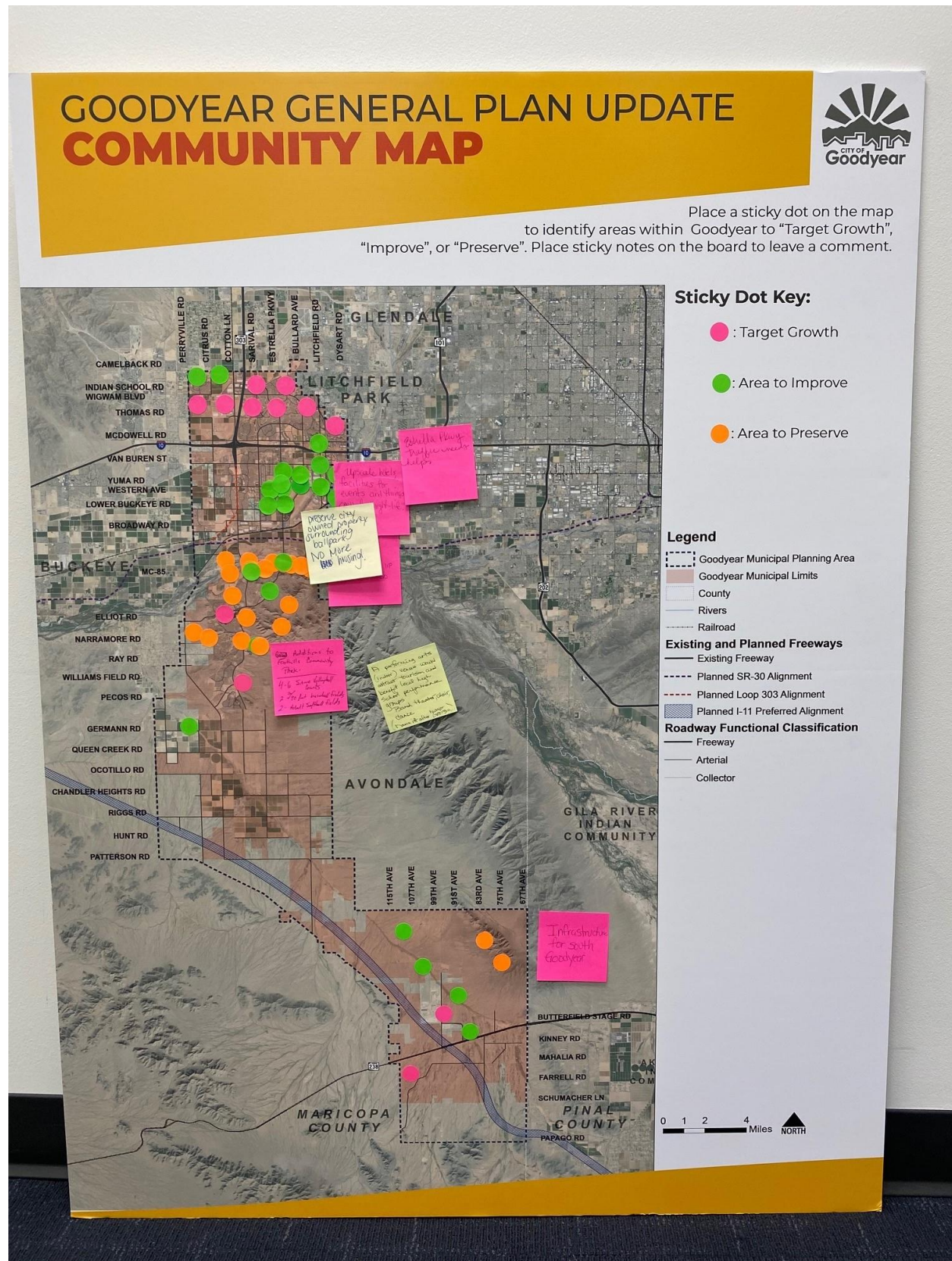
- In-person comments:
 - “Upscale hotels, facilities for events and things open for night life (North Goodyear)”
 - “DOES NEED TO BE CLEANED UP AND ENFORCED (North Goodyear)”
 - “Additions to Foothills Community Park: 4-6 Sand Volleyball Courts, 2- 70/90-foot baseball fields 2- Adult softball fields”
 - “More Infrastructure for South Goodyear”
 - “Estrella Parkway traffic need help”
 - “Preserve City owned property surrounding ballpark. No more housing!”
 - “A performing arts (indoor) venue would attract tourism and beautiful local high school performance groups: band, theater, choir. Name it after Mayor Georgia”
 - “Need Fire Protection in Mobile”*
 - “Water Pump in Mobile”*
 - “Plans to make South Goodyear a scenic neighborhood like Anthem will be hindered by the I-11. Please fight to move the corridor away from the neighborhood or take it UNDER the railway otherwise we will end up like the one like the 202”*
- Virtual Comments:
 - Areas to Preserve:
 - “I’m among the individuals that DO NOT want development in the area surrounding the ballpark. I live in this area and it’s becoming increasingly congested. The city should purchase this land and use it for further recreational use. Goodyear could benefit from creating a facility similar to the Scottsdale Sports Complex. This would preserve the land and allow residents to still enjoy the beautiful Mountain View’s that attracted us to the area in the first place.”
 - “The vacant lot next to Canyon trail center. Front part is to be houses and condo, but please keep back part open. To many buildings going up losing openness, that’s why we moved here to openness. Across street is the center. Like to walk the trails and view the scenery not buildings!”
 - “The Gila River can be a gem for the city. We have a choice - surround it by industrial, as currently zoned, and allow it to turn into an area of blight and trash like the Salt River through Phoenix; or surround it by residential and commercial, turning it into a natural amenity with trails, trees, and water, similar to what you see around Tempe Town Lake which is a major economic driver for that area.”
 - “The Goodyear Airport is home to significant history for our country and also is a one-of-a-kind place to view different types of airplanes from all around the world (the many uniquely decorated tailfins. It is beautiful and something you won’t find anywhere in

the world). Consider creating an observation park where families and aviation fans can watch the planes and learn about the history. Examples can be found at Falcon Field (MSC) and Dallas Fort-Worth (DFW)."

- "Complete Bullard Wash Trail south of I10. Include many shade trees to make it an enjoyable feature even in the warmer months. Consider including grass, at least in pockets, similar to what has been done north of I10. Make the path visually pleasing with curves, hills, & art. Ensure there is a pedestrian-oriented connection, also with lots of shade trees, to the Goodyear Recreation Campus - Possibly the Maricopa Trail along Yuma Rd. or a separate path through the existing Centerra neighborhood."
- "Partner with arts and culture groups to preserve and repurpose historic downtown as a gathering place and point of pride."
- "I love this park, I'd love to see it protected and expanded, some larger shady trees would also be nice. I don't love all the buildings popping up around it taking away the view of the mountains. I understand that we can't stop them but limiting it to only what's needed as I'd hate for the quiet of the area to be taken away."
- "Original Business District. It's historic and the current owner has done so much to preserve the buildings and use them for current needs."
- "Palmateer Park, was the first and only park in Goodyear. Also the site of original water well. It has been enhanced with an art project and needs to be preserved."
- Areas to Improve:
 - "This is the perfect spot for a gas station as QT by the 10 is always so busy and going to the south side of the 10 is a pain." (Southeast corner of Virginia Ave. and Pebble Creek Parkway)
 - "This would be a great spot for a grocery store. I would love to see it re-zoned commercial." (Northwest corner of Monte Vista Rd. and Pebble Creek Parkway)
 - "Yuma Rd is a designated as a "Scenic Arterial" and carries a large amount of traffic. It is also a part of Maricopa Trail - an important east-west pedestrian corridor. Despite this, it is incomplete in many areas and is quite ugly compared to other roadways within Goodyear. It is the only road with span-wire traffic signals, lacks bike lanes & sidewalks in multiple areas, and most importantly lacks the shade trees & vegetation you would expect when designated "scenic" and as a major trail."
 - "Central Goodyear has a higher population & significantly more approved and under construction housing (multi and single family) than north Goodyear. Despite this, there are only 14 full-service sit-down restaurants in central compared to 36 in north Goodyear. The city continues to focus on attracting entertainment, higher-end restaurants, and building amenities north of I-10, despite that not being where the majority of the population resides today or where most growth will occur in the future."
 - "Build-out the Maricopa Trail along Yuma Rd. The city needs an east-west pedestrian corridor south of I10. Include shade trees, artwork, bike racks, benches, water fountains, and signage. See the trail that the city of Avondale has built along the north side of Van Buren through their city as a great example of what this could be. Having high-quality trails and walkability is becoming increasingly important to attract people and high-end employers and promotes a healthy lifestyle."
 - "Utilize existing Roosevelt Irrigation District right-of-ways to create pedestrian/bicycle corridors. The canal has been buried at this location, but it is an unobstructed path from Van Buren to Elwood that is already used informally by residents for walking/jogging. It can connect neighborhoods Wildflower Ranch, Glenmont Estates, Estrella Vista, Sarival Village, & Avion to destinations such as the Safeway shopping plaza, Goodyear Rec Campus, Basis, Desert Edge HS, Desert Star, and Legacy."
 - "Dangerous intersection at Sarival and Lower Buckeye needs traffic calming or signals. Limited visibility for vehicles on Lower Buckeye."
 - "Dangerous intersection at Sarival and Lower Buckeye needs traffic calming or signals. Limited visibility for vehicles on Lower Buckeye."

- “This intersection can be dangerous at times, especially with the right turn on red rule that makes it hard to cross even when the walk sign is up. Love to see a no right turn on red sign implemented.”
- “Needs a pedestrian guardrail. Crossing under the highway can be dangerous as the sidewalk is so narrow and brittle, biking or walking is impossible at times.” (I-10 and Estrella/Pebble Creek Parkway)
- “There is no over bridge crossing here which is dangerous as people end up crossing and there’s nothing for cars to tell them to stop. A pedestrian crossing here would be really nice” (Bullard Wash and Monte Vista Rd.)
- “Connect the 303 to I-11 to provide faster commuting for those in south Goodyear. Reduces back road traffic as well, allowing for more walkable/bike-able areas.”
- Areas to Target Growth:
 - “The Ballpark and the area around it is beautiful. Given the amount of residents in this area today and the tremendous amount of residential growth occurring here now and in the future, this is an ideal spot for walkable entertainment, restaurants, and a regional attraction like a museum or aquarium. The location is uniquely prime since it will be surrounded by highways on three sides, I10, 303, and SR30, making it a convenient destination not only for Goodyear residents but the entire region.”
 - “Lower Estrella Mountain Ranch could use a ton of growth. Gas station, grocery store (Sprouts would be amazing!), restaurants/coffee/bar/etc.”
 - “I would LOVE to see increased walk/bike-ability between residential, commercial, park, and trail areas. For example, I live in a 2-mile radius of many attractions, including civic square, that I should be able to access by walking/biking, but crossing any of the main roads is DANGEROUS; getting in my car further congests traffic and takes longer than a bike ride. Systematic over/underpasses plus dedicated walking/biking trails that connect residents to their community would be amazing!” (Palm Valley)
- Other Comments or Questions:
 - “What is that? Is that the park, in canyon trails 3? Green space, is something being put up there? Please call 414 659 5815. I own a house in area. Thx”
 - “Work with ADOT to ensure a safe, pedestrian-only crossing for the Maricopa Trail when the 303 is expanded south past Yuma Rd. The 303 will create division between this area of Goodyear if there is no dedicated pedestrian crossing. As an example of what not to do, try walking/biking under I10 along Estrella Pkwy while dodging all the traffic going on/off the ramps - it is not for the faint of heart. Consider a dedicated bridge or tunnel to make this important regional trail safe and enjoyable.”
 - “Enhance Bullard Wash to continue trails and paths that do not require crossing traffic (use tunnels, overpasses) to the dog/bike park and across to Estrella Park and preserve. Interconnecting natural spaces throughout the city from top to bottom will make a world class destination for recreation for non-motorized activities. Access points with parking at key locations. Rely on mostly non-paved paths for runners, horses, and bikes and to preserve the natural landscape.”
 - “Opportunities to partner through Lower Gila River Collaborative and Rio Reimagined to enhance the river and provide recreation and access. Estrella Mountain Regional Park (MCPRD) and Flood Control District in particular have several active projects in this area to remove tamarisk, re-establish native vegetation, and provide safe, legal access to the river.”
 - “Please consider developing eco-friendly public transit systems in/out of Estrella, between residential and restaurant hubs/areas, and the new civic and recreation centers! I would love to be able to go to a ballet/concert at Estrella amphitheater or check out a revived historic downtown; but driving in this city is congested and biking on the roads is dangerous. I don’t see this lessening given the city’s rapid growth without a system of walking/biking trails and public transportation.”

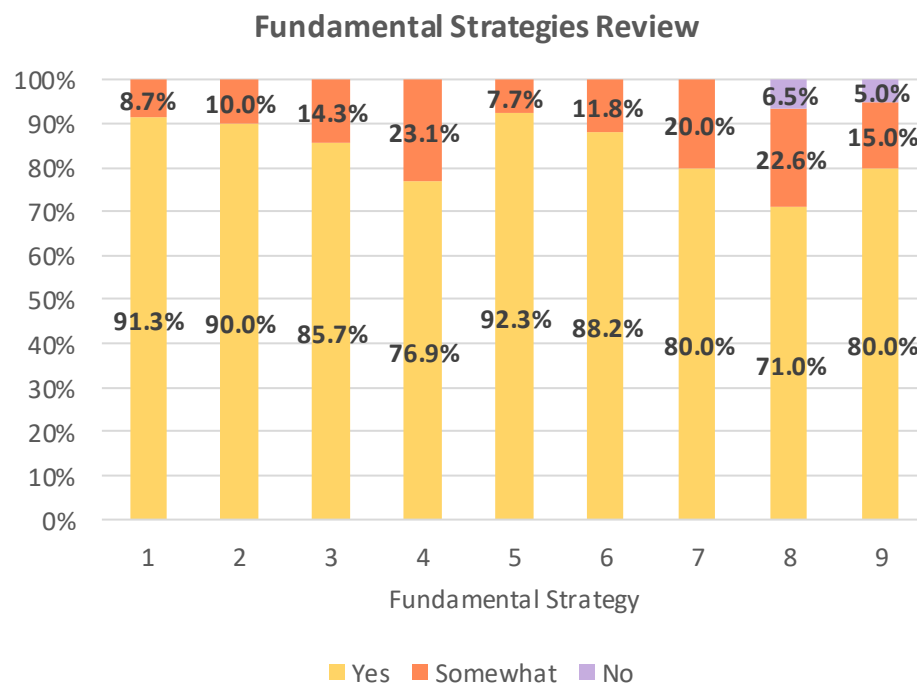
Figure 6: Community Map Board



STATION 3: STRATEGIES REVIEW

The last station asked participants to evaluate the relevancy of the nine “Fundamental Strategies” in the existing General Plan. Understanding a lot has changed over the past decade, participants were asked whether or not the Fundamental Strategies are still important today. The results from both the virtual and in-person have been aggregated below in **Figure 7**. Overwhelmingly the public affirmed the importance of the Fundamental Strategies in the existing General Plan, with some minor revisions needed for specificity and better relating the strategies to community values.

Figure 7: Fundamental Strategies Review Aggregated



Specific comments in relation to the individual Fundamental Strategies are captured below:

Strategy 1: Create Attractive Places and Diverse Destinations

- In-Person Comments:
 - “Encourage local entrepreneurs to open unique businesses restaurants i.e., food truck parks and food truck operators become restaurants”
 - “Does this include work live playareas? “
 - “Gas station in Business restaurant early in southern planning”
 - “Continue to expand retail/restaurant west and south”
 - “Walkable entertainment district”
- Virtual Comments:
 - “More natural open spaces. Less parking lots and strip malls”

Strategy 2: Develop a Physically and Socially Connected Community

- In-Person Comments:

- “Goodyear ambassador program”
- “Fiber optic will help us thrive”
- “Public transportation using green energy shuttles, buses park and ride lots”
- “More phone Lines?”
- “Improved public transportation within Goodyear but also collaborate with nearby cities for transportation i.e., Phx sky harbor Hospitals, Westgate, colleges “
- Virtual Comments:
 - “High-speed reliable Internet service is still not available in my area.”
 - “Transportation opportunities within the city are not necessary at this time, transportation to and from the community should be expanded due to increase traffic.”

Strategy 3: Expand the Parks, Open Space, Trails, and Recreation System

- In-Person Comments:
 - “Trails and parks are extremely important. Continue to expand and develop parks trails and bike paths”
 - “Enough parks and rec for kids, do something for adults”
 - “65% of Estrella Residents who respond to a survey noted that 50 miles of bike, hike, walk trails, were a significant reason they moved here. “
 - “Expand foothills community Park facilities keep baseball, softball, soccer, volleyball in West Valley similar to East Valley development”
 - “Performance space for adults to do beyond then human green space all promotes health calm people”
 - “Off road community recreation bike trails”
 - “Expand recreational satellite facilities with indoor soccer, Olympic swimming pool, pickleball court, tennis courts, and gyms”
 - “A park within 10 miles of every subdivision”
 - “Preserve city owned property around GRC. Create connected trail walking path system”
 - “More open spaces! Too much overdevelopment means increased surface temp! “
 - “Pickle ball courts! “
 - “MORE PICKLE BALL COURTS please “
- Virtual Comments:
 - “Protecting the habitat of wildlife who have made Goodyear their home. Protecting the habitat of wildlife who have made Goodyear their home.”
 - “Make sure summer is included in planning-lots of permanent shade and benches provided in parks and city spaces.”
 - “Recommend a park within 10 minutes of a residential area and providing additional satellite recreational facilities as needed with growth.”

Strategy 4: Cultivate Art and Culture

- In-Person Comments:
 - “A theater performance center as a homebased for cultural programs music art gallery plays”
 - “Bring in events is great, but we have no real artist community and culture here is just suburban”
 - “Addition and something similar to Phoenix CTR for the arts (courses artist co-op) “

- “First Friday’s concerts in the park theater in the park”
- “Continue to partner with arts groups to bring Events here ‘ballet at the lake as an example’”
- “Bring back events! I.e., night concerts, more community events, and varying venues throughout Goodyear!”
- Virtual Comments:
 - “There are no museums in Goodyear to my knowledge.”
 - “Focus on natural beauty like fishing ponds, wildlife viewing, archery ranges and other items. The city’s artwork is not maintained and looks like junk after a year and sometimes as soon as it’s complete.”

Strategy 5: Advance Economic Opportunity

- In-Person Comments:
 - “Need more economic opportunities for startup businesses incubator workforce development centers for youth adults”
 - “Need more home-grown restaurants”
 - “Use grants to foster local small businesses opportunities increase growth. Decrease chain restaurants. Support local business opportunities”
 - “What jobs are available how do people apply?”
 - “Provide grants or tax incentives for small business”
 - “Encourage more small businesses and shops”
 - “Need more Jobs!”
- Virtual Comments:
 - “Focus more on small local businesses”

Strategy 6: Protect and Utilize our Assets

- In-Person Comments:
 - “Highlight the city’s history and the importance of cotton to drive community pride”
 - “How do we connect the skills and knowledge of people with time to the business that need help?”
 - “Goodyear needs a taxi app called “Curb”. It allows people to get a taxi from an app.”
 - “Recognize our history”
 - “Support and partner with local business “
- Virtual Comments:
 - “Too vague, to what extent is our history an asset? How have our resources and assets been enhanced and protected at the same time? What is a distinctive community?”
 - “Stop building high density housing, it does not support any of the strategies or goals for the residents. It actually encourages us to leave Goodyear and go to Surprise or Buckeye instead.”

Strategy 7: Maximize Partnerships and Collaboration

- In-Person Comments:

- “Goodyear needs its own school district. Too many other districts and charter schools within city borderline”
- “Need someone to assign deliverables and make collaborators responsible”
- “Goodyear needs its own independent school district”
- “School district just for Goodyear would make the city more appetizing”
- Virtual Comments:
 - “The second sentence is improperly structured.”
 - “Does this benefit the residents or the city bank account?”

Strategy 8: Provide Opportunities for Living a Healthy Lifestyle

- In-Person Comments:
 - “More farmers market”
 - “More free bike trails please”
 - “Need more trees to reduce dust”
 - “More trees to cool environment and create better walk ability”
 - “Community gardens and real farmers market ”
 - “Shade for pickleball courts because it’s HOT! Indoor courts, please!”
 - “More pickle balls inside and outside”
 - “Add more basketball courts and seating areas for tournaments”
- No Virtual Comments were received.

Strategy 9: Foster a Sustainable Economy and Community

- In-Person Comments:
 - “Keep attractive wages and employees in the city of Goodyear doing great so far Keep it up”
 - “Focus on more diverse business vs warehouses (high tech, health care, health research)”
- Virtual Comments:
 - “Put a period after the word culture and end the sentence there. If you haven't yet achieved a vision last created ten years ago, that vision hasn't been a priority.”
 - “TV”
 - “That is not what sustainable means or supports. Goodyear's actions with development do not align with this statement.”

Are there any missing Strategies? Tell us your ideas or what is missing below:

- In-Person Comments:
 - “Install some of the new ASU trees to clean the air”
 - “Provide examples of what these are”
 - “Tell ADOT I-11 team the city need freeway under 238 like grand + 59th for old Glendale”*
- Virtual Comments:
 - “I wish the strategies were more measurable and less philosophical.”
 - “Take advantage of the Estrella Mountain location & river ways for recreational development.”

Figure 8: Fundamental Strategy Board 1

GOODYEAR GENERAL PLAN UPDATE

STRATEGIES



Nine Fundamental Strategies support the Vision Statement in the existing General Plan. These overall community strategies were developed to guide the implementation of the plan. As Goodyear has grown over the past 10 years, community priorities may have shifted. Please give input below as to which Strategies are still important.

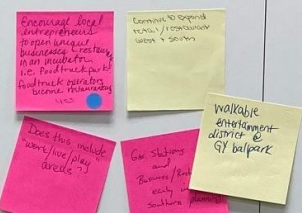
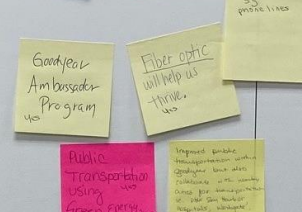
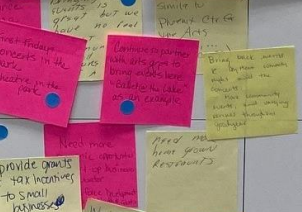
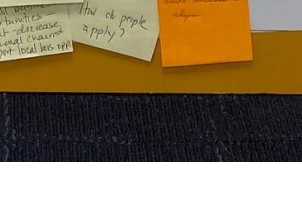
Fundamental Strategy	Is this strategy still important to Goodyear?		
	Yes	Somewhat Tell us more below:	No Tell us more below:
Strategy 1: Create Attractive Places and Diverse Destinations By focusing on creating an inviting, people-friendly, and attractive community with diverse destinations, we will create a unique city for all to live, work, visit, and play. Great places will include quality shopping, dining, recreation and entertainment experiences. Diverse destinations include built environments and natural open spaces.			
Strategy 2: Develop a Physically and Socially Connected Community A community that is well connected fosters unity and a healthy economy. A wide range of transportation opportunities give residents and businesses options for travel to and within the community. Building social connections by providing gathering places, building the fiber-optic network to allow for enhanced telecommunications, and promoting events ensures a cohesive and healthy community.			
Strategy 3: Expand the Parks, Open Space, Trails, and Recreation System As a family-oriented community, the parks and recreation system is a vital part of the community. Providing additional parks and recreation facilities is key to promote a healthy community, social interaction, and provide a desirable place to live, work, play, and visit. Preserving open space is also important for a community with unique natural resources.			
Strategy 4: Cultivate Art and Culture A devotion to arts and culture gives Goodyear a unique sense of place. Art and cultural events also draw visitors and creates an attractive physical environment.			
Strategy 5: Advance Economic Opportunity A strong community has a strong economic base. Expanding opportunities for small businesses, education and training, and locating of new businesses in Goodyear will strengthen the local economy.			

Figure 9: Fundamental Strategy Board 2

GOODYEAR GENERAL PLAN UPDATE STRATEGIES



Nine Fundamental Strategies support the Vision Statement in the existing General Plan. These overall community strategies were developed to guide the implementation of the plan. As Goodyear has grown over the past 10 years, community priorities may have shifted. Please give input below as to which Strategies are still important.

Fundamental Strategy	Is this strategy still important to Goodyear?		
	Yes	Somewhat Tell us more below:	No Tell us more below:
Strategy 6: Protect and Utilize our Assets Goodyear possesses many important assets including our history, our residents, our business community, and a unique natural setting. By protecting and enhancing these resources, we seek to create a distinctive, attractive, and innovative community.		Highlight the City's history and its importance by getting to know the community. How do we connect the skills & knowledge of people with time to the businesses that need the help? Preserve our town built for children by supporting the jobs of life to be in our history. Goodyear needs a Taxi App called "CUB" Allow people to get a taxi through an app.	
Strategy 7: Maximize Partnerships and Collaboration Collaboration allows us to align goals and policies with our stakeholders such as schools, businesses, and resident groups, as well as neighboring communities. By maximizing partnerships we can share resources and focus energy and commitment to achieve our shared visions faster and more economically.		Goodyear needs its own school district. School District and Goodyear would make the city more appealing. Goodyear needs a school district. School District and Goodyear would make the city more appealing.	
Strategy 8: Provide Opportunities for Living a Healthy Lifestyle The health of Goodyear residents and businesses is important to create a strong and thriving community. Access to healthy food, clean air and water, decent shelter, and opportunities for physical activity are critical to a high quality of life and the overall success of Goodyear.		State the problem in the most simple way possible. State the problem in the most simple way possible. State the problem in the most simple way possible. State the problem in the most simple way possible.	Add a simple, natural, cost and expense. Share's ability to transform. Thanks. Add a simple, natural, cost and expense. Share's ability to transform. Thanks.
Strategy 9: Foster a Sustainable Economy and Community A sustainable Goodyear means that we are providing appropriate services for new and existing residents, that we are fiscally responsible, that we grow and develop responsibly, that we actively promote the City's high-quality culture, and that we continue to work to achieve our shared vision.		State the problem in the most simple way possible. State the problem in the most simple way possible.	Add a simple, natural, cost and expense. Share's ability to transform. Thanks.

Are there any missing Strategies? Tell us your ideas or what is missing below:

Install some of the new "ASD Trains" to clean up the air.

Provide examples of what these are or create to.

ROUND 1 COMMENT CARDS

The following captures the recorded comment cards from both in-person and virtual round one community workshops:

- In-Person Comments:
 - “We need a Real Gila revision Restoration plan”
 - “Regal Airport (commercial) In W. Valley (similar to Mesa Airport) “
 - “We live Near Wigwam and Litchfield Rd. It would be great to clean bike paths around the area, especially bike paths that could connect with the Bullard wash park. Bullard wash bike path should be extended south as well.”
 - “Questioning proposed HWY!! Seems to wander straight through the wildlife linkage corridor.”
 - “Please consider similar programs as phoenix center for the arts downtown for cour ses. Perhaps also as artists Co-op”
 - “Growth Needs to be high quality and responsible, Not just maximizing densities”
 - “Industrial should not be adjacent to single family (see Elwood logistics Center and Sarival village neighborhood. The Original city center (per current master plan) @ Yuma and Estrella Still needs to be a community destination. Require developers to incorporate dedicated pedestrian/Bike trials, separated from roads, into their development and require those trails to connect to adjacent Developments Make the Gila River a recreational destination DO NOT surround it w/Industrial. See Tempe town Lake Vs South Phoenix”
 - “Rec Center is beautiful but unfortunately, the membership price is way too high for an amenity that was made with taxpayer money. The least we can do is provide free-of-charge spaces near the playground. It’s so sad to see how the park on Bullard wash always stays green and maintained and nobody uses it most of the time. The amount of money used to maintain and reseed that area should use in the rec area as that’s where all the families spend most of their time. “
 - “This process looks inclusive. That a good start. I have lived in Goodyear for over 20 years and the current council and staff are doing a great job. One thing that bothers me is the city always asks for volunteers for communities and nothing comes of the applications effort. It seems like if you are not part of the posse, you are not invited to participate. “
 - “I love living in Goodyear and totally understand the growing pains first and foremost Goodyear needs to be affordable available housing a lot of young families are leaving Goodyear because of the high cost of living they want the small town feel with all the modern comforts and amenities without paying Scottsdale prices for simple housing I don’t like outside companies been able to come able to buy up and stack up apartment complexes or subdivisions that are overpriced. Goodyear needs its own school district due to the overcrowding of the nine school districts that Goodyear borders and families have to send children to.”
 - “Slow controlled growth. Too many apartment builders are coming in and rezoning the commercial property to multi-family. The city needs to attract builders and allow single-family detached homes. This will please people who didn’t want apartments and provide affordable, home ownership to young adults. Townhomes/rowhouses seem to be the compromise. We also need to maintain open spaces. It is proven that overdevelopment increases surface temperatures. We do not want to become Mesa. We need an entertainment district at the ballpark to attract young people. Central Goodyear/former city center has been abandoned by the city. We want things to do. While we love GRC, we need nightlife surrounding the ballpark.

We need wider sidewalks with actual shaded trees. Pressure developers to utilize trees that are strong and provide shade. Not trees that will fall over in storms and break. Ensure that open spaces are accessible to all citizens not just ones and cheated gated communities. Please preserve city owned lance rounding ball park. Highly disappointed in the constant reasoning to residential. We need a walkable district the city currently only cares to those who live in Pebble Creek.”

- “More residential areas. Parks and dog parks. Also, focus more on public transportation in the area.”
- “I would recommend more recreational and retail spaces for young adults. Improve public transportation.”
- “Recommend that police and fire are on high priority to stay ahead of the growth. Of course, water needs to be much concern. Electric power must stay ahead of growth to avoid blackouts. Trash handling/landfill or trash reduction.”
- “Could we please have more Pickleball courts? Outdoor and indoor.”
- “Speedbumps or space strips on Estrella Parkway. But seriously speeding is a real problem.”
- “Are there any possibility that we can communicate with Nike to come to Goodyear?”
- “Thanks for offering this periodically at various locations throughout the city”
- “We need to work on traffic management priorities. Hold side street, longer to allow Main Street traffic to clear the intersection. What about traffic light timing? It is hard to drive Estrella Boulevard without hitting several of the lights, regardless of what speed you are traveling.”
- “I would like to see up-to-date maps/boards with projects that are approaching and in the progress of being built, groundbreaking of about 6 to 9 months out. Goodyear - process should be more transparent in the sharing real time information.”
- “I would like to see ADA trails in the city.”
- “Goodyear is a wonderful place to live overall. I don't think the placement of large tech & other company was well thought though they should have all been more centralized. They do not add to the beauty of the Community.”
- “South Goodyear/Mobile Mainly is a neighborhood who moved to this area to have space and connection with nature. Unlike north Goodyear we are not interested in having our view blocked by a freeway wall (don't make us like the neighborhood cut off by the 202 bend). We are not interested in business districts and would rather take a drive to get supplies or otherwise. We want our land and views kept persevered.”*

- Virtual Comments:

- “Goodyear is special, please make wise decisions and ensure the future of our city is one we are proud to call home.”
- “I really like what one person said about the river south of Goodyear and how we should cherish and protect this place by surrounding it with housing and enhancing responsibility for it so it can be like Tempe town lake”
- “Excellent strategies.”
- “I have never lived in a city that provided as much information to the public as you do! Keep up the great work!!!”

ROUND 2

The second round of community workshops centered around planning priorities, character of the built environment, and evaluation of the existing land uses and plan. Boards from the first community workshop were also present to gain even more input on the General Plan Vision and Strategies. If participants contributed to the first round of workshops, they were instructed to skip ahead to the new boards.

The in-person round 2 community workshops took place on the following dates and locations:

- August 16, 2022 - Estrella Foothills High School
- August 17, 2022 - Goodyear Recreation Campus
- August 18, 2022 – Western Sky Middle School
- November 10, 2022 – Mobile Elementary School

25 Participants signed in at the in-person workshops. 12 people signed in on the Virtual Round 2 Workshop. The Virtual Community Workshop for round one was open from September 6, 2022 through November 30, 2022. The Virtual Community Workshop featured an online survey with the same elements of the boards from the in-person workshops. In addition to the introductory boards from the previous round, the following Community Input Board in **Figure 10** was also displayed to summarize public input previously received.

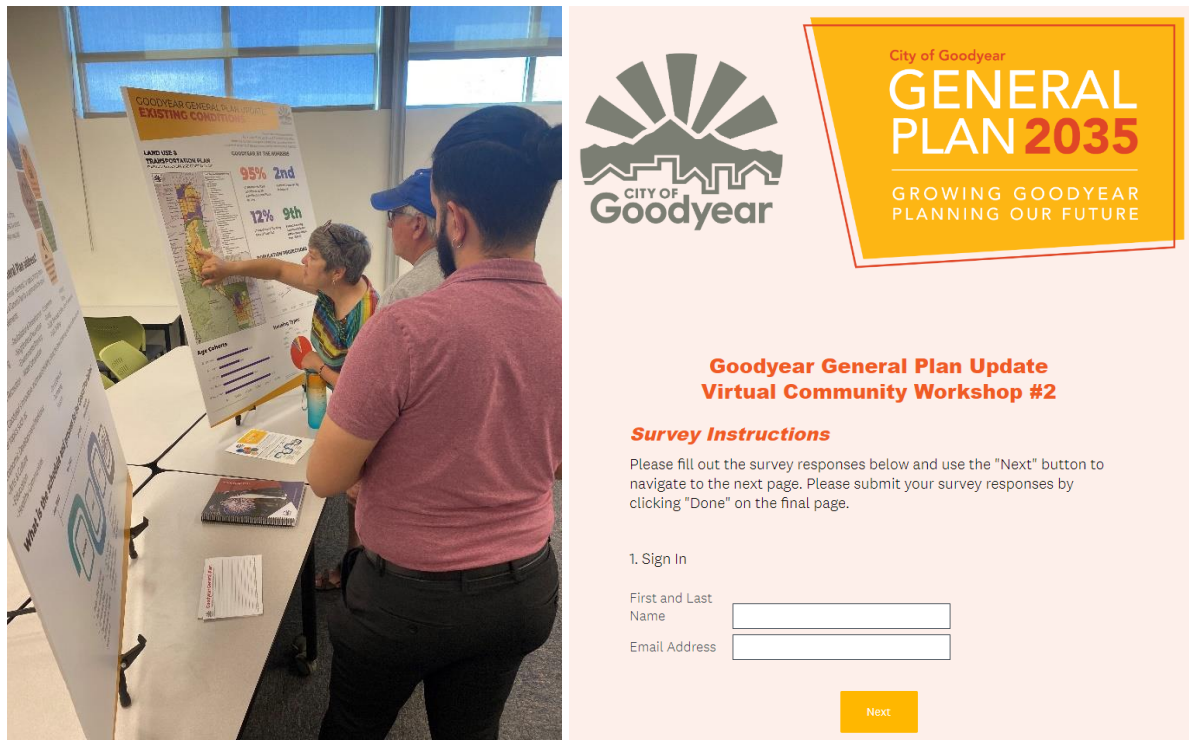
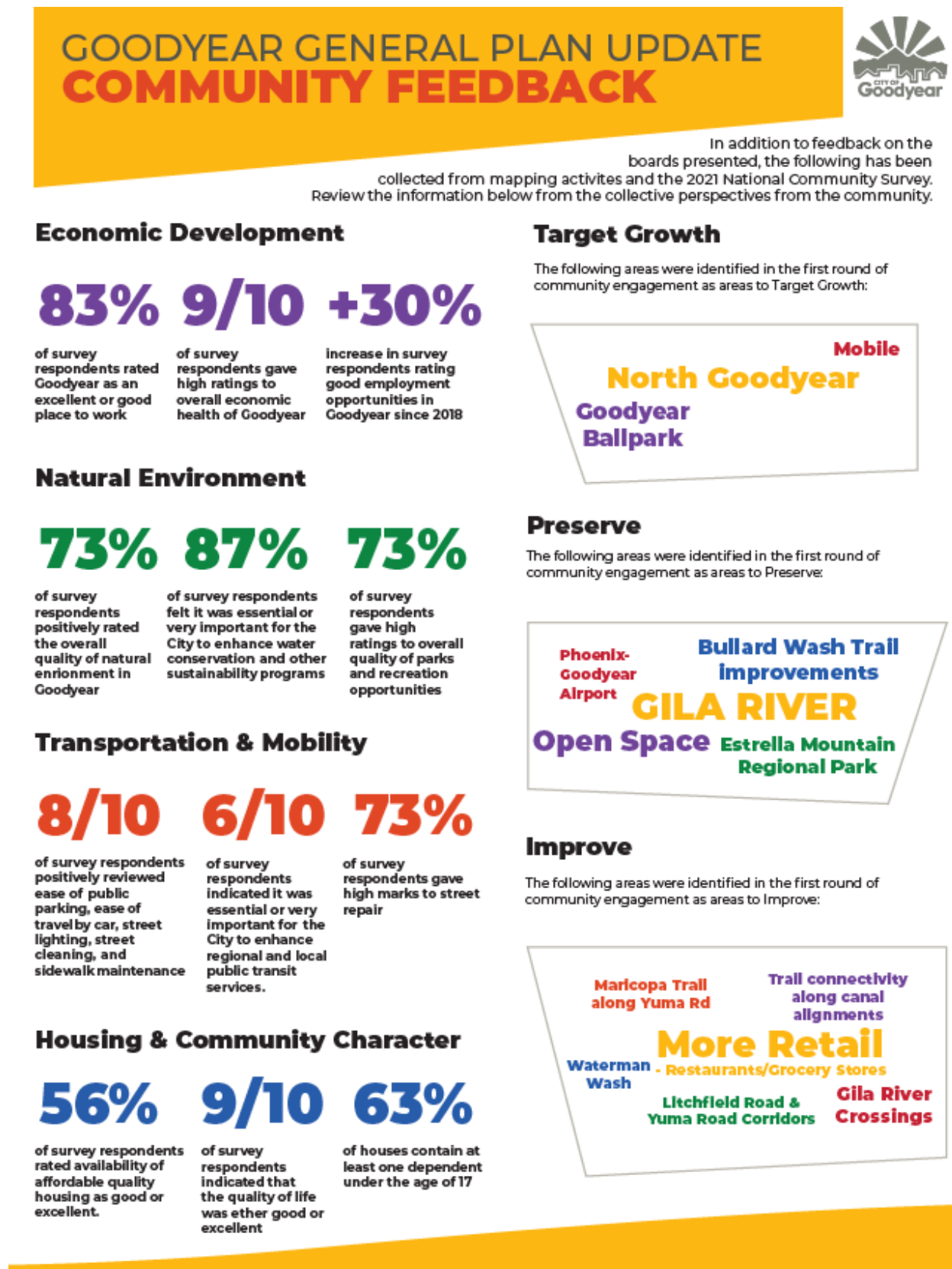


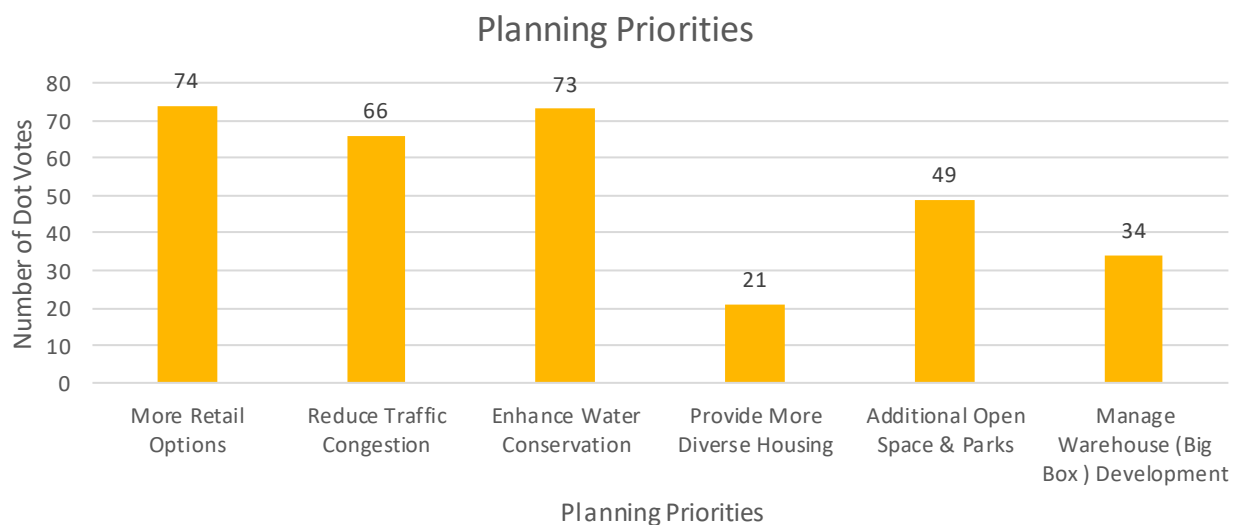
Figure 10: Community Feedback Board



STATION 1: PLANNING PRIORITIES

The first station in the second round of community workshops focused on confirmation of “Planning Priorities”. From the first round of public input, the following key themes were consistently repeated as a significant consideration for the future of the city: More Retail Options, Reduce Traffic Congestion, Enhance Water Conservation, Provide More Diverse Housing, Additional Open Space & Parks, and Manage Warehouse (Big Box) Development. Participants were instructed to select their top priorities and list any other priorities that were not identified. This board was also duplicated and presented at the City Hall Grand Opening Ceremony on August 1, 2022, and the Fall Festival on October 29, 2022. **Figure 11:** Planning Priorities Aggregated summarizes the cumulative data from Round 2, the City Hall Grand Opening, and Fall Festival for Planning Priorities.

Figure 11: Planning Priorities Aggregated



Some in-person comments were received specifically in relation to the priorities listed. Their comments are captured below:

Reduced Traffic Congestion

- “Transportation, we need to reduce the number of cars on the roads”
- “Busses need to include Estrella; more co-op work spaces”
- “If you don’t own a car, you can’t get around!”

Enhance Water Conservation

- “Look for new conservation in water protection & Clean water tech. Energy storage is important.”

Provide More Diverse Housing

- “More multi-family homes Why? To Attract more diverse workforce, need more millennials/gen z who can afford to live here and can spend money on local restaurants. ”

Additional Open Space and Parks

- “A park within 10 min of EVERY subdivision”
- “More pickleball courts! Please have indoor and outdoor”

- “Shade and or indoor pickleball courts, summer is too hot to be outside for long. We need a facility that is big enough for tournaments”
- “More skate areas for kids”

Manage Warehouse (Big Box) Development

- “Diversity from being warehouse only”

Comments received in relation to additional missing priorities were as follows:

- In-Person Comments:
 - “Walkable entertainment district at the ballpark”
 - “Acknowledge the land on which we stand, recognize the Indigenous people of North America”
 - “Public garden like the cancer center of America”
 - “Acknowledgment of displaced indigenous peoples”
 - “Set aside land for natives along with water and power innovations should go hand in hand”
 - “Walkable space within parks”
 - “Overloaded, ensure big business are head accountable to the public”
 - “Ensure that the elected officials have an actually realistic plan”
 - “Make sure there are elections that build a community consensus and not disregard community input”
 - “More Arts & Music”
 - “Electric vehicle charging”
 - “We need to address EV Charging art Etc.”
 - “We need to move towards the electrification of our economy”
 - “Senior living w/o restrictions
 - “Widen/Add Streets on major streets i.e., Camelback, Indian School”
 - “Sustainable city”
 - “I-11 cross SR238 Underground”*
- Virtual Comments:
 - “Provide less diverse housing; Apartments are being constructed everywhere in Goodyear, especially all along Estrella Parkway. These complexes are very large and traffic is already becoming congested and will only get worse once people move in. I understand the City view that Goodyear is for everyone, but please consider that many of us moved here years ago to escape the congestion and crime that come with apartments. Not all people who live in apartments commit crimes, however almost all people who do commit crimes live in apartments. Also, as I understood it from a prior article in In Focus, there should be at least three elevations for buildings to preserve visual appeal. This does not seem to be the case with most of the complexes being constructed.”
 - “We need to start the process of electrification of our economy.”
 - “Please continue with bike lanes and would love to see more paved trail options that connect to bike lanes for safer riding.”
 - “Less industrial big box warehouses and more full-service restaurants. Change the landscaping requirement so that every behemoth warehouse doesn't need 300 +/- plants - conserve our water.”
 - “Higher end restaurants. No more fast food. No more apartment complexes. \speed control particularly on McDowell Rd and Bullard both which appear to be wide open and entice people to drive too fast”
 - “Increasing dedicated pedestrian/bicycle trails and corridors throughout the city.”

Figure 12: Round 2 Planning Priorities Board

GOODYEAR GENERAL PLAN UPDATE

PLANNING PRIORITIES



Throughout the General Plan Update process, we have consistently heard that the community is interested in the planning priorities below.

What matters most?

These priorities are more focused and specific than the broad values and strategies presented in the current General Plan and can help guide future goal and policy setting as well as land use decisions. In order to create the best possible General Plan for Goodyear, we need to know what topic areas matter most to you. Please let us know what your top priorities are by placing stickers next to the topic or topics you most want to see realized.

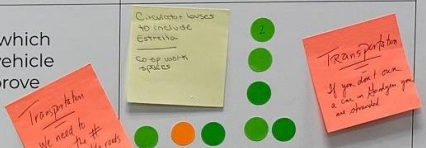
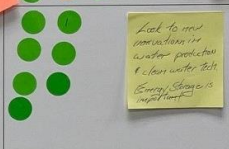
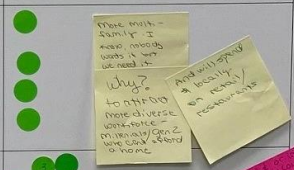
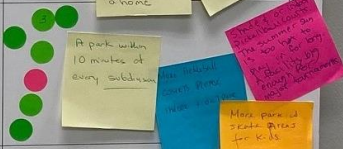
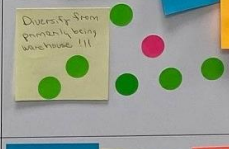
Planning Priorities	Top Priority:
 More Retail Options Planning for more commercial options can help bring additional restaurants, entertainment, and retailers to Goodyear, allowing residents to stay local with their discretionary spending.	
 Reduce Traffic Congestion Reducing traffic congestion lowers travel time which can allow residents to save money on gas and vehicle maintenance, increase time at home/work, improve personal health and safety as well as decrease environmental impacts.	
 Enhance Water Conservation Water conservation measures can help to reduce demand and extend Goodyear's existing water resources as well as provide more economical ways to assure reliable and sustainable access to water in the future.	
 Provide More Diverse Housing Housing diversity can lead to increased economic stability, better affordability, and increased access to quality housing for families, children, older adults, and those entering the housing market.	
 Additional Open Space & Parks Additional open space and parks can provide venues for outdoor activities, opportunities for exercise, and can help create a more connected community.	
 Manage Warehouse (big box) Development Diversifying industrial development can help to create more varied employment options for Goodyear residents.	
Are there any missing priorities? Tell us your ideas or what is missing Walkable entertainment district at ballpark Advantage the area in which we stand - all indigenous people of North America More diverse - school opportunities for this & more on our schedule plus Children who still remember and remember and demand Public garden similar to Center of Arts of America More diverse - school opportunities for this & more on our schedule plus Walkable space within industrial parks Consider allowing downtown (big) lot to be converted to public	

Figure 13: City Hall Grand Opening Planning Priorities Board

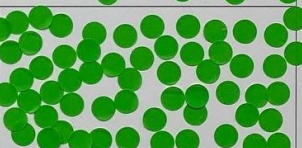
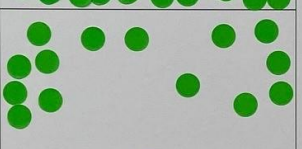
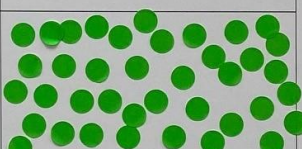
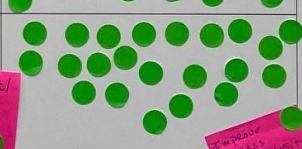
GOODYEAR GENERAL PLAN UPDATE PLANNING PRIORITIES



Throughout the General Plan Update process, we have consistently heard that the community is interested in the planning priorities below.

What matters most?

These priorities are more focused and specific than the broad values and strategies presented in the current General Plan and can help guide future goal and policy setting as well as land use decisions. In order to create the best possible General Plan for Goodyear, we need to know what topic areas matter most to you. Please let us know what your top priorities are by placing stickers next to the topic or topics you most want to see realized.

Planning Priorities	Top Priority:
 More Retail Options Planning for more commercial options can help bring additional restaurants, entertainment, and retailers to Goodyear, allowing residents to stay local with their discretionary spending.	
 Reduce Traffic Congestion Reducing traffic congestion lowers travel time which can allow residents to save money on gas and vehicle maintenance, increase time at home/work, improve personal health and safety as well as decrease environmental impacts.	
 Enhance Water Conservation Water conservation measures can help to reduce demand and extend Goodyear's existing water resources as well as provide more economical ways to assure reliable and sustainable access to water in the future.	
 Provide More Diverse Housing Housing diversity can lead to increased economic stability, better affordability, and increased access to quality housing for families, children, older adults, and those entering the housing market.	
 Additional Open Space & Parks Additional open space and parks can provide venues for outdoor activities, opportunities for exercise, and can help create a more connected community.	
 Manage Warehouse (big box) Development Diversifying industrial development can help to create more varied employment options for Goodyear residents.	
Are there any missing priorities? Tell us your ideas or what is missing <i>Less Build to Rent development. More entry level home options to provide more options: indoor (ie courts, plays) and outdoor mini-golf</i> <i>More indoor/outdoor life: mini-golf, fishing, golf - as well as other activities</i> <i>Enforce noise control (long vehicles)</i> <i>DOG PARK</i> <i>MORE PICKLE BALL R.V.U</i> <i>COMMERCIAL MENTALLY RESPONSIBLE GROWTH! CARBON NEUTRAL GOALS</i> <i>ant goal: create a better environment</i> <i>Commercial Kitchen Spaces</i> <i>Culture Centers Arts Center</i> <i>Increased sustainability efforts</i> <i>Improve mass transit system</i> <i>Com muni Road to South Phoenix Rail</i>	

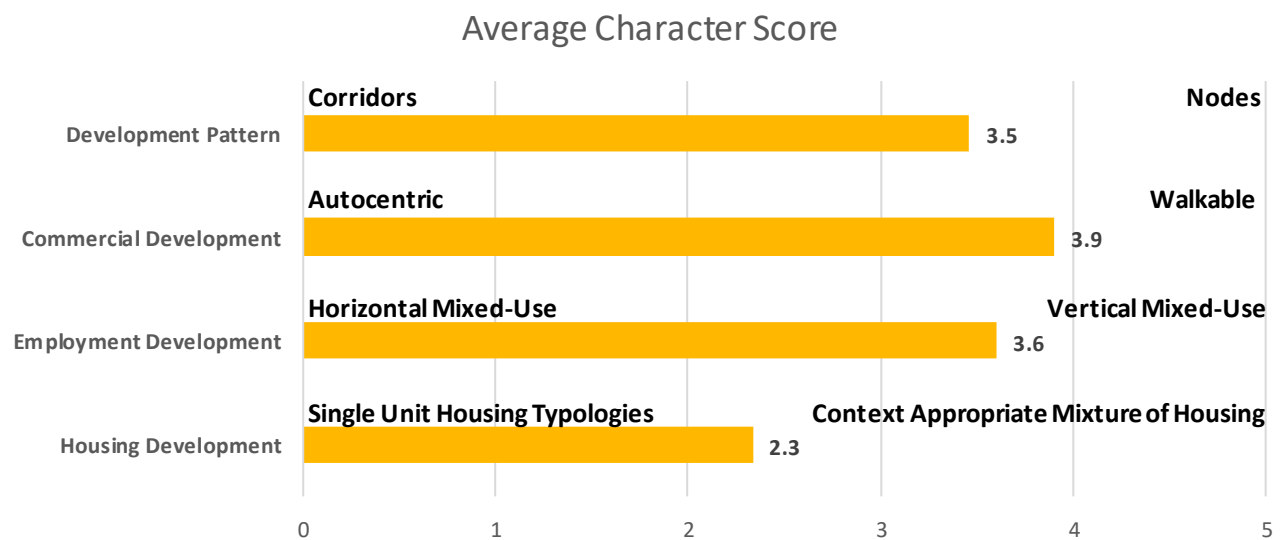
STATION 2: COMMUNITY CHARACTER AND LAND USE

The second station in Community Workshop #2 provided the opportunity for the public to give feedback on overall development character, the existing individual General Plan land use categories, and the existing General Plan land use plan.

COMMUNITY CHARACTER PREFERENCES

This station allowed participants to give input on the overall development character for the City. Considering the rapid growth of Goodyear and large undeveloped areas in the southern planning area, participants were asked to rate on a scale their preferred development pattern, commercial character, employment character and housing character. The number of votes from both in-person (See **Figure 15**) and the virtual workshop survey were tabulated and averaged to get a composite score representative of the overall sentiment from the public (See **Figure 14**). Development Pattern leaned more toward “Nodes” with an average score of 3.5. Commercial Development character leaned more towards “Walkable” with the highest average score of 3.9. Employment Development Character leaned more towards “Vertical Mixed Use” at 3.6. Housing Development Character had the lowest average at 2.3 falling in the middle range between “single unit housing” typologies and “context appropriate mixture of housing”.

Figure 14: Aggregated Community Character Scale Averages



The following comments were received on the In-Person Community Character Board (See **Figure 15**):

Development Pattern

- Combination of both (e.g., Chandler's price high tech corridor) combined with separate nodes
- We need a walkable entertainment district by the ballpark similar to Gilbert's heritage district

Employment Development

- Limit vertical high of buildings. Worried about builds blocking views of the mountains

Housing Development

- Encourage Attached single family development for home ownership.

Figure 15: Community Character Board

GOODYEAR GENERAL PLAN UPDATE

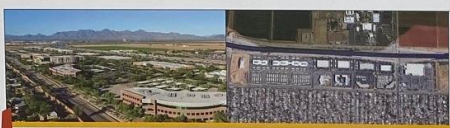
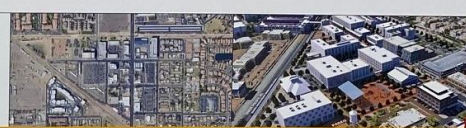
COMMUNITY CHARACTER



Review the different Community Character preferences below and share how you would envision the future of the City of Goodyear with a sticky dot on the scale.

Development Pattern

The City has an opportunity to target development intensities along corridors or nodes/village centers. Which development pattern do you envision for the City moving into the future?

 Corridors	 Nodes
 	  

Combination of both (eg. Corridors: High-tech corridor; Nodes: home and work response nodes)

We need a walkable environment distinct by the ballpark. Similar to Gilbert to attract

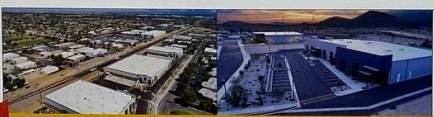
Commercial Development

Recognizing a large extent of the planning area has yet to develop, how do you envision the future character of commercial uses?

 Autocentric	 Walkable
  	      

Employment

Recognizing a large extent of the planning area has yet to develop and the need for diverse employment opportunities, how do you envision the future character of employment uses?

 Horizontal Mixed-Use	 Vertical Mixed-Use
  	    

Vertical mixed use is needed. It will attract more people to the area. It will be a mix of residential and commercial. It will be a mix of high-rise and low-rise. It will be a mix of office and retail. It will be a mix of everything.

Housing

Recognizing a large extent of the planning area has yet to develop and the need to house population growth to support employment, how do you envision the future character of Housing?

 Single Unit Housing Typologies	 Context Appropriate Mixture of Housing
     	  

Encourage attached single family development for neighborhood

LAND USE EVALUATION

Understanding existing community perceptions in relation to land use conflicts, the public was asked what to encourage or discourage in each of the Land Use Categories. A Land Use Plan Map was also available to comment on.

Land Use Category: Open Space

- Land use/development practices to Encourage:
 - No In-Person Comments were received.
 - Virtual Responses:
 - Preserve and protection of wildlife habitat with limited allowable human access. Maintain the natural beauty of the desert landscape, no concrete or asphalt.
 - trail preservation
 - preserve current mountain trails and options for paved or smoother gravel trails for more recreational riders
 - Preserve public lands
 - Conservation
 - Trails, paths, education, and recreation opportunities
- Discourage:
 - No In-Person Comments were received.
 - Virtual Responses:
 - Construction of Recreation Centers
 - commercial development
 - Privatizing public lands
 - private development on park land
 - Nearby industrial growth. High traffic roadways.

Land Use Category: Agriculture

- Land use/development practices to Encourage:
 - In-Person:
 - “Show innovations in water production that can help crops and be stored for families and communities.”
 - “Farmland be preserved and used for working”
 - “Many have no concept for fresh food grown nearby and its importance.”
 - Virtual Responses:
 - Farming
 - water conservation
 - mixed use farming
 - Maintain agriculture where it makes the most sense
 - drip irrigation
 - Conversion to less water intense uses while maintaining green/open space.
- Discourage:
 - No In-Person Comments were received.
 - Virtual Responses:
 - Concrete and asphalt

- limit population growth
- rock quarries
- Agriculture use that requires too much water use
- flood irrigation
- Covering every square inch with materials that retain heat (i.e., concrete, asphalt, brick, and decomposed granite)

Land Use Category: Scenic Neighborhoods

- Land use/development practices to Encourage:
 - No In-Person Comments were received.
 - Virtual Responses:
 - Minimal streetlights, wide streets.
 - walking trails
 - Should have more access to gas station/grocery store closer to each neighborhood. Check out Town of Cary North Carolina to see their planned community plan.
 - Lower density where it makes sense
 - plant native trees
 - Increase the amount of scenic neighborhoods throughout the city. Preserve natural vegetation.
- Land use/development practices to Discourage:
 - No In-Person Comments were received.
 - Virtual Responses:
 - Destruction or elimination of wildlife access to water.
 - commercial development
 - Too much low density spreading out into desert areas
 - discourage grass that needs water
 - Only offering housing products with small home lots. Only offering housing products that have removed all naturally occurring vegetation.

Land Use Category: The Neighborhoods

- Land use/development practices to Encourage:
 - In-Person Comments:
 - “Walkable Neighborhoods!”
 - Virtual Responses:
 - Additional roads and/or existing roads are widened before apartments are constructed.
 - The use of EV's and development of charger networks
 - Make them more self-contained with grocery/gas stations
 - Enough schools and parks relative to the neighborhood density
 - More single-family housing instead of huge apartment complexes
 - single family homes
 - Create equality between automobile and dedicated pedestrian/bicycle transportation networks within and between neighborhoods - and minimize the intermingling of pedestrian networks with roadways. More variety in lot sizes - specifically offer larger lots sizes.
- Land use/development practices to Discourage:

- No In-Person Comments were received.
- Virtual Responses:
 - Increasing population density in existing residential areas/neighborhoods by more than 25%.
 - Industrial development
 - Building neighborhoods too far from city services/roads
 - buildings over 2 stories
 - Covering every square inch with materials that retain heat (i.e., concrete, asphalt, brick, and decomposed granite). Removing all-natural vegetation. Primarily focusing on automobiles as the means of transportation.

Land Use Category: Business & Commerce

- Land use/development practices to Encourage:
 - In-Person Comments:
 - “Provide commercial space for small businesses and artists and craft stores.”
 - “Convert at least one existing pad at each shopping plaza to a shaded area where you can get a drink of water from public fountains”
 - Virtual Comments:
 - Keep the businesses in one area, outside of residential areas.
 - EV charging station and transit routes
 - We need more privately owned restaurants not chains
 - More local services and businesses
 - More sit-down restaurants
 - Trader Joe's
 - More equally distributed throughout the city to afford better walkability from homes. More inward focus on pedestrian walkability with parking hidden. Medical and professional offices near neighborhoods. Cafes, sit-down restaurants within walking to housing
- Land use/development practices to Discourage:
 - No In-Person Comments were received.
 - Virtual Comments:
 - High density residential areas.
 - heavy industry
 - Chain restaurants
 - No more warehouses
 - too much fast food
 - "Power centers" and shopping centers oriented around cars (i.e., parking lots). Excessive amounts of drive-throughs. Drive-through next to neighborhoods.

Land Use Category: Industrial

- Land use/development practices to Encourage:
 - In-Person Comments:
 - “Focus more on office/business parks”

- “Big businesses receiving tax breaks on tax \$ for having green space, this green space should be allowed to be used for the public. For example, amazon greenspace is not used public should be able to use it.”
 - “Industrial parks (where applicable) should have dog parks, sculpture parks, public art, sand gardens”
- Virtual Comments:
 - Permits, taxes and fees are collected and not waived.
 - EV charging, public transit to area
 - Business parks
 - less warehouses
 - business that use less water
 - High-wage employment. Professional tech, medical, and scientific. Strategic placement such that industrial traffic (i.e., trucks) do not feel the need or desire to travel by residential areas.
- Land use/development practices to Discourage:
 - No In-Person Comments were received.
 - Virtual Comments:
 - Common sense: do you want to live in the neighborhood where 10 industrial buildings have been constructed within half a mile from your home?
 - Pollution
 - Warehouse truck traffic should be discouraged from utilizing side neighborhood roads
 - Reconsider data centers as they use too much water and power
 - water thirsty manufacturing
 - Distribution centers and cross-docs that introduce large amounts of truck traffic. Locating industrial buildings such that the shortest/fastest route for truck drivers takes them past existing neighborhoods. Placement near the Gila River and other open scenic areas.

Land Use Category: City Center

- Land use/development practices to Encourage:
 - In-Person Comments:
 - “Preserve any remaining city owned property at the formerly zone ‘city center’”
 - Virtual Comments:
 - Ease of access without impeding traffic flow.
 - EV charging
 - More locally owned higher end restaurants and higher end shopping i.e., Lulu lemon, Banana Republic
 - Consider the need for multiple city centers as Goodyear is a very long city
 - retail with apartments above
 - High-density multifamily so that people will live in the downtown. Limiting open space to create density. Mixed use. A grocery store.
- Land use/development practices to Discourage:
 - No In-Person Comments were received.
 - Virtual Comments:
 - Minimal parking areas.

- Industry
- Chain restaurants and Dollar Stores
- Density without sufficient roads/transit to handle the increased traffic
- apartments over 2 stories high
- Location at the far north side of Goodyear (i.e., not the center of the city by any definition)

Comments received from on the Land Use Plan Map Board (See **Figure 17**) were from the in-person community workshop in Mobile are captured below:

- In-Person Comments:
 - “Roadway Maintenance and ROW vs Private is not consistent” *
 - “Allow placement of manufactured homes” *
 - “Longtime residents should be allowed prior uses to meet Rory’s Needs” *
 - “Kinney Road Alignment – not part of city but contrast land use” *
 - “Work with ADOT to get turn lanes on SR-238 (both directions)” *
 - “Solar Project? Status?” *
 - “Waste Management and Goodyear Solid Waste coordination is conflicting” *
 - “Group Dumpster went away?” *
 - “Too much Business & Commerce (Keep Scenic)” *
 - “Roadway cleanup is an issue” *
 - “Consider alternative building materials” *



Figure 16: Land Use Categories Board

GOODYEAR GENERAL PLAN UPDATE

LAND USE CATEGORIES



The General Plan Land Use Plan contains seven land use categories listed below. These categories inform zoning which then guides development in the City. Review the Land Use Categories and use a sticky note to indicate what to "Promote" or "Discourage" in each respective category

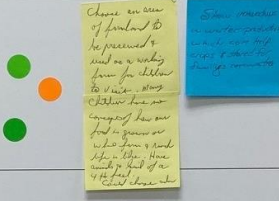
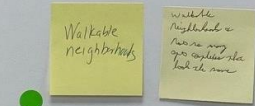
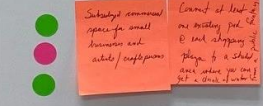
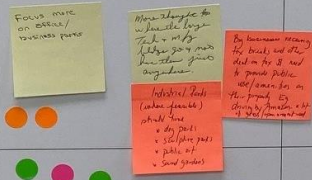
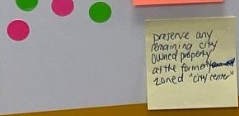
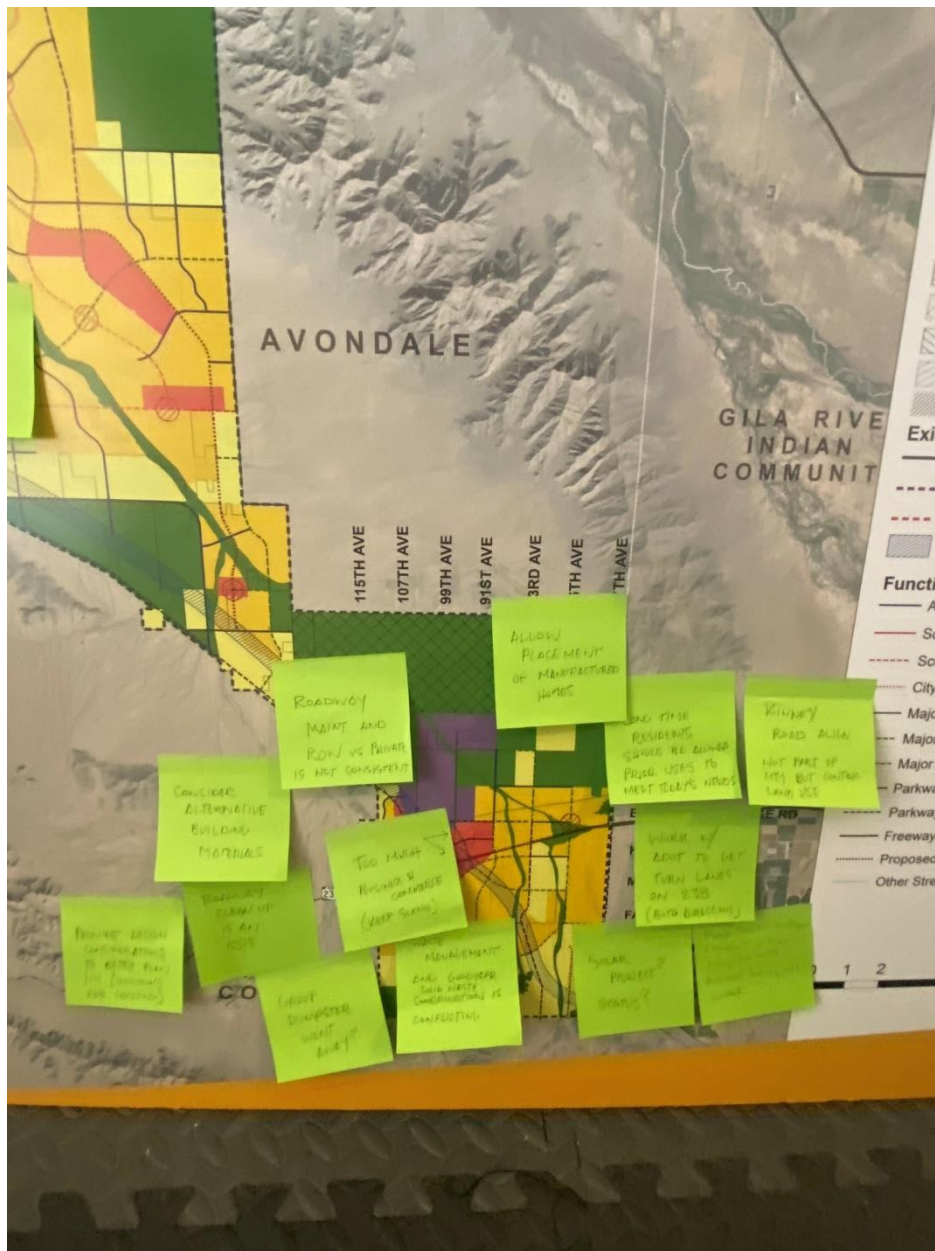
Land Use Categories	Items to Promote	Items to Discourage
 Open Space Provides areas where land, public or private, should be preserved for conservation or regionally significant recreational purposes.		
 Agriculture Provides areas where agriculture should be preserved for the foreseeable future. Agricultural uses may include supportive rural residential and accessory uses such as warehousing of equipment that is needed to support farming uses.		
 Scenic Neighborhoods Provides areas for the preservation and growth of neighborhoods that include large lots or cluster development with large open spaces and are more rural in character. Design is focused on preservation of open space areas and natural significant land features. Because of the rural nature and strong tie to natural resources, communities may provide less infrastructure and fewer amenities (e.g. sidewalks). Small-scale agricultural uses may be appropriate to serve the immediate surrounding area. Community and public facilities necessary to serve the area are also appropriate. Recreational activities and resorts may be appropriate in some areas.		
 Neighborhoods Provides areas for the growth and development of neighborhoods. Neighborhoods include a wide range of densities and housing products that suit the needs of existing and future residents. Residential densities in this category are wide-ranging, but the Development Standards guide where specific densities are suitable and the desired form of those residential densities. Neighborhoods are "complete neighborhoods" and also include public and community facilities that support and complement the neighborhood such as schools, places of worship, parks, public safety facilities, and commercial uses at appropriate intensities and locations.		
 Business & Commerce Provides areas for the growth and development of Goodyear's economic base including large areas for shopping and entertainment. This category includes uses such as community level retail, entertainment, service oriented businesses that are regionally significant (typically serving a trade area of 5-10 miles or larger). Business & Commerce includes uses such as, but not limited to, business parks, offices, warehouses, regional hospitals, high density residential that supports the area, and other light industrial uses that are also appropriate in certain areas. This category may also include public & community facilities.		
 Industrial Provides areas for more intensive business and employment uses which have a greater impact on surrounding land uses. Uses that are appropriate include office, industrial, and business parks. Supportive uses such as community & neighborhood commercial and public & community facilities are also allowed in the Industrial category, to the extent that they are needed to serve the primary uses within the category.		
 City Center Provides an area for the "downtown" of Goodyear. Integrated mixed uses are highly encouraged in this area. Urban residential and commercial uses, densities and intensities are highly encouraged in this area.		

Figure 17: Land Use Map Board Comments from Mobile



ROUND 2 COMMENT CARDS

The following comment cards were received during Round 2 of Community Workshops:

- Virtual Comments:
 - “The board members must understand their decisions impact everybody in Goodyear. Please maintain an open-mind and set aside your personal preference during this process. Thank you.”
 - “Our plan does not address the electrification of our economy. I believe that is our future for the next 30 years.”
 - “My primary concern about future development is to make sure the roads can handle the increased traffic that will be generated. ADOT pushing out 303 construction to the 2030's is not helpful for those of us living below I-10. Please keep this in mind.”
 - “Thank you for asking for input from us ordinary folks. I would be willing to participate in a live discussion if you have any of those in the future.”
 - “Goodyear is currently a very automobile-centric suburb, but it has some great foundations that can be utilized to turn into a walkable city. Existing trails along the canals, Bullard Wash, and HOA neighborhoods just need to be more strongly connected together, new development needs to create more pedestrian/bike only corridors, more shade trees should be planted along walkways, and commercial (shops, dining, and offices) needs to be more evenly distributed throughout the city to create walkable destinations. Younger generations are craving a walkable, sustainable city for the future. Goodyear can get there, but it needs to focus less on the old car-centric development and more on the person-centric development.”

TARGET WORKSHOPS

To further extend outreach efforts for the General Plan Update, Target Workshops were held over the course of this first phase and included many pop-up booth events, informational presentations, and stakeholder discussions. The following summarizes these targeted events.

CITY EVENTS

One area of focus for Target Workshops was City Events in coordination with the programming schedule. These pop-up booths targeted quick feedback exercises for the public and increasing informational awareness about the General Plan Update.

CITY HALL RIBBON CUTTING CEREMONY 8/1/22

The City of Goodyear hosted a Ribbon Cutting Ceremony and Grand Opening of the new City Hall in the morning of August 1, 2022. Various departments and City initiatives also had booths present at the event. Hundreds of residents were present and booth participants were invited to indicate planning priorities for Goodyear and to learn more about the General Plan. See **Figure 13** for the board results from this event.



Comment cards received from the City Hall Ribbon Cutting Ceremony included the following:

- We need more dog parks, The grass at Roscoe dog park is awful and tangles my dog's hair.
- Elderly housing, elder community main residence need improvement.
- Transportation for elderly unable to drive to healthcare appointments.
- New city hall is an incredible-great job, I would like to see a Main Street Concept with local restaurants and shops similar to Gilbert.

Comments on the Planning Priorities Board in relation to additional City Priorities included:

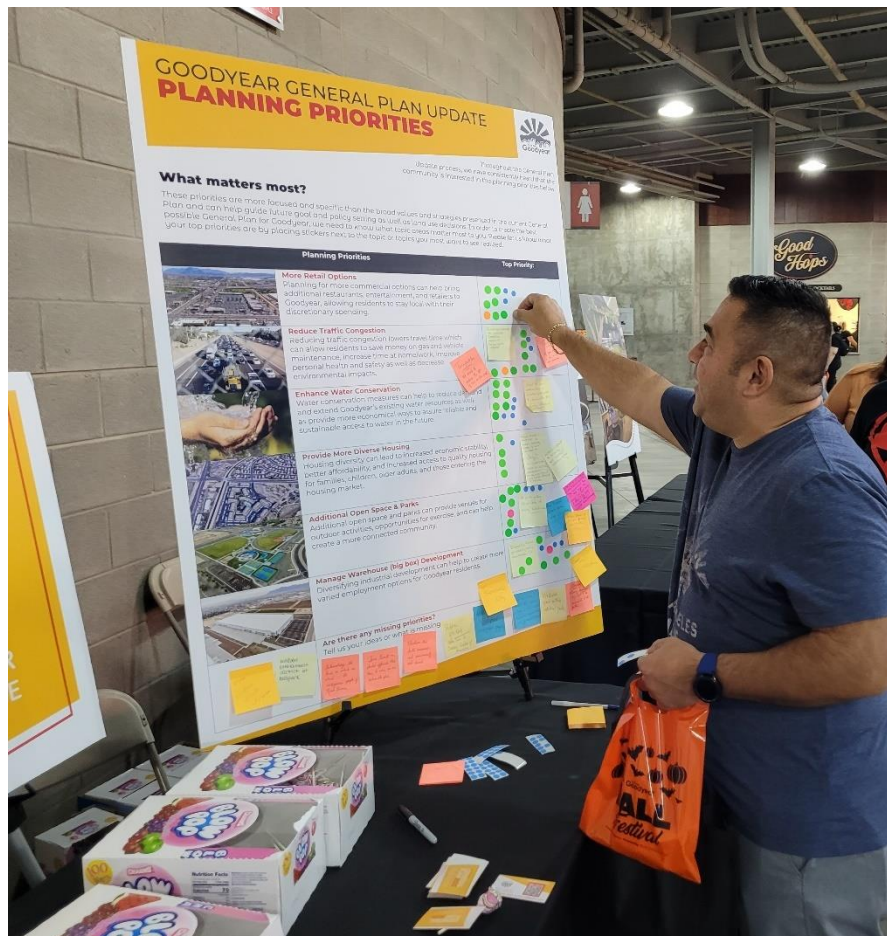
- Expand digital capacity fiber.
- Less build-to-rent development. More entry-level home options to purchase.
- More indoor options for activities.
- Add things like mini golf, batting cages, go-carts, kids' activities
- Dog park
- More pickleball courts
- Big mall
- More responsible growth! Carbon neutral goals
- Commercial kitchen spaces
- Outdoor entertainment
- Culture centers, art centers
- Increase sustainable efforts
- Improve mass transit
- More transit to the commute center like light rail.

FALL FESTIVAL 10/29/22

The City's Annual Fall Festival took place at the Goodyear Ballpark on October 29, 2022. Hundreds of participants attended to collect candy for the Halloween Season. Another General Plan pop-up booth was present with information about the project and the Planning Priorities Board. This same board was reutilized from Community Workshop #2 (See Figure 12).

Comments received in relation to missing priorities that were added included:

- Senior living without restrictions
- Widen/Add to Streets on major streets (i.e., Camelback Indian school)
- Sustainable city
- More Arts & Music
- Electric vehicle charging
- We need to address EV Charging Etc.
- We need to move towards the electrification of our economy



HOA PRESENTATIONS

Over the course of the project, major HOAs across the city were reached out to with promotional material and information to be sent out in newsletters, email lists, and HOA Boards. HOA Presentations were offered upon request by HOA communities who responded back with interest in learning more about the General Plan. Estrella and Palm Valley HOAs were also reached out to and given materials for inclusion into their local newsletters and mailings.

PEBBLECREEK PRESENTATION 11/16/22

An informational presentation on the General Plan was coordinated with the Life-long Learners Community Group in PebbleCreek. 35 people signed in and approximately 40 people attended. The presentation was followed with a brief question and answer session. Comment Cards received from the meeting are displayed below.

Comments received:

- Would like to have more information on current development that is underway
- Traffic control - Congestion with too many apts. Water Consumption, Price Plus, where new development is getting its water from. Property taxes, will they go up to support growth
- 10 years between plans is too long. It should be updated at least every 5 years. We are changing fast. Zoning – Setbacks requirements need to be increased all new development setbacks and landscaping around PebbleCreek and older communities as well as the large box warehouse buildings look great. Setbacks for apartments around the city center are nearly non-existing. The road is almost next to the buildings- very unattractive
- Zoning too many apartments and housing leasing development. Transportation shuttles or mass transportation at Sky Harbor. Healthy lifestyle minimize traffic encourages mass transit or dial a ride. Create more subdivisions to purchase a home opposed to apartments and house leasing. Goodyear airport needs to be explained and add a major airline.
- Excellent information presentation. Appreciate online resources. Excellent responses to questions. Motivates us to go online and provide feedback

PebbleCreek Republicans Meeting 1/5/2023

A follow-up presentation was requested for the PebbleCreek Republicans regular group meeting in January. Over 200 individuals were present. After the informational presentation, a brief question and answers session occurred.

PebbleCreek Democrats Meeting

A follow-up presentation was also requested by the PebbleCreek Democrats group and is tentatively scheduled for March 1st, 2023.

CANYON TRAILS HOA PRESENTATION 11/22/22

The General Plan Team Presented to the HOA Board of Canyon Trails at their regular November meeting. A brief Presentation was given followed by a question-and-answer session.

STAKEHOLDER MEETINGS

Various stakeholders were met with to provide information on the General Plan, gain input, and identify additional avenues for regional collaboration.

CITY OF GOODYEAR YOUTH COMMISSION MEETING 9/28/22

The General Plan Project Team presented at the City's regular Youth Commission Meeting in September. 12 high school students from across the City were in attendance. The informational presentation educated participants with an understanding of the General Plan and then guided them through a series of 5 discussion questions to get feedback. The questions and their feedback has been recorded below:

Where would you like to Play?

Students showed much interest in more live music/Entertainment and experienced based retail, less emphasis on traditional retail.

Comments received:

- Indoor recreation opportunities
- More places to eat and shop
- Westgate
- Rock climbing gym
- More experience-based retail/entertainment (smash rooms, Escape rooms, axe throwing)
- More things to bring the community together
- More community events
- Concert venue in Goodyear
- More outdoor trails and hiking
- Castles and Coasters
- Ziplines

How would you like to move?

Students had interest in personal cars, rideshares, and walking however significant interest in more bike, micro-mobility, and public transit infrastructure.

Comments received:

- Public transit: bus/rail needed
 - Not everyone can afford cars
 - More with greater density
- Cutting down traffic with transit and micro-mobility
- Bikeshare near grocery/schools
- Things are too spread-out
- Skateboarding
- Walking and biking will never go out of style
 - Heat concerns

- Helps with mental health
- Lyft and Uber will only get bigger
- electric scooters and bikes are great for those who can't afford bikes
- Use to get to get to school

What would you like to do for work?

Overall, there was great interest in tech, design, clean technology, and aerospace/aviation jobs.

Comments received:

- More tech jobs
- More small business jobs
- More environmentally conscious opportunities
 - Always room for growth
- City should target more design related jobs
- City should aspire for more jobs is aerospace/aviation

How would you like to live?

Overall students seemed to want a better balance of home types with an emphasis on smaller homes and higher density and designed for families.

Comments received:

- Apartments and density are a good thing to support growth, but more schools are needed
- Noticing the city has become busier crowded with growth
- Traffic congestion
- Townhomes preferred
- Smaller footprint housing
- More dense
- Family oriented nature of Goodyear today needs to continue catering to family housing
- Loft apartments
- More housing for community college students
- Smaller more dense homes (like Palm Valley Villas)
- Needing more workforce housing
- Acknowledging Goodyear's family-oriented nature, housing should also reflect the needs of families with single family housing.
- More space for tiny homes
- minimalist living
- Smaller footprint is better is for environment
- Wanting to preserve open space by creating more opportunity for tiny homes

What trends (big ideas) will shape our future?

Students were heavily focused on the impact of technology on social interactions.

Comments received:

- Social isolation due to technology. Need to find ways to detach from tech
- Much more “experience Retail”
- The future will be one of trying to detach from tech

EXTERNAL STAKEHOLDER ENGAGEMENT

The General Plan Team also met with the following stakeholder and community groups to discuss regional priorities and possible greater collaboration in the General Plan.

- Southwest Valley Chamber of Commerce 10/12/22
- Coalition for Farmland Preservation 10/18/22
- Rio Reimagined 11/9/22

ADDITIONAL MEDIA AND NOTIFICATION

Over the course of the project thus far, the project website has been a key source of information and notification to the public. The October issue of the InFocus Magazine featured a full page spread on the General Plan. The City has posted regular Social Media updates leading up to each round of public outreach. The General Plan mailing list consists of all members who subscribed for project updates on the website and in person at the various in person events totaling 180 individuals.

