

City of Goodyear General Plan Update

CITY COUNCIL WORKSESSION



City of Goodyear

GENERAL PLAN 2035

GROWING GOODYEAR
PLANNING OUR FUTURE



Michael Baker

INTERNATIONAL

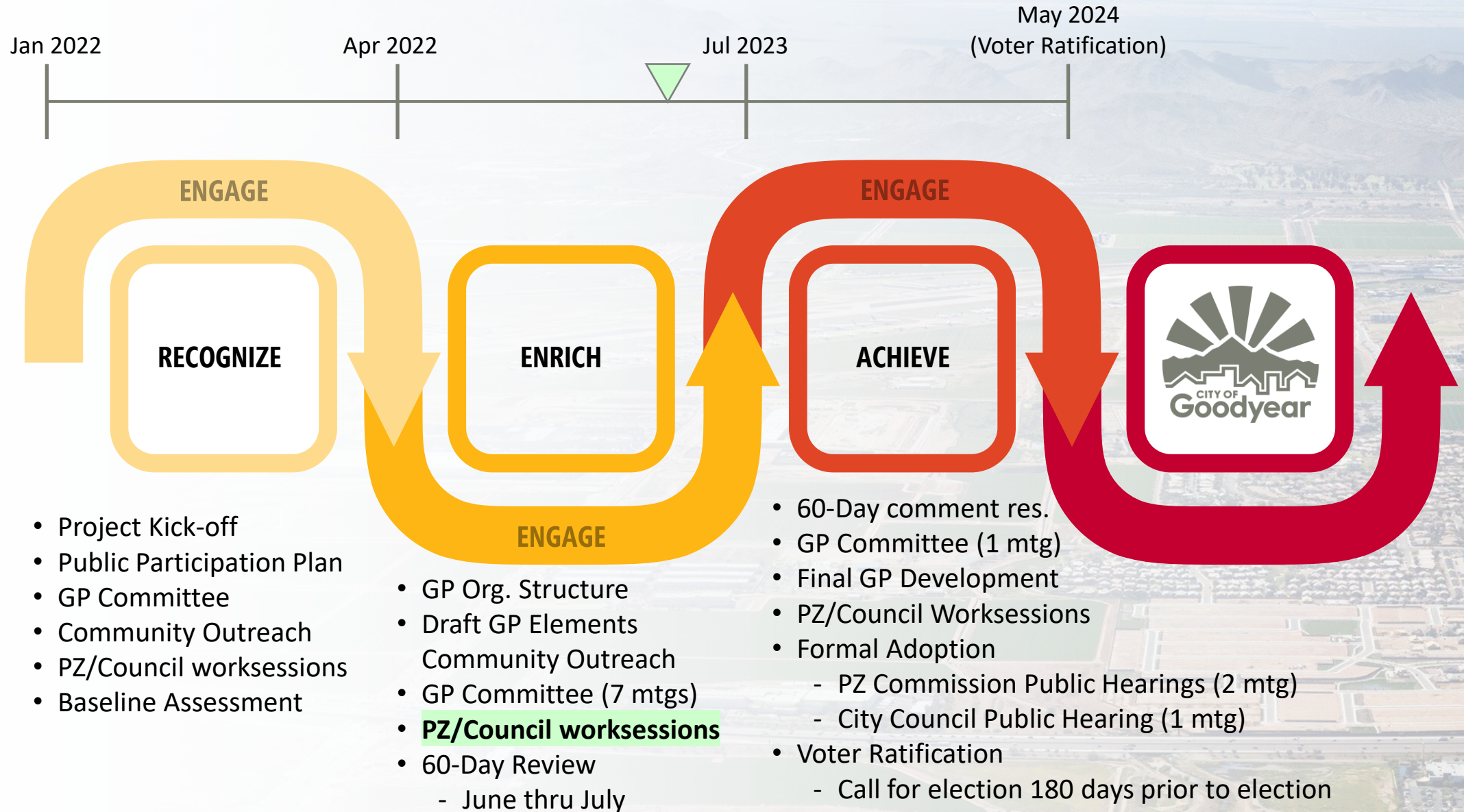
May 15, 2023

An aerial photograph of a city, likely Phoenix, Arizona, showing a mix of urban development, green fields, and a river. In the background, a range of mountains is visible under a clear sky. The image is used as a background for the presentation slide.

Discussion Topics:

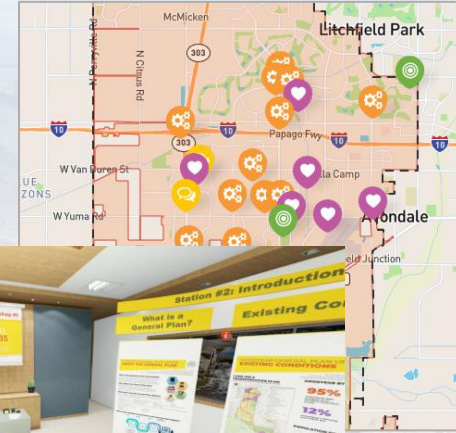
- **Project Process & Progress**
- **Community Outreach & Feedback**
- **General Plan 2035 – Approach & Outcomes**

General Plan 2035: Process & Progress



General Plan 2035: Community Outreach

- **General Plan Committee**
 - 18 members/ 7 meetings
- **Community Workshops**
 - In-Person (2 rounds – 3 locations + Mobile)
 - Virtual (all material made available online)
- **Target Workshops**
 - City Special Events - 5
 - HOA Presentations - 4
 - Youth Commission - 1
 - Stakeholders - 5
- **Supporting Outreach**
 - Project Website
 - Social Media Postings
 - InFocus Magazine



General Plan 2035: Community Feedback

Community Feedback

- Target Growth



- Preserve



- Reoccurring Themes

- Water Availability/Conservation
- Traffic Congestion
- Retail/Entertainment
- Housing Options & Placement
- Open Space & Parks
- Off-Street Trails/Connectivity
- Small/Homegrown Businesses
- Art & Culture
- Warehouse (Big Box) Development

GPC Feedback

- One Word Describes Goodyear

Diverse
Potential
Dispersed

New
Emerging
Vibrant
Serene/Peaceful

- Important Topics

Water
Education
Transportation

Infrastructure
City services
Housing/MF

- Physical Places for Improvement

"Downtown"
Gila River
Airport

Open Space
Roadways

General Plan 2035: Approach & Outcomes

Vision Statement:

“Goodyear is a safe, attractive, vibrant community that supports the diversity of its economy, environment, and people. We celebrate our cultural assets and invite development that creates memorable places of lasting value. Through smart public and private investments, Goodyear maintains a high quality of life for all to live, work, visit, and play.”

General Plan 2025 Vision Statement:

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

Fundamental Strategies:

What does Goodyear’s future look like if the General Plan 2035 Vision is achieved?

Goodyear is...

- Livable & Connected
- Inclusive & Diverse
- Healthy & Sustained
- Resilient & Safe
- Prosperous & Innovative
- Responsible & Accessible

General Plan 2025 Fundamental Strategies:

- Create Attractive Places and Diverse Destinations
- Develop a Physically and Socially Connected Community
- Expand the Parks, Open Space, Trails, and Recreation System
- Cultivate Art and Culture
- Advance Economic Opportunity
- Protect and Utilize our Assets
- Maximize Partnerships and Collaboration
- Foster a Sustainable Economy and Community

General Plan 2035: Approach & Outcomes

General Plan 2025 - Structure

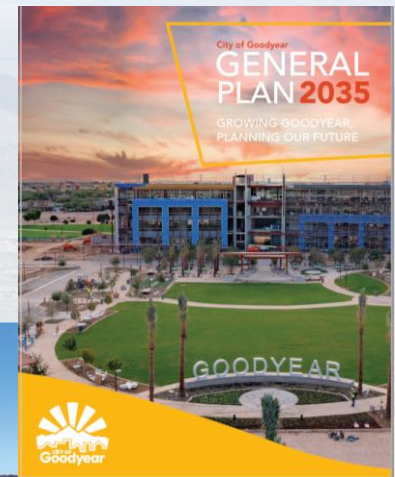
1. Introduction
2. Goodyear Profile
3. Vision & Fundamental Strategies
4. Community Goals
5. Physical Growth and Development
 - Goals, Objectives, Policies, Actions
6. Community and Cultural Development
 - Goals, Objectives, Policies, Actions
7. Economic Development
 - Goals, Objectives, Policies, Actions
8. Land Use and Transportation
9. Amendments and Public Participation
10. Implementation



General Plan 2035: Approach & Outcomes

General Plan 2035 - Structure

1. **Introduction**
 - Vision & Fundamental Strategies
2. **Goodyear Snapshot**
3. **Livable & Connected**
 - Goals & Policies
4. **Inclusive & Diverse**
 - Goals & Policies
5. **Healthy & Sustained**
 - Goals & Policies
6. **Resilient & Safe**
 - Goals & Policies
7. **Prosperous & Innovative**
 - Goals & Policies
8. **Responsible & Accessible**
 - Goals & Policies
9. **Design Standards**
10. **Administration & Implementation**
 - Actions



General Plan 2035: Approach & Outcomes

Spotlight Areas

- Make Water Resources/Conservation More Prominent
- A Balanced Approach to Housing (for All)
- Refine Growth Areas to Promote Retail/Entertainment
- Commit to Quality Design Practices
- Support Emerging Technology to Enhance Travel Options
- Better Control of Light Industrial in Business & Commerce Land Use
- Enhance Focus on Gila River/Open Space Preservation
- Align with Recommendations of Associated Parks & Recreation Master Plan and Transportation Master Plan

General Plan 2035: Next Steps

- Finalize General Plan 2035 – Public Review Draft (May 2023)
- 60-Day Public Review Period (June 1 – July 31, 2023)
- Community Workshop #3 (June 6-8, 2023)
- General Plan Committee Mtg #8 (Week of July 10, 2023)
- PZ Commission and Council Worksessions (Late Aug/Early Sep 2023)
- PZ Commission Review/Recommendation (October 2023)
- City Council Adoption (November 2023)
- General Plan Ratification – Special Election (May 21, 2024)

An aerial photograph of a city, likely Phoenix, Arizona, showing a mix of urban development, green fields, and a river. In the background, a range of mountains is visible under a clear sky. The image is used as a background for a presentation slide.

Comments & Responses

Thank You!