

City of Goodyear General Plan Update



City of Goodyear

GENERAL PLAN 2035

GROWING GOODYEAR
PLANNING OUR FUTURE



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INTERNATIONAL

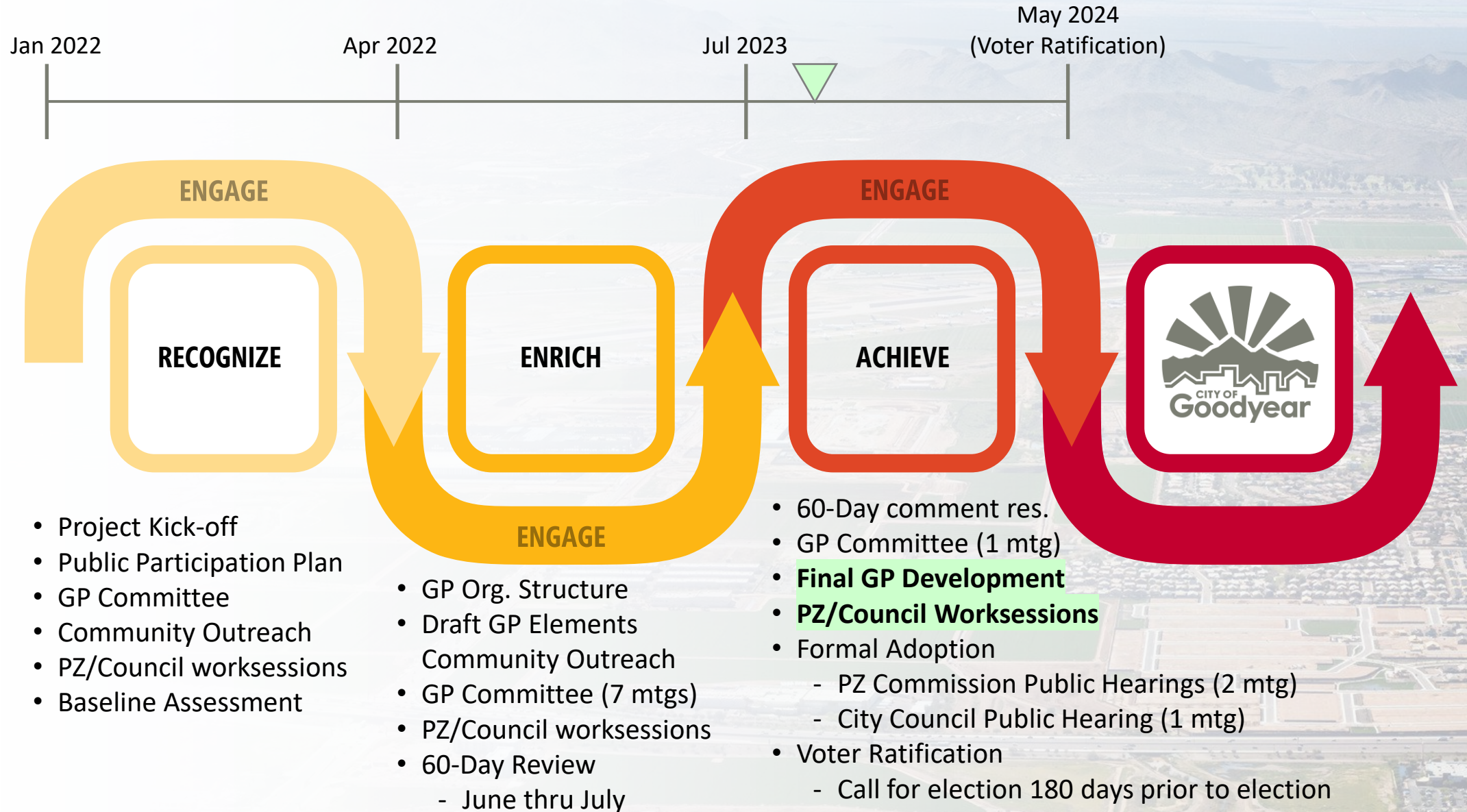
September 11, 2023

An aerial photograph of a city, likely Phoenix, Arizona, showing a mix of urban development, green fields, and a network of roads. In the background, a range of mountains is visible under a clear sky. The image is slightly faded to serve as a background for the text.

Discussion Topics:

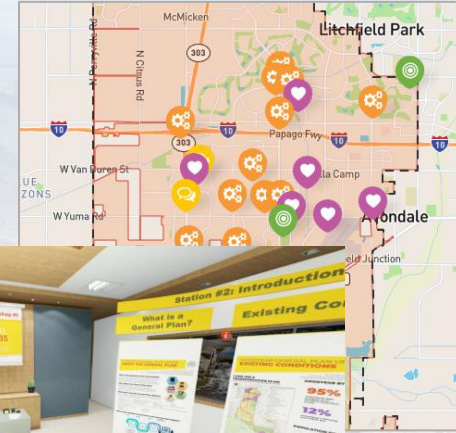
- **Project Process & Progress**
- **General Plan 2035 60-Day Review Draft**
- **60-Day Review Comments & Responses**

General Plan 2035: Process & Progress

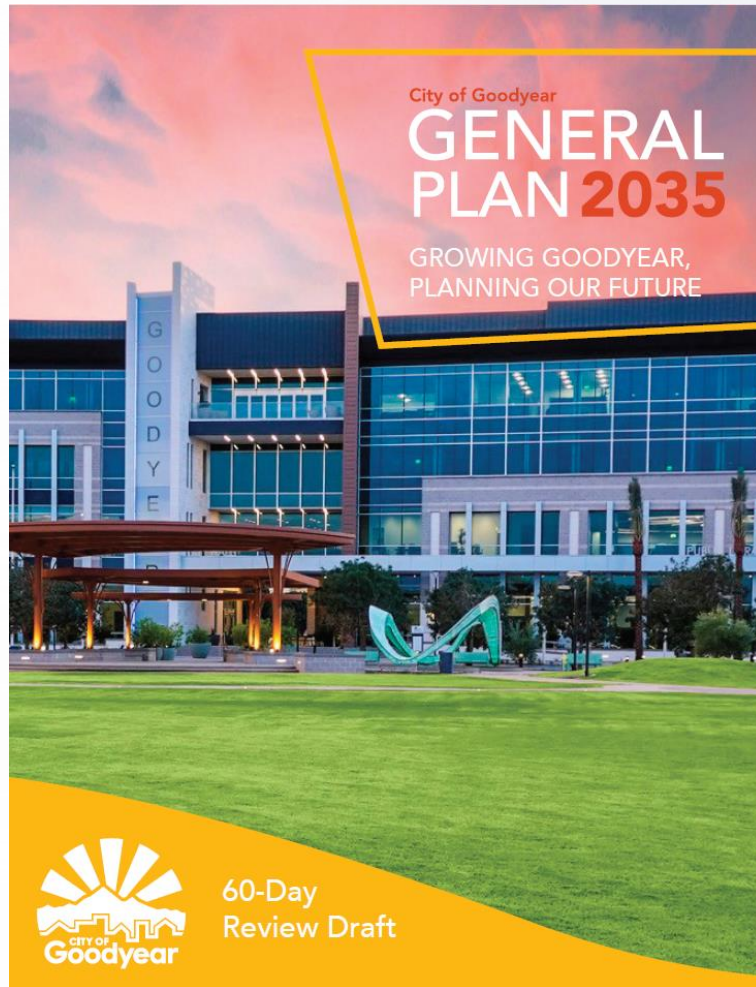


General Plan 2035: Community Outreach

- **General Plan Committee**
 - 17 members/ 9 meetings
- **Community Workshops (11)**
 - In-Person (3 rounds – 3 locations + 2 Mobile)
 - Virtual (all material made available online)
- **Target Workshops (20)**
 - City Special Events - 5
 - HOA Presentations - 5
 - Youth Commission - 1
 - Stakeholders - 9
- **Supporting Outreach**
 - Project Website
 - Social Media Postings
 - InFocus Magazine



General Plan 2035: Growing Goodyear, Planning Our Future



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.”

Fundamental Strategies

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



Livable & Connected

A Livable and Connected City creates an integrated framework for growth, development, and community design. Livability and connectivity manifests as complete neighborhoods that provide essential goods and services, multimodal transportation networks, a diverse array of public spaces, and a respect for neighborhood character that create memorable places and destinations.



Resilient & Safe

A Resilient and Safe City reduces risk and improves the ability of individuals, neighborhoods, economic systems, and our natural and built environments to withstand, recover from, and adapt to natural hazards, human-made disasters, and economic shifts. It creates the foundation for a dependable water future and supports responsive public safety and emergency services across the city.



Inclusive & Diverse

An Inclusive and Diverse City welcomes and accommodates people of all walks of life. It capitalizes on our existing unique assets and fosters a strong cultural identity. It also preserves and expands access to housing for all phases of life and promotes environmental justice.



Prosperous & Innovative

A Prosperous and Innovative City leverages growth to benefit the livelihoods and economic opportunities of all residents. It develops diverse employment opportunities that are well-matched to residents' skill levels, expanding access to higher education and job-training for all, and supporting innovative entrepreneurs and small businesses that cater to residents and visitors.



Healthy & Sustained

A Healthy and Sustained City incorporates environmental protection and stewardship to improve public health for all. It addresses access to healthy food, health services, and recreation. In the context of our environment, it plans for adaptability and mitigation across both our physical and social assets.



Responsive & Accessible

A Responsive and Accessible City provides high quality municipal services and infrastructure in a manner that sustains the long-term fiscal wellbeing of the city along with preserving robust opportunities for citizen participation and engagement at all levels of government.

Required Elements

General Plan Goals		Required Elements												Elective Elements			
		Land Use	Growth Area	Circulation & Bicycling	Open Space, Parks, & Recreation	Housing	Rehabilitation & Redevelopment	Environmental Planning & Conservation	Water Resources	Energy	Public Services, Facilities, & Buildings	Safety	Cost of Development	Economic Development & Tourism	Arts & Culture	Education	Health
Livable & Connected																	
Goal LC-1	A compatible mix of land uses that foster a high quality of life in a distinctive way that is unique to the City.	●	●	●		●	●	●	●					●			●
Goal LC-2	A stable approach to growth that is well managed and distributed to meet or exceed the quality of existing development and equitably address the needs of existing and future residents, businesses, and visitors.	●	●	●									●				
Goal LC-3	A community with diverse destination centers to meet resident, workforce, and visitor needs.	●		●		●								●			
Goal LC-4	All areas of Goodyear become complete neighborhoods	●		●	●	●	●				●				●	●	●
Goal LC-5	A community that distinguishes itself through its high-quality character and design	●		●		●	●				●	●		●	●		
Goal LC-6	A connected community with a multimodal transportation system that meets the needs of its residents, workforce, and visitors.	●	●	●	●	●		●			●	●	●	●			●
Goal LC-7	A well-functioning transportation system that manages accessibility, reliability, efficiency, and safety.	●	●	●	●	●					●	●					●
Goal LC-8	A community that supports regional and interagency transportation planning collaboration.	●	●	●	●							●	●	●			

General Plan 2035: 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

60-Day Review Comments

Overview

- **Conducted:**
 - June 1, 2023 thru July 31, 2023
- **Comments solicited from:**
 - Government Agencies (Local, Regional, State)
 - Stakeholders (HOA's, non-profits, landowners)
 - General Public (residents, businesses)

60-Day Review Comments Received

- **Government Agencies (7)**
 - **Stakeholders (3)**
 - **Public Comments (25+)**
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- **Government Agencies**
 - Arizona State Land Department
 - Arizona State Historic Preservation Office
 - Maricopa Association of Governments
 - Maricopa County Air Quality Department
 - Maricopa County Department of Transportation
 - City of Phoenix Aviation Department (GYR Airport)
 - Luke Air Force Base
 - **Stakeholders (Developers)**
 - Amaranth LLC
 - TerraSante
 - Estrella
 - **Public Comments**
 - Community Workshop #3
 - June 6: Estrella Foothills HS
 - June 7: Goodyear Recreation Campus
 - June 8: Mabel Padgett ES
 - ~70 total attendees
 - July 13: Mobile (Maricopa Library)
 - ~25 attendees
 - Submitted Comments (online)
 - 25 comments received
 - Mostly positive in nature

60-Day Review Comment Themes

- Government Agencies

- Minor text edits
- Minor data and/or report reference updates
- Provisions for protecting Luke AFB

- Stakeholders (Developers)

- Minor adjustments to align with current entitlements
- Clarification on trail and roadway alignments/classifications

- Public Comments from In-Person/Online

- Support water emphasis
- Housing Affordability & Diversity Type (+/-)
- Quality not quantity development (Goodyear character features)
- Enhance Village Center guidance to reflect City Center
- Traffic Congestion & Safety/Mobility corridors
- Connectivity & Grocery Options South of the Gila River
- Scalloped streets
- Routing of the 303 near Estrella
- Preservation of historic neighborhoods in Goodyear
- More pickleball
- Multimodal Transportation Options – Bike, Transit, WeRide, and trail Expansion
- Commit to wellness and healthy food options
- Consider “carbon-free” energy rather than “renewable energy”
- Manage warehouse development (less big box/more office jobs)
- Address excessive heat and heat islands

General Plan 2035: Next Steps

- **PZ Commission - Public Hearing 1 (Review):** October 18, 2023
- **PZ Commission - Public Hearing 2 (Recommendation):** October, 25 2023
*Alternative Site
- **City Council Public Hearing (Consideration):** November 13, 2023
- **General Plan Ratification (Special Election):** May 21, 2024

An aerial photograph of a valley with mountains in the background. The image is faded to serve as a background. On the left side, there is a yellow decorative shape with a red outline. The text "Comments & Responses" is centered in the upper half of the image.

Comments & Responses

Thank You!