

City of Goodyear

GENERAL PLAN 2035

GROWING GOODYEAR,
PLANNING OUR FUTURE



Public
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City of Goodyear General Plan 2035

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A large, three-dimensional, metallic silver 'GOODYEAR' sign is the central focus, mounted on a low wall. In the foreground, there are several tall, thin stalks of white flowers and a dense bed of red flowers. The background shows a clear blue sky and some green trees.

GOODYEAR

Introduction

Goodyear Sign at Goodyear Civic Square



Goodyear is an active, thriving, and welcoming community anchored around passionate residents, strong neighborhoods, and exceptional physical and natural amenities. This General Plan provides an opportunity for Goodyear to pause, consider challenges and opportunities, and chart a refined course toward greater prosperity. Building on feedback obtained through a robust citizen engagement process, this plan reflects the community vision for the future and is intended to provide direction through the year 2035.



It's a Great Time to be in Goodyear!

Goodyear has been one of the fastest-growing cities in the country in recent years. This growth has established Goodyear as a vibrant and desirable city. From the exceptional people that call Goodyear home, to the award-winning communities that establish a foundation of quality, to the high caliber employers that bring opportunity, to the expanding recreational amenities, it truly is a great time to be in Goodyear!

While there is much to celebrate about Goodyear, there is more work to be done to secure an even brighter future. Managing the city's continued growth and water resources, being a home for everyone, supporting a thriving arts and cultural scene, sustaining quality infrastructure and amenities, enhancing existing neighborhoods, and addressing social and economic needs are very important to Goodyear's future. Overcoming these challenges requires strong and effective local government. Having this kind of highly capable city is vital to ensuring Goodyear enjoys the highest possible quality of life.

The 2035 General Plan conveys where and how Goodyear can best progress: what places can best support growth, what places need thoughtful reinvestment, and what types of development we want throughout the city in the future. The Plan builds on the city's past and current strengths, respects who and what makes Goodyear a great city, and is organized around the community's shared vision and fundamental strategies.

What is a General Plan?

The Goodyear General Plan is an important tool with a long-range outlook to guide planning and development in a way that reflects the overall vision of the community. As established by Arizona Revised Statutes (ARS §9-461.05), the primary purpose of a general plan is to institute guiding policies for the management and future growth of the city across a series of required elements (i.e., topics). It serves as the foundation for land use and zoning decisions and provides an ongoing framework for public investment and private development. Perhaps most importantly, the Plan is shaped by extensive community engagement and is a reflection of the community's desired vision over a twenty-year planning horizon, with a closer focus on priorities and actions for the next ten years. The City of Goodyear's last General Plan update was completed in 2014. This state-mandated update process was conducted in conformance with all statutory requirements as outlined in ARS §9-461.06.

How will the Plan be used?

Goodyear's 2035 General Plan is a policy document used by city leaders and staff, developers, business owners, and residents to inform and guide land use and policy decisions.



As Used by City Staff

The Plan references and builds on the existing plans of city departments and community partners. city staff will consult it when reviewing changes to development ordinances, rezoning requests, and making recommendations for facilities, services, and capital improvements. Department heads will use the Plan to inform the preparation of work plans, budgets, and capital improvement.



As Used by City Council

City Council will use the Plan as a guide when making decisions so that the long-term vision for the city is a consistent point of reference.



As Used by the General Public

Residents will be able to refer to the Vision Statement, Goals, Policies, Actions and illustrative maps for assessing the potential for growth in individual areas across the city and when addressing a particular proposal or other matter before the City Council or appointed boards or commissions. As a common point of reference, the Plan will foster better discussion of the positive aspects of growth and development as well as concerns about the impacts select changes can place on Goodyear.



As Used by Appointed Boards and Committees

Members of appointed boards and committees will be able to use the Plan to carry out their work and mission. Some boards, such as the Planning and Zoning Commission, will more regularly consult the Plan for guidance in decision-making.



As Used by Other Agencies and Partners

A wide variety of Goodyear's partners, including non-profits, businesses, the education community, Luke Air Force Base, the County, and nearby municipal governments, can use the Plan to identify and implement mutually supportive goals.



As Used by Development Interests

Developers, property owners, builders, and others involved in contributing to Goodyear will be able to consult the Plan to develop projects and site plans in a manner that considers the larger context, rather than focusing solely on their individual sites. The Plan will create a starting point for conversation about important issues and questions that will be considered when making decisions about land use changes.

Relationship to Other Plans

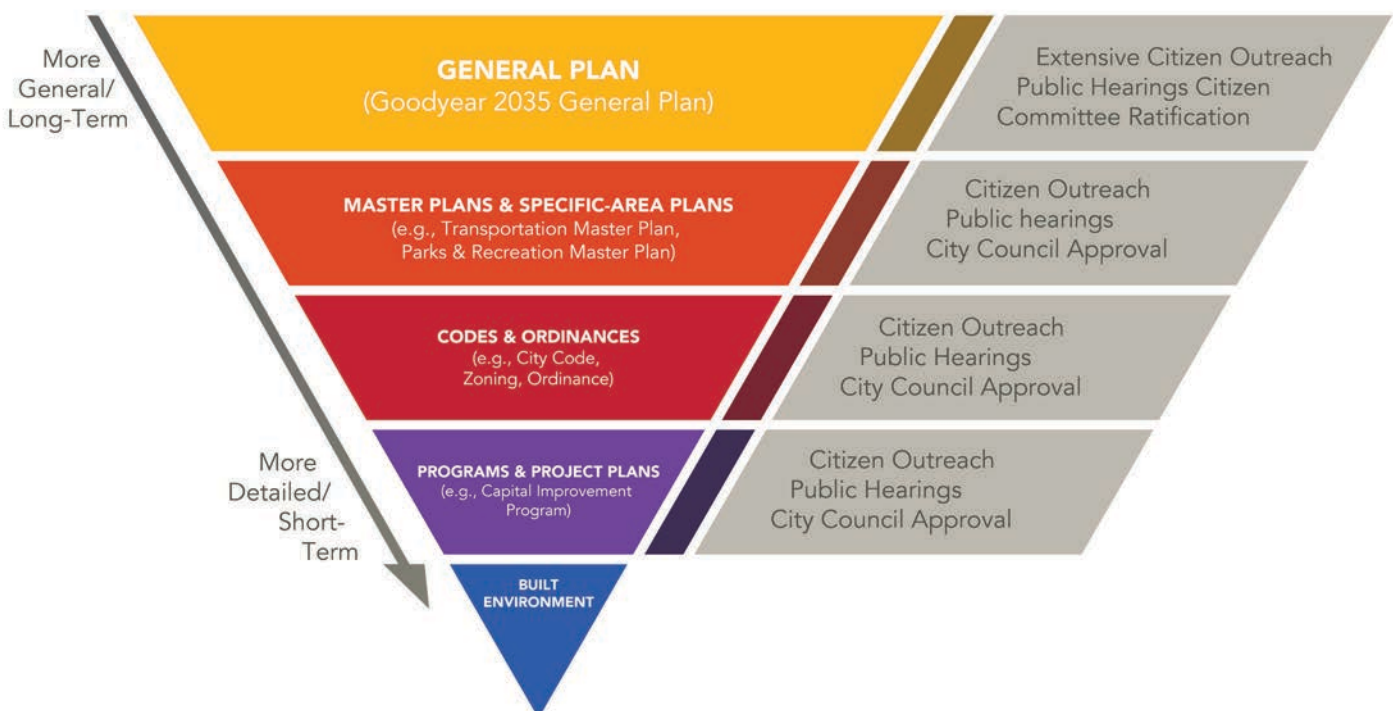
The General Plan references other plans that provide additional detail and guidance on a particular topic or geographic sub-area. These plans are meant to work together to further implement the community's vision. The following graphic describes the relationship between the General Plan and these other plans.

- Master Plans, such as the city's Parks and Recreation Master Plan or Transportation Master Plan, take the General Plan a step further for a specific topic by providing additional detail, setting priorities, and identifying funding sources. Sub-area plans (or specific area plans) are similar to master plans but provide additional detail for a specific geographic area rather than a topic.

The Transportation Master Plan and Parks and Recreation Master Plan were created concurrently with the General Plan. This allowed these documents to be created in conformance with the Goodyear 2035 General Plan and vice versa.

- Codes and ordinances, such as the city's Zoning Ordinance or Municipal Code, begin to implement the plans by creating regulations and standards.
- Program and project plans, such as a recreation program, a development site plan, or the Capital Improvement Program (CIP), provide specific and detailed actions or programs and improve the built environment (such as a built roadway).

Figure 1.1. **How the Planning Process Leads to the Built Environment**



Public Engagement Overview

Public input is foundational to the General Plan. As part of this update process, outreach was conducted over a year encompassing multiple in-person and virtual engagement opportunities, stakeholder interviews, and community presentations. For a more comprehensive overview of public outreach, please view the Public Outreach Summary Document.

Community Workshops

The public engagement for the general plan update was conducted over three phases. Each phase was comprised of 3 in-person workshops in three separate locations across the city: north Goodyear, central Goodyear, and south Goodyear. Two additional workshops were conducted in the far southern Planning Area for the community of Mobile. Each workshop was conducted in an open house format with interactive board activities to get input from the public. Each phase had a social media campaign, meeting notifications, and a virtual workshop component that made all in-person materials available online with opportunities to give feedback. Throughout the plan's development, the General Plan website was a one stop shop for project updates, upcoming events, relevant documents, virtual engagement opportunities, and General Plan Drafts.

General Plan Committee

The General Plan Committee was a group of 17 community members appointed by the City Council who represented different neighborhoods, industry sectors, employers, businesses, and faith leaders in Goodyear. The committee gave direct input and guidance into the direction of the plan development. Over the past year, various topical presentations on general plan elements gave a deeper dive into the plan and allowed the committee to provide input to inform the direction of the plan update.

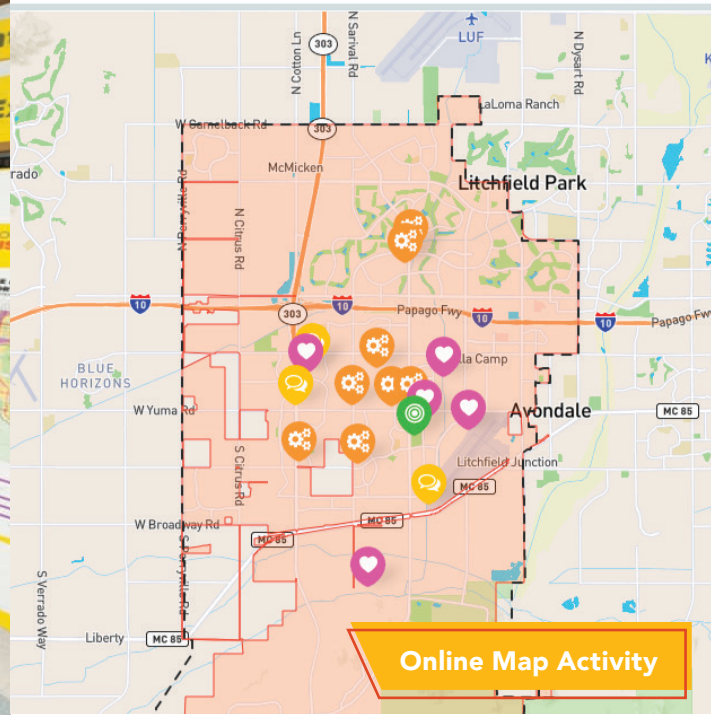


Virtual Community Workshop #1



Virtual Engagement

Drag to comment > Target Growth Needs to be Improved Preserve Other Comments or Questions



Online Map Activity

Staff

A General Plan Kickoff Summit was held on February 2, 2022 and brought the city's executive leadership team together to initiate the plan's development. Senior leadership from every department was present to give input and status updates for their respective departments. Staff was also interviewed following the summit to provide a more in-depth overview of their department's existing status, needs, challenges, and future plans. A half-day Planning Staff Charrette was also held on June 22, 2022 with hands-on activities for working through land use components of the General Plan.

Stakeholder Meetings and Community Presentations

During the General Plan's development, the project team also presented to the Southwest Valley Chamber of Commerce, the Goodyear Youth Commission, the Arizona State Land Department, Rio Reimagined, and the Coalition of Farmland Preservation. Community presentations were further given to multiple Home Owners Associations (HOAs) across the city and informational pop-up booths at large city events were used to raise awareness of the plan.

Mobile Elementary School



Fall Festival



Maricopa Library



Goodyear Recreation Campus



Estrella Foothills High School



City Hall Ribbon Cutting Ceremony

Community Workshops & Event Pop-Ups



COMMUNITY 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 Structure

In order to create a General Plan that is successful and meaningful, the vision of the community must be central to the process and outcomes. This understanding is at the heart of the Goodyear 2035 General Plan. Emerging from robust community engagement efforts, a unifying vision statement and guiding fundamental strategies were developed that are true to Goodyear's desired future yet are equally rooted in the current needs of the city and its citizenry today. As Goodyear continues to grow and welcome newcomers, it will be critical to uphold these foundational qualities to maintain a high-quality future and city that residents call home. The overall approach to achieving this end is established within the structure of this General Plan which is described in this section.

Community Vision

A vision statement describes where the community of Goodyear wants to be in the future based on community values and aspirations. The direction provided in the General Plan supports the collective vision statement, which is stated above and was developed by the General Plan Committee based on broader community input.



Fundamental Strategies

During the course of the General Plan revision process, six fundamental strategies emerged to guide the city's efforts to achieve the community's expressed vision. The following expresses these strategies in greater detail:

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.



Systems Approach

In addition to supporting the achievement of the community vision, this plan's six Fundamental Strategies also function as the organizing framework for General Plan 2035.

Rather than independent stand-alone chapters as is found in most General Plans, the various Arizona Revised Statutes (ARS) required elements (i.e., land use, growth, circulation, open space and recreation, growth areas, revitalization and redevelopment, neighborhood preservation, environmental planning, water resources, conservation, energy, public services and facilities, public buildings, housing, safety, and cost of development) of the General Plan are actually complex systems that comprise interrelated relationships that can yield multiple outcomes when applied in different capacities across the city, ultimately, influencing how Goodyear performs overall. For example, providing active transportation (i.e., sidewalks, bike lanes, trails, etc.) options closely aligns with circulation, but these facilities also can help to reduce total vehicle miles traveled in a community which helps the environment and individual health of those who use the facilities.

The Fundamental Strategies were selected by the General Plan Committee to organize this General Plan because they were found to be more dynamic, comprehensive; and more accurately reflective of the desired priorities of the community than the static elements mandated by State Law. Each Fundamental Strategy includes community-driven goals and policies that bring the required elements of the Plan together to facilitate coordinated action across city departments and the community as a whole.

Where to Find More

Goal & Element Matrix

To further see how each chapter, and their associated goals, address each element required by State Law, see the Element and Goal Matrix provided in Chapter 10 – Implementation and Administration.

Glossary of Terms

For a comprehensive list of terms, acronyms, and their respective definitions, see the Glossary in the General Plan Appendix.

Navigating the Plan

To guide the application of this General Plan as an indispensable decision-making guide within the city, this document is organized into ten interrelated parts that individually and collectively contribute to Goodyear's vision.

Chapter 1: Introduction

This chapter describes the planning process and vision, highlights the purpose of the plan, and summarizes public involvement.

Chapter 2: Community Snapshot

This chapter provides a detailed summary of the demographic and socio-economic composition of the community. By analyzing past and current datasets for the community, this section helps ensure the Plan is grounded to key issues and focus areas within the city.

Chapters 3-8: Fundamental Strategies

Each Fundamental Strategy (Livable & Connected, Inclusive & Diverse, Healthy & Sustained, Resilient & Safe, Prosperous & Innovative, Responsive & Accessible) is captured within a dedicated chapter that provides specific planning considerations related to the strategy. The chapters then outline foundational goals and policies that will be used to guide decision making and ultimately achieve the overall desired community vision. As applicable, select chapters also include fundamental frameworks which detail important topics or plans (i.e., maps) that play a key role in applying the strategies, goals, and policies of the General Plan.

Chapter 9: Development Standards

This chapter provides detailed development standards that establish the expectations of how growth shall occur within each Land Use category. This chapter should be referenced when seeking clarity on the specific type of development that may occur within each Land Use category.

Chapter 10: Implementation & Administration

This chapter provides a matrix that details how Plan goals address the ARS mandated elements, highlights specific actions that should be undertaken to support the implementation of the General Plan, provides metrics that can be used to track the progress of the plan, and details Plan amendment criteria.

How to Use This Document

A helpful guide to understanding the key components of this Plan:

Fundamental Strategy

This heading identifies the Fundamental Strategy that the following listed goals will help to achieve.

Goal Identifier

This is the unique code for referencing the specific Goal

Goal Title

This text provides the overarching General Plan Goal in a short format

Goal Statement

This text builds upon the Title to further clarify the intent of the Goal

Policy Identifier

This is the unique number for referencing the specific Policy under the Goal. The complete Policy reference includes the prefix of the Goal identifier: i.e., "Policy LC-1.1" or "Policy LC-1.2" etc.

Policy Statement

The Policy Statement provides the text to guide city decision making

Livable & Connected Goals



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, where impacts from emerging market trends are addressed in a manner that creates livable and safe neighborhoods, coupled with a strong supporting economy.

A balanced land use plan is critical for achieving a livable City. The diversity and hierarchy of land uses should be versatile to respond to the desired community vision and needs now and into the future. As Goodyear continues to mature as a City, enhanced and expanded housing, retail, employment, recreation, entertainment, and cultural opportunities are paramount to becoming a community where citizens can live, work, and play. These opportunities will increase quality of life and also help to increase tax revenue, contributing to the long-term social and fiscal sustainability of the City.

1

Continue to plan for a mix of urban, suburban, and rural residential and non-residential development based on the needs of different areas within Goodyear. Clearly articulate these intended distinctions through adopted land use categories and supporting regulations to increase predictability for residents, property owners, and investors about intended future land use patterns in a given location. Consider development constraints when evaluating future land use plans to ensure proposed uses can be implemented without creating unintended conflicts.

2

Determine transition zones, between rural and more urban areas, between developed areas and sensitive open space or conservation areas, between commercial and residential areas, and establish regulations that support appropriate transitions in character of development and neighborhood compatibility in these areas.

3

Ensure the mix of land uses and zoning which will ensure a diversified employment base and stable revenue stream now and in the future or at other times when growth may be limited.

4

Designate lands near important assets (Loop 303, I-10, fiber-optic lines, Phoenix- Goodyear Airport) for employment for appropriate and complimentary employment uses.

5

Promote higher residential densities near and within the Civic Square, along the McDowell Road/Interstate 10 commercial corridor, the future Loop 303 corridor south of I-10, and near transit stations.



Each Fundamental Strategy that is described in this Plan is further conveyed through a series of components that consist of: goals, policies, and frameworks, which provide more detailed steps that lead to the implementation of the plan. These individual components are further described as follows:

- **Goals** are high-level statements of desired future outcomes. They are intended to reflect community input and state the Plan's intent as clearly as possible.
- **Policies** are more detailed statements intended to guide city decision-making in a manner that achieves their applicable General Plan goal.
- **Frameworks** play a key role in applying the broad strategies, goals, and policies of the General Plan. They display map-based information and discuss specific initiatives across various subject areas such as land use and circulation, growth areas, and parks and open space. These frameworks further indicate Goodyear's intent for where and how it seeks to direct development and manage growth within Goodyear's planning area.

Where to Find More

Action Items

Chapter 10 Implementation & Administration lists a series of Actions that act to implement the individual policies throughout the General Plan. Actions act as the city's checklist for implementation and the metrics for measuring the success of the General Plan.

Indicators Matrix

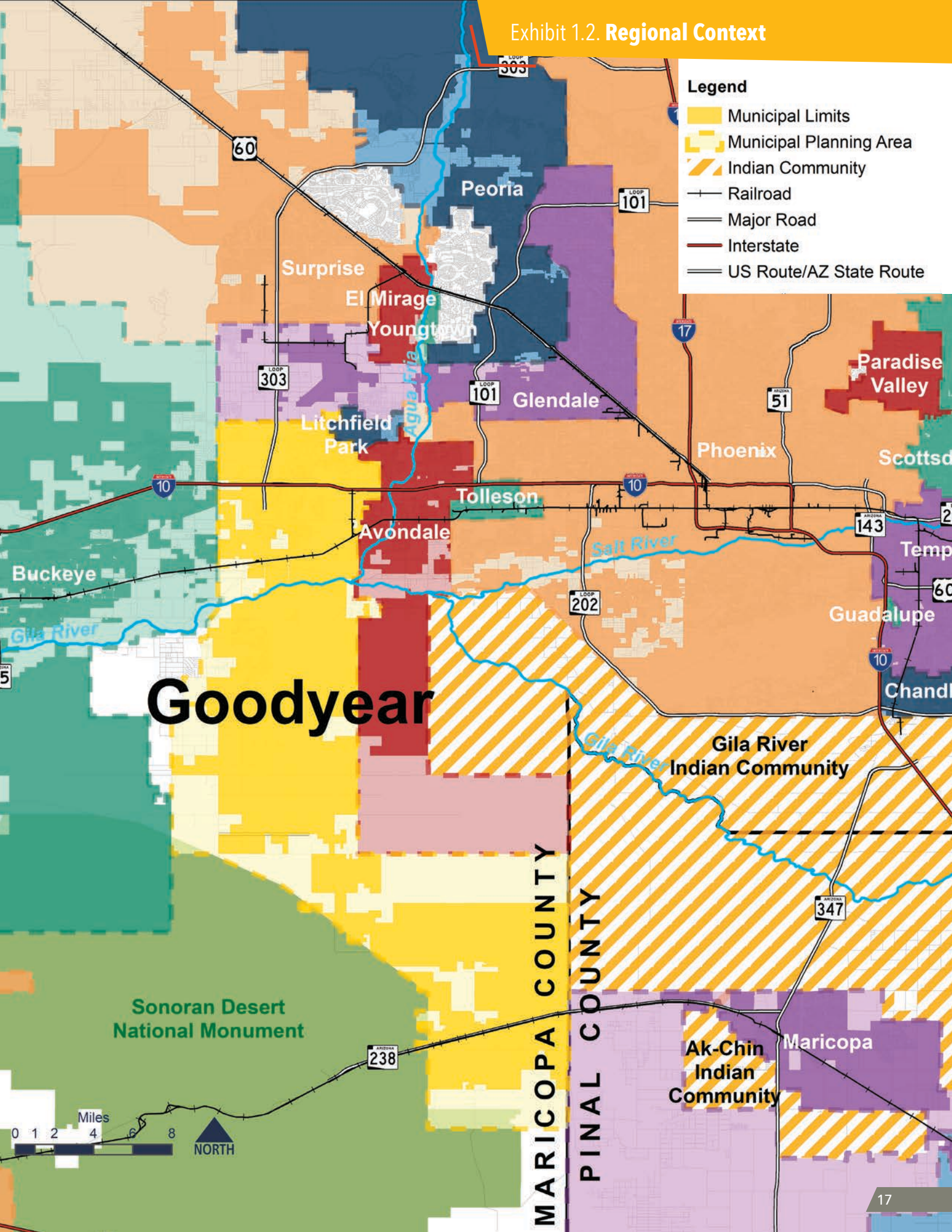
Chapter 10 Implementation & Administration also provides a comprehensive matrix that includes a detailed list of various indicators that can be used to track the progress of plan implementation.



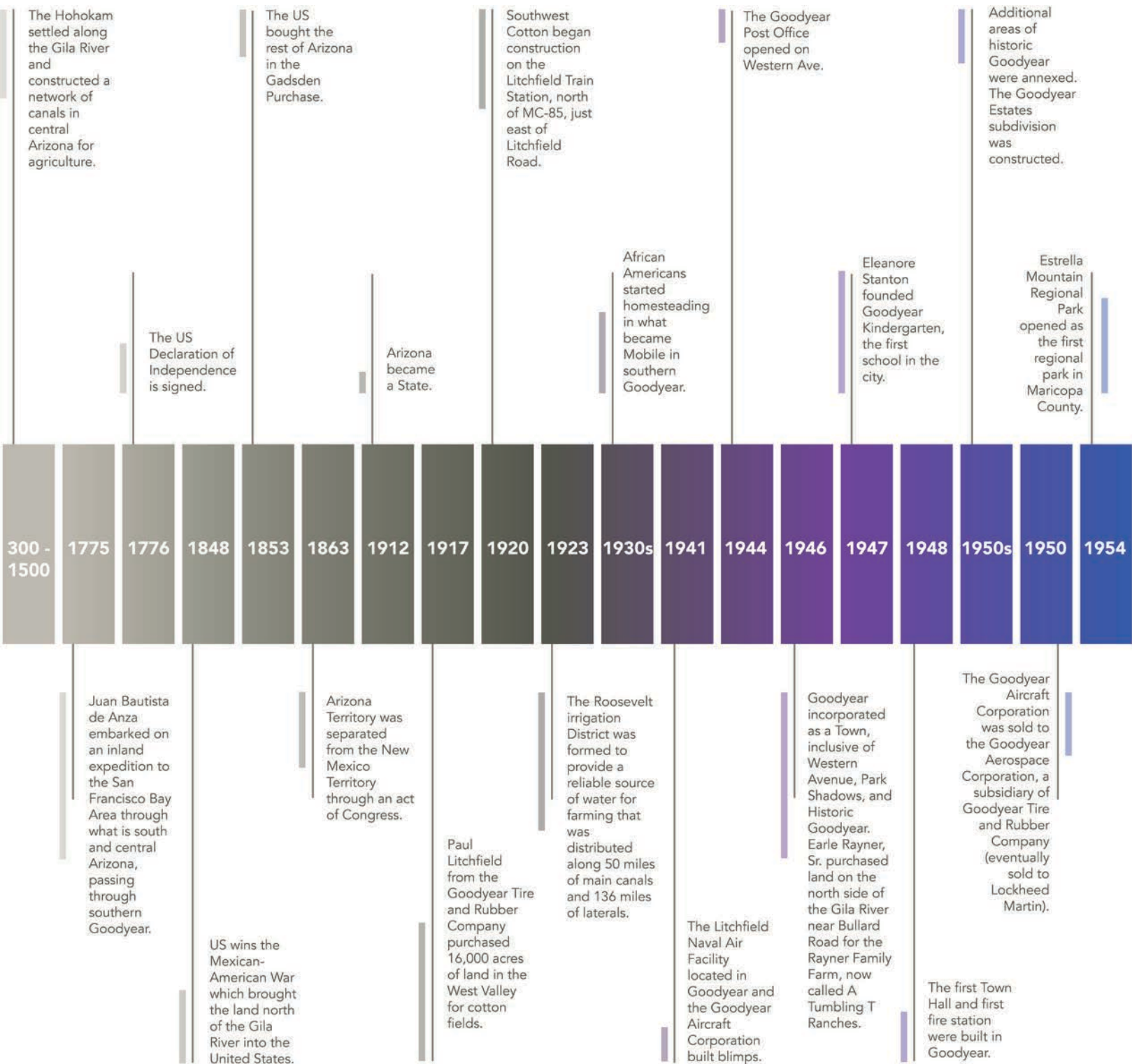
Regional Context

The City of Goodyear is located in the southwestern Phoenix Metropolitan Area in Maricopa County. Nestled against the western foothills of the Sierra Estrella, Goodyear extends across Rainbow Valley to the outskirts of Sonoran Desert National Monument to the southwest and includes the rural area of Mobile to the south. The Cities of Avondale and Buckeye frame Goodyear to the east and west. The City of Glendale and City of Litchfield Park are located to the north and northeast. The Gila River Indian Community and the City of Maricopa in Pinal County are to the east and southeast. The Gila River passes through the northern part of the city and the Waterman Wash transects the southern portion of the city.

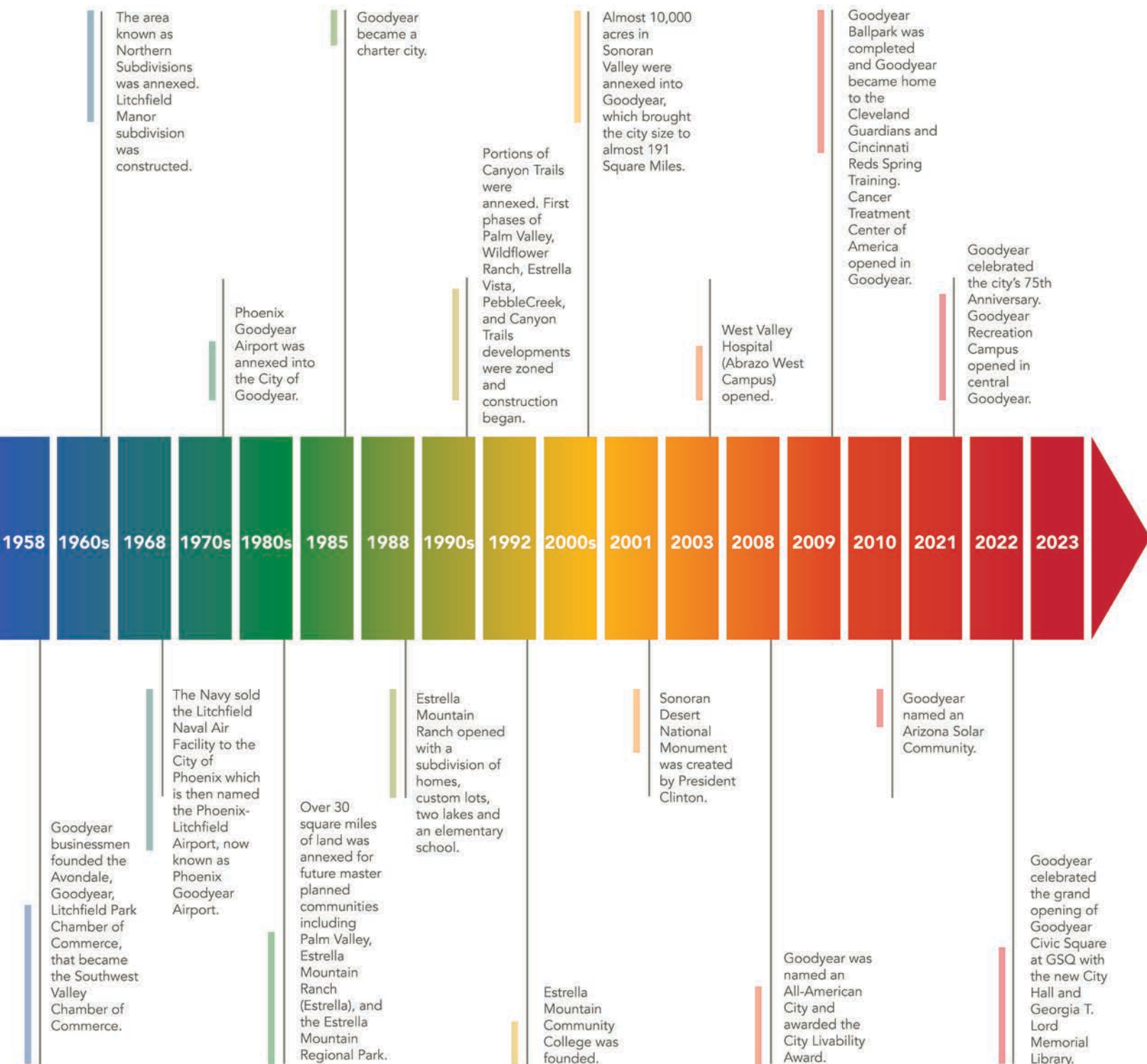
Exhibit 1.2. Regional Context



History



Originally founded as an agricultural community in 1917 by Paul Litchfield of the Goodyear Tire and Rubber Company, the Egyptian cotton grown here was used in the manufacturing of Goodyear tires. Goodyear later became a location of military operations when blimps were manufactured in Goodyear during World War II. Goodyear was incorporated as a town in 1946 and became a charter city in 1985.



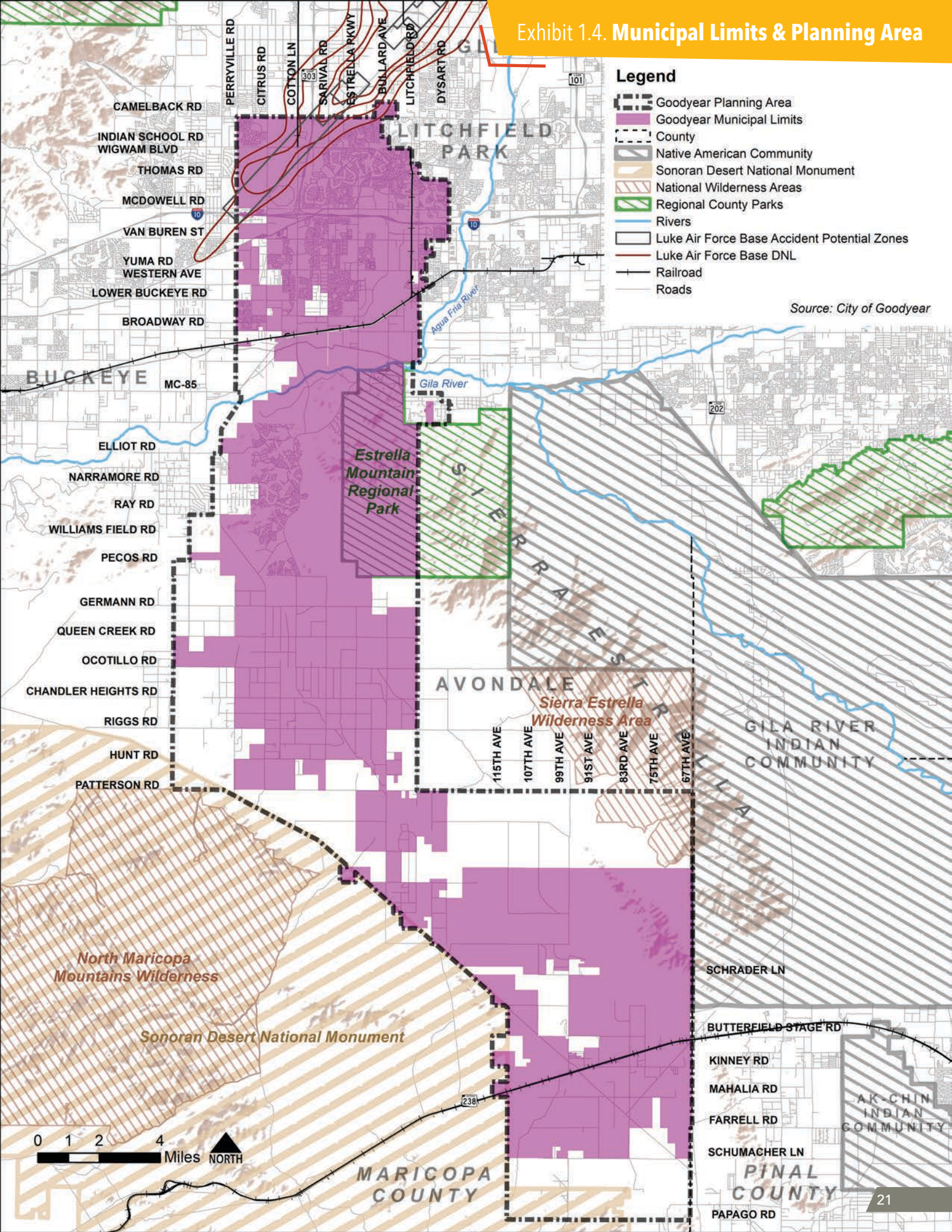
Municipal Limits & Planning Area

The City of Goodyear’s Municipal Limits extend from Camelback Road in the north to Schumacher Lane in the south for approximately 191 square miles. The municipal limits are the incorporated boundary of the City of Goodyear to which the city has direct jurisdiction. The Municipal Planning Area (MPA) is the regional area where Goodyear’s planning influence and potential future annexations can extend to. Goodyear’s MPA covers 268.48 square miles and is framed by Buckeye and Avondale. Collectively, the municipal limits account for nearly 71% of the entire planning area.

Table 1.3. **Municipal Limits & Planning Area**

General Plan Land Use	Acres	Sq. Miles
Municipal Limits	122,393.65	191.24
Planning Area	171,803.60	268.48

Exhibit 1.4. Municipal Limits & Planning Area





Community Snapshot

Ballet Under the Stars, Estrella North Lake Amphitheater



The Community Snapshot provides a brief summary of key statistics and existing conditions within the city today. This chapter contains specific data that informs the planning considerations, goals, and policies throughout the General Plan.

Land Ownership

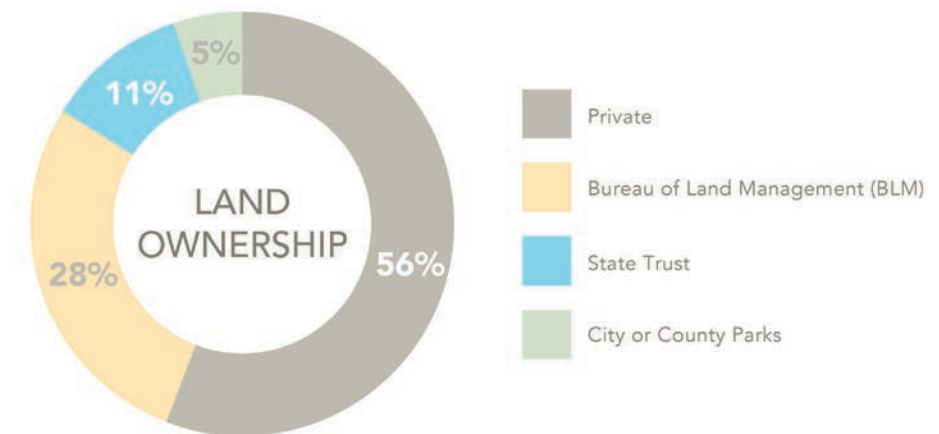
Land Ownership

Land ownership across the Goodyear Planning Area is primarily Private owned accounting for nearly 60%. Bureau of Land Management owns 27.97% of the planning area, followed by State Trust Land at 10.92% to round out the top three landowners (Table 2.1). Much of the land north of Patterson Road is Privately owned with State Trust and BLM land mostly located in the south portions of the Planning Area.

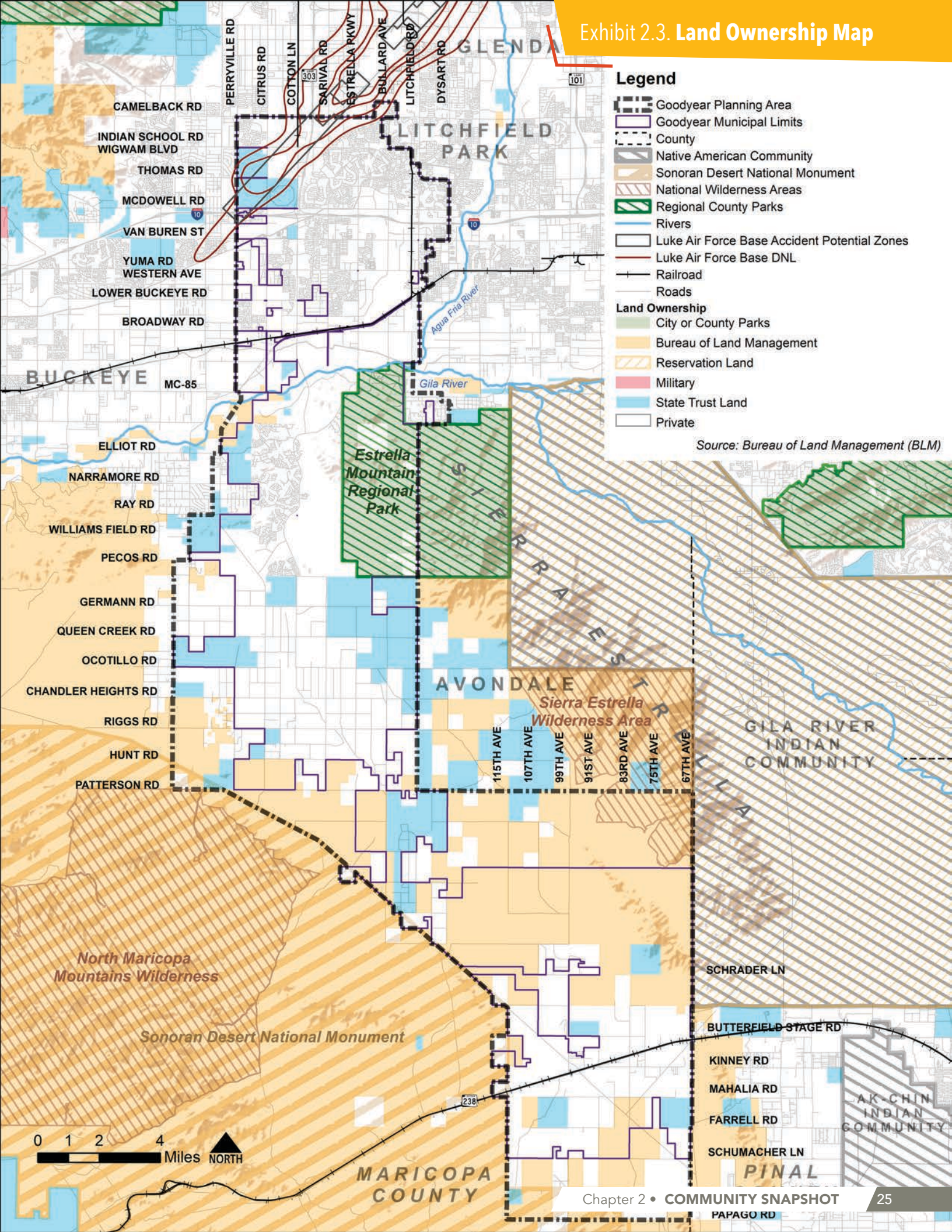
Table 2.1. **Land Ownership**

Land Ownership	Acres	Sq. Miles
Bureau of Land Management (BLM)	48053.04	75.08
City or County Parks	8662.79	13.54
Private	96334.32	150.52
State Trust	18753.44	29.30
Total	171803.60	268.44

Figure 2.2. **Land Ownership**



Source: Bureau of Land Management





Population & Key Demographics

Recognized as one of the top 10 fastest-growing communities in the nation following the release of the 2020 Census, Goodyear experienced a large percent change of population from 2010 to 2020. According to the Maricopa Association of Governments (MAG) socioeconomic population projections, Goodyear is expected to reach a population of nearly 240,000 by 2055. The following graphic is a synopsis of the Community Profile for the City of Goodyear as depicted in the 2020 American Community Survey which is conducted by the U.S. Census Bureau.

Population & Growth

239,200

2055 TOTAL POPULATION PROJECTION ²

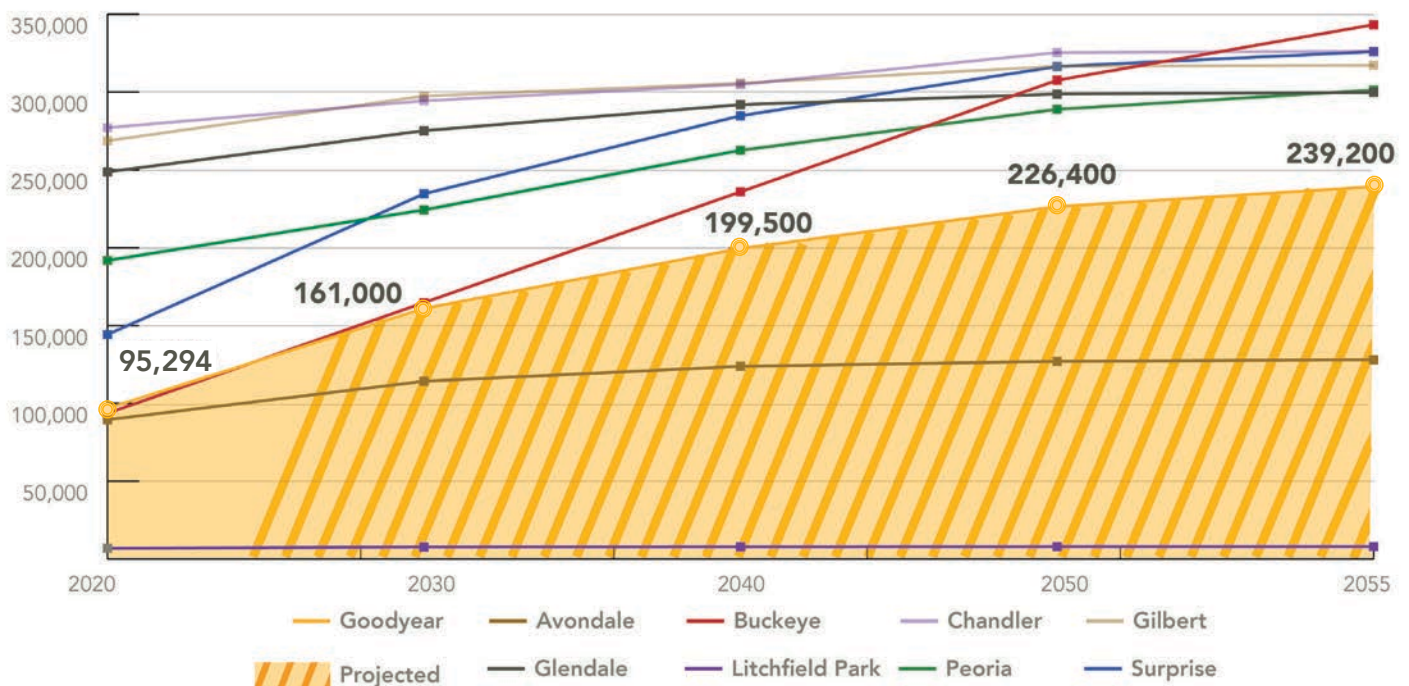
46%

2010-2020 PERCENT CHANGE ³

95,294

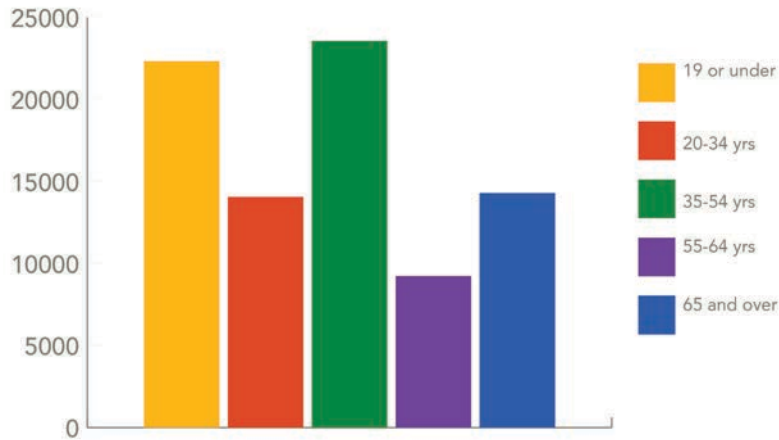
2020 DECENNIAL CENSUS POPULATION COUNT ¹

Figure 2.4. **Population Projections** ³



Sources: **1.** 2020 Decennial Census; **2.** MAG Socioeconomic Projections of Population and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ), June 2023; **3.** Maricopa Association of Governments (MAG) Socioeconomic Projections of Population and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ), June 2023

Figure 2.5. **Age Cohorts**



36.9
GOODYEAR
MEDIAN AGE

Figure 2.6. **Race**

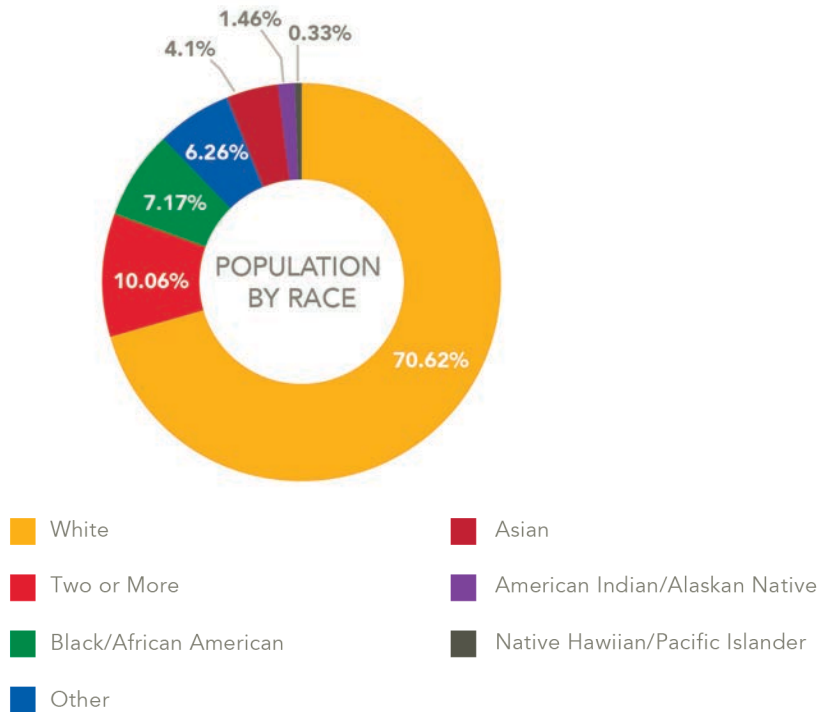
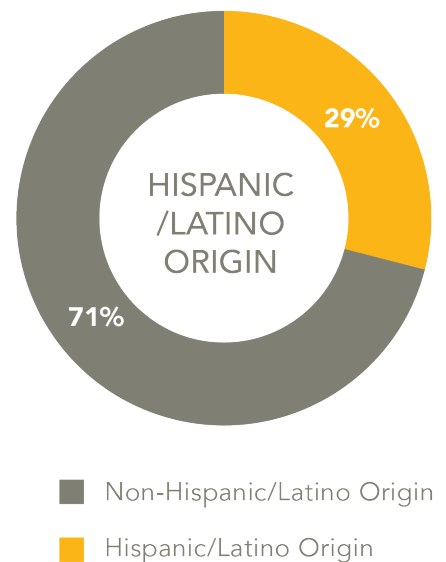


Figure 2.7. **Hispanic/Latino Origin**



Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Education & Employment

Along with a diverse and growing population, the City of Goodyear also has a well-educated and diverse employment base.



71%
OF GOODYEAR'S
POPULATION HAS
SOME COLLEGE OR
HIGHER EDUCATION ¹

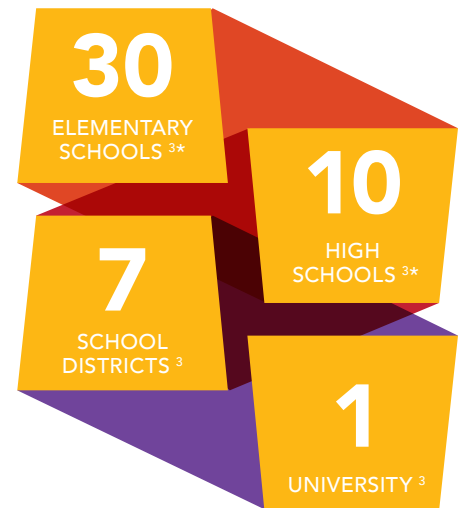


+65,300
NEW JOBS BY 2055 ²

6.3%
UNEMPLOYMENT RATE ¹

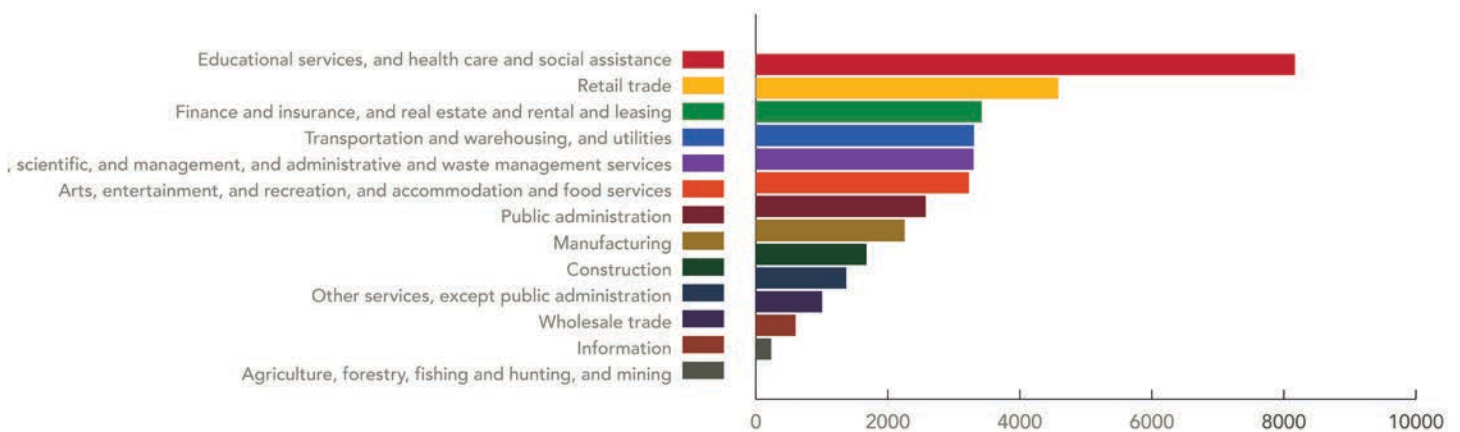
91.3%
COMMUTE OUTSIDE
THE CITY FOR WORK ¹

31.9
MINUTES AVG.
COMMUTE TIME ¹



^{*}Includes Public, Charter, and Private Schools

Figure 2.8. **Workforce Industry Distribution** ¹



Sources: ¹. U.S. Census Bureau 2020 American Community Survey 5 Year Estimates; ². MAG Socioeconomic Projections of Population and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ), June 2023; ³. City of Goodyear



Figure 2.9. **Workforce Occupations**

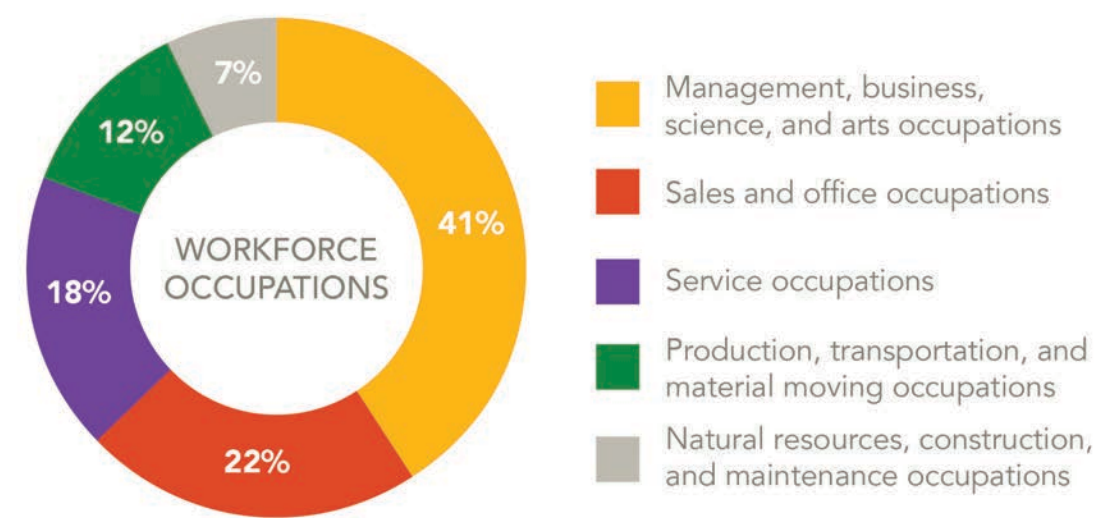
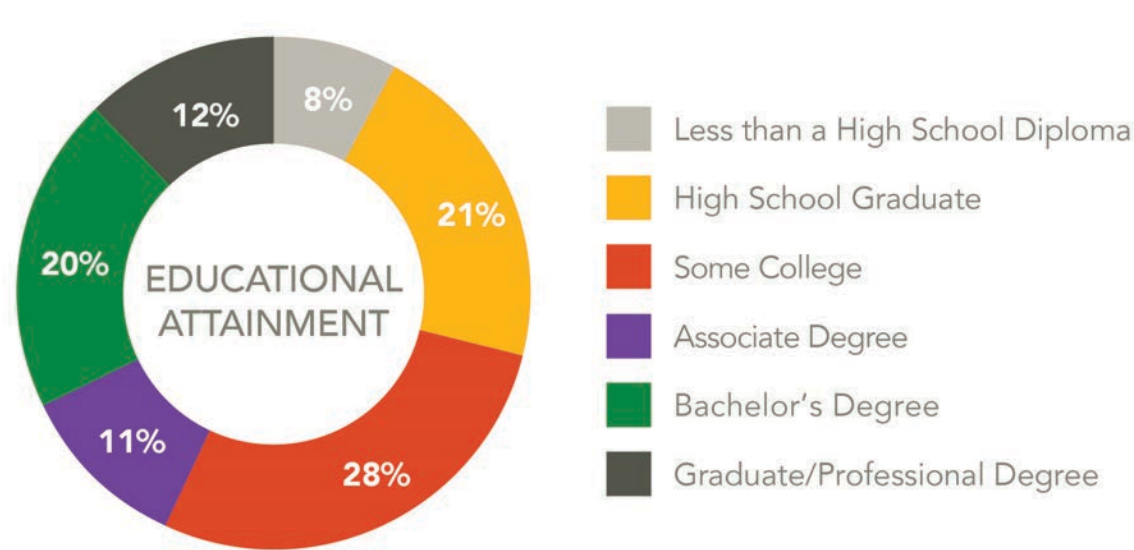


Figure 2.10. **Educational Attainment**



Source: U.S. Census Bureau 2020 American Community Survey 5 Year Estimates

Housing

Over the years the City of Goodyear has been steadily increasing both their Single-Family and Multi-Family housing stock. The numbers seen below are key statistics related to housing in Goodyear.



30,520

TOTAL HOUSING UNITS ¹



+56,462

HOUSING UNITS
NEEDED BY 2055 ²



\$310,500

MEDIAN HOME VALUE ¹

88.52%

SINGLE FAMILY
DETACHED UNITS ¹

\$1,435

MEDIAN RENT ¹

Figure 2.11. **Housing Occupancy** ¹



11%
Vacant

89%
Occupied

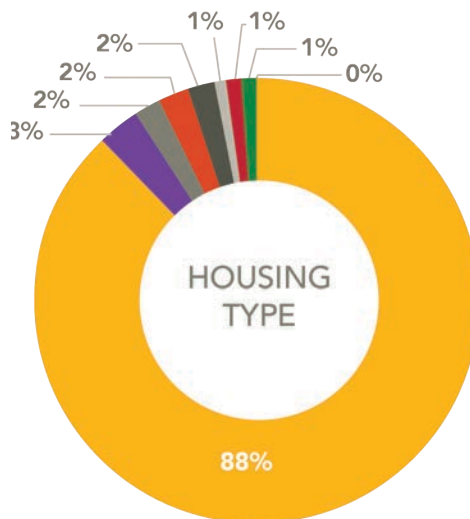
Figure 2.12. **Occupancy Type** ¹



21%
Renter
Occupied

79%
Owner
Occupied

Figure 2.13. **Housing Type** ¹



- 1-Unit Single-Family Detached
- 1-Unit Single-Family Attached
- 2 Units Multi-Family
- 3 or 4 Units Multi-Family
- 5-9 Units Multi-Family
- 10-19 Units Multi-Family
- 20 or more Multi-Family
- Mobile Home
- Boat, RV, Van, Etc.

Sources: ¹. U.S. Census Bureau 2020 American Community Survey 5 Year Estimates; ². Michael Baker International



8,500 ft
LENGTH OF GYR AIRPORT
RUNWAY

Transportation and Mobility

To move people and products in a safe and efficient manner the City of Goodyear has a variety of transportation and mobility options. The following information describes the many options provided through partnerships with other governmental entities and private companies.

Phoenix Goodyear Airport

Encompassing 789 acres in the northern portion of the city, Phoenix Goodyear Airport is a large general aviation airport serving a wide variety of users such as flight schools, corporate and private pilots, and industrial aviation consisting of aircraft maintenance and repair. In addition to the day-to-day users the airport also serves as a general aviation reliever facility for Phoenix Sky Harbor International Airport and is also used by visitors traveling to the Valley and region for events.

Union Pacific Railroad

Union Pacific Railroad (UPRR) serves several industrial-zoned business parks throughout Goodyear and provides a vital link to 23 states in the western two-thirds of the United States.

23

STATES LINKED
TO GOODYEAR
BY THE UPRR

Transit

Transit services in the City of Goodyear include Valley Metro bus routes, a neighborhood circulator, and paratransit services. Two local bus routes, Route 3 (Van Buren) and Route 17 (McDowell), run east-west. Rural Route 685 runs east-west on Yuma Road. Two express bus routes, Route 562 (Goodyear Express) and Route 563 (Avondale/Buckeye Express), run along I-10 through Goodyear. Both express routes operate with a stop at Goodyear's Park-n-Ride Lot located west of Dysart Road, just north of I-10.

Valley Metro also operates Avondale Zoom, a neighborhood circulator, that provides service mostly along Dysart Road, Central Avenue, and Lower Buckeye Road within Goodyear and Avondale.

In addition to the services provided by Valley Metro, Goodyear is also piloting on-call micro transit through WeRide which currently services areas of the city north of the Gila River.



Active Transportation

The active transportation network in Goodyear includes bicycle lanes, sidewalks, shared use paths, and trails and is most developed north of the Gila River. The City of Goodyear is also serviced by electric scooters offering residents and visitors the opportunity to get around on this active transportation network using motorized upright scooters.



56 Miles
OF TRAILS FOR HIKING,
MOUNTAIN BIKING,
& HORSEBACK RIDING



100+ Miles
PAVED BIKE ROUTES

Source: City of Goodyear



POLICE
90%
 EXCELLENT OR
 GOOD RATING ¹



FIRE SERVICES
96%
 EXCELLENT OR
 GOOD RATING ¹



**EMERGENCY
 MEDICAL SERVICES**
93%
 EXCELLENT OR
 GOOD RATING ¹

Public Services & Facilities

As the City of Goodyear continues to grow, it is important to provide quality public services and facilities to residents. Below is a brief overview of the many public services and facilities provided and maintained by the City of Goodyear and other private entities.

Table 2.14. **Crime Statistics** ²

Jurisdiction	Population	Violent Crime	Violent Crime Rate	Property Crime	Property Crime Rate
Arizona	7,278,717	33,141	0.45%	177,638	2.44%
Goodyear	85,305	172	0.20%	2,045	2.39%

0.20%
 VIOLENT CRIME RATE

2.39%
 PROPERTY CRIME RATE

Police

The City of Goodyear Police Department (PD) provides service throughout incorporated Goodyear. In turn, the Maricopa County Sheriff's Office provides police protection across the unincorporated portions of Goodyear's Planning Area. According to the latest Goodyear PD Annual Report (2020), 96.27% of all 911 calls were answered in under 10 seconds and the average police response time for Priority 1 calls was 3:59 minutes.

Sources: **1.** 2019 Goodyear National Community Survey; **2.** Uniform Crime Reporting: Arizona, Offenses Known to Law Enforcement by City, 2019 Note: Data not available for Litchfield Park, nor Maricopa County



Community Services Unit

The Goodyear PD also maintains a Community Services Unit which leads several programs such as Block Watch programs, Code Compliance Neighborhood Mediation, and the Homeless Outreach Team (HOT) as well as the volunteer-based You Are Not Alone (YANA) Program to support seniors living alone in the community.

Fire

The City of Goodyear Fire Department (FD) maintains eight fire stations across the incorporated municipal limits. Goodyear FD also provides service and backup in the case of an emergency to the Cities of Avondale, Litchfield Park, and Maricopa through an Intergovernmental Agreement (IGA). Rural Metro provides fire services to unincorporated areas of the Goodyear Planning Area.

Municipal Court

Located at the Goodyear Municipal Complex, the Goodyear Municipal Court is part of the integrated judicial system and serves as the judicial branch of the Goodyear municipal government, and is subject to the administrative authority of the Arizona Superior Court and Arizona Supreme Court.

96.27%

911 CALLS ANSWERED IN
UNDER 10 SECONDS

3:59 Min.

AVERAGE PRIORITY 1 CALL
POLICE RESPONSE TIME



Parks

In 2023, Goodyear completed its systemwide Parks and Recreation Master Plan which included community outreach and surveys identifying support for recreation-based programming and facility needs. According to a resident survey, 91% indicated that quality park and trail experiences were important to their quality of life. With 20 city-owned and maintained parks and trails facilities and Goodyear Ballpark, the City of Goodyear provides services through diverse recreation-based programming.



252 Acres

CITY OWNED &
MAINTAINED
PARK SPACE



185,000

ANNUAL LIBRARY
VISITS



50,000

ANNUAL RECREATION
PARTICIPANTS

20

CITY-OWNED PARKS

400,000

ANNUAL VISITS TO GOODYEAR
RECREATION CENTER

20,000 Acres

OUTDOOR SPACE

Source: City of Goodyear

Table 2.15. Goodyear Parks Today

Existing Park Classifications & Amenities																												
Park Classification	Park Name	Amenity Type																										
		Recreation Center	Community Center	Community Garden	Exercise Equipment	Sand Volleyball	Basketball Court	Baseball Field	Soccer Field	Tennis Court	Pickleball Court	Ramadas	BBQ Grills	Drinking Fountains	Restrooms	Walking Paths	Pump Track	Playground	Open Park Space	Splash Pad	Aquatic Facility	Concession Stand	Dog Park	Plaza	Amphitheatre	Skate Park		
Community Parks	Foothills Community							●	●			●	●	●	●	●	●	●	●			●						
	Falcon					●	●	●	●			●	●	●	●	●		●	●									
	Goodyear Community					●	●	●		●	●	●	●	●	●			●	●	●		●	●	●	●	●		
	Goodyear Recreation Campus	●				●	●	●	●	●	●	●	●	●	●			●	●	●	●			●	●			
Neighborhood Parks	Loma Linda		●				●			●	●	●				●		●	●		●							
	Palmateer																	●	●									
	Parque de Paz			●			●							●		●		●	●									
	Portales				●		●					●	●			●		●	●									
	Wildflower North											●	●			●		●	●									
	Wildflower South											●	●			●		●	●									
	Rio Paseo											●	●			●		●	●									
	Palm Valley				●	●	●					●	●	●		●		●	●									
	Estrella Vista North								●			●	●					●	●									
	Estrella Vista South						●					●	●	●				●	●									
	Canada Village						●					●	●					●	●									
Specialty	Goodyear Civic Square	● Corn Hole, Chess & Checkers														●			●							●		
	Goodyear Ballpark	● State of the Art Baseball Training Facility ● 10,000 Seat Stadium												● Open to Community for Special Events during Off Season														
	Roscoe Dog Park	● Double Gate Entrance ● Expanded Parking Lot ● 6.5 acres of Active and Passive Space for All Dogs												●	●									●				
	BMX Park	● One of a Kind Track												● Space for Training, Racing and Coaching														
Linear	Bullard Wash I				●											●			●						●			
	Bullard Wash II				●						●					●		●	●						●			

Source: City of Goodyear



83

AVG. GALLONS OF
WATER USED PER DAY
BY A GOODYEAR
RESIDENT



359

MILES OF
WATER PIPE



18 Mil

GALLONS WATER
STORAGE CAPACITY

5

WATER SERVICE
PROVIDERS

63,000

RESIDENTS IN CITY'S
WATER SERVICE AREA

Infrastructure & Utilities

Electricity and Gas

Electricity is provided by Arizona Public Service (APS) and gas is provided by Southwest Gas Corporation.

Solid Waste

The City of Goodyear contracts with Waste Connections of Arizona for residential curbside and bulk trash pickup, as well as recycling services. The city provides bulk trash pickup. The Rainbow Valley Landfill, located in southern Goodyear, is managed by Weinberger Waste Disposal and processes refuse disposal for the city and parts of the Greater Phoenix Region.

Water Supply & Demand

Goodyear utilizes surface water from the Colorado River and groundwater sources from the local West Salt Valley Sub-Basin Aquifer. The City of Goodyear's Water Services oversees 13 well sites and 10 booster stations with a storage capacity of 18 million gallons. The city predominantly provides water services south of I-10 and to a few county islands at a higher service rate accounting for more than 21,000 water accounts in 2022. Liberty Utilities is the second largest water provider serving water to most connections north of I-10. Additional water service providers include EPCOR, Utility of Greater Buckeye Inc., and Arizona Water Company.

Sewer & Wastewater

Sewer Service is provided by Goodyear, EPCOR, and Liberty Utilities. The far southern reaches of the Planning Area outside of the city's Service Area are more rural in nature and serviced by private wells and septic tank systems.

Source: City of Goodyear

Figure 2.16. **Water Resource Portfolio**

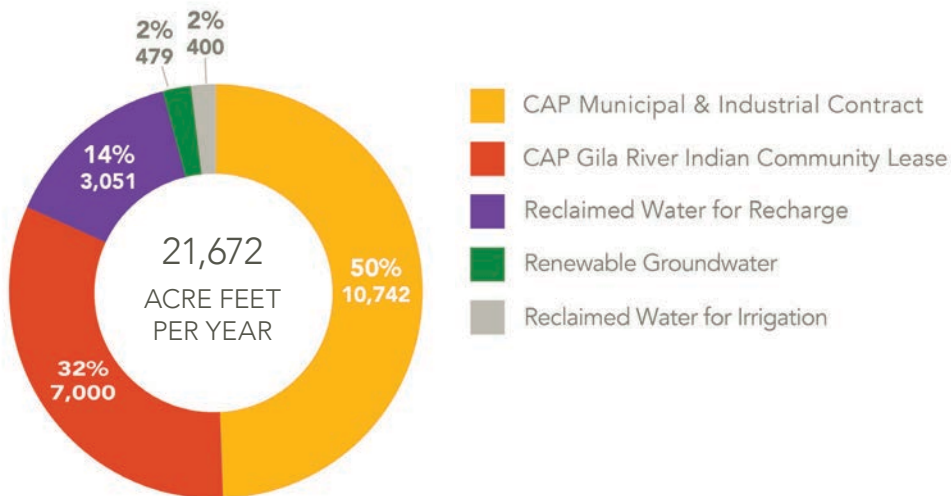
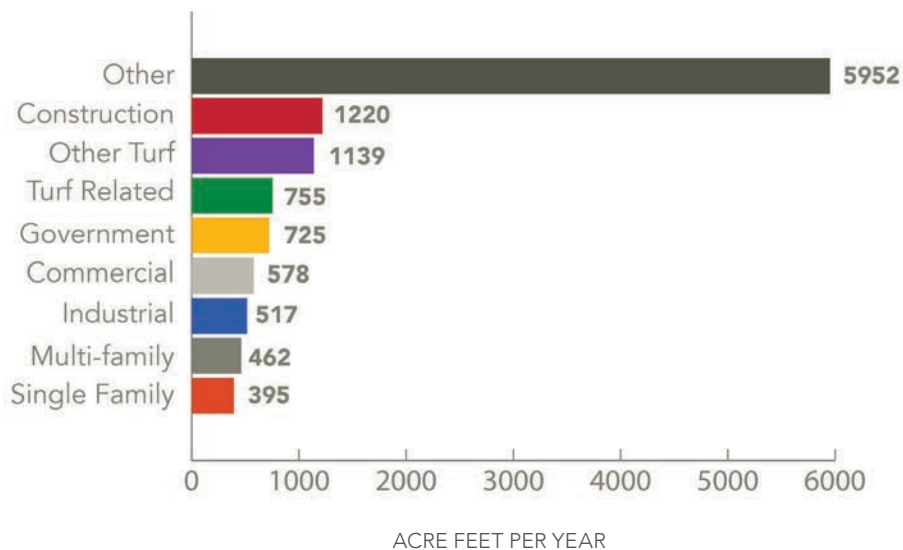


Figure 2.17. **2022 Water Consumption by Sector**



Source: City of Goodyear



Livable & Connected



Lakeside Music Festival, Estrella North Lake Amphitheater



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.



Introduction

There is general public consensus that residents love Goodyear's quality of life. There is a desire for a future where this distinctive character of Goodyear is preserved and cultivated.

This chapter establishes the pattern and intensity of land use in the city and serves as the primary vehicle for ensuring that new land uses are logically organized and developed in a way that contributes to and enhances Goodyear's unique identity and exceptional residential neighborhoods. This Chapter also focuses on optimizing connectivity to ensure for the safe and efficient movement of all residents, visitors, and goods into and throughout the city.

Planning Considerations

Strike a Balanced Approach to Locating Land Uses

The City of Goodyear is one of the fastest-growing cities in the nation and with projections showing continued growth, it is important to remember and recognize the need to balance desired future development with the established development patterns that exist today.

While the current dominant land use within the city is low-density residential, mainly comprising single-family homes, there is a smaller but growing proportion of medium-and high-density housing. In support of these expanding residential areas, there are a limited number of commercial developments and multiple burgeoning employment clusters, which are all predominantly located north of the Gila River. There is also a notable, although shrinking, amount of agricultural land within the city's overall planning area. Much of this vacant and agricultural land is within the southern portions of the city or anticipated growth areas and planned for more intensive land uses in the future.

To be a diverse community that offers different types of urban, suburban, and rural character, the city must work to not only ensure quality in new developments but also to promote quality and compatible character within existing and redevelopment areas and to maintain a desirable balance between the built and natural environment.

Nurture Quality Design

During our outreach we heard that residents value the already unique areas of Goodyear, like Estrella and PebbleCreek, and want more areas to have a unique community feel. While faced with growing pains from the influx of recent development, Goodyear is having to balance the needs of current residents with the desires of longtime residents. This has translated into a general desire from the public for more quality design that will continue to make the city attractive to individuals and businesses.

Creating a visually inviting and unique environment through encouraging high standards for physical design, landscapes, and community character are key to maintaining and enhancing the quality of the built environment in Goodyear.

Strengthen Commercial Vitality

Today, Goodyear has many thriving commercial uses that have been serving and investing in the city for years. To maintain and grow its economic base, as well as serve the expanding needs of the city's many different types of residents and visitors, Goodyear desires to promote a stronger and more local based variety of commercial uses that draw people together seeking goods, services, and/or entertainment. In order to realize this outcome and contribute to the vitality of the city, these places must allow for a mixture of live, work, and play uses that can easily be accessed by walking, biking, or taking other alternative modes of transportation.

Reduce Traffic Congestion

As Goodyear grows and continues to expand its regional employment centers, traffic congestion will remain a top priority in the community. Commute travel patterns show where people live and work in relation to the city and are explained in detail in Chapter 2. While approximately 91% (U.S. Census Bureau, OnTheMap Application 2019) of Goodyear's workforce commutes out of the city for work each day, commuting to Goodyear for work and services from outside city limits is becoming more common.

Improvements to many existing corridors and new transportation facilities, like the planned State Route 30, will need to be coordinated with all future land development to ensure that the mobility needs of the community and region will be met. Further, having a diversity of transportation options is essential to reducing the number of vehicle trips, and thus congestion, on local and regional transportation facilities. An integrated transportation network, or Complete Streets approach to transportation design, is critical to meeting this need and is also an important part of creating more unique destinations.



Loop 303 Looking South



Support an Improved Experience for All Modes and All Users

Transportation is an important issue to manage in the development of Goodyear, as the city is currently heavily reliant on automobile traffic by residents, commuters, and visitors. While other modes of transportation such as walking, biking, and transit options, along with emerging options including micro-mobility (i.e., bicycle and scooter share programs) and shared-mobility (ride-hailing and ride-sharing) are available in Goodyear, their collective framework and availability is not consistent throughout the city. Road safety is also a persistent and urgent issue for all modes in Goodyear, with proper pedestrian safety at major crossings and cyclist safety noted by residents as top concerns.

To enhance the experience for all modes and users, Goodyear must implement solutions that improve access to and design of supporting multimodal facilities, fill the gaps in these multimodal networks, and focus on coordination efforts with regional entities to prioritize long-term transportation projects. All of this however will be best optimized by locating employment centers, higher density residential and high traffic generating uses along transportation corridors where large numbers of individuals will be able to efficiently take advantage of alternate transportation options.

Land Use & Transportation Framework



It is necessary to plan for the future of Goodyear in a manner that is consistent with the community's overall vision, fundamental strategies, and goals. The Land Use and Transportation Framework for Goodyear takes these aspects into account to define a preferred land use, physical form, and mobility pattern for the city. The overall Land Use and Transportation Framework includes the Land Use and Transportation Plan, along with supporting Development Standards. In order to determine if a proposed development is consistent with the General Plan, both the Land Use and Transportation Plan as well as the Development Standards shall be consulted. Together, they create a roadmap to achieve the shared vision developed as part of the Goodyear 2035 planning process.

Land Use and Transportation Plan - Defining Development to Create Places, Not Uses

The Land Use and Transportation Plan utilizes a more robust and integrated "Land Use" concept that goes beyond conventional, singular-focused land use designations. In order to build a more integrated community, this framework recognizes and promotes the desire to provide a unique character and design for each "Land Use" category while providing the balance and transition needed for a cohesive city. The Land Use and Transportation Plan was developed to illustrate the general location of appropriate Land Use categories to guide the future growth and development of Goodyear. The supporting Development Standards (detailed in Chapter 9) then provide additional guidance as to what specific locations are appropriate for specific uses, appropriate levels of development density and intensity, and intended physical design character within each Land Use category. The Plan also includes a general transportation plan to promote full integration of land use and transportation planning.

Five Land Use categories have been established to achieve a balance between residential, commercial, and employment uses in support of the overall vision of the General Plan. These balanced Land Uses also serve to provide for a steady revenue stream, excellent services to residents and businesses, and efficient circulation, which creates a more sustainable community overall. With the range of uses that may be appropriate within each Land Use category, they can be implemented with a variety of zoning districts. The purpose of these broad categories is to encourage integrated uses and allow for flexibility and creativity in the development of the community.

To further support the desired Land Use categories within Goodyear, eight special land use overlays are also identified to denote places of special interest within the community. These overlays provide additional guidance as to the desired land uses and development characteristics for these special interest areas. In the event that a Land Use category and an overlay may conflict, the policies of the overlay would prevail.

Since land use and transportation are so intricately connected, six roadway classifications have been included in the Land Use and Transportation Plan. These roadways represent the general circulation within and through the community. The roadway classifications that have been included are only descriptive in nature. The supporting Goodyear Transportation Master Plan includes more detailed transportation plan and roadway cross-section information.

For reference, the Land Use and Transportation Plan is shown, followed by general descriptions of each Land Use category, special land use overlays, and roadway classifications.

Figure 3.1. General Plan Land Use Distribution

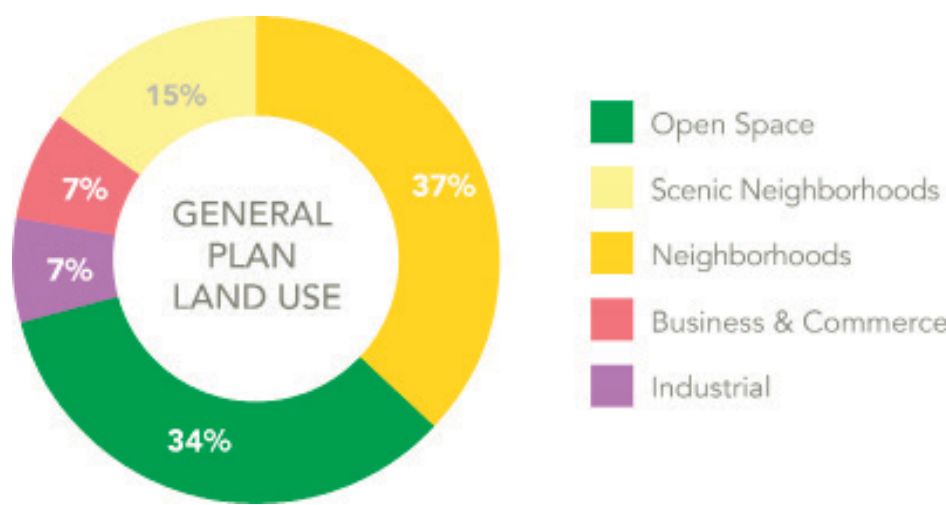
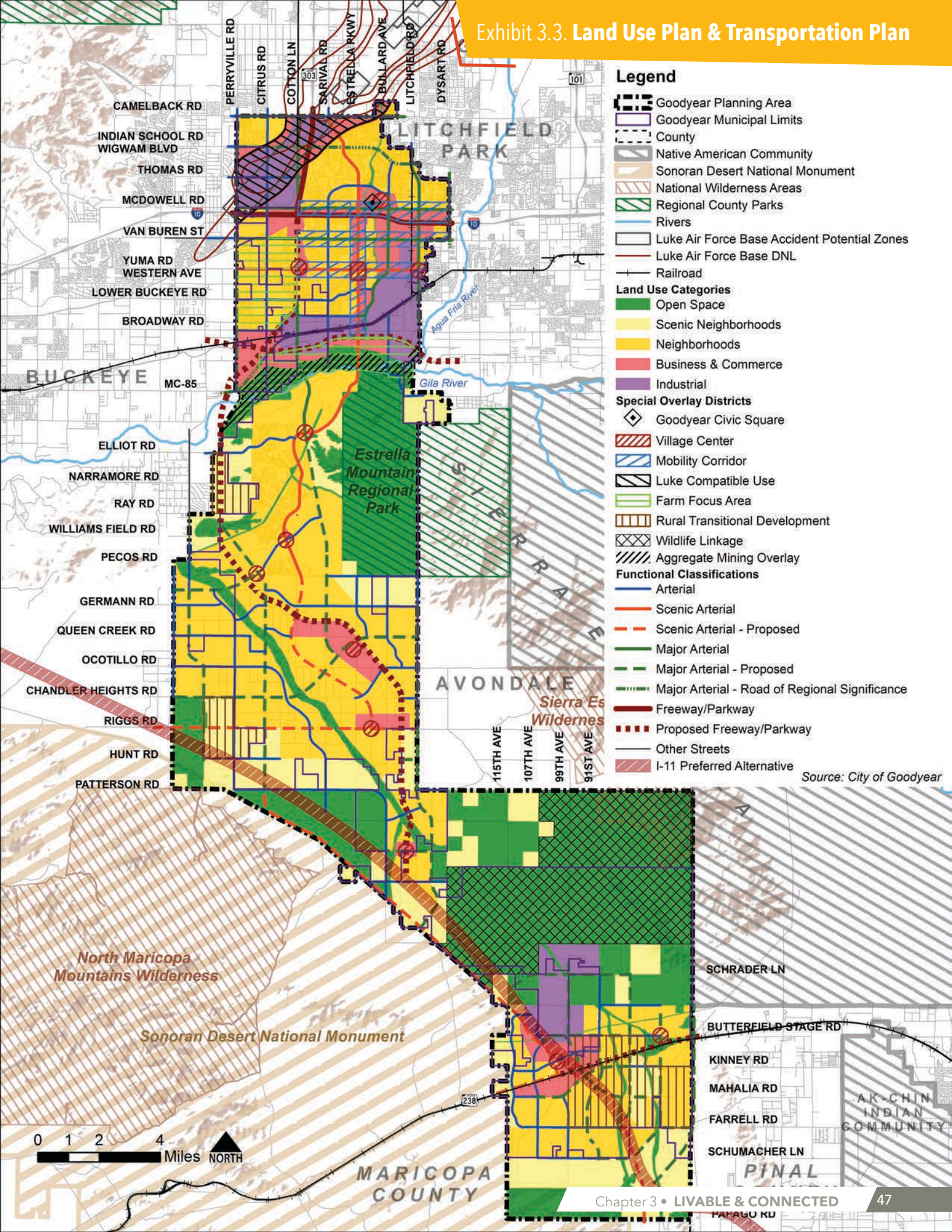


Table 3.2. General Plan Land Use Distribution

General Plan Land Use Distribution	Acres	Sq. Miles
Open Space	58,656.93	91.69
Scenic Neighborhoods	25,687.07	40.14
Neighborhoods	64,229.72	100.36
Business & Commerce	12,027.58	18.79
Industrial	11,202.30	17.50
Total*	171,803.60	268.48

Source: City of Goodyear

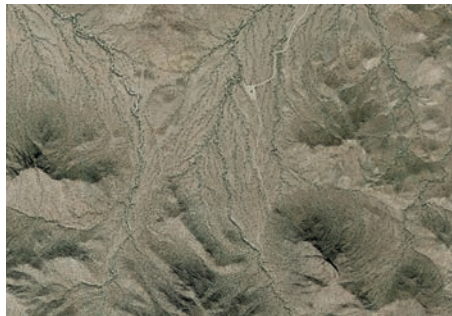




Land Use Categories

The following brief descriptions are offered to provide a general context of the character that is envisioned for each Land Use. To further define development types, placement, density and design within each Land Use category, users must reference Chapter 9, Development Standards.

Open Space



Provides areas where land, public or private, should be preserved for conservation or regionally significant recreational purposes.

Applicable Zoning:

- Agricultural (AG)
- Agricultural/Urban (AU)
- Public Facilities District (PFD)
- Planned Area Development (PAD)

Scenic Neighborhoods



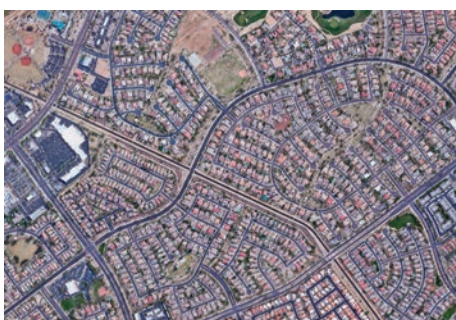
Provides areas for the preservation and growth of neighborhoods that are more rural in character.

Applicable Zoning:

- Agricultural (AG)
- Agricultural/Urban (AU)
- Manufactured Home Subdivision (MHS)
- Public Facilities District (PFD)
- Neighborhood Commercial (C-1)
- Planned Area Development (PAD)



Neighborhoods

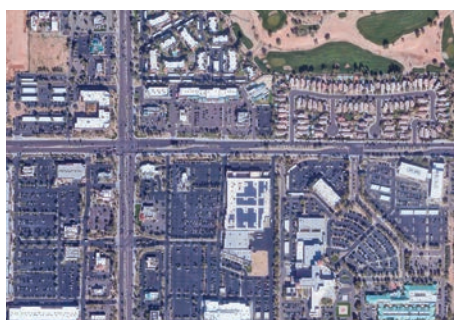


Provides areas for the growth and development of neighborhoods. Neighborhoods include a wide range of densities and housing products, public and community facilities such as schools and places of worship, and commercial uses at appropriate intensities and locations.

Applicable Zoning:

- Agricultural/Urban (AU)
- Single Family Residential (R1-4), (R1-A), (R1-C), (R1-10), (R1-7), (R1-6)
- Two-Family Residential (R2)
- Multi-Family Residential (MF-12), (MF-18)
- Manufactured Home Subdivision (MHS)
- Manufactured Home Park or RV Park (MH/RVP)
- Public Facilities District (PFD)
- Commercial Office (CO)
- Neighborhood Commercial (C-1)
- General Commercial (C-2)
- Planned Area Development (PAD)

Business & Commerce



Provides areas for the growth and development of Goodyear's economic base including areas for shopping and entertainment.

Applicable Zoning:

- Central Business District (CBD)
- Commercial Office (CO)
- Neighborhood Commercial (C-1)
- General Commercial (C-2)
- Light Industrial (I-1)
- Multi-Family Residential (MF-18), (MF-24)
- Business Park (BP)
- Public Facilities District (PFD)
- Planned Area Development (PAD)

Industrial



Provides areas for more intensive business and employment uses which have a greater impact on surrounding land uses.

Applicable Zoning:

- Agricultural (AG)
- General Commercial (C-2)
- Light Industrial (I-1)
- General Industrial (I-2)
- Business Park (BP)
- Public Facilities District (PFD)
- Planned Area Development (PAD)

Where to Find More

Development Standards

For more information on Land Use Categories, Character and Design, visit Chapter 9, Development Standards.

Special Overlay Districts

The following Special Overlay Districts are broadly described below. To further define specific development conditions that are applicable to each Special Overlay District, users must reference Chapter 9, Development Standards.

Goodyear Civic Square

Provides an area for the “downtown” of Goodyear in a unique urban environment.

Village Center Overlay

Denotes areas that will serve as a center and destination for neighborhoods.

Additional Zoning Districts allowed in the underlying Land Use category:

- Single Family Residential (R1-A), (R1-C)
- Multi-Family Residential (MF-18), (MF-24)
- Neighborhood Commercial (C-1)
- General Commercial (C-2)
- Planned Area Development (PAD)

Mobility Corridor Overlay

Denotes land use focal points within the context of the transportation network that seamlessly integrate different modes of transportation, multimodal supportive infrastructure, and placemaking strategies to maximize first-mile and last-mile connectivity in support of more accessible surrounding mixed-use development.

Additional Zoning Districts allowed in the underlying Land Use category:

- Multi-Family Residential (MF-18), (MF-24)
- Neighborhood Commercial (C-1)
- General Commercial (C-2)
- Planned Area Development (PAD)

Farm Focus Area Overlay

Identifies areas with existing agricultural uses and related uses activities that are actively engaged in farming meant to be encouraged and that may continue such use or activity through the next planning horizon of this General Plan or beyond, and identify areas where an agricultural design character is to be encouraged and/or preserved when if ultimately developed in the future.

Additional Zoning Districts allowed in the underlying Land Use category:

- Agricultural (AG)
- Agricultural/Urban (AU)

Rural Transitional Development Overlay

Protects and preserves areas of the city which are presently rural in character and use, while allowing growth through orderly use and timely transition of rural areas.

Additional Zoning Districts allowed in the underlying Land Use category:

- Agricultural (AG)
- Agricultural/Urban (AU)
- Manufactured Home Subdivision (MHS)

Luke Compatible Land Use Overlay

Protects areas within the Accident Potential Zone (APZ) and noise contours proximate to Luke Air Force Base.

Wildlife Linkage Overlay

Protects areas within the Wildlife Linkage Corridor.

Aggregate Mining Overlay

Denotes sources of currently identified aggregates as identified by state agencies in accordance with 9-461.05.C.1(g).



Roadway Classifications

Interstate/Expressway

Full access-controlled facility designed to move high volumes of traffic over substantial distances. A freeway could be designed as an at-grade or below/above grade facility. Urban freeways typically utilize four to eight through lanes and can typically transport between 160,000 and 200,000 vehicles per day. I-10 is an example of a freeway.

Arterial

Designed for vehicular mobility over moderate trip lengths. An arterial comprises four or six lanes, two bike lanes and two detached sidewalks, a raised median, and landscape tracts. Sarival Road is an example of an Arterial Roadway.

Major Arterial

Designed for vehicular mobility over moderate trip lengths. A major arterial comprises six lanes, two bike lanes and two detached sidewalks, a raised median, and landscape tracts. Indian School Road and Litchfield Road are examples of Major Arterials.

Scenic Arterial

Designed to not only transport vehicular traffic through the city, but also to act as the gateway for residents, employees, and visitors. A scenic arterial comprises four to six lanes, two bike lanes, two detached sidewalks, and a raised landscaped median. The roadway uses landscaped medians and tracts with adjacent building/landscape setbacks to create an inviting environment. Estrella Parkway is an example of a Scenic Arterial.

Where to Find More

Transportation Master Plan

The Transportation Master Plan (TMP) is utilized by the Engineering Department for implementation of transportation infrastructure across the city. Roadway, traffic, transit, bike, and pedestrian infrastructure projects from the TMP are incorporated into the city's Capital Improvement Plan.

Planned Freeway Corridors

Arizona State Route 30

SR-30 or the Tres Rios Freeway is a planned reliever for Interstate 10 in the southwest Phoenix Metropolitan Area connecting the communities of Phoenix, Avondale, Goodyear, and Buckeye. The freeway is broken down into three segments for phased construction: SR-85 to Loop 303, Loop 303 to Loop 202, and Loop 202 to Interstate 17. The central segment alternative was approved in 2019 while additional planning studies are exploring the detailed alignments of the other two segments.

Arizona State Route Loop 303

The Loop 303 is an existing freeway facility that forms a concentric loop around the northwest valley connecting Phoenix, Glendale, Peoria, Surprise, and Goodyear. Currently, there is a planned extension of the 303 from I-10 to the future SR-30 alignment along Cotton Lane. The preferred alternative routing has received a finding of no significant impact via an environmental assessment and is awaiting funding to be constructed. South of SR-30, the Loop 303 has plans to be extended through the southern planning area to the future Interstate 11 alignment. Final planning studies are needed to finalize the alignment before engineering can take place.

Interstate 11

As part of the larger international CANAMEX trade corridor, Interstate 11 will connect Mexico to Canada through the United States. In doing so, I-11 will also connect Phoenix to Las Vegas, effectively bridging the two largest metropolitan areas in the US without a direct interstate connection. I-11 has been constructed from Las Vegas to the Arizona Stateline along the Colorado River. The routing through most of Arizona has undergone a final environmental impact statement and the preferred alternative corridor consists of a 2,000 foot wide right-of-way connecting the Hoover Dam to Nogales. As the corridor approaches Phoenix, it turns south from Wickenburg, through Buckeye, before curving through the southern Goodyear Planning Area along the outskirts of Sonoran Desert National Monument. I-11 will be a key transportation corridor in the future for international trade and stands to be a key catalyst for access and development in the southern Planning Area.

Future Transit Opportunities

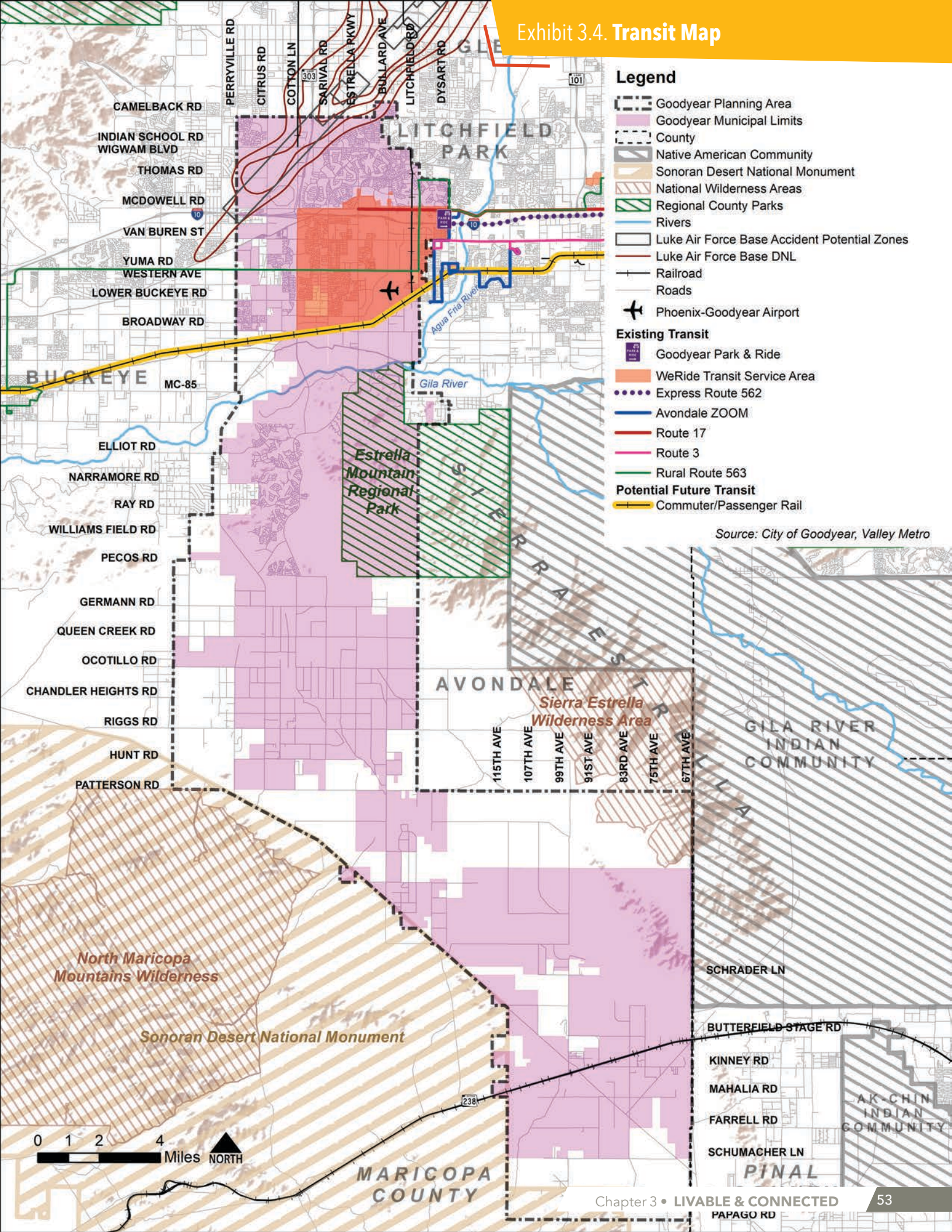
Commuter Rail

The 2018 MAG Commuter Rail Study highlights the Union Pacific Railroad corridor through Goodyear as a future commuter rail line servicing the West Valley. The Estrella Line would connect Buckeye to Downtown Phoenix, passing through Goodyear, Avondale, and Tolleson along the way. While the plan is conceptual, two stops have been identified in the city at Phoenix Goodyear Airport and another stop further west down the line along the city's western border with Buckeye.

Local Transit

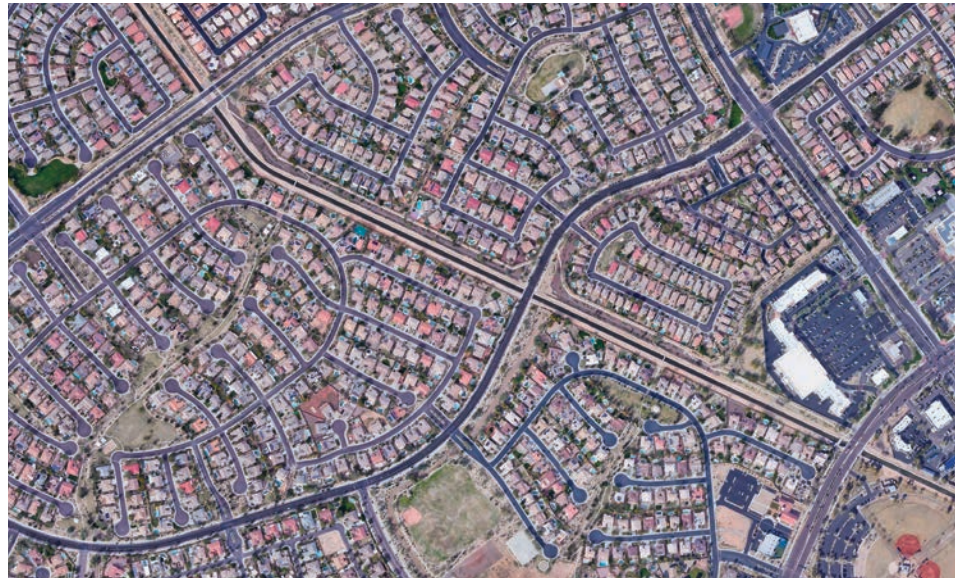
While emerging technology is expected to drastically shift the future of transit in communities, Goodyear is already exploring cutting-edge transit solutions to meet future population growth and demand with mobility solutions like WeRide. While the pilot currently serves central Goodyear north of the Gila River, the service area could be expanded to serve north and south Goodyear as well as provide better connections to adjacent communities who are also using the same on-demand transit service. Partnerships with adjacent communities and Valley Metro coupled with intentional planning to connect residents to services, parks, entertainment, and retail destinations will allow for system expansion and increased connectivity for Goodyear residents to have alternatives for transportation.

Exhibit 3.4. Transit Map



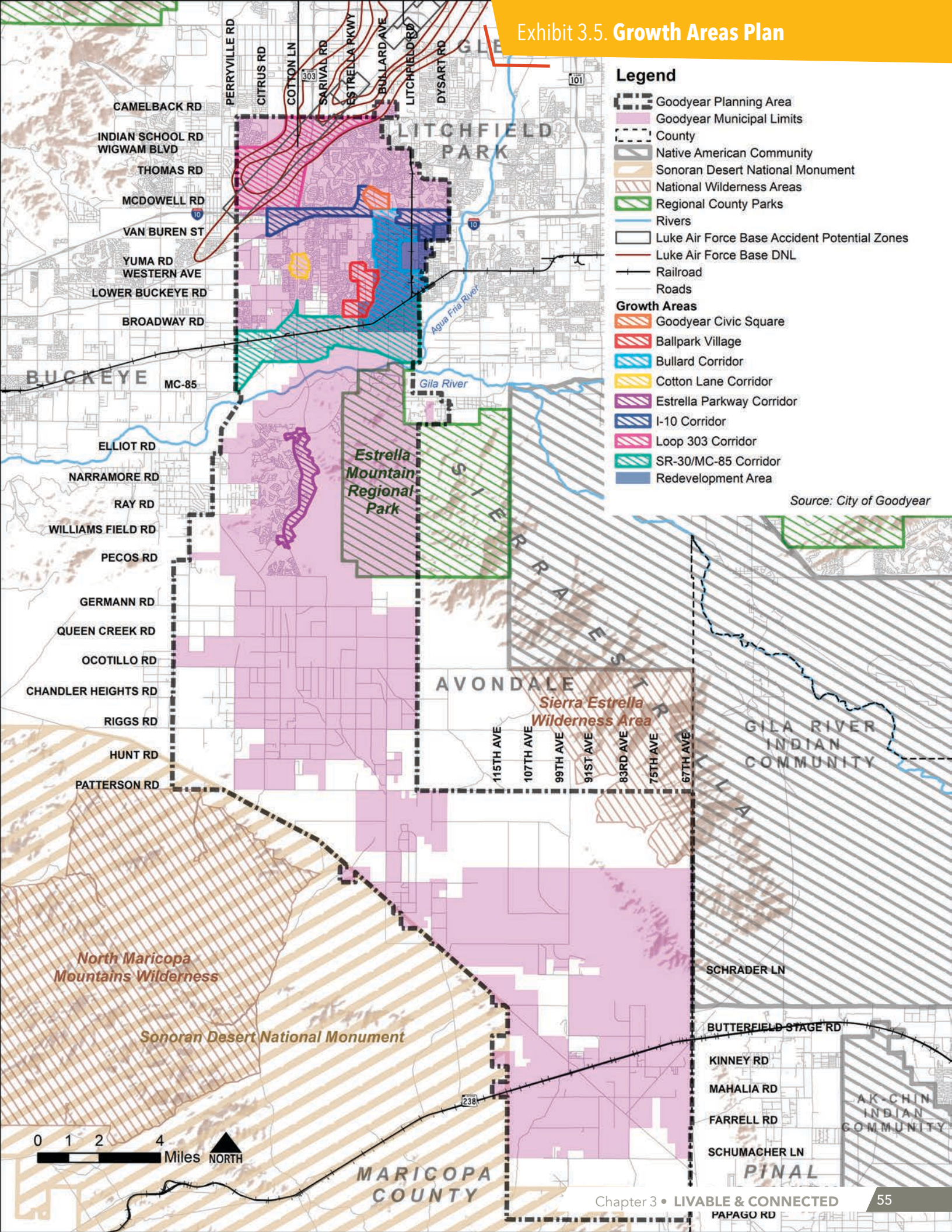
Growth Areas Framework

Goodyear is approximately 14% built-out and has a lot of area to grow. Consequently, handling growth will continue to be an important issue in the future to ensure Goodyear remains a high-quality and attractive place to live, work, play, raise a family, or retire. To maintain and build upon this quality foundation as it grows and develops, Goodyear envisions allowing new growth while ensuring it is compatible with existing development, that new growth pays for itself, and that there are adequate services to meet demand.



Growth Area Plan

The Growth Areas Plan is intended to provide information on anticipated and/or preferred growth patterns within the community. It is not a regulatory or restrictive plan, but it does take into consideration current development patterns, projected growth, existing and planned transportation systems, and other environmental conditions to define select areas within the city that are more receptive and/or appropriate for the various types of housing, commercial, and employment growth that is anticipated to occur over the 10-20 year planning horizon of this General Plan. Although these identified areas are indicated as being more conducive to certain types of growth, it should also be understood that this does not suggest that growth will or should be more rapid in these areas than other parts of the city. Rather, in some Growth Areas, change may occur incrementally; while in other areas, a specific development project could be the spark that creates transformational change. Given this context, the community should continue to recognize assets within these Growth Areas that contribute to Goodyear's special appeal and advance planning efforts that protect and enhance these advantages.



Growth Areas

Goodyear's seven defined growth areas are illustrated on the accompanying Growth Areas Map and are further described below:

Goodyear Civic Square

Location:

North of McDowell Road, south of Encanto Boulevard, east of the Bullard Wash and west of Bullard Avenue.

Growth Targets:

Anchored by Goodyear Civic Square at GSQ, this growth area is the premier Downtown of the city. Targeting development promoting a walkable, mixed-use urban district with Class A office, retail, restaurants and entertainment options, Civic Square will grow to be the heart of Goodyear and a destination for the entire community.

Bullard Corridor

Location:

North of MC-85, south of McDowell Road, east of the Bullard Wash, and west of Litchfield Road.

Growth Targets:

This area is centered around the Bullard Tech Corridor and the Phoenix Goodyear Airport. Land uses primarily provide opportunity for commercial and employment growth to maintain compatibility with airport operations, high tech employment, medical/life science uses, select manufacturing, and associated supportive retail. Enhanced with high speed fiber and this Growth Area also includes Foreign Trade Zones (FTZ), the Military Reuse Zone (MRZ), and Redevelopment Area.

Ballpark Village

Location:

North of Elmwood Street, south of Goodyear Boulevard North, east of Estrella Vista neighborhood and west of the Bullard Wash.

Growth Targets:

Ballpark Village is focused around the Goodyear Ballpark and is envisioned to support walkable, mixed-use development with municipal services, recreation, entertainment, shopping, and housing land uses.

SR-30/MC-85 Corridor

Location:

North of the Gila River, south of Broadway Road and MC-85, east of Perryville Road and west of Litchfield Road.

Growth Targets:

This area accounts for the planned SR-30 alignment and seeks to capitalize on this new gateway to the city by balancing expanding employment, manufacturing, retail, office, and related high tech industry uses in a manner that compliments the environmental quality of the adjacent Gila River open space corridor.

Loop 303 Corridor

Location:

Within the Noise Contours of Luke Air Force Base. North of McDowell Road, south of Camelback Road, east of Perryville Road and west of the Loop 303.

Growth Targets:

This area falls predominantly within the Luke Compatible Land Use Overlay which supports a focus on employment-related uses that are most commonly associated with large footprint warehousing, distribution, and manufacturing centers.

I-10 Corridor

Location:

North of I-10 to McDowell Road between Citrus Road and Dysart Road. South of I-10 between Bullards Avenue and Litchfield Road.

Growth Targets:

This area is focused on the undeveloped areas along I-10, between Citrus Road and Bullard Avenue. Development in this area is envisioned to primarily incorporate office, hotel, retail, and housing development along the interstate corridor.



Cotton Lane Corridor

Location:

The four corners at the intersection of Yuma Road and Cotton Lane.

Growth Targets:

As one of Goodyear's most established retail corridors, this area is anticipated to continue to expand by supporting a mixture of retail, entertainment, and commercial uses with pedestrian connectivity to surrounding neighborhoods.



Estrella Parkway Corridor

Location:

North of Willis Road (alignment), south of Elliot Road, east of Estrella Parkway, and west of Estrella Mountain Regional Park. Includes the four corners of Elliot Road and Estrella Parkway as well as Willis Road and Estrella Parkway.

Growth Targets:

This area plays a key role in supporting the daily needs of the Estrella community. While already partially developed primarily with traditional residential subdivisions, the area proximate to Estrella Parkway also provides an opportunity to integrate commercial nodes with an emphasis on retail and services along with a variety of housing, educational, and recreation options to support overall growth.



Redevelopment Area

Location:

North of Broadway Road, South of I-10, East of Bullard Wash to the edge of the city limits with Avondale.

Growth Targets:

The Redevelopment Area overlaps the Bullard Corridor and I-10 Corridor Growth Areas. Covering much of the oldest parts of Goodyear, the Redevelopment Area was designated to revitalize this part of the city.

Where to Find More

Western Maricopa/Luke Air Force Base Regional Compatibility Plan

This plan is utilized by Maricopa County and West Valley cities to plan for compatible land uses to protect the mission and continued operation of Luke Air Force Base.

Luke Air Force Base Targeted Growth Management Plan

This plan was developed to account for growth and strategies related to education, workforce and economic development, transportation and housing to continue to leverage a mutually beneficial relationship between Luke Air Force Base and West Valley Cities.

City of Goodyear Redevelopment Plan

This plan is utilized by the city to revitalize historic Goodyear with infrastructure improvements and infill development within the Redevelopment Area.



Livable & Connected Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but are affected by, many of the topics that are addressed in other parts of the General Plan, including housing opportunity, open space preservation, and natural resource conservation.



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.

A balanced land use plan is critical for achieving a livable city, where impacts from emerging market trends are addressed in a manner that creates livable and safe neighborhoods, coupled with a strong supporting economy. The diversity and hierarchy of land uses should be versatile to respond to the desired community vision and needs now and into the future. As Goodyear continues to mature as a city, enhanced and expanded housing, retail, employment, recreation, entertainment, and cultural opportunities are paramount to becoming a community where citizens can live, work, and play. These opportunities will increase quality of life and also help to increase tax revenue, contributing to the long-term social and fiscal sustainability of the city.

- 1** Continue to plan for a mix of urban, suburban, and rural residential and non-residential development based on the needs of different areas within Goodyear. Clearly articulate these intended distinctions through adopted land use categories and supporting regulations to increase predictability for residents, property owners, and investors about intended future land use patterns in a given location. Consider development constraints when evaluating future land use plans to ensure proposed uses can be implemented without creating unintended conflicts.
- 2** Determine transition zones, between rural and more urban areas, between developed areas and sensitive open space or conservation areas, between commercial and residential areas, and establish regulations that support appropriate transitions in character of development and neighborhood compatibility in these areas.
- 3** Ensure the mix of land uses and zoning which will allow for a diversified employment base and stable revenue stream now and in the future or at other times when growth may be limited.
- 4** Designate lands near important assets (Loop 303, I-10, fiber-optic lines, Phoenix-Goodyear Airport) for appropriate and complementary employment uses.
- 5** Promote higher residential densities near and within Civic Square, along the future Loop 303 corridor south of I-10, and near transit stations.

6

High-density residential should:

- Have access to transit services.
- Locate near commercial uses or integrate commercial uses such as coffee shops.
- Provide a buffer between commercial and lower-density residential.
- Respect the surrounding residential development.
- Be compatible with existing surrounding development when infill development (e.g., limit height of buildings to reflect surrounding existing residential buildings).

7

Development within large master planned communities should:

- Allow for greater flexibility since the area is being master planned.
- Include a diversity of housing.
- Include trails, open space, and internal and external connectivity.
- Include an integrated lifestyle.

8

Development within Mobility Corridors should:

- Allow and encourage taller buildings to support higher densities and employment uses in appropriate existing locations.
- Provide places to park near transit stations.
- Include a mix of uses such as commercial, residential, recreation, and arts.
- Include destination uses.
- Include pedestrian and bicycle access and connectivity.

9

Development within the Village Centers should:

- Be a destination.
 - Include small businesses, businesses that promote gathering, entertainment, restaurants.
 - Have a unique development format that reflects the surrounding neighborhoods and environment.
-



-
- 10** Development near natural resources should:
- Preserve natural features, steep slopes, and when appropriate, views.
 - Use design that emphasizes the natural resources.
 - Include public access to the natural resources.
 - Include low light, low noise, and low traffic.
 - Include activity nodes at major crossings.
 - Include destinations within the resources (e.g., White Tanks library).
-

- 11** Promote creativity and maintain flexibility in the development process while still protecting existing residents and businesses from incompatible land uses and preserving and enhancing Goodyear's existing character.
-

- 12** Protect the Luke Air Force Base Accident Potential Zones (APZs), and the Phoenix Goodyear Airport Traffic Pattern Area (TPA) and their respective critical noise contours (i.e., 65 day- night noise level (DNL) and greater) surrounding Luke Air Force Base and Phoenix Goodyear Airport from incompatible land uses in support of their continued and/or expanded future operations.
-

- 13** Ensure there are adequate sites within the city for intensive land uses, such as, but not limited to, landfill transfer stations and ensure necessary separation from residential and other lower intensity uses.
-

- 14** Maximize land use compatibility in areas with close proximity to existing or planned aggregate mining operations by:
- Continuing to track known sources of aggregate.
 - Discouraging new residential development adjacent to existing or planned aggregate mining operations.
 - Promoting the development of compatible non-residential development uses adjacent to existing mining operations.
 - Requiring mitigation and remediation plans to be executed by the mining operator for all new aggregate mining operations.
-



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.

Growth in Goodyear has been fast. While growth brings desired opportunity to the city, it must be measured to achieve the best possible balance between community need and development impacts. The amount and type of growth that occurs in Goodyear should be evaluated with what enhances, supports, and builds upon Goodyear's desired character and identity expressed in this Plan, as well as protects community assets from encroachment and incompatible land uses. Growth must also be sustainable and new development must ensure it pays its fair share toward additional public infrastructure and service needs generated by new development. In focused areas where enhanced growth is encouraged, efforts should be intentional with greater consideration to preserve, revitalize, or redevelop Goodyear's older areas while efficiently utilizing available land resources in emerging areas to minimize sprawl as well as operation and maintenance costs.

- 1** Promote the policy that new development should pay for itself through providing necessary on-site and off-site improvements to serve the development or adhering to the cost recovery ordinance.
- 2** Use development impact fees to encourage or discourage development in certain areas of the city. In areas where there are not adopted impact fees, the developer shall construct the necessary infrastructure to serve the development.
- 3** Promote development within the city's designated growth areas first, as follows:
 - Areas within the impact fee areas as identified by the Infrastructure Improvement Plan (IIP).
 - Areas within targeted job centers such as the Loop 303 Corridor, Interstate 10 Corridor, Phoenix Goodyear Airport, the MC-85 Corridor, and the Bullard Corridor.
 - Areas within any city-adopted Redevelopment Area.
 - Areas within the Mobility Corridor Overlay.
 - Areas within ¼ mile of existing residential subdivisions.
 - Areas along existing interstates/freeways.



4

Promote appropriate development within the designated growth areas:

- Goodyear Civic Square: Promote a walkable, mixed-use urban Downtown with Class A Office, retail, and entertainment.
- Bullard Corridor: Promote medical, office, and high tech industry uses in the north Bullard Corridor to build upon the existing medical/life science facilities. Promote compatible aviation-related, technology, and select manufacturing employment uses in the south to complement the operations of Phoenix Goodyear Airport.
- Ballpark Village: Promote a walkable mixed-use urban center with retail, entertainment, municipal uses.
- SR-30/MC-85 Corridor: Promote employment, logistics, office, supportive retail uses, manufacturing, and related high tech industries.
- Loop 303 Corridor: North of I-10, promote distribution, warehousing, and manufacturing to utilize proximity to the Loop 303 and I-10 and be compatible with the Luke Air Force Base Overlay. South of I-10, the Loop 303 corridor should transition to a more predominant residential development form.
- I-10 Corridor: Promote office, entertainment, and hospitality uses to maximize visibility and access.
- Cotton Lane Corridor: Promote walkable retail, entertainment, and commercial accessible to surrounding neighborhoods.
- Estrella Parkway Corridor: Promote the development of commercial nodes, retail, services, and educational, and recreational uses.
- Redevelopment Area: Promote infill development, adaptive reuse, and redevelopment.

5

Discourage rezoning land to higher intensities until infrastructure planning is in place and necessary resources are available, unless a plan to develop the infrastructure necessary to adequately serve the area is identified during the rezoning process and its implementation in a timely manner is guaranteed by appropriate stipulations and development agreements.





Goal LC-3:

A community with diverse destination centers to meet resident, workforce, and visitor needs.

Goodyear's commercial and employment centers form the core of economic activity and job growth across the city. To align with the needs of Goodyear's varied resident, workforce, and visitor populations, diverse destination centers should offer a unique set of housing, businesses, offices, and amenities. With additional programming and investment, particularly focused towards community events and local based and/or small business-type uses, the city can help advance these centers to create vibrant hubs that attract and proficiently provide new or expanding services such as transit and entertainment opportunities. By ensuring that residents, workers, and visitors can meet a majority of their daily and supplemental needs without traveling outside the city, these efforts will be critical steps towards producing vibrant mixed-use destinations in Goodyear.

1

Promote entertainment and recreational uses at the Civic Square, Ballpark Village and Village Center sites.

2

Develop the Civic Square site with a mix of cultural, commercial, residential, and recreational uses that:

- Builds an activity, entertainment, education, and employment hub of the community.
- Locates a higher education institution(s) in or near Civic Square.
- Incorporates community gathering and meeting places with a variety of uses such as office, retail, entertainment, indoor and outdoor enjoyment.
- Includes multiple modes of transportation options to Civic Square.
- Ensures landscaping maximizes the potential outdoor use, incorporates intimate gathering areas, inclusion of public artwork, and provides for a beautiful and aesthetically pleasing look and feel.

3

Encourage development of Village Center areas to create additional community gathering places that:

- Locate in areas that are currently served by infrastructure and in proximity to customers and employees.
- Include a mix of housing, retail, recreation, entertainment, and municipal uses.
- Include many modes of transportation with enhanced focus on walkability and accessibility by pedestrians to adjacent neighborhoods.
- Provide services for neighborhood convenience (groceries, pharmacies, doctor/dentist offices etc.) and public uses or facilities (libraries, post offices, schools, parks, recreation/community centers etc.).

4

Continue to attract 'destination retailers' and other businesses which might stimulate expanded shopping and visitation by residents from the wider region.



Goal LC-4:

All areas of Goodyear become complete neighborhoods

During the general plan engagement process the community communicated a desire for all areas of Goodyear to meet the needs of nearby residents. By locating a variety of complementary uses near each other, like homes adjacent to opportunities to shop and dine, Goodyear can strengthen the long-term vitality of these mutually supporting uses as well as the neighborhood itself. Neighborhoods that provide people with safe and convenient choices for a variety of goods, services, and housing options are considered equitable and complete. In addition to a variety of uses, a complete neighborhood includes a variety of amenities and benefits within each place. This means embedding high-quality parks, open space, pedestrian and bicycle facilities, parking, and other benefits into each neighborhood.

1 Promote the concept that all neighborhoods in Goodyear should be “complete neighborhoods” meaning they include:

- A range of housing options.
- The option to safely walk or bike to internal and external destinations.
- Access to a variety of transportation options.
- Schools that meet the needs of the neighborhood.
- Parks and other recreational facilities.
- Neighborhood commercial centers that provide daily needs.
- Places of worship.
- A sense of place and community pride.
- Places and spaces that encourage social interaction.
- Accessibility for people of all abilities.
- Access to healthy food.
- Other amenities identified as important by the neighborhood.

2 Link neighborhoods and individual destinations within neighborhoods together through publicly accessible and private shared-use sidewalks, greenways, trails, and open space. Also, provide bike paths and bike lanes where possible to increase connectivity.

3 Ensure to connect new and existing neighborhoods with sidewalks and trails where “stubs” exist or where new connections would improve access to existing or planned amenities and services. Avoid “walling off” neighborhoods except in locations where noise or other characteristics of adjacent uses impact neighborhood livability. Where walls are warranted, provide periodic breaks for pedestrians and bicycles.



- 4** Use Asset Based Community Development to engage residents in determining the assets and possibilities within their neighborhoods and encourage community involvement to implement changes.
- 5** Provide a wide range of housing opportunities and compact walkable neighborhoods within the vicinity of existing and planned transit routes.
- 6** Implement neighborhood enhancement and revitalization programs as outlined in future phases of the Community and Neighborhood Services Master Plan.
- 7** Designate open space or parks as the focal point of the neighborhood and ensure they are available within walking distance to all residents.
- 8** Encourage children to walk to school by locating elementary schools at the center of the neighborhood, and providing connections to schools outside of the neighborhood that are used by neighborhood residents, such as paved paths and unpaved trails and creating walking school buses.





Goal LC-5:

A community that distinguishes itself through its high-quality character and design.

The residents of Goodyear want to maintain strong ties to qualities of the city that make it distinctive. Within this context, Goodyear does not seek to convey a single community character; rather, it supports a character that is rich and varied. The city wants to hold on to cherished icons of its past while acknowledging its diverse cultural traditions. This is achieved through recognizing that the city is comprised of a variety of distinct areas, each with an individual style and feeling. Care must be given to reinforce each area's character-contributing qualities while providing a shared sense of place through context sensitive design overall.

- 1** Work in partnership with landowners, developers, prospective businesses, and other stakeholders to create a visually diverse and captivating architectural environment. Encourage the use of regionally appropriate, attractive, and diverse architecture and landscape treatments that is compatible with the Sonoran Desert.
- 2** Ensure the design and intensity of new development is compatible with established neighborhoods and uses in terms of its height, scale, and the overall mix of uses.
- 3** Provide and/or designate gathering places such as parks, schools, or community centers into neighborhoods.
- 4** Foster opportunities for social interaction through site design (e.g., front porches, narrow streets).
- 5** Roads should be designed and built in conformance to a "complete streets" policy, meaning they are designed with all users in mind and include space for automobiles, transit, bicycles, and pedestrians to move safely and comfortably through the community.
- 6** Promote home maintenance, code compliance, city maintenance, and neighborhood clean-ups to keep a clean and safe environment.
- 7** Encourage the use of vegetation that provides shade, seasonal color, and requires minimal irrigation as recommended by the Bike & Pedestrian Path Shade Study.



Goal LC-6:

A connected community with a multimodal transportation system that meets the needs of its residents, workforce, and visitors.

Key to maintaining a connected community is a diversified transportation network. Goodyear's multimodal transportation system achieves this diversity through accommodating the movement of people, goods, and services by balancing all modes of transportation, offering strong linkages between varying land use types, and encouraging active mobility within a network of complete streets. This includes balancing spaces for drivers, bicyclists, pedestrians, and transit by providing dedicated spaces for them and prioritizing them where different modes interact with each other. Adaptive and resilient, Goodyear's transportation network also integrates innovative transportation practices, such as micro-mobility and shared-mobility to ease congestion and provide more transportation options.

- 1** Connect internal streets, paths, trails, and sidewalks within new developments to the street network designated in this Plan. Where there are intervening undeveloped parcels, identify appropriate connecting points that can be adopted by future developments.
- 2** Ensure the identified functional class, right-of-way, design, capacity, and level of service of transportation facilities are consistent in supporting existing and future land use development patterns.
- 3** Implement the goals, standards, plans, and policies identified in the adopted Transportation Master Plan.

-
- 4** Preserve right-of-way for future transportation needs as identified in the Transportation Master Plan
-
- 5** Utilize the roadway construction standards produced by MAG.
-
- 6** Consider the impact and needs of new technologies such as autonomous vehicles when planning residential and business transportation facilities.
-
- 7** Provide safe pedestrian movement throughout the city including adequate sidewalks and paths, crossings of major roadways, and enhanced facilities and amenities for pedestrians (e.g., curb extensions, refuge islands, crosswalks, outdoor furniture, and shade).
-
- 8** Continue to improve safe bicycle mobility by:
- Addressing gaps in the on-street and off-street bike path and trail network.
 - Providing bicycle parking opportunities in strategic locations.
 - Including bike lanes on arterial and collector roadways.
 - Increasing awareness of the bike lane/trail system in Goodyear and the region.
-
- 9** Explore opportunities to implement active transportation (i.e., sidewalks, bike lanes, and trails) facilities on corridors that provide comfortable and low-stress connections for the first/last-mile gaps between transit stops and key destinations.
-
- 10** Establish transit service as recommended in the TMP and transit plans meeting the needs of the community. Cultivate a culture of transit riders and a community that values transit. Particular attention should be paid to Goodyear's youth, building a new generation of transit riders.
-
- 11** Partner and collaborate with MAG, the State, and regional partners to explore the opportunity of implementing intercity passenger rail and expansion of transit service.
-
- 12** Support improvements to the freight network and programs, incentives, and opportunities that supports the timely delivery of goods.
-
- 13** Support continued development and improvements of the Phoenix Goodyear Airport's physical assets.
-
- 14** Provide safe and convenient transportation options for elderly and special needs residents, including those outlined in the Community and Neighborhood Services Master Plan.
-



15 Provide safe and convenient transportation options for those pursuing education opportunities such as high school, community college, trade schools, and higher education.

16 Continue to evaluate and implement transportation technology to enhance connectivity and reduce congestion such as:

- Micro-mobility services like e-scooters.
 - Promote utilization of car share and bike share programs.
 - Promote carpooling, compressed work schedules, and other tools and programs that reduce vehicle trips.
-

17 In the Scenic Neighborhoods land use category, transportation should:

- Contain streets that respect the terrain and scenic quality within the area.
 - Contain streets that may be narrower and might not include sidewalks and curb and gutter.
 - Contain unpaved, soft, or backcountry trails for off street connectivity and equestrian options.
-

18 In the Neighborhoods land use category, transportation plans should:

- Connect neighborhoods and people with all abilities via roads, sidewalks, shared use pathways, and transit.
 - Incorporate designs and facilities for bicyclists and pedestrians on all arterials.
 - Enhance mobility for seniors.
 - Provide connections to community business and shopping areas.
-

19 In the Business & Commerce and Industrial land use categories, transportation plans should:

- Provide easy access for workers and visitors.
 - Connect employers to local shopping & dining.
 - Utilize frontage roads when necessary to provide better access to businesses.
-



Goal LC-7:

A well-functioning transportation system that manages accessibility, reliability, efficiency, and safety.

Upholding functionality is a priority for Goodyear's transportation system. This includes managing, and where necessary, improving the accessibility, reliability, efficiency, and safety of Goodyear's overall transportation system. In addition to its primary mobility purpose, Goodyear's transportation system must be recognized as public spaces that contribute to the overall character and perception of the city. This requires transportation facilities to be well designed and well maintained to particular and appropriate circumstances, while meeting the needs of the transportation system as a whole.

- 1** Balance construction of new infrastructure with maintaining existing roadways and investing in operational improvements to minimize need for replacement and rehabilitation.
- 2** Provide opportunities for walking and biking to destinations whenever possible. Ensure that residents can walk and bike safely through the community by creating separated bike lanes along most-used routes, creating well-marked cross-walks, and implementing similar measures.
- 3** Consider a range of different funding sources and leveraging opportunities including proactively pursuing grants and state and federal funding.
- 4** Make the multimodal regional transportation system safe for all users by using proven methods for lowering crash rates, ensuring roadways are in good repair, and increasing personal safety.
- 5** Identify Intelligent Transportation System (ITS) technologies that are cost-effective in improving roadway operations and can be implemented citywide.
- 6** Develop strategies that promote safe routes to schools and programs that improve pedestrian, bicycle, and transit connections to schools and parks in order to minimize student exposure to traffic, promote healthy living, and reduce traffic congestion in school zones.
- 7** Encourage the use of context-sensitive traffic-calming measures, such as roundabouts and road diets, in appropriate locations to reduce vehicle speeds, discourage shortcutting traffic, increase safety, and enhance the livability of neighborhoods and communities.
- 8** Coordinate with stakeholders and develop strategies to improve accessible transportation options for those with special transportation needs including Americans with Disabilities Act (ADA)-accessible sidewalks, improved street crossings, shaded bus shelters, and transit connections to services and activity centers.
- 9** Consider use of alternative fuels and new technologies in city-provided transit services.



Goal LC-8:

A community that supports regional and interagency transportation planning collaboration.

The ownership of transportation facilities (i.e., roadways, rail, air) can vary within the city, making it challenging to coordinate improvements and ensure compatibility across the system. To develop and implement regional solutions to local transportation and traffic problems created by growth and/or demand outside the city, Goodyear should continuously work in cooperation with state and regional agencies, along with other jurisdictions.

- 1 Continue to utilize a regional approach to understanding and solving transportation issues.
- 2 Partner with organizations such as, but not limited to, the Arizona Department of Transportation (ADOT), the Maricopa County Department of Transportation (MCDOT), the Federal Highway Administration (FHWA), and Maricopa Association of Governments (MAG) to implement the design and construction of transportation improvements within and connecting to the City of Goodyear to implement projects and programs that result in a more efficient freeway system, and support reductions in travel demand, air pollution, energy consumption, and infrastructure needs.
- 3 Continue participation in regional planning efforts, working alongside partner agencies such as MAG and Maricopa County as well as developers for planning and constructing an integrated and seamless multimodal transportation system.



Inclusive & Diverse



Lakeside Music Festival, Estrella North Lake Amphitheater



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.



Introduction

Neighborhoods and housing were central topics throughout the public engagement process. A healthy city needs options for safe, diverse housing, and convenient access to goods, services, and amenities. Goodyear understands the value of having healthy neighborhoods and housing options. Goodyear will cultivate community-driven placemaking and identity, through curating a focus on art and promoting the city's culture and history while limiting displacement and retaining the essence of existing neighborhoods by intentionally directing redevelopment..

Planning Considerations

A Balanced Approach to Housing

Residents shared mixed feelings regarding the rate of growth of single-family and multi-family residential development within the city. A share of the community feels that housing development, and in particular multi-family housing growth, has been too excessive and necessary supporting uses/ infrastructure have not been able to keep pace. On the other hand, others in the community shared that rising housing prices have aided in creating a high cost of living, increasing to the point where some feel as though they may not be able to live in Goodyear in the near future. However, there is broad agreement that Goodyear does need more diversity in its housing stock to keep up with the changing needs of households at different income levels from those experiencing poverty, to new-to-the-workforce singles, to middle income families, to retirees and affluent residents.

Where to Find More

Community & Neighborhood Services Master Plan

The Community and Neighborhood Services (CANS) Master Plan was developed from the City Council Strategic Plan to study the human and social service needs of Goodyear residents. The plan is broken down into the following three phases: Human Services, Neighborhoods, and Housing. Phase I focused specifically on human services and was completed and approved by Council in December of 2021.

Art Access is a Must

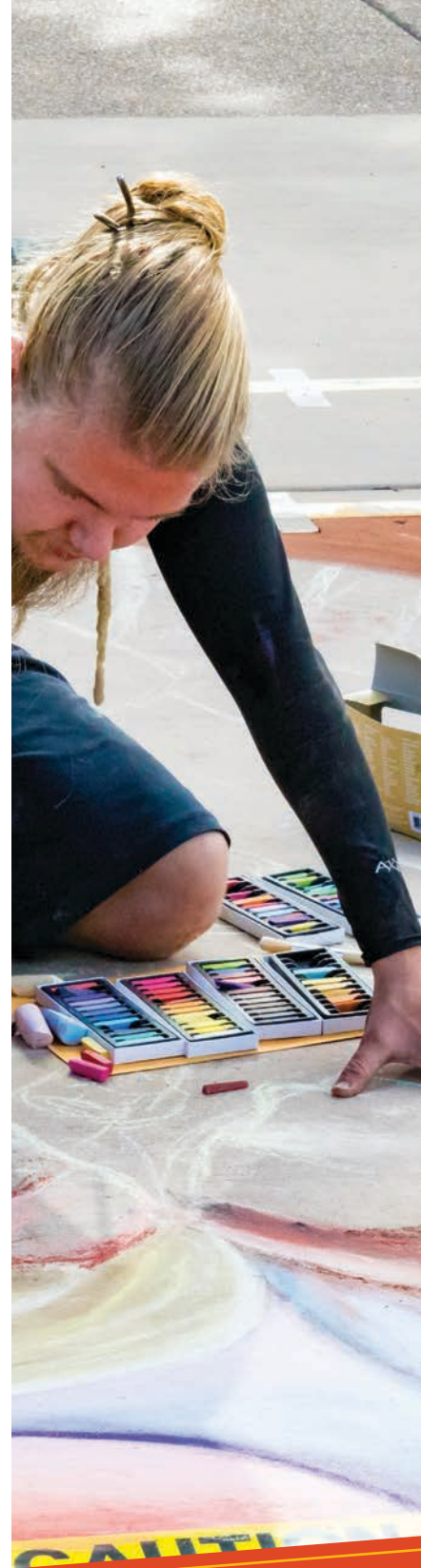
Currently, Goodyear modestly invests in the arts. The city has an ordinance that establishes a revenue source of up to 1% to public art from the CIP. Additionally, the city has on-going General Fund budget for arts events and programs. As Goodyear's population continues to grow and diversify, the city must embrace this diversity and continue to drive our creative economy to ensure that everyone has equal access to cultural life and experiences..

Creating a Variety of Neighborhoods through Placemaking

Goodyear recognizes the importance of placemaking, an approach to creating vibrant communities with lasting appeal and value. People are drawn to places that offer a range of features and qualities, a wide variety of structured and spontaneous activities, and most importantly, the presence of other people. Placemaking, especially within the Civic Square area, but also in neighborhood-oriented village centers, can have a transformational effect on growth and development in Goodyear over the next 10-year planning horizon. It is especially valuable as a tool for improving community vibrancy and developing unique character in neighborhoods to make them more identifiable. Considering the growing demand for the type of community atmosphere that placemaking can create, Goodyear stands to gain much by increasing its efforts on this front.

A Call to Preserve History

While Goodyear is a relatively young community, steps should be taken to preserve the unique history of the city. Goodyear has significant historical assets from ancient Hohokam petroglyphs to the first neighborhoods of the original townsite and historically African American homesteads of Mobile. As the community continues to grow, the public has voiced the need to preserve the city's heritage for future generations to appreciate the humble roots of Goodyear from the past.



The Goodyear Arts & Culture Commission provides leadership in developing a community identity through the arts.



Inclusive & Diverse Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but are affected by, many of the topics that are addressed in other parts of the General Plan, including land use, parks and recreation, economic development, and transportation.



Goal ID-1:

Vibrant, equitable, and diverse neighborhoods recognized as being “a home for everyone,” each with their individual character yet connected and integrated into a cohesive Goodyear.

Goodyear is home to residents at varying stages of life. This dynamic is evident in the varying types of neighborhoods that exist within the city today. Combining neighborhood identity with a shared city culture celebrates the diversity of Goodyear and enhances the opportunity to bring neighborhoods together. These neighborhoods should be equitable and interconnected in the community to cater to the full range of homeowners from renters to first-time homebuyers to empty nesters. Neighborhoods are well maintained, attractive, and high quality with opportunities to revitalize and support aging, at risk, or transitional neighborhoods that may be in need of redevelopment.

- 1** Protect the character, integrity, and stability of neighborhoods where people of all ages can live. Locate senior housing or assisted living housing near services and transit stations.
- 2** Promote the concept of “aging in place” and “aging in family,” ensuring that neighborhoods and homes meet the needs of aging residents and provide accessibility in accordance with the Americans with Disabilities Act (ADA).
- 3** Encourage the integration of varied housing models, architectural styles and form, streetscapes, signage, common landscaped areas, and other character-defining features that contribute to a distinct neighborhood identity.
- 4** Encourage infill development and redevelopment in established neighborhoods through flexible standards and other regulatory incentives, while ensuring development matches or exceeds the quality of adjacent existing development.
- 5** Establish neighborhood gateways and connect residential neighborhoods through design elements such as street tree theming.
- 6** Support the retention of existing housing stock in Goodyear. Encourage ongoing maintenance and promote reinvestment and improvements in declining areas and targeted redevelopment of blighted properties. Work with property owners, neighborhoods, and non-profit organizations to bring substandard units into compliance with adopted codes, improve overall housing conditions, and generally prolong the lifespan, efficiency, and habitability of older homes.
- 7** Continue to respond to potential violations of city codes in an efficient and effective manner.



Goal ID-2:

A range of housing types, price points, and sizes meet the needs of all ages, incomes, and lifestyles

Diversity of quality housing products is critical to the continued success of any community. Goodyear is a place where every person should have access to safe and affordable housing. Goodyear is committed to addressing housing challenges and solutions through an inclusive, equitable, and holistic approach that balances the need for more housing, and a diversity of housing, with a commitment to preserving the character of neighborhoods.

- 1** Encourage an equitable mix of quality and compatible housing types and price ranges in numerous areas throughout the city that adequately meets the needs of current and prospective residents and workers of all incomes and ages.
- 2** Promote the principles of fair housing.
- 3** Partner with developers to integrate diversity of housing types into large master planned communities.
- 4** Support and work with housing agencies, organizations, private developers, and businesses to increase the amount of workforce housing.
- 5** Concentrate higher-density housing in areas with access to existing or planned high-frequency transit, major employment centers, existing infrastructure, and other services.
- 6** Collaborate with local and regional partners on development of programs and resources to prevent residents from becoming homeless and facilitate the provision of expanded housing for vulnerable populations, including the elderly and those transitioning away from homelessness.
- 7** Ensure that new development preserves surrounding community character through buffering techniques, design elements, and appropriate landscaping.





Goal ID-3:

Regionally celebrated arts facilities, installations, programs, and events highlight Goodyear's diversity and serve as a hub for arts and culture in the West Valley.

To continue to drive our economy and quality of life, we must ensure that everyone in Goodyear has equal access to cultural life and experiences. The diversity of Goodyear is advocated for and reflected in the arts programming, events, installations, and facilities of the community. Arts and cultural opportunities are inclusive and available for citizens of all ages, through art education and promotion of local artists.

- 1** Integrate public art throughout the community within public and private places and spaces to encourage an enhanced sense of place.
- 2** Create new and foster existing partnerships with local and regional arts organizations.
- 3** Seek opportunities for the community to offer input and participate in arts opportunities and experiences.
- 4** Use art to establish connectivity between all citizens in Goodyear.
- 5** Directly incorporate planning and funding for public art within the city budget and planning processes.
- 6** Consider establishing an arts incubator or community art space.



Goal ID-4:

Historical areas and experiences preserve a connection to Goodyear's past.

Many communities that grow rapidly can lose their authenticity when the historical bonds that originally tied the community together are lost. Goodyear desires to celebrate what's uniquely Goodyear, while nurturing new and unique destinations and experiences that build on Goodyear's historic resources. To help preserve and enhance Goodyear's historic resources, focus is given to sharing the aesthetic, cultural, economic, and scientific contribution these resources make to Goodyear's identity and quality of life.

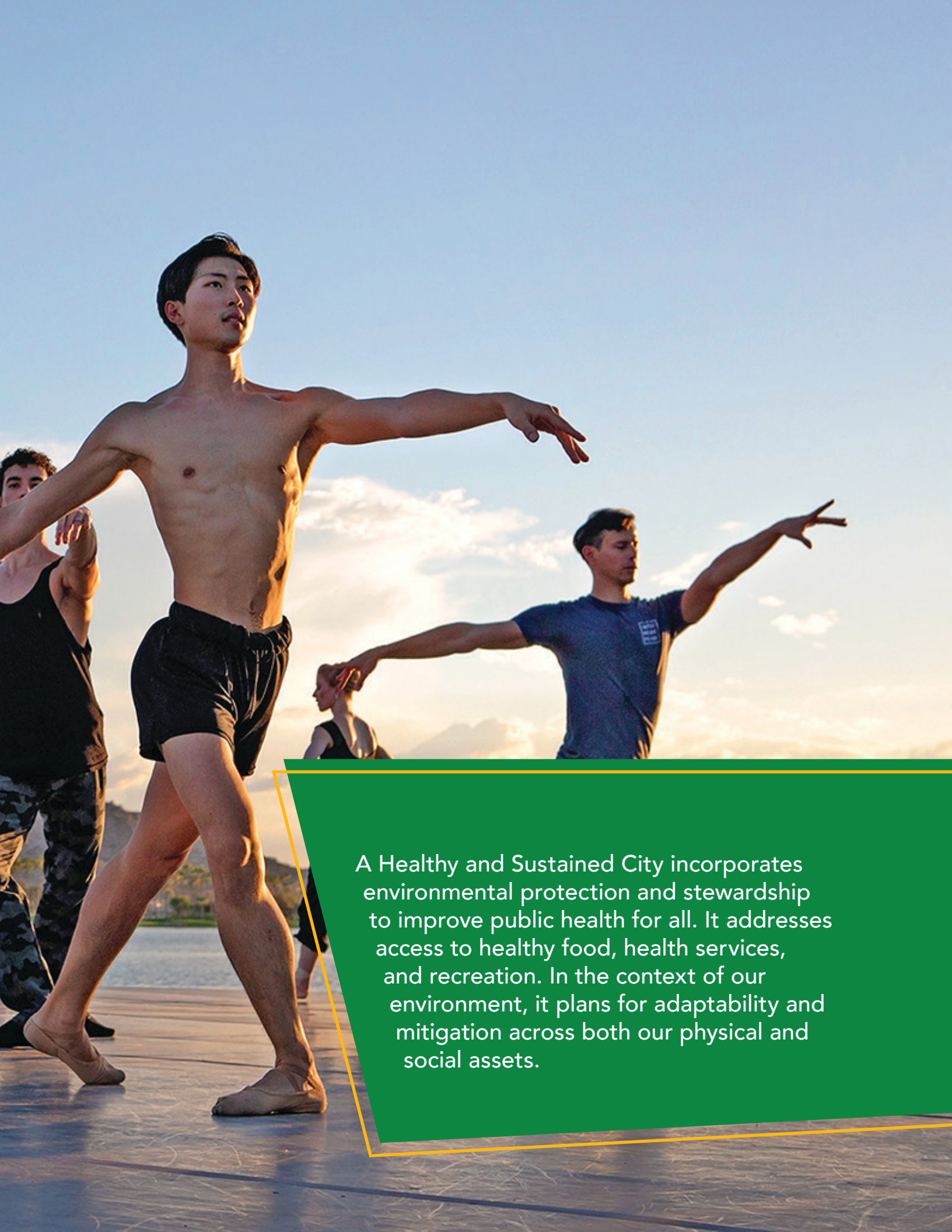
- 1 Grow and target historic preservation efforts through regular inventories, resource identification, adaptive reuse, and development site surveys.
- 2 Cooperate with local preservation non-profits, the State Historic Preservation Office (SHPO), the National Park Service (NPS), and others to further efforts at identifying and protecting sites within the city that have historic, cultural, or archaeological significance.
- 3 Encourage the preservation and/or adaptive reuse of existing buildings, structures, or sites determined to be eligible for the State or National Register of Historic Places.
- 4 Increase and improve the understanding, appreciation, and learning of historic and cultural assets of Goodyear's past and earliest residents.



Healthy & Sustained



Ballet Under the Stars



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.



Introduction

Goodyear is a place with rich, natural assets such as the Gila River corridor, the Waterman Wash, the Sierra Estrella Mountains, and Sonoran Desert National Monument. These natural areas are supported by a diverse system of parks and trails that create community amenities and gathering spaces dispersed across the city. Together, these prominent open space areas and their environmental features provide wildlife habitat, support water resources, and offer recreational opportunities to promote the ability for all residents to lead a healthy life.

However, growth and development can have a substantial impact on the environmental, recreational, and social systems that sustain a healthy, viable Goodyear. This chapter focuses on protecting natural resources to ensure residents live in a healthy environment with equitable access to basic services. Within this context, this Chapter seeks to reduce the city's climate impact by addressing the health of environmental systems, energy efficiency and renewable energy, extreme heat, green stormwater approaches, and waste management and reuse.

Planning Considerations

Maintaining Access and Level of Service

Goodyear's parks system is an excellent community asset providing multiple opportunities for recreation, community gathering, and outdoor activities. As Goodyear continues to develop, the city will need to ensure equitable access and continued maintenance for existing park facilities in the planning area to maintain the current standard of quality. Continued and expanded partnerships with different utility providers, County agencies, and community organizations can be explored for allowing trails along utility corridors or major floodways. Goodyear's Zoning Development Standards also outline open space requirements for master planned communities that are managed long term by individual homeowners associations. Both avenues provide opportunities to maintain and enhance the city's network of parks and open space.

Attention to Preservation of Open Space

Preservation of open space was a key priority identified by the public throughout the General Plan process. Heightened interest in preserving the natural environment of the Gila River and ensuring access to open space throughout the city are specific focus areas for the community. Goodyear is adjacent to multiple natural amenities. The northern portion of the Goodyear Planning Area has the Gila River and Estrella Mountain Regional Park. In the southern portion of the Goodyear Planning Area, Goodyear is adjacent to the Sierra Estrella Wilderness Area and Sonoran Desert National Monument. With so many of these areas in close proximity, Goodyear is well positioned to become a recreational gateway, targeting outdoor enthusiasts from near and far and welcoming them to experience the Sonoran Desert from valleys to mountains. As the city develops further south, providing a dispersed open space network accessible through an integrated trail system will be important for maintaining community health and quality of life for future generations.

Integrated Community Health

Not only providing access to natural amenities within Goodyear, trails provide many opportunities for physical activity that leads to improved health outcomes. Access to open space has also been shown to increase a community's overall health. Food deserts present many health challenges in terms of obesity and nutrition within communities. While Northern Goodyear has access to many grocery stores, the area south of the Gila River only has one grocery store. The same is also true in terms of healthcare facilities. Abrazo West Campus and City of Hope are located in Northern Goodyear along with many other healthcare and medical offices. As the city builds out further south, targeted provisions for additional medical and grocery uses should be considered to further strengthen the overall health of the community.

Improving Environmental Quality

Priority habitats are located primarily within the mountain ranges and along rivers and washes found throughout the city's planning area. These habitats warrant a higher sense of conservation. Areas of specific focus include the Sierra Estrella, Gila River, and Waterman Wash.

While Maricopa County does not meet the National Ambient Air Quality standards (NAAQS) for ozone, great strides have been made towards meeting the standards for particulate matter. Achieving compliance with the NAAQS is a shared effort by the Maricopa Association of Governments (MAG), the Arizona Department of Environmental Quality (ADEQ), the Arizona Department of Transportation (ADOT), the Maricopa County Air Quality Department (MCAQD), and local municipalities. Goodyear's active participation in regional solutions will continue to be important for advancing air quality improvements.

The energy sector is rapidly diversifying beyond traditional industries and resources. The plentiful sunshine across Arizona has led to more Goodyear residents and businesses utilizing solar photovoltaics as a new source of energy. A noteworthy percentage of residents and businesses participate in solar energy programs, energy conservation programs, and demand reduction programs. There is an opportunity for residents and businesses to add more renewable energy to increase the resiliency of Goodyear's energy infrastructure.



Bullard Wash South of
Yuma Road

Parks, Trails, & Open Space Framework

Goodyear continues to stand out as a community with access to parks, trails, and open space. This framework outlines a comprehensive network of recreation, active transportation, and open space facilities for the entire Planning Area.

Parks

Goodyear manages over 20 parks across the city. Ranging in size and scope of programming, these parks provide a backbone for community health and active lifestyles. Community Parks serve as the ultimate gathering space for Goodyear residents in terms of size, facilities, and programming. Neighborhood Parks service individual communities within the city and are smaller in scale. Specialty Parks are designed with unique facilities or a specific use. The following criteria outlines additional requirements for parks within the City of Goodyear.

Goodyear Recreation Campus

Featuring the Goodyear Recreation Center, aquatics center, and a community park, the 86-acre Goodyear Recreation Campus is the cornerstone of Goodyear's parks and recreation network. The multi-use facilities and fields offer a vast diversity of programming options for kids, teens, adults, and seniors alike. Phase II, consisting of the last 46 acres, will be master planned with community input in FY24.





Park Classifications

Community Parks

- Community parks shall be between 15 and 40 acres.
- Community Parks are intended to be accessible to multiple neighborhoods and should focus on meeting community-based recreational needs, as well as preserving unique landscapes and open spaces. Community Parks offer a larger variety of outdoor recreational opportunities such as multiple athletic fields for organized/programmed use. These parks should offer passive and active recreational opportunities and can preserve natural habitats. It is important to link these community parks within the pattern of green space as they offer a broader variety of park facilities.
- Community parks are primarily active parks and shall include a minimum of four lit ballfields, four multi-use fields, parking areas, restrooms, and water fountains.
- Design community parks to serve an area within three to five miles.

Neighborhood Parks

- Neighborhood parks shall be between 5 and 15 acres.
- These parks are often the most used on a day-to-day basis as they offer a variety of recreational and community opportunities close to neighborhoods in which people work and play. These parks are integrated into the pattern of the community, often have little to no parking to promote walkable communities, are designed to provide services to the connecting neighborhood, and provide important nodes within the larger open space pattern. The neighborhood park includes areas for active recreation activities such as field games, court games, playgrounds, etc. Passive recreation activities may include walking, viewing, sitting, and picnicking.
- Neighborhood parks are not separated from nearby houses by arterial streets and are located within walking distance (1/4 mile) of residences.
- Neighborhood parks are primarily designed to accommodate individual, family, and small group recreation.

- Neighborhood parks shall be located within the scenic neighborhoods and neighborhoods categories within one-quarter mile of all residences.
- Within the commerce and business category, neighborhood parks shall be provided as a part of any single-family development larger than 160 acres.

Specialty Parks

- Specialty parks may be any size.
- Specialty parks are designed for a specific function or to provide education and interpretation.
- Specialty park facilities shall be designed to enhance the asset or function for which they are designated.

Linear Parks

- Linear parks are built connections or natural corridors that link parks together.
- Linear parks are designed for one or more modes of recreational travel such as walking, jogging, biking, in-line skating, hiking, horseback riding,.
- Linear park facilities shall be designed to enhance the asset or function for which they are designated.

Where to Find More

Parks & Recreation Master Plan

The Parks and Recreation Master Plan outlines detailed priorities, projects, and initiatives related to the Parks and Recreation Department of the city for long-term implementation and incorporation into the city's Capital Improvement Plan and annual budget.



Active Transportation Network

Goodyear has an extensive trail and bike facility system planned for the community utilizing various wash, utility, and roadway corridors throughout the Planning Area. Both paved and unpaved facilities are planned to provide significant off-road connectivity for cyclists, pedestrians, and equestrians.

El Rio Trail & El Rio River Trail

The El Rio Trail is a planned facility that frames both banks of the Gila River from Avondale to Buckeye. Both sides of the river are planned to have a 12-foot multi-use paved path for cyclists and pedestrians. The El Rio River Trail is a planned natural earthen path within the riverbed for hikers, equestrians, and naturalists.

Maricopa Trail

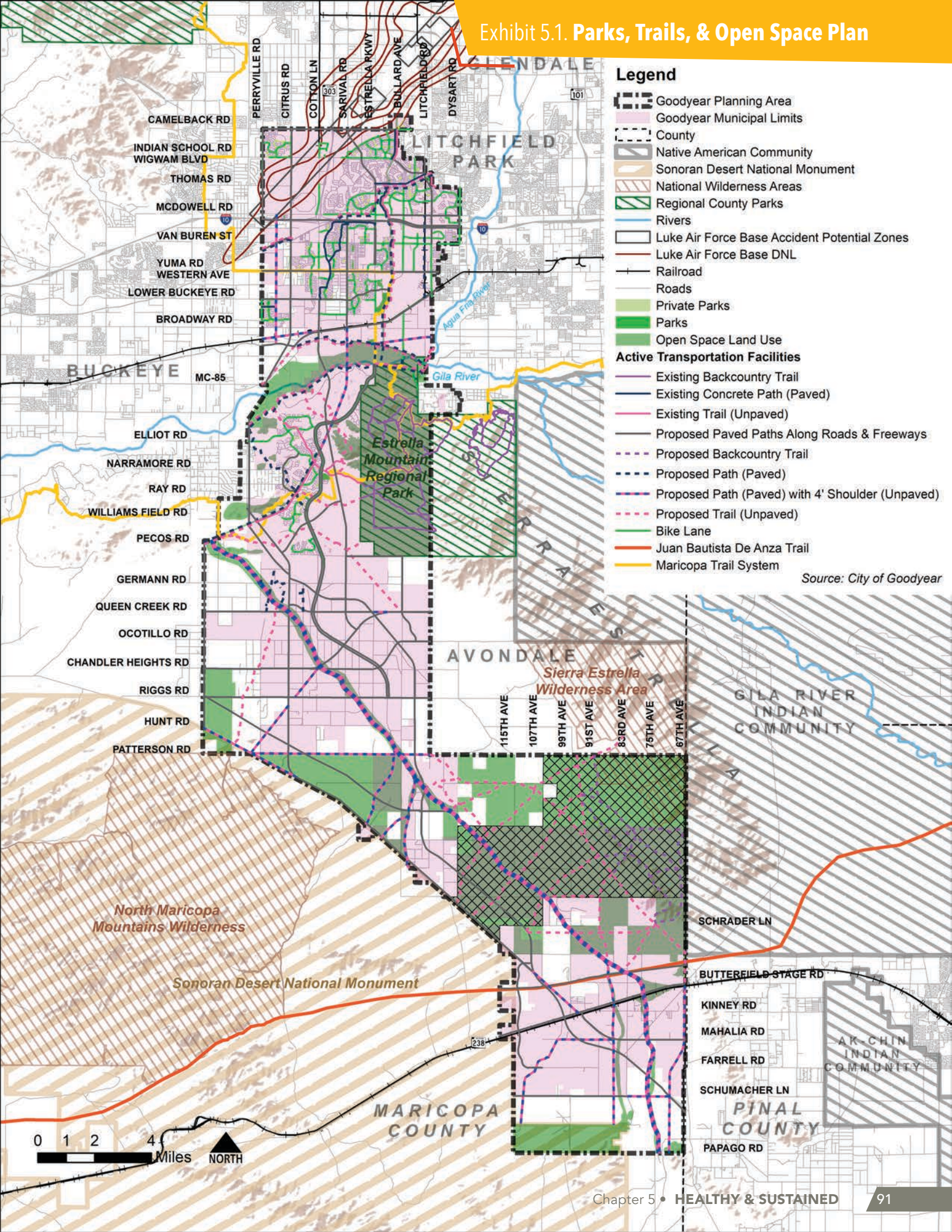
Aptly named for circumnavigating the county parks system, the Maricopa Trail passes through many jurisdictions in the Greater Phoenix Metropolitan Area. Ownership and responsibility of these trails varies across the Valley with different county agencies, cities, community organizations, and utility providers. Maricopa County helps to facilitate the many inter-agency agreements needed to help the trail's construction and implementation. In Goodyear, the trail winds through Estrella Mountain Regional Park and the neighborhoods of Estrella before forking at Estrella Parkway with a southern branch heading to the Buckeye Hills Regional Park to the west and a northern branch that turns west and runs along Yuma Road all the way to the City of Buckeye.

Juan Bautista de Anza National Historic Trail

Facilitated by the National Park Service, the Juan Bautista de Anza National Historic Trail follows the path of the 1775-1776 Spanish Expedition to find a land route through Alta California to the present-day San Francisco Bay Area. The 1,200-mile trail winds through south and central Arizona before following the Gila River on to California connecting many historical, cultural, and recreational sites along the way.

Bullard Wash

Bullard Wash is the premier north/south spine for Goodyear's trail network. The far north end of Bullard Wash has been constructed. Goodyear is currently planning an extension of the trail from McDowell Road, South to Estrella Mountain Regional Park. Once completed, the corridor will connect far north Goodyear to the Estrella Mountain Regional Park, passing through Civic Square and the Goodyear Ballpark.





Sierra Estrella

This mountain range frames the eastern boundary of the City of Goodyear and has a multitude of recreational open spaces including Estrella Mountain Regional Park and the Sierra Estrella Wilderness Area.

Open Space

Estrella Mountain Regional Park

Estrella Mountain Regional Park consists of 19,840 acres of preserved open space in the Sierra Estrella and 33 miles of trails. The park is the fifth largest park in the Maricopa County park system and offers a 65-acre grass picnic area, baseball fields, cycling and mountain biking, campsites, fishing, golfing, and horseback riding. There are also seasonal wetlands at this park as the Gila River and Agua Fria River converge to the north.



Sierra Estrella Wilderness Area

The Sierra Estrella range falls mostly within the Gila River Indian Community but 14,400 acres of rocky, mountainous open space outside of the reservation was designated as a wilderness area by Congress in 1990. Located along the southeastern border of the Goodyear Planning Area, the Sierra Estrella Wilderness Area is a playground for hikers, off-road vehicle explorers, hunters, and rock climbers with Quartz Peak, a popular 4,119-foot summit.

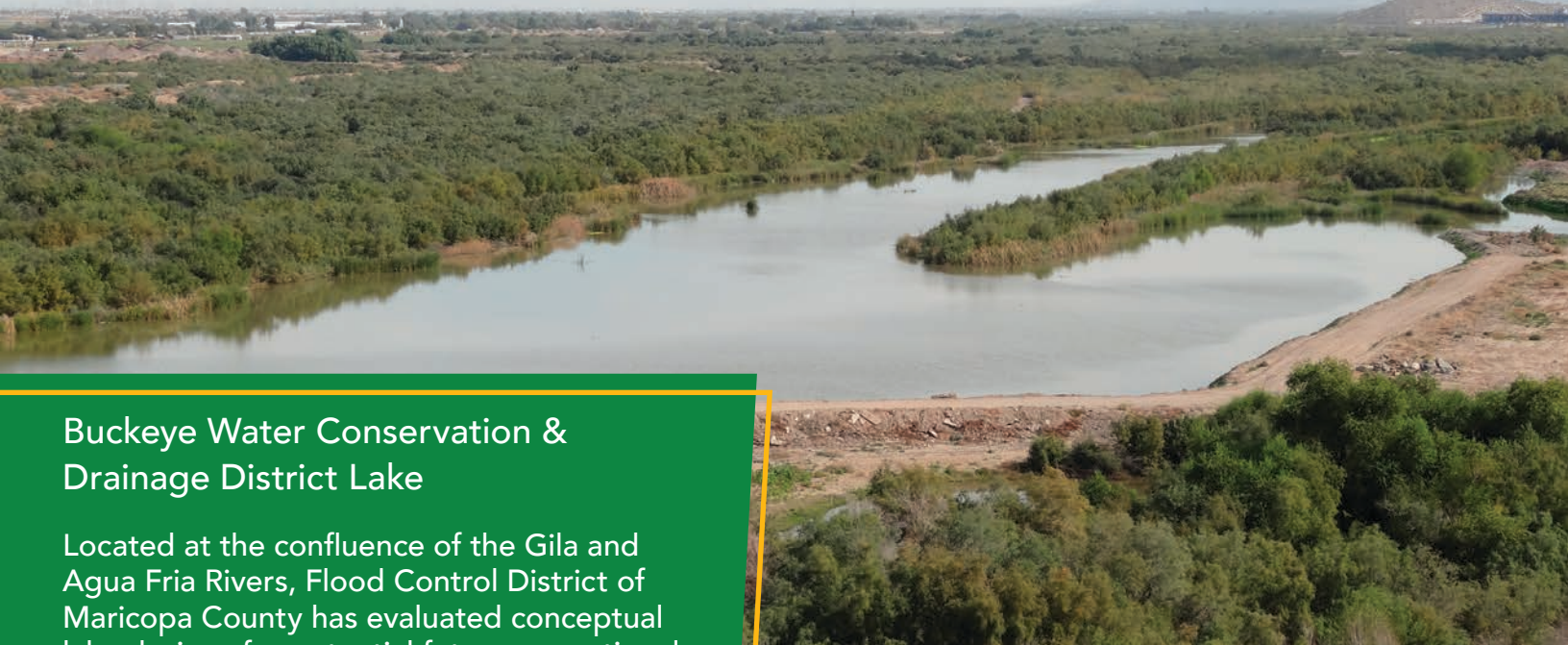
Sonoran Desert National Monument

This Sonoran Desert National Monument abuts the southwestern boundary of the Goodyear Planning Area. Inclusive of the North and South Maricopa Mountains Wilderness Areas, Sonoran Desert National Monument was designated by President Bill Clinton in 2001 to preserve 496,400 acres of the most biologically diverse desert ecosystem in North America. Hiking, mountain biking, and horseback riding are the main attractions in this area. There are motorized vehicle tours to visit archaeological and historic sites, and several trail options including historic trails.

Wildlife Corridor

To further preserve open space, the City of Goodyear has designated a significant amount of Open Space Bureau of Land Management (BLM) land as a Wildlife Corridor. This area of the city serves as a critical wildlife connection bridging the Sierra Estrella to the Sonoran Desert National Monument, ensuring development is minimal or considerate of wildlife. In doing so, the ease of movement between the two will allow for greater biodiversity and increased long-term ecological health outcomes for wildlife populations in both preserved areas.





Buckeye Water Conservation & Drainage District Lake

Located at the confluence of the Gila and Agua Fria Rivers, Flood Control District of Maricopa County has evaluated conceptual lake designs for potential future recreational opportunities.

Floodways

Many key regulatory floodways transect the planning area and are key points for increasing off-road pedestrian, bike, and recreational connectivity. The Bullard Wash has been a key backbone to the off street trail network with recreational opportunities and connectivity in northern Goodyear. The Gila River and Waterman Wash could prove to be very similar recreational facilities as the city's growth trends further south. Adaptable infrastructure along these corridors can increase access to open space while providing flood mitigation throughout the Planning Area.

Gila River

The Gila River provides additional opportunities for regional trail connectivity with many other cities in Metro Phoenix. Public input for the General Plan strongly supported preserving the natural amenity of the Gila River for future generations. Goodyear has the opportunity to preserve the Gila River and contribute to greater regional connectivity with trail connections on either side. Given the various multi-jurisdictional plans that have been developed for the Gila River Corridor, as well as the regional Rio Reimagined Project, Goodyear actively participates on multiple committees and boards to explore additional avenues and partnerships for preservation of the Gila River.

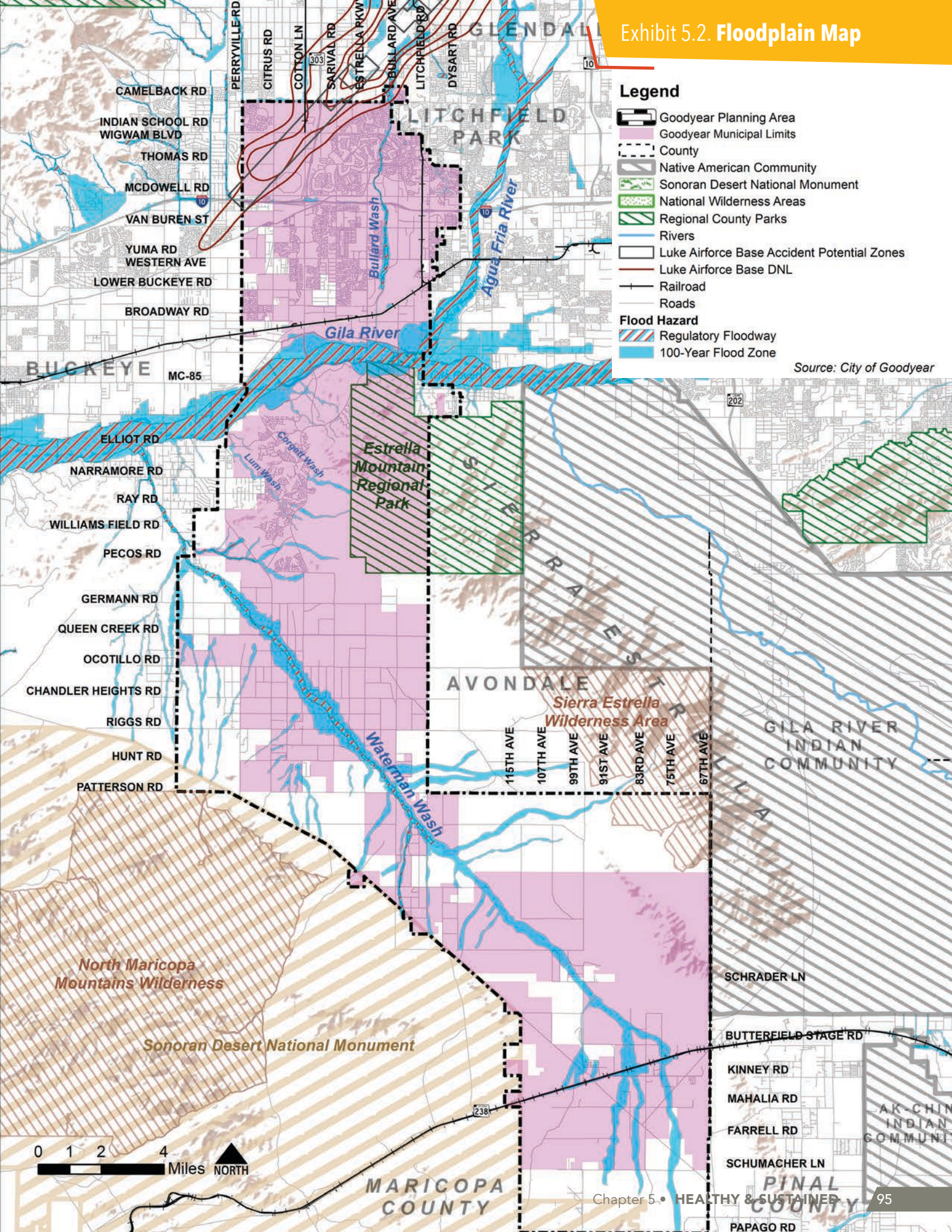
Waterman Wash

Investment in multi-purpose infrastructure along key wash corridors can create a versatile recreation amenity that also is designed to manage flooding. The Waterman Wash is a significant regulatory floodway that passes through the southern Planning Area through Rainbow Valley to Mobile. Centralized in this part of the city, the Waterman Wash could provide excellent off-street bike and pedestrian connectivity.

Noteable Wash Corridors

Bullard Wash is a significant floodway that runs through the northern Planning Area and the city is continuing to expand trail infrastructure and park improvements along this corridor. The Lum and Corgett Washes flow through Estrella Ranch and provide additional trail connectivity with the Maricopa Trail.

Exhibit 5.2. Floodplain Map







Healthy & Sustained Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but also are affected by, many of the topics that are addressed in other parts of the General Plan, including land use, transportation, growth areas, and economic development.





Goal HS-1:

A comprehensive, connected, and accessible parks, open space, and recreation system serves existing and future residents by contributing to the community's social, economic, and environmental quality.

Goodyear's parks and recreation system is a major asset to the community and contributor to its quality of life. Recreational amenities also provide necessary benefits to the physical and mental health of Goodyear's residents and help to bring people from diverse backgrounds together. Park and recreation facilities are high quality, well maintained, and meet the needs of those with disabilities while leveraging joint use partnerships to provide continued accessible park, recreation, and open space opportunities for all.

- 1** Provide park land in quantities and locations to serve the broadest possible spectrum of community recreation needs. Parks should be located so as to serve all neighborhoods and populations equitably, conveniently, and with a minimum of overcrowding and overuse.
- 2** Work with the Maricopa County parks department to expand the city's park system and to provide better access to the natural features in the Sierra Estrella Mountains.
- 3** Continue to partner with the Flood Control District of Maricopa County, Lower Gila River Collaborative, Rio Reimagined, and other stakeholders to implement the El Rio vision and provide public recreational open space along the Gila River.
- 4** Consider partnerships with surrounding communities to coordinate the provision of regional recreation facilities. Continue to work with adjacent cities, federal agencies, and other state and regional partners on the implementation of collaborative projects and plans that support the enhancement of regional recreational facilities, open space, and trail system throughout the city and Maricopa County.
- 5** The city shall utilize the park standards and guidelines as identified in the adopted Parks and Recreation Master Plan. Particular attention should be given to considering and/or providing the following:
 - Consider heat and shade when designing parks and facilities.
 - Provide playgrounds in local parks that promote physical activity.
 - Seek opportunities to develop and maintain multi-purpose, multi-generational, and/or other types of shared-use facilities (e.g., school recreational facilities, parks, community meeting space, libraries, and museums) in order to efficiently locate community and recreational facilities and programs and leverage available funding.
 - Continue to plan, develop, and operate a variety of indoor and outdoor facilities that support multiple activities; grow recreation facilities, programs, activities, and services throughout the year.
 - Establish connectivity between parks, facilities, and trail corridors so that they are accessible by pedestrians, bicycles, and a large majority of neighborhoods.

6 In the Scenic Neighborhoods land use category, parks and open spaces primarily should:

- Preserve the native landscape.
- Be designed and built to enhance the natural beauty of the scenic environment.
- Include facilities and areas that provide opportunities for environmental education.

7 In the Neighborhoods land use category, parks and open spaces primarily should:

- Be a focal point of the neighborhood.
- Contribute to a sense of place.
- Be a place where children can safely play.
- Provide opportunities for social interaction.
- Locate parks to integrate neighborhoods, so that residents of different neighborhoods can meet and socialize.
- Provide appropriate connections between residential and commercial areas by consolidating open spaces in different land uses to create larger areas (e.g., a neighborhood park and required commercial buffer could be located near each other to create larger open space).
- All residences shall be located within a ¼ mile of a public or private neighborhood park.

8 In the Business and Commerce land use category, parks and open spaces primarily should:

- Provide plazas for public use integral to the development.
- Contribute to a sense of place.
- Provide areas to house public and private events such as farmer's markets, fairs, art events, and festivals that attract visitors who contribute to the city's economy.

9 In the Industrial land use category, outdoor multi-use spaces shall be provided for employees to gather during breaks and buffer less intensive land uses through placement of office uses, landscaping, or site amenities like art (parking should not be used as a primary buffering technique).

10 Work with the Arizona State Land Department (ASLD), U.S. Bureau of Land Management (BLM), and Arizona Game and Fish Department (AZGFD) and continue to coordinate efforts with the Lower Gila River Collaborative (LGRC) to coordinate the location of parks and recreational amenities as well as open space and wildlife corridor preservation.

11 Seek opportunities to protect distinctive topographic features for parks and open space through purchase, preservation, or dedication. Encourage new development to provide and maintain access to public lands through access easements and trail connections.

- Preserve the native landscape.
- Design and build to enhance the natural beauty of the scenic environment.
- Include facilities and areas that provide opportunities for environmental education.



Goal HS-2:

Recreation programs, events, facility design and maintenance enhance quality of life within the community.

Parks and recreation facilities are developed with intentional design that evokes a sense of place and supports programming and events reflective of the desires of the community. The results of high-quality programming and maintenance encourages greater use of existing parks and allows residents to make healthier choices.

- 1** Provide a park system offering the community a variety of services that integrate environmental design, safety, emerging trends, and local culture and history.
- 2** Continue to provide a range of recreational, educational, enrichment, and special interest programs and events to meet the diverse interests, ages, and needs of residents throughout Goodyear. Support existing and new city-wide community events that bring unique experiences to everyone in Goodyear.
- 3** Promote physical activity through recreation programs, events, and providing recreation facilities that encourage independent exercise in accordance with the Parks and Recreation Department policies and standards.
- 4** Upgrade and improve existing park and recreation infrastructure in accordance with standards outlined in the Parks and Recreation Master Plan.
- 5** Maintain parks and recreation facilities in accordance with the recommendations of the Parks and Recreation Master Plan. Establish thresholds for adequate on-going maintenance of existing facilities and ensure the availability of adequate funding for the long-term upkeep of the facilities. Implement regular monitoring to ascertain that levels of maintenance are adequate to level of use and demand for facilities.
- 6** Maintain a City Council appointed Parks and Recreation Advisory Commission to ensure parks, facilities, and programs reflect community needs and priorities.
- 7** Operate and maintain the Goodyear Ballpark and Development Complexes according to Major League Baseball standards.
- 8** Continue to pursue and maintain partnerships with agencies, non-profit, and private organizations to operate recreational facilities and/or programs when practical and possible, in conformance with the Parks and Recreation Department program and facility goals.



Goal HS-3:

A healthy community with access to active lifestyle and mobility opportunities.

Alternative trail and path networks can provide communities with additional recreation and commuting options. Goodyear is committed to supporting the development of a safe and convenient multi-modal trail and path network by enhancing walking and biking systems with on-and off-street facilities for accessibility and recreation opportunities. Providing this infrastructure to support convenience of other active modes of transportation offers a viable alternative that is more sustainable and greatly contributes to overall community health.

- 1** Ensure an off-road trail network that provides connections between major destinations that is safe, convenient, and continuous. Develop trails along washes like Bullard Wash and canals such as the Roosevelt Irrigation District (RID) canals and Buckeye Irrigation District (BID) canals.
- 2** Ensure that future trails and paths, as identified in the Parks and Recreation Master Plan, are not blocked by future development.
- 3** Ensure the city's trails plan provides connectivity between significant natural features to allow enjoyment of these resources by residents and visitors.
- 4** Identify new opportunities to promote and connect on-street bicycle facilities to Goodyear's existing and planned off-street multi-use path network.
- 5** Encourage new development to provide connections to, and within, the existing trail network.



Goal HS-4:

Access to wellness opportunities and quality fresh foods.

The design of Goodyear has direct impacts on residents' health and thus affects the city's overall performance and productivity. The built environment, access to healthcare and education, social and community context, and economic stability are known as social determinants of health. When one or more of these determinants is reduced or missing, it manifests as inequity, and often puts people with social disadvantages at greater health risk. To improve this outcome, additional consideration will be given to planning for access to fresh foods, healthcare, and recreational areas.

- 1** Consider health benefits, impacts, and service population needs in the design, location, and prioritization of new facilities or improvements to existing facilities. Prioritize system investment in areas or communities that are currently underserved, where barriers to access exist, or where existing facilities are not projected to meet future needs.
- 2** Continue to support public health education and information dissemination initiatives that contribute to the health, quality of life, and well-being of all residents of Goodyear.
- 3** Support local agriculture, from family farms to community gardens to farmers markets, that produce fresh food and goods that are sold locally.
- 4** Encourage and promote the creation of neighborhood gardens on city and privately owned land or within multi-family communities, neighborhoods, and parks, and at civic institutions such as schools and places of worship.
- 5** Support local food banks and involve them in discussions and assessments of the community's needs.
- 6** Partner with local, regional, and state healthcare providers, facilities, and organizations to promote awareness of and access to health care and human services.



Goal HS-5:

A community that advances environmental stewardship and taking care of our natural resources.

Goodyear is adjacent to many incredible environments within the Sonoran Desert from the riparian areas in the Gila River, to the highlands of the Sierra Estrella, or the valley of the Sonoran Desert National Monument. The community is sensitive and dedicated to preserving the unique nature of the Sonoran Desert ecosystem for long-term environmental, economic, and community health. Significant natural features should be preserved and supported with appropriate infrastructure to allow enjoyment of these natural amenities by residents and visitors. Wildlife is protected within Goodyear's planning area and critical wildlife corridors are preserved to maintain biodiversity and ecological health.

- 1** Implement the policies and regulations for open space preservation as included in the Parks and Recreation Master Plan.
- 2** Where appropriate, encourage development that considers the conservation and protection of native wildlife and vegetation habitat, water, natural land, vistas, minerals, etc. so as not to diminish these systems. At minimum, ensure that the following significant natural features are appropriately conserved:
 - Gila River
 - Sierra Estrella Mountains and slopes greater than 20%
 - Sonoran Desert National Monument
 - Sierra Estrella Wilderness Area
 - Waterman Wash
- 3** Support land trusts and conservation groups in the creation of additional recreational open space preservation and public access creation.
- 4** Partner with stakeholders such as the Arizona State Land Department (ASLD), Bureau of Land Management (BLM), and Arizona Game and Fish Department (AZGFD), Sonoran Institute, and other appropriate stakeholders in planning the area in and adjacent to identified wildlife corridors.
- 5** Implement the policies and recommendations as identified in the adopted Maricopa County Community Wildfire Protection Plan.
- 6** Actively plan for the prevention, eradication, and management of noxious weeds and invasive species in natural areas.



Goal HS-6

Protection of natural systems that support all living things.

The health and well-being of our natural systems are intimately tied to how growth occurs and to how our climate is changing. In Goodyear, this is experienced through increased air pollution, more extreme heat, and more numerous flood events. By improving air and water quality, addressing stormwater run-off, minimizing light and noise pollution, and considering waste management practices, Goodyear places an importance on protecting the natural systems that support all living things.

- 1** Monitor air quality conditions and pursue a variety of strategies to reduce priority air pollutants and associated health impacts.
- 2** Implement stormwater best management practices to improve water quality and reduce the demands on engineered stormwater systems.
- 3** Improve the aquifer water quality by supporting Superfund remediation activities.
- 4** Ensure a solid waste collection and disposal system serves the needs of the community.
- 5** Continue to evaluate the benefits of using existing solid waste landfill sites and the anticipated cost and transportation efficiencies with proximate future sites.
- 6** Encourage recycling and conservation of refuse materials.
- 7** Consider ways to reduce the city's municipal operations carbon footprint.
- 8** Mitigate the urban heat island effect in existing and new development through site and building features that provide shade, reduce the footprint of hardscaped areas, and otherwise help to reduce heat absorption by exterior surfaces.
- 9** Reduce light pollution by promoting and protecting the night sky throughout the community.



Goal HS-7:

A community that uses non-renewable resources responsibly and maximizes availability, diversity, and use of renewable sources of energy.

Goodyear is committed to promoting the efficient use of energy through green building practices, reduction in the heat island effect, and enhanced diversification of renewable energy sources. While the city, local businesses, and residents can take measures to make substantial progress on reducing energy use and improve the health of our community, it will be important to implement actions, create partnerships, and make investments that support efforts on the regional as well as local level.

- 1** Implement measures for the reduction of energy consumption and promotion of energy conservation in city operations, homes, businesses, and equipment.
- 2** Promote the use of solar and other renewable energy.
- 3** Partner with APS on programs and policies that promote energy use reduction.
- 4** Encourage new city buildings and proposed development to implement green building practices that minimize energy and water use.



Resilient & Safe



Goodyear Fire Department First Responders



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.



Introduction

Changing environmental conditions, hazard events, and maintaining overall community safety present Goodyear with a series of overlapping challenges. Both our natural and built environment can expose people, infrastructure, transportation, buildings and property, and ecosystems to a wide range of stressors. Addressing the serious nature of water management, community safety, and disaster events is a priority for Goodyear to advance toward becoming a resilient city. This chapter includes goals and policies that will proactively advance water resource planning and public safety by preparing the community for all hazards, while ensuring for a high-quality response and recovery.

Planning Considerations

Maintaining Public Safety

The 2019 Community Survey highlighted that community safety indicators were comparatively safer than Arizona as a whole, with over 89% of respondents ranking safety as good or excellent in Goodyear. Maintaining service coverage and quick response times will be important for overall community safety in the future. As the rest of the Planning Area develops, effective distribution of public safety infrastructure with emergency medical services, fire stations, and police stations will establish a strong framework for protecting Goodyear citizens. While the Goodyear Fire and Police Departments have developed many community programs, continued support and community partnerships will foster a multi-pronged approach for addressing community safety.

Where to Find More

Emergency Operations Plan

The Goodyear Emergency Operations Plan establishes a graduated emergency response system for disaster scenarios and actions for various city departments to ensure safety and security of Goodyear residents. Calling upon different government agencies' responsibilities, the plan coordinates a unified response before, during, and after emergencies.



Hazard Mitigation and Extreme Heat

While Arizona is known for a favorable climate with minimal natural disasters, the region is still faced with other hazards that present significant challenges to Goodyear. With seasonal monsoon events, flooding can become a serious environmental hazard. Key regulatory floodways in the Planning Area consist of the Agua Fria River, Gila River, Bullard Wash, and Waterman Wash. The Land Use Plan identifies these areas as open space to mitigate flood risk while also providing a recreational amenity. Development of adaptable, resilient infrastructure in the future will be critical to hazard mitigation over the long term. Wildland brush fires are becoming increasingly common around Maricopa County resulting from severe drought conditions. While not heavily forested, the Gila River, desert valleys, and mountains surrounding Goodyear are threatened by potential brush fires impacting critical Sonoran Desert habitat and nearby residential development. Intentionality around residential and rural development in fire-prone areas of the southern Planning Area will continue to play an increasingly important role in hazard mitigation.

The Phoenix Metro region is well known for extreme heat during summer months that can prove to be dangerous to those without access to water and a cooled environment. Heat Surveillance Reports and monitoring are compiled from Maricopa County and consistently show peaks of heat-related illness rates during peak heat times in the summer. The county's regional Heat Relief Network program partners with different cities to provide cooling centers, respite centers, and hydration stations across Metro Phoenix. The Georgia T. Lord Library is a designated cooling center for the public facing extreme heat in Goodyear. As rising temperatures continue to impact local communities, Goodyear will need to be intentional with shade provisions and ensuring a strong community network providing heat relief as the rest of the city develops to the south.

Where to Find More

Maricopa County Multi-Jurisdictional Hazard Mitigation Plan

Developed through collaboration of all 28 jurisdictions within Maricopa County, this plan provides mitigation actions in the form of projects and programs to provide cost-effective means for reducing the impact of natural and human-caused hazards.

Bike & Pedestrian Path Shade Study

Committed to addressing shade community wide, Goodyear developed a toolbox for various shade solutions across the city with prioritized projects based on gaps in the city's shade canopy.



Where to Find More

Integrated Water Master Plan

The Integrated Water Master Plan (IWMP) is utilized by the Public Works Department for the implementation of water and wastewater infrastructure across the city. The plan accounts for water demand, supply, and quality in Goodyear's service area to ensure long-term efficiency. Projects from the IWMP are incorporated into the city's Capital Improvement Plan.

Drought Preparedness Plan

The Drought Preparedness Plan identifies a series of conservation initiatives, priorities, and standards for the city to reduce water usage depending on stages of water emergencies.

Securing Our Water Future

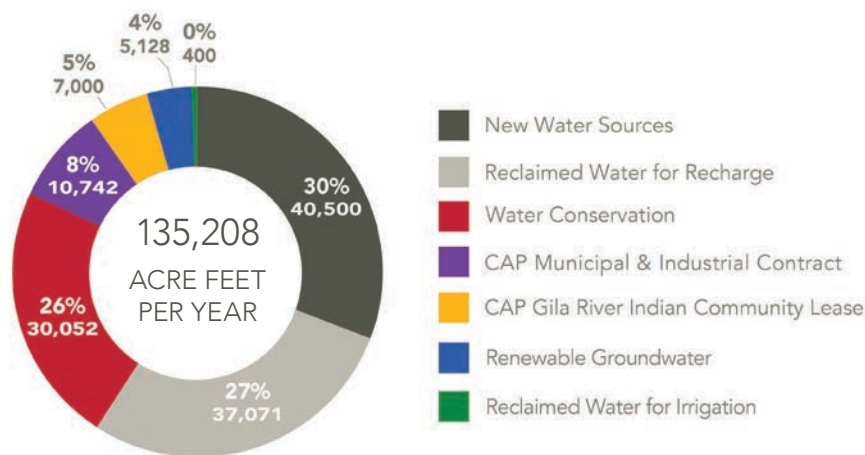
Long-term drought in the greater Colorado River Basin has resulted in Tier I reductions to available surface water allotments from the Central Arizona Project. The city's surface water supplies, delivered through the Central Arizona Project, are subject to reductions during major droughts on the Colorado River watershed. Since the writing of this report, Goodyear has not had any reductions to supplies. Drought conditions are normal in the southwest and the city is prepared for possible reductions in surface water supplies. While Goodyear has enough surface water and groundwater supplies to meet current demands, additional water sources are needed to ensure future growth and demands. A diversified water portfolio allows for the greatest resiliency against varying environmental conditions that may impact water sources. Based on these factors, Goodyear has identified several options to increase the city's water supply to meet projected demand. This includes adding additional wells to utilize available groundwater, support direct potable reuse, seek opportunity to purchase or lease additional sources, and participate in regional solutions like desalination and/or Verde River capture and storage improvements.

To address long-term water resource shortfalls, Goodyear is also actively working on many programs and initiatives to conserve water from home irrigation system checks, Advanced Metering Infrastructure (AMI) implementation, landscape incentives, community education, and water main flushing programs. The city is committed to advancing water conservation education, fostering intergovernmental partnerships, and expanding water infrastructure to respond to the challenges of water scarcity in the southwest.



Haboob approaching the Sierra Estrella

Figure 6.1. **Buildout Water Resource Portfolio**



Monitoring Water Quality

Goodyear’s water has been consistently designated as low-risk due to the safe quality of the water, the Phoenix Goodyear Superfund Site contains a contaminant plume that could pose a threat if left untreated. Contaminants from the Goodyear Tire and Rubber Company Operations are highly concentrated in the soil of Phoenix Goodyear Airport and have undergone 30 years of remediation. Continuous monitoring and testing is done to determine the movement and concentration of the contaminant plume to safeguard Goodyear’s water. As the city looks to the future, continued monitoring of water quality will be important for preserving the quality of life of Goodyear residents.

Resilient & Safe Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but also are affected by, many of the topics that are addressed in other parts of the General Plan, including infrastructure, growth areas, and cost of development.



Goal RS-1:

Proactively advance community resilience and prepare for all hazards.

Arizona is prone to disaster events, such as flooding, extreme heat, and weather events. It is imperative to prevent disaster events whenever possible and mitigate when they occur, especially in areas where the most vulnerable residents live. Efforts to safeguard critical infrastructure and support services are favored to ensure real-time adaptability and mitigation to become a truly resilient city.

- 1** Implement the policies and recommendations as identified in the current City of Goodyear Emergency Operations Plan (EOP), Continuity of Operations Plan, and Continuity of Government.
- 2** Coordinate emergency planning operations with stakeholders such as: the Maricopa County Department of Emergency Management, Arizona Department of Public Safety, Arizona Department of Corrections, Arizona Department of Emergency Management, Abrazo West Hospital, West Valley Medical Center, Luke Air Force Base, ambulance service providers, neighboring communities, and citizen groups.
- 3** Increase awareness of the associated risks and costs, identify strategies to minimize threats for existing development in high-risk areas, and facilitate informed decision-making when future development within high-risk areas is proposed for consideration. Mitigate the potential cost and destructive impacts of natural hazard events such as floods or subsidence by integrating hazard mitigation considerations into planning area land use plans and supporting regulations.



Goal RS-2:

A diverse water portfolio with resources that meet both current and future needs.

Water in Goodyear is a precious resource. Continued portfolio diversification will be critical to ensuring the resiliency of Goodyear's water supply. This includes evaluation of new resource acquisition, transition to renewable sources, leveraging the use of tertiary treated effluent, and commitment to water conservation to ensure adequate water supplies to meet current and future needs.

- 1** Ensure the city maintains its Designation of Assured Water Supply (DAWS) as issued by the Arizona Department of Water Resources.
- 2** Continuously model assured water supplies within the city municipal planning area to ensure it can meet current, committed, and future projected population demands.
- 3** Improve Goodyear's water portfolio by:
 - Acquiring additional renewable water resources.
 - Developing, protecting, and sustaining current water resources.
 - Developing groundwater supplies in an efficient and strategic manner.
- 4** Collaborate with surrounding water providers to preserve, conserve, and continue to diversify our water supply.
- 5** Evaluate the cost benefits, sustainable water use, and drought firming with regards to recharging and gaining long-term storage credits or direct use of treated effluent.
- 6** Evaluate the maximum reuse opportunities of all effluent produced within the City's service area.
- 7** Explore the economic benefits and feasibility of acquiring treated effluent for direct or indirect use from other sources outside the planning area.
- 8** Evaluate the use of water pumped from waterlogged areas under dewatering permits from the Department of Water Resources and treated for potable uses.
- 9** Require developers to retire their agricultural irrigation grandfathered rights (IGFR's) and obtain a credit for the percent of the development that can be served by these water supplies as long as still allowed.



Goodyear Water Services

- 10** Calculate and determine the costs for water supply acquisitions and commodity costs for the various types of water supplies to ensure the highest cost efficiencies.
- 11** Implement the policies and recommendations of the IWMP.
- 12** Continue to partner with regional and local partners to collaborate on regional water solutions such as direct potable reuse or effluent exchanges.



Goal RS-3:

Utilize water resources efficiently.

Managing water demand, particularly outdoor water use, is important in the desert environment. To advance proactive strategies for managing water as a limited shared resource, Goodyear will improve efforts around water conservation to encourage reduced water use and innovative water practices that includes continued evaluation of existing use and exploration of re-use opportunities.

- 1 Implement and enforce the Engineering Design Standards with relation to water efficiency in new developments to assure the highest water conservation and efficiencies.
- 2 Analyze new water conservation recommendations proposed by the Governor's Office, State Statute, the Department of Water Resources, and/or neighboring community partnerships.
- 3 Work towards the decrease of water consumption by 1% per year based on the gallons per capita per day metric or other metrics based on land use.
- 4 The city shall continue to work with Arizona universities, local community colleges, and local public and private school districts to incorporate creative educational programs for water conservation. Water conservation education should begin as early as possible, in elementary schools.
- 5 Consider the capture of rainwater or stormwater for treatment and direct reuse or incidental recharge within joint use active and passive open space facilities.
- 6 Maximize the reuse of treated effluent.
- 7 The city shall continue to work with other Valley communities and agencies to enhance awareness through advertising campaigns (i.e., Arizona Municipal Water Users Association, and Water: Use It Wisely).
- 8 The city will conduct water audits for its residential and non-residential customers to evaluate the amount and type of existing use and assist those entities with strategies for water reduction.
- 9 Adopt a policy that promotes a sustainable economy by aligning water and land use planning.
- 10 Encourage the use of, or conversion to, aesthetically pleasing landscaping that requires minimal water usage among HOAs, businesses, and individual homes.



Goal RS-4:

A community with a safe and dependable water treatment and delivery system.

Goodyear's water system focuses on delivering the city's water supply to meet existing and long-term community needs in a manner that protects other beneficial uses and the natural environment. Through thoughtful, proactive investment in infrastructure and maintenance, Goodyear's water system will continue to support the ability to provide safe, dependable and affordable water to all of its customers.

- 1** Explore current and new technologies for cost-effective groundwater treatment and delivery for potable use.
- 2** Continue to provide an interconnected water treatment and blending distribution system throughout the city.
- 3** Link new resources to existing supplies to increase water quality.



Goal RS-5:

A safer, more livable community.

Feeling safe in a community is critical to providing a healthy, high-quality lifestyle in Goodyear. The city's dedication to safety focuses on an environment where human life and property is protected through efficient and effective public safety and emergency services that keep pace with population growth. The city supports well trained, community-centered fire, police, and emergency response that provide compassionate service, follow practices and standards for safe interactions, continually improve department practices and community relations, and respond to incidents in a timely manner. Equally, neighborhood character and the built environment fosters safety through design and residents are educated in safety and emergency management plans.

1

A strong sense of community fosters a safe environment where residents watch out for each other. Promote this type of environment by the following:

- Encourage home design, such as front porches, that promotes residents to be out on the street.
- Ensure parks and neighborhood facilities are well-lit and promote safety.
- Encourage community pride and a sense of cohesiveness.
- Encourage community and neighborhood events that allow neighbors to get to know each other.
- Discourage loitering by ensuring there are activities for youth.

2

Base the provision of public safety, fire, and emergency response services on needs, population, land use, and funding, and support efficient response times for personnel through planned and orderly development, standard addressing, and compliance with standards for emergency vehicle access.

3

Continue to provide a high level of police, fire, and other EMS services to ensure sufficient vehicle and equipment access and acceptable response times.

4

Continue the strategic and joint location of public safety and service facilities where and when fiscally and operationally beneficial for the city to efficiently and responsively serve the community.

5

The city supports the application of design and planning concepts (such as Crime Prevention Through Environmental Design "CPTED") that will enhance public safety and increase quality of life for all Goodyear residents and visitors.

6

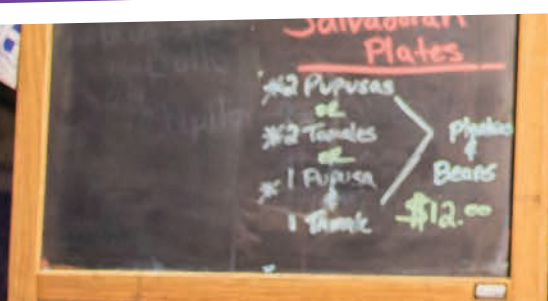
Encourage and support the regular use of public spaces to deter criminal activity and a variety of public safety programs that involve active participation by community members such as Crime Stoppers, Crime-Free Housing, and passive neighborhood surveillance.



Prosperous & Innovative



Goodyear Foodtrucks





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.



Introduction

Improving Goodyear's competitiveness and achieving economic growth that is robust, shared, and enduring is fundamental to achieving this plan's vision. To successfully compete in an increasingly competitive local and global economy, Goodyear must provide opportunity for upward economic mobility through access to a diverse mix of jobs and careers that align with education and skill levels of residents and the economic strengths of the region. The fundamental focus of this chapter seeks to achieve a city of opportunity for all, where workers and businesses from every neighborhood can fully contribute to and participate in innovation, entrepreneurship, and economic growth.

Planning Considerations

A Diversified Economy

The City of Goodyear's rapid growth over the past ten years is well known and can be seen even beyond the vast expansion of neighborhoods throughout the community. With key interstate, freeway, and rail connections the city has been maturing away from being a bedroom community to a true center for employment with opportunities to live, work, and play.

The broader the economic diversity of the city, the greater long-term resiliency against shifts in the market and economic downturns. As Goodyear continues to mature, the city's target industries will be vital for bolstering the local economy with long-term prosperity and truly solidifying the city as a hub of employment in the West Valley. Goodyear is expected to add 83,600 new jobs by 2060 according to the 2023 MAG Socioeconomic Projections. The new jobs in the city will contribute to maintaining a greater balance between employment and housing and will be critical to future growth.

Where to Find More

Economic Development Strategy Plan

The Economic Development Strategy Plan identifies key priorities and initiatives for the city's economic development department to focus on for business recruitment, retention, and expansion within Goodyear.



Innovation

Leveraging Assets and Centering Goodyear

Goodyear has been leveraging various economic development incentives to advance the employment base within the community by attracting new businesses and companies. After strategic investment in infrastructure to introduce more shovel-ready sites into the development pipeline, the city is now focusing on attracting quality employers to complement and capitalize on the strong latent workforce that is currently commuting out of Goodyear for employment. 91.3% of Goodyear's workforce commutes outside the city for work according to the 2019 Inflow/Outflow Analysis of the US Census Bureau OnTheMap Application. By utilizing the different incentives, special designations, and building from the momentum of key catalyst employers in target industries, the city is poised to better position itself as an employment hub in the West Valley.

InnovationHub

The Goodyear InnovationHub is a free entrepreneurial small business resource center located on the second floor of the Georgia T. Lord Library at Goodyear Civic Square. InnovationHub provides small business assistance, one-on-one mentoring, a Startup School for entrepreneurs, a private conference room, and an open workspace complemented with various community programs for networking and resource sharing.



Destination Tourism

Leveraging entertainment, community events, and recreational opportunities, Goodyear is well positioned to become a tourist destination.

Goodyear Ballpark

Major League Spring Training plays a significant role in Goodyear's economic prosperity. Late February through March, the Cleveland Guardians and Cincinnati Reds are hosted at Goodyear Ballpark as part of the Cactus League. Goodyear Ballpark has seen over 1.7 million fans since its opening in February of 2009. The City of Goodyear is working to develop Ballpark Village around the spring training facilities as a new urban destination to live, work, and play. Targeting hospitality, retail, and entertainment, the new mixed-use district around the ballpark will provide a larger regional destination in the community.

Natural Amenities

Nestled between the foothills of the Sierra Estrella Mountains and Sonoran Desert National Monument, Goodyear is central to many natural recreational amenities. As the city continues to advance a top-tier parks and trails system, Goodyear looks to solidify itself as a premier destination for outdoor and competitive sports recreation.

By focusing on supportive land uses to key recreation tourism anchors and enhancing accessibility to recreational open space, the city can cater towards a tourism industry focused on existing assets in and adjacent to the community.



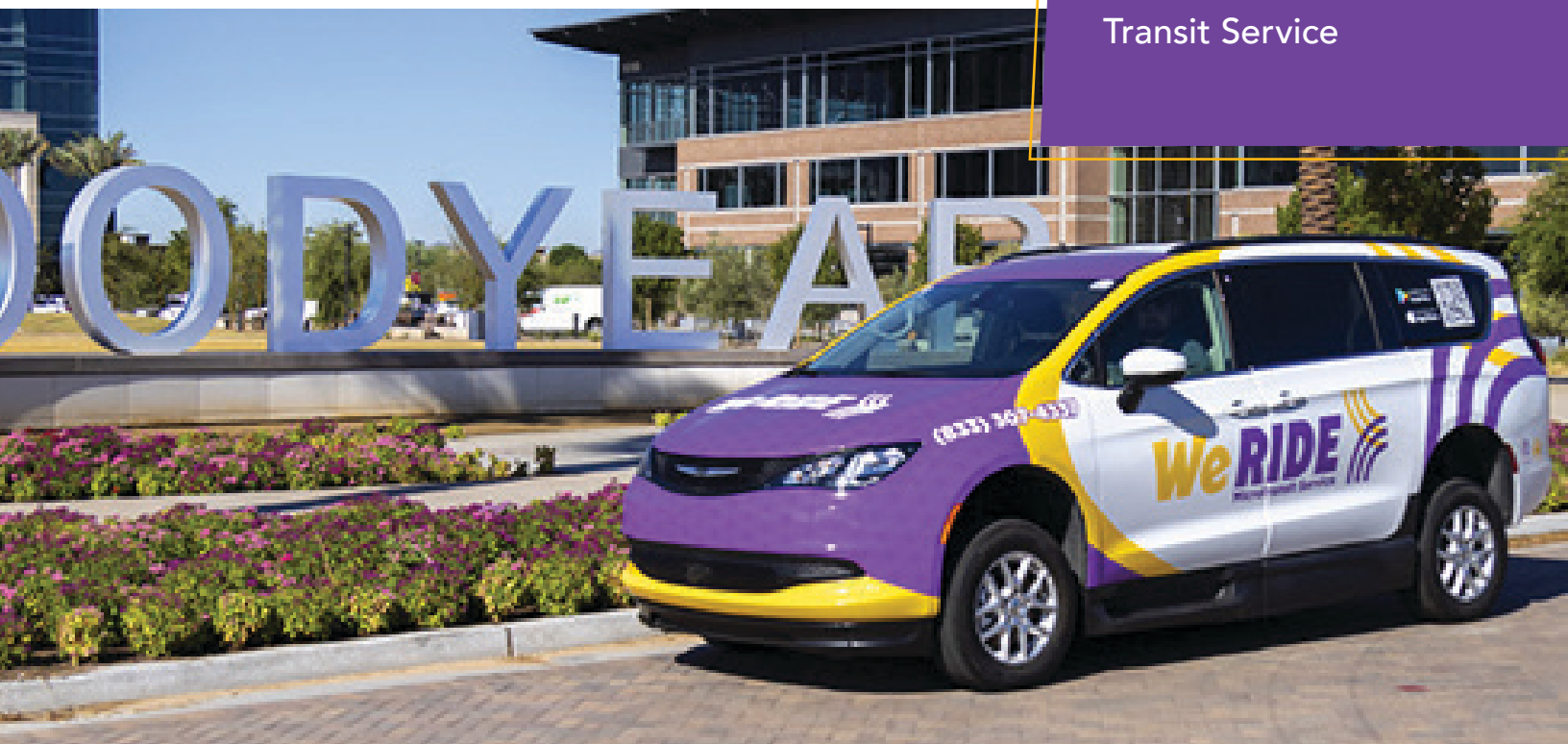
Advancing Innovation & Cutting-Edge Solutions

With the continual evolution of emerging technology, Goodyear has been intentional about maintaining versatility to respond to changes. As new technology, funding mechanisms, and governmental programs or services emerge, Goodyear will need to maintain versatility to be positioned to best take advantage of such initiatives while still ensuring the long-term quality of life of residents. Current economic development target industries are focused on emerging and advanced technology to ensure Goodyear is attracting employment that is innovative and at the forefront of economic trends.

Goodyear has piloted many innovative programs and services to adapt to better serving residents while maintaining efficiency and utilizing emerging technology. The city has piloted a Mental Health Advocacy Program with designated staff members who are trained to respond to people experiencing a mental health crisis. The city has also been piloting the WeRide on-demand transit service in the northern parts of the community with planned expansions dependent on ridership. In terms of infrastructure, Goodyear has been expanding the networks of high-speed fiber internet and communication technology throughout the city.

Some community challenges are not unique to Goodyear and may require greater collaboration at a regional level. Goodyear has maintained many active roles on regional planning committees to evaluate and address transportation, infrastructure, open space, human services, and environmental issues. As varying political, environmental, and social issues present greater complex challenges, the city will need to continue to respond with emerging technology and interdisciplinary solutions that transect different fields, industries, and sectors for more comprehensive solutions.

WeRide on-demand
Transit Service



Economic Development Framework

As Goodyear continues to mature, growth and diversity in the local economy will be important for maintaining quality of life. To ensure a prosperous economy, this framework outlines an expansive economy built upon local businesses and target industries that are supported by an educated workforce and various economic development incentives.

Target Industries

Goodyear's focus industries leverage the existing and future transportation infrastructure network to locate well-paying jobs across the fields of aerospace and aviation, industrial and advanced manufacturing, healthcare and medical/life sciences, and information technology. Collectively supporting these employment uses, the city has also been focusing on attracting higher education, Class A office space, and retail. From fiscal years 2018-2022 the city has seen a total of \$4.2 billion in private capital expenditures leading to the creation of 12,000 new jobs and 13 million square feet of development across these sectors.

Employment Centers

A large portion of the northwest corner of the city falls within the noise contours and accident potential zones of Luke Air Force Base. This geographic area is greatly limited in terms of land use aside from employment uses per Arizona Revised Statutes to protect the mission of the military base. It has emerged as a key employment center along the Loop 303 and has seen 21 companies locate in Goodyear adding over 9 million square feet of development since 2014 and represents one of the most significant industrial investments in the West Valley in the past ten years. Located along Bullard Avenue south to Phoenix Goodyear Airport, the city's Bullard Tech Corridor has emerged with robust power and fiber infrastructure to support high tech operations. Phoenix Goodyear Airport represents a significant economic catalyst within the aerospace and aviation industry. The Airport has been identified as a premier location for corporate aviation, pilot training, and next-generation aerospace, aviation, and defense manufacturers. Abrazo West Campus and City of Hope are the cornerstone employers within Goodyear's medical and life sciences target industry.

Educated Workforce

Education remains an important foundation for a strong economy. Goodyear's workforce is highly educated and tied with Surprise for the second highest bachelor's degree attainment at nearly 20% among West Valley cities with a population over 50,000 according to the 2020 American Community Survey 5 Year Estimates. In that same respect, Goodyear has the highest Graduate/Professional degree attainment at 12.35% among West Valley cities over 50,000. Goodyear is served by Avondale Elementary School District, Liberty



City of Hope
Cancer Treatment
Hospital



Elementary School District, Litchfield Elementary School District, and Mobile Elementary School District encompassing 13 public schools for elementary education. Buckeye Union High School District and Agua Fria High School District also cover the city encompassing seven public high schools. Career technical education is provided through Western Maricopa Education Center (West-MEC) through satellite programs at three high schools in Goodyear. Since 2008, Franklin Pierce University provides post-secondary education in the medical target industry with a doctoral degree program for physical therapy within Goodyear. While exhibiting a substantial primary and secondary education network, the city continues to work on expanding higher education opportunities to further bolster the workforce development pipeline and retain more educated young adults within the community.

Economic Development Incentive Zones

Goodyear has many economic development zones within the community that further strengthen the city's competitiveness at a local and regional level.

Redevelopment Area

Goodyear's Redevelopment Area covers much of the city east of Bullard Avenue and from the Phoenix Goodyear Airport north to McDowell Road. The area was designated to revitalize some of the oldest parts of the community and target employment uses. The designation also opens the door for grant funding opportunities for the city to help facilitate revitalization.

Military Reuse Zone

The State of Arizona developed the Military Reuse Zone (MRZ) Program to provide tax incentives for aviation and aerospace industries locating within former military facilities. In 2002, the US Naval Air Facility in Goodyear, now Phoenix-Goodyear Airport, was designated an MRZ with more than 300 acres of land available for lease opportunities.

Foreign Trade Zones

Foreign Trade Zones (FTZs) are a special designation site located within 60 miles of a US port of entry. They provide various economic incentives for business expansion and reducing operational costs inclusive of inverted tariffs, reduced merchandise processing fees, Arizona property tax savings, lower insurance premiums, better security measures, and more efficient supply chains. The city has the most FTZs in Metro Phoenix, with three different special purpose FTZs: Magnet, High-Wage, and Spec-Building Sites. The FTZs are largely located along the Loop 303 north of I-10, along Bullard Avenue to Litchfield Road north of the Gila River, and along the Union Pacific Railroad and MC-85.

Goodyear is home to the only Military Reuse Zone in the West Valley.

Goodyear has the most Foreign Trade Zones in Metro Phoenix.



Prosperous & Innovative Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but also are affected by, many of the topics that are addressed in other parts of the General Plan, including land use, growth areas, utilities and services, and transportation.



Goal PI-1:

A resilient and diversified economy.

A diversified economy is important for maintaining community prosperity and responding to market shifts and changes in technology. Goodyear aims to be a regional leader in Class A office, healthcare, aerospace, information technology, advanced manufacturing, and higher education. As Goodyear continues to mature as a community, the city is also focused on attracting businesses with quality wages and benefits through responsible land use and infrastructure planning as well as the continued advancement of telecommunications connections. As a key economic driver for Goodyear and the region, the mission of Luke Air Force Base and the operations of Phoenix Goodyear Airport will continue to be protected with supportive programs, businesses, and appropriate land uses.



- 1** Encourage new and expanding businesses that benefit the overall community and that provide competitive wages and benefits to their employees at a level that is comparable to other employers in similar markets.
- 2** Foster the creation of jobs within target industry clusters, including aviation and aerospace, higher education, health services, advanced manufacturing, information technology, tourism, and advanced business services that allow Goodyear residents to live and work locally by:
 - Creating a community with a quality of life and sense of place that draws the types of workers needed by the identified target industry clusters.
 - Assessing the strengths, weaknesses, opportunities, and threats in developing identified target industry clusters.
 - Partnering with existing health care businesses to create and implement an effective business outreach program to attract target industry clusters.
- 3** Utilize and expand efforts to attract new employers to the city through regional partnerships with organizations such as, but not limited to, the Arizona Commerce Authority (ACA), Arizona Association for Economic Development (AAED), the Southwest Valley Chamber of Commerce, International Council of Shopping Centers (ICSC), National Association of Industrial and Office Properties (NAIOP), Greater Phoenix Economic Council (GPEC), International Economic Development Council (IEDC), Valley Partnership, and WESTMARC.
- 4** Continue to forge relationships and create partnerships with industry leaders, property owners, and key developers to gain perspectives of their “wants and needs.” Advance key components needed to foster the establishment of target industry clusters in Goodyear.
- 5** Integrate business friendly practices and guidelines throughout city functions.
- 6** Promote remote-working capabilities and infrastructure throughout the community.
- 7** Continue to partner with Luke Air Force Base and City of Phoenix to realize the operational and economic development potential of the Base and the Phoenix-Goodyear Airport.
- 8** Work closely with telecommunications providers to ensure existing and future telecommunication infrastructure improvements meet the diverse needs of the residential, retail, employment, and educational community.



Goal PI-2:

An economic environment that nurtures locally based employment and economic opportunity.

Crucial to the success of any economy is local business and entrepreneurship. Goodyear will continue to foster start-up, small-to medium-sized businesses with unique and distinctive opportunities and resources. Based on community input, in the near term, this growth should particularly cater to retail and commercial based businesses to meet the consumer needs of Goodyear's expanding population. Equally important, Goodyear desires to help retain and expand existing businesses through dynamic partnerships, innovative programs, technical assistance, and enhanced customer support.

- 1** Encourage and support workforce training and education programs that address worker shortages and provide workers with high-wage, meaningful jobs.
- 2** Provide resources and programs through the City of Goodyear InnovationHub to support and nurture entrepreneurial growth, such as, but not limited to, ASU Startup School and technical assistance programs.
- 3** Consider equity issues in business development efforts and seek to encourage economic development that generates jobs for workers across a spectrum of education levels and skill types.



-
- 4 Support and encourage small, locally owned businesses, which can produce enhanced multiplier effects, add to the diversity of the economy, and strengthen the fabric of the community.
 - 5 Partner with local organizations such as, but not limited to, Local First Arizona, the Small Business Development Centers (SBDC), the Small Business Association (SBA), the Southwest Valley Chamber of Commerce, coworking organizations, and local brokers to provide programs to small businesses and coordinate outreach.
 - 6 Promote the Goodyear Elevates Program to create awareness of the personalized assistance available for Goodyear businesses. Proactively reach out to Goodyear businesses, identifying issues or concerns and customizing solutions to help the businesses become more profitable, more efficient, and more competitive.
 - 7 Promote the development of home-based businesses that foster employment growth, and are deemed compatible to be located within or adjacent to residential neighborhoods.
 - 8 Promote the city contracting with Section 3 businesses (i.e., low-income businesses located in the communities they serve) for Community Development Block Grant (CDBG) projects.
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Goal PI-3:

A community committed to educational excellence.

Education is the backbone of a prosperous and innovative community. Through supporting K-12 education providers and supplemental learning opportunities, Goodyear wants to maintain a high standard of educational excellence through the broad use of technology to ensure a vibrant and prepared workforce. The city also aims to stem the flow of intellectual “brain drain” by growing the higher education presence in the community to complete a workforce development pipeline for Goodyear.

- 1 Support area school districts in their endeavor to ensure Goodyear youth are college and career ready.
- 2 Support and encourage the development of facilities for early childhood education programs, after school programs, multilingual education, and opportunities for special-needs populations.
- 3 Ensure area school districts are involved with master planning, population forecasting, and strategic planning to ensure that information is shared, resources are used wisely, and common goals are aligned.
- 4 Support the development and expansion of vocational and technical schools, such as WestMEC, that provide technology training at the high school level.
- 5 Participate in the Arizona Mayor’s Education Roundtable and other regional collaborations on education issues.
- 6 Support local higher education institutions and vocational education institutions that serve the educational needs of the community, including area industries and businesses, as well as the larger region.
- 7 Collaborate with education providers in the region to develop the local workforce’s skills in key industry clusters and ensure graduates are prepared to enter the local workforce.
- 8 Support efforts to increase Goodyear residents’ opportunities for economic self-sufficiency and prosperity as outlined in the Community and Neighborhood Services Master Plan.



Goal PI-4:

A destination for tourism in the region and beyond.

Leveraging the surrounding natural amenities and Spring Training at Goodyear Ballpark, the city will continue to establish itself as a unique destination with opportunities for recreation, sports, trails, and eco-tourism to contribute to economic diversifications and overall economic prosperity.

- 1 Establish Goodyear as a destination for regional shopping, higher education, sports and active outdoor activities, entertainment and dining, and the hub of arts and culture in the West Valley.
- 2 Improve existing facilities and create new facilities that encourage desired tourism and generate revenue through performing arts, conventions, sporting events, festivals, and other destination events.
- 3 Recognize current visitors to Goodyear such as people from outside Arizona visiting family, corporate representatives, MLB fans, golfers, and sporting participants and build upon this foundation.
- 4 Promote the city's existing natural assets like the Sierra Estrella and Gila River to create opportunities for major destinations and eco-tourism.
- 5 Encourage special events, recreation events, and niche events that attract visitors to Goodyear and support local and small businesses.



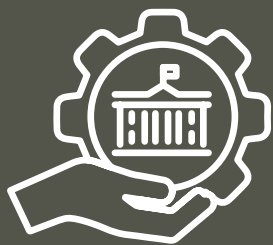
Responsive & Accessible



City Hall Ribbon Cutting Ceremony, Goodyear Civic Square at GSO



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.



Introduction

The future growth of the city is dependent largely on the quality and availability of infrastructure. Focusing new growth, development, and density in appropriate locations greatly depends on the backbone of infrastructure to not only serve growth, but allow growth to occur and be designed in a manner consistent with desired community character. This can be achieved through actions that not only ensure capacity and safety but are respectful of surrounding land use and development character.

Along with effective infrastructure planning, the success of this General Plan depends not only on the supporting actions of city government, but also the involvement of community partners and empowerment of Goodyear residents. Goodyear must continue to engage with the community in a way that encourages maximum participation. This can be done by promoting greater inclusion in decision-making, building a culture of effective citizen planning, and continuing efforts to share public data and information.

Planning Considerations

Engaged Citizens

Goodyear is committed to connecting the public to the city through various programs and initiatives aimed at civic engagement and community volunteers. Continued engagement and public participation responsibly guides the future of the city to be reflective of the community's vision for Goodyear. In the future, maintaining and expanding these initiatives and programs will be important to foster greater civic and public engagement within the community.

Where to Find More

Interactive Map Portals:

Goodyear has a series of interactive virtual maps on the city's website that can direct residents to information about HOAs, Capital Improvement Projects, Water and Sewer Service Areas, Public Art, Government Services, and Current Development across the community.

National Community Survey

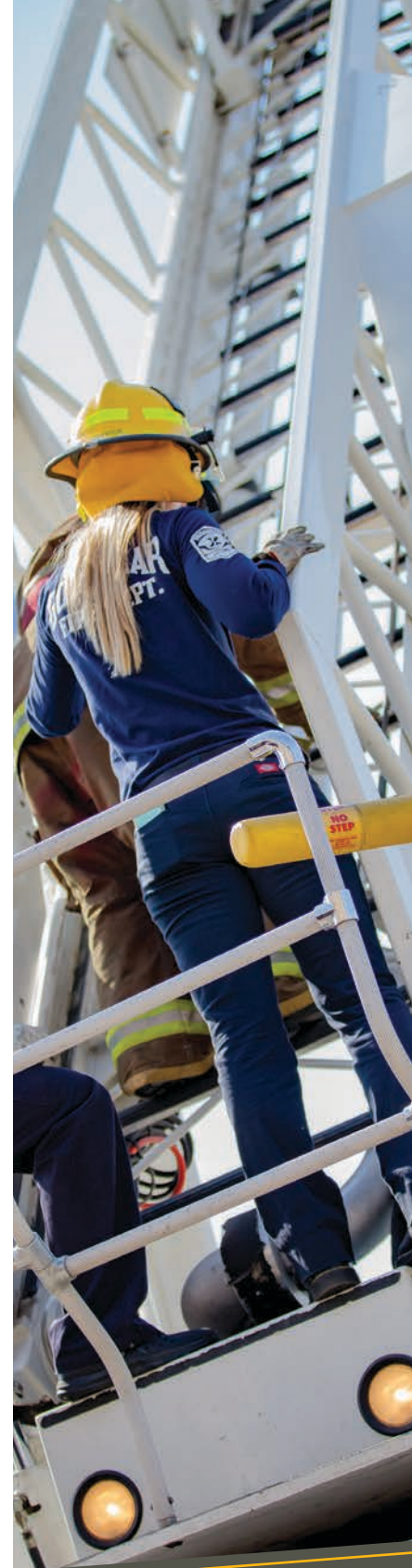
Goodyear actively participates in the National Community Survey (NCS) every 2-3 years. The NCS is a statistically relevant resident survey that measures a community's livability and quality of life. Topics in the survey generally cover safety, mobility, natural environment, built environment, economy, recreation and wellness, education and enrichment, and community engagement and compares them to benchmark national averages. Broadly, the survey provides a snapshot of community input that is then used to guide strategic planning, goals, and initiatives for the city.

.....
InFocus Magazine – Goodyear publishes the monthly InFocus Magazine highlighting all the various city programs, events, initiatives, and news from the city.
.....

.....
Neighborhood Services TOM Van – Neighborhood Services Division has the Topics On the Move (TOM) Van available for mobile, pop-up-style community outreach opportunities. Catch the TOM Van at Goodyear Parks, Events, and other community gathering places across the city.
.....

Leadership Enrichment and Development (LEAD) Academy

The Leadership Enrichment and Development (LEAD) Academy is a civic engagement program that educates residents on a comprehensive understanding of how the city functions. The program aims to prep citizens for non-elected or elected leadership roles, foster community-based problem solving, and support neighborhood self-reliance through civic engagement. The program is administered for free for an annual cohort of 40 Goodyear residents. Programs like LEAD foster greater community access to local government initiatives and provide additional opportunities for residents' direct engagement in city processes. Program alumni are often civically engaged and act as conduits from the city into their local neighborhoods, providing more opportunities to foster greater community involvement.



Goodyear Fire
Department

Where to Find More

Community and Neighborhood Services (CANS) Master Plan

The Community and Neighborhood Services (CANS) Master Plan was developed from the City Council Strategic Plan to study the human and social service needs of Goodyear residents. The plan is broken down into the following three phases: Human Services, Neighborhoods, and Housing. Phase I focused specifically on human services, was completed and approved by Council in December of 2021.

A Community of Care

A responsive and accessible community leverages civic engagement and is held accountable to the care of residents' quality of life now and in the future. The City of Goodyear is committed to fostering a community where all are cared for. While the city continues to mature, the need for greater neighborhood and human services will only increase and be critical to the long-term success of Goodyear residents. The Neighborhood Services Division of the city has been very proactive in making sure many community resources are readily accessible as well as foster community partnerships to leverage local organizations and non-profits for supportive social services. While Goodyear's infrastructure and housing is relatively new, there will be a greater need for interdisciplinary solutions to connect residents to resources as the community ages.

GoodyearCares

Through the Neighborhood Services Division of the City Manager's Office, GoodyearCares is a resource hub for locating a variety of local, regional, county, state, federal and non-profit resources for addressing the needs of Goodyear's most vulnerable. There are resources for finding jobs, home rehabilitation, meals and food banks, programs for seniors, and people with disabilities. As the city continues to grow, maintaining and expanding these resources to cater to the needs of Goodyear residents will ensure long-term accessibility to a greater community support network.

Goodyear Community Funding

Non-profits that provide human or social services in Goodyear are eligible to apply to the Goodyear Community Funding Program for grants ranging from \$1,500 to \$15,000.

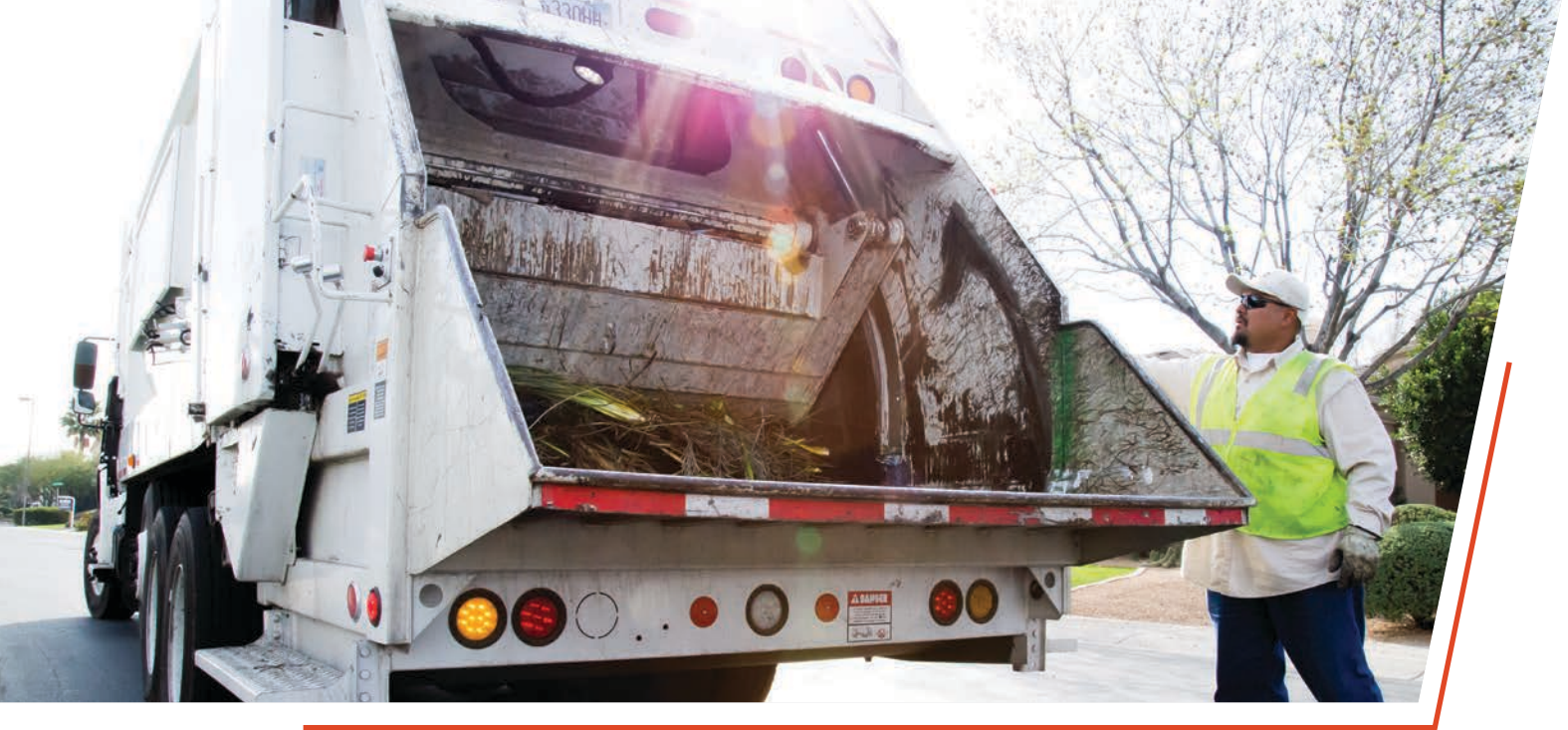
Goodyear Faith & Community Roundtable (FCRT)

The Goodyear Faith and Community Roundtable is a forum of community non-profit and faith leaders who are committed to nurturing goodwill and offering services to all. Through collaborative resource sharing, the FCRT aims to make a difference for those in need in the southwest valley.

Equitable Distribution of Resources

A responsive community plans out social amenities to equitably distribute public services across the city. With the vast majority of the southern Planning Area undeveloped, libraries, parks, community centers, recreation centers, fire and police stations, government resources, and hospitals will need to be dispersed to create a network of community facilities and services ultimately increasing accessibility to Goodyear residents.





Public Services & Facilities Framework

Public Services and Facilities provided in Goodyear support the day-to-day operations of the city. The type, location, and capacity of infrastructure in the community is critical in order for the city to offer a high quality of life to residents. Monitoring infrastructure investments and the pace of development in relation to future growth will be critical to the city, as infrastructure investments have tremendous effects on the type, location, pattern, and intensity of development that will occur in Goodyear.

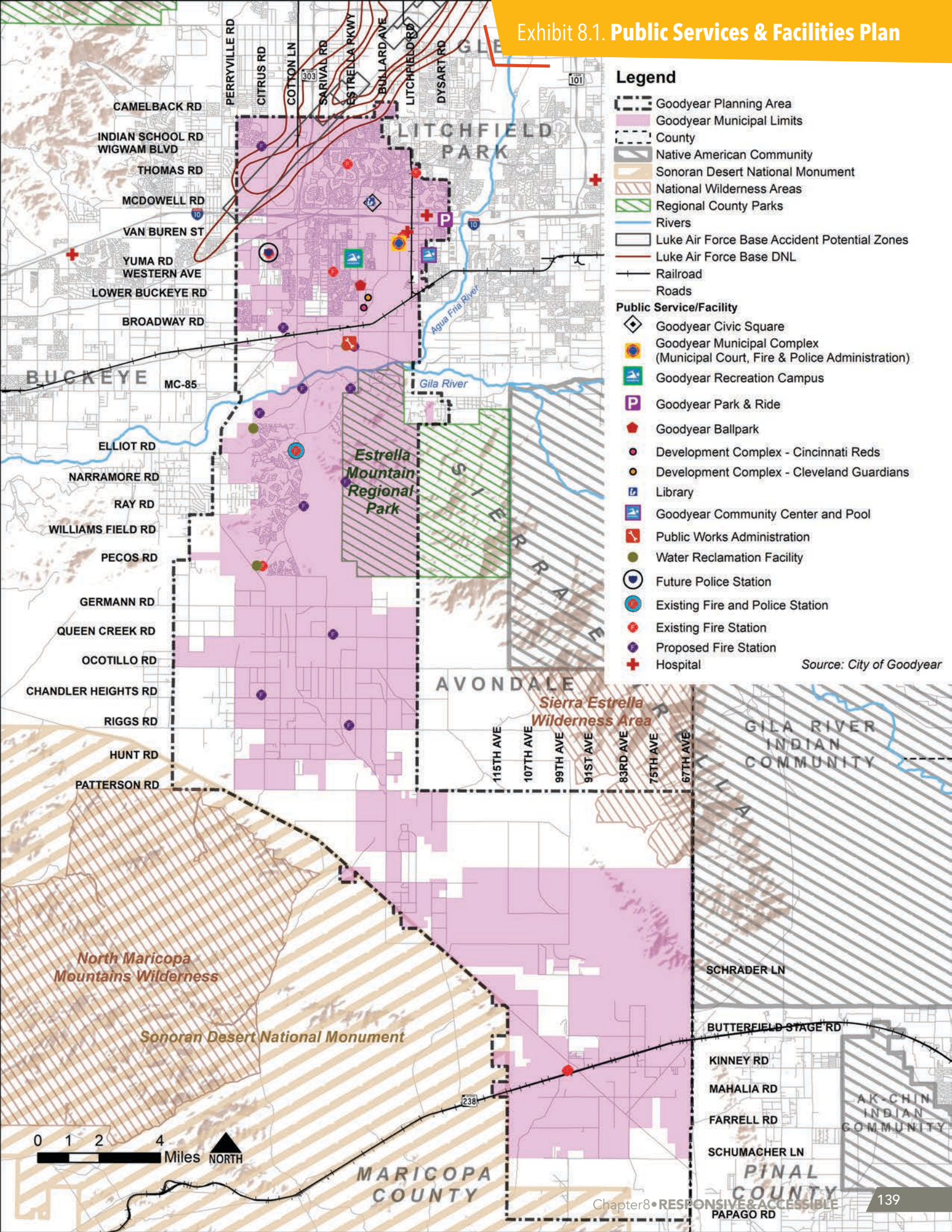
A description of community facilities and services provided in the city is included in Chapter 2, including those provided by outside partners that residents, businesses, and visitors use to meet their daily needs.

This Public Services and Facilities Framework identifies primary municipal services and their physical footprint across the city. Key to the creation of a Responsive and Accessible community is having resources for the city distributed in a network that provides for most effective public service and response times.

Where to Find More

Facilities Master Plan

The Facilities Master Plan identifies the existing footprint of city facilities and determines need of additional space to better suit municipal operations and staffing in the future.







Cost of Development Framework

The Cost of Development Framework identifies funding and financing mechanisms that are available for Goodyear to finance the cost of public services and infrastructure deemed necessary, beneficial, and useful to serve new development. The City of Goodyear finances its infrastructure, services, and future needs through a menu of funding options that include various types of taxation, bonds, fees, and special districts in addition to external funding sources, such as grants and development agreements. One of the greatest challenges the city will face is apportioning the costs associated with growth and development to new development itself, both residential and non-residential. The most common manner in which new development is required to pay for its share of new capital projects is in the form of development impact fees, in addition to requirements for construction of infrastructure within a project. Municipal Improvement Districts and Community Facilities Districts are also used to fund infrastructure in a specific area.

The following principles are important to consider related to funding new development:

- Establish level of service standards and determine to what extent existing facilities and infrastructure will support future development.
- Estimate the impact and requirements of new development.
- When possible, require new development to pay for its fair share of costs.
- Consider benefits and costs to future residents when developing financing strategies for infrastructure.

Where to Find More

Capital Improvement Plan

The Capital Improvement Plan (CIP) functions as an infrastructure road map for the city. Programming critical water, wastewater, transportation, facility, maintenance, and public safety capital infrastructure projects in coordination with the city's Annual Budget, the CIP acts as a critical schedule for implementing the General Plan and supportive city Master Plans.



Taxation

Transaction Privilege (Sales) Tax

A transaction privilege, or sales, tax is collected from spending at qualified restaurants and retail establishments within the city's limits. Revenues from this tax can be expanded by increasing the number of successful restaurant and retail options in addition to attracting more retail spending in the city. Retail businesses typically follow population, so maintaining a desirable place to live leads to higher retail sales tax collections.

Transactional Taxes

Transactional taxes are revenue streams that originate from local consumer spending and tourism. The City of Goodyear imposes a 2.5% Transient Lodging Tax for establishments that lease to people staying less than thirty consecutive nights, such as those staying in hotels. Revenue from this tax can be increased by attracting additional tourist dollars. As the number of hotel rooms and short-lease options continue to increase, the city has an opportunity to raise additional revenue through this tax. A benefit to transactional taxes, specifically the Transient Lodging Tax, is that they are generally paid by out-of-town visitors, thereby not placing the financial burden on the city's residents.

Property Taxes

Property taxes provide a stable revenue stream for a municipality. But due to limitations in rate increases from State statute, they cannot necessarily be relied on to keep up with increases in costs for delivering local services. Primary property taxes provide 10% of the city's general funds for basic governmental services like Public Safety, Parks & Recreation, street maintenance, and administration. Secondary property taxes provide funding for voter-approved bonds which pay for the construction of public facilities and infrastructure. These two rates together comprise the city's total property tax rate. Other types of bonding will be discussed below.

Property taxes can affect the city's competitiveness. Changes in the tax rates could disproportionately affect businesses. The competitive consequences are considered when looking to adjust the city's property tax rates.

Phoenix Goodyear
Airport



Bonds

General Obligation Bonds

The most common form of bond issuance for municipalities is the use of general obligation (GO) bonds. They are backed by the city's property taxes. Under Arizona law, municipalities may issue GO bonds for water, wastewater, open space, and parks projects up to an amount not exceeding 20% of the city's secondary assessed value. Other types of projects may also qualify if their cost does not exceed 6% of the secondary assessed value. Repayment of GO bonds can come from multiple sources within the city.

Revenue Bonds

Revenue bonds are a method of financing capital projects whose repayment is secured by a specific future source of revenue that is legally pledged to the bond issuer such as sales taxes, user fees, or government transfers. Lenders consider revenue bonds riskier, which often leads to carrying a higher interest rate.

Where to Find More

City Strategic Plan

The City Council and City Manager develop the City Strategic Plan. This plan is informed by the General Plan, supplemental city Master Plans, and Council Priorities to align Goodyear into following through with the planned strategic initiatives, policies, and actions to implement the long-term vision for the city.

Fees

User Fees

User fees vary, from water and sewer rates to permit fees, and are often intended to cover costs associated with a specific operating expense for the city. However, it is important to continuously monitor the fees in order to ensure that the fees accurately reflect the costs of the service provided. Some user fees are dedicated to particular expenditures and others go into the General Fund.

Development Impact Fees

Development impact fees (impact fees) are determined by a municipality based on a calculation of costs for capital expenditures needed to maintain its current level of service for a defined unit of new development. The fees are then assessed to the builders of the residential or non-residential building when they apply for a building permit. Impact fees can be assessed for water, wastewater, transportation, public safety, parks, and other public facilities. The city can periodically conduct impact fee studies to ensure its fee structure is current and adequate. Fees can be adjusted accordingly. Impact fees are perhaps the most important tool in ensuring that new development bears its own burden on public infrastructure.

Special Districts

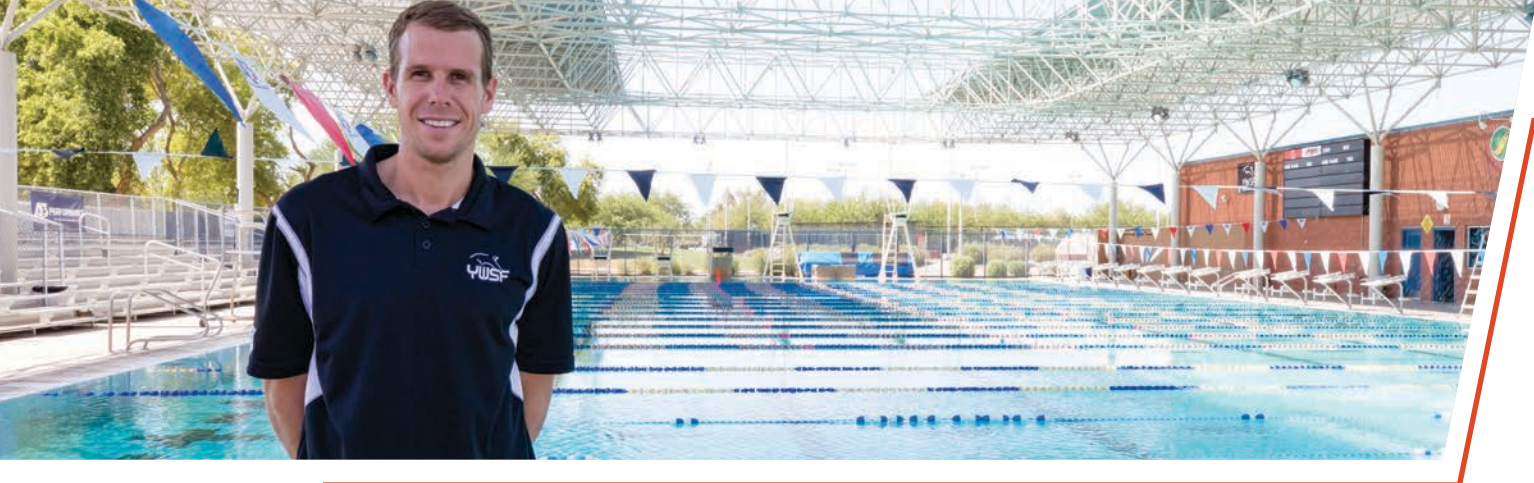
Improvement Districts

Improvement Districts are special areas within a municipality whose residents and businesses pay increased property taxes to fund a specific capital project within the designated boundaries of the district. For an Improvement District, the city would issue the bonds and place an assessment on the property owners. These types of arrangements are beneficial because municipalities can almost always receive better bond rates than a private entity. Improvement Districts are often smaller projects that are initiated and ratified by landowners in a particular area. This funding mechanism is typically used for neighborhood road improvements, street lighting, utilities, and downtown revitalization programs.



McDowell Commercial Corridor Improvement District

The Goodyear City Council formed the McDowell Road Commercial Corridor Improvement District (MRCCID) on November 13, 2006 to help finance and expedite construction of public infrastructure necessary for commercial development of property within the improvement district. The MRCCID is generally bounded by Interstate 10 north to Virginia Avenue and Bullard Avenue west to PebbleCreek Parkway. The funding from the MRCCID provided the installation and construction of street improvements and the Bullard Wash drainage channel. Bonds were issued to finance the infrastructure and the properties that benefited have been assessed to pay for the improvements in the district. Property owners are directly billed semi-annually for their respective assessments.



Community Facilities Districts

Community Facility Districts (CFD) are similar to Improvement Districts in that the city would issue bonds secured by an assessment on the district's property owners. The difference is that a CFD would be granted by the city to a developer in order to fund larger capital projects such as wastewater treatment plants or other significant infrastructure. Developers prefer this mechanism, over paying up front for the infrastructure and recovering the costs over time through home or commercial building sales.

Redevelopment Areas

A Redevelopment Area (RDA) is an area of the city designated by City Council that needs revitalization and is in need of attracting investment. RDAs make available certain federal funds to be used to enhance neighborhoods and business districts. Activities may include renovation to buildings, new construction, and neighborhood amenities. Additionally, establishing an RDA is a necessary step for adding economic tools like the Government Property Lease Excise Tax (GPLET).

Government Property Lease Excise Tax (GPLET)

The Government Property Lease Excise Tax (GPLET) is a tax incentive agreement negotiated between a private party and a government entity. Utilizing a GPLET is a way for the city to stimulate development in commercial districts by temporarily replacing a building's property tax with an excise tax. Under the GPLET program, the City of Goodyear owns a building and leases it out for private use. The tenant, or prime lessee, pays an excise tax based on size and use instead of property tax based on value. A GPLET lease agreement cannot last longer than 25 years.

Grants

A variety of grants and low-interest loan programs may be available to the city from federal, state, and regional agencies. The city should pursue funding from these various sources by applying for grants and low-interest financing through the Community Development Block Grant Program (general community improvements), State of Arizona Heritage Fund (parks and recreation facilities), Water Infrastructure Financing Authority of Arizona (water and wastewater system improvements), and the Governor's Office (health and safety). Additional existing and future funding sources should be investigated as potential financial partners.



Other Funding Mechanisms

Development Agreements

Development Agreements allow developers to directly build their share of mutually agreed-upon public infrastructure in lieu of paying a development fee. Developers will often do this out of necessity if roads or utilities must be extended and in place ahead of residential and commercial development in a particular area of the community. Development Agreements are carefully negotiated between the city and the developer in order to align the scope, timing, and value of the improvements with the impact on the city's existing residents and infrastructure.

Dedications and Exactions

Dedications and Exactions are a way for a municipality to ensure that new developments set aside land for public uses. By mandating that a certain percentage of a new development be dedicated for schools or public parks, the city can make certain that a current level of service is achieved in the development. These mechanisms, like development fees, must be exercised with caution because of the potentially dampening effect that excessive requirements could have legally for a municipality as well as on local economic development.

Intergovernmental Transfers

Intergovernmental Transfers are revenues from the state or federal governments that are usually based on population and are often linked to specific uses such as roads. The State of Arizona distributes a portion of its revenue from the Highway User Revenue Fund (HURF) in addition to distributing a portion from sales, bed, and other taxes to cities and counties in the state. These state-shared revenues are based on the population distribution and are calculated from the most recent U.S. Census and Census Estimates Data.

Certificates of Participation/Municipal Property Corporations

These are methods of borrowing that are paid back by municipal revenues. They are usually not legally tied to a specific revenue stream, such as revenue bonds. These methods can be utilized by action of the City Council and are not generally subject to public vote.

Goodyear Ballpark



Responsive & Accessible Goals & Policies

This section responds to community input and the overall planning considerations discussed throughout this plan through the creation of responsive Goals and Policies that should be used to guide the city's actions over the next 10-20 years. These Goals, and their supporting Policies, have been structured to also balance community-wide opportunities and constraints with other city needs and priorities. These Goals and Policies not only affect, but also are affected by, many of the topics that are addressed in other parts of the General Plan, including housing opportunity, neighborhood services, community services, growth areas, and land use.



Goal RA-1:

Quality social services that provide for the needs of the community.

A Responsive and Accessible Goodyear ensures city services and facilities are of high quality without overextending resources and are physically distributed for all citizens. Goodyear will work to responsibly assess public services and facilities to understand the needs of the community. This commitment is centered on ensuring social equity that recognizes each person has different circumstances and allocates the resources and opportunities needed to reach an equal opportunity for all citizens and neighborhoods in Goodyear.

- 1** Ensure public facilities and spaces are available, welcoming, and easily accessible to all residents.
- 2** Use citizen surveys to understand the needs in the community.
- 3** Participate in regional planning studies, such as MAG and the Maricopa County Community Development Advisory Committee (CDAC).
- 4** Work with partner agencies that focus on social service assistance and other entities that assist seniors, disabled, or other at-risk populations to ensure efficient provision of services, and seamless networks of support.
- 5** Collaborate with internal and external city service providers on planning, information sharing, and service delivery.
- 6** Ensure every city department is aware and up to date on other departments' initiatives and non-profits' programs to improve efficiency of referrals and interactions with residents.



Goal RA-2:

An engaged and informed community.

The city communicates with residents every day as a means to inform, educate, and listen. Goodyear will continue to facilitate an informed and active community by focusing on government transparency and information sharing while encouraging grassroots efforts to identify neighborhood needs and implement solutions. Increased citizen accessibility that provides convenient ways for people to find accurate information quickly will lead to a more responsibly engaged community.

- 1 Encourage meaningful, fair, and equitable participation in city processes and public hearings through focused efforts to engage all members of the community.
- 2 Continue to review and use a range of tools, techniques, and technologies to disseminate timely information to city residents and other interested parties and encourage participation in city-sponsored events and processes.
- 3 Seek to engage with a broad spectrum of the community during all city-led outreach efforts to foster unity and cooperation. This includes residents and businesses from different ages, racial backgrounds, education levels, and income levels, as well as those who face other barriers to participating in engagement activities.
- 4 Build leadership capacity by encouraging development of neighborhood advocacy groups such as LEAD.
- 5 Facilitate improved interagency communication, encourage the exchange of information, and encourage resource sharing between the city, regional, state, and federal agency partners.



Goal RA-3:

A customer-centered level of community services and facilities to serve existing and future residents, businesses, and visitors.

Goodyear will ensure infrastructure and services are available to meet the needs of new residents while meeting the needs of the existing community. Municipal services and facilities will be maintained and where possible or needed, improved responsibly. Ensuring the availability and capacity of funding sources to finance and maintain growth is paramount to maintaining responsive and accessible public services and facilities. The city will also coordinate with private utility and service providers to promote compatible land uses through the enhancement of their facilities and services.

- 1** Continually seek opportunities to gain efficiency and maintain or expand existing levels of service by working with public-private partnerships, partner organizations, and private service providers to share information; understand core strengths, capacities, and economic initiatives; better plan for coordinated service provision at the time of development; and avoid the duplication of efforts.
- 2** Explore integrating existing and emerging technologies and future innovations in planning (public outreach, site plan review, software, etc.), policy, and infrastructure investments to facilitate delivery of goods and services directly to residents and businesses to keep Goodyear economically competitive.
- 3** Emphasize energy efficiency, resource conservation, and environmental stewardship in public infrastructure investments.
- 4** Ensure new public facilities provide appropriate buffering (setbacks/screening/noise) from less intensive uses such as residential neighborhoods.



-
- 5** Ensure infrastructure and facilities are operated and maintained in a fiscally responsible manner.
 - 6** Establish and maintain responsive customer services to the residents and businesses in Goodyear.
 - 7** Align capital investments with future growth and development patterns and ensure public-and private-sector investments benefit residents, workforce, and employers and limit the public costs of accommodating growth.
 - 8** Major capital projects of the City of Goodyear are to include a value engineering study at the concept stage of design to ensure public funds are being spent in the most cost-effective manner.
 - 9** Use all funding mechanisms available to the city, and seek grant opportunities to their fullest extent to fund projects and programs identified in the city budget, CIP, IIP, Facility Master Plans, and/or city's Strategic Action Plan.
 - 10** Explore opportunities to contract city services in or out when and where it makes operational and/or fiscal sense.
 - 11** Work cooperatively with municipalities and special districts to align projects that address regional issues.
 - 12** Encourage enhanced broadband quality, service, and affordability.
 - 13** Coordinate communications with utilities to ensure ongoing and timely disclosure of proposed or newly approved projects to affected stakeholders and the community at large.
 - 14** Require homebuilders and the development community to collaborate externally for greater coordination on utilities for infrastructure improvements, consistency, and efficiency.
-



Development Standards



This chapter consists of “Development Standards” which outline specific design guidance and development expectations for the various land use classifications and overlays that are established in Chapter 3. These cohesive Standards are to be used in combination with the goals and policies specified throughout this plan to guide decision-making on lands within each land use classification.

Introduction

The following Development Standards are meant to complement the General Plan Goals and Policies to guide decision making during the rezoning and development review process. They differ from the policies included in Chapters 3-8 as they are specifically created to be used in the evaluation of rezoning requests and other development projects. Therefore, this section also serves as a guide to the development community, identifying the expectations of the community as they implement the vision, goals, and policies of the General Plan. In addition to these Development Standards, other pertinent sections of the General Plan shall be consulted in the development decision making process. For example, this section provides guidance for the development of residential subdivisions, but Chapter 5 should also be consulted for additional information on parks and trails planning.

The first section of the Development Standards are universal Development Standards that apply to development in any Land Use category. Policies for each specific Land Use category and Land Use overlay follows.

Universal Development Standards

The following Development Standards address development in any of the Land Use categories:

Standard 1

All development proposals shall demonstrate their conformance with the applicable stated goals and policies contained within the General Plan and how the development furthers the appropriate implementation of the General Plan.

This includes during the development review process where new development shall demonstrate there are adequate services and facilities, or plans to provide the necessary services and facilities, to serve the development during the development approval process.

Where to Find More

City of Goodyear Zoning Code

Goodyear's Zoning Code provides the prescriptive regulatory guidelines for the specifications of development across all zoning districts used in the city. It is legally binding and entitles the landowner to certain development types and requirements.

Standard 2

While Goodyear encourages quality development throughout the planning area, growth and redevelopment is highly encouraged to locate in areas with existing infrastructure and services, in the city's Redevelopment Area (see Figure 3.5), within walking distance of transit stops, and along existing interstate/freeways.

Standard 3

Development projects are strongly encouraged to include public art in city projects to establish a sense of place, create community identity, and facilitate creative placemaking.

Standard 4

Goodyear promotes a graduated density/intensity concept. Developments with similar densities should locate near each other, gradually increasing density towards Village Centers, Civic Square, Growth Areas, or transit corridors and lowering density near protected uses (such as a natural feature). Developments with similar intensities (e.g., building height, building bulk, or intensity of use) should locate near each other gradually increasing intensity towards transit corridors, Civic Square, industrial development, and commercial centers and decreasing intensity towards residential developments.



Figure 9.1

A development that meets Standard 4 and uses the graduated density concept. Single-family homes are located furthest away from the commercial sites, gradually increasing in density to court homes, townhomes, and then multi-family. The open spaces and roadways provide buffers between the single-family residential and higher-density uses. Location: Rio Paseo, Goodyear, Arizona.

Source: Development plan for Rio Paseo in the Goodyear PRC created by CorneyerHendrick.

Standard 5

Goodyear promotes a safe walkable and bikeable community. Each development shall be located and designed to reduce vehicle trips and miles whenever possible. Pedestrian and bicycle connections shall be provided between and within developments to allow the community to walk or bike to nearby destinations.

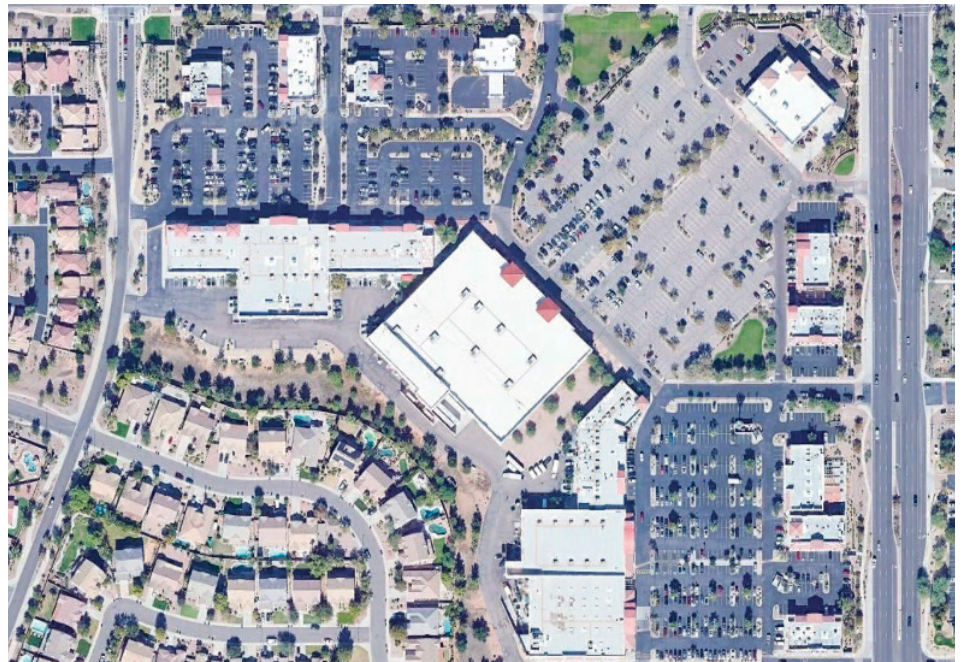
Figure 9.2

*Example of a development that exemplifies **Standard 5**. The street system allows for a strong connection between the commercial and residential development. Location: Agritopia, Gilbert, Arizona.*



Figure 9.3

*Example of a development that meets **Standard 5**. The street layout of the residential development to the west and lack of perimeter wall on the western edge of the commercial development allows convenient residential access to the commercial development. Location: The Shoppes at Val Vista, Gilbert, Arizona.*



Standard 6

Required open spaces for adjoining developments should be combined where practical to create larger areas of open space beneficial to the developments and the community.

Standard 7

Land uses should be located to protect significant natural resources including the Sierra Estrella Mountains and foothills, the Gila River, the Sonoran Desert National Monument, and Waterman Wash. These uses should be protected from encroachment and environmental contaminants. Protection would include locating lower-density residential and lower-intensity non-residential uses nearby, providing additional adjacent open space, or other measures as appropriate.

Standard 8

New residential uses shall not be approved within the 65 DNL (Day-night Noise Level) or greater noise contours and the accident potential zones surrounding Luke Air Force Base. New residential uses within the 65 DNL or greater noise contours surrounding Phoenix Goodyear Airport shall require additional review and noise attenuation.

Standard 9

Residential densities over two dwelling units per acre are discouraged from locating within ½ mile of the 65 DNL noise contour lines of Luke Air Force Base and densities should be graduated away from the 65 DNL contour lines.

Standard 10

Notification and disclosure statements are required for any residential development within the Luke Air Force Base "Vicinity Box," as amended, consistent with the Western Maricopa/Luke Air Force Base County Regional Compatibility Plan, March 2003.

Land Use Category Development Standards

Open Space Category

The Open Space category provides areas where land, public or private, should be preserved for conservation or regionally significant recreational purposes.

Open Space Development Standards:

Standard 11

In accordance with the Arizona Revised Statutes, at least one dwelling unit per acre is permitted within the Open Space category.

Standard 12

Open space uses may include appropriate outdoor recreation uses and supportive commercial uses (e.g., horse riding stables, a restaurant in a regional park, a pro-shop).

Standard 13

Community and public facilities (e.g., libraries, water recharge facilities, parks) are permitted in the Open Space category.

Scenic Neighborhoods Category

The Scenic Neighborhoods category 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. These neighborhoods not only have a strong tie to significant natural features, but their form and design promote the conservation of those important resources. Residences typically sit on one-acre lots or larger but may be clustered on small lots when combined with 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 in this category to serve the immediate surrounding area. Community and public facilities necessary to serve the area are also appropriate in this category. Recreational activities and resorts may be appropriate in some areas of the category.



Figure 9.5
Scenic Neighborhoods

Scenic Neighborhoods Development Standards:

Standard 14

Single-family residential uses and neighborhood commercial uses (if in adherence to Standard 31) are appropriate throughout the Scenic Neighborhoods category.

Standard 15

Single-family residential development should be designed and built in relationship to the surrounding environment.

Standard 16

- a. Perimeter subdivision walls and privacy walls (i.e., a block wall built around the side and rear yards of an individual lot) are not typically appropriate, but can be allowed, in the Scenic Neighborhoods category.
- b. Landscaping typically involves preservation of existing desert plant material supplemented with new native plants (e.g., little to no turf).
- c. Cluster development is encouraged to preserve open space, natural resources, and significant land forms.



Figure 9.6

Example of a development that meets Standard 16. Washes are preserved, streets follow the natural topography, natural landscaping is used, and there are no subdivision perimeter walls or privacy walls. Significant open space and hillsides are preserved. Location: Estrella, Goodyear, Arizona.

Standard 17

The Scenic Neighborhoods category has a baseline maximum density of one dwelling unit per acre. The density may be increased under the circumstances described below so long as the increase in density does not destroy a significant natural feature, significantly alter the scenic/rural character of the area, and fits the character of the surrounding area. For example, a typical 40-acre development in the Scenic Neighborhoods category would be permitted a maximum of 40 dwelling units. The dwelling unit count could be increased above 40 dwellings under the following circumstances:

- a. Increased density allows for additional open space or natural features to be preserved that might otherwise be developed;
- b. Density is increased through a city-approved Transfer of Development Rights program to preserve natural features or land; or
- c. Increased density allows for unique housing products or development form to be built that would not otherwise be able to be provided.

Meadowview Subdivision, Town of Linn, Walworth Co. Private well and septic. Total area 120.98 acres.



Figure 9.7

An example of increased density allowed in the Scenic Neighborhoods category. Density was increased in the “conservation subdivision” example, but open space was also increased and the development is designed around the unique natural features of the site. Source: Planning Implementation Tools Conservation Design, Center for Land Use Education www.uwsp.edu/cnr/landcenter, created by Jill Enz, Applied Ecological Services.

Standard 18

Small neighborhood convenience type uses typical for a rural community as well as recreational-related commercial uses such as stables, bicycle rentals, and visitor’s centers may be appropriate in the Scenic Neighborhoods category.

Standard 19

Reduced infrastructure (e.g., no sidewalks) is permitted within this category when development is built in accordance with the land use policies.

Standard 20

Limited agricultural uses such as grazing and raising of horses and small farms may be appropriate in the Scenic Neighborhoods category.

Standard 21

Resorts may be considered in the Scenic Neighborhoods category when designed and built to the existing natural land forms and appropriately buffered from existing and future uses to mitigate the potential for noise, light, and traffic impacts.

Neighborhoods Category

The Neighborhoods category 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.



Figure 9.8
Home in the Neighborhoods category

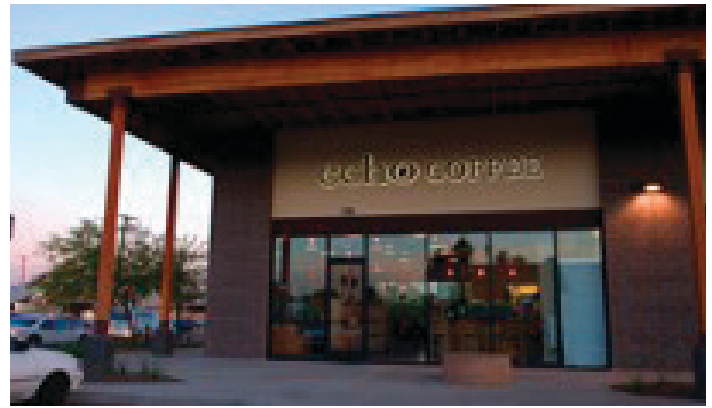


Figure 9.9
Typical Neighborhood business

Neighborhoods Development Standards:

Standard 22

Low Density Residential. Single-family, detached and attached, residential uses with densities up to five dwelling units per acre are appropriate throughout the Neighborhoods category except when adjacent to an interstate or freeway.

Standard 23

Medium-Low Density Residential. Residential uses with densities greater than 5 dwelling units per acre up to 12 dwelling units per acre may be considered along an arterial or collector road, adjacent to commercial areas, adjacent to community and regional parks or significant open space areas, or to provide transition between low and high density residential uses. These Residential uses are appropriate except when adjacent to an interstate or freeway.

Medium-High Density Residential. Residential uses with densities greater than 12 dwelling units per acre up to 18 dwelling units per acre, may be considered along arterial roads, adjacent to commercial areas, adjacent to community and regional parks or significant open space areas, adjacent to interstates when appropriately buffered, or to provide transition between low and high density residential uses. These developments should have access onto an arterial roadway or be able to access an arterial roadway via secondary roadways or private drives that are located adjacent to or through a commercial or other non-residential development. Development that requires access through single-family residential development to access an arterial roadway is discouraged.

Standard 24.

High Density Residential. Residential uses with densities over 18 dwelling units per acre may be considered within an overlay along arterial roads, interstate corridors, transit corridors, adjacent to employment or commercial areas, adjacent to regional or community parks or open space areas, or to provide transition between residential and non-residential uses. These developments should have access onto an arterial roadway or be able to access an arterial roadway via secondary roadways or private drives that are located adjacent to or through a commercial or other non-residential development. Development that requires access through single-family residential development to access an arterial roadway is discouraged..



Figure 9.10

Example of a development that does not meet Standard 24. There is no direct access onto an arterial roadway. If access had been provided to the arterial roadway through one of the commercial centers, it would comply with Standard 24. Since access is through a single-family residential development, it does not conform to Standard 24. Location: North Subdivisions, Goodyear, Arizona

Standard 25

Single-family residential developments are not appropriate along freeways or abutting to industrial areas unless significant buffers (i.e. provides a usable buffer with a mixture of uses, amenities, or greater distances than minimum requirements) are utilized between the uses. Even with significant buffers, locating single-family residential developments adjacent to freeways or industrial areas is strongly discouraged.

Standard 26

High density residential developments shall not be located directly adjacent to single-family residential developments with densities under five dwelling units per acre unless a public roadway, park or open space area, medium density residential development, or similar features provides a buffer between these uses unless they are providing significant active open space buffers, reduce scale of buildings, or introduce new product architecture similarity to single-family that would blend in with the surrounding neighborhood.



Figure 9.11

Example of a development that meets Standard 25, but is generally discouraged. A significant landscape area and sound wall has been provided between the single-family homes and the freeway. Location: Canyon Trails, Goodyear, Arizona.

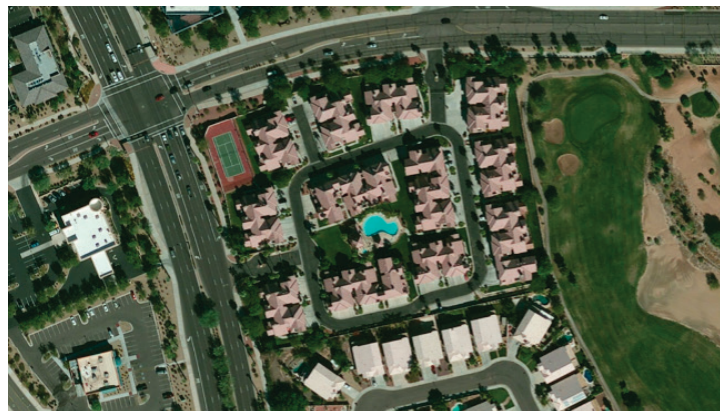


Figure 9.12

Example of a development that does NOT meet Standard 26. There is no buffer between the higher density and lower density uses. Location: Palm Valley, Goodyear, Arizona

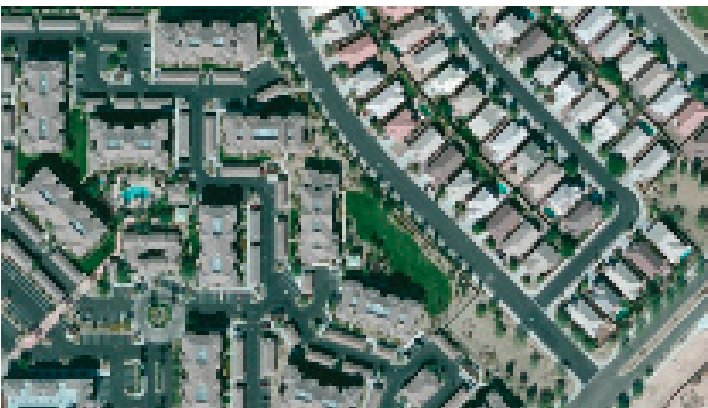


Figure 9.13

Example of a development that meets Standards 24 and 26. There is a road between the higher and lower density uses. Location: Centerra, Goodyear, Arizona



Figure 9.14

Example of a development that meets Standards 24 and 26. There is an open space area between the high density and low density uses. Location: Palm Valley, Goodyear, Arizona.

Standard 27

High density residential projects are most appropriate and encouraged to locate:

- a. Within a 10-minute walk (approximately ½ mile) of a transit stop (e.g., local bus stop)
- b. Within a 10-minute (approximately ½ mile) walk of a regional or community park or other significant open space feature or major trail system (As identified on the city's Parks and Recreation Master Plan or other regional/county open space or trails plans).
- c. Within a mixed-use development
- d. Adjacent to existing or planned commercial areas.
- e. Near transportation corridors such as freeways, parkways, and arterials.
- f. In areas that provide transition between lower density residential uses and non-residential uses in accordance with Standard 4.

Standard 28

Pedestrian and bicycle connections shall be provided to internally and externally link residential uses to nearby commercial uses, schools, parks, other neighborhoods, and other important destinations by walking or biking.



Figure 9.15

*Example of a development that **meets Standard 28**. The school and surrounding area has been designed with good walkability. The street and trail systems of surrounding neighborhoods line up with the school's entrances, the school is located on a major north/south open space area trail network, and a trail has been provided across the wash to provide walking access to the development to the west. Location: Millennium High School, Goodyear, Arizona.*

Standard 29

New subdivisions should be designed to provide convenient pedestrian access to adjoining streets, open spaces, and commercial areas. Subdivision design is encouraged that minimizes or avoids the use of typical subdivision perimeter walls. If subdivision walls are proposed, they shall include pedestrian access points for pedestrian movement. The pedestrian access points shall be strategically located to maximize usage by residents.



Figure 9.16

Example of a development that exemplifies Standard 29. The subdivision does NOT have a subdivision perimeter wall. This type of development is highly encouraged. Location: Canyon Trails, Goodyear, Arizona.



Figure 9.17

Example of a development that meets Standard 29. There is a pedestrian access point in the wall behind the commercial center which allows access to the residential development's trail system. This provides walkable access while still providing a good buffer between the commercial and single-family use. Location: Dana Park Village Square, Gilbert, Arizona



Standard 30

Gated communities shall provide pedestrian access points and allow for public regional trail connections. Gated communities shall provide pedestrian access points even if they only provide access to residents who live in the community.

Standard 31

Neighborhood serving commercial uses may be considered at the intersection of two arterial roadways (Arterial, Major Arterial, Scenic Arterial, or Parkway), at the intersection of an arterial roadway and collector roadway or to buffer a residential use from an industrial use or interstate freeway within the Neighborhoods category. Neighborhood commercial uses typically serve a trade area of 3-5 miles and typical uses would include grocery stores, drug stores, fueling stations, neighborhood offices, and restaurants. A neighborhood commercial site is typically a stand-alone development 20 acres in size or smaller but the size of the commercial development is not restricted so long as the intensity (e.g., building height, lighting, noise, traffic) of the commercial use is compatible with the surrounding area; the development contains uses typically needed and supportive of the neighborhood; the form of the development is consistent with the surrounding area; and connectivity is provided to nearby trails, open spaces, and residential areas. Neighborhood Commercial uses of 5 acres or less may be considered along collector roads subject to the compatibility standards noted above.

Standard 32

Mixed-use developments may be considered at the intersection of two arterial roadways (Arterial, Major Arterial, Scenic Arterial, or Parkway as designated by the transportation plan) or at the intersection of an arterial roadway and a collector roadway.



Figure 9.18

Development that meets Standard 31. The commercial development includes a grocery store as the anchor. Other uses include restaurants, a fueling station, and a bank. These uses serve the surrounding neighborhood. Location: Palm Valley (Litchfield Road & Indian School Road), Goodyear, Arizona



Figure 9.19

These uses are appropriate in the Business and Commerce category which is where they are located; however, this development does NOT meet Standard 31. These developments include several large box retailers such as Target, Best Buy, and Barnes and Noble that serve larger trade areas. The size and intensity of the developments and traffic generated are not neighborhood/community oriented. Location: Palm Valley (Litchfield Road & McDowell Road), Goodyear, Arizona.

Business & Commerce Category

The Business & Commerce category 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, and 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, 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.

Figure 9.20

Hospitals are appropriate in the Business & Commerce Category



Figure 9.21

Typical building in the Business & Commerce Category



Business & Commerce Development Standards:

Standard 33

Commercial and office uses are appropriate throughout the Business & Commerce category.

Standard 34

Light industrial uses such as business parks or employment centers are appropriate throughout the Business & Commerce category but should be buffered from residential uses or major transportation corridors (e.g., arterial or above roadway classifications as designated by the Transportation Plan) through reduction in building massing, enhanced building design applications, and increased landscape setbacks.



Figure 9.22

*Light industrial use located in the Business & Commerce Category.
The use is located adjacent to Interstate 10 and it meets Standard 34.*

Standard 35

Uses, especially large footprint cross-dock warehousing or distribution centers that generate high volumes of truck trips or land uses that create significant noise, glare, air contaminants, etc., are not appropriate in this category and should be located within the Industrial Category.

Standard 36

Businesses with high employment density are encouraged to locate adjacent to high-capacity roadway corridors (freeways, parkways, arterials) or in proximity to Mobility Corridors (arterials with multimodal transportation services) to leverage high visibility and vehicular/pedestrian access.

Standard 37

Walking and biking shall be accommodated and encouraged by providing trails, bike lanes, sidewalks, and paths to allow for safe pedestrian movement. Linkages to nearby residential developments should be provided in conformance with Standard 29.

Standard 38

High Density (e.g., multi-family) residential development is permitted in the Business & Commerce category when located adjacent to a community or regional park, open space area, single-family residential or if appropriately buffered, commercial area or used as a buffer between the Neighborhoods category and Business & Commerce category. Circulation and access to necessary amenities such as schools and grocery stores, and compatibility with surrounding existing and planned uses, shall be taken into account when considering this type of use in the Business & Commerce category.

Standard 39

Mixed-use developments may be considered in the same locations where multi-family residential may be considered if in accordance with Standard 38.

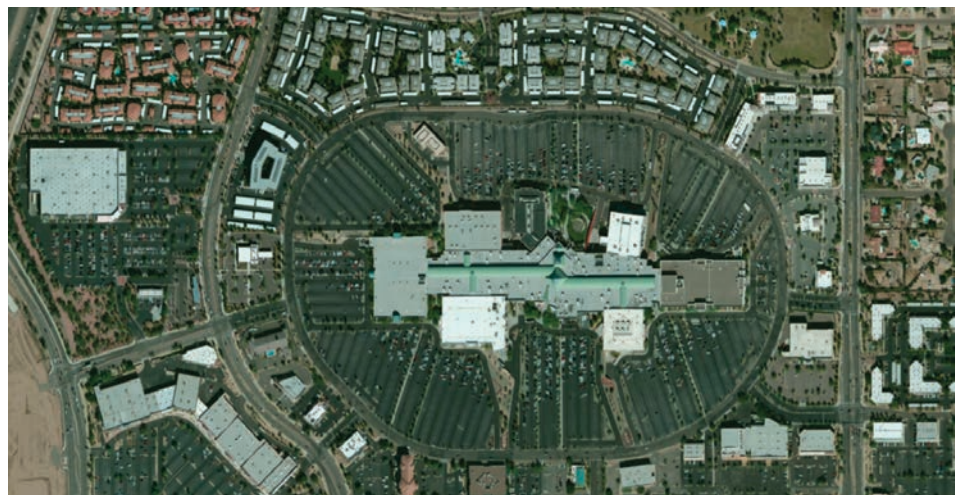
Figure 9.23

Example of a development that meets Standard 38. The multi-family development provides a buffer between the business use (Intel) and nearby single-family residential. Location: Chandler, Arizona



Figure 9.24

Example of a development that meets Standard 38. The multi-family development provides a buffer between the mall and nearby single-family residential. Location: Arrowhead, Glendale, Arizona



Industrial Category

The Industrial category 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.



Figure 9.25

A business located in the Luke Compatible Land Use Area adjacent to the Loop 303 in the Industrial Category.



Figure 9.26

A light industrial use located in the Industrial Category.

Industrial Development Standards:

Standard 40

Industrial uses are appropriate within the Industrial category and should be buffered from residential uses and assembly, entertainment, and retail uses through reduction in building massing, enhanced building design applications, and increased landscape setbacks.

Standard 41

Office, warehousing, and other light industrial uses are appropriate throughout the Industrial category and should be used to provide a buffer between higher intensity uses within the Industrial category and other Land Use categories.



Standard 42

Land uses that create significant noise, glare, air contaminants, etc. shall not extend beyond property lines and shall be separated from all residential land uses.

Standard 43

Industrial land uses are encouraged to locate within and adjacent to the Luke Compatible Land Use Overlay and the 65 DNL noise contour of the Phoenix Goodyear Airport to protect the Luke Air Force Base and Phoenix Goodyear Airport from encroachment, and to capitalize on these major assets.

Standard 44

Industrial land uses are encouraged to locate adjacent to high-capacity roadway corridors (freeways, railroads, parkways, arterials) to leverage vehicular access and minimize traffic on lower volume roadways.

Special Overlays & Overlay-Specific Development Standards

Overlays provide additional allowances and/or Development Standards in certain areas that have special characteristics.

Civic Square Overlay

The Civic Square overlay provides an area for the “downtown” of Goodyear. Integrated mixed uses are highly encouraged in this area. This includes residential and commercial uses that offer more urban densities and intensities.

Civic Square Development Standards:

Standard 45

An appropriate balance of commercial and employment uses with integrated higher density residential uses are encouraged at Civic Square.

Standard 46

PADs will provide land uses and development standards for Civic Square, as amended.

Village Center Overlay

The Village Center Overlay denotes areas that will serve as a center and destination for neighborhoods. The Village Center is distinct from the Civic Square as the Civic Square serves as the single “downtown” for Goodyear. It is distinct from other commercial centers as the Village Center district is typically designed in conformance with the principles of Traditional Neighborhood Development (TND), although it is not strictly required. The designation of Village Centers is especially important in a community such as Goodyear which is very long and linear. Village Centers provide commercial, entertainment, and shopping opportunities in a pedestrian-oriented environment that encourages safe and active transport.

Village Center Development Standards:

Standard 47

Development in the Village Center Overlay shall be pedestrian oriented and walkable/bikeable.



Figure 9.27

Example of a village center that meets Standard 47. Bicycle parking is provided, wide sidewalks and shade provide a walkable atmosphere, and buildings are close to the street. Development of this nature is highly encouraged in the Village Centers. Location: High Street, Phoenix, Arizona.

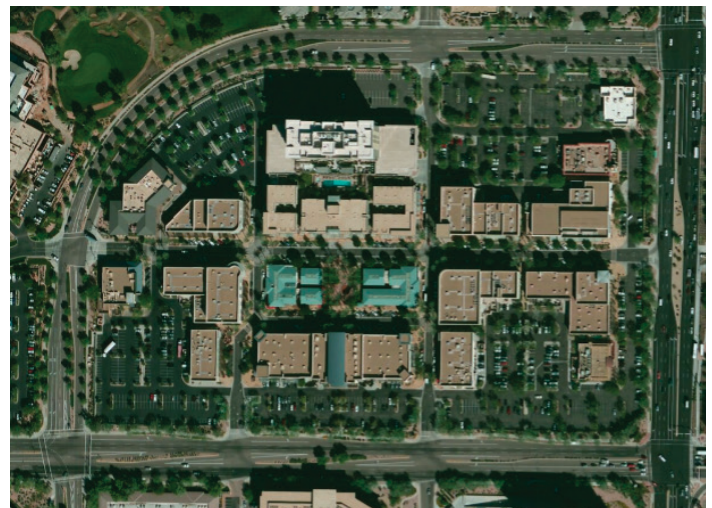


Figure 9.28

Example of a village center that meets Standard 47. Although there is ample parking provided at this site, it is developed as a pedestrian-oriented development. Residential uses have also been integrated into the development. Location: Kierland Commons, Phoenix, Arizona.

Standard 48

Mixed-use developments are encouraged in the Village Center Overlay.

Standard 49

When vertical mixed-use development or Traditional Neighborhood Development (TND) principles are utilized with the consideration of enhanced pedestrian site design, additional building intensity (such as height and reduced setbacks) and increased residential density may be granted.

Standard 50

Multi-family residential developments are appropriate in the Village Center Overlay. The development shall have strong ties to nearby commercial areas and ample pedestrian access.

Mobility Corridor Overlay

Denotes corridors within the context of the transportation network that seamlessly integrate different modes of transportation, multimodal supportive infrastructure, and placemaking strategies to maximize first-mile and last-mile connectivity in support of creating more accessible existing and planned employment centers as well as mixed-use destinations.

The ability of Mobility Corridors to function successfully depends on flexibility. Through the interaction and balance between transportation, land use, and placemaking functions, flexibility for mixed-use destinations should be incorporated in developing Mobility Corridors to accommodate possible future growth and changes as new transportation technologies evolve.

Mobility Corridor Development Standards:

Standard 51

Development in the Mobility Corridor Overlay shall be pedestrian oriented and walkable/bikeable. (See Figures 9.27 and 9.28 for examples).

Standard 52

When vertical mixed-use development or Traditional Neighborhood Development (TND) principles are utilized, additional building intensity (such as height and reduced setbacks) and increased residential density may be granted if in conformance with Standard 51.

Standard 53

Mixed-use developments may be considered within the Mobility Corridor Overlay and are highly encouraged.

Standard 54

Commercial uses and high density residential are allowed within the Mobility Corridor Overlay so long as they meet Standards 23, 24, and 34.

Standard 55

Higher density and intensity uses are encouraged in the Mobility Corridor Overlay. Low density, detached, single-family development is discouraged within the Mobility Corridor Overlay in areas where higher density residential or mixed-use development would be more appropriate.

Standard 56

Automobile-oriented uses that are designed without regard to pedestrians (e.g., fast food drive-through, gas station), large parking lots facing the street, drive-through lanes facing the street, and other features that inhibit walkability are discouraged within the Mobility Corridor Overlay.

Standard 57

Within each Mobility Corridor, an integrated suite of mobility services shall be provided at defined locations around existing and future transit stops, allowing transit riders to seamlessly access other modes of transportation once they arrive at the transit stop. Strategies can range from simply enhancing the public realm around the existing or future transit stop to support shared mobility services (i.e., bicycle/scooter share programs or ride share and car share), to incorporating high-frequency local shuttle services, and other regional and local transit connections.

Farm Focus Area Overlay

The Farm Focus Area overlay serves as a tool for recognizing and preserving the city's rich agricultural heritage, fostering sustainable land use practices, and promoting agritourism. This overlay exhibits two primary functions: 1) To identify areas with existing agricultural uses and related activities that are actively engaged in farming and that may continue such use or activity through the next planning horizon of this General Plan or beyond, and 2) Identify areas where an agricultural design character is to be encouraged and/or preserved if ultimately developed in the future.

Farm Focus Area Overlay Development Standards:

Standard 58

Limited agriculture uses (e.g., grazing and raising of horses and small/urban farms), accessory agricultural uses, or agritourism are allowed, provided such uses are conducted in a manner compatible with surrounding suburban and/or urban uses. Land use transitions shall be used to separate farming practices incompatible with adjacent suburban and/or urban uses. At minimum, Farm Focus Areas should be buffered from adjacent uses to minimize negative impacts from seasonal operations and maintenance activities. The responsibility for buffering shall be shared when possible and warranted.

Standard 59

Through a city-approved PAD or PAD overlay, developers may incorporate agricultural or agritourism activities/programs that promote farming and pay homage to the agricultural heritage of Goodyear. Farmland preservation credit (e.g., density bonus for residential projects or modifications to zoning development standards for non-residential development) may be given to projects that incorporate farming on a subject parcel or within a specific project that permanently preserves farmland.

Standard 60

As development occurs, agricultural design elements for residential and commercial development are heavily encouraged to preserve the agricultural heritage of Goodyear. Such design elements may include, but are not limited to: modern farmhouse architectural styles, post and rail fence, community gardens, groves, and farmers markets.

Rural Transitional Development Overlay

The Rural Transitional Development Overlay identifies areas of the city, such as Mobile, which are presently rural in character and use, while allowing growth through orderly use and timely transition of rural areas. The purpose of this overlay is to recognize existing development patterns and allow for compatible interim land uses without precluding the opportunity for future development to occur that will more efficiently utilize land in alignment with anticipated post-2035 growth.

Rural Transitional Development Overlay Development Standards:

Standard 61

Land use patterns in the Rural Transitional Development overlay may include housing types and other structures, animal keeping, fencing, etc., customary to a rural lifestyle and which may not be appropriate within an urban or suburban development pattern.

Standard 62

Existing and new development may require alternative forms and lesser levels of infrastructure and provision of services compared to other, more developed areas of the city.



Figure 9.29

Cover from the Western Maricopa/Luke Air Force Base County Regional Compatibility Plan, March 2003.

Luke Compatible Land Use Area Overlay

The Luke Compatible Land Use Area (LCLUA) Overlay protects areas within the high noise contours proximate to Luke Air Force Base. Uses with low employment populations such as industrial and warehousing are appropriate in this category. Assembly uses and residential uses are not appropriate in this category. Where regulations within the General Plan and State Statute may conflict, the State Statute will prevail.

Luke Compatible Land Use Area Development Standards:

Standard 63

Land uses are restricted within the 65 DNL and the Accident Potential Zone (APZ). The City of Goodyear defers to State Statute and the Western Maricopa/Luke Air Force Base County Regional Compatibility Plan, March 2003 and Luke AFB Targeted Growth management Plan, June 2020.

Standard 64

Certain regional public uses (such as prisons) may be considered in the LCLUA Overlay.

Standard 65

New residential uses shall not be approved within the LCLUA Overlay.

Standard 66

Notification and disclosure statements for any residential development within the Luke Air Force Base "Vicinity Box," as amended, consistent with the Western Maricopa/Luke Air Force Base County Regional Compatibility Plan, March 2003 and the Luke AFB Targeted Growth Management Plan, June 2020 are required.



Figure 9.30
Desert Tortoise

Wildlife Linkage Overlay

The Wildlife Linkage Overlay denotes the general location of wildlife movement between the Sonoran Desert National Monument and the Sierra Estrella Mountains. This area is designated for open space preservation.

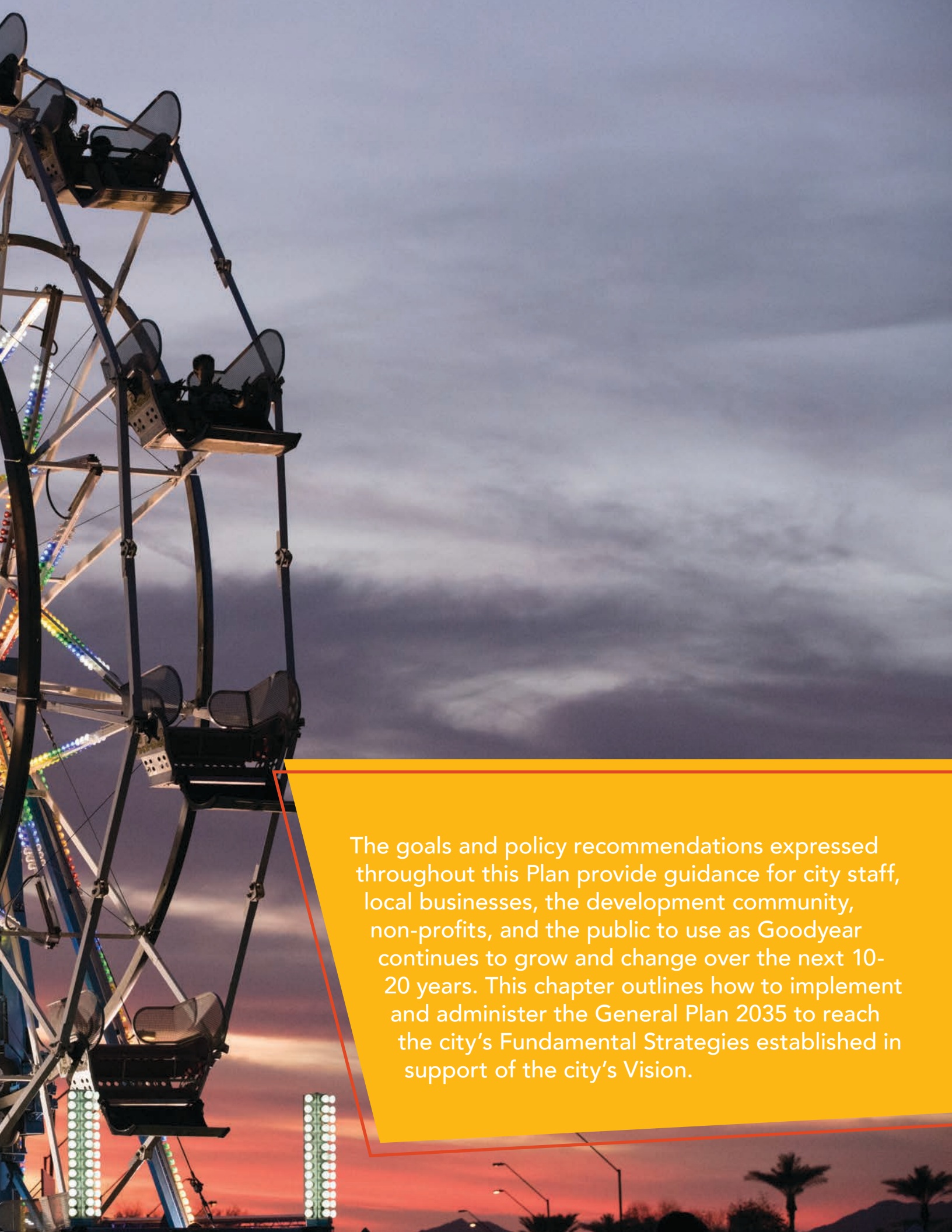
Aggregate Mining Overlay

The Aggregate Mining Overlay denotes sources of currently identified aggregates as identified by state agencies in accordance with ARS 9-461.05.C.1(g). This overlay identifies general areas with the potential for future aggregate development, using the best information available at the time of the development of the General Plan.

The purpose of the overlay is to disclose to adjoining owners the presence of this resource and the potential that it may be developed. Identification of these areas on the Land Use and Transportation Plan does not mean that they may be developed as aggregate mining operations by right. The property must obtain the proper zoning, permits, and other required permissions. Transportation of materials through the City are restricted to truck routes and may be further limited to protect existing uses. Not all sites within the Aggregate Mining Overlay may be conducive to aggregate mining operations.

A large Ferris wheel is the central focus of the image, set against a dramatic sky at dusk or dawn. The sky is filled with soft, horizontal bands of pink, orange, and purple. The Ferris wheel's structure is a complex network of metal beams, with the spokes and outer rim clearly visible. Numerous small, multi-colored lights (red, green, blue, yellow) are strung along the spokes, adding a festive glow. Several passenger cars are visible, some with people inside. In the lower-left foreground, a portion of a white tent or canopy is visible, and a black metal frame stands nearby. The overall composition is a low-angle shot, making the Ferris wheel appear towering and majestic.

Implementation & Administration



The goals and policy recommendations expressed throughout this Plan provide guidance for city staff, local businesses, the development community, non-profits, and the public to use as Goodyear continues to grow and change over the next 10-20 years. This chapter outlines how to implement and administer the General Plan 2035 to reach the city's Fundamental Strategies established in support of the city's Vision.

Introduction

The work of the Goodyear General Plan 2035 does not end with voter ratification of the Plan. The critical follow-through is implementation, using all of the tools the city has at its disposal, the expertise of those that contribute to the physical development of the city, and the continued engagement of Goodyear citizens in realizing the plan's long-term vision.

Plan Implementation

The City of Goodyear utilizes a process to ensure that the General Plan is an integral part of the overall strategic planning process of the city. The General Plan directly guides the City's Strategic Action Plan. The Strategic Action Plan is a three-year plan that takes the vision of the General Plan and then prioritizes activities based on need and resource availability. The Strategic Action Plan is then used to create the budget and each department's strategic and operating plans. The priorities that are listed in the Strategic Action Plan are assigned to individual departments through their strategic and operating plans. The city's Priority-Based Budgeting program allows for assessment of programs to ensure they are focusing on the priorities set in the Strategic Action Plan. The city's performance measurement system allows for evaluation of performance in implementing the General Plan and Strategic Action Plan. Finally, through citizen surveys, the community is able to give feedback on the city's performance.

The following sections of this chapter provide more detail as to how the General Plan addresses required "elements" as outlined in Arizona Revised Statutes 9-461.05, what actions will be taken to advance stated goals, and what indicators will be used to monitor or measure General Plan implementation activities.



Additional Guidance

These select descriptions provide further detail as to how key components of the General Plan 2035 will be implemented:

Implementation of the Land Use and Transportation Plan

The Land Use and Transportation Plan is primarily implemented through the city's Zoning Ordinance and development review process. When new development proposals are brought to the city, staff determines if they have the appropriate zoning to facilitate the proposed development or if a property rezoning will be required. A critical element in the evaluation of a rezoning proposal is to ensure that the proposed zoning change conforms to the General Plan. All applications for a rezoning must address their conformance with the Land Use and Transportation Plan and identify how the proposed rezoning and development furthers the goals, objectives, and policies of the General Plan. city staff, the Planning and Zoning Commission, and City Council shall evaluate all rezoning applications for consistency and conformity with the Land Use and Transportation Plan, and shall document their findings that the proposal is in conformance with the General Plan as a part of the rezoning and review approval process.

The Land Use and Transportation Plan is also implemented through the city master planning process. Plans for parks, infrastructure, and facilities are defined and prioritized through the creation of master plans. Most notably, the General Plan was developed in conjunction with the city's Transportation Master Plan and the Parks and Recreation Master Plan.

Implementation of Plan Policies

The policies that are included in Chapters 3-8 are what will guide future city decision making. Each member of City Council and the Planning and Zoning Commission, the City Management team, and each department head will receive a copy of the General Plan. It is anticipated that when items come before City Council, including proposed rezoning as described in the above section, conformance to the General Plan will be evaluated and reported. Each staff report to City Council includes a section for "Background and Community Benefit." This section is where applicable General Plan policies that are related to the subject matter can be included to inform the public and provide an easy reference for City Council.

Implementation of the Action Items

The action items that are included in this Chapter will be prioritized through the Strategic Action Plan, a three-year plan that is established through guidance and approval from City Council and which takes the vision of the General Plan and prioritizes activities based on need and resource availability.



Plan Elements

This section responds to state law which requires that a General Plan for a community the size of Goodyear address the following specific core “elements” or topics: Land Use; Circulation; Open Space; Growth Areas; Environmental Planning; Cost of Development; Water Resources; Conservation; Recreation; Public Services & Facilities; Public Buildings; Housing; Rehabilitation and Redevelopment; Safety; Bicycling; Energy; and Neighborhood Preservation and Revitalization. To recognize and emphasize their importance to the community, the Goodyear General Plan 2035 also addresses additional elective elements: Economic Development & Tourism; Arts and Culture; Education; and Health.

Goals are broad guiding statements that describe community aspirations for the future and their associated policies describe what is needed to move the community in the direction of completing each goal. The following matrices outline how each General Plan goal (and thus their supporting policies) apply to State-required and city-elected 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.	●	●	●	●						●	●	●			

Inclusive & Diverse

Goal ID-1	Vibrant, equitable, and diverse neighborhoods recognized as being "a home for everyone," each with their individual character yet connected and integrated into a cohesive Goodyear.	●	●			●	●					●	●			
Goal ID-2	A range of housing types, price points, and sizes meet the needs of all ages, incomes, and lifestyles.	●	●			●	●						●	●		
Goal ID-3	Regionally celebrated arts facilities, installations, programs, and events highlight Goodyear's diversity and serve as a hub for arts and culture in the West Valley.	●					●			●			●	●		
Goal ID-4	Historical areas and experiences preserve a connection to Goodyear's past.	●					●			●			●	●		

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

Healthy & Sustained

Goal HS-1	A comprehensive, connected, and accessible parks, open space, and recreation system serves existing and future residents by contributing to the community's social, economic, and environmental quality.	●	●	●	●			●	●		●	●		●		●
Goal HS-2	Recreation design, programs, events, and care enhance quality of life within the community.	●	●	●	●				●	●		●		●		●
Goal HS-3	A healthy community with access to active lifestyle and mobility opportunities.	●	●	●	●				●	●		●				●
Goal HS-4	Access to wellness opportunities and quality fresh foods.	●							●					●		●
Goal HS-5	A community that advances environmental stewardship, taking care of our natural resources.	●					●	●	●	●						●
Goal HS-6	Protection of natural systems that support all living things.	●					●	●	●	●						●
Goal HS-7	A community that uses non-renewable resources responsibly and maximizes availability, diversity, and use of renewable sources of energy.						●		●	●						

Resilient & Safe

Goal RS-1	Proactively advances community resilience and is prepared for all hazards.						●	●		●	●					●
Goal RS-2	A diverse water portfolio with resources that meet both current and future needs.						●	●		●						
Goal RS-3	Utilizes water resources efficiently.						●	●		●		●				
Goal RS-4	A community with a safe and dependable water treatment and delivery system.	●	●		●					●		●				
Goal RS-5	A safer, more livable community.	●				●				●	●	●				●

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

Prosperous & Innovative

Goal PI-1	A resilient and diversified economy.	●	●	●		●		●					●		●	
Goal PI-2	An economic environment that nurtures locally based employment and economic opportunity.	●											●			
Goal PI-3	A community committed to educational excellence.												●		●	
Goal PI-4	A destination for tourism in the region and beyond.	●		●	●				●				●	●		

Responsive & Accessible

Goal RA-1	Quality social services that provide for the needs of the community.			●	●	●				●	●	●	●			●
Goal RA-2	An engaged and informed community.			●	●	●				●	●	●	●			●
Goal RA-3	A customer-centered level of community services and facilities to serve existing and future residents, businesses, and visitors.	●	●	●		●	●	●	●		●	●				●

Recommended Actions

Recommended actions support the goals and policies of the General Plan and are established with four primary considerations in mind: completing direct improvements, programs, or tasks; aligning efforts to maximize “cross-politization,” where multiple goals are realized through common actions; focusing on strategic investments based on available resources; and advocating for partnerships to achieve desired outcomes at the local, regional, or State level. These actions should be implemented as outlined within the “Additional Guidance” section detailed in this Chapter.

Livable & Connected

LC-A1	Prepare a comprehensive update to the city’s Zoning Ordinance and other supporting city codes and ordinances to reflect the goals and policies of the General Plan and to promote best practices. Specific areas of focus should include: ● Maintaining consistency between relevant and/or supporting city codes and ordinances. ● Promotion of concepts that ensure the development of “complete neighborhoods.” ● Neighborhood design regulations that promote a unique sense of place that is in concert with their surrounding area or the city’s overall character. ● Effective development standards that correspond with changing housing and market trends as well as accommodates desired employment clusters and small businesses while still protecting surrounding residences. ● Inclusionary zoning practices or incentives that require or encourage the construction of workforce housing. ● Opportunities to allow residents to make healthy choices like permitting food trucks that serve healthy food, community gardens, and similar endeavors. ● Management and encouragement of electric vehicles, which may include consideration of charging station placement and/or reduced parking standards. ● Consideration of the development review process to ensure it is serving the needs of the business community.
LC-A2	Seek out and evaluate opportunities to promote desired retail and employment within defined growth areas. This may include select code amendments and/or infrastructure projects to establish shovel/tenant-ready sites.
LC-A3	Create neighborhood plans for the revitalization and preservation of the oldest neighborhoods, prioritizing neighborhoods through a neighborhood assessment. Ensure the assessment considers current conditions of neighborhoods (e.g., crime, maintenance, property value, and lighting) and evaluates the potential benefits of revitalization activities.
LC-A4	Review the activities in the Capital Improvement Program (CIP) and identify/reprioritize activities that benefit neighborhoods in need of revitalization.

LC-A5	Establish an infill development and adaptive reuse policy and establish programs and code updates to allow for infill development and adaptive reuse opportunities. Consider providing development fee and permit fee credits to encourage infill development, adaptive reuse, and/or revitalization where appropriate.
LC-A6	Update the city's Design Guidelines to ensure the promotion of quality design features while upholding flexibility for diverse architecture that carries forward the community's preferred urban form and protection of environmental resources.
LC-A7	Seek out and evaluate opportunities to promote desired development within the Mobility Corridor Overlay through means such as density bonuses, parking reductions, or reduced impact fees.
LC-A8	Seek and utilize technologies that can reduce vehicle miles traveled.
LC-A9	Utilize League of American Bicyclists guidelines to guide Goodyear to become recognized as being a "Bicycle Friendly Community."
LC-A10	Develop a strategic city focus and action plans that support and promote safer biking and walking throughout the city.
LC-A11	Improve safety and connectivity of sidewalks and bike lanes by extending and/or addressing gaps in the overall network.
LC-A12	Review adopted street cross-sections to ensure they promote the principles of "complete streets" and amend them as necessary.
LC-A13	Investigate opportunities to fund enhanced transit options. This effort should particularly evaluate transit services that connect Goodyear residents and workers to destinations outside of the city.
LC-A14	Evaluate the use and ridership of the on-demand WeRIDE micotransit service and implement necessary adjustments to maximize the efficiency and success of this pilot program. This work should be done with a focus on expanding microtransit services to neighborhoods outside of Central Goodyear.
LC-A15	Evaluate the location, demand, and cost for Neighborhood Electric Vehicle (NEV) connections or network. This effort should consider opportunities for both shared and dedicated connections.
LC-A16	Evaluate existing and emerging third-party transportation providers, including e-scooters and ride-share providers, to expand the city's alternative transportation options.
LC-A17	Participate in the "safe routes to schools" program or similar programs.

Inclusive & Diverse

ID-A1	Evaluate and encourage the use of neighborhood identification for existing neighborhoods that do not currently have it.
ID-A2	Assess the need for increased maintenance and city services for certain neighborhoods with unique traits or challenges.
ID-A3	Evaluate the merits of holding farmers markets and other social events in different regions of the city to encourage residents to visit different neighborhoods.

ID-A4	Seek out and implement neighborhood clean-up, preservation, and revitalization programs such as “Adopt-a-Block” and “graffiti-busters.”
ID-A5	Research and procure grants to create a fund to landscape front yards that are currently dirt-only to reduce dust and enhance appearance.
ID-A6	Partner with financial institutions to explore the benefits of using Community Reinvestment Act funding for neighborhood revitalization.
ID-A7	Review the city’s code compliance processes and policies to ensure they reflect best practices and are meeting the needs of Goodyear’s neighborhoods.
ID-A8	Identify neighborhoods that do not have a Homeowners Association (HOA) and provide them with appropriate support.
ID-A9	Complete a comprehensive housing study to assess housing needs and establish a housing strategy to address those needs. Ensure the study evaluates and defines tools that assist in supporting a variety of housing product types.
ID-A10	Seek out grants and establish programs that will assist the city in eliminating substandard housing conditions, improve housing quality and affordability, and promote home ownership.
ID-A11	Evaluate the city’s policies and enforcement related to rental housing (e.g., rental registration).
ID-A12	Continue to develop the Annual Public Art Plan as identified by the Goodyear Arts & Culture Commission. Include the following recommendations for Council considerations: • Desired art events and programs • Public Art Installations • Partnering opportunities with the local art community
ID-A13	Establish an arts incubator or community art center that includes performing arts space, exhibition space, multi-generational community space, and educational opportunities.
ID-A14	Partner with ADOT to investigate potential public art opportunities along I-10, I-11, Loop 303, SR-30 and other expressways.
ID-A15	Assess the need for magnet art schools and arts education programs in partnership with local schools.
ID-A16	Continue to explore grant and funding opportunities to include public art in the built environment and advance the city’s public art program.
ID-A17	Establish a Historic Preservation Commission and dedicate staff to act as the Historic Preservation Officer to advance historic preservation programs and actions across the city.
ID-A18	Evaluate the potential for an overlay district in the Historic Goodyear area to allow businesses to locate within the homes along Litchfield Road or the Western Avenue Commercial area. This should be done in partnership with the Goodyear Historic Preservation Commission.

Healthy & Sustained

HS-A1	Establish parks and facilities and consider replacement and/or renovation of parks and facilities that were included in the recommendations of the Parks and Recreation Master Plan.
HS-A2	Review the city's processes to maintain city-owned landscape areas, parks, open spaces, and streets to ensure there is proper maintenance and that issues are addressed early.
HS-A3	Consider joint-use school/park facilities when appropriate and consider updating the Southwest Cities, Schools, and Developers Partnership to identify this potential policy.
HS-A4	Review core, secondary, and support programs on a regular basis to ensure they are in conformance with Goodyear residents' needs, market conditions and Parks and Recreation Department mission.
HS-A5	Consider coordination with the BLM, State Land Department, Maricopa County, and other entities to access land under their jurisdiction for use as public open space or as locations for public recreation facilities.
HS-A6	Improve off-street mobility options along Bullard Wash.
HS-A7	Initiate a dialogue with the RID, BID, ADOT, and the Flood Control District of Maricopa County to discuss using the canals and drainage channels for trails.
HS-A8	Identify "food deserts" in the city and research creative solutions to address them in partnership with affected neighborhoods (e.g., hold farmers markets in neighborhoods where food deserts have been identified).
HS-A9	Consider the development of sensitive lands design guidelines to be incorporated into the city's Design Guidelines that creates guidelines to minimize the development impacts on steep sloped sites, directly adjacent to wildlife corridors, and directly adjacent to significant natural features such as the Gila River, the Sonoran Desert National Monument, and the Sierra Estrella Wilderness Area.
HS-A10	Update the Engineering Design Guidelines to ensure that steep sloped areas (i.e., slopes of 20% or more) are protected.
HS-A11	Encourage the use of sustainable building materials and maintenance practices in the design, construction, and operation of parks and recreation facilities.
HS-A12	Create an area plan for the comprehensive environmental protection, harmonious management, and recreational enjoyment of the Gila River corridor. Ensure area plan work incorporates current corridor planning efforts such as the El Rio Lake Confluence Study and the El Rio Design Guidelines and Planning Standards.
HS-A13	Continue to support the Rio Reimagined initiative and actively participate in the RIO Partnership.
HS-A14	Recognize developers and businesses that utilize energy efficient building practices such as LEED certified buildings, homes, and neighborhoods.
HS-A15	Review the city's lighting standards to ensure they provide for a safe environment while protecting the night sky.
HS-A16	Evaluate the cost/benefit of using solar energy at city-owned facilities.

HS-A17	Consider the creation of a heat and shade plan to provide comfortable walking and recreational areas, reduce the heat island effect, and reduce water usage.
HS-A18	Explore programs that encourage developers and homebuilders to use green building practices, reduce energy consumption, reduce water consumption, and similar practices.
HS-A19	Evaluate the merits of using natural gas or electric vehicles for the city fleet.
HS-A20	Evaluate the drainage basins adjacent to I-10 for a potential regional sports complex.

Resilient & Safe

RS-A1	Periodically review and update the Emergency Operations Plan (EOP) to assure readiness and rapid response to human-made and natural threats. Particular focus should be given to addressing necessary target-hardening measures to protect critical infrastructure and facilities from acts of terrorism and other disaster events.
RS-A2	Create and adopt a communications plan establishing a formal notification process to enhance citizen awareness and education of the EOP. Ensure residents have up-to-date information on who to call in emergency situations.
RS-A3	Update the city's IWMP to ensure that it is integrated with current water resource management and supply needs, growth modeling, economic development projections, engineering hydro-modeling, development impact fees, and budget capital improvement planning.
RS-A4	Develop a standalone water resources master plan. This plan should evaluate potential new sources of water such as direct potable reuse, desalination, and/or increased Verde River capacity.
RS-A5	Develop and implement a Water Conservation Master Plan. This program should give particular attention to reducing outdoor water use.
RS-A6	Implement the recommendations of the updated Drought Management Plan in accordance with changes in the various city water supplies.
RS-A7	Continue the efforts of the Citizen Advisory Group for the Phoenix Goodyear Airport North and South Superfund sites. Coordinate efforts through the U.S. Environmental Protection Agency, the Arizona Department of Environmental Quality, and the responsible parties of the superfund sites.
RS-A8	Implement a voluntary incentive program to use or retrofit commercial and residential structures with low-flow fixtures and the highest efficient hot water systems.
RS-A9	Periodically review the city's conservation-based rate structure to promote wise water use.
RS-A10	Develop strategies that provide increased availability and use of non-potable water supplies for commercial and industrial users versus the use of potable water.
RS-A11	Develop a shared public safety training facility for both police and fire.

RS-A12	Encourage and promote the creation of neighborhood watch programs.
RS-A13	Develop and implement a strategic plan for efficient use of all effluent water.
RS-A14	Implement the recommendations from the Bike and Pedestrian Path Shade Study.

Prosperous & Innovative

PI-A1	Update and implement the Economic Development Action Plan.
PI-A2	Monitor and evaluate the workforce needs of the key industry clusters.
PI-A3	Seek opportunities to support and partner with other business incubator programs, especially those that focus on the key industry clusters.
PI-A4	Streamline the development review process for employers who meet the key industries as identified in the Economic Development Action Plan.
PI-A5	Conduct small business visits, meeting with the owners to discuss current business production and strategies to leverage business growth.
PI-A6	Continue to promote the Goodyear Elevates Program to create awareness of the personalized assistance available for Goodyear businesses. Proactively reach out to Goodyear businesses, identifying issues or concerns and customizing solutions to help the business become more profitable, more efficient, and more competitive.
PI-A7	Review the city's procurement processes for opportunities to favor local businesses for city contracts when appropriate.
PI-A	Develop a business recognition program to highlight the value it places on the successful efforts of local businesses.
PI-A9	Monitor industry needs and the latest technology to determine future infrastructure needs.
PI-A10	Incorporate data transfer/communication needs into the CIP.
PI-A11	Determine and document the education and skills of existing workers that commute outside of Goodyear.
PI-A12	Partner with development and educational entities to ensure the continuation of the Southwest Cities, Schools, and Developers Partnership Compact.
PI-A13	Work with the K-12 school districts and area employers to expose students to career opportunities within the various key industry clusters. Investigate partnerships between local schools and the business community to provide students with opportunities for internships.

PI-A14	Continue to support Franklin Pierce University and other opportunities for higher education institutions to locate in Goodyear. This includes partnering with local community colleges like Estrella Mountain Community College to serve the varying educational needs of Goodyear residents.
PI-A15	Create a tourism plan to determine the best markets for Goodyear and promote existing assets and hospitality.
PI-A16	Continue to create and implement Spring Training Marketing Plans for the Goodyear Ballpark.

Responsive & Accessible

RA-A1	Regularly evaluate the General Plan and City Strategic Plan to ensure they are compatible and complementary.
RA-A2	Prepare and update master plans and strategic plans as needed to allow for infrastructure needs and financial resources to serve growth.
RA-A3	Update and implement the Capital Improvement Program and evaluate its projects using the goals and policies within the General Plan and City Strategic Action Plan.
RA-A4	Utilize the Goodyear Facilities Master Plan to manage the use, operation, and maintenance of city property. Continuously reference this Plan as part of the city's annual budget process and CIP program.
RA-A5	Coordinate with private utilities to locate signage along approved future transmission corridors (e.g., natural gas, electricity) and facility sites (e.g., generating stations, substations) to notify the public of future development of these sites.
RA-A6	Implement projects and services as outlined in the CDBG Consolidated Plan and Annual Action Plans.
RA-A7	Implement projects and services as outlined in the Community and Neighborhood Services Master Plan.
RA-A8	Continue and promote involvement in Leadership West.
RA-A9	Meet with social/neighborhood services departments in the Valley to determine best practices and partnering opportunities.
RA-A10	Continue to collaborate with faith-based and non-profit groups to fully utilize these resources.
RA-A11	Continue the city's Leadership Enrichment and Development (LEAD), Volunteer program, and similar activities that promote participation by citizens in city government.
RA-A12	Ensure timely and comprehensive building inspections.
RA-A13	Evaluate the merits of creating Community Facilities Districts (CFDs) for maintenance of privately owned public-use and private facilities in appropriate growth areas.
RA-A14	Regularly conduct resident and/or customer satisfaction surveys to determine areas in need of improvement and to identify ways to further engage the community in accordance with the City Strategic Action Plan.
RA-A15	Regularly evaluate newly adopted federal, state, and/or unused funding/grant mechanisms that could be available to augment financing city services, infrastructure, and facilities.



Measurement of Progress

State Statute requires that an annual report be rendered to the legislative body on the status of the plan and progress towards its implementation. In accordance with this requirement, the city will provide an annual report that will include a measurement on the progress of implementing the plan. In order to do this, specific indicators that can be used to monitor implementation of the plan's goals have been identified. The following is a list of the plan goals with select indicators that can be used to measure the desired outcome and the status of that goal. It should be noted that oftentimes, indicators may shift due to trends outside of the city's control; therefore, it is problematic to rigidly tie indicators or indicator movement directly to city actions. As such, city staff may utilize alternative metrics or progress evaluation methods during the annual reporting process to accurately and effectively convey the status of plan implementation.

Components of the Indicators Matrix

- Goal – Goals outlined within Chapters 3-8
- Indicator – Statistic that will help measure the progress of the given goal
- Source – Who is generally in charge of collecting the data used in the given indicator.

Goal		Indicator	Source
Livable & Connected			
LC-1	A compatible mix of land uses that fosters a high quality of life in a distinctive way that is unique to the city.	Land use composition	MAG
		Update of relevant codes and ordinances (zoning, subdivision regulations, design guidelines)	City of Goodyear
		Fiscal impact analysis	MAG
		Creation of a combined roadway classification and land use map	City of Goodyear
		Walk Score within the Mobility Corridor Overlay	Walk Score
		Jobs-to-housing Ratio	City of Goodyear
		Annual sales tax revenue	City of Goodyear
		Number of new restaurants, stores, and entertainment establishments	City of Goodyear
		End of year vacancy rate for commercial space by district	City of Goodyear
		Community satisfaction with the community assets	Citizen Survey
		Number of users/visitors to the community assets	City of Goodyear
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.	Percentage of public improvement costs (generated by new development) covered by development impact fees versus the General Fund	City of Goodyear
		Percentage of building permits issued in growth areas	City of Goodyear
		Area of vacant land in growth areas and the city.	City of Goodyear
LC-3	A community with diverse destination centers to meet resident, workforce, and visitor needs.	Square feet of mixed-use development	City of Goodyear

Goal		Indicator	Source
LC-4	All areas of Goodyear become complete neighborhoods.	Creation of evaluation criteria for "complete neighborhoods"	City of Goodyear
		Percentage of Goodyear neighborhoods that are "complete neighborhoods"	City of Goodyear
		Number of bike lane miles in public right of way	City of Goodyear
		Number of miles of sidewalks in public right of way	City of Goodyear
		Customer satisfaction	Citizen Survey
LC-5	A community that distinguishes itself through its high-quality character and design.	Community satisfaction	Citizen Survey
		Resident feedback	Citizen Survey
LC-6	A connected community with a multimodal transportation system that meets the needs of its residents, workforce, and visitors.	Community satisfaction	Citizen Survey
		Mean travel time to work per capita	Census
		Vehicle Miles traveled per capita	City of Goodyear
		Vehicle Accident Rate	City of Goodyear
		Creation of a combined roadway classification and land use map	City of Goodyear
		Walk Score within the Mobility Corridor Overlay	Walk Score
		Average distance from housing to transit stations	City of Goodyear
		Types of modes to work	US Census Bureau
		Available programs	City of Goodyear
		Miles of bike lanes	City of Goodyear
		Bicycle Friendly America designation	City of Goodyear
		Bicycle events	City of Goodyear
LC-7	A well-functioning transportation system that manages accessibility, reliability, efficiency, and safety.	Community satisfaction surveys, Percentage of transportation-related fatalities	City of Goodyear
LC-8	A community that supports regional and interagency transportation planning collaboration.	Involvement in regional transportation plans.	City of Goodyear
		Customer satisfaction	Citizen Survey

Goal		Indicator	Source
Inclusive & Diverse			
ID-1	Vibrant, equitable, and diverse neighborhoods recognized as being “a home for everyone,” each with their individual character yet connected and integrated into a cohesive Goodyear.	End of year vacancy rate in redevelopment areas	City of Goodyear
		Number of new infill developments	City of Goodyear
		Funds spent on public infrastructure improvements in redevelopment and Mobility Corridor Overlay	City of Goodyear
		Number of code violations	City of Goodyear
		Resident satisfaction	Citizen Survey
		Neighborhood assessment before and after revitalization activities	City of Goodyear
		Resident satisfaction	Citizen Survey
		Number of neighborhood events (e.g., block parties, festivals)	City of Goodyear
ID-2	A range of housing types, price points, and sizes meet the needs of all ages, incomes, and lifestyles.	Housing mix	Census, MAG
		Median home value	US Census Bureau
		Housing condition assessment results	City of Goodyear
		Affordability Index	ASU
ID-3	Regionally celebrated arts facilities, installations, programs, and events highlight Goodyear's diversity and serve as a hub for arts and culture in the West Valley.	Attendance at arts and cultural events/venues	Citizen Survey
		Number and type of city art programs	City of Goodyear
		Number of public art projects in public spaces	City of Goodyear
		Use of local artists in public art projects and art programs	City of Goodyear
ID-4	Historical areas and experiences preserve a connection to Goodyear’s past.	Number of parcels included in State or Federal historic registry	City of Goodyear
		Number of demolition permits and value of historic renovations	City of Goodyear

Goal		Indicator	Source
Healthy & Sustained			
HS-1	A comprehensive, connected, and accessible parks, open space, and recreation system serves existing and future residents by contributing to the community's social, economic, and environmental quality.	Resident satisfaction	Citizen Survey
		Number of parks/facilities per 1,000 population	City of Goodyear
		Park usage	Citizen Survey
		Number of joint use facilities	City of Goodyear
HS-2	Recreation design, programs, events, and care enhance quality of life within the community.	Parks/Facilities cost per acre/square foot maintenance costs	City of Goodyear
		Resident/Participant satisfaction	Citizen Survey
		Number of participants	Citizen Survey
		Number and type of citywide events	City of Goodyear
HS-3	A healthy community with access to active lifestyle and mobility opportunities.	Miles of trails	City of Goodyear
		Completion of an Active Lifestyle Assessment	City of Goodyear
		Completion of an active school neighborhood checklist	City of Goodyear
HS-4	Access to wellness opportunities and quality fresh foods.	Number of community gardens, CSAs, and other healthy food providers	City of Goodyear
		Number and size of food deserts	City of Goodyear
HS-5	A community that advances environmental stewardship, taking care of our natural resources.	Number of trailheads at listed significant natural features	City of Goodyear
		Establish a wildlife corridor overlay	City of Goodyear
HS-6	Protection of natural systems that support all living things.	Customer satisfaction	Citizen Survey
		Vehicle miles traveled per capita	City of Goodyear
		Number of alternative fuel vehicles in the city fleet	City of Goodyear
HS-7	A community that uses non-renewable resources responsibly and maximizes availability, diversity, and use of renewable sources of energy.	Energy consumption per capita	Utilities
		Number of solar panel permits	City of Goodyear
		Number of LEED certified buildings	City of Goodyear

Goal		Indicator	Source
Resilient & Safe			
RS-1	Proactively advances community resilience and is prepared for all hazards.	Update frequency of the Emergency Operation Plan (EOP)	City of Goodyear
		Creation and adoption of a EOP communications plan	City of Goodyear
RS-2	A diverse water portfolio with resources that meet both current and future needs.	Total city water supply relative to projected water demand	City of Goodyear
		Number of programs	City of Goodyear
RS-3	Utilizes water resources efficiently.	Percentage of water sources that is renewable	City of Goodyear
		EPA reports	EPA
		Total water usage per capita	City of Goodyear
		Percentage of water resources projected to be used by industrial and commercial	City of Goodyear
RS-4	A community with a safe and dependable water treatment and delivery system.	Current and future water demands	City of Goodyear
RS-5	A safer, more livable community.	Customer satisfaction	Citizen Survey
		Crime rates	COMPSTAT
		Number of pedestrian and bicycle-related injuries	COMPSTAT
		Customer rating	Citizen Survey
		Walk Score	Walk Score
		Number of active neighborhood watch programs	City of Goodyear
		Annual meeting of captains takes place	City of Goodyear
		Number of safety education programs available to residents	City of Goodyear

Goal		Indicator	Source
Prosperous & Innovative			
PI-1	A resilient and diversified economy.	Median household income	U.S. Census
		Total employment in targeted industry sectors	City of Goodyear
		CIP project locations in comparison to anticipated growth	City of Goodyear
		Number of jobs located at the Phoenix- Goodyear Airport (Luke AFB was not included because the information will be difficult to collect)	City of Goodyear
		Number of residents commuting outside of Goodyear in targeted industries	US Census Bureau
		Number of employees in technology-related industry clusters	US Census Bureau
		Miles of fiber optic	City of Goodyear
		Number of people with internet access	City of Goodyear
		Number of health care related jobs in Goodyear	City of Goodyear
PI-2	An economic environment that nurtures locally based employment and economic opportunity.	Number of new small businesses	City of Goodyear
		Employment in existing businesses	City of Goodyear
		Duration of small businesses	City of Goodyear
		Business satisfaction	Business survey

Goal		Indicator	Source
PI-3	A community committed to educational excellence.	Graduation rate	School districts
		Percentage of elementary students meeting or exceeding expected reading and math proficiencies	School districts
		Number of higher education institutions	City of Goodyear
		Educational attainment levels	US Census Bureau
		Location of higher education facility specializing in technology	City of Goodyear
		Enrollment in WESTMEC	City of Goodyear
PI-4	A destination for tourism in the region and beyond.	Participation in city events by non-residents	City of Goodyear
		Number of tourists (if able to collect)	TBD
		Spring training attendance	City of Goodyear, Cactus league
		Satisfaction with Goodyear Ballpark	Cactus league
		Number of participants in recreational, sports, and eco-tourism programs	Citizen Survey

Goal		Indicator	Source
Responsive & Accessible			
RA-1	Quality social services that provide for the needs of the community.	Conduct a citizen survey	City of Goodyear
		Create a website with information	City of Goodyear
RA-2	An engaged and informed community.	Resident participation in civic events	Citizen Survey
		Resident satisfaction	Citizen Survey
		Percentage of residents who volunteer	Citizen Survey
		Number of active neighborhood watch programs	City of Goodyear
RA-3	A customer-centered level of community services and facilities to serve existing and future residents, businesses, and visitors.	Customer satisfaction	Citizen Survey
		Number of new funding mechanisms/grants identified	City of Goodyear
		Percentage of new private utility projects compatible with Goodyear's vision and land use plans	City of Goodyear



Plan Amendments

As the General Plan is only comprehensively updated every 10 years, the need to amend the plan from time to time may occur. The criteria for minor and major amendments to the General Plan are listed below. For the purpose of this section, a change may include an addition, revision, or deletion.

Land Use and Transportation Plan Changes

Any changes to reduce or increase a particular land use category or a change to the transportation plan will be considered an amendment as follows:

No Amendment

- Changes to land use categories up to 19.9 acres in size.
- Changes to roadway classifications or alignments that occur entirely within the boundary of an approved master planned community of 640 acres or more that do not modify the roadway's established entry or exit points to the master planned community or connections to other roadways outside of the master planned community.
- Changes to trail alignments that occur entirely within the boundary of an approved master planned community of 640 acres or more that do not modify the trail's established entry or exit points to the master planned community or connections to other trails outside of the master planned community.

Minor Amendment

- Changes to land use categories between 20.0 acres and 159.9 acres
- Changes to overlays (of any size)
- Changes to the roadway plan, separate from a land use change

Major Amendment

- Changes to land use categories of 160.0 acres and larger

Estrella Star Tower



Text Changes

The text of the General Plan may also be updated from time to time. Any addition, deletion, or change in text will be considered an amendment as follows:

No Amendment

- Changes to fix Scribner's errors
- Changes to document format
- Changes to photographs, graphics, tables, or maps (other than the land use and transportation plan)
- Changes to general text which do not include policy statements, such as the Goodyear Profile or the "Current Conditions and Anticipated Trends" section of the topical chapters
- Changes to the appendices

Minor Amendment

- Changes to action items
- Changes to the policies

Major Amendment

- Changes to goals
- Changes to the vision or fundamental strategies
- Changes to the development standards

Amendment Public Participation

Public participation was a key component to the General Plan update and will remain a vital part of the plan as it is implemented. This section relates specifically to public participation for when the General Plan is amended. Amendments to the General Plan are subject to the requirements of the Arizona Revised Statutes, the Goodyear City Code, and the Goodyear Administrative Process Manual.

Minor Amendments

Minor Amendments to the General Plan will first be subject to a citizen review process in conformance with the citizen review process of the City of Goodyear Zoning Ordinance. If the Minor Amendment does not affect a particular property (e.g., it is an amendment to the text of the plan), the citizen review process contained in the City of Goodyear Zoning Ordinance is not applicable.

Minor Amendments to the General Plan will be subject to the public notification requirements of Arizona Revised Statutes as well as the public notification requirements within the public hearing process outlined in the City of Goodyear Zoning Ordinance.

Any efforts to increase public participation and dissemination of information, such as using the city's website or community newsletter to distribute information, is highly encouraged.

Major Amendments

Major Amendments shall be considered by City Council at a public hearing within twelve months of when a proposal is made. A major amendment to the General Plan shall be approved by affirmative vote of at least two-thirds of the City Council. It is highly recommended that anyone considering making a Major Amendment contact city staff as soon as possible to begin coordination of the process.

Major Amendments to the General Plan will first be subject to a citizen review process in conformance with the citizen review process of the City of Goodyear Zoning Ordinance. If the Major Amendment does not affect a particular property (e.g., it is an amendment to the text of the plan), the citizen review process contained in the City of Goodyear Zoning Ordinance is not applicable.

Major Amendments to the General Plan will be subject to the notification requirements of Arizona Revised Statutes as well as the notification requirements contained within the public hearing process outlined in the City of Goodyear Zoning Ordinance.

Any efforts to increase public participation and dissemination of information, such as using the city's website or community newsletter to distribute information, is highly encouraged.

Major Amendments are subject to additional requirements of the Arizona Revised Statutes such as requiring that two public hearings be held before the Planning and Zoning Commission and that those public hearings be held at two different locations.

Amendment Review Criteria

Both major and minor amendments to the General Plan must address the following standards for approval:

1. The amendment must forward the vision for Goodyear as described in Chapter 1.
2. The amendment must be consistent with the goals, objectives, and policies contained within the General Plan.
3. The amendment must align with at least one of the fundamental strategies established in Chapter 1 and shall not conflict with any of the fundamental strategies.
4. The amendment must not negatively impact the implementation of any city-approved Master Plan or shall provide mitigation measures to alleviate the potential impact.
5. The amendment must constitute an overall improvement to the General Plan.
6. The amendment will not adversely impact a portion of, or the entire community, by:
 - a. Significantly reducing the balance of residents and jobs.
 - b. Increasing traffic without mitigation.
 - c. Requiring additional and more expensive improvements to infrastructure without mitigation.
 - d. Significantly altering the existing character of an area in a negative and unplanned way.
 - e. Diminishing the environmental quality of the air, water, land, or cultural resources.



Appendix

City Hall, Goodyear Civic Square at GSO



Terms & Definitions

Accessory Dwelling Unit

A dwelling unit that is a separate living quarter from the principal dwelling unit and has its own kitchen and bathroom.

Adaptive Reuse

The process of converting a building to a use other than that for which it was originally designed.

ADOT

Arizona Department of Transportation

ADWR

Arizona Department of Water Resources

Aging in Place

The ability for the elderly to maintain a desirable lifestyle and remain in their homes and communities for as long as possible through planning and preparing for the aging population's unique needs.

Agriculture

Use of land for the production of food and fiber, including the growing of crops and/or the grazing of animals on natural prime or improved pasture land.

Air Pollution

Concentrations of substances found in the atmosphere that exceed naturally occurring quantities and are undesirable or harmful in some way.

Annexation

To incorporate a land area into an existing district or municipality, with a resulting change in the boundaries of the annexing jurisdiction.

Aquifer

An aquifer is a geologic formation that contains sufficient saturated materials to be capable of storing water and transmitting water in usable quantities to a well.

ASLD

Arizona State Land Department

Asset Based Community Development (ABCD)

Asset-Based Community Development (ABCD) is an approach to community development that focuses on leveraging the strengths, resources, and talents that exist within a community. It emphasizes identifying and building upon the inherent assets and capabilities of individuals, associations, and institutions within the community, rather than solely addressing deficits or problems. This approach encourages active community participation, collaboration, and empowerment, aiming to create sustainable positive change from within. ABCD recognizes that every community possesses unique skills, knowledge, and resources that can be harnessed to address challenges and foster holistic growth. By fostering self-reliance and enhancing local capacity, ABCD aims to create resilient and vibrant communities.

Assured Water Supply

A developer may not offer to sell or lease in an active management area subdivided lands (six or more lots under 36 acres in size) until it first demonstrates to the ADWR that it has a water supply obtained through either a certificate of assured water supply from the ADWR or service from a water provider whose service area has a designation of assured water supply. Either the developer applying for a certificate of assured water supply or the water provider applying for a designation must demonstrate that it has a water supply that meets the following criteria: (1) the supply is of "adequate quality," (2) the supply will be continuously available to meet the water needs of the proposed use for at least 100 years, (3) the projected use is consistent with the management plan of the active management area, (4) the projected use is consistent with achievement of the management goal of the active management area, and (5) the financial capability has been demonstrated to construct the water facilities necessary to make the supply of water available for the proposed use, including a delivery system and any storage facilities or treatment works.

ARS

Arizona Revised Statutes. The official codification of Arizona state laws, providing a comprehensive and organized collection of statutes enacted by the Arizona Legislature.

Bikeways

A term that encompasses bicycle lanes, bicycle paths, and bicycle routes. Bikeways are divided into three basic categories based on the degree to which they separate

bicycles from other travel modes: Class I bikeways (bike “paths”) – characterized by completely separating cyclists from motorists; Class II bikeways (bike “lanes”) – delineated by signs and striping along street shoulders; and Class III bikeways (bike “routes”) – indicated only by posted signs on existing streets.

BLM

United States Bureau of Land Management

Buffering

Transitional land or space that is used between different or incompatible land uses and is often accomplished with landscaping.

Build-out

Development of land to its full potential or theoretical capacity as permitted under current or proposed planning or zoning designations.

Capital Improvement Program (CIP)

A program administered by the city and reviewed by the planning and zoning commission and City council, which schedules permanent improvements, usually for a minimum of five years in the future, to fit the projected fiscal capability of the local jurisdiction. The program generally is reviewed annually, for conformance and consistency with the general plan.

Commercial

A land use classification that permits facilities for the buying and selling of commodities and services. Intensity of commercial uses can vary over neighborhood and regional context. Some example uses include retail, restaurants and entertainment.

Community and Public Facilities

Community and public facilities include those facilities established primarily for the benefit and service of the public. These facilities include, but are not limited to, schools, places of worship, libraries, water treatment facilities, fire stations, and transportation facilities.

Community Development Block Grant (CDBG)

Community development block grants are established to account for financing the rehabilitation of homes and government structures. Financing is provided by Federal Housing and Urban Development.

Complete Neighborhoods

Complete neighborhoods is a concept, similar to complete streets, that a neighborhood is not complete unless it includes essential services such as parks, schools, local grocery stores, and the ability to walk or bike to these facilities.

Compatible

Compatible is the means to be capable of existing together without conflict or ill effects.

Conservation

Conservation is the management of natural resources to prevent waste, destruction, or neglect.

Dedication

The turning over by an owner or developer of private land for public use, and the acceptance of land for such by the governmental agency having jurisdiction over the public function for which it will be used. Dedications for roads, parks, school sites, or other public uses often are made conditions for approval of a development by a city or county.

Dedication, In lieu of

Cash payments that may be required for an owner or developer as a substitute for a dedication of land, usually calculated in dollars per lot, and referred to as in lieu fees or in lieu contributions.

Density

Density is the number of dwelling units per acre. In Goodyear, residential densities have the following ranges:

Low Density: up to 5 dwelling units per acre

Medium-Low Density: 6-12 dwelling units per acre

Medium-High Density: 12-18 dwelling units per acre

High Density: 18-24 dwelling units per acre

Development

The physical extension and/or construction of urban land uses. Development activities include, but are not limited to: subdivision of land; construction or alteration of structures, roads, utilities, and other facilities; installation of water and wastewater systems; grading; deposit of refuse, debris, or fill materials; and clearing natural vegetative cover.

Dwelling Unit

A dwelling unit is a building, or part of a building containing living, sleeping, kitchen, and sanitary facilities, for the occupancy of one family. A single-family dwelling or a single apartment unit would be considered one dwelling unit.

Effluent

Sewage, water, or other liquid, partially or completely treated or in its natural state, flowing out of any component of an individual sewage disposal system or flowing over the ground's surface or beneath the ground in groundwater.

Erosion

(1) The loosening and transportation of rock and soil debris by wind, rain, or running water. (2) The gradual wearing away of upper layers of earth.

Fair Housing

The principle that safe and decent housing is a human right and as such, housing choice should be provided free of discrimination based on race, color, national origin, religion, sex, familial status, or disability.

Family

A family is a group of two or more related persons residing together. A person maintaining a household alone, or with unrelated persons only, is regarded as a household, but not as a family.

FHWA

Federal Highway Administration

First-Mile and Last-Mile Connectivity

First and last mile connectivity pertains to the vital links that connect individuals from their starting point to a transportation hub and from the hub to their final destination. This concept addresses the challenge of bridging the gap between residences or workplaces and the main transportation network, often involving modes like walking, biking, shuttle services, and shared mobility solutions connecting to and from major transit lines or facilities.

Floor Area Ratio (FAR)

The gross floor area permitted on a site divided by the total net area of the site, expressed in decimals to one or two places. For example, on a site with 10,000 net square feet of land area, a Floor Area Ratio (FAR) of 1.0 will allow a maximum of 10,000 gross square feet of floor; a FAR of 2.0 would allow 20,000 square feet; and a FAR of 0.5 would allow only 5,000 square feet. Also commonly used in zoning, FARs typically are applied on a parcel-by-parcel basis as opposed to an average FAR for an entire land use or zoning district.

Food Desert

A food desert is an area that is not served by a grocery store, or otherwise does not have easily accessible, affordable foods that are needed to maintain a healthy diet.

General Plan

The General Plan is a compendium of city policies regarding its long-term development in the form of maps and accompanying text. The General Plan is a legal document required by each municipality and county local agency by the State of Arizona adopted by the City Council.

Historic; Historical

An historic building or site is one that is noteworthy for its significance in local, state, or national history or culture, its architecture or design, or its work of art, memorabilia, or artifacts.

Historic Preservation

Historic Preservation is the preservation of historically significant structures and neighborhoods, until such time as, and in order to facilitate, restoration and rehabilitation of the building(s) to a former condition.

Household

A Household is the person(s) living in a single housing unit. Household is generally synonymous with "occupied housing unit."

Industrial

The manufacture, production, and processing of consumer goods. Industrial is often divided into "general industrial" uses such as construction yards, quarrying, and factories and "light industrial" uses such as research and development and less intensive warehousing and manufacturing.

Infrastructure Improvement Plan (IIP)

A plan developed by the City of Goodyear for the establishment and use of development impact fees.

Intensity

Intensity is the relative measure of development impact as defined by characteristics such as height, the amount of site coverage, and the amount of traffic generated. Intensity is often reflected in the total square feet of a project in relation to the developable area of a site, so more square feet on a parcel the perceived intensity increases.

Land Use

The occupation or utilization of land area for any human activity or any purpose defined in the General Plan Update.

Land Use Classification

Land use classification is a system for classifying and designating the appropriate use of properties.

Level of Service (LOS)

Level of service is a standard to measure the quality of traffic flow. LOS grades range from "A" to "F" with "A" the best and "F" the worst. The level of service of a roadway segment is determined by comparing the traffic volume to the estimated capacity of the roadway. The higher the ratio of volume to capacity is, the poorer the level of service.

Manufacturing

Manufacturing is the mechanical or chemical transformation of substances or materials into new products.

MAG

Maricopa Association of Governments

MCDOT

Maricopa County Department of Transportation

Median

The midpoint in a series of numbers where half the numbers are greater and half the numbers are less.

Mixed-Use Development

Mixed-use development is the development of a tract of land or building with two or more different uses (that are not allowed in the same zoning district) such as, but not limited to, residential, office, retail, public, or entertainment, in a compact and walkable form.

Multi-family Dwelling

A building designed for occupancy by two or more families living independently of each other in individual dwelling units (e.g., a duplex or an apartment building).

Office

The use of land to conduct business and provide services that includes, but is not limited to, governance, finance, insurance, real estate, and medical professions.

Peak Hour/Peak Period

For any given roadway, a daily period during which traffic volume is highest, usually occurring in the morning and evening commute periods. Where "F" Levels of Service are encountered, the "peak hour" may stretch into a "peak period" of several hours' duration.

Planning Area

The Planning Area is the land area addressed by the General Plan Update.

Policy

Policy is a specific statement of principle or of guiding actions that implies clear commitment but is not mandatory. Policy is also a general direction that the city sets to follow in order to meet its goals and objectives before undertaking an action program.

Recreation, Active

A type of recreation or activity that requires the use of organized play areas including, but not limited to, softball, baseball, football, and soccer fields, tennis and basketball courts, and various forms of children's play equipment.

Recreation, Passive

Recreation, Passive is a type of recreation or activity that does not require the use of organized play areas.

Redevelop

Redevelop is to demolish existing buildings or to increase the overall floor area existing on a property or both, irrespective of whether a change occurs in land use.

Regional

Pertaining to activities or economics at a scale greater than that of a single jurisdiction and affecting a broad geographic area.

Residential

Land designated in the General Plan Update and zoning ordinance for buildings consisting only of dwelling units. Residential may be improved, vacant, or unimproved. This is a general term that refers to a wide range of densities and types of housing.

Significant Natural Feature

Goodyear's significant natural features include: the Bullard Wash, the Gila River, the Sierra Estrella Mountains, hillsides with slopes over 20%, Waterman Wash, the Sonoran Desert National Monument, the de Anza trail, and other similar features as agreed upon by the city.

Single-Family Dwelling

A building designed exclusively for and occupied by one family (e.g., a house).

Slope

Land gradient described as the vertical rise divided by the horizontal run and expressed in percent.

Tertiary Treatment

Part of the process which wastewater must go through before it can be discharged into the environment. Tertiary treatment is the final state which improves the quality of waste to reduce its impact on the environment. Tertiary processes include filtration, lagooning, nutrient removal, and disinfection.

Traffic Model

A mathematical representation of traffic movement within an area or region based on observed relationships between the kind and intensity of development in specific areas. Many traffic models operate on the theory that trips are produced by persons living in residential areas and are attracted by various non-residential land uses (See "Trip.")

Traditional Neighborhood Development (TND)

Neighborhoods characterized by compact, pedestrian-oriented developments that provide a variety of uses, diverse housing types, and are anchored by a central public space and civic activity. It has a recognizable center and clearly defined edges.

Transfer of Development Rights (TDR)

A program that can relocate potential development from areas where proposed land use or environmental impacts are considered undesirable (the "donor" site) to another ("receiver") site chosen on the basis of its ability to accommodate additional units of development beyond that for which it was zoned, with minimal environmental, social, and aesthetic impacts.

Transit

Transit is the conveyance of persons or goods from one place to another by means of a local, public transportation system.

Transit Stop

A transit stop is a smaller-scale facility located at selected points along transit routes for passenger pickup, drop off, or transfer. A bus stop is a transit stop.

Trip

A one-way journey that proceeds from an origin to a destination via a single mode of transportation; the smallest unit of movement considered in transportation studies. Each trip has one "production end" (or origin –often from home, but not always), and one "attraction end" (destination).

Trip Generation

Trip generation is the dynamics that account for people making trips in automobiles or by means of public transportation. Trip generation is the basis for estimating the level of use for a transportation system and the impact of additional development or transportation facilities on an existing, local transportation system. The trip generation of households are correlated with destinations that attract household members for specific purposes.

Undevelopable

Specific areas where topographic, geologic, and/or surficial soil conditions indicate a significant danger to future occupants and a liability to a city are designated as "undevelopable" by a city. These areas generally include ten-year floodplain areas and slopes exceeding 20 percent.

Urban Farming

Urban farming refers to the practice of cultivating, growing, and harvesting crops and raising animals within or in close proximity to urban areas. It is a sustainable agricultural approach that utilizes available urban spaces

such as rooftops, vacant lots, community gardens, and even vertical farms to produce food for local consumption. Urban farming aims to enhance food security, reduce the environmental impact of food production, and promote community engagement with agriculture in urban settings.

Use

The purpose for which a lot or structure is or may be leased, occupied, maintained, arranged, designed, intended, constructed, erected, moved, altered, and/or enlarged in accordance with the city zoning ordinance and General Plan land use designations.

Vacant

Vacant is the land or buildings that are not actively used for any purpose.

Value Engineering (VE)

VE seeks to lower capital and life cycle costs while maintaining or improving performance. Typical savings range from 5% to 15% of construction cost. The value study should be performed by an independent firm of the designer. It should be facilitated by a Certified Value Specialist™ and include a team of specialists for a three-to five-day workshop study. The workshop follows the value methodology of SAVE International, the Value Society. Function analysis helps the team identify areas for value improvement.

Vehicle Miles Traveled (VMT)

Vehicle miles traveled is a key measure of overall street and highway use. Reducing VMT is often a major objective in efforts to reduce vehicular congestion and achieve regional air quality goals.

Volume-to-Capacity Ratio

A measure of the opening capacity of a roadway or intersection, in terms of the number of vehicles passing through, divided by the number of vehicles that theoretically could pass through when the roadway or intersection is operating at its designed capacity. Volume-to-capacity ratio is abbreviated as "v/c." At a v/c ratio of 1.0, the roadway or intersection is operating at capacity. If the ratio is less than 1.0, the traffic facility has additional capacity. Although ratios slightly greater than 1.0 are possible, it is more likely that the peak hour will elongate into a "peak period."

Walkability

Walkability is a measure of the effectiveness of community design in promoting walking as an alternative to driving to easily and safely reach shopping, schools, and other common destinations. Walkable communities encourage pedestrian activity, expand transportation options, and have safe and inviting streets that serve people with different ranges of mobility.

Zone (Analysis) Traffic

In a mathematical traffic model the area to be studied is divided into zones, with each zone treated as producing and attracting trips. The production of trips by a zone is based on the number of trips to or from work or shopping, or other trips produced per dwelling unit.

Zoning

The division of the city and county by legislative regulations into area or zones which specify allowable uses for a real property and size restrictions for buildings within these area; a program that implements policies of the general plan.

City of Goodyear

GENERAL PLAN **2035**

GROWING GOODYEAR, PLANNING OUR FUTURE

