



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

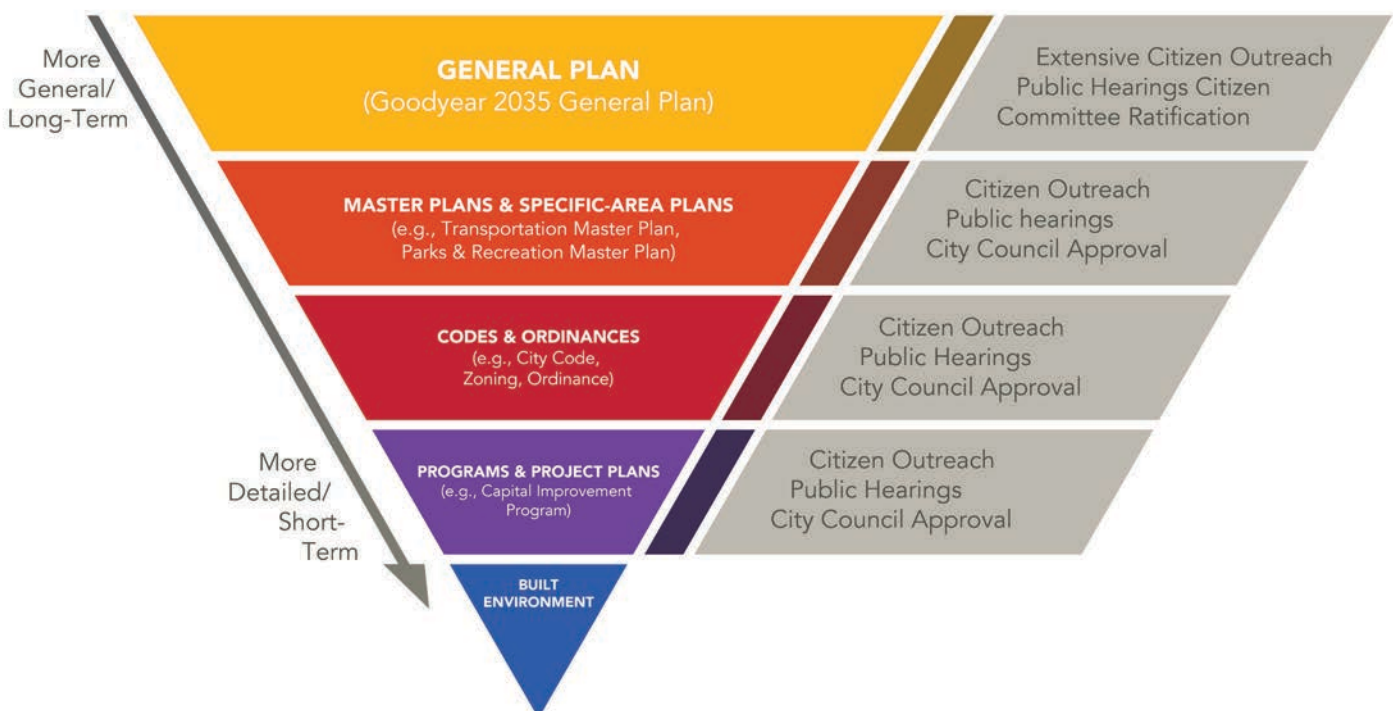
The General Plan references other plans that provide additional detail and guidance on a particular topic or geographic sub-area. These plans are meant to work together to further implement the community's vision. The following graphic describes the relationship between the General Plan and these other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

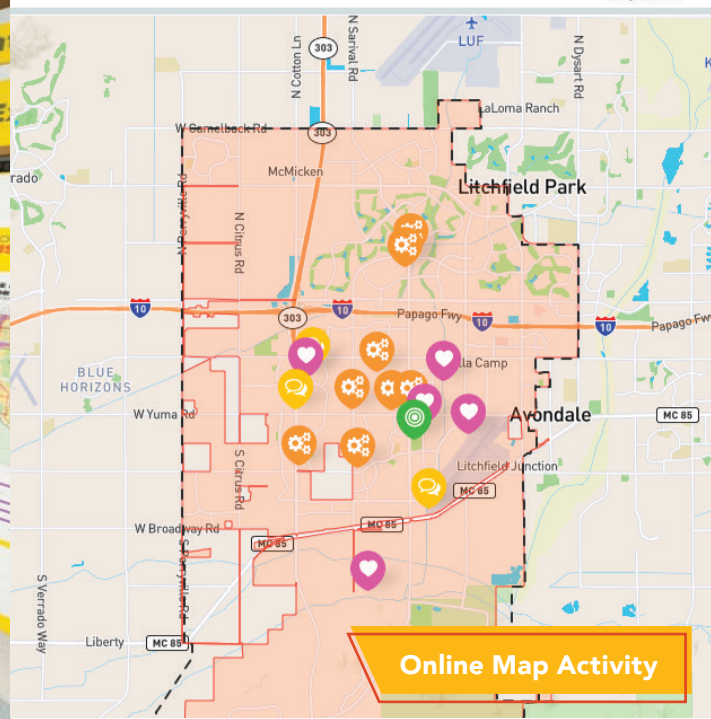
The General Plan Committee was a group of 17 community members appointed by the City Council who represented different neighborhoods, industry sectors, employers, businesses, and faith leaders in Goodyear. The committee gave direct input and guidance into the direction of the plan development. Over the 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



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



Online Map Activity

Virtual Engagement

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

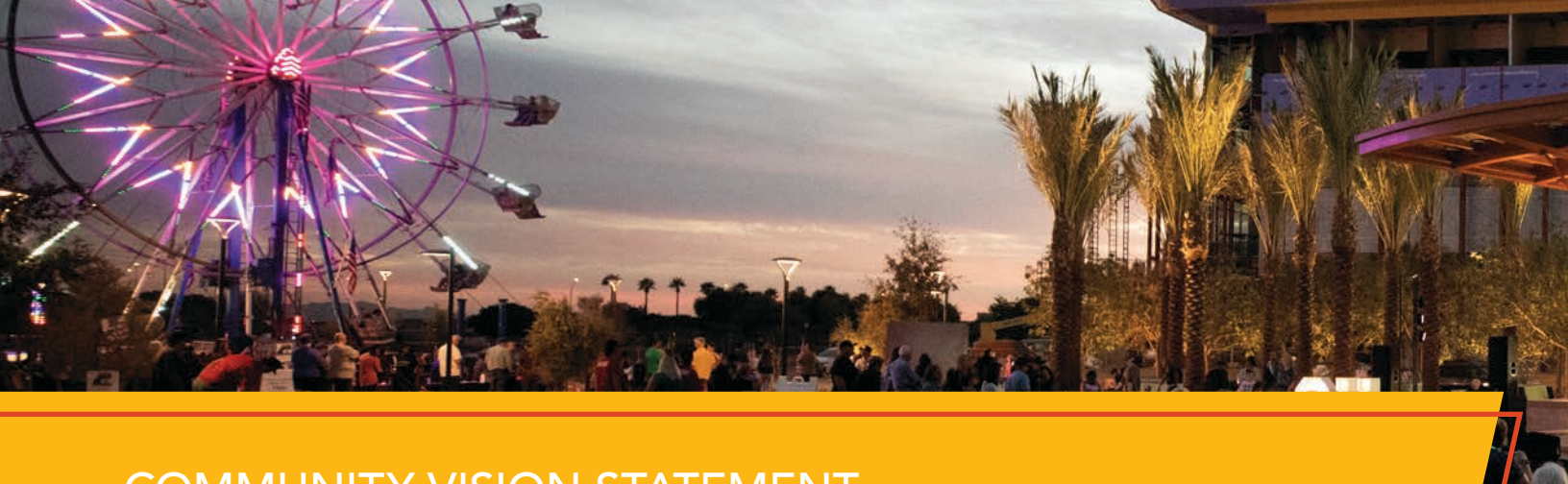


Estrella Foothills High School



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.



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.	●	●	●	●		●	●	●		●	●			●