

City of Goodyear **General Plan Update** CITY COUNCIL MEETING



City of Goodyear

GENERAL PLAN **2035**

GROWING GOODYEAR
PLANNING OUR FUTURE



Michael Baker

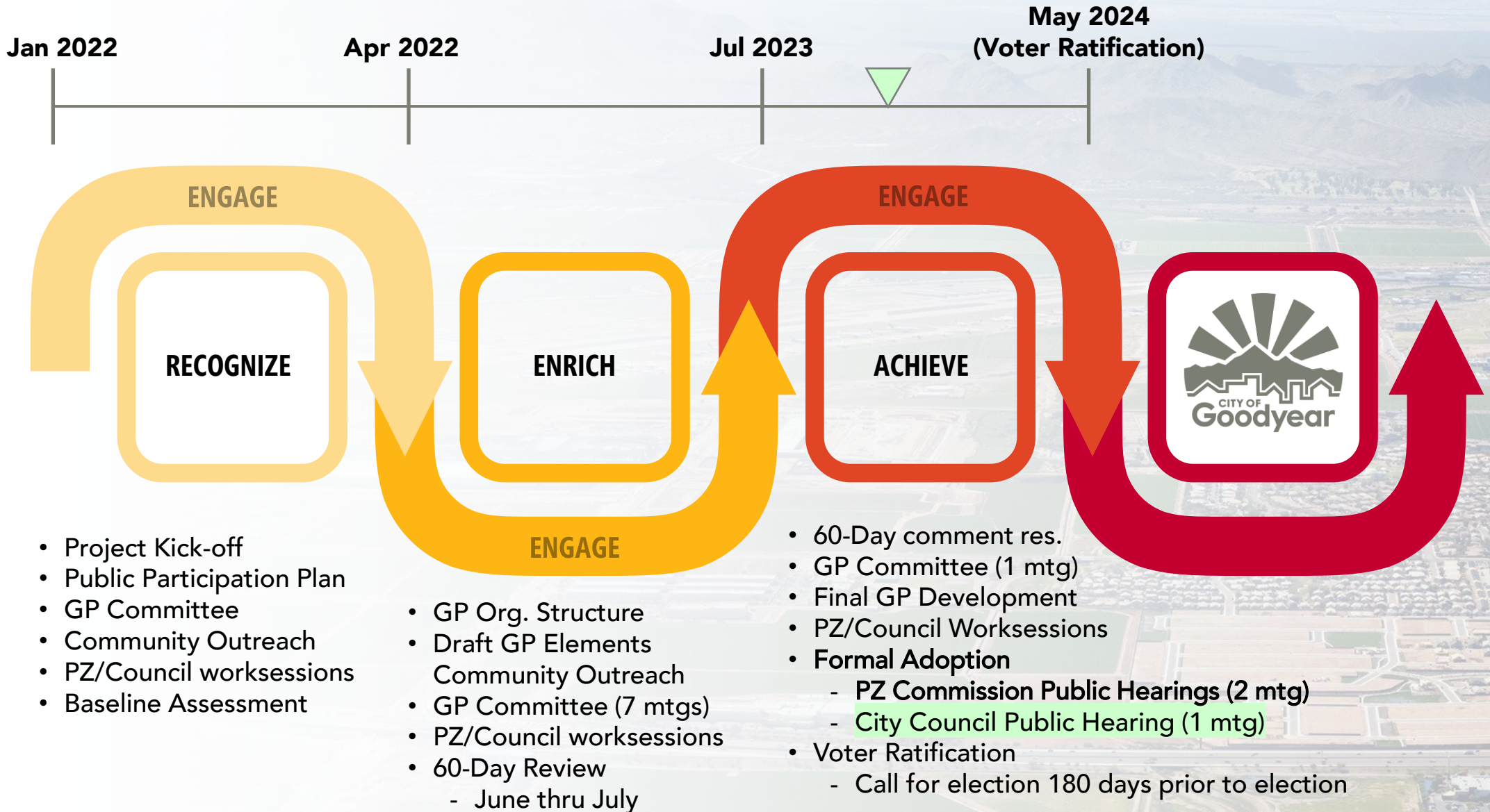
INTERNATIONAL

November 13, 2023

Discussion Topics:

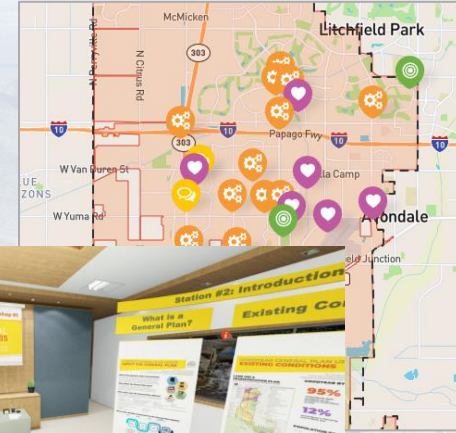
- **Project Process & Progress**
- **General Plan 2035 Public Hearing Draft**
- **Comments & Responses**

General Plan 2035: Process & Progress

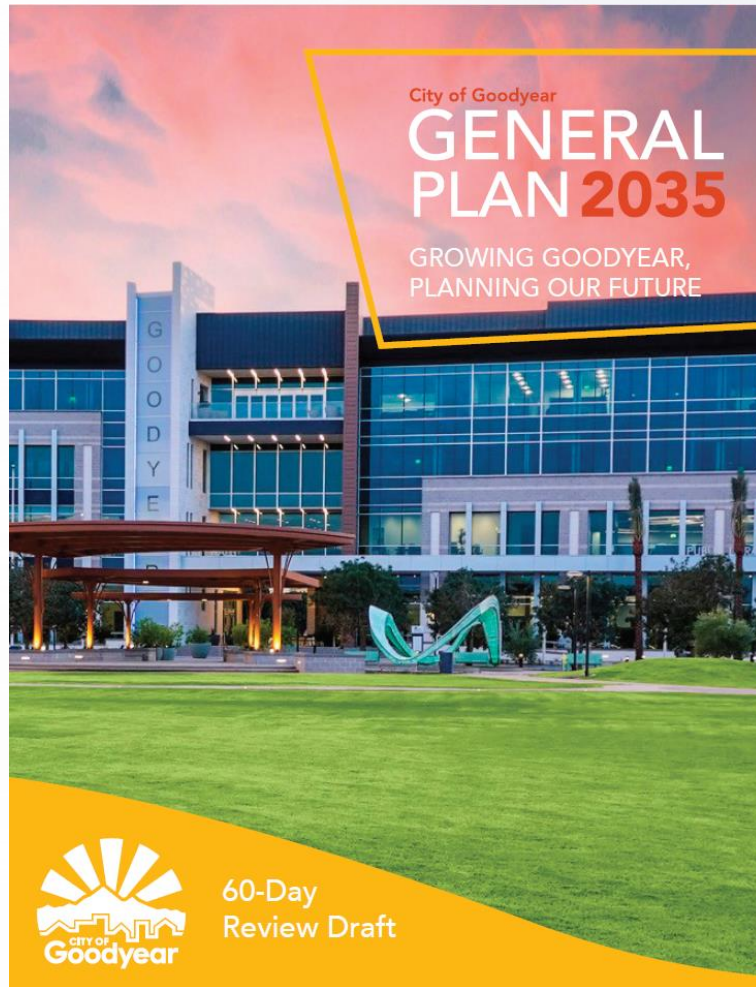


General Plan 2035: Community Outreach

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



General Plan 2035: Growing Goodyear, Planning Our Future



Vision Statement:

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

Fundamental Strategies (Chapters)

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.

Chapter Components



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.

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.

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.

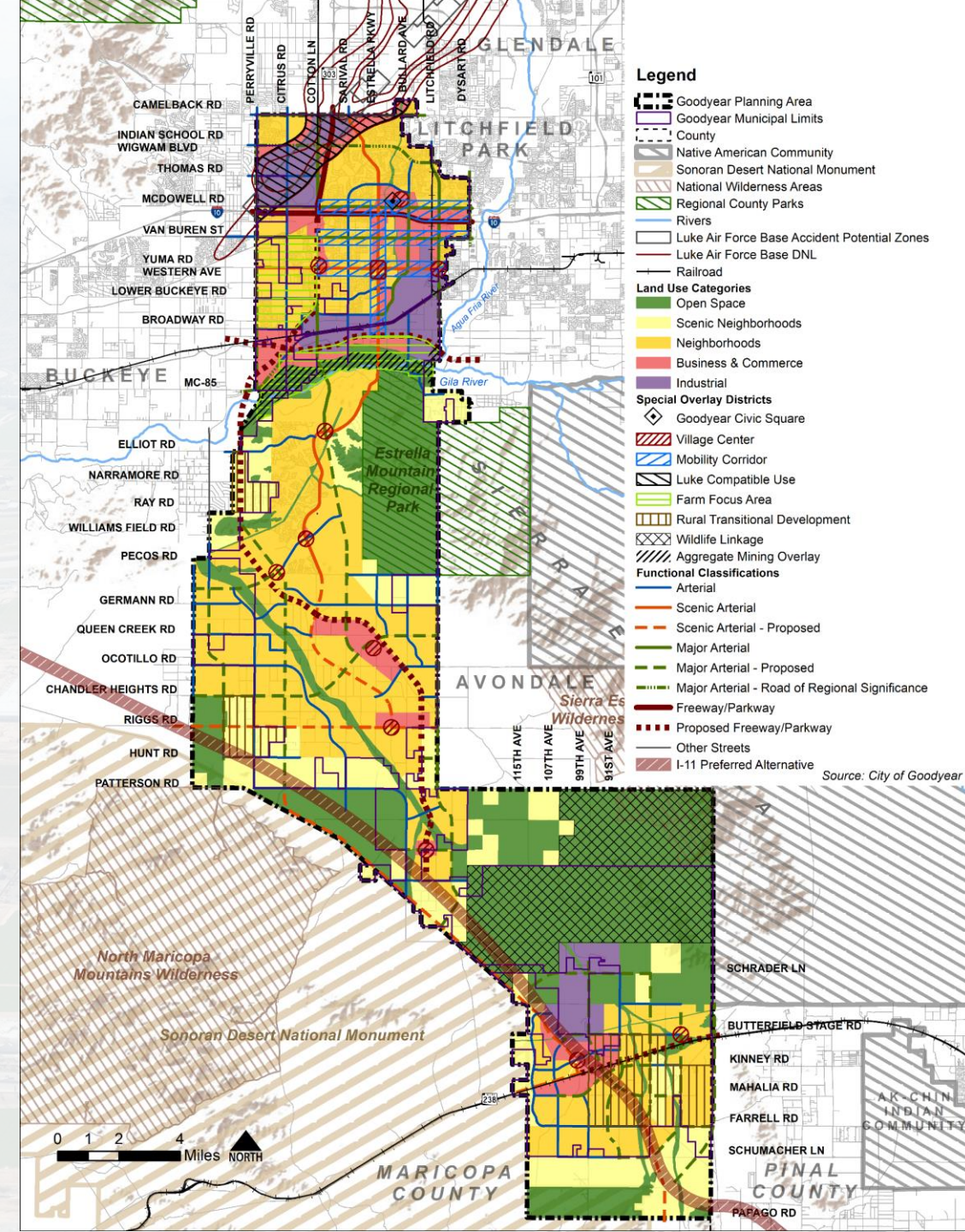
General Plan 2035: Spotlight Areas

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

- 31 Goals
- 230 Policies

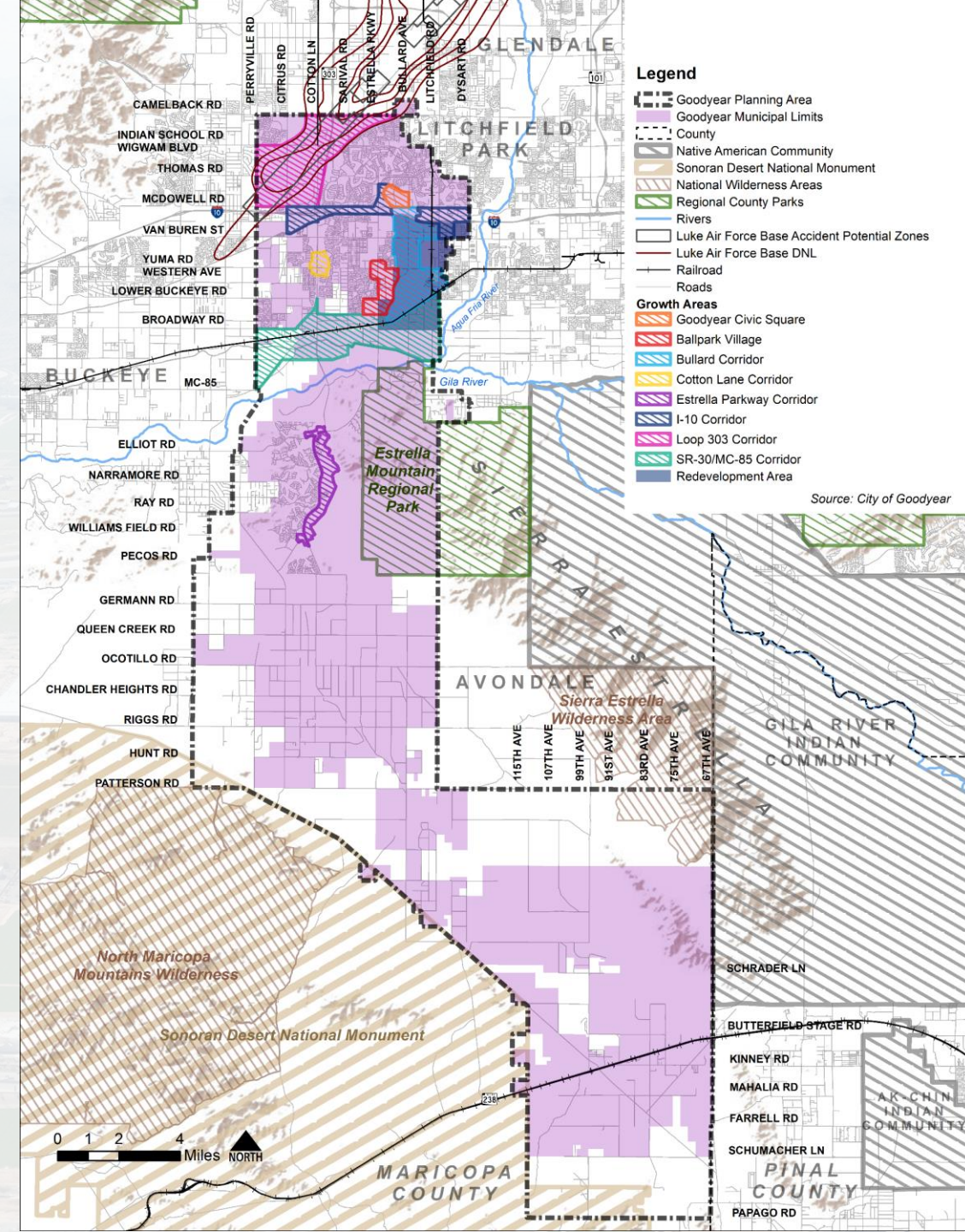
Land Use & Circulation Plan

- Preserved Land Use Categories
- Enhanced Mobility Corridors
- Farm Focus Overlay
- Rural Transitional Development
- Open Space and Wildlife Linkage



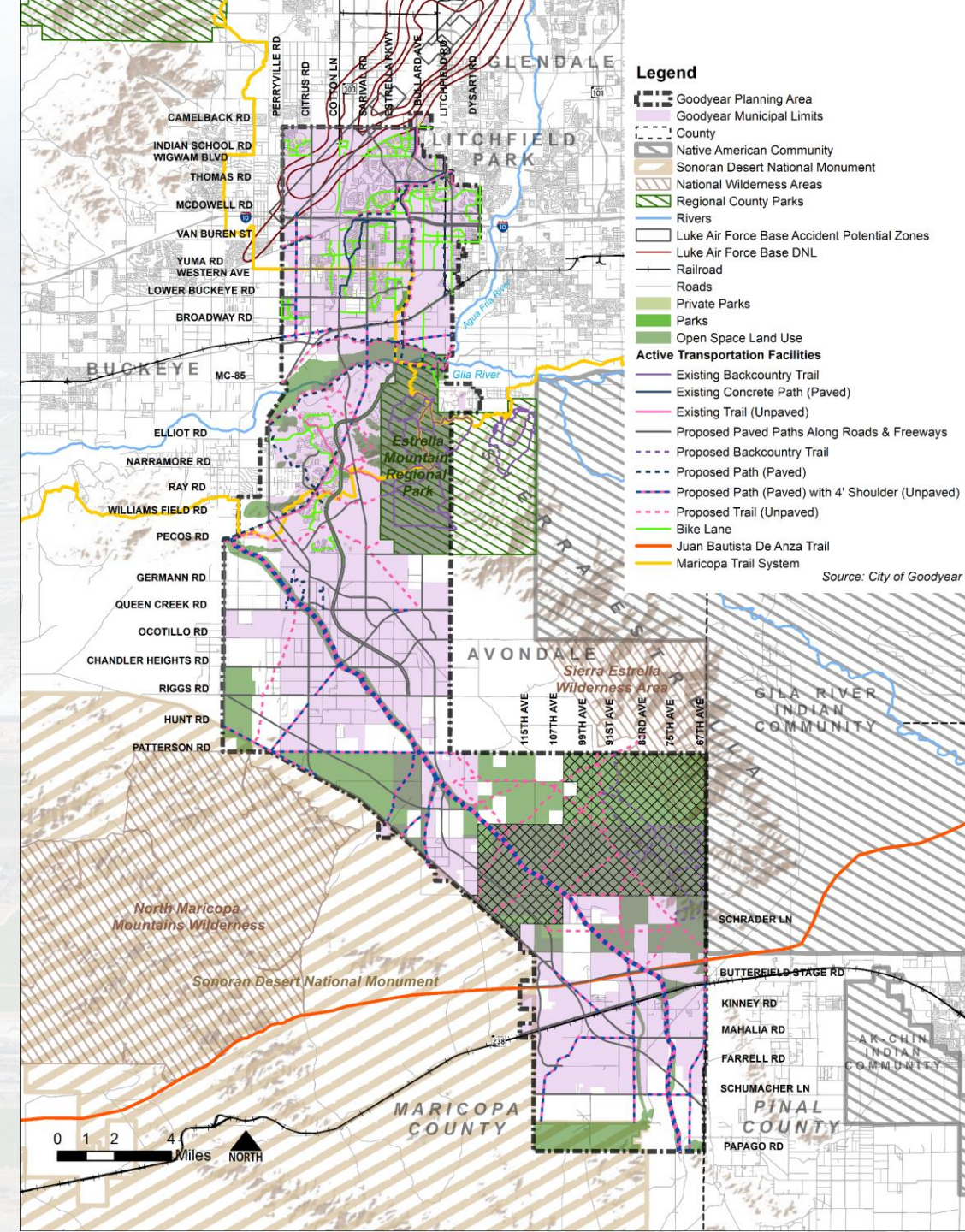
Growth Areas

- Align growth areas with development trends and economic development
- Refined boundaries for enhanced clarity



Parks, Trails, & Open Space

- Align with Parks & Recreation Master Plan Update
- Refined trail alignments



Implementation Required Elements

Implementation and 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.	●	●	●	●							●	●	●			

Implementation Actions & Metrics

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.

Measurement of Progress

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
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.	Number of users/visitors to the community assets	City of Goodyear
		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

General Plan 2035: Next Steps

- General Plan Ratification (Special Election): May 21, 2024

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

Comments & Responses

Thank You!