



City of Goodyear Zoning Ordinance Assessment



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Introduction and Existing Conditions

Regional Housing Market

The City of Goodyear (population 116,694 as of July 2024) is a suburban community located on the western edge of the Phoenix metropolitan area, positioned along the I-10 corridor between Loop 101, Loop 303, and the White Tank Mountains. This strategic location offers advantages both for commuters traveling to Phoenix for employment and for the logistics and transportation industries supporting regional businesses and local job centers. In the past decade, the city's population has increased by more than 45%, making Goodyear one of the fastest-growing cities in Arizona. However, rising housing costs, driven by rapid and sustained population growth, increasing construction costs, and supply-side imbalances have impacted affordability both in Goodyear, and across the metro area.

According to data from the National Association of Home Builders' Cost of Housing Index, the median home price in the Valley reached \$469,500 in the third quarter of 2024—approximately \$70,000 higher than the national median for new homes. The Phoenix metro region now ranks among the 50 least affordable metropolitan areas out of 176 analyzed, with a cost-of-housing index of 38% and a low-income index of 76%. These figures indicate that a typical household earning the median area income of \$100,000 would need to allocate 38% of its gross income to afford a median-priced home. For low-income households earning 50% or less of the area median income, that percentage rises to an estimated 76%. Though Goodyear residents have a higher median household income than Maricopa County residents more broadly (roughly \$102,000 and \$85,500 respectively according to 2023 ASC estimates) median home prices are slightly higher in Goodyear (reaching \$481,000 as of April 2025), demonstrating affordability concerns that persist across the county.

With a population of 1.65 million, the City of Phoenix is roughly 15 times the size of Goodyear (see Figure 1-1), making its housing trends a useful barometer of regional market conditions, housing product availability, and affordability challenges. Currently, approximately 57% of all subsidized housing units in Maricopa County are located in Phoenix. Despite this concentration, extremely low- and very low-income renter households continue to face limited housing options due to a shortage of affordable units. There is an estimated shortfall of 59,000 affordable and available units for households earning 50% or less of the area median income. Furthermore, 52% of rental households are considered cost-burdened, spending more than 30% of their gross income on housing-related expenses, including rent and utilities. This leaves households with significantly less expendable income for other necessities including healthcare, food, and transportation.



Phoenix's Response to Affordability Challenges

The City of Phoenix has implemented several measures to address housing affordability. It regularly assesses housing needs and supports affordable housing through development incentives, financing options, and public-private partnerships. The city imposes time-limited affordability requirements on publicly funded projects and launched a Redevelopment Initiative and Rezoning Policy in September 2023, allowing accessory dwelling units (ADUs) while initially banning, then permitting, their use as short-term rentals. As of 2024, 233 ADU permits had been issued.

In January 2024, Phoenix amended its zoning code to reduce parking requirements for multifamily housing—standardizing them to 1.5 spaces per unit and allowing further reductions for transit-oriented areas and special needs populations, recognizing the lower rates of car ownership amongst those groups. In Walkable Urban and Infill Development Districts, only 0.75 spaces per unit are required.

Throughout this zoning assessment, best practices from various municipalities both within and outside of the Valley were examined to develop a comprehensive overview of zoning, regulatory, and administrative strategies to improve housing accessibility and affordability within Goodyear. The recommended policies and strategies to improve housing affordability and diversity include the following:

- **Facilitate More “Missing Middle” Housing and ADUs** by proactively adjusting development and design standards, expanding where these housing types are allowed by-right, expanding the use of pre-approved building plans, and offering incentives for their production.
- **Continue to Promote Sustained Mixed-Use Development**, particularly in commercial centers, to create vibrant and walkable nodes throughout the city.
- **Support Affordable Housing Development** by offering administrative, financial, and regulatory incentives that lower development costs and increase project viability.
- **Support Future Development** by publishing opportunities for infill development and adaptive re-use, facilitating public private partnerships, and expanding efforts to educate the public and developers about zoning changes and goals.
- **Update The Existing Zoning Code** to focus more on building form, rather than type, and to simplify and consolidate design standards to improve development feasibility.

Goodyear Housing Assessment and Future Needs

Goodyear's December 2024 Housing Assessment indicates **no current shortfall in either traditional single-family homes (SFDs) or multifamily developments (MFDs), with an existing surplus of 963 units (82 SFDs and 881 MFDs)**. However, to accommodate projected population growth, **an additional 354 single-family units will be needed over the next five years**, requiring an estimated 101 acres of additional single-family residential development. Furthermore, **the city's future multifamily housing needs are expected to be met by the units currently in the development pipeline**, which are sufficient to address demand over the same period.



Recent developments have significantly bolstered Goodyear's housing stock, including Suncrest Vista at Canyon Trails, part of a larger development with affordable, family, and senior housing.

Affordability Standard

Housing affordability is essential to the health and sustainability of a local economy, making it critical to understand key affordability metrics. Traditionally, the “affordability standard” is defined as housing costs—including rent or mortgage payments, utilities, and related expenses—not exceeding 30% of a household’s gross income. More recent interpretations also factor in transportation costs, particularly in relation to a home’s location and proximity to essential services and employment opportunities. For the purposes of this report, this affordability standard will be utilized throughout.

According to Goodyear’s December 2024 Housing Assessment, **households earning at or above 80% of the Area Median Income (AMI) can generally access market-rate housing**, both for rental and ownership, without requiring financial assistance. This income bracket represents 74% of the city’s projected five-year housing need, or 9,125 units. However, households earning below 80% AMI are more likely to require housing assistance. To address this gap, two Low-Income Housing Tax Credit (LIHTC) apartment communities, totaling 658 units for families and seniors at 60% AMI, are currently under construction in Goodyear (Estrella Springs at Canyon Trails & Suncrest Vista at Canyon Trails). These units are expected to meet 42% of the five-year demand for housing at 50% to 80% AMI. Furthermore, as of January 2024, Goodyear’s median property value was \$481,202, while the city’s median household income was \$101,814, indicating that roughly 21% of a typical family’s income is needed to afford a median-priced home, well within the National Association of Home Builders (NAHB) affordability standard of 28% of gross income. **However, it is imperative for the city to continue to work with developers to construct housing that serves residents making below 80% AMI**, to meet the rest of this anticipated need.



Summary of Recent Housing-Related Legislative Changes

In 2024, several legislative changes were enacted in Arizona to address housing supply and affordability:

- **SB 1162 (2024):** Effective January 1, 2025, cities must publish a Housing Needs Assessment that outlines growth projections in population, jobs, and housing. In December 2024, Goodyear released its needs analysis, which revealed no current housing deficiency for single-family or multi-family units but indicated that one-fourth of future housing demand will require affordable housing products or housing assistance.
- **HB 2720 (2024):** This bill mandates that cities with populations over 75,000 permit accessory dwelling units (ADUs) or casitas on single-family lots without additional parking requirements. Furthermore, the bill mandates that a municipality may not require an ADU match the exterior design, roof pitch, or finishing materials of the primary dwelling, and prohibits more restrictive height, setback, lot size coverage, or building frontage requirements than those for single-family dwellings in the same zoning area. Goodyear has since completed a text amendment allowing one attached and one detached ADU on single-family lots, as well as one additional detached ADU on lots of one acre or larger, if it is a restricted-affordable unit.
- **HB 2721 (2024):** Known as "The Middle Housing Bill," this mandate requires municipalities with populations over 75,000 to adopt ordinances permitting duplexes, triplexes, fourplexes, and townhomes on any single-family zoned property within one mile of a Central Business District (downtown) and in all new developments of 10 or more contiguous acres. Additionally, 20% of new single-family developments of 10 acres or more may include these "middle housing" types. Local jurisdictions must implement related processes or development standards by January 1, 2026, or these housing types will be allowed by default. Municipalities can impose special design standards and enforce higher levels of code compliance. Notably, many of Goodyear's northern residential areas are impacted by military vicinity and airport regulations that restrict nearby residential density.

Definitions

Accessory Dwelling Unit (ADU) is defined as an ancillary or secondary living unit that has a separate kitchen with a cooking stove, bathroom, and sleeping area, existing either within the same structure, or on the same lot, as the primary dwelling unit. These uses are sometimes referred to as "garage apartments," "mother-in-law apartments," and/or "carriage houses."

Affordable means that monthly rents or monthly mortgage payments, including taxes and insurance, do not exceed 30% of the median annual gross income level for households at that income level.

Area Median Income (AMI) is defined as the midpoint of the county's income, in which half of the families in the county earn more than the median and half earn less than the median. AMI is based on annual estimates from the Department of Housing and Urban Development (HUD) of the median family incomes for the Phoenix-Mesa-Chandler Metropolitan Statistical Area (MSA).

Low income is defined as greater than 50% and up to 80% of the AMI.

Market rate units are defined as housing that is based on existing area market values and demand rather than a reduced or subsidized price.

Middle income housing generally refers to housing that is affordable to households earning approximately 60% to 120% of the AMI.

Missing middle housing refers to a range of multi-unit or clustered housing types, ranging in size and density between a larger single-family detached home and a mid-rise (usually 5+ stories) apartment building. Such housing types typically include duplexes, triplexes, quadplexes, courtyard apartments, bungalow courts, townhouses, multiplexes, and live-work units.

Moderate income is defined as greater than 80% and up to 120% of the AMI.

Very low income is defined as 50% or less of the AMI.



Community Survey Summary Results

At the time this assessment was conducted, the City was pursuing a comprehensive update to its zoning code. Recognizing the critical intersection between zoning regulations and housing policy, the survey distributed to the community was designed to inform both initiatives. The Zoning & Housing Needs Questionnaire was available to the residents, business owners, and housing developers of Goodyear from April 2025 to July 2025. The project was promoted through multiple channels, including social media, and hard copies were distributed at the recreation center, city-led events, and community meetings. In total, 205 responses were collected, providing meaningful input on housing needs, challenges, and preferences.

The survey was an opt-in effort, meaning participants were not randomly selected but chose to respond voluntarily. While most surveys rely on some level of voluntary participation, statistically representative efforts, like the U.S. Census Bureau's American Community Survey, use random sampling and apply weighting to better reflect the broader population. This survey, by contrast, was open to any interested residents and may reflect some degree of self-selection bias, with certain groups overrepresented; for instance, over 92% of respondents were homeowners, so perspectives from Goodyear renters are underrepresented.

Key Findings

■ Survey Participation & Demographics

- Of the 205 respondents, 38 residents (18.6%) noted they had *experience with the current Zoning Ordinance*.
- Of those who have, most found it average/easy enough to understand after review, though 17.1% found it *extremely difficult*.

■ Development Concerns

- Highest concern with *Multi-family Residential Development* (Weighted Avg: 3.92/5) and *Industrial/Warehouse Development* (3.86).
- Moderate concern regarding and *Commercial Development* (3.09).
- Lowest concern with *Single-family Residential* (2.46).

■ Planning & Regulation Priorities

- Top community concerns include *guidelines for nuisances (noise, odors, etc.)* and *guidelines for specific uses like home occupations and ADUs* (weighted 3.51 and 3.50, respectively).
- Issues of *parking supply in commercial and multi-family areas* were a lesser concern overall.

■ Housing Situation & Preferences

- Respondents were generally happy with their current housing situations, with 82% feeling *satisfied or very satisfied*.
- Top reasons for living in Goodyear included *safe neighborhoods* (54%), *quality of housing* (36%), and *for retirement/to retire* (30%).

■ Housing Supply & Affordability

- Affordability views are mixed: 49% are *satisfied/very satisfied*, and 25% are *dissatisfied or very dissatisfied*.
- Over 70% think it is at least *somewhat important* to have a mix of housing types.
- While *single-family homes* remain the most desired housing type (74%), *senior housing* (26%), *executive/custom homes* (30%), and *townhomes* (25%) showed notable demand.
- Respondents expressed low demand for *apartments/condominiums* (5%), *triplexes/quadplexes* (5%) and *tiny homes* (6%).
- The most prevalent perceived housing issues were *rising utility costs* (37%), *the cost to buy a home* (36%), *rent affordability* (28%), *short-term rentals* (22%), and *the supply of single-family homes* (22%).

■ Zoning Reform Support

- 66% of respondents supported updates to allow *small neighborhood businesses in residential areas*.
- 68% supported *Accessory Dwelling Units (ADUs)* in some or all cases.
- *Missing middle housing* was divisive, with 39% supporting such housing types in some form, and 54% opposed.

■ Developer Incentives

- The top preferred incentives for affordable housing development were *expedited review & permitting* (39%), *technical assistance* (35%), and *financial assistance* (24%).
- *Density bonuses* and *parking reductions* were much less popular.

- Strategies to Improve Affordability

- The most supported actions included *converting vacant buildings to housing* (36%), *streamlining zoning/approvals* (31%), *encouraging mixed-use developments* (29%), *increasing funding for housing assistance* (28%), *partnering with nonprofits/private organizations to create affordable housing* (31%), and *offering incentives for affordable development* (31%).

- *Increasing density* and *decreasing parking requirements* were much less popular.

- Protecting Naturally Occurring Affordable Housing (NOAH)

- 41% say Goodyear *should not take additional action to protect NOAH*, while 19% support additional actions and 40% are unsure.

- Concerns About Increasing Density

- Respondents noted concerns about *increased traffic congestion* and *impacts to neighborhood character* as a result of potential increases in housing density.

Overall, the community values single-family housing, safe neighborhoods, and housing quality. Support exists for moderate zoning updates (especially for ADUs, select Missing Middle housing types, and neighborhood businesses), but resistance remains toward high-density housing. There's openness to policy tools for affordability, but preference leans toward procedural improvements and partnerships.

Recommendations to Improve Housing Diversity and Affordability

Several factors affect Goodyear’s ability to provide a more diverse and affordable housing supply. Though many challenges are tied to broader market dynamics, local policies and zoning regulations can be further improved to increase housing affordability and attainability. This section discusses key recommendations to improving Goodyear’s housing landscape, including ways to facilitate increased “missing middle” housing and accessory dwelling unit (ADU) opportunities, strategies to promote sustained mixed-use development, approaches to increase the supply of affordable housing, and approaches to overcoming infrastructure and land shortages.

Housing Market Composition and “Missing” Middle

The City has made significant strides in diversifying its housing market, driven in part by the Goodyear 2025 General Plan, which allowed for a wide range of densities in the Neighborhood Category, from low-density single-family homes up to high-density multifamily housing. The Plan also permits high-density multifamily residential as a buffer between single-family areas and commercial centers and promotes a wide range of housing in mixed-use and growth areas, such as within and near Civic Square, Loop 303 corridor, transit nodes, and Village Centers, helping to create vibrant, walkable nodes in parts of the city. Furthermore, the Plan encourages the use of flexible standards and regulatory incentives, such as density bonuses, adaptive reuse, and infill credits to promote diverse housing options. In addition, new zoning regulations have enabled guest homes, casitas, and ADUs citywide with the exception of Luke Air Force Base and Airport vicinity.



As of September 2025, Goodyear has an estimated 6,732 built multifamily apartments, which includes around 653 senior apartments, with another estimated 8,073 future units expected. Future apartment units include units under construction, preliminary plat approved units, units approved through site plans, and units entitled for additional apartment development. “Missing middle” housing types, which refer to a range of multi-unit or clustered housing types, ranging in size and density between a single-family detached home and a mid-rise (typically 5+ stories) apartment building, accounts for an estimated 4,987 current units established within Goodyear. For the purposes of this count, missing middle housing includes platted predominantly owner-occupied missing middle housing such as townhouses, courtyard homes or condominiums, as well as several bungalow and cluster style single-family rental occupied and multi-family communities. Another estimated 4,270 future missing middle units are in the development process. The following table illustrates the current estimate of built multifamily apartments and “missing middle” housing, as well as expected future units, which includes units under construction, preliminary plat approved, site plan approved (including expired site plan approved), and rezone approved.

Missing Middle Housing

“Missing Middle Housing” refers to a range of middle-density housing types that are often underrepresented in communities, particularly in areas with zoning regulations that prioritize single-family homes and mid- to high-rise apartment buildings. Missing middle housing encompasses a range of single-family attached housing types such as duplexes, triplexes, townhomes, and small apartment buildings, as well as cluster and courtyard style housing, like bungalow courts, and cottage courts.

By bridging the gap between single-family detached housing and high-density apartments, these housing types can foster vibrant, diverse neighborhoods with a wider variety of housing options, catering to various lifestyles and income levels. In promoting increased missing middle housing in Goodyear, it is important to consider the following:

- **Match future supply with market demand.** Understand local demand for various housing typologies.
- **Prioritize form over density.** Focus on impacts and architectural design rather than solely on unit density.
- **Reduce regulatory barriers**, including stringent parking requirements, building height restrictions, and limiting development standards such as setbacks, lot sizes, and lot coverage.

Table 1 Estimated Current and Future Missing Middle and Multifamily Housing Stock

Note: Missing Middle includes duplexes, triplexes, fourplexes, townhomes, and courtyard, cluster, and bungalow-style housing.

Type of Housing	Current (as of 9/2025)	Future	Total
Multifamily Apartments	6,732	8,073	14,805
Missing Middle*	4,987	4,270	9,257
Total Units	11,719	12,343	24,062

The current 11,719 multifamily and missing middle units and 12,343 planned units are sufficient to cover the city’s current and future need for multifamily and missing middle housing. The city’s success in promoting housing diversity can also be seen by examining the housing composition of the Canyon Trails neighborhood; in 1999, the neighborhood was predominantly made up of single-family housing, which comprised an estimated 64% of the neighborhood’s estimated 6,502 housing units. As of 2023, only an estimated 49% of the 8,728 housing units in the neighborhood are single-family homes, with an estimated 29% of all units designated as missing middle housing, and another 21% encompassing higher density multi-family housing types. In addition to diversifying the neighborhood’s housing options, this shift from predominately single-family detached housing resulted in an estimated increase of 2,226 housing units, helping to alleviate the city’s growing housing demand.

Although the city has greatly diversified their housing stock beyond just single-family detached housing to include large numbers of apartment housing, missing middle housing remains relatively sparse, partly due to developer preferences for either traditional single-family detached housing, or higher density multifamily apartments. Goodyear has taken several steps to encourage missing middle housing, including recent zoning updates establishing smaller lot areas, widths, and depths, which can support smaller unit sizes typical of missing middle typologies. In addition, Goodyear’s Design Review standards allow exceptions to certain requirements for qualifying projects. However, additional incentives may be needed to enhance the financial feasibility of such developments, including expedited permitting and review, reduced or waived impact, permitting, and review fees, and modified development standards as illustrated in the table on the following page. Fee reductions and waivers could be particularly effective in encouraging development in the southern part of the city, where higher impact fees present a challenge, but notably must be offset by local government funds.

Table 2 Missing Middle Best Practices

Best Practices for Missing Middle Development Standards	Implementation of Best Practices for Missing Middle Development Standards
Adjusting Lot and Setback Requirements	HB 2721 mandates that a municipality cannot set zoning or development standards that are more restrictive than those applicable to single-family dwellings within the same zoning category. Goodyear could proactively reduce lot size, setback, or frontage requirements near Village Centers to further facilitate missing middle housing, which is not specifically mandated or preempted by the state, nor limited to one Central Business District (CBD).
Pre-Approved Building Plans	This could expedite approvals, reduce costs, and ensure design compatibility. Tempe is looking to implement similar policies for ADUs and Flagstaff has already implemented a similar program. Given Goodyear's amount of developable land this would be a good proactive approach for missing middle housing types.
Unbundled/Flexible Parking	This aligns with innovative parking solutions and cost reductions for developers. This would be implemented in developments tailored to those who typically would drive less such as deed-restricted affordable, age-restricted senior, and special needs communities.
Objective Design Standards	Although Goodyear already has flexible design standards, expanding on that flexibility could provide even more predictability and neighborhood compatibility for new missing middle housing. Tucson is looking to implement objective design standards as part of its middle housing initiative.

Notably, on-site parking requirements should not be increased despite moderate increases in density, to lower development costs and increase project viability. Instead, parking requirements should remain the same, as increased parking needs can be accommodated by street parking and shared parking arrangements. Lastly, Goodyear can **explore a range of other financial incentives** to make missing middle housing developments much more attractive and financially viable to developers, such as low-interest loans and tax abatement for such desired housing types, to lower the financial barrier of development and increase project feasibility.

Flagstaff's Model ADU Plans Program

The City of Flagstaff's Community Development Division launched the Model ADU Plans Program in 2024 to expand affordable housing options by offering pre-approved ADU designs. Through an open call to local architects and designers, the city created a publicly accessible library of construction-ready ADU plans, reviewed for code compliance and adaptable to a range of lot types. Selected designs are eligible for stipends and are featured online for homeowners to reuse at reduced permitting costs. This initiative aims to streamline the building process, lower design expenses, and encourage creative, community-driven housing solutions to support Flagstaff's goals for affordability, sustainability, and increased housing diversity. The adoption of these ADU models is expected to be available to the public in 2025.

In addition to further modifying existing development standards and offering an array of regulatory, administrative, and financial incentives, the City should update their current residential zoning to **allow missing middle housing by-right in more zones and should offer a range of pre-approved construction plans for such housing types.**

In doing so, Goodyear can facilitate the production of missing middle housing in more areas throughout the city, promoting increases in housing supply and diversity that remain compatible with neighborhood character.

Goodyear should explore allowing a range of **lower-density missing middle housing typologies (including duplexes, triplexes, and cottage court developments) by-right in all current Single Family Detached zones (R1-10, R1-7, R1-6, R1-4, and R1-C).**

In addition, Goodyear should modify their zoning regulations to allow for higher density missing middle options, including townhomes and stacked flats, in the current Single Family Attached zone (R1-A), as well as the current Two Family Residential zone (R2). However, this would be dependent on proximity to the airport and Luke Air Force Base and the availability to connect to existing water and sewer infrastructure. This modest upzoning would enable gentle increases in development potential in these existing neighborhoods, increasing residents' housing choices while promoting efficient land use. Pre-approved design templates of various missing middle housing typologies can further streamline development by offering developers a range of designs that are compliant with all applicable codes and compatible with existing neighborhoods, lowering design costs and speeding up permitting and review processes.

By-right middle housing could work alongside ADU allowances, letting properties combine missing middle units with accessory dwellings where lot size and standards allow. This creates more housing flexibility without lengthy approvals. **The Luke AFB graduated density overlay will shape where these allowances apply**, meaning higher densities would be limited in areas closest to the base, with more flexibility farther away.

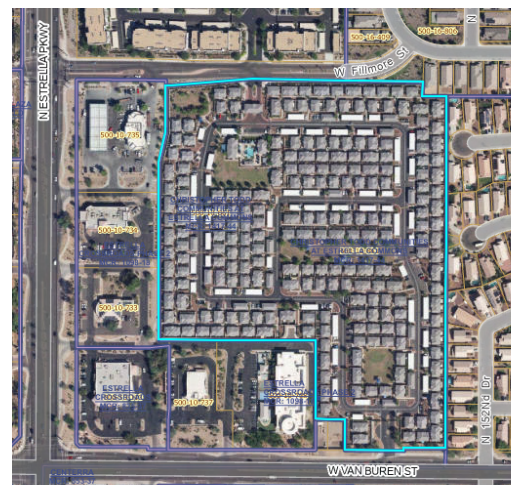
Tucson's Missing Middle Design Standards

To meet Arizona HB2721 requirements and boost housing diversity, Tucson launched its Middle Housing Initiative to create clear, objective design standards for "missing middle" housing, including duplexes, triplexes, fourplexes, and townhomes near central business districts. The city's approach sets measurable criteria for height, setbacks, lot size, and parking to ensure projects fit neighborhood character while broadening housing choice. Public feedback shaped policy drafts throughout 2025, with adoption targeted for January 2026. Tucson's standards aim for predictable, equitable development that supports affordability and community stability through transparent zoning and streamlined approvals.

In addition to providing an array of housing choices for Goodyear residents, such missing middle housing types, which typically involve smaller unit sizes than traditional single family detached housing, offer housing that is suitable for young professionals, seniors looking to downsize, and low- and moderate-income families seeking naturally affordable starter homes that can help build equity over time. **By updating Goodyear's zoning to allow low-density missing middle housing in all residential zones, offering pre-approved design templates, and offering regulatory and administrative incentives to facilitate flexible missing middle development,** Goodyear can greatly promote the development of more diverse and attainable housing.



This Goodyear neighborhood seamlessly blends detached single-family housing with attached townhomes, increasing housing choice and neighborhood diversity.



These bungalow-court style houses in Goodyear's Estrella Commons neighborhood offer smaller detached homes with shared amenities and community spaces.

Encouraging Accessory Dwelling Units

In addition to traditional missing middle housing typologies, Goodyear can incentivize and support the construction of secondary, smaller dwelling units on single-family lots to add gentle increases in density, expand the availability of more affordable and diverse housing options, and support multi-generational housing and aging in place. The city can facilitate the construction of ADUs by offering an **array of pre-approved ADU design templates**, with standardized architectural designs that have already undergone complete plan review, structural engineering analysis, and code compliance verification. This ensures that homeowners can build fully vetted designs, eliminating months of back-and-forth plan review, costly design revisions, and uncertainty about approval outcomes. Such streamlined approvals ultimately save homeowners time and money and reduce the barriers to construction for Goodyear residents and small developers. Such designs should include a range of ADUs, with varying numbers of bedrooms, unit sizes, and building footprints.

In addition to offering pre-approved plans to streamline the permitting and review process, Goodyear should explore offering **incentives for the development of ADUs, such as low-interest loans, tax abatements, and waived permitting fees**. Low- or zero-interest loans can be provided by the city for local residents and developers to finance ADU projects, further lowering the barrier to entry for homeowners seeking to build ADUs to provide multi-generational living opportunities or to generate rental revenue.. Similarly, tax abatements can reduce property tax increases associated with ADU construction. One method involves ensuring that building an ADU doesn't trigger a full property reassessment but rather a blended assessment, where the ADU's value is added to the previously assessed value of the existing home. Goodyear can also explore waiving permitting fees for ADUs if they are under a certain size (such as 750 square feet) or if the unit is deed restricted as an affordable unit for a set time period.



Pre-approved ADU designs greatly lower development costs and timelines.

The Need for Continued Mixed-use Development

In recent years, Goodyear has experienced significant increases in mixed-use development, with major projects contributing to the city's transformation from a suburban community into a more urbanized center. The largest and most prominent mixed-use development in Goodyear is the **Goodyear Civic Square (GSQ)**, a 150-acre venture set to create a cultural hub with retail, office, hotel, residential, and entertainment offerings.



The Goodyear Civic Square aims to build a vibrant, walkable, mixed-use hub surrounding Goodyear's City Hall.

Another significant mixed-use project is the **Canyon Trails Towne Center**, a 90-acre mixed-use shopping center located at Cotton Lane and Yuma Road that includes 284 multifamily units, as well as the **proposed Goodyear Celebration Plaza**, which would encompass approximately 70 acres between 143rd Avenue and Litchfield Road. The proposed **Celebration Plaza development** envisions a vibrant, mixed-use community that blends residential, commercial, and recreational elements. Plans include approximately 120 attached townhomes and up to 226 additional mixed residential units, offering a range of housing options. A separate multifamily component is also proposed, with a projected density of 30 units per acre and the potential to deliver up to 646 multifamily residences. In addition to the residential offerings, the development will feature a hotel, retail space, office and medical facilities, as well as a dedicated park and community gathering area.

While these recent and planned developments reflect broader urbanization trends, creating vibrant, walkable nodes throughout the city, **continued population growth will maintain a strong demand for mixed-use developments** that provide live-work-play environments. Goodyear should increase efforts to spur mixed-use development by promoting the use of available financial incentives for development, such as the use of **Community Facilities Districts (CFDs)** and the use of Goodyear's two **existing Opportunity Zones** (Tracts 610.24 and 613). Using Community Facilities Districts can make missing middle housing projects more feasible for developers by reducing the upfront costs of infrastructure. This approach helps ensure essentials like utilities, streets, and public spaces are in place to support smaller-scale, higher-density housing that fits a range of incomes and household types. By funding neighborhood amenities such as parks, streetscapes, and gathering areas, CFDs also contribute to the long-term success and livability of these communities. These tools can also help the city to target development toward areas of desired growth, ensuring existing and planned infrastructure will be adequate to accommodate new projects.

CFDs offer significant financial incentives for developers, property owners, and the broader community by offering tax-exempt bond financing, infrastructure cost recovery mechanisms, and flexible funding applications. These districts enable the development of public infrastructure while directing the costs toward those who directly benefit from the improvements; as mixed-use developments require substantial upfront infrastructure investments to create the interconnected, pedestrian-friendly environments that make them successful, they can be a valuable tool for developers undertaking such projects. Similarly, opportunity zones offer developers compelling financial incentives, such as capital gains tax deferrals, and the potential for completely tax-free gains after a 10-year hold period, as well as increased flexibility in development. Both of these structures save developers throughout the construction and early occupancy phases, ultimately increasing project viability.



Solace at Ballpark Village is a recently constructed 211-unit luxury multifamily development located in one of Goodyear's opportunity zones.

In addition, Goodyear should offer an **array of development incentives specifically for mixed-use development that includes a set-aside of affordable units**. The city can explore offering increased levels of parking reductions, expedited permitting and reviews, and local financial incentives such as low-interest loans and tax abatement that help to offset the cost of including affordable housing units and increase the attractiveness of such a project. Notably, Parking reductions and financial incentives should be structured on a tiered basis, so that developments providing a higher percentage of affordable units, especially those reserved for lower-income households, receive greater incentives.

Strategies to Increase the Supply of Affordable Housing

Zoning and regulatory modifications can play a pivotal role in promoting housing diversity and affordability. While the City cannot directly require units to be rented or sold at affordable rates, Goodyear can offer an array of development incentives for projects that commit to providing a certain proportion of affordable units through deed restrictions. For example, as part of rezoning efforts, jurisdictions can implement requirements that tie increased density to the inclusion of affordable units within new market-rate developments. Such a density bonus should be provided on a sliding scale, so that developments with a larger share of affordable units with units affordable to lower-income residents receive larger bonuses. Additional strategies may include allowing modifications in development standards (such as setbacks, lot sizes, and lot coverages), as well as reducing parking requirements by up to 25% to lower construction costs. Reducing parking requirements is especially useful, given the lower rates of car ownership by lower income populations.¹

Lastly, designated affordable developments may be offered permitting, review, and impact fee waivers. Notably, Arizona state law mandates that impact fee waivers are proportionately offset by a municipality, necessitating integration with local, state, and federal funding sources. Such fee waivers should only apply to developments with an affordable housing set-aside, as well as developments that meet other city-identified development goals, potentially including mixed-use or missing middle housing.

In addition, such projects should receive expedited permitting and review processes to further remove barriers to development and bring units to market faster. Goodyear currently has flexible design guidelines and reviews projects on a case-by-case basis, allowing for adaptability to certain proposals. While design guidelines should remain flexible, the city could enhance this approach by setting clear requirements for eligible

Fort Collins' Predictable Flexibility

The City of Fort Collins' Housing Strategic Plan integrates flexibility through a structured two-year implementation cycle that involves regular progress reviews, re-evaluation of priorities, and collaborative design summits. This cyclical process allows the city to remain responsive to changing housing conditions and new information, enabling timely adjustments to policies while maintaining overall strategic direction. At the same time, the plan establishes predictability by grounding decision-making in clear guiding principles that emphasize transparency, accountability, and measurable impact. These principles provide a consistent framework that helps stakeholders understand the reasoning behind policy shifts, ensuring that flexibility does not undermine clarity or trust.

¹ Litman, Todd, 2022. Parking requirement impacts on housing affordability. Victoria Transport Policy Institute. <https://www.vtpi.org/park-hou.pdf>

projects to access density bonuses, parking reductions, and other development incentives. By allowing flexibility in design guidelines, yet making information regarding standardized incentives available during the pre-development process, Goodyear can help foster a regulatory framework that supports the development of diverse and affordable housing options.

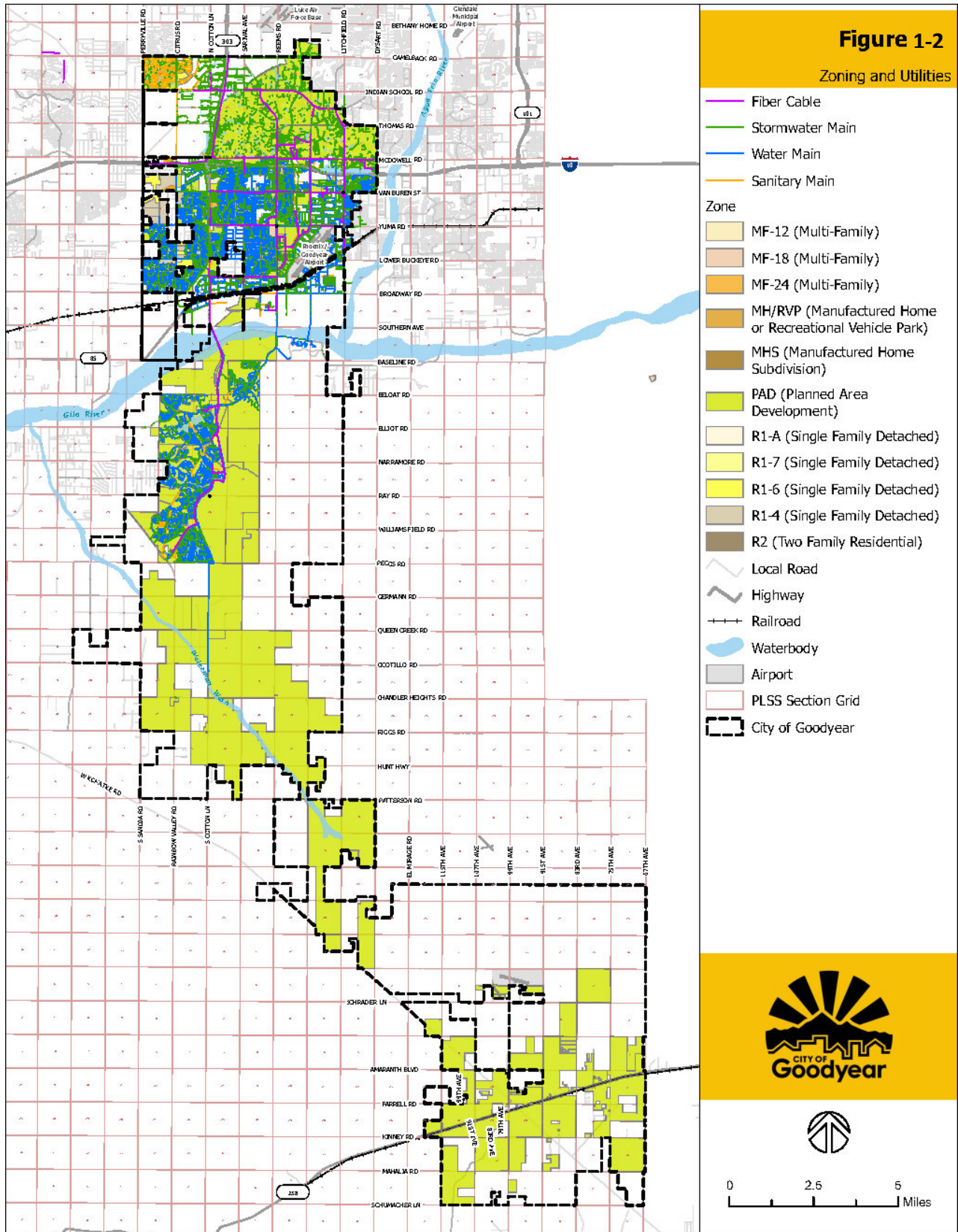


Estrella Springs at Canyon Trails offers 396 affordable units, and was financed with LIHTC, private activity bonds, industrial development authority bonds, and private construction loans.

Importantly, there should be a monitoring effort to ensure that units for sale or for rent actually meet the promised affordability standards; in cases of noncompliance, the city can explore a range of enforcement mechanisms such as requiring developers to repay the value of provided tax credits (similar to the recapture provisions of the Low-Income Housing Tax Credit (LIHTC)), or revoking the Certificate of Occupancy for non-complying units. Also, by tracking this data, Goodyear can refine incentives and policies over time to ensure continued effectiveness.

Shortages of Available Land and Supporting Infrastructure

Many areas near major transportation corridors are built out with low-density single-family housing or occupied by commercial and industrial uses. Some areas are also subject to airport vicinity regulations, further limiting residential development and allowable density. Additionally, much of the vacant land in the southern half of the city lacks essential infrastructure, and impact fees in this area are three times higher than in northern Goodyear, creating further disincentives for development. Goodyear should **identify and publish opportunities for infill development**, particularly in areas that the city has targeted for growth. This would assist developers with the pre-development process, saving time and money in identifying sites with the zoning, existing infrastructure, and demand to support such growth. In addition, the city can **explore providing public land donations or sub-market rate sales** to developers that agree to provide a predetermined set-aside of affordable units. Not only would these donations greatly lower initial development costs, incentivizing the development of affordable housing, but they would allow the city to direct housing growth toward areas they see fit. The city can consider publicly owned land such as vacant school district land, underutilized parking lots or government office sites, and vacant federal or state-owned land.



Preliminary Code Assessment

- **Use of PAD:** The Goodyear Zoning District Map designates a PAD for most developed and undeveloped private properties in the city, with Village Centers recommending diverse housing options. While the zoning code includes various residential districts and densities, the PAD Zoning District is the primary tool for enabling mixed-use and alternative housing designs.
 - The City can also utilize the PAD District for smaller infill sites, with specified design standards tailored to these projects. Possible preliminary criteria to define “infill” could be:
 - A parcel that is vacant, but surrounded by existing development
 - A parcel that is able to utilize existing infrastructure
 - A parcel that is located close to a commercial district, specifically Neighborhood Commercial Districts (C-1) and General Commercial Districts (C-2)
- **Design Review Committee:** The administrative Design Review Committee (DRC) and current streamlined approval processes are crucial to Goodyear’s successes in attracting development. The DRC reviews a variety of applications, including site plans, subdivision plats, and construction plans, ensuring all projects comply with city ordinances, codes, and engineering standards while encouraging creative solutions that align with community goals. Goodyear’s current administrative approval process accelerates development by allowing many cases, such as site plans and preliminary plats, to be reviewed and approved without public hearings. Furthermore, the Plan Review Division coordinates with Civil Plan Review, Building, Fire, Water Resources, Traffic, Parks and Recreation, and other city departments to ensure accuracy and timeliness in plan review with one principal point of contact for developers. The city adheres to state-mandated review timeframes to provide applicants with clear expectations. Additionally, the Accela Citizen Access platform enables applicants to submit documents, track project status, schedule inspections, and make payments online, streamlining the permitting process.
- **More Consistent Referencing for Design Standards:** Residential standards are found in both the Zoning Ordinance and the Design Guidelines Manual. The City may benefit from consolidating design standards into a single location for clarity and should provide developers with these consolidated standards during the predevelopment process.



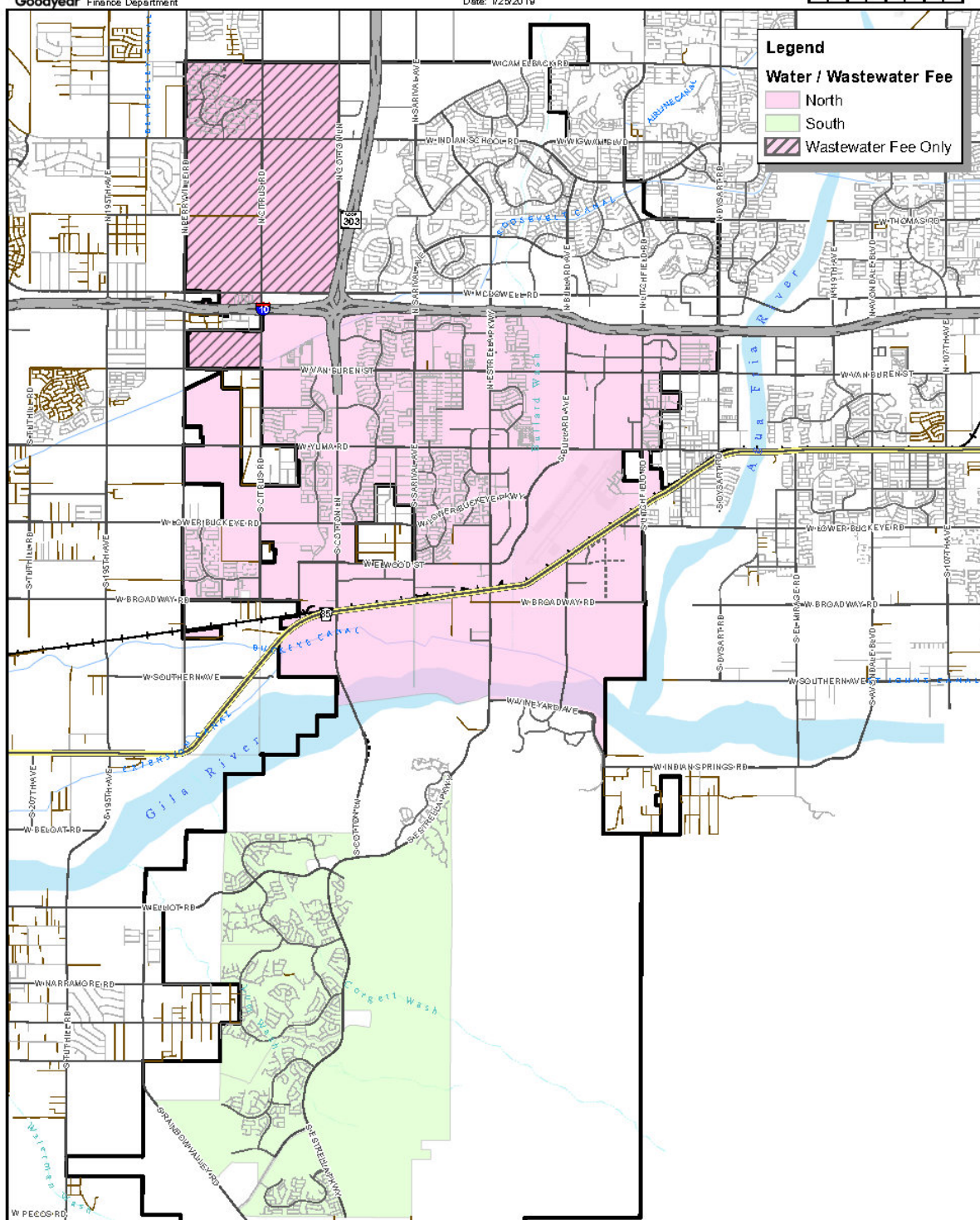
Issues Hindering Development

- **Impact Fees:** Goodyear imposes impact fees on new construction, which are significantly higher in the southern part of the City due to limited infrastructure. These higher fees limit the feasibility of developing available land in that area. Fee reductions can be offset with a local housing trust fund, and through federal and state funding integration (using funds from the Community Development Block Grant (CDBG), HOME Investment Partnership Program, and Arizona Housing Trust Fund, among others).
- **Mixed-use Development:** The exclusion of residences in most of Goodyear's commercial districts, including the CBD, restrict opportunities to create walkable, vibrant nodes where residents can easily access essential goods and services. The city should identify areas beyond the Goodyear Civic Square area, within walking distance of essential services such as healthcare, education, employment, food, and transit, where the city should prioritize the mixed-use development.
- **Parking Requirements:** New residential developments can benefit from reduced or waived parking requirements, which would lower construction costs and potentially increase the developable area and enable the construction of additional units. Reducing parking requirements can specifically advance the production of affordable housing, as such reductions greatly lower development costs and increase project viability. Reductions can be prioritized for developments serving populations with lower rates of car ownership, such as seniors, special needs populations, and low-income residents. As noted earlier, parking requirements for missing middle projects can match those of the current underlying zoning districts, as increased parking impacts can be absorbed by on-street parking and shared parking arrangements.

Utility Development Impact Fee Service Area



Date: 1/25/2019



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Programmatic Housing Recommendations

- **Adopt a Housing Policy:** The City should consider adopting a formal policy that identifies prioritized housing types, their applicability throughout the community, and the affordability criteria for both products and applicants.
- **Streamlined Permitting:** Affordable housing, missing middle, and ADU projects could be eligible for a dedicated fast-track permitting process, featuring expedited review timelines and reduced or waived permitting and review fees. These projects should be given priority over traditional single-family housing and market-rate development, and the city should offer a dedicated ombudsman to assist developers throughout the process.
- **Public Private Partnerships and Land Trusts:** Collaborate with nonprofits, Community Land Trusts (CLTs), and other community-based organizations dedicated to creating affordable homeownership opportunities, which can help ensure long-term affordability and owner occupancy. For example, the city can donate or discount public land suitable for residential development to CLTs, to enable the creation and preservation of affordable units with functional ownership.

Avondale's Homeownership Partnerships

The City of Avondale partnered with a Community Land Trust (CLT) and Maricopa County to develop six permanently affordable energy efficient single-family homes, located at the northwest corner of Elwood Street and El Mirage Road named *Legacy Avondale*. Avondale donated city land and, together with the county and federal HOME funds, provided over \$3 million in support. The CLT holds the land in a 99-year renewable lease, ensuring homes remain affordable and are resold only to income-qualified buyers.



The first three of six, smart-style homes in Avondale, were built through collaboration between the city, the county, and developers, as well as strategic funding alignment, to create three 1,800 square foot homes that are being sold for residents making below 80% AMI.

- **Subsidies and Reduced Fees:** The City may explore developer subsidies in the form of grants, low- or zero-interest loans, and tax abatement and deferral for qualifying projects in designated areas. In addition, the city can explore reduced or waived review, permitting, and impact fees modeled after Flagstaff's successful fee waiver and reimbursement approach. Under this structure, the Development Services Department would have the authority to certify qualifying projects based on clear criteria, such as serving households at or below specific Area Median Income (AMI) thresholds. Importantly, projects providing affordable units should be deed restricted with minimum terms of affordability of at least twenty years, to ensure that subsidies and reduced fees are only provided for eligible projects. The policy would implement a sliding scale for waivers and reimbursements of building permit, planning, and impact fees, with the greatest amount of subsidy directed toward developments that serve the lowest-income residents. All waivers and reimbursements would be contingent upon the availability of city funding at the time of project approval, ensuring that the

Flagstaff's Reduced Impact Fees

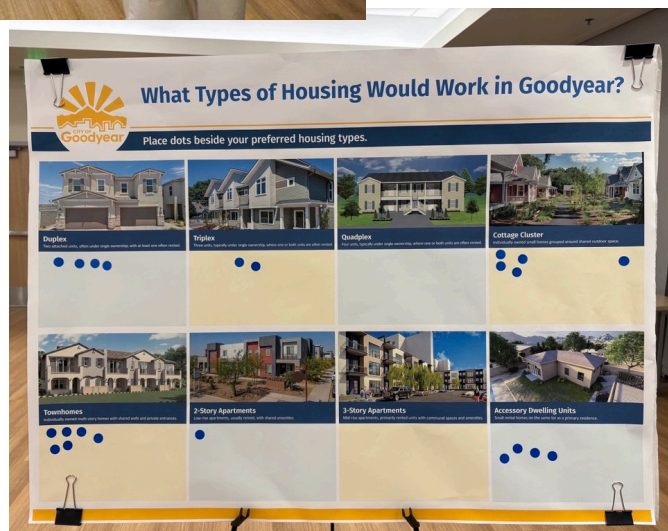
Flagstaff's fee waiver policy for affordable housing has been successful in reducing development costs and encouraging affordable projects by certifying qualifying developments and offering waivers or reimbursements for permit and impact fees on a sliding scale based on income levels served. The city pays for these waivers and reimbursements through a combination of general fund allocations and dedicated local funding sources, such as voter-approved housing bonds. Funding availability is a key part of the policy, as waivers are only granted if there are sufficient resources at the time of project approval, ensuring fiscal responsibility.



program remains fiscally responsible and sustainable. To maintain accountability, the policy should exclude owners or developers with outstanding code violations, city tax or licensing violations, accessibility compliance issues, or overdue debts to the city. This ensures that public incentives are reserved for responsible actors committed to community standards.

- **Link Impact Fees to Home Size:** The City could offer reduced impact fees for smaller units. This reduction in impact fees can be specifically targeted toward missing middle housing typologies, such as duplexes, townhomes, and cottage courts, to encourage a higher diversity of missing middle housing, rather than smaller detached housing units. Notably, Arizona municipalities have the authority to modify development fees so long as fee reductions are administered in a "non-discriminatory manner". This requirement would be satisfied if reductions are available to all qualifying developments that meet established criteria, rather than being arbitrarily applied to individual projects. To ensure these reductions are well-targeted and financially sustainable, they should apply only to specific development types (in this case, missing middle housing types). Furthermore, to qualify, developments should include a set percentage of deed-restricted affordable units for a set amount of time, with a minimum set period of at least 20 years. The reduction amount could scale with the share of affordable units (and the level of affordability provided) and can be paired with a dedicated city-managed fund—capitalized through other development fees, budget allocations, or grants—to offset lost revenue for infrastructure. Developers would submit proof of deed restrictions and meet compliance requirements to retain the benefit, ensuring the incentive directly supports affordable housing without compromising the City's infrastructure budget.
- **Pre-Approved Housing Type Catalog:** Provide pre-approved designs for ADUs and missing middle housing types at no cost to developers, streamlining the development process and reducing development barriers.
- **Public Education:** Present zoning changes as a means to offer diverse housing choices to support affordability and availability of housing for Goodyear residents, emphasizing form and scale over density metrics. Visual aids can help the community understand how missing middle housing types may fit within existing neighborhoods. Emphasize the benefits that affordable housing brings for attracting and maintaining a strong local workforce and ensuring existing residents are not displaced.

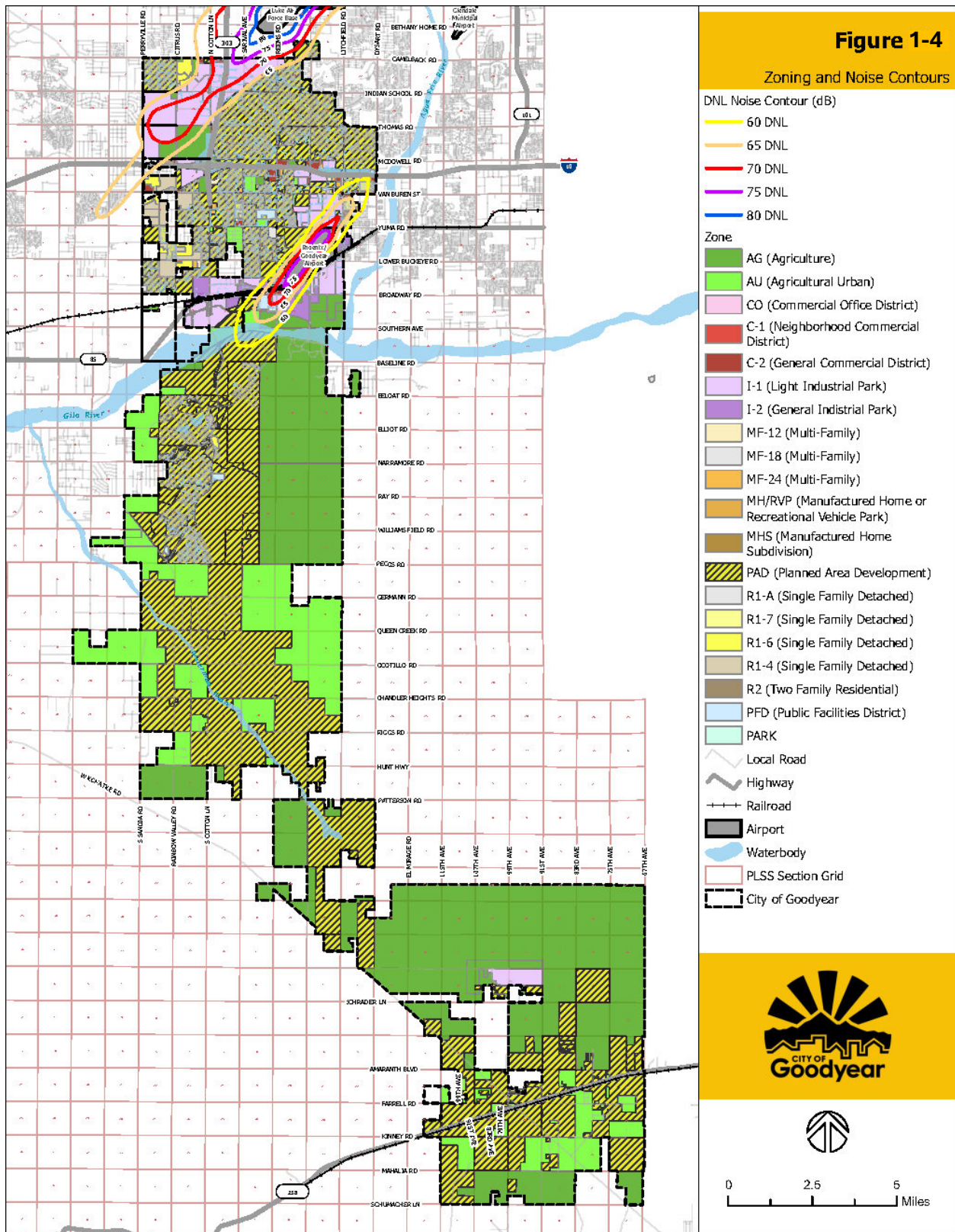
- **Engage Stakeholders in the Process:** Involve developers, housing providers, and other key stakeholders in discussions related to new housing provisions, including those concerning fees, review timelines, and affordable housing accommodations. During these discussions, incentives for affordable and missing middle housing can be calibrated with developers to ensure that projects are feasible. Additionally, the city could gather feedback from residents showing the demand for various housing typologies, to mitigate supply imbalances. Consider establishing a housing task force or regularly convening stakeholder focus group to periodically assess current housing strengths, challenges, and opportunities.





Code-Related Recommendations

- **Emphasize Building Form Over Density:** Shift focus from dimensional standards such as minimum lot size requirements to physical form considerations, such as building mass, design, and neighborhood compatibility. This allows for greater development flexibility, enabling a greater variety of housing options, which could allow for different price points for buyers or renters.
- **Design Standards for Higher Densities:** Adjust design standards to enable and promote denser living arrangements, including:
 - More vertical and narrow configurations
 - Downsizing or eliminating garages for single-family dwellings
 - Encouraging the use of shared parking in mixed-use, higher density areas, as well as on-street parking where applicable
- **Introduce Incentives for Desired Development:** The City could explore utilizing density bonuses, parking reductions, and modified development standards to incentivize a range of development goals, such as affordable housing, missing middle housing, senior housing, mixed-use housing, infill development, and transit-oriented housing. These incentives could be codified in the city's zoning code, with clear eligibility standards.
- **Simplify and Consolidate Design Standards:** Combine all design standards into a single, easily accessible document, highlighting which standards can be administratively waived for qualifying projects.





Conclusion

Goodyear has established itself as a regional leader in housing innovation and development, successfully meeting current housing demands while implementing progressive zoning reforms that have enabled diverse housing options including ADUs and missing middle housing. Moving forward, Goodyear should consider further expanding housing choice through targeted incentives and zoning modifications to enable missing middle development, continued promotion of mixed-use projects in strategic locations, and comprehensive support programs that will facilitate affordable housing construction and ADU development throughout the community. This comprehensive approach to housing policy will ensure Goodyear is positioned to accommodate continued population growth while creating vibrant, walkable communities that serve residents across all income levels and life stages.

Current Successes

- **Goodyear's 2024 Housing Assessment indicates no current shortfall** in either traditional single-family homes or multifamily developments, with an existing combined surplus of 963 units, and the city's future multifamily housing needs are expected to be met by the units currently in the development pipeline.
- **Goodyear has completed a text amendment to allow ADUs in compliance with HB 2720 requirements**, now allowing one attached and one detached ADU on single-family lots, as well as one additional detached ADU on lots of one acre or larger if it is a restricted-affordable unit.
- **The City currently has an estimated 4,987 built "missing middle" housing units (as of September 2025)**, including single family attached housing such as townhouses, duplexes, triplexes, and fourplexes, as well as cluster, bungalow, and courtyard style housing, **with another estimated 4,270 missing middle units in various stages of approval and construction.**
- Recent zoning updates have established smaller lot areas, widths, and depths which can support smaller unit sizes and missing middle typologies, representing a shift toward form-based development standards that prioritize physical form, design elements, and neighborhood compatibility over traditional density metrics.
- **The City has made significant strides in diversifying their housing market**, largely driven by the goals of the Goodyear 2025 General Plan. Recent zoning updates have enabled ADUs and mixed-use development, and enabled higher-density housing in traditional single-family neighborhoods.

- **Goodyear has achieved great success in expanding mixed-use development** through transformative projects like the Goodyear Civic Square, the Canyon Trails Towne Center, and the proposed Goodyear Celebration Plaza, demonstrating the city's commitment to creating walkable, live-work-play environments that accommodate rapid population growth.

Goals & Next Steps

- **Increasing missing middle housing**, such as duplexes, triplexes, cottage courts, and townhouses, by expanding where they could be developed by-right in Goodyear. This would allow for modest increases in development potential and density, while increasing housing choice and lowering barriers to ownership for seniors, young professionals, and low- and moderate-income families. Assistance and incentives including offering pre-approved construction plans, streamlined permitting and review, low-interest loans, and tax abatement can further promote such desired housing types.
- Offering administrative, regulatory, and financial incentives to facilitate the construction of ADUs, particularly among existing residents and small local developers.
- **Continuing to promote mixed-use development** that combines residential housing with commercial development and public spaces, particularly among major thoroughfares and near retail and employment centers, to create vibrant and walkable nodes throughout the city. Utilizing a range of financial mechanisms including opportunity zone and Community Facilities Districts financing, as well as offering parking reductions, expedited permitting and reviews, and financial incentives (particularly for developments with affordable housing set-asides), will ensure continued mixed-use development to accommodate Goodyear's increasing population and urbanization.
- **Offering administrative, regulatory, and financial incentives to facilitate affordable housing construction.** Incentives such as expedited review and permitting, parking reductions, public and donations/sales, low-interest loans, and tax abatements significantly lower the costs of affordable housing construction, increasing development opportunities and feasibility.
- Targeting development toward areas with the zoning, infrastructure, and demand to support growth by publishing opportunities for infill development and adaptive re-use.

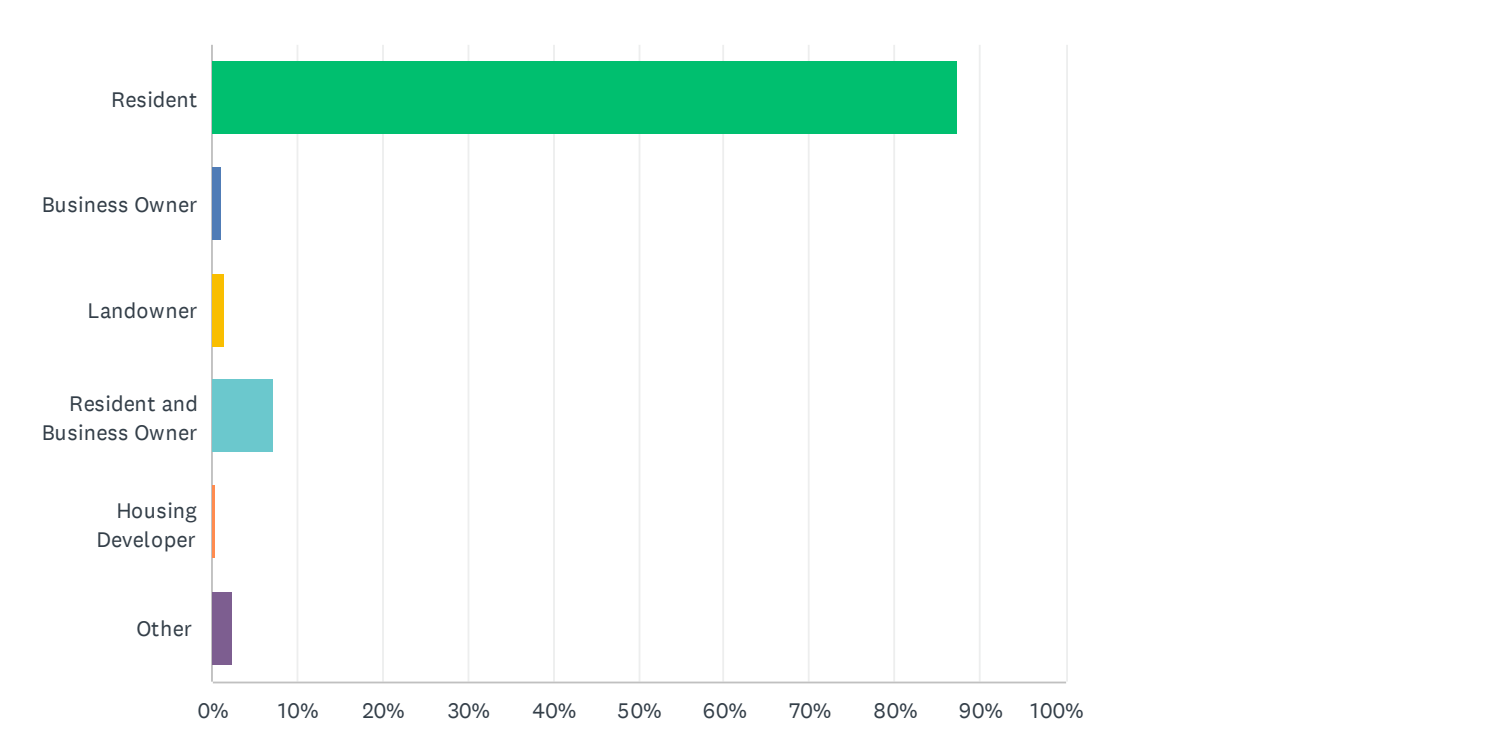
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- Adopting a **comprehensive housing policy** that prioritizes affordable and diverse housing types. Key strategies include **streamlining** permitting and review processes, expanding **public private partnerships**, utilizing **subsidies and fee reductions** to encourage desired development, expanding efforts to **educate and inform the public and developers** about zoning changes and goals, and **convening key housing stakeholders** to discuss housing solutions and opportunities.
 - Updating the existing zoning code to focus more on **building form**, rather than type, modify design standards to **support denser residential arrangements**, utilize **targeted density bonuses** to achieve development goals, and **consolidate design standards** to increase accessibility.

Appendix A



Q1 I am a...

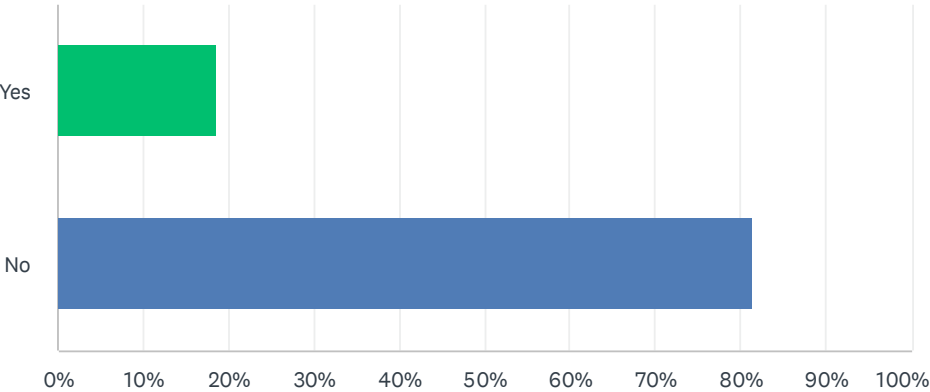
Answered: 205 Skipped: 0



ANSWER CHOICES	RESPONSES	
Resident	87.32%	179
Business Owner	0.98%	2
Landowner	1.46%	3
Resident and Business Owner	7.32%	15
Housing Developer	0.49%	1
Other	2.44%	5
TOTAL		205

Q2 Have you had any experience with using the Goodyear Zoning Ordinance?

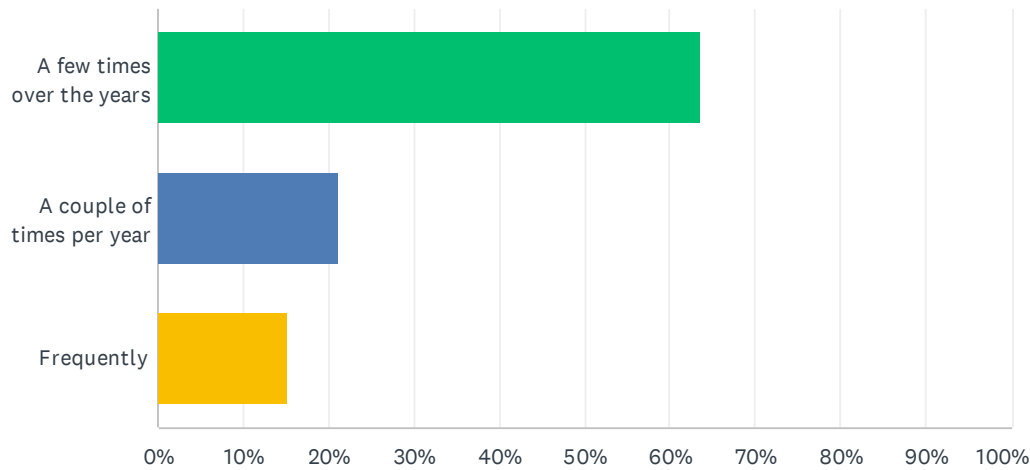
Answered: 204 Skipped: 1



ANSWER CHOICES		RESPONSES	
Yes		18.63%	38
No		81.37%	166
TOTAL			204

Q3 How often do you use or reference the Goodyear Zoning Ordinance?

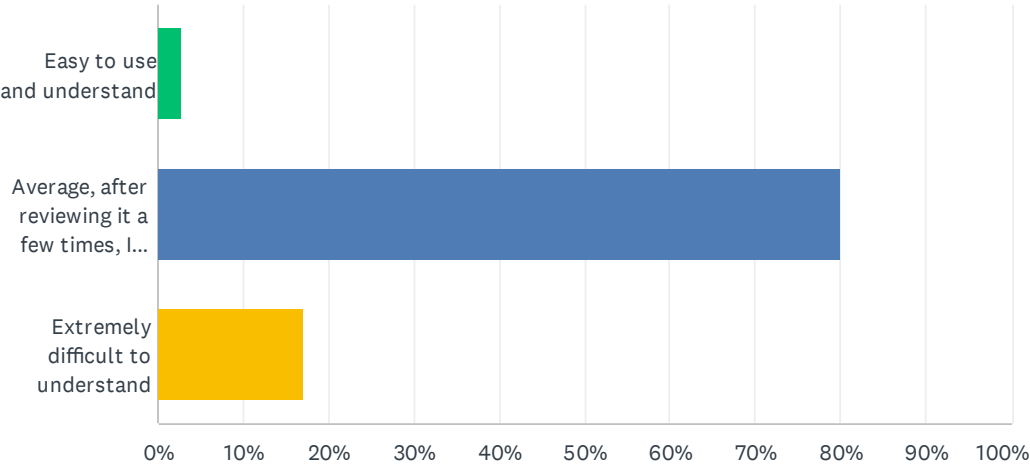
Answered: 33 Skipped: 172



ANSWER CHOICES		RESPONSES	
A few times over the years		63.64%	21
A couple of times per year		21.21%	7
Frequently		15.15%	5
TOTAL			33

Q4 What best describes your experience using the Goodyear Zoning Ordinance?

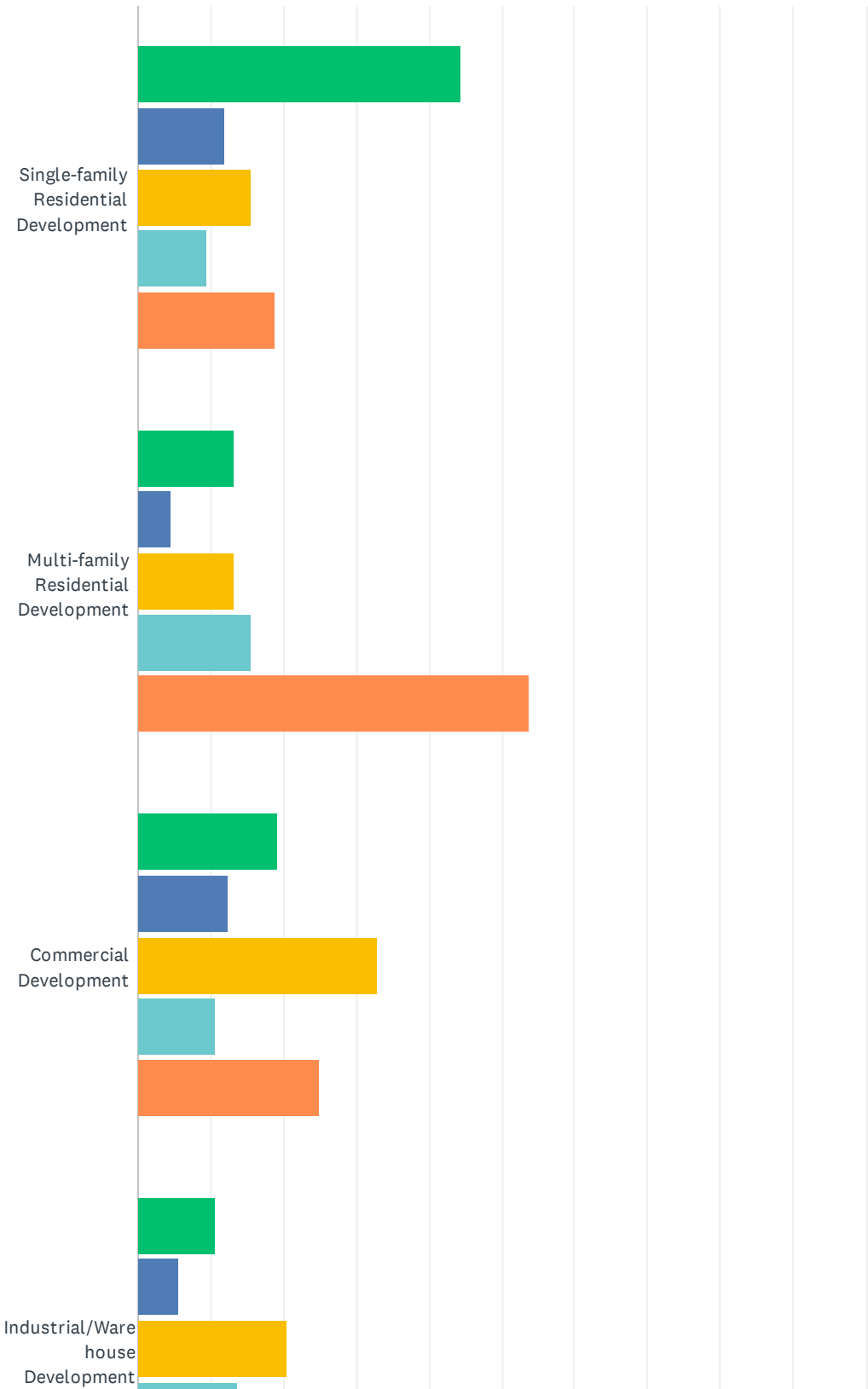
Answered: 35 Skipped: 170



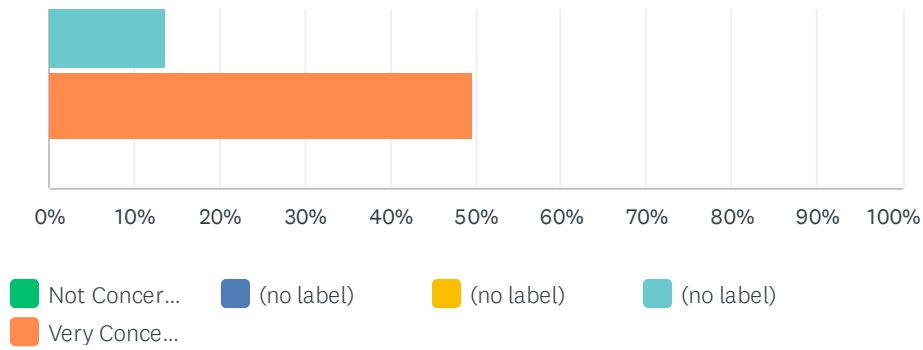
ANSWER CHOICES	RESPONSES	
Easy to use and understand	2.86%	1
Average, after reviewing it a few times, I was able to understand it	80.00%	28
Extremely difficult to understand	17.14%	6
TOTAL		35

Q5 Rate your level of concern for the following types of development in Goodyear.

Answered: 162 Skipped: 43



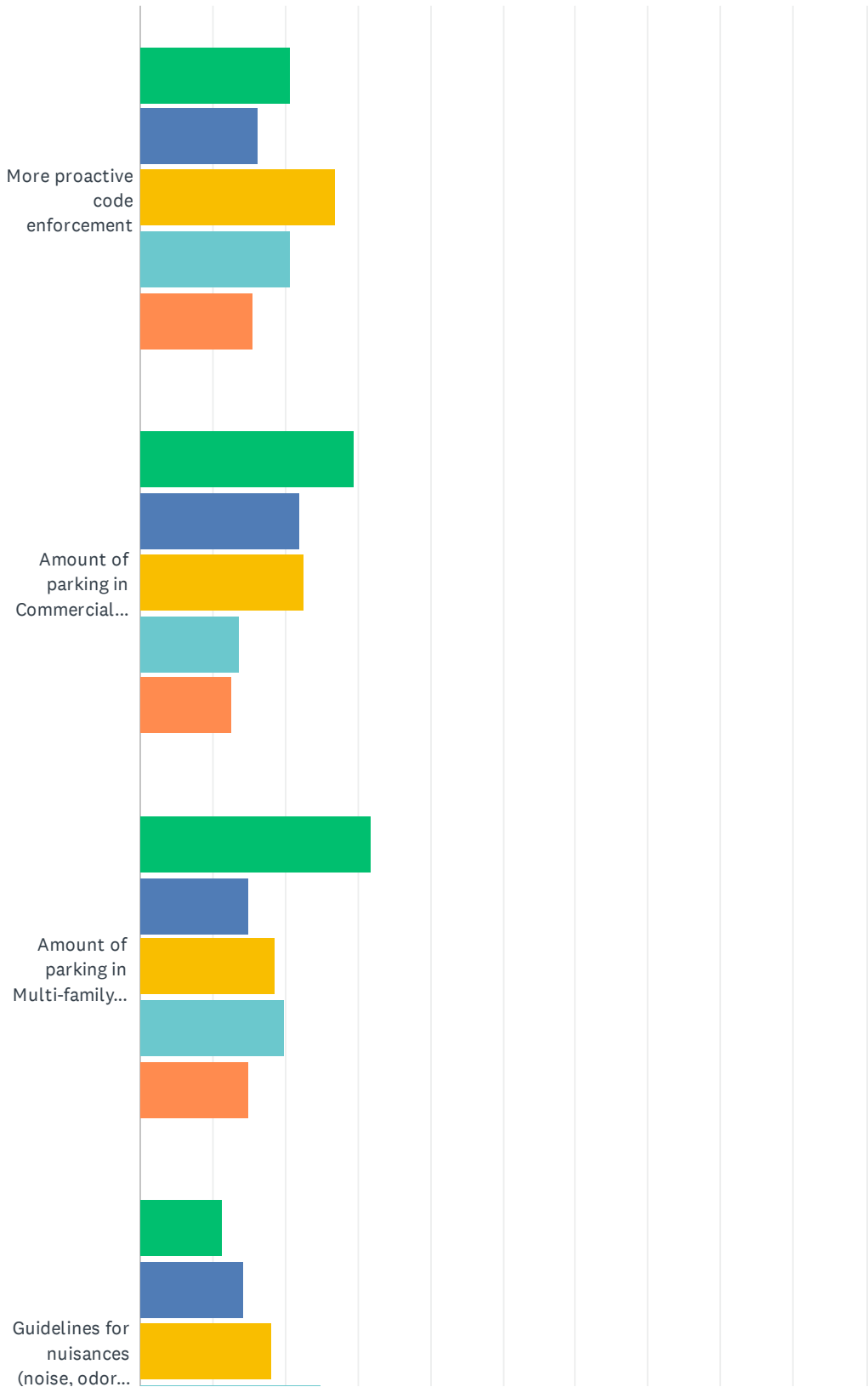
Zoning & Housing Needs Questionnaire



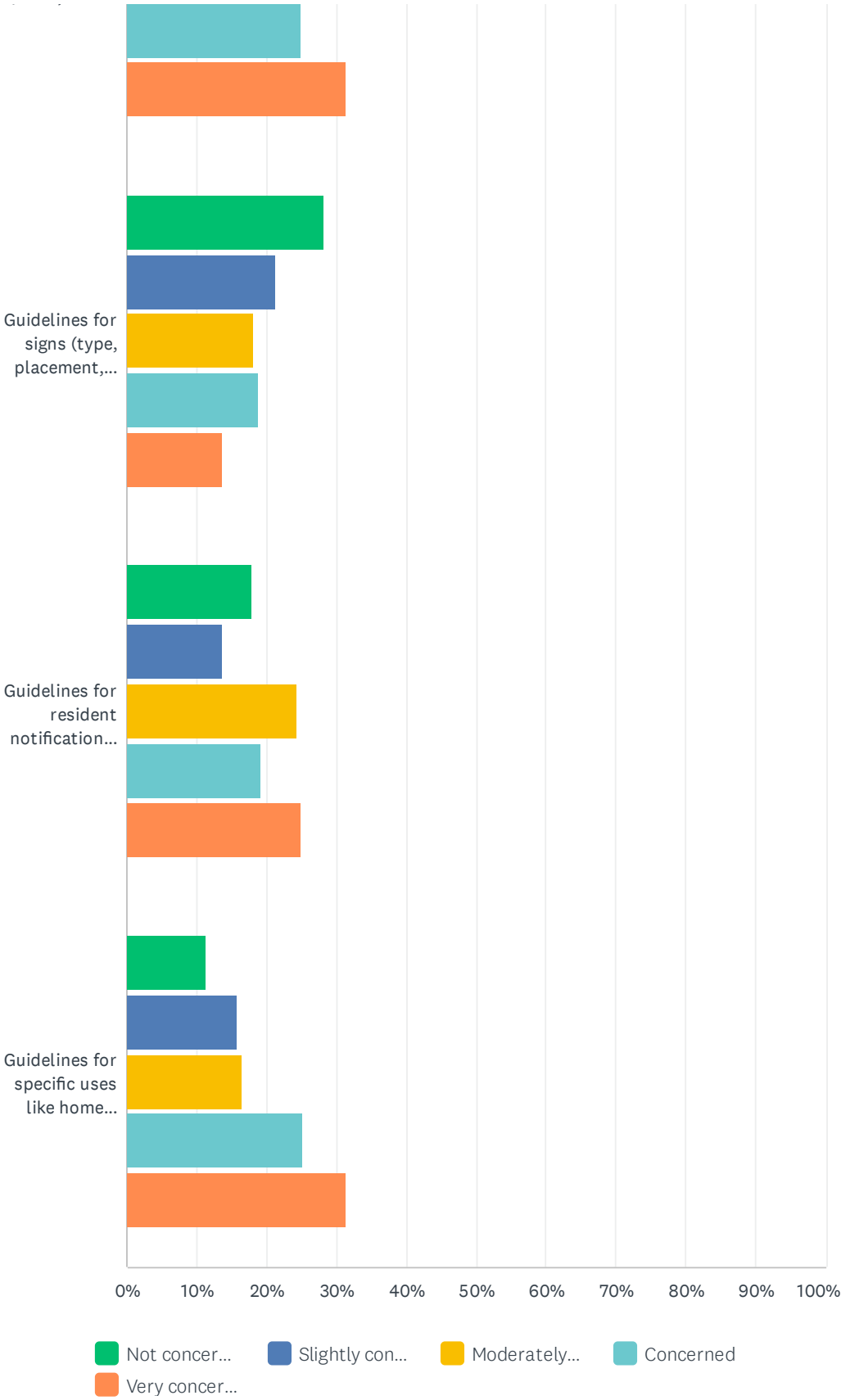
	NOT CONCERNED	(NO LABEL)	(NO LABEL)	(NO LABEL)	VERY CONCERNED	TOTAL	WEIGHTED AVERAGE
Single-family Residential Development	44.38% 71	11.88% 19	15.63% 25	9.38% 15	18.75% 30	160	2.46
Multi-family Residential Development	13.13% 21	4.38% 7	13.13% 21	15.63% 25	53.75% 86	160	3.92
Commercial Development	19.25% 31	12.42% 20	32.92% 53	10.56% 17	24.84% 40	161	3.09
Industrial/Warehouse Development	10.56% 17	5.59% 9	20.50% 33	13.66% 22	49.69% 80	161	3.86

Q6 Rate your level of concern for the following planning and development topics in Goodyear.

Answered: 161 Skipped: 44



Zoning & Housing Needs Questionnaire

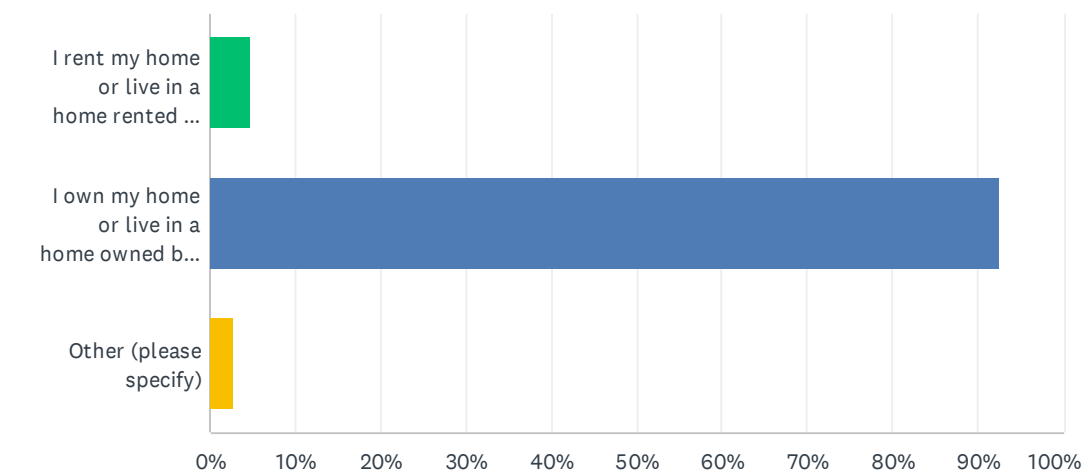


Zoning & Housing Needs Questionnaire

	NOT CONCERNED	SLIGHTLY CONCERNED	MODERATELY CONCERNED	CONCERNED	VERY CONCERNED	TOTAL	WEIGHTED AVERAGE
More proactive code enforcement	20.63% 33	16.25% 26	26.88% 43	20.63% 33	15.63% 25	160	2.94
Amount of parking in Commercial areas	29.38% 47	21.88% 35	22.50% 36	13.75% 22	12.50% 20	160	2.58
Amount of parking in Multi-family Residential	31.68% 51	14.91% 24	18.63% 30	19.88% 32	14.91% 24	161	2.71
Guidelines for nuisances (noise, odors, etc.)	11.25% 18	14.37% 23	18.13% 29	25.00% 40	31.25% 50	160	3.51
Guidelines for signs (type, placement, size, etc.)	28.13% 45	21.25% 34	18.13% 29	18.75% 30	13.75% 22	160	2.69
Guidelines for resident notification of development applications	18.01% 29	13.66% 22	24.22% 39	19.25% 31	24.84% 40	161	3.19
Guidelines for specific uses like home occupations, accessory buildings, group homes, etc.	11.32% 18	15.72% 25	16.35% 26	25.16% 40	31.45% 50	159	3.50

Q7 Do you own or rent your home?

Answered: 149 Skipped: 56

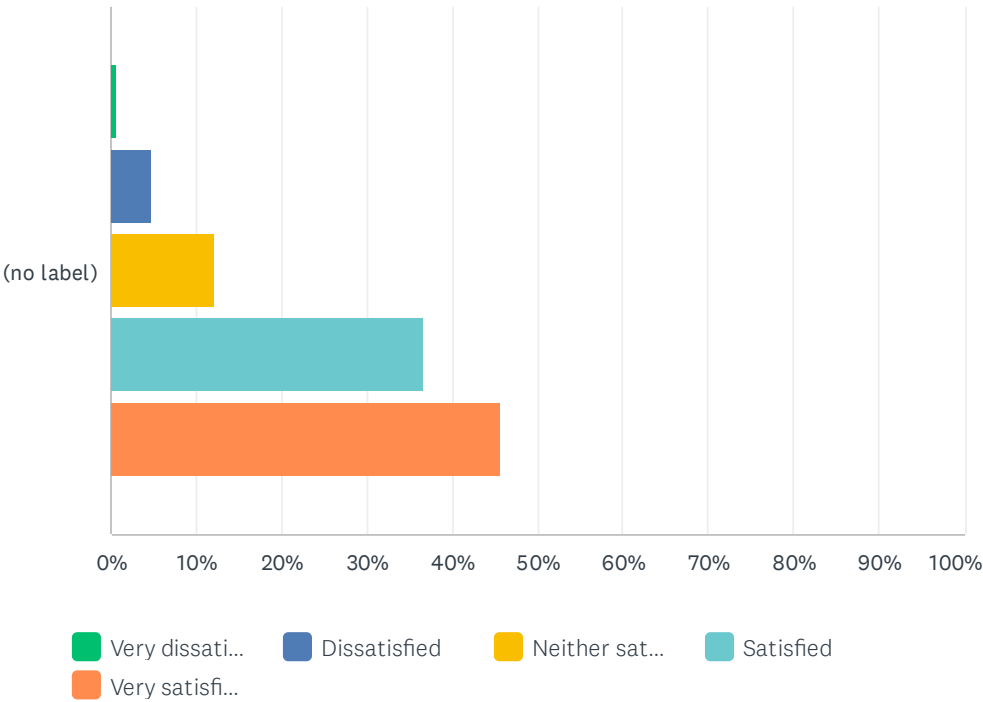


ANSWER CHOICES		RESPONSES	
I rent my home or live in a home rented by another member of my household.		4.70%	7
I own my home or live in a home owned by another member of my household.		92.62%	138
Other (please specify)		2.68%	4
TOTAL			149

#	OTHER (PLEASE SPECIFY)	DATE
1	Renting an Apartment	7/2/2025 11:35 AM
2	Developer	6/25/2025 11:15 PM
3	OWN TWO HOMES AND ONE BUSINESS IN GOODYEAR	5/13/2025 1:05 PM
4	Community Manager of multifamily housing	4/21/2025 2:35 PM

Q8 How satisfied are you with your current housing situation?

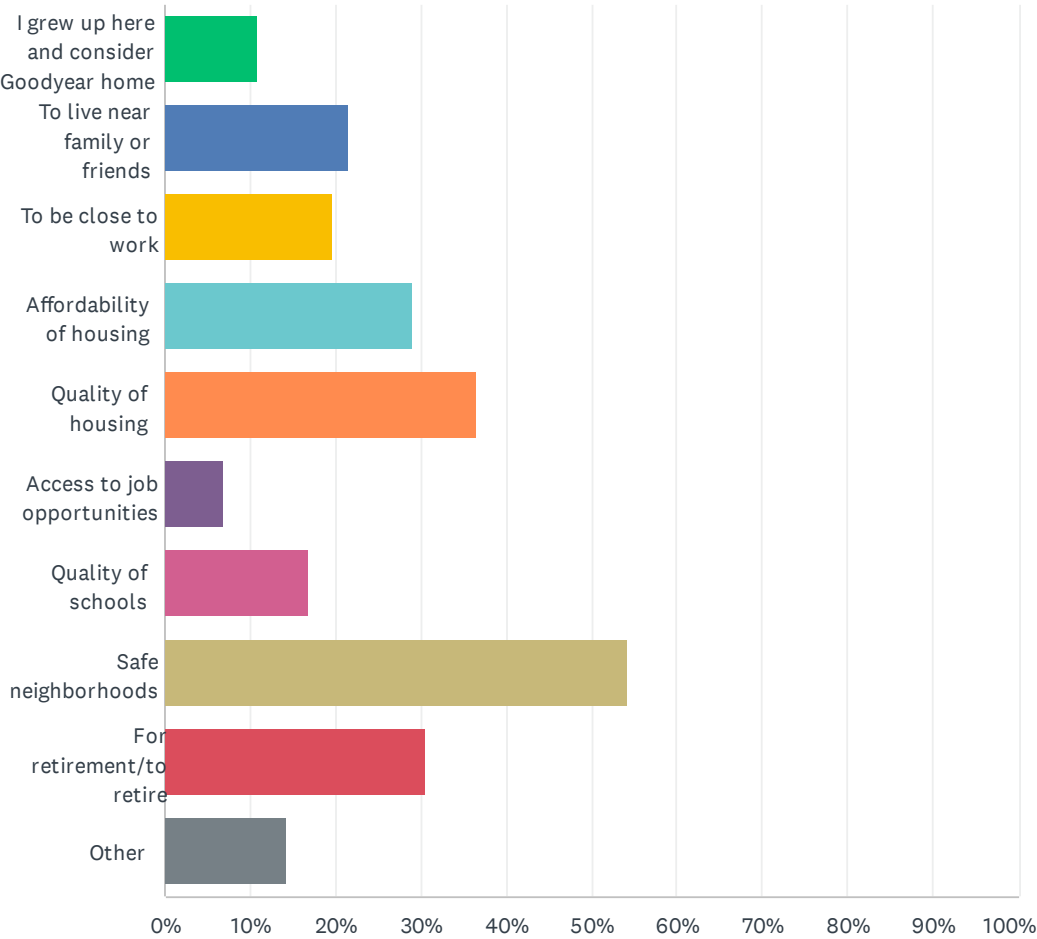
Answered: 147 Skipped: 58



	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	0.68% 1	4.76% 7	12.24% 18	36.73% 54	45.58% 67	147	4.22

Q9 Why do you choose to live in Goodyear? Check all that apply.

Answered: 148 Skipped: 57

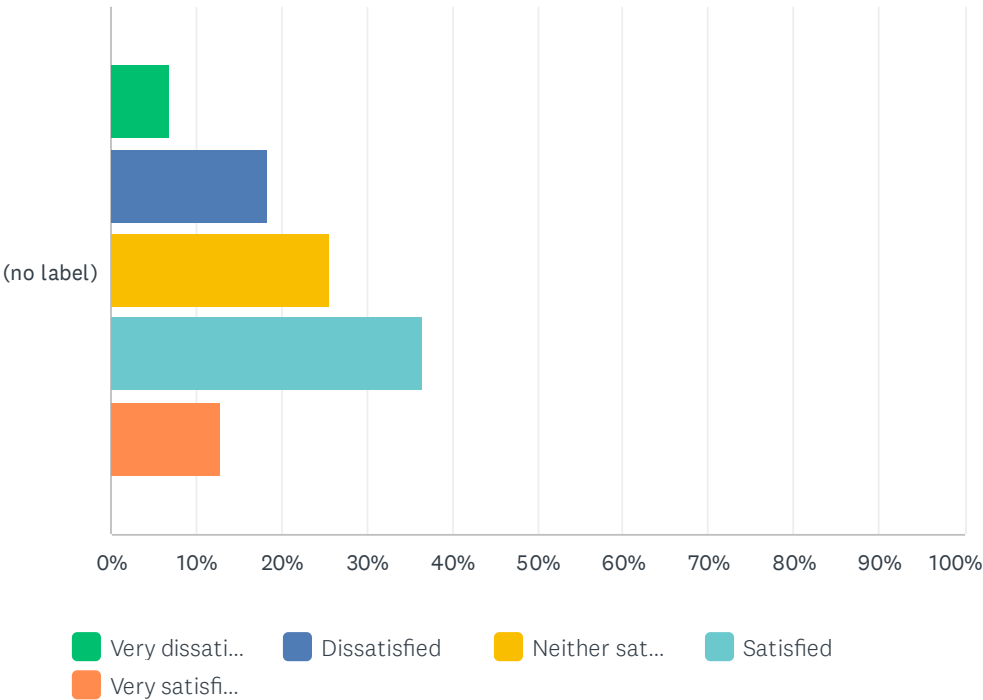


Zoning & Housing Needs Questionnaire

ANSWER CHOICES	RESPONSES	
I grew up here and consider Goodyear home	10.81%	16
To live near family or friends	21.62%	32
To be close to work	19.59%	29
Affordability of housing	29.05%	43
Quality of housing	36.49%	54
Access to job opportunities	6.76%	10
Quality of schools	16.89%	25
Safe neighborhoods	54.05%	80
For retirement/to retire	30.41%	45
Other	14.19%	21
Total Respondents: 148		

Q10 How satisfied are you with the overall affordability and availability of housing in Goodyear?

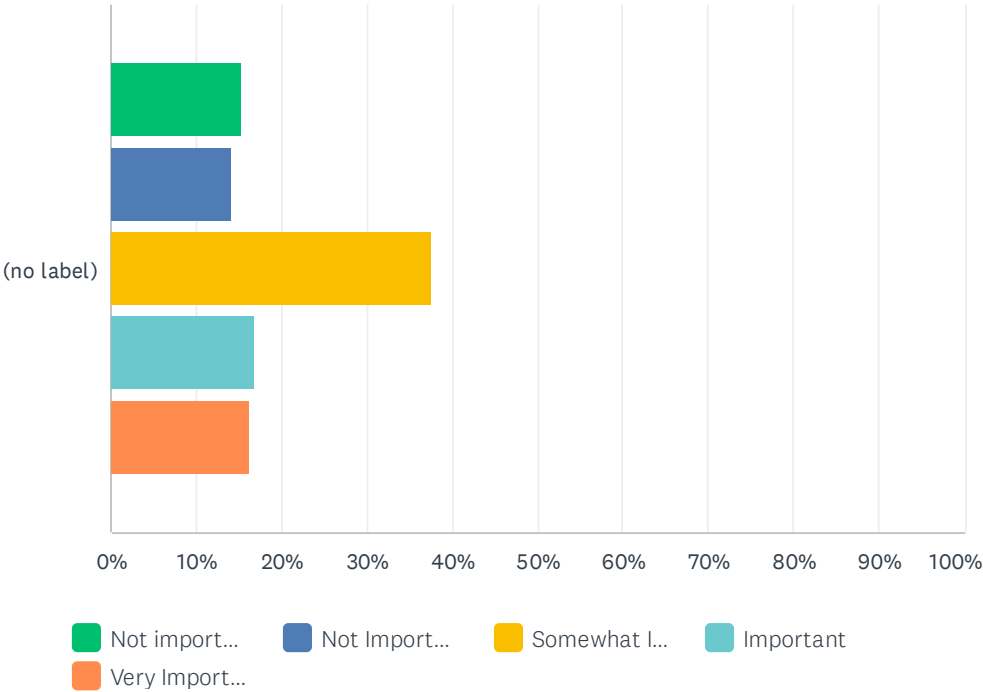
Answered: 148 Skipped: 57



	VERY DISSATISFIED	DISSATISFIED	NEITHER SATISFIED NOR DISSATISFIED	SATISFIED	VERY SATISFIED	TOTAL	WEIGHTED AVERAGE
(no label)	6.76% 10	18.24% 27	25.68% 38	36.49% 54	12.84% 19	148	3.30

Q11 How important is it to you that Goodyear allows for a mix of housing types to accommodate different income levels and household sizes?

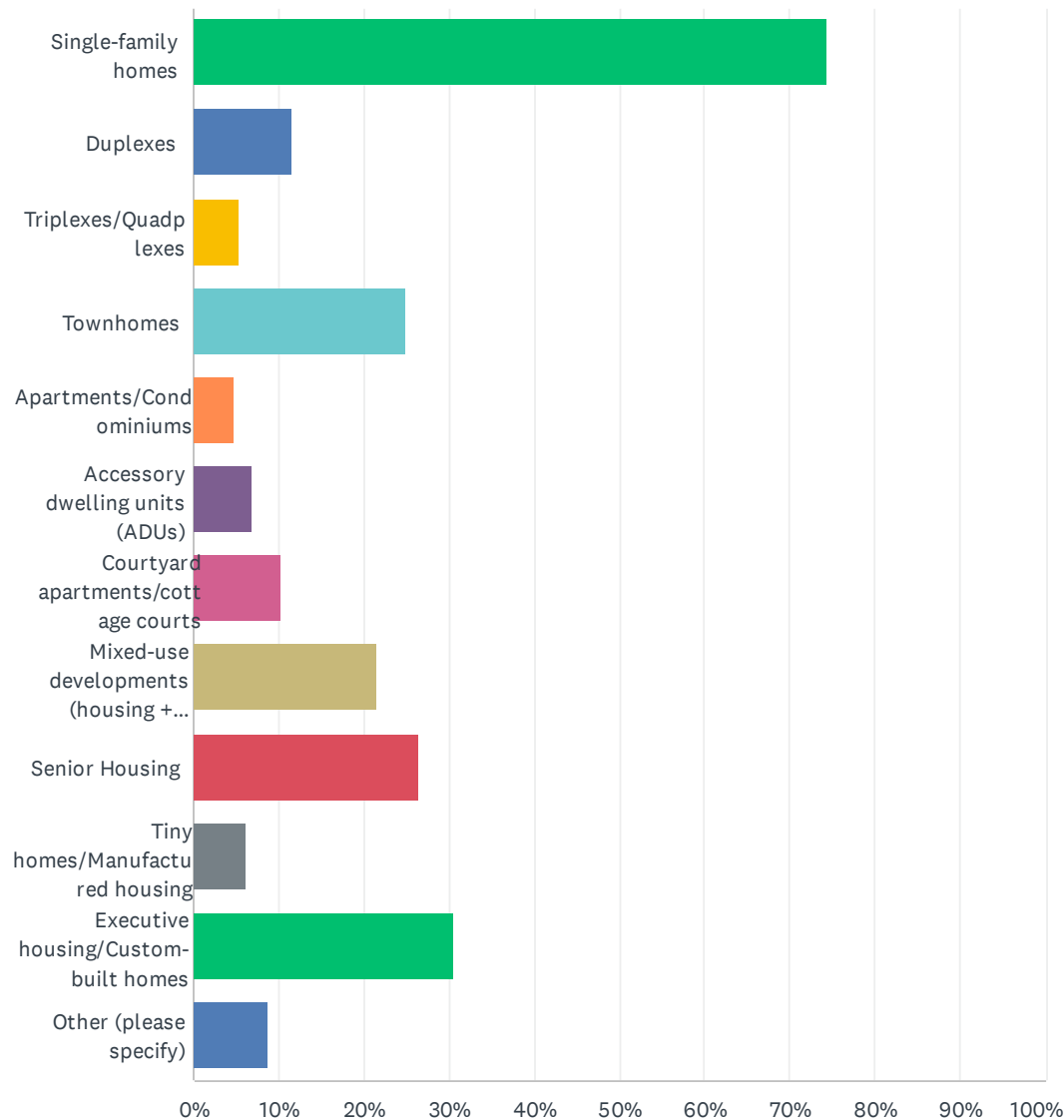
Answered: 149 Skipped: 56



	NOT IMPORTANT AT ALL	NOT IMPORTANT	SOMEWHAT IMPORTANT	IMPORTANT	VERY IMPORTANT	TOTAL	WEIGHTED AVERAGE
(no label)	15.44% 23	14.09% 21	37.58% 56	16.78% 25	16.11% 24	149	3.04

Q12 What types of housing would you like to see more of in the community? Select up to three.

Answered: 148 Skipped: 57



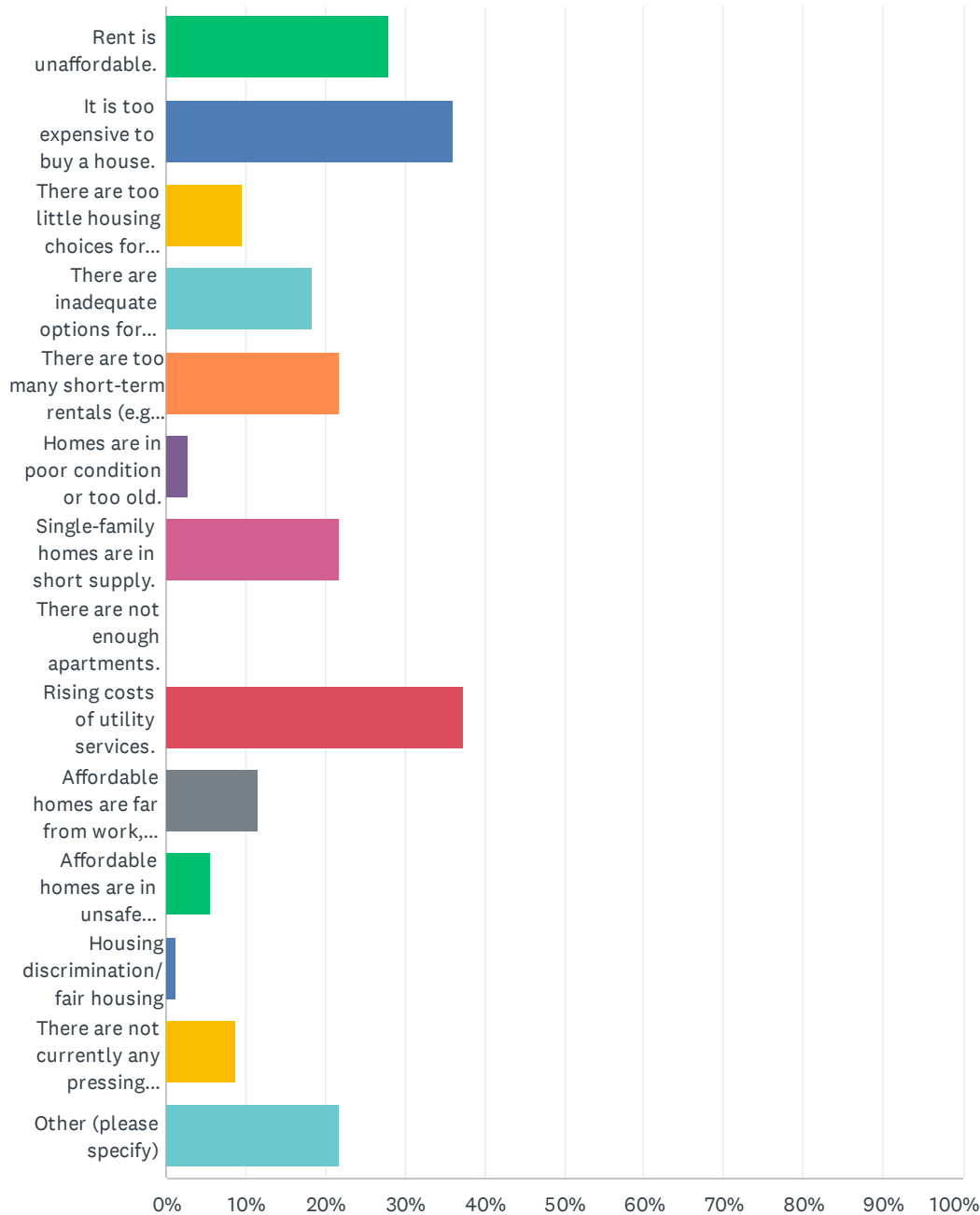
Zoning & Housing Needs Questionnaire

ANSWER CHOICES	RESPONSES	
Single-family homes	74.32%	110
Duplexes	11.49%	17
Triplexes/Quadplexes	5.41%	8
Townhomes	25.00%	37
Apartments/Condominiums	4.73%	7
Accessory dwelling units (ADUs)	6.76%	10
Courtyard apartments/cottage courts	10.14%	15
Mixed-use developments (housing + retail)	21.62%	32
Senior Housing	26.35%	39
Tiny homes/Manufactured housing	6.08%	9
Executive housing/Custom-built homes	30.41%	45
Other (please specify)	8.78%	13
Total Respondents: 148		

#	OTHER (PLEASE SPECIFY)	DATE
1	High end townhomes	7/3/2025 4:40 AM
2	too many homes already	7/1/2025 8:22 PM
3	Alleviate traffic	7/1/2025 8:02 PM
4	More space between homes	7/1/2025 10:53 AM
5	I personally prefer no more homes or structures be built and if so only custom homes with large lots as we prefer the beauty of open land (and hate all the new buildings and structures. We miss all the farmland and open desert. That was the beauty as well as peace and quiet we loved away from the crowded city and loud noise and pollution the busy city brings with it. So IF you absolutely have to build please build larger acre lot size custom homes to protect our city from too much traffic, too many people and worse yet too much noise and pollution. Please stop building where houses they are huge ugly slabs of cement with no character whatsoever. I'd rather bring back the farm fields and open beautiful spaces. Goodyear has even gotten hotter with temperatures changing due to all the structures being built in and around us. I'm a true born Arizonan and I am 60 years young I know what it looked like before all the annoying growth took over. It is not the beautiful hidden gem it once was.	6/16/2025 5:27 PM
6	Condo is not the same as apartments due to ownership. I would like more single story condos.	6/15/2025 11:10 PM
7	Stop building I can no longer enjoy the Mountain View because of new developments	6/12/2025 3:19 PM
8	No more as Goodyear is feeling crowded	5/16/2025 9:27 PM
9	Brownstones	5/14/2025 3:56 PM
10	Farm Land Retained	5/14/2025 7:36 AM
11	Mixed use with multi-family above commercial/retail offices.	5/13/2025 1:07 PM
12	None	5/13/2025 9:52 AM
13	None	4/21/2025 8:51 PM

Q13 What do you see as Goodyear's most pressing housing issues? Select up to three.

Answered: 147 Skipped: 58



Zoning & Housing Needs Questionnaire

ANSWER CHOICES	RESPONSES	
Rent is unaffordable.	27.89%	41
It is too expensive to buy a house.	36.05%	53
There are too little housing choices for rent or purchase.	9.52%	14
There are inadequate options for seniors/young professionals.	18.37%	27
There are too many short-term rentals (e.g., Airbnbs and Vrbos)	21.77%	32
Homes are in poor condition or too old.	2.72%	4
Single-family homes are in short supply.	21.77%	32
There are not enough apartments.	0.00%	0
Rising costs of utility services.	37.41%	55
Affordable homes are far from work, school, or retail centers.	11.56%	17
Affordable homes are in unsafe neighborhoods.	5.44%	8
Housing discrimination/fair housing	1.36%	2
There are not currently any pressing issues.	8.84%	13
Other (please specify)	21.77%	32
Total Respondents: 147		

#	OTHER (PLEASE SPECIFY)	DATE
1	Too many multifamily dwelling units.	7/3/2025 11:29 PM
2	it's irresponsible to build homes right next to industrial or change zoning after homes are built to accomodate industrial next door. There's not a thoughtful gradual process.	7/3/2025 3:12 PM
3	Concerned about the number of homes/apartments in general. Pretty soon, we are going to be packed with people per square inch, not even per square foot, like the east side. I didn't want to move to the east side because it was way too populated, and now we are following in their footsteps.	7/3/2025 9:58 AM
4	Too little high QUALITY homes being built	7/3/2025 5:33 AM
5	Need for true luxury townhomes	7/3/2025 4:40 AM
6	Too many apartments and rentals	7/2/2025 12:40 PM
7	Too many apartments	7/2/2025 9:37 AM
8	Need more nice homes for STEM professionals	7/2/2025 9:24 AM
9	Too many aprtments	7/2/2025 9:12 AM
10	Far too many apartments being built.	6/23/2025 6:00 PM
11	Too many apartment complexes. Apartments and duplexes cause the housing value for families to decrease.	6/18/2025 6:03 PM
12	Too many apartments	6/16/2025 6:15 PM
13	Please STOP building so many structures it's making it too hot in what was once agricultural and desert area that was beautiful and peaceful.	6/16/2025 5:27 PM
14	We are building too many apartments. Those neighborhoods will be ghetto within 10 years. Those hundreds of apartments over by GSQ is absolute insanity in my opinion. I have no problem with apartments, however, building hundreds or even thousands of units in one	6/15/2025 9:32 AM

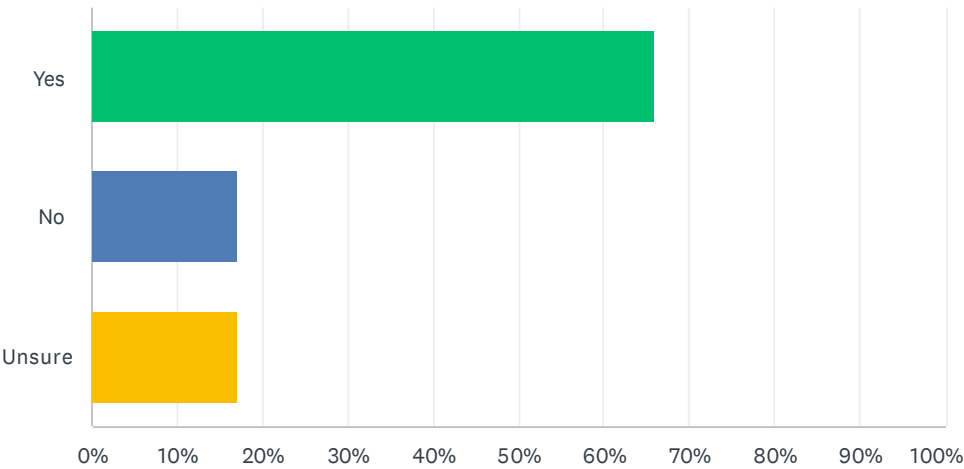
Zoning & Housing Needs Questionnaire

neighborhood is a surefire way to create a mess with crime and crowding. You could not have enough police officers in that area to keep it safe in five or 10 years. It will in fact, go downhill, it's unavoidable.

15	New house development that are rental only	6/14/2025 9:13 PM
16	Too many apartment complexes	6/12/2025 12:39 PM
17	Too many apartment complexes being built, too much water usage and increased traffic on crowded roads	6/12/2025 12:45 AM
18	Water	6/11/2025 2:57 PM
19	Too many apartment complexes being built!	6/11/2025 2:24 PM
20	Crowding	5/16/2025 9:27 PM
21	There are to many apartments	5/15/2025 11:15 AM
22	Too many apartments	5/14/2025 3:56 PM
23	Too many apartments!	5/13/2025 1:39 PM
24	Too many apartments. They are an eyesore and add to the crime rate	5/13/2025 1:18 PM
25	TOO MANY APARTMENTS POPPING UP	5/13/2025 1:05 PM
26	Too many apartments bringing down house values.	5/13/2025 10:44 AM
27	Too many rentals in a small area	4/27/2025 11:50 AM
28	Not enough condos for purchase, we have far too many apartments	4/27/2025 12:21 AM
29	Zoning and development styles don't support walkable communities.	4/26/2025 3:22 PM
30	Lack of pride of ownership. Too many rentals/investors	4/24/2025 11:23 PM
31	signage/marketing for multifamily housing	4/21/2025 2:35 PM
32	Too many houses being built too close together and in previously protected wildlife and natural areas. Numerous apartments bringing property values down, warehouses are a nuisance when we used to have great views.	4/18/2025 5:17 PM

Q14 Would you support zoning updates that allow for small neighborhood businesses, such as cafés, corner stores, or offices, within residential areas to provide convenient services and reduce the need for driving?

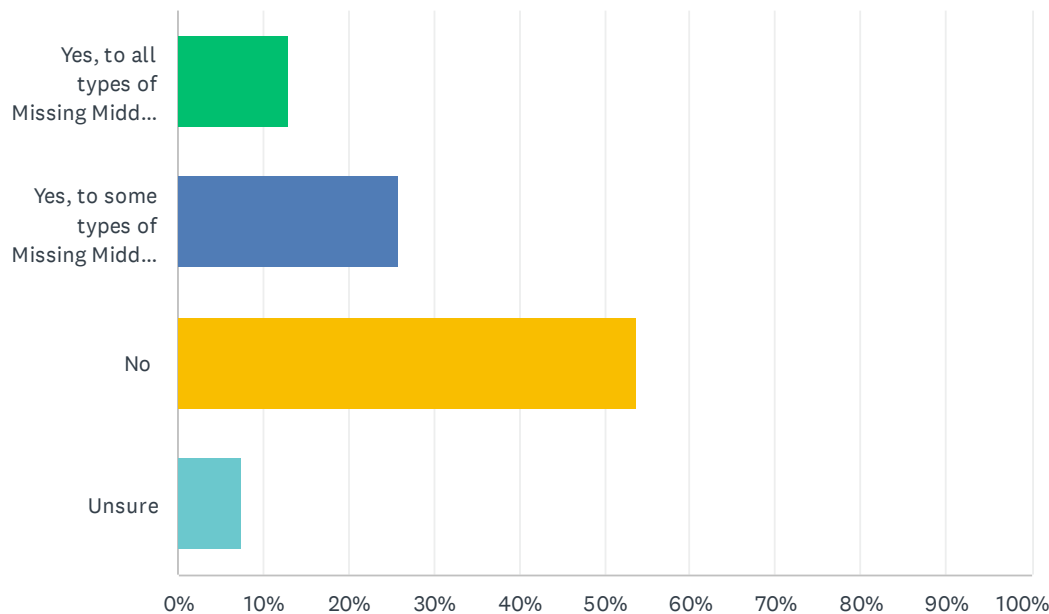
Answered: 147 Skipped: 58



ANSWER CHOICES	RESPONSES	
Yes	65.99%	97
No	17.01%	25
Unsure	17.01%	25
TOTAL		147

Q15 Would you support zoning updates that allow for Missing Middle housing (housing that is compatible in scale, form, and character with single-family houses and that contain two or more attached, detached, stacked, or clustered homes, such as duplexes, triplexes, or townhomes) in areas currently zoned for single-family homes?

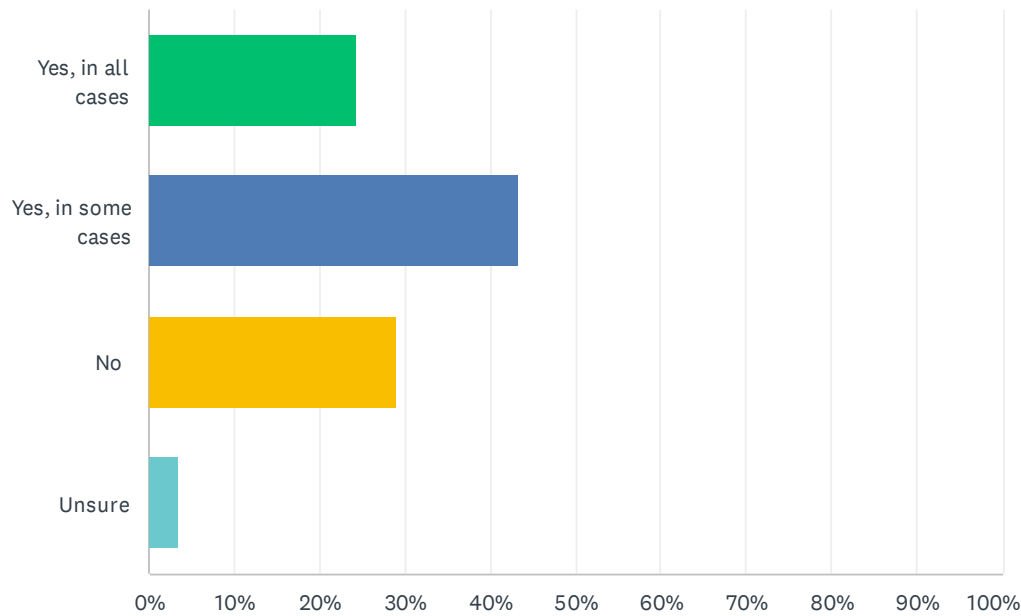
Answered: 147 Skipped: 58



ANSWER CHOICES	RESPONSES	
Yes, to all types of Missing Middle housing	12.93%	19
Yes, to some types of Missing Middle housing	25.85%	38
No	53.74%	79
Unsure	7.48%	11
TOTAL		147

Q16 Do you support allowing homeowners to build accessory dwelling units (ADUs, sometimes referred to as granny flats, in-law suites, or casitas) on their property, either to rent out, or to be used by families as multi-generational homes?

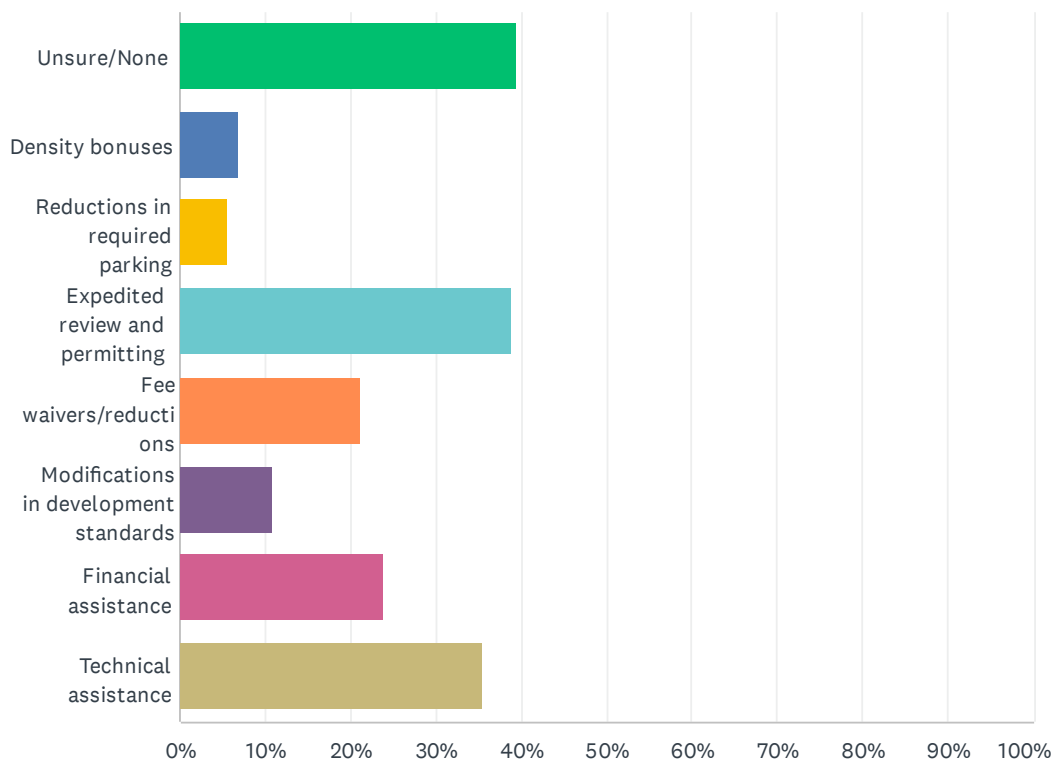
Answered: 148 Skipped: 57



ANSWER CHOICES	RESPONSES	
Yes, in all cases	24.32%	36
Yes, in some cases	43.24%	64
No	29.05%	43
Unsure	3.38%	5
TOTAL		148

Q17 Many cities often offer housing developers incentives for constructing affordable housing, as a way to offset development costs and make affordable projects viable. Such incentives often include: Density bonuses (increases in the number of units that can be built) Reductions in required parking Expedited review and permitting Fee waivers/reductions (for permitting, review, and utility connection fees) Modifications in development standards (reductions in setbacks, reductions in lot sizes, or increases in lot coverage) Financial assistance (low-interest loans, tax abatement/deferral, or grants) Technical assistance (providing design guidance, keeping an inventory of developable land, and having pre-approved construction plans) From the list below, choose up to three of the developer incentives you support the most.

Answered: 147 Skipped: 58

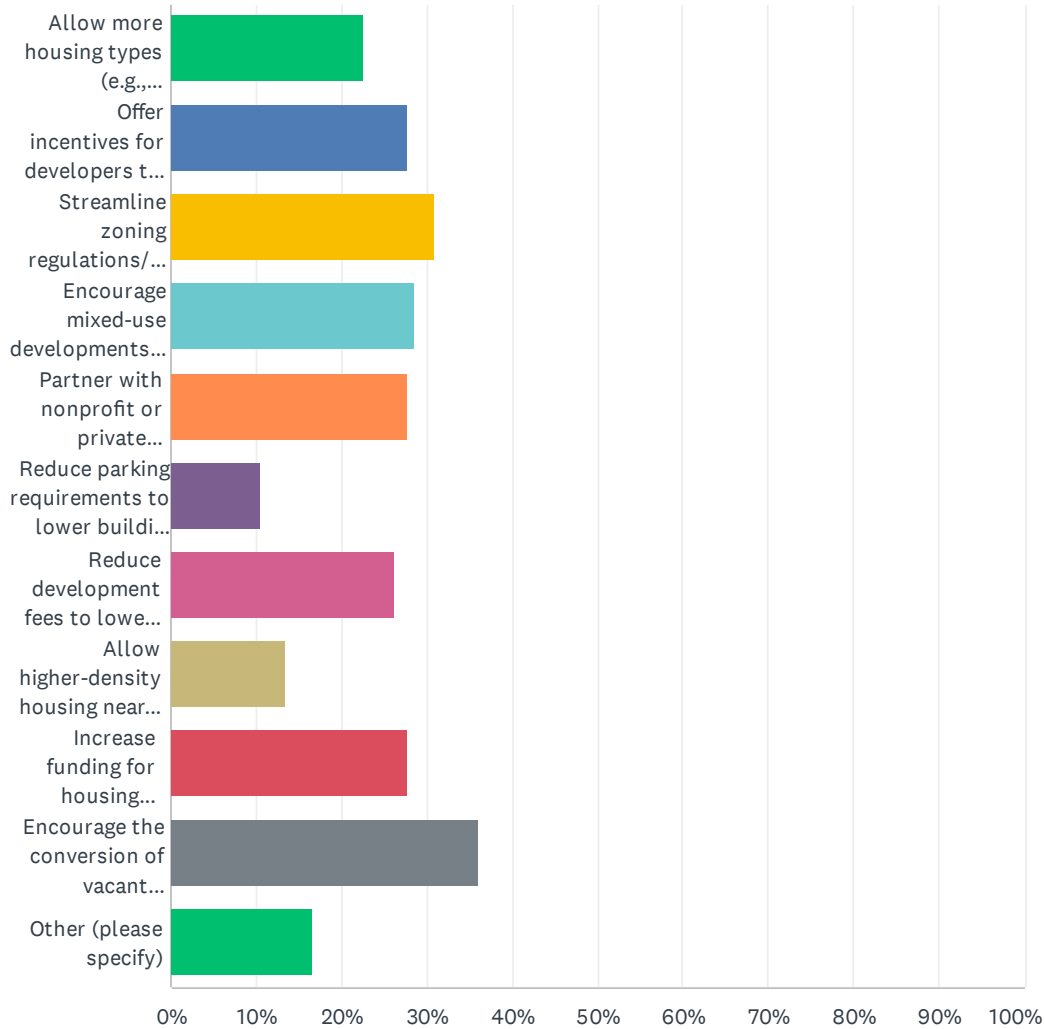


Zoning & Housing Needs Questionnaire

ANSWER CHOICES	RESPONSES	
Unsure/None	39.46%	58
Density bonuses	6.80%	10
Reductions in required parking	5.44%	8
Expedited review and permitting	38.78%	57
Fee waivers/reductions	21.09%	31
Modifications in development standards	10.88%	16
Financial assistance	23.81%	35
Technical assistance	35.37%	52
Total Respondents: 147		

Q18 What steps do you think Goodyear should take to increase housing affordability? Select all that apply.

Answered: 133 Skipped: 72



Zoning & Housing Needs Questionnaire

ANSWER CHOICES	RESPONSES	
Allow more housing types (e.g., townhomes, duplexes, ADUs) in more areas	22.56%	30
Offer incentives for developers to build affordable housing	27.82%	37
Streamline zoning regulations/Speed up the approval process for new housing	30.83%	41
Encourage mixed-use developments with housing and businesses together	28.57%	38
Partner with nonprofit or private organizations to create affordable housing	27.82%	37
Reduce parking requirements to lower building costs (especially if a development is near transit, jobs, and services)	10.53%	14
Reduce development fees to lower costs for builders	26.32%	35
Allow higher-density housing near transit, jobs, and services	13.53%	18
Increase funding for housing assistance programs (such as downpayment assistance programs, homelessness prevention and housing stability programs, etc.)	27.82%	37
Encourage the conversion of vacant commercial buildings into housing	36.09%	48
Other (please specify)	16.54%	22
Total Respondents: 133		

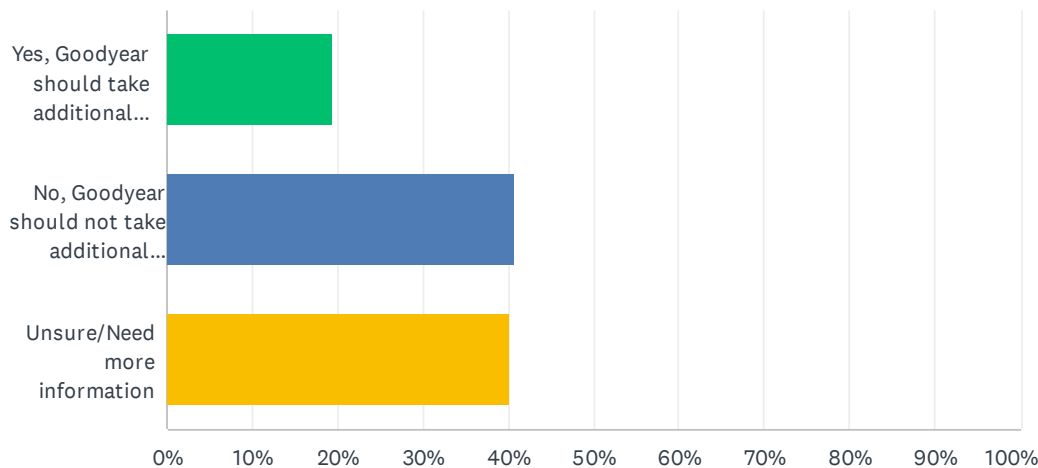
#	OTHER (PLEASE SPECIFY)	DATE
1	Incorporate the county islands in the city to add those areas to it.	7/5/2025 7:34 AM
2	Smaller houses for young families, singles.	7/3/2025 11:29 PM
3	None	7/2/2025 11:51 PM
4	None.	7/2/2025 1:56 PM
5	City shouldn't spend money on these	7/2/2025 9:24 AM
6	Unsure	7/2/2025 9:09 AM
7	Stop building	7/2/2025 7:56 AM
8	Goodyear is too crowded already we do not need more people	7/1/2025 8:22 PM
9	No more apartments!	7/1/2025 8:02 PM
10	We could have more affordable housing if the builders would be more supply, but they are only building what they know they can sell in a short amount of time to reduce risk.	7/1/2025 4:34 PM
11	Keep our city - not a fan of growing like Gilbert	7/1/2025 10:53 AM
12	None, Goodyear (I'm sorry) should want to grow to be the place people want to live and if you can afford it great, if not...	6/29/2025 8:52 AM
13	I think we should have less apartments and multi family dwellings, it drives home values down for residential neighborhoods.	6/18/2025 6:03 PM
14	None of the above. Please do not add cheaper housing as that will also increase crime rates, please don't build homes that are set up for group homes or homeless shelters PLEASE don't turn us into downtown Phoenix or south or west Phoenix. Keep our city peaceful, clean and safe. There's already too much homes and warehouses everywhere. Let's allow the natural beauty of desert or farmland to be brought back. That was peaceful and crime rate was down and the temperature was a few degrees cooler.	6/16/2025 5:27 PM
15	No more building	6/16/2025 5:06 PM
16	As I said earlier, we have to stop building high density, housing, apartments in Goodyear. It is out of control. Those areas will ultimately end up being ghettos. I don't think you should show me a model like it any place in the country that did not turn out to be a crime ridden ghetto	6/15/2025 9:32 AM

Zoning & Housing Needs Questionnaire

17	None	6/11/2025 2:57 PM
18	None of these. Goodyear should strive to be a single-family home community.	6/11/2025 2:24 PM
19	None of the above	5/18/2025 8:08 PM
20	Pause development	5/16/2025 9:27 PM
21	Require builders to take on more risk and stop the "just in time" building process.	5/14/2025 6:55 PM
22	NO MORE APARTMENTS	5/13/2025 1:18 PM

Q19 Should Goodyear take additional actions to protect Naturally Occurring Affordable Housing (NOAH), or housing that is affordable to low- and middle-income households without government subsidies? Such actions might include strengthening tenant protection policies, supporting nonprofits or community groups in purchasing and preserving NOAH, or providing low-interest loans or grants to landlords who agree to keep their rents affordable?

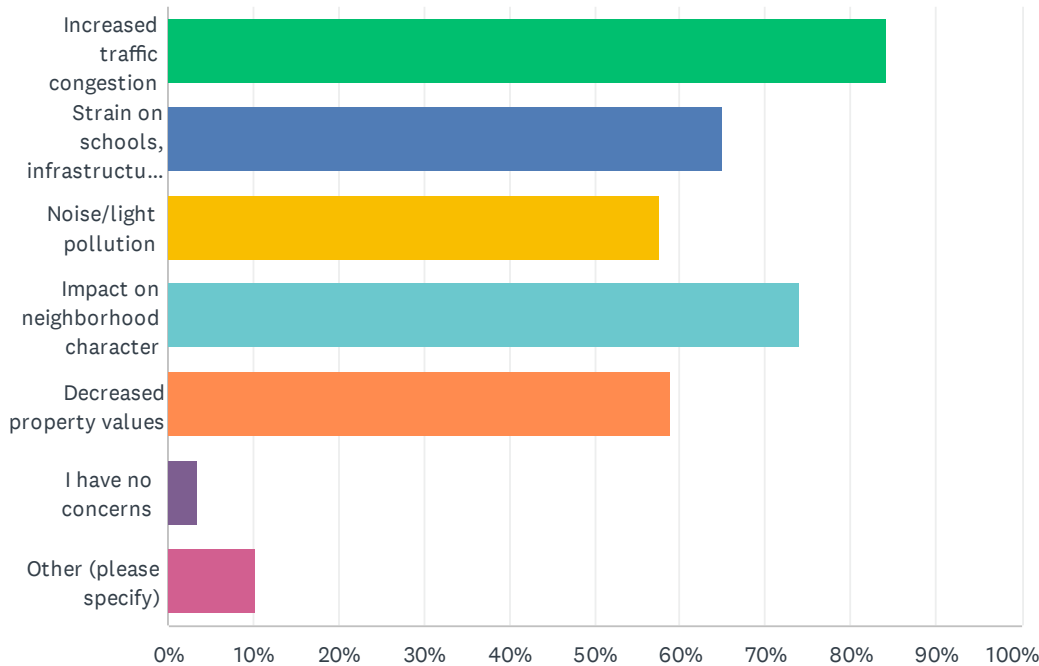
Answered: 145 Skipped: 60



ANSWER CHOICES	RESPONSES	
Yes, Goodyear should take additional action	19.31%	28
No, Goodyear should not take additional action	40.69%	59
Unsure/Need more information	40.00%	58
TOTAL		145

Q20 What concerns, if any, do you have about increasing housing density in Goodyear? Select all that apply.

Answered: 146 Skipped: 59



ANSWER CHOICES	RESPONSES	
Increased traffic congestion	84.25%	123
Strain on schools, infrastructure, and public services	65.07%	95
Noise/light pollution	57.53%	84
Impact on neighborhood character	73.97%	108
Decreased property values	58.90%	86
I have no concerns	3.42%	5
Other (please specify)	10.27%	15
Total Respondents: 146		

#	OTHER (PLEASE SPECIFY)	DATE
1	Landlord companies owning entire neighborhoods which reduces competitive pressure to lower prices	7/2/2025 12:30 PM
2	These are all major issues. Goodyear is a safe quiet city now, more apartments and rental properties will drive down the he home value.	6/18/2025 6:03 PM
3	Crime rates increasing with added homes/people (especially cheap affordable homes/apartments.	6/16/2025 5:27 PM
4	The amount of apartments being built in Goodyear is absolutely irresponsible. You are asking	6/15/2025 9:32 AM

Zoning & Housing Needs Questionnaire

for trouble. Those neighborhoods will be impossible to patrol and keep under control.

5	Water supply	6/12/2025 12:45 AM
6	Water and electricity	6/11/2025 2:57 PM
7	Increase in crime, loitering, homeless people	5/22/2025 8:33 PM
8	Crime	5/15/2025 11:15 AM
9	Goodyear not supporting with helpful police, govt assistance (welfare, social), and classism.	5/15/2025 6:44 AM
10	Loosing character, the famlands	5/14/2025 6:51 PM
11	Increased crime	5/13/2025 1:18 PM
12	Environmental impact	5/13/2025 12:55 PM
13	Public Safety	4/27/2025 12:21 AM
14	Crime	4/25/2025 10:39 PM
15	crime	4/24/2025 1:52 PM

Q21 Please provide any suggestions to improve the Zoning Ordinance or general comments that you would like addressed during the Zoning Ordinance update process (optional).

Answered: 56 Skipped: 149

#	RESPONSES	DATE
1	I would like to see a plan to incorporate the county islands areas, they are holes in the city that should be filled.	7/5/2025 7:34 AM
2	Apartments are taking away the reason people love it here, the views! I miss seeing mountains from anywhere	7/4/2025 8:51 PM
3	For years I've seen residential developments changed, originally planned with commercial on the corners only to see it changed later and simply add more residential units. This limits the opportunities for small commercial, vital to our neighborhoods	7/3/2025 3:12 PM
4	Please don't make our city like Mesa or other east side cities that are so densely populated. I know a lot of people that moved here to get away from that, and it's being stripped from us.	7/3/2025 9:58 AM
5	Improve requirement for landscape within developments. Approve higher quality developments. Keep in mind hard economic times, apt. dwellers are usually the 1st to loose jobs, they are apt to leave the city whereas executives are less likely to be affected by job losses and can be stable residents. If building big box warehouses, dense landscape needs to be a requirement. Builders need to build higher quality, even if smaller, homes with bigger lots. Road medians need to be need to be nicely landscaped and community maintained by the developers when communities are being built.	7/3/2025 5:33 AM
6	Get the roads fixed before approving more buildings. Add traffic lights. Example Citrus and Indian School!!!	7/3/2025 5:20 AM
7	Keep in mind future traffic concerns w more density	7/3/2025 4:40 AM
8	Too many warehouses.	7/2/2025 8:22 PM
9	Goodyear is the new warehouse and commercial city. Quality of living for residents is gone. My current home is up for sale and relocating to Queen Creek.	7/2/2025 5:36 PM
10	The city is already suffering the consequences of explosive growth.	7/2/2025 1:56 PM
11	Government should not interfere with transition away from the use of money	7/2/2025 12:30 PM
12	Businesses should be located further from homes, unless it's a M-F 8-5 type business.	7/2/2025 9:37 AM
13	Keep Goodyear a suburban city!	7/2/2025 9:24 AM
14	Once a planned community has been approved do not decide to change the rules. Buyers need to protect their investment. We purchased based on the rules for planned developments to remain as promised. Rezoning is not playing fair and devalues our ability to get a fair market price if we have to sell. There are vast differences between living in a single family homes neighborhood vs blocks of apartments.	7/1/2025 9:03 PM
15	put a moratorium on apartments, warehouses, and multi family residences	7/1/2025 8:22 PM
16	No more apartments. Traffic is horrible already	7/1/2025 8:02 PM
17	Encourage higher paying employers. Listen to us that do not want all these apartment density areas. Higher quality designs- some don't look like they will survive 10 years- they look very cheaply built	7/1/2025 10:53 AM
18	Widen streets/add lanes prior to building so traffic moves smoothly. Ensure bike lanes and sidewalks are installed in all areas to support pedestrian safety. Add shade structures for sidewalks and bus stops.	7/1/2025 8:01 AM

Zoning & Housing Needs Questionnaire

19	Goodyear needs to help with the number of cars parked in the street in residential neighborhoods. I'm in an HOA and we can't control all the cars parked on the street from home that have 4-5 cars that make it hard to get in and out of private residential driveways	6/29/2025 8:52 AM
20	I like living in Goodyear because it is safe and good with kids. My fear is more apartments and rental complexes will drive down home value for people who own their homes, also make it unsafe.	6/22/2025 8:28 PM
21	I think it's clear my point, but my family moved here from out of state and own our house. Anyone who has kids and owns their house in Goodyear, would like to keep the value high. Apartment buildings and affordable housing options will cause increased population and more crime. Also drive down school and home values. I think the city should invest more in the families and the value of their homes. Keep families who can afford to live here and keep the community safe and clean.	6/18/2025 6:03 PM
22	1. Give more land that will allow bigger backyards for residential. 2. Need more land for recreational use. More Dog parks with lots of shade and trees. 3. More indoor attractions.	6/16/2025 6:15 PM
23	Stop building so much. Preserve our disappearing farmland (we need food more than added people). Protect our natural deserts and all the desert animals that live in it. Protect our peaceful land we have more than enough homes, structures already taking up space.	6/16/2025 5:27 PM
24	No more houses they are blocking the Mountain View's. The traffic in Goodyear is already bad enough	6/16/2025 5:06 PM
25	More notification than sign and increase mailers to more residences that are impacted	6/15/2025 11:10 PM
26	I have mentioned it several times in this survey, please please stop building apartments. You are creating a problem that's going to be so huge in the future. There is no way we could get a grip on it. You will ultimately need a police officer full-time at every apartment complex	6/15/2025 9:32 AM
27	Please have foresight with any kind of development and traffic. It seems the development happens first, traffic congestion increases, and then existing roads are torn up to allow for more lanes, wider streets, traffic lights, etc.	6/14/2025 12:17 PM
28	I bought my home because of the surrounding agricultural land and now they are disappearing and houses are being built in place. Why not develop in areas that have been vacant instead.	6/12/2025 3:19 PM
29	I like the town of Goodyear and do not want it to become a city. We are losing the character that makes Goodyear appealing	6/12/2025 12:45 AM
30	Stop the over building with multi housing and distribution centers. Reduce the cost of all utilities and water availability.	6/11/2025 2:57 PM
31	Goodyear has been and should continue to be a largely a single-family home community. Lately, I see a huge increase of apartment building and multi-family residences. This will change the characteristic of our town in ways that I do NOT want. I'm not lobbying for tearing them down, but let's not build any more of these multi-family residences.	6/11/2025 2:24 PM
32	No more warehouses near my home please. These should be built in underdeveloped areas of the city if they need to be here at all.	6/11/2025 7:06 AM
33	I am concerned that the new Bucees is going to be a big draw for homeless people to our community and anything we can do to proactively legislate against that would be great. Please do not let Goodyear turn into Avondale or Glendale - run down and unsafe!	5/22/2025 8:33 PM
34	Multi family housing/ apartments should happen organically with existing zoning in place and not modify any zoning to accommodate more multi family/apartments, not when developers want to bully their way into areas multi families/apartments should not exist. Tiny homes bring too many problems and zoning should never be notified to allow them. Goodyear needs to hold high morals and values for their residents and developers of these types of housing do not hold these same standards as they are only worried about how they can make their highest profit margin aka multi family, apartments and tiny homes.	5/18/2025 8:08 PM
35	Mid-rise apartment/condo should be located away from single-housing area. Need to locate parks/gardens between apartment and single-housing area . Height restriction and large set-back for a mid-rise building. Make sure to hire architects who design well. Do Design Review.	5/17/2025 8:54 PM
36	Really support ADU's, and would like to see diversity - races, ages, backgrounds, skills.	5/15/2025 6:44 AM

Zoning & Housing Needs Questionnaire

37	The beauty and good planning of Goodyear should be preserved. I don't want it to be full of warehouses and apartment buildings.	5/14/2025 6:51 PM
38	The city should continue to develop a strong zoning/planning package and provide stringent oversight in order to maintain the current character and feel of the neighborhoods and commercial districts	5/14/2025 8:17 AM
39	Retain the character of Goodyear by preserving the farming areas. Good for environment and supply chain.	5/14/2025 7:36 AM
40	Update the Zoning Districts to reflect actual conditions. For example, if there are known multi-family, single family, or other types of housing units in a specific grid, these should be marked accordingly on the map, not simply blanketed as a PAD. The zoning districts are used by small business owners and mid-size retail business to assist with location and proximity selection to the target demographic.	5/13/2025 10:59 PM
41	Please stop allowing the concrete slabs of warehouses. It decreases our home value and aesthetic.	5/13/2025 3:55 PM
42	Stop building warehouses. Traffic and crime in Goodyear is horrendous.	5/13/2025 2:06 PM
43	I appreciate the growth but the city is bringing in the wrong type of growth. All the apartments are a complete eyesore, have made traffic conditions hazardous and have brought crime, etc to the city. If I didnt own my house outright and knew of somewhere else I wanted to live, I would leave Goodyear. It is no longer a city that I am proud to live in.	5/13/2025 1:18 PM
44	I'd really like to see the city enhance or provide more middle housing. It'd also be nice if more walkability was a focus.	5/13/2025 1:07 PM
45	Make the process quicker for Builders to build single-family homes or businesses	5/13/2025 1:05 PM
46	Provide adequate timelines for Approval of City Permits	5/13/2025 1:05 PM
47	too many apartments are being built causing traffic congestion and changing the overall outlook that many people moved to Goodyear for. Between the apartments and warehouses Goodyear is no longer a nice place to live!	5/13/2025 11:08 AM
48	Please actually consider resident feedback on zoning changes.	5/13/2025 10:44 AM
49	We have enough warehouses. Start worrying about updating roads, schools and utilities to keep up with city growth.	4/27/2025 7:03 PM
50	Increase parking requirements. Single family 2 spaces per primary suite 1 additional space per bedroom. Apartments same as above plus .20 spaces per bedroom.	4/27/2025 12:21 AM
51	1) Modify zoning ordinance to encourage diverse food/dining options within walking distance to neighborhoods (ie, limit clustering of drive-thrus, encourage a mix of types of restaurants: fast food, large sit-down, small sit-down, local, chain, healthy, unhealthy, etc.). We're seeing some areas of town gain a heavy presence of only unhealthy, fast food options which does not support a healthy community as outlined in the Goodyear General Plan. There is a lot of focus on diversity of housing types, but there needs to be just as much of a focus on diversity of food/dining options as it impacts quality of life just as much. 2) Biggest downside of higher density development is vehicle traffic. It creates noise, pollution, dangerous roadways (Phoenix metro area consistently rates as the highest or one of the highest for vehicular death rates in the nation), increased commute times, stress, and degrades quality of life for both existing and new residents. Zoning should dictate that if higher density is to be allowed (which may come in the form of reduced setbacks, reduced lot minimums, reduced parking minimums, reduced open space, increase building heights, etc.), the development should include amenities or incentives that would increase likelihood and ability for residents to utilize alternative forms of transportation (walking, biking, transit) or reduce vehicle trips. Examples would include requirements to build off-street multimodal paths, indoor bicycle storage facilities, increased rest and shade structures (or trees) for pedestrian comfort, inclusion of ground-floor retail, etc. 3) Zoning should encourage more walkable and bikeable developments throughout Goodyear, but especially in areas near schools. These developments should support Safe Routes to School initiatives and philosophies. 4) Zoning ordinances should be designed to eliminate, limit, or mitigate impacts from high vehicle traffic uses near residential uses (future or existing). Traffic is fast, loud, dangerous, and creates pollution, all which significantly degrades the quality of life for residents living in homes/residents adjacent to the source of traffic. For example, residential developments along major arterials should maintain	4/26/2025 3:22 PM

Zoning & Housing Needs Questionnaire

large setbacks or have substantial mitigation. Drive-thru restaurants should not be located in neighborhood commercial zones. Industrial (warehouse) zones should not be located where trucks will routinely drive past residential (see Industrial Zoning along MC-85, where trucks now take Sarival passing multiple neighborhoods to reach I-10, or Industrial Zoning in the Bullard Tech corridor, where trucks take Yuma past multiple neighborhoods and schools to reach Cotton/the future 303 full-diamond interchange). 5) Zoning ordinances should encourage affordable housing developments be spread across the city and prevent clustering in select areas. ie, it should encourage affordable housing developments to be built in North Goodyear, Central Goodyear, South Goodyear, West Goodyear, etc. This given residents of these developments choices and opportunities that may not otherwise be available if development is limited to only one or two areas. 6) Requests by developers/landowners to deviate from existing zoning or fully rezone should result in the new zoning having to go "above and beyond." Since they are deviating to what the community had already agreed upon, they should provide additional amenities that will benefit the community as a whole. More public artwork, enhanced landscaping, enhanced public pathways, public green spaces, enhanced public amenities like additional bike racks, shade structures, water features, benches, path lighting, etc. 7) Goodyear consistently ranks in the top 10 fastest growing cities in the entire USA. Many people want to move here and consequently many developers want to build here. We can afford to be more demanding that high-quality developments be built. 8) Many older cities around the US are having to redevelop to make their cities more walkable, bikeable, and offer increased transit options. It is very costly to "undue" car-oriented development. We have a unique opportunity to build a city from scratch that already includes incorporates these lessons from other cities and includes transit and active transportation from the start. Let's make sure our zoning supports that.

52	Helping the land and development process move along faster. I have been doing land and development and a Realtor for 25 years. If needed It would be my pleasure to help. I also worked for a builder/land and development group in Minnesota / Wisconsin. I can see some options that would work here like in the Midwest. Fell free to email me Keith Burton at keith@ridereliteteam.com or 623-523-7139. Thank you for taking on this critical issue.	4/25/2025 10:39 PM
53	Would like all PAD's and their guidelines & standards shown in the City website. I have an undergraduate degree in planning and 40 years in planning and city management. I was shocked to learn I had to go to the County website to identify parcels I was interested in and then had to submit a FOIA request to get the zoning guidelines for an area in Estrella. We need to be more user friendly and transparent. Listing the zoning as PAD is not friendly or transparent. Development sign notices need to have less info, and be easier to read. All current signs carry too much info at a small font. In several cases I've had to park my car, get out and walk 50 feet to read the sign. Not sure we have different industrial zoning districts since most industrial buildings being built support distribution, and logistics; not light industrial or value added. I have slot more I. Kuldip contribute but I'll end with I'm a fan of Goodyear but our messaging should promote quality development, not fastest growing.	4/22/2025 3:50 PM
54	Let businesses have signage out. We need to marketing our properties for future residents of Goodyear.	4/21/2025 2:35 PM
55	We need more parks and green areas. We are losing our hometown feel.	4/18/2025 10:32 PM
56	We need more small business/local business-only zones	4/18/2025 5:17 PM



