



2025 Development Trends and General Plan Update

Momentum in Motion



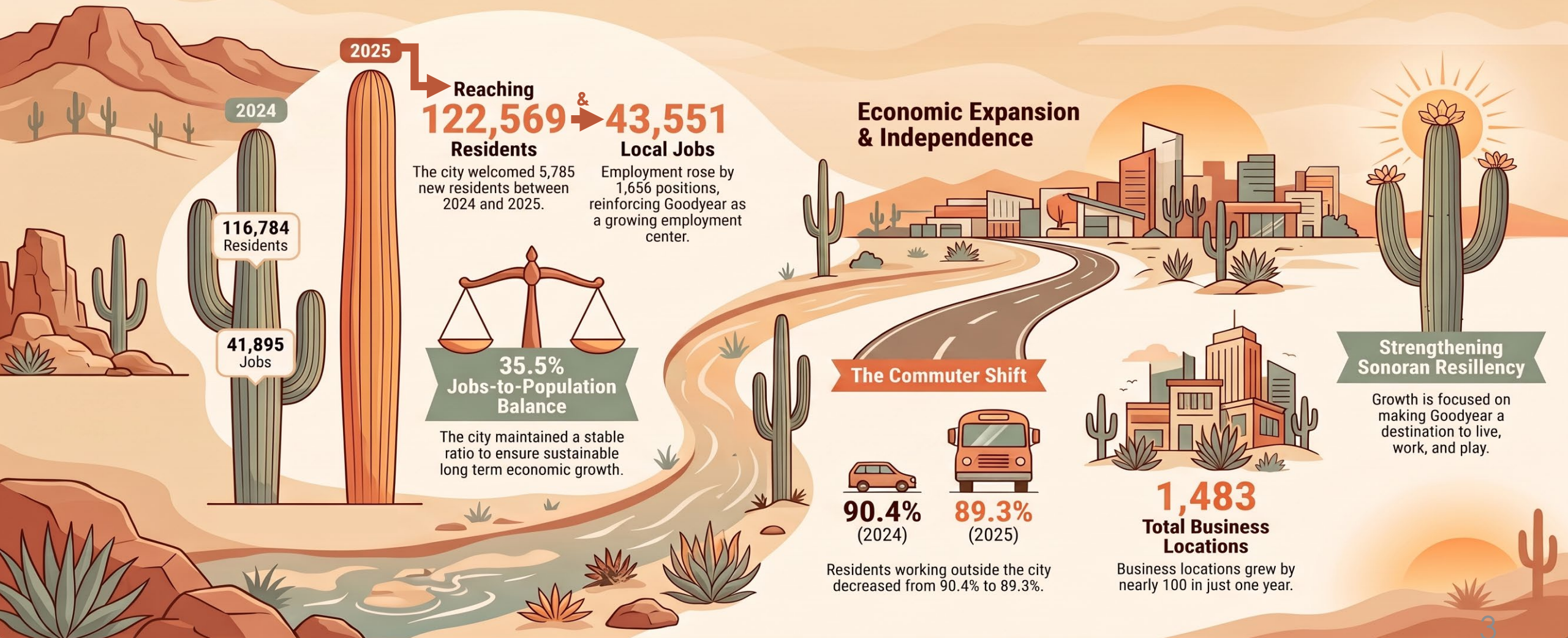
Reconnecting with the General Plan

- “Momentum In Motion”
- Communication & Storytelling Tool
- Annual Updates

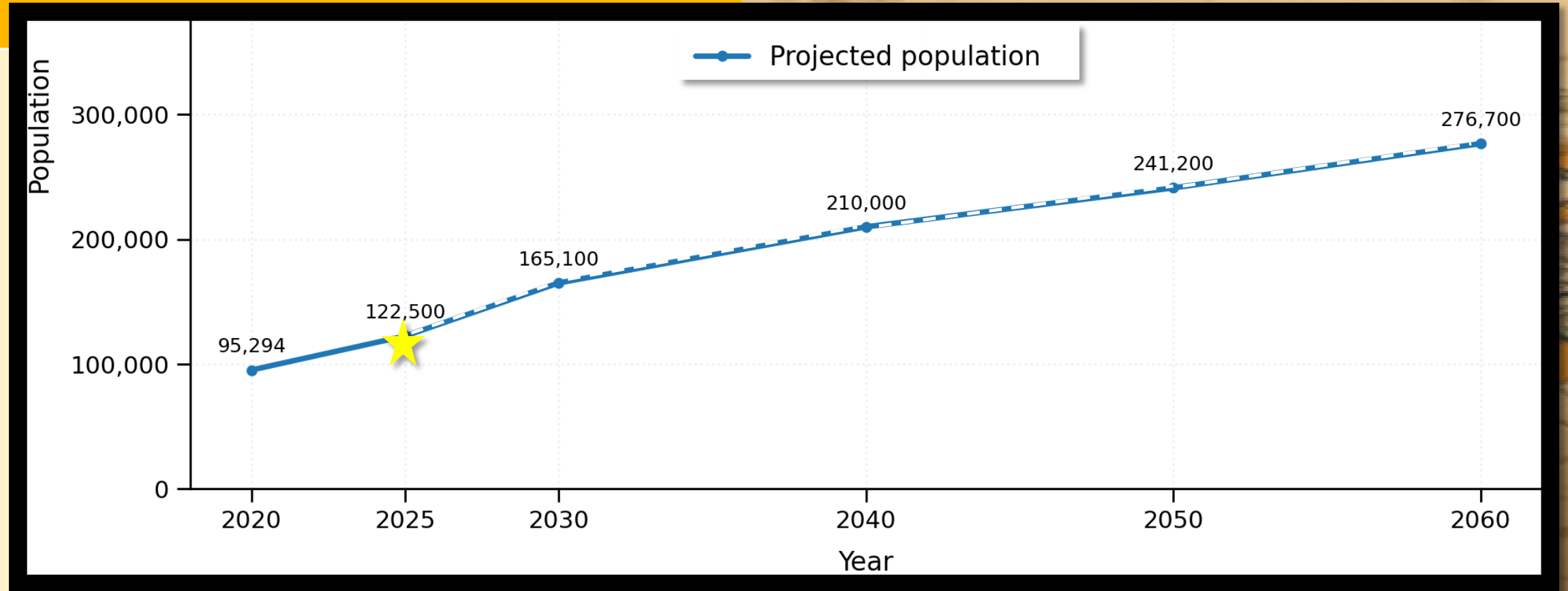


Goodyear's 2024–2025 Development Journey: A Vision in the Desert

Goodyear is rapidly maturing into a self-sustaining regional center. This data illustrates a strategic “Vitality Shift,” where increasing local business and job opportunities are beginning to reduce resident reliance on commuting outside the city.



Population Projections



Previous General Plans and Build-Out

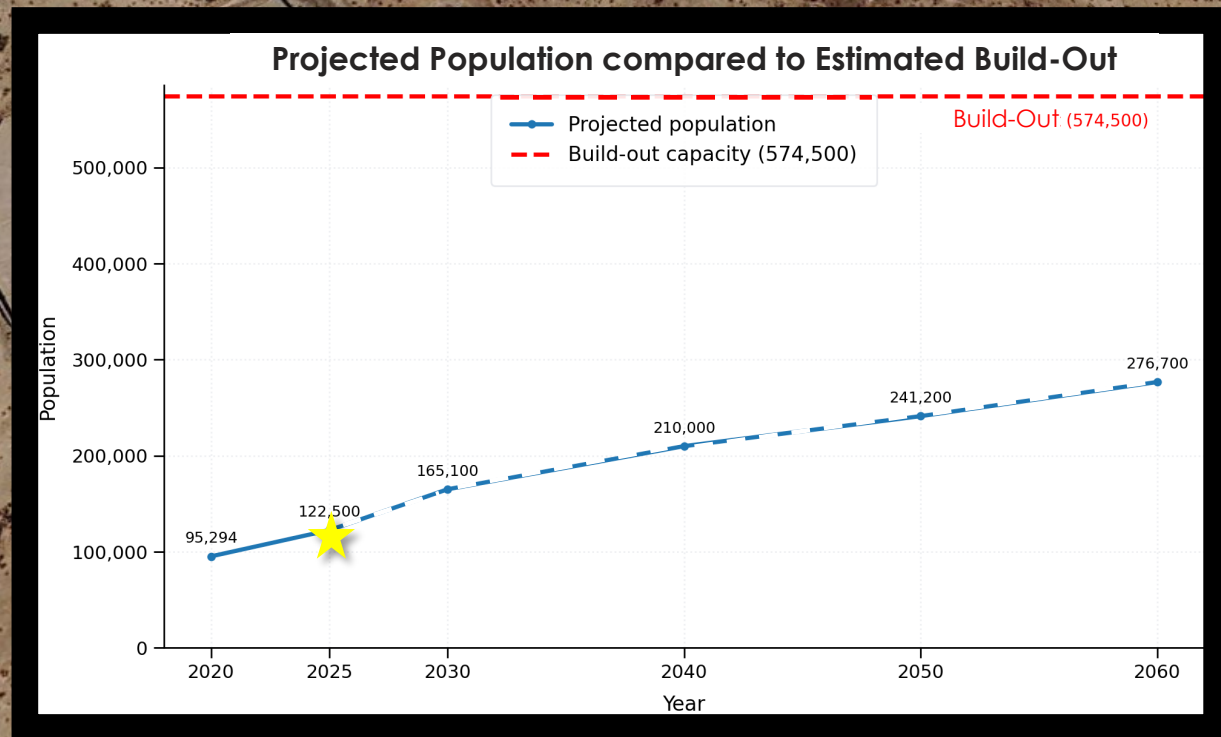
- **760,000 Residents – General Plan 2025**
 - Population Density
 - Land Use Assumptions
 - Rezonings
 - Birth/Death/Age
- **General Plan 2025 (2014):** 10%
- **General Plan 2035 (2024):** 14%



Population and Build-Out

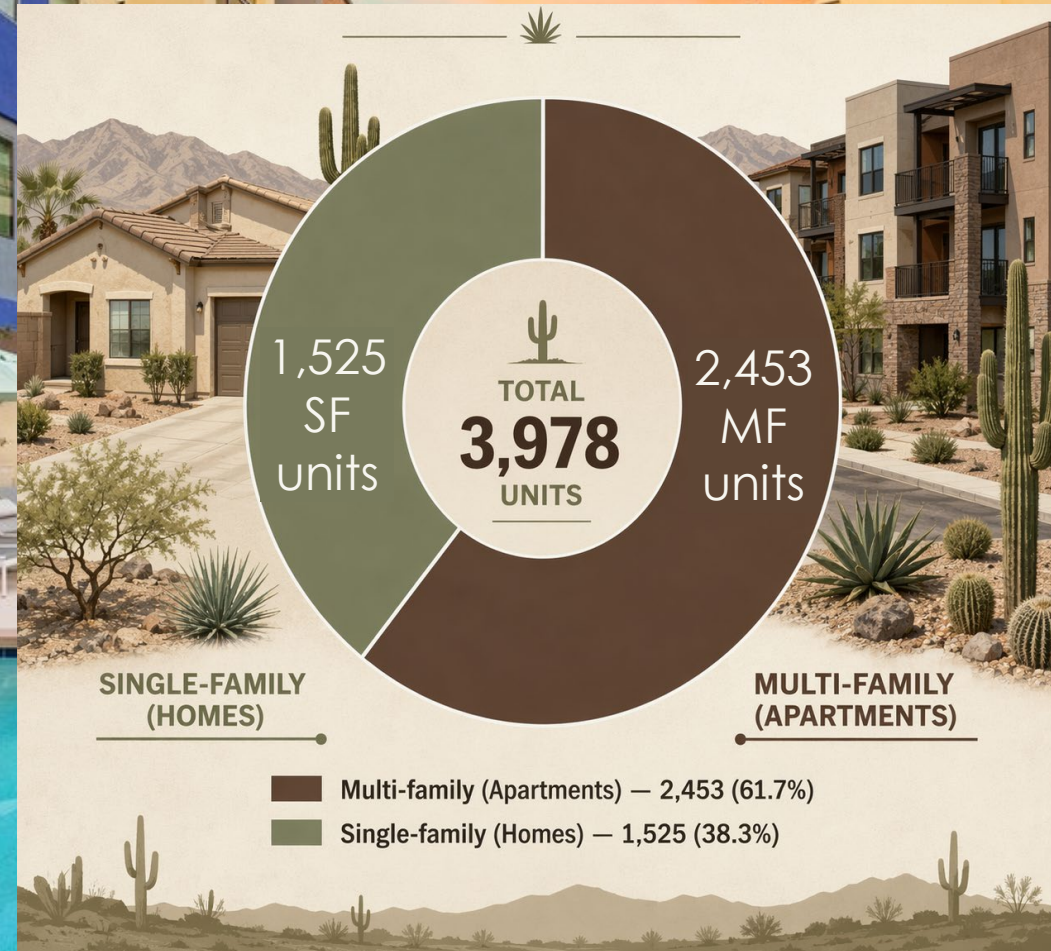
- 2025 City Population: 122,569
- 2025 Planning Area Population: 130,176
- Estimated Build-out Population: 574,560

22.7%
Built-Out



Harvesting Housing

- New Housing Units Built in 2025
- Current Split

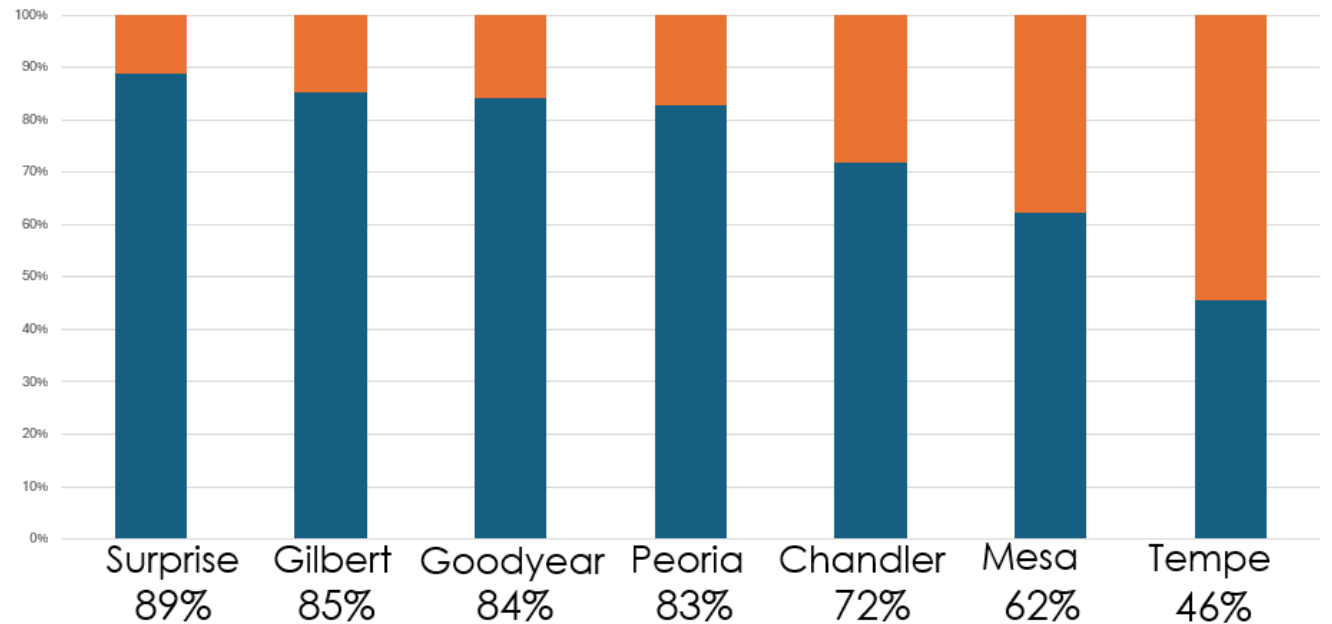


Single-Family and Multi-Family

- Development Cycle
- In-fill
- 2021: 90% SF
 - Predicted by 2025: 82% SF
- 2024: 84% SF
- 2025: 80% SF

*Note: 2021 and 2024 Census data for comparison amongst other cities. 2025 detailed unit breakdown.

Percentage of Single-Family Detached Housing (2024)



Banking Housing

- New Housing Units Entitled
- Estrella 14 PAD Approved



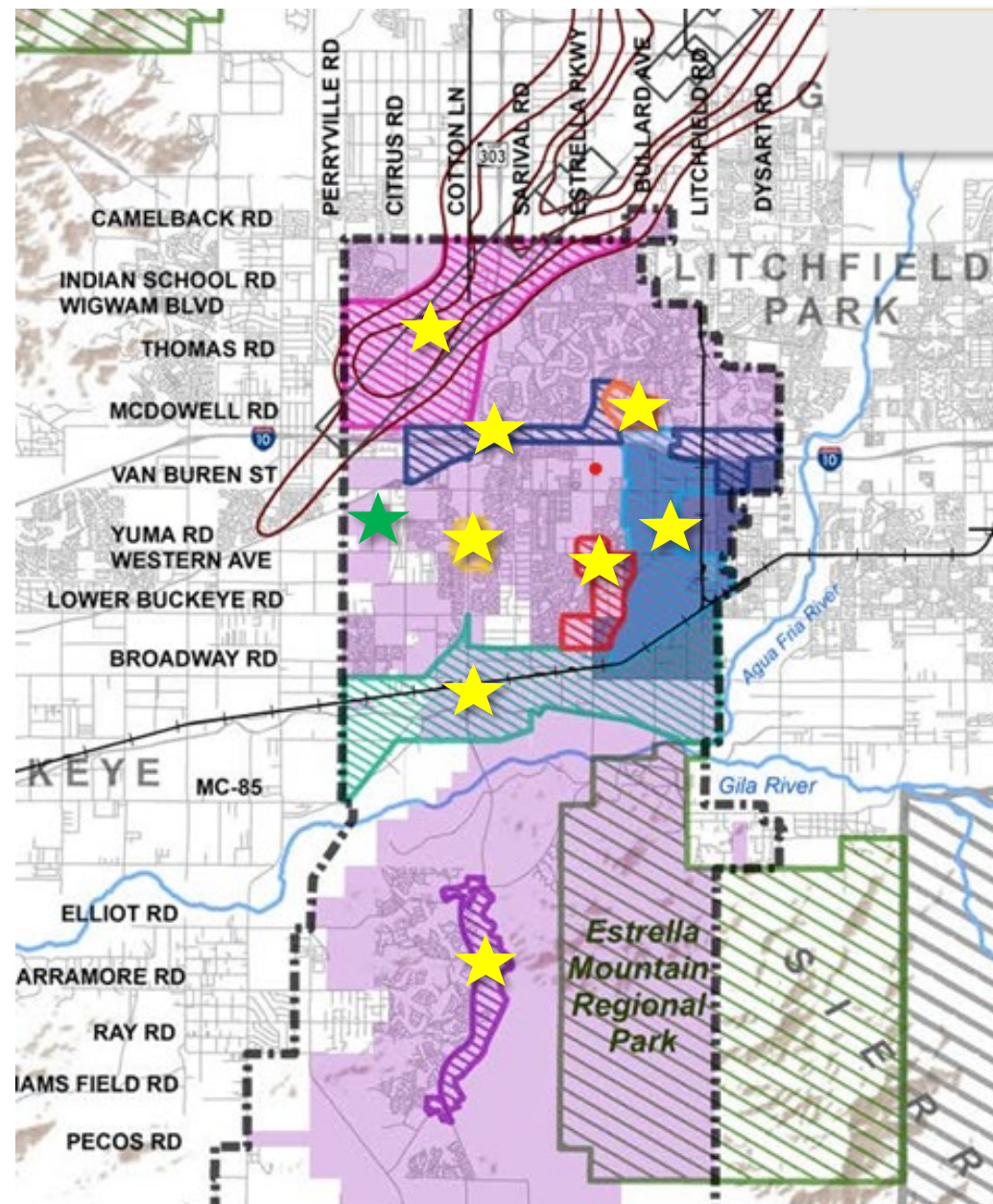
Future Mix of Housing and Land

- Agricultural Holding
- Land Needed for Single-Family v. Multi-Family
- Future Rezones and Master Planned



Growth Areas

- Eight Growth Areas ★
- West Goodyear ★
- Overview of Progress



Stories from the Growth Areas: Harvesting the General Plan Vision

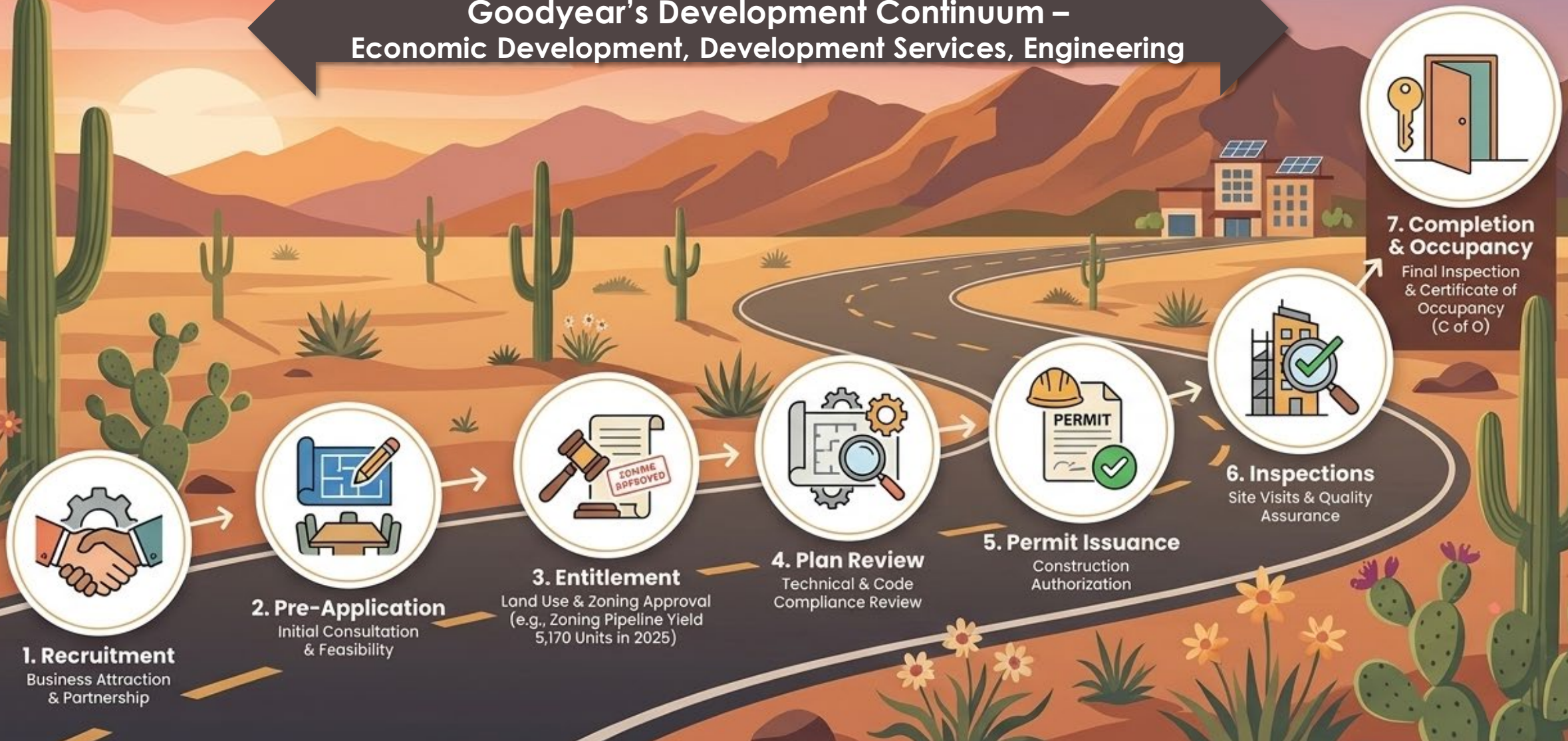
- **GSQ Downtown Hub:**
Trader Joe's, destination dining, and the Banner Health Center
- **Canyon Trails Corridor:**
Burlington, Discount Tire, and major residential completions
- **Ballpark Village:**
Groundbreaking on Vivir & Flats at Ballpark, permit for Rush Funplex



📷 : Trader Joe's Grand Opening

The Goodyear Development Journey: Hello to C of O

Goodyear's Development Continuum –
Economic Development, Development Services, Engineering



Strategic Takeaways: A Resilient Community

- Shifting focus to the full cycle
- Delivering Growth that Pays for Itself



Questions and Dialogue

- Open Discussion
- Feedback on Information
- Next Steps

General Plan Goals: Livable and Connected LC-1: Compatible Mix of Land Uses / High Quality of Life



Photo of Goodyear Recreation Campus

Goodyear advanced its goal of creating a compatible mix of land uses that directly elevate resident quality of life. The data shows a city that is no longer just a "bedroom community," but a **thriving destination**. Our business community expanded significantly, with total business locations increasing from 1,384 to **1,483**, and total employment rising to **43,551 jobs**. Most importantly, the percentage of residents leaving the city for work dropped from 90.4% to **89.3%**, proving that our land-use strategy is successfully keeping more talented workers—and their families—right here in Goodyear.

This balance is further reflected in the services coming online. 2025 was a **Harvest Year** for commercial amenities, with completed commercial space nearly doubling from 692,592 to **1.28 million square feet**. These **157 new commercial finish lines** represent the restaurants, stores, and services that make neighborhoods feel complete. Residents are seeing and feeling the impact: the 2025 National Community Survey showed that **70%** of residents rate their confidence in Goodyear's government as "good or excellent," a score above the national benchmark. Meanwhile, our premier community asset, the **Goodyear Recreation Campus**, continues to shine with an impressive **95% user satisfaction rate**.

By intentionally blending high-wage employment districts with record-setting commercial growth, Goodyear is delivering the **unique, distinctive lifestyle** our community envisioned.



Calendar Year 2025 Annual Report

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