



GOODYEAR 2025
CITY OF GOODYEAR GENERAL PLAN

**Goodyear 2025 General Plan
DRAFT DOCUMENT
General Plan Committee Review
September 2013**

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Chapter 1: About Goodyear 2025



"The sunsets are beautiful, the stars are great."

- Resident from the 'Mobile' area,
March 5, 2013 Community Meeting

About the Goodyear 2025 General Plan

Goodyear is a growing community with a rich past and a promising future. Goodyear residents enjoy a high quality of life with distinctive neighborhoods, tremendous community spirit, scenic views, and unique natural resources such as the Sierra Estrella Mountains, the Gila River, and the Sonoran Desert National Monument. Throughout the General Plan update process, the overwhelming sentiment from residents has been that they enjoy living in Goodyear and want it to retain its character while providing additional amenities and taking advantage of its many resources. Retaining and building upon Goodyear's high quality of life is the pinnacle goal of the General Plan.

Establishing how Goodyear will achieve this goal is the purpose of the Goodyear 2025 General Plan. The General Plan is our roadmap to our vision and it sets out attainable policies and action items to reach that vision. The Vision Chapter of the General Plan states the vision for the desired City character we wish to achieve and an overall strategy to achieve the vision. Through the goals (which are introduced in the Vision Chapter), objectives, policies, and action items of the subsequent chapters, the General Plan outlines how we will get there.

The Arizona Revised Statutes (ARS) guide the development of the General Plan. It mandates that a general plan be prepared by the City and updated every 10 years. It is to include community goals, development policies, maps, and text setting forth objectives, principles, standards and plan proposals.

Creation of the Goodyear 2025 General Plan

The creation of the Goodyear 2025 General Plan was overseen by a citizen-based advisory committee, the Goodyear 2025 General Plan Committee (GPC). The GPC met monthly for over 18 months, attended various other community events, discussed the various elements of the General Plan, and reviewed each chapter in detail. Besides the GPC, the creation of the General Plan included an extensive public participation component. A summary of the update process and public participation activities is included in **Appendix TBD**.



Figure XX. The Goodyear 2025 General Plan Committee.

A citizen-created vision statement guided the creation of the General Plan. The vision statement was displayed at a series of open house meetings held in February 2013 where 92% of meeting attendees stated that they agreed with the vision statement. The vision statement that guided the creation of the general plan is:

GUIDING VISION

Create a highly desirable place for all to live, work, visit, and play by fostering a sustainable community with diverse destinations connected throughout the city, encouraging growth by offering opportunities for cultural, educational, and economic development, while recognizing our assets, history, and open spaces, and maximizing partnerships and collaboration.

Relationship to Other Plans

The Goodyear 2025 General Plan provides the basis for all other planning by setting the vision and creating a roadmap to achieve the vision.

- Master plans take the General Plan a step further for a specific topic by providing additional detail, setting priorities, and identifying funding sources. Sub-area plans (or specific area plans) are similar to master plans but provide additional detail for a specific area rather than a topic.
- Codes and ordinances, such as the City’s Zoning Ordinance or City Code, begin to implement the plans by creating regulations and standards.
- Program and project plans, such as a site plan or the CIP, provide a specific and detailed plan to build a project or implement a program.
- The above referenced plans lead to project and programs (such as a recreation program) and the built environment (such as a built roadway).

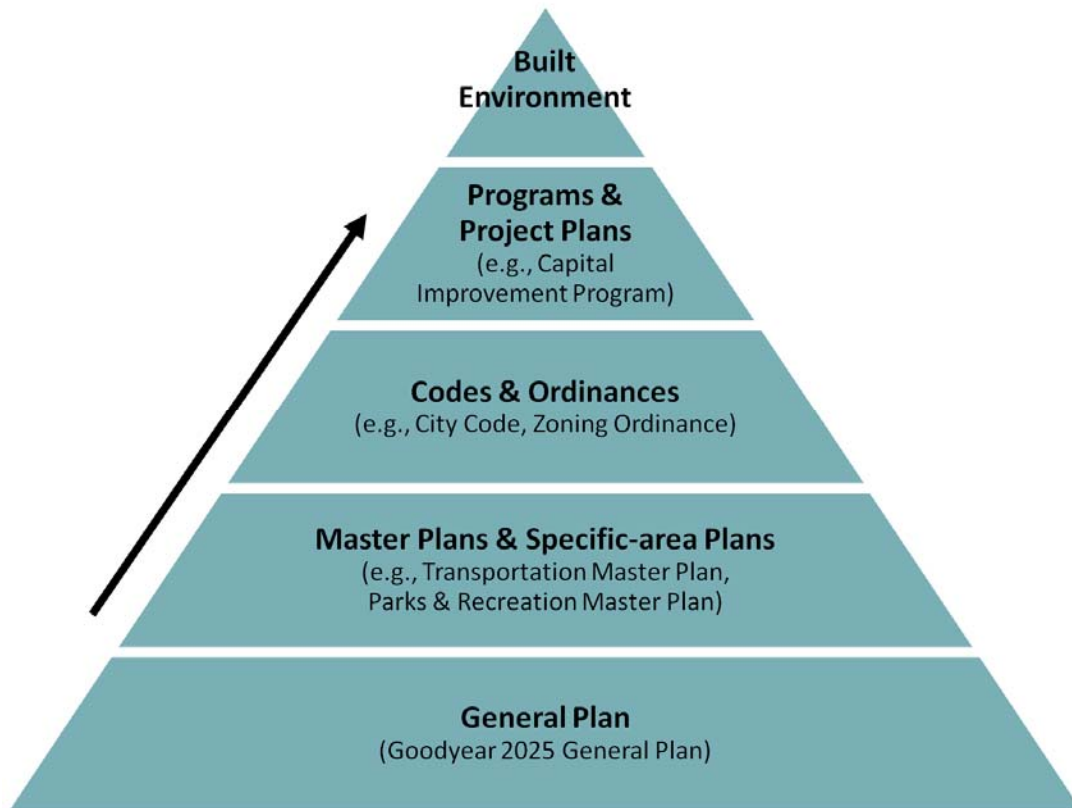


Figure XX. How the Planning Process leads to the Built Environment.

The Transportation Master Plan and Parks and Recreation Master Plan were created concurrently with the General Plan. This allowed these documents to be created in conformance with the Goodyear 2025 General Plan and vice versa.

How to use the Goodyear 2025 General Plan

The General Plan is divided into 11 chapters. The first two chapters are introductory chapters that describe the General Plan (Chapter 1) and provide data and information about Goodyear (Chapter 2). The next two chapters give direction and include the Vision (Chapter 3) and the Land Use and Transportation Plan (Chapter 4). The next four chapters are topical chapters that include the goals, objectives, policies, and implementation strategies (Chapters 5-8). The final section of the General Plan is the implementation section that includes the action plan (Chapter 9), amendment public participation procedures (Chapter 10), and a benchmarking guide (Chapter 11).

Building Blocks of the Goodyear 2025 General Plan:

Although the General Plan includes many components such as background information, data, projections, and maps, the building blocks of the Goodyear 2025 General Plan are the vision and the approach to implement this vision, laid out in an overall strategy, goals, objectives, policies, and implementation strategy. The introductory chapters explain the vision for the future of Goodyear and an overall fundamental strategy to accomplish the vision. Each topical chapter then establishes the goals and specific objectives that will achieve the vision. The policies and implementation strategies are the specific statements that guide decision making and set action items.



Figure XX. How the building blocks relate to each other.

Vision: The vision of Goodyear is a description of the preferred future state that we wish to achieve. It is our aspiration. To use our analogy of the roadmap, the vision is our destination.

The vision is included in the Vision Chapter of the General Plan.

Fundamental Strategy: If the vision is the “what” the strategy is the “how”. It is the method to achieve our vision. For the purpose of the General Plan, eight fundamental strategies were created to focus our efforts and clarify the vision.

The strategy is included in the Vision Chapter of the General Plan.

Goals: The goals are the desired outcomes we should achieve in order to begin to realize our vision. The goals are broad and long-term.

The goals are introduced in the Vision Chapter but detailed in the topical chapters of the General Plan.

Objectives: The objectives are necessary targets to achieve the stated goals. Each objective is tied to a specific goal. Objectives are specific and quantifiable, serving as “road markers” to our vision.

The objectives are listed under goals and are included in the topical chapters of the General Plan.

Policies: The policies implement the objectives. They are specific statements that guide decision-making.

Implementation Strategies: Related to policies, implementation strategies are actionable items that implement objectives. Implementation strategies are distinguished as they have identifiable start and end dates.

The policies and implementation strategies are listed under objectives and are included in the topical chapters of the General Plan.



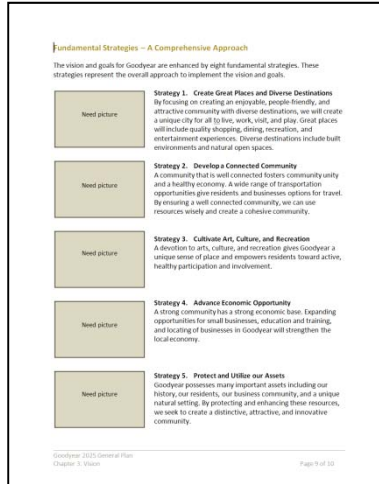
Figure XX. Example of how the building blocks of the Goodyear 2025 General Plan work together to implement the vision.

How to find the building blocks within the General Plan:

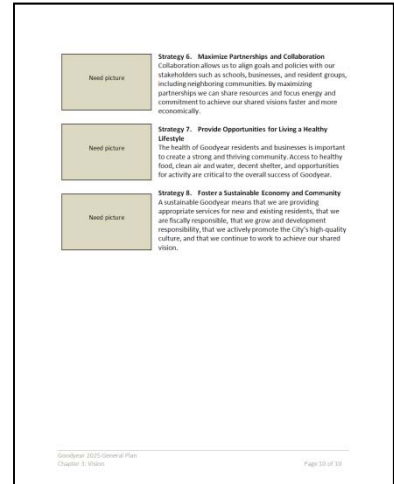
Vision Chapter



Vision and Goals



Fundamental Strategy



Topical Chapters

Goal
(Introduced in the
Vision chapter)

Objective
Policies &
Implementation
Strategies

Goal LU-1. A sustainable and compatible mix of residential, business, and community land uses.

Goodyear could currently be considered a "bedroom community" (i.e. residents mostly commute to work outside of the community rather than working within Goodyear). Residential development has preceded employment growth and so most of the residents of Goodyear commute outside of the community for work. However, Goodyear envisions itself as a self-sufficient community with quality jobs to serve residents; services and businesses to meet the daily needs of residents; and destinations to meet the entertainment and recreational needs of residents of Goodyear and surrounding communities.

Potential barriers to implementation:

- Residential development typically precedes other types of development. It may be difficult to attract entertainment uses and other types of businesses until there is sufficient market demand. Parts of Goodyear may remain a "bedroom community" for some time.
- Luke Air Force Base and the Phoenix Goodyear Airport are important community assets; however, certain types of land uses are restricted within their proximity.

Objective LU-1-1. Establish a land use hierarchy and urban form that maintains a broad variety of land uses and responds to the community's vision and needs.

Policies:

- Allow flexibility and creativity in the development process while still protecting existing residents and businesses from incompatible land uses and preserving and enhancing Goodyear's existing character.
- Provide for and encourage a wide variety of housing products to suit the needs of existing and future residents.

Strategies for implementation:

- Update the Zoning Ordinance, Subdivision Regulations, Design Guidelines, and other relevant codes and ordinances to reflect new policies and land use category changes in the General Plan.
- Identify appropriate locations for Village Centers in the City to provide the surrounding neighborhoods with a destination for shopping, entertainment, and arts & culture.
- Evaluate the merits of establishing a Form-Based Code, Traditional Neighborhood Development ordinance, or similar mechanism to shift the focus of development review to promoting the community's preferred urban form.

Land Use & Growth DRAFT Chapter Page 3 of 45

Chapter 2: Goodyear Profile DRAFT

Insert picture of Goodyear

*"An awesome quote from someone
saying something cool about
Goodyear goes here."*

- Katie Wilken, Goodyear Planner

A Profile of Goodyear

The following is a data profile for the Goodyear community. Rather than include data on individual topics in each of the topical chapters, the data has been compiled and included as a single chapter for easy reference. It is anticipated that this chapter will be updated regularly so that it includes up-to-date information to assist the community, City Council, staff, and other stakeholders in decision making.

Location & Context

Goodyear is located 20 miles west of Phoenix in the area of Maricopa County known as the Southwest Valley. Located at the intersection of Interstate-10 and the Loop-303, Goodyear has easy access to Los Angeles to the west and Interstate-17 to the north via the Loop-303. Many natural features dot the Goodyear landscape. The Gila River runs through Goodyear along with other significant washes, the Sierra Estrella Mountains are located just south of the Gila River in Goodyear, and the southern part of the City borders the Sonoran Desert National Monument.

Goodyear is the Spring Training home to the Cleveland Indians and Cincinnati Reds. Many major employers also call Goodyear home such as the Cancer Treatment Centers of America, Lockheed Martin, Lufthansa Airlines Training Center, West Valley Hospital, Southwest Specialty Foods, Poore Brothers, Macy's, Amazon.com, Dick's Sporting Goods, and more.

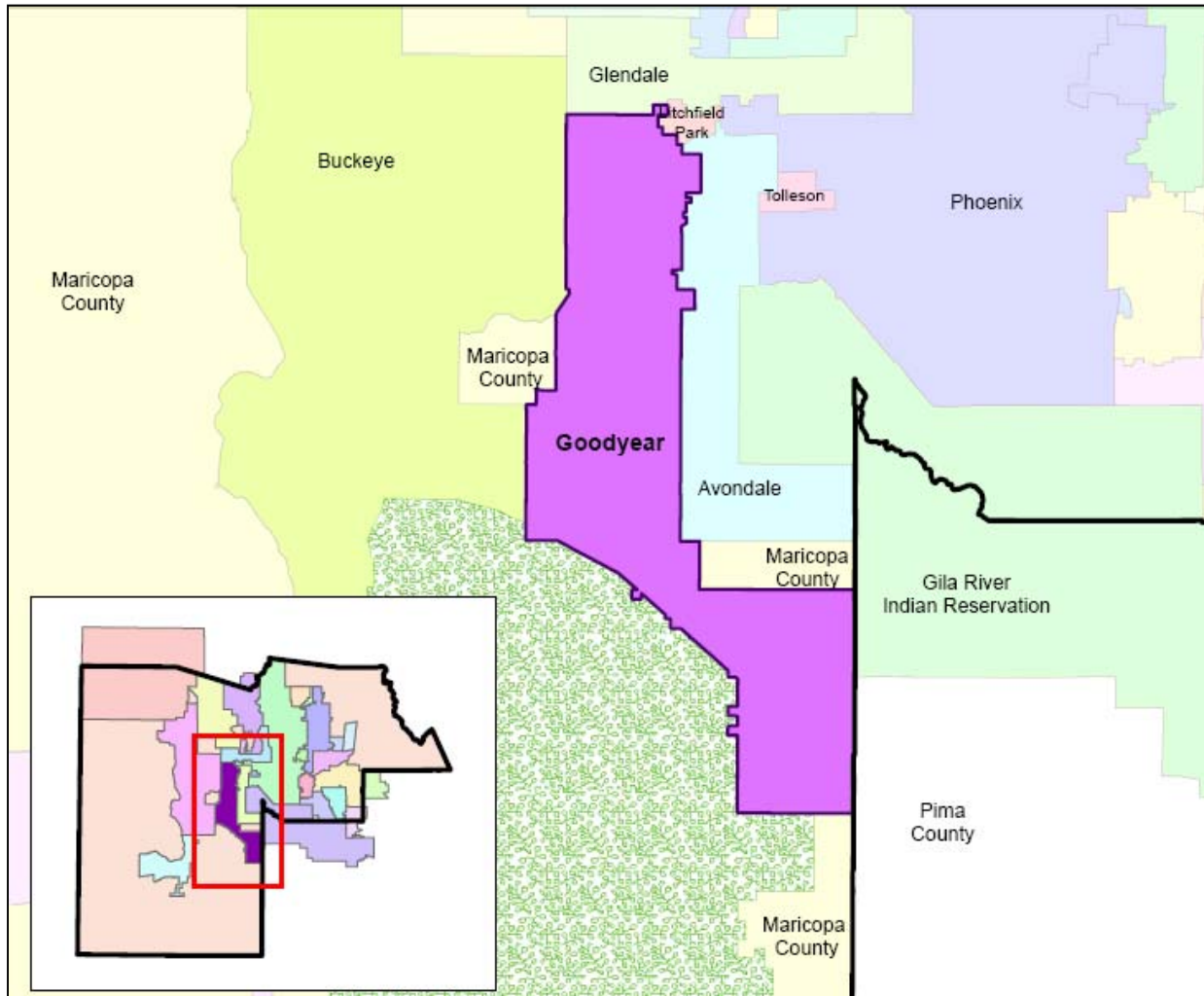


Figure XX. Vicinity Map of Goodyear *(the map will be replaced with a better version at a later date)*

History

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

Figure XX. Timeline of Goodyear's History



Goodyear Municipal Planning Area (MPA)

The City of Goodyear encompasses 190 square miles. However, cities within Maricopa County also have an area of planning concern that extends outside of their municipal boundary known as a Municipal Planning Area (MPA). Goodyear's MPA is currently 246.6 square miles. The City is responsible for long-range planning within this area and thus the scope of the General Plan is the MPA boundary. For the purposes of the General Plan, the term "Goodyear" refers to the area within the MPA boundary while the term "City" refers to the City of Goodyear municipality.

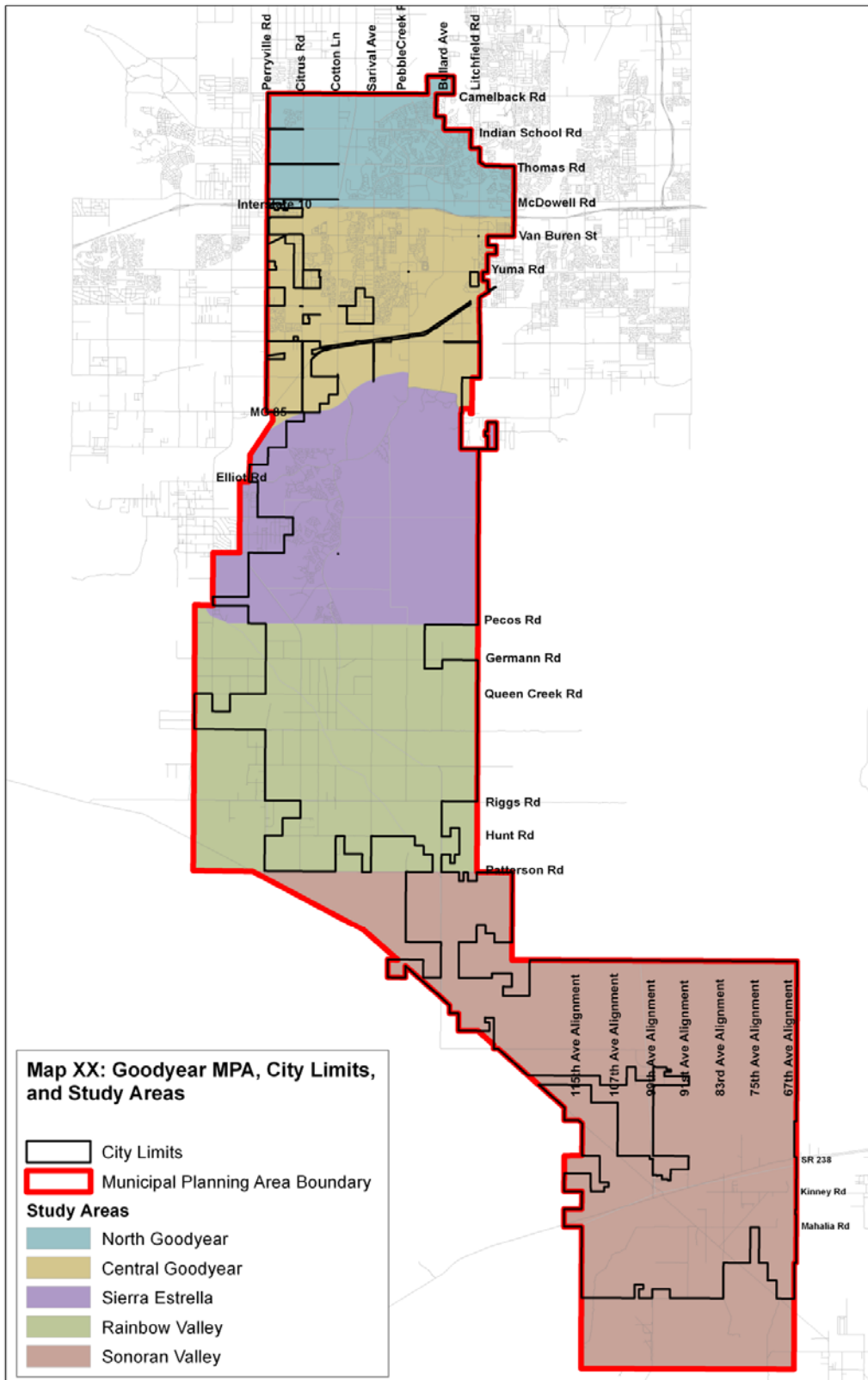
For the purpose of study and planning, Goodyear is broken down into five study areas (see **Figure XX**). Each of the study areas also aligns with MAG's Regional Analysis Zones (RAZ):

1. North: Area north of Interstate-10 (RAZ 265)
Encompasses PebbleCreek, Palm Valley, Estrella Falls Mall, Luke Air Force Base southern corridor
2. Central: Area south of Interstate-10 and north of the Gila River (RAZ 280 and 281)

Encompasses Historic Goodyear, Canyon Trails, Ballpark Village, Phoenix-Goodyear Airport
3. Sierra Estrella: Area south of the Gila River and north of Pecos Road (RAZ 302)
Encompasses Estrella, Estrella Mountain Regional Park
4. Rainbow Valley: Area south of Pecos Road and north of Patterson Road (RAZ 323)

Encompasses portions of Estrella, Madeira, Watterman Wash
5. Sonoran Valley: Area south of Patterson Road (RAZ 373)
Encompasses Mobile, Butterfield Landfill, Lufthansa Airstrip

Figure XX. Map of the Goodyear Municipal Planning Area (MPA), Goodyear City Limits, and the Study Areas.

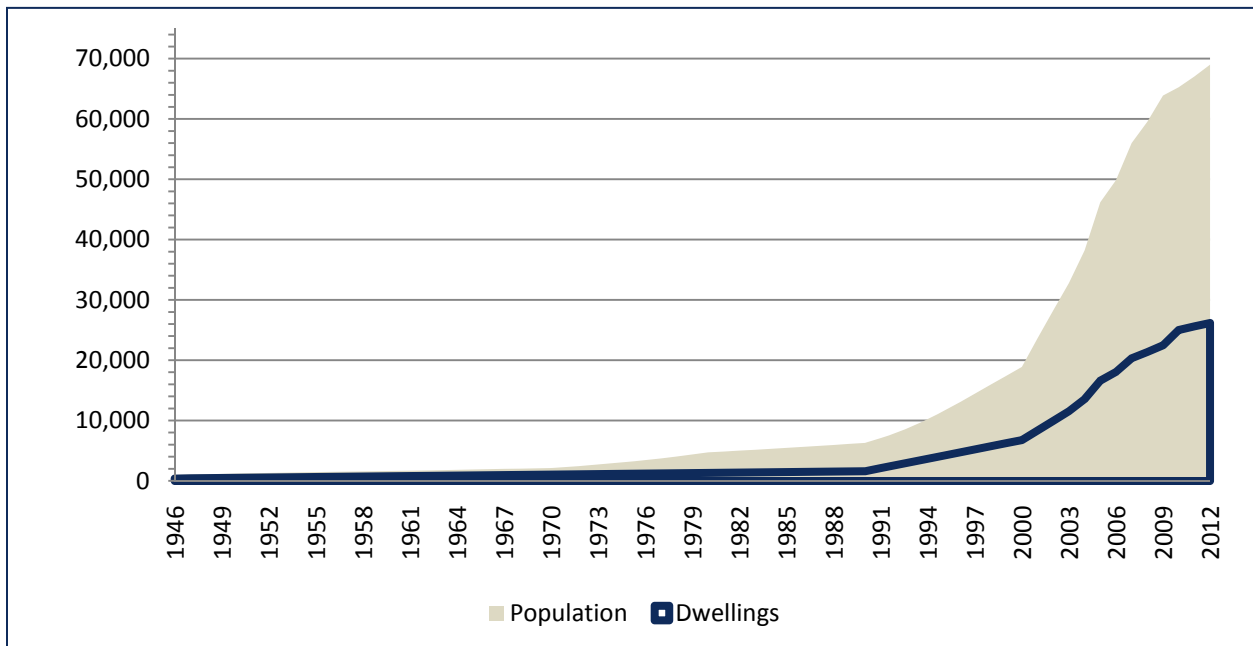


Population & Social Statistics

As of July 1, 2012, MAG estimates the City's population as 69,018 with a dwelling unit count of 26,168. According to the 2010 Census, the City's census count of 65,275 placed it as the 5th largest municipality in Maricopa County and the 14th largest municipality in the State of Arizona. Goodyear's population in 2010 was 68,031. This means that in 2010, there were 2,756 people who live outside of the City limits but within the Goodyear MPA.

Since the early 1990's, the City's population has grown tremendously. The average annual growth rate between 1950 and 1969 was 2.9%, between 1970 and 1989 it was 5.6%, and then between 1990 and 2009 it jumped to 12.5%.

Figure XX. Historic Population and Dwelling Unit Growth from Incorporation (1946) to 2012.



Source: U.S. Census Bureau Decennial Census, U.S. Census Bureau Special Census, Maricopa Association of Governments, City of Goodyear

Each month, the U.S. Census Bureau collects data for the American Community Survey. This data is compiled and made available each year. For cities with populations over 65,000 the data is available by one-year data. This is different from the Decennial Census because the Decennial Census is a snapshot of a single day, April 1st, the American Community Survey collects data over a year and so the data is more descriptive in nature. It also differs because the Census is a count where the American Community Survey is an estimate. The following page includes selected data from the American Community Survey.

Table XX. Goodyear, Arizona -- 2010 American Community Survey

Subject	Count	Percent	Subject	Count	Percent
Total Population.....	65,445		EMPLOYMENT STATUS		
Total Housing Units.....	25,280		Population 16 years old and older.....	49,368	
SEX & AGE			In labor force.....	32,038	64.9%
Male.....	31,194	47.7%	Civilian labor force.....	31,691	64.2%
Female.....	34,251	52.3%	Employed.....	27,769	56.2%
			Unemployed.....	3,922	7.9%
Under 5 Years.....	4,841	7.4%	Armed Forces.....	347	0.7%
5 to 9 Years.....	5,140	7.9%	Not in Labor Force.....	17,330	35.1%
10 to 14 Years.....	4,507	6.9%	COMMUTING TO WORK		
15 to 19 Years.....	5,639	8.6%	Mean travel time to work (minutes).....	26.9	
20 to 24 Years.....	3,797	5.8%	INCOME		
25 to 34 Years.....	9,339	14.3%	Total households.....	20,850	
35 to 44 Years.....	11,496	17.6%	Less than \$10,000.....	720	3.5%
45 to 54 Years.....	8,239	12.6%	\$10,000 to \$14,999.....	905	4.3%
55 to 59 Years.....	3,706	5.7%	\$15,000 to \$24,999.....	926	4.4%
60 to 64 Years.....	2,197	3.4%	\$25,000 to \$34,999.....	1,191	5.7%
65 to 74 Years.....	4,406	6.7%	\$35,000 to \$49,999.....	2,460	11.8%
75 to 84 Years.....	1,611	2.5%	\$50,000 to \$74,999.....	5,175	24.8%
85 Years and older.....	473	0.7%	\$75,000 to \$99,999.....	4,068	19.5%
Median Age (Years).....	34		\$100,000 to \$149,999.....	4,158	19.9%
RACE			\$150,000 to \$199,999.....	1,089	5.2%
One race.....	63,929		\$200,000 or more.....	158	0.8%
White.....	57,568	90.0%	Median household income (dollars).....	71,030	
Black or African American.....	2,244	3.5%	Mean household income (dollars).....	75,362	
American Indian & Alaska Native.....	2,116	3.3%	EDUCATION		
Asian.....	904	1.4%	Population 25 years old and older.....	41,467	
Native Hawaiian & Other Pacific Islander.....	-	0.0%	Percent high school graduate or higher.....	91.1%	
Some other Race.....	1,097	1.7%	Percent have bachelor's degree or higher.....	25.9%	
Two or more races.....	1,516		HOUSING		
HISPANIC OR LATINO ORIGIN			Total housing units.....	25,280	
Hispanic or Latino (any race).....	22,119	33.8%	Occupied housing units.....	20,850	82.5%
Not Hispanic or Latino.....	43,326	66.2%	Vacant Housing units.....	4,430	17.5%
HOUSEHOLDS			Homeowner vacancy rate (percent).....	4.4	
Total Households.....	20,850		Rental vacancy rate (percent).....	16.7	
Family households.....	16,218		Owner-occupied housing units.....	16,014	76.8%
with own children under 18 years.....	8,410		Renter-occupied housing units.....	4,836	23.2%
Nonfamily households.....	4,632		Household size in owner-occupied units.....	2.93	
Householder living alone.....	3,110		Household size in renter-occupied units.....	3.30	
65 years and over.....	936		Median value of owner-occupied units (dollars).....	182,100	
Average household size.....	3.02		Median rent paid (dollars).....	1,507	
Average family size.....	3.31				

Source: U.S. Census Bureau, 2010 American Community Survey (ACS), 1-Year Estimates

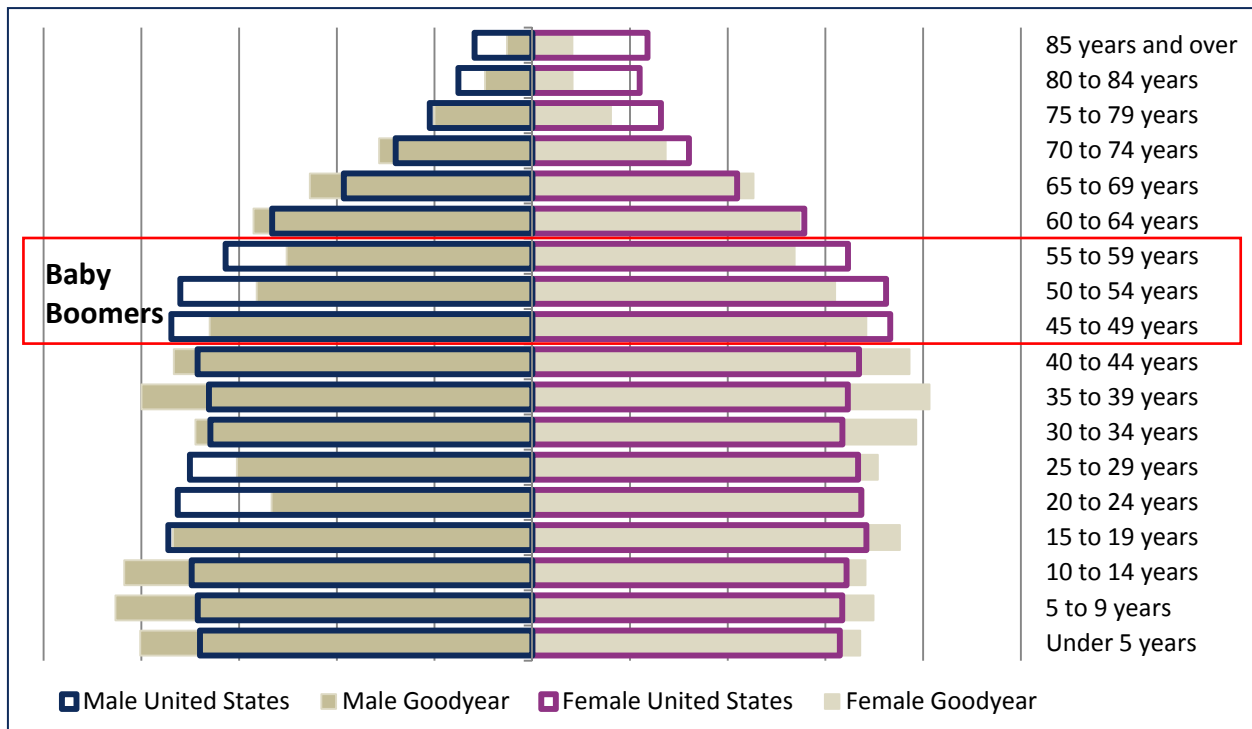
Age and Sex Distribution

The median age of Goodyear is 34.9 according to the 2010 Census. This is a slight decrease from the median age in 2000 of 36.5 but an increase from the median age in 1990 of 29.1. The large age-restricted community of PebbleCreek started construction in the 1990's causing Goodyear's median age to increase in 2000. Since 2000, more young families have moved to Goodyear causing the median age to decrease. This is supported by Figure XX which shows that Goodyear has a larger proportion of children under 14 years of age and adults aged 30-44 than the average for the United States. This is likely indicative of a higher number of families living in Goodyear.

The aging "baby boomer" generation may have a significant impact on Goodyear in the future. According to the Pew Research Center, 10,000 people will turn 65 each day in the United States between the years 2011 and 2030. There are over 15,000 people in Goodyear who are considered baby boomers which represents 23% of the population. Figure XX shows that there are fewer baby boomers in Goodyear than in the United States. As this generation reaches retirement age, Goodyear could see more growth in this demographic if they choose to retire in Arizona.

Figure XX also shows there are significantly less males aged 20-29 living in Goodyear than in the United States. This may indicate young people leaving Goodyear to attend college or join the military. It is noteworthy that this is true of males but not of females.

Figure XX. Age and Sex Distribution in the City of Goodyear and the United States (2010).

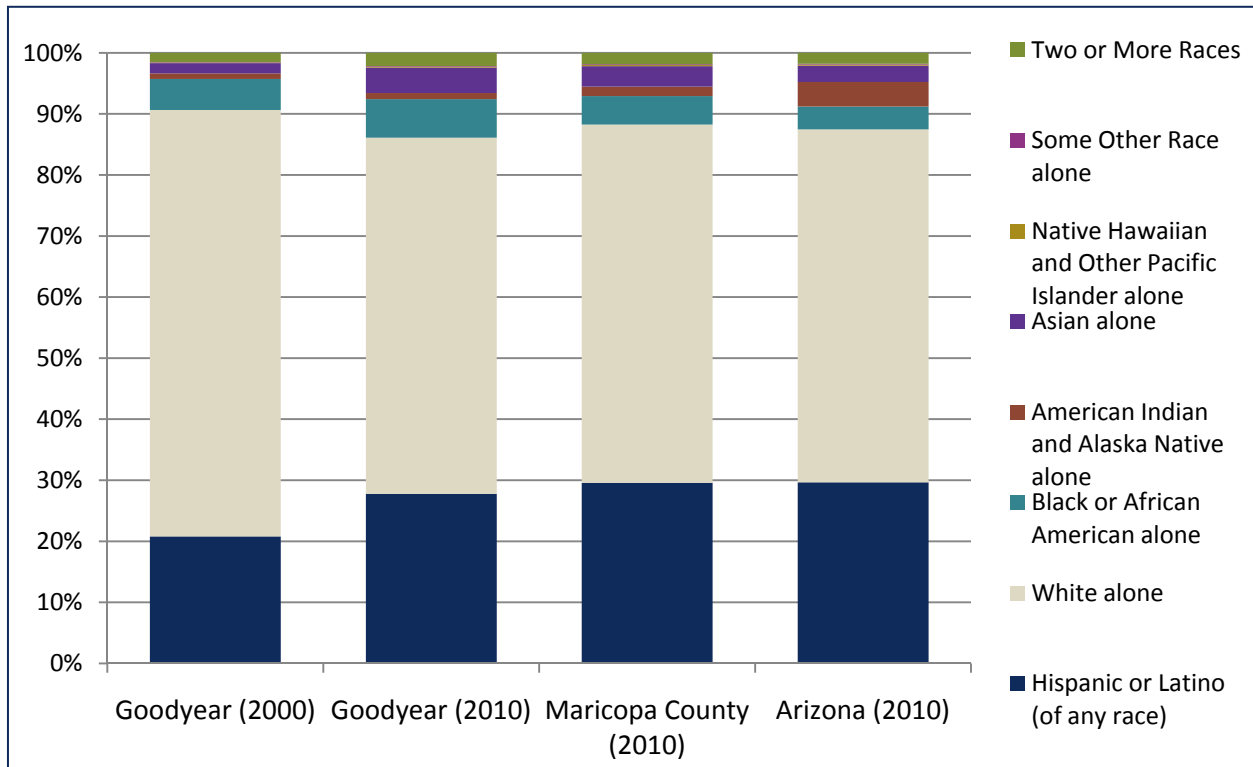


Source: U.S. Census Bureau 2010 Decennial Census

Race and Hispanic Origin

Since 2000, Goodyear has become a more diverse community and in 2010 more closely resembled the race and Hispanic origin distribution of Maricopa County and the State of Arizona. It is important to note that Hispanic origin is not considered a race. However, looking at race and Hispanic origin together allows for a more comprehensive look at the diversity of a community.

Figure XX. Distribution of Race and Hispanic Origin for the City of Goodyear (in 2000 and 2010), Maricopa County (2010), and Arizona (2010).

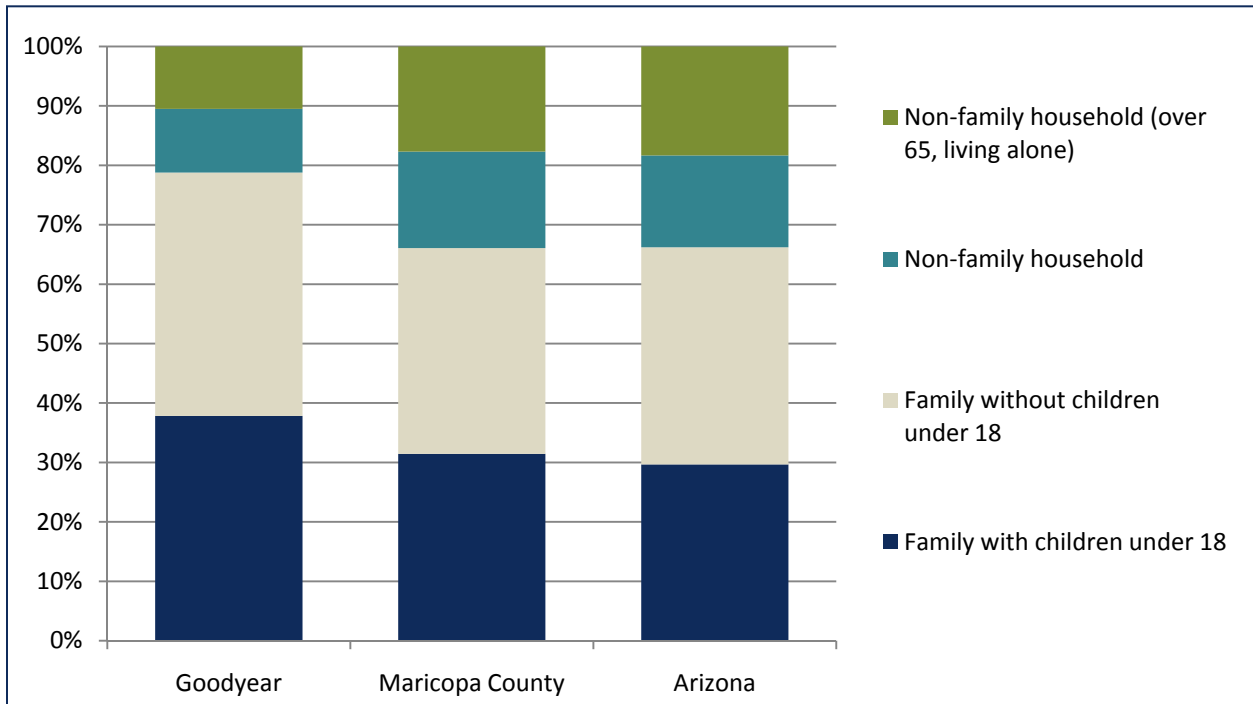


Source: U.S. Census Bureau 2010 Decennial Census, U.S. Census Bureau 2000 Decennial Census

Households and Families

Households and family data also shows that Goodyear is a family-oriented community. Goodyear has a higher percentage of families than Maricopa County or Arizona.

Figure XX. Household and Family Types in the City of Goodyear, Maricopa County, and Arizona (2010)



Source: U.S. Census Bureau 2010 Decennial Census

Housing Statistics

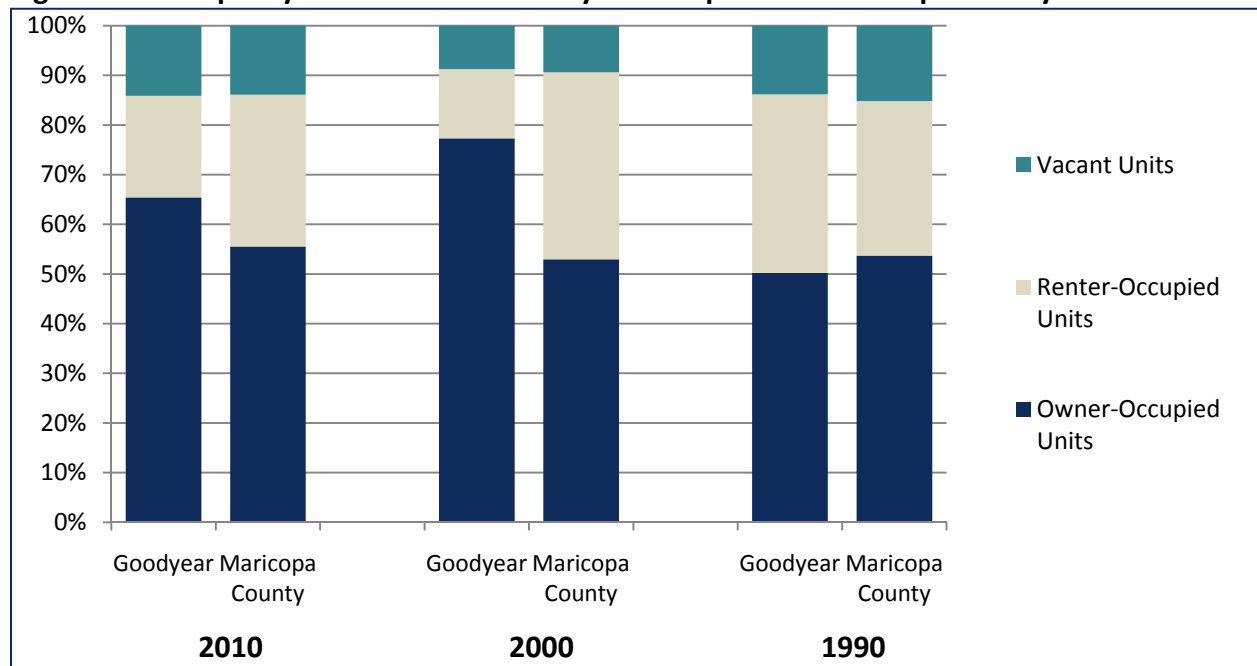
As demonstrated in **Figure XX**, housing growth has increased dramatically since 2000. At the height of Goodyear’s housing boom, the City was building over 2,000 single family dwellings per year, reaching a peak of 2,657 residential completions in 2006 (residential completions includes both single family and multi-family units). The entire West Valley (areas west of Phoenix, not including Phoenix) has seen an increase in residential growth. Between 1990-1994, the West Valley accounted for only 17% of residential completions while between 2005-2009 the West Valley accounted for 33% of residential completions **(source: Maricopa Association of Governments)**. As the East Valley communities approach build-out, residential demand will increase in the West Valley and Goodyear.

Occupancy and Tenure

Since 2000, Goodyear has had a higher percentage of owner-occupied dwelling units (i.e. any living unit such as a house or a single apartment unit) than Maricopa County. This may be due to Goodyear’s large number of families, suburban nature, high median-income, or some combination thereof. It may mean that Goodyear will catch up with Maricopa County and will see renter-occupied unit growth in the future.

Goodyear’s vacancy rate, along with that of Maricopa County, greatly increased between 2000 and 2010, likely due to the foreclosure crisis. The vacancy rate is anticipated to drop to normal, and may already have.

Figure XX. Occupancy and Tenure for Goodyear Compared to Maricopa County.



Source: U.S. Census Bureau 2010 Decennial Census, U.S. Census Bureau 2000 Decennial Census, U.S. Census Bureau 1990 Decennial Census

Distressed properties

The foreclosure crisis is one of the most significant events to affect Goodyear in the recent future. Since many of Goodyear’s homes were built in the mid-2000’s when home prices were at their highest, many Goodyear properties were foreclosed upon when home values plummeted. Goodyear did have a higher percentage of distressed properties than Maricopa County as indicated by Table XX. Distressed properties have been declining since 2009. Table XX shows this trend and that levels are almost back to normal (approximately 0.7% of total units being distressed could be considered normal).

Table XX. Distressed Properties in Goodyear and Maricopa County from September 2009 to March 2013.

Month	Goodyear			Maricopa County		
	Bank-Owned	Distressed	% of Total Units that are Distressed	Bank-Owned	Distressed	% of Total Units that are Distressed
Sept. 2009	327	1,500	6.7%	13,572	60,641	3.8%
Mar. 2010	352	1,487	5.9%	16,428	63,182	NA
June 2010	381	1,325	5.3%	16,976	57,180	3.6%
Sept. 2010	403	1,304	NA	20,102	59,149	NA
Dec. 2010	397	1,300	5.1%	18,583	57,731	3.6%
Mar. 2011	393	1,169	4.6%	18,781	52,082	NA
June 2011	347	912	3.6%	16,053	40,959	2.5%
Sept. 2011	241	752	2.9%	12,288	34,705	NA
Dec. 2011	183	447	2.4%	9,178	17,873	NA
Mar. 2012	147	371	2.0%	7,466	16,710	NA
June 2012	130	338	1.8%	5,908	15,376	1.3%
Sept. 2012	145	268	1.6%	6,234	12,946	NA
Mar. 2013	114	224	1.3%	4,981	9,188	NA

Sources: MAG, Information Market, U.S. Census Bureau, City of Goodyear
 Note: Distressed properties include bank-owned and those that have received notice of a pending foreclosure but the foreclosure has not been finalized. NA=data is not available

Although it appears that the worst of the foreclosure crisis is over, it may have lasting effects:

- Housing quality may have deteriorated while homes were left vacant and possibly even vandalized. The young age of a home may not give the full picture to housing quality.
- Many people still cannot qualify for a mortgage.
- Some neighborhoods have been left half-built placing an unexpected burden on HOAs or management companies.
- Many previously foreclosed homes appear to have been purchased by investors which could flood the market again or have other unforeseen consequences.

Housing Quality

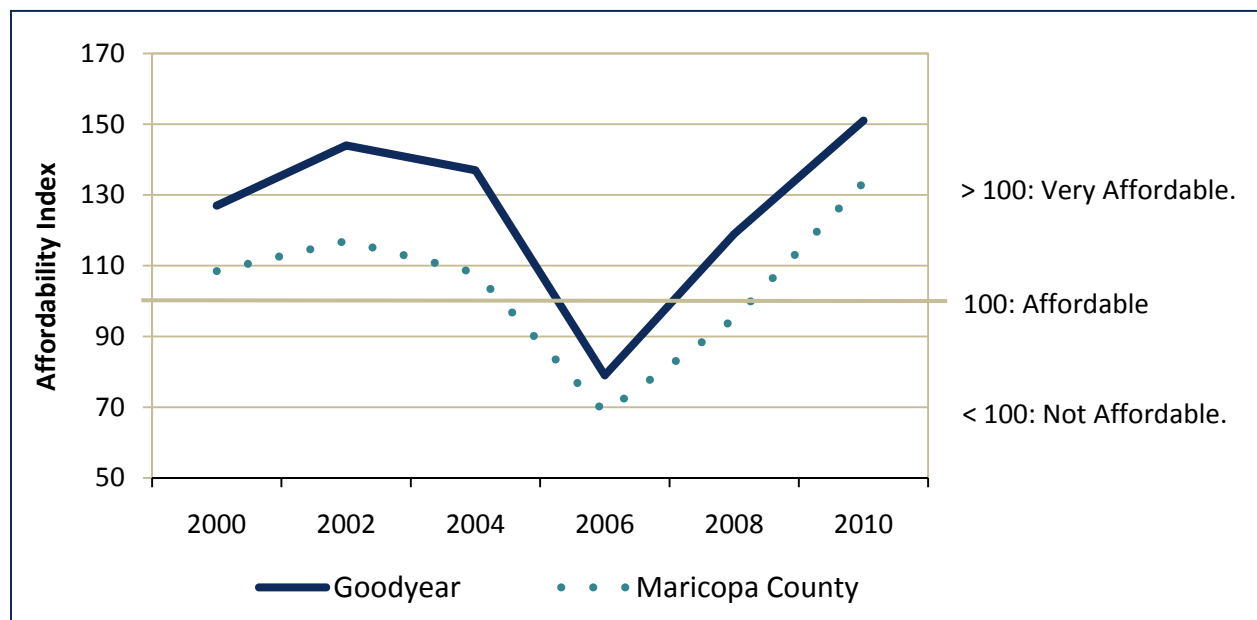
Over 20,700 dwelling units were built since 1990 meaning that 83% of the City’s dwellings (single family and multi-family) are less than 25 years old. Because so much of Goodyear’s housing stock was built recently, it is in relatively good condition. This also means that the City currently does not have adequate programs and policies in place to handle an aging housing stock. As the housing stock ages, these programs and policies will need to be researched and instituted.

Housing Affordability and Cost Burden

With the housing market still recovering from the foreclosure crisis, housing prices are affordable. However, housing affordability has been an issue within Goodyear in the past and should be closely monitored. With the job market not fully recovered, the amount of income that is spent on housing costs could remain high, even with housing prices remaining low.

Figure XX measures housing affordability in Goodyear and Maricopa County between 2000 and 2010. The Realty Studies Department at Arizona State University has devised an affordability index in which perfect affordability is defined at 100. Readings below 100 means that housing is “less affordable,” while readings above 100 are considered “more affordable.” These measurements are devised by taking a city’s average income and comparing it to home values in that city. Home prices peaked in Goodyear and Maricopa County in 2006 and during that time, housing was considered unaffordable. Since 2007, housing has been considered affordable and was very affordable by 2010.

Figure XX. ASU Housing Affordability Index for Goodyear and Maricopa County from 2000 to 2010.



Source: ASU Realty Studies Department

The majority of households in Goodyear spend less than 30% of their income on housing costs (mortgage, rent, insurance, and utilities) which is considered “affordable”. However, according to the 2010 American Community Survey, 38.1% of households are cost burdened, meaning they spend 30% or more of their income on housing costs.

Only looking at housing costs might not truly capture the whole picture. Incorporating the costs of transportation to work can give additional insights to cost burden. The Center for Neighborhood Technology created the H+T Affordability Index to measure both the housing and transportation cost burden. According to the index, households should spend less than 45% of their income on housing and transportation. The index has found that all of Goodyear would be considered unaffordable by this measure. As housing prices continue to recover after the foreclosure crisis, this issue will need to be monitored closely.

Build-Out and Projections

Build-out

When looking at build-out figures, it is important to note that build-out is not a target that the community wishes to achieve but a possible outcome of the land use plan that has been created. It is also a somewhat imaginary figure. No community, even Manhattan, ever reaches build-out and stops developing or redeveloping. For a relatively young community such as Goodyear, the build-out figure will change with the plans, resource availability, and desire of the community. However, the build-out figure can be helpful for analysis and future planning and so an analysis of the build-out is included below.

The projected build-out for the Goodyear MPA is approximately 760,000 residents with almost 288,000 dwelling units and just under 328,000 jobs.

Table XX. Build-Out Projections for the Goodyear Municipal Planning Area.

Study Area of MPA	Area (Acres)	Population Build-Out	Dwelling Unit Build-Out	Jobs Build-Out	Density	Jobs to Housing Ratio
North	12,718	45,500	17,500	65,000	1.38	3.7
Central	20,947	96,000	34,900	120,100	1.67	3.4
Sierra Estrella	27,552	102,700	37,400	29,400	1.36	0.8
Rainbow Valley	35,876	258,800	97,800	32,700	2.73	0.3
Sonoran Valley	61,113	259,700	100,200	80,700	1.64	0.8
Entire MPA	158,206	762,700	287,800	327,900	1.82	1.1

Sources: MAG, City of Goodyear
Build-out was produced by the Maricopa Association of Governments using information provided by the City of Goodyear. Build-out figures are rounded to the nearest hundred. Density is dwelling units divided by total acreage, not just residential areas and is not a true measurement of density but has been provided for comparison between study areas of the MPA.

Projections

Goodyear is projected to see significant growth over the coming years. The population is projected to increase by 70% between 2010 and 2020. The number of jobs is projected to increase by 92% between 2010 and 2020. This would bring the jobs to population ratio from 0.36 in 2010 up to 0.40 in 2020. **Table XX** includes the population and employment projections by study area. **Figure XX** is a graphical representation of the population projection compared to historic growth.

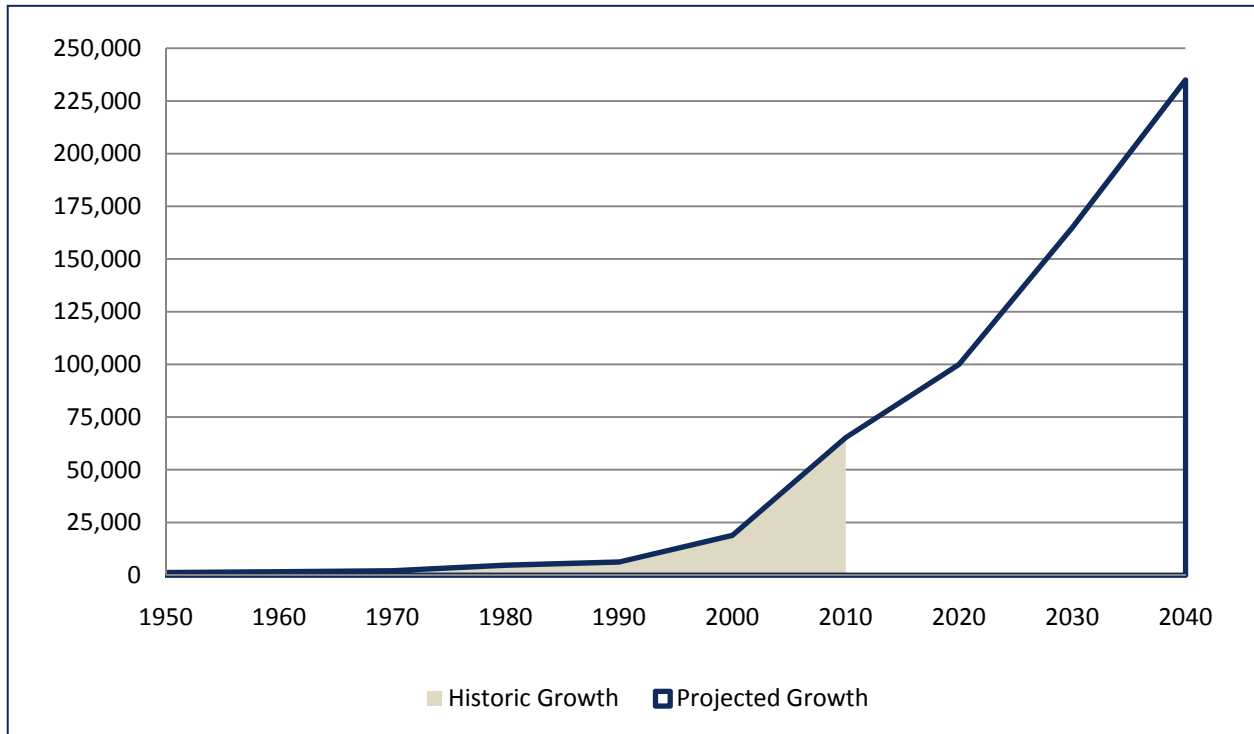
Table XX. Population and Employment Growth Projections for the Goodyear Municipal Planning Area (MPA) and Study Areas.

Study Area of MPA	Population Projections				Employment (jobs) Projections			
	2010	2020	2030	2040	2010	2020	2030	2040
North	25,845	43,975	50,583	54,340	11,073	18,439	27,140	31,069
Central	31,948	47,437	68,108	91,196	11,703	25,216	35,541	43,964
Sierra Estrella	9,984	23,484	46,719	66,694	1,279	2,524	6,511	11,464
Rainbow Valley	197	354	2,155	28,511	54	117	881	4,082
Sonoran Valley	57	57	85	666	118	185	372	2,652
Entire MPA	68,000	115,300	167,700	241,400	24,200	46,500	70,400	93,200

Sources: MAG, City of Goodyear

Employment/jobs includes point-of-service jobs such as construction jobs and work-at-home.

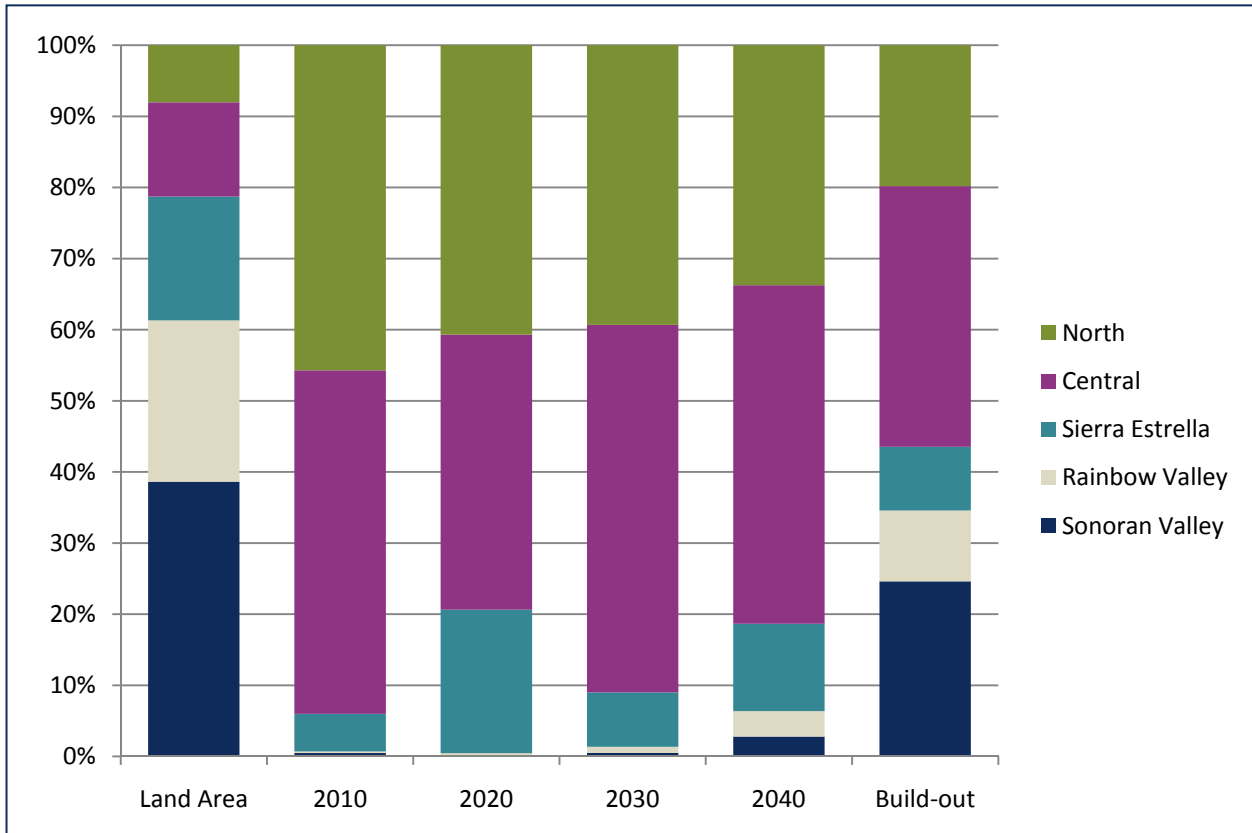
Figure XX. Historic Population Growth from Incorporation (1946) to 2010 and Projected Population from 2010 to 2040.



Source: U.S. Census Bureau Decennial Census; U.S. Census Bureau Special Census; the City of Goodyear; Maricopa Association of Governments

As Goodyear grows population will shift south. **Figure XX** depicts the geographic distribution of population over time. This is important because as population moves south, services will need to be built to meet new needs in these areas.

Figure XX. Geographic Distribution of Population Over Time Compared to Land Area for the Goodyear Municipal Planning Area.



Source: U.S. Census Bureau Decennial Census; Maricopa Association of Governments; the City of Goodyear

Additional data that will be added to the Goodyear Profile:

Employment Statistics

Employers

Inflow/Outflow of Workers

Infrastructure and Services

Public Facilities

Water Resources

Natural Environment

Natural Resources

Open Space

Chapter 3: A Vision for Goodyear



“An awesome quote from someone saying something cool about Goodyear goes here.”

- Katie Wilken, Goodyear Planner

A Vision for Goodyear

The vision statement created by the Goodyear 2025 General Plan Committee was used to guide the creation of the plan, including the goals, objectives, and policies.

GUIDING VISION

Create a highly desirable place for all to live, work, visit, and play by fostering a sustainable community with diverse destinations connected throughout the city, encouraging growth by offering opportunities for cultural, educational, and economic development, while recognizing our assets, history, and open spaces, and maximizing partnerships and collaboration.

Community Goals

Along with the vision statement, twenty-four goals were identified that further describe the vision for Goodyear. Identifying goals is important in the planning process. It allows the community to clearly identify the specific accomplishments they want to achieve for Goodyear. Goals were first identified for the seventeen required elements by Arizona State Statute:

- Land Use
- Growth Areas
- Circulation (a.k.a. Transportation)
- Bicycling
- Recreation
- Neighborhood Preservation and Revitalization
- Housing
- Safety
- Conservation, Rehabilitation, and Redevelopment
- Water Resources
- Energy
- Environmental Planning
- Open Space
- Conservation
- Public Services and Facilities
- Public Buildings (combined with Public Services and Facilities element)
- Cost of Development (included with the Growth Areas and Public Services elements)

An additional nine elements were identified by the General Plan Committee as needing goal statements because of their importance:

- Arts
- Economy
- Employers
- Workforce
- Technology
- Education
- Citizen Engagement
- Healthy Communities
- Transit

The goals were grouped by topic into the following categories: physical growth and development, community and culture, economic development, and environmental sustainability. These groupings will form the topical chapters of the General Plan document. Each chapter of the General Plan will go into more detail, describing the goals in more detail and then identifying objectives, policies, and implementation strategies to achieve these goals. Together, the guiding vision and the goals describe the future state of Goodyear, Arizona.

A visual representation of the vision and community goals is included in **Figure XX**.

Physical Growth and Development

- Goal GD-1. A compatible mix of land uses and diverse destinations that foster a quality community with livable and safe neighborhoods, a strong economy, and a sustainable environment. *(Land Use)*
- Goal GD-2. Effectively managed and well-distributed growth that meets or exceeds the quality of existing development and addresses the needs of existing and future residents and businesses. *(Growth Areas, Cost of Development)*
- Goal GD-3. A connected community with a well functioning roadway network of complete streets that meet the needs of its residents, workforce, and visitors. *(Transportation/Circulation)*
- Goal GD-4. An efficient multimodal transit system and options for alternative modes of travel. *(Transit)*
- Goal GD-5. A non-motorized trail and path network that provides safe and convenient opportunities for bicycling and walking. *(Bicycle/Pedestrian)*
- Goal GD-6. A customer-centered level of community services and facilities to serve existing and future residents, businesses, and visitors. *(Public Services and Facilities, Public Buildings, Cost of Development)*
- Goal GD-7. An adequate volume and reliable supply of high quality potable and non-potable water resources that meets both current and future needs. *(Water Resources)*

Community and Culture

- Goal CC-1. Vibrant and complete neighborhoods recognized as being people and family-friendly, each with their individual character yet connected and integrated into a cohesive Goodyear. *(Neighborhood Preservation and Revitalization)*
- Goal CC-2. A diverse stock of high quality housing that meets the needs of all residents. *(Housing)*
- Goal CC-3. A regionally linked and locally accessible park, recreational facility, open space, and trail network to serve existing and future residents. *(Recreation)*
- Goal CC-4. Regionally celebrated arts facilities, programs, and events that serve as a hub for arts and culture in the West Valley. *(Arts)*

- Goal CC-5. A community committed to educational excellence. *(Education)*
- Goal CC-6. A community with access to healthy eating and active lifestyle opportunities. *(Healthy Communities)*
- Goal CC-7. An engaged and informed community. *(Citizen Engagement)*
- Goal CC-8. A community with a sense of safety wherever they go that are protected from the hazards of the natural and man-made environment. *(Safety)*

Economic Development

- Goal ED-1. A resilient and diversified economy. *(Economy)*
- Goal ED-2. An innovative, adaptable, and thriving community of employers that contribute to the quality of life associated with Goodyear. *(Employers)*
- Goal ED-3. An educated and healthy workforce. *(Workforce)*
- Goal ED-4. A community that is a leader in technology in business, education, and government. *(Technology)*
- Goal ED-5. A community that is committed to the conservation and reuse of older buildings and sites. *(Conservation, Rehabilitation, and Redevelopment)*

Environmental Sustainability

- Goal ES-1. A community that is sensitive and dedicated to preserving the unique nature of the Sonoran Desert. *(Environmental Planning, Conservation)*
- Goal ES-2. A mix of developed and natural open space that preserves the historical character of Goodyear. *(Open Space)*
- Goal ES-3. A community that is dedicated to and actively promotes water conservation. *(Conservation)*
- Goal ES-4. A community that uses non-renewable resources responsibly and maximizes opportunities and availability of renewable sources of energy. *(Energy)*

Figure XX. Goodyear Vision Infographic



How Do We Achieve Our Vision?

Results from Public Outreach

The update of the General Plan included an extensive public participation component. A detailed summary of the General Plan update and the public participation process is in **Appendix TBD**. Throughout the outreach efforts, certain themes began to emerge which are outlined below:

Getting Arizona Involved in Neighborhoods (GAIN) Community Festival

October 20, 2012

The City sponsored a booth at the GAIN Community Festival and asked the question, “Vision Goodyear, the City of the Future, what does it look like? What is included? Give us your ideas.” The top most comments received related to:

- Light rail/busses
- Parks (and related facilities such as pools)
- Estrella Falls Mall
- Schools

Open House Meetings

February/March 2013

The City held a series of open house meetings to gather ideas and input on the plan. There were several booths that provided information and allowed attendees to provide comments. At these meetings, the most comments received related to:

- Transit
- Recreation (bikes, trails)
- Connectivity (bikes, walkability)
- Parks and open space
- Shopping and entertainment
- Arts and culture (art, library)

Goodyear Connects

Ongoing

The City launched Goodyear Connects, an interactive commenting website, in February 2012. The website has had the question, “What is your big idea for Goodyear” up on the site since its launched. The top most ideas received related to:

- Shopping/Dining/Entertainment
- Parks and Recreation
- High-wage jobs
- Arts/Cultural/Events
- Healthy communities
- Bicycling

Idea Champion Presentations

February 2013 to November 2013

The General Plan Committee members were given the opportunity and encouraged to bring their big ideas to the General Plan Committee by making a brief presentation to the Committee and then answering questions and participating in discussion on the topic. The following topics/ideas were presented to the Committee:

- Transportation Options
- Cycling in Goodyear
- Benefits of Cultural Facilities to Communities of all Sizes
- Example Arts Center: Torrance, CA
- Putting Health Into the Equation (Healthy Communities)
- Tourism
- Technology
- Bullard Corridor
- Infrastructure Costs and the Facilities Cost Index
- Water Resources
- Education
- Community Services

Summary

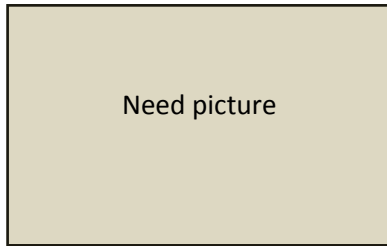
When the comments from all of the participation opportunities and the discussion led by the General Plan Committee are reviewed comprehensively, themes begin to emerge. The following concepts appear to be the direction that has been given to Goodyear by the community:

- Develop a connected community
- Create quality shopping, dining, and entertainment experiences
- Expand the open space, parks, and recreation system
- Enhance art and cultural opportunities
- Bring more high-wage jobs to Goodyear
- Build healthy communities
- Ensure a sustainable community (fiscally and environmentally)

These concepts have been further developed to create fundamental strategies which will provide further guidance to implementing the General Plan. They directly inform the objectives, policies, and implementation strategies described throughout the General Plan. They are also used to evaluate amendments to the General Plan. By focusing efforts on these overarching, fundamental strategies, Goodyear can achieve its vision by following the guidance given by the community. The fundamental strategies and described on the following pages.

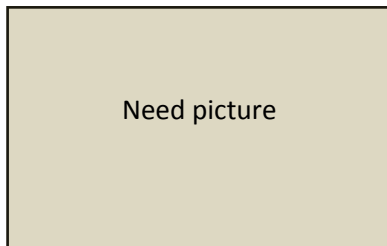
Fundamental Strategies – A Comprehensive Approach

The vision and goals for Goodyear are enhanced by eight fundamental strategies. These strategies represent the overall approach to implement the vision and goals.



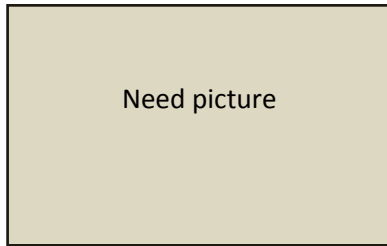
Strategy 1. Create Great Places and Diverse Destinations

By focusing on creating an enjoyable, people-friendly, and attractive community with diverse destinations, we will create a unique city for all to live, work, visit, and play. Great places will include quality shopping, dining, recreation, and entertainment experiences. Diverse destinations include built environments and natural open spaces.



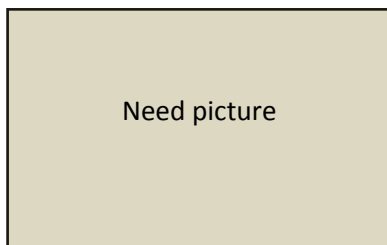
Strategy 2. Develop a Connected Community

A community that is well connected fosters community unity and a healthy economy. A wide range of transportation opportunities give residents and businesses options for travel. By ensuring a well connected community, we can use resources wisely and create a cohesive community.



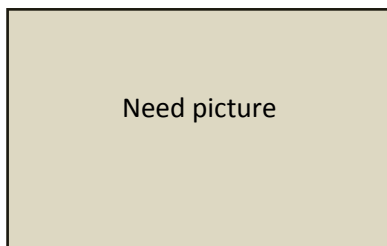
Strategy 3. Cultivate Art, Culture, and Recreation

A devotion to arts, culture, and recreation gives Goodyear a unique sense of place and empowers residents toward active, healthy participation and involvement.



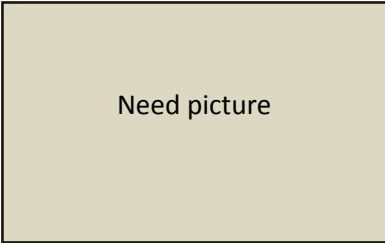
Strategy 4. Advance Economic Opportunity

A strong community has a strong economic base. Expanding opportunities for small businesses, education and training, and locating of businesses in Goodyear will strengthen the local economy.



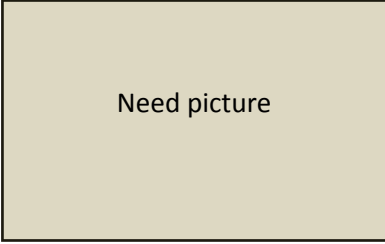
Strategy 5. Protect and Utilize our Assets

Goodyear possesses many important assets including our history, our residents, our business community, and a unique natural setting. By protecting and enhancing these resources, we seek to create a distinctive, attractive, and innovative community.



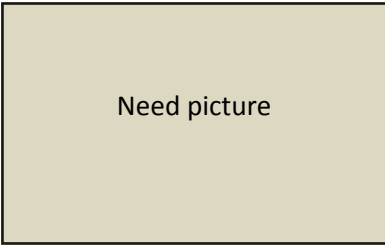
Strategy 6. Maximize Partnerships and Collaboration

Collaboration allows us to align goals and policies with our stakeholders such as schools, businesses, and resident groups, including neighboring communities. By maximizing partnerships we can share resources and focus energy and commitment to achieve our shared visions faster and more economically.



Strategy 7. Provide Opportunities for Living a Healthy Lifestyle

The health of Goodyear residents and businesses is important to create a strong and thriving community. Access to healthy food, clean air and water, decent shelter, and opportunities for activity are critical to the overall success of Goodyear.



Strategy 8. Foster a Sustainable Economy and Community

A sustainable Goodyear means that we are providing appropriate services for new and existing residents, that we are fiscally responsible, that we grow and development responsibility, that we actively promote the City’s high-quality culture, and that we continue to work to achieve our shared vision.