

3

Vision



Figure 3.1 Estrella Lakes

A Vision for Goodyear

The vision statement, written by the GPC (see *Chapter 1: Introduction*), was used to guide the creation of the General Plan. As the planning process progressed, it became clear that the vision statement should be shortened. The General Plan Committee shortened the vision to the statement on the following page.

VISION

Create a highly desirable and sustainable place for all to live, work, visit, and play.

This revised vision statement is short and easy to remember. It also has a lot of substance. The vision describes Goodyear as a place that people find desirable, that they will visit, and where they want to work or live. Goodyear is described as a sustainable place meaning it is fiscally sustainable, it is a healthy place, and is environmentally sustainable.

However, it is also important not to lose other guidance that was part of the original vision statement. The original vision statement included the following direction:

- Foster a sustainable community with diverse destinations connected throughout the city
- Encourage growth by offering opportunities for cultural, educational, and economic development
- Recognize our assets, history, and open spaces
- Maximize partnerships and collaboration

This guidance will be carried forward in the General Plan along with the ideas garnered during the extensive public outreach effort which is detailed below.



Figure 3.2 Chart showing the building blocks of the General Plan (from Chapter 1). The Vision is highlighted.

A Summary of the Public Outreach Effort

The update of the General Plan included extensive public participation. A detailed summary of the General Plan update and the public participation process is in Appendix C. When the comments from all of the participation opportunities and the discussion led by the General Plan Committee are reviewed comprehensively, concepts begin to emerge. The following concepts are the direction that has been given to the City of Goodyear by the community through the public outreach process:

- Develop a connected community (physically and socially)
- 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, along with the direction from the original vision statement, have been further developed to create fundamental strategies which will provide guidance to implementing the General Plan. The concepts inspire the objectives, policies, and implementation strategies described throughout the General Plan, and they are also used to evaluate amendments to the General Plan (see Chapter 6). By focusing efforts on these overarching, fundamental strategies, Goodyear can achieve its vision by following the guidance given by the community. The fundamental strategies are described on the following pages.

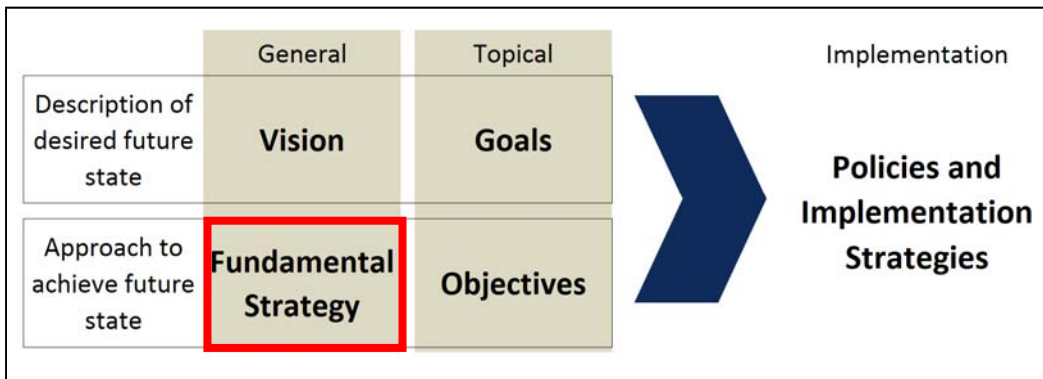


Figure 3.3 Chart showing the building blocks of the General Plan (from Chapter 1). The fundamental strategy is highlighted.

Fundamental Strategies – Implementing the Vision for Goodyear

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



Strategy 1. Create Attractive Places and Diverse Destinations

By focusing on creating an inviting, 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 Physically and Socially Connected Community

A community that is well connected fosters unity and a healthy economy. A wide range of transportation opportunities give residents and businesses options for travel to and within the community. Building social connections by providing gathering places, building the fiber-optic network, and promoting events ensures a cohesive and healthy community.



Strategy 3. Expand the Parks, Open Space, Trails, and Recreation System.

As a family-oriented community, the parks and recreation system is a vital part of the community. Providing additional parks and recreation facilities is key to promote a healthy community, social interaction, and provide a desirable place to live, work, play, and visit. Preserving open space is also important for a community with unique natural resources.



Strategy 4. Cultivate Art and Culture

A devotion to arts and culture gives Goodyear a unique sense of place. Art and cultural events also draw visitors and creates an attractive physical environment.



Strategy 5. Advance Economic Opportunity

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



Strategy 6. 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 7. Maximize Partnerships and Collaboration

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



Strategy 8. 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 physical activity are critical to a high quality of life and the overall success of Goodyear.



Strategy 9. 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 develop responsibly, that we actively promote the City's high-quality culture, and that we continue to work to achieve our shared vision.