

CHAPTER 5 PHYSICAL GROWTH AND DEVELOPMENT

- b. Encourage the development of entertainment and recreational uses at Village Center sites.
- c. Develop the future City Center site with a mix of cultural and recreational uses.

Objective GD-1-5. Plan for and develop the future City Center site with a mix of cultural, commercial, and recreational uses and amenities.

Policies:

- a. Build on and update previous planning and design efforts pertaining to the development of a City Center which serves as an activity, entertainment, education, and employment hub of the community.
- b. Consider new information into the planning for City Center such as resident comments, demographics, and community needs.
- c. Locate a higher education institution(s) in or near the planned City Center.
- d. Incorporate community gathering and meeting places with a variety of uses such as entertainment, information sharing, outdoor enjoyment, meetings, and general enjoyment.
- e. Include multiple modes of transportation options to the City Center.
- f. Ensure landscaping maximizes the potential outdoor use, incorporates intimate gathering areas, and provides for a beautiful and aesthetically pleasing look and feel.

Growth

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.

Goodyear is approximately 10% built-out and has a lot of area to grow. Handling growth will become an important issue in the future. Goodyear is a high-quality and attractive place to live, raise a family, or retire. Goodyear wishes to maintain and build-upon this quality foundation as it grows and develops. Goodyear envisions allowing new growth while ensuring it is compatible with existing development, that new growth pays for itself, and that there are adequate services to meet demand.

The Growth Areas Map is intended to provide information on anticipated and/or preferred growth patterns within the Community. It is not a regulatory or restrictive plan.

Existing assets that may assist in implementation:

- Quality master plans, such as the integrated water master plan, that guide growth and development decisions.
- A lot of land that is undeveloped allows us to learn from other communities and do things better.

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Potential barriers to implementation:

- Current economic times mean that home builders, home buyers, businesses, and the development community do not have the same resources that they used to.
- If Goodyear experiences “boom times” again then keeping up with new growth will be an important issue.
- Goodyear wishes to maintain its current culture and atmosphere, but as the community grows, it will experience change.

Objective GD-2-1. Ensure that new development pays its fair share toward the cost of additional public service needs generated by that new development.

Policies:

- a. Promote the policy that new development should pay for itself.
- b. Use development impact fees to encourage or discourage development in certain areas of the City. In areas where there are not adopted impact fees, the developer shall construct the necessary infrastructure to serve the development.



Figure 5.5 Waterline replacement

Objective GD-2-2. Focus new growth in the City’s designated growth areas to effectively utilize resources, minimize operation and maintenance costs, and attract and efficiently provide new services such as transit and entertainment opportunities.



Figure 5.6 Construction of a new home

Policies:

- a. Evaluate the projects and programs within the Capital Improvements Program based on their location in relationship to the City’s designated growth areas.
- b. Promote development within the City’s designated growth areas first, as follows:
 - areas within the impact fee areas as identified by the Infrastructure Improvement Plan (IIP)
 - areas within targeted job centers such as the Loop 303 Corridor, Interstate 10 Corridor, Phoenix-Goodyear Airport, the MC-85 Corridor, and the Bullard Corridor,
 - areas within any City-adopted Redevelopment Area,
 - areas within the Transit Oriented Development Overlay,
 - areas within ¼ mile of existing residential subdivisions and

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- areas along existing interstates/freeways.
- c. Promote appropriate development within the designated growth areas (see Figure 5.7):
 - Loop 303 Corridor: Promote distribution, warehousing, and manufacturing to utilize proximity to the Loop 303 and I-10 and be compatible with the Luke Air Force Base Overlay.
 - Interstate 10 Corridor: Promote office, entertainment, and hospitality uses to maximize visibility and access.
 - Bullard Corridor: Promote medical and office uses in the north Bullard Corridor to build upon the existing Cancer Treatment Centers of America and West Valley Hospital facilities.
 - Phoenix-Goodyear Airport: Promote aviation and technology uses near to take advantage of this important resource.

d. ~~Discourage rezoning land to higher intensities outside of the growth areas until infrastructure planning is in place and necessary resources are available.~~

DELETE

Objective GD-2-3. Redevelop, revitalize, or enhance Goodyear's older areas.

Policies:

- a. Encourage infill development within the City's designated Redevelopment Area(s).
- b. Encourage infill development within the Transit Oriented Development Overlay to increase density within this

area to support an efficient transit system.

Action Items:

- a. Establish an infill development policy, and research and establish programs for infill development.
- b. Develop a redevelopment policy for aging commercial and industrial centers.

Objective GD-2-4. Protect community assets from encroachment and incompatible land uses.

Policies:

- a. Protect the Luke Air Force Base Accident Potential Zones (APZ's), and the Phoenix-Goodyear Airport Traffic Pattern Area (TPA) and their respective critical noise contours (i.e., 65 day-night noise level (DNL) and greater) surrounding Luke Air Force Base and Phoenix-Goodyear Airport from incompatible land uses in support of their continued and/or expanded future operations.
- b. Ensure there are adequate sites within the City for intensive land uses, such as, but not limited to, landfill transfer stations that require separation from residential and other lower intensity uses.
- c. Protect natural resources as defined in GD-8.

REPLACE WITH REVISED PAR. d.

d. Discourage rezoning land to higher intensities until infrastructure planning is in place and necessary resources are available, unless a plan to develop the infrastructure necessary to adequately serve the area is identified during the rezoning process and its implementation in a timely manner is guaranteed by appropriate stipulations and development agreements.

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Objective GD-2-5. Enhance, protect, and build-upon Goodyear’s unique identity and character.

Policies:

- a. Evaluate the General Plan and City Strategic Plan to ensure they are compatible and complementary.
- b. Ensure the City’s Design Guidelines and Zoning Ordinance reflects the needs and desires of the community by periodically reviewing the documents

and updating when necessary to implement best practices.

Action Items:

- a. Evaluate the merits of establishing an architectural review board.
- b. Evaluate the merits of creating a Form Based Code to promote the community’s unique identity.

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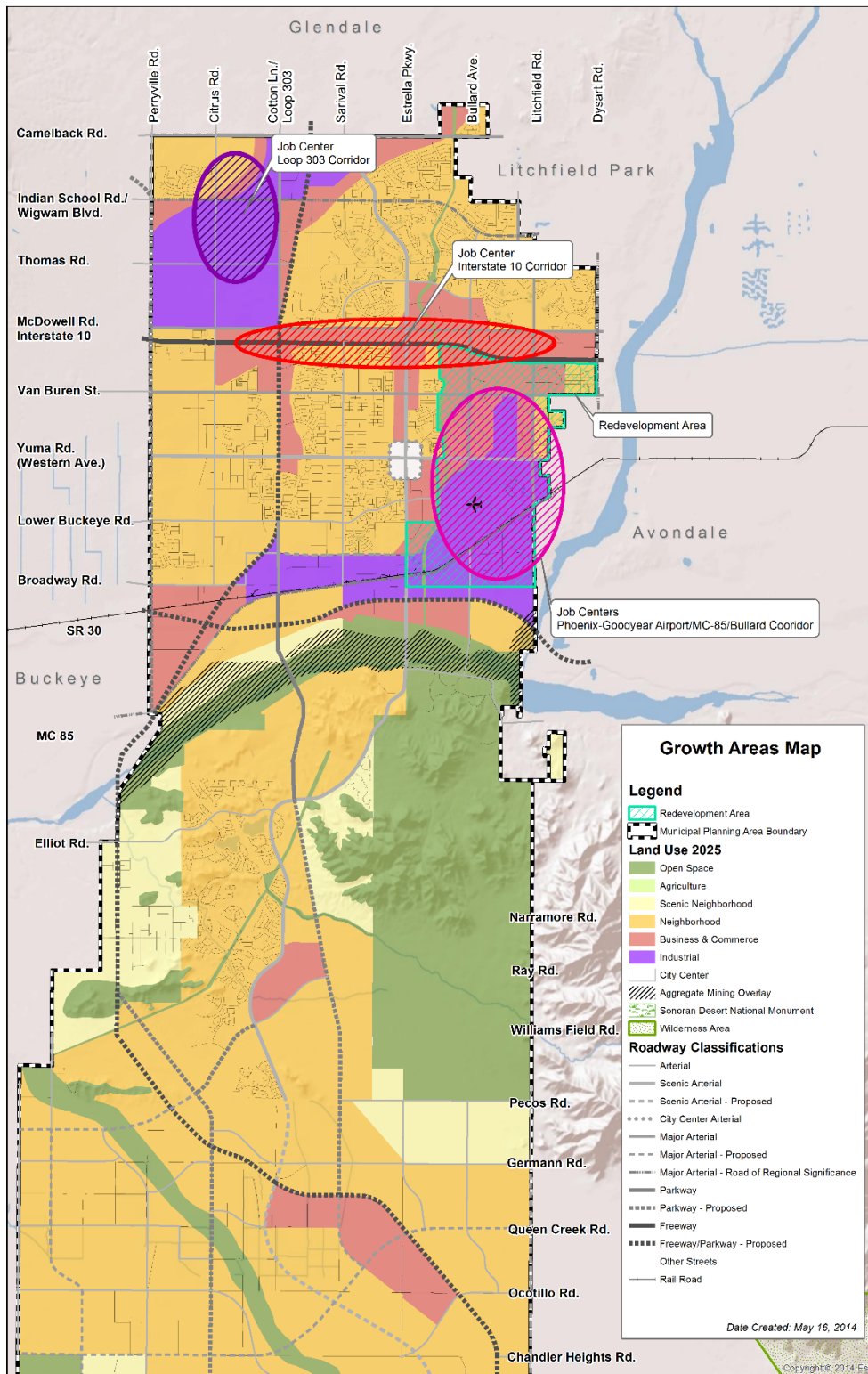


Figure 5.7 Growth Areas map showing job centers and the City Redevelopment Area over the Land Use and Transportation Map