



City of Goodyear Redevelopment Plan
September 2020

Introduction & History

Goodyear is located 20 miles west of Phoenix in the area of Maricopa County known as the Southwest Valley. 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.

Originally founded as an agricultural community in 1917 by Paul Litchfield of the Goodyear Tire and Rubber 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 charter city in 1985.

The city of Goodyear Redevelopment Area was established by City Council on December 13, 2004 through the adoption of Resolution 04-948. On January 24, 2005, the Goodyear City Council adopted the City of Goodyear Redevelopment Plan, created in accordance with state law, to document the condition of the Redevelopment Area and set forth priorities for redevelopment. In 2014, the Redevelopment Area was redesignated and the Redevelopment Plan was updated and approved by Resolution 14-1686 on December 15, 2014.

With the adoption of the city of Goodyear Redevelopment Plan in 2005, City Council and the Goodyear community recognized the importance of preserving and enhancing the areas of the city most symbolic of its history and origins. Revitalization within the Redevelopment Area began soon after and has continued over the last 15 years. Below is a summary of the redevelopment activities that have taken place.

- **2005: Litchfield Corridor Redevelopment Vision and Action Plan.** The city hired a consultant and established a committee to create a vision and action plan for the Litchfield Corridor target area within the Redevelopment Area.
- **2005-2010: Residential Rehabilitation Program.** 93 homes in the Redevelopment Area were rehabilitated. Funding included general funds, Community Development Block Grant (CDBG) funds, and HOME funds.
- **2005-2010: Commercial Facade Program.** The city created a matching fund program to provide funds to private businesses to redevelop individual properties. Three businesses in the Redevelopment Area received funds: 926 S. Litchfield Road; 132 E Western Avenue; and 116 E Western Avenue. Funding included general funds, CDBG funds, and matching private contributions.
- **2006-: Waterline Replacement.** The city replaced aging asbestos cement waterlines and installed fire hydrants in a portion of the Historic Goodyear residential neighborhood

located within the Redevelopment Area. Funding included general funds and CDBG funds. Additional phases of waterline replacement were completed in 2009 and 2013.

- **2006: Spring Training Complex.** The city developed a Major League Spring Training Complex, currently home to the Cleveland Indians and Cincinnati Reds. Located in part within the Redevelopment Area, and which resulted in the City improving sections of Bullard Avenue located within the Redevelopment Area.
- **2006: Van Buren Street Widening.** The city of Goodyear commenced the Van Buren Street Widening Project. A section of Van Buren located within the Redevelopment Area was fully improved by the addition of two driving lanes in each direction, turning lanes, landscaped medians, and 8-foot sidewalks on both sides of the street.
- **2006: Hanger 18 Redevelopment.** In furtherance of the Phoenix-Goodyear Airport Master Plan, a long-vacant hanger (Hanger 18) was rehabilitated and two businesses have located within Hanger 18, Galaxy International and Aero Turbine, which employ approximately 300 people.
- **2007: Goodyear Municipal Complex** (former Venida Business Park). The city of Goodyear located part of its operations at the Venida Business Park (now named Goodyear Municipal Center), located within the Redevelopment Area, ultimately acquiring the Center in 2012. Since acquiring the Center, the City has continued to invest in the area, including the development of the City's only library within the Center; establishing within the library an incubator in partnership with ASU named "The Innovation Hub; and facilitating Franklin Pierce College's continued occupation of space within the Center.
- **2007: Cancer Treatment Centers of America (CTCA).** The city aggressively used the financing and regulatory mechanisms contemplated by the Redevelopment Plan to recruit CTCA to a location within the City's Redevelopment Area; and pursuant to these efforts, CTCA constructed a 210,000 square foot hospital that opened its doors on December 29, 2008. In connection with the development of CTCA, sections of Bullard Avenue located within the Redevelopment Area were fully improved. CTCA has continued its investment in Goodyear's Redevelopment Area, acquiring additional property within the Redevelopment Area to house administrative staff and its corporate IT department. As a direct result of the development of the CTCA hospital facility, a hotel that houses CTCA's patients and their families was constructed within the Redevelopment Area in proximity to CTCA's hospital.
- **2008: Western Avenue Enhancements.** Using CDBG funds and funds from the City's Percent for Art Fund and General Fund, the City completed a redevelopment project at the City's oldest commercial corridor - Western Avenue. The project included adding street lighting, street trees, widening the sidewalk, improving the street, installing art benches and trash bins, and installing decorative banners.
- **2008: Western Avenue Rezone.** The city facilitated a rezone of commercial property located at the northeast corner of Litchfield Road and Western Avenue which allows for

a variety of uses and alleviates some of the typical city requirements, such as setbacks and parking in order to facilitate redevelopment of the area.

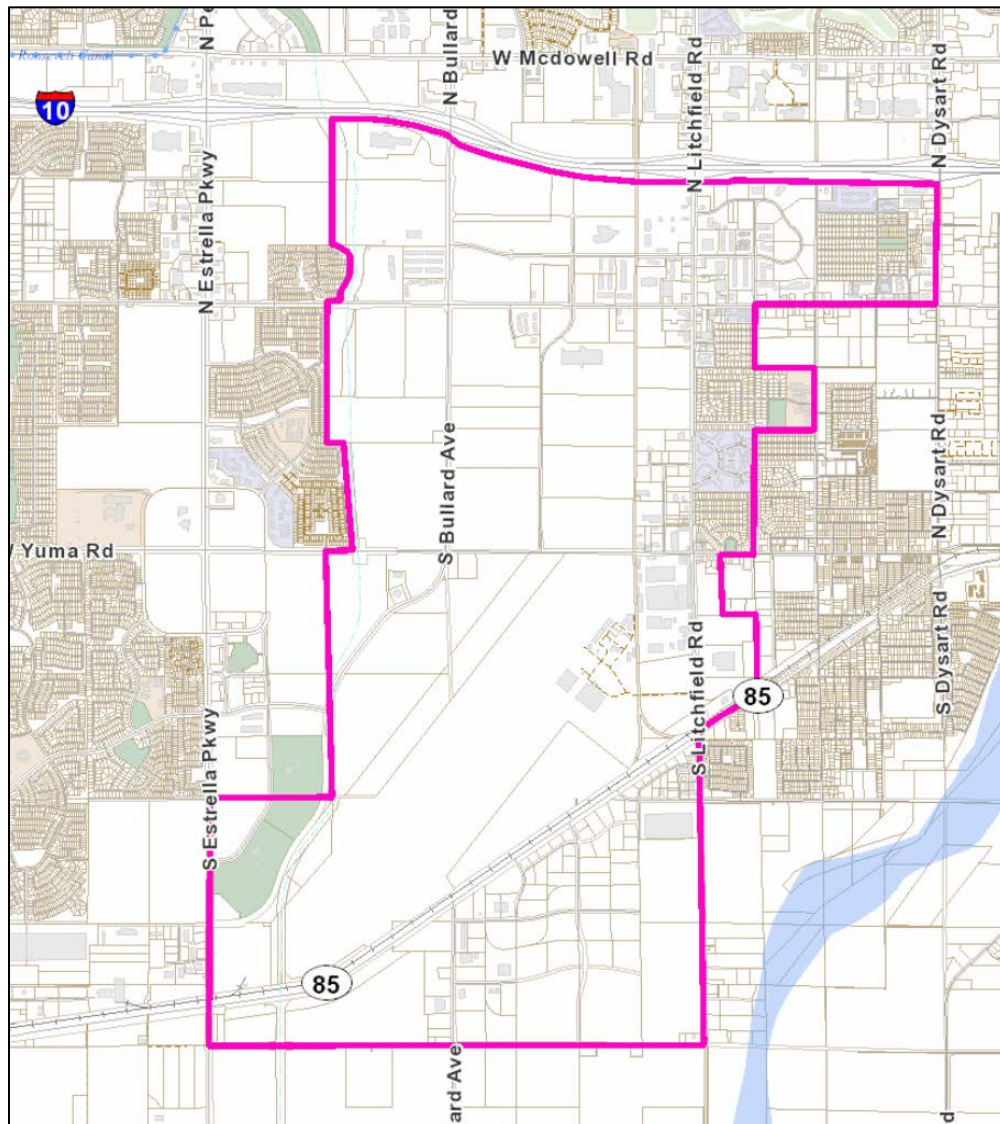
- **2009: Superfund Site.** The Environmental Protection Agency (EPA) and Arizona Department of Environmental Quality (ADEQ) have been working to remediate a superfund site located within the Redevelopment Area formerly occupied by the Unidynamics Corporation. As of 2013, the EPA and ADEQ were reviewing remediation alternatives for the site, optimizing the Soil Vapor Extraction system (SVE), installing a new extraction system west of Litchfield Road and for PGA South, and continue investigating possible actions to accelerate the groundwater remediation.
- **2009: Unidynamics Demolition.** A vacant, deteriorated industrial building located within the Redevelopment Area on a superfund site formerly occupied by the Unidynamics Corporation on parcels 500-04-017A and 500-07-016K was demolished.
- **2010: Palmateer Park & Parque de Paz Redevelopment.** Using CDBG funds and funds from the City's General Funds, the City made significant improvements in two parks in the Redevelopment Area: Palmateer Park located in the Historic Goodyear neighborhood along the Western Avenue Commercial Corridor; and, Parque de Paz located in the North Subdivisions residential neighborhood, which improvements included the addition of lighting, sidewalks, playground equipment and shade structures; replacement of playground surfaces; and improvements for ADA accessibility.
- **2010: Airport Gateway Industrial Park Foreign Trade Zone.** In late December of 2010, the federal Foreign Trade Zone Board approved a planned 230-acre industrial park as a Foreign Trade Zone (FTZ) site. At the time and until early 2014, the 230 acres was completely vacant with no improvements, not even a road. After installing over \$6 million dollars of speculative infrastructure stretching for a mile from Van Buren to Yuma Road, the first company in the industrial park, Michael Lewis Company, located on about 30 acres. Since that time in 2015, each year the industrial park has attracted companies that have built new buildings and even developers which have built speculative buildings. By the end of 2020 it is expected that the last remaining 30 acres will be under construction with a new speculative building. To date, three speculative buildings have been built totaling over 1.2 million square feet. Current employment in the industrial park is approximately 1,300 employees with another 300 employees coming next year as Quetico Logistics completes construction and begins operating. Over \$239 million in capital investment has been made which has significantly increased the tax base of what was previously only agricultural property which was largely tax exempted.
- **2011 and 2013: Brownfield Redevelopment.** The city undertook remediation efforts of three brownfield sites, one of which is located within the Redevelopment Area.
- **2014: Urban Land Institute (ULI) Arizona Technical Assistance Program.** In 2014 the city of Goodyear requested the ULI AzTAP to provide recommendations regarding development within the Redevelopment Area including a focus on the Litchfield Road Corridor, Bullard Avenue Corridor, and Estrella Parkway Corridor. The panel of experts provided recommendations on where the city should focus redevelopment efforts.

- **2015: Cookson Doors.** Using financing mechanisms contemplated in the Redevelopment Plan, the City facilitated the development of a site for a manufacturing company, Cookson Doors, within the Redevelopment Area, construction of which will be completed in 2015.
- **2016: Reauthorization of Military Reuse Zone (MRZ).** In 2016, Economic Development staff prepared a progress report of the Military Reuse Zone (MRZ) from 2008-2016 and submitted a reauthorization request to the Arizona Legislature. The report noted some major improvements in the MRZ such as the redevelopment of Hangar 18 that opened up the use of this 125,000 square foot hanger. Also, Lux Air Jet Centers, the Phoenix-Goodyear Airport's Fixed Based Operator (FBO) opened a new FBO facility including three corporate hangars. However, employment within the MRZ was drastically reduced in 2016 with Lockheed Martin's closure of its operations. At the time the report was prepared for reauthorization, employment within the MRZ had declined by 55.26% since 2007. The MRZ was reauthorized in 2017 through December 2027.
- **2018: Opportunity Zones.** In 2018, the U.S. Department of Treasury designated two opportunity zones in the city of Goodyear as party of the 2017 Tax Cuts and Jobs Act.
- **2019: Bullard Avenue Landscape Enhancements.** As recommended by the ULI AzTAP, the city created an enhanced landscape plan for Bullard Avenue to help establish the corridor as a business park corridor. The city worked with the individual property owners to adopt the landscape plans and the city is providing reimbursement for the additional landscape improvements that will be provided. The plan also includes the city acquiring land at the entry ways of the corridor for enhanced signage and landscaping.
- **2020: Older Residential Rezoning.** In 2020, the city of Goodyear amended the city's Zoning Ordinance to provide provisions to subdivisions built before 1975, primarily located in the Redevelopment Area. These changes allow for different development standards that older, smaller homes need compared to the newer homes in the rest of Goodyear.

Redevelopment Plan Boundary

The Redevelopment Area boundaries are generally described as the area bound on the north by Interstate 10, on the east by the city limits, on the south by Broadway Road, and on the west by the Bullard Wash/Estrella Parkway. See Exhibit A for the boundary map.

This boundary matches the original redevelopment area boundary adopted in 2005.



Current Conditions

Demographics

The following table compares general population and demographic information within the Redevelopment Area to the city of Goodyear. The Redevelopment Area information was collected for census tracts so may include some areas outside of the Redevelopment Area.

The data shows us that those living inside the Redevelopment Area are much more likely to have income below the poverty line and rent their homes.

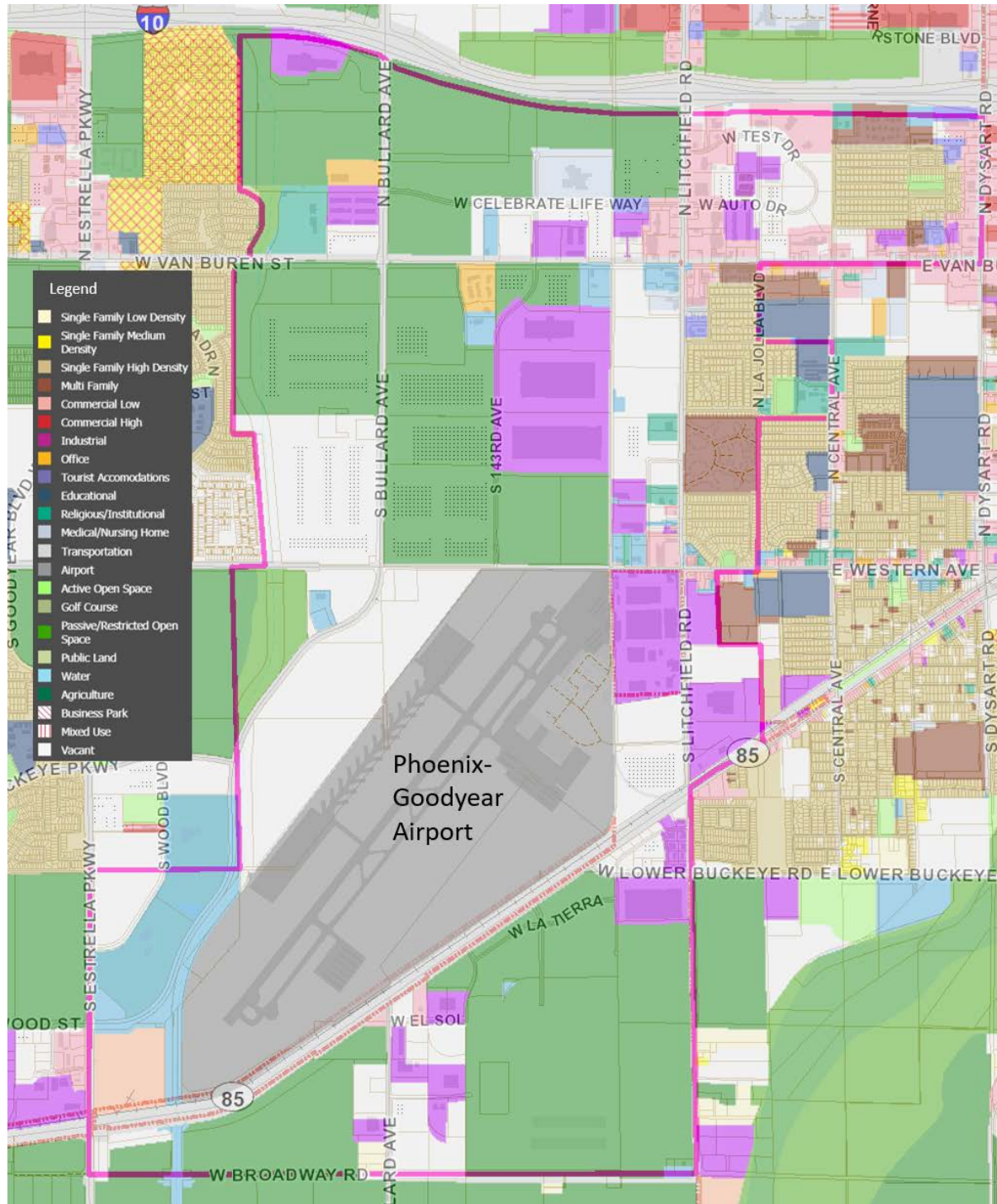
| | Goodyear | Redevelopment Area |
|-----------------------------------|----------|--------------------|
| Population | 88,870 | 12,167 |
| Race and Ethnicity | | |
| Hispanic | 54.8% | 56.1% |
| Minority | 45.2% | 67.2% |
| Educational Attainment | | |
| Less than 9 th grade | 2.7% | 11.2% |
| High School Grad | 22.1% | 29% |
| Bachelor's | 18.6% | 9.9% |
| Ability to Speak English | | |
| Speak English Only | 78.4% | 57.9% |
| Poverty | | |
| Persons with income below poverty | 7.8% | 25.1% |
| Housing | | |
| Housing Units | 28,207 | 4,234 |
| Owner Occupied | 75.0% | 45.5% |
| Renter Occupied | 25.0% | 54.5% |

Source: American Community Survey 2018, Decennial Census 2010, MAG population estimates.

Existing Land Use & Conditions

Over a third of the land is either vacant or agricultural use. The other major land use is the Phoenix-Goodyear Airport (noted as transportation). The rest of the area is a mix of residential, industrial, commercial, and government uses.

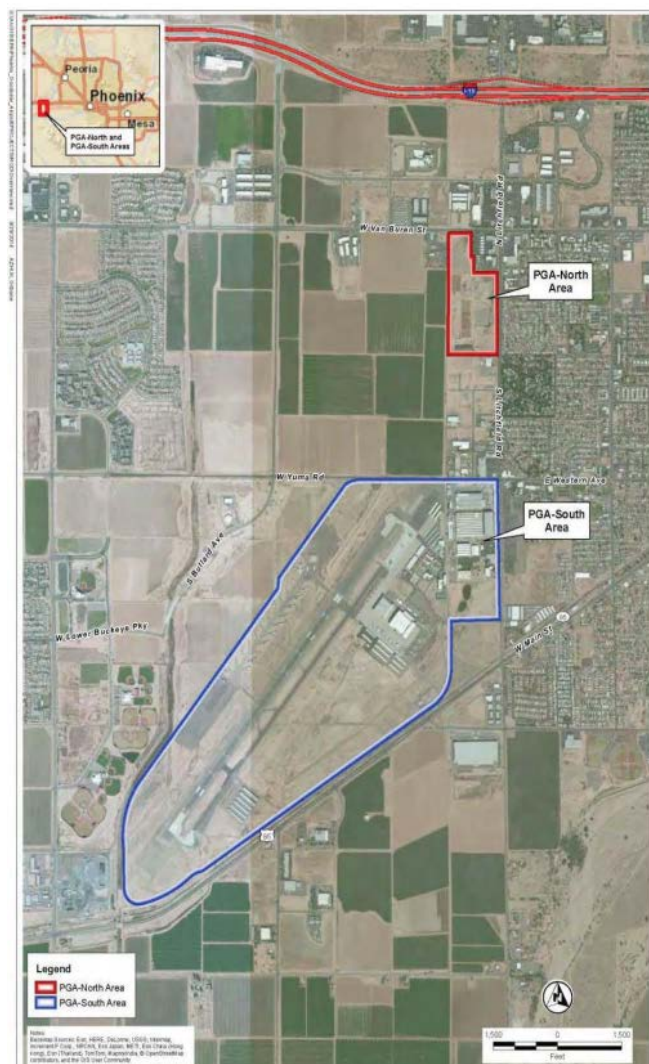
Existing Land Use Map:



Since the last update of the Existing Land Use Map, the Bullard Corridor and area south of MC-85 have begun development as business parks.

The Phoenix-Goodyear Airport is located within the jurisdiction of the city of Goodyear but is owned and operated by the city of Phoenix.

The former Lockheed Martin property, located at the southwest corner of Yuma Road and Litchfield Road, is within the Redevelopment Area but is located in a County island. The city of Goodyear does not have authority over this area. It has recently started redevelopment under the name of “Flite” and is intended to house industrial and office development.



Superfund Sites Source: EPA

There are two superfund sites in the Redevelopment Area: the PGA North and PGA South sites. The clean-up of these sites is on-going.

The city's oldest residential neighborhoods are within the Redevelopment Area: Historic Goodyear and the area known as Northern Subdivisions. These neighborhoods began development in the 1940s, which continued well into the 1970s and 1980s. Most of the area is single-family residential, but there are several apartment complexes in the neighborhoods. These are aging neighborhoods that are in need of maintenance.

The city's oldest commercial areas are also within the Redevelopment Area. They include:

- Western Avenue – location of first commercial centers. Several of these buildings are vacant, including the former hardware store.
- Southwest Goodyear Center – is currently vacant and has been for some time. It is the former site of the Bayless

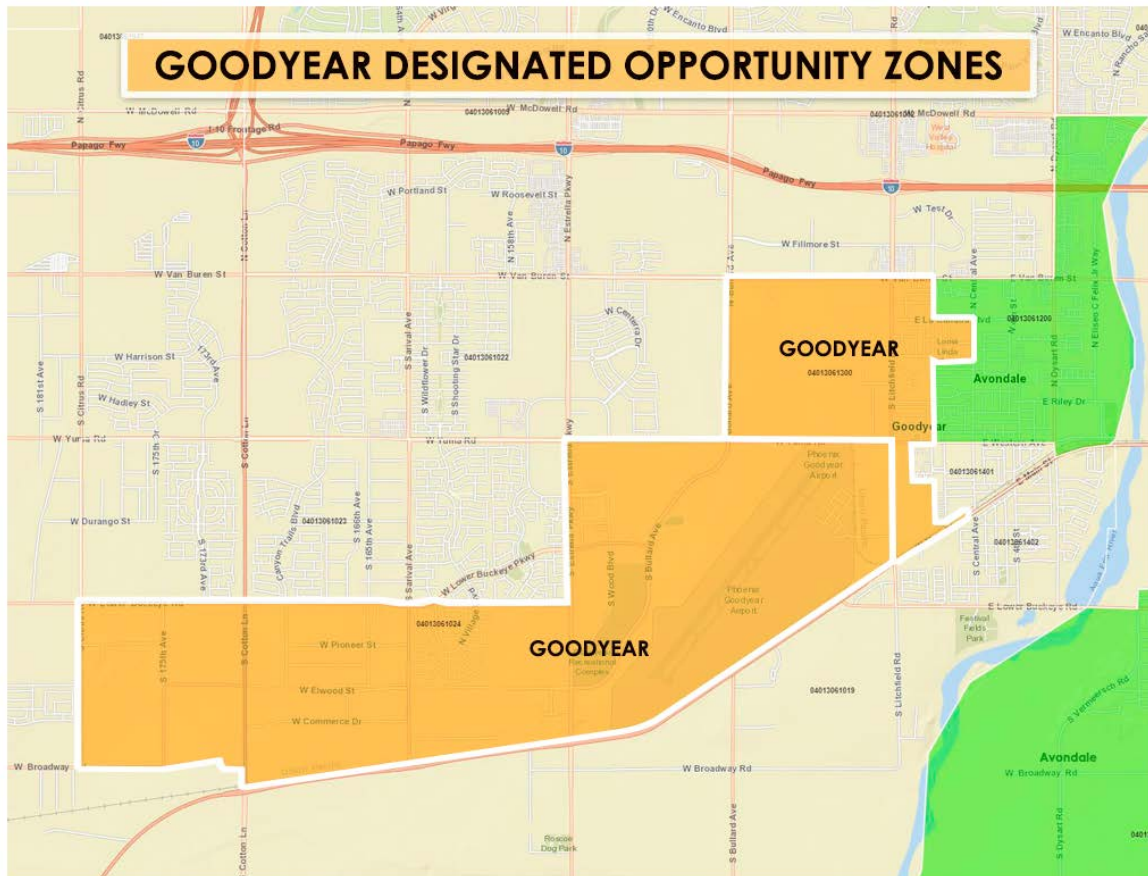
Grocery Store. This site is in need of redevelopment, including rehabilitation of

the building. The site may not conform to current zoning and building codes. It is within the runway zone of the airport and some uses may be limited.

- Commercial at Van Buren and Litchfield – there are commercial properties on all four corners of this intersection. While these centers are older, they have been up kept and redeveloped by the property owners. There are several vacancies, including an abandoned gas station.

Jobs and Economy

In 2018, the U.S. Treasury Department approved the Arizona Opportunity Zones under the 2017 Tax Cuts and Jobs Act. Two of the census tracts that were designated Opportunity Zones are located within the city of Goodyear Redevelopment Area, as depicted in the map below. The designation of these areas demonstrates the agreement of the State of Arizona and U.S. Treasury Department that these are economically-distressed communities. This designations qualifies these areas for the Opportunity Zone program.



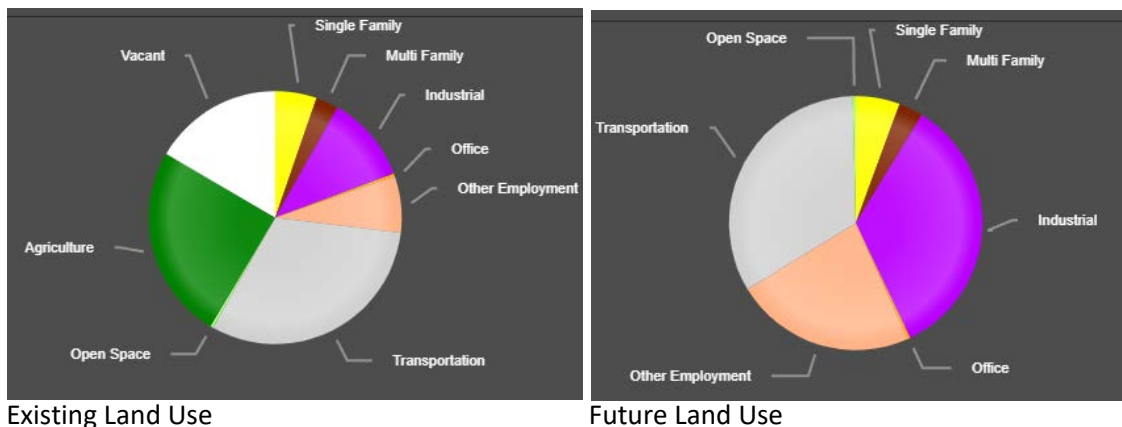
Vision and Goals

The Goodyear 2025 General Plan promotes growth and infill development in the Redevelopment Area. Development Standard 2 states:

While Goodyear encourages quality development throughout the planning area, growth and redevelopment is highly encouraged to locate in areas with existing infrastructure and services, in the City's Redevelopment Area (see Figure 5.7), within walking distance of transit stations, and along existing interstate/freeways.

Future land use plan

The Goodyear 2025 General Plan sets the vision and future land use for the entire Goodyear Municipal Planning Area. The area is planned predominately for business and commerce uses with some multi-family. The existing residential neighborhoods are planned to remain. The Phoenix-Goodyear Airport (shown as transportation) will remain a major land use in the future.



Specific Areas within the Redevelopment Area

Airport Gateway at Goodyear – located along Interstate I-10 between Bullard Avenue and Litchfield Road, this area is envisioned to be a high-end business park with uses such as class-A offices, medical uses, education, support commercial, and possibly some support residential if integrated into the development.

Bullard Avenue – south of Van Buren Street, this area is currently developing as a business corridor with a mix of industrial and office uses. The city has partnered with the land owners to enhance the Bullard Avenue landscape and will be acquiring property at

the intersections of Van Buren & Bullard and Yuma & Bullard in order to provide enhanced entrances and landscaping.

Phoenix-Goodyear Airport – the city continues to support operations at the airport and the implementation of the Airport Master Plan. The airport impacts surrounding land uses and thus, development of these properties needs coordination with the airport and FAA.

Historic Goodyear and Northern Subdivisions – as the oldest neighborhoods in Goodyear, properties may be in need of redevelopment. The continued use of these areas as residential is envisioned.

Bullard Wash – the city is focused on the development of the Bullard Wash as a recreational amenity. There is some site acquisition that needs to take place in the Bullard Wash.

City Center Airpark – located adjacent to the airport, this area is planned and zoned for industrial uses.

Proposed Changes to the Zoning Ordinance, Streets, and Building Codes

Zoning Ordinance

Recently, the City processed a Zoning Ordinance text amendment to modify certain provisions to meet the unique needs of the Historic Goodyear and Northern Subdivisions neighborhoods. The City plans to continue to evaluate the need to modify the Zoning Ordinance and City Code to meet the unique needs of these neighborhoods.

Several of the developments noted above, such as Airport Gateway at Goodyear and Bullard Avenue currently have Planned Area Development (PAD) zoning. As these properties development and/or redevelop, the city will work with these properties to ensure the PAD zoning is in line with the General Plan and this Redevelopment Plan.

Streets and Sidewalks

Several projects are recommended for streets and sidewalk improvements:

- Improvements to Litchfield Road to enhance landscaping, create a median, and provide pedestrian safety
- Addition or replacement of sidewalks, including ADA ramps and cross walks
- Modifying the existing alleys to increase safety, access, and utilization
- Provide additional opportunities for walking and biking, as many residents in the area do not have access to cars
- Provide additional opportunities for public transportation, as many residents in the rea do not have access to cars

The City is currently beginning the process of creating its first Five Year Consolidated Plan, which will identify additional specific projects and programs that are needed in the Redevelopment Area.

The Redevelopment Plan does not propose other specific changes to the zoning ordinance, streets, or building code.

Site Improvements & Infrastructure

Additional general projects needed for redevelopment include:

- Preserving areas of local historic significance. Making sure that the Historic Goodyear neighborhood and Western Avenue commercial areas are places that contribute to Goodyear's sense of place and are a source of pride for the community.
- The Bullard Wash is currently unimproved in the Redevelopment Area. It can collect garbage and is unsightly. Improvement of the Bullard Wash for drainage and to provide a recreation amenity is needed.
- Providing opportunities for community gardens, markets, and gathering places.
- Improving vacant properties to eliminate blight and use them for temporary uses such as community gardens.
- Capitalizing on underutilized landscape areas for butterfly, hummingbird, and other wildlife habitat preservation.

Additional utilities will be required for the area. Water and wastewater needs are outlined in the city's Integrated Water and Wastewater Master Plan. Electric service is provided by APS. In general, new utilities will be provided by individual developments as each property develops or redevelops.

The rehabilitation of aging infrastructure needed includes:

- Replacement of aging waterlines and wastewater lines
- Addition or replacement of street lights
- Additional lighting and improvements to parks and other public areas

Acquisition & Financing

Except for the necessary right-of-way, the Bullard Wash, and the areas already stated above, there are no planned acquisitions of private property in the Redevelopment Area.

There is no planned relocation of housing or families as part of the redevelopment plans for the area.

Financing of redevelopment projects and programs may come from a variety of sources including, but not limited to:

- City of Goodyear General Funds
- Development Impact Fees
- Community Development Block Grants
- Other federal, state, and private grants
- GPLET
- Public-Private Partnerships
- Private Development Financing