

## **Goodyear 2025 General Plan Committee Meeting Summary**

Meeting #1 – October 9, 2012

Tuesday was a very exciting night for the City of Goodyear; as the Goodyear 2025 General Plan Committee got together for the first time, to start working on the next generation of Goodyear's General Plan. This is the document that will be that guiding light for the City through the next decade composing community goals with government policy. The end result will be the City's layout of growth and progression that will be adopted by the governing body.

This committee is made up of a diverse group of Goodyear residence; that are taking time out of their busy days to invest in the future of their community. Mayor Georgia Lord kicked-off the meeting with a warm welcome and her appreciation to everyone taking part in this important and historic process. Council members Wally Campbell, Joe Pizzillo, and Sheri Lauritano; as well as Planning and Zoning Commissioners Leslie Miller, Cathleen Short, and Vickie Hamilton we present to show their support.



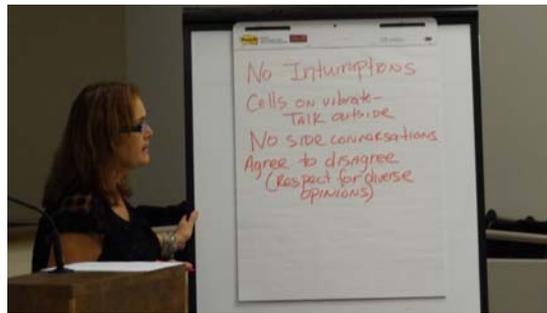
The committee had the opportunity to work on a team building exercise together; developing a contraption for an egg to withstand a fall of about 5 feet. This icebreaker exercise was used to break the regular formalities of a meeting and provide committee members the chance to get to know one another.



After the different groups had a chance to make their egg apparatuses, they were put to the test by City Planner, Brett Burningham.



After the icebreaker exercise Leslie Dornfield, the General Plan facilitator, conducted two exercises with the committee. The first one was brainstorming the guidelines of the meetings to keep them respectful and on tract with the discussion, making the most out of everyone's time.



The second exercise was regarding the goals for the General Plan Document. Every committee member had the opportunity to fill out a card briefly describing what they want the General Plan to be. After the cards were collected they were categorized by the facilitator and the authors had an opportunity to elaborate on their ideas.



For the detail regarding these goals see attached doc "General Plan Possibilities"

# What do you want your General Plan to be?

Kick-Off Meeting 10/9/12

Discussion led by the facilitator, Leslie Dornfeld

Participants were asked, "What do you want your General Plan to be/do?" and provide short answers on index cards and then explain in more detail verbally.

## Community Character/Arts & Culture

- Strengthen cultural thumbprint, Visual Identity, Arts and education
  - To develop a cultural center ; build a performing arts center
- Performing arts venue for local and regional groups
  - Develop a cultural identity for Goodyear ( arts district, arts complex)
- Recreation Tied to economic development, Don't forget where we came from
  - Celebrate Goodyear's history with a modern plan to develop areas of recreation and entertainment
- Options for social interaction/ Businesses
  - It's an opportunity to tap into Goodyear's potential: Community Space, Recreation, Economic Hub, Destination

## Land Use /Neighborhoods/Spaces & Places/How we Live

- Land use that contributes to Goodyear
  - Ground rules for economic sustainability
- Healthy community and residence
  - Sustainable agriculture and active living through community gardens, community running track, community health food hubs, outdoor recreation/ preserved spaces, encourage active transport safety.
- Tie city to LT, renewable resources.
  - Ensure Goodyear continues to survive future challenges.
- Higher Education, more than community colleges, (ex: new location of ASU West)
- Do our current Land Uses make sense? Respect Lifestyles
  - Establish a single development area to serve as the focus point of the city. Reevaluate the city center Plan
  - Establish a way to accommodate both rural and suburban characters of Goodyear
- Places for people
  - Opportunity to create special people places (ex: Trees, water, Kerlin Square, Mill Ave.ect.)
  - Shopping District, Parks and recreation ribbon, invisible parking lots
  - Social places: coffee, cafes, and restaurants

## Transportation

- Trails, Freeway, River for trails
  - Creating a recreation oriented, sustainable community.
- Transit
  - The plan needs more ways to improve its transportation
- Transportation and land uses that support it
  - Opportunity to identify sustainable practices for future development

- Enhance pedestrian opportunities
- Add transportation options for Goodyear residences, visitors, and workers
- Establish a down town core

### **Economic Development**

- Recognize and leverage Goodyear’s assets to get the best here
  - Utilize Goodyear Airport
  - Bring industry and technology to west valley
- Make Goodyear the New “Go To Place”
  - Opportunity to make skyscrapers and become to new center or Maricopa County
  - New International Airport
- Be “The Hot Spot” or Mill Ave or west valley
  - Establish Goodyear as the central city for the west valley
- Need and good “Brand” for Goodyear and Diversity
  - Opportunity to make Goodyear an entertainment destination in the valley
  - Opportunity to create an unique environment that welcomes families and invites growth
- Destination city, Tourism, Education infrastructure to support
  - I think that the purpose for this plan is to determine where our infrastructure will go and how we will develop our malls, tourism, city centers, and colleges.
- Tourism- don’t miss the boat for 4 seasons
  - I think that proper planning and skillful building, Goodyear may someday be the jewel of the valley for living working and tourism
- Enhance Goodyear for Future residents and Businesses
  - Utilize the previous plans and enhancing the community so it is attractive to residents and businesses
- Local
  - This is an opportunity to help Goodyear become not just a good place to live but a great place to live.
  - Compete with large cities (Phoenix), and stop losing money to other cities
  - Ideas: Public transportation Train/ metro and attract more businesses
- How to jump to the next Level?
  - Transition towards to future
- Innovation Economy (Example Silicon Valley)
  - High-tech center
  - Great community for young families

\*Comments were organized and headings were given by facilitator/City Staff

\*\*First bullet point [●] is a summary created by facilitator after participants verbally explained their comment, 2<sup>nd</sup> bullet point [○] is the verbatim transcription of the index card

### Useful Links

<http://www.ci.goodyear.az.us/index.aspx?NID=384> ( History of Goodyear)

<http://threerivershistoricalsocietyaz.org> ( Tres Rios)

<http://www.ci.goodyear.az.us/index.aspx?NID=2297> ( Goodyear’s City Center Plan)