



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

Meeting #3 – December 11, 2012

This was the third meeting of the General Plan Committee. The meeting focused on the General Plan development process as well as an in-depth look and discussion on Land Use and the City of Goodyear Land Use Plan.

First, Leslie Dornfield opened up the meeting with an update on the progress that has been made so far in regards to the Goodyear 2025 General Plan. The city has organized themselves, put together working visions to be presented to the community in February, organized and held an outreach/visioning session, and organized and gotten community input from GAIN. They have completed a so-called “familiarization process” and are now moving from visioning to creating elements of the plan. The next step is how to take all of this information and work in a way that begins to create these elements. Regarding this, a “to-do” list of sorts was outlined to the committee.

Next was a discussion on the planning process involved in developing the General Plan 2025 and how the General Plan, roles, and meetings will be organized to accomplish those goals and tasks. It was explained that the General Plan will be broken down into sections and within those sections are groupings of related elements. An element is a General Plan chapter required by law and must include: a summary of current conditions/future opportunities, identification of the future condition that Goodyear wants to achieve (goals/vision), standards that describe the future conditions (like levels of service or desired outcomes) (objectives), and policies that guide city actions to achieve the General Plan standards. There was then a conversation about the Goodyear 2025 General Plan Outline document that was handed out. This included an explanation of the structure of the chapters of the General Plan.

After that was the introduction of a new idea to help shape the development of the General Plan. The idea is to have two new roles, Idea Champions and Experts, who would work as a team to communicate what people are passionate about making happen in the City of Goodyear. An Idea Champion is a committee member who has an interest in a particular topic, a point of view that they want expressed to the General Plan Committee, and a passion about something the city should be doing or should do differently. The Expert would be staff brought in to work with Idea Champions and be responsible for providing a maximum 10 minute presentation to the General Plan Committee on current conditions and practices, identifying benefits and opportunities associated with current practices, opportunities for change, and providing information to the Idea Champion/work with Idea Champion.

With these new roles, future meetings would operate differently. The first two thirds of each meeting will be for discussing one of the sections of the General Plan. The Idea Champion and Expert will, in turn, present to the General Plan Committee. The Committee then identifies the “desired future” with regards to the General Plan element and particular areas to be addressed/actions to take. The last third of each meeting will be an overview of the General Plan element from the prior meeting provided by staff and time for a review and comments. Committee members were invited to email Katie if they have an idea they are interested in championing and she will put together a list of others who share that interest and would like to work together. Assignments for idea championing will start Monday, December 17<sup>th</sup>.

Moving forward, information was provided by Katie Wilken regarding the Transportation Master Plan and the Parks & Recreation Master Plan. This included listing the various plan components, as well as areas of interface between Public Meetings and the General Plan and between the General Plan and the Parks & Recreation Plan. Additionally, the Engineering Department is taking on the Transportation Master Plan and is hiring a consultant to oversee the process. There is also the possibility of having a subcommittee consisting of members from the General Plan Committee assist Engineering in taking on that task. The General Plan Committee will continue to oversee the General Plan while the Parks & Recreation Advisory Committee will oversee the Parks & Recreation Master Plan. Areas of interface between the General Plan and the Transportation Plan were listed, in addition to areas that Engineering would like subcommittees created to assist with their efforts.

It was also made clear that all public outreach is done in coordination and that general goals of the General Plan will be discussed in February well before the draft chapters of the plan are discussed in November 2013. This coordination will coincide with periodic updates to the Committee.

Then the topic of conversation moved to the Land Use Plan and a discussion of the Land Use & Growth Summary Sheet that was shared with committee members. First was clarification on the differences between Land Use and Zoning with Land Use being a plan, the highest and best future use of land, and a “general” distribution and location, and Zoning being an ordinance, the regulation of buildings, structures, and land, and parcel specific. Also given was a brief summary of the development and amendment process for Land Use and Zoning, with Zoning having far more citizen involvement.

There were four main areas for improvement in regards to the Land Use Plan. First, the General Plan is too detailed, leading to overly detailed Land Use maps. Secondly, the level of detail is not consistent. Third, good planning policies are not highlighted and often buried within the General Plan and are hard to find. Fourth is the issue of residential density and how it might not be the best way to measure residential development and distinguish residential categories. The goal is to strive for quality development, and density does not determine what is quality.

In the same vein was an introduction of a possible new land use concept. Using examples from Chandler and Casa Grande, it was explained that a more general, less detailed Land Use map would be in the City's best interest. The examples showcased a shift in land use categories that came about because these plans previously told people nothing about the city and what was important to them. This new concept is a more place-based approach to planning. The final item of the Land Use discussion was a preview of upcoming dates involving the General Plan.

For the General Plan Committee Communications, one of the committee members recently addressed her HOA as an ambassador to the General Plan. Another member is also upholding the role of ambassador by talking about it a January 12<sup>th</sup>, Park to Paws event. It is heavily encouraged that all committee members serve as ambassadors and spread the word about the Goodyear 2025 General Plan.

Finally, a few closing notes were given about the previously mentioned Mind Mixer. They are hoping by January that there will be an interactive website for commenting on the General Plan and recommended looking at the [www.myplanphx.com](http://www.myplanphx.com) website for reference. Also, the open house meeting dates were changed and the updated information will be put in InFocus magazine.