

## **1. Introduction**

1.0 Acknowledgments

1.1 Purpose of Existing Conditions Report

1.2 Goodyear General Plan 2003- 2013

1.3 The General Plan & Growing Smarter Plus

1.4 History of Goodyear

1.5 Regional Context

### 1.0 Acknowledgements

A special thanks to the Casa Grande, AZ Existing Conditions Report 2008 and the Scottsdale, AZ Existing Conditions Report, from which this document uses significant portions of the text and formatting.

### 1.1 Purpose of Existing Conditions Report

The 2025 Goodyear General Plan Update provides the opportunity for residents, stakeholders and government officials to come together to re-evaluate Goodyear's priorities and goals, as well as establish the course for the community's future. This is an opportunity to examine our community's strengths and weaknesses and reaffirm the City's vision. An overall vision will provide a framework for policies and a clear path for their implementation.

The Existing Conditions Report is the first major technical product of the General Plan's update process. It describes the current conditions of the City of Goodyear and identifies preliminary issues relevant to the 2025 General Plan Update. This Existing Conditions Report serves as a foundation for the General Plan 2025 update and provides a context for exploring planning opportunities and challenges.

### 1.2 Goodyear General Plan 2003-2013

The City of Goodyear's General Plan 2003-2013 provided the foundation for the program responsible for guiding growth and development decisions throughout approximately 135-sq miles of Goodyear's Municipal Planning Area (MPA).

According to the U.S. Census, since the General Plan 2003-2013 was adopted, the population of Goodyear has grown 245% to 65,275 residences. The annual growth rate between 2000 and 2010 was 13.2%. Based on this information, Goodyear is the 14<sup>th</sup> most populous city in Arizona. The geographical city limits of Goodyear have also experienced significant change, growing from 116.87 sq miles in 2000 to 190.56 sq miles in 2010. However, the Municipal Planning Area has almost doubled over the last decade to 246.6 square miles.

### 1.3 The General Plan & Growing Smarter Plus

The General Plan clarifies and articulates the City's intentions with respect to the rights and expectations of the general public, property owners, special interest groups,

## 1. Introduction

prospective investors, and business interests. Through the General Plan, the City Council informs the community of its goals, general policies and detailed development policies. ARS § 9.461.06 requires a General Plan for a city the size of Goodyear to contain, at a minimum, the following 17 elements:

1. Land Use
2. Circulation
3. Open Space
4. Growth Areas
5. Environmental Planning
6. Water Resources
7. Conservation
8. Recreation
9. Public Services & Facilities
10. Public Buildings
11. Housing
12. Conservation, Rehabilitation and Redevelopment
13. Safety
14. Bicycling
15. Cost of Development
16. Energy - New
17. Neighborhood Preservation & Revitalization – New

Arizona State Statutes allow the planning agency to formulate additional elements which, in the judgment of the planning agency, relate to the physical development issues of its jurisdiction. These non- mandatory elements are as legally binding as a mandatory element once the plan is adopted.

### 1.4 History of Goodyear

In 1916, the Goodyear Tire and Rubber Company purchased 16,000 acres for the farming of cotton. This area would eventually become the community of Goodyear. Later, a naval air station was established in Goodyear and a subsidiary, Goodyear Aircraft, began manufacturing flight decks for Navy seaplanes. Goodyear Aircraft is now Lockheed Martin Corporation, one of Goodyear's largest employers. Aerospace and food processing industries and its proximity to California markets have provided Goodyear with a strong economic base and have contributed to its rapid growth.

## 1. Introduction

The Town incorporated on November 19, 1946 (Goodyear became a City in 1987). At the time of its incorporation, Goodyear consisted of 151 homes and 250 apartments. Local amenities included a grocery store, drug store, barbershop, beauty shop and a service station.

In the mid 1980's the development of Estrella Mountain Ranch was initiated. Located six miles south of Interstate 10 (I-10), Estrella Mountain Ranch provided many new homes for Goodyear residents. In the 1990's, Palm Valley was planned and approved, leading to significant residential and employment growth north of I-10. Both of these areas have contributed heavily to the increase in Goodyear's population.

### 1.5 Regional Context

The City of Goodyear is a rapidly growing community located approximately 20 miles west of downtown Phoenix in western Maricopa County, Arizona. The expanding patterns of growth and subsequent roadway extensions in the Phoenix Metropolitan Area have increased both the visibility and access of the community, with its focus on quality jobs and housing adding to its attractiveness. (Source: Goodyear General Plan 2003-2013)