

SEPTEMBER 2023

goodyearaz.gov/InFocus

InFocus



THE FACTS ON WHO DECIDES WHAT GETS BUILT IN GOODYEAR

WHAT'S THAT GOING UP IN MY NEIGHBORHOOD?



AT A GLANCE Goodyear is growing faster than ever before. When you see construction, you might wonder what’s being built in your neighborhood. In this issue of **InFocus**, learn the facts about who decides what gets built, the city’s role and how residents can get involved.



GOODYEAR CITY COUNCIL

(front row; l to r): Vice Mayor Laura Kaino, Mayor Joe Pizzillo, Wally Campbell,
(back row; l to r): Bill Stipp, Vicki Gillis, Sheri Lauritano, Brannon Hampton.

GOODYEAR CITY COUNCIL CALENDAR

Sept. 11	5 p.m.	Council Meeting
Sept. 18	5 p.m.	Work Session
Sept. 25	5 p.m.	Council Meeting
Oct. 16	5 p.m.	Council Meeting

For the latest meeting information, visit goodyearaz.gov. Council meetings and work sessions are held at Goodyear City Hall at GSQ, Council Chambers, 1900 N. Civic Square.

Catch all of the council meetings streaming live on our Facebook page @goodyearaz and YouTube channel.



InFocus Magazine • Goodyear Digital Communications
Questions or comments, email: communications@goodyearaz.gov

ELECTION DAY



NOV. 7



Learn more at
goodyearaz.gov/BondElection



The deadline to register to vote in the city’s all-mail election is Oct. 10.
The ballot will include three questions to help fund key traffic improvement, public safety and parks projects.

QUESTION ONE	Street and Transportation Improvements	\$135 Million
Purposes	Widen streets within the city to improve traffic flow. Design, build and update traffic signal/control systems and street lighting for traffic safety improvements. Improvements for cyclists, including shared use paths and trails.	
QUESTION TWO	Public Safety Projects	\$80 Million
Purposes	Design and build a public safety training facility for police and fire and a fire resource management facility. Equip the public safety training facility and fire resource management facility with the industry's latest technology. Upgrade public safety equipment and purchase emergency vehicles.	
QUESTION THREE	Parks and Recreation Improvements	\$17 Million
Purposes	Improve community, neighborhood and regional parks, including bike and pedestrian paths, trails and recreational buildings. Build new parks, bike and pedestrian paths, trails, recreational facilities, buildings and open spaces. Upgrade landscape and equipment at existing and new parks, bike and pedestrian paths, trails and recreational buildings.	



“The city’s role is to ensure that projects align with our vision and meet our development standards and design guidelines.”

It is no secret that Goodyear – and the entire West Valley – is experiencing unprecedented growth. The growth is beneficial because, as more people move to Goodyear, that density attracts a wide variety of services like healthcare and retail, as well as entertainment and recreation venues. On the flip side – that means we all experience growing pains like increased traffic and the need for more public safety resources.

Goodyear is only 14% built out, and there is still much more growth in our future. This is why our General Plan plays such a vital role in our development. The General Plan, which is created and approved by the voters of Goodyear, outlines the community’s vision for land use and guides our decision-making.

This issue of **InFocus** provides an overview of the city’s development process, from staff’s recommendations to the Planning and Zoning (P&Z) Commission, P&Z’s important role in making recommendations to the Goodyear City Council and council’s ultimate ability to take action on a project.

There is a common misconception about what control the Goodyear City Council has over privately owned property in the city. Oftentimes, a parcel (a defined piece of land) is zoned appropriately for its intended use, which means a project can be developed without a public approval process.

Private property owners have the right to request rezoning, as well as to develop and sell their land as they deem appropriate. The city cannot unreasonably restrict development on private property if a proposed project is in alignment with our General Plan and zoning ordinances. The city’s role is to ensure that projects align with our vision and meet our development standards and design guidelines.

As a council, we entrust staff and residents who make up the P&Z Commission to appropriately vet applicants and their proposed projects and to bring recommendations to us that meet the high standards set forth in our General Plan. By the time a project is presented to the council, it has been thoroughly researched and we have reviewed the details. So, what some may see as a very quick procedural action during a council meeting is the result of a lengthy process that has taken months to complete.

When a new business comes to Goodyear, councilmembers have different opinions about what is most important in assessing that business’s value to our city, but the bottom line is that we are all striving for the right mix of development as part of our goal to have well-rounded growth in Goodyear.

COUNCIL CORNER

As new businesses and development come to the city,
what is important to you?



VICE MAYOR LAURA KAINO

Residents have a variety of opinions about the types of businesses they want to see in Goodyear. Where there is great community consensus, the city will pursue and try to recruit. Trader Joe's is a great example, and we have conducted innovative media campaigns to try to get its attention. Sometimes, businesses come to us looking for space or reasons to locate here, but most often, the development of business is initiated by property owners who have legal rights to do so and may only need the city's approval in case of a zoning change or special use permit. These cases tend to draw the most resident attention and results in council having to balance property rights with zoning law, the General Plan and neighbor concerns. In a less common scenario, the city owns land and can develop it according to council vision and resident input. The Goodyear Recreation Campus is a recent example of this type of development, and the city owns land around Goodyear Ballpark that will eventually be developed.



COUNCILMEMBER SHERI LAURITANO

This is an exciting time to be in Goodyear because, as we drive around the city, new development and businesses are seemingly appearing overnight. It is important for Goodyear to have a mix of all types of development to create a city where you can live, work and play. The city of Goodyear has a fabulous Economic Development team that works diligently to try and attract high-quality employment centers and restaurants to our city. Soon, we will see more high-quality eating and entertainment establishments at GSQ that will complement the businesses already in the area. Keep an eye out for more announcements in the near future.

COUNCILMEMBER WALLY CAMPBELL

Goodyear is an amazing city that offers a high quality of life, and it is not surprising that we continue to attract new development. This rapid growth was anticipated, and the council has planned carefully to ensure that we are creating a complete city that offers employment, diverse housing, retail, restaurants and entertainment. I know it can feel frustrating that new dining and shopping often lag behind other types of development but rest assured that our Economic Development Department is working hard to bring new retail businesses to the city, and there are many more exciting announcements on the horizon.



COUNCILMEMBER BILL STIPP

It is always hard to balance the rights of the property owner to develop and the rights and wishes of the residents. We have strived to create jobs that build the daytime population that retailers demand so that our residents can enjoy the retail and restaurant establishments that you desire. Not every "big box" is a warehouse; we've allowed development of data centers, manufacturing facilities, distribution, internet fulfillment centers and yes, warehousing. Throughout it all, my focus has been to ensure that the project design is the highest quality possible, regardless of the use, and that we built a base of businesses that will withstand all types of economic conditions.



COUNCILMEMBER BRANNON HAMPTON

It is important to me to attract top employers to the city of Goodyear. This includes a diversified employment base of the medical, aerospace, technology, advanced manufacturing and retail sectors. These users, along with our small businesses, are what drive the economy of Goodyear. They need to be the right type of businesses in the right locations per our General Plan. We need to continue to seek these employers and work together to bring them to Goodyear.



COUNCILMEMBER VICKI GILLIS

New businesses and development are crucial for a city's growth and prosperity. They generate increased economic activity, create job opportunities and boost local employment rates. This influx of businesses and development projects can also enhance the city's tax base, providing additional revenue to fund essential services and infrastructure improvements. Moreover, it revitalizes neighborhoods, attracts talent and investments and contributes to an overall vibrant and dynamic urban environment, which in turn leads to improved quality of life for residents.



BUILDING IN

Picture this – you move to a neighborhood you love with a beautiful view, only to find years later that a new building is about to block your view of the mountains. It's frustrating but turns out – that view was always zoned for development.

In Goodyear, the city owns very little land within city limits. Most of it is owned by private property owners who are holding the land until it is ripe for development. Even the farmland you see is owned by developers and leased to farmers until they decide it's time to develop it.

When landowners decide to develop, they must:

1. Make sure what they want to build aligns with what their land is zoned for.

Every parcel of land in the city is identified for a certain purpose. For example, land might be zoned for future homes to be built, while another area might be zoned for businesses. The city does not have much say in what is built within a zone if it meets the land use criteria.

2. Work with the city on required federal, state and local permits and inspections and ensure codes and ordinances are met.

The Development Services Department is responsible for assisting developers through the stages of the project, which include planning and zoning, building safety, civil inspections, permitting, civil plan review and code compliance.

Sometimes a developer wants to build something that does not align with what the land is zoned for. For example, a piece of land may be zoned for

open space, but they want to build a restaurant. When that happens, the developer can request their land be rezoned.

In order to do that, the developer must:

1. Submit required documents

Development Services will review the request, looking at specific criteria, including state laws and whether it meets the vision and goals in the city's General Plan. If it doesn't, the developer can modify the project to meet the criteria or request an amendment to the General Plan. They can also keep the plan as is and city staff would recommend the P&Z Commission and ultimately city council deny it.

If it does meet the criteria, the request moves to the next step.

2. Notify nearby residents

A sign will go on the property to explain the land is being considered for rezoning. If there are people living within 500 feet of the land, residents will be notified, and a neighborhood meeting will be held to explain what the developers want to build and to answer questions.

3. Receive approval from the Goodyear City Council

The rezoning request will be presented at a city council meeting, which includes the P&Z Commission's recommendation and why the rezoning meets the city's vision and goals, along with other requirements. This is another opportunity for anyone from the community to attend and speak. After discussion and considering the review of the Development Services Department, the commission and community feedback, the council will vote whether to approve the rezoning.

GOODYEAR



WAYS TO GET

INVOLVED

One of the best ways to get involved in the development of the city is by providing input on the Goodyear General Plan. The General Plan serves as the foundational policy document that guides the vision of Goodyear for the next decade. It really answers the question of what kind of city do you want Goodyear to be. It addresses community issues across the full spectrum, from land use and growth to infrastructure. Each topic has a goal with policies and action items to support it.

The General Plan is comprehensively updated every 10 years, and there's an update taking place now. The updated plan will be discussed at upcoming P&Z Commission meetings with a final council review in November. Get the latest on the General Plan update at goodyeargp.com.

Residents can also take part in the citizen review process for projects. All proposed development in the application process are listed at goodyearaz.gov/devmap. Property owners within 500 feet of one will also be notified by mail.

Residents are encouraged to attend public meetings to stay informed and to speak to the city council or P&Z Commission. Visit goodyearaz.gov to view the meetings calendar located on the homepage. Council meetings are also streamed live on the city's Facebook, Twitter and YouTube pages. P&Z Commission meetings are available to view live on YouTube and on goodyearaz.gov.

Applications are always accepted for city boards, commissions and ad hoc committees. Apply today at goodyearaz.gov/boardsrecruit.

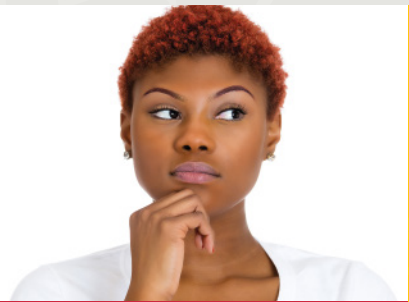
BUSTING

THE MOST COMMON MYTHS ABOUT DEVELOPMENT IN GOODYEAR



APARTMENTS DECREASE PROPERTY VALUE

Multi-family homes play an important role in any city's housing market. As job opportunities increase, so does the need for a diverse blend of quality places to live. Well-placed apartments with attractive design and landscaping actually increase the overall value of single-family homes nearby. Multi-family homes make an area more attractive to retail, restaurants and entertainment businesses, too! Those high-demand stores and eateries want to open up in cities with lots of people.



INDUSTRIAL BUILDINGS DON'T ADD VALUE TO THE CITY

Industrial companies bring more job opportunities, and when more people live and work in Goodyear, it attracts more of the businesses residents want. That's because these businesses often choose where to open based on various factors, such as daytime population (how many people are in Goodyear during the day) and overall population.

And did you know that many industrial buildings are located along the Loop 303 in Goodyear? That's because it's designated as a Luke Air Force Base Accident Potential Zone, meaning that the zone is well-suited for industrial businesses rather than shops, homes, offices or schools. There are similar building restrictions around the Phoenix-Goodyear Airport.



THE CITY CONTROLS WHAT IS BUILT

Goodyear owns very little land in the city. Once a private property owner decides it's time to sell their land for development or to build on it, they can, as long as what will be built meets the land use criteria. Land use is determined by the voter-approved General Plan and zoning ordinances, so yes, residents DO have a say in what the future of our city looks like!

GOODYEAR RANKS TOP IN U.S. FOR DEVELOPMENT PROCESS



Who better to rank a city's development process than developers? The city of Goodyear has been recognized as a top performer in the development approval process, ranking ninth in the nation and first in the state. The prestigious ranking was awarded by the NAIOP Commercial Real Estate Development Association, which evaluated jurisdictions across the country for their transparency, accountability and consistency in development services.

"We are proud to be recognized as a leader in the development approval process," said Mayor Joe

Pizzillo. "Being a city people want to work with brings in more development, creates more job opportunities and keeps our growing city thriving with a diverse business community."

One of the key factors contributing to Goodyear's success is its convenient online system for submitting site plans, building permit applications and scheduling site inspections. This user-friendly platform streamlines the development approval process, reduces paperwork and saves valuable time for both developers and the city.



Listening to our residents is of paramount importance as Goodyear develops. Many residents reach out and let us know what their favorite places are for dining, shopping and entertainment. The city also gets feedback from residents in the city's biennial retail survey. The survey is an opportunity to formally share what you'd like to have here and tell us which Goodyear businesses are your favorites. This input is helpful so that our business attraction team knows what companies to go after. Be on the lookout for information on the next retail survey. It will happen later this year!

So why are some of those most desired businesses not here yet? It's not as simple as asking them to come to Goodyear. First, not all businesses are seeking new locations. For those that are interested in expanding, they look at factors such as the competition already in the area, site availability, demographics and overall consumer demand. Businesses, such as restaurants and shops, choose locations based on their specific business models. The city studies this information and makes the case as to why a given business should come here. While some may not be considering Goodyear just yet, our continual growth adds to the city's attractiveness.

OUR FUTURE DOWNTOWN

The much-anticipated major development GSQ at 150th Drive and McDowell Road will be the future vibrant downtown of Goodyear. Globe Corporation, which owns the land around Goodyear Civic Square, works with the city of Goodyear to attract highly desired businesses to GSQ. The mixed-use downtown will be an incredible lifestyle destination for dining, living, entertainment and shopping.

COMING TO GSQ

THE STILLERY

COPPER & SAGE

HIGH TIDE SEAFOOD
BAR & GRILL

THE YARD MILKSHAKE BAR

SHAKE SHACK

F45 TRAINING

MIYU NAILS AND SPA

MORE ANNOUNCEMENTS COMING SOON!

Presented
by



FREE
FAMILY
FRIENDLY
EVENT



POLICE • COMMUNITY PARTNERSHIPS



GOODYEAR REC CAMPUS OCT. 3RD 5-8PM

Get to know your police officers at this fun, family event!

- Giveaways
- Face Painting
- Petting Zoo
- Bounce Houses
- Food Trucks



GROWING GOODYEAR PODCAST

SPEEDERS IN GOODYEAR? POLICE ARE ON THE CASE.
FIND OUT HOW THEY'RE PROTECTING OUR STREETS AS OUR
CITY GROWS ON THE GROWING GOODYEAR PODCAST.

Check it out on these platforms



CHECK BEFORE YOU TOSS!

**ASK THE
RECYCLE
RIGHT
WIZARD**



goodyearaz.gov/recycle

RECYCLE RIGHT WIZARD

Type the name of a waste item and we'll tell you how to recycle or dispose of it.

SEARCH

Popular Searches



Paint - Latex
(Full or Partially Full)



Furniture



Plastic Bag



Glass Bottle

CELEBRATE YOUR AWESOME NEIGHBORS

National Good Neighbor Day is Sept. 28.



CITY OF
Goodyear
**GOOD
NEIGHBOR
DAY**

Celebrate by getting out and doing something for your neighbor! If you need a way to break the ice, stop by Goodyear City Hall at 1900 N. Civic Square and pick up a Good Neighbor Day gift bag to fill with a small gift.

VISIT goodyearaz.gov/goodneighbor
FOR MORE DETAILS.



1900 N. Civic Square
Goodyear AZ 85395
goodyearaz.gov
623-932-3910

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PRST STD
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GOODYEAR, AZ
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Taking Center Stage *this fall*

Pallet
UNDER THE STARS

September 29
6-9 p.m.

ESTRELLA NORTH
LAKE AMPHITHEATER

**GOODYEAR
ROCKS**

October 7
5-8 p.m.

GOODYEAR
RECREATION CAMPUS

goodyearaz.gov/events