

# IMPLEMENTATION STRATEGIES

CITY OF ELOY						
IS-1: Table for Objective Implementation and Timeline						
ELEMENT FOCUS		TIMING				IMPLEMENTATION STRATEGIES
<u>LAND USE</u>						
<u>GOALS</u>						
1. Provide a range of land uses to encourage and maintain a sustainable community.						
2. Maintain, update and create standards and guidelines to which developments shall adhere in an effort to achieve a sustainable community.						
OBJECTIVES		Short Term	Mid-Term	Long Term	On-Going	
1	Maintain transitional buffers between high and lower impact land uses.		X			Evaluate current Zoning Standards for setbacks and buffering of uses and update, modify or change as necessary.
2	Promote Mixed Use development within designated areas including the downtown.	X				Research and adopt mixed use standards for architecture, design, setbacks and landscaping.
3	Adopt and enforce policies and standards for architecture and landscaping for all new developments to adhere to.		X			Evaluate current standards and update as appropriate.
4	Maintain land use designation ratios when amendments are proposed.				X	Adopt policy that would require a developer to address land designation ratios as part of any development which would require an amendment.

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<b><u>CIRCULATION</u></b>						
<b><u>GOALS</u></b>						
1. Encourage public safety through appropriate street design.						
2. Improve "Level of Service" within the Community through coordinated street design, signal spacing and access management within the community and with adjacent communities.						
3. Plan and provide for alternative methods of transportation.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
<b>1</b>	<b>Adopt street standards and policies in order to:</b>					<b>Require as part of any development submittal the submittal of a traffic impact study which will evaluate access, safety, traffic signs and signals, and any other related circulation impacts, not just for the subject property but also for surrounding streets and right-of-ways within a radius of a quarter mile.</b>
a	Optimize both local and regional circulation patterns and accessibility for people, goods and services safely, efficiently, and cost effectively;				X	
b	Improve and maintain street safety;				X	
c	Improve and maintain the quality of street surfaces;				X	
d	Manage vehicular access onto the street;				X	
e	Reduce accidents at off-set and five-legged intersections;				X	
f	Implement traffic sign upgrades and pavement rehabilitation actions as recommended in the city of Eloy Small Area Transportation Study, for both streets and railroad crossings; and				X	
g	Implement measures necessary to reduce the higher-than-average accident rates at identified roadways or intersections.				X	
<b>2</b>	<b>Provide a circulation network capable of accommodating travel demand for existing and proposed land uses by:</b>					<b>Require submittal of a circulation plan as part of the traffic impact study which looks at the existing streets adjacent to proposed developments with included recommendations for necessary improvements and expansions.</b>
a	Adopting a street classification system specifying functional classification, roadway right-of-way (ROW) widths, typical cross-sections, design standards, and improvement standards;				X	
b	Incrementally upgrading existing roadways to comply with the street classification system as demand warrants;				X	
c	Requiring new developments to adhere to the street classification system and dedicate adequate right-of-way;				X	
d	Monitoring vehicular accidents, determining their causes and then adopting policies to avoid similar situations in the future;				X	
e	Promoting paving/topical treatment of dirt and gravel roads and prohibiting the creation or continuations of unimproved roads, especially as new development occurs;				X	

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<b>3</b>	<p><b>Work with other government entities [e.g., Arizona Department of Transportation (ADOT), Pinal County, Central Arizona Association of Governments (CAAG), City of Casa Grande] to improve and maintain the regional roads, including State Routes and Interstates 8 and 10.</b></p>				X	<p><b>Adopt IGA's with other municipalities and jurisdictions for the improvement and maintenance of Roads of Regional Significance.</b></p>
<b>4</b>	<p><b>Determine and define traffic impact mitigation measures to preserve mobility and access through the City's roadway network.</b></p>				X	<p><b>Require as part of the Traffic Impact Study for new developments to propose mitigation measures for each individual project.</b></p>

# IMPLEMENTATION STRATEGIES

<b><u>GROWTH</u></b>						
<b><u>GOALS</u></b>						
1. Encourage orderly development within Growth Areas.						
2. Encourage balanced, mixed use and multi-modal development within the designated Growth Areas.						
3. Promote commercial, employment and industrial development at identified Growth Area nodes.						
4. Promote development within Growth Areas that provides for the logical extension of infrastructure and utility service.						
<b>OBJECTIVES:</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Prepare and adopt a specific plan for each of the seven growth areas identified on the Growth Area Map.		X			Research and draft viable options, alternatives, goals, and policies for each Growth Area.
2	Prepare and adopt a Downtown / Redevelopment Plan Update.	X				Research and draft guidelines for Downtown development, redevelopment and rehabilitation.
3	Prepare, adopt and maintain a five (5) year Capital Improvements Program.				X	Evaluate adjacent municipalities and past performance of the Capital Improvements Program and incorporate needed changes and updates.
4	Prepare and adopt a Main Street Streetscape Master Plan.		X			Research current successful design trends for streetscapes and implement within the Streetscape Master Plan.
5	Prepare and adopt an Infill Incentive District Ordinance.	X				Research viable methods and incentives for infill and create an ordinance which uses these findings.
6	Prepare and adopt a Revised Development Code for Planned Area Development and Master Site Plans.		X			Update the Zoning Ordinance.
7	Prepare and adopt an Adequate Public Facilities Ordinance.	X				Evaluate existing public facilities.
8	Prepare and adopt Design Guidelines for architecture, landscaping, and open space, parks, trails and pedestrian refuges.		X			Research viable guidelines to include within the Zoning Ordinance.

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<b><u>PARKS, OPEN SPACE &amp; TRAILS</u></b>						
<b><u>GOALS</u></b>						
1. Improve the Community's livability, aesthetics and desirability through "green" space.						
2. Provide a wide variety of recreation opportunities.						
<b>OBJECTIVES:</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Develop a plan for a connected system of open space areas that protect and conserve natural, physical, cultural, and social resources.		X			Research and develop a Parks, Open Space and Trails Master Plan.
2	Develop a multi-use trail system that provides connectivity throughout the city, to recreational areas, parks, and coordinates with County trails within the Planning Area.			X		Research alternatives and viable options for multi-use trails to include within the Parks, Open Space and Trails Master Plan.
3	Develop regional parks within the City that provide a balance of passive and active recreational opportunities for City residents and visitors.			X		Research alternatives and viable options for recreational opportunities to include within the Parks, Open Space and Trails Master Plan.
4	Research and develop park, open space and trail standards for residential and non-residential developments.	X				Include guidelines and standards within the Parks, Open Space and Trails Master Plan.
5	Research, draft and adopt park and open space policies to require open space and recreation area dedications from developments, and that would help preserve natural and social resources.	X				Update the Zoning Ordinance with standards, guidelines and requirements for open space and recreation areas.
6	Develop a more comprehensive Parks, Recreation, and Trails Master Plan.		X			Research trail corridor options to add to the master plan.

# IMPLEMENTATION STRATEGIES

<b><u>HOUSING</u></b>						
<b><u>GOALS</u></b>						
1. Encourage redevelopment and revitalization of existing housing stock or neighborhoods.						
2. Encourage a variety of housing for various levels of income and lifestyles.						
<b>OBJECTIVES:</b>		Short Term	Mid- Term	Long Term	On- Going	
1	Obtain a high quality, varied and affordable housing stock through a combination of infill projects, new development and rehabilitation of older homes and structures.		X			Research viable means of encouraging high income earners to move to the City of Eloy.
2	Promote the development of sound, high quality neighborhoods that provide a variety of housing options and community amenities in an integrated manner.		X			Adopt subdivision and housing design standards, which address amenities (Pedestrian included), landscaping and architecture.
3	Encourage developers/property owners to maintain and improve the City's existing housing stock, and to revitalize existing neighborhoods.				X	Explore incentives for developers that would promote the desired maintenance, rehabilitation and revitalization of existing neighborhoods.
4	Implement programs that incentivize property owners to maintain, rehabilitate, revitalize and protect the existing stock of affordable homes.	X				Explore incentives for property owners that would promote the desired maintenance, rehabilitation and revitalization of existing neighborhoods.
5	Cooperate with the Eloy Housing Authority to monitor affordable housing needs.				X	Create brochures and pamphlets to distribute to interested parties (renters, property owners and developers) which outlines existing affordable housing locations and Federal/State requirements.

# IMPLEMENTATION STRATEGIES

<b>ENVIRONMENTAL PLANNING</b>						
<b>GOALS</b>						
1. Encourage the preservation of native vegetation and habitat through sound planning principles.						
2. Continue to work toward providing clean air and water quality.						
3. Promote mitigation proposals for new development to reduce the potential for land subsidence.						
4. Adopt policy regulating the size and types of development permitted within the City's floodplains.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Verify floodplain hazard delineation and research alternatives to minimize hazards to persons, structures and to minimize erosion and elevated flood height risks.	X				Adopt development standards to protect and minimize structural damage/loss of life, and which would prohibit construction within regulated floodways.
2	Protect and conserve the quality and quantity of surface and groundwater resources.	X				Research and adopt a water conservation ordinance to promote land use development activities within groundwater recharge areas consistent with the Pinal AMA, State Department of Environmental Quality, and other federal agencies water quality objectives.
3	Promote long-term conservation of potable water resources.		X			A. Adopt landscaping and irrigation standards which require the use of low-flow fixtures, drip irrigation technology and drought tolerant vegetation. B. Evaluate and adopt a program that will use reclaimed water (Gray Water) for non-potable purposes including landscape irrigation and industrial processes.
4	Continue to treat effluent water to quality levels that will allow groundwater recharge.	X				Adopt a Reclaimed Water Master Plan and other policies to require new and existing developments within the City Limits to connect to public wastewater systems as services become available.

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5	<p><b>Maintain and enhance air quality within the City Limits and Planning Area of Eloy.</b></p>	X				<p><b>A. Research and adopt trail standards for alternative modes of transportation (bikeways, walking).</b></p> <p><b>B. Adopt "PM-10" Standards along with enforcement policies to require paving or topical treatment of dirt and gravel roads, while prohibiting the creation of new unimproved roads.</b></p> <p><b>C. Adopt design standards and guidelines that would promote sustainable land use patterns that may result in decreased work-and shopping-related automobile travel.</b></p>
6	<p><b>Identify, manage, and protect endangered and threatened species and species of special concern.</b></p>	X				<p><b>Research the viability and possible alternatives for providing opportunities for uninterrupted movement of wildlife through open space corridors.</b></p>
7	<p><b>Preserve the natural aesthetic quality of the Sonoran Desert in developed areas through the use and preservation of native/drought tolerant vegetation.</b></p>	X				<p><b>Update the Zoning Ordinance with standards for preservation of existing vegetation.</b></p>

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<b><u>WATER RESOURCES</u></b>						
<b><u>GOALS</u></b>						
1. Provide residents and businesses an adequate clean water supply.						
2. Encourage conservation measures to be implemented during development.						
3. Pursue water recharge capabilities and a gray water usage system.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Continue to provide adequate water resources to both residents and farmers either by using the City's water resources or by entering into public / private agreements with private water companies.				X	Review and update water resource use annually.
2	Continue to plan for development and require necessary utility infrastructure expansion on an as needed basis by requiring developers to build that infrastructure required by each development.				X	Require developers to pay their fair share of utility infrastructure costs as development occurs. Cost estimates and impacts on City water supply should be submitted as part of a development application.
3	Continue to monitor utility fees and adjust accordingly as demand dictates.				X	Review existing fee structure annually and update/modify as needed.
4	Continue to monitor the City's water supply and number of water storage tanks. As development occurs additional water storage tanks will be needed.				X	Require developers to submit anticipated build-out water use requirements for new developments.
5	As development occurs the City should continue to evaluate its water service boundary and expand as necessary.				X	As development occurs, water service should be reviewed. The Boundary should then be expanded as necessary.
6	Research viable water conservation (including emergency conservation) methods and adopt policies and standards for their enforcement.		X			Adopt Water Conservation methods and procedures. Evaluate what other communities are doing and compare with the City's needs.
7	Adopt water wasting prevention policies.	X				Research and incorporate water wasting prevention policies of other communities and compare with the needs of Eloy.

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8	Research and adopt low water use landscape standards.	X				Update the Zoning Ordinance with low water use standards.
9	Review, update and enforce the Water System Development Standards.		X			Review and update the Water and Sewer Master Plans.
10	Research successful Emergency Operations Plans used by other Cities.		X			Adopt a Master Emergency Operations Plan.
11	Research other viable water sources including private water utility companies and procuring lease agreements Central Arizona Project (CAP) water through the Central Arizona Groundwater Replenishment District (CAGRDR).				X	Sign agreements with private water companies as demand increases if the City is not able to provide the services.
12	Continue to monitor water quality for potable purposes.	X				Adopt a Potable Water Quality Monitoring Program.
13	Implement and adopt a water reuse program that would provide gray water or effluent for commercial and industrial uses.		X			Compare successful water reuse programs of Cities which have implemented it successfully and then create a policy for the City of Eloy.

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<b><u>PUBLIC FACILITIES</u></b>						
<b><u>GOALS</u></b>						
1. Maintain and upgrade existing public facilities, and locate new facilities as warranted.						
2. Continue to provide high quality public services - police, fire, education, etc.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Continue to strive to provide adequate public services in order to maintain and improve the residents' quality of life while enhancing the community's attraction.				X	Research and adopt a public services and facilities master plan which will outline a timeframe for public facilities and the City's needs.
2	Continue to plan for and provide necessary and efficient law enforcement services to the City.				X	Continually review and update current plans and policies for enforcement to maintain high quality service standards.
3	Continue to provide efficient and capable fire prevention and fighting and medical response services to the City and surrounding Planning Area.				X	Work with EFD to continually review and update current plans and policies for fire and medical provision to maintain high quality service standards.
4	Maximize the usefulness, efficiency and affordability of utilities and infrastructure for Eloy's residents.				X	Remain current with infrastructure costs and efficiency standards and apply to new development.
5	Coordinate City services with non-municipal utility providers to ensure new and existing developments in previously rural areas have adequate utility services.				X	Continue to review existing utility infrastructure and enter into agreements with non-municipal utility providers where necessary.
6	Actively coordinate with local school districts, charter schools and institutions of higher learning in the planning, construction and rehabilitation of facilities.		X			Adopt Policy and use Intergovernmental Agreements (IGA's) with Local School Districts.

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7	Actively coordinate with electric companies regarding placement, design and size of proposed and future transmission lines.				X	Review the City's layout and plan, and coordinate with utility providers for transmission line placement such that the City can provide electric companies with preferred placement corridors.
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# IMPLEMENTATION STRATEGIES

<b><u>DOWNTOWN REDEVELOPMENT AND NEIGHBORHOOD PRESERVATION</u></b>						
<b><u>GOALS</u></b>						
1. Encourage new development, infill, and redevelopment of downtown property according to Downtown Development and Main Street goals and objectives.						
2. Promote the protection, preservation and rehabilitation of historic and cultural landmarks and resources.						
3. Encourage community initiatives that would help stabilize neighborhoods within the downtown.						
4. Promote the reuse, rehabilitation or redevelopment of vacant or obsolete downtown buildings.						
<b>OBJECTIVES</b>		Short Term	Mid- Term	Long Term	On- Going	
1	Enforce and expand on the adopted Downtown Overlay Zone, which currently includes variable setbacks, parking standards, landscaping requirements, mixed use and design standards to be used only in the downtown area.	X				Research viable options for greater downtown standards and requirements with regard to landscaping, parking, setbacks etc.
2	<p>Create a community identity which visitors and businesses will identify with the City. For example:</p> <ul style="list-style-type: none"> <li>a. Chandler, AZ is known for its regional shopping and high end residential developments.</li> <li>b. Glendale, AZ is known for the sports arenas (i.e. "Westgate").</li> <li>c. Prescott, AZ is known as the territorial capital and its history. Also, the community exhibits a large array of Victorian Architecture.</li> </ul>	X				Identify and adopt a community "identity" by holding City-Wide workshops and then adopt policies to foster this identity.
3	Adopt an incentive program that would include financial options (either through fee waivers or bonuses) to property owners to help in land assembly, maintenance, and rehabilitation.	X				Investigate incentive packages offered by other Cities and jurisdictions and then review their viability with regard to the City of Eloy.
4	Adopt design review criteria, guidelines and standards to be used in review of new construction, and for the maintenance, upkeep, repair and preservation of existing historic buildings.	X				Research and draft design review criteria to be added to the Zoning Ordinance.

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<b>5</b>	<b>Research viable options for the City to purchase land, develop, update, rehabilitate the property then lease to private businesses.</b>	X				<b>Evaluate existing downtown policies and requirements and compare with other communities' requirements and update or adopt new policy as needed.</b>
<b>6</b>	<b>Use financial options such as Large-scale Capital Improvements, or grants for improvements to infrastructure and / or as an incubator for new or expanding businesses.</b>	X				<b>Research available funding sources for both Cities and businesses at the State and Federal levels.</b>
<b>7</b>	<b>Create standards for density transfer, incentives or live-work opportunities to increase allowable densities.</b>	X				<b>Adopt policies to regulate density transfers.</b>

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<b><u>ECONOMIC PROSPERITY</u></b>						
<b><u>GOALS</u></b>						
1. Create a community need for highly skilled and educated jobs.						
2. Continue to support EDGE and other community and economic development efforts designed to increase jobs and economic growth within the community.						
3. Encourage economic diversity and job creation, which are compatible with Eloy's strengths, as defined within the Rural Business Opportunity Grant Study completed in 2009.						
4. Create employment opportunities for City residents.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Research and evaluate viable means of drawing skilled labor to Eloy.	X				Adopt policies which are "pro"-business in order to draw skilled labor and professionals to the City of Eloy, to both work and live.
2	Research and prepare incentive packages to help draw technology based businesses to the community but will not negatively impact the tax and revenue the City needs.	X				Adopt incentive policies and code flexibility allowances that will give the City the ability to approve development plans quickly such that there is "shovel ready dirt" within Eloy.
3	Overcome opportunity costs by working with property owners, public officials and developers / companies (and other stakeholders).				X	City Staff and EDGE should hold regular meetings to discuss the state of Eloy's economy.
4	Incorporate viable methods of "headhunting" to interest companies into visiting the community. Find ways to sell companies on the vision of Eloy's future.				X	EDGE should create an annual strategy for drawing businesses to the Eloy area and present the proposal to Council for adoption.
5	Adopt review criteria to help provide direction on whether an application is feasible or to identify potential "red flags" that would result in lost time, failed development, lost opportunities.	X				Hold Pre-Application meetings with the developer with EDGE in attendance to provide comments regarding proposal.
6	Adopt a Community Vision – to help focus City efforts on businesses to pursue.	X				Hold community workshops, with EDGE to discuss with residents a Community Vision and Identity.

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<b><u>COST OF DEVELOPMENT</u></b>						
<b><u>GOALS</u></b>						
1. Continue to evaluate the need for, and funding for, infrastructure improvements.						
2. Maintain a high credit and bond rating through smart financial practices.						
3. Ensure that new development pays its fair share of infrastructure costs in order to mitigate impacts created within the City.						
4. Provide adequate facilities and services concurrent with future growth.						
<b>OBJECTIVES</b>		Short Term	Mid-Term	Long Term	On-Going	
1	Adopt policy to assess needs and cost for infrastructure and services that will be required by new development.		X			Update application requirements to make assessment of needs and costs for new development easier to obtain.
2	Maintain and improve quality, cost and levels of service.		X			Review and evaluate cost and levels of service and adopt new or revised standards for improvement.
3	Adopt equitable policies that require new development to pay its fair share in infrastructure construction.	X				Review and update "fair-Share" policies.
4	Identify and evaluate funding mechanisms to provide additional public facilities and services as needed to serve new development, redevelopment, and for the improvement of facilities and services to serve existing development.		X			Continually review and update existing funding measures.