
GROWTH AREAS ELEMENT

4.0 GOALS

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.

4.1 PURPOSE

The purpose of the Growth Areas Element is to provide the City of Eloy with objectives on new development and where to focus efforts to revitalize, rehabilitate, and redevelop areas of the City from an infrastructure, public facilities and utilities investment in order to continue meeting the needs of all residents and businesses. The city must also provide a framework, which will guarantee the provision of adequate services in response to increased demands from new development.

4.2 EXISTING CHARACTER

The City of Eloy has an estimated population of approximately 19,005 people as of July 2009 and has experienced an estimated growth of 54-percent since 2000, when the City's population was 10,375 people. This growth rate is approximately 2-percent less than the growth rate enjoyed by the City for the previous 10 years. As Tucson, Marana, Phoenix and Casa Grande grow and develop, Eloy, which is in the path of development, will undoubtedly be "discovered" for its "small town" charm.

4.3 DISCUSSION

Eloy has grown and will continue to grow. The choices that the residents make and which are put into action by the City Departments will affect how the City grows and if it remains a desirable community. This may occur if growth and revitalization are managed and targeted to areas that can best accommodate it. Creating objectives and policies to target the appropriate type of development and 'best' location for new and revitalized growth will allow the City to enhance selected areas that need improvement and that can absorb new jobs and housing without negatively impacting existing neighborhood quality of life through increased traffic or commercial encroachment into residential areas. The Growth Areas Element therefore seeks to identify the areas that can efficiently and logically accommodate growth, resulting in a diverse concentration of land use, transportation, and circulation options, and integrated open space areas.

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4.0 GOALS

4.1 PURPOSE

4.2 EXISTING CHARACTER

4.3 DISCUSSION

Identifying growth areas may discourage dispersed development or "sprawl" by encouraging both revitalization and new development in targeted areas.

It will be important for the City to encourage development within the growth areas in order to enhance their existing economic viability, create compact development areas, integrate active and passive open space, preserve natural resources, and accommodate integrated compatible land uses (commercial, office, residential, tourism, and industrial) to ensure sustainability. Growth areas should also be served by multi-modal transportation options (transit, pedestrian, bicycling, etc.) to provide community access, mobility and to reduce dependency on the automobile.

New and revitalized development is encouraged within identified areas (See Exhibit #5) that may provide residents with increased flexibility and a higher quality of life. Flexibility and quality of life are characteristics consistent with Smart Growth principles. Other characteristics of Smart Growth include the following:

- Mix of land uses
- Compact building design
- Diversity of housing choices
- Strong pedestrian network
- Distinctive, attractive communities with a strong sense of place
- Open space, farmland, natural beauty, and sensitive environmental area preservation
- Growth directed toward existing development
- Transportation choices
- Development decisions that are predictable, fair, and cost effective
- Community and stakeholder collaboration in development decisions

Growth areas have been identified throughout the Eloy City Limits and Planning Area boundary. The identified growth areas were defined based upon the following factors:

- Vacant or Underutilized Land: Areas selected were anticipated to accommodate future development, revitalization, or redevelopment based on their proximity to Interstate-10 (I-10), the wastewater treatment plant, or Eloy Municipal Airport;

Public Facilities Capacity: Areas were selected on the basis that public facilities could be constructed to serve the community and provide law enforcement, emergency, safety, municipal, and health care services for residents;

- Infrastructure Expansion: Areas were chosen based on whether or not they could be served with incremental expansion financed through private development activity;

- Open Space Opportunities: Opportunities used in the evaluation of different areas included incorporated community recreational facilities such as the Grand Valley Golf Course, State Parks, or other open space recreational opportunities; and
- Smart Growth Principles: Principles and guidelines used to choose areas included places that could support mixed residential and employment land uses served by a variety of transportation modes that provide a high quality of life.

Growth Areas

1. Golden Corridor

- This growth area includes industrial, commercial and residential properties with access to Interstate 10 (I-10) and the Union Pacific Rail Road (UPRR) to some extent. It is ripe for development with access to transportation corridors; it also includes railroad, I-10 and Highway 84.
- This area includes a combination of the previous plan's six growth areas (3 of the previous areas do overlap into some of the new growth areas but the majority of those areas are within this Growth Area).
- Includes nearly the entire downtown area and may incorporate or focus on redevelopment, infill, and rehabilitation of existing structures.
- Includes one Industrial Core or strip between I-10 and Frontier Street and much of the commercial designated land along I-10 and within the downtown area.
- Includes the Eloy Municipal Airport.
- Area consists of a mix of residential densities, but has more medium and higher density residential land uses than single family designated areas.

2. Picacho Vista Corridor

- This growth area is another potential employment corridor with access to Interstate 10 (I-10), Highway 87, and the Union Pacific Rail Road. The eastern edge of this growth area also has the potential for upscale "Resort Style" living given its proximity to the base of the Picacho Mountain range.

Growth Areas

Golden Corridor

Picacho Vista Corridor

- This Growth Area is focused around the Highway Corridor of industrial and commercial uses with some residential (mostly higher density residential uses).

3. Eloy-Casa Grande Interface

- This growth area is located at the intersection of Interstate 10 (I-10) and Interstate 8 (I-8). This growth area interfaces with the City of Casa Grande. It includes Eloy's first upscale Master Planned Community, as well as, other proposed retail establishments, catering to the interstate travelers. Transportation related industries are also ideally suited for this growth area.

- Uses within Eloy City limits should demonstrate compatibility with land uses within Casa Grande - Residential to Residential, Commercial next to Commercial, and Industrial next to Industrial.

- The Casa Grande Mountains are located within this growth area and provide an opportunity for both Eloy and Casa Grande to preserve a significant open space asset for the future.

- Includes a mixture of low to high density residential with some commercial and industrial designated parcels. The area is mostly residentially designated. The commercial and industrial designated land is typically located along I-10 and Frontier Street, and within planned communities. The further one moves away (to the NE and SW) from the Freeway the lower the planned residential densities.

Eloy-Casa
Grande Interface

4. Planned Community Core

- This growth area contains many Planned Area Developments and pre-platted subdivisions that have not yet developed. These proposed Planned Area Developments consist primarily of Single Family Residential with supporting commercial and recreational uses, as well as, some public facilities.

Planned
Community Core

5. Red Rock

- This growth area is the future site of the Union Pacific Rail Road (UPRR) switch yard and a major employment hub.
- This area will need to interface with Marana and Red Rock to the south and east.
- The designated land use within this area consists of Estate Density Residential. Although some areas have been previously designated with more intense uses through the Pinal County Comprehensive Plan update process. It is also important to note that some higher

Red Rock

density residential and commercial type uses may be permitted within this growth area depending on how Marana land develops adjacent to the Planning Area Boundary of Eloy.

6. North Central

- This growth area includes potential energy hubs for Pinal Central (i.e. the proposed Pinal Central Generating Plant). It is also the ending (“terminance”) of the Sunzia Transmission line project at the Pinal County fairgrounds, which will import renewable energy (wind) from New Mexico.
- This area includes mostly residential designated land with small 5-10 acre commercial sites and some industrial designated land (for airport uses)

North Central

7. Riverside

- This growth area contains the largest private land holding in the city’s Planning Area. The La Osa Ranch project proposes 18,000 acres of Master Planned Community along the Santa Cruz River. Opportunities exist for the preservation of natural habitat, open space recreational, riparian and wildlife.
- This area will need to interface with Marana and Red Rock to the southeast.
- The designated land use within this area consists of Estate Density Residential. It is also important to note that some higher density residential and commercial type uses may be permitted within this growth area depending on how Marana land develops adjacent to the Planning Area Boundary of Eloy.

Riverside

Other Plans

In order to maximize the efficiency and attempt to accomplish the objectives of the Growth Areas Element other planning mechanisms will need to be used. These include

- Specific Plans,
- Updating revitalization/redevelopment plans, and
- Adopting infill incentive districts, capital facilities programming, and adequate public facilities ordinances.

Other Plans

Specific Plans

Specific plans are permitted by Arizona Revised Statutes (ARS 9-461.08) to allow cities the opportunity to define building layout and site planning, bulk and height requirements, and open space guidelines.

Specific Plans

Redevelopment/Revitalization Plans

Redevelopment plans are also permitted by statute (ARS 36-1471 et. seq.) to transform underutilized or vacant areas into viable economic opportunity areas. The Growing Smarter Plus legislation established infill incentive districts to stem the characteristics of disinvestment (i.e. dilapidated structures, contaminated sites, public nuisances, crime, and population decline) in developed areas.

Capital Improvement Plans

Capital improvement plans identify the sequential phasing of community infrastructure and facilities to stage growth and foster revitalization in a rational manner. Adequate public facilities ordinances assist in maintaining desired facility levels of service (including schools) when new development occurs in the City.

Adequate Facilities and Services for Growth

The Growth Areas and existing or planned availability of essential facilities and services to accommodate Eloy's growth extend over a majority of the City Limits and much of the Planning Area. Timely and orderly development of facilities and services will be important as the City grows.

Development proposed in growth areas, must also be in conformance with the General Plan's Land Use Plan. Projects may proceed after providing a conceptual report or evaluation of adequate facilities and services. If a development proposal is submitted for a parcel that is designated for a future phase, subsequent phases may be accelerated, if deemed in the City's best economic interests. If new development, consistent with the Land Use Plan, is located within one of seven (7) growth areas, or outside a designated growth area, the City of Eloy will evaluate the efficiency and cost/benefit of approving that development based upon the following criteria:

Facility Adequacy Criteria:

- Water Facilities
 - Compliance with the adopted water master plan.
 - Adequate water resources for the development (100-year assured supply) and proposed methods of water conservation to reduce the City's reliance on groundwater.
 - Adequate water production facilities including trunk lines, pumps, and fire hydrants are in place or will be in time to serve the development.
- Wastewater Facilities
 - Compliance with the adopted wastewater master plan. Adequate wastewater treatment capacity is available or will be in time to serve the development.
 - Adequate wastewater transmission facilities including trunk lines and pumps.

Redevelopment / Revitalization Plans

Capital Improvement Plans

Adequate Facilities and Services for Growth

Facility Adequacy Criteria:

- Streets and Highways
 - Compliance with the Circulation Element and Circulation Map.
 - Adequate street access including right-of-way for streets, improved street area, traffic control (stop signs or signals).
 - Access to planned or existing pedestrian, bicycle, and transit facilities.
- Schools
 - Adequate school capacity is available or provided for new students generated.
 - Consistent with projected school enrollment or planned school construction or expansion.
- Police Services
 - Police protection will not be reduced below a level of service of three officers per 1,000 population.
 - Emergency response times will not exceed the existing average response time by 10 percent. Staff conducted a random sampled survey of response times and found an average response time of 9 minutes.
- Fire Protection Services
 - Fire protection and emergency medical will not be reduced below an adequate level of service for firefighters/EMT staff per 1,000 population.
 - Emergency response times will not exceed the existing average response time by 10 percent, which currently is approximately 4-minutes.
- Fiscal/Financial
 - The City's budget for development/permit review, construction, inspection, operation, and maintenance would not need to be supplemented by more than 20 percent in any one fiscal year.
 - The municipal facilities to serve the proposed development would not exceed the revenue stream received from taxes and fees (e.g. property tax, sales tax, utility fees, development fees) for the proposed development unless otherwise supplemented by the developer.

Future development located within or outside growth areas may be approved if it complies with existing General Plan land use designations or criteria. However, when a proposed development within or outside a growth areas does not comply with the criteria, or triggers the need to change adopted plans, policies, budgets, etc., the development may not be approved until it can substantially meet all the criteria or obtains a General Plan Amendment.

4.4 OBJECTIVES

The objectives included below provide the City with direction to guide near-term future growth, development, and revitalization in appropriate locations.

1. Prepare and adopt a specific plan for each of the seven growth areas identified on the Growth Area Map.
2. Prepare and adopt a Downtown/Redevelopment Plan Update.
3. Prepare, adopt and maintain a five (5) year Capital Improvements Program.
4. Prepare and adopt a Main Street Streetscape Master Plan.
5. Prepare and adopt an Infill Incentive District Ordinance.
6. Prepare and adopt a Revised Development Code for Planned Area Development and Master Site Plans.
7. Prepare and adopt an Adequate Public Facilities Ordinance.
8. Prepare and adopt Design Guidelines for architecture, landscaping, and open space, parks, trails and pedestrian refuges.

4.4 OBJECTIVES



