

3.3 GROWTH ELEMENT

AREAS

3.3.1 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.

3.3.2 PURPOSE

The purpose of the Growth Areas Element is to provide the City of Eloy with objectives to guide new development. It also focuses efforts to revitalize, rehabilitate, and redevelop areas of the City in terms of supportive infrastructure, public facilities and utilities investments to meet the needs of all residents and businesses. The City must also provide the strategy, which will lay a foundation of adequate services. Such services will respond to both the increased demands from new development and maintaining existing service levels for existing development.

3.3.3 EXISTING CHARACTER

The City of Eloy has an estimated population of 17,787 people as of July 2015 and has experienced an estimated annual growth rate of approximately one percent since 2010, when the City's population was 16,631 people. 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.

3.3.4 DISCUSSION

Eloy has grown in the past and will continue to grow in the future. The choices that the City Council makes for its residents 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.

These areas 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.

3.3.5 GROWTH AREAS ELEMENT

Identifying growth areas discourages dispersed development or "sprawl" by focusing both revitalization and new development in targeted areas.

It is important for the City to encourage development within the growth areas in order to enhance their 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 five identified areas as shown on Map GA-1, Growth Areas Map 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), SR-87, wastewater treatment, or the Eloy Municipal Airport;

- Public Facilities Capacity: Areas were selected on the basis that public facilities could be provided to serve the community and provide law enforcement, emergency, safety, municipal, and health care services for residents;
- Infrastructure Expansion: Areas were chosen based on the fact they could be served with incremental water and/or sewer expansion financed through public capital improvement projects and/or private development activity;
- Open Space Opportunities: Existing facilities used in the evaluation of growth areas included city and private recreational facilities such as existing city parks, or other regional natural open space recreational opportunities; and
- Smart Growth Principles: Principles and guidelines used to choose growth 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. Toltec-Robson Area

- 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 1,025-acre Casa Grande Mountain Park is located within this growth area and provides an opportunity for both Eloy and Casa Grande to preserve a significant open space with multiple trails used for hiking.
- 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 densities of the residentially designated areas transition lower the further away (to the NE and SW) from the Freeway. The future PhoenixMart is located to the north of this growth area in the City of Casa Grande. It has been marketed as America's premier product sourcing **center**. The intent of PhoenixMart is to **connect** manufacturers, wholesalers, distributors and retailers directly to thousands of buyers and consumers **across the** country and **around the** globe. It's being proposed as a multi-category supply center with American quality products at globally competitive prices. Over 2,000 businesses are intended to be assembled in an iconic development and 1.5 million square foot marketplace.

2. Airport Area

- Includes the Eloy Municipal Airport. The Eloy Municipal Airport is owned and operated by the City of Eloy and is sited on approximately 90 acres located approximately three miles northwest of the City's central business core. The Airport is accessed via Tumbleweed Road which terminates at the Airport entrance. Lear Drive extends along the south side of Airport property and provides access to the T-hangar facilities.
- This growth area is the Home of Arizona SkyDiving, located in the heart of the scenic Sonoran Desert and lies midway between Arizona's two largest cities, Phoenix and Tucson. SkyDive Arizona has grown into the world's largest indoor skydiving center, averaging over 135,000 jumps per year.

3. Sun Corridor

- This growth area includes industrial, commercial and residential properties with access to Interstate 10 (I-10) and the Union Pacific Railroad (UPRR). It is a prime location for development with access to interstate transportation corridors; it also includes railroad, I-10 and Highway 84.
- Includes 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 General Industrial designated land along I-10 and within the downtown area.
- This area consists of a mix of residential densities, but has more medium and higher density residential land uses than single family designated areas.

4. SR 87 Corridor

- This growth area is another potential employment corridor with access to Interstate 10 (I-10), Highway 87, and the Union Pacific Railroad. The eastern edge of this growth area also has the potential for upscale "Resort Style" living given its proximity to the base of the Newman Mountain range to the east.
- This Growth Area is focused around the highway corridor of general industrial/light industrial and commercial uses with some residential (mostly higher density residential uses).
- Future access to the North/South Corridor-A transportation route through Pinal County that would potentially connect U.S. Route 60 in Apache Junction and Interstate 10 near Eloy and Picacho.

5. Red Rock Area

- 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 uses within this area consists of Light Industrial, Mixed Use, Medium-High Density Residential and Community Commercial, even though 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 density residential and commercial type uses may be permitted within this growth area depending on how the edge land of the Marana Planning Area develops adjacent to the Planning Area Boundary of Eloy.

6. 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.

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.

Other 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 reverse the characteristics of disinvestment (i.e. dilapidated structures, contaminated sites, public nuisances, crime, and population decline) in developed areas.

Capital Improvement Plans (CIP)

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 north of Interstate 10. 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 five (5) 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 constructed to serve the development.
- Wastewater Facilities
 - Compliance with the adopted Wastewater Master Plan.
Adequate wastewater treatment capacity is available or will be constructed to serve the development.
 - Adequate wastewater transmission facilities including trunk lines and pumps.
- Streets and Highways
 - Compliance with the Circulation Element and Circulation Map.
 - Adequate street access including rights-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 the adopted level of service of 1.8 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 6 minutes.

- Fire Protection Services
 - Fire protection and emergency medical will not be reduced below the adopted 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 a 4-minute response time.

- 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, and development fees) for the proposed development unless otherwise supplemented by the developer.

Future development located within or outside of the five growth areas may be approved if developer comply 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 five growth areas identified on the Growth Area Map.
2. Prepare and adopt a Downtown/Redevelopment Plan.
3. Prepare, adopt and maintain a five (5) year a 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 Downtown Design Guidelines to address architecture, landscaping, parking, lighting, signage and open space, parks, alternate transportation modes, and parking