

4.0 Implementation Actions

This Chapter has been prepared to demonstrate how each element of the Eloy General Plan will be implemented. A series of charts have been prepared in common template to aid in expeditious benchmarking to chart ongoing plan implementation progress. This template is organized by plan element as follows:

- Goals
- Objectives
- Timeframe
- Actions

Each chart is presented on the following pages.

4.1 LAND USE ACTIONS

Goals						
1. Provide a range of residential, employment and supportive 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		Timeframe				Actions
		Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going	
1	Maintain transitional buffers between high and lower impact land uses	X				Include design guidelines in the Downtown Master Plan
2	Promote Mixed Use development within designated areas including the downtown	X				Designate Mixed Use within the Downtown Master Plan
3	Adopt and enforce policies and standards for architecture, landscaping, lighting and signage to which all new developments shall adhere	X				Include such provisions in the City's Zoning Code Update

4.2 CIRCULATION ACTIONS

Goals						
1. Encourage public safety through appropriate street design. 2. Improve "Level of Service" through coordinated street design, signal spacing and access management within the community and the surrounding region. 3. Plan and provide for alternative methods of transportation.						
	Objectives	Timeframe				Actions
		Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going	
1	Improve and maintain street safety		X			Implement a design solution for Frontier Street and Main Street
2	Improve and maintain the quality of street surfaces				X	Continue to implement the Street Pavement Preservation Plan
3	Manage vehicular access onto the street				X	Promote interior vehicular circulation among adjacent parcels with similar uses
4	Reduce accidents at off-set and five-legged intersections		X			Reorient all intersecting streets with Frontier Street at 90 degree angles
5	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		X			Reconstruct the approaches for the UPRR at Sunland Gin and Houser Roads
6	Incrementally upgrade existing roadways to comply with the street classification system as demand warrants		X			Incorporate strategic roadway expansion in the City's CIP

7	Require new developments to adhere to the street classification system and dedicate adequate right-of-way				X	Strive to request and receive dedications of ultimate ROW on arterial streets at the time of site plan review and approval
8	Monitoring vehicular accidents, determining their causes and then adopting policies to avoid similar situations in the future				X	Conduct police surveillance on Frontier Road to limit speeding and accidents
9	Promote paving/topical treatment of dirt and gravel roads and prohibiting the creation or continuation of unimproved roads, especially as new development occurs				X	Negotiate for the improvement of perimeter arterial streets at the time of site plan review and approval
10	Work with other government entities [e.g., Arizona Department of Transportation (ADOT), Sun Corridor Metropolitan Planning Organization (SCMPO), Pinal County, Central Arizona Association of Governments (CAG), City of Casa Grande, etc.] to improve and maintain the regional roads, including State Routes and Interstates 8 and 10				X	Conduct bi-annual meetings with each entity to coordinate pavement management and expansion planning and construction timing
11	Determine and define traffic impact mitigation measures to preserve mobility and access through the City's roadway network		X			Update the Small Area Transportation Plan

4.3 GROWTH AREA ACTIONS

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.						
Objectives		Timeframe				Actions
		Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going	
1	Prepare and adopt a specific plan for each of the five growth areas identified on the Growth Area Map		X			Develop a S.R. 87/Interstate 10 Specific Area Plan
				X		Develop an Airport Area Specific Plan
		X				Develop a Sunland-Toltec Specific Area Plan
2	Prepare and adopt a Downtown/Redevelopment Plan	X				Develop a Downtown Master Plan
3	Prepare, adopt and maintain a five (5) year a Capital Improvements Program				X	Continue to review and update the City's CIP
4	Prepare and adopt a Main Street Streetscape Master Plan		X			Conduct a Phase 2 Project to Support the Main Street Arcade Project
5	Prepare and adopt an Infill Incentive District Ordinance		X			Prepare and adopt ordinance
6	Prepare and adopt a Revised Development Code for Planned Area Development and Master Site Plans	X				Include such provisions in the City's Zoning Code Update
7	Prepare and adopt an Adequate Public Facilities Ordinance		X			Include such provisions in the City's Zoning Code Update

8	Prepare and adopt Downtown Design Guidelines to address architecture, landscaping, parking, lighting, signage and open space, parks, alternate transportation modes, and parking	X				Include such provisions in the Downtown Master Plan
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4.4 PARKS, OPEN SPACE AND TRAILS ACTIONS

Goals						
1. Improve the Community's livability, aesthetics and desirability through active and passive "green" space. 2. Provide a wide variety of organized recreation opportunities for residents of all ages.						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	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		Prepare and adopt an Open Space 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	Prepare and adopt a Trails System Master Plan
3	Develop community parks within the City that provide a balance of passive and active recreational opportunities for City residents and visitors			X		Conduct a user survey to quantify the key activities administered by the Community Services Department
4	Research and develop park, open space and trail standards for residential and nonresidential developments		X			Include such provisions in Parks, Trails and Open Space Master Plan(s)
5	Research, draft and adopt park and open space policies to require open space and recreation area developments and/or dedications from developers, and to assist in preserving natural and social resources	X				Create and adopt a native vegetation preservation ordinance

3.5 HOUSING ACTIONS

Goals						
1. Facilitate redevelopment and revitalization of existing housing stock and neighborhoods. 2. Encourage a variety of housing types to accommodate various levels of income and lifestyles.						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going		
1	Achieve a high quality, varied and affordable housing stock through a combination of infill projects, new development and rehabilitation of older homes and structures.		X			Prepare and Adopt a Housing Needs Study
2	Promote the development of sound, high quality neighborhoods that provide a variety of housing options and community amenities in an integrated manner.				X	Utilize CDBG funds to revitalize facilities and infrastructure in existing neighborhoods
3	Encourage property managers/property owners to maintain and improve their respective existing housing stock.				X	Continue to maintain Code Compliance vigilance in existing neighborhoods Continue to conduct Operation Eloy Clean –up for selected properties in neighborhoods
4	Pursue federal, state and local grants to address the revitalization needs of existing Downtown neighborhoods.	X				Include a comprehensive implementation component of the Downtown Master Plan
5	Implement programs that incentivize property owners to maintain, rehabilitate, revitalize and protect the existing stock of affordable homes.		X			Work with State, Regional and local housing advocates to provide housing for the community
6	Cooperate with the Eloy Housing Authority to provide affordable housing to those residents with a demonstrated need.				X	Continue to operate the housing rehabilitation program to enhance shelter needs in Eloy

3.6 ENVIRONMENTAL PLANNING ACTIONS

Goals						
<ol style="list-style-type: none"> 1. Encourage the preservation of the paloverde-saguaro plant community to retain high value vegetation that also provides natural area habitat. 2. Strive to enhance and maintain regional and local air and water quality. 3. Guide growth away from known fissure areas to protect future development and mitigate existing developed areas where development has occurred. 4. Continue to enforce zoning code and building code provisions to protect life and property from wind and fire hazards. 5. Work with the Pinal County Flood Control District to minimize the risk and hazards associated with flooding on existing and future development and human life within the City's floodplains. 						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	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				Work with Pinal County Flood Control District to revise mapping to remove lands from hazard areas
2	Verify fissure hazard delineation and research alternatives to minimize hazards to persons and structures		X			Coordinate with Arizona Geological Society to make information available to public
3	Protect and conserve the quality and quantity of surface and groundwater resources				X	Continue to test the municipal water supply and provide results to City customers
4	Promote long-term conservation of potable water resources				X	Encourage low flow fixtures in new development Promote compliance with ADWR Low Water Use Plant Palette
5	Continue to treat effluent water to quality levels that will allow groundwater recharge				X	Continue to recharge treated effluent and receive return flow credits

6	Maintain and enhance air quality within the Planning Area of Eloy				X	Continue to aggressively apply palliatives to unpaved streets in the city's incorporated area
7	Identify, manage, and protect endangered and threatened species and species of special concern	X				Coordinate with the Arizona Game and Fish Department to manage critical animal and plant species
8	Preserve the natural aesthetic quality of the Sonoran Desert in developed areas through the use and preservation of the palo verde-saguaro plant community	X				Create and adopt a native vegetation preservation ordinance
9	Develop appropriate regulations and procedures with the Pinal County Flood Control District to minimize flood hazards and loss of life	X				Work with Pinal County Flood Control District to implement the 2016 Multi-Jurisdictional Hazard Mitigation Plan

4.7 WATER RESOURCES ACTIONS

Goals						
<ol style="list-style-type: none"> 1. Provide existing and future residents and businesses a continuous, adequate and clean water supply. 2. Encourage conservation measures that foster efficient potable water use. 3. Pursue activities that augment the City's potable and non-potable water supplies. 4. Carefully evaluate expansions of the City's Water Service Area when it enhances social, economic, and environmental interests. 						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going		
1	Continue to provide adequate water resources to both residents and employers in the City			X		Prepare and adopt a Water Resources Strategic Plan
2	Update the City's Water Master Plan. 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. Evaluate options to maximize the use of renewable water supplies, evaluate innovative methods for replacing reliance on groundwater, optimize the location of underground storage and subsequent recovery of renewable water supplies, and evaluate options to minimize the cost to existing ratepayers of new water supplies for future growth		X			Include storm water, reclaimed and gray water in the City's Water Master Plan Update
3	Review and update utility fees to accurately reflect the City's cost to provide water resources and the production and distribution network		X			Prepare and adopt a Utility Rate Study
4	Continue to monitor, and increase when prudent, the City's water supplies to accommodate future population and employment demand using funding			X		Prepare and adopt a Water Resources Strategic Plan

	methods that do not burden existing ratepayers					
5	Coordinate with the ADWR to manage the City's Designation of Assured Water Supply to match future growth				X	Prepare and adopt a Water Resources Strategic Plan
6	Evaluate and implement an effective water conservation program (including emergency conservation) using efficient water management methods with supportive policies and standards		X			Prepare and adopt a Water Conservation Master Plan
7	Evaluate direct use of treated effluent for non-potable users (i.e. turf irrigation, manufacturing, cooling, etc.) as opposed to artificial recharge and recovery to optimize potable supplies		X			Include storm water, reclaimed and gray water in the City's Water Master Plan Update
8	Maintain the existing distribution and storage system to minimize the waste and maximize the efficiency of all water resources		X			Prepare and adopt a Water Conservation Master Plan
9	Comply with the ADWR Low Water Use Plant List where required, and encourage the uses of the List elsewhere to minimize and conserve water resources by vegetating the community with drought tolerant vegetation adapted to the Sonoran Desert				X	Strongly encourage the use of such plant materials in new and revitalized development

4.8 PUBLIC FACILITIES ACTIONS

Goals						
<ol style="list-style-type: none"> 1. Maintain and upgrade existing public facilities to serve the existing population and employment, and locate new facilities to serve new residents and workers. 2. Continue to provide high quality municipal services – administration, public works, community development, community services (parks and recreation), library, aviation, police and municipal court, and coordinate with non-municipal service providers-fire, education, electrical, natural gas, fiber to provide adequate services. 						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going		
1	Continue to provide adequate public services and facilities in order to maintain and improve the residents', workers' and visitors' quality of life while enhancing the community's attraction	X				Review and update the Infrastructure Improvement Plan and Development Impact Fee Study
2	Continue to plan for and provide necessary and efficient law enforcement services to the City				X	Update the 2016 Comprehensive Services Delivery and Staffing Review Plan
3	Continue to coordinate with the Eloy Fire District to provide efficient and capable fire prevention and suppression and medical response services to the City and surrounding Planning Area				X	Continue to transmit development proposals in the City to the Eloy Fire Marshall for formal review to ensure adequate fire protection is maintained
4	Maximize the usefulness, efficiency and affordability of city utilities and infrastructure for Eloy's residents and businesses		X			Prepare a Public Facilities and Services Master Plan
5	Coordinate City services with non-municipal utility providers to ensure new and existing developments in previously rural areas have adequate utility services				X	Coordinate with Arizona Public Service (APS) and Southwest Gas (SWG) on their CIP related projects in the Eloy Planning Area

6	Actively coordinate with local school districts, charter schools and institutions of higher learning in the planning, design, construction and rehabilitation of facilities		X			Prepare a Public Facilities and Services Master Plan
7	Actively coordinate with dry utility companies regarding placement, design and size of proposed and future overhead/underground transmission lines				X	Communicate on a frequent basis with APS, SRP, WAPA, ED 4 on electrical transmission corridors

4.9 DOWNTOWN DEVELOPMENT AND NEIGHBORHOOD PRESERVATION ACTIONS

Goals						
1. Encourage new development, infill, revitalization, and redevelopment to enhance Downtown vitality. 2. Promote the protection, preservation, rehabilitation and adaptive reuse of historic and cultural landmarks and resources. 3. Protect, stabilize and reinvest in downtown neighborhoods. 4. Continue to make significant public investments in buildings and infrastructure to foster private capital investment and job growth.						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going		
1	Continue to utilize the Downtown Core Overlay, to exert appropriate flexibility relative to setbacks, parking standards, landscaping requirements, mixed use and design standards	X				Include design guidelines in the preparation and adoption of the Downtown Master Plan
2	Create a brand and unique identity which residents, visitors and businesses will identify with the City		X			Conduct a design competition and/or retain a consultant to assist in rebranding the City
3	Adopt a comprehensive infill incentive program that would include a host of financial, development, policy options to property owners to help in land assembly, revitalization and new development in the Downtown Core		X			Prepare and adopt an Infill Incentive District Ordinance
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 and otherwise) buildings		X			Create a revolving loan fund to finance minor home improvement projects (\$5,000 to \$10,000) Continue to fund the housing rehabilitation and redevelopment program

						<p>Work with local financial institutions to make home loans available in Eloy</p> <p>Prepare and adopt a housing needs and market study</p>
5	<p>Research viable options for the City to purchase land, develop, update, rehabilitate the property then lease/sell to private owners who are committed to constructing buildings and having viable uses</p>		X			<p>Conduct a cursory analysis for properties on Main Street</p>
6	<p>Continue to focus roadway, sewer and water and fire protection upgrade projects in the Downtown through the City's adopted Capital Improvements Program</p>				X	<p>Reevaluate and Reposition Downtown CIP projects annually</p>
7	<p>Consider an existing City building as a satellite for a post-secondary educational, workforce training and/or maker/incubator space</p>	X				<p>Evaluate the ability of such a building using an existing building on Main Street</p>

4.10 ECONOMIC PROSPERITY ACTIONS

Goals						
<ol style="list-style-type: none"> 1. Create the opportunity for and successfully attract quality employers with a focus on diversity and multiple salary levels. 2. Brand Eloy as a prime regional location for business, community growth and capital investment 3. Through public and private investment, make Main Street a centerpiece for Eloy featuring restaurants, shop, small businesses and activities supported by quality neighborhoods that offer housing choice. 4. Create a community with adequate infrastructure, utilities, community amenities and housing that will attract new businesses and residents. 						
Objectives	Timeframe				Actions	
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going		
1	Implement An Industrial/Business Recruitment Program	X				<p>Participate in tradeshow, forums and other events to showcase and promote Eloy</p> <p>Maintain frequent communications with the real estate brokerage community</p> <p>Attract business amenities to support non-service/retail employers</p> <p>Identify and promote realistic incentives to foster quality economic development</p> <p>Prepare a cost of doing business comparison of Eloy with key local competitors</p> <p>Prepare and adopt jobs-housing balance standards</p>
2	Collaborate to retain and expand existing businesses	X				<p>Work with the Chamber of Commerce to implement a business outreach program</p>

						Establish and conduct industry roundtables
3	Create a repository of entrepreneurship information and programs	X				<p>Understand and promote available micro-loan programs to support home occupations</p> <p>Work with local financial institutions to assist them in achieving Community Reinvestment Act compliance</p> <p>Document federally-related economic support programs</p>
4	Work Collaboratively to Prepare Youth For Success In School And Work	X				<p>Support the work of Achieve Pinal Committee to create early childhood career pathways in partnership with K-12, business and higher education resources</p> <p>Focus resources on youth engagement, education programs and internships</p> <p>Continue to leverage the work led by Arizona at Work, Achieve Pinal and other career initiatives</p>
5	Promote Adult Workforce and Skill Development Programs	X				<p>Attract potential post-secondary sites</p> <p>Determine the type of curriculum most in demand</p> <p>Engage with ASU, UA, NAU, CAC and other higher learning institutions to benefit new and existing businesses</p>

6	Support the Eloy Airport as an International Skydiving Center and Future Aviation Employment Center	X				Support and participate in national and international skydiving competitions and other events at the airport that bring attention to the City of Eloy
7	Develop and Implement a Plan to Encourage and Enhance Eloy's Potential To Attract International Employees	X				Work with international trade organizations such as the Arizona Mexico Commission, the ACA, MAG the Arizona Hispanic Chamber of Commerce and other trade related organizations
8	Market and Encourage Vacant Land Purchases	X				<p>Maintain site inventory of key vacant parcels with site attributes such as Opportunity-Zones, Foreign Trade Zones or other value added amenities</p> <p>Regularly communicate with site selectors and real estate brokerage houses about the benefits of an Eloy location</p>
9	Attract a Full Service Hotel With Meeting, Conference and Food Services	X				<p>Identify potential locations</p> <p>Conduct a market feasibility study</p> <p>Develop relationships with hotel developers and site selectors</p>
10	Collaborate to Retain and Expand Existing Businesses				X	Establish and conduct industry roundtables

11	Create a Repository of Entrepreneurship Information and Programs		X			Investigate other federally-related Economic Development programs
12	Design and Adopt a Municipal Airport Specific Plan		X			Develop long-range plan for the ultimate development of the airport for aviation and aeronautical related industries or industries that rely on airport convenience and services
13	Prepare And Adopt An Airport Business Plan	X				Integrate the current airport utilization as a destination skydiving destination with the transformation to a multiple use facility and full service general aviation airport
14	Promote Eloy As A Location For Shooting Film And Video Production				X	<p>Prepare for adoption of a commercial film ordinance to encourage and support filming in Eloy</p> <p>Create film site library</p> <p>Annually hold tour for ACA Film office and film site selectors</p> <p>Provide scouting assistance</p> <p>Act as liaison to government agencies to coordinate film industry's needs</p>

4.11 COST OF DEVELOPMENT ACTIONS

Goals					
1. Continue to implement infrastructure improvements in accordance with the City's Capital Improvement Plan. 2. Maintain a high credit and bond rating through astute and prudent financial practices. 3. Continue to administer fair and proportionate impact fees such that new development adequately mitigates its public infrastructure and facilities impacts. 4. Provide adequate facilities and services concurrent with future growth.					
Objectives	Timeframe				Actions
	Short Term (Year 1-3)	Mid-Term (Year 3-6)	Long Term (After Year 6)	On-Going	
1	Continue to administer and enforce the adopted Infrastructure Improvements Plan policy to assess needs and cost for infrastructure and services that will be required by new development.		X		Update the 2020 Infrastructure Improvements Plan, Utility Capacity Fees and Development Impact Fee Study
2	Maintain and promote adequate levels of public services and facilities.		X		Prepare and adopt a Public Facilities Master Plan
3	Identify, evaluate and consider implementing funding mechanisms to provide additional public facilities and services for the improvement of facilities and services to serve existing development.			X	Review and consider the application for appropriate local, regional, state and federal grants