



## General Plan Update

# Public Engagement Summary

May 2026



## INTRODUCTION

The City of Maricopa initiated the process to update its current General Plan, *Planning Maricopa*, in August of 2024 and began a multifaceted engagement program to solicit feedback from the stakeholders and members of the community. The engagement program for the *Advancing Maricopa* General Plan Update was structured around the City Council approved Public Participation Plan (PPP) that is designed to be inclusive and educational through facilitating meaningful conversations with Maricopa residents and stakeholders about the issues and opportunities that are most important in their community.

Outreach efforts included engaging the community through three in-person meetings held at key stages of the General Plan Update to gather feedback and provide direction for the process. Each in-person meeting included a presentation with general information on the overall Update process and information specific to the stage of the General Plan's development at the time of the individual in-person meeting. An open house component followed the presentation at each of the three meetings where attendees could view topical General Plan information on boards, respond to prompts intended to collect community feedback on the General Plan Update's direction, discuss issues and opportunities pertinent to Maricopa with City staff and the General Plan Update team, and submit general comments on the Plan Update. The three in-person meetings were held at the Maricopa Library & Cultural Center on the following dates and times:

- Thursday, March 6<sup>th</sup>, 2025 (5:30 – 7:00 PM)
- Monday, June 16<sup>th</sup>, 2025 (5:30 – 7:00 PM)
- Tuesday, December 9<sup>th</sup>, 2025 (5:30 – 7:00 PM)

Each in-person meeting also included a virtual participation option, allowing community members who were unable to attend in person to provide input virtually on the same community feedback prompts. Additionally, the City of Maricopa maintained an active presence throughout the 12-day Stagecoach Days celebration, using the many events to promote community participation in the update process and to collect feedback from residents on the primary guiding topics for the *Advancing Maricopa* General Plan Update.

This Public Engagement Summary report highlights the public engagement efforts for the *Advancing Maricopa* General Plan Update, and the input and feedback received from the members of the community who participated throughout the various activities of the community engagement effort from March 2025 – February 2026.

The intent of this Summary Report is to present all the information received across all public feedback opportunities without making assumptions or recommendations. The feedback received has been recorded within this document in order to memorialize key themes and ideas shared by Maricopa residents and stakeholders. The summary of information in this report was used to help inform the various tasks that were completed as part of the General Plan Update, including preparation of the updated Vision Statement, evaluation of opportunities and challenges, land use changes, and the creation of new goals and objectives.

ENGAGEMENT NOTIFICATION AND USE OF MEDIA

Over the course of the project thus far, the project website has been a key source of information and notification to the public. News articles in the *InMaricopa*, *Pinal Post*, *Casa Grande Dispatch*, and *Maricopa Monitor* publications promoted the three rounds of outreach efforts to the public in the City of Maricopa and the wider region. The City also posted regular Social Media updates and newsletters on *Maricopa eNews* during the three rounds of in-person public outreach. The General Plan mailing list consists of all members who subscribed for project updates on the website and in person at the various in person events.

The City of Maricopa Development Services staff also strategically leveraged the community's home ownership association (HOA) management networks to broaden awareness and participation in the planning process. The City collaborated with its community liaison to engage HOA managers directly, including presenting at dedicated HOA Manager Meetings to preview the community workshops and virtual outreach efforts. This approach enabled the City to tap into established neighborhood communication channels to extend the reach of the outreach notice.

Simultaneously, the community stakeholder members of the General Plan Advisory Committee (GPAC) have played a pivotal role in promoting to the members of the community in the City of Maricopa to engage with and participate in the outreach efforts of the update process for the General Plan.



### Advancing Maricopa: General Plan Update will guide Maricopa's future

By City of Maricopa - Feb 3, 2025

2310



GOVERNMENT



An aerial view of Honeycutt Road. [City of Maricopa]



### Casa Grande Dispatch

### Maricopa Monitor

## KEY FINDINGS

This report offers an insight into the direction that the residents and stakeholders desire to strive toward for the City of Maricopa. Based on the results of the three rounds of public outreach, the following themes emerged as top outcomes moving forward in the development of the *Advancing Maricopa* General Plan Update.

- Manage growth in a way that preserves the character of the City's neighborhoods and heritage.
- Look toward housing options that meet the needs of various demographics from young families to retirees.
- Continue to develop safe and efficient transportation infrastructure into and within Maricopa for all users.
- Center economic development strategies on fostering a business climate that allows for growth in local career-advancing job prospects.
- Attract increased quantities and higher levels of local healthcare services.
- Expand the opportunities for shopping, dining, culture, and recreation destinations.

More detailed information relative to the individual activities of the three rounds of outreach is included in the following sections of this summary report.



## FIRST ROUND OF OUTEACH AND ENGAGEMENT

The first round of public outreach and engagement activities was conducted from March through mid-May 2025. During the first phase, an in-person Community Workshop was held on Thursday, March 6<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center. Upon entering the in-person Community Workshop, participants were asked to sign in and given a comment card for any further thoughts, questions, or comments that they may have had during the workshop. The participants returned these comment cards to the collection basket as they left the workshop. This in-person Community Workshop was conducted in an open house format with an introductory presentation given to those in attendance at the 5:30 PM start time. Following the presentation, multiple informational boards were available for the participants to read and view. There were also several feedback boards to receive direct input from participants of the workshop in the form of written comments and markers on a map. After walking through the different stations giving feedback, the participants were free to discuss the update effort with City staff, the consultant team, or among themselves.

Additionally, a Virtual Community Workshop Component was available on the project website: <https://www.maricopagp.com/>. The boards and materials for the in-person Workshop directed attendees to the Virtual Community Workshop through a QR code in order to complete the General Plan Update Outreach Survey #1, participate in the online mapping activity, and view the other digital materials posted to the online Workshop. Members of the community were able to take this first survey and respond to the online mapping activity from the first phase of outreach until they were closed for public feedback on May 14<sup>th</sup>, 2025.

The Community Workshop during the first round of public outreach and engagement centered around explaining the purpose of the General Plan, existing conditions of the City of Maricopa, and an evaluation of the existing community vision and fundamental strategies. The in-person round 1 Community Workshop took place on Thursday, March 6<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center from 5:30 PM – 7:00 PM. The Virtual Community Workshop for the first round was open from March 3<sup>rd</sup>, 2025 through May 14<sup>th</sup>, 2025.

A total of 53 people signed in for attendance the in-person workshop on Thursday, March 6<sup>th</sup>, 2025. While this number does not include little children who attended with their parents, the total does account for those attendees who are in high school and/or members of the City of Maricopa Youth Council.

The feedback portion of the in-person workshop comprised of three stations where participants could learn about the general plan update process, review the initial findings of the existing conditions in the City of Maricopa, and leave their feedback according to the prompts on the boards. The stations were as follows:

- Station 1: What is a General Plan? And Existing Conditions
- Station 2: Vision Review & Community Insights
- Station 3: Community Mapping Activity

STATION 1: WHAT IS A GENERAL PLAN? AND EXISTING CONDITIONS

Station 1 included two information boards. The first board, as shown in **Figure 1**, described what a General Plan is, why it is needed, and how the project will occur with a schedule graphic. The second board, as shown in **Figure 2**, included the initial findings from the Existing Conditions within the City of Maricopa.



Figure 1: About the General Plan Board




## GENERAL PLAN UPDATE

To learn more about the project and receive updates, scan the QR code below or visit the website: [MaricopaGP.com](http://MaricopaGP.com)

### What is the purpose of the General Plan?

The General Plan is a long-term guide that helps the community make decisions about physical, economic, and social development conditions over the next 10-20 years. The plan includes a vision statement, maps, goals, objectives and general policies. The plan addresses issues such as land use, growth, transportation, housing, open space, and the environment.

### Why update the General Plan now?

State law in Arizona requires all cities and towns to have a "comprehensive, long-range general plan for the development of the municipality." These plans must be updated and approved by voters every 10 years. The City of Maricopa's current *Planning Maricopa* General Plan was last ratified by voters in 2016.


### What topics does the General Plan address?

State Law requires certain topics, or elements, be addressed based on the population of the community. The following list identifies elements that are required for the City of Maricopa:


- Land Use
- Revitalization & Redevelopment
- Conservation
- Housing
- Circulation & Bicycling
- Neighborhood Preservation
- Energy
- Safety
- Growth Areas
- Environmental Planning
- Public Services & Facilities
- Cost of Development
- Open Space & Recreation
- Water Resources
- Public Buildings

The General Plan may additionally include elective elements that covers topic like:

- Economic Development
- Public Art



### What is the schedule and process for the General Plan Update?



**RECOGNIZE**

*Information Gathering*

- Project Kick-off Summit
- Public Participation Plan
- GP/Community Baseline Assessment
- Community Outreach

**ENRICH**

*Drafting of Plan*

- GP Org. Structure
- Draft GP Elements
- Community Outreach
- Work Sessions (4)
- 60-Day Review

**ACHIEVE**

*Recommendation and Approval*

- Final GP Development
- Work Sessions (2)
- Formal Adoption
- Voter Ratification

**Visit the project website:**


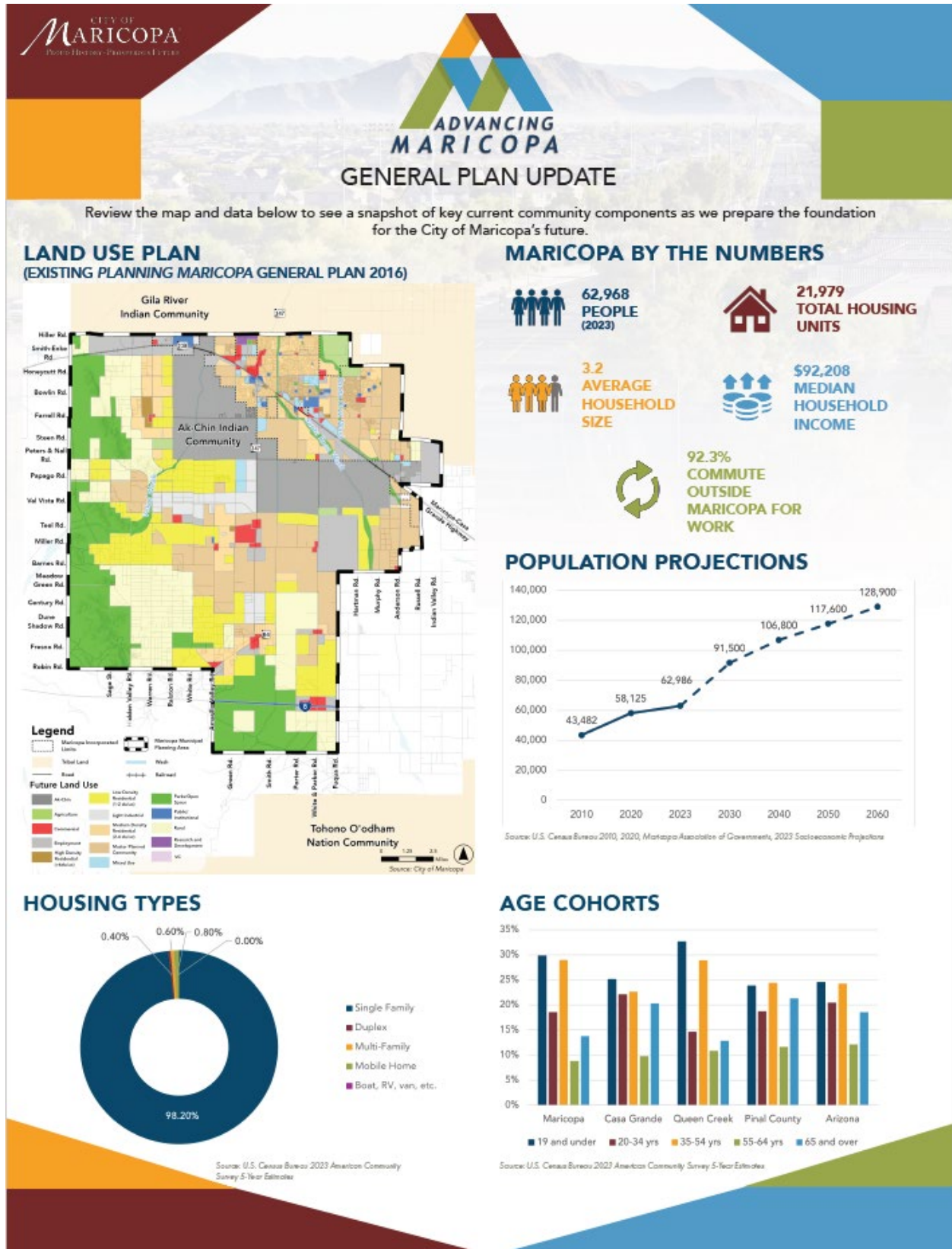


Figure 2: Existing Conditions Board



## STATION 2: VISION REVIEW & COMMUNITY INSIGHTS

Station 2 included two feedback boards that allowed participants in attendance to share comments on the existing vision statement and whether supportive values should be kept, removed, or revised.

### VISION

The first board of Station 2 (see **Figure 3**) asked attendees to read the Vision Statement from the current *Planning Maricopa* General Plan and respond with notes of support for the contents of the statement or comments on a different direction that the Vision Statement should take in the *Advancing Maricopa* General Plan Update.

The following comments were received in person on the first board of this station when asked what was liked within the existing *Planning Maricopa* General Plan Vision Statement:

- “Comprehensive and broad enough to include all the development elements”
- “I love how inclusive the vision statement is ‘businesses, citizen leaders, & partners’”
- “I love . . . pride and history in our city”
- “I like . . . we are a close-knit community as we grow. Keep that concept!”

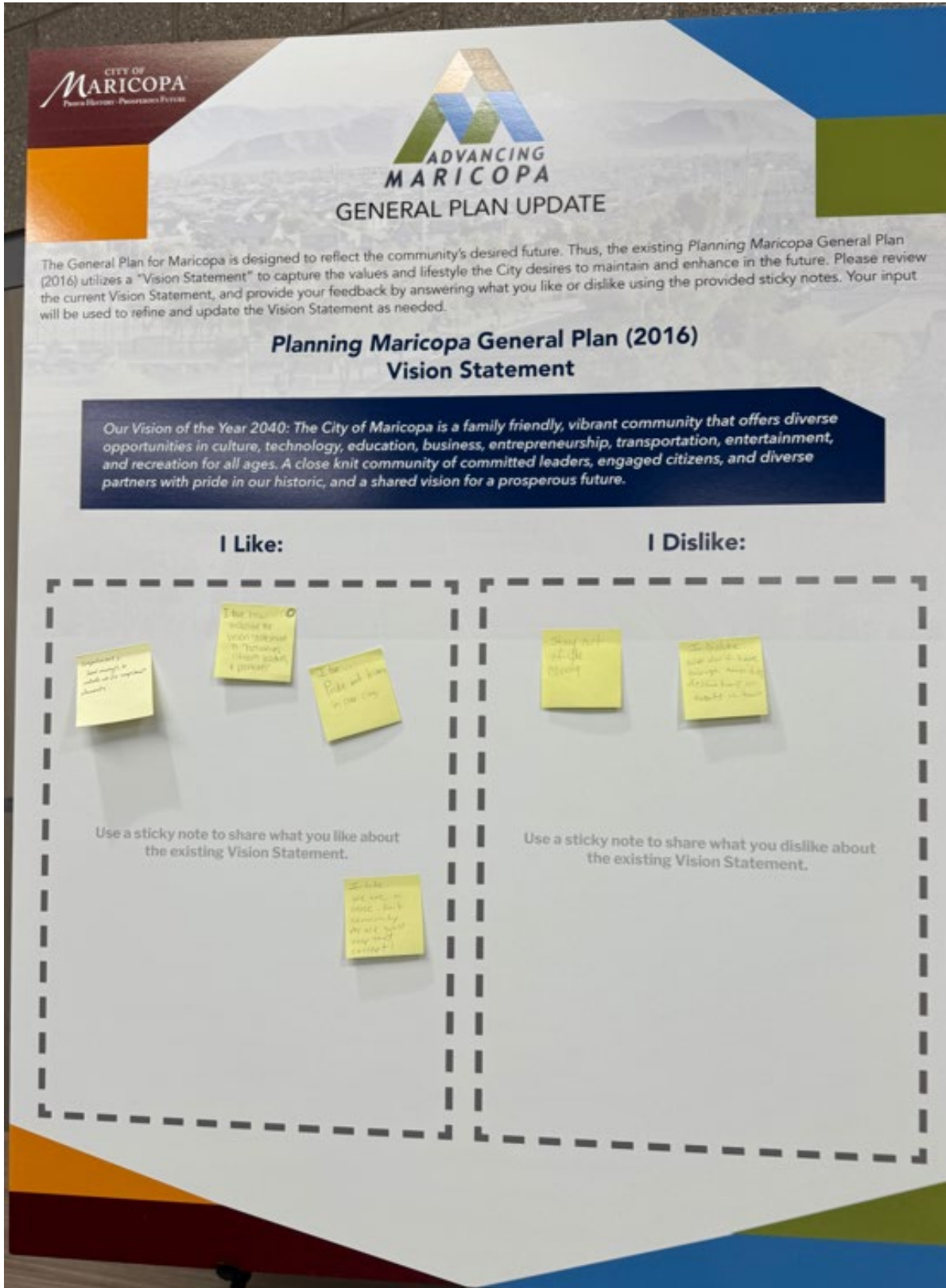
The following comments were received in person when asked what needed to be changed within the existing *Planning Maricopa* General Plan Vision Statement:

- “Stay out of the county”
- “I dislike . . . we don’t have enough amenities, destinations, or events in town”

The online General Plan Update Survey #1, Question 8 asked participants to read the Vision Statement in the current *Planning Maricopa* General Plan and give an open response to what they like and/or dislike about the statement. In this manner, feedback was collected virtually from those who did not attend the in-person Community Workshop on March 6<sup>th</sup>. The responses to Question 8 can be seen in the Survey #1 results summary in **Appendix A**.



Figure 3: Vision Statement Feedback Board



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COMMUNITY INSIGHTS

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The second board of Station 2 (see **Figure 4**) asked attendees to provide their insights into the benefits and needs of the City of Maricopa. Specifically, attendees were asked about the features or attributes to preserve and those that need improvement. They were also asked to provide a one-word description of Maricopa.

The following comments were received in person when asked, “What are some key features or attributes that you would like to see preserved or maintained in Maricopa?”:

- “Family friendly events and recreation”
- “Community feel”
- “Small town feel. I don’t mind growth just family friendly”
- “Community feel, rural preserved”
- “Rural aspect – need to protect. More open space, larger land plots, and rural outdoor activities”

The following comments were received in person when asked, “What are some key features or attributes that you would like to see improved in Maricopa over the next 10-20 years?”:

- “‘Cultural’ Areas: Theater, Dance, Visual Arts, New Buildings and Facilities.”
- “Full Service Senior Center”
- “More family friendly activities”
- “Less homes, Better planning, There is no order to building”
- “More amenities – things to do”
- “More inclusive services for individuals with special needs or disabilities”

The following one-word descriptions were received in person when asked, “What one word best describes Maricopa?”:

- “Safe”
- “Boring”
- “Chaotic”
- “Where?”
- “Crowded”
- “Nosy”
- “Developing and Connected”
- “Prosperous”

The online General Plan Update Survey #1, Questions 5, 6, and 7 asked participants to provide answers to these same questions asked at this board from the Station 2 of the first Community Workshop. With these questions in the survey, feedback was collected virtually from those who did not attend the in-person Community Workshop on March 6<sup>th</sup>. A summary of the responses to Questions 5, 6, and 7 can be seen in the Survey #1 results summary in **Appendix A**.



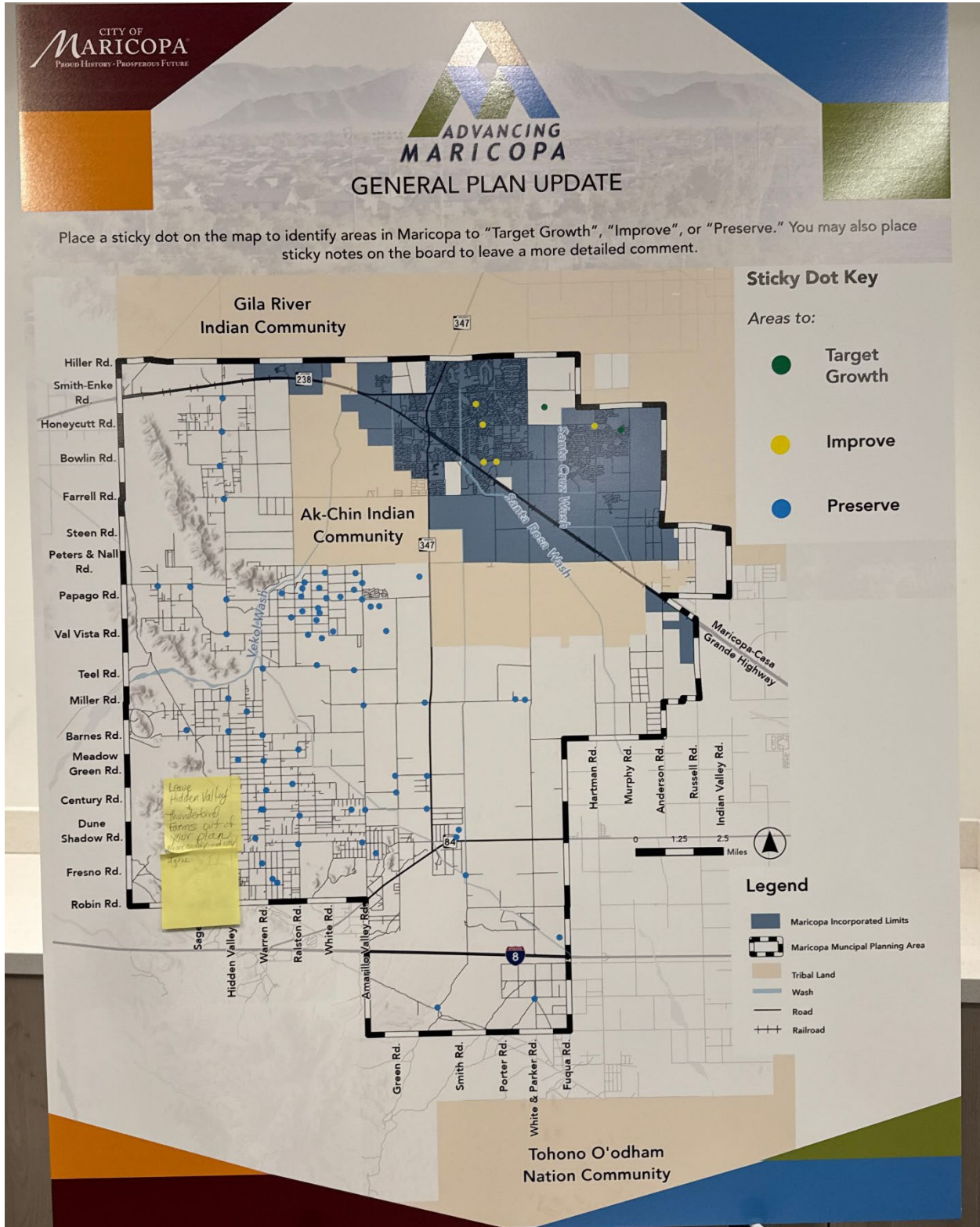
### STATION 3: COMMUNITY MAPPING ACTIVITY

The Community Mapping Activity of the first in-person workshop was presented on a board where residents could place different dots to represent areas to Preserve, Improve, or Target Growth. The Virtual Workshop included an interactive virtual map on the ArcGIS Online platform where participants could also leave map pins with the same categories. The online mapping activity received 5 comment pins total.

In Person, 82 dots were placed on the Map Board. The 82 in-person dots were added to the online mapping activity platform as comment pins of the equivalent Preserve, Improve, or Target Growth categories following the community workshop. This was done as preserve the preserving the community feedback data digitally. "Areas to Preserve" were identified in heavy concentration in the unincorporated portions of the Maricopa Municipal Planning Area located south and west of the Ak-Chin Indian Community. "Areas to Improve" were fell mostly in north-south line in the Province and Glennwilde Groves neighborhoods with two other pins along the Honeycutt Road alignment within the Maricopa incorporated limits. "Areas to Target Growth" were identified as developments for specific vacant parcels and general development in the eastern portion of the City of Maricopa near the Rancho Mirage neighborhood. **Figure 5** shows the feedback for the Community Mapping activity collected at the March 6th in-person Community Workshop. **Figure 6**Figure 5: Community Mapping Activity Board shows the feedback collected online during the virtual portion of the Community Mapping Activity. Comments from both can be found below:

- In-person comments:
  - Areas to Preserve:
    - "Leave Hidden Valley & Thunderbird Farms out of your plan. We are County- not City! Agree."
- Virtual Comments:
  - Areas to Preserve:
    - "This is currently state land that residents are able to recreate on with a permit, please keep it as such."
    - "Preserve public land."
  - Areas to Improve:
    - "Improve Intersection"
  - Areas to Target Growth:
    - "Work with hospital that owns this land to develop or sale."
    - "Work with CVS to build or sale the land to improve growth here."

Figure 5: Community Mapping Activity Board





## FIRST ROUND COMMENT CARDS

The following captures the recorded comment cards from the first round in-person Community Workshop:

- “We know that Economic Development changes every 3 to 5 years so how much Economic Development does stay mostly during the 3 to 5 years the same? Do you think that having only 2 work sessions adequate for Recommendation and approval?”
- “Please stay out of Hidden Valley (North + South) and Thunderbird Farms. We do not want the City of Maricopa’s high density plans in our rural area. We do not want to be any part of the city.”
- “Rename “Public Art” to arts and culture – make specific commitment using words ‘Theater,’ ‘Visual arts,’ ‘Dance.’
- “1) Why do you have developers on the Advisory Committee (not many average folks). 2) If the voters approve, why are the planning Department Council allowed to change it without voter approval.
- “Really concerned about city ‘management’ building monuments to themselves – continually hear about Library, PD, Court building with NO cost to taxpayer. Tired of hearing that – How about road improvements to keep traffic moving in the city. Unfortunately nothing to do with General Plan. Just an observation. City needs to spend more on Police & Fire; knowing some inside info – both are underfunded.”
- “Concerns – Infrastructure is not keeping up with growth. ‘ – Continually touting no taxpayer funds used to build – Because we are waiting for development fees to build infrastructure – hence we are far behind. Rumor – Fry’s grocery store wanted to build 2nd store in Tortosa, city wanted \$21M to run water & sewer. THAT is not commerce friendly!! With high development fees we are NOT attracting needed businesses – No more fast food. Need – Chain restaurants, chain department stores – need to entice them to build here – not charge arm & a leg to come. Catch 22 – growing population too quickly, don’t keep up with infrastructure & businesses.”
- “1. If you increase sales tax by ½ percent we will then be the highest city for the tax. 2. Look to correct items – too lower our costs. 3. Bring back students from Chandler. A. Who pays to bus the kids to Chandler, B. What is Apartment Owner giving to city?, C. Did we need the sculpture at City Hall?? - Concerned citizen.”
- “1) Survey residents to determine how many knew what they voted for with regards to the 2016 GP. 2) Preservation of rural areas should be a MUST! Unincorporated Pinal County residents DO NOT want annexation. 3) New home purchases in areas Maricopa wants as part of annexation are REQUIRED to sign a document agreeing to annexation – IE: Amarillo Creek. 4) Maricopa is very proud of their “Growth” plan & denies that community members are not in agreement. The only side addressed is PRO GROWTH. 5) GP Amendments should be handled MUCH different rather than constant changes.”
- “As population increases and older age citizens – need for a decent hospital would be nice.”

## FIRST ROUND IN-PERSON COMMUNITY WORKSHOP AUDIENCE QUESTIONS

The following captures questions that members of the audience asked and answers that the project team provided following the introductory presentation from the first round in-person Community Workshop:

- “What happens if plan isn’t ratified?”
  - *Project Team Answer:* The existing general plan stays in place, and the community must keep trying to ratify an updated plan.
- “What happened in Scottsdale’s repeated attempts to ratify an updated general plan?”
  - *Project Team Answer:* There was a rural and urban dynamic within the city that led to a lack of consensus for the general plan.
- “Who should interested youth contact to be involved in the general plan update process?”
  - *Project Team Answer:* There will be a special note on the sign-in sheet for this meeting.
- “How often are state statutes change relative to the general plan?”
  - *Project Team Answer:* There is no set time for statute changes. This is determined by the agenda at the legislature.
- “Do the future meetings build on each other?”
  - *Project Team Answer:* Yes. The next community workshop will build on this first round of outreach.
- “What is the purpose of voters ratifying the general plan when council can amend it?”
  - *Project Team Answer:* State statute requires major amendments to go through a very similar outreach process of the overall general plan update.
- “How are the county areas in the municipal planning area governed?”
  - *Project Team Answer:* The Pinal County Comprehensive Plan governs development in the unincorporated areas within the Maricopa Municipal Planning Area.
- General question related to development in Pinal County.
- Specific question about a recent solar project in Pinal County within the Maricopa Municipal Planning Area that was approved. The City of Maricopa had opposed the approval of this solar project.

ADVANCING MARICOPA GENERAL PLAN UPDATE - OUTREACH SURVEY #1

The project team offered the *Advancing Maricopa* General Plan Update – Outreach Survey #1 online through the General Plan Update website. The survey evaluated resident satisfaction with existing qualities across the City of Maricopa and offered a first glimpse into public preferences for prioritizing future efforts. Some questions asked residents to think strategically about specific opportunities or challenges, while others offered chances for open-ended comments.

A total of 585 people provided feedback through the online survey from March through mid-May 2025. The top four participant age groups in order were those ages 45-54 (23.3%), 35-44 (20.5%), 65+ (18.3%), and 25-34 (17.6%). These four groups amount to just under 80% of the total survey participants, indicating a fairly balanced age demographic. It is further encouraging that just over 5% of the survey participants identified themselves as being under the age of 25 with many of those even under the age of 18. In terms of residency, 86% of the participants live year-round in Maricopa. Just over 60% of the participants have lived in Maricopa for 6 years or less.

The Outreach Survey #1 revealed strong community consensus around several key priorities. Transportation improvements, local economic maturation, expanded healthcare opportunities, and development of shopping, dining, culture, and recreation destinations topped the list of priorities. Transportation improvements ranked as the highest of the priorities, and a majority of participants rated the current state of both vehicular and active transportation infrastructure as needing improvement. Participants overwhelmingly recommend the widening of State Route 347, better internal road networks, and alternative routes to reduce congestion. Public safety, utility infrastructure, and environmental considerations like air and water quality also emerged as important factors when planning for future growth and development.

There was a strong desire for a walkable, vibrant downtown somewhere in the City of Maricopa with mixed-use development, local businesses, and public gathering spaces. Some suggested it be centered around City Hall and the library. Moreover, many participants expressed frustration with the overconcentration of development along John Wayne Parkway (State Route 347) and called for more balanced growth across the City. East Maricopa was repeatedly identified as underserved in need of more grocery stores, gas stations, healthcare facilities, and commercial services in the area.

Housing and community services were also major themes in the survey. Residents would like to see more affordable single-family homes, options for homes on large lots, and non-HOA neighborhoods. There is an overall concern about the rate of residential development outpacing infrastructure and a clear preference from the survey participants for slowing growth until services catch up. Participants also suggested expanded healthcare and education services, along with more youth programs, parks, and cultural amenities. Overall, the feedback reflects a desire for thoughtful, balanced growth that preserves Maricopa's character while addressing its most pressing needs.

Results for each of the questions in the survey are presented in the Survey #1 results summary in **Appendix A** in the order of how the questions were presented to the participants in the survey. Summaries are provided for questions in the survey that asked for open-ended responses from the participants.

## SECOND ROUND OF OUTREACH AND ENGAGEMENT

The second round of public outreach and engagement activities was conducted from June through August 2025. During the second phase, an in-person Community Workshop was held on Monday, June 16<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center. Upon entering the in-person Community Workshop, participants were asked to sign in and given a comment card for any further thoughts, questions, or comments that they may have had during the workshop. The participants returned these comment cards to the collection basket as they left the workshop. This in-person Community Workshop was conducted in an open house format with an introductory presentation given to those in attendance at the 5:30 PM start time. The presentation was also scheduled to be repeated at 6:15 PM to allow for participants arriving later at the Community Workshop. Following both presentations, multiple information boards were available for the participants to read and view. There were also several feedback boards grouped into stations to receive direct input from participants of the workshop in the form of written comments and markers on a map. After walking through the different stations giving feedback, the participants were free to discuss the update effort with City staff, the consultant team, or among themselves.

Additionally, a Virtual Community Workshop Component was available on the project website: <https://www.maricopagp.com/>. The boards and materials for the in-person Workshop directed attendees to the Virtual Community Workshop through a QR code in order to complete the General Plan Update Topic Area and Land Use Evaluation Survey, participate in the online mapping activity, and view the other digital materials posted to the online Workshop. Members of the community were able to take this second survey and respond to the online mapping activity from the second phase of outreach until they were closed for public feedback on August 8<sup>th</sup>, 2025.

The Community Workshop during the second round of public outreach and engagement centered around explaining the purpose of the General Plan, existing conditions of the City of Maricopa, and an evaluation of the existing community vision and fundamental strategies. The in-person round 2 Community Workshop took place on Monday, June 16<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center from 5:30 PM – 7:00 PM. The Virtual Community Workshop for the second round was open from June 16<sup>th</sup>, 2025 through August 8<sup>th</sup>, 2025.

A total of 22 people signed in for attendance the in-person workshop on Monday, June 16<sup>th</sup>, 2025.

The feedback portion of the in-person workshop was comprised of three stations where participants could learn about the general plan update process, review the existing conditions in the City of Maricopa, review the findings from the first round public survey, and leave their feedback on the general plan topic areas and land use designations following prompts on the station boards. The stations were as follows:


- Station 1: What is a General Plan?, Existing Conditions, and First Outreach Survey Results
- Station 2: Topic Area Evaluations
- Station 3: Land Use Designations Review and Land Use Mapping Activity

STATION 1: WHAT IS A GENERAL PLAN?, EXISTING CONDITIONS, AND FIRST SURVEY FINDINGS

Station 1 included three information boards. The first two boards were carried over from the first Community Workshop in March 2025. **Figure 7** shows the first of these boards which described what a General Plan is, why it is needed, and how the project will occur with a schedule graphic. **Figure 8** shows the second of these boards which included the initial findings from the Existing Conditions within the City of Maricopa. Finally, the third board of this station, shown in **Figure 9**, displays the results of the first outreach survey that was available for the members of the public to submit online for two months following the first Community Workshop.



Figure 7: About the General Plan Board




## GENERAL PLAN UPDATE

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### What is the purpose of the General Plan?

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### What topics does the General Plan address?

State Law requires certain topics, or elements, be addressed based on the population of the community. The following list identifies elements that are required for the City of Maricopa:

- Land Use
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- Public Services & Facilities
- Cost of Development
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- Water Resources
- Public Buildings

The General Plan may additionally include elective elements that covers topic like:

- Economic Development
- Public Art



### What is the schedule and process for the General Plan Update?



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**Information Gathering**

- Project Kick-off Summit
- Public Participation Plan
- GP/Community Baseline Assessment
- Community Outreach

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**Drafting of Plan**

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- Work Sessions (2)
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**Visit the project website:**



Figure 8: Existing Conditions Board

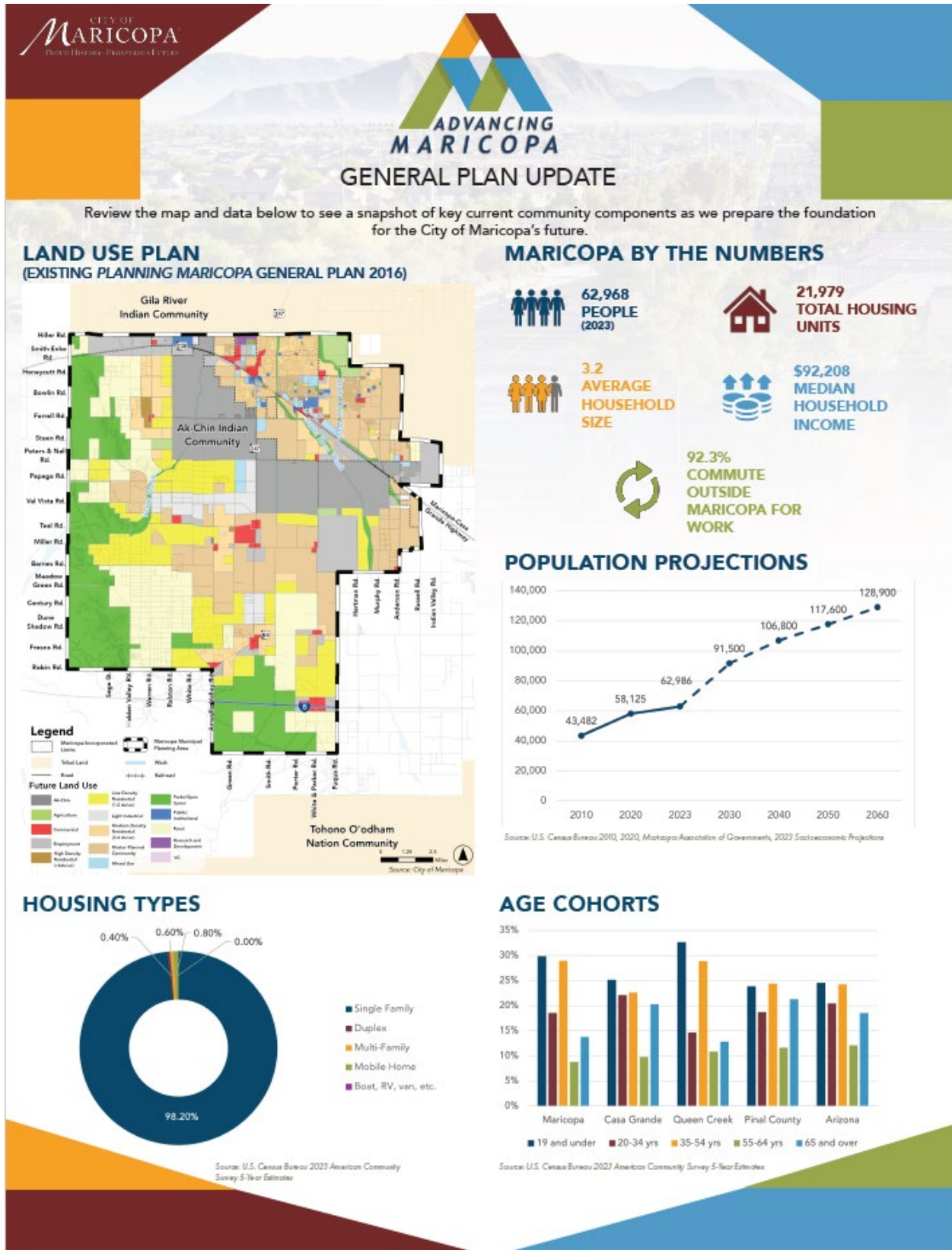
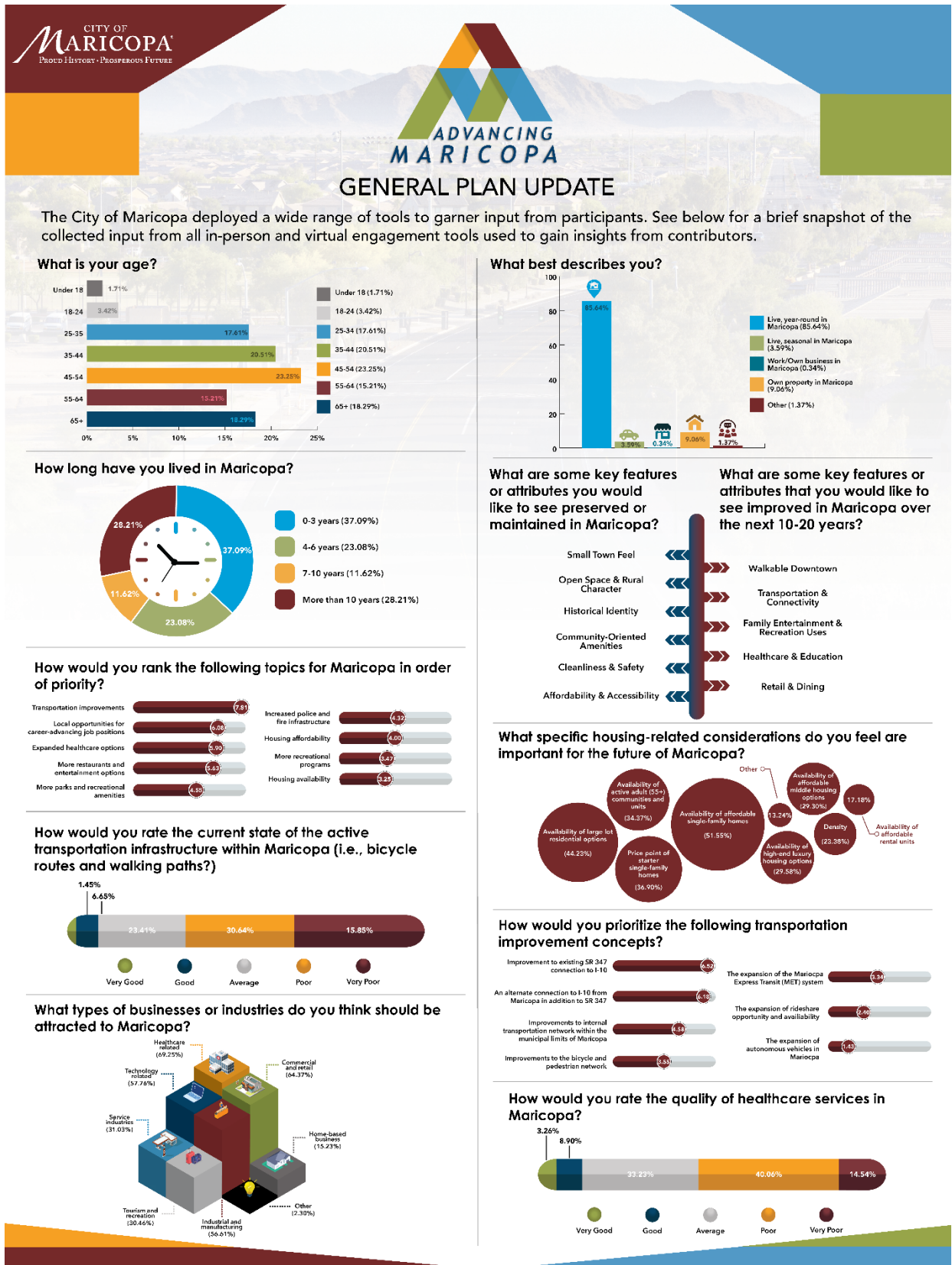


Figure 9: First Outreach Survey Results



## STATION 2: TOPIC AREA EVALUATIONS

Station 2 included five feedback boards that allowed participants in attendance to share thoughts and comments on statements related to topic areas included in the General Plan Update. The idea was to use the public's reaction to these statements as a gauge for developing the goals and policies of the *Advancing Maricopa* General Plan Update with the members of the General Plan Advisory Committee (GPAC).

The five topic area boards were grouped together as follows:

- Board 1: Land Use/Housing
- Board 2: Circulation/Connectivity
- Board 3: Economy/Community Development
- Board 4: Water/Energy/Infrastructure Services
- Board 5: Parks/Open Space/Environment

Each board had three directed opportunities for public feedback on the topic area statements. The first opportunity asked participants, "Goals and policies that support these statements would make you feel . . . ?" Participants were asked to respond to this question related to the respective topic area statements through a poll that included placing foam balls into one of three tubes, each labeled "Optimistic," "Neutral," and "Concerned." This way a physical vote could be shown for the public's reaction to the statements of the five topic area boards.

The second opportunity asked participants to describe the "Most interesting thing I read . . ." regarding the topic area statements. The third opportunity asked participants to note the "Biggest question still on my mind . . ." regarding the topic area statements. Participants were asked to write down responses to these prompts on post-it notes and place them on the appropriate area of the board that would capture their intended responses.

The online General Plan Update Survey #2 included the same prompts from the in-person Community Workshop's Stations 2 and 3. Online participants were asked to review and respond to the same five-topic area statements in the same manner as the in-person portion of the Community Workshop on June 16<sup>th</sup>. The virtual responses to the topic area statements are included in the following summary of responses for each individual Board.

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**BOARD 1: LAND USE/HOUSING**

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The first board of Station 2 asked attendees to review and react to statements on Land Use and Housing in the City of Maricopa to help shape the goals and policies in the General Plan Update that pertained to these topics.

The Land Use/Housing statements on this board were:

- Maintain the unique identity of Maricopa's neighborhoods while accommodating new development that complements existing land use patterns.
- Housing developments should support a diverse range of buyers (young families, first-time buyers, seniors, etc.) to support opportunities for affordable home ownership while also accommodating market rate communities—both are essential for a balanced housing stock.
- Designate sufficient land for cores anchored with commercial and employment centers served by restaurants, retail shopping, and cultural enrichments that ensure compatibility with surrounding development.
- Encourage development of village centers anchored with commercial and employment hubs served by restaurants, retail shopping, and cultural enrichments.
- Protect agricultural land and open space from premature conversion to more intensive uses through land use planning.
- Promote the heritage of Maricopa through the preservation of historical areas and structures.

The in-person results of the Board #1: Land Use/Housing Poll are shown in **Figure 10**. Including virtual responses, the total results were:

- Concerned – 6 (2 Virtual)
- Neutral – 4 (4 Virtual)
- Optimistic – 5 (2 Virtual)

The following comment (see **Figure 11**) was received for the third feedback opportunity, “Biggest question still on my mind . . .”

- “Commercial & Mixed Use where is it?”

**The following comments were received virtually.**

“Most interesting thing I read . . .”

- “i have visited my sister in Maricopa often over the course of 17 years and finally moved here last year only to find out it's not what it used to be. Crime is up and we don't need more apartments till you can control what is happening first. The 347 also needs help.”
- “Affordable house & employment and commercial development”
- “Nothing”
- “New housing is great, but we need to focus a little harder on servicing the people out here already”

- “The focus on protecting agricultural land - super important for allowing Maricopa to continue to have open spaces and the rural feel so many love.”
- “Promote the heritage of Maricopa and protect agricultural land and open spaces from premature conversion”
- “It sounds good, but I worry about all of the apartment complexes being built across Arizona. Attracting young families and young professionals will encourage more development of village centers.”

“Biggest question still on my mind . . .”

- “Crime and the 347 with more homes”
- “Does Maricopa have enough land for commercial development? I consistently read about retail/grocery stores/restaurants that will be coming to Maricopa but never open.”
- “Maricopa housing is out of control. They are allowing builders to flood the area with new homes while existing home values are crashing.”
- “We moved to Maricopa from Mesa to get out of the congestion of the larger city. Maricopa is a great place to live but it's growing too fast. Can we support the folks living in all the new apartments?”
- “I would love to see Maricopa grow into a place that is considered a very nice and safe place to live with its own identity. A “downtown” area with local shops, restaurants, and entertainment would go a long way. Currently, Maricopa residents drive to Chandler for these types of amenities and this discourages young professionals and young families from wanting to live here.”

Figure 10: Land Use/Housing Topic Area Evaluation Board (Workshop #2)

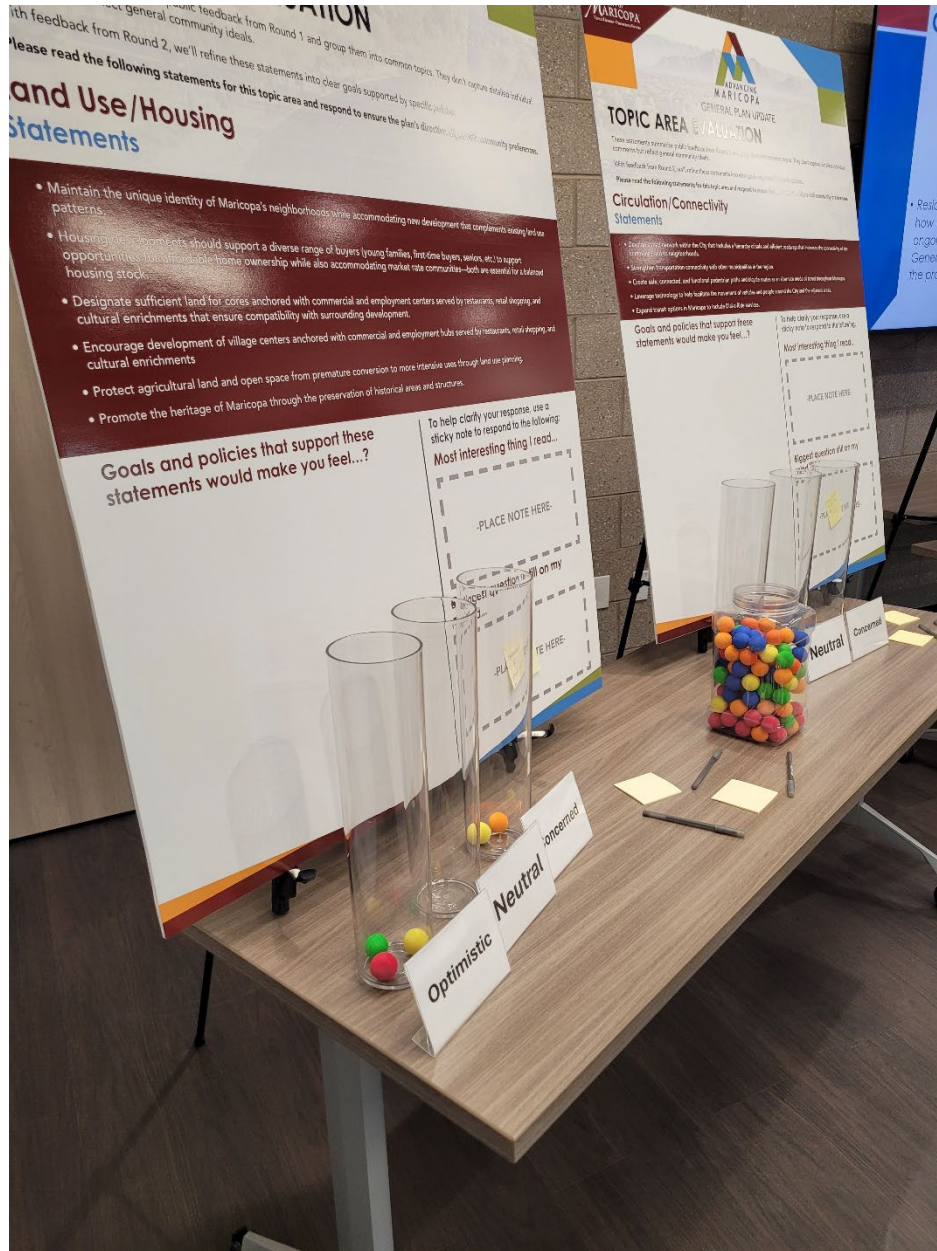


Figure 11: Land Use/Housing Topic Area Evaluation Board Collected Comments

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## TOPIC AREA EVALUATION

These statements summarize public feedback from Round 1 and group them into common topics. They don't capture detailed individual comments but reflect general community ideals.

With feedback from Round 2, we'll refine these statements into clear goals supported by specific policies.

**Please read the following statements for this topic area and respond to ensure the plan's direction aligns with community preferences.**

### Land Use/Housing Statements

- Maintain the unique identity of Maricopa's neighborhoods while accommodating new development that complements existing land use patterns.
- Housing developments should support a diverse range of buyers (young families, first-time buyers, seniors, etc.) to support opportunities for affordable home ownership while also accommodating market rate communities—both are essential for a balanced housing stock.
- Designate sufficient land for cores anchored with commercial and employment centers served by restaurants, retail shopping, and cultural enrichments that ensure compatibility with surrounding development.
- Encourage development of village centers anchored with commercial and employment hubs served by restaurants, retail shopping, and cultural enrichments.
- Protect agricultural land and open space from premature conversion to more intensive uses through land use planning.
- Promote the heritage of Maricopa through the preservation of historical areas and structures.

**Goals and policies that support these statements would make you feel...?**

**To help clarify your response, use a sticky note to respond to the following:**

**Most interesting thing I read...**

-PLACE NOTE HERE-

**Biggest question still on my mind...**

-PLACE NOTE HERE-

*Commercial & mixed use zones in 2022*

---

**BOARD 2: CIRCULATION/CONNECTIVITYHOUSING**

---

The second board of Station 2 asked attendees to review and react to statements on Circulation and Connectivity in the City of Maricopa to help shape the goals and policies in the General Plan Update that pertained to these topics.

The Circulation/Connectivity statements on this board were:

- Develop a road network within the City that includes a hierarchy of safe and efficient roadways that increases the connectivity of the community and its neighborhoods.
- Strengthen transportation connectivity with other municipalities in the region.
- Create safe, connected, and functional pedestrian paths and bicycle routes as an alternate mode of travel throughout Maricopa.
- Leverage technology to help facilitate the movement of vehicles and people around the City and the adjacent areas.
- • Expand transit options in Maricopa to include Dial-a-Ride services.

The results of the Board #2: Circulation/Connectivity Poll are shown in **Figure 12**. Including virtual responses, the total results were:

- Concerned – 5 (2 Virtual)
- Neutral – 1
- Optimistic – 6 (4 Virtual)

The following comment (see **Figure 13**) was received for the third feedback opportunity, “Biggest question still on my mind . . .”

- “Bike paths & Nature Paths around town”

**The following comments were received virtually.**

“Most interesting thing I read . . .”

- “I hope this happens”
- “Develop a road network and efficient roadways”
- “Safe and efficient roadways. At the rate Maricopa is growing it will be years before roadways will be efficient. 347 is a prime example. I see another 10 years before that becomes efficient and don't know if it will ever be safe.”
- “We already have a dial a ride services - alternative fixed routes that are predictable would help those who aren't tech savy get around and not rely on scheduling independent rides.”
- “Expand transit options and creation of pedestrian paths and bike routes”
- “Encouraging safe driving and a bike route piqued my interest.”

“Biggest question still on my mind . . .”

- “The speed of growth in our city and it's ability to keep up.”
- “Growth. It needs to slow down.”

- “Alternative options for transportation and a walkable city would be welcome. It may decrease the traffic on John Wayne Parkway.”
- “A fun and scenic bike route that we could use for recreation as well as transportation would be a huge perk.”

Figure 12: Circulation/Connectivity Topic Area Evaluation Board (Workshop #2)

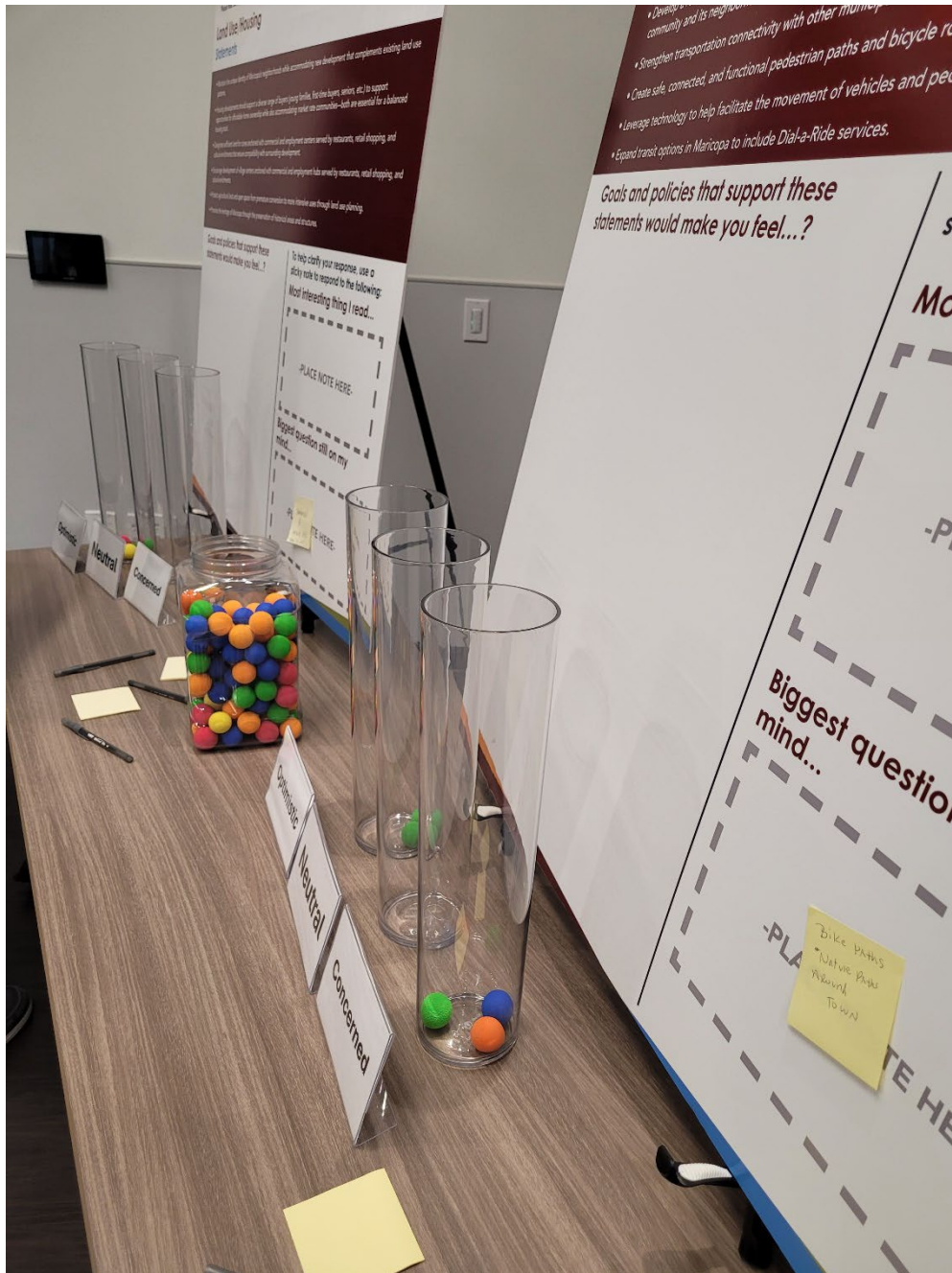


Figure 13: Circulation/Connectivity Topic Area Evaluation Board Collected Comments

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These statements summarize public feedback from Round 1 and group them into common topics. They don't capture detailed individual comments but reflect general community ideals.

With feedback from Round 2, we'll refine these statements into clear goals supported by specific policies.

Please read the following statements for this topic area and respond to ensure the plan's direction aligns with community preferences.

### Circulation/Connectivity Statements

- Develop a road network within the City that includes a hierarchy of safe and efficient roadways that increases the connectivity of the community and its neighborhoods.
- Strengthen transportation connectivity with other municipalities in the region.
- Create safe, connected, and functional pedestrian paths and bicycle routes as an alternate mode of travel throughout Maricopa.
- Leverage technology to help facilitate the movement of vehicles and people around the City and the adjacent areas.
- Expand transit options in Maricopa to include Dial-a-Ride services.

**Goals and policies that support these statements would make you feel...?**

**To help clarify your response, use a sticky note to respond to the following:**

**Most interesting thing I read...**

-PLACE NOTE HERE-

**Biggest question still on my mind...**

-PLACE NOTE HERE-

TO BE PART OF THE PLAN WE NEED TO GO!

---

**BOARD 3: ECONOMY/COMMUNITY DEVELOPMENT**

---

The third board of Station 2 asked attendees to review and react to statements on the Economy and Community Development in the City of Maricopa to help shape the goals and policies in the General Plan Update that pertained to these topics.

The Economy/Community Development statements on this board were:

- Promote the addition of career-advancing employment opportunities that allow residents to work in Maricopa.
- Prioritize the attraction of healthcare and technology related industries.
- Support the creation of commercial and retail destinations that offer entertainment and restaurants.
- Create a business-friendly environment to attract, retain, and support innovative companies and a skilled workforce.
- Continue to cultivate a climate of rich educational opportunities at all levels.
- Ensure that development projects contribute to enhancing community well-being.
- Exercise sound financial management to maintain the city's fiscal stability.

The results of the Board #3: Economy/Community Development Poll are shown in **Figure 14**. Including virtual responses, the total results were:

- Concerned – 6 (1 Virtual)
- Neutral – 2 (2 Virtual)
- Optimistic – 6 (4 Virtual)

The following comments (see **Figure 15**) were received for the third feedback opportunity, “Biggest question still on my mind . . .”

- “Need more services to support population growth”
- “Community services”
- “Workforce development”
- “Create Human Services Department, ex: Maricopa County Human Services”
- “Level 3 Hospital Complex”
- “Assisted Living private pay”
- “Youth/teen programs”
- “Behavioral Health”

**The following comments were received virtually.**

“Most interesting thing I read . . .”

- “Healthcare & technology industries, and enrich educational opportunities”
- “Maricopa is focused on bringing business that are retail, and restaurants. That's fine but, till the city brings in companies such as manufacturers which have higher wages people will still work in the Valley.”

- “Career advancement opportunities! For someone who already works in town, there is not currently an alternative option on where to work. I am also excited to hear what ways our youth will be encouraged to stay here.”
- “Allow residents to work in Maricopa and fiscal responsibility”
- “We definitely need to attract healthcare and technology. Doing so would encourage bringing in young families and young professionals, who would in turn encourage local businesses and village centers to flourish.”

“Biggest question still on my mind . . .”

- “What is the city's plan for getting a larger medical center?”
- “The type of business.”
- “I would like to further define “development projects that contribute to enhancing a community well-being. That can be defined differently by so many people. Are we talking about bringing night-life, just jobs, increasing population? What is the true Specific goal.”
- “Growing our community means providing jobs and opportunities for our residents. Bringing employers and education opportunities to Maricopa would mean stability.”
- “My biggest concern is that Maricopa create high to mid paying jobs and not just low paying jobs. I also would not want the job development to come solely from manufacturing and industrial industries.”

Figure 14: Economy/Community Development Topic Area Evaluation Board (Workshop #2)

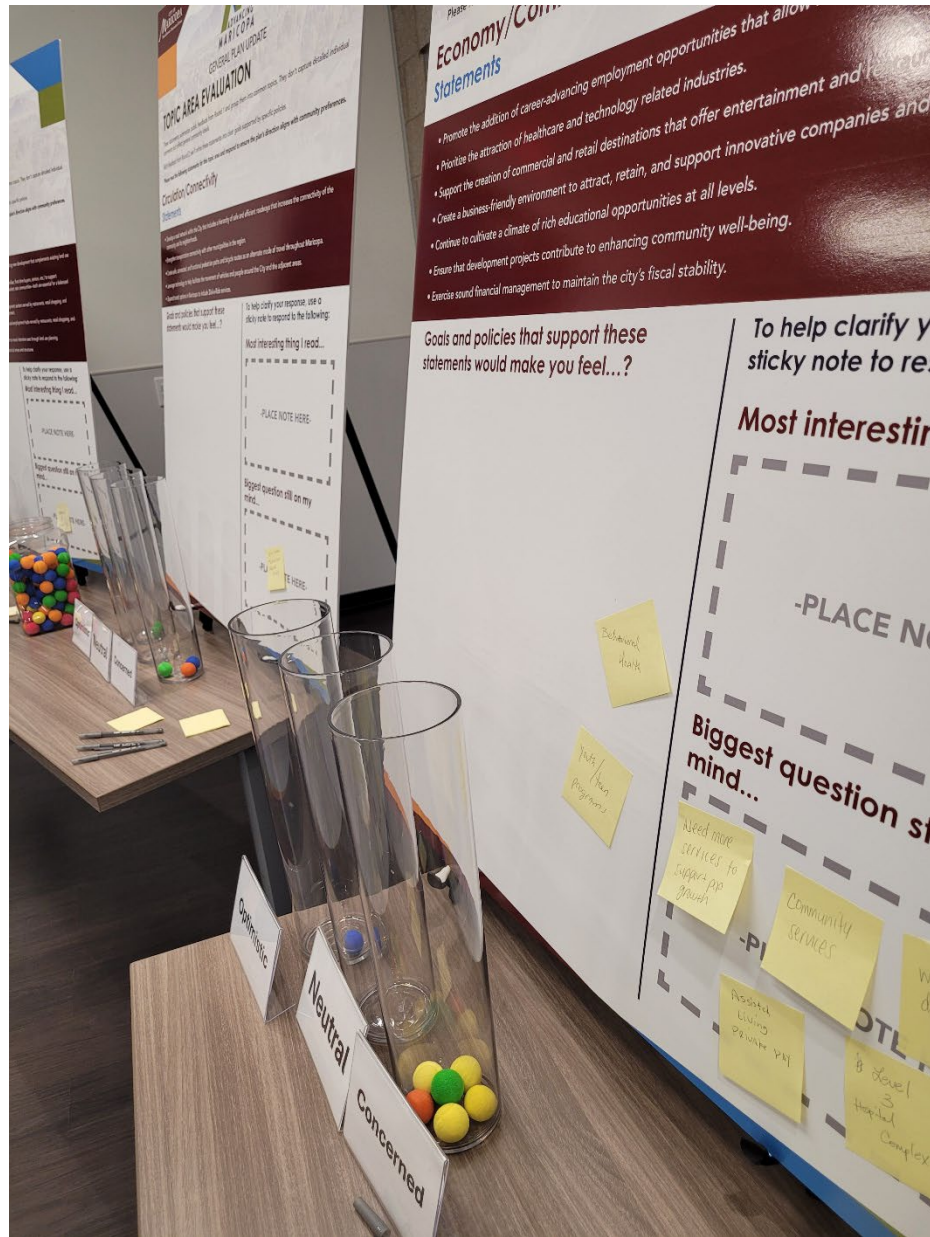


Figure 15: Economy/Community Development Topic Area Evaluation Board Collected Comments

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These statements summarize public feedback from Round 1 and group them into common topics. They don't capture detailed individual comments but reflect general community ideals.

With feedback from Round 2, we'll refine these statements into clear goals supported by specific policies.

Please read the following statements for this topic area and respond to ensure the plan's direction aligns with community preferences.

### Economy/Community Development Statements

- Promote the addition of career-advancing employment opportunities that allow residents to work in Maricopa.
- Prioritize the attraction of healthcare and technology related industries.
- Support the creation of commercial and retail destinations that offer entertainment and restaurants.
- Create a business-friendly environment to attract, retain, and support innovative companies and a skilled workforce.
- Continue to cultivate a climate of rich educational opportunities at all levels.
- Ensure that development projects contribute to enhancing community well-being.
- Exercise sound financial management to maintain the city's fiscal stability.

**Goals and policies that support these statements would make you feel...?**

**To help clarify your response, use a sticky note to respond to the following:**

**Most interesting thing I read...**

-PLACE NOTE HERE-

**Biggest question still on my mind...**

-PLACE NOTE HERE-

*Handwritten sticky notes:*

- Advanced Health
- Yurts / teen programs
- Need more services to support pop growth
- Community services
- workforce development
- increase Phoenix Special Services Department
- Assisted Living Program PHX
- Is Zone 1 & Hospital Complex

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**BOARD 4: WATER/ENERGY/INFRASTRUCTURE SERVICES**

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The fourth board of Station 2 asked attendees to review and react to statements on Water, Energy, and Infrastructure Services in the City of Maricopa to help shape the goals and policies in the General Plan Update that pertained to these topics.

The Water/Energy/Infrastructure Services statements on this board were:

- Secure and water sources and conservation to meet current and future demand while maintaining compliance with state regulations for water supply and quality.
- Implement programs and incentives for residents, businesses, and city departments to reduce water use and adopt water-efficient technologies.
- Work with providers to align water resource planning with land use decisions to ensure that growth is supported by available water infrastructure.
- Establish a partnership with utility providers to align priorities, including more efficient and innovative services utilizing renewable resources.
- Encourage a high quality of life through thoughtful planning and investment in infrastructure, health, and safety.
- Provide all residents with equitable access to essential municipal services including police, fire, and emergency response.
- Ensure that new development is supported by timely and cost-effective infrastructure investments.
- Use cost-effectiveness, long-term maintenance needs, and benefits to the community as important factors to consider when prioritizing infrastructure projects.

The results of the Board #2: Water/Energy/Infrastructure Services Poll are shown in **Figure 16**. Including virtual responses, the total results were:

- Concerned – 4 (2 Virtual)
- Neutral – 4 (2 Virtual)
- Optimistic – 5 (3 Virtual)

No participants left a comment (see **Figure 17**) for any of the three feedback opportunities for this board.

**The following comments were received virtually.**

“Most interesting thing I read . . .”

- “Long term maintenance”
- “Must have rock solid plan for water and power”
- “Ensure that new development is supported”
- “I agree with these statements.”

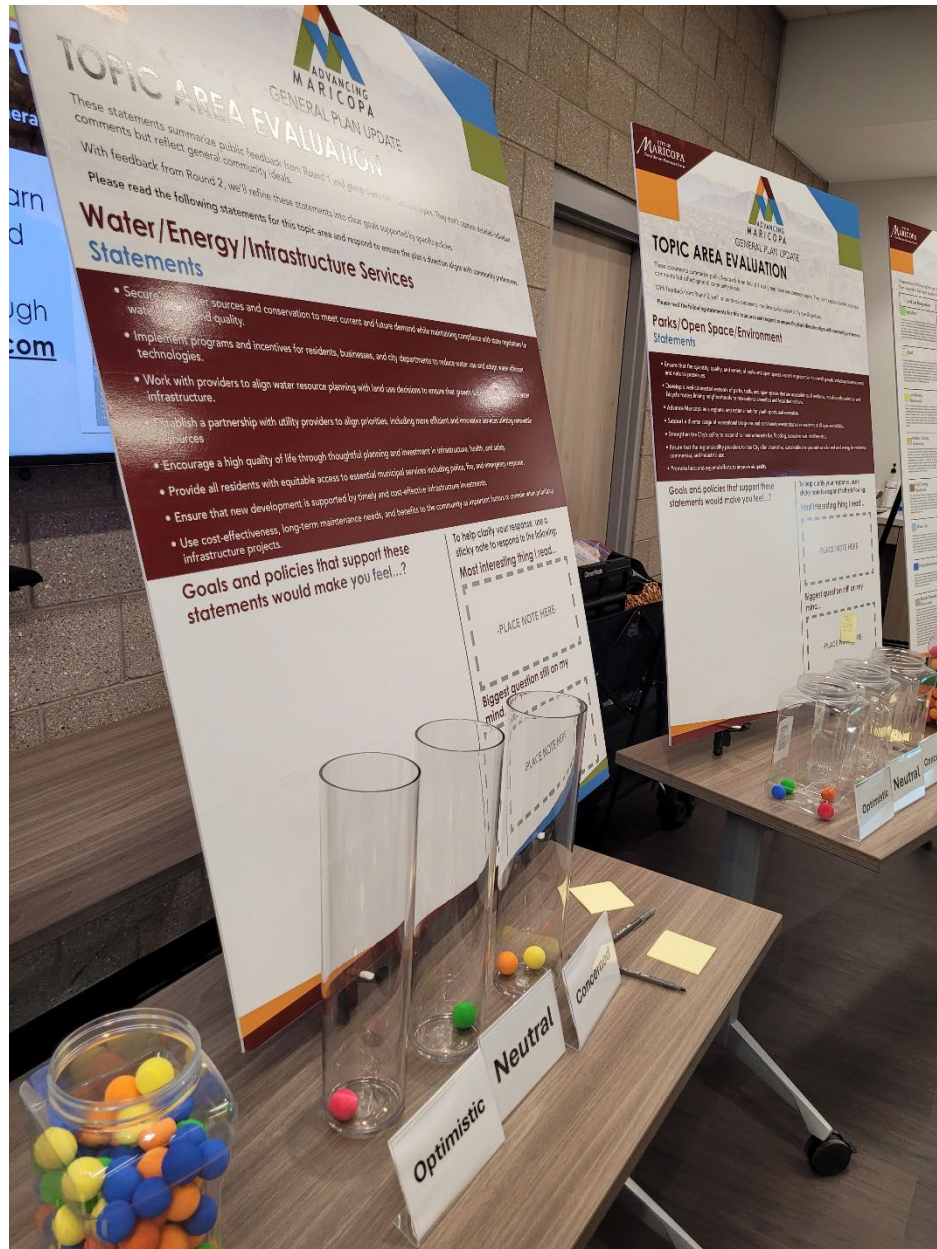
“Biggest question still on my mind . . .”

- “Keeping up with maintenance to comply with state regulations”
- “There is no diversification on who operates or manages the water in and around Maricopa. As a result, we continue to pay exorbitant service fees. Why is new

development not making up for those fees and the existing customers not paying for it. The city can help partner with Global water to protect residents from crazy increases.”

- “I am not sure how much control we as a municipality have over our water availability, but good stewardship is important.”
- “No concerns currently.”

Figure 16: Water/Energy/Infrastructure Services Topic Area Evaluation Board (Workshop #2)



**Figure 17: Water/Energy/Infrastructure Services Topic Area Evaluation Board Collected Comments**

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## TOPIC AREA EVALUATION

These statements summarize public feedback from Round 1 and group them into common topics. They don't capture detailed individual comments but reflect general community ideals.

With feedback from Round 2, we'll refine these statements into clear goals supported by specific policies.

Please read the following statements for this topic area and respond to ensure the plan's direction aligns with community preferences.

### Water/Energy/Infrastructure Services Statements

- Secure and water sources and conservation to meet current and future demand while maintaining compliance with state regulations for water supply and quality.
- Implement programs and incentives for residents, businesses, and city departments to reduce water use and adopt water-efficient technologies.
- Work with providers to align water resource planning with land use decisions to ensure that growth is supported by available water infrastructure.
- Establish a partnership with utility providers to align priorities, including more efficient and innovative services utilizing renewable resources.
- Encourage a high quality of life through thoughtful planning and investment in infrastructure, health, and safety.
- Provide all residents with equitable access to essential municipal services including police, fire, and emergency response.
- Ensure that new development is supported by timely and cost-effective infrastructure investments.
- Use cost-effectiveness, long-term maintenance needs, and benefits to the community as important factors to consider when prioritizing infrastructure projects.

**Goals and policies that support these statements would make you feel...?**

**To help clarify your response, use a sticky note to respond to the following:**

**Most interesting thing I read...**

-PLACE NOTE HERE-

**Biggest question still on my mind...**

-PLACE NOTE HERE-

---

**BOARD 5: PARKS/OPEN SPACE/ENVIRONMENT**

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The fifth board of Station 2 asked attendees to review and react to statements on Parks, Open Space, and the Environment in the City of Maricopa to help shape the goals and policies in the General Plan Update that pertained to these topics.

The Parks/Open Space/Environment statements on this board were:

- Ensure that the quantity, quality, and variety of parks and open spaces expand in proportion to overall growth, including recreation areas and natural preserves.
- Develop a well-connected network of parks, trails, and open spaces that are accessible to all residents, including safe pedestrian and bicycle routes linking neighborhoods to recreational amenities and local destinations.
- Advance Maricopa as a regional and national hub for youth sports and recreation.
- Support a diverse range of recreational programs and community events that serve residents of all ages and abilities.
- Strengthen the City's ability to respond to natural hazards (i.e. flooding, excessive heat, wildfires etc.).
- Ensure that the regional utility providers for the City offer alternative, sustainable energies such as solar and wind energy for residential, commercial, and industrial use.
- Promote local and regional efforts to improve air quality.

The results of the Board #2: Parks/Open Space/Environment Poll are shown in **Figure 18**. Including virtual responses, the total results were:

- Concerned – 1 (1 Virtual)
- Neutral – 5 (3 Virtual)
- Optimistic – 8 (4 Virtual)

The following comment (see **Figure 19**) was received for the third feedback opportunity, "Biggest question still on my mind . . ."

- "Bike paths | Nature with Ponds"

**The following comments were received virtually.**

"Most interesting thing I read . . ."

- "Advance youth sports, diverse range of recreational activities, and alternative and sustainable energies"
- "Right now parks and trails are almost non existent i don't see that improving."
- "The trail system has been discussed for several years, but remains to come to fruition. We continue to get more and more baseball fields and less options for those looking to hike, trail run, or bike safely. In addition, the city has cut the amount of programming offered to specific age groups and has focused solely on team sports. Any community around the valley has diverse opportunities especially for kids with special needs, where team sports may not be the best fit."
- "Develop open spaces linking neighborhoods and offer sustainable energies"

- “I love this section. The connected system of parks, trails, and open spaces is my favorite part.”

“Biggest question still on my mind . . .”

- “Solar and wind energy”
- “3-5 year olds are one of the largest population demographics in the City of Maricopa, yet have the fewest recreation opportunities with the loss of programs such as CopaTots. Yes seniors, who are a diminishing in population percentage have so many programs and a facility.”
- “Local response to disaster is an important role of government”
- “I would love to see beautiful parks in Maricopa that show off and embrace the beauty of the desert.”

Figure 18: Parks/Open Space/Environment Topic Area Evaluation Board (Workshop #2)

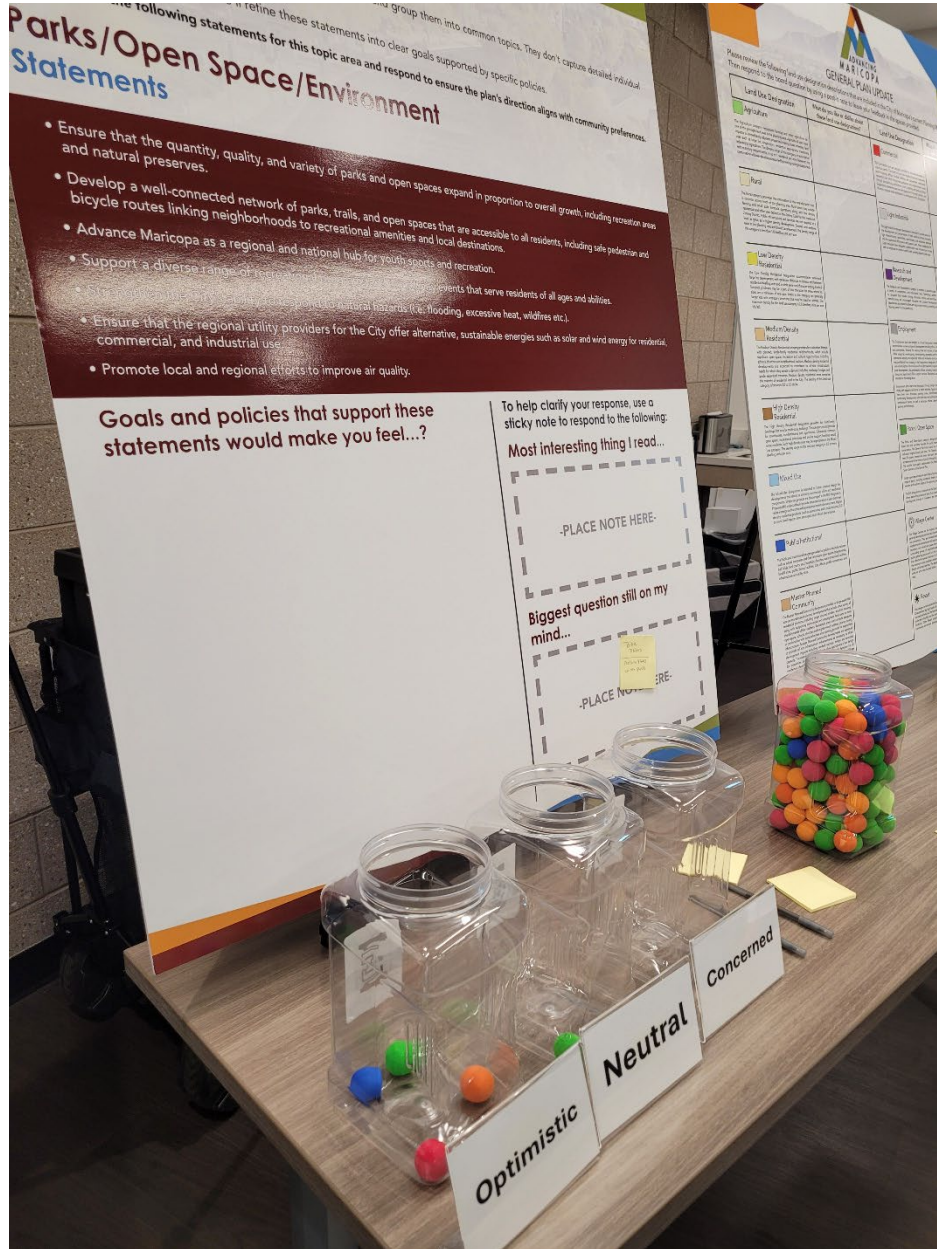


Figure 19: Parks/Open Space/Environment Topic Area Evaluation Board Collected Comments

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## TOPIC AREA EVALUATION

These statements summarize public feedback from Round 1 and group them into common topics. They don't capture detailed individual comments but reflect general community ideals.

With feedback from Round 2, we'll refine these statements into clear goals supported by specific policies.

**Please read the following statements for this topic area and respond to ensure the plan's direction aligns with community preferences.**

### Parks/Open Space/Environment Statements

- Ensure that the quantity, quality, and variety of parks and open spaces expand in proportion to overall growth, including recreation areas and natural preserves.
- Develop a well-connected network of parks, trails, and open spaces that are accessible to all residents, including safe pedestrian and bicycle routes linking neighborhoods to recreational amenities and local destinations.
- Advance Maricopa as a regional and national hub for youth sports and recreation.
- Support a diverse range of recreational programs and community events that serve residents of all ages and abilities.
- Strengthen the City's ability to respond to natural hazards (i.e. flooding, excessive heat, wildfires etc.).
- Ensure that the regional utility providers for the City offer alternative, sustainable energies such as solar and wind energy for residential, commercial, and industrial use.
- Promote local and regional efforts to improve air quality.

**Goals and policies that support these statements would make you feel...?**

**To help clarify your response, use a sticky note to respond to the following:**

**Most interesting thing I read...**

-PLACE NOTE HERE-

**Biggest question still on my mind...**

-PLACE NOTE HERE-

*Take action outside of city limits*

### STATION 3: LAND USE REVIEW AND COMMUNITY MAPPING ACTIVITY

The Land Use Review and Community Mapping Activity of the second in-person workshop was presented over two boards. On the first board, residents could place post-it notes for feedback on the land use designations and their descriptions from the current *Planning Maricopa* General Plan. The participants were asked what they liked or disliked about the land use designations currently used in the City of Maricopa. The second board of Station 3 showed the Future Land Use Plan for the City of Maricopa and asked participants for feedback on land use categories related to locations throughout the City.

The online General Plan Update Survey #2 included questions that mirrored the two prompts from Station 3 of the in-person second Community Workshop. Respondents of the online General Plan Update Survey #2 were able to review and respond to the land use designations in the City of Maricopa's Future Land Use Plan and leave geographically based feedback on a virtual map of the current Land Use Plan through the survey platform. The virtual responses to the Land Use Review and Community Mapping Activity are included in the following summary responses to Station 3.

Only one participant chose to leave feedback on the current City of Maricopa Future Land Use designations at the second in-person Community Workshop on June 16<sup>th</sup> (see **Figure 20**). The comment was on the City's Commercial Land Use designation. The comment was as follows:

Commercial Land Use: What do you like or dislike about the land use designation?

- More commercial space – Grocery stores – Retail stores

No participants chose to leave any feedback on the second board of Station 3 (see **Figure 21**) showing Future Land Use Plan for the City of Maricopa.

#### **The following comments were received virtually.**

High Density Residential Land Use: What do you like or dislike about the land use designation?

- We should not have too many high-density areas. High density areas should be well maintained so I agree these types of home should have amenities on site and substantial open space.

Mixed Use Land Use: What do you like or dislike about the land use designation?

- These areas should encourage local business and not just chains. Boutique shops, restaurants, cocktail bars, and attractive apartments.

Commercial Land Use: What do you like or dislike about the land use designation?

- I would want these centers to include stores like Target, Costco, and Trader Joe's.

Light Industrial Land Use: What do you like or dislike about the land use designation?

- I worry about environmental impact of these areas as well as blight.

Parks/Open Space Land Use: What do you like or dislike about the land use designation?


- I love the idea and we definitely need more parks! Bike trail, walking paths, desert botanicals, clean open spaces.

Village Center Land Use: What do you like or dislike about the land use designation?

- Currently village centers are generic and nondescript. I would like more charm and character and more local businesses.

A single pin was left on the virtual mapping exercise on the Village Center at the intersection of Hartman Road and Teel Road in the Maricopa Land Use Map. The pin location is shown as a “star” on the Maricopa Land Use Map board in **Figure 21**. This pin was from the same virtual participant who made the above comment about Village Centers being currently generic and nondescript. It is important to note that this specific Village Center was moved to the intersection of Hartman Road and Farrell Road in later iterations of the Land Use Map.

Figure 20: City of Maricopa Land Use Designation Descriptions Board Feedback from Second In-Person Community Workshop



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Please review the following land use designation descriptions that are included in the City of Maricopa's current *Planning Maricopa* General Plan. Then respond to the board question by using a post-it note to leave your feedback in the spaces provided.

Land Use Designation	What do you like or dislike about these land use designations?	Land Use Designation	What do you like or dislike about these land use designations?
<p><b>Agriculture</b></p> <p>The Agriculture category recognizes farming and other agriculture as one of the distinctive uses of the planning area. Agricultural uses have a positive and essential impact on the community and include uses such as agriculture, crop production, and other uses that are related to agriculture. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing agricultural uses.</p>		<p><b>Commercial</b></p> <p>The Commercial land use category provides for commercial uses on individual parcels. The intent is to provide a broad range of uses for retail shopping, offices, medical facilities, and multi-family residential uses within the community. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing commercial uses.</p>	<p>COMMERCIAL - 10-15 min drive - 10-15 min drive</p>
<p><b>Rural</b></p> <p>The Rural category promotes the continuation of the rural character that is characteristic of the planning area. Rural uses may include farming and small scale residential uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing rural uses.</p>		<p><b>Light Industrial</b></p> <p>The Light Industrial category designation is intended to provide a space for the development and perpetuation of light industrial activity involving light manufacturing, assembly, warehousing, and related activities and the associated office space and support uses. Areas designated for Light Industrial are intended to support the economic activity with an emphasis on industrial uses that are related to the community.</p>	
<p><b>Low Density Residential</b></p> <p>The Low Density Residential designation accommodates single-unit single lot development with a minimum of 10,000 sq. ft. and between 10,000 sq. ft. and 20,000 sq. ft. of lot area. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing residential uses.</p>		<p><b>Research and Development</b></p> <p>The Research and Development category is intended to accommodate a variety of employment and educational uses. Technology centers or campuses that include training, education, testing and secondary manufacturing are encouraged. Research and product development activities are also encouraged. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing research and development uses.</p>	
<p><b>Medium Density Residential</b></p> <p>The Medium Density Residential category provides for a variety of uses such as a general single-unit residential neighborhood, multi-unit residential uses, townhomes, townhomes, and other uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing residential uses.</p>		<p><b>Employment</b></p> <p>The Employment land use category is a broad designation intended to accommodate numerous types of development including office, retail and commercial, and other uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing employment uses.</p>	
<p><b>High Density Residential</b></p> <p>The High Density Residential designation provides for multi-family dwellings that may be multi-story buildings. This category would provide for townhomes, townhomes and apartments. Subdivisions for common townhomes, townhomes and apartments are intended to accommodate lower densities as well as existing or existing residential uses.</p>		<p><b>Parks / Open Space</b></p> <p>The Parks and Open Space category designation identifies open space areas that are intended for public recreation and passive recreation. The General Plan Land Use may also include other uses such as parks, recreational uses and other uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing parks and open space uses.</p>	
<p><b>Mixed Use</b></p> <p>The Mixed Use designation is intended to foster creative design for development that combines commercial, office and residential components. Single use projects are encouraged in the Mixed Use designation. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing mixed use development.</p>		<p><b>Village Center</b></p> <p>The Village Center is the highest intensity urban area of the City, generally developed in a compact form with regional importance for retail and connectivity. They are characterized by a cluster of community and neighborhood-oriented uses such as commercial, office, entertainment, recreation, and mixed use spaces serving the city to city needs of the surrounding groups of neighborhoods. These centers also contain public gathering spaces and services that contribute to the identity of the area. The Village Center designation is intended to accommodate lower densities as well as existing or existing village center uses.</p>	
<p><b>Public/Institutional</b></p> <p>The Public/Institutional category provides for public facilities, uses such as schools, libraries, and other public facilities. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing public/institutional uses.</p>		<p><b>* Resort</b></p> <p>The Resort category provides for a variety of uses including golf courses, resorts, and other recreational uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing resort uses.</p>	
<p><b>Master Planned Community</b></p> <p>The Master Planned Community designation provides for large scale (100+ acres) master planned communities that include a variety of residential, commercial, and other uses. The category range of this category is 1 to 20 acres and is intended to accommodate lower densities as well as existing or existing master planned community uses.</p>			



## SECOND ROUND COMMENT CARDS

The following captures the recorded comment cards from the second round in-person Community Workshop:

- “Ride347 is happy to work with the city to improve local transportation! Call me – Lori Riley (602) 828-0826”
- “The city need to seriously consider focusing on the quality of life of their residents & create or work with organizations that provide community services to residents that are vulnerable or experiencing crises/hard times. Look at cities like Tempe (Community Action Agency), Scottsdale CAP, Phoenix CAP, Avondale CAP, etc.”

## SECOND ROUND IN-PERSON COMMUNITY WORKSHOP AUDIENCE QUESTIONS

The following captures questions that members of the audience asked and answers that the project team provided following the introductory presentation from the second round in-person Community Workshop:

- “Is missing middle housing synonymous with affordable/attainable housing?”
  - *Project Team Answer:* No. These terms are not synonymous. Missing middle housing refers to residential options for ownership or rent that would have a greater density than traditional single-family residential but have a lesser density than multi-family residential.
- “What is the long-term plan for Hidden Valley?”
  - *Project Team Answer:* Hidden Valley remains in unincorporated Pinal County. The County is the ultimate land use authority for unincorporated areas in Maricopa's municipal planning area.
- “Does the Maricopa General Plan Update take into account the Pinal County Comprehensive Plan?”
  - *Project Team Answer:* The Maricopa General Plan Update is informed by the Pinal County Comprehensive Plan.
- “Will the updated Maricopa General Plan Update have the same content as the current plan? Specifically in reference to a proposed performing arts center in downtown.”
  - *Project Team Answer:* The Maricopa General Plan State will include a reference to arts in the community, including a potential performing arts center.
- “What expectations are there for implementation of the updated General Plan following ratification?”
  - *Project Team Answer:* The City of Maricopa will use the ratified General Plan Update to guide decision-making for the next 10 years.

ADVANCING MARICOPA GENERAL PLAN UPDATE - OUTREACH SURVEY #2

The project team offered the *Advancing Maricopa* General Plan Update – Outreach Survey #2 online through the General Plan Update website. This online survey was the same activity presented in the second in-person Community Workshop in the Virtual Workshop environment. Participants were asked to give feedback on General Plan Topic Area statements in order to inform the development of the new Plan's updated goals and policies.

A total of 13 people provided feedback through the online survey from June through early-August 2025. The top four participant age groups in order were those ages 25-34 (30.8%), 55-64 (30.7%), 45-54 (23.1%), and 35-44 (15.4%). These four groups account for the total virtual participants in the second outreach survey and indicate a fairly balanced age demographic. In terms of residency, 85% of the participants live year-round in Maricopa. Over 76% of the virtual participants have lived in Maricopa for 6 years or less.

The online General Plan Update Survey #2 included the same prompts from the in-person Community Workshop's Stations 2 and 3. Online participants were asked to review and respond to the same five-topic area statements in the same manner as the in-person portion of the Community Workshop on June 16<sup>th</sup>. The virtual responses to the topic area statements are included in the above summaries of responses for Station 2 and Station 3.

Public input collected from the online General Plan Update Survey #2 reflected the public's questions regarding Maricopa's rapid growth and how it might be outpacing the City's ability to maintain safety, infrastructure, and overall quality of life. Residents acknowledged the need for this growth but express frustration that denser housing developments, particularly apartments, continue before issues such as congestion on State Route 347, and other basic services are discussed or addressed. Many support affordable homeownership, job creation, and commercial development, but question whether promised retail and employment uses can be delivered in a timely manner. Protecting agricultural land, open space, and the community's rural character remained a strong priority, along with creating a true downtown or village centers that provide local amenities, reduce travel to other cities, and reinforce Maricopa's identity.

Transportation, economic vitality, utilities, and community amenities were viewed as closely connected priorities that support Maricopa's long-term success. Residents expressed interest in continued investment in safer and more efficient roadways, including State Route 347, alongside expanded transit options such as predictable fixed-route services that are easy to use for a wide range of residents. There was also strong support for creating a more walkable community with enhanced pedestrian and bicycle facilities that improve daily mobility, recreational opportunities, and overall livability. At the same time, respondents highlighted the importance of diversifying the local economy by attracting higher-wage employers, particularly in healthcare and technology, and expanding educational and career pathways that allow residents to work locally. Thoughtful planning for water, power, and infrastructure services was seen as essential to ensuring reliability and fairness as the community grows, while investment in parks, trails, and inclusive recreation programming is viewed as key to supporting residents of all ages and abilities.

## STAGECOACH DAYS OUTREACH AND ENGAGEMENT

The *Advancing Maricopa* General Plan Update had its own booth for community outreach and engagement during Stagecoach Days' Party at Pacana Park Carnival on Friday, October 24<sup>th</sup> and Saturday, October 25<sup>th</sup>, 2025. The General Plan Update booth was staffed by a combination of City of Maricopa planning staff and members of the General Plan consultant team over the two days of the Pacana Park Carnival.

The General Plan Update booth was set up with the information overview board that was used in the in-person Community Workshops. The community feedback activity for the booth consisted of six jars, each representing a theme from the General Plan Update that was deemed as important from the previous outreach efforts. Each participant in the activity was given six voting balls to place inside any of the jars of their choosing in order to indicate the community members' priority ranking of these important General Plan Update themes. Overall, 1223 votes were cast by over 200 participants over the two-day booth at the Stagecoach Days Pacana Park Carnival. The six themes and their vote totals were as follows:

- Enhance Transportation Network/Infrastructure/Safety – 324 votes
- Promote Retail/Restaurants (not Fast Food)/Entertainment Options – 252 votes
- Support Park & Recreation Facilities/Programs – 204 votes
- Expand Career-Advancing Employment Opportunities – 203 votes
- Attract More Local Comprehensive Healthcare Options – 175 votes
- Emphasize the City's Heritage – 65 votes

The results of this outreach activity at Pacana Park Carnival during Stagecoach Days showed that the top five vote-getting themes are important and key foundational themes in the updated General Plan with transportation being a clear top of mind issue in the minds of Maricopa residents. During the outreach activity, the City staff was able to publicize the General Plan Update process and the anticipated schedule for remaining workshops and anticipated schedule for both the consideration of the adoption of the Updated General Plan and the voter ratification by Maricopa residents on the 2026 general election ballot.



### THIRD ROUND OF OUTREACH AND ENGAGEMENT

The third round of public outreach and engagement activities was conducted from December 8, 2025 through February 6, 2026. During the third phase, an in-person Community Workshop was held on Tuesday, December 9<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center. Upon entering the in-person Community Workshop, participants were asked to sign in and given a comment card for any further thoughts, questions, or comments that they may have had during the workshop. The participants returned these comment cards to the collection basket as they left the workshop. This in-person Community Workshop was conducted in an open house format with an introductory presentation given to those in attendance at the 5:30 PM start time. During the meeting and in the presentation, the participants were given the link to the online Public Review Draft and how to submit their feedback on it. Following presentation, multiple information boards were available for the participants to read and view. While walking through and viewing the boards, the participants were free to discuss the update effort with City staff, the consultant team, or among themselves.

The Community Workshop during the third round of public outreach and engagement presented the completed Public Review Draft of the *Advancing Maricopa* General Plan. The in-person round 3 Community Workshop took place on Tuesday, December 9<sup>th</sup>, 2025 at the Maricopa Library & Cultural Center from 5:30 PM – 7:00 PM. The third Community Workshop explained that a state-mandated 60-day period of public review and feedback was going to take place from Monday, December 8, 2025 through Friday, February 6, 2026. This 60-day period served as the virtual component of the Community Workshop.

A total of 34 people signed in for attendance the in-person workshop on Tuesday, December 9<sup>th</sup>, 2025.

The feedback portion of the in-person workshop comprised of two stations where participants could learn about the Public Review Draft of the General Plan that came about as a result of the general plan update process and review the goals organized by chapter that were included in the Public Review Draft. The stations were as follows:

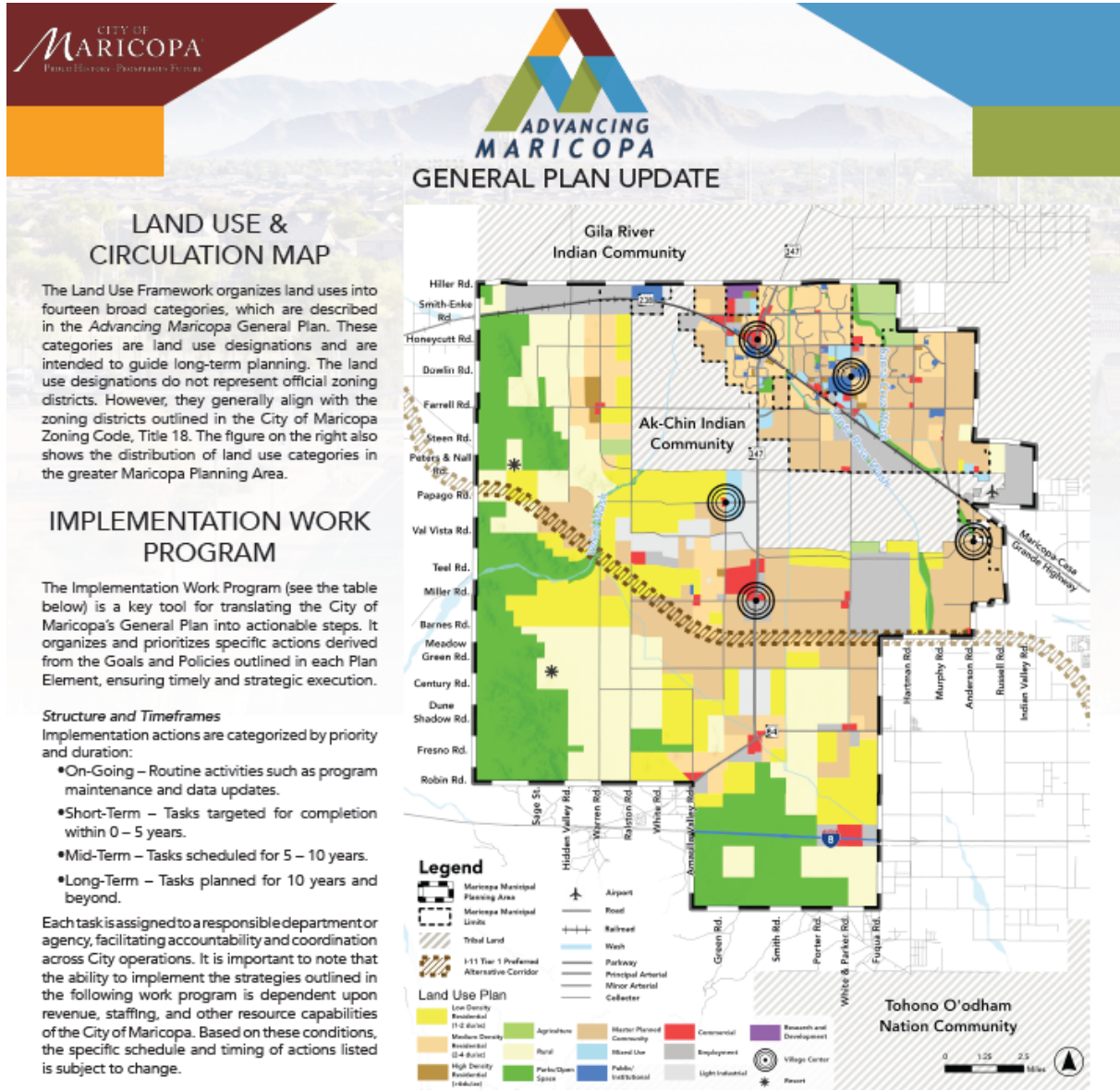
- Station 1: General Plan Land Use & Circulation Map; Implementation Work Program; Parks, Trails, & Open Space Map; Existing Growth Areas Map
- Station 2: General Plan Chapter Goals

STATION 1: GENERAL PLAN LAND USE & CIRCULATION MAP; IMPLEMENTATION WORK PROGRAM; PARKS, TRAILS, & OPEN SPACE MAP; EXISTING GROWTH AREAS MAP

Station 1 included two information boards. The first board showed and explained the Land Use & Circulation Map and the Implementation Work Plan table. The second board showed and explained the Parks, Trails, & Open Space Map and the Existing Growth Areas Map. The information on both of these boards were included in the Public Review Draft released on Monday, December 8, 2025. **Figure 22** and **Figure 23** display these two boards from the first station at the in-person Community Workshop of Round 3.



Figure 22: Land Use & Circulation Map and the Implementation Work Plan Board



### LAND USE & CIRCULATION MAP

The Land Use Framework organizes land uses into fourteen broad categories, which are described in the Advancing Maricopa General Plan. These categories are land use designations and are intended to guide long-term planning. The land use designations do not represent official zoning districts. However, they generally align with the zoning districts outlined in the City of Maricopa Zoning Code, Title 18. The figure on the right also shows the distribution of land use categories in the greater Maricopa Planning Area.

### IMPLEMENTATION WORK PROGRAM

The Implementation Work Program (see the table below) is a key tool for translating the City of Maricopa's General Plan into actionable steps. It organizes and prioritizes specific actions derived from the Goals and Policies outlined in each Plan Element, ensuring timely and strategic execution.

#### Structure and Timeframes

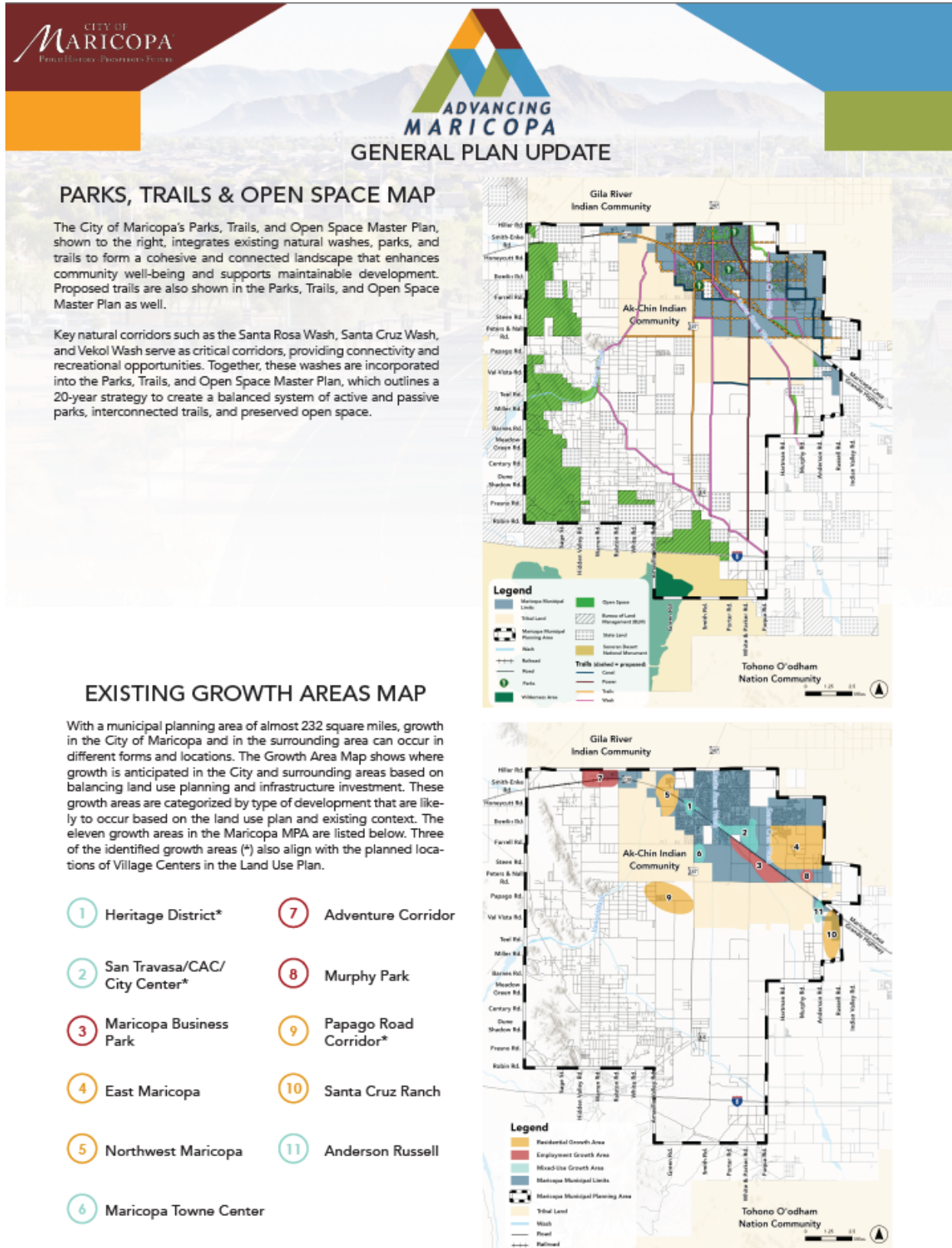
Implementation actions are categorized by priority and duration:

- On-Going – Routine activities such as program maintenance and data updates.
- Short-Term – Tasks targeted for completion within 0 – 5 years.
- Mid-Term – Tasks scheduled for 5 – 10 years.
- Long-Term – Tasks planned for 10 years and beyond.

Each task is assigned to a responsible department or agency, facilitating accountability and coordination across City operations. It is important to note that the ability to implement the strategies outlined in the following work program is dependent upon revenue, staffing, and other resource capabilities of the City of Maricopa. Based on these conditions, the specific schedule and timing of actions listed is subject to change.

Chapter	Implementation Action	Lead Responsible Department	Short-Term (0-5 Years)	Mid-Term (5-10 Years)	Long-Term (10-20 Years)
ALL CHAPTERS	Pursue available grant funding to assist with the advancement of applicable policies.	All Departments	●	●	●
	Stay involved in regional discussions and cooperative planning efforts (i.e. ADDY, MM6, C&B, Sun Corridor, Pinal Partnership, etc.).	All Departments	●	●	●
	Maintain the City's GIS database to include development statistics to assist in monitoring the performance of the General Plan.	All Departments	●	●	●
LAND USE & GROWTH	Continuously review the Maricopa Capital Improvement Plan (CIP) to ensure each element of the General Plan is being implemented to the greatest degree possible.	All Departments	●	●	●
	Update the zoning and subdivision ordinances to be consistent with the implementation of the General Plan.	Development Services	●	●	●
	Implement the recommendations of the Maricopa Housing Study.	Community Development Department	●	●	●
CONNECTIVITY & CIRCULATION	Consider the preparation of neighborhood-specific investment plans to modernize and enhance existing amenities on neighborhood scale.	Urban Service & Community Vitality	●	●	●
	Amend existing design guidelines to reflect existing community needs, support high-quality development, and align with overarching regulations.	Development Services	●	●	●
	Finalize the Transportation Master Plan and implement recommendations.	Development Services	●	●	●
ENVIRONMENTAL PLANNING & RESOURCE CONSERVATION	Maintain and enhance investment in transportation systems to improve safety, reliability, and efficiency, while also increasing the capacity of existing infrastructure to meet current demand.	Development Services	●	●	●
	Continue to meet with private utility providers to ensure services meet the current and long-range development needs of the City.	Development Services	●	●	●
	Maintain the Parks, Trails, & Open Space Master Plan to be consistent with the General Plan as applicable.	Parks and Recreation	●	●	●
LOCAL BUSINESS & ECONOMIC DEVELOPMENT	Update the Parks, Trails, & Open Space Master Plan to be consistent with the General Plan as applicable.	Parks and Recreation	●	●	●
	Maintain public-private partnerships to assist in accessing recreational amenities and programs for residents.	Parks and Recreation	●	●	●
	Complete a needs assessment to evaluate special needs and ADA requirements for recreation amenities and facilities.	Parks and Recreation	●	●	●
SAFETY & PUBLIC INFRASTRUCTURE	Finalize the Economic Development Strategic Plan and implement recommendations.	Economic Development	●	●	●
	Promote defined retail and employment within defined growth areas.	Economic Development	●	●	●
	Support entrepreneurs and small businesses through technical assistance, zoning/permitting flexibility and infrastructure investment.	Economic Development	●	●	●
SAFETY & PUBLIC INFRASTRUCTURE	Contribute to evaluate and support public safety staffing and facility needs.	Police and Fire/Maricopa Departments	●	●	●
	Evaluate the need to propose a Citywide Facilities MP.	Public Works Department	●	●	●
	Contribute to collaborate with MUSD and other education providers to plan for future school sites in growth areas and ensure adequate/safe access to educational facilities.	Development Services	●	●	●
SAFETY & PUBLIC INFRASTRUCTURE	Support the development of a regional hospital through zoning incentives, infrastructure investment, and public-private partnerships.	Development Services	●	●	●
	Support the development of a capacity to provide for the health and treatment needs of the local community.	Development Services	●	●	●
	Partner with non-profits and community organizations to expand volunteer opportunities and cultural programs.	Communications and Cultural Services Dept.	●	●	●
SAFETY & PUBLIC INFRASTRUCTURE	Regularly survey residents to determine areas in need of improvement.	Communications and Cultural Services Dept.	●	●	●

Figure 23: Parks, Trails, & Open Space Map and the Existing Growth Areas Map Board



STATION 2: GENERAL PLAN CHAPTER GOALS

Station 2 included four information boards that allowed participants in attendance to view the goals for each of the six element chapters in the Public Review Draft. Participants could read both the individual goals and the corresponding goal statements that explain and give further context. The four chapter goal boards were grouped by chapter as follows:

- Board 1: Land Use & Growth
- Board 2: Circulation & Connectivity/Environmental Planning & Resource Conservation
- Board 3: Parks, Recreation, & Open Space/Local Business & Economic Development
- Board 4: Safety & Public Infrastructure

Figure 24, Figure 25, Figure 26, and Figure 27 display the Public Review Draft of the *advancing Maricopa* General Plan chapter goals as displayed at the in-person Community Workshop during the third round of public engagement.

Figure 24: Land Use & Growth Chapter Goals

Within each Element of the *Advancing Maricopa* General Plan, there are a series of Goals that are high-level statements of desired future outcomes. Each Goal is supported by a series of more detailed policies that can be further reviewed within the 60-Day draft. Please review the draft Goals below:

LAND USE & GROWTH GOALS
<p><b>LU &amp; G Goal #1: Create and maintain a vibrant, enduring, harmonious, family-oriented community through the ample allocation of land for housing, commerce, industry, recreation, open space, transportation and public facilities, and other appropriate land uses.</b>                      Goal Statement: Build and sustain a vibrant and lasting community that supports families through the focused allocation of land for housing, commerce, industry, recreation, open space, transportation, public facilities, and other appropriate uses to ensure balanced and comprehensive local growth that reflects the community's long term vision.</p>
<p><b>LU &amp; G Goal #2: Promote development patterns that allow for efficient and complementary, yet distinct, land uses that align with the overall long-term goals of the community.</b>                      Goal Statement: Encourage thoughtfully planned development that harmonizes land use, transportation, and infrastructure in a way that ensures growth is efficiently distributed across the City and supports long-term community resilience, economic vitality, and environmental stewardship.</p>
<p><b>LU &amp; G Goal #3: Identify and implement multiple mixed-use village centers with residential, commercial and employment centers served by restaurants, retail shopping, and cultural opportunities.</b>                      Goal Statement: Establish plans and policies that support the creation and implementation of multiple village centers where the co-location and proximity of residential, commercial, employment, restaurants, retail shopping, entertainment, and cultural centers promote vibrant and accessible community hubs.</p>
<p><b>LU &amp; G Goal #4: Encourage a mix of housing types throughout the City to meet the needs of all economic segments of the community consistent with land constraints and changing market demographics and preferences.</b>                      Goal Statement: Foster a variety of housing choices throughout the City that reflect the needs of all income levels while considering land availability, evolving market trends, and changing community preferences to support inclusive and adaptable neighborhoods.</p>
<p><b>LU &amp; G Goal #5: Support the redevelopment of the Heritage District.</b>                      Goal Statement: Seek out redevelopment opportunities for the Heritage District that reflect Maricopa's cultural identity, support economic development, and enhance quality of life through strategic land use, infrastructure investment, and community engagement.</p>
<p><b>LU &amp; G Goal #6: Guide future development through Specific Area Plans that align with the General Plan where appropriate, ensuring coordinated land use, infrastructure, and community design tailored to distinct geographic areas.</b>                      Goal Statement: Direct future development in a particular geographic area using Specific Area Plans that are consistent with the General Plan to ensure coordinated land use, infrastructure planning, detailed guidance, and community design that reflect the unique needs and characteristics of the area.</p>
<p><b>LU &amp; G Goal #7: Further develop a municipal Neighborhood Preservation and Revitalization program.</b>                      Goal Statement: Advance the development of a comprehensive Citywide Neighborhood Preservation and Revitalization policy that supports the long term health, safety, and vibrancy of neighborhoods through strategic investment, community engagement, and thoughtful planning.</p>
<p><b>LU &amp; G Goal #8: Allow for the preservation of rural areas within the Municipal Planning Area to maintain and enhance their unique character.</b>                      Goal Statement: Support the preservation and thoughtful stewardship of rural areas within the Maricopa Municipal Planning Area through the protection of the community's distinctive landscapes, cultural heritage, and agricultural functions to ensure these communities retain their unique identity while contributing to the region's overall diversity and sustainability.</p>
<p><b>LU &amp; G Goal #9: Coordinate land management and planning activities with neighboring Native American Communities, Federal, State, County, and private interests.</b>                      Goal Statement: Promote collaboration in land management and planning efforts with neighboring Native American Communities as well as Federal, State, County, and private entities to ensure coordinated growth, mutual respect, and shared benefits across jurisdictional boundaries.</p>


**Figure 25: Circulation & Connectivity/Environmental Planning & Resource Conservation Chapter Goals**



Within each Element of the Advancing Maricopa General Plan, there are a series of Goals that are high-level statements of desired future outcomes. Each Goal is supported by a series of more detailed policies that can be further reviewed within the 60-Day draft. Please review the draft Goals below:

CIRCULATION & CONNECTIVITY GOALS
<p><b>LC &amp; C Goal #1: Develop an efficient and safe transportation system providing connectivity to other municipalities and regions.</b>                      Goal Statement: Develop a transportation system that is efficient and safe while enhancing connectivity between the City and surrounding municipalities and regions to support mobility, economic growth, and regional collaboration.</p>
<p><b>C &amp; C Goal #2: Develop an efficient and safe intra-city road network, including a hierarchy of roadways, which meets the long-term vision of the citizens.</b>                      Goal Statement: Create a safe and efficient road network within the City that includes a clear hierarchy of streets and supports the long-term vision of the community by improving mobility, reducing congestion, and enhancing overall connectivity.</p>
<p><b>C &amp; C Goal #3: Ensure fair and adequate financing to meet transportation needs.</b>                      Goal Statement: Ensure that transportation needs are met through fair and reliable funding strategies that support the development and maintenance of a safe, efficient, and accessible transportation system for all users.</p>
<p><b>C &amp; C Goal #4: Create safe and functional active transportation network throughout Maricopa.</b>                      Goal Statement: Develop a safe and effective active transportation network throughout the City of Maricopa that supports walking, biking, and other non-motorized travel options to enhance mobility, support healthy lifestyles, and connect neighborhoods, schools, parks, and key destinations.</p>
<p><b>C &amp; C Goal #5: Create greater, more efficient mobility through a multi-modal transportation system, including transit, to, from, and within Maricopa.</b>                      Goal Statement: Effectuate a transportation system that improves mobility through a variety of travel options including public transit and other modes that connect people to, from, and within the City of Maricopa in an efficient and reliable manner.</p>
ENVIRONMENTAL PLANNING & RESOURCE CONSERVATION GOALS
<p><b>EP &amp; RC Goal #1: Promote local and regional efforts to improve air quality.</b>                      Goal Statement: Support efforts at both the local and regional levels to improve air quality through collaborative planning, sustainable practices, and policies that reduce pollution and protect public health and the environment.</p>
<p><b>EP &amp; RC Goal #2: Promote local and regional efforts to maintain a high level of local water quality.</b>                      Goal Statement: Support efforts at the local and regional levels to improve local water quality through responsible planning, resource management, and collaboration that protects public health and preserves natural ecosystems.</p>
<p><b>EP &amp; RC Goal #3: Strengthen and continue the City of Maricopa's partnership with Global Water.</b>                      Goal Statement: Strengthen and continue the partnership between the City of Maricopa and Global Water by fostering collaboration, improving service delivery, and supporting long term planning efforts that benefit the community and ensure reliable water management.</p>
<p><b>EP &amp; RC Goal #4: Support the long-term stability of the Stanfield Sub-basin aquifer water supply.</b>                      Goal Statement: Work to ensure the long-term stability of the Stanfield Sub basin aquifer by implementing sustainable water management practices, protecting groundwater resources, and supporting policies that secure a reliable water supply for future generations.</p>
<p><b>EP &amp; RC Goal #5: Support the development of the energy grid in the Municipal Planning Area and enhance its overall stability.</b>                      Goal Statement: Further the growth and improvement of the energy grid within the Municipal Planning Area by encouraging infrastructure development and enhancing overall system reliability to meet current and future community needs.</p>
<p><b>EP &amp; RC Goal #6: Provide equal protection for residential development and aggregate mining operations.</b>                      Goal Statement: Ensure consistent protection for both residential development and aggregate mining operations without one impeding on the other through policies that balance community wellbeing with the responsible use of natural resources.</p>

**Figure 26: Parks, Recreation, & Open Space/Local Business & Economic Development Chapter Goals**



Within each Element of the Advancing Maricopa General Plan, there are a series of Goals that are high-level statements of desired future outcomes. Each Goal is supported by a series of more detailed policies that can be further reviewed within the 60-Day draft. Please review the draft Goals below:

PARKS, RECREATION & OPEN SPACE GOALS
<p><b>PR &amp; OS Goal #1: Continue to establish Parks, Trails, and Open Space amenity standards to meet the expectations of Maricopa residents.</b>                      Goal Statement: Continue to develop and apply standards for parks, trails, and open space amenities that reflect the expectations of Maricopa residents and support a high quality of life through accessible and well-designed recreational opportunities.</p>
<p><b>PR &amp; OS Goal #2: Promote accessibility to parks, recreation, and open space through coordination with new development.</b>                      Goal Statement: Ensure fair and inclusive access to parks, recreation, and open space by working with new private development to provide well located and high-quality neighborhood amenities that serve all members of the community.</p>
<p><b>PR &amp; OS Goal #3: Activate Washes as Multi-Use Greenways.</b>                      Goal Statement: Transform washes into vibrant greenways that support multiple uses such as recreation, connectivity, and habitat preservation while enhancing the natural character and resilience of the community.</p>
<p><b>PR &amp; OS Goal #4: Collaborate and support Pinal County and other jurisdictions efforts to advance the recreation and open space opportunities in the Municipal Planning Area.</b>                      Goal Statement: Encourage collaboration with Pinal County and other jurisdictions to expand recreation and open space opportunities within the Municipal Planning Area, ensuring coordinated efforts that enhance quality of life and regional connectivity.</p>
<p><b>PR &amp; OS Goal #5: Emphasize the local cultural heritage.</b>                      Goal Statement: Celebrate the cultural heritage of the community by preserving local traditions, landmarks, and stories that reflect the identity and history of Maricopa while fostering pride and connection among residents.</p>
<p><b>PR &amp; OS Goal #6: Create and maintain a responsibly connected system of open spaces throughout the City.</b>                      Goal Statement: Establish a thoughtfully connected network of open spaces across the City that supports recreation, environmental health, and community wellbeing while reflecting responsible planning and long-term sustainability.</p>
<p><b>PR &amp; OS Goal #7: Implement and sustain community and signature events that maintain our heritage while engaging the citizens of Maricopa.</b>                      Goal Statement: Support the continuation and growth of community events that celebrate local heritage and actively engage Maricopa residents in meaningful and inclusive experiences.</p>
<p><b>PR &amp; OS Goal #8: Support the Maricopa ARTS Council to guide and promote the Arts &amp; Culture in Maricopa.</b>                      Goal Statement: Encourage the efforts of the Maricopa ARTS Council to lead and promote artistic and cultural expression throughout the community, enriching the City's identity and enhancing quality of life for all residents.</p>
LOCAL BUSINESS & ECONOMIC DEVELOPMENT GOALS
<p><b>LB &amp; ED Goal #1: Cultivate a climate of rich educational opportunities at all levels within the City to meet the needs of a diverse and growing population.</b>                      Goal Statement: Foster a strong foundation for learning by expanding access to high quality educational opportunities at every level to meet the needs of a diverse and growing population and to support lifelong success for all residents.</p>
<p><b>LB &amp; ED Goal #2: Encourage the expansion of existing businesses and the recruitment of new enterprises by providing a business-friendly environment.</b>                      Goal Statement: Advance the growth of existing businesses and attract new enterprises by fostering a supportive environment that encourages innovation, reduces barriers, and promotes long term economic success.</p>
<p><b>LB &amp; ED Goal #3: Recruit and retain high performing and high-quality companies that match the labor profile in the community and/or complement existing industries.</b>                      Goal Statement: Attract high performing and high-quality companies that align with the community's workforce strengths and complement existing industries to support economic growth and long-term prosperity</p>
<p><b>LB &amp; ED Goal #4: Promote Maricopa as a regional leader in economic development by aligning resources and tools to market the City effectively as a premier destination for investment among key sectors and audiences.</b>                      Goal Statement: Elevate Maricopa's role in regional economic development by aligning tools and resources to effectively promote the City as a top destination for investment across key industries and target audiences.</p>

Figure 27: Safety & Public Infrastructure Chapter Goals



Within each Element of the *Advancing Maricopa* General Plan, there are a series of Goals that are high-level statements of desired future outcomes. Each Goal is supported by a series of more detailed policies that can be further reviewed within the 60-Day draft. Please review the draft Goals below:

SAFETY & PUBLIC INFRASTRUCTURE GOALS
<p><b>S &amp; PI Goal #1: Maintain a community in which all residents, businesses and visitors are safe.</b>                      Goal Statement: Foster a safe and welcoming environment for all residents, businesses, and visitors by supporting policies and practices that protect public safety and enhance overall community wellbeing.</p>
<p><b>S &amp; PI Goal #2: Increase meaningful citizen participation in community policing efforts, especially in neighborhoods.</b>                      Goal Statement: Promote active involvement of residents in community policing efforts by encouraging meaningful participation at the neighborhood level to strengthen trust, safety, and collaboration between the public and law enforcement.</p>
<p><b>S &amp; PI Goal #3: Mitigate the risks from natural and man-made hazards.</b>                      Goal Statement: Reduce the impact of natural and human caused hazards by considering proactive strategies that protect people, property, and infrastructure while strengthening community resilience and preparedness.</p>
<p><b>S &amp; PI Goal #4: Implement library resources and facilities necessary to reach toward the industry standard level of service.</b>                      Goal Statement: Enhance library services and facilities to strive toward established standards by providing the resources necessary to support learning, access to information, and community engagement for all residents.</p>
<p><b>S &amp; PI Goal #5: Recognize Human Services as an integral part of the community and are physically accessible to all residents.</b>                      Goal Statement: Recognize human services as a vital part of the community by ensuring they are physically accessible to all residents and integrated into the overall fabric of City life to support wellbeing and inclusion.</p>
<p><b>S &amp; PI Goal #6: Strive to be an "Age-Friendly City," a community that connects people of all ages in order to improve social interaction and to increase access to services, social opportunities and recreation.</b>                      Goal Statement: Support Maricopa in remaining a welcoming and inclusive community for people of all ages by fostering connections between older adults and younger generations while expanding access to services, social activities, and recreational opportunities that enhance quality of life.</p>
<p><b>S &amp; PI Goal #7: Actively recruit the expansion of and convenient access to healthcare services in the City of Maricopa.</b>                      Goal Statement: Encourage the growth of healthcare services in the City of Maricopa by attracting providers and expanding facilities to meet the evolving needs of the community and improve access to quality care.</p>
<p><b>S &amp; PI Goal #8: Coordinate with local school districts, charter schools and institutions of higher learning in the planning, construction and rehabilitation of facilities.</b>                      Goal Statement: Engage with local school districts, charter schools, and institutions of higher learning to support the planning, construction, and improvement of educational facilities that meet the evolving needs of the community.</p>
<p><b>S &amp; PI Goal #9: Leverage optimal technologies for efficient city services.</b>                      Goal Statement: Adopt technologies to improve the efficiency and responsiveness of City services, enhancing the quality of life for residents through innovation, data driven decision making, and streamlined operations.</p>
<p><b>S &amp; PI Goal #10: Encourage community involvement by developing and maintaining a wide range of opportunities that benefit the citizens of Maricopa.</b>                      Goal Statement: Build strong community connections by offering a variety of meaningful opportunities for residents to get involved, contribute their talents, and help shape the future of Maricopa.</p>
<p><b>S &amp; PI Goal #11: Establish greater Right-Of-Way (ROW) control over other utilities within the City.</b>                      Goal Statement: Increase the City's ability to manage and oversee utility use within public rights of way by establishing stronger control measures that support coordinated infrastructure planning and protect community interests.</p>
<p><b>S &amp; PI Goal #12: Ensure new development provides the resources to establish the infrastructure and services needed to serve its determined relative impact on the community.</b>                      Goal Statement: Require that new development contributes the necessary resources to support the creation of infrastructure and services that meet the demands of that growth and align with the community's long-term goals.</p>

### THIRD ROUND COMMENT CARDS

The following captures the recorded comment cards from the third round in-person Community Workshop:

- “Beautifully written & designed :)”
- “City needs to establish a solar farm and sell power to utilities. Such a project has many advantages. Provide written response to comments.”
- “Slow the growth. Let infrastructure catch up. More traffic patrol. Thunderbird Farms & Hidden Valley North & South do NOT want to be annexed & part of the city. Leave us alone! How far out do we have to move before we are left alone? Please do not make decisions thinking you know what is best for us.”
- “Under the heading of Healthcare – Has the issue of a nursing home/rehab center been addressed. It is very important to families (young & senior) that is best to be with your loved ones without driving for miles. Thank you very much for all your hard work.”
- “As a Maricopa resident, I would like to see more commercial areas designated. I like the idea of Village Centers but would also like a designated downtown area.”
- “Absolutely do not want to see any annexation in Hidden Valley—not even the existing subdivisions. Leave unincorporated Pinal County unincorporated! Leave our RURAL areas RURAL as designated by the county comprehensive plan. By the way, there are NO apartments near Raceway bar & Grill. There are only four shops and two restaurants. Hardly a ‘village center.’”
- “Looking at the general plan update, I see a resort & a lot of commercial south of Maricopa. How do the residents that live down there feel about this? I know it’s a draft and might be a county situation at the moment but seems like a huge development. Also, what’s the plan for the city to handle all this water usage & energy usage? Especially if a possible commercial, resort & maybe data center (hot topic). I see a bit of commercial on the east side (Bowlin-Anderson Farms) What’s the idea there?”

### THIRD ROUND IN-PERSON COMMUNITY WORKSHOP AUDIENCE QUESTIONS

The following captures questions that members of the audience asked and answers that the project team provided following the introductory presentation from the third round in-person Community Workshop:

- “What didn’t make it into the 60-day draft from the current Plan?”
  - *Project Team Answer:* There are elements that are new or updated in the plan. Portions that are still relevant from the current plan are in the 60-day Draft.
- “Where is the Public Engagement Report?”
  - *Project Team Answer:* There is a copy of the Public Engagement Report that captures public feedback through the first round of outreach at the meeting tonight.
- “The community workshop is early today. What is being done to reach young adults?”
  - *Project Team Answer:* There are online engagement and participation opportunities. There has also been outreach through the HOA community networks
- “What happens is the General Plan Update doesn’t pass?”

- *Project Team Answer:* Existing plan stays in place, community must keep trying to pass a ratified plan.
- “On the land use map, what is a Village Center v City Center?”
  - *Project Team Answer:* A Village Center in Maricopa is a concept that allows for denser, pedestrian-friendly development at particular intersections of concentrated development. The Village Center is different than the Central Business District, which is referred to in certain recently-passed state statutes.
- “Can County residents vote on the plan?”
  - *Project Team Answer:* No. Only City of Maricopa residents will vote on ratification
- “What about rural character preservation?”
  - *Project Team Answer:* Rural preservation is in the draft plan.
- Comments were made by two GPAC members regarding the good job addressing the GPAC’s comments in the draft.
- Mayor Smith asked: “Is there is a way to comment on a specific part of the draft General Plan?”
  - *Project Team Answer:* The public survey has response options for each chapter of the draft plan.
- “Will there be a document that shows the responses to the comments?”
  - *Project Team Answer:* Yes. There will be a final Public Engagement Summary
- “Was the recent Housing Study taken into account?”
  - *Project Team Answer:* Yes. There are references and summaries of the Housing Study in the Draft Plan
- “Explain the Growth Areas.”
  - *Project Team Answer:* The State mandates the General Plan to consider and plan for areas where growth is occurring or likely to occur. This is not a directive for growth to happen here, but an acknowledgement of where growth is happening or likely to happen.
- “How often are general plans updated?”
  - *Project Team Answer:* Every 10 years.
- “Why was a Village Center placed on Papago Road?”
  - *Project Team Answer:* In the current Plan, there is Village Center near Thunderbird Farms. The GPAC members felt that this is no longer an appropriate place for a Village Center if the area were to ever annex into the city. The potential for growth and activity outside of the city in the Papago Road corridor.

ADVANCING MARICOPA GENERAL PLAN UPDATE – PUBLIC REVIEW DRAFT FEEDBACK SURVEY (OUTREACH SURVEY #3)

The project team offered the *Advancing Maricopa* General Plan Update – Public Review Draft Feedback Survey (also referred to as Outreach Survey #3) online through the General Plan Update website. This online survey asked respondents to review the Public Review Draft and give feedback on both the overall Draft Plan document and the individual chapters in the Draft Plan document.

A total of 49 community member respondents submitted 152 comments for the Public Review Draft Feedback Survey between December 8<sup>th</sup>, 2025 through February 6<sup>th</sup>, 2026. The age groups that participated were split as follows:

- Age 25 – 34 (4%)
- Age 35 – 44 (10%)
- Age 45 – 54 (21%)
- Age 55 – 64 (8%)
- Age 65+ (57%)

In terms of residency, 86% of the participants responded that they live year-round in Maricopa. Just over 50% of the participants have lived in Maricopa for more than 10 years. Each comment collected in the survey can be viewed in **Appendix B**. Responses to the public comments are also included.

## PLANNING & ZONING COMMISSION PUBLIC HEARING PHASE

Following the 60-day period of public review and feedback, the *Advancing Maricopa* General Plan – Public Review Draft was revised and a new draft was published on the project website, maricopagp.com on Thursday, March 5<sup>th</sup>, 2026. This was termed the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft. On this same day, a public notice was published in the *Casa Grande Dispatch*, the newspaper of record for the City of Maricopa. This public notice advertised that the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft would be presented in at the first of two public hearings before the Maricopa Planning & Zoning Commission at its regular meeting on Monday, March 23<sup>rd</sup>, 2026 at the Maricopa Library & Cultural Center in accordance with ARS § 9-461.06.(E).

The *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft was presented to the Planning and Zoning Commission at the March 23<sup>rd</sup> meeting with no public comments given during the comment period of the public hearing. At this first hearing, the Planning & Zoning Commission did not give a decision on recommendation to City Council of the General Plan Draft in accordance with the state statute referred to earlier.

A public notice was published in the *Casa Grande Dispatch* that advertised the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft would be presented in at the second of two public hearings before the Maricopa Planning & Zoning Commission at its regular meeting on Monday, April 27<sup>th</sup>, 2026 at the Maricopa City Hall Chambers in accordance with ARS § 9-461.06.(E). At the second hearing, the City of Maricopa sought a formal recommendation of the General Plan – P&Z Draft in this second hearing. Again, the draft plan was presented to the members of the Planning & Zoning Commission followed by a brief discussion with the commissioners on a few questions they had on the Draft General Plan. The discussion covered questions related to state-required General Plan topics, state-mandated timelines of ratification of the General Plan, and the exact relationship that the City of Maricopa has to the unincorporated areas of Pinal County in its municipal planning area.

## SUMMARY OF PUBLIC COMMENTS MADE DURING THE PLANNING & ZONING COMMISSION PUBLIC HEARING PHASE

No speakers gave comments on the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft during the comment period of the public hearing at the first hearing before the Planning & Zoning Commission at its regular meeting on Monday, March 23, 2026.

Six speakers gave comments on the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft during the comment period of the public hearing at the second hearing before the Planning & Zoning Commission at its regular meeting on Monday, April 27, 2026. While the six speakers ranged in their comments in appreciation of the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft, all of the six speakers asked for the Maricopa General Plan to include more detail on a range of discussion topics. Many of the six speakers stated that they were unable to find the level of detail that they individually expected on specific topics discussed in the Draft General Plan. The topics that the speakers desired further specific details included in the Plan were:

- The timing of growth and public infrastructure
- Local job attraction strategies
- Village Center phasing expectations
- Resource planning, especially in terms of planning for water
- Transportation infrastructure
- Safety related to traffic and transportation
- Concerns of annexation of the unincorporated portions of Maricopa's planning area
- Municipal recreation programming for youth and senior populations
- Downtown designation
- An official City marketing brand and identity
- Metrics for measuring performance of the General Plan
- The development of housing options across the full residential spectrum
- Specific site selection for a Medical District
- The desire for more walkability in Maricopa
- The adoption of sustainability goals similar to other cities.

Two of the six speakers provided handouts during their comment period for further elaboration of their points. One speaker had a map diagram of conceptual transportation corridors in the City. Another speaker included a 32-page document outlining the details of 12 recommendations on specific topics discussed in the Draft General Plan. It was noted publicly that that he developed and generated his 12 recommendations in part using an artificial intelligence tool that he had prompted with the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft, the recently approved Housing Assessment, the budget, and select resident feedback. Each comment and any handout provided are presented from the six speakers can be viewed in **Appendix C**. Responses to the public comments are also included.

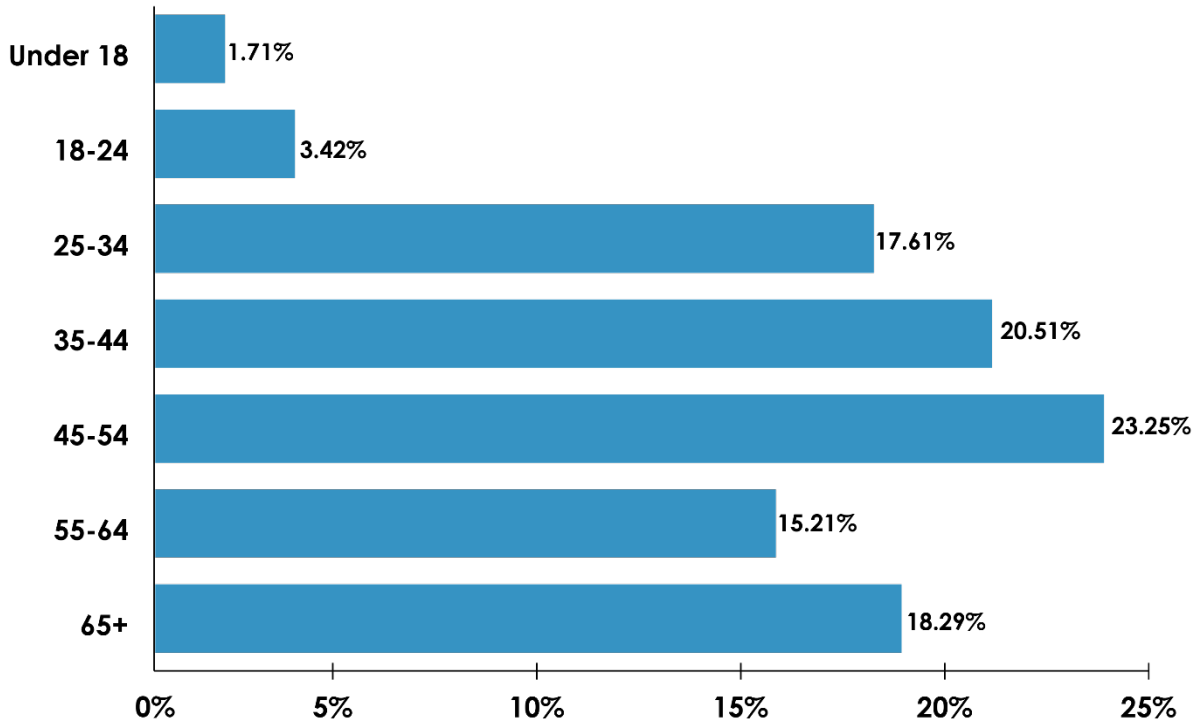
Following the close of the public comment period, the members of the Planning & Zoning Commission discussed the topics that were brought forth by the six speakers. The members of the Commission discussed having the City Planning staff prepare a summary of the public comments received during the Planning & Zoning Commission Public Hearing Phase. Then, the members of the Planning & Zoning Commission voted 5-1 to recommend the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft to the Maricopa City Council for consideration of adoption. The City Council is scheduled review the Draft Maricopa General Plan as a discussion item only on at the regular meeting on Tuesday, May 19<sup>th</sup>, 2026 at 6 PM. The City Council is then scheduled to hold a public hearing at the regular meeting on Tuesday, June 2<sup>nd</sup>, 2026 at 6 PM to consider adoption of the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft.

## APPENDIX A – OUTREACH SURVEY #1 RESULTS

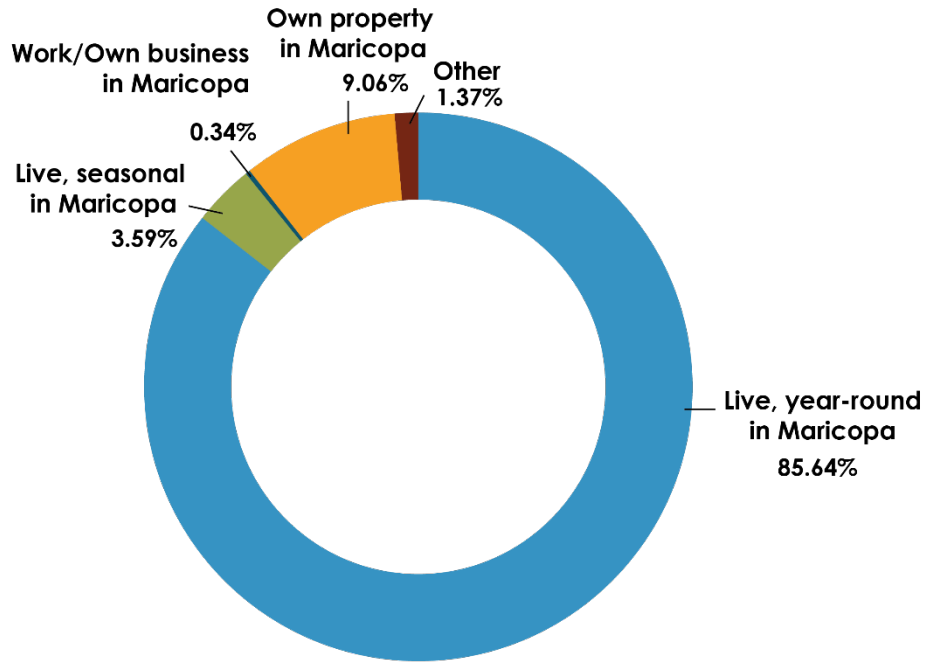
Please note that the public feedback shown from the Outreach Survey #1 is in raw format to preserve the exact responses that participants submitted, which means that grammatical, spelling, and other language variations may be present.

### 1. (OPTIONAL) PLEASE INPUT YOUR NAME BELOW AND EMAIL ADDRESS BELOW.

This was an optional question for the survey participants. 2. What is your age?



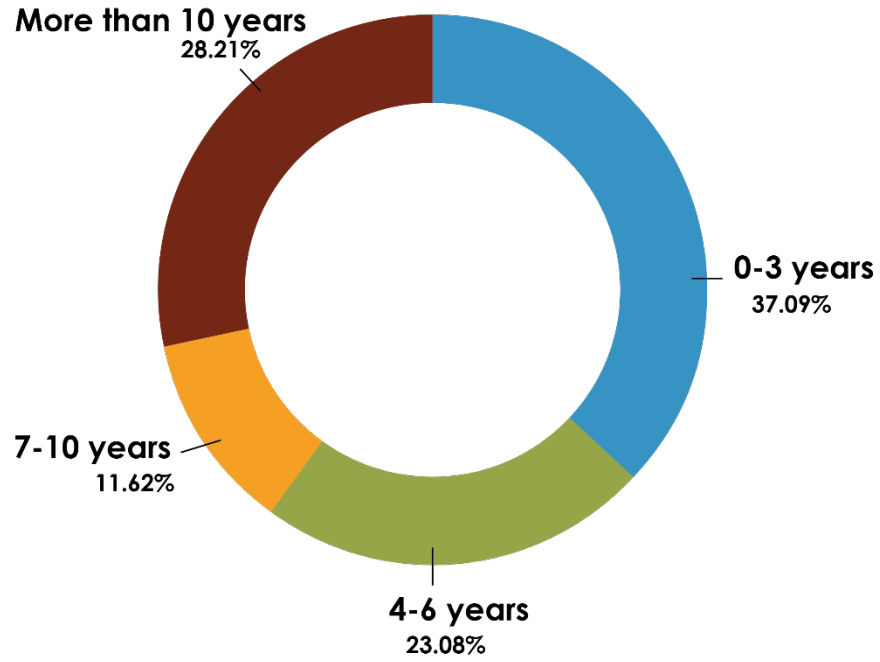
3. WHICH BEST DESCRIBES YOU?



Other (please specify) Responses:

- Own property in the planning area but not in the City limits
- Own a home and live year round in Maricopa but work in Phoenix
- Part-time resident; will become full-time resident in May 2025
- Live year round in the area Maricopa is trying to absorb.
- Own property and live year round in Maricopa
- Live with my parents all year round
- Live year round in Maricopa and own two properties
- I live in Maricopa year round, own my home here, and run a business in Maricopa.

4. HOW LONG HAVE YOU LIVE IN MARICOPA?





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## 6. WHAT ARE SOME KEY FEATURES OR ATTRIBUTES THAT YOU WOULD LIKE TO SEE PRESERVED OR MAINTAINED IN MARICOPA?

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The survey responses for Question 6 were analyzed and grouped into key themes to better understand community perspectives. The following summary highlights the six most common features to preserve according to the members of the community. The features to preserve are:

### **Small Town Feel**

- Overwhelming support for maintaining Maricopa's identity as a quiet, close-knit, family-oriented community.
- Concerns about rapid growth, high-density housing, and urban sprawl eroding this character.

### **Open Space & Rural Character**

- Strong desire to protect farmland, open desert landscapes, and rural views.
- Calls to limit overdevelopment and preserve the natural environment.

### **Historical Identity**

- Emphasis on preserving landmarks like the water tower, heritage district, and historic buildings.
- Interest in celebrating Maricopa's Western and agricultural roots through festivals, museums, and themed downtown areas.

### **Community-Oriented Amenities**

- Support for parks, trails, walkable downtown areas, and community events like farmers markets and festivals.
- Requests for more family-friendly spaces and activities, especially for youth and seniors.

### **Cleanliness & Safety**

- Residents value well-maintained neighborhoods, clean public spaces, and a strong sense of safety.
- Interest in ensuring that high-density housing is thoughtfully planned to maintain safety and manage traffic effectively.

### **Affordability & Accessibility**

- Appreciation for Maricopa's affordability, especially for young families.
- Desire to maintain cost of living advantages while improving infrastructure and services.

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7. WHAT ARE SOME KEY FEATURES OR ATTRIBUTES THAT YOU WOULD LIKE TO SEE IMPROVED IN MARICOPA OVER THE NEXT 10-20 YEARS?

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The survey responses for Question 7 were analyzed and grouped into key themes to better understand community perspectives. The following summary highlights the five most common features or attributes that community members would like to see improved over the next 10-20 years. These features or attributes are:

**Walkable Downtown**

- Strong demand for a vibrant, walkable downtown with shops, restaurants, entertainment, and public gathering spaces.
- Many residents referenced successful models like Downtown Gilbert and Chandler.

**Transportation & Connectivity**

- Widening and improving Highway 347 remains a top concern.
- Calls for alternative routes in and out of the city, better traffic flow, and public transportation options.

**Youth & Family Amenities**

- Requests for more youth programs, community centers, and family-friendly entertainment (e.g., skating rinks, indoor play centers, sports facilities).
- Emphasis on safe, walkable neighborhoods and inclusive recreation.

**Healthcare & Education**

- Desire for a full-service hospital and expanded medical services.
- Improved K-12 education, more preschools, and specialized schools for children with unique needs.

**Retail & Dining**

- More grocery stores, sit-down restaurants (not fast food), and retail options like Target, Costco, and Trader Joe's.
- Interest in supporting local businesses and reducing reliance on John Wayne Parkway.

8. THE EXISTING PLANNING MARICOPA GENERAL PLAN UTILIZES A “VISION STATEMENT” TO CAPTURE THE VALUES AND LIFESTYLE THAT THE CITY OF MARICOPA HAS DESIRED TO MAINTAIN AND ENHANCE INTO THE FUTURE SINCE THE GENERAL PLAN WAS LAST RATIFIED IN 2016. PLEASE REVIEW THE CURRENT VISION STATEMENT IN BOLD BELOW, AND PROVIDE YOUR FEEDBACK IN THE TEXT BOX ON WHAT YOU LIKE OR DISLIKE ABOUT IT.

PLANNING MARICOPA GENERAL PLAN (2016) VISION STATEMENT:

*“The City of Maricopa is a family friendly, vibrant community that offers diverse opportunities in culture, technology, education, business, entrepreneurship, transportation, entertainment, and recreation for all ages. A close-knit community of committed leaders, engaged citizens, and diverse partners with pride in our historic, and a shared vision for a prosperous future.”*

*Majority of residents appreciated the broad intent behind the vision statement and thought it adequately reflected the desired long-term view of the City well.*

However, many residents also shared feedback on select items that they felt were missing from the current vision statement. The following themes highlight the five most common observations community members shared:

**Disconnect Between Vision and Reality**

- Vision is fine but implementation has not aligned with the vision.

**Infrastructure and Transportation Deficiencies are not emphasized**

- The Recognition that transportation is a major concern should be captured.

**Limited Opportunities in Business, Technology, and Entertainment**

- Residents feel the city lacks specific conditions that should be directly captured in the vision statement.

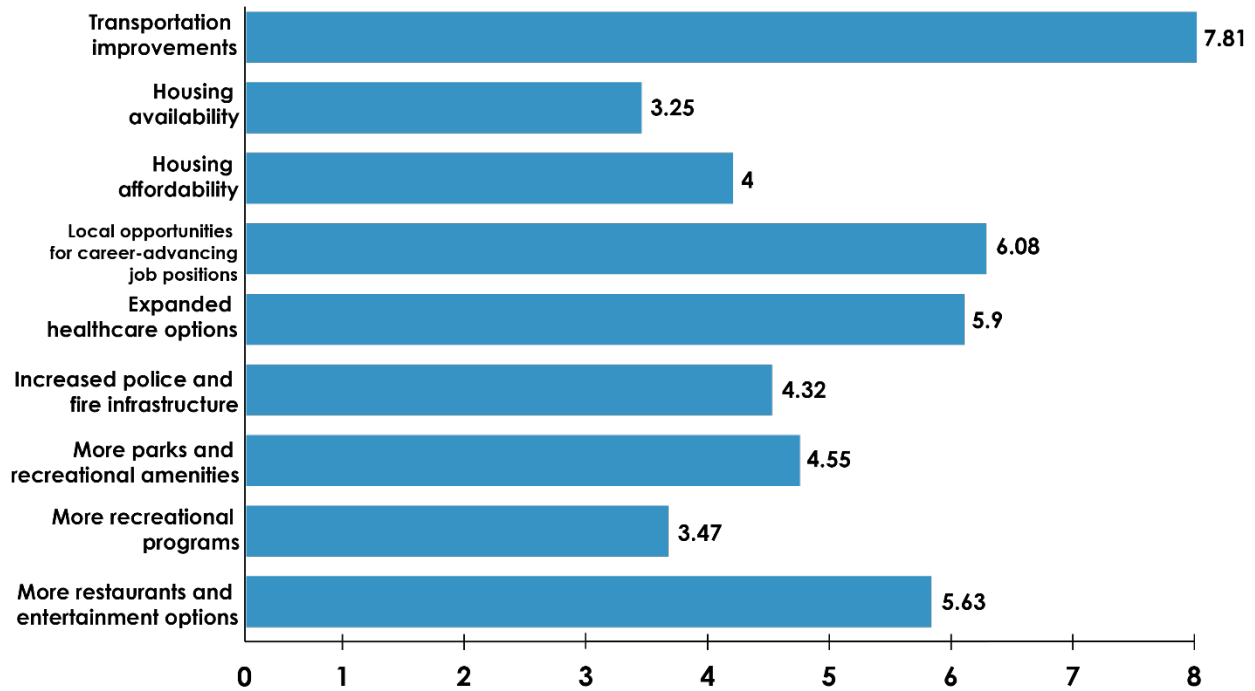
**Erosion of Community and Historical Identity**

- Many expressed a need to capture the small-town charm of the community

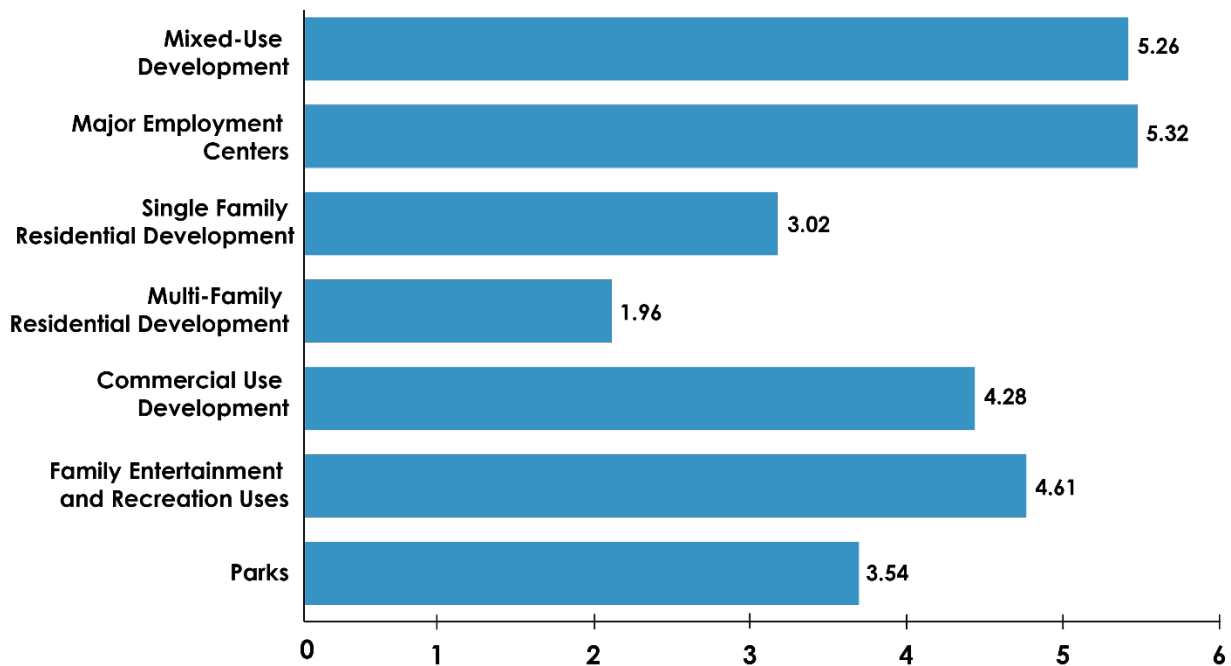
**Desire for Inclusive and Actionable Vision**

- Residents shared that the vision should be inclusive of all demographics (families, seniors, singles).

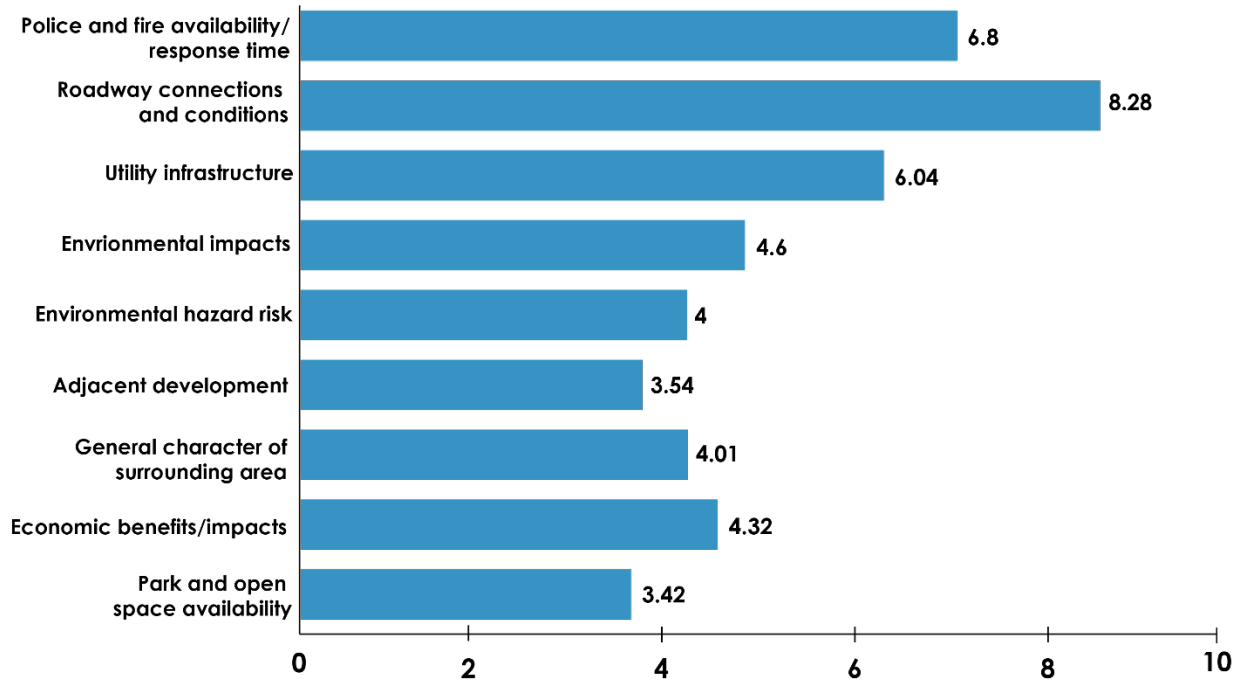
9. HOW WOULD YOU RANK THE FOLLOWING TOPICS FOR MARICOPA IN ORDER OF PRIORITY?



10. WHAT TYPE OF DEVELOPMENT SHOULD THE CITY ENCOURAGE OVER THE NEXT 20 YEARS? (SELECT ALL THAT APPLY)



11. WHEN DECIDING WHERE DEVELOPMENT SHOULD OCCUR IN THE CITY OF MARICOPA, IT IS MOST IMPORTANT TO CONSIDER... (RANK IN ORDER OF PRIORITY)



12. ARE THERE SPECIFIC AREAS WHERE YOU BELIEVE NEW DEVELOPMENT OR REDEVELOPMENT IS MOST NEEDED?

The survey responses for Question 12 were analyzed and grouped into key themes to better understand community perspectives. The following summary highlights the six most common areas where new development or redevelopment is needed according to members of the community. The areas are:

**Infrastructure Improvements**

- Widen and improve State Route 347.
- Develop alternative routes and reduce congestion.
- Enhance internal road infrastructure.

**East Side Development**

- Expand commercial services near Walmart and the new high school.
- Add grocery stores, gas stations, and retail in Tortosa/Rancho Mirage developments.
- Improve roadway networks and pedestrian access.

**Commercial Services**

- Attract diverse businesses and create good-paying jobs.
- Develop mixed-use zones and spread out retail beyond John Wayne Parkway (SR 347).

**Housing**

- Offer non-HOA neighborhoods to reduce living costs.
- Introduce higher-end housing for professionals.
- Pause residential growth until infrastructure catches up.

**Walkable Downtown**

- Create a vibrant, pedestrian-friendly downtown.
- Focus on the area near the library and City Hall.
- Include shops, restaurants, and public gathering spaces.

**Community Services**

- Provide youth programs and community gardens.
- Improve public safety and walkability.

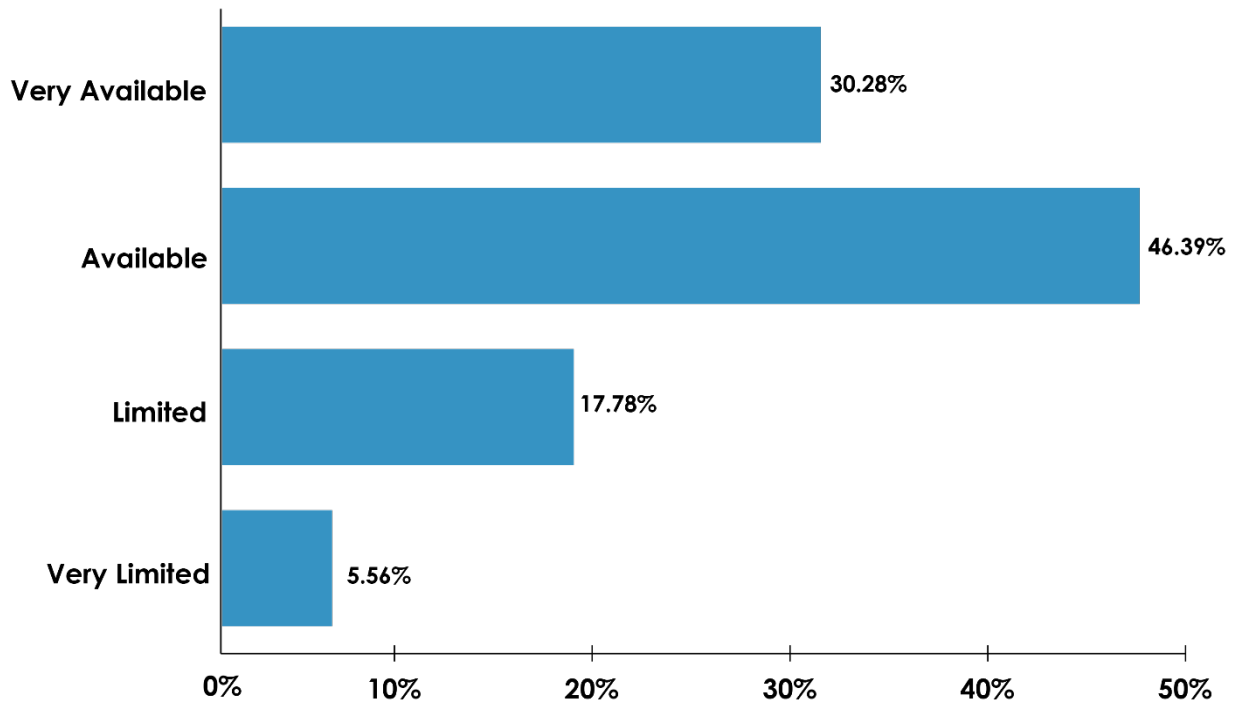
**Healthcare and Education**

- Build a full-service hospital.
- Expand school capacity and special needs services.
- Support arts, recreation, and lifelong learning.

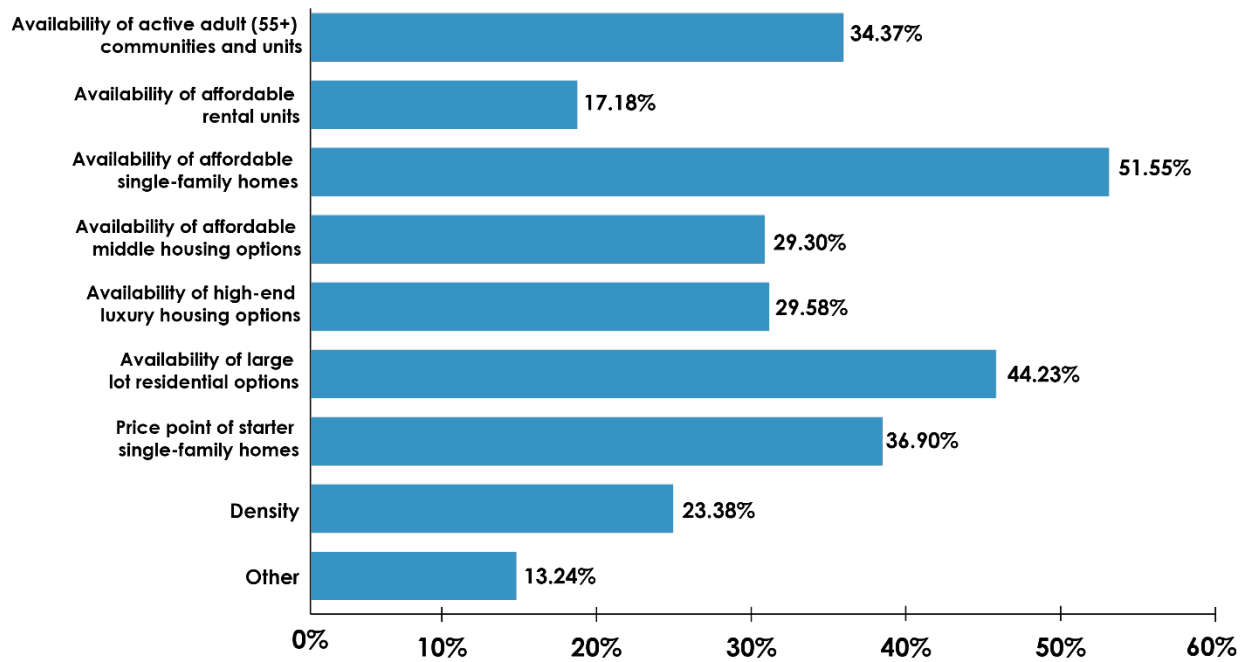
**Environmental Considerations**

- Preserve open space and natural landscapes.
- Promote sustainable land and water use.
- Encourage cultural and community development.

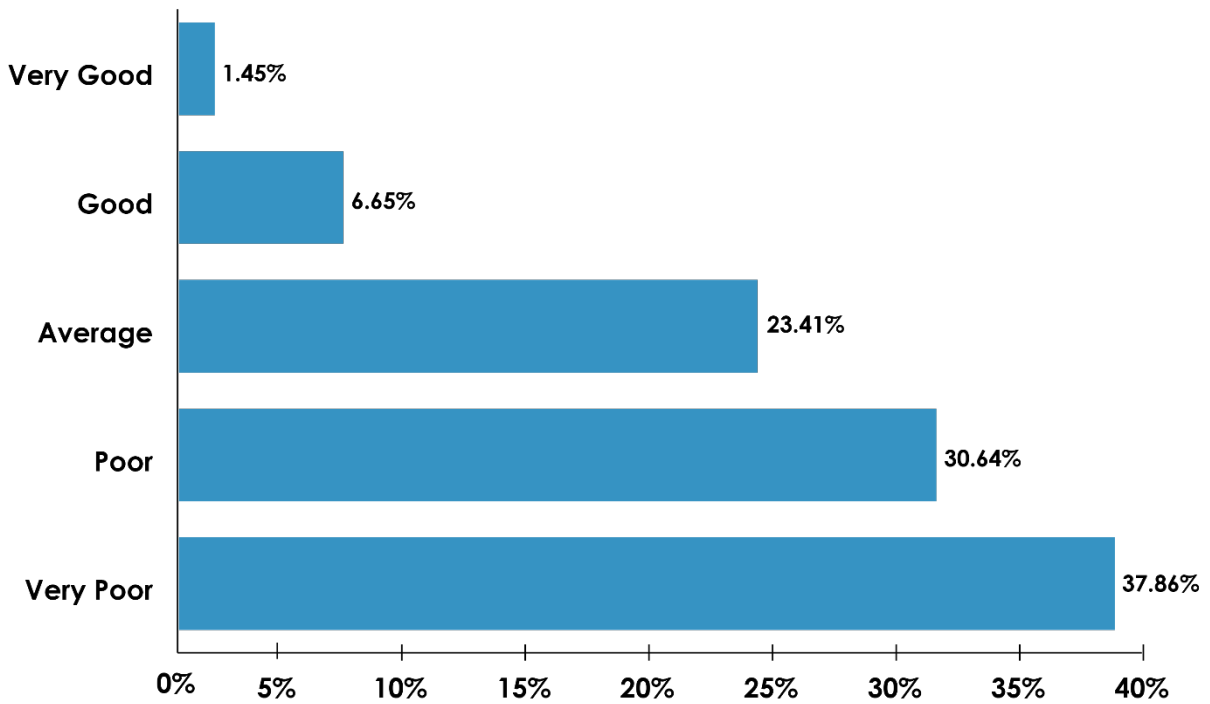
13. HOW WOULD YOU RATE THE AVAILABILITY OF HOUSING AT AFFORDABLE PRICE LEVELS IN MARICOPA?



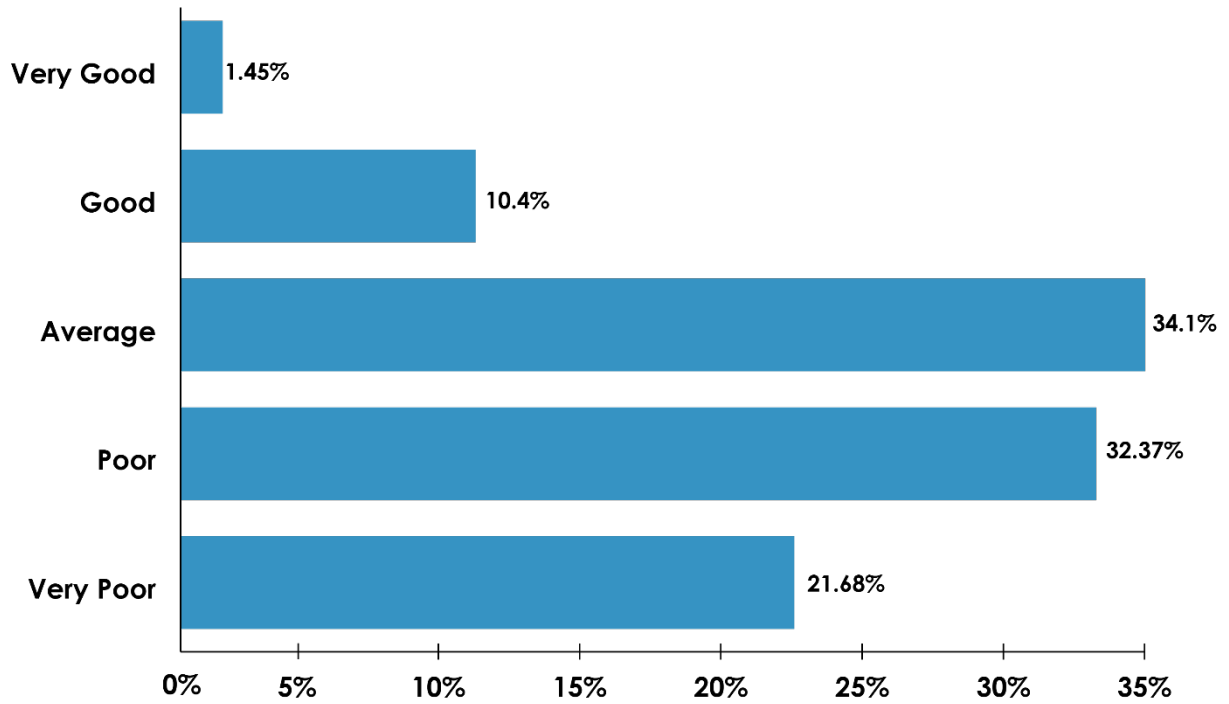
14. WHAT SPECIFIC HOUSING-RELATED CONSIDERATIONS DO YOU FEEL ARE IMPORTANT FOR THE FUTURE OF MARICOPA? (SELECT ALL THAT APPLY)



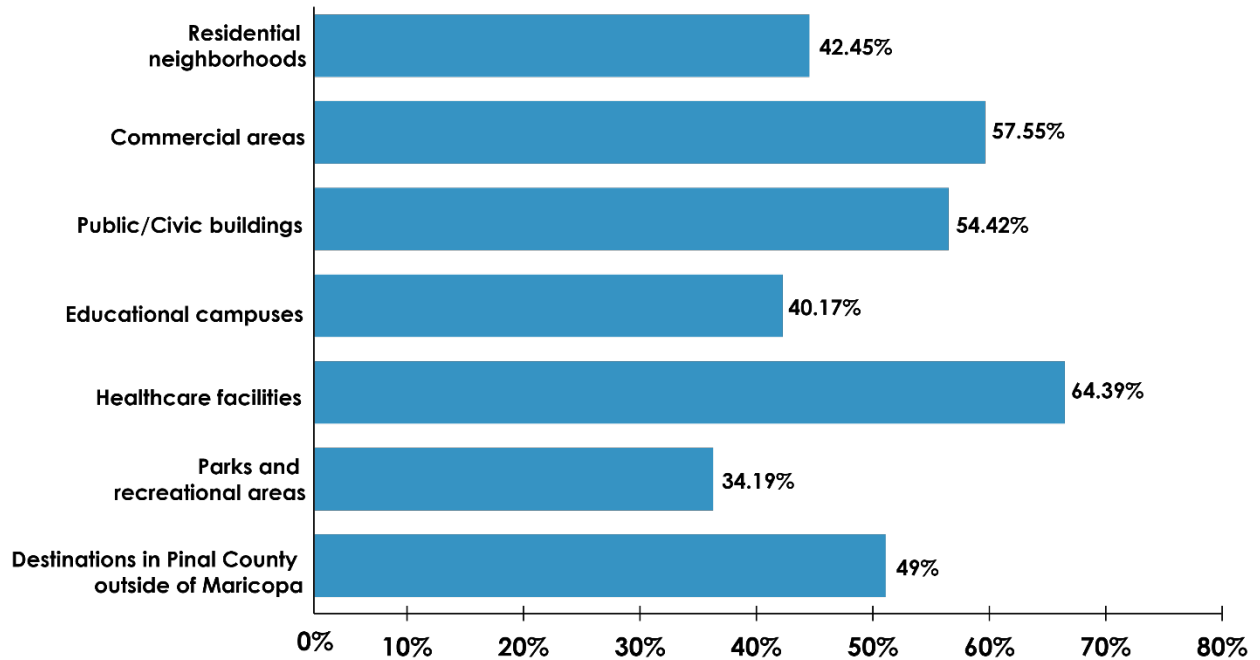
15. HOW WOULD YOU RATE THE CURRENT STATE OF THE VEHICULAR TRANSPORTATION INFRASTRUCTURE WITHIN MARICOPA?



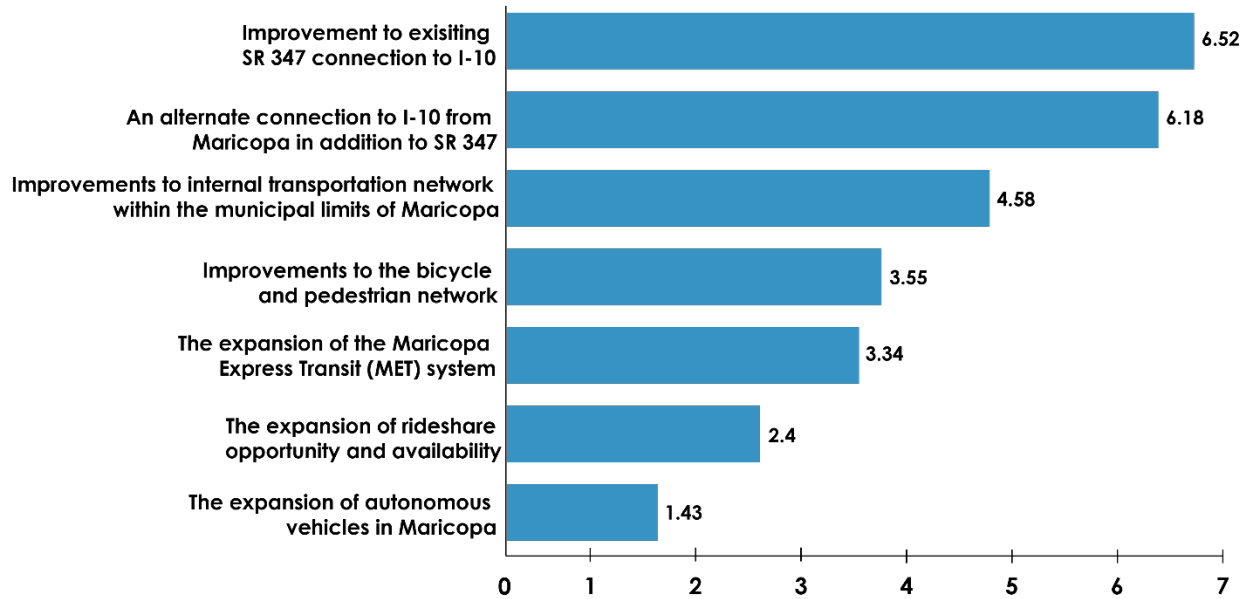
16. HOW WOULD YOU RATE THE CURRENT STATE OF THE ACTIVE TRANSPORTATION INFRASTRUCTURE WITHIN MARICOPA (I.E., BICYCLE ROUTES AND WALKING PATHS)?



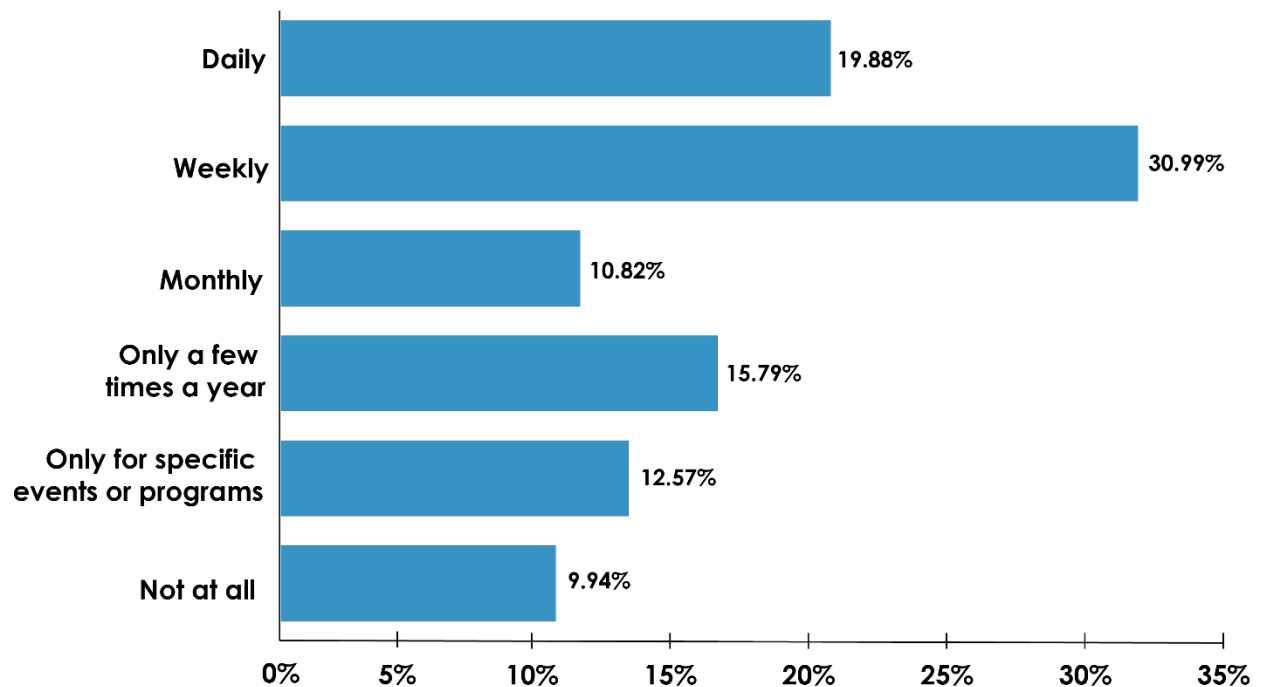
17. WHICH OF THE FOLLOWING DESTINATIONS SHOULD PUBLIC TRANSIT IN MARICOPA FOCUS MOST ON SERVICING? (SELECT TOP 3 CHOICES)



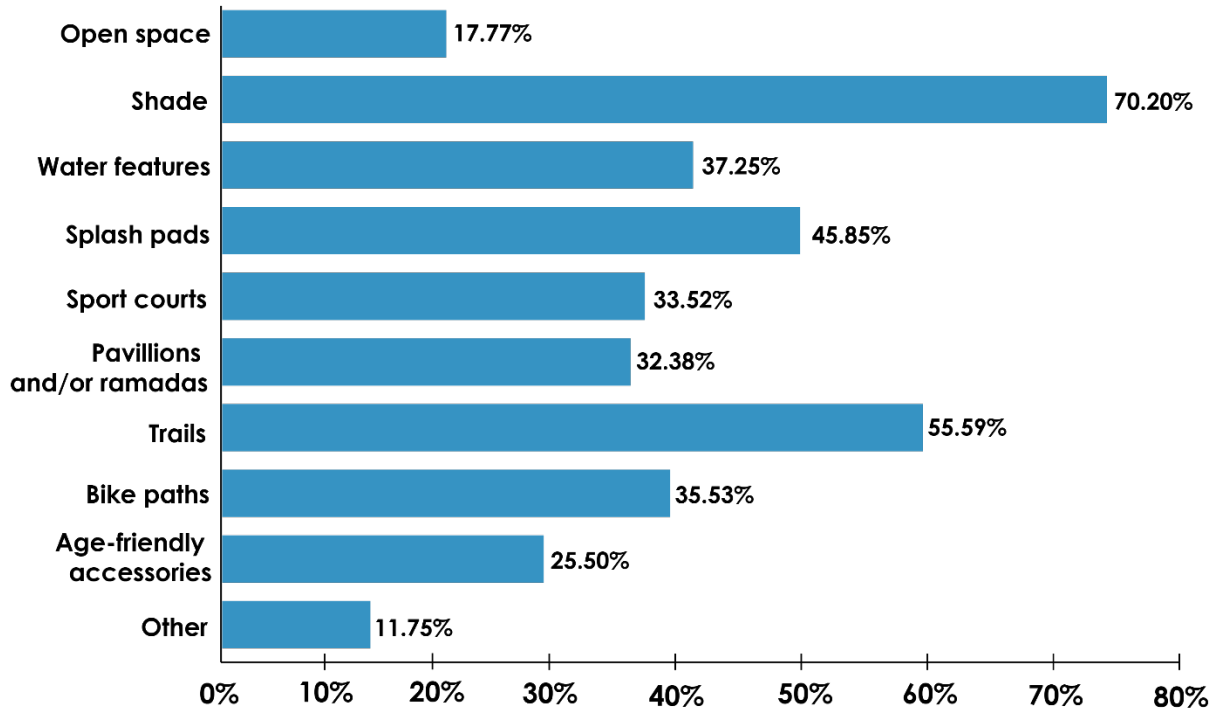
18. HOW WOULD YOU PRIORITIZE THE FOLLOWING TRANSPORTATION IMPROVEMENT CONCEPTS?



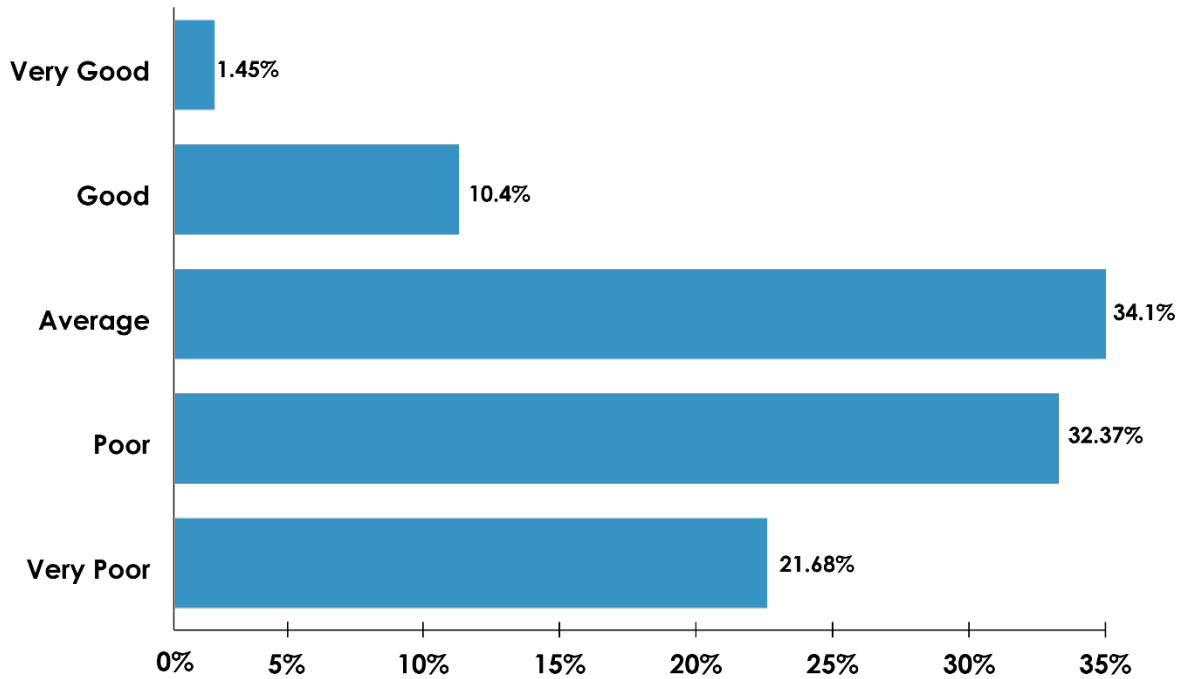
19. HOW OFTEN DO YOU USE THE PARKS AND RECREATIONAL FACILITIES IN YOUR NEIGHBORHOOD OR THROUGHOUT CITY OF MARICOPA?



20. WHAT ADDITIONAL AMENITIES OR IMPROVEMENTS WOULD YOU LIKE TO SEE IN MARICOPA PARKS? (SELECT TOP 3 CHOICES)



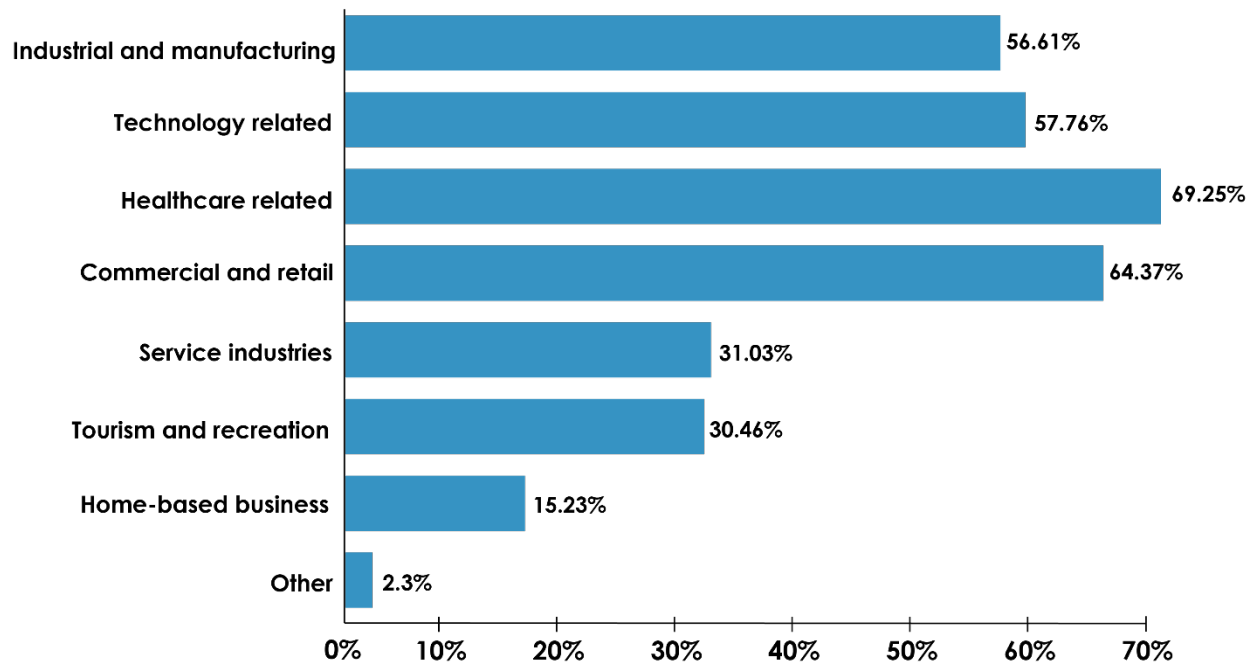
21. HOW WOULD YOU RATE THE OPPORTUNITIES FOR EMPLOYMENT IN MARICOPA?



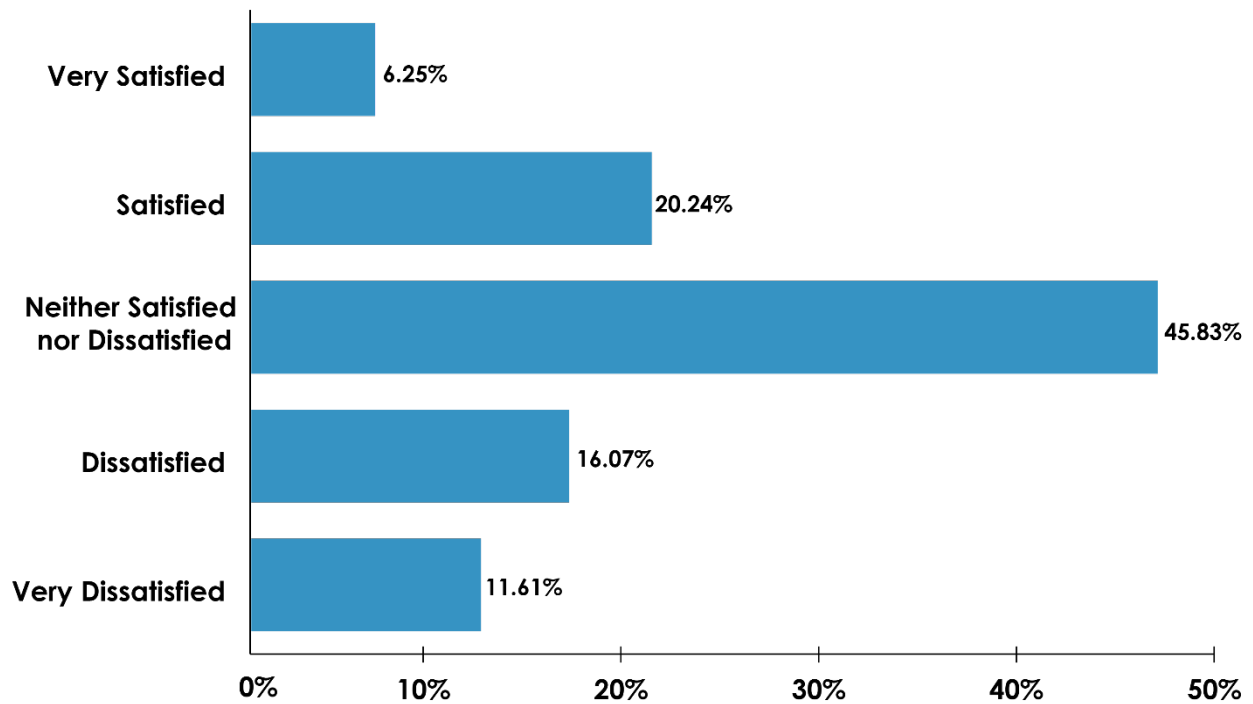
22. WHAT IS THE BIGGEST NEED FOR IMPROVING THE LOCAL ECONOMY IN MARICOPA?

The survey responses for Question 22 were analyzed to better understand community perspectives. The key identified themes for improving the local economy in Maricopa focus on a supportive environment for local job creation and diversifying business types. Survey participants overwhelmingly emphasized the need for more and better-paying jobs, especially those that offer career growth, support families, and reduce the need to commute out of the City of Maricopa. As for business sectors, for these types of jobs, there is strong interest in attracting a broader range of businesses such as manufacturing, technology, healthcare, and professional services.

23. WHAT TYPES OF BUSINESSES OR INDUSTRIES DO YOU THINK SHOULD BE ATTRACTED TO MARICOPA? (SELECT TOP 3 CHOICES)



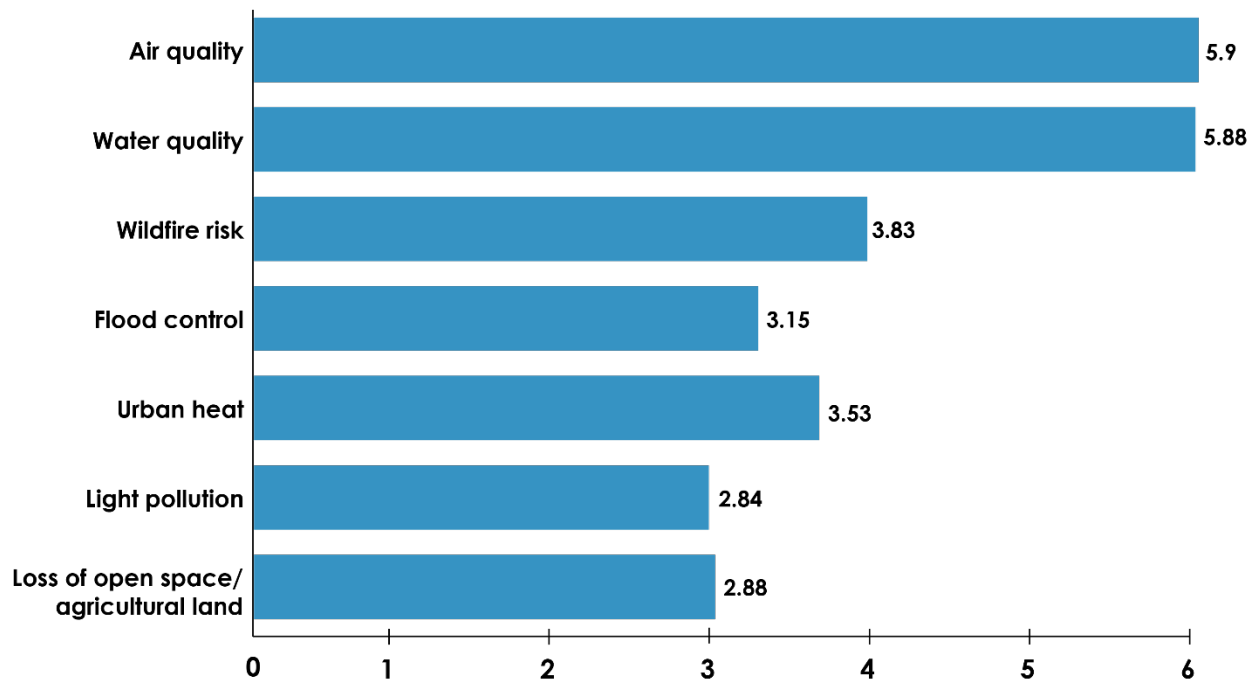
24. HOW SATISFIED ARE YOU WITH THE MANAGEMENT OF WATER RESOURCES IN MARICOPA?



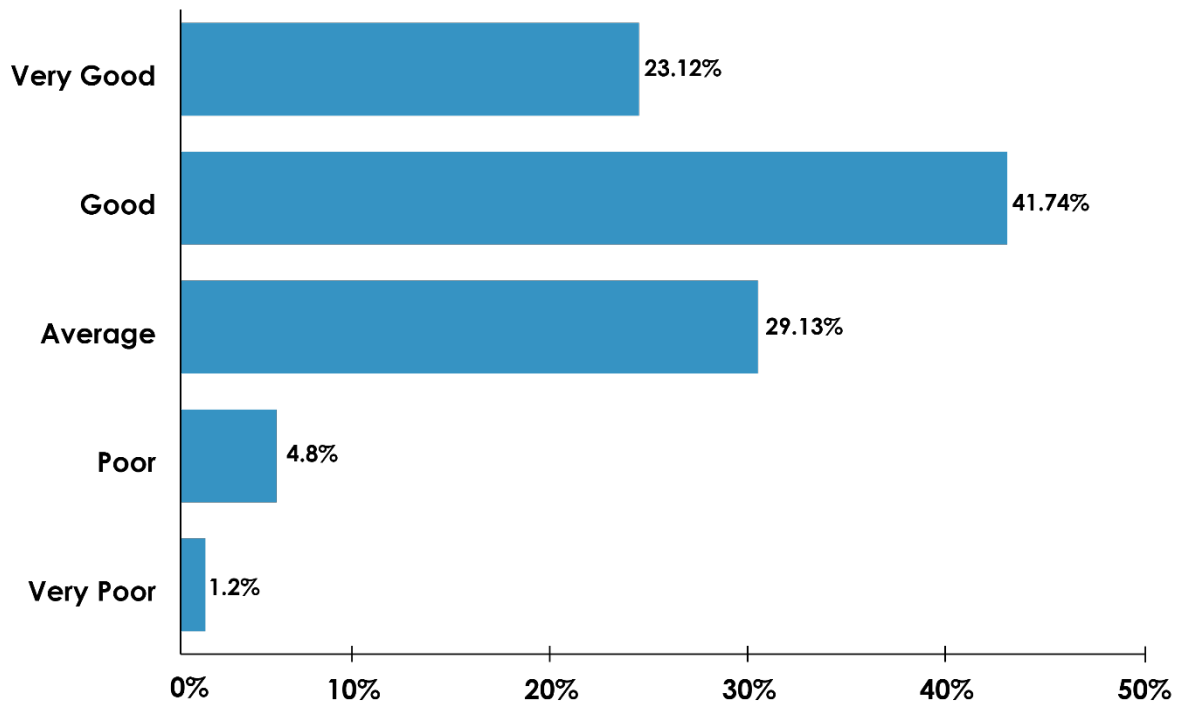
25. WHAT IMPROVEMENTS WOULD YOU SUGGEST FOR BETTER WATER MANAGEMENT IN YOUR AREA?

The survey responses for Question 25 were analyzed to better understand community perspectives. The key identified themes for improving water management in the community focus monitoring affordability, ensuring water quality, holding the water provider accountable, and conserving water overall. It should also be noted that there were several responses in the survey indicate a level of satisfaction with the provision of water in Maricopa and did not see a need to leave a suggestion for further improvement.

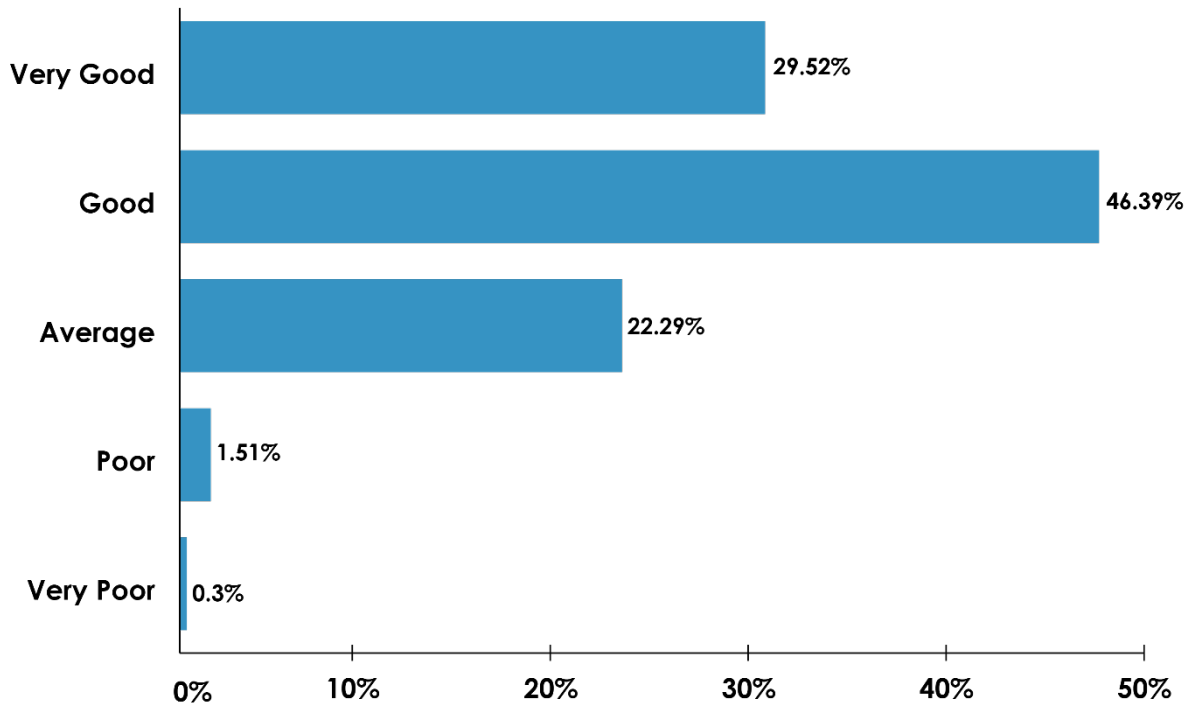
26. HOW WOULD YOU PRIORITIZE THE FOLLOWING ENVIRONMENTAL CONCEPTS?



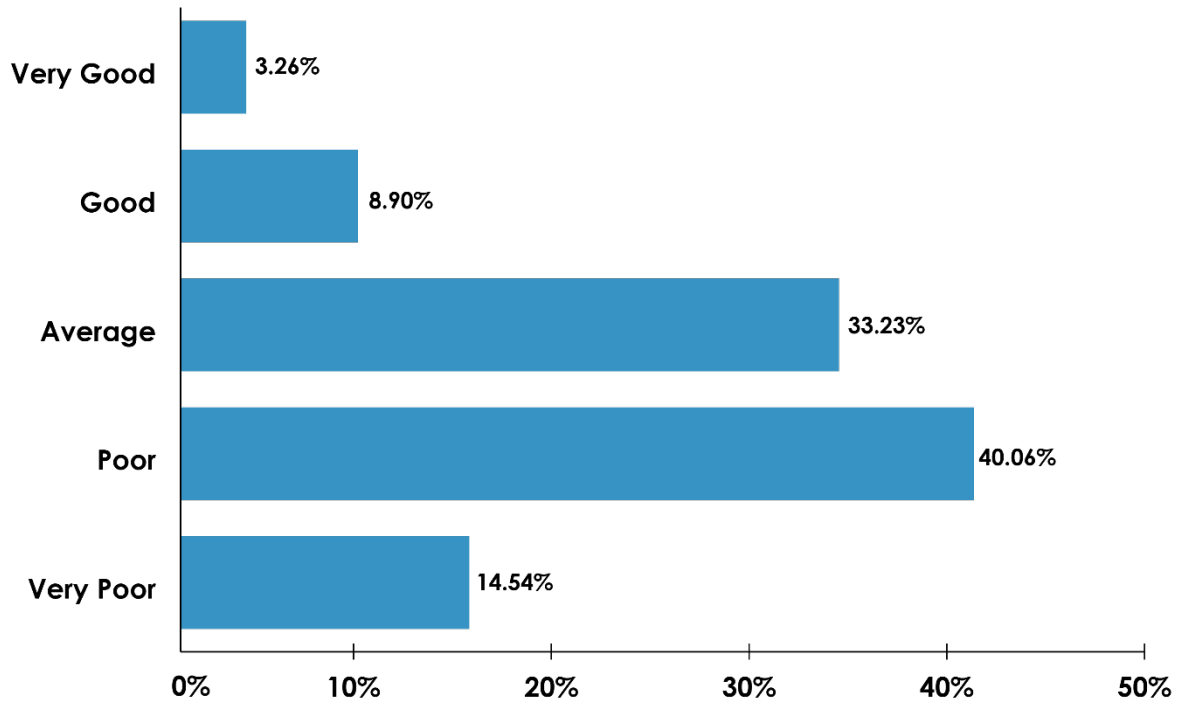
27. HOW WOULD YOU RATE THE QUALITY OF POLICE SERVICES IN MARICOPA?



28. HOW WOULD YOU RATE THE QUALITY OF FIRE SERVICES IN MARICOPA?



29. HOW WOULD YOU RATE THE QUALITY OF HEALTHCARE SERVICES IN MARICOPA?



30. PLEASE SHARE ANY ADDITIONAL COMMENTS OR SUGGESTIONS YOU HAVE FOR THE ADVANCING MARICOPA GENERAL PLAN UPDATE.

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- Thank you for allowing the opportunity to provide feedback.
- It would be really nice to have a walkable downtown with shops, sidewalks, restaurants, bars, an outdoor playground for kids to play while parents sit on the patio.
- Please work to bring better paying jobs to the City. We need more activities for the kids. More family type restaurants and less fast food (olive garden, Texas Roadhouse type)
- To be fiscally conservative with creativity for all citizens.
- First the congestive traffic, and the roads need paved. And those two areas that are deadly. Since you made the paloverde a state park, so positive
- Develop smart. Do not take away open space farming or agriculture areas.
- Improvements to SR 347 remain paramount. Concurrent planning/development of alternate routes to the Valley should be prioritized (i.e, the planned extension of Smith-Enke eastbound to Seed Farm road and the new I-10 interchange. At least two new large-scale grocery stores are needed (especially on the East side). I'd like to see more transparency as to why Winco, Fry's, Safeway, or even Bashas are hesitant to build...seems to me the ROI and demand warrant additional locations.
- Please don't let the social media comments dictate your decisions. There are like 30-40 trolls who are always online and their comments and opinions do not represent the majority of Maricopa.
- No additional comments.
- Quit wasting money on projects that produce no return.
- We need more help with Police ,Medical ,and Fire Department since this town has grown out of limits.
- Please put gas stations and a shopping center in tortosa area!
- None.
- More jobs...ROADS!!! The traffic on the 347 is making me consider moving!
- Get an alternate route into and out of the city, police presence, stop with the Section 8 housing.
- A plan to mitigate traffic noise would improve quality of life in Maricopa. This would require development and enforcement of city ordinances to fine drivers with loud vehicles.
- As a property owner in the "Planning Area" seeing my property slated as multiple residential per acres is insulting. I was never consulted and do not want annexed. I fully intend to own my property well past this planning period.
- ~Communications through text alerts and social media is good. Keep expanding its access. ~I enjoy the InMaricopa and Maricopa Monitor communications.
- I think you should invest in city infrastructure and create city jobs to care for future needs. With growth you'll need to develop a FOG program to control the growing restaurant, entertainment industry, you'll need a pretreatment program to control the industrial discharges and regulate fastest reams that could potentially harm our POTW and infrastructure. You should take control of the treatment plants from global Water ( if you don't already) and hopefully all reclaimed and drinking water would be treated by city of Maricopa residents (hopefully), instead of traveling to neighboring city's for decent work. Figure out how to protect our investments from the bottom (literally) up. Then

attract the major players. Without a solid foundation I feel like you would be setting everyone up for costly repairs, investments in the future.

- The population growth is outpacing the infrastructure development and before vertically adding more and more people, I would seriously look at how to better effectively move the people around the city instead of through the city.
- Need additional roads to I10. With more people moving in we need more grocery stores, dept stores and restaurants.
- None
- Stop cheap housing and amount of apartments. Too much.
- Better choice of stores, healthcare, entertainment and recreational things to do for families and adults.
- I know the at Maricopa has the potential to be the best city in Arizona. As a family we enjoy the outdoors. We are very anctive in the angriculture community and our son plays sports so we are outside a lot. Our sports complexes are nice but often over crowded. This shows that families in our community also love the time we get to spend outdoors with others, building friendships and creating that stronger, safer and better community. I look forward to the future of Maricopa and hope we can build the best place in Arizona without losing what makes Maricopa, Maricopa. Agriculture is why our community started so let's not lose it or the great people that take care of our crops and animals.
- Please consider the amount of housing you are bringing to our city. We moved here to make this small town our hometown and with each passing of a new development it makes the dream of swinging on the porch the my husband slip away. We will not stay and raise our children in that environment. I miss the farms and cows. That is the place I want to raise my children.
- Healthcare is practically nonexistent for emergencies.
- One thing I would like to see is more traffic enforcement to make it safer for all those that use the roads. Everyone deserves to come home safe
- Need fully operational hospital, 347 connection and safety to other hwy interstates and a Costco
- Please just stop building. There are too many people. Focus on the roads and the schools. Please stop wasting money of the Wild West fest. Bring back the salsa festival. Seriously fix the 347 don't build another home until you fix that! You are ruining the close knit small town you advertise because you are building do much and not caring about those of who built this town. We have given the close knit feel and many of us will move when our children graduate because you have destroyed the small town feel. So stop building. Just stop. None of us want these apartments.
- The General Plan should not need updating. This survey demonstrates a lack of foresight from the City's leadership.
- Work on road networks ASAP. There are too many apartments and houses going up before roads are done. There needs to be more schools and restaurants built as well in order to support the increase in population.
- I like to see a city that takes such care to get the opinion of its residents. Maricopa is very nice and has potential to be great.
- Need more quality Healthcare.
- STOP BUILDING HOUSING L, FIX THE 347

- None
- We need a full service hospital in Maricopa. We need to improve the 347 by getting overpasses where there are currently stoplights. We need an additional way to access I10. We need to stop building apartments and focus on building more grocery stores. (They are always crowded and out of products.) We also need more sit down restaurants.
- There are no top tier healthcare providers in Maricopa. Find ways to attract Top Docs.
- We enjoy our city and pray that it continues to be a safe and prosperous city, hopefully, adding on the suggested changes of those who have invested in the city like families like ours.
- Encourage farmer markets so that maricopa residents can shop locally there produce, food and other items instead of going into Phoenix or other towns. We could keep that money in our town and keep people off of the 347.
- The city NEEDS to be audited. The city of Maricopa NEEDS an audit department to hold each department accountable.
- - better healthcare - more tourism and "things to do" as a family - better option for gym and fitness center - less entry level homes and more luxury homes
- Realize it is a big job. Keep up the good work
- 1. A real hospital in the next 10 years should be a priority. The current resources amount to a band aid and a trip to Phoenix for real treatment 2. Continue to advance the transportation issue 3. Be wary of industry that has a negative community impact, which in my opinion is recycling operations. And the prospect of 36,000 jobs is just so unbelievable , but that's what we're supposed to believe
- As mentioned before, the current trajectory of the city seems to want to create a little Casa Grande, or Phoenix. Maricopa has the potential to become an oasis in the desert of community, culture, and collaboration. More emphasis should be put on preserving the natural environment and beauty of the land. Use the commercial and residential properties that have already been established. Most housing developments are not at capacity and are still run by corporately controlled HOAs. There's an excess of residential apartments and bungalows being built despite the fact there's only one major road in and out of town. Expand the train line work with state and federal and native governments to making Maricopa a hub for statewide hyper loop between Flagstaff, Phoenix, and Tucson. Make more opportunities for art, creativity, entertainment, and education available. There's hardly any opportunity for adults and there's a loneliness epidemic. Make a non-athletic community center with rentable classrooms, a public maker space for community classes and clubs. Put more emphasis into the community farmers market. Create a 24/7 emergency veterinary hospital for our pets, a pet boarding facility, and a local animal shelter for lost pets and strays. Attract a major university like UA or ASU to build a branch campus here. Foster more collaborative spaces and business parks to attract technology and businesses. Build more retail services where they make sense and have a need, stop making repeat fast food chains, more opportunity for small businesses and restaurants.
- Love this town and want it to thrive. We need industry/business/jobs that are high paying that will allow a community base to flourish. When you have these kinds of jobs, those people are able to help those in need...building COMMUNITY

- Maricopa will grow and develop better with the widening of SR 347. They have done it with Anthem/ Carefree/ Peoria in the North, Gilbert/ Queen Creek/ San Tan/ Ocotillo in the East, Buckeye/ Verrado developments in the West. State Route 347 is not just Maricopa's but the State's. SR 347 is a main route/artery to I-8 and I-10. We've voted and paid sales tax before (2018) to fund 347 development, but the city was sued and stopped by interest folks who don't live in Maricopa. The taxpayers who drive 347 everyday are just hoping to get to work/ school on time, without allocating 1-2 hours of commute/ crawling in traffic (volume/ snake traffic/ delayed reaction time/ unsafe driving habits/ bully trucks and big rigs with flying debris and dirty/ obscured plates). Safety of 347 has been a primary concern and an agenda of its own, but it's difficult to talk about Maricopa Development without tackling 347. Many residents might realize they cannot even enjoy their beautiful new homes more because they're stuck sitting in 347 traffic. On neighborhood safety, there is a need to revisit laws on sale of cannabis/ other possible drugs from houses/ streets to minors, mental health as alibi/ excuse, trespassing into rental/ vacant properties turned into party houses, sexual predators and repeat offenders walking the streets. Maricopa should also revisit laws regarding investors who purchase houses to turn to rental homes and landlords should follow through with the management, upkeep/ maintenance and legal use of their properties, to maintain safety in neighborhoods and value of properties. Lastly, Maricopa also needs regulations on the safety and legality of properties that are being disguised as "group homes" for minors, but are linked to individuals with sexual assault records in AZ and other states
- I'm so excited and look forward to watching this city grow. I am proud to live in this city and raise my children here.
- Please stop building apartments. Build more multi purpose buildings that would make employment opportunities for all ages.
- The city has huge potential to become a great city by taking the best of what is working from cities all across maricopa county, from the middle class to the upscale, and leaving what hasn't worked for these cities in Maricopa County
- Lower Tax's
- Please stop building apartments until the city fixes the infrastructure to handle all of those new people. FIX 347 (or at least assign an officer to do NOTHING BUT PATROL the psychopaths driving on it).
- People will continue to use maricopa as a starter home place if the city doesn't expand its ability to keep people in. Need more businesses need more entertainment. Need more grocery stores. Need more restaurants. Need some good employment opportunities, like Home Depot! Not another Hardee's or another McDonald's
- We need an indoor shopping mall and a full service hospital.
- We need a real hospital and more space zoned commercial to drive white collar jobs here in town.
- Relating to healthcare services, encourage Banner Healthcare to build a much needed real hospital here with ER, OB/GYN, Medical surgical and progressive care units and an ICU. Lest people transferred out of the city for care.
- I would love to see a more reliable hospital in town for our aging population.

- We must be a welcoming city. We must recognize development needs and time frames. We must not impose ridiculous requirements on developers and allow them to keep some of their corporate look and recognition
- Please widen the 347
- Please slow down the building in the area. Maricopa is overpopulated for the amenities that are available now.
- I would like for traffic laws to be enforced more. I turns in the middle of the street, not at an intersection, right in front of a police officer. That's just one example
- That layout & islands routing & otherwise promoting congestion shopping fry's center is staid beyond belief if you shop. I don't. I go to CG because it's safer, more pleasant experience and takes the same amount of time. I'm sorry over it but I find the risk intolerable. Use MC biz that isn't there if they're workmen or located easy in easy out. Walmart sucks. Tractor supply, Home Depot pleasant to shop at. The car wash/Taco Bell road uh... looks like I built it when I drank to much but it's fun if ya go Really Fast. teehee.
- Would love to see a walkable area like downtown Gilbert with shops and restaurants and parks etc. make it a place people want to come!
- We need a large hospital, more grocery stores, and businesses. Stop the apartments
- Need better and more roads, development off of John Wayne parkway, stop building apartments, tear down some of the apartments that are an eyesore, restaurants, Grocery stores, entertainment options, bike trails
- Please avoid becoming a ghetto
- Be open minded, listen to residents ideas, be realistic and have attainable goals.
- I'm originally from a small town and Maricopa brings that feeling
- I'm happy to call Maricopa home since 2016. I can't wait to see us continue to grow in bigger and better ways.
- We really need additional grocery stores. Aldi is a start, but they are small. Something for the residents to the East. Maybe WinCo or Safeway.
- So many people are caught up with the situation of 347. I feel it's long overdue to look at alternative routes to I-10 via Smith Enke in particular. We MUST have a viable access to I-10 directly from Maricopa eastward!!! This will not impact 347 at all with the exception of taking traffic away from it and JWP. Many have said to expand Casa Blanca but that still involves traffic on the 347 to get to it. Also, the 238 bypass around Cobblestone housing addition needs to be put on the fast track to getting that done. Whatever we can do to take traffic away from incoming and outgoing Maricopa on the 347 has to happen. Doing so delays the inevitable of having to make JWP a raised flyover someday in the not so distant future.
- Until this city addresses the issue of traffic and drivers not adhering to the speed limit; there will continue to be daily collisions on HWY 347. For the amount of traffic that travels on this highway on a daily basis to work elsewhere, the conditions are deplorable. Our State Governor Katie Hobbs should be ashamed of how the funds to solve this problem keep getting appropriated elsewhere within the State. I would inviter her to try sitting in a backup for hours when there has been a serious fatality that closes the road.
- More doctors. Bigger hospital.
- Would love to see a hospital in Maricopa, more lanes on 347 or better access to the valley. Some other restaurants are needed as well.

- Get the ball rolling!
- Good luck
- We don't need more houses without the ability for people to work in Maricopa. I see this as the biggest need for our city to grow.
- Every city should have a hospital, babies should not be born on the 347.
- We really need alternate routes around the congestion of JWP. Specifically for commercial traffic and commuter traffic out of Tortosa and for those that live south of the city.
- Maricopa is not a city, it's a housing development. BUILD INFRASTRUCTURE, we absolutely do not need more housing projects
- We need a hospital. 80000+ people, a huge retirement community, and no real hospital. It is disservice to our community and the surrounding reservation communities
- Walkable downtown will add so much to the community. It encourages "tourism in your own city", promotes art & culture, while supporting local business owners and the city's economy.
- We need to prioritize and do EVERYTHING WE CAN to expand the 347 for the thousands and thousands of people who commute this daily so we do not literally fear for our lives making a living and just trying to do life.
- I like the walkable downtown idea. We also need more grocery stores as I often have to go to multiple stores and still can't find what I need in town.
- See #6
- Thank you for taking the time to ask these questions. I hope through all the negativity you may receive when you read these, that you also get a lot of helpful ideas that help generate some new things for the town. I appreciate the opportunity to be heard and I'm looking forward to seeing the fruition of the survey eventually!
- Overall I really like this town, it has so much potential to be something great, and has a lot of existing infrastructure to do it with. It needs more parks, more walkable areas, more local businesses, a more "downtown" feel to help foster a friendly and happy community.
- Copa needs jobs here that pay enough to support the median home prices. You can't afford a home here unless you are 2 families x with 4 adults working.
- Better start building your belt line around the city to relieve congestion on John Wayne
- Bring grocery stores to the east side. Gas stations on the east side Venue for those with walkers, scooters, wheelchairs, canes, etc.
- 347 needs our first improvement, then it would be nice to be able to walk downtown and have museums and things for kids to do.
- I used to live in Boise..26 miles of bike and walking trails. From one side of the city you could follow the trails from park to park. It was wonderful. Not practical for Maricopa. You need to look around at the age of the people living here..kids about 15 start looking for jobs, if they don't find something here they either go out of town or get into trouble..fast food or life guards. How about seeing if CAC can use students? Trade schools? See if they can get paid through Cavit or CAAG while they are learning something.
- A birthing center would be amazing. The thought of being in labor and driving to Chandler in the traffic is scary!
- N/a

- Have fishing days to promote families fishing, have block parties so the neighbors can get to know more people and work together toward making Maricopa friendlier.
- Get a factory, use. The rr
- There are way too many police policing a small area. This is a waste to our tax dollars. I see many police just parked taking naps or hanging out talking to one another. We pay for all these expensive undercover vehicles yet fit has no affect on the crime that takes place. We built a new police station where there could have been a community center built. A complete waste of money
- Focus on improving living conditions for the young families buying homes here. Keep them in town for a long time. There are plenty of apartments in town now. Stop building them and give those people places to work now.
- Improve the 347!!!
- Please consider improvements to 347 and traffic issues as your number one priority. It's a threat to growth and to the safety of our residents. No good will come from expanding without this being addressed.
- I pray City council listens to their constituents.
- Mental Health of citizens and our officers should be a priority in our our community if want the o reach the goals identified. Continue to proactively identify areas that of improvement and don't be afraid to make drastic changes when significant weaknesses are identified.
- Before anything else can happen pressure need to be taken off of John Wayne Parkway and Smith Enke. Stop focusing on population growth and start focusing on making Maricopa liveable. Also if there's any truth to the sanctuary city clames knock that shit off. Bringing in inner city criminals is not helping the city at all.
- Maricopa needs to remain a quite place, if it must grow it must do so with the intent of better developing its water resources so that it can maintain whats already here
- Maricopa is viewed as cheap and lower class. We have lived here for a decade. It is a beautiful, safe town and I would love to change the narrative here. We need a walkable downtown created, a tech industry, and the opportunity for luxury neighborhoods with large lots. I think this would make Maricopa desirable!
- Take care of the stray cat problem. Cut the stray cat population down, and implement a TNR program. My house is being damaged by the stray cats and is unsanitary.
- 347 needs to be fixed ! More fun options
- My wife and I moved here in the summer of 2017 Rancho El Dorado and Copper Sky have been a dream We love all of the infrastructure development including housing, roads, restaurants Now we are begging for a walkable downtown corridor that would unite this city Unfortunately we feel the need to escape to Chandler or Gilbert for a downtown experience Now I think it's time to ignite Mike Ingraham's dream and turn Maricopa into a desert metropolis A desert island of dreams
- Bring a Sam's club
- No more apartments please
- 347 I10 connection expansion is much needed
- Creating a tolling system to afford a viable alternative to 347 from Maricopa to Chandler
- I don't know if the city can do anything about it, but there's too much negativity in this town. So many people just complain about how miserable this place is instead of thinking

positively and actively participating in improving this place. I guess, try to listen to what the people want, and deliver with competence. Put forethought and logic into how things are done. For example, who the heck thought it was a good idea to place two roundabouts in Tortosa, which everyone going to the middle school and high school HAVE to go through because there is no other way to get there, and THEN stupidly decided to make the school bus stops AT THE ROUNDABOUT so all traffic has to stop in all directions while the bus picks up and drops off students. Absolutely no logic in any of that. The whole point of a roundabout is for traffic NOT to stop. Even so, people out here are incapable of figuring out how to use them, and stop even when there are no other cars coming.

- Please remember that the people here matter. Our lives matter. When we, as a household, are literally scared to leave our town because the roads are constantly getting plagued by accidents, there's a larger issue at hand. Secondly, small businesses are so important. They are constantly being run off by leases that are beyond affordability in town. Working with small businesses on a solution for affordable leasing, or even loosening the ridiculous measures needed to have events in town needs to be done.
- All you build are apartments and houses! Where are the businesses to sustain all these people! Roads to travel out of Maricopa are ridiculous!
- We need a bigger hospital in Maricopa
- We need a larger hospital that can handle higher level emergencies. We need better variety for dining out options. We need more shopping to keep us in Maricopa and keep us from spending money in Chandler & Gilbert.
- While I agree that we need more high density & rental properties, I feel it's a mistake to group them all in close proximity. Future HD developments need to be worked into master planned communities. There must be more custom/semi custom developments for high income residents (doctors, professionals, CEOs, etc). We need more office space and opportunities for small business owners. A thriving downtown entertainment zone will be highly beneficial and keep entertainment dollars local. We also need an arts and theater zone for local, regional, & national performances.
- Maricopa is a great place to live but if we continue to build big homes and apartments we need more stores, and to widen 347 to support the amount of people living and driving here on a daily basis.
- Stop new builds and apartments until the city catches up with business and industry. We are overcrowded. Casa grande has more options and less population.
- We have more than enough apartment buildings.
- More open hearings to inform the community of what's going on. Status reports about important issues like Rt347 resolution. Listing timeliness, status, etc. on existing projects. Better communication with the community.
- We need to find ways to attract people with money to invest in our city. We need to identify areas and seek grant opportunities.
- Fewer fast food and low priced stores. More grocery stores and services for the growing population.
- With the population growing we need a real hospital

- Hoping for a walkable shopping like Scottsdale quarter with large water splash area and night life
- Walkable Downtown with a theater, bars, restaurants, local shops, bike paths, pet friendly, etc.
- None
- No additional comments at this time.
- Improve 347!
- I think the biggest opportunity is inviting better paying local jobs.
- We need a walkable downtown with more amenities.
- We need an animal shelter and emergency vet in town.
- No more apartments and better roads
- It would be great to have a full service hospital (not Exceptional) out here too. Ambulance wait times are 20+ minutes and the "hospital" in town can't do much if you're in for critical/trauma and can't operate immediately if it's a serious condition (IE stroke, heart attack, etc.) It's pretty much a glorified urgent care. I also don't have kids yet but I know that when I do, I would not feel comfortable staying at my home in Maricopa because I would have to drive at least 45 minutes to get to the valley to have the baby. Maricopa is a growing town with many young expanding families moving here, as well as older retired individuals; two groups of people that need hospitals the most. I am honestly shocked a proper hospital hasn't been built yet.
- Please Please Please FIX HWY 347!!!!
- No suggestions, just appreciate having a way to express my voice as a member of the community. Thank you
- Do not grow the city anymore until we have the infrastructure ie: spare highways in and out of the city
- I think the city needs to look at what makes a city thrive. Cramming large numbers of people into the area without roads, jobs and amenities is not the answer. Enough with the multi family housing. We have also heard from several businesses that said the city made it extremely difficult to obtain permits and build in timely fashions.
- All EMS services need more money for tech, training and salary. Maricopa needs a full service hospital and a highway that doesn't back up or endanger everyone.
- First provide jobs before housing. Second provide safe roads to jobs before housing. Third provide necessary shopping structures for those who live in Maricopa. When you you have proper health care, jobs, transportation (safe roads), then and only then start providing housing.
- Would love to see the city reach out to Harkins Theaters to see about bringing a theater to Maricopa.
- Thank you for considering improving light pollution
- More business needed and needed away from John Wayne Parkway!
- Roads and business
- N/A
- Walkable downtown
- I just want a Walkable Downtown with a theater, bars, restaurants, local shops, bike paths, pet friendly, etc.
- no

- In the 10-Year Plan, include a large, vibrant, and WALKABLE DOWNTOWN in a fresh, clean, new location that draws locals and tourists! Make it the "place to be" for events and everyday fun!
- PLEASE build a Downtown, but be sure to build it in a brand new location where everything can be clean, fresh, and especially away from noisy roads and railways.
- Trails connecting the city could earn us lots of awards (like it did for my hometown Marquette, Michigan) - Marquette was considered one of the most "livable" small towns in the United States. PLEASE plan for a Walkable Downtown - it will improve the lives of residents of ALL ages in the city! Thank You for considering my request.
- More food restaurants
- Maricopa needs a town center away from John Wayne park way. A focal point for the city.
- Please designate a space in the upcoming General Plan that can be earmarked for a LARGE and VIBRANT Walkable Downtown. This will be the most important feature in the city to improve the quality of life during residents' leisure time! Thank you for considering this request.
- I think that the next plan should convey an actual direction for the City that residents can understand and support - a sharable vision that can be embraced.
- Need to have reputed, high quality hospitals, higher flexibility in zoning changes (for example, changing GR zoning to commercial zoning, it may help to attract more business). Expand utility supply beyond city limits.
- Would love to see a CANES!
- We want to be a destination city, however, we aren't doing anything currently to bring people here regarding permanent solutions. We do concerts and what not but a subpar aquatics facility, a decent set of ball fields but only one hotel. Furthermore, we have no family attractions here in terms of entertainment. Also there are no employment opportunities for those outside of the service industry.

**APPENDIX B – PUBLIC REVIEW DRAFT FEEDBACK SURVEY (OUTREACH SURVEY #3) RESULTS**

Please note that the public feedback shown from the Public Review Draft Feedback Survey (Outreach Survey #3) includes comments in raw format to preserve the exact responses that participants submitted, which means that grammatical, spelling, and other language variations may be present. Responses to the public comments are also included.

Comment Number	Comment	Response
1	This document is 217 pages long. I doubt anyone will read it in its entirety. You won't get feedback if no one reads it. You should include a 10-15 page executive summary highlighting the proposed actions.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan.
2	The draft plan introduction chapter is well organized and easy to follow. The one item missing (Maricopa Vision pgs 18-21) in my opinion is implementing a "city identity" that provides a desire to say, 'I live in the Arizona city that has a history of...'. That was founded on - it could be transportation (Butterfield/Overland Stage Route) or (Native Inhabitants) historical foundation and how we are honoring that history, etc.	The Vision of the General Plan has been vetted in community workshops by the public. However, the Local History section in the Introduction was rewritten with input from the Maricopa Historical Society.
3	Pause home and apartment construction to focus on necessary infrastructure including a parallel route to 347 the connects to I10.	Infrastructure, particularly as it pertains to traffic, is an important condition that is addressed throughout the Plan. See Table 1 for a detailed guide as to where more information can be found on these critical topics.
4	When we moved out here in 2001 from South Phoenix it was to get away from the city life and all the traffic and crime. Yes the city has grown with you have house on top each other. Crime has gone up and the driver are bad they cut you off or do stupid things like that on the road and if you try to do something they pull a gun out on you.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
5	I have been in the multi family housing industry for 50 plus years. I have witnessed discrimination for not allowing multi family but never have I witnessed the ruining of a city by too much multi family. I wish I could have paid off people to get my zoning.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
6	See email sending Jan 20, 2026, from the Maricopa Historical Society	Local History section rewritten with received input
7	Hope about dropping the current Corp which has no home ownership as it would be to the advantage of the Sorrento community.	Not applicable to the General Plan.
8	This is a well written plan to help guide us in the next 10 years.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
9	See my full comment, below.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
10	We don't need additional apartment buildings. We need to concentrate on infrastructure.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan. Housing and infrastructure are part of these key topics. These references in the Executive Summary will show readers upfront the locations of where the General Plan addresses these topics.
11	Leave Maricopa rural and keep out people who do not want the live style. You are creating a travesty by taking the farm land and adding more than 1 house per 1.25 acres.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan. Housing and infrastructure are part of these key topics. These references in the Executive Summary will show readers upfront the locations of where the General Plan addresses these topics.

Comment Number	Comment	Response
12	There is zero attempt to maintain the "character and value" of Maricopa. Going from a small town feel to wanting to be the biggest town in Arizona is a far cry from from it's original character.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan. Housing and infrastructure are part of these key topics. These references in the Executive Summary will show readers upfront the locations of where the General Plan addresses these topics.
13	Maricopa does not have the proper infrastructure to handle the residents already here. It is obvious there was no forward thinking when the city plans were drawn up. Instead of more apartment complexes, further exacerbating the traffic problem, you willing need to focus on building an infrastructure that can handle the residents we already have and beyond. Start with getting some retail and restaurants off of JWP. With one way into Maricopa it is ridiculous to have all the shopping and gas stations within a five to six block radius. Further increasing residents commute time. Another thing, if you want to attract more businesses out here, you really need to fix the infrastructure. Not too mention those who come to Maricopa and then go to the casino. No one is going to want to live, work, visit, or open a business here if every time they go out or come to Maricopa and they are faced with rush hour like traffic, no retail parking because the lots are always full, or they could get stuck in Maricopa for hours if there is an accident on the 347 and there is only one way into Maricopa. I just feel, if you want to generate more revenue for the City of Maricopa, it is not to bring in more people but to listen to those who are already here and make their quality of life better. The revenue will follow.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan. Housing and infrastructure are part of these key topics. These references in the Executive Summary will show readers upfront the locations of where the General Plan addresses these topics.

Comment Number	Comment	Response
14	Data Center	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
15	Stop with the damm apartments and start building better restaurants not fast food joints !!!!!	This Plan does not seek to expand the development of apartments. Rather, this Plan focuses on providing a range of housing types and options. Further, land use changes made to Figure 16, within the municipal limits of the City, were made to reflect existing development or existing land use entitlements and were not made to expand High Density Residential. Land use changes within the larger planning area reduced housing density in several areas.
16	very good	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
17	Where did you get ffeedback on citizens wanting more apartments. All my friends do not. Where r u getting these request from	This Plan does not seek to expand the development of apartments. Rather, this Plan focuses on providing a range of housing types and options. Further, land use changes made to Figure 16, within the municipal limits of the City, were made to reflect existing development or existing land use entitlements and were not made to expand High Density Residential. Land use changes within the larger planning area reduced housing density in several areas.
18	The whole thing is too long to read online and also appears to be quite complicated. Didn't continue to scroll through it for those reasons.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan.
19	It is well written but mostly words without a lot practical substance. The hypergrowth without the infrastructure to support the traffic flow or industry/employers to drive the economy ...it's becoming not much more than a satellite	Infrastructure, particularly as it pertains to traffic, is an important condition that is addressed throughout the Plan. See Table 1 for a detailed guide as to where more information can be found on these critical topics. Table 9

Comment Number	Comment	Response
	city for teleworkers. It used to be charming ...now it's overcrowded.	also was included to provide direct implementation actions.
20	n/a	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
21	The Introduction provides a solid overview of Maricopa's history, growth, and vision for the future. It clearly explains the purpose of the General Plan and the community's priorities. Including a simple visual, like a timeline of key events or a chart of population growth, and a brief note on environmental or sustainability considerations, could make the section even more clear and accessible to readers.	The Local History section in the Introduction was rewritten with input from the Maricopa Historical Society.
22	Land Use Criteria (pg 25) Table #1 - on column "Acreage Threshold for a Major Amendment," shows a number that is a high limit? In my view - Open Space should have a higher limit than 20 acres. Public open space, not just HOA provided. Figures 13 & 16 should have additional labels for the cities of Goodyear & Casa Grande outside our planning areas. An additional question to these two figures - why does our planning areas not extend southwestward through the SR 84/I-8 interchange, along the Maricopa County boundary? Signs along I-8 provide directions to our town, we could be welcoming visitors from there (or sometime in the future). Pg 66 Annexation Process - back in the late 1990's preferred growth was called "Smart Growth." That is where changes in land use were required to be in areas where water & sewer plans covered an area. Plus, sufficient fire & police coverage was also emplaced. Highways improvements have always been behind development!	Adjustments to the Figures were made as suggested

Comment Number	Comment	Response
23	Please! NO more apartments!!!!	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
24	Pause housing development to allow for appropriate infrastructure.	An Executive Summary has been added to the front of the General Plan that covers the structure and contents of the General Plan and also provides quick location references to key topics within the General Plan. Housing and infrastructure are part of these key topics. These references in the Executive Summary will show readers upfront the locations of where the General Plan addresses these topics.
25	I don't have a one page or section to go to. If you want to clog up your roads in maricopa fine just leave our lifestyle alone.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
26	Maricopa needs to focus more on adding businesses and work than adding more housing. We can keep bringing people in but if everyone has to drive to Chandler/ Phoenix for work, the 347 will just continue to get more and more packed and more and more dangerous	These issues reflect frequent comments that were shared during the plan development process. Please see Table 1 for a detailed summary of the specific location within the Plan that addresses these key topics.
27	The Land Use & Growth chapter does a strong job reserving employment land and discouraging its conversion to residential. However, it does not address the sequencing risk if housing development occurs faster than employment delivery. I encourage the City to add language or implementation guidance that explicitly ties residential growth phasing to demonstrated progress in job creation and infrastructure readiness.	Table 9, specifically the chapters on Connectivity & Circulation, Local Business & Economic Development and Safety & Public Infrastructure were included to provide explicit actions to advance job creation and infrastructure readiness.
28	In previous city documents, the historic water tower was mentioned as a local piece of Maricopa's history that should be preserved. Please add this last remaining structure of the 19th century to the General Plan Update. It is not mentioned anywhere in the current document. The City's support in	The importance of cultural heritage and the lifting up the importance of the Heritage District is discussed in the General Plan.

Comment Number	Comment	Response
	preserving this structure is essential if local organizations decide to lobby UPRR for it again.	
29	Declare any odd shaped empty lots seeing they be removed as available lots. It would place the Sorrento closer to self governing.	Not applicable to the General Plan.
30	The Advancing Maricopa General Plan is the foundation for how we protect our home, plan for our future, and ensure our voice guides the city's growth over the next 10 to 20 years. As Maricopa continues to grow, thoughtful land use planning is essential to manage development responsibly while preserving the character and quality of life our residents value. Growth should be intentional not reactive. The General Plan allows us to balance new housing with infrastructure, public safety, water resources, job creation, and economic development so growth strengthens our community rather than strains it. By planning with a long-term vision and listening to residents, Maricopa can remain a family-oriented, affordable, and thriving city. Smart land use decisions today will shape the opportunities and livability of our city for generations to come because this is our home, our future, and our voice.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
31	It would be to the cities and residents advantage to have space set aside for a solar farm. The space exists and it would be a revenue generator. Could even offer residents a chance to sponsor some panels.	The City does not developed solar projects. Any utility scale solar project would need to go through a formal public review process that is defined by the Zoning Code.
32	We do not need more housing or restaurants in Maricopa.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
33	No more building of residences until infrastructure is vastly improved	Infrastructure is an important condition that is addressed throughout the Plan. See Table 1 for a detailed guide as to where more information can be found on this topic and several other closely related topics. Table 9 also was included to provide direct implementation actions.
34	Page 16-17 - Maps - The map has a complete disregard for neighboring communities and the residents of the City of Maricopa. No one wants the huge sprawl and land grab that the City sees as the future. The I-11 is NOT a done deal. Maricopa is a transitory town due to it's location and lack of infrastructure. The catch up game with transportation creates the perfect storm for people to leave as soon as they have enough equity. It's been this way for 20 years.	Land within the City's planning area is governed by Pinal County. Thus, land use changes made within Maricopa's planning area must take into consideration existing Pinal County land use classifications. Overall, land use changes within the larger planning area reduced housing density in several areas.
35	See above.	Not applicable to the General Plan.
36	Please, Maricopa is growing so rapidly and a Data Center would dry up the water and electricity. The people will start moving out due to high utility and water bills. Maricopa will die ,again.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
37	YOU PEOPLE ARE CRAZY IF YOU THINK WE NEED MORE APARTMENTS!!!!!!!!!!!!!!!!!!!!!! THIS USE TO BE A NICE TOWN!	This Plan does not seek to expand the development of apartments. Rather, this Plan focuses on providing a range of housing types and options. Further, land use changes made to Figure 16, within the municipal limits of the City, were made to reflect existing development or existing land use entitlements and were not made to expand High Density Residential. Land use changes within the larger planning area reduced housing density in several areas.
38	I think my suggestion would go under #68 regarding businesses. I know we have a lot of apartments now and surrounding housing developments. So I suggest focus on business areas that can provide: Laundromats, dry cleaners,	The Local Business & Economic Development Chapter provides several goals and policies that directly or indirectly promote the need to support residents' daily needs. Further, Table 9, specifically the chapter on Local

Comment Number	Comment	Response
	<p>coffee shops, bookstores, computers sites that dwellers can use while frequenting laundromats and other store nearby, quick marts, and other small, fast use businesses. That way it provides the people living in apartments the things that are the most useful and necessary as well as provides support to those in housing developments. People have been asking for laundromats and dry cleaners for so many years and yet none have taken root in Maricopa. Please address the needs of those living here. Thank you.</p>	<p>Business &amp; Economic Development outlines actions to advance this priority.</p>
39	<p>No more apartments. The current apartments are visually very unappealing, looking cheap and ugly. Ahwatukee has many apartment complexes which blend in and are very aesthetically appealing. Ours, on the other hand, look like ugly, weird coloured boxes.</p>	<p>This Plan does not seek to expand the development of apartments. Rather, this Plan focuses on providing a range of housing types and options. Multiple policies within the plan also promote the development of enhanced design standards to enhance the quality of development across the city.</p>
40	<p>No more apartments! We need retail, restaurants and industry. Especially not more low income apartments. There are no jobs here. You will have empty apartments. If I was still working I would not live here and drive the 347 twice a day. And I had a good paying Federal job. Will people live here and drive to Phoenix for a low paying job? Not for long I bet. We need a second road into town desperately. White and Parker to Riggs?</p>	<p>The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.</p>
41	<p>The proposed document states that Maricopa has an vacancy rate of 9.9 percent yet at a recent public meeting, elected officials stated that the number of unoccupied units in multi-family units is unknown....so it appears the 9.9 percent figure is pure speculation.</p>	<p>This number is from ACS data</p>
42	<p>The statement that the median rent in Maricopa is \$1,919 per month is clearly incorrect. There are very few homes for rent that exceed this amount and with the number of available multi-family units available, this number is clearly inaccurate. The statement "To address these observed</p>	<p>This number is from ACS data</p>

Comment Number	Comment	Response
	<p>housing challenges, the assessment recommends encouraging small-lot and attached ownership development, expanding higher-density rental products, allowing secondary dwelling units...." Is contrary to the wishes of the community. Every community meeting complains about multi-family housing yet our elected city leaders are actively encouraging it.</p>	
43	<p>Maricopa doesn't have the infrastructure to support the overgrowth and hypergrowth that it's currently experiencing. Key city officials have to be on the take to allow this nonsensical housing growth by allowing builders to continue to build numerous apartment complexes and housing tracts. Maricopa used to have a charming suburban feel, but now it's just a cash grab for builders and the city council.</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
44	<p>The general outline is satisfactory, but there is an unusual emphasis on multi-family and small-lot dwellings which does not suit the purported aim to make housing more affordable. New residents do not come to Maricopa to rent; they could do so in any other town in the Valley without the 90-minute commute in each direction. Rather, new residents come to Maricopa to own their own property. And they have plenty of small-lot homes from which to choose when they do so. What they do not have are large-lot homes. This is why so many residents live here transitionally; build their career and wealth, and then depart to other locations in the Valley where they can move into larger homes or homes in less dense neighborhoods. On page 61 Northwest Maricopa is described, this takes into account new subdivisions which have yet to open, but leaves out Acacia Crossings, which is one of the foundational subdivisions of Maricopa. Acacia Crossings is now ringed by development that does not match either of the original Master Plans, and does not mesh with its status as a low density residential zone. Traffic from the medium- and high-density zones</p>	<p>While the majority of home occupancy is ownership, there is a 17% contingency of the population in Maricopa that rents for housing. This includes both people who come to Maricopa to rent as well as locals who have grown up in the City and are on their own starting out. The need for large lot homes was a repeated comment along with the need for a variety of options across the housing spectrum. Goal #4 in the Land Use &amp; Growth chapter specifically speaks to housing needs in the community. The supporting policies of this goal allow for the added emphasis on large lot home development. Northwest Maricopa is identified as a growth area since it is an area of the City that has seen an intensity of new development over the last few years. The Papago Road Corridor is in Maricopa's Municipal Planning Area, meaning that if the area were to annex into a city it would be to Maricopa. However, annexation is initiated from the private property owners. Ultimately, the property owners of the area would be the ones</p>

Comment Number	Comment	Response
	<p>surrounding it now feed the collector road through Acacia and cut children off from the parks they could once walk to. If the General Plan is to consider Northwest Maricopa a priority, it needs to more accurately describe it, and include existing zones and infrastructure in said description. Proper planning dictates that extant zones and infrastructure are considered when new zones and infrastructure are added, but Acacia Crossings is proof that this has not always been the case in Maricopa. I suggest this General Plan should address that head-on and explain the reason why that particular subdivision has been either overlooked or sacrificed (depending on one's outlook) on the altar of development. (There is no mention in the General Plan of the impending waterpark development, but the Plan may wish to explain the rationale behind putting something better suited for the "Adventure Corridor" less than 100 yards from residential housing.) The Papago Road Corridor should probably include more specific outlines of its potential for annexation. The process of annexation is covered elsewhere, but not putting this in the General Plan as part of Maricopa's future growth proposal, it gives the appearance that this is either not being considered or that Maricopa does not wish to have that information released to the public -- neither of those statements are what we want area residents to believe.</p>	<p>controlling the start of the annexation process. From there, Maricopa's annexation processes would kick in.</p>
45	<p>page 34 - text &amp; fig 11 don't agree on the % of Hispanic or Latino in the population</p>	<p>This is a typo that will be corrected.</p>
46	<p>I think the section is headed in the right direction, but some pieces could be clearer. The mixed-use and Village Center areas feel a little vague, and tightening up what those are supposed to look like would help. The housing section highlights the issues well, but it would be good to see more</p>	<p>The General Plan is intended to be a policy level document. Table 9 outlines recommended actions items to revise specific development regulation documents like the zoning code and design guidelines to provide the additional detail noted.</p>

Comment Number	Comment	Response
	specific ideas for how the city plans to support different housing types. I also like the focus on the Heritage District, but it would help to spell out the priorities there a bit more. Overall, the section is good.	
47	Within the scope of this plan (20 years) SR 347 will have inadequate service (traffic and safety) limits. The plan should propose the road with full access controls by the end of the planning years.	ADOT is the operator of SR 347 and has ultimate say over its infrastructure.
48	If housing growth continues to outpace local job creation, commute volumes will remain high and place ongoing strain on SR 347 and regional connections. The plan could be strengthened by explicitly linking transportation demand management and commute reduction strategies to local employment growth targets.	The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.
49	I would like to request attention be placed on Honeycutt between Porter and Tortosa. I would like to see the bicycle path be highlighted (illuminated) for safety reasons as people bike and scooter in this area and cars are moving at a high rate of speed with alot of traffic.	The General Plan is a high-level policy document. While it speaks to the City of Maricopa's support of bicycle paths as feasible, improvements in a specific spot (especially one where growth is occurring quickly) is handled within the municipality's Transportation Master Plan.
50	We need less in this town. People moved here to get away from the city. Having BLM land and the Reservation was suppose to protect this area and the Sonoran Desert. With 347 being the main way in and out the planners and developers are destroying the area. If you bought out here you knew 17 miles to the nearest grocery store was what you wanted	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
51	No more building of residences until infrastructure is vastly improved	The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.

Comment Number	Comment	Response
52	Smith-Enke Road extension to I-10 and dual loop bypasses on Green Road and White and Parker Road need to be a proactive priority.	This improvement idea is discussed at further length in the upcoming Transportation Master Plan.
53	See above.	Not applicable to the General Plan.
54	There is a lot of good information in this, but I think #1 priority is SR 347 to the I-10 and adding other ways to access the 10 to get people in and out of Maricopa. Every day rush hour starts at 4:30am to 9:30am then again at 2:30pm to 7:30-8pm. That is as long as there is not an accident. The city is growing so fast, but the roads are not able to handle the traffic. Also don't get me started about how you have let the roads be built and not put enough money into maintaining them. I work with the City providing services and the city should be doing so much more.	The Circulation & Connectivity chapter discusses the recent success of actions from the City getting the attention of ADOT to prioritize the expansion of SR 347 between I-10 and Maricopa with intersection improvements at Riggs Road and Casa Blanca Road. While this is the first improvement, the City of Maricopa recognizes that an additional connection to I-10 is an idea that has many benefits to the growing community. Potential additional connections have been identified in the Circulation & Connectivity chapter both in the text and in the Transportation Plan Map.
55	I think a multi-use path through the Santa Rosa wash would encourage more non-motorized transportation in the city. People drive crazy and I would never use a bike lane on a road. It could even connect to the area by Home Depot.	Developing trails on the washes is discussed in the General Plan.
56	This section is particularly well-researched and well-written. Multi-modal transportation certainly sounds good, though it may be necessary to include more realistic depictions of the difficulty in securing funding for something this large; especially in light of the Governor's recent veto of SR 347 enhancements.	The Circulation & Connectivity chapter discusses the importance of multimodal transportation in Maricopa and the community's desire for it as feasible. However, the enhancements to SR 347 are in the ADOT Five-Year Program.
57	The plan does a good job addressing traffic flow, regional connections, and alternative transportation. I like the focus on multimodal options like biking, walking, EV charging, and transit.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
58	No suggestions.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
59	Encourage trash pick up/not littering. Maybe a community garden would encourage people to gather and more community to encourage togetherness instead of so much division.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
60	The city of Maricopa and the home owners pay for water treatments as they are sold to the golf clubs.	Not applicable to the General Plan.
61	It would be to the cities and residents advantage to have space set aside for a solar farm. The space exists and it would be a revenue generator. Could even offer residents a chance to sponsor some panels.	The City does not developed solar projects. Any utility scale solar project would need to go through a formal public review process that is defined by the Zoning Code.
62	Less people more land. We love i. The desert and Maricopa is not a destination. We don't need wave pools. We need people who want to plant and conserve Sonoran Desert and the diversity we have here	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
63	No more building of residences until infrastructure is vastly improved	The topics of housing and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.
64	See above.	Not applicable to the General Plan.
65	Solar has been a joke with ED3. We upgraded our home to Solar and it has felt like we are being punished by ED3 every month with all of the extra charges we started receiving since we added the Solar panels to our home. For some	Not applicable to the General Plan.

Comment Number	Comment	Response
	<p>reason it seems like all of the utility companies here in Maricopa feel like they can charge more and more. When I lived in Desert Ridge I was not paying as much up there that I have been paying here.</p>	
66	<p>Electricity and water costs are higher than anywhere in AZ. No regulations are enforced on the monopolies that are Global Water or ED3. Even residents with solar continue to get ripped off by ED3 by not allowing them to be on the time of use plan and charges numerous usage fees. Global Water is almost worst with their price gouging rates</p>	<p>Not applicable to the General Plan.</p>
67	<p>On page 108, Goal #3 pledges to "Strengthen and continue the City of Maricopa's partnership with Global Water." This does not need to be in the General Plan, and should be removed. For starters, the City does not and cannot choose its water provider, so the idea that it is required to (or expected to, or even should) have a partnership with a for-profit utility provider is dangerous. Beyond that, the City of Maricopa has among its foremost duties the responsibility to protect its citizens. Global Water would not be the first for-profit entity to shortchange customers or put their lives in danger, but it is certainly one of the more recent ones to do so -- the E.coli scare from September 2025 was met with an almost incomprehensible set of patience and leeway from City officials who seemed not to realize how close we had come to catastrophe. If anything, this Goal should be changed to read as follows: "Continue the City of Maricopa's working relationship with Global Water with the understanding that the City will continue to work closely on matters of water access and quality, and the expectation that Global Water will make both issues their priority." Anything less than the above change paints City leadership as rubber-stamp members subservient to a for-profit utility provider, which is both inaccurate and undesirable.</p>	<p>Global Water is a partner with the City of Maricopa in providing the community's water.</p>

Comment Number	Comment	Response
68	Did not see any reference to recycling programs	The City of Maricopa does not currently operate a citywide municipal recycling program. Recycling services are available, but they are provided through private companies, not directly by the City
69	The Environmental Planning & Resource Conservation section does a good job of covering Maricopa's approach to sustainability, water, energy, and natural resources. I like the focus on protecting the Stanfield Sub-basin aquifer (pp. 98–100) and the City's partnership with Global Water to ensure a reliable water supply (Goal 4, Policies 4.1–4.4). The sections on air quality (pp. 95–96) and flood control along the washes (pp. 96–97) are clear and show the City is thinking about public safety and future growth. The energy section (pp. 101–104) also explains challenges with data centers and renewable energy well. Overall, it's thorough and practical.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
70	NEEDS ANALYSIS AND STANDARDS Pg 114 - Encouraged by the importance of an increasing Level of Service acreage of Open Space. I place a high priority on this. Neighborhood & HOA Parks Pg. 120 note the reference to service banners should be "Military Service Flags." Also, within the site are personalized pavement bricks that can be used to immortalize a relative, friend, or service members.	There is a needs analysis for Open Space in the General Plan in the Parks, Recreation, and Open Space chapter.
71	The need for a cemetery is significant. When people can not be born or buried here, it causes an additional layer of stress. Veterans have a need for additional services. I would love to see a Dark Sky Sanctuary here in Maricopa. Maricopa already has a Non Profit Senior Center Foundation run by Ron Smith. We already have a committee to guide and promote Arts in Maricopa called Cultural Affairs and Arts Committee. This committee is supported by the City. There is also Maricopa Arts Committee and Maricopa Friends of the Arts that are local 501c3 organizations devoted to	A cemetery is an item in the Implementation/Action Item table.

Comment Number	Comment	Response
	<p>supporting the Arts in Maricopa. We do need identified Arts Spaces PLEASE! We need a city identified and supported Art Studio (shared space). We already have 2 Art Galleries in Maricopa (In the Library and in City Hall). The City has already designated 5% of the bedtax fund goes to the Arts in Maricopa to offset expenses associated with public arts initiatives and project construction. We need to improve our process of creating pathways for partnerships facilitating arts programs and local venues to accommodate art education and exhibits, music institutions and opportunities for performing arts. The City already has a handbook to describe how the Cultural Arts and Affairs Committee works with staff to create oversight, responsibilities and structure. We just recently spent significant time evaluating opportunities, needs and sentiment for public performing arts center. At this time the city has decided to help partner arts groups with local schools and churches who have space to share with the arts. There has been a need in Maricopa for a long time to have one Arts Calendar where community members are made aware of all arts events. * An image of our Library (Maricopa Library and Cultural Center) is a much better image to use when talking about the Arts than Copper Sky. One of our Arts Galleries is in the Library.</p>	
72	<p>It really didn't look like enough biking and hiking areas. Stuff that is not on roads, but has a lot of access points, needs to be included.</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
73	<p>The current public sites for the parklands should be expanded and approved by the Town Board.</p>	<p>There area a new planned municipal park in the Plan.</p>

Comment Number	Comment	Response
74	Need to reduce water useage, fountains and similar items are waste full and costly as well as bug breeding grounds	The City recognizes the importance of reducing water use, particularly in an arid environment. EP & RC Goals #2, #3, and #4 speak to the importance of water conservation in future decision-making.
75	Leave the Open Spaces open. Putting in parks ate one think but having no parking doesn't make sense. When you build Pacana Park you did this. And now your doing it again by building on to CopperSky.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
76	See above.	Not applicable to the General Plan.
77	I would request more park space and designated bike routes. Not a bike able city at all. I bike every day and it's sad new roads do t have bike lanes. Sadly not good planning	There have been open space areas that have been added to the updated Land Use Plan compared to the current Plan. Some of these new additions are anticipated to be new parkland. New bicycle routes and trails are included in the Transportation Plan, which was developed in coordination with the ongoing West Pinal-Maricopa Area Transportation Plan.
78	Parking at Copper Sky is a nightmare during rec sports. A trail through the Santa Rosa wash would connect neighborhoods north of the Maricopa Casa Grande highway.	Wash trail connection is discussed in the General Plan
79	Parks are fine ..that is one thing that Maricopa does well	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
80	This is another well-written section. Would like to see a greater commitment to open space in between developments of unequal size and function; this section could benefit from the inclusion of plans for open space/trail complexes to serve as "buffers" between low-density housing and mid-rise apartment buildings. Such a trail system could even be adapted for equine use in outlying areas, helping	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
	to maintain the equestrian and "old west" heritage of our city.	
81	The Parks, Recreation, & Open Space section is well-detailed and shows a strong commitment to quality of life in Maricopa. I appreciate the focus on accessibility, trails, and greenways like the Santa Rosa, Santa Cruz, and Vekol Washes (pages 115–116, Goal #3), as well as the integration of cultural heritage and public art (pages 125–126, Goals #5 & #8).	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
82	Page 62 - While construction timelines are still being finalized, local officials anticipate that initial phases could begin in the near-term future, marking a major step forward in Maricopa's economic expansion. This document is full of statements that could mean anything. No dates, specific actions, or accomplishment of the goal are expressed.	The General Plan is a high-level policy document used to guide City decision-making. The goals in this Plan are directive rather than ends in themselves.
83	City of Maricopa, AZ Roxanne Smith City Suggestions for 2026 Container Park Small/Cottage Industry Rental Space Fun Eco/Recyclable Family Park A reason to drive to Maricopa State of the art Drive Thru Eco-Station A Recycling Station – But on Steroids 15 + item types to drop off – in a drive thru setup Paper, Plastic Bottles, Glass, Cans, Batteries, Electronics, Styrofoam, Eye Glasses, Medical Equipment Light Bulbs, Aerosol Cans, Paint, Plus FREE easy access drop off for residents All Solar Powered Solar Atmospheric Water Generator for Public Drinking Water And to provide free irrigation to the beautiful Drought Tolerant Plant Garden Inside including a beautiful solar powered fountain Recycling info station for the community With Eco-BIZ Corporate Sponsorships/Partnerships Video Documentary of complete buildout/costs/permits Online Guideline for Duplication of efforts Setup up TO BE A TEMPLATE FOR OTHER CITIES Low cost setup – AND REVENUE GENERATING Waste	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
	<p>Management cost savings, dumping/less landfill Self Sustaining – Bins are picked up and goods sold 4-5 Acres maybe needed Comprehensive plans are available (See R. Smith) Drone Field/Club Training Designated Park Space No Kill Animal Shelter CAVET trains Vet Techs. Can be a source of community training and job placement programs. Firefighter, Police..Lots of training 24 Hour Pharmacy Sickness goes on 24 hours City Water NO MORE FLUORIDE HOA Replantings It needs to be done. Calculated in their budgets. Maricopa Streets Beautification Program 347 Serious Issues If the speed limit is 65 – they go 85 Not everyone knows there is going to be multiple traffic lights FLASHING LIGHT SIGNS showing their speeding Flashing light signs stop ahead – slow to 45 – 35 City Plantings Use Southwest Draught Tolerant when able Don't plant very small 1 gallon plants. They most likely will die. Keep painting up things, Maricopa can be the city that looks arty Nice work on the electric boxes Walls were made for great murals Retail Winco, Costco, Golden Coral, Ajo Als, EGEEES, Olive Garden Drive Thru Farm Stores, Employment Agency Labor Pool, Construction Roads Put Farrel and Bowlin THRU all the way to 347 (PLEASE/FINALLY) City Map Project Need to make a new City Map (Not junked up with ads) Showing all the new developments plus schools, shops etc. Automotive Services Tint, Stereo, Collision, Radiator, Transmission, A Dealership would be nice.</p>	
84	Focus on attracting non fast casual restaurants	LB & ED Goal #2 specifically speaks to "the recruitment of new enterprise." This applies to new restaurant enterprises beyond the fast food and fast-casual variety.
85	Need more actual restaurants, not just fast food. The eating establishments we currently have in Maricopa are pathetic. In all the time since I moved here, EVERY SINGLE place I have ordered from (in person, delivery, or drive-thru) NEVER	LB & ED Goal #2 specifically speaks to "the recruitment of new enterprise." This applies to new restaurant enterprises beyond the fast food and fast-casual variety. However, the operating procedures of the individual

Comment Number	Comment	Response
	get ANY order right. I mean, seriously, how hard is it to leave onions or cheese off of a burger????? Even Denny's messes up my order EVERY single time. There literally are ONLY TWO places in this whole city that ever get our orders correct and that has been Dutch Bros and WingStop (both in Maricopa.) The rest of these places need to step-up their game!!!!	establishments would of business would be a private matter.
86	The Economic Development chapter establishes the importance of attracting employers, but it would benefit from clearer implementation signals regarding timing and scale. Specifically, the plan could acknowledge the risk that housing growth without concurrent job growth can place stress on public safety and quality of life, and outline how employment attraction efforts will be coordinated with residential approvals.	These jobs will be encouraged through economic development initiatives that flow from the policies in the General Plan. Any future economic development initiatives should be developed in light of residential land use growth and infrastructure construction
87	I would love to see the Chamber of Commerce connect established businesses with entrepreneurs, artists and small business owners to share space and promote products. I am grateful the Police Department has started the Business Watch program. I would like the City to start a Kiosk program to support small business owners to provide incubator space opportunities to sell their goods. I would like to see Maricopa Library establish a partnership with Arizona@Work where there are job services provided regularly here in Maricopa at our Library. CAVIT (Central Arizona Valley Institute of Technology) is adding a campus here in Maricopa!	Both the Local Business & Economic Development chapter and the Safety & Public Infrastructure chapter (the Education section, specifically) discusses the importance of leveraging partnerships among these organizations and the City to take advantage of all the benefits that all of these entities provide.
88	How are businesses with good/higher paying jobs going to be encouraged to be here? Because that is how those houses will get filled. Not just service jobs.	These jobs will be encouraged through economic development initiatives that flow from the policies in the General Plan.
89	Maricopa's owned land parcels should be auctioned off as they would have tax benefits for the city. Growth could make it easier in having promote easier and faster start up for companies in there coming or expanding current business with out a up hill fight with the Town Board.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
90	If Maricopa is to grow beyond being a bedroom community we need a high tech based business.	LB & ED Goal #3 mentions "Recruit and retain high performing and high-quality companies that match the labor profile in the community and/or complement existing industries." The supporting policies of this goal place further importance on the need for such businesses as suggested in this comment.
91	No more business. You destroy the land and make parking in the town ridiculous. The Fry's parking lot use to be a place to drive tour truck and shop now you're lucky to find a spot. Please get planners who have driven and parked a truck when you design. Are insurance rates are through the roof because of this. Your beautification that blocks the view of people trying to turn, your tearing up every road in this town makes me wonder that you planners and developers build non realistic and reliable infrastructure.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
92	need more sit down restaurants	LB & ED Goal #2 specifically speaks to "the recruitment of new enterprise." This applies to new restaurant enterprises beyond the fast food and fast-casual variety.
93	Environmental impact studies are regularly ignored. The I-11 being a primary example. Shoving a freeway in the middle of virgin desert is irresponsible and the people of Hidden Valley/Thunderbird Farms will continue to fight for their land.	Not applicable to the General Plan.
94	See above	Not applicable to the General Plan.
95	Stop selling land to home and apartment dwellers and get some businesses here to support our people.	The City does place an emphasis on the importance of planning for commercial land uses. The need for more diversified commercial uses in Maricopa is actually a primary theme of the General Plan. However, not all remaining vacant land will become commercial. Some residential development will still occur as commercial development continues.

Comment Number	Comment	Response
96	We are totally missing the boat on this other than supporting local businesses. We need a large employer like a call center or decent hospital to employ local residents ...not another pizza or fast food mexican restaurant	LB& ED Goals #1-3 are in full support of the ideas that this comment conveys.
97	The elephant in this section is the depiction of the number of Maricopa residents who have anything less than a Bachelors Degree. This is a telling statistic which belies the notion that we need to import more members of this group through the imposition of thousands of additional apartment units. The multi-family explosion over the past five years has changed the tone and tenor of the City to an extent that it is no longer remotely recognizable from what it was 20 years ago, and scarcely recognizable from what it was 10 years ago. We have gained much during this time, to be sure. But we have also lost a lot of what we had, and many residents will acknowledge in polite company that "if I wanted a city like this I'd have stayed in Phoenix." Maricopa has a choice -- it does not need to abide by arbitrary "standards" set by affinity groups or advocacy groups or urban planners from 2,000 miles afield. This General Plan is an opportunity for Maricopa to chart its own path; it can cast off the recommendations of other cities that state a certain number of ADUs or high-density housing is a must -- those aren't places with only a single route into and out of their city! A true forward-thinking City leader would look at those recommendations and realize the utterly unique situation in which we find ourselves: A town landlocked between two Native lands with a single route in and out and nothing to attract and/or retain higher-income individuals such as dentists, lawyers, or doctors. Maricopa has done a wonderful job building homes that will allow the young to marry, start a family, build a business or career. But once they have done that, they leave. The transient nature of this populace is only added to by the scores of rental units now	The General Plan discusses the need for a variety of options on the housing spectrum, including large lot homes. This was a repeated comment in the planning process. As such LU & G Goal #4 deals with housing policies. There is broad consensus that focusing attention on large lot home development will attract and retain high-income earners to the community. In a specific example, doctors who are able to find homes that they desire would be beneficial in creating a critical mass of healthcare professionals to support a hospital and other medical facilities that residents greatly desire.

Comment Number	Comment	Response
	<p>permeating the City and congesting our streets. If we are truly to expect this General Plan to help guide us, we need to be more mindful (and explicit) in our desire to attract and retain highly-educated (and highly-paid) individuals so medical offices aren't made up of a doctor or dentist or lawyer driving in from Peoria one day per week while we queue out the door to see him or her for the four minutes they can spare.</p>	
98	<p>The section does a good job highlighting Maricopa's growth potential and focus on local businesses (pgs. 137-143). I'd like more clarity on timelines for the Industrial Triangle and the types of companies the city hopes to attract (pgs. 144-145). Overall, the goals around workforce development and business support feel strong and practical.</p>	<p>The timeline for the Industrial Triangle development is outside the scope of the General Plan.</p>
99	<p>There is nothing regarding a plan to eliminate the traffic light on Casa Blanca/347. If this is a 10 year plan, something has to be done!! Also, there are several references to Seed Farm and Green, but no idea of how much benefit/value this will bring. Is there an understanding of how much traffic (specifically) this will reduce on SR347?</p>	<p>The implementation of a single traffic light on a state-owned facility (SR 347) is outside the scope of the General Plan. ADOT is ultimately in charge of the infrastructure on 347 (with input from the City).</p>
100	<p>High importance to keep our fire and police departments equipped with the best equipment and training. My family has three generations of fire experience (1896 - 1992).</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
101	<p>Public safety demand is closely tied to population growth patterns. If housing growth significantly outpaces employment opportunities, cities often experience increased quality-of-life and property crime pressures before job growth materializes. I encourage the City to explicitly address how public safety staffing, facilities, and services will be scaled proactively in scenarios where residential growth leads employment growth.</p>	<p>The topics of housing, safety, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.</p>

Comment Number	Comment	Response
102	Grateful Police Department has started a Neighborhood Watch program and a Business Watch program. We already have a Domestic Violence Shelter called Against Abuse where Women and Children can stay and we have Hope Womens Center. We do not have a shelter for men in Maricopa. We have a Veteran's Center inside our Community Center, although our Veterans need additional services.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
103	It's too dangerous to ride bikes on the roads here, sadly. People drive too fast and too recklessly.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
104	Safety, safety? In the Sorrento I'm currently enough stop sings ?, traffic lites seeing automobile and trucks safely to John Wayne Parkway/Rte.347, north and south.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
105	Safety had been thrown out the window. You don't put in traffic lights to get people safely on the road. You need sensors in the roads not timers. Having turn arrow lanes with know one in them makes no sense. Protecting the public is not your goal as you can clearly see the murders and road rage have gone up when you build with blinders on. These new communities are built and the people who buy in them do not obey the traffic signs cur people off on the main road. People who disregard the safety of others need to be held accountable. I am not talking about speeding. People text and driving needs to stop.	Safety in the community and on the local roadways are important issues for the City of Maricopa to address. The Circulation & Connectivity chapter in this General Plan recognizes the importance of maintaining a well-functioning and safe transportation system as presented in C & C Goals #1-#4.
106	No more building of residences until infrastructure is vastly improved including MPD	The topics of housing and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.

Comment Number	Comment	Response
107	See above	Not applicable to the General Plan.
108	Excellent fire and police	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
109	Maricopa Casa Grande Highway from Home Depot to the school district office is dangerous. 2 lanes each way is needed. People in Senita 3, off Santa Rosa have no light either to the north or south. With the increased traffic it is really hard to the community, even with making a right hand turn. A light on the highway would be nice.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
110	Enforce the speed limits everywhere	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
111	I feel safe in Maricopa	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
112	The Fire section of this chapter seems to refer to HAZMAT units but I do not believe Maricopa Fire Department operates one or has plans to do so in the future. That element may need to be removed. (Though if a waterpark is truly to be built here, they may want to reconsider that -- tens of thousands of gallons of chlorine within 100 yards of residential housing is a sobering thought.) The remainder of this section is well-constructed.	This section was vetted by the Fire Department.
113	The section provides a solid plan for public safety, infrastructure, and community services. I like the focus on healthcare expansion (Goal #7) and senior and youth resources (Goals #6 and #2). Ensuring new development	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

Comment Number	Comment	Response
	keeps pace with infrastructure (Goal #12) will be key as the city grows.	
114	No suggestions.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
115	A none member who is not a homeowner leads to fraud.	Not applicable to the General Plan.
116	Your maintenance planing does not make sense. Tearing up every road in town at the same time makes no sense. I would rather wait for the train to unload than have this mass mess the city had created.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
117	See above	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
118	So many rocks on bike lanes	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
119	n/a	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
120	The Implementation & Maintenance chapter does a good job showing how the General Plan will be put into action and kept up to date. I like the focus on annual progress reports, the work program, and community involvement	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
121	The document is full of general comments that could mean anything. There are no specific actions, time frames, or quantified results. There are no goals that conform to a	These goals and policies are policy directives for leadership.

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	SMART acronym. i.e. Page 152 LB & ED POLICY #3.4 Continue to further the development of commercial, industrial, and business opportunities in the City for recruitment of career-advancing employment. Without specific goals and timeframes (SMART) , this document has no value.	
122	No suggestions.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
123	Please! NO more apartments!!!!	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
124	Encompassing the entire plan, if it remains conservative in nature allowing for not only the city but its residence to live within their means banning any vanity projects, I see the plan as thoughtful in depth addressing the proper areas of concern for future growth that benefits everyone.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
125	Too many apartments. Poor infrastructure development. Insufficient mix of non retail, fast food businesses. Smart cities incompatible with lack of employment opportunity.	The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.
126	I appreciate Maricopa reaches out to residents for their opinions but a lot of times the meetings are inaccessible to the majority of the population. In the plan it mentions that the average age of the Maricopa resident is in their 30s but the in person meeting are held during the week during business hours. This prevents the average resident from being able to participate and have their voice heard. Rather, the majority of people who are able to have their voice heard is the retired community. While their voice is important as they	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.

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	are residents too, I don't feel like it is fair to let one demographic speak for everyone by only allowing space for one.	
127	Overall, the plan is thoughtfully constructed and clearly aims to shift Maricopa toward a more balanced jobs-and-housing future. One area that deserves additional attention is the timing risk between housing delivery, employment growth, and public safety scaling. Addressing this explicitly — even at a high level — would strengthen the plan and reduce long-term social and fiscal risk.	This issue came up frequently in the General Plan Update process. The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.
128	Thank you for providing and encouraging people to be involved in this process. And, for listening to our interests.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
129	I believe and feel the overwhelming progress with a non community's board members leads to over charging the community with the non community member as a oversight.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
130	I offer both a Major Comment, and a separate Minor Comment on the GP 2026 draft document - Judith Lang Zaimont, Composer Maricopa resident since 2005. Major Comment The current General Plan 2026 draft is detailed on the physical aspects of "Maricopa". But -- Places are not just physical locations but are also profoundly shaped by the collective and individual human mental and creative activity that occurs within them. The "life of the mind" is a core attribute of place, significantly shaping a location's character by its intellectual, cultural, and creative environment (beyond its physical attributes). Places renowned for a "life of the mind," such as cultural hubs, become distinct and meaningful, and are characterized by a vibrant environment of constant,	The Public Art and Culture Heritage section has been rewritten to include and reflect elements of this comment. Furthermore, PR & OS Goal #8 and associated policies speak to the pursuits that the City of Maricopa is aiming towards with this General Plan.

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	<p>rigorous inquiry, a deep interest in creative works of all types, and a passion for learning. While the physical environment (territory, buildings, landscapes) provides the setting, the "life of the mind" emphasizes the non-material aspects: shared values, historical context, collective memory, and creative/artistic works that resonate with community. The current draft of Maricopa's 2026 General Plan pays scant attention to our city's "life of the mind", mentioning only public art – meaning essentially decorated surfaces (painted commercially-available statues, murals, decorated electrical boxes). Yet, Maricopa's 2016 General Plan – Planning Maricopa: shaping our community, adopted on May 17, 2016 – repeatedly includes throughout the document cultural and artistic happenings, and brings forward community sites to be created in which these will take place. I copy several of these 2016 mentions verbatim here, in color and a different font, and citations of location in the 2016 document; with certain words bolded:</p> <p>"Opportunities for cultural enrichment, recreation and social interaction make the City more attractive to its citizens. Citizen preferences reinforce this: they place high priority on developing and having adequate access to parks, recreation leisure activities, community and cultural events and a performing arts complex to serve the diverse community." == G. Parks, Recreation and Open Space Element "Art and architecture set themes and distinction for villages and corridors in many cities and towns Maricopa residents expect no different from their own city ." == 5. Public Art "{T}he future City Center, which includes City Hall and space for other public buildings and City services, a civic mall open space, a performing arts and cultural center, and a museum all located [together]."</p> <p>== LAND USE c.. City Center "Foster and sustain ...[i]dentity venues such as ... spaces to accommodate a variety of</p>	

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	<p>events, art education and exhibits, music institutions and opportunities for performing arts." == PUBLIC BUILDING, FACILITIES &amp; SERVICES -</p> <p>- Goal H2.c1 -- Objective H2.C1.5 "Identify and develop multiple-use village core areas with commercial and employment center served by restaurants, retail shopping and cultural opportunities such as art districts and galleries. . . . These areas may also contain cultural amenities such as performing arts centers, entertainment venues, museums, education and training centers, and community gathering places." == LAND USE -1.a.</p> <p>Development Pattern What happened to Maricopa's planning think tank to virtually remove our city's "life of the mind" -- and all that goes with it -- from the current document? Why are references to a performing arts center, museum and galleries and the entire idea of centralized spaces featuring the Arts absent from the current document - ? Our city currently has a visible and active Creative Community, doing interesting works and regularly seeking to present these in public. But over time we've had a fair number of our more innovative visual artists and musicians choosing to leave Maricopa due to lack of opportunity -- plus the Copa Shorts Film Fest giving up entirely due to city non-responsiveness when directly asked for a one-time rescue grant (towards the end of Covid lockdown) to support its Arts. Now is the time to emphasize Maricopa's "life of the mind" as a defining feature of our city. I personally do not fancy living in a city largely oblivious to the energizing, illuminating, and enthralling vigor that comes about when a community spotlight is placed on its Arts -- all the Arts! -and its "life of the mind"! Minor Comment A photo of Copper Sky has no business on the single page dedicated to public Art and cultural happenings in the '26 draft GP document. Copper Sky did at first -- years</p>	

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	ago -- offer classes in musical instrument instruction (piano, saxophone, etc.) and a number of hands-on Art classes, plus beadwork and landscape drawing. However, these have dwindled to zero in the past few years – so a photo of that sports-forward place has no business in being in a segment devoted to cultural activities and the Arts. – In fact, putting it there points up the discrepancy between Maricopa-city PLACES currently available to Sports – several (including a planned big new park), rather than to the Arts - only 1.5 walls in the Library.	
131	The solar idea as well as requiring any new gas stations to have charging stations will serve the city well into the future.	There is a study through ADOT that found a potential need for an EV charging station on John Wayne Parkway. Requiring new gas stations to have charging capability is a decision that the City could make.
132	Need to have more meetings at times conducive with thoughts of us who work outside of Maricopa and use the 347. 1 1/2 - 2 hour drive home.	The meeting times were chosen at times similar to the City's Council meetings and Planning & Zoning Commission meetings. For those unable to make the in-person workshops, virtual opportunities were available to submit feedback that were synonymous with the activities at the in-person workshop. Feedback on the General Plan was also gathered at City-sponsored community events on weekends (Stagecoach Days).
133	Stop bring more people to this town that cannot support the growth. We do not want to live in a metropolis. The bedroom town made more sense. People came home, ate together ad a family and enjoyed their land when it didn't take 2 hours to get home. Stop and think above the toads we currently have before you allow developers 5 or more houses in an acre.	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
134	Until the city has better job opportunities, I don't think we should continue to grow the population. The commute into the Phoenix area on the 347 is the most frustrating thing and would be a reason I would leave this area. In my opinion this	A primary focus of the General Plan is the emphasis on attracting high-level and varied healthcare facilities. These opportunities typically come about through the development of residential options that healthcare

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	<p>is why the population here leaves. I'm a nurse. There are very few decent paying nursing jobs with good benefits in this city. So I commute to Chandler Regional 5 days a week. The drive is awful. Takes me about 1 hour to go 25 miles. Every apartment building you add impacts the commute. We've also seen more crime and issues since building these apartments. The decisions you are making are making this a city worse place to live.</p>	<p>professionals desire. This is true not only in healthcare but in industry and jobs overall.</p>
135	<p>No more building of residences until infrastructure is vastly improved</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
136	<p>General recommendations: (1) There are too many apartment complexes being built in a city with not enough travel infrastructure. It is already difficult to get around with so much congestion and building more apartments is only increasing traffic congestion. (2) Need more higher end restaurants (no more burgers, tacos, fast food) so that we can avoid having to drive to Chandler and spend money there for steakhouses or upscale restaurants. (3) Need to more grocery stores outside of John Wayne Hwy and outside of Walmart area to reduce traffic congestion. Thank you for your consideration and sharing the Plan Update :)</p>	<p>The topics of housing, retail, jobs, and infrastructure were frequent comments shared during the planning process. See Table 1 for a detailed guide as to where more information can be found on these topics. Table 9 was also included to provide direct implementation actions related to these expressed community needs.</p>
137	<p>Maricopa may think they have every right to annex rural communities, however the fragile resources contradict this. Global Water is NOT a trusted source. Their own math clearly shows they are already overallocated on existing projects alone. For some reason, Maricopa ignores or pretends not to notice. "Global Water says we have a very healthy aquifer" The recharge facility will fall desperately short of replenishing and surpassing the withdrawal of ground water. This needs to be taken seriously.</p>	<p>Maricopa is not looking to annex any specific communities. Rather, areas and communities within Maricopa's planning area can choose to annex into the City if there is a majority desire for municipal services.</p>

Comment Number	Comment	Response
138	<p>Remove Hidden Valley / Thunderbird Farms annexation plans from the City Plan and stop promoting this take-over. We own acreage in Hidden Valley with plans to move there. It is not an investment, but rather a quality of life improvement. Money is not everything in life. Actually money is just a means to an end. The end is quality of life. The last thing we want in Hidden Valley is subdivisions, HOAs, density and all the rest that City imposes on Country. We like looking at Saguaros, running across wildlife and hearing coyotes howl. We like chickens, goats, bees and horses. Life is about balance. Bringing the city onto the country upsets balance. We are not interested in profits for developers. We are interested in country living and want to be left out of the City Plan.</p>	<p>Maricopa is not looking to annex any specific communities. Rather, areas and communities within Maricopa's planning area can choose to annex into the City if there is a majority desire for municipal services.</p>
139	<p>See above</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
140	<p>Thanks to all the planners. A lot of hard work goes into this. Please reconsider more biking opportunities as well as a lot more parks</p>	<p>There have been open space areas that have been added to the updated Land Use Plan compared to the current Plan. Some of these new additions are anticipated to be new parkland. New bicycle routes and trails are included in the Transportation Plan, which was developed in coordination with the ongoing West Pinal-Maricopa Area Transportation Plan.</p>
141	<p>NO MORE APARTMENTS</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
142	<p>n/a</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>

Comment Number	Comment	Response
143	<p>Overall, the draft provides a clear and thorough framework for Maricopa's future growth. I appreciate the attention to long-term planning, community involvement, and practical implementation tools. The plan feels well-organized and actionable, with a strong focus on aligning development with the city's vision and priorities.</p>	<p>Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.</p>
144	<p>I recently reviewed the City of Maricopa General Plan update. It is very well done, and I commend the City and the committee for the work that went into bringing it together. I do, however, have a few comments.</p> <p>I served three terms on the Maricopa City Council, beginning on day one. At that time, so-called experts would often advise us that, to ensure successful planning, we should always look at least 20 years ahead and envision what our city would become over that period.</p> <p>As a council, however, we consistently emphasized the importance of looking much further ahead — envisioning what our city could be like 50 years into the future. Twenty years is only a brief moment in the life of a city. We must maintain a vision that extends well beyond that timeframe.</p> <p>For example, our city does not lack land for residential housing — we have more than enough. What we do lack is a well-planned allocation of land for retail, commercial, and industrial development.</p> <p>The City recently completed the first phase of the east-west corridor that begins at Harrah's and currently ends at Porter Road. This corridor will eventually extend all the way to Florence. In my opinion, all land along this major corridor should be reserved for commercial, retail, restaurant, entertainment, and industrial uses, building upon the entertainment theme already established in that area. Few cities have the advantage of a Harrah's Casino and an entertainment complex to serve as a foundation for growth — this is a tremendous opportunity.</p>	<p>The State of Arizona requires the General Plan be updated by the City every 10 years. With the regularity of the periodic check-in with the General Plan, the standard practice is to focus on decisions made over the next 10-20 years. However, the goals and policies of the Plan were developed with the mindset of being strong foundations of the community that would endure beyond the 10-20 year planning horizon. As for the Sonoran Parkway corridor, the updated Land Use Plan in future drafts of the General Plan does show added Mixed Use land use categories near its western terminus.</p>

Comment Number	Comment	Response
	<p>From what I understand, the City has already approved a residential housing development along this corridor, less than one-eighth of a mile from the gateway exiting the casino. Fifty years from now, will that be viewed as sound planning? I believe we may have missed an important opportunity. In the future, it may be difficult to justify homes leading directly into a major entertainment complex, rather than complementary commercial and economic development that could have strengthened the area — not to mention a consistent, revenue-generating opportunity for the City through sales taxes.</p> <p>Thank you, Richard. As a lifelong resident of this great city, I truly appreciate all of the hard work that is put in by staff and residents to make Maricopa the highest quality of lifestyle for the best place to live, work, and play.</p> <p>If you have any questions or would like to discuss this further, please do not hesitate to contact me by email, or by cellphone, 520-518-1235.</p>	
145	Beautifully written & designed 😊	Comment received. Aspects of this comment were considered in revising the General Plan for future drafts.
146	City needs to establish a solar farm and sell power to utilities. Such a project has many advantages. Provide written response to comments.	The City does not developed solar projects. Any utility scale solar project would need to go through a formal public review process that is defined by the Zoning Code.
147	Slow the growth. Let infrastructure catch up. More traffic patrol. Thunderbird Farms & Hidden Valley North & South do NOT want to be annexed & part of the city. Leave us alone! How far out do we have to move before we are left alone? Please do not make decisions thinking you know what is best for us.	Development decisions for Thunderbird Farms & Hidden Valley North & South are currently under Pinal County since these are unincorporated areas. Annexation of these areas into the City of Maricopa would only occur if a majority of the local residents petitioned the City for annexation.

Comment Number	Comment	Response
148	Under the heading of Healthcare – Has the issue of a nursing home/rehab center been addressed. It is very important to families (young & senior) that is best to be with your loved ones without driving for miles. Thank you very much for all your hard work.	There is a 40-resident assisted living facility that is currently under development at Wild Horse Trail and White and Parker Road.
149	As a Maricopa resident, I would like to see more commercial areas designated. I like the idea of Village Centers but would also like a designated downtown area.	Village Centers are how the community identifies denser nodes of activity in contrast to a single downtown site.
150	Absolutely do not want to see any annexation in Hidden Valley—not even the existing subdivisions. Leave unincorporated Pinal County unincorporated! Leave our RURAL areas RURAL as designated by the county comprehensive plan. By the way, there are NO apartments near Raceway bar & Grill. There are only four shops and two restaurants. Hardly a “village center.”	The land uses in some portions of the unincorporated planning area have been adjusted to reflect the desire for a future that is of a lower residential density.
151	Looking at the general plan update, I see a resort & a lot of commercial south of Maricopa. How do the residents that live down there feel about this? I know it's a draft and might be a county situation at the moment but seems like a huge development. Also, what's the plan for the city to handle all this water usage & energy usage? Especially if a possible commercial, resort & maybe data center (hot topic). I see a bit of commercial on the east side (Bowlin-Anderson Farms) What's the idea there?	The General Plan looks at land use throughout the entire planning area. This includes both incorporated Maricopa and unincorporated Pinal County. Unincorporated areas are ultimately governed by the Pinal County Comprehensive Plan.
152	I noticed a typo on page 34 of your General Plan PDF posted online. The text at the bottom of the page reads:  " In Maricopa, over 71% of the population is Hispanic or Latino..."  This statement contradicts the graphic right beneath that paragraph. I thought of bringing this typo to your attention. - Pedro Cortez	This typo has been corrected.

APPENDIX C – PLANNING & ZONING COMMISSION PUBLIC HEARING COMMENTS (MARCH 23, 2026 & APRIL 27, 2026)

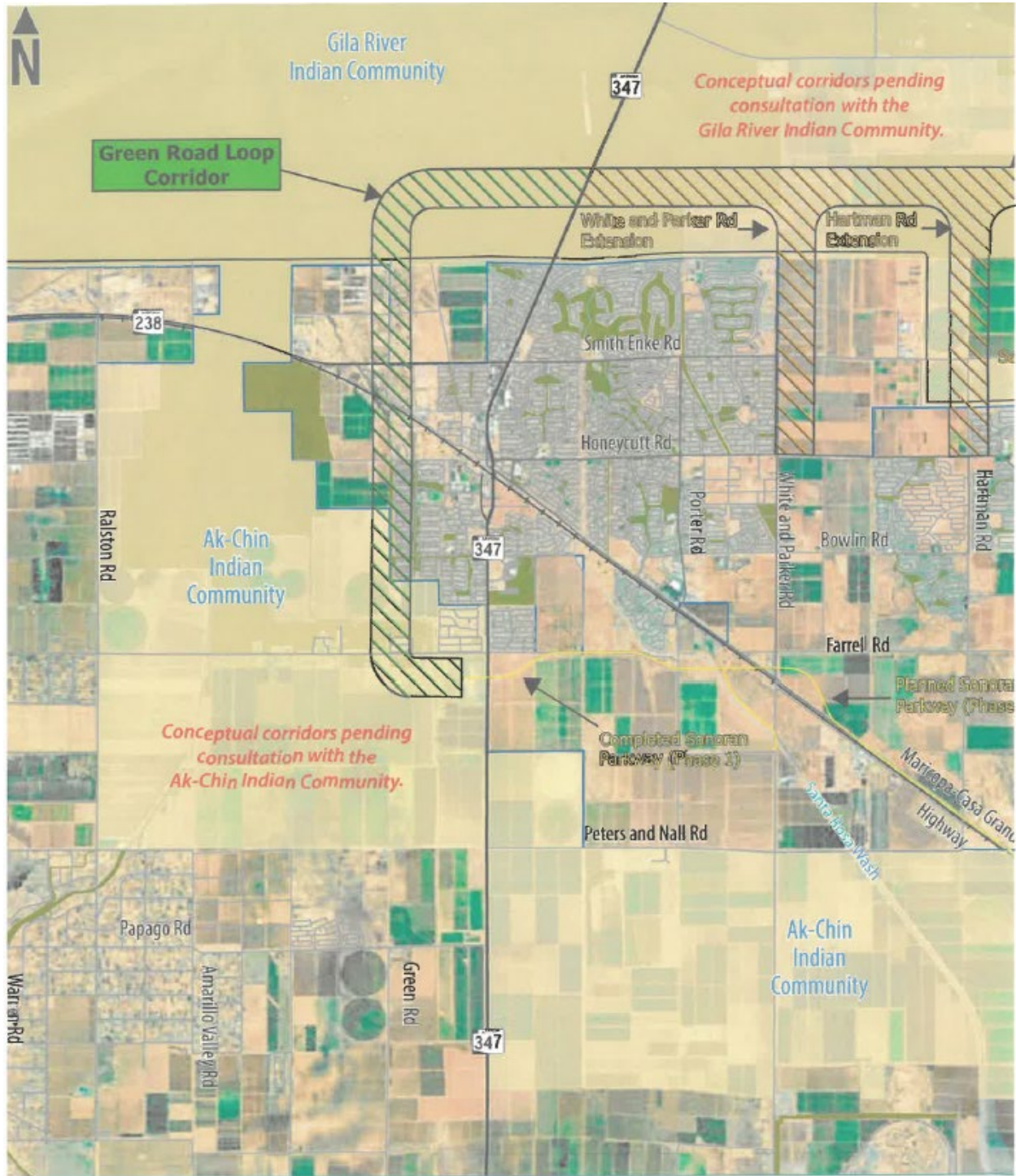
Please note that the 15 comments recorded below were provided at the Monday April 27, 2026 Maricopa Planning & Zoning Commission Public Hearing on the *Advancing Maricopa* General Plan – Planning & Zoning Commission Draft by six individual members of the public. Responses to the public comments are also included.

Comment Number	Comment	Response
1	Need for more specificity on the timing of public infrastructure with city growth	Goal Statement for S & PI Goal #12, as well as S & PI Policy #12.5, updated to include a reference to infrastructure timing.
2	Need for more specificity on local job attraction strategies	Specific job attraction strategies are better suited for more detailed economic development plans.
3	More details on Village Center phasing expectations	More text added on a general expectation outline of phasing of a Village Center on page 51
4	Ensure that the General Plan discusses resource planning, particularly related to water	EP & RC Goals 2-4 and associated policies outline the resource planning for water in the General Plan Update.
5	Question related to showing conceptual transportation improvements in the General Plan	The Circulation Plan on page 94 of the General Plan Update Draft shows the conceptual dual loop bypasses of SR 347 starting at the northern municipal limits. Additionally, a concept on Seed Farm Road depicts a potential additional connection to Interstate 10.
6	Question on safety discussion in the General Plan, specifically related to traffic and transportation safety	All five Circulation & Connectivity goals either speak directly or reference community and transportation safety for all users, including motorized and non-motorized users.

Comment Number	Comment	Response
7	Question on recreation programming discussion in the General Plan, specifically related to youth and senior programs	There are discussions on youth and senior programs/facilities in the Safety & Public Infrastructure chapter. As for specific programs desired for youth and senior populations, these would be best suited for inclusion in a Parks, Trails, & Open Space Master Plan, which the update of this plan for Maricopa is a performance metric of the General Plan Update.
8	Concern raised that the City of Maricopa will use the General Plan to annex unincorporated areas of the planning area	Page 78 of the General Plan Update Draft outlines the process for municipal annexation. According to state law, municipal annexation cannot occur without a majority consent of the landowners considering an annexation into a municipality. There was also an addition of a new LU & G Policy #8.1 that states that the City of Maricopa will coordinate land use and infrastructure planning with state agencies, federal agencies, other municipalities, relevant utilities, other regulatory bodies, and Pinal County, which is the entity that ultimately controls growth and development in unincorporated portions of Maricopa's MPA.
9	Desire to have General Plan designate a location for a downtown in Maricopa	The General Plan is not the appropriate plan to designate a specific location for a downtown. Community feedback in the development of the General Plan was supportive of the Village Center concept that states certain intersections throughout Maricopa would be nodes of increased activity and development.
10	Desire to have General Plan to establish a City brand and marketing identity	The General Plan is not the most appropriate plan to establish a new City brand and marketing identity. However, the Vision Statement put forth in the Advancing Maricopa General Plan Draft was supported by the members of the public during the community engagement in development of the General Plan Update.

Comment Number	Comment	Response
11	Suggestion for the General Plan to adopt specific performance metrics	The General Plan includes the Implementation Work Program that lists over 20 action items for the General Plan to be measured on in terms of timeline to completion.
12	Suggestion for the General Plan to lead the development of housing options across the full residential spectrum	Land Use & Growth Goal #4 and associated policies speak to the development of residential housing for all economic segments, which would include the full spectrum of housing.
13	Suggestion for the General Plan to designate a specific site for a Medical District	Safety & Public Infrastructure Goal #7 and associated policies speak to healthcare services expansion in Maricopa. A medical district designation could come from the policies of this goal.
14	Comment expressing the desire for the General Plan to enact policies that allow for increased walkability in Maricopa	Circulation & Connectivity Goals 4 and 5 and associated policies speak to walkability aspirations in Maricopa.
15	Desire to have the General Plan adopt United Nations sustainability goals similar to other cities	The General Plan includes Environmental Planning goals and policies specific to the needs of Maricopa.

**Handout #1**



**Handout #2**

CITY OF MARICOPA

# Advancing Maricopa General Plan

*Strategic Feedback and Recommendations*

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Prepared by James Singleton  
Former Chair, Maricopa Planning and Zoning Commission  
Candidate, Maricopa City Council  
April 2026

OVERVIEW

EXECUTIVE SUMMARY

The Advancing Maricopa General Plan is a strong foundation. The data is honest, the goals are substantive, and the plan reflects real public engagement. This feedback is not a critique of what has been built. It is a challenge to push further.

The distinction between a plan that manages growth and a plan that shapes a destination city is meaningful. **Chandler** managed growth for decades and then made a deliberate choice to become something specific. **Gilbert** chose a downtown scale and identity and built everything around it. **Leander**, Texas explicitly named its bedroom-community problem and attacked it with policy. **Maricopa** has the raw materials to make the same leap: **distinctive heritage, genuine research infrastructure, a workforce that chose to be here, and 190 square miles of room to build the city it wants** to be rather than retrofit what it inherited.

These recommendations are organized around eleven strategic themes. Some are additions to the plan. Some are intensifications of what is already there. All are grounded in what comparable fast-growing cities have done when they decided to become destinations.

What This Plan Does Well

- Honest demographic and housing data, including the 7,772-unit affordability gap and the 30% apartment vacancy rate
- Formal recognition of SR-347 improvements now on the Arizona Department of Transportation 5-year plan, secured through the half-cent sales tax
- Industrial Triangle as the city's primary economic development play, appropriately ambitious in scope
- Village Center concept as a land use organizing principle with tiered definitions
- Heritage District as a cultural and historic anchor, not just a redevelopment area
- Copper Sky hospital land sale completed September 2025 with a development agreement requiring acute care, emergency, and diagnostic services
- Strong environmental and water resource planning given the desert context

Where the Plan Needs to Go Further

A comprehensive and cohesive city identity and brand, not just a vision statement  
A housing diversity strategy that incentivizes the full spectrum from workforce to luxury  
A small business development framework with differentiated standards by lot size and location  
A designated, purpose-built Downtown Core with a specific location and binding design standards  
A target industry matrix with sector-specific recruitment priorities and honest competitive analysis  
A university strategy tied to physical presence and economic development, not just transfer agreements  
A plan to support and expand the Copper Sky hospital development into a true regional medical anchor  
A digital and broadband infrastructure standard built into development requirements  
Measurable performance indicators (MPIs) with annual City Council reporting for public accountability  
A Sonoran Desert Parkway and internal road network plan to capture the growth opportunity in eastern Maricopa  
A synthesized regional identity enabling Maricopa's story impossible to replicate

01

CITY IDENTITY AND BRAND

The current vision statement, 'a family friendly, vibrant community where opportunity can thrive,' is accurate but not distinctive. It could describe five hundred American cities. A destination city requires a unique identity that is impossible for anyone else to claim.

Maricopa has three identity assets that no other Arizona city possesses simultaneously:

- Only incorporated city in the United States featuring sovereign tribal nations both within city limits and on its border.
- An authentic agricultural-to-innovation arc: cotton and alfalfa fields becoming agritech research, United States Department of Agriculture facilities, two automotive proving ground sites, and now an industrial employment corridor.
- Consistent ranking as one of the fastest growing cities in the country, marking an evolution from agricultural roots into a modern community built on the deliberate choices of residents who have actively chosen to invest their future here.

WHAT A BRAND PLATFORM ACTUALLY MEANS

A brand is not a logo and not a tagline. It is an adopted, public, policy-backed answer to the question: **who is Maricopa and what does it stand for?** The difference between the current vision statement and a real brand platform is the difference between describing yourself and defining yourself.

The recommended path is for the City Council to establish a structured public process for the development of the city's identity, allowing resident feedback to shape a final brand that is then ratified by Council resolution. Once adopted, approved descriptions, titles, visual elements, and marketing strategies are integrated into every economic development pitch deck, every wayfinding sign, every event name, and every public communication should reinforce the same story. The discipline is the point.

#### THE CHANDLER NARRATIVE AND THE MARICOPA EQUIVALENT

##### The Model and the Opportunity

Chandler: "From crops and fields to fabs and chips"

Maricopa: "From a junction in the desert to the city that connected everything"

The narrative spine: Maricopa exists because of a railroad junction. State Route 347 is built over the rail line that once connected this community to Phoenix. The city's entire identity — crossroads, agricultural, isolated but resilient — is a testament to that origin. That is not a historical footnote. It is the foundation of a brand that no other city can replicate.

#### BRAND DIRECTION OPTIONS FOR COUNCIL CONSIDERATION

##### Direction 1: The Intentional City

##### "Maricopa. Rooted in Heritage. Defining the Future."

An unprecedented transformation from historic agricultural roots into one of the fastest-growing cities in the country. This evolution was not an accident; it reflects the character and grit of a community built by the deliberate choices of residents who recognized Maricopa's potential and chose to build their future here. This is a trajectory that is earned, forward-leaning, and impossible for an established, legacy city to claim.

**Best suited for:** Resident pride campaigns, economic development recruitment, and city-wide signature events.

### Direction 2: The Desert Innovator

#### "Maricopa. Where the Desert Works."

The desert is productive here. It grows food, generates energy, incubates technology, and supports a community that others said could not exist. Double meaning: the desert works, and so do the people in it.

**Best suited for:** Agritech and innovation sector recruitment, state and national media positioning.

### Direction 3: The Crossroads Identity (Recommended)

#### "Maricopa. The Middle of Somewhere."

Deliberately provocative and self-aware. Maricopa is often described as being in the middle of nowhere. A simple flip exemplifies geography, philosophy, culture and tangible results. Between Phoenix and Tucson. Neighbors with two sovereign nations. Historic past, prosperous future. That is not a limitation. That is an identity.

Why this one: It is specific to Maricopa in a way nothing else is, and it turns the city's perceived isolation into its defining asset.

**Best suited for:** All-purpose city branding, tourism, real estate, and business attraction.

## IMPLEMENTATION

- Create a City Council-led brand platform review process with community workshops
- Adopt the brand by City Council resolution so it carries policy weight and cannot be quietly retired by the next marketing cycle
- Require all economic development materials, wayfinding signage, event branding, and city communications to align with the adopted platform within 18 months of adoption
- Integrate the brand narrative into the General Plan Introduction chapter as a formal element, not a sidebar

02

## HOUSING DIVERSITY STRATEGY

The General Plan's housing data tells a clear story: approximately 96% of Maricopa's housing stock is single-family detached, home prices increased 58% from 2019 through 2024, and roughly 51% of renters are cost-burdened, meaning they spend more than 30% of their income on housing. These are not abstract statistics. They reflect a structural mismatch between the housing

being built and the households the city depends on. The plan acknowledges these conditions but does not yet establish the policy framework needed to change them. A destination city attracts residents across every life stage and income level. That requires the full housing spectrum to exist.

### THE FULL HOUSING SPECTRUM

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Maricopa needs deliberate policy for each tier of the housing market, not just attention to the extremes. The five-tier spectrum from workforce housing to luxury custom homes represents five distinct household types, five distinct price points, and five distinct sets of city priorities.

- **Luxury and Custom Housing:** Large-lot executive homes that attract senior professionals and corporate relocations. These residents increase local spending, support specialized retail and healthcare, and signal to employers that Maricopa can house their leadership. Currently underprovided. The plan should identify specific areas where large-lot development is encouraged, not just permitted.
- **Second Move-Up Housing:** Move-up product for established families seeking more space, better amenities, or a premium neighborhood experience. This tier is reasonably well served but benefits from the diversity of master planned community design rather than uniform subdivision product.
- **First Move-Up Housing:** Townhomes, courtyard homes, and smaller single-family product for households graduating from apartments or starter homes. This is the most under-built tier in Maricopa and the most important for retaining young professionals who would otherwise leave for neighboring areas.
- **Entry Level Housing:** Attainable ownership product for first-time buyers. Small-lot single family, paired homes, and for-sale condominiums. The 30% apartment vacancy rate signals that developers in Maricopa have overbuilt rental product and underbuilt ownership product at this price point.
- **Workforce Housing:** Flexible or market-variable housing for service workers, teachers, first responders, and healthcare employees. This tier is essential in order to attract and retain nurses, teachers, and myriad entry or basic managerial positions.

INCENTIVES FOR HOUSING DIVERSITY WITHIN MASTER PLANNED COMMUNITIES

**Policy Recommendation: Housing Diversity Incentive Framework**

**Density bonus:** Master planned communities that incorporate all five housing tiers within a single development are eligible for up to a 10% density bonus applied proportionally to the residential acreage that meets the housing diversity criteria. The bonus is calculated based on the base entitled density and distributed across the project in a manner consistent with the approved phasing plan.

**Impact fee incentives:** The City should evaluate and implement targeted development fee incentives for workforce and entry-level housing consistent with Arizona Revised Statutes § 9-463.05. These may include proportionate fee adjustments based on reduced infrastructure demand, credits or reimbursements for developer-provided infrastructure, and fee deferrals structured through development agreements. Any adjustments should be supported by the City's Infrastructure Improvements Plan and nexus-based analysis to ensure compliance with state law while advancing housing attainability goals.

**Expedited review:** Master planned communities that demonstrate a housing diversity plan meeting the five-tier spectrum receive a 30-day permitting review guarantee for all subsequent phases dependent on the current demand for review and types of development. Priority given to "greater good" areas.

**Design standards:** The City shall adopt housing design standards specific to each tier that prevent uniform subdivision product from substituting for genuine diversity. First move-up and entry-level product must meet minimum architectural differentiation standards.

SECONDARY OWNERSHIP OPTIONS: CONDOMINIUMS, TOWNHOMES, AND LIVE-WORK UNITS

The plan should explicitly support and incentivize secondary ownership formats currently lacking. For-sale condominiums and townhomes provide ownership opportunities for households who cannot afford or do not want a single-family home. Live-work units in the Town Center provide space for artists, entrepreneurs, and small business owners to build equity while operating their business.

- **A market-driven strategy for Town Center density:** permitting for-sale condominiums by right in the Town Center and Village Center districts (700 square foot minimum) with **no municipal parking minimums**. This policy prioritizes resident affordability by removing the "hidden tax" of mandated parking stalls, allowing developers to align parking counts with actual market demand while utilizing shared district infrastructure to maintain a high-quality, walkable urban core.

- **Townhomes and court homes:** Encourage in the Medium-High Density Residential designation as the transition between single-family neighborhoods and higher-density areas. Design standards should require articulated facades and private outdoor space.
- **Live-work units:** Permitted by right in the Town Center District overlay. The ground floor must be functional commercial, retail, or studio space with a minimum 12-foot clear ceiling. Residential above.

03

## SMALL BUSINESS DEVELOPMENT FRAMEWORK

Maricopa's development review process currently treats a half-acre retail parcel along an arterial street the same as a 50-acre master planned commercial development. This approach creates obstacles and impediments to expeditious development, and needs to be changed. Small businesses are the fastest path to retail diversity, local economic identity, and the kind of street-level activity that makes a city feel alive. There is also the distinction between development familiar with the process and first-time business ventures who have little to no experience navigating the process. Development should facilitate, not frustrate.

### DIFFERENTIATED STANDARDS BY SCALE AND CONTEXT

The plan should formally establish that development standards vary based on three factors: **lot size, adjacency to residential uses, and location along a designated corridor**. These factors should determine design, placement, zoning requirements, and other characteristics or stipulations. For example, a half-acre lot on John Wayne Parkway should face different requirements than a half-acre lot backing up to a residential neighborhood, and both should face different requirements than a five-acre anchor commercial pad.

## Proposed Scale-Based Standard Categories

**Small Parcel Retail and Office (under 1 acre, arterial or railroad corridor frontage):** Streamlined site plan review with priority processing and a target 10-business-day initial review timeline for complete applications. Traffic review only required for projects under 2,000 square feet, with no full traffic impact analysis unless site-specific conditions warrant additional study. Reduced landscaping requirement of 10% of site area rather than the standard 20%. Shared parking agreements with adjacent parcels accepted in lieu of on-site parking minimums, as agreed to by applicable parties.

**Small Parcel Retail and Office (under 1 acre, adjacent to residential):**

Standard review applies. Landscaping buffer requirement on the residential boundary. Hours of operation conditions may be established during the entitlement process, eliminating the need for a separate conditional use permit when impacts are clearly defined and mitigated upfront.

**Mid-Scale Commercial (1 to 5 acres):**

Standard review with enhanced design standards along arterial frontages. Traffic study required at 5,000 square feet or more.

**Large-Scale Commercial (over 5 acres):**

Full development review with traffic impact analysis, utility capacity confirmation, and mandatory pre-application conference.

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INCENTIVES FOR LOCALLY OWNED AND OPERATED BUSINESS DEVELOPMENT

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It is generally acknowledged that retail follows rooftops, but local businesses create identity. The plan should adopt a policy preference and incentive structure for locally owned and operated businesses in the Town Center District and the Heritage District.

- **Local Business Facade Grant:** A matching grant program of up to \$25,000 for locally owned businesses occupying ground-floor commercial space in the Town Center or Heritage Districts, covering signage, facade improvements, and outdoor seating infrastructure when applicable. **Note: a grant may not be legal or permitted per statute. Additional research needed here.**
- **First-Year Rent Subsidy Program:** providing rent support for first-time, locally owned commercial tenants in the Town Center District through City partnerships, contingent upon a defined ROI and reimbursement agreement to align business success with city growth.
- **Strategic Permit Fee Waivers:** providing first-year fee relief or deferment for locally owned businesses under 2,000 square feet within the Town Center and Heritage Districts, supported by an ROI/reimbursement agreement to protect municipal resources while fueling local commercial growth.
- **Business Development Cohort:** The Office of Economic Opportunity should run a quarterly or semi-annual business development cohort in partnership with the Small Business Development Center at Central Arizona College, targeted at Maricopa residents with business concepts ready for their first commercial location. Program

content should be informed by local business inquiries, pre-development leads, and entrepreneurial outreach. The cohort should be structured to align with and advance the priorities identified in the City's Economic Development Strategic Plan upon adoption.

#### ARTERIAL STREET AND RAILROAD CORRIDOR STANDARDS

Properties along arterial streets and the Union Pacific Railroad corridor have fundamentally different development economics, traffic exposure, and design context than properties adjacent to residential neighborhoods. The Zoning Code should reflect this with corridor-specific standards that make small business development viable rather than burdening it with standards designed for larger-scale projects.

- Arterial corridor commercial lots under 1 acre: Minimum landscaping 10% of site area; shared access driveways encouraged with reduced setback requirements when a cross-access easement is recorded
- Railroad corridor industrial and commercial lots: Building orientation requirement toward the public street, not the railroad. No minimum parking setback from the railroad boundary. Outdoor storage permitted on the railroad side of the building with screening from public streets.
- All small parcel development: No blank wall requirement applies if the building face is less than 40 feet wide. Corner lots receive a 50% reduction in required landscaping on the secondary street frontage.

#### 04

#### DOWNTOWN CORE LOCATION AND STRATEGY

The Heritage District is a valuable cultural and historic asset. It is not, and likely cannot become, a true urban downtown. The original Maricopa Townsite is largely aging single-family homes, the original high school, and scattered commercial parcels without the land assembly or street structure to support a walkable urban core. That is not a criticism. It is a planning reality that frees the city to choose where its downtown goes.

Maricopa's advantage is that it has not built its downtown yet. That is rare. Most cities are retrofitting around decisions made generations ago. Maricopa gets to design from intention.

#### RECOMMENDED LOCATION: THE CENTRAL ARIZONA COLLEGE AND CITY HALL GROWTH CORRIDOR

The area bounded roughly by Bowlin Road to the north, West Farrell Road to the south, the Santa Cruz

Wash to the east, and extending west toward City Hall represents the most compelling candidate for Maricopa's designated Downtown Core. It is the geographic center of Maricopa's planning area, and this designation is not based on what exists today. It is based on where the city is growing and what the geography makes possible.

The case for this area:

- The civic anchor is already established. City Hall, the new police headquarters, courts, and the Library and Cultural Center create the institutional permanence that a downtown requires. The seat of government defines the center of town.
- Central Arizona College generates daily foot traffic, a young adult population, events programming, and the kind of consistent street-level activity that supports restaurants, bookstores, and retail. The college is not the downtown. It is the engine that makes the downtown viable.
- The San Travasa residential development is underway in this corridor, providing the residential density that activates ground-floor commercial uses.
- The Santa Cruz Wash on the eastern boundary is not a constraint. It is an amenity edge. A greenway trail along the wash with a walkable town center on its western bank is exactly the kind of natural feature that gives a downtown a sense of place. Few Arizona cities have this.
- The land is largely undeveloped, which means the street grid, block sizes, and building standards can be designed from the beginning rather than retrofitted around existing structures.
- The Sonoran Desert Parkway provides east-west connectivity that allows the town center to function without routing every trip through State Route 347.

#### THE COLLEGE-ADJACENT DOWNTOWN MODEL

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This is among the most proven models in mid-size American cities. Tempe, Fort Collins, Flagstaff, and Bozeman all built their most successful urban cores adjacent to a college campus. A college guarantees the one thing most small downtowns lack: a reason for people to be there on a weekday afternoon.

### Key Planning Moves to Make This Real

Designate a Town Center District of 30 to 50 acres centered on the Central Arizona College and City Hall corridor, with a formal boundary adopted by ordinance and mapped in the Land Use Plan

Commission a specific street grid plan for the Town Center, with named streets, block sizes of 200 to 300 feet, and mandatory ground-floor activation on designated main streets

Establish a formal City-Central Arizona College partnership agreement on shared public space, event programming, and street-level activation along campus edges facing or adjacent to the town center

Redesign the City Hall plaza as a proper civic square rather than a parking-forward government campus. The seat of government on the main square creates irreplaceable civic permanence.

Designate the primary street between City Hall and the Central Arizona College campus as Maricopa's Main Street. Name it deliberately. Design it as the most intentional half-mile in the city.

Recognize the Santa Cruz Wash as the eastern amenity edge of the district and incorporate it into the Town Center open space framework from the beginning

### INFRASTRUCTURE-FIRST APPROACH: SHELL BUILDINGS AND THE CAPITAL IMPROVEMENT PROGRAM

The most important insight about downtown development in a city building from scratch is that private developers will not take the first risk. The city has to go first. Chandler and Gilbert both learned this: infrastructure investment and publicly funded building shells came before private tenants, not after.

The recommendation is that the City treat Town Center infrastructure and initial building shells as a Capital Improvement Program investment. The city builds the street network, installs utilities, constructs the parking structure, and builds one or two ground-floor commercial shell buildings to finished structure but not tenant build-out. In other words, "flex space". Those shells are then sold or leased to developers and tenants at market rate, recovering much of the city's investment while seeding the district with the critical mass of activity needed to attract the second wave of private development without city subsidy.

This is not speculative. It is the same model used by Gilbert's Heritage District, Chandler's downtown core, and dozens of mid-size cities that now have thriving walkable downtowns. The city's risk is the infrastructure investment. The return is a downtown that anchors the entire eastern growth corridor's commercial value for the next 50 years.

### HERITAGE DISTRICT: RETAINED AS THE CULTURAL DISTRICT

The Heritage District should be strengthened as Maricopa's Cultural and Historic District, not the downtown. The railroad heritage, the museum, the California Zephyr railcar, Mike Ingram Heritage Park, and the pedestrian bridge over the Union Pacific Railroad are genuinely

distinctive. The district's role is cultural programming, heritage tourism, and civic placemaking. Its identity should be celebrated and resourced accordingly.

Two specific activation investments would dramatically increase the Heritage District's energy without requiring the density or land assembly that a traditional downtown demands.

## THE JUNCTION: A PERMANENT FOOD TRUCK ROW IN THE HERITAGE DISTRICT

The difference between food trucks at an event and a food truck row is permanence and design. A food truck row works because it has a name, an address, and an identity that people seek out rather than stumble upon. The Heritage District along Plainview Street, adjacent to Heritage Park, is the right location for Maricopa's first permanent food truck row. The railroad backdrop, the California Zephyr railcar, and the passing Union Pacific Railroad trains give this location an authentic industrial character that no purpose-built food hall can manufacture.

The name writes itself: The Junction. Named for the railroad junction that is the literal origin of the city. A food truck row called The Junction, along the tracks, next to the original Maricopa Townsite, with Heritage Park as its seating bowl, is a story that every food and travel publication in Arizona would tell.

### What Makes The Junction Work

**Permanent utility connections:** Each pad has flush-mounted water, sewer, and electric connections so operators arrive and plug in rather than running generators and water tanks. This is the single biggest operational barrier food truck operators face.

**Permanent covered seating:** A shade structure sized for 100 to 200 people that belongs to no single vendor, with full ADA-compliant access throughout. Accessible pathways, compliant restroom facilities, and shade overhead are baseline requirements, not amenities. (*Examples: timber ramada, train depot overhang, etc.*)

**Flexible Vendor Program:** Six permanent pads with a curated selection of operators. The program should allow successful vendors to maintain longer-term placement, while reserving space for new and emerging food entrepreneurs. At least two pads in the first year should offer reduced or subsidized rates to support first-time operators. The Junction functions as both an incubator and a launchpad, allowing vendors to establish and grow their business with the option to expand into a Town Center storefront as demand increases. All vendors must comply with applicable county health and food service regulations.

**Ownership model:** The Junction infrastructure may be built by the city and operated directly, the city may issue a request for proposals for a private operator to build and manage the facility under a long-term concession agreement, or the city can seek a public/private partnership agreement.

Profit-sharing, balanced fee structures, leasing agreements, and other options would lend themselves to successful and sustainable outcomes. Private operation reduces ongoing city operational commitment while preserving the city's design and curation standards through the concession terms.

**Events integration:** The Junction activates Heritage Park during Stagecoach Days, the Heritage District Market, and community events with a built-in vendor row that is already set up rather than assembled each time.

**Low city capital required:** A few hundred thousand dollars for utility stub-outs, shade structure, accessible pathways and restrooms, lighting, and permitting infrastructure. The pads generate ongoing revenue.

As the Town Center develops, a second permanent pad installation integrated into Main Street's streetscape would expand the concept citywide. The Junction in the Heritage District is the prototype. Main Street is where it scales.

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**THE WORKSHOP: A COMMUNITY MAKERSPACE FOR ARTS, MAKING, AND CULTURE**

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City staff and elected officials consistently identify the arts as a priority. There is also continued and significant input from residents and artists on the need to support the arts. The performing arts center, the public art program, the Maricopa Arts Council, Maricopa Friends of the Arts, Copa Creates, the Maricopa Main Street Marketplace, the cultural events calendar: all of these reflect a genuine community desire to be a city where creative life has a home. Each designed with purpose while keeping in mind that a performing arts center hosts events, a makerspace builds a culture.

Phoenix built the largest community makerspace in the Southwest through a partnership between GateWay Community College, Arizona State University, and the City of Phoenix, funded in part through a federal Economic Development Administration grant. The result is a facility where students, artists, entrepreneurs, and hobbyists share equipment and space for metalwork, woodwork, electronics, robotics, textiles, and digital fabrication. It does not just host the arts. It produces artists, makers, and small businesses.

Maricopa should build its own version, named The Workshop. The institutional partners are already here: Central Arizona College has the student pipeline and instructional capacity, and the University of Arizona brings research and design credibility. The city brings the land and the vision. There is also a unique opportunity to combine makerspaces with retail, offering a venue for selling arts but also to attract a variety of retail operations who sell supplies that artists seek/need. This is not a new concept for Maricopa's arts initiatives.

**The Workshop: Core Concept (One of Multiple Examples):**

**Location:** The Heritage District and its surroundings are the natural home for a makerspace given the cultural district identity and the industrial character of the area. The Estrella Gin Site has been identified as one candidate, though its private ownership and active development plans may affect feasibility. The city should evaluate available publicly owned parcels in the Heritage District area as primary options, with privately owned flex-industrial buildings in the corridor as secondary candidates through a lease or partnership structure.

**Operator model:** Central Arizona College operates the facility, provides classes and certifications, and manages memberships. The University of Arizona contributes design and engineering programming. The city contributes the building or land through a long-term ground lease. A federal Economic Development Administration grant funds the equipment and renovation.

**What it offers:** Shared access to fabrication equipment, laser cutters, 3D printers, woodworking tools, metalworking equipment, textile studios, recording space, and digital media production. Open membership for residents. Discounted access for students. Programming for youth on weekday afternoons and evenings.

**What it produces:** Artists and makers who cannot afford studio space find a community. Food entrepreneurs prototype packaging before they commit to The Junction. Small manufacturers test product concepts before seeking industrial space. Students in the career and technical education pipeline get hands-on time with professional equipment.

**Connection to The Field:** The Field in the Town Center serves agritech entrepreneurs, food innovators, and automotive spinoffs. The Workshop serves artists, makers, and cultural entrepreneurs. These are complementary institutions, not competing ones. Together they make Maricopa a city where you can build something.

The arts grow from a place where artists can afford to work and have an opportunity to display, showcase or sell their creations. Maricopa has the institutions, the land, and the federal grant pathways to build that place. The Workshop is how the city's stated commitment to arts and culture becomes infrastructure rather than aspiration.

## RECOMMENDATION 05

### DOWNTOWN CORE OVERLAY DISTRICT

A destination downtown is not produced by general commercial zoning. It requires a specific overlay district with standards that guarantee the physical form of a walkable urban core regardless of what individual developers propose. The following framework is written for the Maricopa context and should be adopted as a standalone zoning document with binding legal effect.

#### PURPOSE

To create a compact, walkable, mixed-use urban core that serves as Maricopa's civic and commercial heart: a place where residents shop, work, eat, celebrate, and govern within a ten-minute walk of each other.

#### PERMITTED USES (BY RIGHT)

- Ground-floor retail, restaurant, cafe, entertainment, and personal services
- Upper-floor residential at a minimum density of 18 dwelling units per acre

- Office and co-working space
- Hotel or extended stay minimum 50 rooms
- Parking garages, publicly or privately owned
- Civic and institutional uses: library branch, community center, government offices
- Live-work units
- Outdoor dining and temporary activations
- Farmers markets and events under 500 people, expedited permitting process

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#### PROHIBITED USES

- Drive-through facilities of any kind (pick-up windows and designated curbside pick-up zones within a building or parking structure are permitted)
- Auto-oriented retail: dealerships, tire shops, auto parts stores
- Single-family detached residential
- Large surface parking lots as the primary street-facing element on a designated main street
- Warehousing or storage as a primary use

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#### BUILDING STANDARDS

- Height: Minimum 2 stories to ensure urban-scale street presence; maximum 4 stories across most of the district. Buildings of 4 stories or greater must be sited a minimum of 1,000 feet from the nearest existing residential property line to prevent scale conflicts with adjacent neighborhoods. Landmark sites at designated intersections may apply for up to 5 stories through a design review process.
- Setbacks: Zero front setback on designated main streets. Buildings must be built to the sidewalk edge. Sidewalks must meet adopted design standards that safely accommodate pedestrians, bicycles, and mobility-assistance devices, with final specifications aligned to future City policy updates regarding motorized devices.
- Ground-floor activation: 75% of ground-floor frontage on designated streets must be active commercial or qualified retail use. No blank walls, mechanical rooms, or residential lobbies facing the street.
- Transparency: Minimum 60% glazing on ground-floor facades facing designated streets.

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#### PARKING STANDARDS

Parking is one of the most consequential decisions a downtown overlay can make. The approach here is drawn directly from what Chandler and Gilbert have done successfully: the city builds and operates free public parking structures, which removes the barrier to downtown visitation while keeping surface lots off prime street frontage.

- The city shall plan, fund, and construct one or more free public parking structures within or immediately adjacent to the Town Center District as a deliberate public investment. Structured public parking is the infrastructure that makes downtown retail viable and the single reason Chandler's and Gilbert's downtowns succeeded where others did not.

- Surface parking lots fronting a designated main street are prohibited. The building, not the parking, must face the street.
- A limited number of accessible parking spaces may be provided at the building face on designated main streets, not to exceed five spaces per building frontage, designed as part of the building entry sequence and clearly marked for accessibility. Accessibility for older and disabled visitors is a design priority, not an afterthought.
- Private surface parking maximums: 1 to 50 spaces, minimum 2 electric vehicle-ready spaces; 51 to 200 spaces, minimum 10% electric vehicle-ready; over 200 spaces, minimum 15% electric vehicle-ready. All electric vehicle infrastructure located in rear or side parking areas.

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#### PUBLIC REALM STANDARDS

- Minimum 12-foot sidewalk on all designated main streets, including a 4-foot amenity zone for trees, benches, and bike parking. Landscaping elements shall not infringe visibility or emergency vehicle access (tree height, large canopies, high-maintenance varieties, etc.)
- Street trees every 25 feet on designated main streets. Permitted species include Red Pistache, Desert Willow, and Ironwood. Palo Verde and Mesquite are prohibited within 6 feet of any sidewalk or parking surface due to litter, root damage, and thorn hazard.
- Shade requirement: 50% of sidewalk surface must be shaded by canopy structure or qualifying shade trees. Shade trees count toward this requirement when they are a minimum of 36-inch box at time of installation and are of a species that achieves a 25-foot canopy at maturity. This is a condition of development approval, not a guideline. Landscaping elements shall not infringe visibility or emergency vehicle access (tree height, large canopies, high-maintenance varieties, etc.) Public art required for any building over 10,000 square feet of commercial space, at a minimum of 0.5% of construction cost, consistent with the city's existing public art program. *Note: the city should adopt "image zones" that reflect a thematic approach with regard to public art.*

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#### RESIDENTIAL AND ACTIVATION STANDARDS

- Any residential project over 20 units must include 10% of units at or below 80% of Area Median Income, or pay an in-lieu fee into a dedicated Downtown Housing Trust Fund
- No building permit is issued for residential upper floors without ground-floor commercial approved simultaneously
- A Certificate of Occupancy for residential floors is conditioned on ground-floor commercial being occupied or having a signed lease in place at the time of inspection. If a ground-floor commercial tenant subsequently vacates, existing residential occupants retain their right to remain. The commercial vacancy requirement applies at initial occupancy only and does not create grounds for residential eviction.

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#### INCENTIVE STRUCTURE

- Development Impact Fee deferral for no more than 5 years for qualifying mixed-use projects that meet all by-right standards

- Expedited permitting with a 15 business-day review guarantee for by-right compliant projects (Does not apply to regularly observed holiday periods).
- City participation in public realm improvements within the right-of-way: streetscape, trees, lighting, and utilities
- Facade improvement funds, city needs to identify funding and criteria

INDUSTRIAL TRIANGLE AND ECONOMIC DEVELOPMENT

The Maricopa Business Park and Industrial Triangle represent a generational economic development opportunity: 680 acres, a projected \$1.4 billion investment, and 18,000 to 36,000 jobs. The plan describes the project well. What is missing is the strategic framework to make it happen on Maricopa's terms rather than the market's default.

TARGET INDUSTRY MATRIX

Industry	Competitive Advantage	Tier	Priority Action
Agritech and Food Manufacturing	University of Arizona Maricopa Agricultural Center, United States Department of Agriculture Arid-Land Agricultural Research Center, Union Pacific Railroad access, adjacent agricultural land. No other Arizona city offers this combination.	Tier 1: Active	Dedicated pitch deck and site selector package; co-marketing with University of Arizona Maricopa Agricultural Center
Automotive Research and Proving	Volkswagen and Nissan proving grounds already operating. Lucid Motors manufacturing in adjacent Casa Grande. Desert climate and open roads are irreplaceable for vehicle testing.	Tier 1: Active	Recruit 5 additional proving or supplier operations; leverage Lucid Motors and existing cluster as anchor references
Cold Chain Logistics and Food Distribution	Union Pacific Railroad mainline, location between Phoenix and Tucson, agritech anchor generating local supply, cost-competitive land.	Tier 1: Active	Target major grocery distribution networks and food cold chain operators
Healthcare Manufacturing and Medical Devices	Supports hospital strategy; workforce pipeline through Central Arizona College and University of Arizona.	Tier 2: Opportunistic	Develop recruitment materials once hospital operator is named
Renewable Energy Operations	Electrical District No. 3 solar buildout creates sector familiarity; available land and exceptional sun resources.	Tier 2: Opportunistic	Monitor state incentive landscape; position Industrial Triangle for solar and battery storage

Tourism, Hospitality and Recreation	Apex Motor Club, Estrella Sailport, proximity to tribal resort assets, State Route 238 Adventure Corridor, Pinal Co. Parks, Trails & Open Spaces	Tier 3: Cultivate	Support existing operators; develop Adventure Corridor design standards
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### What Is a Shovel-Ready Site and How Does the City Get Its Money Back?

A shovel-ready industrial site means: clear or optioned title, Phase 1 environmental clearance completed, utility connections extended to the property boundary, road access at full design capacity, and any required rezoning already complete. The prospect can break ground within 90 days of signing a lease.

The city does not absorb infrastructure costs out of the general fund. Available tools include: Community Facilities Districts (CFDs) where the developer or landowner forms a special taxing district with bonds repaid through property assessments to landowners within a district over 20 to 30 years; infrastructure reimbursement agreements where the city extends infrastructure and the first developer reimburses a prorated share creating a revolving fund; and special tax district bonds repaid as industrial development generates taxable activity over time.

The city's return comes through property tax on industrial improvements, transaction privilege tax on business activity (reduced sales tax leakage), and the economic multiplier of tens of thousands of workers spending money in Maricopa. This is infrastructure investment that pays returns over decades, not a subsidy.

#### Ready-to-Build Site Inventory

- Identify multiple specific shovel-ready parcels in the Industrial Triangle and Maricopa-Casa Grande Highway corridor
- Complete Phase 1 environmental clearance and utility stub-out to those parcels in advance of prospect inquiries
- Publish and maintain a quarterly-updated site inventory on the city's economic development website
- Target: At least 5 shovel-ready sites available and marketed by end of 2027

#### WORKFORCE HOUSING LINKAGE

An employment center of this scale without adjacent housing produces traffic, not community. The plan should establish that for every 500,000 square feet of industrial development permitted in the Industrial Triangle, a minimum of 200 workforce housing units must be entitled within one to two

miles. This does not require the city to build housing. It requires developers to demonstrate that housing supply is pacing job creation.

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## UNIVERSITY AND EDUCATION STRATEGY

The University of Arizona Maricopa Agricultural Center and United States Department of Agriculture Arid-Land Agricultural Research Center are national-caliber research assets that are not yet being used as economic development tools. The plan treats education primarily as a social service. It should also treat it as a business recruitment advantage and a workforce development infrastructure investment.

A note on the existing University of Arizona-Central Arizona College relationship: the two institutions signed a formal transfer partnership in 2023 enabling Allied Health and career and technical education students to transfer credits toward bachelor degrees through online programs. This is a meaningful step. However, that online program is an independent institution affiliated with but distinct from the University of Arizona main campus. Having online transfer pathways is not the same as having a physical University of Arizona presence in Maricopa. That gap is what this strategy addresses.

### THE PRIMARY GOAL: A PHYSICAL UNIVERSITY OF ARIZONA PRESENCE IN MARICOPA

The University of Arizona already has the research infrastructure here. The ask is to build the degree-granting side in Maricopa: not as a satellite of an existing program, but as a named program area built around what only Maricopa can offer. A College of Desert Agriculture and Food Innovation, or equivalent named program with a physical home in or near the city, would be the only one of its kind in the country.

### Near-Term Steps (0 to 5 Years)

Negotiate and sign a formal City-University of Arizona partnership agreement that commits both parties to specific deliverables: Maricopa Agricultural Center facility expansion, joint workforce programming, and a timeline for a physical degree-granting presence

Formalize the K-through-career pipeline: Maricopa Unified School District to Central Arizona Valley Institute of Technology to Central Arizona College to University of Arizona transfer, with the city as the convener

Recruit one additional four-year institution or accredited satellite campus to establish a physical presence in Maricopa by 2030

Ensure the Central Arizona Valley Institute of Technology Heritage District campus Phase 1 opens on schedule by July 2028

### THE FIELD: AN INNOVATION HUB FOR THE TOWN CENTER

The Field is a proposed co-working and entrepreneurship hub, co-branded between the City, Central Arizona College, and the University of Arizona, located in or adjacent to the Town Center District. The physical footprint is modest: 15,000 to 25,000 square feet, equivalent to a standard commercial building, so it does not compete meaningfully with retail or residential for Town Center land.

- Targeted at agritech startups, food innovation ventures, water technology companies, and automotive research and development spinoffs from the Volkswagen, Nissan, and Lucid Motors clusters
- Structured as a public-private partnership with the city providing the space and Central Arizona College and the University of Arizona providing programming and mentorship
- Potential ongoing funding from Pinal County alternative energy programs: as solar generation and data center operations expand in the county, fee structures tied to those facilities may provide an annual revenue stream directed toward workforce training programs at the Central Arizona Valley Institute of Technology, Central Arizona College, and the University of Arizona. The Field is the natural home for these programs in Maricopa, covering trades training in electrical, plumbing, concrete, and framing alongside technology sectors.

The Field and The Workshop described in Recommendation 04 are intentionally different institutions serving different communities. The Field serves business builders in innovation sectors. The Workshop serves artists, makers, and cultural entrepreneurs. Both are operated in partnership with Central Arizona College and the University of Arizona. Together they make Maricopa a city where people can build things, and where both the economy and the culture benefit from that capacity.

## MEDICAL DISTRICT AND HEALTHCARE STRATEGY

The City of Maricopa completed the sale of 9.5 acres at Copper Sky to BR Companies in September 2025 for \$3.2 million. The development agreement requires construction of an acute-care hospital with 24 beds, four dedicated to intensive care, one operating room, a ten-bay emergency department, a helipad, and a full suite of diagnostic services including imaging, laboratory, pharmacy, and cardiac catheterization. No hospital operator has been named as of the date of this feedback.

This is a significant step forward. However, 24 beds serving a city of 80,000 residents projected to reach 130,000 by 2060 is the beginning of a healthcare infrastructure strategy, not the end of it.

### SUPPORTING THE COPPER SKY DEVELOPMENT TO COMPLETION

- Assign a dedicated economic development staff contact for hospital operator recruitment
- Develop a hospital recruitment package: site conditions, development agreement terms, existing patient base, proximity to employment centers, and population growth trajectory
- Identify and apply for state or federal funds that support rural or underserved healthcare facility development
- Milestone target: hospital operator named by 2027, construction start by 2028

### DEVELOPMENT INCENTIVES FOR THE MEDICAL CORRIDOR

The same logic that justifies development incentives in the Town Center applies to the healthcare corridor. Medical office buildings, specialist clinics, laboratories, and pharmacy pads are the secondary economic activity that are located adjacent to a hospital. Getting those uses into Maricopa early creates the cluster effect that makes the hospital viable as an operator investment. The ultimate goal is comprehensive healthcare options for all ages.

## Proposed Medical Corridor Incentive Framework (First 10 Years)

Development Impact Fee deferral for up to 5 years for healthcare-related developments within one-quarter mile of the Copper Sky hospital site and within the future Medical District Special Planning Area

Expedited permitting with a 15-business day review guarantee for medical office, clinic, laboratory, and pharmacy developments under 20,000 square feet (*Does not apply to recognized holiday periods.*)

Land sales at a reduced or negotiated rate for the first 3 years following hospital operator development commencing, for developments that commit to completing construction and opening within an agreed-upon timeline, and adhere to that timeline without undue delay.

## PLANNING FOR PHASE 2: A FULL REGIONAL HOSPITAL

A 24-bed facility is a community hospital. As Maricopa grows toward 100,000 residents and the Industrial Triangle reaches scale, the demand for a full regional hospital with multiple operating rooms, a Level 1 trauma center, and comprehensive specialty services will be unambiguous. The plan should designate a site for that facility now, before competing uses claim the land.

### Medical District Special Planning Area

Designate a Medical District Special Planning Area in the eastern Maricopa growth corridor, near Anderson Road or Murphy Park area (contingent on utility availability)

Reserve a minimum of 50 to 75 acres in the Land Use Plan for a future full-service regional hospital, medical office campus, and supporting clinical facilities. This scale allows for a main hospital building, medical office cluster, structured parking, helipad clearance, and a future expansion wing.

Pre-complete Phase 1 environmental review on the designated site so a hospital system can commit without a multi-year clearance process

Medical office, laboratory, pharmacy, and specialist clinic uses permitted by right in the district

Design road access to connect the site to State Route 347, the Maricopa-Casa Grande Highway, and the Sonoran Desert Parkway extension from day one

DIGITAL INFRASTRUCTURE AND INNOVATION ECONOMY

The plan lists broadband providers alongside garbage collectors. Both are important services. But broadband is economic infrastructure in the same category as roads and utility easements, and it should be treated that way in the General Plan even though the city does not presently operate the service directly.

**The City Does Not Need to Provide Internet. It Needs to Enable It.**

The mechanism is conduit: fiber optic conduit installed in the ground alongside roads and utilities, owned by the city and leased to competing providers. Installing conduit during road construction adds less than 2% to project cost, while retrofitting later costs 10 to 20 times more. The city already requires road stubs and utility connections as standard conditions of development; conduit for future broadband infrastructure should be treated the same way.

To accelerate deployment, the City should pair this requirement with targeted incentives such as expedited permitting for developments that exceed minimum conduit standards, public-private partnerships with providers for last-mile connections, and streamlined access to city-owned conduit infrastructure to reduce barriers to entry and encourage competition.

**Recommended Policy Language for the Plan**

All new road construction, subdivision approvals, and development approvals within the Maricopa Municipal Planning Area shall require installation of at least two 1.25-inch conduits for future fiber optic cable, with pull strings installed, at no additional cost to the City  
The City shall publish an annual broadband availability and speed map showing coverage by provider and identifying parcels without gigabit-capable service  
The City shall target 100% of parcels in the Municipal Planning Area having access to gigabit broadband service by 2032

SMART CITY INFRASTRUCTURE STANDARDS

- Require conduit for smart city infrastructure, including connected traffic signal readiness and sensor mounting capacity, as a standard condition of arterial road construction in designated growth areas
- Adopt electric vehicle charging infrastructure rough-in as a standard condition of approval for commercial developments over 50,000 square feet
- Require smart meter readiness in all new utility connections within the Municipal Planning Area, consistent with Electrical District No. 3's ongoing capital program

MARICOPA'S INNOVATION IDENTITY

**The Innovation Pitch**

"Maricopa is where you go to solve how the desert feeds the world."

"Maricopa - where solutions about world hunger are researched, tested, and grown."

This ties the University of Arizona Maricopa Agricultural Center, the United States Department of Agriculture Arid-Land Agricultural Research Center, the Industrial Triangle agritech recruitment, water technology development, and the Central Arizona College-to-University of Arizona workforce pipeline into a single coherent story for site selectors, venture capital, and federal research grant applications.

MEASURABLE PERFORMANCE INDICATORS AND ANNUAL SCORECARD

The General Plan's annual progress report is currently narrative in form. A destination city plan should publish a formal scorecard: 20 to 25 specific metrics reported publicly each year that the City Council is accountable for delivering. The following tables represent a recommended starting set, organized by plan chapter.

Each indicator in the final plan should be accompanied by: (1) the specific data source used to measure it, (2) the baseline value at plan adoption, and (3) the department responsible for tracking and reporting it. Without all three, performance indicators cannot be reliably tracked across administrations. A written public report as approved/adopted by City Council if applicable, shall be published within 30 days from the date of the report.

TRANSPORTATION

Performance Indicator	Goal	Measurement
State Route 347 widening: construction underway per Arizona Department of Transportation commitment	Construction commenced in Pinal County Milestones reached on schedule	Confirmed by Arizona Department of Transportation: 2027
Sonoran Desert Parkway: extension to Maricopa-Casa Grande Highway	Extension open to traffic	Road open and operational: 2032
Green Loop Road: full planned alignment	Design, assessments complete Full alignment open to traffic	Road network complete: 2033
Honeycutt Road widening to two lanes each direction from White and Parker Road to Hartman Rd. at Tortosa	Four-lane road open to traffic	Construction complete: 2031
White and Parker Road widening to two lanes each direction from Smith-Enke Road to Maricopa-Casa Grande Highway	Four-lane road open to traffic	Construction complete: 2032
Union Pacific Railroad at-grade crossings addressed by grade separation	All 4 crossings addressed; White and Parker Road completed first	Confirmed by Public Works: 2035

Maricopa Express Transit ridership after any route expansion	25% increase over pre-expansion baseline	Measured within 2 years of any route change
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*On railroad crossings: residents in some Maricopa neighborhoods currently have no exit route during a passing train. This is a public safety issue as much as a congestion issue. The White and Parker Road crossing should be the explicit first priority given its location in the Industrial Triangle corridor. The minimum standard should be “two ways in, two ways out.”*

ECONOMIC DEVELOPMENT

Performance Indicator	Goal	Measurement
Share of employed residents working within city limits	Increase from approximately 30% toward 40% by 2035; 50% by 2045	Measured annually via U.S. Census Bureau data
Net new jobs created within city limits annually	Minimum 800 per year	Measured annually via state employment records
Employers with 200 or more employees recruited to city limits	Minimum 2 new large-scale employers by 2030	Confirmed by Office of Economic Opportunity
Industrial Triangle Phase 1: first industrial building under construction	Ground broken on Phase 1 development	Confirmed by Development Services: 2028
City transaction privilege tax revenue growth rate	Minimum 5.5% annually	Reported in annual budget documents (approx. 2-year reporting lag)
Hospital operator committed to Copper Sky acute care facility	Named operator with signed development commitment	Signed commitment on file with City: 2027

HOUSING

Performance Indicator	Goal	Measurement
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Multifamily residential vacancy rate citywide	Maintain between 5% and 10%; current rate of approximately 30% signals oversupply Quarterly report on current vacancy rates by location	Reported in annual housing market survey and Futures Planning report
New residential units priced at or below 80% of Area Median Income	15% of all new permits issued annually	Measured in annual building permit data
Non-single-family detached share of housing stock	Increase from 3.6% toward 12% by 2040	Reported in U.S. Census Bureau 5-year estimates
Accessory dwelling units permitted annually	Minimum 50 per year	Measured in annual building permit data: 2029
Master planned community projects demonstrating all 5 housing tiers	At least 1 approved project per planning cycle	Confirmed by Development Services

HEALTHCARE

Performance Indicator	Goal	Measurement
Copper Sky hospital operator committed	Named operator with signed commitment	On file with City: 2027
Copper Sky hospital construction underway	Permits issued and ground broken	Confirmed by Development Services: 2028
Primary care physicians per 1,500 residents	Achieve ratio of 1 physician per 1,500 residents	Reported via state health data: 2030
Phase 2 hospital site formally designated in Land Use Plan	Site reserved by Council action	Adopted in Land Use Plan: 2027
Average drive time to nearest emergency room for all Maricopa residents	Maintain under 15 minutes as city grows east	Assessed annually using city growth area data: 2032
Specialty healthcare facilities and suppliers	Diverse special areas to serve all ages and demographics available in Maricopa	Annual Office of Economic Opportunity report

PARKS, RECREATION AND QUALITY OF LIFE

Performance Indicator	Goal	Measurement
Developed parkland per 1,000 residents	Maintain at or above 11.9 acres as population grows	Reported in annual parks inventory
Santa Rosa Wash trail corridor complete from Gila River Indian Community to Ak-Chin boundary	Trail open to the public along full length	Parks Department confirmation: 2032
Shade coverage of Town Center designated main street sidewalks	40% of sidewalk surface shaded	Assessed by Development Services: 2030
Sanctioned tournaments hosted at city facilities annually	Increase by 25% over plan adoption baseline within 3 years	Reported by Parks and Recreation: 2029
Indoor and outdoor recreational facility capacity versus demand	No venue exceeds 80% capacity at peak utilization for more than 12 weeks annually	Annual capacity assessment by Parks and Recreation
The Junction food truck row: operational pads at Heritage District	Minimum 4 active vendor pads open to the public	Open and operational: 2028

Community events annual attendance	15% increase over plan adoption baseline	Reported by Communications and Cultural Services: 2030
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EDUCATION AND INNOVATION

Performance Indicator	Goal	Measurement
Central Arizona Valley Institute of Technology Heritage District campus Phase 1 open	Students enrolled in Phase 1 programs	Confirmed by Central Arizona Valley Institute of Technology: July 2028
Central Arizona College Maricopa campus enrollment	Reach 3,000 students	Reported in annual enrollment data: 2030
City-University of Arizona formal partnership agreement	Signed agreement in place	On file with City: 2027
Physical University of Arizona presence in Maricopa beyond Agricultural Center	University of Arizona degree programs accepting students in Maricopa	Confirmed by University of Arizona: 2030
The Workshop makerspace operational	Open to public with Central Arizona College as operating partner	Open and operational: 2029
Active City-Maricopa Unified School District joint initiatives	Minimum 3 active agreements in place at any time	Reported by Development Services

FISCAL HEALTH

Performance Indicator	Goal	Measurement
Development impact fees covering infrastructure cost attributable to new development	Minimum 60% of infrastructure cost covered annually	Reported in annual Development Impact Fee report
City General Fund reserve balance	Maintain minimum 25% of annual operating expenditures	Reported in annual budget documents

Primary property tax rate trajectory	Flat or declining as transaction privilege and development fee revenues grow	Reported in annual budget documents
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*On the General Fund reserve: a 25% reserve means the city has approximately three months of operating expenses in the bank. The Government Finance Officers Association recommends a minimum of 16.7%. Fast-growing cities target 25% specifically because rapid growth creates unpredictable infrastructure demands. In practical terms, if the General Fund is \$60 million annually, a 25% reserve is \$15 million. This is not a luxury. It is what prevents a single bad fiscal year from forcing employee reductions or cuts to programs and services*

**RECOMMENDATION 11**

**INTERNAL ROAD NETWORK AND SONORAN DESERT PARKWAY CORRIDOR**

Maricopa's growth to the east is outpacing the road network that serves it. The most significant internal circulation investments the city can make over the next decade are not a single project but a coordinated set of improvements that together reduce the city's dependence on State Route 347 as the primary functional corridor and open the eastern growth areas to development and emergency access. **Priority Internal Road Improvements**

**Green Loop Road**

The Green Loop Road creates a continuous north-south bypass route allowing residential traffic to move through the city without entering the State Route 347 commercial core. The grade-separated bridge over the Union Pacific Railroad is the critical component, requiring extensive railroad coordination and federal funding support. This improvement reduces congestion on the city's main arterial without requiring any widening of State Route 347 within city limits.

**Honeycutt Road Widening: White and Parker Road to Tortosa, Two Lanes Each Direction**

Honeycutt Road is one of the most congested east-west corridors in the city. Expanding it to two lanes in each direction between White and Parker Road and Tortosa connects growing eastern neighborhoods to State Route 347 without routing additional traffic through already-strained intersections.

**White and Parker Road Widening: Smith-Enke Road to Maricopa-Casa Grande Highway, Two Lanes Each Direction**

A full two-lanes-each-direction buildout of White and Parker Road along its entire north-south length creates the internal spine for the Industrial Triangle and eastern growth areas, independent of State Route 347. It also directly serves the Union Pacific Railroad at-grade crossing at White and Parker, which is the priority grade-separation target for the city.

### SONORAN DESERT PARKWAY: CURRENT STATUS AND LONG-RANGE VISION

The Sonoran Desert Parkway opened in 2023 running from State Route 347 south of Farrell Road eastward to Porter Road. The extension to the Maricopa-Casa Grande Highway unlocks the eastern growth areas and provides emergency access alternatives to State Route 347. The plan should adopt this extension as a near-term Capital Improvement Program commitment.

The Sonoran Desert Parkway reaches its full regional significance when it extends further east toward Casa Grande and eventually connects to Interstate 10 via Val Vista Road. At that point it becomes a second full regional connection for Maricopa, doing for the southern and eastern city what State Route

347 does for the north. That long-range vision should be formally acknowledged in the General Plan's Circulation chapter now, because preserving the corridor through land use decisions made today determines whether the connection is ever feasible.

### Sonoran Desert Parkway Corridor Land Use Standards

- Designate 3 to 4 specific intersections along the extension route as Village Center candidates with
- Downtown Core Overlay standards applied at those nodes
- Require buildings to be the street-facing element along the parkway, with parking to the rear
- Minimum 25-foot landscaped buffer between travel lanes and any building or parking structure, using desert-adapted species
- Limit curb cuts to one per 400 feet; require shared access agreements between adjacent commercial parcels

**RECOMMENDATION 12**

**REGIONAL IDENTITY AND COMPETITIVE POSITIONING**

The General Plan opens with a compelling history: Maricopa Wells, the Butterfield Stage, the railroad junction, the agricultural legacy, the Native American cultural context. The plan then largely sets that history aside and describes a city that could be anywhere in the Sun Belt. Chandler turned cotton fields and chip fabs into a brand. Maricopa has a far richer and more distinctive raw story.

**WHAT MAKES MARICOPA UNIQUE**

- One of a very small number of incorporated cities in the United States bordered by two sovereign tribal nations with resort, casino, golf, and agricultural economic assets on both sides, creating a tourism and recreation geography unlike any other in the Sun Belt
- The only Amtrak station serving metropolitan Phoenix, a genuine regional transportation asset with strategic value that increases every year as the metro grows southward
- The Apex Motor Club on State Route 238: a private members motorsports facility that attracts an affluent, nationally mobile demographic and anchors an Adventure Corridor with no competition in Arizona
- The University of Arizona Maricopa Agricultural Center and United States Department of Agriculture Arid-Land Agricultural Research Center: a national agritech research cluster in a city actively building the industrial base to commercialize that research
- A growth story from 1,040 people to more than 80,000 in 22 years that is statistically among the most extraordinary in American municipal history
- An abundance of open land for development

**MARICOPA'S STORY IN THREE ACTS**

**A Narrative Framework for Every Plan Element**

**Act I: The Crossroads.** Maricopa exists because of a junction. Where stage lines met. Where railroads crossed. Where two sovereign nations meet a growing city. State Route 347 runs over the rail line that once connected this place to Phoenix. The crossroads is not a metaphor. It is what this city literally is.

**Act II: The Field.** For a century after the railroad moved on, Maricopa fed itself and others through the land. Cotton. Alfalfa. Cattle. Then agritech. In the late 20th century, that continuity was formalized when the University of Arizona established the Maricopa Agricultural Center, a more than 2,000-acre experimental farm created in 1983 through the consolidation of former private agricultural holdings. The Center was developed by the Board of Regents to relocate earlier urban research farms in Phoenix and Mesa into a dedicated agricultural setting. It became both a research engine and a demonstration landscape, linking academic research, extension, and commercial scale production in a single working system. The United States Department of Agriculture and the University of Arizona built here because the desert productivity that sustained earlier generations remains the city's most distinctive asset.

**Act III: The Destination.** The city that was always between places is becoming THE PLACE to watch! The Industrial Triangle. The Town Center. The hospital. The college. The Apex Motor Club. The Adventure Corridor. Maricopa is not a suburb growing toward Phoenix. It is a city growing toward itself rife with possibilities and opportunity! It is a chosen destination.

#### SPECIFIC PLAN ADDITIONS

- Add a Regional Identity and Competitive Positioning section to the Economic Development chapter that explicitly names Maricopa's differentiators and directs the Office of Economic Opportunity to use them in all recruitment materials
- Adopt the State Route 238 Adventure Corridor as a named Special Planning Area with design standards that protect the outdoor recreation and motorsports identity from incompatible development
- Designate the Amtrak station area as a Transit-Oriented Development node with a specific Area Plan, positioned for long-term value regardless of current ridership levels
- Establish a standing quarterly government-to-government planning liaison program with both the Ak-Chin Indian Community and the Gila River Indian Community, staffed and budgeted as a line item
- Commission an economic positioning study benchmarking Maricopa against comparable fast-growing cities nationally, identifying where the city has genuine first-mover advantage

**CLOSING**

**CONCLUSION**

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The Advancing Maricopa General Plan is a responsible document. These recommendations are offered in the spirit of making it an ambitious one.

The cities that made the successful transition from fast-growing suburb to genuine destination all did the same thing. They stopped describing what they hoped to become and started making specific, binding commitments about what they were going to build and when. They named their downtown. They adopted their brand. They published a scorecard. They told a story that was impossible for anyone else to tell.


Maricopa has the land, the growth, the heritage, the research infrastructure, and the community character to do all of that. The General Plan is the moment to make those commitments. The next ten years will be shaped by the specificity of what this plan says, or the vagueness of what it does not.

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**James Singleton**

Former Chair, Maricopa Planning and Zoning Commission  
Candidate, Maricopa City Council  
[jamesrsingleton1@gmail.com](mailto:jamesrsingleton1@gmail.com)

APPENDIX D – SIGN-IN SHEETS FROM IN-PERSON COMMUNITY WORKSHOPS



**City of Maricopa**  
**Advancing Maricopa General Plan Update**  
**Community Workshop #1**


Maricopa Library & Cultural Center  
18160 N Maya Angelou Dr, Maricopa, AZ 85138

Thursday, March 6th, 2025  
5:30 PM to 7:00 PM

Sign In Sheet

Check to receive project updates

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
<i>Kendy Dodson</i>	<input checked="" type="checkbox"/>				
<i>Micaela Gray</i>	<input checked="" type="checkbox"/>				
<i>Sorey Munku</i>	<input checked="" type="checkbox"/>				
<i>Alfonso Suarez III</i>	<input checked="" type="checkbox"/>				
<i>KANI PENNING</i>	<input checked="" type="checkbox"/>				
<i>Denny KOFH</i>	<input checked="" type="checkbox"/>				
<i>Colleen Taylor</i>	<input checked="" type="checkbox"/>				
<i>Eric Cox H</i>	<input checked="" type="checkbox"/>				
<i>KOR SMITH</i>	<input checked="" type="checkbox"/>				
<i>GARY ZAIMONT</i>	<input checked="" type="checkbox"/>				
<i>Yvette Manzella</i>	<input checked="" type="checkbox"/>				
<i>Carmen Armenta</i>	<input checked="" type="checkbox"/>				
<i>Andy Trizarcy</i>	<input checked="" type="checkbox"/>				
<i>Denielle Smith</i>	<input checked="" type="checkbox"/>				





**City of Maricopa**  
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Thursday, March 6th, 2025  
5:30 PM to 7:00 PM

Sign In Sheet

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
John THORPE	<input checked="" type="checkbox"/>				
Kenneth GonicHER	<input checked="" type="checkbox"/>				
JIM FRANK	<input type="checkbox"/>				
Nabeela Nambakere-wallah	<input type="checkbox"/>				
Bobby Mc Cain	<input checked="" type="checkbox"/>				
Jenny Nightingale	<input type="checkbox"/>				
Chloe Adams	<input type="checkbox"/>				
Demarco Baker	<input checked="" type="checkbox"/>				
Andrew Coonts	<input checked="" type="checkbox"/>				
TED Yocum	<input type="checkbox"/>		<input checked="" type="checkbox"/>	P+Z Comm	
James Singleton	<input checked="" type="checkbox"/>			P&Z Chair	
Deborah Buros	<input checked="" type="checkbox"/>				
Diana Way	<input checked="" type="checkbox"/>				
Darrel Staden	<input checked="" type="checkbox"/>				





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5:30 PM to 7:00 PM

Sign In Sheet

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
Adam Leach	<input checked="" type="checkbox"/>				
Henry Wade	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>		
Lisa Alexander	<input checked="" type="checkbox"/>				
Andriese Alexander	<input checked="" type="checkbox"/>				
Rich Vitello			<input checked="" type="checkbox"/>	Maricopa County supervisor	
Sincere Wuxott			<input checked="" type="checkbox"/>		
Gayle Puchner	<input checked="" type="checkbox"/>				
Don Seals	<input checked="" type="checkbox"/>				
David J. Jeger	<input checked="" type="checkbox"/>				
Josephine			<input checked="" type="checkbox"/>	Youth Council	



\* = Youth committee



**City of Maricopa**  
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Maricopa Library & Cultural Center  
18160 N Maya Angelou Dr, Maricopa, AZ 85138

Thursday, March 6th, 2025  
5:30 PM to 7:00 PM

Sign In Sheet

Name	Check all that apply			Role in Community		Email	Check to receive project updates
	Resident	Business Owner	Other	Describe if Other selected			
Robin Davis			<input checked="" type="checkbox"/>		County		
Connie Way	<input checked="" type="checkbox"/>						
Ken + Adele Longman	<input checked="" type="checkbox"/>						
Paul Dean	<input checked="" type="checkbox"/>						
Teniseka Drake	<input checked="" type="checkbox"/>						
Brenden Smull	<input checked="" type="checkbox"/>						
Natie Hoien	<input checked="" type="checkbox"/>						
Grady Root	<input checked="" type="checkbox"/>						
Chris Calderon	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Tena Dugan	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
Rodolfo Lopez	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
SUGAN BUONICCONTI	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>					
JIM DEVENIZIA	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
Gonzalo Febres			<input checked="" type="checkbox"/>				



\* = youth committee



City of Maricopa <b>Advancing Maricopa General Plan Update                  Community Workshop #2</b>	
Maricopa Library & Cultural Center 18160 N Maya Angelou Dr, Maricopa, AZ 85138	Monday, June 16th, 2025 5:30 PM to 7:00 PM
Sign In Sheet	

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
Lori Riley	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
Martha Montes	<input checked="" type="checkbox"/>				
Ken Longman	<input checked="" type="checkbox"/>				
Adele Longman	<input checked="" type="checkbox"/>				
Bruce And		<input checked="" type="checkbox"/>			
Beth Groener		<input checked="" type="checkbox"/>			
Brian Groener	<input checked="" type="checkbox"/>				
Ron AUGERAME	<input checked="" type="checkbox"/>				
NAWAL AMRAT	<input checked="" type="checkbox"/>				
Helen Smith	<input checked="" type="checkbox"/>				
Tom Weiss	<input checked="" type="checkbox"/>				
Daniello Lencovir	<input checked="" type="checkbox"/>				
Terry King	<input checked="" type="checkbox"/>				





City of Maricopa <b>Advancing Maricopa General Plan Update</b> Community Workshop #2	
Maricopa Library & Cultural Center 18160 N Maya Angelou Dr, Maricopa, AZ 85138	Monday, June 16th, 2025 5:30 PM to 7:00 PM
Sign In Sheet	

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
Rich Vitello			<input checked="" type="checkbox"/>		
GARY ZAIMCNSI	<input checked="" type="checkbox"/>				
Grady Root	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	Pastor	
Moxanna Primeau	<input checked="" type="checkbox"/>				
Kristina	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
RON SMITH	<input checked="" type="checkbox"/>			SP ADVOCATE	
J/M Christian Glover	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>			
ROBERT KLOB	<input checked="" type="checkbox"/>				





**City of Maricopa**  
**Advancing Maricopa General Plan Update**  
**Community Workshop #3**

**Maricopa Library & Cultural Center**  
**18160 N Maya Angelou Dr, Maricopa, AZ 85138**

**Tuesday, December 9th, 2025**  
**5:30 PM to 7:00 PM**

**Sign In Sheet**

Name	Check all that apply			Role in Community		Email	Check to receive project updates
	Resident	Business Owner	Other	Describe if Other selected			
HENRY WADE	<input checked="" type="checkbox"/>		<input type="checkbox"/>		City Councilman		
BILL ROBERTSON	<input checked="" type="checkbox"/>				P&Z commission		
KEN + PAT BARAT	<input checked="" type="checkbox"/>						
Tom + Mary Jo Reim	<input checked="" type="checkbox"/>						
James Singleton	<input checked="" type="checkbox"/>				P&Z Chair		
Rachel + Mary Annis	<input checked="" type="checkbox"/>						
TED YOCUM	<input checked="" type="checkbox"/>				P&Z Commission		
Grady Root	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
John Smith	<input checked="" type="checkbox"/>				Maricopa Senior Living		
Ludmila L. Zamiat	<input checked="" type="checkbox"/>				Maricopa ASES Co		
ROBERT KLEB	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>				
Corey Seeger			<input checked="" type="checkbox"/>		P&Z commission		
PATRICK LACEY			<input checked="" type="checkbox"/>		T-Team Signs		
JOHN SHEPARD	<input checked="" type="checkbox"/>				T-Bird Farms		





**City of Maricopa**  
**Advancing Maricopa General Plan Update**  
**Community Workshop #3**

**Maricopa Library & Cultural Center**  
**18160 N Maya Angelou Dr, Maricopa, AZ 85138**

**Tuesday, December 9th, 2025**  
**5:30 PM to 7:00 PM**

Sign In Sheet

Name	Role in Community			Email	Check to receive project updates
	Check all that apply	Describe if Other selected			
	Resident	Business Owner	Other		
Lori Riley	<input checked="" type="checkbox"/>				
Robin Davis			<input checked="" type="checkbox"/>	Hidden Valley	
Ken + Adele Longman	<input checked="" type="checkbox"/>				
CHRISTAL O'DON	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		Service Homestead	
Miguel Doniz	<input checked="" type="checkbox"/>				
Tony Smith	<input checked="" type="checkbox"/>			Resident / Staff	
Lakee Mason					
Derek Scheerer			<input checked="" type="checkbox"/>	Staff	
Maryellen Flanagan			<input checked="" type="checkbox"/>	Hidden Valley	





**City of Maricopa**  
**Advancing Maricopa General Plan Update**  
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Tuesday, December 9th, 2025  
5:30 PM to 7:00 PM

Maricopa Library & Cultural Center  
18160 N Maya Angelou Dr, Maricopa, AZ 85138

Sign In Sheet

Name	Check all that apply			Describe if Other selected	Email	Check to receive project updates
	Resident	Business Owner	Other			
JEFF PEPLAU	X					
Tena Dugan	X					
GALLE RAINBOW			X			
SIBBAN BUONICCONTI						
Adam Cepek		X				
Arianna Atkins	X					
Greg Williams	X					

