

2030 General Plan – Brief Synopsis

General Plan will replace our current 2020 General Plan (adopted and voter-approved in 2009) and guide community growth over the next 10 years until a new General Plan is created.

2030 General Plan contains Goals and Action Steps to address **emerging community issues** that were identified by City leadership, including:

- ✓ Limited water resources to support growth & development.
- ✓ Desire to promote infill of vacant land that could be easily served by infrastructure and city services.
- ✓ Need to expand housing choices to accommodate all income levels and demographics.
- ✓ Desire to bring new activity and development into the downtown area.
- ✓ Drive growth through the creation of new quality commercial/industrial development and well-paying jobs.

2030 General Plan – Guiding Principles

1. Link all land use decisions to known available water resources to ensure long-term viability and environmental sustainability for all new growth and development.
2. Encourage high-density residential development in Casa Grande's downtown to strengthen existing businesses and add further vitality to the downtown area.
3. Increase the range of housing choices and products available to all members of the Casa Grande community.
4. Honor and preserve the rural and agricultural heritage of Casa Grande while allowing urbanization to occur in appropriate locations.
5. Support and strengthen Casa Grande's position as the industrial and commercial center of Pinal County.
6. Community growth should be driven by high-paying quality jobs associated with industrial, corporate office, professional services, financial services, research and development, and other similar developments.
7. Support development of vacant infill lots that can be efficiently and effectively served by municipal services.

8. Create a sense of arrival at all major entryways and cultivate a unique sense of place throughout the community.
9. Manage growth to ensure that essential infrastructure is available concurrent with new development.
10. Plan for growth that allows the City to provide urban services in an efficient and fiscally responsible manner.
11. Foster a land use pattern that can be served by a variety of transportation modes such as walking, bicycling, vehicles, mass transit, and autonomous vehicles.

The 2030 General Plan includes a detailed **Water Resources Element** that addresses:

1. The known, legally, and physically available surface water, groundwater, and effluent supplies.
2. The demand for water that will result from the future growth projected in the General Plan.
3. An analysis of how the demand for water that will result from future growth will be served by the current water supplies and a plan to obtain additional supplies if the known supply will not meet the projected demand.

The Plan determined that the City has adequate water supplies to support a doubling of the current population (from 60,000 to 120,000).

The General Plan recommends that the City create a water conservation program that results in reducing the yearly water consumption by 15% in order to extend water resources and sustain growth.

Water Resource Goals:

1. Implement water conservation measures to reduce the outdoor use of water.
2. Reduce the daily total water use by 15% from the 2020 levels.
3. Maximize the use of effluent as an alternative to groundwater in appropriate applications.
4. Develop additional water supplies to reduce the dependency on groundwater.

Downtown Development

The 2030 General Plan provides an emphasis on encouraging new development in the downtown area to help re-vitalize and re-energize downtown. Some of the Plan recommendations for downtown development include:

1. Encourage residential development to provide an alternative urban living choice.
2. Create new landscape, stormwater management, and parking codes that recognize the unique characteristics of the downtown area.
3. Utilizing a street design that allows for street landscaping, pedestrian and bicycle use, and sets downtown apart as a unique area.
4. Preserve and adapt existing structures and historic assets that tie downtown to its agricultural and railroad roots.

Housing Goals

The 2030 General Plan recognizes that the City needs to engage in a focused effort to address community housing needs, including:

1. Provide a variety of housing choice for all income levels, generations, and household demographics.
2. Encourage variety in neighborhood design and development patterns.
3. Encourage higher density residential projects in designated areas.
4. Promote use to use compatibility when approving new developments adjacent to existing residential areas.
5. Increase the supply of affordable/attainable housing.
6. Increase homeownership opportunities for low-income residents.
7. Strive to meet the needs of senior citizens and other special needs populations.

Rural Heritage

The 2030 General Plan identifies the importance of maintaining Casa Grande's rural character and heritage. To that end, the Plan recommends that as the City grows and develops, we:

1. Conserve rural landscapes and development patterns.
2. Protect Casa Grande's unique historic and natural features.
3. Encourage investment while maintaining the unique lifestyle and character of rural areas.
4. Continue to work with Casa Grande's commercial farmers and ranchers to support their right to farm.
5. Promote an appropriate, sustainable balance between rural and urban areas.
6. Explore the City's potential and capacity for solar industry development in rural areas.
7. Identify and protect public views of the Casa Grande and Sacaton Mountains, open flat agricultural landscapes, and public open spaces.
8. Minimize land use conflicts between City land and adjacent Tribal Communities.



Economic Development

The over-all message for the 2030 General Plan is a “Growing Horizon.” A large focus of the Plan is to encourage economic development that creates quality jobs and drives growth. To accomplish that vision, the Plan recommends the City focus its economic development efforts to:

1. Provide and expand the Manufacturing and Industry land use areas to accommodate a variety of industries.
2. Promote diversified types of industries and uses.
3. Mitigate adverse impacts from industrial users.
4. Enhance Casa Grande’s competitive advantage regarding attracting manufacturing and logistic companies by investing in public infrastructure.
5. Creating a customer friendly business climate.
6. Focus on attracting employers who create higher paying jobs aligned with key industries.
7. Establish business development incentives to offer to companies considering locating in Casa Grande.
8. Provide a workforce who meets the needs of our existing and future employers.
9. Evaluate the Casa Grande Municipal Airport to enhance its ability to attract more businesses.
10. Ensure that the City’s development review process is the best in class for processing development applications and permits.
11. Identify current industries that have potential for expanding into higher value-added operations.
12. Partner with high schools, community colleges, and universities to create training and education programs necessary to support the employee needs of high wage industries.

Infill

The 2030 General Plan advocates for infill development as a way of ensuring that new development can be provided municipal services in as a cost-effective manner as possible. To that end, the Plan recommends that the City:



1. Encourage and promote developers to utilize infill sites.
2. Direct growth to areas which provide for the most sustainable, efficient, and cost-effective use of infrastructure.
3. Consider revision of the impact fee structure to encourage infill development that requires little or no extension of infrastructure or city services.