



City of Tolleson

General Plan 2024



Tolleson General Plan 2024
as approved by the Tolleson City Council on April 22, 2014
and ratified by the voters on November 4, 2014

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The Tolleson Police Department and City Court (above) and the Tolleson Fire Station (below) represent the City's commitment to building sustainable facilities (Photos: City of Tolleson).

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1: Introduction

Purpose

The City of Tolleson General Plan provides a guide for City decision-makers in achieving the long and short range development, environmental, infrastructure, and community goals and objectives of Tolleson. This plan includes goals and strategies that are supported by City master and other plans as described in the relevant elements of this plan. This General Plan, together with these other adopted plans, provide a decision-making framework to achieve Tolleson's vision.

Content and Organization

The Tolleson General Plan contains twelve elements (chapters). Each element describes existing conditions, defines planning issues, and recommends goals and action strategies to accomplish the City's vision. The General Plan elements are separated into five themes that reflect the character and vision of Tolleson: *La Trazado de La Ciudad (City Design)*, *La Buena Vida (The Good Life)*, *Sustainability*, *Community Services*, and *Adelante (Moving Forward)*. Each element within its respective theme is described in Table 1: General Plan Elements.



Commercial development along Van Buren Street provides character to the City's main retail destination.

Opposite: Trees lining 91st Avenue create a walkable environment.

Key Priorities

Three key priorities were identified through a community survey conducted as part of the General Plan process and permeate this plan. They are:

- **Healthy Communities.** Healthy communities are communities that create momentum to assist people in making healthy choices where they live, learn, work, and play through sustainable changes that address the major risk factors of tobacco, physical inactivity, and unhealthy eating (Centers for Disease Control and Prevention, <http://www.cdc.gov/>, access date: July 7, 2013).
- **Walkable Land Use Patterns.** Walkable Land Use Patterns are residential, commercial and mixed-used developments that are designed to be accessible to one another by foot, and internally accessible by foot. Walkable communities are a component of Healthy and Sustainable Communities.
- **Sustainable Communities.** Sustainable communities result in improvements to the triple bottom line of economics, environment and community. Important contributors to Tolleson's future sustainability are enhancing the quantity and quality of retail services that are within the City and accessible to its residents, providing housing choices to increase the City's population base, enhancing the City's economic base to include more diverse employment opportunities, and broadening residents' access to transit.

To access hyperlinks in blue, hold CTRL and click the hyperlink.



Table 1: General Plan Elements

Theme	Element	Content
<i>La Trazado de La Ciudad</i> "City Design"	Land Use	Designates a broad range of existing and future uses: various housing types, retailing, services, industrial, warehousing, agriculture, education, recreation, and civic uses
	Transportation	Addresses the location and conditions of freeways, major streets, bicycle routes, and other types of transportation; correlated with the Land Use element
<i>La Buena Vida:</i> <i>Vivir, Trabajar, y Jugar</i> "The Good Life: Live, Work, and Play"	Housing	Addresses redevelopment opportunities and forecasts future housing demand
	Economic	Addresses employment opportunities and corridors for specialized economic development
	Parks, Open Space, Trails, and Recreation	Provides a comprehensive inventory of recreational resources and open space areas with an analysis of forecasted needs and policies for regional coordination
<i>Sustainability</i>	Environmental Planning	Contains analysis and policies on air, water or other natural resources in consideration of future development
	Energy	Includes strategies to reduce energy use and increase clean energy sources
<i>Community Services</i>	Public Buildings and Services	Inventories services provided by the City including fire safety and police protection, utilities, library, and civic buildings
	Water Resources	Addresses available surface water, groundwater, and effluent supplies and analyzes the demand for water generated by new development
<i>Adelante</i> "Moving Forward"	Growth Areas	Identifies areas suitable for future multiple-type transportation and infrastructure expansion to support a variety of uses, such as residential, office, commercial, tourism, and industrial
	Cost of Development	Identifies policies that require development to pay its fair share for additional public services generated by new development

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2: Plan Authorities and Supporting Documents

The Tolleson General Plan goals, action strategies, and maps constitute a comprehensive policy statement to guide the growth and development of the City of Tolleson. Over time, factors affecting this General Plan and policy direction may change, and the City may choose to amend the plan. Amendments and public participation in the development of Amendments to this plan shall be made in conformance with the General Plan Public Engagement and Amendment Process described in the following sections of this chapter. These processes are in accordance with state statutes regarding adoption, re-adoption, and amendment of the general plan and general plan public participation, and ensure continuous public participation.

Adoption

As of January 2010, the City of Tolleson experienced a growth rate that exceeded 2% per year from the 2000 to the 2010 U.S. Census. In accordance with A.R.S § 9.461.06, this plan must be ratified by City of Tolleson voters to be in effect. The ratified plan is effective for up to ten years; at which time the City Council shall either readopt the existing plan or adopt a new general plan.

Public Involvement

It is important that the community participate in the development of the general plan, and public engagement in the development and amendment of the general plan is required by state statutes.

General Plan Adoption Public Involvement Process

The public engagement process that was employed in the development of the Tolleson General Plan 2024 was conducted in accordance with state statutes, which require:

1. That the Council “shall adopt written procedures for the effective, early, and continuous public participation in the development and major amendment of general plans from all geographic, ethnic, and economic areas of the municipality. The procedures shall provide for: (1) The broad dissemination of proposals and alternatives; (2) the opportunity for written comments; (3) public hearing after effective notice; (4) open discussion, communications programs and information services; (5) consideration of public comments.”
2. That the Council shall “consult with, advise and provide an opportunity for official comment by public officials and agencies, the county, school districts, associations of governments, public land management agencies, ... other appropriate government jurisdictions, public utility companies, civic, educational, professional and other organizations, property owners, and citizens generally to secure maximum coordination of plans and to indicate located sites for all public purposes on the general plan.”
3. Copies of the general plan, or major amendments, shall be transmitted to the Planning Commission and City Council and shall be submitted “for further review and comment” to the following agencies “at least sixty days before” public notice of the Planning Commission’s public hearing on the General Plan: Maricopa County, the city of Phoenix, the city of Avondale, Maricopa Association of Governments, Arizona Department of Commerce, Arizona Department of Water Resources, and “any person or entity that requests in writing to receive a review copy of the proposal.”

4. The Planning Commission shall consider the recommendations from the review by the agencies listed above and conduct a public hearing with proper notice in a public newspaper of general circulation, or notice posted in at least ten public places, or other manner deemed necessary or desirable at least 15 days prior to the hearing. The Planning Commission's action is to be transmitted to the City Council.
5. The City Council is required to provide proper public notice; conduct a public hearing and prepare a resolution for adoption of the general plan. The motion to adopt the resolution *"must be approved by an affirmative vote of at least two-thirds of the members of the"* City Council.

General Plan Major Amendment Public Involvement Process

General Plan Major Amendments are described in the General Plan Amendment Process section of this chapter. Major Amendments to this plan shall be subject to the following public engagement requirements:

1. At least sixty (60) days before a public hearing on a Major Amendment, copies of the proposed Major Amendment(s) shall be transmitted to the Planning Commission and City Council, and shall be submitted for further review and comment to the following:
 - Maricopa County
 - City of Phoenix Planning Department
 - City of Avondale Planning Department
 - Maricopa Association of Governments
 - Arizona Department of Commerce
 - Arizona Department of Water Resources
 - To any person or entity that requests in writing to receive a review copy of the proposal
2. The City of Tolleson Planning Commission shall:
 - Consider review comments regarding the Major Amendment(s) that are provided within the sixty day review period by these entities listed above.

- Conduct a public hearing on the proposed Major Amendment(s) with proper notice in a public newspaper of general circulation, or notice posted in at least ten public places, or other manner deemed necessary or desirable at least 15 days prior to the hearing on the Major Amendment(s).
- Transmit their recommendation regarding the Major Amendment(s) to the Tolleson City Council.

3. The Tolleson City Council shall:

- Conduct a public hearing on the Major Amendment(s) and make a recommendation on each amendment to adopt it by resolution or to continue or deny it. The motion to adopt the resolution *"must be approved by an affirmative vote of at least two-thirds of the members of the"* City Council.
- The City Council public hearing shall be properly noticed in a public newspaper of general circulation, or notice shall be posted in at least ten public places, or other manner deemed necessary or desirable at least 15 days prior to the City Council hearing on the Major Amendment(s).

General Plan Minor Amendment Public Involvement Process

General Plan Minor Amendments are described in the General Plan Amendment Process section of this chapter. Minor Amendments shall be subject to the same public hearing and public involvement processes as requests for rezoning.

General Plan Amendment Process

A Major Amendment to the adopted Tolleson General Plan is one that would substantially alter the mixture or balance described in the plan Land Use element map or text. A Major Amendment is any rezoning request, greater than 10 acres that would result in a change of the current number of dwelling units constructed on the site by more than 250 or result in a change of the land use in accordance with Table 2: General Plan Amendment Decision

Matrix or any change to the text of the Tolleson General Plan that would substantially alter the intent, densities, uses or intensities of the General Plan Land Use Categories.

A text amendment to the Tolleson General Plan shall not be considered a Major Amendment unless it changes the goals and objectives adopted in the plan.

Major Amendments are considered on an annual basis. Requests for General Plan Major Amendments submitted by June 30th will be considered at a City Council hearing in October of that same year. Major Amendments will be considered in accordance with the General Plan Amendment Public Involvement Process described in this chapter. A General Plan Major Amendment must be approved by a two-thirds majority vote by the Tolleson City Council.

A Minor Amendment to the adopted Tolleson General Plan is any proposal that is not considered a Major Amendment. Minor Amendments may be processed in conformance with existing land use public hearing requirements throughout the calendar year.

Table 2: General Plan Amendment Decision Matrix

TO: > FROM: v	La Comunidad (Community)	El Centro (CORE District)	La Entrada (Gateway)	El Paseo (Corridor)	El Distrito (Business District)
La Comunidad (Community)	No	Yes	No	Yes	Yes
El Centro (CORE District)	Yes	No	Yes	Yes	Yes
La Entrada (Gateway)	No	Yes	No	No	Yes
El Paseo (Corridor)	Yes	Yes	No	No	No
El Distrito (Business District)	Yes	Yes	Yes	No	No

Table 3: General Plan Land Use Categories Summary

Land Use Category	Description	
La Comunidad (Community)	Tolleson's residential and neighborhood services.	
El Centro (CORE District)	Downtown Tolleson commercial, office, retail, and entertainment (CORE) District.	
La Entrada (Gateway)	Tolleson's gateway, providing housing and services for commuting professionals and visitors.	
El Paseo (Corridor)	Land prime for new developments, especially commercial services and housing to foster population growth.	
El Distrito (Business District)	Land used for light manufacturing and distribution centers, as well as services for Tolleson employees.	

Supporting Documents

The following documents contributed to the development of this plan and are considered reference and implementation tools for this General Plan.

- **Maricopa Association of Governments (MAG) Framework Studies**

The Maricopa Association of Government's Framework studies were developed for areas throughout the State of Arizona to identify and prioritize future transportation needs. The framework studies are part of the Building a Quality Arizona (BqAZ) planning process, which will serve as input into a comprehensive statewide multi-modal transportation planning framework.

- **Maricopa Association of Governments Regional Transit Framework Study**

The Maricopa Association of Government's (MAG) Regional Transit Framework (RTF) is one of several studies that are occurring throughout the State of Arizona to identify and prioritize future transportation needs. The framework studies are part of the Building a Quality Arizona (BqAZ) planning process, which will serve as input into a comprehensive statewide multi-modal transportation planning framework. The study included:

- A review of previous studies; input from the community;
- An evaluation of the MAG region by external transit peers; and
- A technical review of regional mobility needs and deficiencies and the development of three transit scenarios designed to serve the needs of the region.

- **Maricopa Association of Governments Central Phoenix Framework Study**

The Central Phoenix Framework Study provides strategies to promote an environmentally sustainable multi-modal transportation network; determine and prioritize transportation capacity, operational and safety improvements; and form a framework of strategies to enhance regional connections for consideration in developing the NexGen Regional Transportation Plan (RTP). Stakeholder outreach, initiated at the onset of the project in 2011, provided a range of potential roadway, transit, pedestrian, and bicycle improvement concepts that are the subject of an additional technical study. The study is anticipated to be complete in 2014.

- **MAG Regional Transportation Plan**

The MAG Regional Transportation Plan covers all major modes of transportation from a regional perspective, through 2035. These include freeways, highways, streets, public mass transit, airports, bicycle and pedestrian facilities, goods movement and special needs transportation. The plan also addresses transportation demand management, system management, safety, security, and air quality conformity.

- **Southwest Valley Local Transit System Study**

The Southwest Valley Local Transit System Study includes short, mid, and long term recommendations for improving transit services within the southwest valley. Recommendations specific to Tolleson include:

Short Term:

- Improving existing arterial fixed-route service on McDowell Road and Van Buren Street to 30 minute frequency.
- Providing expanded hours of service.
- Establishing an ongoing planning group or other institutional structure for continuing coordination among the jurisdictions seeking to advance the mid- and long-term implementation steps.
- Promoting transit through partnerships with local businesses and coordinated land use and transportation decision making.

Long Term:

- Expanding the service area for arterial fixed route transit service farther west.
- Improving service frequencies as appropriate on productive routes.
- Identifying opportunities for flexible service (such as route deviation or demand responsive, non-ADA service that is reservations-based or that serves specific activity centers).
- Continuing to modify circulator routes or operations to respond to changes in conditions.



Tolleson connects to the regional transportation network through highways and transit routes, such as Zoom circulator buses (Bottom photo: Michael Schennum/The Republic).



3. Context

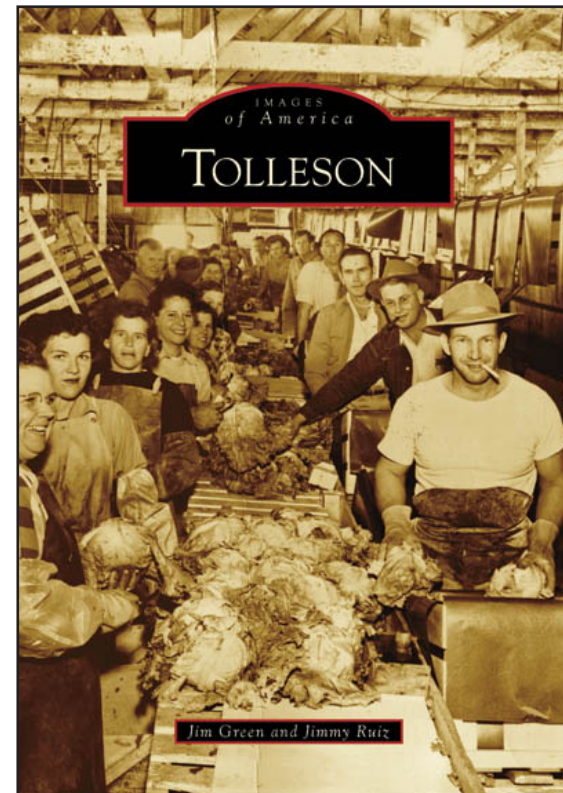
Historic Context

Tolleson's beginnings and name are rooted in the 1910 purchase of a 160-acre ranch by Walter G. and Alethea H. Tolleson of South Carolina. The Tolleson Ranch was located in the area of present day 91st Avenue and Van Buren Street. The ranch was a convenient stop for stagecoach travelers enroute to Yuma, which Mr. Tolleson enhanced through the reopening of the "Ten Mile Store." Mr. Tolleson continued to use area transportation systems to his entrepreneurial advantage. By chartering an Arizona Eastern Railway train, he brought prospective lot purchasers to the Tolleson area and generated the founding of the future municipality. With the addition of a general store, post office, and church by 1914, and the subsequent institution of elementary and high schools, Tolleson was well established by the time of its municipal incorporation in 1929 - at the start of the Great Depression.

After the Depression, Tolleson recovered and became known as the "Vegetable Capital of the World." The City prospered from 1940 through 1960. As the City developed, new housing was built and street lights were installed in keeping with Tolleson's original development pattern. Businesses located in the center of the City in the Van Buren Street area between 83rd and 103rd Avenues. The result was a compact city with housing, businesses, schools, churches, and civic uses within close proximity to one another.

With the introduction of new technologies into agricultural enterprises, Tolleson's employment began to decrease after the 1960's and population growth stalled. In response, Tolleson invested in its future with infrastructure improvements including the construction of a new library and city-county complex in 1967, and a two million dollar sewage treatment plant in 1967. The plant was expanded in 1980 and 1985, and upgraded in 2004. Additionally, the City updated its General Plan, installed street beautification projects,

and expanded its employment base. The result was an enhanced image that attracted new housing and employers. Consequently, the City's population increased during the 1990's and 2000's.



Tolleson was known as the "Vegetable Capital of the World" for 30 years 1940 - 1970 (Photo: City of Tolleson).

Opposite: Tolleson Union High School was established in 1927.



Today, the City continues to experience population and employment growth (Figure 1: Historic Population Trends 1940-2010). Recent City investments include streetscape improvements to Van Buren Street and 91st Avenue, and the construction of Veteran's Park. The City also opened the Tolleson Police and Courts Center in 2010, and a new fire station in 2011. Private investments within the past ten years include a new housing subdivision in Tolleson Meadows, a new apartment building and hotels, and new retail development including Pete's Fish and Chips and the State Farm Insurance building. Recent industrial investments include the Home Depot distribution center and MiTek Industries.

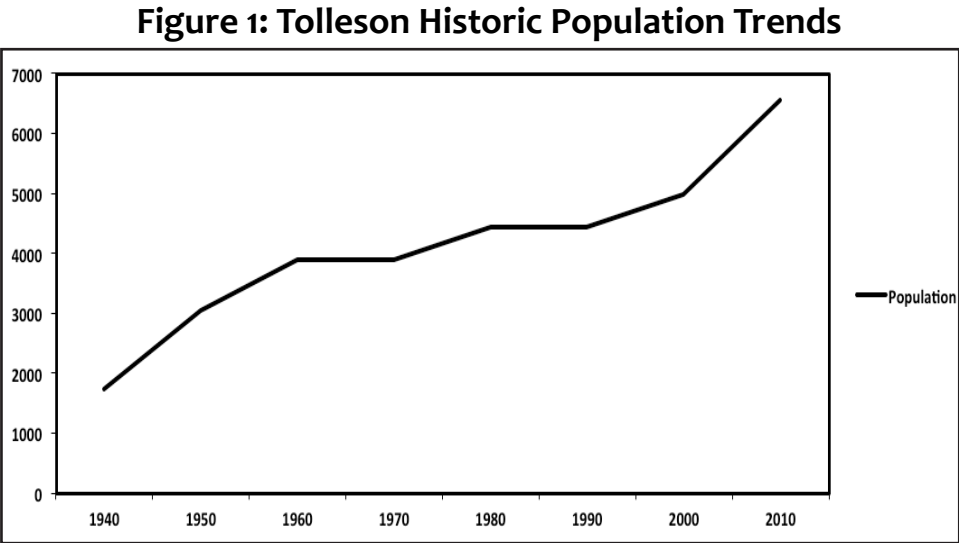
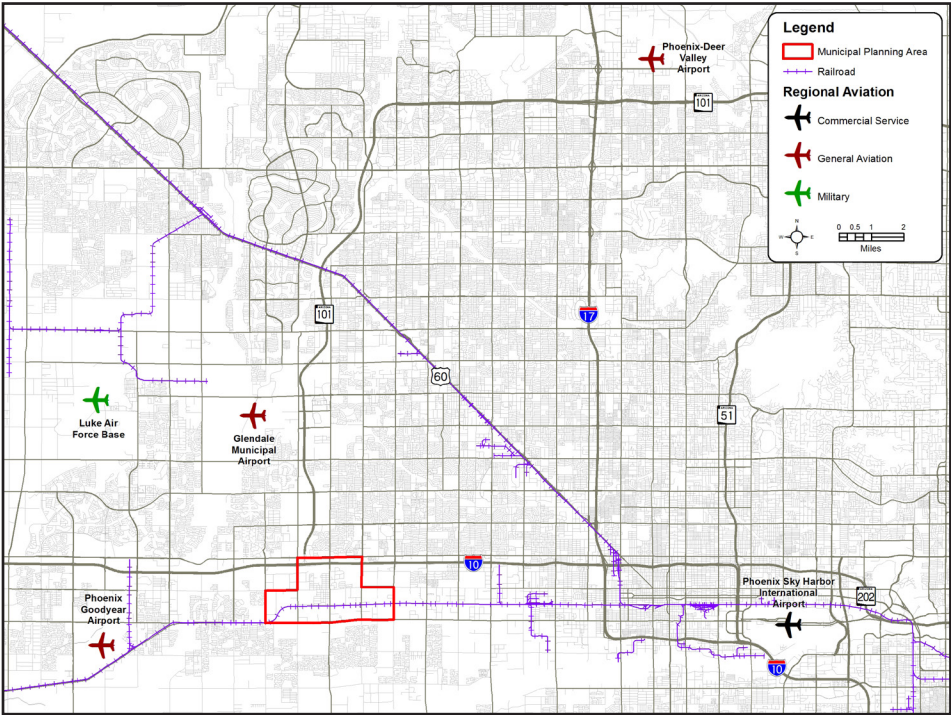


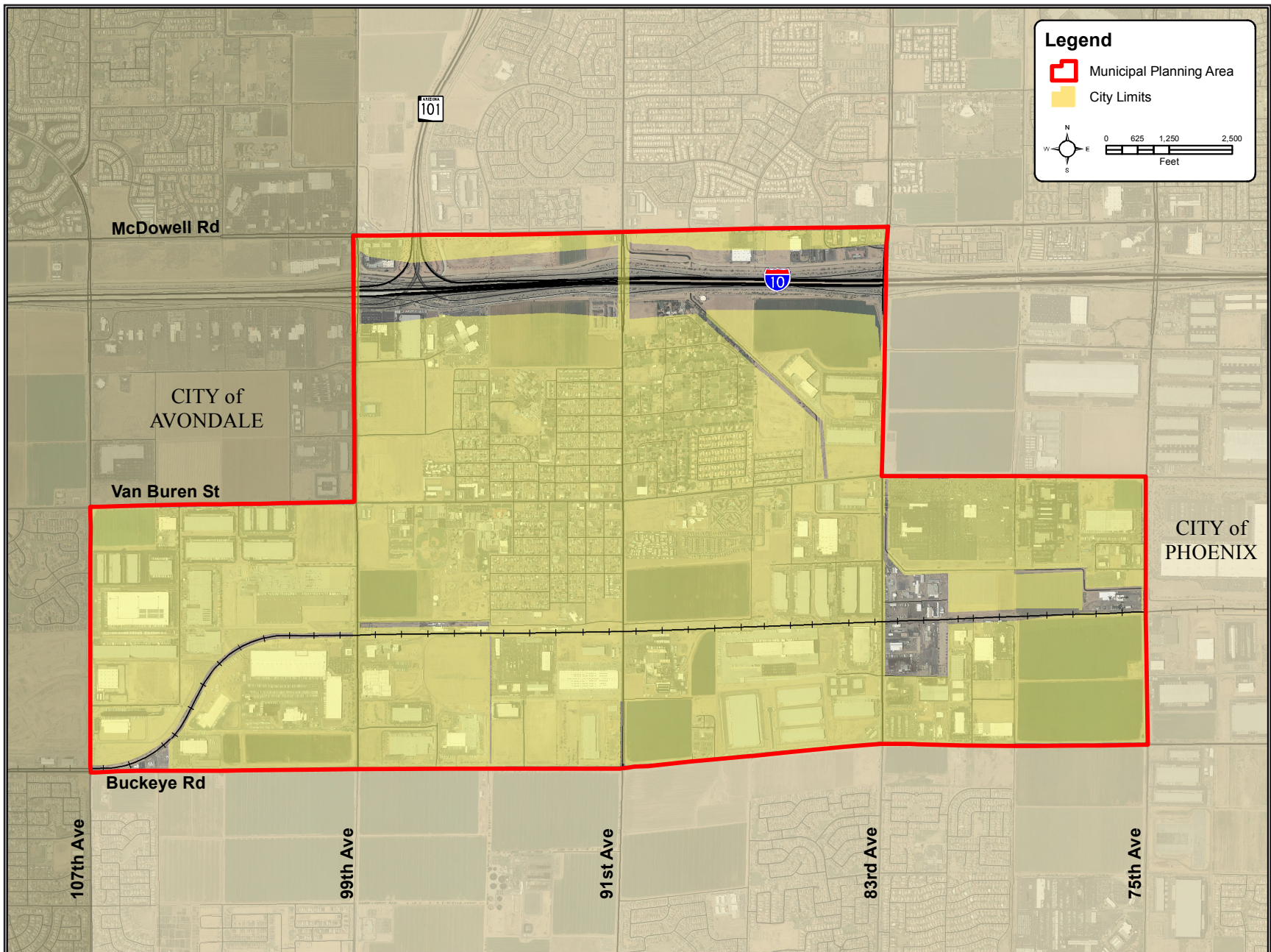
Figure 2: Regional Location Map



Regional Context

The City of Tolleson is located in the heart of the Greater Phoenix Region (Figure 2: Regional Location Map). Tolleson is bordered on the north, east and south by the city of Phoenix. Avondale borders the City on the west (Figure 3: Tolleson Municipal Boundaries). Tolleson's central location enables its residents to enjoy a variety of urban amenities and employment opportunities within a relatively short distance of their homes, and enables Tolleson to be a destination for residents of the Phoenix Metropolitan Area, as well as visitors flying into the nearby Phoenix Sky Harbor International Airport.

Figure 3: Tolleson Municipal Boundaries



Tolleson residents also benefit from close proximity to scenic and natural features within the Maricopa region. The convergence of the Salt and Gila Rivers is at approximately 91st Avenue, four miles south of the City. The Agua Fria River converges with the Gila River a few miles west of Tolleson. The Sierra Estrella Mountains are located south of the City and form a scenic backdrop to Tolleson. The City's terrain is generally flat and Tolleson's average elevation is approximately 1,025 feet above sea level. The City is part of the Maricopa region and has mild winters, warm summers, and limited rainfall, allowing for year-round construction and farming.

The City is located along several coast-to-coast and regional transportation corridors. Interstate 10 (I-10) is located within the northern portions of the City, south of McDowell Road. I-10 provides national access from Los Angeles, California to Texas and regional access to the eastern Phoenix Metropolitan area (via SR 60), Tucson and central Phoenix. Loop 101 (Agua Fria Freeway) connects Interstate-17 near Beardsley/Deer Valley Roads to Interstate-10 near 99th Avenue and provides access to Flagstaff and northern California through Nevada. The Loop 101 also provides access to northern Metropolitan Phoenix.

The Union Pacific Railroad is located in the southern portion of Tolleson. The railroad provides access for businesses and industries within Tolleson to key California ports and the Midwest. Tolleson is also close to Phoenix Sky Harbor International Airport (11 miles to the east), and Phoenix-Goodyear Airport (5 miles to the west).

Demographic and Housing Context

Tolleson has experienced significant growth over the past 10 years. City residents are becoming younger, and between 2000 and 2010, an influx of young adults and an increase in children under ten years old led to a decline in the median age of the City's population and an increase in the number of households with children under 18. These factors are likely the predominant contribution to a decline in median household income between 2000 and 2010, although the 2008-2010 recession could also have been a significant factor. The number of rental households in the community has also increased

dramatically, likely the result of the bust in the housing market since 2007. While there has been an increase in apartment construction in Tolleson since 2000, the mix of single-family and multi-family units is comparable to the housing mix found throughout Maricopa County. These statistics indicate an opportunity for the City to grow with its residents, and benefit from higher incomes that may occur as the City's residents mature.

Population And Household Size

City of Tolleson population increased approximately 31.6% from 2000 to 2010 as compared to the population of Maricopa County, which increased 24.2% over the same time period. During this ten year period, the number of households in the City increased faster than population, indicating a decline in Tolleson's household size. Between 2000 and 2010, the household size for new residents entering Tolleson was 2.98 people, which is below the historic 1990 household size of 3.65 and the 2000 household size of 3.47. The introduction of new, smaller households into Tolleson resulted in a 2010 citywide average household size of 3.34. This household size is 8% less than the 1990 household size of 3.65 persons. Despite these decreases, the 2010 average household size is still larger than the Maricopa County household size of 2.67 persons. (Table 4: Population and Households in Tolleson).

Table 4: Population and Households in Tolleson

	1990	2000	2010	Population Growth 200-2010	Population Growth % 2000-2010
Population	4,434	4,974	6,545	1,571	31.6%
Households	1,216	1,432	1,959	527	36.8%
Persons/ Household	3.65	3.47	3.34	2.98	
Source: U.S. Census Bureau					

Age

The median age of Tolleson residents is much younger than the median for all Maricopa County residents. (Table 5: Median Age.) While the County's median age has been rising over the last 20 years, the age of Tolleson residents has been relatively steady, rising slightly in 2000 before decreasing in 2010. The younger median age of City residents could be indicative of smaller families and more single or two-person households.

Every age group increased in size in Tolleson in the last decade. However, the largest increases, more than 50%, occurred in the under 10 and the 20 to 24 year age groups. These increases in population drove the median age of Tolleson residents to its lowest level in 20 years. The increase in residents between 20 and 24, combined with the City's smaller household size, indicates that over the past decade Tolleson households are increasingly comprised of younger people. (Table 6: Age Distribution.)

Table 5: Median Age

Jurisdiction	1990	2000	2010
Tolleson	26.8	29.4	26.6
Maricopa County	32.0	33.0	35.7

Source: U.S. Census Bureau

Table 6: Age Distribution

Age Group	1990		2000		2010		1990-2000 % Change	2000-2010 % Change
	Population	Percent	Population	Percent	Population	Percent		
Under 5	451	10.2%	433	8.7%	675	10.3%	-4.0%	55.9%
5-9	377	8.5%	437	8.8%	693	10.6%	15.9%	58.6%
10-14	490	11.1%	478	9.6%	632	9.7%	-2.4%	32.2%
15-19	413	9.3%	443	8.9%	545	8.3%	7.3%	23.0%
20-24	356	8.2%	366	7.4%	575	8.8%	2.8%	57.1%
25-34	696	15.5%	711	14.3%	919	14.0%	2.2%	29.3%
35-44	519	11.9%	654	13.1%	766	12.0%	26.0%	20.2%
45-54	433	9.5%	541	10.9%	655	10.0%	24.9%	21.1%
55-59	153	4.0%	216	4.3%	248	3.8%	41.2%	14.8%
60-64	180	3.6%	207	4.2%	227	3.5%	15.0%	9.7%
65-74	203	4.9%	298	6.0%	347	5.3%	46.8%	16.4%
75 + Over	163	3.4%	190	3.8%	243	3.7%	16.6%	27.9%
Total	4,434	100%	4,974	100%	6,545	100%	12.2%	31.6%

Source: U.S. Census Bureau



Income

Median household income for Tolleson declined nearly 13%, from almost \$39,000 in 2000 to approximately \$34,000 in 2010. Comparatively, the median household income for Maricopa County increased by 21% over the last ten years. (Table 7: Median Household Income.) The decline in Tolleson household income is likely the result of the 2008-2012 recession, as well as the increased number of rental housing units constructed in Tolleson and the large increase in the young adult population in the City over the past decade. These younger residents are likely to be in the beginning stages of their careers, at modest paying jobs. As a result, the median household income in Tolleson represents only 62% of the median income for the typical Maricopa County household, down from 85% in 2000. As these residents mature, their incomes should increase, resulting in increased demand for housing, goods, and services, making them an important economic resource for the City.

Table 7: Median Household Income

Jurisdiction	1990	2000	2010
Tolleson	\$25,496	\$38,773	\$33,904
Maricopa County	\$30,797	\$45,358	\$55,054
Tolleson as percent of County	83%	85%	62%
Source: U.S. Census Bureau			

The tenure of households in Tolleson has changed rather dramatically over the past ten years. In 1990, Tolleson mirrored the same distribution of homeownership as the rest of Maricopa County with 63% of households owning their homes. By 2000, the percentage of homeowners increased, slightly less than the Maricopa County average of 65.6%. However, in the following decade, the percentage of households who owned their home declined to 48.2% by 2010. Essentially, the number of households owning a home remained static between 2000 and 2010, increasing from 940 to just 945 households. However, the number of renter households increased by 106% since 2000.

The reasons for this trend are two-fold:

- The construction of apartment complexes in the City, and
- The boom and bust in the housing market which resulted in foreclosures, forcing many families into renting single-family homes.

In 2010, more than half of households in Tolleson were renters while Maricopa County's renters represented 35.5% of all households. (Table 8: Households By Tenure.)

Table 8: Households by Tenure

Jurisdiction		1990		2000		2010	
		Renters	Owners	Renters	Owners	Renters	Owners
Tolleson	#	450	766	492	940	1,014	945
	%	37.0%	63.0%	34.4%	65.6%	51.8%	48.2%
Maricopa County	#	296,318	511,242	368,339	764,547	501,263	910,320
	%	36.7%	63.3%	32.5%	67.5%	35.5%	64.5%
Source: U.S. Census Bureau							

Housing Trends

Tolleson experienced a 106% increase in its apartment inventory and a 38% increase in its housing inventory over the 2000 to 2010 decade. (Table 9: Tolleson Housing By Type.) As a result, the percent of multi-family units in the City's housing stock increased 10% from 18.9% in 2000 to 28.2 % in 2010. The share of multifamily units as a portion of the City's housing stock is slightly above that of Maricopa County (25.7%). However, the share of single-family units (67.8%) as a percent of the City's total housing stock is also higher than that of Maricopa County (63.4%).¹ (Table 10: Tolleson Housing Mix.)

Table 9: Tolleson Housing by Type

Housing Type	1990	2000	1990-2000 % Change	2010	2000-2010 % Change
Single-Family	962	1,116	16.0%	1,390	24.6%
Townhome	47	46	-2.1%	63	37.0%
Multi-Family	259	280	8.1%	578	106.4%
Mobile Home	61	40	-34.4%	20	-50.0%
Other	30	-	-100.0%	-	0.0%
Total Housing	1,359	1,482	9.1%	2,051	38.4%

Source: U.S. Census Bureau

Table 10: Tolleson Housing Mix

Housing Type	1990	2000	2010
Single-Family	70.8%	75.3%	67.8%
Townhome	3.5%	3.1%	3.1%
Multi-Family	19.1%	18.9%	28.2%
Mobile Home	4.5%	2.7%	1.0%
Other	2.2%	0.0%	0.0%

Source: U.S. Census Bureau

¹ Maricopa County has a greater variety of housing types than Tolleson. As a result, single-family units make up a larger share of the City's housing stock than they do in Maricopa County.

Economic Context

Tolleson is located within the Phoenix Metropolitan I-10 commercial corridor. Along the corridor west of Tolleson, big box retail centers, planned shopping malls, truck stops, and automotive dealerships are located. As one travels further west, the corridor includes housing developments. East of Tolleson, the corridor is mostly industrial and commercial uses.

Buckeye Road is an industrial corridor that extends from Phoenix Sky Harbor Airport through Tolleson, west to the City of Buckeye. Over the past decades the City has focused its economic development efforts along this corridor and I-10 to capture a wide variety of manufacturing and distribution entities. These efforts have been extraordinarily successful, and the City is currently a net employer with a job to housing ratio greater than 1:1.²

While the City has a robust employment base, local retail services are limited. This is due, in part, to the small size of the City's population and aggressive retail-based economic developments of neighboring Avondale, Goodyear and Phoenix. Over the next decade, the City is working to maintain its employment base while providing retail services demanded by its residents. These efforts are meeting with success, and recent new retail and service developments include an expanded Pete's Fish and Chips restaurant and new or expanded truck dealerships. In 2013, the City adopted new zoning for 91st to 96th Avenues. It initiated reconstruction of Van Buren Street between 91st and 99th Avenues to create a more pedestrian-friendly retail environment.

² This report was completed before the 2012 U.S. Economic Census was available. Consequently, the most recent economic census dates to 2007. To develop the jobs to housing ratio used in this report, 2010 U.S. Census population estimates and 2007 economic census employment estimates were used.





4: Vision



The vision of Tolleson was developed with public input at meetings, events, and through a community survey. Tolleson citizens envision a city with:

- A healthy balance of residential, commercial, and recreational land uses
- A safe, efficient, and accessible transportation system
- Quality housing for diverse family types and income levels
- Economic prosperity through a variety of small businesses
- Healthy lifestyles through a range of programs, policies, and facilities
- Conservation of natural resources
- Leadership in energy, air and water quality, and green building standards
- A safe and friendly community
- Continued growth and development

These visions form the framework for the Tolleson General Plan goals and strategies and land use categories.

Opposite: Residents and visitors enjoy performances by the City of Tolleson Ballet Folklorico Dance Group (Photo: City of Tolleson).
Above: Tolleson residents enjoy pedestrian pathways, a public library, and community events (Bottom Photo: City of Tolleson).



5: Public Involvement

The General Plan Involvement Process gathered public input in the following settings:

Table 11: General Plan Public Involvement Events

Event	Description	Date
Luces de Navidad	A booth was set up at the Luces de Navidad to solicit community ideas about the future of Tolleson and encourage community input via open-ended discussion on comment boards and the community survey. Laptops available at the booth were pre-loaded with the community survey for those wishing to fill it out at the festival.	December 8, 2012
Community Survey	A community survey was conducted during December through the end of January. The survey was mailed to all Tolleson residents and provided online via a link on the City's web page. Residents were encouraged to participate in the survey via advertisements at Luces de Navidad and an invitation from the Mayor included with each mailed survey.	December 2012 through January 2013
Steering Committee/ Planning and Zoning Commission/ City Council	Four General Plan Steering Committee meetings were conducted as part of this process. The first meeting provided information about the planning and public engagement processes. The second meeting focused on the City's current conditions and the findings from the survey. The third meeting focused on proposed land use and the development of land use categories for the General Plan. The fourth was a discussion of the draft General Plan and the findings from the Community Workshop.	November 27, 2012 March 16, 2013 May 21, 2013 April 15, 2014 April 22, 2014
Focus Group	Tolleson businesses and community leaders were invited to discuss opportunities and their vision for the future of the City.	January 23, 2013
Community Workshop	The Community Workshop focused on updating the General Plan goals and strategies, as well as the proposed General Plan land use categories.	August 27, 2013
Public Community Hearing	The purpose of this meeting was to conduct a community review of , and solicit community comments on, the General Plan 2024.	April 15, 2014
Planning and Zoning Commission Meeting	The purpose of this meeting is to approve the adoption of the General Plan 2024.	April 15, 2014
City Council Meeting	The purpose of this meeting is to approve the adoption of the General Plan 2024	April 22, 2014

Using the map below, please indicate in what area of Tolleson you live?

_____ A _____ C
_____ B _____ D

Please share some information about yourself (optional):

What is your age? _____
How many years have you lived in Tolleson? _____
Do you own a home in Tolleson? _____
Do you have children at home? _____

Please notify me of future General Plan meetings:

Name: _____
Address: _____
Email: _____

IMPROVING OUR FUTURE

1. What three aspects of living in Tolleson Today do you like the most? (Please rank from 1-3 with 1 being the most liked.)

_____ Small Friendly Community	_____ Schools
_____ Safety and Good Public Services	_____ I can walk/bike from where I live to where I work or go to school
_____ Convenient Setting	_____ Employment opportunities
_____ Housing choices	_____ Cultural traditions/reputation
_____ Shopping opportunities	

2. Tolleson is well located and close to: (Please check all that apply.)

_____ Shopping	_____ Major transportation corridors
_____ My job	_____ Employment opportunities
_____ My family	_____ Other

3. What is most important to you as Tolleson plans for its future? (Please rank your top 5 choices, with 1 being the most important.)

_____ Safety and security	_____ Transportation choices
_____ Small town atmosphere/Neighborhoodness	_____ Shopping choices
_____ Friendly community	_____ Education choices
_____ Water quality	_____ Parks and open space
_____ Quality Schools	_____ Walkable community
_____ A Community where I can raise my family	_____ Healthy community
_____ Local government services	_____ Choices in employment
_____ Air quality	_____ Choices in housing (places I can move within my community)
	_____ Other?

4. What are the 3 most important things you think the city should do over the next decade to improve the physical organization of the community? (Please rank in order of importance, with 1 being the most important.)

_____ Attractive downtown Area	_____ Plants, flowers, and trees along roads.
_____ Improve 91st Avenue so it is a gateway to our community	_____ Sidewalk with landscape and bike route.
_____ Visual style appearance.	_____ Shopping areas; enhanced downtown development (shops/parks).
_____ Better urban development.	_____ Upscale dining.
_____ New city hall.	_____ Employment; more employers
_____ Larger library.	_____ Grocery store convenient for local use.
_____ Museum.	_____ Other? (please specify)
_____ Senior Center.	
_____ More houses; better houses; renovate old homes and businesses.	
_____ A clean look projected to visitors; cleaner streets; cleaner neighborhoods; stay on top of graffiti.	

TOLLESON GENERAL PLAN

6. What are the three (3) most important things you think the city should do over the next decade to improve parks and recreation in the community? (Please rank in order of importance, with 1 being the most important.)

_____ Small Friendly Community	_____ Shopping
_____ Safety and Good Public Services	_____ My job
_____ Convenient Setting	_____ My family
_____ Housing choices	_____ Major transportation corridors
_____ Shopping opportunities	_____ Employment opportunities
_____ Schools	_____ Other
_____ I can walk/bike from where I live to where I work or go to school	_____ Safety and security
_____ Cultural traditions/reputation	_____ Small town atmosphere/Neighborhoodness
	_____ Friendly community
	_____ Water quality

7. What are the three (3) most important things you think the city should do over the next decade to improve mobility within the community and the ability of people to get to and from Tolleson? (Please rank in order of importance, with 1 being the most important.)

_____ Quality Schools	_____ Air quality
_____ A Community where I can raise my family	_____ Transportation choices
_____ Local government services	_____ Shopping choices
	_____ Education choices

8. What are the three (3) most important things you think the city should do over the next decade to make Tolleson more sustainable and conserve natural resources? (Please rank in order of importance, with 1 being the most important.)

_____ Parks and open space	_____ within my community)
_____ Walkable community	_____ Other?
_____ Healthy community	_____ More parks
_____ Choices in employment	_____ Pedestrian paths along canals
_____ Choices in housing (places I can move	_____ Off-street bike/walking paths

9. Are there other things you think are important for Tolleson to do to make it a place in which it is desirable to live, work, or start or move a business?

TOLLESON GENERAL PLAN

TOLLESON GENERAL PLAN

10. What are the three (3) most important things you think the city should do over the next decade to make Tolleson more sustainable and conserve natural resources? (Please rank in order of importance, with 1 being the most important.)

_____ Multi-family residential and retail and office development mixed together around public plazas	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Buildings that could include sustainable elements like solar roofs, vegetation to cool the surrounding area and reduce urban heat island, and energy saving devices.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Residential over retail.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Community Parks.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Multi-family residential in appropriate locations.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Shopping centers/strip malls along main streets and at corners of main streets.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Streets that accommodate bicycles, buses, pedestrians and electric vehicles like golf carts.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Transit Center for buses that connect to jobs, housing and shopping.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like
_____ Community garden.	<input type="checkbox"/> Like <input type="checkbox"/> Don't Like

DECIENDO NUESTRO FUTURO

Plan General De Tolleson

La Información Básica:

El Plan General de Tolleson guía las decisiones de la ciudad en muchas áreas – incluidos los servicios de la ciudad, los usos de la tierra, transportación, y los parques y zonas de recreación. La ley estatal requiere que los planes generales se actualizan cada diez años. Tolleson actualizan el Plan General para que preparar la próxima década y el futuro. En este taller, se le pedirá que aporte ideas y opiniones sobre objetivos y políticas que guiarán el futuro de Tolleson.

LA FECHA: EL MARTES 27 DE AGOSTO

LA HORA: 5:00 P.M. - 7:00 P.M.

EL LUGAR: TOLLESON PARK & RECREATION CENTER
9555 WEST VAN BUREN STREET
TOLLESON, AZ 85353

PARA OBTENER MÁS INFORMACIÓN PÓNGASE EN CON
LA CIUDAD DE TOLLESON
(teléfono) 623/936-7111 (email) fcavines@tollesonaz.org

LA CIUDAD DE TOLLESON PROCURA QUE TODAS LAS REUNIONES PÚBLICAS SEAN ACCESIBLES A LAS PERSONAS CON DISCAPACIDAD. CON 48 HORAS DE ANTELACION, ASESORIA ESPECIAL SE PUEDAN OFRECER PARA PERSONAS CON DEFICIENCIA VISUAL O AUDITIVA. POR FAVOR LLAME AL SECRETARIO DE LA CIUDAD A (623) 936-2704 O TDD (623) 936-2792 PARA SOLICITAR UN ALOJAMIENTO PARA PARTICIPAR EN ESTA REUNION PÚBLICA.

A Community Survey was mailed to Tolleson residents and provided online through the City's web page.

A Community Workshop flyer was distributed to residents and businesses at Luces de Navidad.



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Opposite Left: Tolleson Meadows, adjacent to Veteran's Park, is the City's newest residential community.
Opposite Right: Tolleson is home to several employment centers, providing jobs to residents and attracting commuters.

La Trazado de La Ciudad (City Design)

This theme discusses citizens' desire for a healthy balance of residential, commercial, and recreational land uses; which are connected together by a safe, efficient, and accessible transportation system.



This section includes the Land Use and Transportation elements in compliance with A.R.S. §9-461.05.



6: Land Use

The Land Use element provides a framework for future employment, housing, and retail land use types and intensities. This Element discusses existing land uses, land use issues, future land uses, and identifies land use goals and strategies.

Tolleson's land use pattern was established between 1940 and 1970, prior to the predominance of large master planned communities and suburban sprawl in the region. The densest portions of the City include a cohesive mixture of single-family residences, apartments, and elderly housing in close proximity to businesses, churches, schools, recreation, and civic centers. Neighborhood streets are lined with sidewalks, connecting schools, parks, and other frequently used areas. Newer developments include subdivisions with single-family homes and townhomes.

Because a variety of retail, municipal and residential land uses are located in close proximity, residents are able to access community services easily, and municipal services such as police and fire can be more efficiently provided throughout the City ([Figure 4: Tolleson Existing Land Use](#)). Close proximity of uses also encourages social interaction and neighborliness; the essence of community. Tolleson residents recognize this aspect of their community, reflected in the community survey by the large number of residents who stated they liked the "small, friendly community" aspect of Tolleson the most.

Existing Land Use

Over 80% of Tolleson residences are located less than 1/2 mile from Van Buren Street and almost all of the residential development within the City is located within one square mile, generally centered around 91st Avenue and Van Buren Street. Residential land uses comprise approximately 12% of the total developed acres within Tolleson. ([Table 12: Existing Land Uses](#)). Low density, rural residential uses are predominantly located in Tolsun Farms, between 87th and 91st Avenues, Van Buren Street and the Roosevelt Irrigation District

Canal. Tolsun Farms dates to the 1950's. A small Tolsun Farms out-parcel located on the northwest corner of 87th Avenue and Van Buren Street was developed at higher densities in the 1990's. Bordering the west edge of Veterans Park and west of 87th Avenue to 88th Drive is the recently constructed Tolleson Meadows subdivision. This project includes single-family homes at densities slightly higher than other residential areas within the City, constructed in a new-urbanist style with front porches on small lots.

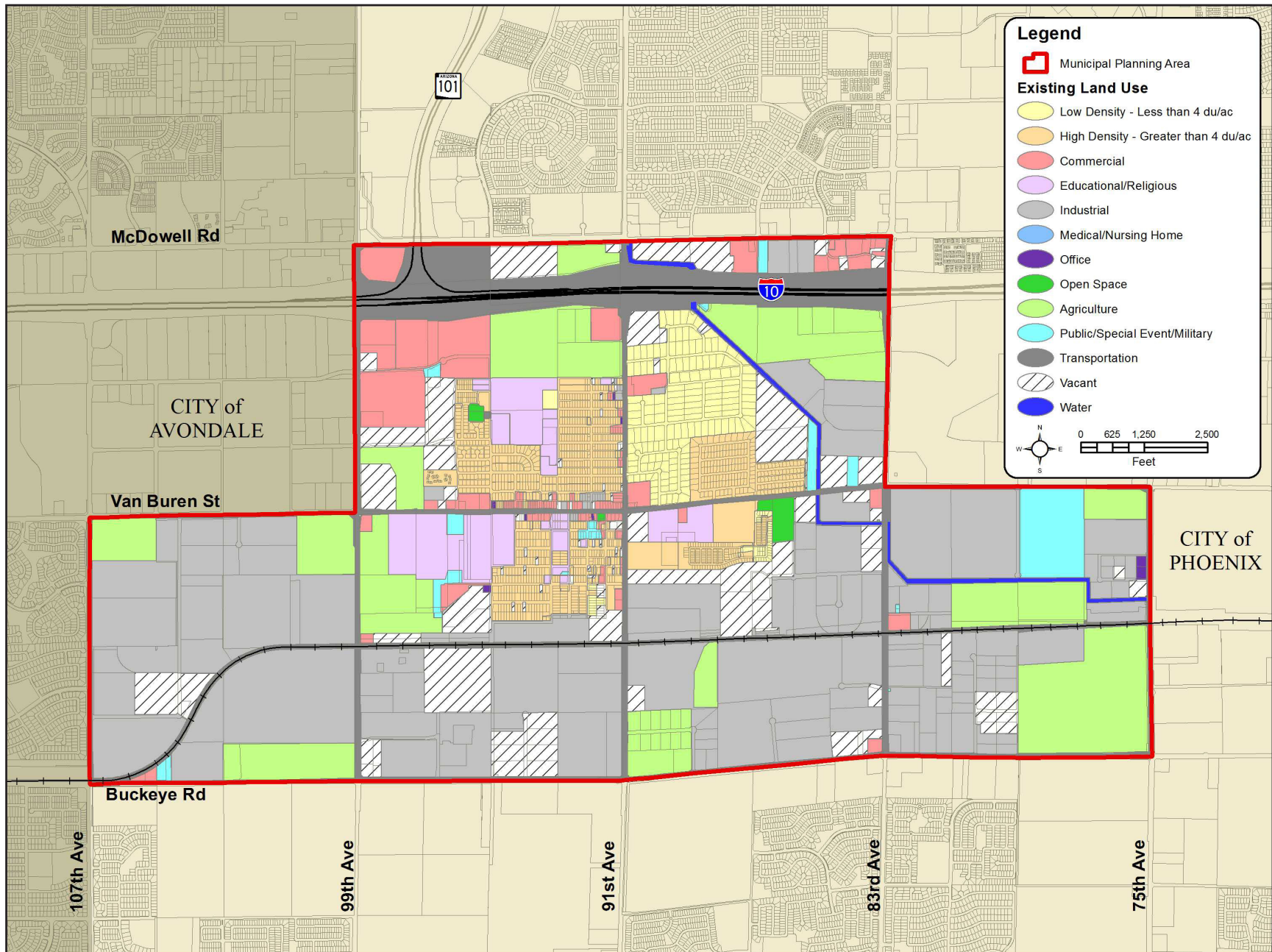
The oldest residential areas in the City are centered around the Tolleson Elementary School, south of Van Buren Street. The Tolleson Boys and Girls Club is in this area, at 92nd Avenue and Washington Street. North of Van Buren Street is newer single-family housing, generally constructed after 1950.

A large garden apartment complex is located on the southwest corner of Van Buren Street and 87th Avenue. Other single-story apartments are located along West Baden Street, between 92nd and 96th Avenues (east and west of the Porfirio H. Gonzales Elementary School). A condominium development is located along 96th Avenue north of Van Buren Street.

Table 12: Existing Land Uses

Land Use	Acres	% Total Acreage
Residential (<4 du/ac)	147.02	3.86%
Residential (>4 du/ac)	308.55	8.10%
Commercial/Office	116.33	3.05%
Industrial	1,509.22	39.62%
Vacant	448.43	11.77%

Figure 4: Tolleson Existing Land Use (2013)



Industrial land uses comprise almost 40% of Tolleson's total acreage, by far the largest land use type in Tolleson. A large employment base of distribution and warehousing uses occupies most of the City south of Van Buren Street. Additional commercial enterprises are located along Interstate 10 between 83rd and 99th Avenues. Large industrial complexes and distribution centers are generally concentrated south of Van Buren Street, stretching from 75th to 107th Avenues, as well as on 99th Avenue between McDowell and Buckeye Roads. Over the past decade, infill development has occurred on most of the industrial parcels south of Van Buren Street.

Currently, Tolleson is shifting its focus toward enhancing its gateways and providing more services, shopping, and dining for its residents, commuters, and visitors flying in from Phoenix Sky Harbor Airport. Commercial land uses comprise 3.05% of Tolleson, providing limited goods and services available within the City for residents, commuters, and visitors. The lack of services and dining options also limit Tolleson's ability to collect sales tax.

Beyond its desire for expanding commercial uses, Tolleson is also in need of more residential space. In order to acquire a sufficient population for a variety of services, the City must expand its housing stock. Currently, residential land use is approximately 12% of Tolleson.

Vacant land comprises 11.77% of all the land within Tolleson's limits. These parcels are mostly located in areas well suited for commercial and residential land uses. For example, the parcels on the northwest corner of 75th Avenue and Buckeye Road are prime for retail development to serve employees in the nearby industrial centers. The vacant parcels located on the northwest corner of 99th Avenue and Buckeye Road, as well as the southeast corner of 107th Avenue and Van Buren Street, are both well suited for mixed commercial and residential because of their adjacency to existing residential in Phoenix and Avondale, respectively.

Current Zoning

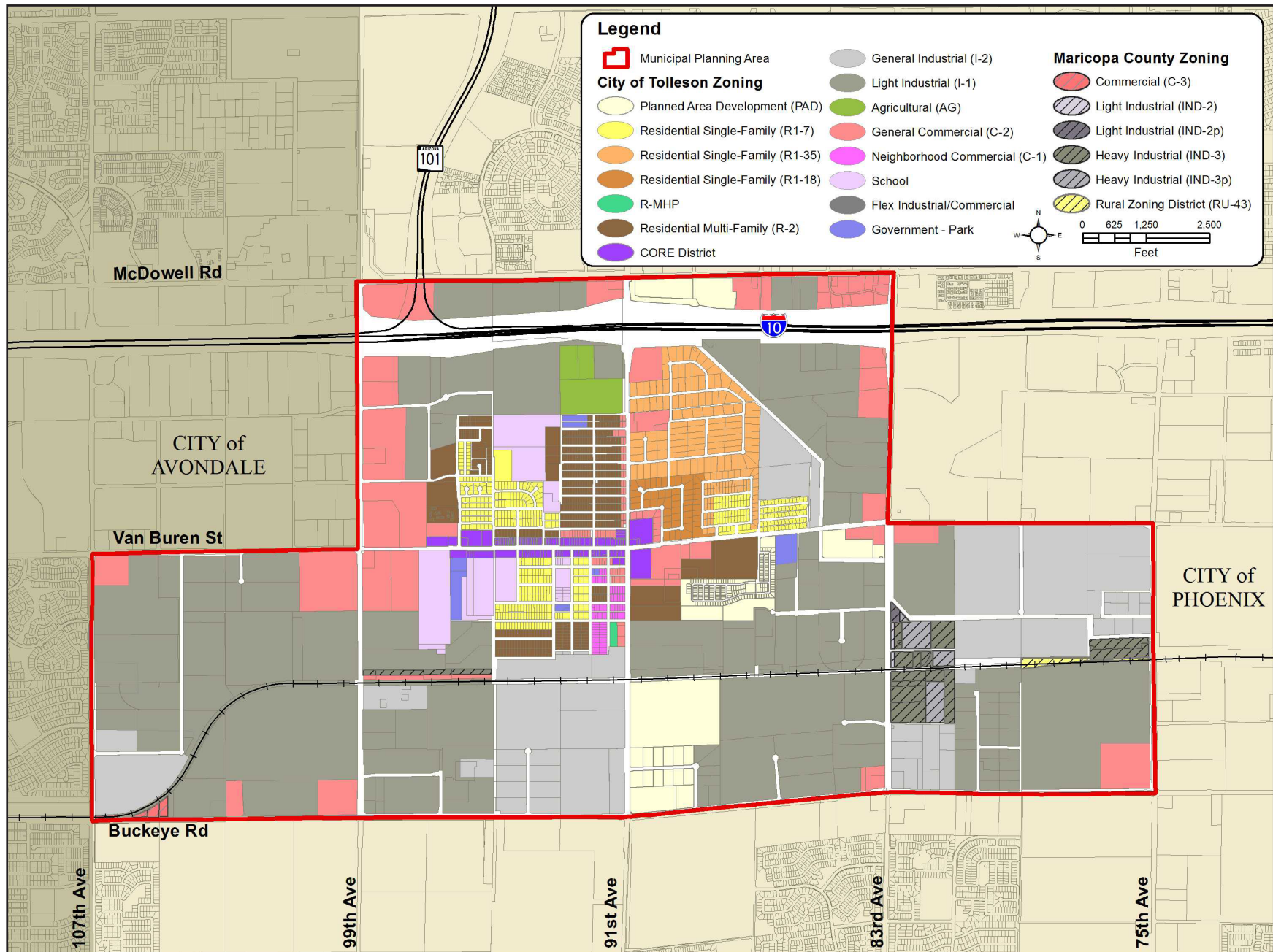
Tolleson's zoning generally reflects existing development. Residential and retail zones are located in the center of the City, around 91st Avenue and Van Buren Street. The edges of the City include industrial and commercial zones.

Vacant Land

Almost 90% of Tolleson is developed. The majority of the City's vacant land is located on the east side of the City between 75th and 83rd Avenues, along I-10 and on the City's western edge along 99th Avenue. A large vacant parcel of approximately 40 undeveloped acres is located at the northeast corner of 99th Avenue and Van Buren Street. Generally, the vacant parcels on the City's west side and along Buckeye Road are located across from planned residential uses in Phoenix and Avondale. Vacant parcels on the east side of the City are located across 75th Avenue from existing commercial and industrial development.



Figure 5: Tolleson Existing Zoning (2013)



If the City were to develop existing vacant land within existing residential areas plus the vacant "L" shaped area around the commercial zoning at 99th Avenue and Van Buren Street at prevailing densities of approximately 4 dwelling units per acre, it could construct 880 dwelling units, adding slightly more than 2,900 people to its population at current household sizes. If it developed all of the remaining vacant land at prevailing densities, it could construct 1,792 dwelling units and add 5,985 people to its population. This approach, however, would prevent development of this land for other uses, such as retail and employment.

Allowing development densities of up to 20 du/acre on a single site allows for a variety of residential development types, and could result in substantial population increases necessary to support retail services and new development desired by residents. An example of how this type of development could occur in Tolleson is shown in Figure 6: Example of Mixed-Use Corridor Development.

Figure 6: Example of Mixed-Use Corridor Development



An example showing how a mix of uses could be created on a site designated Corridor on the General Plan Land Use Map.

Land Use Planning Considerations

- Tolleson is land-locked and the current land use map suggests single uses for the City's limited vacant land. To address the City's desire to attract more retail development, in particular a supermarket, vacant land must be used in creative and intensive ways that result in new housing and retail services, as opposed to low intensity single-use developments.
- Vacant parcels located along 99th Avenue at Van Buren Street, and along Buckeye Road at 91st Avenue, are surrounded by commercial uses and located across from existing residential development planned in other jurisdictions. Tolleson could leverage these residential areas and encourage residential and commercial developments on these parcels. Through retail and residential mixed-use development Tolleson could benefit from the sales tax generated by retail uses, provide retail services desired by Tolleson residents, and also serve residents of Phoenix and Avondale. Mixed-use residential development will also increase the City's population base and help to support additional retail development along Van Buren Street.
- While the City has an extensive employment base, local retail, dining and residential options are limited. By diversifying its housing stock with new development styles, a mix of development densities, and providing opportunities for new retail development, the City could encourage a greater share of its workforce to live within City limits.
- The current General Plan Land Use Map does not allot enough residential land use to accommodate the amount of residents needed to expand the desired services.

General Plan Land Use Map And Land Use Categories

The updated General Plan Land Use Map, illustrated in [Figure 7: 2024 General Plan Land Use](#), includes five types of land use categories developed to maximize the opportunity for the City to encourage new development that is compatible with existing development patterns and appropriate to the unique character of Tolleson. Each category includes a mix of land uses that move forward the General Plan vision and priorities of Healthy Communities, Walkable Communities, and Sustainability as described in [Table 13: General Plan Land Use Categories and General Plan Priorities](#). The General Plan land use categories and specific land uses appropriate to them are described in [Table 14: General Plan Land Use Categories](#).

Table 13: General Plan Land Use Categories and General Plan Priorities

Land Use Category	How the Category Supports: Healthy Communities, Walkable Communities, and Sustainability.
La Comunidad (Community)	La Comunidad fosters tight-knit communities that place quality, safe housing in walking distance of essential neighborhood services and employment centers.
El Centro (CORE District)	El Centro district stimulates Tolleson's economy by placing a mix of commercial and recreational uses in a walkable and vibrant environment.
La Entrada (Gateway)	La Entrada provides housing options and services for residents and visitors to grow the City's population and economic base.
El Paseo (Corridor)	El Paseo encourages new commercial and housing developments to encourage population growth to support quality services that meet the health, educational, and safety needs of residents.
El Distrito (Business District)	El Distrito supports Tolleson's light manufacturing and distribution centers that are critical to the City's strong economy.

Figure 7: 2024 General Plan Land Use Map

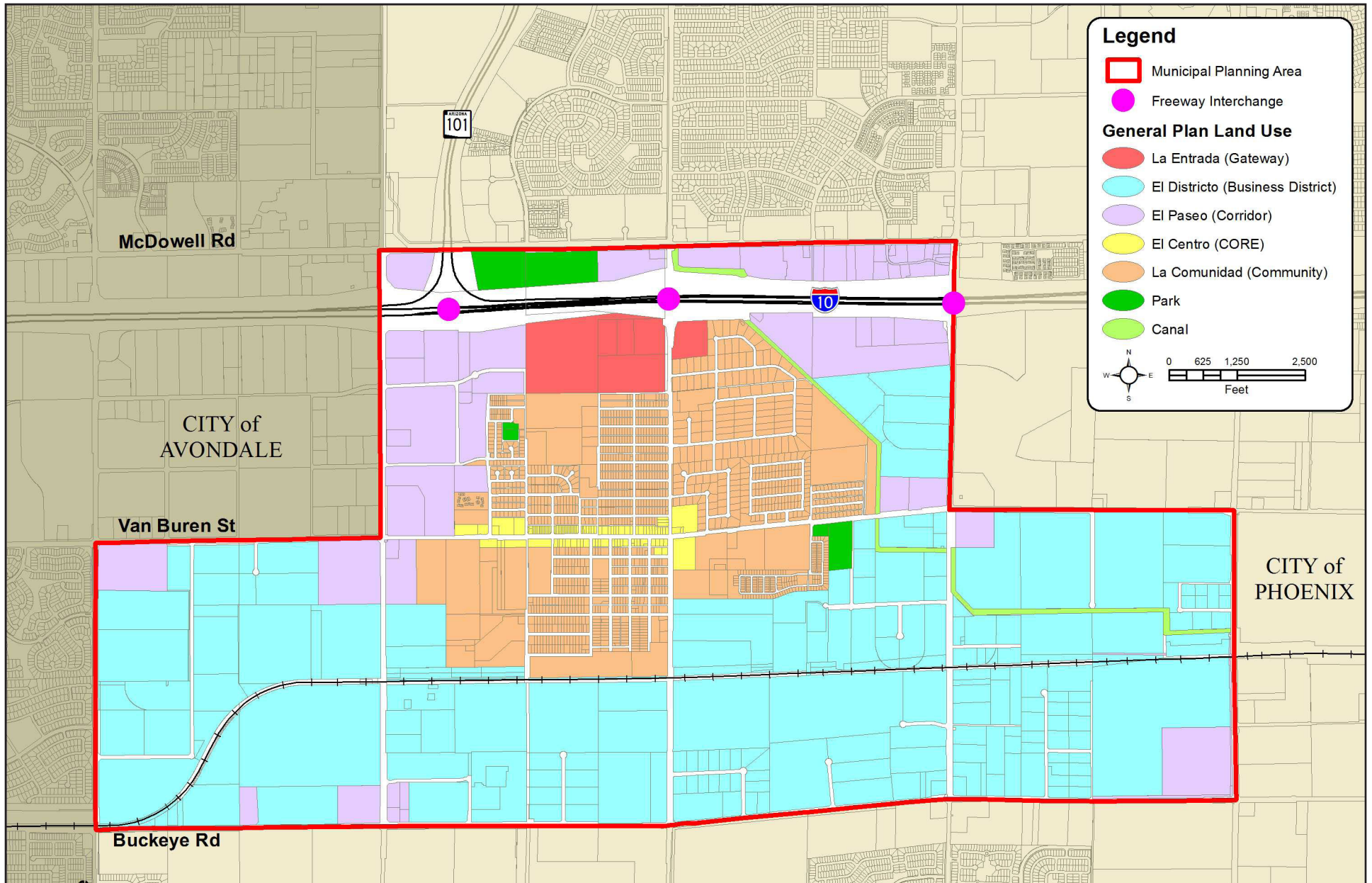








Table 14: General Plan Land Use Categories

Land Use Category	Encouraged Uses	Estimated Acreage
<p>La Comunidad (Community)</p> <p>La Comunidad encompasses the heart of Tolleson and contains all of the City's residential and neighborhood services. This area is largely developed with the exception of a few interspersed vacant properties. A variety of uses, especially neighborhood services are strongly encouraged.</p> <p>The purpose of this category is to provide quality neighborhoods to the Tolleson community through infill and redevelopment.</p> <p>Development requirements:</p> <ul style="list-style-type: none"> • Density: ~12 du/ac • Residential: 50% of site  <p>Neighborhood Cafe in Hingham, MA. SOURCE: http://capitalresidential.com/hingham/local-business-services/</p>	<ul style="list-style-type: none"> • Single-family residential • Medium density residential (<15 du/ac, townhome style) • Accessory dwelling units • Museums, libraries, cultural centers • Public buildings • Public parks • Non-commercial recreation areas (e.g., golf courses, community pools) • Daycares • Churches • Schools • Trade, dance, and business schools <p><i>Commercial</i></p> <ul style="list-style-type: none"> • Home offices • Professional offices • Family medical and dental offices • Banks • General retail • Small grocery stores, pharmacies • Restaurants, cafes, bars (no drive-thrus) • Hotels • Theaters • Small commercial recreation (e.g., fitness center) 	<p>880</p>

Land Use Category	Encouraged Uses	Estimated Acreage
<p>El Centro (CORE District)</p> <p>The El Centro Land Use Category corresponds to the Commercial, Office, Retail, and Entertainment (CORE) Zoning District that was adopted in 2013. El Centro has many opportunities for infill and redevelopment that will provide retail and services to City residents. (See the Tolleson Redevelopment Plan).</p> <p>The purpose of this category is to enhance the visual character and economic viability of downtown Tolleson through a sustainable mixed-use pattern that integrates residential with commercial, recreational, and entertainment opportunities.</p> <p>Development requirements:</p> <ul style="list-style-type: none"> • Density: ~15 du/ac • Residential: 50% of site  <p>Guadalupe 31 - One of the first vertical mixed-use buildings in Austin. SOURCE: http://www.bigreddog.com/vertical-mixed-use-buildings-and-projects-in-the-city-of-austin/</p>	<p>Those uses permitted in the CORE zoning district.</p>	<p>50</p>

Land Use Category	Encouraged Uses	Estimated Acreage
<p>La Entrada (Gateway)</p> <p>La Entrada is the gateway into Tolleson. The district encompasses land near the I-10 entrance into Tolleson on 91st Avenue. High density residential developments for commuting professionals and hotels for visitors are strongly encouraged, along with services to accommodate both.</p> <p>The purpose of this district is to present Tolleson's unique character to visitors entering Tolleson and provide ideal residence and services for commuting professionals.</p> <p>Development requirements:</p> <ul style="list-style-type: none"> • Density: 15-30 du/ac • Residential: 75% of site <div data-bbox="210 774 1047 1295">  </div> <p>Townhome-style development in Verrado, Buckeye Arizona. Source: http://www.scottsdale-phoenix-real-estate-connection.com/verrado-homes.htm</p>	<ul style="list-style-type: none"> • High density residential (15-30 du/ac) • All commercial permitted in La Comunidad, if part of a larger residential development <div data-bbox="1163 774 1953 1295">  </div>	<p>80</p>

Land Use Category	Encouraged Uses	Estimated Acreage
<p>El Paseo (Corridor)</p> <p>El Paseo includes sites in Tolleson prime for new developments which will offer the City ample commercial services and housing. High density mixed-use developments, such as stacked rowhouses with commercial services on the bottom floor, are encouraged.</p> <p>The purpose of this district is to provide enough housing supply to accommodate further population growth, as well provide services to the 20,000+ people who work in Tolleson, so that Tolleson can expand its sales tax base.</p> <p>Development requirements:</p> <ul style="list-style-type: none"> • Density: 25+ du/ac • Residential: 50% of site  <p>University Research Park in Tempe, Arizona</p>	<ul style="list-style-type: none"> • Residential uses permitted in La Entrada • Regional retail • Community health services • Office buildings • Hotels and motels • High volume commercial • Large scale commercial recreation (e.g., mini golf, skating rinks, bowling alleys, tennis clubs) • Trade, dance, and business schools 	<p>420</p>

Land Use Category	Encouraged Uses	Estimated Acreage
<p>El Distrito (Business District)</p> <p>El Distrito comprises much of Tolleson's total acreage and hosts light manufacturing and distribution centers. Much of the industrial parcels have been developed; however commercial services, such as dining options, are severely limited and therefore, highly encouraged.</p> <p>The purpose of this district is to continue Tolleson's relationship with manufacturing and distribution companies, as well as provide services to the employees working at those locations.</p> <p>Development requirements:</p> <ul style="list-style-type: none"> No Residential  <p>Westside Business Park, Tolleson, Arizona.</p>	<p>Uses in El Distrito will align with the Industrial Districts in the City of Tolleson's zoning code</p>	<p>2090</p>

Land Use: Goals and Strategies

Goal 1: Represent Tolleson's community identity through a strong balance of high quality land uses.

- Encourage a vertical and horizontal mix of the uses described in Table 12: General Plan Land Use Categories on single sites and throughout each of the land use categories.
- Provide incentives for mixed-use development on single sites, such as reduced permit processing fees and/or parking requirements.
- Create smooth transitions between districts by matching residential density of new development to that of adjacent developed sites at the edges of the developments.

Goal 2: Enhance and develop Gateways into Tolleson.

- Create gateways to Tolleson's Downtown at Van Buren/91st Avenue intersection with special signs, trees, landscaping and traffic-calming devices, such as colorful pavements.
- Attract visitors and businesses into Tolleson's Downtown through well-designed and context-appropriate signs at the 91st Avenue exit from I-10, and continued improvements to 91st Avenue as the main entry to the Downtown.
- Establish additional gateway identification landscaped/signed areas, such as the intersections of 107th and 75th Avenues with Van Buren Street, to maintain Tolleson's special identity from other adjacent cities.

Goal 3: Maintain a "small town" feel.

- Within the El Centro, La Comunidad, and La Entrada, enhance the pedestrian environment with sidewalks, lighting, shade, and vegetation.
- Increase neighborhood safety through neighborhood watch programs.
- Develop design standards for the El Centro, La Entrada, and La Comunidad districts that define Tolleson's "small town" atmosphere, such as roadway width, architectural character, building size, etc.
- Develop landscape and design standards for El Distrito and El Paseo to maintain the high standards of development in these areas.
- Within La Comunidad District encourage neighborhood identity signs.





7: Transportation

This section of the General Plan provides information on transportation conditions including the City's major street network, transit service, bicycle and pedestrian facilities, as well as rail and air service.

Major Street Network and Interstate 10

The City's current major street network is shown in [Figure 8: Existing Major Street Network Map](#). The City of Tolleson has a high level of transportation access due to its proximity to Interstate 10 (I-10) and Loop 101 (Agua Fria Freeway). I-10 and Loop 101 are classified as freeway facilities that serve interstate and regional travel. The City also has a continuous grid system of major streets with one-mile spacing that provides for more localized transportation service. The planned South Mountain Freeway is recommended to connect to I-10 east of Tolleson at approximately 59th Avenue.

While most of the major streets provide four total through lanes, there are several segments providing two, three, five, or six through lanes. Traffic volume data compiled by the Maricopa Association of Governments (MAG) and the Arizona Department of Transportation (ADOT) for the major street network is also shown in [Figure 8: Existing Major Street Network Map](#). The I-10 segment in the City with the highest traffic volume is 91st to 83rd Avenues. The north-south major street segments with the highest traffic volumes in the City are 99th and 83rd Avenues between McDowell Road and Van Buren Street. Residents are impacted by these volumes and in the resident survey completed as part of this Plan, many respondents stated that traffic congestion along 91st and 83rd Avenues should be addressed. The east-west major street segment with the highest volume in the City is McDowell Road between 99th Avenue and Loop 101. In the future, traffic volumes are anticipated to grow, increasing the locations and duration of congestion. Additional lanes of travel may be needed on some street segments to alleviate the congestion.

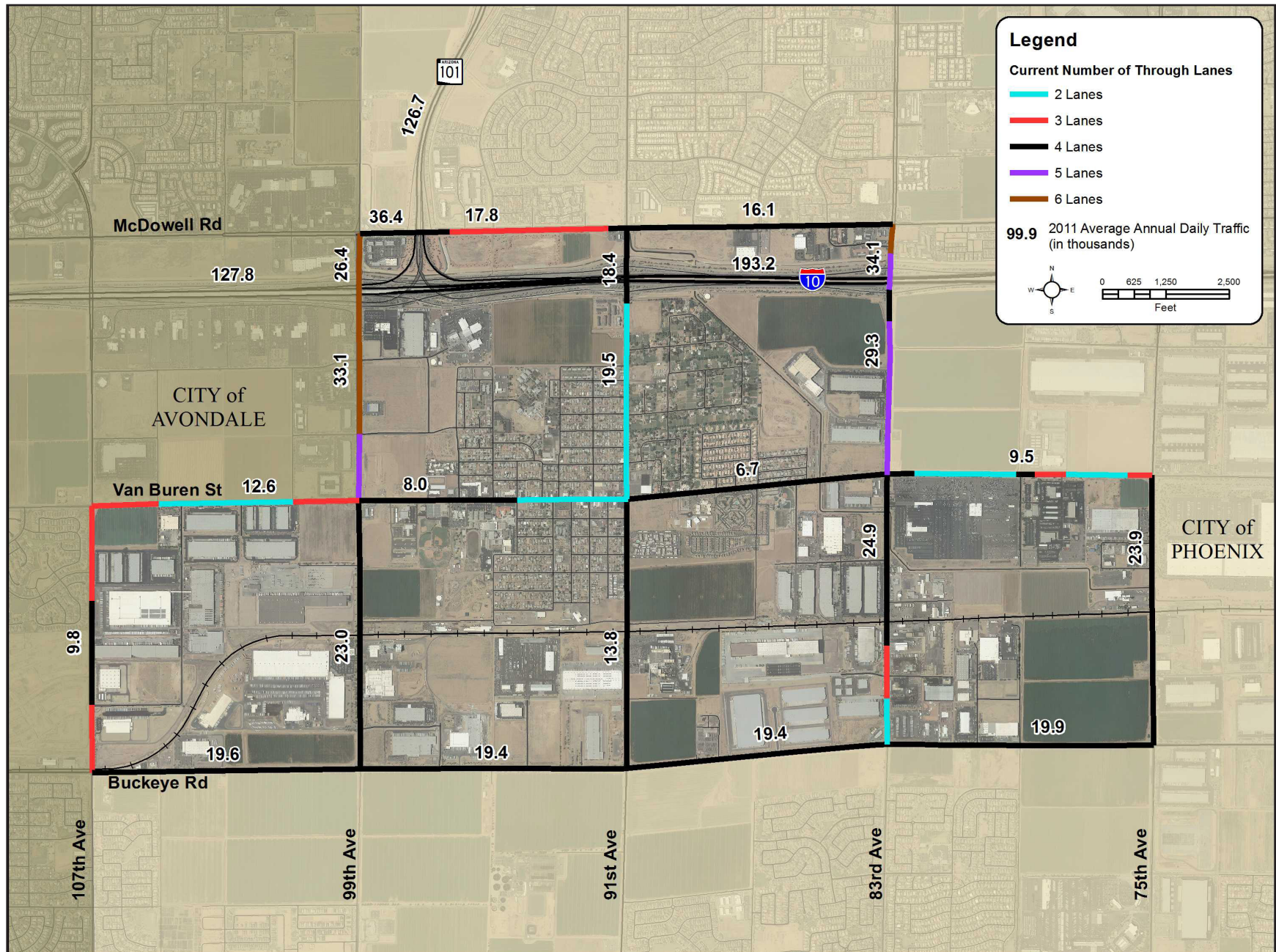
When determining the size and design of streets, the City typically uses Maricopa County Department of Transportation (MCDOT) Roadway Cross-Sections and modifies the designs as appropriate.



Opposite: 83rd Avenue is an important corridor for freight and commercial traffic.
Right: Tolleson provides multiple transportation options for residents and visitors.



Figure 8: Existing Major Street Network Map



Transit Service

Existing transit services are shown in [Figure 9: Existing Transit Service](#). Bus service is currently the only type of transit service in the City of Tolleson. Valley Metro provides three express routes on I-10: Routes 562, 563, and 573; two local fixed routes: Van Buren Street Route 3 and McDowell Road Route 17A; the Ajo/Gila Bend Connector Route 685; and the local circulator ZOOM. A regional park-and-ride facility with direct access to I-10 is located just east of Tolleson at 79th Avenue. As part of the survey, many residents stated that transit service within Tolleson to regional locations, especially the hospital, was important.

The Southwest Valley Local Transit System Study (completed in 2013) recommends increased service frequency on Route 3 and Route 17A to 30 minute headways by 2016. In addition, seeking funding for weekend service or later hours of operation has been recommended. Other possible transit improvements include development of a circulator route to serve the areas west

of Desert Sky Mall, or combining routes 17A and 3 west of Desert Sky Mall Transit Center. Another recommendation is to increase trips, service area, or capacity on the ZOOM Circulator. Longer term goals are for new fixed route service on 91st Avenue south to Baseline Road and continued transit service enhancements, as warranted.

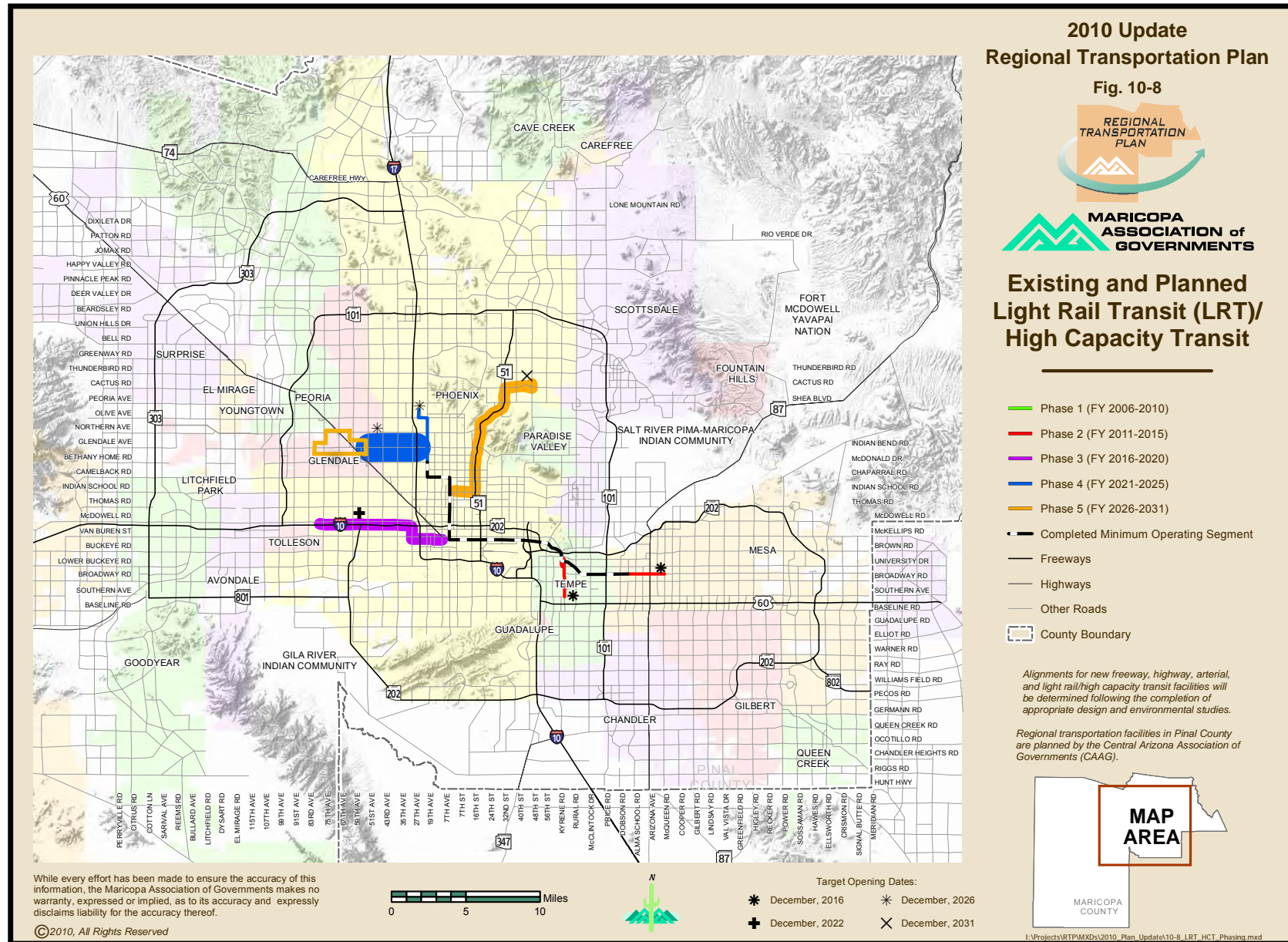
The [2010 Regional Transportation Plan](#) includes funding in Phase III (2016-2020) for an extension of light rail along I-10 to 79th Avenue. ([Figure 10: Existing and Planned Light Rail Transit \(LRT\) /High Capacity Transit](#).) Van Buren Street and Buckeye Road through Tolleson are included in the Regional Transportation Plan Super Bus Grid System, scheduled to be funded in Phase V (2026-2031).¹

¹ Maricopa Association of Governments. Regional Transportation Plan 2010 Update. http://www.azmag.gov/Documents/RTP_2010-Annual-Report_Final_v17.pdf. Access date: July 10, 2013.

Figure 9: Existing Transit Service



Figure 10: Existing and Planned Light Rail Transit (LRT) /High Capacity Transit

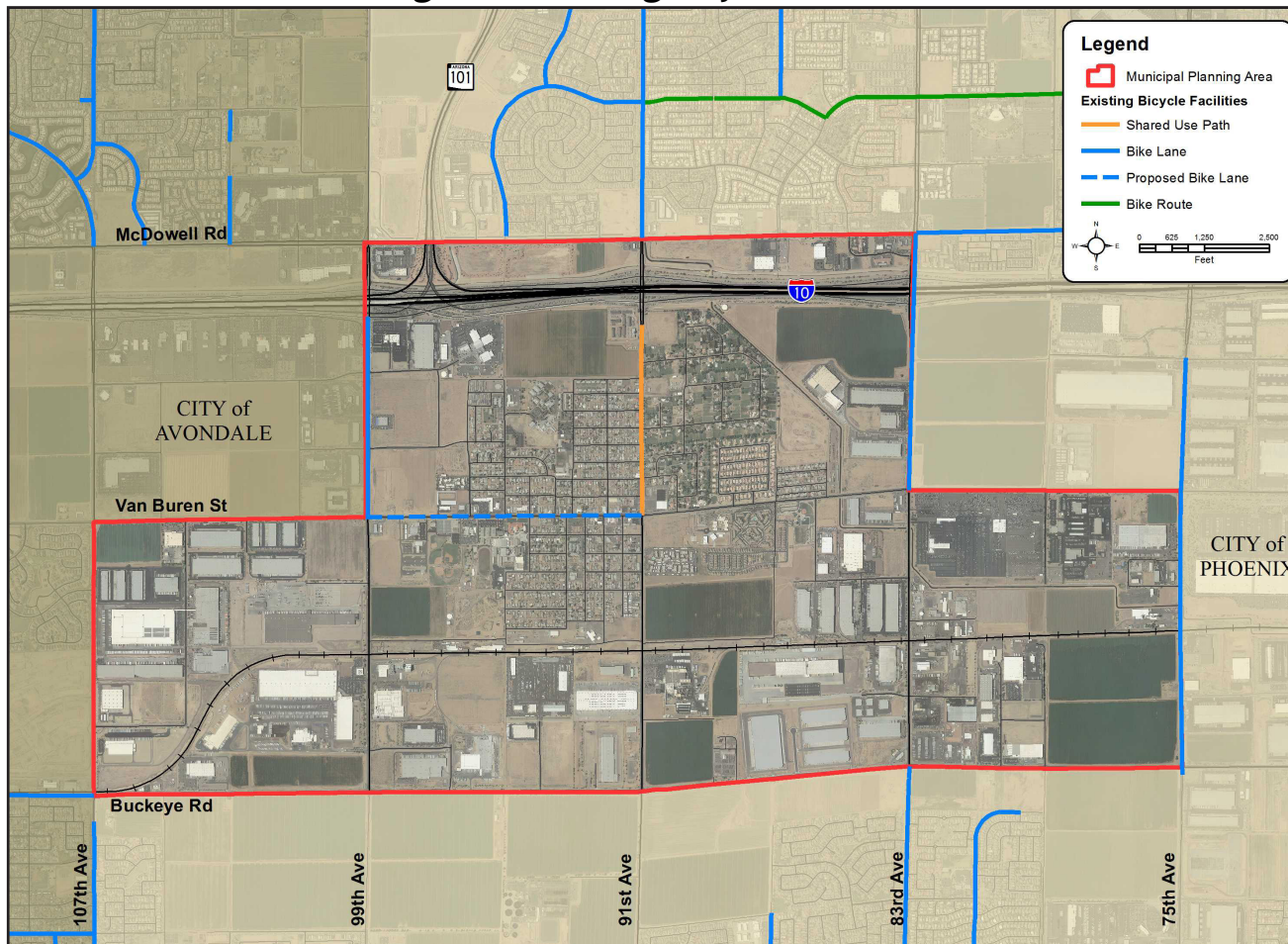


Bicycle and Pedestrian Facilities

With its compact size, flat terrain, mild climate, and available transit alternatives, the City of Tolleson is ideally situated to encourage bicycle and pedestrian travel. Currently, bike lanes exist along 99th Avenue between I-10 and Van Buren Street and along 75th Avenue between Van Buren Street and Buckeye Road. Paved shoulders that function as de facto bike lanes exist along 83rd Avenue between I-10 and Van Buren Street. The City is planning to construct bike lanes on Van Buren Street between 99th Avenue and 91st Avenue as part of the downtown redevelopment project. Most existing City streets

are lined with five foot wide sidewalks for pedestrian travel, but there are some streets that do not have any sidewalks. Additional bicycle and pedestrian facilities would provide additional mobility choices for residents, could connect to city of Phoenix bicycle routes that currently end at the City limits, and could provide options for connections to transit. Existing bicycle facilities within and adjacent to the City are shown in [Figure 11: Existing Bicycle Facilities](#).

Figure 11: Existing Bicycle Facilities

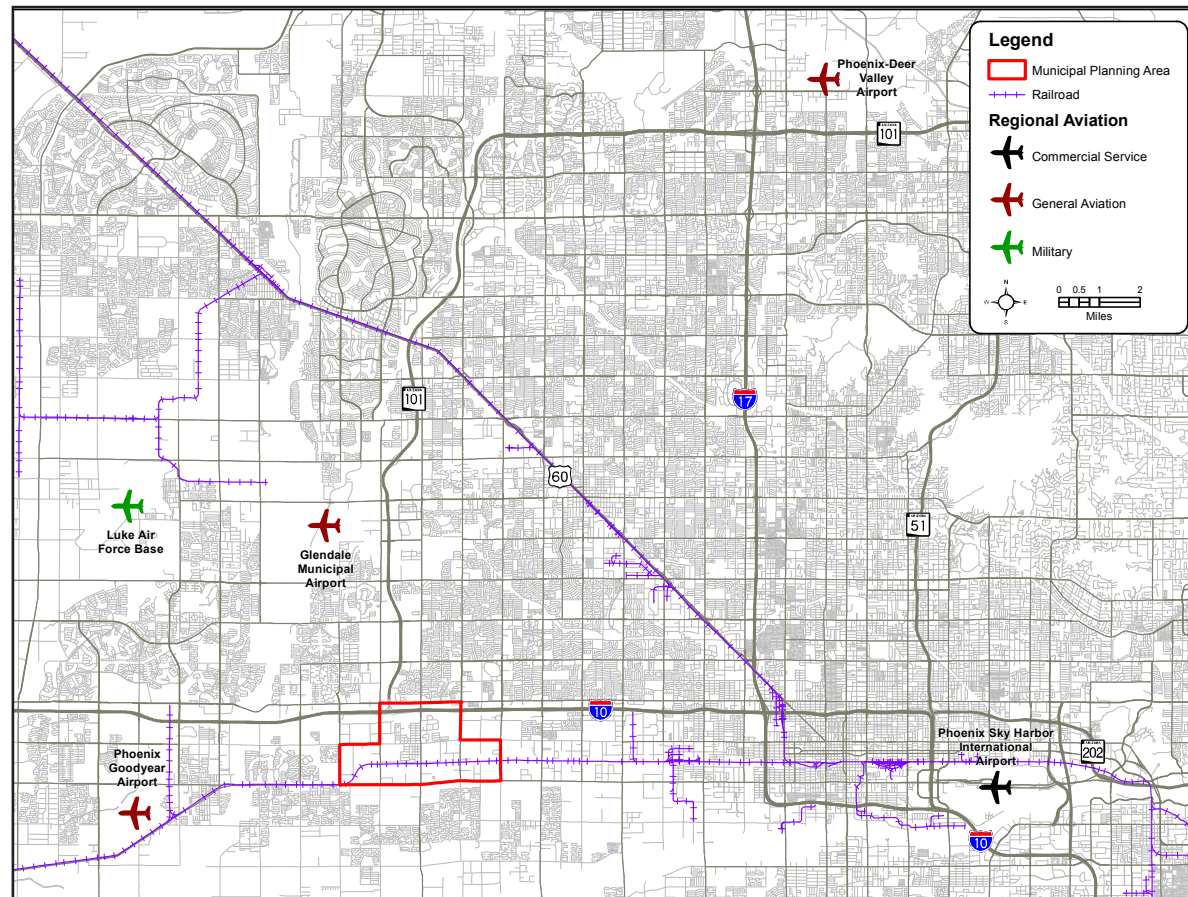


Rail and Air Service

The Union Pacific Railroad (UPRR) traverses the southern portion of the City of Tolleson, as shown in [Figure 12: Existing Rail and Air Service](#). Freight rail service continues to the east and west through the Phoenix metropolitan area. Amtrak passenger service was provided prior to 1990 on the UPRR tracks but is no longer provided. The City of Tolleson is close and accessible to several major airports. Phoenix Sky Harbor International Airport, located approximately 12 miles east of Tolleson, is directly accessible via I-10. Three general aviation reliever airports are within 25 miles of the City: the Phoenix-Goodyear Airport is approximately five miles west of Tolleson; the Glendale Municipal Airport is approximately five miles north of Tolleson; and the Phoenix Deer Valley Airport is approximately 22 miles northeast of Tolleson. One military airport, Luke Air Force Base, is approximately 11 miles northwest of Tolleson.

nix-Goodyear Airport is approximately five miles west of Tolleson; the Glendale Municipal Airport is approximately five miles north of Tolleson; and the Phoenix Deer Valley Airport is approximately 22 miles northeast of Tolleson. One military airport, Luke Air Force Base, is approximately 11 miles northwest of Tolleson.

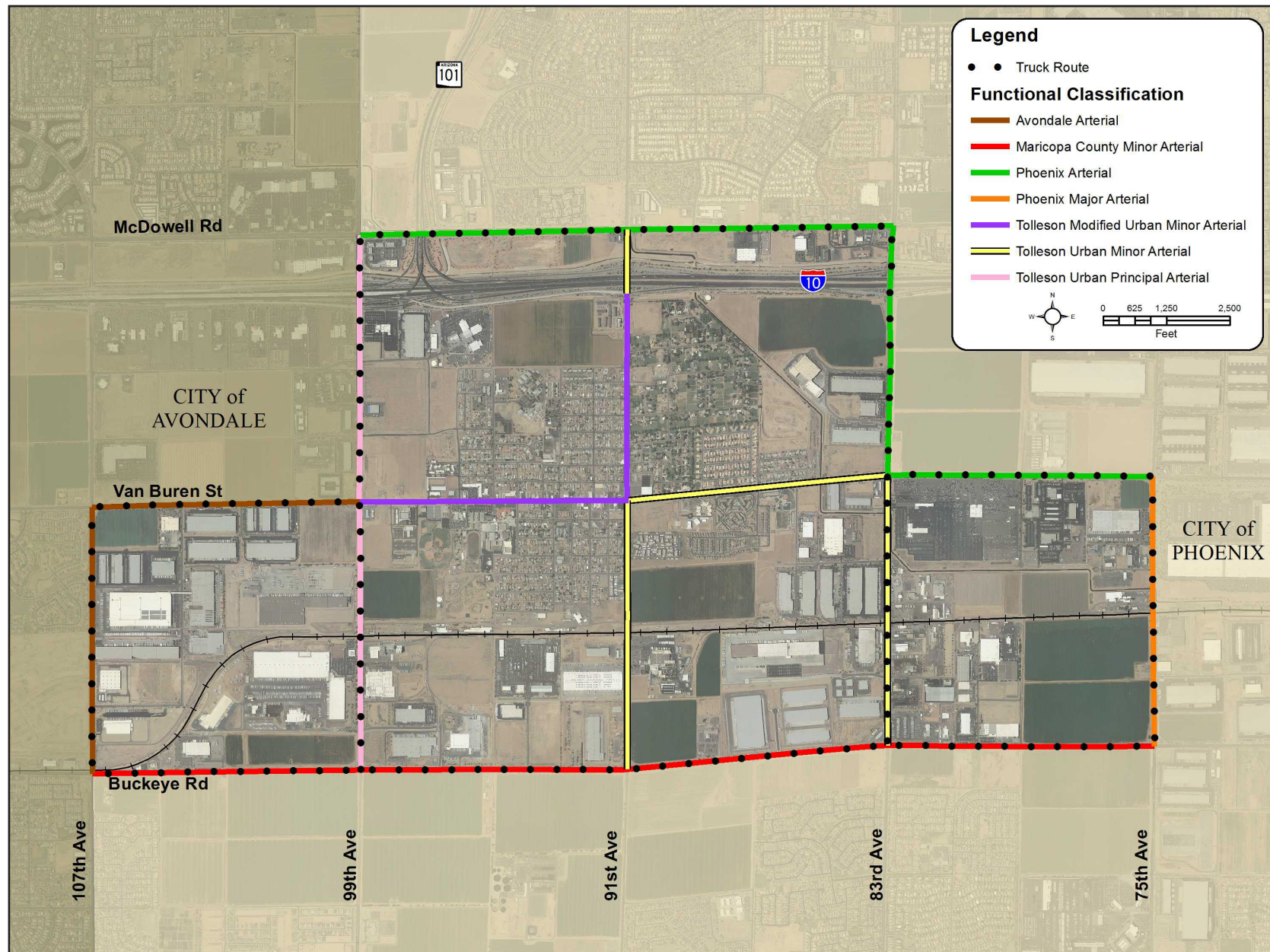
Figure 12: Existing Rail and Air Service



Transportation Planning Considerations

- Streets are a window to the community. The downtown redevelopment project that is being implemented along Van Buren Street between 99th Avenue and 91st Avenue will transform the image of the City and alter travel behavior on Van Buren Street. However, it is not visible to passers-by on McDowell Road, and many of the employees that only travel 99th and 83rd Avenues to get to work may never realize that the attractive environment along Van Buren Street exists.
- Several streets, particularly 99th, 91st, and 83rd Avenues have high levels of congestion that impact residents' mobility within Tolleson. Traffic congestion on these roads, which connect directly to I-10, could also create an obstacle to non-residents who may want to experience the City's downtown retail district. The implementation of access management strategies such as consolidation of driveways and restriction of turning movements can improve safety and traffic operations along congested streets.
- Traffic calming measures that slow traffic down may be appropriate on certain streets, particularly those near downtown, residential neighborhoods, and activity centers.
- Existing street geometry (e.g., number of through, left-turn, and right-turn lanes) may not accommodate future growth in vehicular traffic volumes along key roads serving the community. Additional traffic lanes may be needed. This may also be an opportunity to reconsider how various types of traffic (e.g., trucks, passenger vehicles) access and move through the City.
- Whenever street improvements are being contemplated, consideration should be given to how to make the street a "Complete Street" that accommodates users of all modes of travel (i.e., vehicles, transit, bikes, walking). Examples of ways to make a street more complete could include providing trees for shade, bike lanes, bus pull-outs, and mid-block controlled pedestrian crossings.
- Much of Tolleson does not have convenient access to transit services. With future light rail service planned along I-10 to 79th Avenue, transit access from Tolleson to the light rail service and the nearby Desert Sky Mall Transit Center are desirable.
- Opportunities exist to coordinate with the Maricopa Association of Governments and regional transportation providers to participate in decisions to enhance programmed routes and service along Van Buren Street and McDowell Road.
- There are many gaps in the City's bicycle network. Additional bike lanes or shared use paths should be considered to provide additional bicycle access and connect to existing bicycle facilities provided in the city of Phoenix.
- Pedestrian facilities such as sidewalks are not continuous throughout the City. Gaps in the sidewalk network should be closed with either sidewalk or shared use paths.

Figure 13: City of Tolleson Street Classification Map



Transportation: Goals and Strategies

Goal 1: Maintain and enhance streets to retain the “small town” character of Tolleson

- To expose a greater number of people to, and to pique their interest in, the character of the Tolleson community, in the future, consider extending the streetscape along 99th and 83rd Avenues and along the Tolleson side of McDowell Road.
- Continue street repair and maintenance programs to preserve existing infrastructure.
- Oppose transportation facilities such as new freeways and high capacity roadways that would bisect Tolleson.
- Consider using traffic calming devices (e.g., roundabouts, speed humps, landscaped medians) to slow traffic down, particularly where there is regular pedestrian and bicycle activity.
- Prohibit through truck traffic in downtown Tolleson.

Goal 2: Improve vehicular mobility

- Improve streets in accordance with the Figure 13: City of Tolleson Street Classification Map and MCDOT cross-section designs (See Figures 14-18).
- Support the implementation and operation of intelligent transportation systems (ITS) devices such as cameras, dynamic message signs, and traffic signal communications networks to better identify and manage traffic congestion issues.
- Improve the synchronization of traffic signals while maintaining reasonable speeds.
- Implement traffic signal pre-emption that allows emergency vehicles such as fire trucks to control the traffic lights to stop traffic so they can proceed.
- Provide additional through lanes on arterials outside the downtown area as needed to eliminate bottlenecks and alleviate congestion.

- Require new developments to improve the street frontage adjacent to their property in accordance with the City's corresponding street cross-section.
- To reduce on-street traffic, provide off-street connections between adjacent commercial developments through cross-access agreements when possible and practical.

Goal 3: Promote travel choices

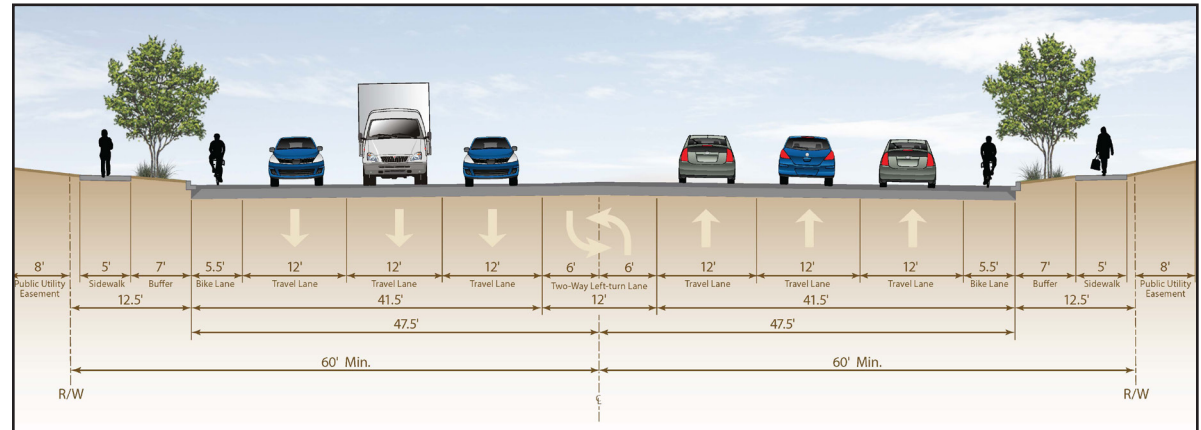
- Participate in regional transit planning groups, such as those identified in the Southwest Valley Local Transit System Study, to advocate for enhanced transit service within the City.
- Encourage the expansion of transit service within the community and between the community and light rail and the Desert Sky Mall transit center.
- Provide non-motorized connections to transit and other community destinations.
- Continue to promote construction of additional sidewalks, shared use paths, and bicycle facilities in conjunction with new developments and infrastructure improvement. Consider using a Complete Streets approach to design street improvements.
- Promote pedestrian-oriented designs in commercial projects and provide internal, shaded pedestrian connections from parking areas to developments and between retail pads.
- Enhance existing sidewalks and bicycle facilities with landscaping, trees and lighting.
- Emphasize implementation of new bicycle facilities that connect to existing and planned bicycle facilities in adjacent cities and to activity centers.



When updating and designing the City's Principal Arterial Streets, the following could be considered when possible and practical:

- Pedestrian refuge areas at mid-block and corner crossings to enhance pedestrian safety.
- Narrowing the inside lane to 10' and widening the bicycle lanes to 7'.
- On streets where bicycle lanes are not provided, widen sidewalks to 10'.

Figure 14: Urban Principal Arterial



When updating and designing the City's Minor Collector Streets, the following could be considered when possible and practical:

- Use the shoulder as a shared roadway for bicyclists.
- If the shoulder is not being used for on-street parking or designated bicycle lanes, widen the sidewalk.

Figure 15: Urban Minor Collector

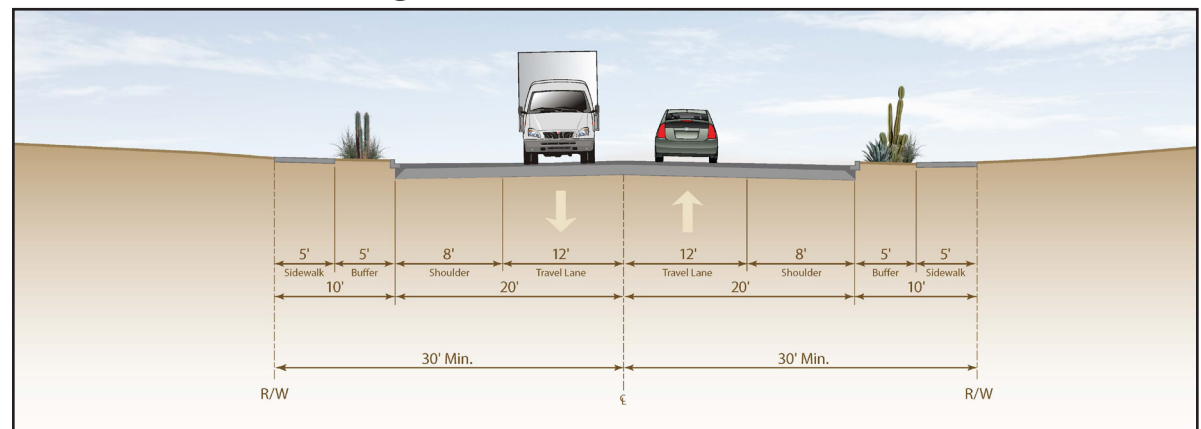


Figure 16: Urban Minor Arterial

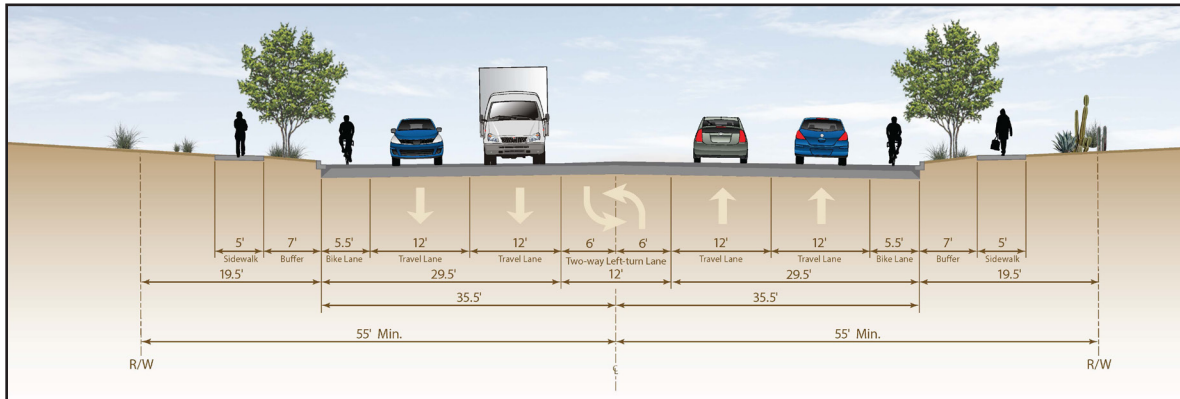


Figure 17: Modified Urban Minor Arterial - 91st Avenue

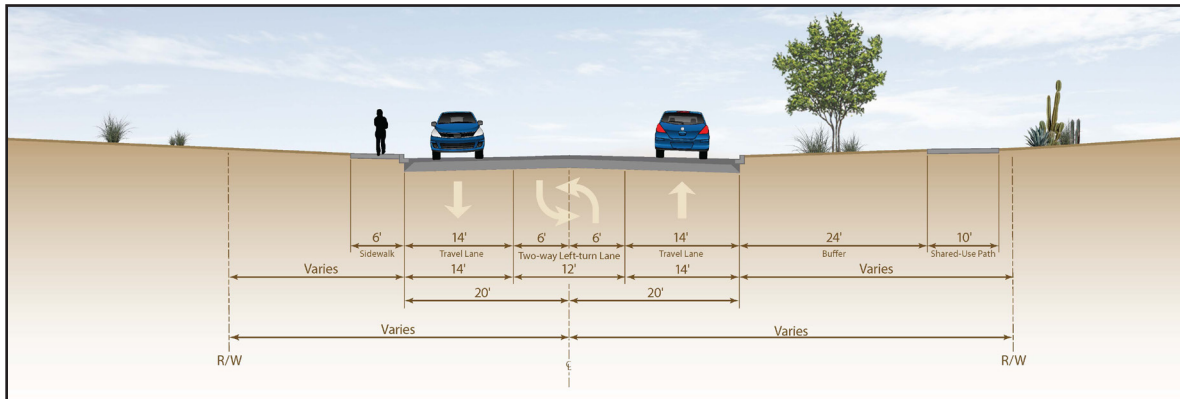
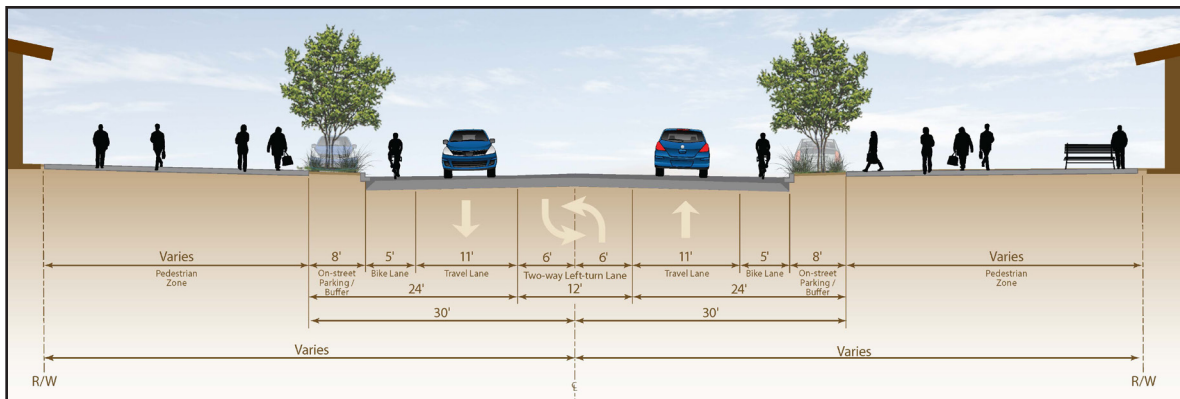


Figure 18: Modified Urban Minor Arterial - Van Buren Street



When updating and designing the City's Minor Arterial Streets, the following could be considered when possible and practical:

- Using bus queue jumpers for public transit, particularly on the urban minor arterials.
- Using center turn lanes for a median that provides a pedestrian refuge at mid-block and corner crossings, particularly near the Tolleson Veterans Park.
- If the right of way is not being used for on-street parking, consider widening the sidewalk.
- Creating bike lanes.



TOLSUN
FARMS

La Buena Vida: Vivir, Trabajar, y Jugar (The Good Life: Live, Work, and Play)

Discusses citizens' desire for quality resources for living, working, and playing in ways which accommodate diverse family types and income levels. This theme promotes housing quality, economic prosperity, and healthy lifestyles through a range of programs, policies, and facilities.



This section includes the Housing; Economic Development; and Parks, Open Space, Trails, and Recreation elements in compliance with A.R.S. §9-461.05.

Opposite: Tolsun Farms is home to many historic ranch style homes.

Left: San Lucas Apartments provides high density living options in Tolleson.

Right: Fuego Restaurant on Van Buren Street offers an enjoyable dining experience and attracts people to Downtown Tolleson.



8: Housing

The Housing element describes existing housing conditions in Tolleson and future housing needs as the City continues to grow. This element also identifies neighborhoods in need of development, and policies for preventing substandard developments.

Existing Housing Conditions

Tolleson's residential land supply is rapidly diminishing. Only a few residential parcels remain in the City and forecasts predict slow population growth over the next 20 years. Cities facing this situation typically refocus their efforts on preservation of the existing housing stock and rehabilitation where necessary.

Growth in the community has been both job-driven and housing-driven. The Southwest Valley is an important employment center for Greater Phoenix and Tolleson's continued emphasis on the creation of jobs for residents has been an important factor in the increase in the City's stock of single and multi-family housing. Tolleson's central location within the Southwest Valley additional-

ly benefits the desirability of the City as a good place to live for those employees looking to reduce their commute times to places of work. The strength of the Greater Phoenix housing market has also led builders to the area, searching for in-close locations that appeal to workers in the west part of the Valley.

Tolleson's housing stock exhibits a range of different types of housing that serves the needs of the community. The community has a wide variety of single-family housing types, from large estate lots of ½ acre and larger, to traditional subdivisions with lots as small as 3,000 square feet.

Tolleson experienced a significant housing growth spurt between 2000 and 2010. During that time frame, the number of housing units in the City increased by 38.4% with multi-family housing more than doubling over those ten years. Single-family housing increased by 24.6% as well during the last decade. (Table 15: Housing Growth City of Tolleson 1990-2010.)

Table 15: Housing Growth City of Tolleson 1990-2010

Type	1990		2000		2010	
	Units	Percent	Units	Percent	Units	Percent
Single-Family	962	70.8%	1,116	75.3%	1,390	67.8%
Townhome	47	3.5%	46	3.1%	63	3.1%
Multi-Family	259	19.1%	280	18.9%	578	28.2%
Mobile Home	61	4.5%	40	2.7%	20	1.0%
Other	30	2.2%	-	0.0%	-	0.0%
Total	1,359	100%	1,482	100%	2,051	100%
Source Census U.S. Bureau						

The City's housing stock mirrors the typical mix of housing found throughout Maricopa County and provides a variety of housing for all income ranges. Approximately 67.8% of all housing in the City is single-family detached housing. Multi-family housing accounts for 28.2% of all housing within the City. Similarly, the Maricopa County housing mix is 63.4% single-family housing units and 25.7% multi-family units. (Table 16: 2010 Housing Stock City Tolleson and Maricopa County.)

**Table 16: 2010 Housing Stock
City of Tolleson and Maricopa County**

Type	Tolleson		Maricopa County	
	Units	Percent	Units	Percent
Single-Family	1,390	67.8%	1,040,239	63.4%
Townhome	6	3.1%	89,911	5.5%
Multi-Family	578	28.2%	421,662	25.7%
Mobile Home	20	1.0%	85,851	5.2%
Other	-	0.0%	2,785	0.2%
Total	2,051	100%	1,640,448	100%

Source Census U.S. Bureau

With the increase in multi-family housing over the last decade, the proportion of renters to owners in the City changed. However, it appears that the decline in homeownership could largely be the result of the housing downturn over the last few years, the Great Recession, and investor purchases of homes in foreclosure. In 2000, 65.6% of all households were owner-occupied. In 2010, that percentage declined to 48.2%. This is an important statistic to continue to monitor in the future. (Table 17: Households and Population by Tenure City of Tolleson.)

**Table 17: Households and Population by Tenure
City of Tolleson**

Type	1990		2000		2010	
	Renters	Owners	Renters	Owners	Renters	Owners
Households	450	766	492	940	1,014	945
Percent	37.0%	63.0%	34.4%	65.6%	51.8%	48.2%
Population	1,697	2,735	1,579	3,393	3,319	3,226
Percent	38.3%	61.7%	31.8%	68.2%	50.7%	49.3%

Source Census U.S. Bureau

Housing Values

Tolleson's housing values have historically been below the county-wide average and recent data suggests the trend has not changed. However, over the past two years, values have increased significantly according to the ASU Monthly Housing Report. Through September of 2013, the median price for resale homes has increased in Tolleson by 64% compared to 58% for Maricopa County. Tolleson housing prices, however, are still 31% lower than the Maricopa County median price. (Table 18: Single-Family Resale Home Median Price City of Tolleson and Maricopa County.)

**Table 18: Single-Family Resale Home Median Price
City of Tolleson and Maricopa County**

Type	Tolleson		Maricopa County	
	Units	Percent	Units	Percent
Single-Family	1,390	67.8%	1,040,239	63.4%
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Multi-Family	578	28.2%	421,662	25.7%
Mobile Home	20	1.0%	85,851	5.2%
Other	-	0.0%	2,785	0.2%
Total	2,051	100%	1,640,448	100%

Source Census U.S. Bureau

Multi-Family Housing

Tolleson has three major apartment complexes:

- Copper Cove on North 91st Avenue (228 units) built in 2003.
- San Lucas on West Van Buren Street (264 units) built in 2004.
- The Sundancer on North 96th Street (76 units) built in 1985.

Apartment rents in Tolleson are relatively affordable compared to adjacent cities and average apartment rents found throughout Maricopa County. Overall, apartment rents in Tolleson are 11% lower than the Maricopa County average, with three bedroom units nearly 40% below the County average. These rent levels assist in providing affordable housing for City residents. Vacancy rates for the units currently range from 7% to 8%, suggesting reasonably strong demand for the units.

**Table 19: Average Monthly Apartment Rents
City of Tolleson and Nearby Cities**

	Tolleson	Avondale	Goodyear	Maricopa County
1-Bedroom Apartment	\$643	\$682	\$757	\$699
2-Bedroom Apartment	\$720	\$796	\$916	\$835
3-Bedroom Apartment	\$771	\$846	\$1,083	\$1,078
Average Rent for all Units	\$714	\$752	\$895	\$794

Source RealData 2013 Q2

Housing Quality and Condition

One of the key indicators from Census data of housing quality, condition and affordability is "overcrowding". The Census has historically defined overcrowding as more than two persons per bedroom. However, due to changes in the manner in which Census data has been collected over the last decade, the U.S. Department of Housing and Urban Development (HUD) now defines overcrowding as more than 1.0 person per room within a unit. Historically, Tolleson has had a higher percentage of overcrowded units compared to the Maricopa County average. In 2000, overcrowding in Tolleson, based on more than one person per room, was estimated at 19.9% of all housing units while the County's percentage of overcrowded units was 8.5%. Based on the 2011 American Community Survey, 12.4% of Tolleson housing units are considered overcrowded, compared to the County's 4.1%. The number of overcrowded units in Tolleson declined by 19% between 2000 and 2011. In general, the size of new housing units built over the last decade in Tolleson and Maricopa County has increased, leading to fewer overcrowded units.

The increase in housing construction over the last decade in Tolleson has had an impact on overcrowding from the standpoint of expanding housing availability in the community. Rents are moderate and newly constructed units, both single and multi-family units, assist in upgrading housing conditions for residents. However, the community needs to monitor housing conditions and overcrowding to ensure safe and adequate housing is available for all residents.



Housing Forecast

The Maricopa Association of Governments (MAG) forecasts 2013 housing growth for Maricopa County and its cities. This forecast is based on current, adopted General Plans.

The forecast for Tolleson, which is based on the City’s 2005 General Plan, which this plan replaces, shows that Tolleson is expected to experience moderate growth in its housing stock over the next 27 years. Between 2010 and 2020, Tolleson is only forecast to grow by 104 housing units. In the 2020 to 2030 decade, housing growth is expected to increase with the addition of 441 units. The MAG forecast projects Tolleson will be largely built-out by 2030, with little additional growth expected thereafter.

La Comunidad (Community), El Centro (CORE District), La Entrada (Gateway), and El Paseo (Corridor) land use categories in this General Plan increase the total residential build-out potential of the City. With the adoption of this plan, and in consideration of the City’s desirable location within the southwest Valley employment shed, and planned enhancements to Van Buren Street as a result of the City’s new CORE District, it is likely that the City will experience substantially more growth than the current MAG forecast predicts.

Table 20: Housing Unit Forecast 2010-2040

Year	Dwelling Units	Change in Units
2010	2,169	-
2020	2,273	104
2030	2,714	441
2040	2,843	129
Source: MAG 2013 Forecast		

Housing Considerations

- Tolleson is facing a limited supply of land for future residential development. Standards need to be established to ensure quality housing is developed in the future that meets the needs of the residents and continues to expand the full range of housing types in the community. The balance of single-family to multi-family housing should be established by the community to guide development of available residential land areas.
- The balance of renters to owners in the community should be closely monitored in the future. With the recovery in the housing market underway, homeownership should begin to improve as investors slowly exit the market. Efforts should be taken by the community to foster homeownership, particularly of single-family residences.
- Tolleson’s housing stock is comprised of a significant number of older single-family units. The community must continue to monitor the condition of that housing inventory and provide rehabilitation assistance where most needed.
- While current housing forecasts are limited, the land use categories included in this General Plan will result in increasing the future residential build-out of the City. As these units are constructed, the City should use them as an opportunity to enhance the housing options desired within the City.

Housing: Goals and Strategies

Goal 1: Establish high standards for residential quality and sustainability.

- Encourage homebuilders and developers to construct energy-efficient, green homes.
- Establish standards for home and subdivision design to ensure quality development.
- Establish standards for private open space in residential developments.
- Support increased density where appropriate in the community in order to promote retail development.

Goal 2: Ensure a variety of housing choices for all income levels.

- Promote homeownership through the development of a range of housing types including condominiums, attached housing, town homes, and redevelopment of existing subdivisions where appropriate.
- Protect existing low density residential neighborhoods.
- Ensure a proper mix of future housing development from rental units to single-family subdivisions.
- Upgrade older neighborhoods with enhancements and incentives in order to promote pride of ownership and private investment, as well as to maintain housing for low and moderate income families.
- Add to the City's housing stock through neighborhood revitalization and infill.

Goal 3: Continue programs designed to rehabilitate the existing housing stock.

- Develop programs using City, county and federal grants and funds to upgrade the condition of existing housing.
- Establish programs for housing code enforcement, revitalization assistance and replacement/demolition of substandard housing where rehabilitation is impractical.
- Address the housing needs of fixed-income elderly persons and other special needs populations.

Goal 4: Consider housing an important component of Economic Development Strategies.

- Increase the residential population to support the development of retail services for residents.
- Encourage the inclusion of housing as part of mixed-use commercial development within La Comunidad (Community) and El Centro (CORE) land use districts.
- Encourage high-quality condominiums or attached housing in La Entrada (Gateway) land use district.
- Encourage high density housing, appropriately buffered from other uses, within El Paseo (Corridor) land use district.





9: Economics

Economics are an important driver of land use and infrastructure. This section provides information on the workforce characteristics of the Tolleson population, employment status, unemployment trends and educational assets.

Educational Attainment

An educated workforce is a key element of economic growth. Skilled employees bring wealth to the community through higher wages and also attract new businesses. Table 21: Education Attainment in Tolleson and Maricopa County compares the educational attainment for Tolleson's residents to Maricopa County and shows educational trends over the last decade. Overall, Tolleson residents have a lower level of educational attainment than the typical Maricopa County resident, with lower rates of high school and college graduation. Some advances have been made over the past decade in college attendance, but overall educational attainment in 2010 is similar to 2000.

Workforce Occupations

Tolleson residents are employed in a variety of occupations that reflect the City's educational profile and most residents continue to be employed in service occupations (Table 22: Workforce Occupations City of Tolleson 2000 & 2010). This general employment type experienced the largest percentage increase of employment type for City residents between 2000 and 2010. Other professions, such as sales and office occupations experienced the greatest decline along with production, transportation and material moving. This decline may have reflected the 2007 recession. In addition to sales, other types of employment of Tolleson residents that are increasing are in services, natural resources, construction and maintenance.

Table 21: Educational Attainment in Tolleson and Maricopa County

	Tolleson		Maricopa County	
Population 25 years and over	3,289		2,413,770	
Educational Attainment	#	%	#	%
Less than 9th grade	902	27.4%	161,728	6.7%
9th to 12th grade, no diploma	593	18.0%	181,993	7.5%
Highs school graduate (includes equivalency)	874	26.6%	565,351	23.4%
Some college, no degree	717	21.8%	607,751	25.2%
Associate's degree	88	2.7%	194,206	8.0%
Bachelor's degree	84	2.6%	457,135	18.9%
Graduate or professional degree	31	0.9%	245,606	10.2%
Percent high school graduate or higher	54.5%		85.8%	
Percent bachelor's degree or higher	3.5%		29.1%	
Source U.S. Census				

**Table 22: Workforce Occupations
City of Tolleson 2000 and 2010**

Workforce Occupation	2000		2010	
Civilian employed population 16 years and over	2,159		2,107	
Management, business, science, and arts	313	14.5%	260	12.3%
Service	267	12.4%	522	24.8%
Sales and office	620	28.7%	463	22.0%
Natural resources, construction, and maintenance	330	15.3%	389	18.5%
Production, transportation, and material moving	629	29.1%	473	22.4%
Source U.S. Census				

Employment Rate

Tolleson's 6.5 percent unemployment rate for the first five months of 2013 is the lowest of similar southwest Maricopa County cities, Maricopa County and the State of Arizona. (Table 23: Unemployment Rates Selected West Side Cities.) For all of 2012, the City also had the lowest unemployment rate among southwest Maricopa County cities. Full employment is generally considered at 5% to 5.5% by economists. In 2013, Tolleson almost achieved full employment of its residents. The City's high employment rate is, in part, a factor of the recession in which service and transportation jobs, which can not be exported, experienced a quicker recovery and smaller decline than other employment categories.

Table 23: Unemployment Rates Selected West Side Cities

Jurisdiction	2012 Average	2013 Average*
Avondale	8.5%	7.5%
Buckeye	9.4%	9.4%
Goodyear	8.1%	7.8%
Phoenix	7.6%	6.8%
Tolleson	7.1%	6.5%
Maricopa County	7.1%	6.6%
Arizona	8.3%	7.8%
*Through May 2013 Source AZ Dept. of Administration		



Home Depot, Public Works, and CarMax are examples of the many types of employers located within Tolleson.

Workforce Employment by Industry

Some significant changes in employment by industry occurred between 2000 and 2010 and are shown in [Table 24: Workforce Employment By Industry City of Tolleson 2000 & 2010](#). Most noticeable is the decline in educational and health care services employment and the increase in arts, entertainment and recreation, and accommodation and food services employment, as well as employment in other services. The increase in accommodation and food services is consistent with the increase in service occupations noted in the previous section. The expansion of retail and restaurant uses along I-10 points to more employment opportunities in those industries. Beyond those particular industries, small changes in employment patterns are noted, but overall the changes are minor.

Major Employers

Many residents commute to work outside the City. However, employment opportunities abound in Tolleson for its residents. Tolleson is considered a significant employment center with numerous national and local companies operating a variety of food processing, warehouse and distribution, and manufacturing facilities. A summary of major employers is shown on [Table 25: Major Employers In Tolleson](#).

**Table 24: Workforce Employment by Industry
City of Tolleson 2000 and 2010**

	2000		2010	
Civilian employed population 16 years and over	2,159		2,107	
Agriculture, forestry, fishing and hunting, and mining	91	4.2%	93	4.4%
Construction	245	11.3%	247	12.2%
Manufacturing	292	13.5%	228	10.8%
Wholesale trade	156	7.2%	132	6.3%
Retail trade	256	11.9%	272	12.9%
Transportation and warehousing, and utilities	201	9.3%	145	6.9%
Information	30	1.4%	7	0.3%
Finance and insurance, real estate, and rental and leasing	137	6.3%	113	5.4%
Professional, scientific, management, and administrative and waste	133	6.2%	113	5.4%
Educational services, and health care and social assistance	289	13.4%	177	8.4%
Arts, entertainment and recreation, and accommodation and food services	93	4.3%	271	12.9%
Other services, except public administration	59	2.7%	241	11.4%
Public administration	177	8.2%	45	2.1%
Source U.S. Census				



Table 25: Major Employers in Tolleson

Company Name	Employees	Industry
JBS Packerland Tolleson	1,053	Animal (except Poultry) Slaughtering
Atlas Retail Services	500	General Warehousing and Storage
SVC Manufacturing Inc/PEPSICO	495	Soft Drink Manufacturing
Rousseau Farming Co II	400	Other Vegetable (except Potato) and Melon Farming
SRP	326	Electric Power Distribution
Berry Plastic Corp	294	Unlaminated Plastics Profile Shape Manufacturing
Sysco Food Services Of Arizona	271	Packaged Frozen Food Merchant Wholesalers
Autozone Inc	215	General Warehousing and Storage
Staples Inc	215	Stationery and Office Supplies Merchant Wholesalers
Manheim Greater Auto Auction of Phoenix	200	All Other Business Support Services
Sigler Inc	200	Commercial and Institutional Building Construction
Firstfleet Inc	190	General Freight Trucking, Local
Freightliner Sterling Western Star of Arizona	190	Motor Vehicle Supplies and New Parts Merchant Wholesalers
Frys Food Stores	181	Supermarkets and Other Grocery (except Convenience) Stores
City of Tolleson (City Hall+WWTP +Courts+PD+FD)	164	Municipal Management
Albertsons LLC	160	General Warehousing and Storage
Tolleson Union High School Dist 214	155	Elementary and Secondary Schools
Holsum Bakery Inc	153	Commercial Bakeries
Papa Johns Salads Produce Inc	150	Fresh Fruit and Vegetable Merchant Wholesalers
Duro Bag Mfg Company	135	Coated and Laminated Packaging Paper Manufacturing
Cactus Transportation Inc	133	Specialized Freight (except Used Goods) Trucking, Local
Costco Wholesale	130	Warehouse Clubs and Supercenters
Graham Packaging Company	127	Plastics Bottle Manufacturing
Cardinal Health Warehouse	124	Drugs and Druggists' Sundries Merchant Wholesalers
Legends Furniture Inc	121	Nonupholstered Wood Household Furniture Manufacturing
Wincup	115	Urethane and Other Foam Product (except Polystyrene) Manufacturing
Mckesson	106	Drugs and Druggists' Sundries Merchant Wholesalers
International Bedding	103	Mattress Manufacturing
Western Container Corporation	101	Plastics Bottle Manufacturing
Essential Services	100	Plastics Bag and Pouch Manufacturing
Total Employment	6,807	
Source: City of Tolleson. 2013.		

While somewhat dated, the 2007 U.S. Economic Census shows total employment in Tolleson at nearly 6,600 jobs, or more than one job for every person in the City. (Table 26: Employment in Tolleson by Industry.) The ratio of jobs to population in Tolleson is among the highest in the county and is a testament to the City's efforts to create an employment base that will support its residents by providing jobs that bring economic benefits to the City. The next Economic Census is due out in 2014 and will provide an update of the employment trends in the community.

Table 26: Employment in Tolleson by Industry

Industry	Number of establishments	Number of employees
Manufacturing	35	4,713
Wholesale trade	22	700
Retail trade	23	285
Information	5	10
Real estate and rental and leasing	3	12
Professional, scientific, and technical services	2	10
Administrative and support, waste management, and remediation services	7	336
Health care and social assistance	11	45
Accommodation and food services	20	313
Other services (except public administration)	10	155
Total	138	6,579
Source: 2007 U.S. Economic Census		

While Tolleson has established itself as a major employment center, it lags behind other communities in growing a robust retail industry. The I-10/Loop 101 interchange is a major retail hub for the West Valley cities. The southeast corner of this intersection is within City limits and has been developed into a shopping center. Opportunities for additional retail development remain along the south side of McDowell Road and at the 91st Avenue and 83rd Avenue intersections with I-10.

Economic Planning Considerations:

- Expand Tolleson's retail employment base: Tolleson has a significant industrial employment base that has established the community as an employment hub. However, the variety and scale of retail services available to the community could be expanded to encourage shopping in Tolleson and to enhance the financial well-being of the City. Typically, retail sales taxes are one of the largest, if not the largest, revenue sources for an Arizona community. Focusing on its resources and opportunities along Interstate 10 to expand the City's retail employment base, including additional restaurant and hospitality uses, will bring new revenue to the City and benefit residents.
- Enhance Tolleson's appearance: Redevelopment of the Downtown CORE is key to continued economic growth of the community. The ability to attract new retail operations to the City will depend on the appearance of the community, as well as incentives that promote economic development.
- Continue to attract major employers to the community: Tolleson has a strong reputation as a community that is willing to work with private business in the development of employment opportunities. The City needs to continue this tradition as it heads toward build-out of its land inventory.

Economics: Goals and Strategies

Goal 1: Expand Tolleson's business/employment variety.

- Work with major suppliers to attract retail stores.
- Provide incentives, (e.g., zoning, parking requirement reductions, permit or sales tax abatements) to induce grocery/pharmacy businesses convenient to residential areas.
- Increase the housing stock to supply markets.
- Work with local community colleges and high schools to increase the college entry rate of Tolleson residents.
- Offer adult education classes and "career" nights.
- Work with local businesses to train residents for higher paying jobs that are located within the City.

Goal 2: Encourage and facilitate small business development.

- Provide incentives to local entrepreneurs to establish or expand small businesses and shops in Downtown focus area, especially for infill of vacant lots.
- Create incubator space for new retail development along Van Buren Street.

Goal 3: Promote Tolleson as a tourism destination.

- Develop a "City Theme", with special treatment at major entries, such as a small park with a welcome sign greeting visitors at all entrances to the City on the south side of I-10.
- Protect existing trees/vegetation and install more trees and landscaping along major and collector streets.
- Market Van Buren Street through the Phoenix Convention and Visitor's Bureau.
- Demonstrate the quality of design and construction desired by the City when developing new municipal facilities.
- Provide incentives and secure grants for businesses to improve buildings/grounds, and to install landscaping, as well as screening devices for refuse and outdoor storage areas.

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10: Parks, Open Space, Trails, and Recreation

The Parks, Open Space, Trails, and Recreational element discusses existing resources and identifies future open space and recreation needs. As Tolleson grows, it is critical that the City continues to develop a system of open space and recreational facilities to promote healthy lifestyles and support community and neighborhood pride.

Existing Parks, Open Space, Trails, and Recreation Conditions

Tolleson Parks and Recreation

Tolleson has two City-owned parks, a Boys and Girls Club, a Library, and a Community Center that serves as the Senior Center. Veterans Park, developed in 2009, meets many of the community needs and hosts several community events, such as Movies in the Park, 4th of July Celebration, and Luces de Navidad. The Boys and Girls Club is owned by the City and programmed by the Boys and Girls Club of Metro Phoenix, with school and summer programs for Tolleson's youth. The Club includes a learning center, meal program, gym, game room and arts room. The Tolleson Teen Council maintains a Recreation Sub-Committee that is studying additional youth activities and facilities, including park improvements and a teen center. Programs for learning skills, information on healthcare and social activities are offered for senior citizens at the Community Center. The Tolleson Library provides reading and computer courses for all ages. In the resident survey, respondents stated that youth activities, paths along the canals, and a year-round pool or aquatic center were the top priorities for the City's future.

Tolleson residents enjoy augmented recreational resources through the City's inter-governmental agreements (IGAs) with the local high school and elementary school districts. Many sports facilities, including five lighted ball parks, several lighted tennis, racquetball and basketball courts, and a swimming pool are provided. Programs are offered for the summer season in swimming, team sports, and fitness. Tolleson's open space and recreational resources are described in [Table 27: Tolleson Parks And Recreation Resources](#).



Opposite: Veteran's Park is a citywide recreation resource.

Right Top: Some private residential developments include neighborhood parks.

Right Middle: Canals in Tolleson provide pleasant walking experiences.

Right Bottom: The Ballet Folklórico Dance Group is one of Tolleson's recreational programs (Photo: City of Tolleson).



Table 27: Tolleson Parks and Recreational Resources

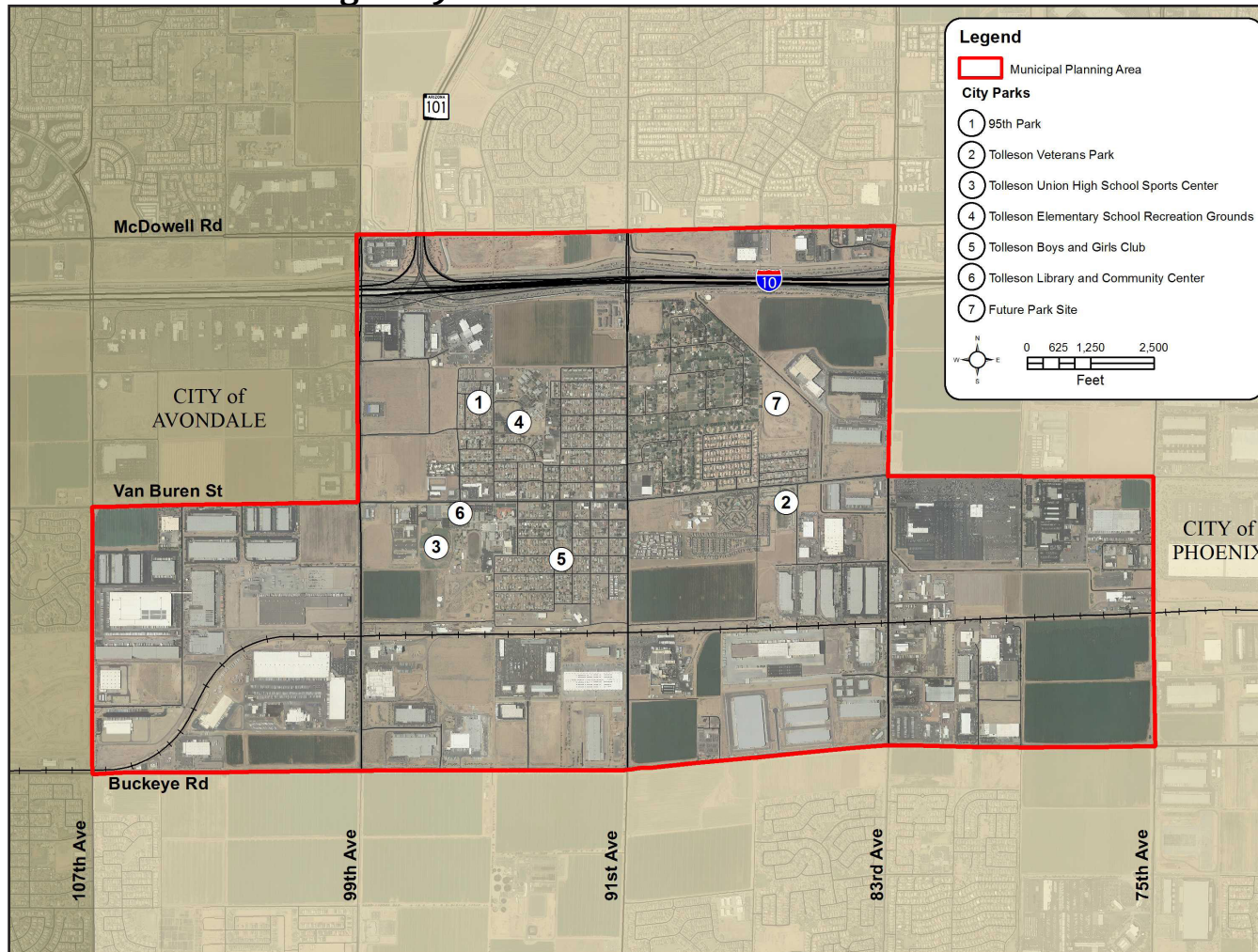
Name	Location	Size	Amenities	Comments
95th Park	95th Ave & Garfield	2 ac	Ramada, picnic tables; BBQ grills; basketball courts; playground equipment; multi-purpose field; walking paths	City-owned park
Tolleson Veterans Park	8601 W Van Buren St	8.6 ac	Ramadas, picnic tables; playground equipment; multi-purpose field; little league field; walking paths	City-owned park
Tolleson Union High School Sports Center	Southwest of W Van Buren St/96th Ave	25.6 ac	Tennis, racquetball, volleyball, basketball courts; ball fields; weight room; swimming pool; football/track field	City residents use TUHSD facilities through IGA and for summer recreational programs
Tolleson Elementary School Recreation Grounds	W Garfield/93rd Ave	22.5 ac	Ball fields; playgrounds	IGA only provide summer sports programs at TUHS
Tolleson Boys and Girls Club	9251 W Washington St	10,000 sq. ft.	Gym; game room; arts room; learning center, computer lab; meal program	Operates after school; offers summer program
Tolleson Library and Community Center	9555 W Van Buren St	8,000 sq. ft.	Lending library, reading and computer programs; civic club activities; games, crafts, social events, health, and food for seniors	Operates Mondays through Saturdays

Trails and other Open Space/Recreation Areas

The City of Tolleson provides multi-use paths and on-street bicycle lanes within its street rights-of-way, connecting residential neighborhoods to parks and school recreational resources. The multi-use paths and bicycle lanes also provide linkage with the Library, Community Center, Boys and Girls Club, shopping, and employment areas. Sidewalks are provided on most neighborhood and major streets; however, expansion of multi-use paths and on-street bicycle lanes is needed to fulfill Tolleson residents' desires for completed connections. Providing multi-use paths along the canals is another opportunity to enhance and connect Tolleson's parks and

recreational resources. By placing paths and vegetation along the canals, Tolleson can celebrate its agricultural history and provide space for community interaction. To ensure full use of the canals by residents and visitors, they must be connected to other paths, trails, regional routes, and pathways in the cities of Phoenix and Avondale. Figure 19: Parks and Recreational Resources reflects the locations of the City's existing resources.

Figure 19: Parks and Recreational Resources



In addition to City-owned parks, some new residential developments include neighborhood parks. Tolleson requires open space on private property through its Planned Area Development (PAD) Overlay District. The Tolleson Zoning Code mandates a minimum of 20% of the total site area of any attached-dwelling PAD be reserved and dedicated for use as common open space. Detached-dwelling PADs also have requirements for common open space, which is based on a ratio of private-to-common land uses.

Tolleson maintains two types of parks:

- **Neighborhood Parks** - serve a neighborhood or several neighborhoods generally within 0.25 to 0.50 mile radius of the park. These parks may include on or off-street parking, low-level lighting, potable water, shade, seating, outdoor gathering areas, and a turf open space area for sports play. They generally include landscaped paths, sports courts and

play structures. Connectivity to the surrounding area, by way of residential streets, bike lanes, sidewalks, and inter-connecting trails is vital to the success of these parks. Neighborhood parks may be included in open spaces in retention areas or within landscape tracts. Play structures, ramadas, and seating areas shall be “high and dry.” These parks are intended to provide convenient play areas for small children and informal gathering areas within walking distance of home. These types of parks are typically privately owned and maintained by the Home Owner’s Association (HOA) and designed for primary use by the subdivision residents only.

- Community Parks - serve several neighborhoods within a 0.50 to 3.0 miles radius. They typically provide a wide range of passive and active recreational opportunities for one or more groups of users and function as community gathering places. Community parks typically include multiple lighted sports courts and sports fields for organized recreational activities such as softball, little league, or soccer tournaments, in addition to the same types of amenities as neighborhood parks. Community parks may also provide areas for more specialized uses and facilities such as community centers, recreation centers, pools, and aquatic centers, skate parks, restrooms, concessions, and large group picnic facilities.

Regional Parks and Recreational Resources

Tolleson’s relatively small population base and incorporated area do not support the provision of regional level recreational resources. However, because of Tolleson’s central location, residents are afforded convenient access to many regional level resources. Typically, regional recreational resources serve a 5-10 mile radius. Regional Resources include:

- Ak-Chin Pavilion - an amphitheater with a total capacity of 20,000; located approximately two miles northeast of Tolleson.
- American Sports Center - containing a variety of sports features volleyball and basketball courts, soccer fields and a

4,000-square-foot multi-purpose room; located approximately three miles west of Tolleson.

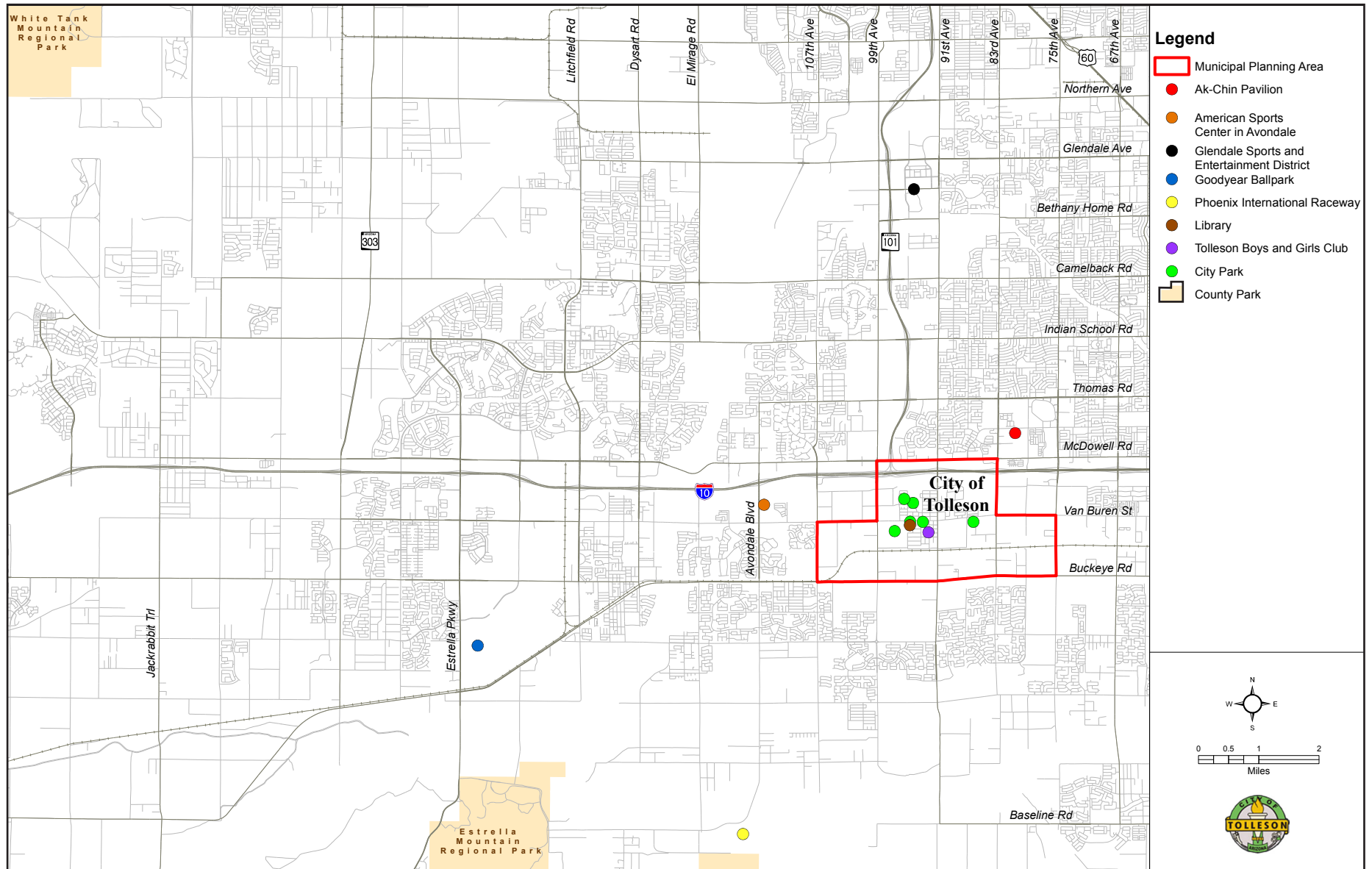
- Phoenix International Raceway - offering auto racing and national competitions; located approximately five miles southwest of Tolleson.
- Estrella Mountain Regional Park - 19,000 acres; located approximately six miles southwest of Tolleson.
- Glendale Sports and Entertainment District – containing three professional sports venues; located approximately seven miles north of Tolleson.
- Goodyear Ballpark – hosting local and professional baseball games and tournaments; located approximately nine miles west of Tolleson.

As the City experiences continued growth, it will need to provide parks and recreation facilities for a younger and more diverse population. By partnering with schools and other entities, such as the Boys and Girls Club, Tolleson may be able to diversify its recreation facilities for the growing population.

Parks, Open Space, and Trails Planning Consideration

- There is a lack of non-motorized connections between parks, open spaces, trails, and recreation facilities. These connections could be a recreation resource, and also provide connections to City facilities, nearby destinations, and existing and planned transit.
- There are few private recreation providers within the City, and parks and recreation facilities are critical community resources.
- Canals within the City provide opportunities for trails, but they must be accessible and connected via other trails and paths to parks, other community resources and destinations.
- The vacant site on the west side of the Roosevelt Irrigation District Canal between 87th and 85th Avenues provides an opportunity for a Community Park that could include fields and other recreation facilities.

Figure 20: Regional Parks and Recreational Resources



Parks, Open Space, and Trails: Goals and Strategies

Goal 1: Provide opportunities for community interaction and involvement.

- Continue to use Veterans Park as a location for family-oriented programs, e.g., barbecues, parades, and neighborhood block parties.
- Continue to provide structured activities for youth and support Teen Council programs.
- Provide more activities for adult recreation, like adult sports teams.
- Increase public spaces for hometown events and encourage people to enjoy daytime and nighttime walking through lighting and safety measures.
- Use the enhanced streetscape on Van Buren Street as a public space for events.

Goal 2: Continue to enhance the quality of life for Tolleson residents by developing, upgrading, and maintaining Tolleson parks and recreational facilities.

- Ensure that all new private residential developments include a neighborhood park.
- Design parks and public spaces that function as local focal points, providing opportunities for community events, festivals, farmers markets, and passive or active recreation.
- Develop vacant space on the northeast side of Tolleson into a park.
- Build a year-round pool.

Goal 3: Provide sufficient resources to acquire, develop, upgrade, and maintain parks.

- Support grant applications that seek to improve parks.
- Obtain funding through federal, state, and regional sources (e.g., Federal Recreational Trails Program, Arizona Heritage Fund, Federal MAP -21 Transportation Alternatives Program).

- Consider development of a community park on the vacant site on the west side of the Roosevelt Irrigation Canal between 85th and 87th Avenues.

Goal 4: Enhance parks and recreational resources through development and coordination with other entities.

- Continue to coordinate with schools to provide parks and recreational resources.
- Continue to coordinate with the private sector to provide parks and recreational resources (e.g., The Boys & Girls Club).
- Coordinate Maricopa County, Avondale, Phoenix, and other interested entities to expand Tolleson's parks and recreational resources.

Goal 5: Develop a network of trails, which connects local parks, and connects to neighboring city trail systems.

- Develop a trail system along the canals.
- Develop an off-street trail system connecting parks and other recreational areas.
- Collaborate with Avondale and Phoenix to connect on and off street non-motorized facilities.
- Connect canals to path and trail networks.

Goal 6: Develop a local food system alongside the Tolleson park system.

- Work with community organizations, like the Boys and Girls Club, to cultivate community gardens in public spaces.
- Establish a farmers market, at which community gardens can sell their goods.
- Use compost from community gardens to fertilize City parks and landscaping.

Opposite Left: The Roosevelt Canal passes through the northeast portion of Tolleson. Opposite Right: Solar energy is one of the ways Tolleson demonstrates its commitment to sustainability (Photo: City of Tolleson).

Sustainability

This theme discusses citizens' desire to conserve Tolleson's natural resources, while driving the City to be a leader in energy, air and water quality, and healthy communities.



This section includes the Environmental Planning and Energy elements in compliance with A.R.S. §9-461.05.



11: Environmental Planning

The Environmental Planning element of the General Plan describes Tolleson's efforts in the area of environmental sustainability and provides a framework for development that conserves resources and protects Tolleson's residents.

The many cities and towns in the Phoenix Metropolitan Area share similar environmental issues. This element addresses protection of air and water quality, land resources, and promoting healthy communities.

Water Quality

Tolleson lies within the Arizona Department of Water Resources (ADWR) designated Phoenix Active Management Area (AMA). The purpose of the Arizona Water Management Code, administered by the ADWR, is to protect the diminishing supplies of groundwater. The goal is to arrive at a status of *"safe-yield...a long term balance between the annual amount of groundwater withdrawn ...and the annual amount of natural and artificial recharge"* in the Phoenix AMA by the year 2025. In accordance with this goal, Tolleson has converted over 84% of its domestic water supply from the groundwater to surface water from the Salt River Project reservoirs. The Salt River water is treated and delivered by the city of Phoenix through an intergovernmental agreement with Tolleson. Existing water supplies and plans for future water needs are discussed in more detail in the Water Resources element.

Water quality is another reason that Tolleson converted to Salt River Project water for its primary supply. An impending threat of underground water contamination from the western area of Phoenix caused the Tolleson City Council to investigate other potable water sources. When domestic water use nears non-compliance with water quality standards, such as elevated nitrate levels found in some of Tolleson's wells, the wells are closed to prevent contamination of drinking water. Wells #1, 2, and 3 have been closed. A Culligan ion-nitrate removal water treatment system was installed at Well #4. Also, Well #5 is currently closed due to high sand production, but is used as a monitoring well for underground chemical contaminants from west Phoenix.

Water Quality standards are set by the Arizona Department of Environmental Quality (ADEQ), in compliance with state and federal laws and the U.S. Environmental Protection Agency (EPA). ADEQ's purpose is *"to protect human health and the environment by enforcing standards of quality for Arizona's air, land, and water."* Its Water Quality Division has the responsibility of regulating drinking water and wastewater systems, as well as other assessments and analyses of water issues.

The City of Tolleson complies with all ADEQ regulation including the provision of annual water quality reports as mandated in the federal Safe Drinking Water Act of 1996. The yearly reports summarize the results of required monthly, quarterly, semi-annual, and annual tests for water contaminants. Contaminants tested for include: microbial, organic, inorganic, and radioactive contaminants, as well as pesticides and herbicides. These contaminants commonly result from urban storm water runoff, industrial or domestic wastewater discharge and septic systems, oil and gas production and other industrial processes, mining, farming and livestock operations.



The “Consumer Confidence Report Analytical Data,” Tolleson’s annual water quality report, compares the quality of the city of Phoenix-treated Salt River Project water with the “Maximum Contaminant Level” (MCL) and “Maximum Contaminant Level Goals” (MCLG) established by the EPA, ADEQ, and Maricopa County. The MCL is “the highest level of a contaminant that is allowed in drinking water.” The MCL is close to the MCLG, which is the “level of a contaminant in drinking water below which there is no known or expected risk to health.” All contaminant tests of the Phoenix-treated Salt River Project water and Tolleson well water meet or exceed all applicable health and safety standards.

The Arizona Department of Environmental Quality also administers the Arizona Pollutant Discharge Elimination System (AZPDES), which took effect in December, 2002. The AZPDES regulates the discharge of pollutants to surface waters of the United States. Discharge from the City of Tolleson’s Waste Water Treatment Plant (WWTP) is regulated by the AZPDES since the process limits the amounts of pollutants, i.e., effluent limits.

The Tolleson WWTP has 17.5 million gallons per day (mgd) capacity, of which the City of Tolleson has 2.1 mgd. Tolleson’s share of treated effluent is reserved for Palo Verde Nuclear Generating Station reuse, although the City reserves 10% for reuse in the plant area. An AZPDES permit allows Tolleson to discharge effluent to the Salt River as an alternative to the Palo Verde Nuclear Generating Station’s use.

Air Quality

The City of Tolleson is included in Maricopa County’s designation as a serious area for several air pollutants. It lies within the Particulate Matter (PM-10) Non-attainment Area and the 8-Hour Ozone Non-attainment Area, as defined by the Environmental Protection Agency (EPA) standards. There were no violations of the PM-10 standard during the three year period of 2010-2012. Six days exceeded the standard in 2013; however, these were due to exceptional events such as regional dust storms. On May 21, 2012, the EPA designated the Maricopa 8-Hour Ozone Non-attainment Area as a marginal area, with a December 31, 2015 attainment date.

MAG has committed to a number of measures to decrease pollution and conform with EPA standards, included in the CO Maintenance Plan, the Eight-Hour Ozone Maintenance Plan, and the Five Percent Plan for PM-10. The City of Tolleson cooperates with MAG to comply with pollution reduction standards and practices.

Motor vehicles are a principal source pollutants that contribute to poor air quality and associated respiratory illnesses. Air pollution increases with greater numbers of vehicle miles traveled. On-road emissions have been decreasing in the region due to the replacement

of older, high-polluting vehicles with new models that meet more stringent federal emission standards. Development of Tolleson's transit, bicycle, and pedestrian network is a critical factor in the continued improvement of air quality.

Land Resources

Since historic times, agriculture has been a primary land use in Maricopa County. Native Americans settled near the rivers and developed irrigation canals, enhancing farming for the sustenance of their communities. As pioneers moved into the county, they broadened the Indian irrigation systems to provide abundant farming for both family needs and commercial purposes. Population growth changed much of the Phoenix Valley away from its agricultural base to urban development. Urbanization replaced vast farmlands throughout central and southern portions of the Greater Phoenix Region.

Even with rapid growth occurring over the past thirty years, some areas west of Phoenix have maintained their agricultural bases. The City of Tolleson has its roots in agricultural production. It was known as the "Vegetable Center of the World" during the 1940's and 1950's. Although modern technology negatively impacted Tolleson's dominance in the agricultural industries, it is one of several communities in the Southwest Valley which retains much of its agricultural assets.

Agricultural lands in Tolleson are primarily those of the agri-businesses, i.e., businesses involved in the growing and harvesting of crops. Agricultural production includes corn, alfalfa, cotton, lettuce, cabbage, and broccoli. The agricultural fields buffer residential neighborhoods in Tolleson's compact land-use pattern from the intensity of the surrounding Greater Phoenix Region's urbanization.

Changes in economics and policies of agricultural production have enhanced the agricultural production of other countries, lessening the demand for American grown crops. The same trends have impacted the agricultural lands in Tolleson. In 2005, approximately 46% of the land in Tolleson was in agricultural production or

vacant. Today, that number has been reduced to approximately 28% due largely to commercial and industrial development.

A Healthy Community

Healthy Communities are a theme of this plan and Tolleson embraces the concept of healthy communities and has taken steps to make Tolleson more walkable and bikable. The City's new downtown plan and streetscape enhances the pedestrian environment; encouraging residents and visitors to drive less and walk more. Along with an increased number of bike lanes, the streetscape promotes physical activity and increases the air quality by reducing pollution from automobiles. As Tolleson continues to maintain and improve its air quality, the City can further orient its residents towards outdoor, active lifestyles.

Healthy communities also include access to healthy food. Tolleson's relatively small population limits its access to full grocery stores. As an alternative, Tolleson can develop its local food options through independent grocers, community gardens, and farmers markets. These initiatives are beneficial for resident's physical health, stimulate the local economy, and cultivate the natural resources in Tolleson. Backyard and community gardens provide knowledge of native plant species and how to best care for the land. Food education is also a critical part of healthy living. Tolleson's school districts include food nutrition departments, which teach youth healthy eating habits that they can take home.

Environmental Planning Considerations

- Tolleson is in a non-attainment area for 8-Hour Ozone and PM-10.
- There is a lack of healthy food options in Tolleson.



Environment: Goals and Strategies

Goal 1: Continue to meet federal, state, and county air and water quality standards; focus on reducing the amount of driving and increasing pedestrian, bicycling, and public transit commuting.

- Conform with MAG regulated regional air quality plans and the 208 Water Quality Management Plan.
- Improve and market an employee ride share program.
- Continue to develop pedestrian and bicycle paths.
- Establish "Walking School Buses" for Tolleson elementary schools.

Goal 2: Conserve water.

- Include landscaping standards in the City building codes, which require native vegetation.
- Place native vegetation in medians.
- When possible and practical, design landscape areas within the ROW as rain gardens that capture and recharge water before it is allowed into the sewer.

Goal 3: Reduce the amount of waste generated and increase waste diversion.

- Increase participation in recycling and composting programs through public outreach, incentives, and mandates at all residences, businesses and organizations in Tolleson.
- Provide waste prevention, recycling, and composting efforts at public facilities and special events.
- Expand programs and facilities that accept household hazardous waste.
- Promote the use of recycled materials in new construction or remodeling.
- Work with private companies to increase recycling.

Goal 4: Promote a healthy community.

- Create walkable and bike-able neighborhoods.
- Ensure residents have access to healthy foods by acquiring a full service grocery store in Tolleson, establishing a farmers market, and developing community gardens.
- Host cooking classes to promote healthy eating and nutrition.

12: Energy

The Energy element of the General Plan addresses the need and opportunity for energy efficient technologies and behaviors. It also promotes the use of clean energy sources, such as solar, wind, and wastewater treatment gas.

Due to growing concern over the environmental degradation caused by fossil fuels and the stability of energy supplies, state law requires that every General Plan include an energy element. The element places the City in a stronger economic, environmental, and social position for development in the future.

Energy Efficiency

In the spring of 2004, the Tolleson City Council enacted a proclamation “endorsing the Municipal Green Building Guidelines and Green Criteria Standards used for the design of Leadership in Energy Efficient Design (LEED) and Energy Star certified municipal facilities.”

The Sustainable Project Goals of the Green Building Guidelines and Green Criteria are listed below:

1. Respect existing and future site(s) by maintaining connections with climatic, topographic, and existing physical site characteristics. Furthermore, enhance the site character through consideration of the larger macroclimate, with attention to the culture and history of the community.
2. Minimize the impact of new development on the existing public infrastructure through the implementation of energy, water, and wastewater strategies that reduce demand.
3. Maximize the connection to the community during the design process by incorporating community perspectives and providing awareness of sustainable values (environmental, economic, and social).
4. Contribute to a net positive impact on the Tolleson and greater west valley region's air quality, thermal gradient (heat island effect), light pollution, water conservation, and solid waste.
5. Reinforce the use of natural systems (climate/ecological context, natural light, wind, solar) and conserve energy resources (optimize energy performance and use on-site renewable energy systems).



The Tolleson Fire Station (above) and the Tolleson Police and Courts Complex (below) represent the City's commitment to building sustainable facilities.

6. Enhance quality of life for everyone by preserving exterior and interior environments with strategies that reduce pollutant sources and eliminate environmental contamination.
7. Sustain community and promote social sustainability throughout construction and operation of the new City facilities; including strengthening local economies by creating and supporting local jobs, markets, local businesses, products, and services.
8. The City of Tolleson will serve as an exemplary organization in sustainable business practices and services to sustain the community.

In September, 2004, Tolleson co-hosted a conference with the U.S. Department of Energy Rebuild America Program: *"The Greening of Tolleson: A Preview of the Nation's Cutting-Edge Technologies."* The conference was a first in offering an update in the latest green materials and energy-efficient technologies for design and construction professionals. In 2010, the City of Tolleson used the LEED and Energy Star standards in the design and construction of the Police and Courts Complex and the Fire Station. The Police and Courts Complex received a LEED Silver Certification and the Fire Station Gold Certification. The Fire Station has a number of energy-efficient features, including solar power, a "living wall", and use of local and recycled materials. The City intends to use these standards for other municipal buildings construction in the future.

Clean Energy

Tolleson is advantageously positioned to develop its clean energy portfolio. The plenitude of industrial surface space is ideal for solar and wind technology development. The City's wastewater treatment plant also provides an opportunity to develop gas-to-energy products.

Energy Considerations

- Citizens desire opportunities to learn energy saving behaviors.
- The City has begun to invest in clean energy technologies with the installation of solar panels on the Fire Station and the Police and Courts Complex carport rooftops.
- Opportunities may exist to update the City's building code to enhance energy efficiency using IBC standards.

Energy: Goals and Strategies

Goal 1: Promote energy conservation.

- Conduct periodic energy audits and retrofits on existing City buildings.
- Work with utility companies to provide energy efficient services.
- Work with private companies to increase energy efficiency.
- Promote LEED standards for new buildings, when appropriate.
- Consider updating the City building code to meet 2012 IBC standards, as long as these standards do not negatively impact economic development goals or the City's ability to compete on a local, regional, statewide or national basis.

Goal 2: Encourage the use of clean technologies.

- Promote fuel-efficient and alternate fuel vehicles.
- Expand solar and wind energy development.
- Develop a wastewater treatment gas-to-energy project.

Goal 3: Educate the public on energy efficient practices.

- Provide educational clinics for staff and homeowners.
- Host energy reduction competitions for neighborhoods and organizations.
- Publish energy usage data for City buildings.

Goal 4: Monitor energy usage.

- Publish a "dashboard" of City building energy use on the City's website to increase energy usage awareness.
- Educate residents on acquiring and using home smart meters through SRP.





OLLESON PUBLIC LIBRARY

Community Services

This theme discusses citizens' desire for efficient and effective municipal services that enhance the City's safety and quality, and allow for a sense of pride in the community.



This section includes the Public Buildings and Facilities and Water Resources elements in compliance with A.R.S. §9-461.05.

Opposite: The Civic Complex provides a variety of public services to the Tolleson community, including a library and community center.

Above: Tolleson provides police and fire services for its residents.



13: Public Buildings and Services

The Public Buildings and Services element describes existing and planned services and facilities in the following categories:

- *Public Safety Services:* fire department, police department, and City court
- *Municipal Public Works:* sanitation, streets, parks, building maintenance, sewage collection/treatment, water distribution, and other public services
- *Civic Buildings:* Community Center, City Hall, Library, and Parks and Recreation Center
- *Public Schools and Colleges*

Figure 21: Existing Public Buildings And Services shows the location of public buildings within Tolleson.

Public Safety Service, Facilities, and Buildings

The backbone of the community is its foundation of security provided by the Tolleson Fire and Police Departments. The two public safety departments not only provide protection, but also information to Tolleson residents for crime and fire prevention through safety programs.

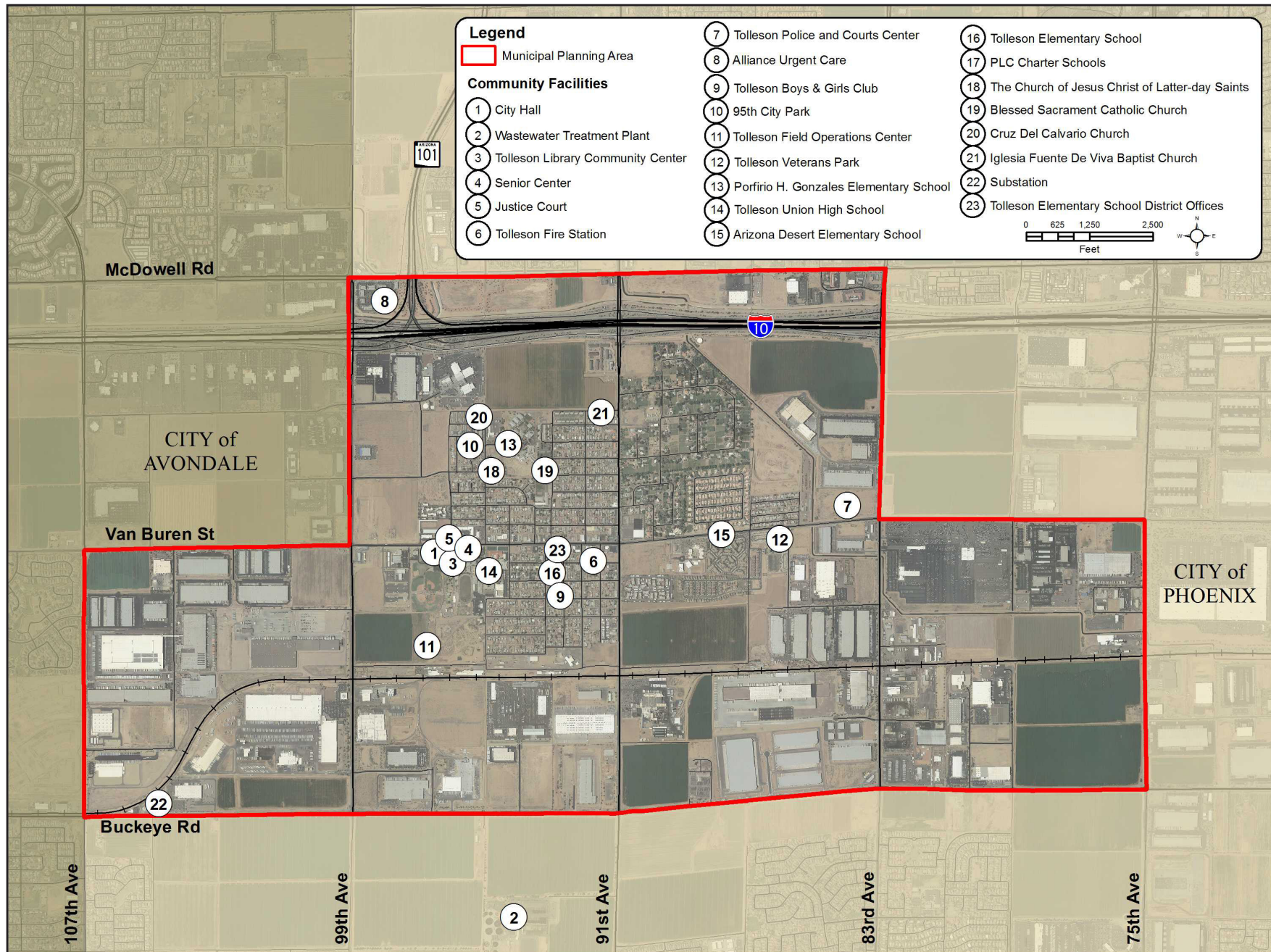
- *The Tolleson Fire Department* - is responsible for primary safety areas: fire protection, emergency medical services, hazardous material mitigation, public fire education, fire code enforcement, and fire investigations. The Tolleson Fire Station, built in 2010, is located near 92nd Avenue and Monroe Street. The station received numerous awards for design and construction, including LEED Gold certification. It currently houses one engine, one ladder tender, one aerial ladder truck, one Battalion Chief vehicle, one parade engine, and one reserve fire engine. The fire department consists of 31 members and an administration staff.

The fire department continues to be an important part of the community by participating in community activities and providing vital public services through the following programs: Safe Haven for Newborn Infants program, fire safety public education classes, and fire station tours. The fire department is also a member of the valley wide Computer Aided Dispatch (CAD) system, which provides automatic mutual aid to the region.

- *The Tolleson Police Department* - is responsible for public safety services including crime deterrence and prevention through community involvement and education, investigation of crimes, criminal apprehension, property, and records control and police communications. The Tolleson Police Department maintains 45 employees, consisting of sworn police officers and civilian support staff. Administered by the Office of the Police Chief, the department is comprised of three additional divisions: Patrol, Support Services, and Investigations.

The Patrol Division provides a 24-hour, 7-day service of protecting and serving the community of Tolleson by working 4-day/10-hour shift schedules. The backbone of the department, the Patrol Division, consists of four squads having a varying number of police officers, each squad supervised by a Patrol Sergeant. Additionally, there are also four Reserve officers who volunteer their time to assist and augment the patrol function. In addition to being the first responders to the daily calls for the service, the patrol division includes specialized assignments for various officers. These duties include, but are not limited to, Field Training Officers, community policing/crime prevention, traffic enforcement, bicycle patrol, K-9, School Resources Officers, and training officer components.

Figure 21: Existing Public Buildings and Services



The Investigations Division consists of a sergeant and four detectives, whose responsibility is to conduct major crime investigations, as well as follow-up investigations for prosecution.

The Support Services Division provides all clerical and communications functions. The records section is responsible for the clerical, as well as the police records quality control, recording, reporting, storage, and retrieval for the public and law enforcement. The property section is responsible for the property/evidence and its accompanying records, quality control, recording, storage, retrieval, and return to the public or to other police agencies. Included in this division is the information technology section, whose responsibilities include the research procurement, installation, and maintenance of the communication system, records management system, and all computer and office equipment maintenance for the department. The largest component of support services is the communications section, which is the conduit for all of the police functions and serves as a "lifeline" for the patrol officers.

The Police Department received 11,287 calls for service in 2012, an increase of approximately 12% over the last five years. The high volume of calls reflects the large employment base in Tolleson, as well as the transitory nature of drivers that visit Tolleson. Physical arrests in 2012 totaled 235, a 40% decline in the average number of arrests over the past five years.

The Tolleson Police Department recently opened a LEED Silver certified station in December, 2010. The new location provides the department with 13,900 more square feet than the previous station, as well as technology advancements, more secure holding cells, and upgraded interview rooms.

- *The Tolleson City Court* - prosecutes cases involving misdemeanors, civil and criminal traffic, City ordinance/zoning, and juvenile curfew violations within the City of Tolleson.

Municipal Public Works and Utilities Services, Facilities, and Buildings

The rich quality of life in Tolleson depends on reliable delivery of high quality, potable water; collection and treatment of sewage; collection of refuse, recycling and green waste; and maintenance of streets, parks, and public buildings. Tolleson residents are fortunate to have these services provided by their local government, assuring efficient management and cost-effective operations.

The Tolleson Public Works Department is currently located at 9601 West Jefferson Street. The Department provides sanitation and street sweeping services, as well as maintenance of parks, the Boys and Girls Club, public buildings, vehicles, and repair of streets.

- *Sanitation Services* - provides bi-weekly collection of refuse and weekly collection of recycling and green waste. Collection routes are scheduled by dividing Tolleson into sectors, providing reliable services with a total number of two employees. The Public Works Department maintains two trucks for refuse collection.
- *Street Maintenance* - provides street sweeping twice a month throughout the City. Public Works employees manage contractors for crack sealing, patching, and stripe painting of City streets and repair of sidewalks. More extensive street work and major reconstructions are managed by the City Engineer and funded through bond issues passed by Tolleson residents.
- *City Parks, Buildings, and Vehicle Maintenance* - maintains the City Hall, Police Department, City Courts, Library, Community Center, Public Works, and the Boys and Girls Club buildings. Additionally, the Parks and Grounds crew maintains the City parks. Vehicle Maintenance's mechanics



provide general repair and service for the Public Works Department's pickup trucks; refuse, trash, and street maintenance trucks; tractors; riding-mowers; and electric carts, as well as for all City administration cars, police, and emergency vehicles.

- *Wastewater Treatment and Sewer Services* - provides wastewater operations and sewer services with a staff of 22 employees. More information on the WWTP can be found in the Water Resource element. Sewer service rates for Tolleson residents are \$10.00 to \$10.50 per month. Repairs, clean-outs, and expansions are provided as needed and funded in Tolleson's Capital Improvement Program through municipal bonds. The Tolleson Utilities Department is located at 9501 West Pima Street and consists of wastewater and sewer services and the Water Utility Department.
- *The Water Utility Department* - provides for well water treatment by use of Electrodialysis Reversal (EDR) units and water distribution to Tolleson residents and businesses. A staff of eight maintains waterlines and wells, records meters monthly, and performs requested service turn-on/close-outs.

Civic Buildings

The heart of Tolleson's sense of community is in its civic and school facilities. The following sections describe civic buildings and public schools in Tolleson and colleges in the West Valley.

Tolleson residents enjoy a civic complex, which encompasses the Administration Building, Library, Community Center, and the Parks and Recreation Center. The civic complex is conveniently located at 95th Avenue and West Van Buren Street. With approximately 9,000 square feet, City Hall houses offices for municipal administration staff. A patio/walkway separates City Hall from the Tolleson Library, the Esther Angulo Community Center, and the Parks and Recreation Center.

- *The Tolleson Library* - holds 23,980 volumes, including English and Spanish materials. The Library functions as a research center through its book supplies, the Internet and InfoTrac Computer Program, which provides reference materials from periodicals. The Library also serves as an educational and social service resource. Tolleson school children visit the conveniently located Library on school field trips throughout the school year, and enjoy reading, crafts, and book-related programs in the summer. The Library provides resume software, online employment information, photocopying, and income tax forms for adults.
- *The Community Center* - adjoins the Library in a 8,000 square foot space, which provides space for civic club meetings and education seminars. The Community Center also functions as the Senior Center and provides recreational and social activities for residents over 60 years of age. The Senior Center conducts hearing and vision tests, blood pressure checks, and presentations by health care professionals. Food service is also provided at the Senior Center. Lunches and light breakfasts are offered daily, with home delivery for those who qualify.
- *The Parks and Recreation Center* - is located east of the Administration Building. It houses the City Council Chambers.

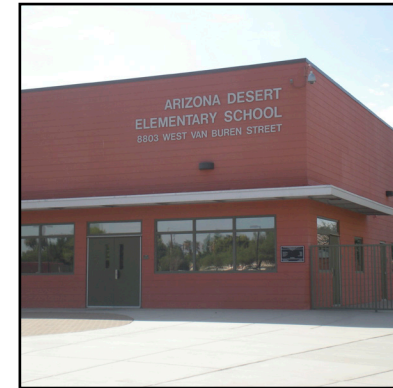


Tolleson Union High School is the only high school within City limits.

Public Schools and Colleges

The Tolleson Elementary School District and Tolleson Union High School District provide both educational and recreational activities for Tolleson youth. A brief description of the two school districts educational facilities follows. Information about the recreational facilities can be found in the Parks, Open Space, Trails, and Recreation element. Several nearby colleges and universities provide higher education and job skills training for Tolleson and other Southwest Valley residents.

- Tolleson Elementary School District (TESD) - serves the majority of the City of Tolleson except for the western area, which is the Littleton Elementary School District. Student enrollment in the Tolleson Elementary School District was over 2,800 students in 2012. The district is comprised of four schools: (1) Desert Oasis Elementary School with 751 students, (2) Porfirio H. Gonzales Elementary School with 875 students, (3) Arizona Desert Elementary School with 395 students, and (4) Sheely Farms Elementary School with 797 students.
- Tolleson Union High School District (TUHSD) - encompasses approximately 100 square miles of the Southwest Valley communities including Tolleson, Avondale, and West Phoenix. The District contains six high schools: (1) Tolleson Union High School with 1,692 students in 2012, (2) Westview High School with 2,577 students, (3) La Joya Community High School with 1,755 students, (4) Copper Canyon High School with 1,743 students, (5) Sierra Linda High School with 1,554 students, and (6) University High School with 436 students.
- West Valley Colleges and Universities – Tolleson's location within the Phoenix Metro area provides many nearby opportunities for higher education. Some of the closest sources for Tolleson residents include Estrella Mountain Community College, ITT Technical Institute, Northern Arizona University-West Valley, Rio Salado College-Avondale, and Arizona State University-West.



Arizona Desert Elementary School is one of four schools in the Tolleson Elementary School District.

Public Buildings And Services Planning Considerations

- The current City administration complex dates from the 1930s and 1940s and represents a design program that is not consistent with the downtown streetscape. Upgrading the City administration building, and providing additional space that could be leased for retail or office, could provide a catalyst for downtown development.
- There are no higher education opportunities within Tolleson. A satellite school, or on-line extension school provided within a community center or public building could provide an opportunity for Tolleson residents to easily access higher education resources.
- While well-used, the City's community center does not provide for a broad range of programming.

Public Buildings And Services: Goals and Strategies

Goal 1: Provide effective and efficient public safety services and facilities throughout Tolleson.

- Maintain prompt responses by police and fire departments for emergencies through adequate personnel, equipment, continuing education and certification; and provide better facilities to encourage more community-friendly departments.
- Continue to conduct late evening patrols for speeding, loud car stereos and traffic infractions.
- Continue to enhance efforts to reduce gang and drug activities through citizen/police gang prevention organizations.
- Provide more street lights and lighting at community parks/activity areas.
- Continue to encourage citizen-public safety involvement, such as Block Watch, through more police and fire department community activities, and through utility companies' cooperation in neighborhood observation.
- Continue to maintain youth curfew enforcement efforts with citizen-police cooperation.
- Continue to reinforce community-based municipal efforts through citizen interaction and periodic neighborhood walk-throughs by fire and police officials.

Goal 2: Design, construct, and maintain public buildings and facilities to promote a sense of community pride.

- Build a new Civic Complex with attractive visual style to include expanded City Hall, Council Chambers, Library, Community Center, museum, and other citizen service areas, integrated with upscale City park and pedestrian and bicycle pathways.
- Continue to encourage "green initiative" standards, when appropriate, for new public buildings.
- Build a year-round pool/aquatic center.

Goal 3: Clean Up Town (Graffiti).

- Continue to provide prompt removal/obscuring of graffiti through citizen and youth group volunteer/police cooperative efforts.

14: Water Resources

This section of the General Plan provides information on existing water resources conditions related to water supplies legally available to meet the residential, municipal, agricultural and industrial demands of the City of Tolleson. The existing water resources in the City are shown in Figure 22: Existing Water Resources.

Water Supplies

Tolleson meets its current water demands from a combination of surface water, groundwater, and treated effluent sources.

Surface Water

The greatest portion of the City's water demand (84%) is met by its Salt River Project (SRP) water allocation. The allocation is delivered to the City through interconnects with the city of Phoenix water system. The two connections, one at 83rd Avenue/I-10 and the other at 67th Avenue/Buckeye Road, are metered to record the delivery rates.

The water from the city of Phoenix system is delivered from the Deer Valley Treatment Plant. The current 2012 delivery rate amounts to 3,674 acre-feet per year.

The City's well site #4 is currently configured as a booster station that draws directly from the 83rd Avenue connection with the Phoenix water supply. In 2014, this site started to provide treatment for trihalomethanes (THM), a by-product of chlorine disinfection.

A water treatment plant is planned near 75th Avenue and Buckeye Road.

Groundwater

The remainder of Tolleson's water demands (16%) are met by pumped groundwater. The groundwater is collected through a series of wells that tap the aquifer underlying the City. Each well

goes through a treatment process of electro-dialysis reversal osmosis (EDR). In the final stage of water treatment, a small quantity of disinfectant, sodium hypochlorite, is added to kill bacteria that may be in the water.

The currently active groundwater sources being used to augment the surface water supplies are City well sites #7B and #8. A new site, City well site #9 has been drilled, but pumping equipment has not yet been installed.

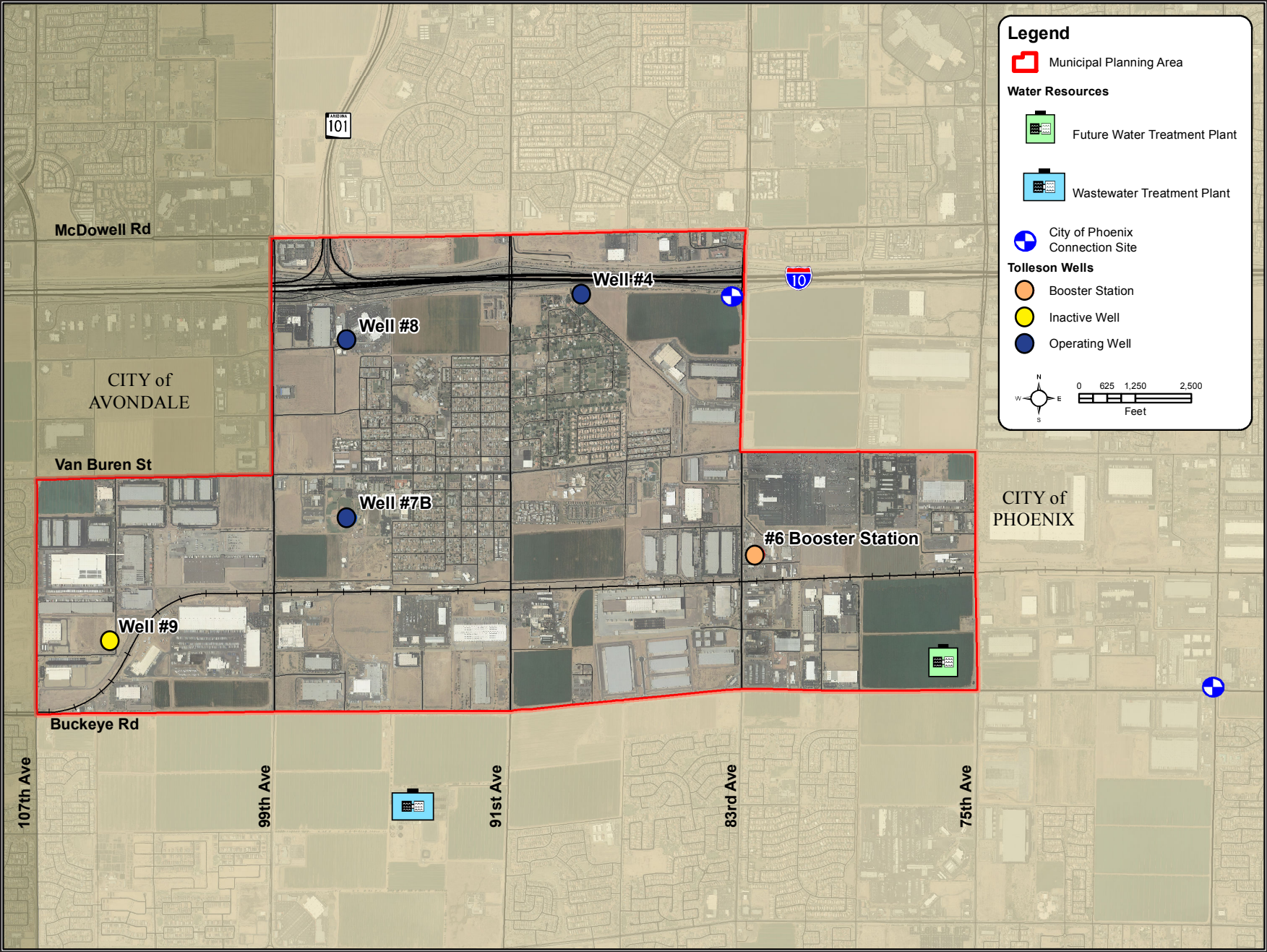
Three of the City well sites, #1, #2 and #3, have been closed due to elevated nitrate levels. City well site #5 is not used because of high sand production. City well site #6 provides additional water storage and pressure control for the system.

Treated Effluent

The capacity of the Tolleson Wastewater Treatment Plant (WWTP) is described in both the facility's Aquifer Protection Permit (APP) and Arizona Pollution Discharge Elimination System (AZPDES) Permit as being 17.5 million gallons per day (mgd). However, physically, the plant has its limitations which do not allow a sustained operation at 17.5 mgd. Among those limitations are:

- Capacity of the solids handling system, currently designed for a plant flow of 11.5 mgd; and
- Ammonia Removal Capacity – On February 15, 2015 the ammonia limits listed in the current AZPDES permit will go into effect for the facility. The scope of the present ammonia removal plan includes design upgrades to handle current contractual flow at 8.1 mgd.

Figure 22: Existing Water Resources



Tolleson has agreements with its partners in the West Subregional Operating Group (SROG) to accept and treat flows using excess capacity at the WWTP. Current contractual SROG capacities are:

- Sun City – 5.2 mgd;
- JBS PackerLand – 0.8 mgd; and
- Tolleson – 2.1 mgd.

JBS Packerland has requested to modify their contract to allow an additional 0.13 mgd, bringing their average daily total flow up to 0.93 mgd.

The current rating of the facility (17.5 mgd) is not expected to be exceeded in the foreseeable future. However, the planned capacity for the Ammonia Removal Project is 8.1 mgd (designed only to accommodate current contractual flow/loading), so if flows exceed 8.1 mgd, additional ammonia removal capacity will be needed.

All treated effluent at the City's WWTP is currently sent to the Palo Verde Nuclear Generating Station for use as cooling water, although the City has rights to 10% of the treated effluent.

Current Water Demand

The City of Tolleson currently receives an average of 3 to 4 million gallons per day of its SRP water allotment for use by a current population of approximately 6,680 persons, plus all commercial, industrial and municipal uses.

The Arizona Department of Water Resources (ADWR) estimates that the average water use of Tolleson residents and non-residential consumers in 2012 was 3,876,000 gallons per day, well within the City's water allotment of just over 12,000 acre-feet per year.

Water Planning Considerations

- Tolleson has assured water supplies and wastewater facilities to support and maintain current domestic, municipal, industrial and agricultural uses. Tolleson continues to plan for future demands due to growth in these areas.



Water: Goals and Strategies

Goal 1: Maintain affordable and adequate quality and quantity of water supplies for all users.

- Plan and develop a planned water backup system.
- Construct the planned water treatment plant near 75th Avenue and Buckeye Road.
- Enhance City staff collaboration with Phoenix and Salt River Project water providers, and with state and federal regulatory agencies.
- Develop municipal and other uses to maximize the City's use of available treated effluent.

Goal 2: Raise public awareness of the importance of water conservation and encourage water conservation practices.

- Increase public awareness of the need for water conservation by providing periodic information on the City website, water bills, and other venues.
- Encourage the installation of low water use fixtures and landscaping for individual projects requiring building permits.
- Encourage new development that incorporates water conservation, reclamation and re-use.

Goal 3: To have efficient wastewater collection and treatment facilities.

- Manage relationship with SROG partners to accept and treat contracted flows to use a portion of excess plant capacity, while reserving a portion of excess plant capacity for future City needs.

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Adelante (Moving Forward)

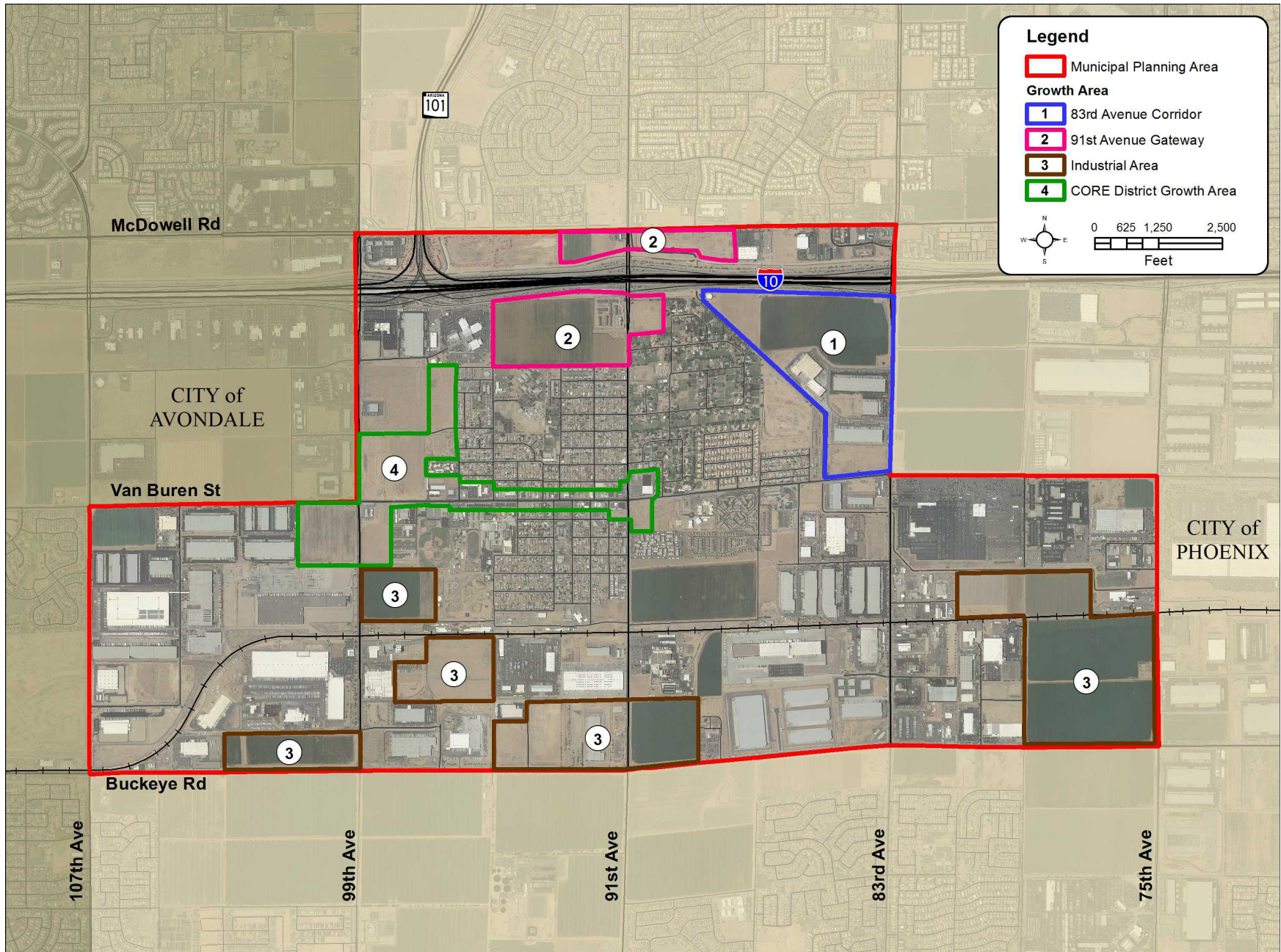
This theme discusses citizens' desire to continue developing Tolleson into a vibrant setting for residents and visitors alike. It addresses the financial aspect of growth, so that residents are not burdened with the costs associated with new development.



This section includes the Growth and Cost of Development elements in compliance with A.R.S. §9-461.05.

Opposite: A rendering of the Downtown Tolleson CORE Zoning District by ReSEED Advisors.
Left: Tolleson Meadows is the City's newest residential development.
Right: Storefronts on Van Buren Street represent an opportunity for new business activity in Downtown Tolleson.

Figure 28: City of Tolleson General Plan Growth Areas



15: Growth Areas

The Growth Area element identifies areas particularly suitable for multi-modal transportation and infrastructure expansion and improvements designed to support a concentration of a variety of uses. The goals and strategies put forth in this element are designed to:

- Improve efficiency in all types of transportation, infrastructure expansion, and land development patterns;
- Conserve natural resources and open spaces, coordinated with similar areas beyond the growth areas; and
- Promote public/private financing of infrastructure expansion coordinated with development.

This General Plan adjusts the growth areas from the 2005 General Plan to reflect development that has occurred over the past decade and adoption of the City's CORE District. This updated Growth Area element identifies four growth areas, shown in [Figure 28: Tolleson Growth Areas](#), and discusses potential development for each. The four updated growth areas include:

1. 83rd Avenue Corridor
2. 91st Avenue Gateway
3. CORE District
4. Industrial Area

83rd Avenue Corridor Growth Area (1)

The 83rd Avenue Corridor growth area extends almost one mile along the west side of 83rd Avenue between the I-10 Freeway to Van Buren Street. The area spreads west almost three-quarters of a mile from 83rd Avenue, along the south side of the I-10 right-of-way. The depth decreases in a funnel shape as it approaches Van Buren Street, where its frontage is approximately one-quarter mile. The western edge of the growth area is bounded by the Roosevelt Irrigation District canal. The area contains over 80 acres and is currently held in multiple-ownership. The area extends south of Van Buren Street for approximately one-quarter mile.

The 83rd Avenue Corridor growth area has direct access from I-10 and Van Buren Street on 83rd Avenue. More than adequate accesses allow for efficient multi-modal transportation opportunities, including automobile, bus, bicycle, and pedestrian modes. It is ideally situated for future public transit systems.

83rd Avenue Corridor Growth Focus:

- **Canal development**
- **Effectively combining commercial and industrial uses**
- **High-density residential**

The canal on the area's westerly border presents a unique opportunity to the growth area. An open space buffer near the canal is dedicated by land owners and contains a sewer line. This buffer, which is 100 feet wide, could be designed as a greenway with a trail or path for pedestrians and bicyclists, connecting existing neighborhoods, and a possible park on the west, with the growth area. The greenway could also be used as a non-motorized route for employees, customers, and residents accessing future development.

The growth area is bordered to the east by Phoenix high-density residential land use. Retail and service oriented development in the 83rd Avenue Corridor would benefit from the adjacent city and should be prioritized in the future.

The 83rd Avenue Corridor is made up of two different land use districts: El Paseo (Corridor) and El Distrito (Business District). Given the neighboring land uses in Phoenix and Tolleson, this growth area is prime for a variety of commercial uses and should effectively connect to surrounding amenities. Industrial uses in the area should be buffered by commercial uses, such as a retail store on the site of a manufacturing center. Industrial uses should gradually decrease in intensity as the 83rd Avenue Corridor approaches the greenway.

91st Avenue Gateway (2)

The 91st Avenue Gateway growth area includes frontage properties to the north and south of I-10. The area spreads from the north-east corner of 95th Avenue and W Pima Road north to I-10, and follows I-10 east for almost three-quarters of a mile until it reaches Tolsun Farms. Vacant parcels directly north of the I-10, which extend approximately one-third of a mile to the east and one-quarter of a mile to the west of 91st Avenue are also included. The area consists of short-term apartment rentals and multiple vacant properties.

The 91st Avenue Gateway connects to Tolleson downtown through 91st Avenue. Sidewalks along 91st Avenue represent the first step for multi-modal connectivity between the gateway area and downtown, but additional complete street options are needed to strengthen the connection. The growth area also offers the opportunity to connect to potential recreation development in the detention basins north of I-10.

91st Avenue Gateway Growth Focus:

- **High-density housing for commuting professionals**
- **Attractive gateway signs**
- **Multi-modal connections to downtown Tolleson**
- **Transit-oriented development**

The growth area is comprised entirely of the La Entrada (Gateway) land use district. Parcels located to the north and south of I-10 are designated as La Entrada and should be developed with visitors and commuting professionals in mind. This includes higher density housing, amenities, and other uses outlined in the La Entrada category.

The 91st Avenue Gateway presents an opportunity to attract young professionals to Tolleson and to replace vacant space with housing and economic growth. The Valley Metro Short Range Transit Plan extends the Light Rail to the eastern edge of Tolleson at 79th Avenue and McDowell Road. West Valley officials have discussed connecting to this terminal in the future, which represents an opportunity for Tolleson to consider transit-oriented development along McDowell Road.

Industrial Area (3)

The Industrial Area includes parcels located on the northern side of Buckeye Road, extending three and a half miles west from 75th Avenue.

The growth area is surrounded by industrial land uses in Tolleson and is bordered on the south by a city of Phoenix commerce park and commercial land uses. Additional light manufacturing and distribution companies are desired for this growth area.

Existing and future land uses in and around the Industrial Area position the growth area as ideal for food and retail services that target employees working in Tolleson and Phoenix.

Industrial Area Growth Focus:

- **Light manufacturing and distribution companies**
- **Services for Tolleson and Phoenix employees**

CORE District (4)

The CORE District growth area includes the properties along Van Buren Street. This growth area also includes the vacant parcels east of 99th Avenue and on the southwest corner of 99th Avenue and Van Buren Street, as illustrated in [Figure 28: Tolleson Growth Areas](#).

The growth area is surrounded by single-family and multi-family residential properties to the north and south of Van Buren Street. It also neighbors several municipal properties, such as the Tolleson Union High School and the Community Center. On the west, it is bordered by Avondale business park land use.

CORE District Growth Focus:

- **High-intensity mixed-use development**
- **Continued pedestrian streetscape along Van Buren Street**

With multiple access opportunities from McDowell Road, I-10/SL-101, 91st and 99th Avenues, and Van Buren Street, the growth area is well suited for multi-modal transportation systems, including pedestrian, bus, bicycle, and personal automobiles.

The CORE District growth area is also well suited for high-intensity mixed-use development. Most of the area fall within El Centro (CORE District), which is surrounded by La Comunidad (Community). Opportunities for growth in this area include infill to support the downtown's progression towards becoming a unique destination for retail, restaurants, and entertainment.

The vacant spaces on the west end of the growth area fall under the El Paseo land use category and are well suited for high-density mixed-use development to serve Tolleson residents and employees, as well as business developments in Avondale. The two properties directly to the east of 99th Avenue and Van Buren Street are well suited to support the CORE Downtown District with residential over retail uses, as well as provide an entrance into downtown through signing and retail options. Vacant space to the north of the Concord Sundancer Condominiums presents an opportunity to expand the higher-density residential land use and help satisfy the City's housing needs.

A buffer between the single-family neighborhoods and new development in the 99th Avenue Corridor is an opportunity for recreation and connectivity, currently lacking in northwest Tolleson. A multi-use greenway/buffer/trail would be an ideal open space addition that would provide non-motorized routes for Tolleson's residents, employees, and visitors.

Growth Areas: Goals and Strategies

Goal 1: Leverage existing and planned development adjacent to the growth areas.

- Encourage retail and service oriented development in the 83rd Avenue Corridor for nearby Tolleson neighborhoods, as well as future high-density residential development in Phoenix.
- Develop visible and accessible commercial uses near I-10 access on 83rd Avenue.
- Develop retail and service oriented development on vacant spaces directly east of 99th Avenue targeted towards employees in the adjacent Avondale business parks.

Goal 2: Improve connectivity within Tolleson and to neighboring cities.

- Use themed landscaping, public art, and design to emphasize Tolleson's presence north and south of I-10 on 83rd, 91st, and 99th Avenues.
- Develop paths along the Roosevelt Canal to connect Van Buren Street to future development in the 83rd Avenue Growth Area and the potential park west of the canal.
- Consider developing 85th and/or 87th Avenue north towards the Roosevelt Canal to increase accessibility to the 83rd Avenue Growth Area.
- Continue the Downtown CORE District pedestrian streetscape west along Van Buren Street to 99th Avenue.

Goal 3: Provide a balance of housing, employment, and service options necessary to support a high quality of life in Tolleson.

- Encourage residential over retail developments along Van Buren Street and in the 91st Avenue Gateway Growth Area.

- Consider locating a grocery store on vacant space near the intersection of Van Buren Street and 83rd Avenue to serve Tolleson and Phoenix residents, as well as commuters.
- Encourage the expansion of high-density residential developments on vacant space to the west and north of the Concord Sundancer Condominiums.
- Encourage high-density housing targeted towards commuting professionals with I-10 access in the 83rd Avenue Corridor and 91st Gateway.
- Encourage co-location of retail and manufacturing sites.

Goal 4: Leverage I-10 access to Tolleson.

- Collaborate with ADOT to develop I-10 detention basins.
- Consider constructing multi-use fields in open space north of I-10 in the 91st Avenue Gateway Growth Area.
- Develop high-density housing for commuting professionals next to I-10 access points in the 83rd Avenue Corridor and 91st Avenue Gateway Growth Areas.
- Mitigate freeway noise through development requirements (e.g., building orientation, vegetation, screening).

Goal 5: Effectively integrate new and existing development.

- Consider extending the street grid west into 99th Street vacant spaces.
- Encourage residential/mixed-use residential on the east side of the Roosevelt Canal to buffer existing residential development.

16: Cost of Development

The Cost of Development element is usually associated with the fair share apportionment of new infrastructure costs between new and existing development. This element takes on greater implications when a community reaches build-out. While there is still vacant land available in Tolleson for future development, the majority of the property in the City is developed. Over the next 20 years, the wise use and development of the remaining land resources will be an important concern.

The Cost of Development element focuses on “policies and strategies that the municipality will use to require development to pay its fair share toward the cost of additional public service needs generated by new development, with appropriate exceptions when in the public interest.” (A.R.S. § 9-461.05)

Tolleson's infrastructure funding and financing needs are directed towards system completion and capacity upgrades rather than geographic expansion. The City has also been heavily focused on maximizing its commercial and industrial real estate resources in order to support its residents. Balancing residential and employment land uses is aimed at ensuring a sustainable community. Its compact urban form and excellent infrastructure facilities are well suited to serve new development.

Financial Resources

Tolleson has a wide variety of financial resources to meet the infrastructure needs of the community. Those resources include:

- Municipal bonding, both revenue based and general obligation.
- Intergovernmental agreements, such as those executed for its wastewater system.

- Improvement districts that are typically designed to provide infrastructure for a portion of the City, the cost of which is assessed against the property owners.

Historically, the City used development fees to pay for the cost of services associated with new development. In 2012, significant restrictions were placed on development impact fees by the State legislature contained in Senate Bill (SB) 1525 and now incorporated into Section 9-463.05 of the Arizona Revised Statutes. The bill was the result of lengthy negotiations between homebuilders and municipalities.

The statute includes specific standards requiring:

- Cities and towns to demonstrate the benefits to residents of any improvements funded by fees,
- Expenditure of development fee funds within specific time frames,
- Full accounting of all funds expended, and
- Assessment of development fees against all types of development including residential, commercial and industrial uses. This may expand the fee revenue if commercial and industrial uses are charged for parks and recreation facilities.

The above are only a few of the primary provisions of SB 1525. The law requires all improvements proposed for funding by development fees to be included in an infrastructure improvement plan (IIP), similar to a CIP. The law significantly affects the use of impact fees on parks and recreation facilities, and eliminated some fees such as the general government fee.

There are currently many questions regarding implementation of the new impact fee statutes. Depending on the types of improvements originally planned by a city, not all facilities may now be eligible for funding by impact fees. Funds derived from the fees can only be used for the benefit of new residents. Since enactment of this legislation, the City has decided it will stop charging development fees after August 1, 2014.

SB 1525 will have a significant impact on funding for infrastructure in the future. Municipalities will be required to demonstrate the benefit to new residents of any funds spent and to provide detailed accounting of how funds are spent. Capital improvement plans will be vitally important in assisting this process by establishing levels of service for the community and the service areas of the various types of improvements.

- Development agreements between a City and a private property owner: Such agreements will likely address infrastructure requirements and to outline any incentives provided the developer.
- Dedications: are typically used to ensure the City receives the proper rights-of-way and easements for utilities and streets from developers.
- Community Facilities Districts (CFD): are typically used for large master planned projects and may not be appropriate for use in Tolleson due to its size and lack of large parcels where a CFD can be established.

Cost of Development Planning Considerations

- Tolleson's six square miles of land area is rapidly heading towards build-out. Community leaders need to ensure that the infrastructure is in place, or will be put into place, for the ultimate build-out of the community without burdening existing businesses or residents. New development should pay its fair share of infrastructure needs.
- As the City faces build-out of the community, planning and development activities generally transition from one of expansion to intensification. In particular, this transition could occur on land adjacent to or near I-10. Intensification of land uses often leads to the need to expand or improve upon existing infrastructure. Policy makers need to ensure that these types of projects pay their fair share of infrastructure improvements.

Cost of Development: Goals and Strategies

Goal 1: Ensure new development pays its fair share for public services.

- Update funding mechanisms such as impact fees on a regular schedule.
- Support selective exceptions to the fair share goal when public infrastructure is in the public best interest.
- Thoroughly inventory existing facilities.

Goal 2: Mitigate fiscal and capital impacts from new development.

- Recognize fiscal impacts, such as maintenance and operating costs, associated with expanded City services, particularly within identified growth areas where intense development might occur.
- Prepare and update capital improvement plans to assist in identifying and prioritizing infrastructure improvements.

Goal 3: Coordinate capital improvement plans with zoning and General Plan land uses.

- Conduct long term planning of water, sewer and transportation infrastructure to meet demand as identified in approved land use plans.



Appendix A: Community Survey Results

A key feature of the General Plan Update public involvement process was a community survey conducted in December 2012 through January 2013. The survey was mailed to all Tolleson residents and was provided on-line through the City's web page. 146 responses were received, recorded, and analyzed in order to drive the vision of the 2024 General Plan.

The majority (80%) of survey respondents were homeowners and 63% had lived in Tolleson for over 10 years; these demographics represent the strong investment Tolleson residents have in their community. Although the homeowner response rate was significantly higher than the 48% Tolleson's homeownership rate (2010 U.S. Census), the survey results still reflected the needs and desires expected from renters and visitors to Tolleson, such as shopping, groceries, and an appealing streetscape. Tolleson's families, 80% of the Tolleson households, were also well represented in the survey by the 41% of respondents who had children at home. More demographics are recorded in questions 22 and 23.

The survey inquired into residents' views on the current state of Tolleson, as well as their needs and desires for the future. Not only was this critical to forming the General Plan 2024, but also served as a comparison measure with the 2005 General Plan Questionnaire, conducted in 2003.

Community Survey Analysis: 2003 and 2013

When compared to 2003, the 2013 survey reflects similar values, desires, and concerns. Citizen priorities noted in both surveys include:

- The importance of a friendly community and a small town atmosphere
- The importance of quality and reliable public services
- The importance of safety and security
- The desire for a visually appealing Tolleson, including clean streets, no graffiti, vegetation, and overall beautification, especially in downtown
- The desire to renovate old homes and businesses
- The desire for more pedestrian/bicycle paths
- The desire for more structured activities for youth and family public events
- The value of existing kid's programs

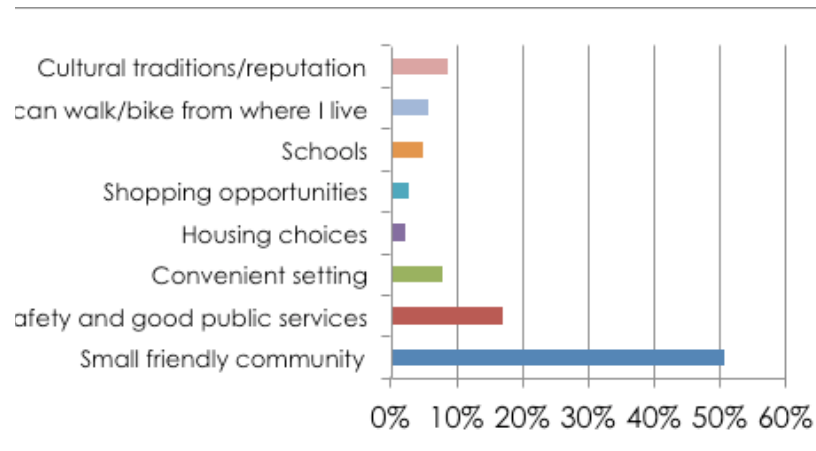
The most apparent difference between the two surveys was an increased focus on economic development in the 2013 survey. Residents frequently expressed a desire for more shops and support for local businesses. Although the 2003 survey did mention a desire for a grocery store, the request was much more prominent in the 2013 survey. Residents also noted the importance of Tolleson's reputation in order to attract new businesses, residents as well as visitors. This change was a crucial component of the General Plan 2024 because it supports a shift in focus towards acquiring more commercial services, such as shopping, dining and entertainment. It also keeps the City accountable as it develops in a way that maintains its integrity as a close community.

Table 28: Community Survey Comparative Results: 2003 and 2013

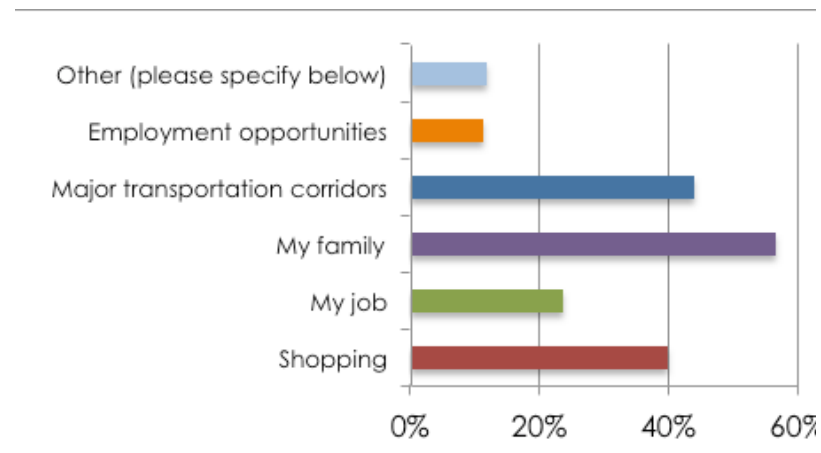
2003	2013
1: Most liked aspects	1: Most liked aspects
Small community/friendly people	Small friendly community
Prompt police/fire response in emergencies/trash pick-up services, utility services	Safety and good public services
Quiet, country atmosphere	Cultural traditions/reputation
2: Most important aspects of quality of life	2: Most important as Tolleson plans for its future
Safety, security, peace	Safety and security
Friendly community, neighborliness	Small town atmosphere/neighborliness
Education, good schools	Friendly community
3: Most wanted in next ten years: appearance/improvements	3: Most important over the next decade to improve the “look and feel” of the community
Better streets and lights	A clean look projected to visitors; cleaner streets; cleaner neighborhoods; stay on top of graffiti
Attractive downtown area; improved public buildings	Attractive downtown area
More, better houses; renovate old homes and businesses	Grocery store convenient for local use
4: Most wanted in next ten years: parks/activities	4: Most important over the next decade to improve the parks and recreation
More parks; bike/walking paths; skate or bike park; recreation center; well-lit sitting areas; sports; volleyball court; pool; beautification of parks	Pedestrian/bicycle paths along canals
Structured activities for youth; continued kids programs; fireworks, barbeque, etc.	Structured activities for youth; continued kids programs; fireworks; barbecue
More community activities; more city support for current activities (swim team)	Aquatic Center
5: Most important concerns for future	5: Kind of community desired for the future
Community appearance	Visually appealing; renovated homes and businesses, streetscapes, etc.
Safety/crime; proactive safety for public growth	Safe and secure
Sense of community loss; loss of small town feel/identity/boundary	Small town feel; friendly
	Variety of businesses, shops, etc.

2013 Community Survey Results

Q1: What 3 aspects of living in Tolleson today do you like the most.
(Please rank your top 3 choices, with 1 being the most liked.)



Q2: Tolleson is well located and close to:



Q3: What is most important to you as Tolleson plans for its future?
(Please rank your top 5 choices, with 1 being most important.)

	1	2	3	4	5
Safety and security	61%	9%	6%	3%	4%
Small town atmosphere/ neighborliness	12%	19%	11%	9%	8%
Friendly community	1%	12%	15%	13%	6%
Water quality	3%	12%	9%	5%	2%
Quality schools	3%	8%	6%	7%	4%
A community where I can raise my family	2%	8%	10%	8%	3%
Local government services	1%	3%	4%	5%	6%
Air quality	2%	5%	6%	3%	3%
Transportation choices	2%	3%	2%	2%	2%
Shopping choices	3%	4%	6%	10%	13%
Education choices	2%	1%	3%	2%	6%
Parks and open spaces	3%	6%	4%	13%	16%
Walkable community	2%	6%	11%	5%	12%
Healthy community	1%	1%	3%	6%	7%
Choices in employment	1%	1%	1%	3%	2%
Choices in housing (places I can move within my community)	0%	2%	0%	2%	5%

Q4: What are the 3 most interesting things you think the City should do over the next decade to improve the “look and feel” of the community?

(Please rank your top 3 choices, with 1 being the most important.)

A clean look projected to visitors; cleaner streets; cleaner neighborhoods; stay on top of graffiti	51%
Attractive downtown area	32%
Grocery store convenient for local use	31%
More houses; better houses; renovate old homes and businesses	29%
Shopping areas; enhanced downtown development (shops/parks)	26%
Improve visual style/appearance	21%
Improve 91st Avenue so it is a gateway to our community	17%
Larger library	13%
Sidewalks with landscape and bike route	13%
Plants, flowers, and trees along roads	12%
Employment opportunities; more employers	10%
Better urban development	10%
Senior Center	10%
Museum	6%
New City Hall	4%
Upscale dining	4%

Q5: Please describe the kind of community you would like Tolleson to become in the future:

- Safe and Secure
- Visually Appealing
 - Home and yards maintained
 - Beautification of streets; lots of vegetation
 - Renovated homes and businesses
 - Clean streets; no graffiti
- “Small Town” Feel
- Friendly
 - Appealing to visitors
 - Reputable
- Quality Public Services
 - Good schools
 - Efficient law enforcement
 - Good traffic management
- Active
 - More parks
 - Activities for kids
- Thriving
 - Variety of shops
 - Variety of entertainment
 - Grocery store



Q6: What are the 3 most important things you think the City should do over the next decade to improve parks & recreation in the community? (Please rank your top 3 choices, with 1 being the most important.)

Structured activities for youth; continued kids programs; fireworks; barbecue	36%
Pedestrian/bicycle paths along canals	32%
Aquatic Center	32%
Sports, volleyball courts, basketball courts; beautification of parks	31%
Off-street bike/walking paths	31%
Mixture of youth and elder activities; additional extra-curricular activities	28%
More parks	25%
More community activities; more financial support for current activities	20%
Outdoor sitting areas along streets	19%
Expand recreation center	14%
Encourage public art	8%
Skate or bike park	7%
Other	5%

Q7: What are the 3 most important things you think the City should do over the next decade to improve mobility within the community and the ability of people to get to and from Tolleson? (Please rank your top 3 choices, with 1 being the most important.)

Connections to planned light rail along I-10	67%
Local circulator that connects to regional transit and bus routes	66%
Neighborhood bus system	52%
Dial-A-Ride for seniors and disabled	50%
On-street bicycle paths	40%

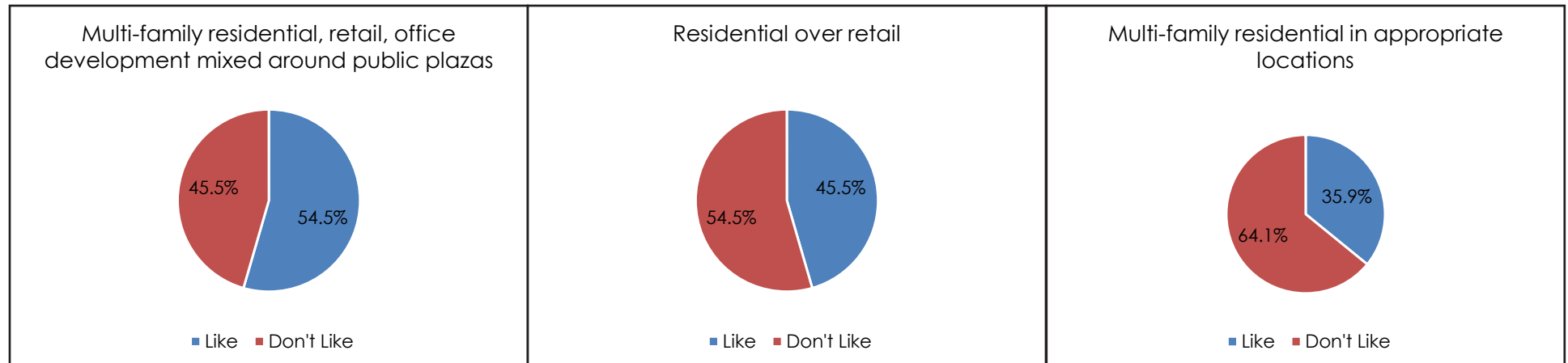
Q8: What are the 3 most important things you think the City should do over the next decade to make Tolleson more sustainable and conserve natural resources? (Please rank your top 3 choices, with 1 being the most important.)

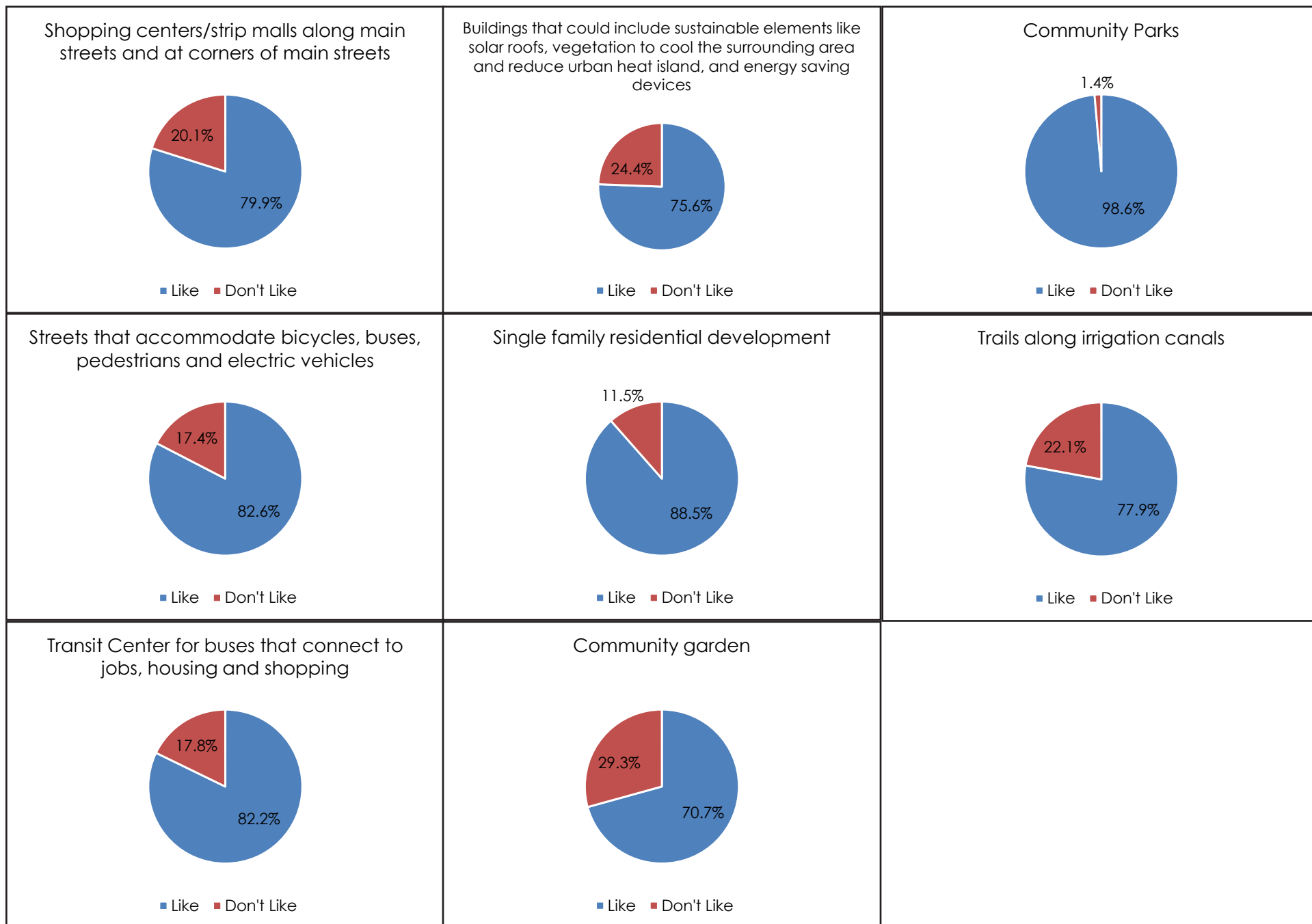
Promote solar energy for homes and businesses	80%
Conserve water in public landscaping	73%
Promote urban agriculture/community gardens	62%
Promote City use of electric vehicles and include electric vehicle charging stations at City facilities	54%

Q9: Please describe any other things you think are important for Tolleson to do to make it a place in which it is desirable to live, work, or start/relocate a business:

- Redevelopment
 - Van Buren Street businesses
 - Homes
- Community
 - Regular public events and activities
 - Cultural education
 - Kids programs
- Safety
 - Quick police response time
 - Block watch programs
 - Drug enforcement
- Visual Appearance
 - Clean streets
 - No graffiti
 - Landscaping
 - Well maintained homes
- Resources
 - Variety of shops
 - Grocery store
 - Parks
 - Museums
 - Healthy food options
 - Employment Opportunities
 - Local business network
- Sustainability
 - Renewable energy
 - Water conservation
 - Multi-modal transportation system

Q10 - 20: What kind of places would you like to see in Tolleson?

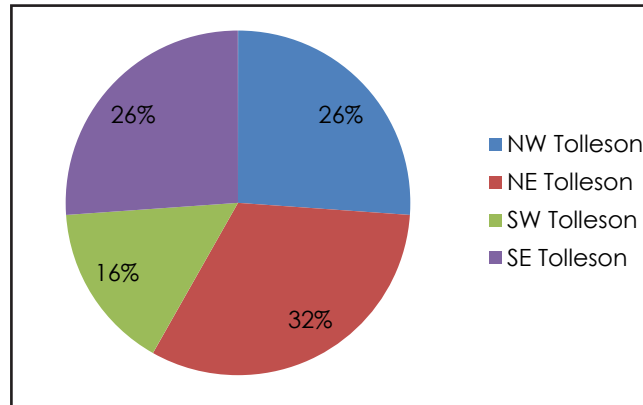




Q21: Other Ideas?

- Library
- Larger farmer's market
- Variety of quality stores (pharmacy, clothing stores, bakery, restaurant)
- Safe, developed trails along canals
- Family activity center (water park, mini-golf)
- Bike paths
- Dog parks
- Parking capacity at parks and recreation areas
- Streetscapes

Q22: Using the map below, please indicate in what area of Tolleson you live.



Q23: Please share some information about yourself:

