



With the leadership of the Phoenix City Council, the City of Phoenix initiated the PlanPHX project to collaborate with residents about the future of Phoenix. As a result of more than 13,000 ideas from more than 150 meetings and from the project's interactive website - myplanphx.com, the PlanPHX Leadership Committee and Planning and Development Department staff developed a new vision and blueprint built around the promise of creating a **Connected Oasis**. This new promise will serve as the foundation for Phoenix's future and be the guiding principle in the update of the Phoenix General Plan.

## PlanPHX: A Blueprint for a Connected Oasis

The concept of the "oasis" speaks to the unique story that is Phoenix; a place where natural resources and human ingenuity have been springing life into the desert for thousands of years. In order for this "Oasis" to persist and thrive, we must develop a new blueprint for how we continue to grow into the future. We need a new model for planning and growth that emphasizes our city's unique assets and addresses enhancing our city's well-being, environment and prosperity by utilizing connectivity as the framework for growth and development.

**Vision** Phoenix will continue to be like no other city in the world. It will be a place steeped in history, defined by its beautiful desert setting, activated by unique neighborhoods and businesses and embodied by a pervading sense of opportunity and equity. Phoenix will become an even greater city by building on its existing wealth of assets and enhancing residents' opportunities to connect with these assets and each other. By becoming a more "connected" city, Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix's identity as the Connected Oasis.



**Health**  
Residents' overall physical, mental and emotional condition.



**Environment**  
Residents' natural surroundings including the air, water and landscapes and the built environment.



**Prosperity**  
Residents' equitable access to resources (i.e. education, economic, services)

Phoenix residents' well-being, environment and prosperity will be enhanced by their connectivity to:

**UNIQUE LIVABLE NEIGHBORHOODS** *Public Art*  
**Sonoran Desert Setting** *CULTURAL DESTINATIONS AND ACTIVITIES*  
**HABITAT RESTORATION AREAS** *CITY SERVICES* *High Paying Jobs*  
**HEALTHY FOODS** *UNIQUE LOCAL BUSINESSES* *EDUCATIONAL FACILITIES*  
*Opportunities to Collaborate* *A WELL MANAGED AND CLEAN WATER SUPPLY*  
*Safe and Efficient Buildings*  
**Safe and Multi-modal Transportation**  
*Historic Neighborhoods, Places and Buildings* *RECREATION FACILITIES AND ACTIVITIES*

**The Core Values: 5 Big Ideas** Using the community’s feedback from the first phase of the PlanPHX project the PlanPHX Leadership Committee and staff identified **Five Big Ideas** that will serve as the **Core Values** for achieving the **Vision**. The **Five Big Ideas** will provide the framework for the goals and initiatives for the updated General Plan.



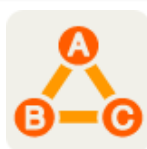
### Celebrate our Diverse Communities and Neighborhoods

- Create a set of guiding principles for every Phoenix neighborhood (**Certainty & Character**)
- Ensure that every neighborhood in Phoenix is “livable” (**Safe, Clean, Healthy, Diverse, Connected**)
- Preserve and protect our historic neighborhoods, structures and places
- Expand the presence of arts & culture
- Strengthen the unique character and identity of each Village



### Strengthen Our Local Economy

- Strengthen our existing employers
- Support entrepreneurs and innovators
- Develop a highly skilled workforce
- Support our locally owned businesses
- Support our higher education campuses
- Protect and enhance our region’s airport system
- Embrace our history of tourism
- Preserve our industrial base
- Strategically fund infrastructure



### Connect People and Places

- Work with our regional partners to improve our transportation infrastructure
- Provide accessible transportation for our entire community
- Create a connected network of activity centers
- Design new development to take full advantage of the mass transit opportunities available
- Develop technology infrastructure to keep residents connected to today’s modern society
- Encourage growth which eliminates vacant or underutilized land towards the core of the city
- Maintain a world class mass transit system of buses, rail and airports
- Design streets to serve a community purpose while providing equal access for all users including automobiles, bicycles, pedestrians and those with functional needs.
- Create an interconnected system of canals and trails



### Build the Sustainable Desert City


- Preserve our natural open spaces and unique desert setting
- Protecting and enhancing our water resources
- Achieving the cleanest air quality of any big U.S. city.
- Establish Phoenix as a model for energy efficiency and alternative energy
- Continue to be a leader in green building
- Clean up and redevelop all of our brownfields sites
- Minimize the impact of solid waste on our communities.



### Create an Even More Vibrant Downtown


- Expand Downtown’s role as a destination for arts and culture
- Protect Downtown’s history and encouraging the growth of locally owned businesses
- Encourage diversity in the Downtown planning process
- Reinforce Downtown as the economic engine for the region
- Provide more places to live in Downtown
- Make Downtown’s neighborhoods even more unique and livable
- Make getting to and around Downtown more convenient and safe
- Connect with Downtown’s surrounding neighborhoods
- Activate Downtown’s vacant lots and storefronts

**The Blueprint: A Strategic Set of Tools** Using the Five Big Ideas as the foundation for the Vision, the updated General Plan will also contain a list of strategic **Tools** within each of the Five Big Ideas that will be implemented by staff, community partners and residents as a means of putting the plan into action.




**Plans**

- A reference to an existing plan and a call to implement or update it
- Creation or adoption of new plans, studies or planning exercises




**Codes**

- Creation of new codes or regulations
- Update of an existing code or regulation




**Operations**

- Continuation or expansion of a current city program or practice
- Support for change to city program or practice




**Financing**

- Identification of a need for city financing for capital improvements
- Pursuit of philanthropic or other funding sources




**Partnerships**

- Identification of community partners or partnership that could help achieve the goal



**Knowledge**

- Creation of public awareness
- Enhancement of staff and community capacity



**"I PlanPHX"**


Items that residents can do right now to implement the goal and play a direct role in shaping Phoenix's future.

**The Process Is as Important as the Product** PlanPHX has provided a forum for community engagement that should continue after the General Plan is adopted. Successfully carrying out the goals and initiatives of the General Plan will require a renewed commitment to keeping the process going by embracing the **Three C's**.




**Capacity Building**

- Knowledge
- Empowerment



**Collaboration**

- Idea exchange
- Partnerships



**Communication**

- Delivery options
- Annual Report

# Planning Outcomes

The PlanPHX Project and the resulting update of the Phoenix General Plan will result in several key planning outcomes. Below is a snapshot of just some of these outcomes.

## Building on What's Working

A large part of the foundation of the PlanPHX blueprint will be the 2002 General Plan. Incorporating the parts of the plan that have served Phoenix well ensures that the plan will carry forward some of our best planning practices and policies.

## Getting Back to Planning

The PlanPHX Blueprint provides a tremendous opportunity for the Village Planning Committees and staff to get back to the business of practicing long-range planning in each of the villages. From the review of existing plans, to analyzing how each village's unique character and assets contributes to the Connected Oasis, the village planning committees will strengthen their roles in collaborating with staff to implement the updated General Plan.



## Certainty & Character

Through the development of guiding principles for every Phoenix neighborhood, residents will have greater levels of certainty about their quality of life and protections to ensure that their neighborhood remains unique and livable.

## Clarity and Compliance

A key part of the updated General Plan for the city of Phoenix will be the reorganization of the required planning elements under the Five Big Ideas. Through this more concise narrative, every one of the Arizona Revised Statutes' required planning elements will not only be organized under each of the Five Big Ideas, but will be developed to strategically address them.

This new approach will ensure that the General Plan does what it is supposed to do - provide a strategy towards achieving a city's vision for its future. This strategy is best achieved when the vision is embedded into the structure of the document. Organizing the plan by the Five Big Ideas gives us this structure.

