



Interim Report and Community Update – January 2014

**A Blueprint for a Connected Oasis**



## A Message from Chairman Stein

It has been my honor and great privilege to work with this exceptional PlanPHX Leadership Committee, as we organize and move toward the update to the Phoenix General Plan. Since we began this process in August 2012, we have held to very clear, overarching goals.

1. Listen and connect to the largest part of our great City as possible, by creating an accessible and open process to contribute.
2. Find the commonality that reflects all aspects of our community interest and goals.
3. Create more than a simple map, but a strategic outline for the future of our City growth and development.

With the leadership and support of our Mayor and Council, and the diligent work of our Committee, we are well on our way to meeting our goals, with meaningful and impactful results. This report presents our interim report. It is not meant to be a draft of the General Plan, but a report of our progress and general direction of the General Plan as it is created.

Our intent is not to start over. Indeed, the current adopted General Plan, which I also had the honor to Chair, has many important directions which remain as valuable today as when it was adopted. Instead, we proposed to update the General Plan as needed, based on dramatic and broad conversations, conducted in every geography and interest group within Phoenix, including neighborhoods, business of all scale, families, educators, and multiple organizations. Over these months, we have met over 11,000 people and conducted more than 125 community meetings and workshops in every Council District. We will continue this collaborative process during 2014, as we refine the Plan goals and implementation actions, leading to a public election in August 2015.

Our most significant finding is the large degree of support surrounding our finding of 5 Big Ideas which form the basis of this Plan proposal. We believe this creates a platform for planning that is unique for any City and visionary as we move our great City forward. We intend to present this information not as a Code, but as a story - the story we have consistently heard from the citizens of Phoenix, a story told in your own words and a story that will resonate with all ages and aspects of our Community.

I thank all who have participated with us to date, and look forward to your continued support and ideas over the next several months.

Respectfully,

Mo

Morris A. Stein, FAIA, FACHA  
Chairman, PlanPHX Leadership Committee





# Chapter 1

- Overview

# What is PlanPHX?

PlanPHX is a concerted effort by the City of Phoenix to collaborate with residents on the future of their city. The results of this collaboration will be used to update the City of Phoenix General Plan. Arizona State law requires each city to have a General Plan that establishes policy for the city's physical development. The existing General Plan was adopted by the City Council and approved by the voters in 2002. The General Plan has helped to shape Phoenix as it experienced significant growth over the last decade.

Arizona State Law also requires cities to update their General Plan and send it to the voters every ten years. The City of Phoenix began this latest update process in 2009.

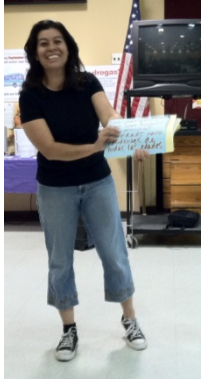
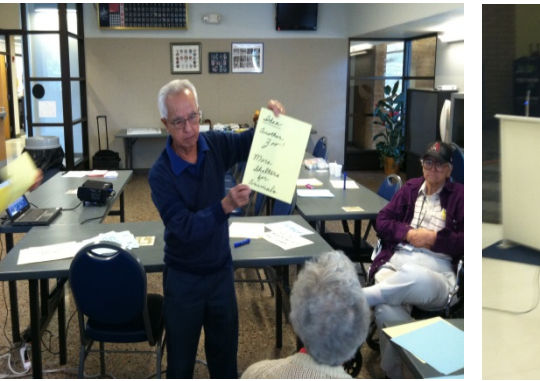


In order to expand the city's outreach efforts, in 2011 the Phoenix City Council directed the Planning and Development Department to continue to work with the community on developing the plan. According to Arizona State Law, cities must meet to deadline of July of 2015 to have updated plans approved by the respective city councils.

With the leadership of Mayor Stanton and the rest of the Phoenix City Council, the Planning and Development Department launched PlanPHX in the fall of 2012 with the goal of engaging the community as comprehensively and efficiently as possible.

# Why is PlanPHX so important?

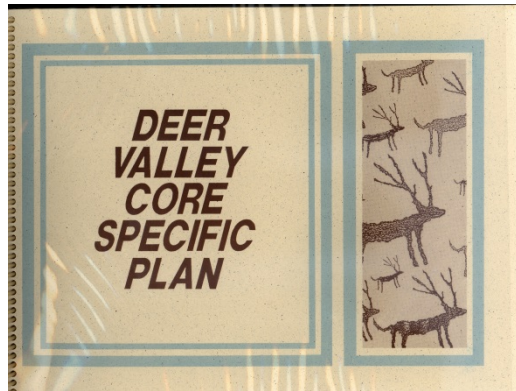
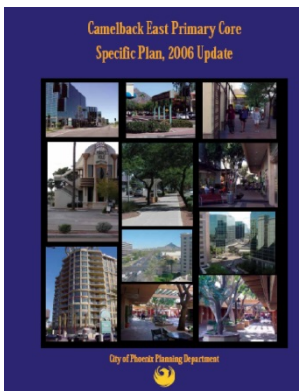
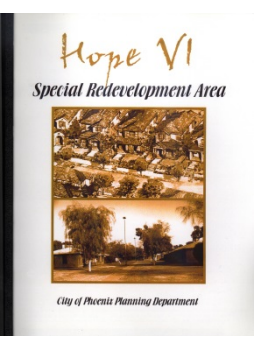
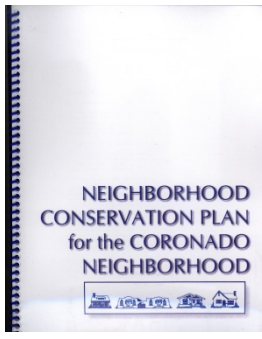
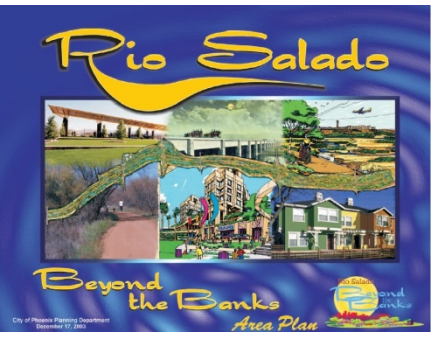
Phoenix in many ways is still a very young city and it will continue to be one of the fastest growing cities in the country. This continued growth in a still maturing urban landscape provides Phoenix residents a tremendous opportunity to shape the future of their city like no other place in the world. That is why this process and plan is so important. Through this project, Phoenix can continue to grow in a way that meets the needs of its residents and achieves their vision for its future.



# Historical Significance of Planning in Phoenix

Community based planning has played a significant role in how Phoenix has developed. Planning efforts have helped to protect our open space areas with the Sonoran Preserve Master Plan and the character of great neighborhoods like Coronado in central Phoenix. Plans have also guided the redevelopment of many parts of our city such as the Hope VI Project and provided the necessary policy framework for new development like in the Camelback East Village Core.

The PlanPHX Projects looks to build on these plans as it establishes a new blueprint for the future. Celebrating and utilizing the great work that has already been done provides a solid foundation for the updated General Plan.





## Chapter 2

- This Is What We Did

# Project Kickoff

On August 23, 2012 the PlanPHX Project was launched at a press briefing in Mayor Stanton’s conference room. Mayor Stanton shared his vision for initiating a conversation with city residents about the hopes and dreams for their city and how their feedback would be used to help shape Phoenix’s future through an update of the Phoenix General Plan. In a break from traditional planning practice, Mayor Stanton called not for a discussion about land use and zoning, but a discussion focused on two very simple, yet powerful questions – **“What do Phoenix residents love about Phoenix?”** and **“What are their big ideas for our city’s future?”**

Through this simplified exercise Mayor Stanton envisioned that residents of all backgrounds and ages could easily contribute and help develop the General Plan. Councilman Nowakowski and Councilman Valenzuela joined Mayor Stanton at the press conference and echoed the Mayor’s call for a robust and innovative community engagement campaign as one of the defining elements of the PlanPHX project. Click [here](#) to watch the press conference.



# PlanPHX Leadership Committee

At the event Mayor Stanton formally introduced the PlanPHX Leadership Committee. The Phoenix City Council appointed this group of 17 residents and charged them with collaborating with city staff throughout the PlanPHX project.

Chaired by Mo Stein, the committee immediately began to help promote the project and organize outreach events. Beginning in September 2012, committee members met twice a month and partnered with Planning and Development staff to analyze feedback as it came in from the community, learned about a variety of planning topics and continually participated in and facilitated community outreach events. Click [here](#) to view the PlanPHX Leadership Committee roster.



# MyPlanPHX Video

As part of the project kickoff, the PlanPHX video produced by Phoenix Channel 11, was utilized as a key marketing tool to promote the project. The video featured Phoenix City Council members and Phoenix residents sharing their ideas for Phoenix's future as part of this community driven effort to "PlanPHX". The video was aired regularly on Phoenix Channel 11 and was the featured video on phoenix.gov for several weeks. To watch the video, please click on the following link : [myplanphxpromovideo](http://myplanphxpromovideo)

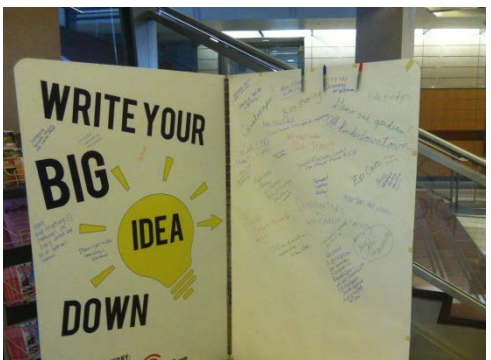
Along with providing a concise and fun way to promote the project, the video also demonstrated the tremendous support for the project by all the members of Phoenix City Council, who volunteered their time to film their respective segments.



# Spreading the Word

Planning and Development staff and the PlanPHX Leadership Committee have made a concerted effort to create public awareness about the project and provide as many opportunities for input.

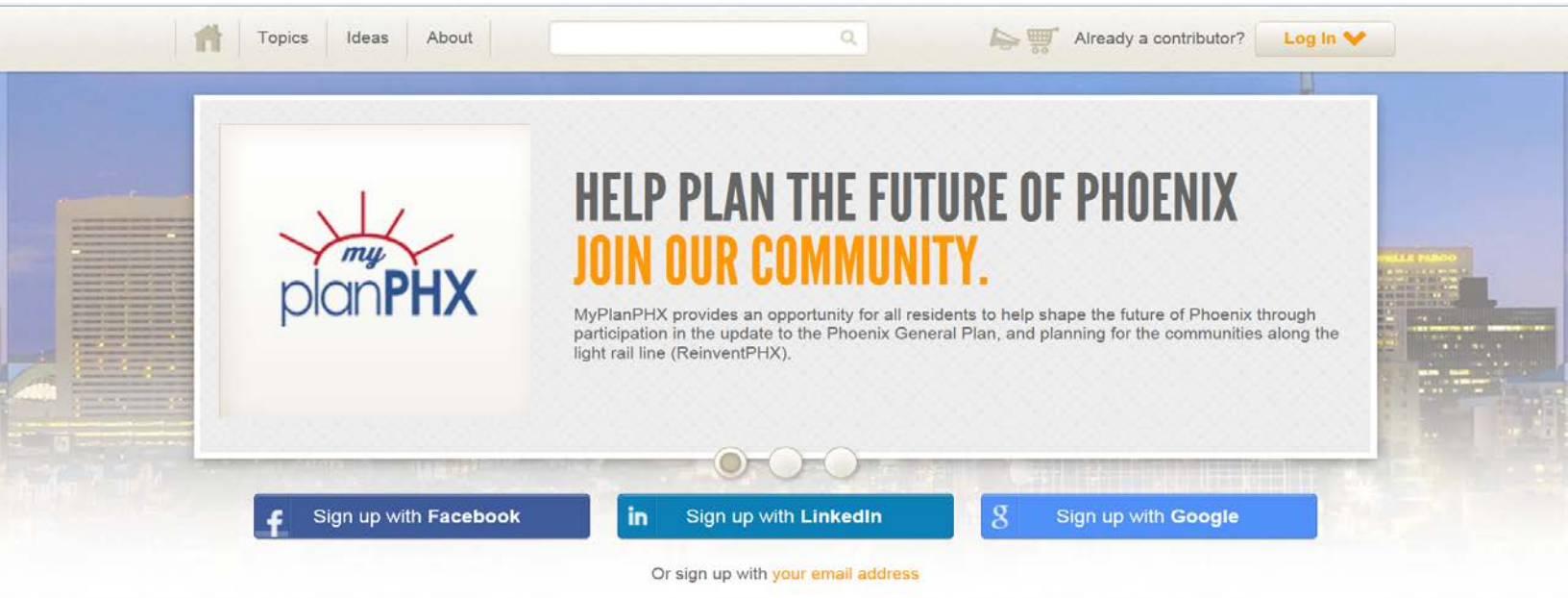
Strategies included placing promotional material at restaurants, coffee shops, recreation centers, libraries and just about any other location that would afford the project space. One of the key additions to this effort was the Big Idea Book. Measuring six feet in height and eight feet in width when opened, the Big Idea Book provided a eye-catching tool that allowed PlanPHX participants the opportunity to write their ideas down and view the ideas of other participants. The book has been used at community meetings, festivals, and on the first floor of Phoenix City Hall. Special thanks to Advertise Signs for donating the book to the project.





# MyPlanPHX.Com

As part of the Mayor and City Council's initiative to find new and innovative ways to connect with the public, the Planning and Development Department partnered with MindMixer.com to develop an interactive website for the project – myplanphx.com. The website also debuted at the PlanPHX press conference and was touted as a fun and new way for residents to participate in the project. Some of the site's features includes integration with social media applications and a point system for users to track their participation on the site. Click [here](#) to visit the site.



**MyPlanPHX.com Rewards Page** - The Mayor and City Council stepped up in a big way to make the launch of the project a tremendous success by offering their own set of unique prizes for participants who earned points on the site. Prizes included personal voicemail greetings recorded by Mayor Staton, a fire truck ride with Councilman Valenzuela, lunch with Councilwoman Williams, a hike with ViceMayor Gates and time at Margaret T. Hance Park with Councilman Simplot. City Manager David Cavazos and Rick Naimark also contributed one on one coffees and lunches as prizes for participants.

Special thanks also goes to the host of City of Phoenix Departments, Phoenix City Council members and community partners who contributed prizes. Below are just a few snapshots of prize winners. Click [here](#) to check out the Rewards Page.



Off to a Great Start!

Having an extensive list of prizes was just a small way to thank residents for their participation in the project. At the time of this report, more than 1,400 residents had registered on the site and are active participants with more than 12,000 ideas and seconds provided. In fact two community residents, Mr. Robert Diehl and Mr. Will Novak were the nationwide leader in points for all MindMixer sites at one time during the project.



**11,000 Points!** MyPlanPHX

**Phoenix native and top MindMixer participant Will Novak**

[Read his story →](#)

CONTRIBUTORS

All Time Active Users	
1 Bob D3	139...
2 Will Novak	129...
3 Sean S7	128...
4 Jim M18	9848
5 Patrick B4	9272
06 David B45	9088

More work to do!

Residents from all of over the city have participated on myplanphx.com. The map on the right highlights the areas of concentration of users by the 15 Urban Villages. The lighter colors indicate low concentrations of users, while the darker colors indicate high concentrations of users.

Concentration of Users



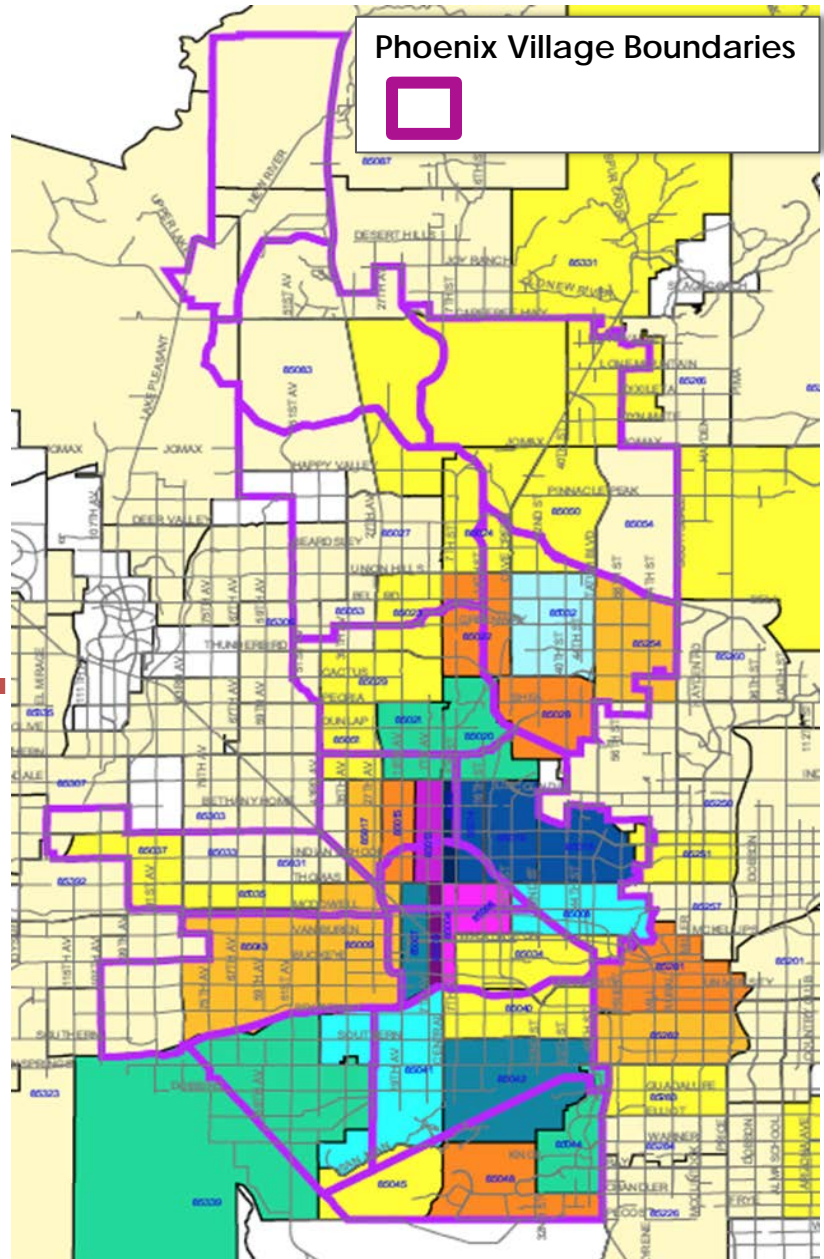
Increasing participation on myplanphx.com in areas where there are lower number of users will be one of the goals for Phase II of the project.

Kudos to the South Mountain VPC

In order to encourage participation in all parts of the city, Planning and Development staff initiated a pizza contest amongst the city's 15 village planning committees as an incentive to get every committee to have all of their members actively participating on the site.



The South Mountain Village Planning Committee (VPC) was the first committee to get all of their members to sign up. They received a pizza party at their April 2013 meeting. Thanks again to the South Mountain VPC for their leadership and to all of the VPCs for their participation in the contest.



# Mayor and Council Events

Following the call by Mayor Stanton to connect with residents and listen to their ideas, councilmembers organized 14 community forums throughout the city, where residents were invited to share their answers to the two big questions. Click [here](#) for a complete list of the community forums.

The forums provided great opportunities for residents to connect and collaborate directly with the Mayor, Councilmembers and City of Phoenix management on their ideas. With an average of 30 attendees at each forum, more than 400 residents participated and provided feedback.



# Early start in Council District 1

A little known fact about the PlanPHX project is that it actually had a "soft opening" in April of 2012 when Councilwoman Thelda Williams organized a series of visioning sessions for the north I-17 Corridor. The first session was held on Saturday, April 21 at the Goelet A.C. Beuf Community Center. More than 50 attendees participated in answering the two big questions for northwest Phoenix.

The exercise allowed Planning and Development staff to test the big questions before rolling them out to the rest of the city in the fall. Staff conducted follow up sessions in May at the North Gateway Village Planning Committee meetings and concluded with a mapping exercise in June. The results of this exercise were incorporated into the feedback from the rest of the PlanPHX Project.

Special thanks goes to Councilwoman Williams and her staff for getting the project off to such a great start.





# Mayor Stanton Taking PlanPHX on the Road

From the very beginning Mayor Stanton wanted to make the community outreach campaign unique and fun. To supplement the more traditional community forums, Mayor Stanton took PlanPHX on the road to places where residents are not normally asked to give their ideas for the future of the city. Events included the Mayor visiting with the lunch crowd at Food Truck Friday and riding on the light rail train to during the morning rush hour to Downtown Phoenix.



# Community Forums and Presentations

At the conclusion of the Mayor and Council led forums in the fall of 2012, the PlanPHX Leadership Committee determined that more outreach efforts were needed. Specifically, outreach to low income and underserved communities was highlighted as an area that needed improvement, along with targeted outreach to groups that could provide a specific level of expertise on some of the themes that were developing from community feedback. In total, the PlanPHX Leadership Committee and Planning and Development Department connected with a host of community groups and organizations through interactive planning exercises or presentations. Click [here](#) to view a list of all of the meetings and presentations.

Special thanks goes out to the PlanPHX Leadership Committee and all of the organizations for taking the time to collaborate with us on the project.

## Outreach Snapshot

**107**  
Presentations

**45**  
Activities

**14**  
Exhibits





## PlanPHX Spotlight: Bithia Ratnasamy



Vice Chair Kate Gallego led an effort to secure the services of an Americorp VISTA (Volunteer in Service to America) for PlanPHX that would be responsible for augmenting City of Phoenix Planning and Development’s outreach efforts specifically to low-income and underserved residents.

In March of 2013 Bithia Ratnasamy joined the PlanPHX team and began working with the Long Range Planning Team, City Council offices and various city departments on how to connect with residents in low income and underserved communities.

Bithia’s efforts focused on connecting with residents at their established gathering spaces and meetings. This approach focused on taking the project to the residents in contrast to hosting meetings. The result was a significant increase in PlanPHX’s outreach efforts to the identified target populations. In order to create a General Plan that truly reflects the vision and values of all Phoenixians, it is crucial to have a process that includes representation of our diverse population.

By adopting this new model for public participation in planning, approximately 800 individuals in the targeted population were brought into the PlanPHX process at 50 meetings or community events. Working with other City departments, Bithia and planning staff were able to engage youth and seniors at numerous recreation, youth and senior centers, as well as persons involved with various Housing and Human Services programs. Working through Neighborhood Services, Bithia was also able to listen to neighborhood association members from across the city.

In working with community partners, Bithia and Planning and Development staff incorporated PlanPHX into an English as a Second Language (ESL) class, a Girl Scout Town Hall, conversations at community gardens, youth programming at non-profits, art classes with young refugees, and parent meetings at schools of all levels, among other events.

Through these interactions, participants shared many of the same ideas that had been heard on myplanphx.com and at previous events. There was a focus on making our neighborhoods more community-oriented and improving Phoenix’s connectivity. From building safer, pedestrian-oriented neighborhood streets and encouraging community gardens to shading bus stops and drawing attractions for families to enjoy, the big ideas pointed towards a more livable Phoenix for all ages, cultures and socio-economic statuses.

One of the lessons learned through this process is that public engagement needs to be ongoing in order to be effective. Consequently, Chapter Six of this report focuses on creating a lasting, open and meaningful dialogue between the Planning and Development Department and the residents of Phoenix.







# Chapter 3

- This Is What We Heard

# Two Big Questions

This first phase of the PlanPHX Project focused on what were commonly referred to as the two big questions:

## What do you love about Phoenix?

## What's your big idea for our future?

Through this dialogue planners could begin to identify those aspects of the city that should be preserved and enhanced and those elements that residents wanted to see created. Most importantly, the two big questions helped facilitate a conversation about the future of Phoenix and invited participation from all Phoenix residents.

*The two slides below were used at a majority of the PlanPHX presentations during Phase I of the project*



**13,000 Ideas + Seconds** At the conclusion of phase one, more than 13,000 ideas and seconds had been received as a result of the outreach efforts. Residents were more apt to provide their "Big Ideas" for the future, and data collected provided a tremendous amount of insight about what residents value.

What do you love about Phoenix?



3,000 Responses

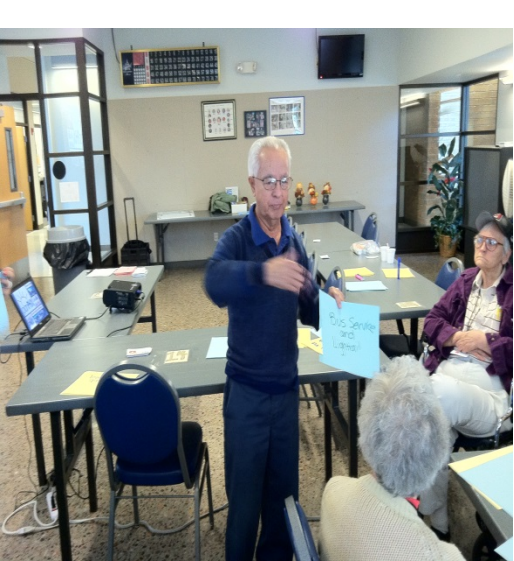
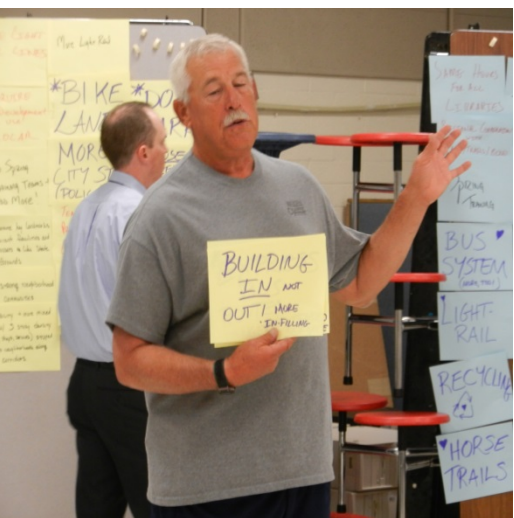
What's your big idea for our future?

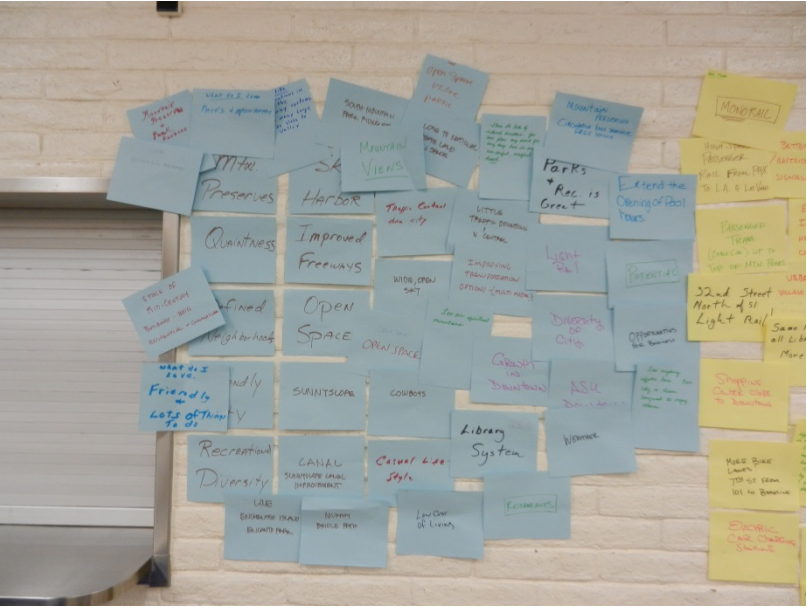


10,000 Responses

# Two Pieces of Paper and a Website

PlanPHX participants provide their feedback at the host of meetings and on myplanphx.com. At all of the meetings, participants wrote down what they loved about Phoenix on **blue** pieces of paper and what their big ideas are on **yellow** pieces of paper. Myplanphx.com users were able to submit their answers to both of the **Two Big Questions** and have other users support or "second" them. The following pages provide a snapshot of some of the ideas captured on paper at the meetings and online at myplanphx.com.






What is your "Big Idea" for the future of Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**I Seconded!**  
 Refine This Idea  
 Add your idea

**Use Our System of Canals to Create an Urban Oasis in the Desert**  
 UPDATED: SEP 14, 2012 Sean M. Forwarded to PlanPHX Leadership Committee and appropriate city department 617 126 59

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS



Get out and enjoy the weather on the SRP canal ...

As a third generation Phoenician, I've always wondered why we have hid our canals behind residential areas. The rebirth of our ancient Hohokam canals is what made our city great! Using our current system of canals, we could create running water features and other unique places for the community to gather. Tempe Town Lake has been a huge success because they developed a water resource that already existed. Why not take advantage of our existing canals and develop pockets of oases with lots of palm shade next to the water's edge? Think of all the great cities that used canals to transform their locale: Venice, Amsterdam, St. Petersburg (Russia), Birmingham (England), and now Dubai ... well, we already have the canals, it is just a matter of creating looped tributaries in and around open spaces. These canals would also accentuate the history of Phoenix, while raising property values.

More info: <http://www.srpn.com/water/canals/history.aspx>

IDEAS  
 Use Our System of Canals to Create an Urban Oasis in the Desert  
 Sidewalk | Bikelane | Parking | Traffic  
 Create a Serious Bicycle Infrastructure for Central Phoenix  
 Implement the Tree & Shade Master Plan- NOW!  
 Bike Racks Everywhere

Select Language  
 Powered by Google Translate


What is your "Big Idea" for the future of Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**Second This Idea**  
 Refine This Idea  
 Add your idea

**Sidewalk | Bikelane | Parking | Traffic**  
 UPDATED: OCT 17, 2012 Sean M. Forwarded to PlanPHX Leadership Committee and appropriate city department 203 99 29

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS



It's time for Phoenix to step up its game and get serious about bicycle infrastructure like every other major North American city has been doing for many years now: Protected Bike Lanes. Not "buffered-by-painted-hash-marks" stuff, but real, quality street designs that come from transportation planners (and not just auto-fabric engineers). It works like this: The bike lane goes on the OUTSIDE of the parallel parking, by the sidewalk instead of the traffic. [see image] Sidewalk | Bikelane | Parking | Traffic That's it. Pretty simple. Let's do this. Everywhere.

Apply Idea Status Report Abuse Delete Idea Leave an Idea Note

IDEAS  
 Use Our System of Canals to Create an Urban Oasis in the Desert  
 Sidewalk | Bikelane | Parking | Traffic  
 Create a Serious Bicycle Infrastructure for Central Phoenix  
 Implement the Tree & Shade Master Plan- NOW!  
 Bike Racks Everywhere

Select Language  
 Powered by Google Translate


What is your "Big Idea" for the future of Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**Second This Idea**  
 Refine This Idea  
 Add your idea

**Implement the Tree & Shade Master Plan-NOW!**  
 AUG 25, 2012 Will Novak Forwarded to PlanPHX Leadership Committee and appropriate city department 122 81 7

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS



In January of 2010 the City officially adopted the "Tree & Shade Master Plan," an excellent plan to increase Phoenix's tree/shade canopy to 25% by 2030. But have you noticed a dramatic increase in the planting of trees since 2010? I sure haven't. Phoenix needs to aggressively implement the Tree & Shade master plan, and start on it now. Night time temperatures in recent years have increased again and again due to the Urban Heat Island, and adding more trees is the easiest way to combat that. How about working with groups like the Suns and the D'backs to help plant trees? How about working on a deal where the Suns plant X number of trees every time they hit a 3? Call it "Trey's for Trees". Or X number of trees planted by the D'backs every time they hit a home run (don't have a snappy name for this one). More info on the Tree & Shade master plan here:

IDEAS  
 Sidewalk | Bikelane | Parking | Traffic  
 Create a Serious Bicycle Infrastructure for Central Phoenix  
 Implement the Tree & Shade Master Plan- NOW!  
 Bike Racks Everywhere  
 Don't Build the Loop 202

Select Language  
 Powered by Google Translate


What is your "Big Idea" for the future of Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**Second This Idea**  
 Refine This Idea  
 Add your idea

**Make Hance Park a World Class public space**  
 AUG 25, 2012 Will Novak Forwarded to PlanPHX Leadership Committee and appropriate city department 49 62 8

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS



Most agree that Hance ("Deck") Park is loaded with potential, but sadly the City built it on the cheap, designed it poorly and hasn't maintained it well. Phx deserves a world class URBAN public space. Hance is our chance to have that. The borders of Hance need to be expanded, many more amenities built in the park and the programming should dramatically increase. For more info and a more fully though out vision please refer to this article I wrote: <http://bloomingrock.com/2012/01/30/revitalizing-americas-worst-urban-park/>

Apply Idea Status Report Abuse Delete Idea Leave an Idea Note

IDEAS  
 Plan for Community Gardens  
 Urban Center - Residential Area  
 Make Hance Park a World Class public space  
 Set an Urban Growth Boundary  
 Green Bike Lanes on ALL downtown streets.

Select Language  
 Powered by Google Translate

What is your "Big Idea" for the future of Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**Second This Idea**  
 Refine This Idea  
 Add your idea

**Eliminate Dirt Lots**  
 AUG 24, 2012 Vince Li Forwarded to PlanPHX Leadership Committee and appropriate city department 82 73 45

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS

All the dirt lots around downtown are an eyesore. What would entice someone to live next to one? I know the city can't do anything with the lots that are privately owned, but the ones that are city owned should at least be made to look nice until they are developed.

Apply Idea Status Report Abuse Delete Idea Leave an Idea Note

Add your Comment  
 How would you improve this idea?  
 45 Comments [Comment](#)

IDEAS  
 Don't Build the Loop 202  
 Get Serious About Shade for Pedestrians in Downtown  
 Eliminate Dirt Lots  
 Shaded sidewalks.  
 More mixed-use development

Select Language  
 Powered by Google Translate

What do you love most about Phoenix? [Prev Idea](#) [Next Idea](#)  
[Return to the Topic Page](#)

**Second This Idea**  
 Refine This Idea  
 Add your idea

**Mountain Preserves**  
 AUG 23, 2012 Joshua Bednarik City of Phoenix General Plan Update Project Manager Forwarded to PlanPHX Leadership Committee and appropriate city department 11 25 3

**REVIEWED IDEAS** Forwarded to PlanPHX Leadership Committee and appropriate city department

VIEW OTHER IDEAS IN THIS STATUS

Love the open space and outdoor recreation opportunities our mountain preserves afford us.

Apply Idea Status Report Abuse Delete Idea Leave an Idea Note

Add your Comment  
 How would you improve this idea?  
 3 Comments [Comment](#)

IDEAS  
 Mountain Preserves  
 Accessibility to hiking, views, and exercise most of the year  
 Public Urban Desert and Mountain Areas  
 Day Excursions and Vacation Spots are within Close Proximity  
 Territorial and Pre-Territorial History

Select Language

## Themes

Connecting with the Phoenix community is one of, if not the most important, goal of this project. Through the Mayor and Council led forums, the tens of thousands of ideas exchanged online, and the visits to community centers and neighborhoods, there has been a consistent set of themes found in all of the answers to the two big questions we posed. These themes help to identify the shared values of the PlanPHX participants.

The charts below provide a summary of the feedback to the two big questions . More than 75 percent of the answers to the Two Big Questions could be categorized into four areas.

### What do you love about Phoenix?



Parks/Open Space	38%
Arts & Culture	16%
Connectivity	16%
Neighborhoods	8%

78% of responses

### What's your big idea for our future?



Connectivity	25%
Downtown	22%
Environment	16%
Parks / Open Space	10%

73% of responses

Click [here](#) to view a breakdown of all the idea themes.

# Parks and Open Space (38% + 10% )

PlanPHX participants overwhelmingly identified the city’s impressive array of parks, preserves and open space amenities as what they loved most about Phoenix. An underlying theme of many of the comments was an appreciation for the benefits our parks and open space areas provide beyond recreation. Many PlanPHX participants pointed to the fact that they love the views that open space areas afford them and the fact these picturesque views define our city more so than any of Phoenix’s other features. Furthermore, PlanPHX participants identified an expansion of our parks and open space amenities as their big idea for Phoenix’s future; from continuing to acquire land for the Sonoran Preserve to providing more recreational facilities including playgrounds and soccer fields, resident believe parks and open space are integral to making Phoenix great.



# Connectivity (16% + 25% )

Connecting with a host of destinations, services and neighborhoods ranked as one of the biggest themes based on participants’ comments. Participants identified the functionality of the grid system and the growing amount of transportation options as just some of the top items they love about our city. Expanding upon these transportation options was the most prevalent theme in the list of big ideas for our city’s future. Expanding the city’s light rail system and putting a stronger emphasis on more multi-modal transportation options like bicycles were continually echoed in all the participatory forums.



# Downtown (22% )

Continuing to strengthen the city's core is seen as one of the most important factors in creating an even brighter future for our city. Participants from across the city pointed to the increased number of destinations and vitality in Downtown and surrounding areas as assets that should be built upon for the future.



# Arts and Culture (16% )

PlanPHX participants pointed to Phoenix's diversity and culture as one of their points of pride for the city. The fact that the city is home to a host of authentic and culturally diverse destinations, from restaurants to museums, is a quality that participants want to see continue to prosper. PlanPHX participants also highlighted their love of Phoenix's renowned celebration of the arts. From First Fridays in Downtown Phoenix, to the myriad of public art features across the city, Phoenix is seen as a hub for the arts across the Valley.





# Environment (22% )

Continuing to be an environmental leader was another prominent theme in PlanPHX participants' big ideas for our future: from furthering our efforts to promote the use of solar power, to doing more to expand recycling services, PlanPHX participants identified a continued commitment to being environmentally progressive as one Phoenix's paths towards a better future.



# Neighborhoods (8% )

Phoenix is home to a stunning variety of neighborhoods. PlanPHX participants love the large master planned communities in north Phoenix and the charming historic districts in central Phoenix. These neighborhoods are what brings life into our city and represent one of the main reasons PlanPHX participants love to call Phoenix home.





# Chapter 4

- Vision

## PlanPHX: A Blueprint for a Connected Oasis

The shared values and themes of ideas from PlanPHX participants serve as the foundation for updating the city's General Plan. PlanPHX staff and the PlanPHX Leadership Committee built a "General Plan Brand Promise" upon these values and themes. The Brand Promise goes beyond serving as a simple slogan, it provides the foundation for commitment and strategy to make it happen.

The General Plan's Brand Promise Is: A Blueprint For a Connected Oasis. The concept of the "oasis" speaks to the unique story of 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, residents seek to pursue a new blueprint for how we continue to grow into the future. Residents want a new model for planning and growth that emphasizes our city's unique assets and addresses enhancing our city's health, environment and prosperity by utilizing connectivity as the framework for growth and development.

### A Vision for the Future of Phoenix – a Connected Oasis

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 our cities 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.



# Community Benefits

The Vision for our Connected Oasis is founded on the concept of three areas of our community that provide significant benefits for Phoenix residents – prosperity, health and environment. By focusing on these three benefits, the updated General Plan will provide a balanced and equitable approach towards making Phoenix an even better place to live.



## Prosperity

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



## Health

Residents' overall physical, mental and emotional condition.



## Environment

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

Phoenix residents' **prosperity**, **health** and **environment** 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*



# Challenges

Like any big city, Phoenix has its own set of challenges. These challenges can be categorized within the three Community Benefits. Addressing these challenges will be critical in achieving the Vision of the Connected Oasis. Below is a snapshot of some of the challenges the plan hopes to address:



## Prosperity

- Job Opportunities:** Arizonans continually rank job opportunities in the area the state needs the most improvement. (1)
- Cost of Living:** Phoenix ranks in the top ten of major U.S. cities for cost of living when housing and transportation costs are combined. (2)
- Educational Attainment:** Arizona ranks 36<sup>th</sup> in the nation for college degree attainment (3)
- Infrastructure Maintenance:** Phoenix has more than 4,818 miles of streets to maintain. This is the the second highest ratio of arterial street miles to residents in the country. (4)

Sources: (1) 2009 Arizona We Want Report (2) CNT, CHP 2012 (3) Lumina Foundation (4) TTI 2012 Urban Moibility Report




## Health

- Obesity:** 22.8% of Phoenix residents are obese. (1)
- Asthma:** Metropolitan Phoenix ranks in the top five U.S. Cities for asthma related deaths. (2)
- Safety:** Phoenix is on the list of top ten cities most dangerous for pedestrians. (3)
- Functional Needs:** More than 25% of Phoenix's population has functional needs or disabilities. (4)

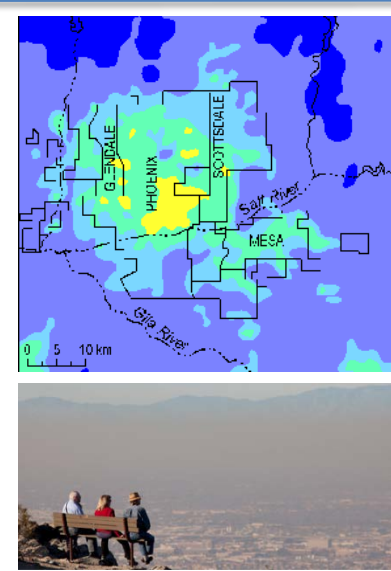
Sources: (1) 2011 CDC data (2) ASU Global Institute of Sustainability (3) National Pedestrian Danger Index (4) Arizona Statewide Independent Living Council




## Environment

- Climate Change:** The average annual number of days 100 °F and higher in the past century is 92; in the past 30 years its 110. (1)
- Urban Heat Island:** Over the last 20 years average night time temperatures have increased by nine degrees. (2)
- Land Fill Waste:** Each year enough waste is sent to the landfill to fill Chase Field seven times. (3)
- Air Quality:** In 2012, there were 13 High Pollution Advisories. (4)

Sources: (1) National Weather Service Forecast Office (2) The University of Arizona Institute of the Environment (3) City of Phoenix Public Works Department (4) Arizona Department of Environmental Quality



## 5 Core Values

Addressing its challenges requires Phoenix to employ a strategic approach to city planning. Phoenix's beautiful Sonoran desert setting with mountains, rivers, and washes has offered a unique and picturesque landscape in which to develop as a city. This landscape and the city's transportation network help to define Phoenix's communities, each with their own character, history and scale. These communities, and the landscapes and transportation network that frame and link them, are Phoenix's basic building blocks for the **Connected Oasis**.

Continuing to build a city in this special landscape has always been Phoenix's greatest challenge and opportunity. Over the past decade, Phoenix has continued to grow outward, with its city limits now encompassing over 520 square miles. While Phoenix has seen quality growth on the periphery, it has also experienced a renaissance in its Downtown and along the METRO light rail line.

Moving forward, if Phoenix is truly to become a Connected Oasis more must be done to build on its wealth of assets. Phoenix's neighborhoods, businesses, natural amenities and most importantly its residents, provide the necessary ingredients to realize the vision of making Phoenix an even better place to live.

Using the community's feedback from the Two Big Questions, staff and the PlanPHX Leadership Committee identified **Five Big Ideas** that will serve as the **Core Values** in the blueprint for the Connected Oasis. The Core Values will provide the framework for the goals and initiatives for the updated General Plan. Ultimately, the Core Values and their respective goals and initiatives will provide the **Blueprint** for how to achieve the vision of the Connected Oasis and enhance the community's prosperity, health, and environment.



### Build the Sustainable Desert City



### Create an Even More Vibrant Downtown



### Connect People and Places



### Celebrate Our Diverse Communities & Neighborhoods



### Strengthen Our Local Economy



# Build the Sustainable Desert City

PlanPHX participants expressed a strong appreciation for the city's parks and preserve system. So much so that expanding this system was also seen as one of the most prevalent set of ideas for the city's future. Phoenix's steps to acquire, preserve, and even restore natural areas are unparalleled. By expanding upon these efforts residents will be given a greater opportunity to connect with our city's most defining natural features.

Furthermore, Phoenix has also been a leader in the "green" building movement. Since, 2009 all new city buildings have met the minimum Leadership in Energy and Environmental Design (LEED) standard. Building on these successes, PlanPHX participants see Phoenix having a tremendous opportunity to tackle some of its longest standing environmental challenges, from the urban heat island to air quality. It's through seizing this opportunity that Phoenix will **Build The Sustainable Desert City** in the world.

## Phoenix Spotlight



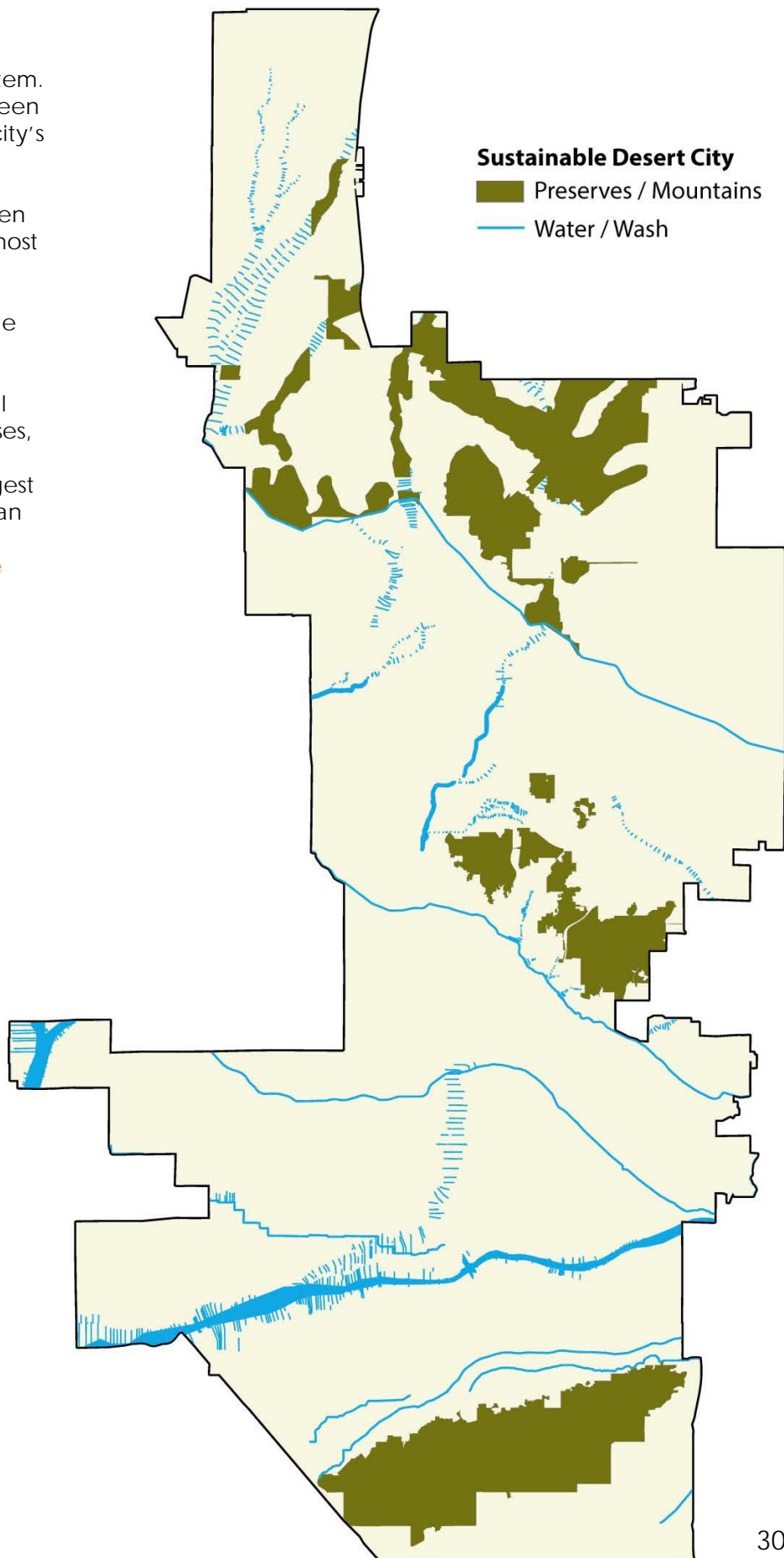
**33,000+** acres of preserve



**17** LEED designed City of Phoenix facilities



<http://www.richard-bauer.com/?project=desert-broom-library>





# Create an Even More Vibrant Downtown

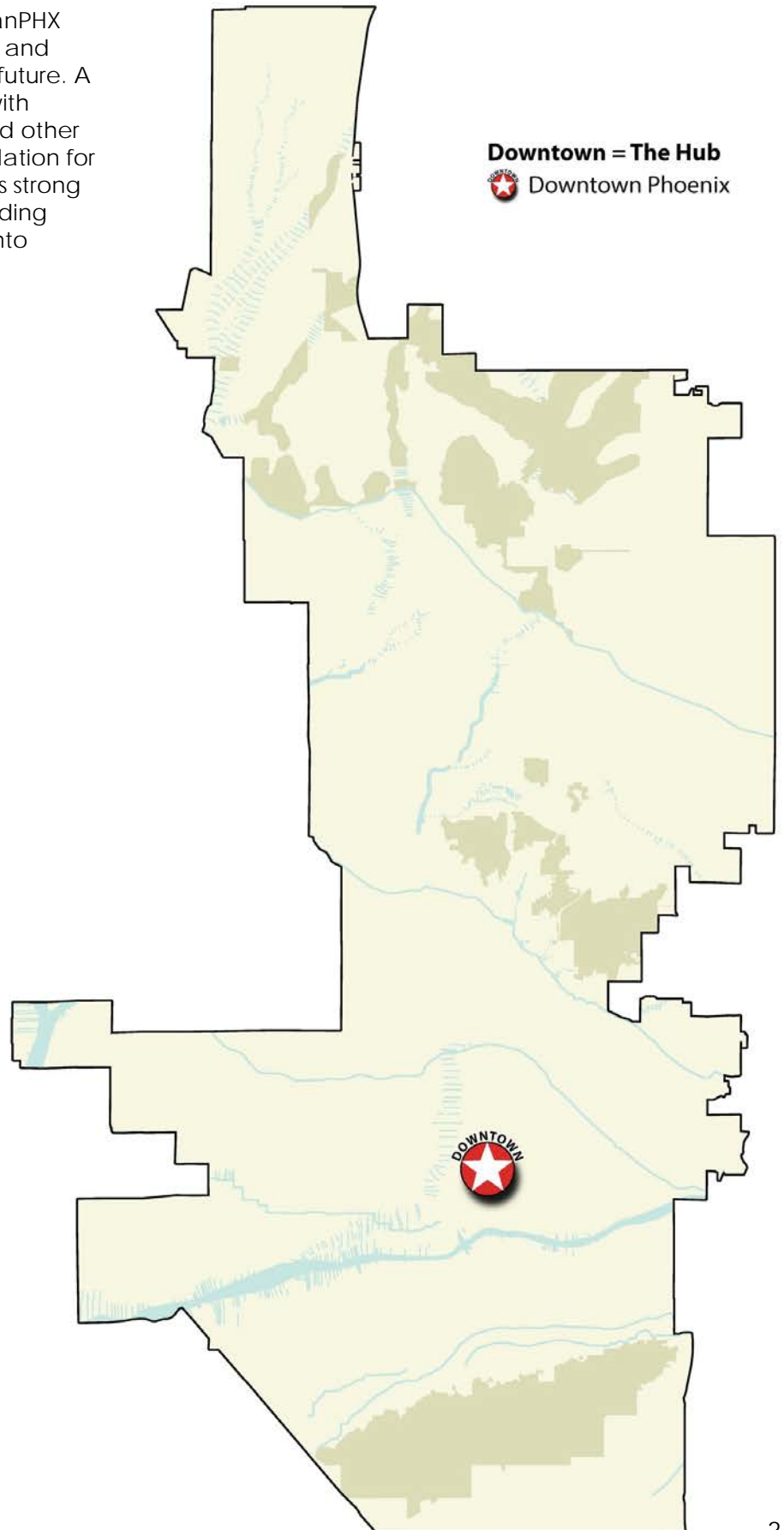
Based on the ideas during the first phase of the PlanPHX project, **Creating an Even More Vibrant Downtown** and urban core are seen as integral parts of Phoenix's future. A even more vibrant Downtown, benefits residents with increased connectivity to arts and culture, jobs and other resources. A vibrant Downtown provides the foundation for our other great neighborhoods to prosper. With this strong commitment to Downtown in place, the other building blocks for our Connected Oasis can begin to fall into place.

## Downtown Spotlight

**430+** business in Downtown

**4** professional sports teams

**18,000 + /-** college students







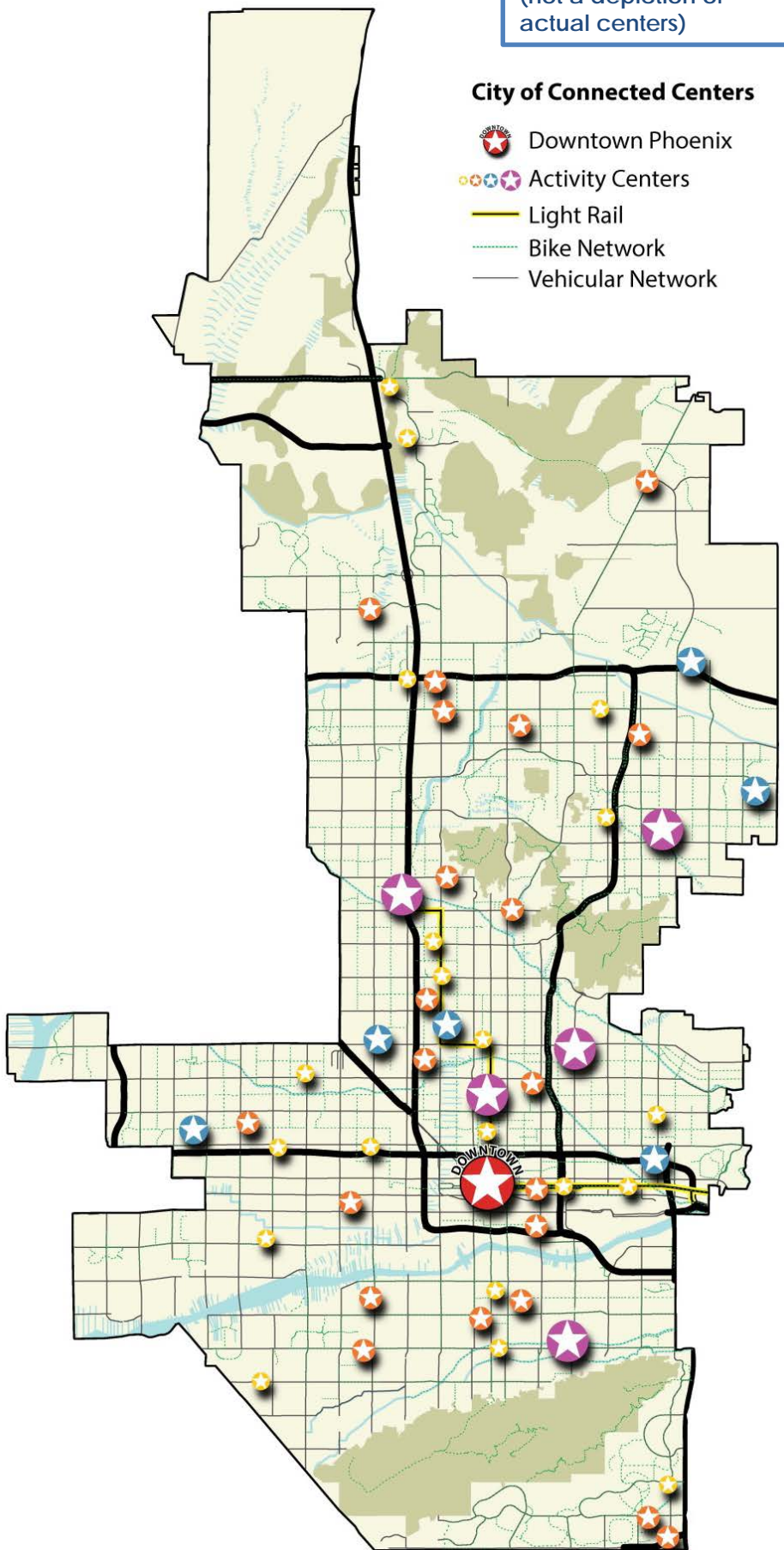
# Connect People and Places

Conceptual Rendering  
(not a depiction of  
actual centers)

A consistent sentiment in the discussions with PlanPHX participants was the desire for more destinations and opportunities to connect with family, friends and the greater Phoenix community, from activities and facilities at city parks, to having more unique local businesses around the corner. Residents also want a variety of safe and efficient options to get to and from these destinations. Enhancing how Phoenix **Connects People and Places** is the next step in creating the Connected Oasis.

Connecting People and Places requires Phoenix to coordinate land use and transportation planning in a more strategic way. Part of this strategy calls for a larger share of redevelopment, infill, and new growth to be targeted into compact, mixed-use, and walkable centers and corridors that are connected to our regional transit system and supported by a robust multimodal transportation network. This focus on development and density adjacent to major transit lines allows for a more efficient way to build and maintain a city. This efficient approach to city building is often called "smart growth" and has been a growing trend in cities across the world. Concentrating a greater share of growth along transportation corridors is also called a "Connected Centers" planning model and provides a new growth strategy to help us create our Connected Oasis.

Phoenix must look at redefining how and where people connect with one another by starting to understand where people connect with each other, jobs, and services now. Identifying these locations and incorporating them into the Connected Centers network is an important part of this approach.



## Phoenix Spotlight

# 14,286,093

people have used the light rail so far in 2013



# Celebrate our Diverse Communities & Neighborhoods

PlanPHX participants love Phoenix's breadth and depth of neighborhoods; from the large master planned communities on the city's periphery to the historic districts in the city's center.

Protecting Phoenix's neighborhoods is a significant part of the 2002 General Plan. PlanPHX participants want to see neighborhoods continue to be protected, but also want to find a way to **Celebrate Our Diverse Communities and Neighborhoods** as a means of moving Phoenix into an even brighter future.

Encouraging the continued growth of all Phoenix's communities in ways that make them more livable, and unique ensures that residents can connect with a rich offering of quality lifestyle choices.

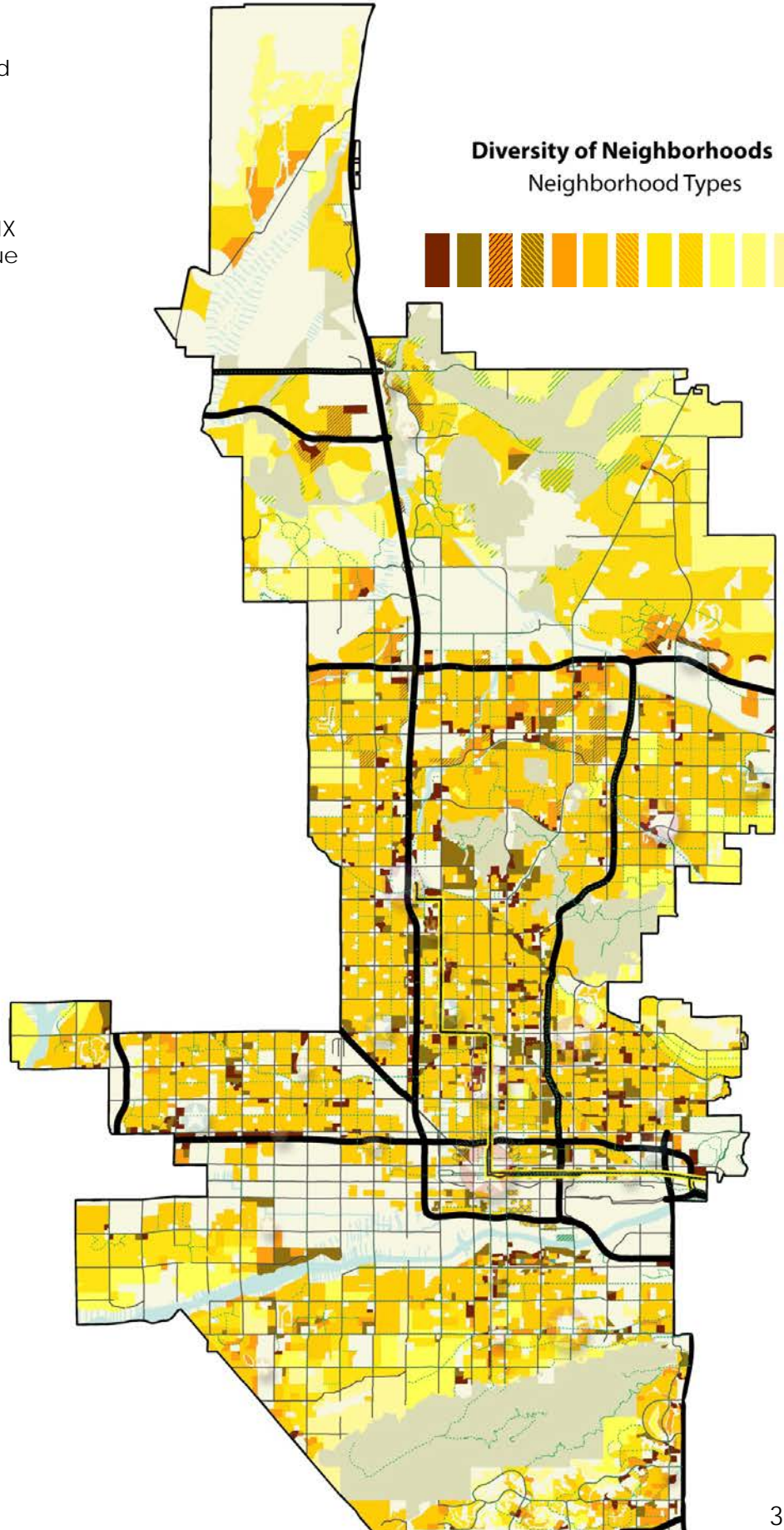
## Phoenix Spotlight

**36** historically designated neighborhoods

**160** public art features



Diversity of Neighborhoods  
Neighborhood Types





# Strengthen Our Local Economy

Finally, our Connected Oasis cannot be fully realized without **Strengthening Our Local Economy**. Phoenix will do more to help locally owned businesses and strengthen its most established economic assets. Phoenix must also look to foster the continued health of the higher education institutions within its boundaries; from community colleges to medical schools. By strengthening and expanding these assets Phoenix will enhance resident connectivity to jobs, educational resources and opportunities that will contribute to their overall prosperity.

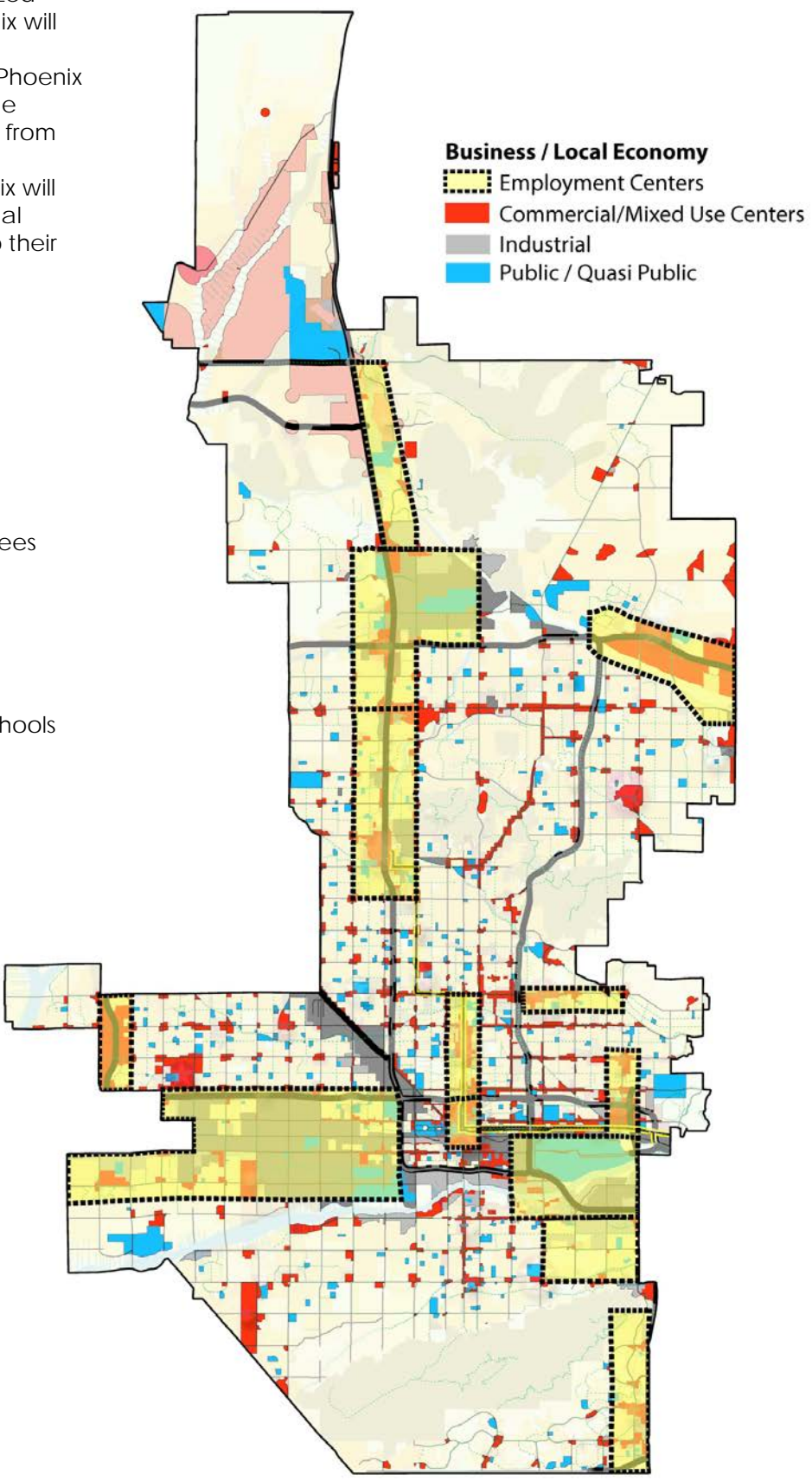
## Phoenix Spotlight



**435** employers with at least 200+ employees



**37** colleges, universities and professional schools





# Putting the Pieces Together...

The graphic below illustrates the concept of the new policy framework for the General Plan. The Vision of the Connected Oasis is at the top of the framework and is founded on the three Community Benefits of – prosperity, health and the environment. These Community Benefits will provide the structure for the challenges we face in achieving the Connected Oasis, but also the ways in which we will ultimately define success. This new structure will ensure that the General Plan is designed and ultimately judged on how well it helps enhance the quality of life of Phoenix residents in these three important areas.



Each of the Core Values will house a set of goals and initiatives that will ultimately provide the means in which the community benefits will be realized. The graphic below provides an example of how this structure will function.

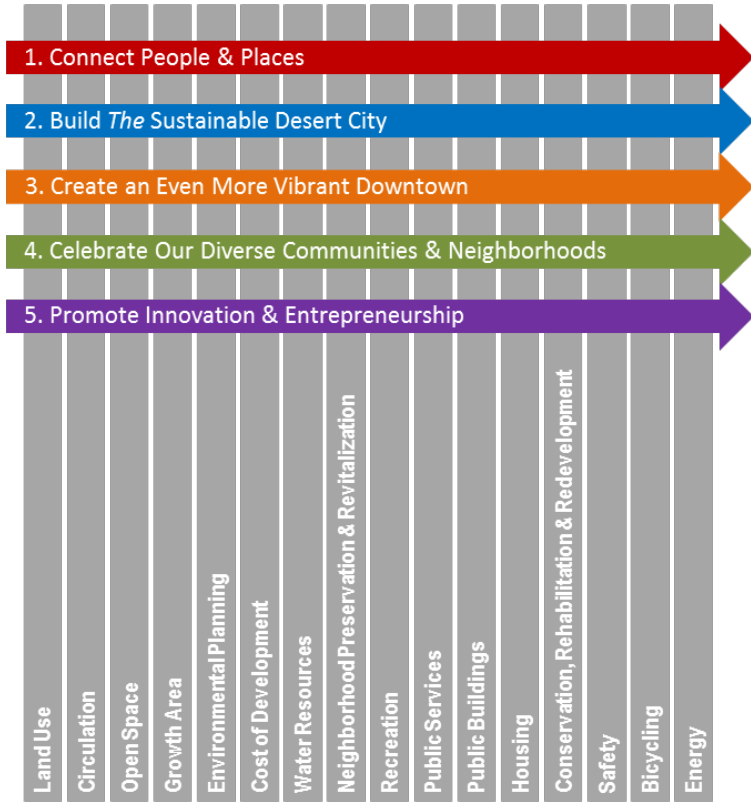
Core Value	Community Benefits (Success Indicators)		
 <p data-bbox="16 1669 397 1711"><b>Connect People and Places</b></p> <p data-bbox="16 1743 397 1921"><b>Goal #1:</b> Develop the City's bicycle system into an efficient, safe and functional system which can quickly transport users to their destinations.</p>	 <p data-bbox="568 1564 690 1606"><b>Health</b></p> <p data-bbox="446 1659 722 1795"><b>Community Benefit:</b> Additional opportunities to live an active lifestyle</p> <p data-bbox="446 1816 722 1963"><b>Impact on Challenges:</b> Reduction in obesity rates.</p>	 <p data-bbox="909 1554 1144 1596"><b>Environment</b></p> <p data-bbox="787 1659 1063 1795"><b>Community Benefit:</b> Enhanced pollution free transportation options.</p> <p data-bbox="787 1816 1063 1963"><b>Impact on Challenges:</b> Reduction in air pollution.</p>	 <p data-bbox="1372 1554 1567 1596"><b>Prosperity</b></p> <p data-bbox="1226 1659 1502 1795"><b>Community Benefit:</b> Greater access to services and resources.</p> <p data-bbox="1226 1816 1502 1984"><b>Impact on Challenges:</b> Decrease in funding needed for road maintenance.</p>

# Clarity and Compliance

Arizona State law requires each city to have a General Plan that establishes policy for the city's physical development. State law also outlines a series of planning elements that cities must address dependent on their population. The 2002 General Plan for Phoenix includes 16 elements, each with its own set of goals, policies and strategies. The 16 elements are as follows:

- Growth Area
- Land Use
- Cost of Development
- Circulation
- Bicycling
- Housing
- Neighborhood
- Conservation, Rehabilitation & Redevelopment
- Environmental Planning
- Natural Resources Conservation
- Open Space
- Recreation
- Water Resources
- Public Buildings
- Public Services & Facilities
- Safety

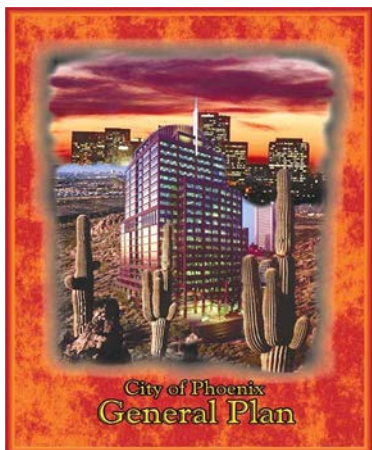
## 5 BIG Ideas



16 Arizona Statutory Required Elements

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 Core Values. There are two primary objectives associated with this reorganization. First, it will result in a General Plan that is easier to read and navigate. The current General Plan format requires the reader to traverse through multiple elements to understand the comprehensive set of goals and policies associated with addressing an idea. For example, to review the City of Phoenix's goals with respect to the transportation network (i.e. streets, trails, bike lanes, transit), readers must look through the Circulation, Bicycle and Recreation elements. The end result is a document that spends an excess amount of words, and subsequently pages, as a means of addressing each element individually. Organizing the plan by the Five Big Ideas will allow for a more comprehensive, yet succinct, policy narrative on given topics.

Through this more concise narrative, everyone of the State required planning elements will not only be organized under each of the Five Core Values, but will be developed to strategically address them. For example, as opposed to writing the Land Use Element as a stand-alone chapter of the General Plan, the Land Use Element will be developed by identifying what land use goals and policies are required to achieve each of the Five Big Ideas. This approach will ensure that that 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 the plan this structure.



## 2002 General Plan



446 pages long

6.5 pounds

## Keeping what's working

The 2002 General Plan has many great features but one feature that there has been widespread support for making the updated General Plan more concise. The PlanPHX blueprint will build upon the 2002 General Plan to carry forward some of our best planning practices and policies.



# Chapter 5

- Core Values

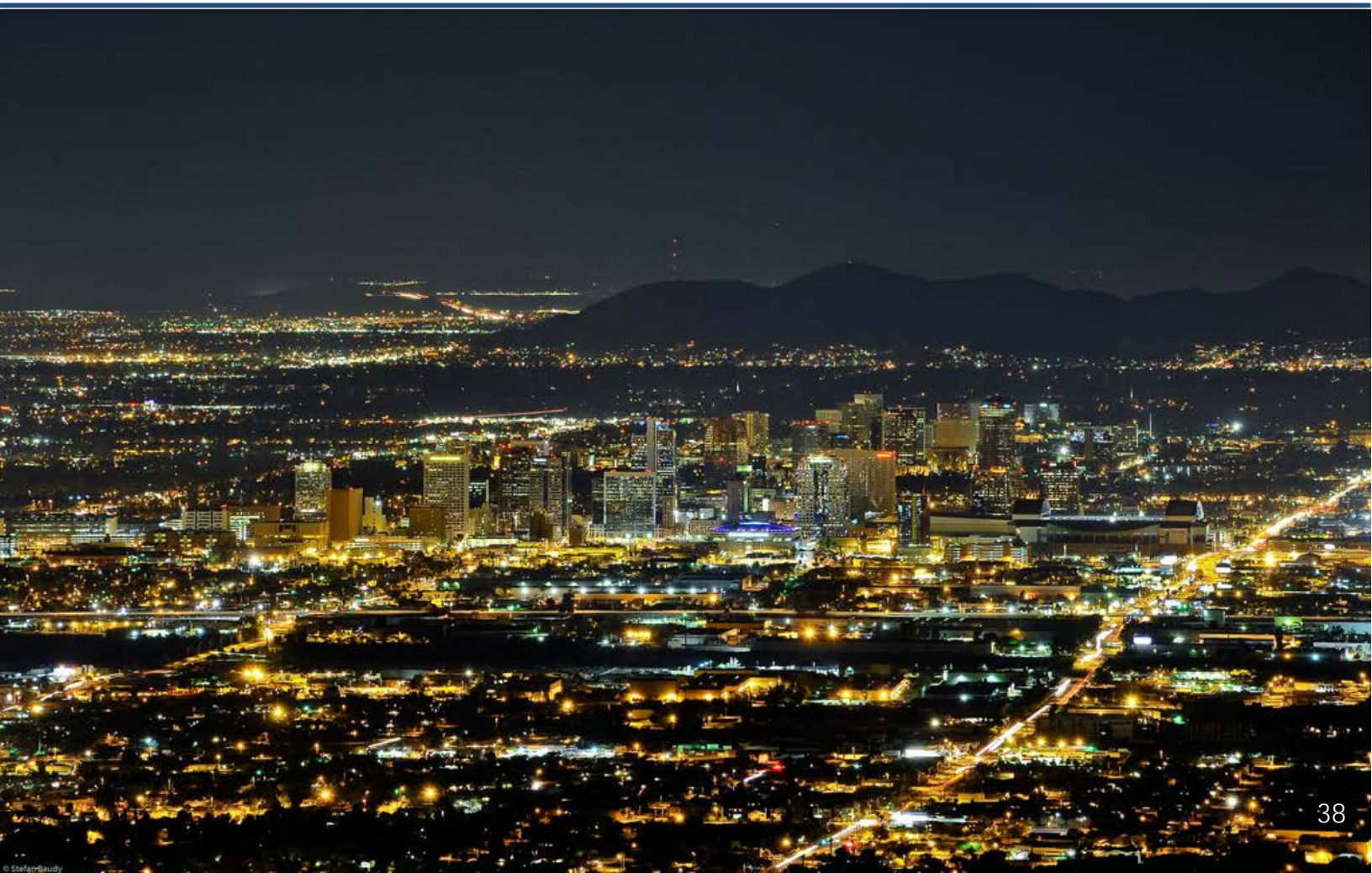
## Overview

Chapter 5 represents the first attempt to take the great ideas from the PlanPHX participants and begin to turn them into a policy document that will ultimately become the General Plan. Each of the five sections of the chapter is organized using the following structure:

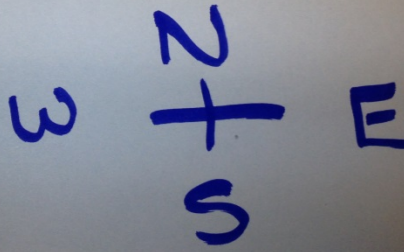
- ❑ Cover page with snapshots of ideas from the PlanPHX meetings that helped inform the Core Value
- ❑ One page introduction of the topic containing both a vivid description and list of key points
- ❑ Series of pages with goals and Phoenix spotlights.

The goals on the following pages are meant to serve as a starting point for community dialogue during the next phase of the PlanPHX project. Chapter 7 outlines the next steps for this process and introduces the tactical implementation component of the updated General Plan's structure – **7 Strategic Tools**.

Staff and the PlanPHX Leadership Committee chose to include a Phoenix Spotlight in each in of the sections to highlight just some of the assets Phoenix has already. Phoenix is a great city, with a host accomplishments to its name and a wealth of great resources at its disposal. By highlighting these accomplishments and resources, the hope is that the reader will begin to see that we are already well on our way towards creating our Connected Oasis.



Phoenix is on a grid.



Expansion of Light Rail to Neighboring City

more bike lanes

## Connect People and Places

Public Transportation Expansion

A NEW "MALL OF AMERICA."

More indoor entertainment options for kids in the summer

Water Parks!

WALKABILITY + more mixed use w/ 3 story density (housing, shops, services) stepped down to neighborhoods along key corridors.

MORE + safer Bike paths

More Pedestrian Areas  
more (Trees!)

TROLLEYS AROUND DOWNTOWN





## Connect People and Places

Phoenix residents value and appreciate their role as stewards of our historical and diverse transportation and communication infrastructure of canals, horse and hiking trails, bike pathways, street grids, freeways, light rail, internet and cellular technology which connect us locally and regionally in the Valley of the Sun.

Our transportation infrastructure is broadened by technological infrastructure that builds an economic, social and civic network for collaboration to share ideas and implement plans for connecting and sustaining our vibrant, diverse neighborhoods, businesses and communities.

From the Phoenix Mountain Preserves to South Mountain Park, from Maryvale to Arcadia neighborhoods and beyond, residents envision a transportation and knowledge-based infrastructure network that provides safe, affordable, and accessible connections to people, places and ideas for building a city able to pivot and face the challenges and opportunities of a changing physical, economic and technological environment.

Valley residents have begun to develop dense **activity centers, village cores** and **transit oriented development**. These activity centers and corridors provide opportunities for residents to live, work and play in one place, or come together as a community. The clusters provide choices beyond the automobile for residents to walk or bike to their destination, reducing trip length and the dependency on the automobile. The increase in light rail ridership will continue to promote residential and commercial development surrounding transit stations, we can capitalize on existing transit infrastructure to increase the activity levels near transit stations along the line.



### We will Connect People and Places by working together to:

- ❑ Coordinate with our regional partners to improve our transportation infrastructure
- ❑ Provide access for our entire community
- ❑ Enhance and create more places where people can connect with resources and each other
- ❑ Encourage more people to live and work along major transit corridors
- ❑ Eliminate vacant or underutilized land in the core of the City and other targeted areas
- ❑ Maintain a world class mass transit system of buses, rail and airports
- ❑ Designing streets to serve a community purpose while providing equal access for all users including automobiles, bicycles, pedestrians and those with functional needs
- ❑ Creating an interconnected and interactive system of canals and trails
- ❑ Developing technology infrastructure to keep residents connected in today's modern society.

## Regional Coordination

The lives of most Phoenixians are not defined by municipal borders. While Phoenix offers a plethora of employment, educational and entertainment options, the region offers opportunity beyond what we can find locally. Phoenix resident's lives are improved by the City's proximity to other great cities. The City government needs to work closely with other regional governments, coordinating our efforts and designing our cities to seamlessly flow from one to another.

**Goal #1:** Establish the Phoenix region as a larger community who works together to find solutions to the region's challenges and to accomplish regional goals.

**How does the General Plan address regional coordination now?**

- Regional Coordination is not address in the current Phoenix General Plan

## Phoenix Spotlight: Valley Metro



Before the 1990's, public transit in Maricopa County was fragmented. Different cities operated their own bus systems, independent of each other. Many residents who are dependent on public transit, still have a need to travel to other cities. In 1993, Valley Metro was created as an integrated regional transit system, eliminating the need for commuters to walk or taxi from one system to another. The systems became integrated with each other. Bus lines crossed city boundaries and route information could all be found at the same place. This regional coordination was done through a new organization that cities across the valley agreed to partner with.

## Access and Functional Needs

Phoenix is a diverse city; with many residents who have access and functional needs to be independent and mobile. Each person is unique and their mobility needs and abilities are different from each other. Access and Functional Needs is about creating a city where every person and their distinctive abilities are taken into consideration.

**Goal #1:** Establish Phoenix as a premier example of inclusive access for all its residents and visitors.

How does the General Plan address access and functional needs now?

- [Circulation Element](#)

Other Important Policy Documents

- Americans with Disabilities Act of 1990

## Phoenix Spotlight: Wheelchair Accessible Trails



In the past, Phoenix trails, the preserves and open spaces had limited access for people with disabilities. Most Phoenix trails were rocky with steep slopes. Because of the limited access, Phoenix developed its first accessible and barrier free trail in 1992. These new trail systems were constructed with a solid surface with moderate slopes so they could be enjoyed by all. The accessible trails conform to the American's with Disabilities Act Accessibility Guidelines and can be approached, entered and used by people with disabilities.

Phoenix now has a total of 7.25 miles of barrier free or accessible trails split between five trails at different nature preserves around Phoenix. The trails have opened access to interpretive signs loops, bird watching, wetland ponds, a cottonwood/willow forest and our natural environment to all Phoenix residents and visitors.



## Centers

Every community has a center where citizens may gather to meet and interact in a variety of ways. The centers offer variety of activities to draw people together and keep them engaged, from shopping and restaurants to schools or arenas. The centers have different needs influenced by the character of the community and the amenities available in the center. Each center is unique, and policy must be flexible enough to foster and encourage the natural growth of the centers. Two important, unique types of centers are our parks and educational institutions. The Phoenix Parks and Recreation system offers a distinctive experience for Phoenix residents and visitors through a varied and extensive collection of recreational and cultural facilities. During the community outreach portion of this project, Phoenix community members responded that parks are the number one asset they treasure in Phoenix. The City's many educational institutions are a significant asset for the City, but traditional land use designations can hinder their natural growth and development.

**Goal #1:** Phoenix residents should have an abundance of places to connect with services, resources and each other (centers).

**Goal #2:** Provide a world class park system where every resident has a high level of access to a variety of recreational options.

**Goal #3:** Enable our City's educational institutions to grow to their greatest potential.

How does the General Plan address centers needs now?

- [Land Use Element Part 1](#)
- [Land Use Element Part 2](#)
- [Recreation Element](#)
- [Open Space Element](#)

## Phoenix Spotlight: 24<sup>th</sup> Street and Baseline



Many of our **community's centers** were not planned, but evolved naturally out of a need from the community for a gathering place. One such center is 24 Street and Baseline Road. Because of the support of the community, the intersection now boasts a major shopping center, a community college and a library. This intersection has become the center of the community.

Left: South Mountain Community College

## Transit Oriented Development

The City's light rail line brings with it an array of benefits and opportunities. One such opportunity is the creation of a new development pattern for communities near planned or existing stations. Light rail can help to support compact development, a development pattern rarely seen in many parts of the city. Transit Oriented Development (TOD) can create an attractive investment environment for businesses and residents and allow for more competitive federal grant applications.

**Goal #1:** Increase the number of people living, working and frequenting destinations within the light rail and major transit corridors.

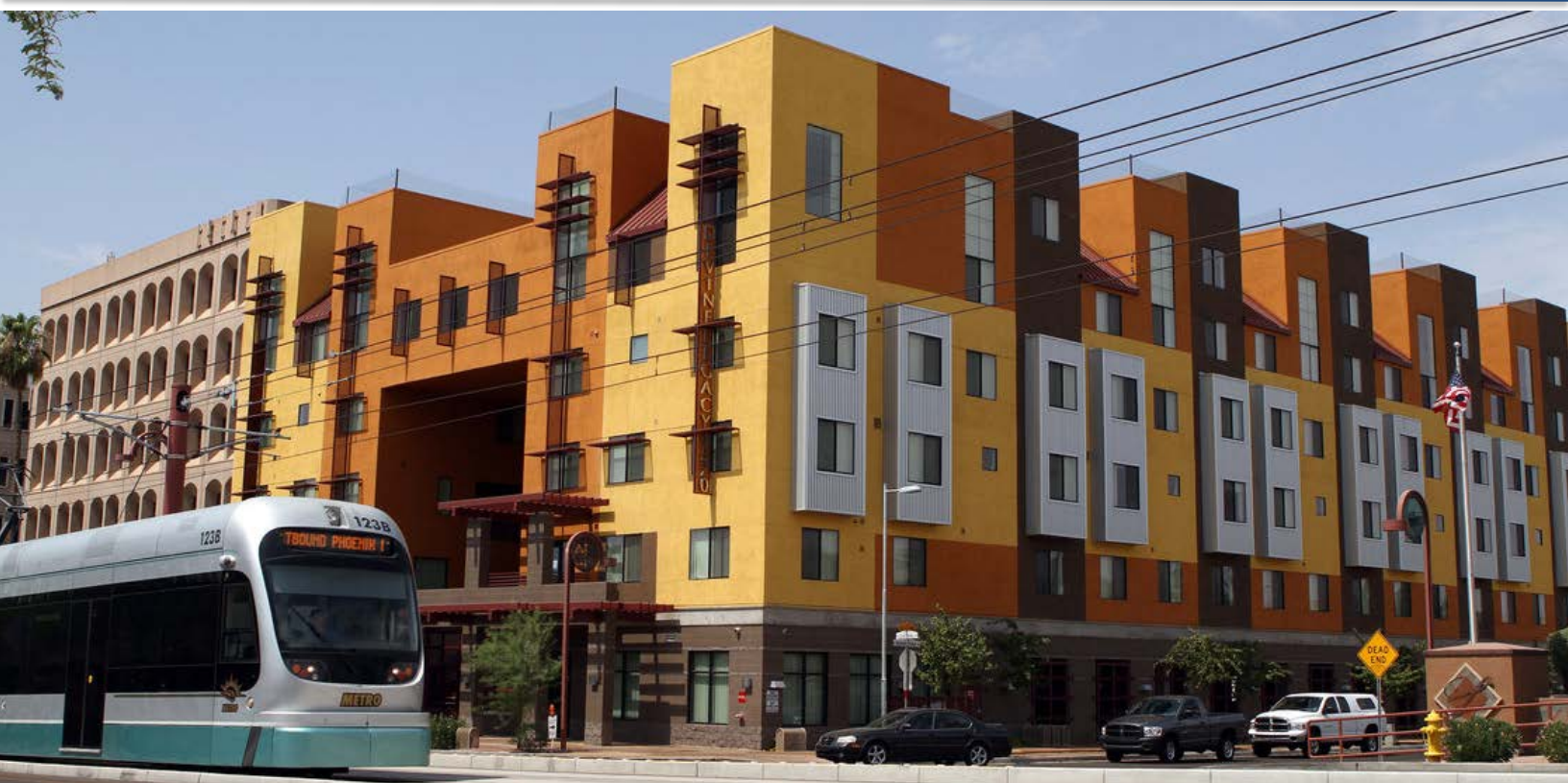
How does the General Plan address transit oriented development now?

- [Land Use Element Part 2](#)

Other Important Policy Documents

- Transit Oriented Development Strategic Policy Framework

## Phoenix Spotlight: Divine Legacy on Central



Divine Legacy on Central is a large, residential apartment building designed to take full advantage of the Phoenix Light Rail. The project is a dense, redevelopment of an aging, underutilized office building. The buildings entrance is oriented to the street, providing pedestrians easy access to the light rail station that is just steps away.

## Infill Development

With almost 1.5 million residents, the City of Phoenix has many opportunities for growth. However, there is a cost when growth is built on the outer fringes of the region, especially funding the infrastructure to serve these new communities. **Infill development** can reduce the cost of managing growth, by focusing new development in areas where the infrastructure has already been developed.

**Goal #1:** Establish Infill development as the prominent type of development in Phoenix as we see residents and businesses begin to “fill in the middle.”

**Goal #2:** Encourage different levels of increased intensity in different neighborhoods of Phoenix, respectful of local conditions.

**Goal #3:** Eliminate vacant lots in targeted areas.

### How does the General Plan address infill development now?

- Growth Element
- [Land Use Element Part 2](#)
- [Conservation, Rehabilitation & Redevelopment Element](#)

### Other Important Policy Documents

- Transit Oriented Development Strategic Policy Framework

## Phoenix Spotlight: Old School 07



Old School 07 is a recently opened redevelopment of a vacant and underutilized property in Central Phoenix. The property, located at the northwest corner of 7<sup>th</sup> Street and Osborn was home to a church for decades, but changing demographics caused the church to move to a new location. The church was built in 1948 while a school house on the property dates back to 1886. Both buildings have been converted to a mix of restaurant and retail space, while a new building was built to house a Starbucks Coffee.

## Transportation Modes

Many Phoenix residents and surrounding community's rely on Phoenix's mass transit system as their primary source of transportation for work, school and other purposes. Our mass transit system is made up of buses and light rail, but also includes our airport infrastructure, a crucial transportation link to the rest of the world. The system should be efficient, reliable, frequent and comprehensive. While the Phoenix system has and continues to provide a high level of service, improvements should be made to encourage ridership and provide relief to the local street and freeway systems.

**Goal #1:** Develop the Phoenix transit system into an efficient multi-modal transportation system that will allow for the movement of goods and people safely and quickly throughout the City, especially into, and between, the City's many centers and neighborhoods.

**Goal #2:** Develop the Phoenix airport system into a safe, well-planned, and fiscally sound system which meets the needs of the traveling public, its tenants and its various aviation users.

How does the General Plan address mass transit now?

- [Circulation Element](#)

## Phoenix Spotlight: Phoenix Light Rail



Since opening in 2008, the Phoenix Light Rail has been a success. Ridership has exceeded expectations, development is starting to occur along the corridor, and other neighborhoods are lobbying for their own rail line. With over 42,000 boardings a day, the Phoenix Light Rail is one of most popular systems in the United States. Several expansions of the system are already underway, or in the planning stages as cities across the valley hope to take advantage of the early success.

## Livable Streets

Since the founding of Phoenix, the street system has been a critical part of the physical layout. Phoenix residents love the grid system, but want more bicycle and pedestrian infrastructure. Existing streets were built with a focus on the car, but other modes are equally important, and infrastructure should be repurposed to support these needs. As the City continues to expand and infill, our transportation systems need to be upgraded and improved. New areas need new complete streets, while existing areas need better infrastructure. A street's role in Phoenixians lives goes beyond the physical movement of people. How a street interacts with the surrounding land uses is vitally important to the health of the City. Some streets are gateways to major activity centers, or into the heart of the city, while others act as a main street for a Phoenix neighborhood, or for a major university. Policy to guide the development of these streets and the surrounding land uses is necessary to capitalize on the opportunity these corridors can provide.

**Goal #1:** Enhance our street network to be more livable and compatible with its surroundings.

**Goal #2:** Enhance certain streets in Phoenix so that they serve as corridors of special significance.

**Goal #3:** Create safe, shaded, convenient and robust infrastructure network for pedestrians.

How does the General Plan address livable streets now?

- [Land Use Element Part 4](#)
- [Circulation Element](#)
- [Bicycle Element](#)

## Phoenix Spotlight: Melrose District



7<sup>th</sup> Avenue through the Melrose District (Indian School Road to Camelback Road) is a street of community importance. Along 7<sup>th</sup> Avenue, a community of antique shops, restaurants and other businesses has developed. Streets like this are important to the community, and planning documents need to embrace and foster them.



## Bicycles

Bicycles have long been a popular mode of transportation for Phoenix citizens. As a City, we need to ensure the community has the proper infrastructure necessary for bicyclists to safely and efficiently travel throughout the community. Bicyclists are in need of a variety of different infrastructure, from the macro level bicycle street system, to the micro level specifics such as bike lockers or showers.

**Goal #1:** Develop the City's bicycle system into an efficient, safe and functional system which can quickly transport users to their destinations.

**Goal #2:** Establish a network of bicycle amenities at major destinations.

How does the General Plan address bicycles now?

- [Circulation Element](#)
- [Bicycle Element](#)

## Phoenix Spotlight: GRID bikes



Grid Bikes is a bicycle share program established by the Mayor and Council in 2013. Up to 500 bikes will be placed around Phoenix, while another 500 bikes will be placed in Mesa and Tempe. Reservations will be made through the most up-to-date bike sharing technology available, such as tablets or smartphone apps.

Bike share allows transit users a fun, easy way to get to destinations that are not directly adjacent to transit stops. Many other U.S. metro areas have successful bike share programs available for their residents. Bike share, is becoming a critical part of a City's transportation system.

## Canals / Trails

Canals and trails are an important part of our regional infrastructure. They can provide a safe, dedicated system for pedestrians and bicycles to travel throughout the City and region. Canals also serve as an oasis in the desert. Water is in high demand in Arizona, but the canals have become one of our most underutilized assets. Canalscape can change this. Canalscape is the creation of activity centers which have a dynamic interaction with the City's many, historic canals.

**Goal #1:** Design the Phoenix canals and canal-adjacent property throughout the City for pedestrians and businesses to effortlessly interact with the canal.

**Goal #2:** Transform the canal system into a popular system of trails that are both safe and efficient, complete with shade and rest areas to keep users cool and art to keep the users entertained.

**Goal #3:** Create a functional network of shared urban trails which are accessible, convenient and connected to parks, major open spaces and activity centers will connect the entire city.

### How does the General Plan address canals or trails now?

- [Circulation Element](#)
- [Open Space Element](#)

### Other Important Policy Documents

- Design Guidelines in the Zoning Ordinance

## Phoenix Spotlight: Arizona Falls



Restored in 2003, the Arizona Falls is a the crown jewel of the Phoenix canal system. Arizona Falls has been restored into gathering place for the community and tourists alike.

At the Arizona Falls, Phoenix residents and visitors not only gather and meet, but they also have the rare opportunity to enjoy one of Arizona's scarcest resources: water.



## Knowledge Corridors

Over the past few decades, technology has dramatically changed our lives as Phoenicians. Technology infiltrates our lives in almost every way imaginable, from traffic signals that are synchronized, or programmed to turn when they sense a vehicle, to notification systems that can warn a driver of danger ahead. We need to plan for technology, being flexible enough to allow for new technology which has not yet been discovered, while still embracing the technology we have today.

**Goal #1:** Establish Phoenix as a digital economic and community development center connected through local, regional and global communication networks.

How does the General Plan address knowledge corridors now?

- [Land Use Element Part 2](#)

## Phoenix Spotlight: Sky Harbor Public Wifi

We live in a digital world, and residents and visitors need access to internet everywhere they go. Phoenix Sky Harbor offers free wi-fi at all three terminals on both sides of security. Most retail and restaurant areas near the gates also offer wi-fi. Sky Harbor's efforts are keeping Phoenix residents and visitors connected as they travel through one of the world's busiest airports.



Diverse  
Communities

PUBLIC  
ART

Celebrate Our Diverse

Communities & Neighborhoods

Beautiful  
Homes +  
Buildings

Emphasis ON  
Unique Neighborhoods

MORE MURALS  
BY LOCAL  
ARTISTS

Mixture of  
many Cultures

I love the  
different  
character  
of all the  
neighborhoods.

Protect  
Established  
Neighborhoods

I LOVE The history.  
AND I don't WANT  
ANY more of the  
history destroyed.  
SOME FORM OF  
PRESERVATION

Friendly  
Community



## Celebrate Our Diverse Communities and Neighborhoods

Phoenix is home to a diverse set of neighborhoods. From large **master-planned communities** with **desert landscaping** to quaint **historic neighborhoods** with flood irrigation, Phoenix's 520 square miles are defined by an eclectic assortment of lifestyles. This resulting set of unique communities come together to form our identity as a city.

Beyond the distinct physical characteristics of the city's neighborhoods, residents appreciate the diversity of cultures that call these neighborhoods home. This presence of a healthy mix has enriched the city's identity and quality of life.

Residents envision Phoenix taking steps to protect and enhance its neighborhoods by making sure they are vibrant and safe while finding ways to work with residents to celebrate and build on their assets. The **Village Planning Committee system** is the foundation and vehicle for this collaboration. In the end, this will ensure that our neighborhoods always function as unique livable communities.



### We will Celebrate our Diverse Communities and Neighborhoods by working together to:

- ❑ Create a set of values and expectations 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.



## Create a set of values and expectations for every Phoenix neighborhood that provide certainty and promote character.

Phoenix is home to **urban, suburban**, semi-rural and industrial neighborhoods that reflect its uniquely diverse population. It is important to Phoenicians to plan for the future in a way that respects and protects the variety of lifestyles that currently exist in the city while also planning for our city's future growth. Residents want a level of **certainty** when dealing with land use, design, health, safety and well-being issues in their community. They also want to ensure that the **character** of their neighborhood and community is preserved and/or enhanced.

Because strong, healthy and unique neighborhoods are critical to the long-term vitality and success of Phoenix and the quality of life of its residents, the city is committed to preserving and enhancing its neighborhoods.





## Every Neighborhood should have a level of Certainty

What makes a city a great place to live are its robust vibrant neighborhoods. People desire to move to or stay in communities with safe neighborhoods, good housing choices with increasing home values, ample employment opportunities and excellent educational systems. There is a level of certainty one expects to have and quality of life one expects to maintain while living in a great city. The goals and policies that are outlined in the **General Plan** were created so residents have a reasonable expectation and level of certainty while living in our great city. Certainty in regards to safety, privacy and compatibility. The success, stability and certainty our neighborhoods can provide only strengthen our city and regions vitality.

**Goal #1:** New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.

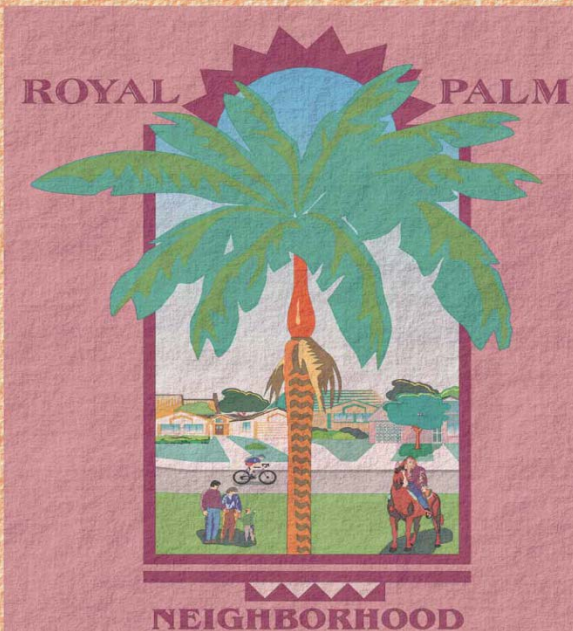
### How does the General Plan address community and neighborhood certainty

- [Neighborhood Element of the General Plan](#)

### Other Important Policy Documents (not a comprehensive list)

- [Arcadia Camelback Special Planning District](#)
- [Baseline Area Mater Plan](#)
- [Central City South Area Plan](#)
- [Downtown Phoenix Urban Form Project – 2008](#)
- [Eastlake Park Neighborhood Plan](#)
- [Garfield Neighborhood Plan](#)
- [Happy Valley Road Land Use Study](#)
- [Indian School Specific Plan](#)
- [Missouri Avenue Land Use Study](#)
- [North Black Canyon Corridor Plan](#)

## Phoenix Spotlight: Royal Palm Neighborhood



In 1996 the Royal Palm Neighborhood came together to create a Special Planning District to preserve the areas character and large residential lots. The residents' vision for the Royal Palm neighborhood was to provide a safe, clean, well-maintained neighborhood where all residents can enjoy security, leisure time activity, and social interaction as well as privacy.





## Every neighborhood should have a unique Character.

A city's identity is not only created by unique places and spaces but by the residents who live within its borders. The cultural diversity and rich architectural styles reflected by Phoenix's unique neighborhoods define its character.

Phoenix is internationally recognized as a large, affordable city where one can choose from a wide array of housing options combined with our multi-cultural population, quality of life, climate and outdoor recreational opportunities, Phoenix is a desirable destination for people to call home. Residents can live and pursue lifestyles that are unique to our region and great city.

## Goal #1: Protect and reinforce the character of Phoenix's unique communities and neighborhoods.

### How does the General Plan address community and neighborhood character

- [Neighborhood Element of the General Plan](#)

### Other Important Policy Documents (not a comprehensive list)

- [44th Street Corridor Specific Plan](#)
- [Camelback East Primary Core Specific Plan](#)
- [Deer Valley Core Specific Plan](#)
- [Estrella Village Core Plan](#)
- [Governmental Mall Redevelopment Plan](#)
- [Laveen/Southwest Growth Study](#)
- [Mountain Park Neighborhood Special District Plan](#)
- [North Central Avenue Special Planning District](#)
- [Royal Palm Neighborhood Special Planning District Plan](#)
- [South Phoenix Village Redevelopment Area Plan](#)

## Phoenix Spotlight: Paradise Gardens

**Premiere Showing...**  
**3rd big week**

A real paradise... overlooking beautiful Paradise Valley. Here, in this sun drenched oasis... the magic of carefree, relaxed living awaits you in homes that are truly a departure from the ordinary.

**Paradise GARDENS**  
32nd Street and Shea Blvd.  
Gateway to Paradise Valley

Each one spacious, to provide each member of the family the opportunity to pursue and enjoy their favorite hobby, yet so designed to insure privacy and solitude when desired. Located just far enough from city frenzies, yet just minutes to shopping schools and churches.

**\$16,850 to \$18,850**

General Electric Built-In RANGE and OVEN

4 Models Open 9 to 9 Daily

AGGAGU REALTY



The Paradise Gardens **Subdivision** is located in north Phoenix between 32<sup>nd</sup> and 36<sup>th</sup> Streets, Mountain View Road and Gold Dust Avenue. The homes were constructed in the 1960's and incorporated Modernism architectural principles. The homes are rectangular and simplistic in their designs. The subdivision also incorporates the terrain and geography into the design of the homes. This "new" architectural style became known as desert modernism. The homes still stand today and the area is sought after because of the character of the Neighborhood and it's proximity to SR-51 and the mountain preserve.





## Ensure that every neighborhood in Phoenix is livable

Every community and neighborhood in Phoenix should be safe, clean, healthy, diverse and connected. When all of these characteristics are present, a neighborhood can truly be “livable”. As such, the following section of this Chapter outlines goals for each of these elements. While each of the elements will be addressed differently for each neighborhood, they represent a comprehensive approach toward enhancing the quality of life for all Phoenix residents.

# Safe | Clean | Healthy | Diverse | Connected





### Every neighborhood should be Safe

Safe neighborhoods have a direct correlation to the quality of life for Phoenix residents. All residents want to live in a community that is crime and drug free, does not need **environmental remediation** and does not contain graffiti or dilapidated buildings. Residents also want to live in a neighborhood that does not have cut through or high volumes of vehicular traffic.

**Goal #1:** Design all neighborhoods to be safe.

**Goal #2:** Mitigate negative affects of vehicular traffic in all neighborhoods..

**Goal #3:** Address and mitigate crime and environmental hazards.

**Goal #4:** Design and mitigate freeways and parkways within the city to be sensitive to adjacent neighborhoods.

#### How does the General Plan address safe communities and neighborhood's

- [Land Use Element Part 1](#)
- [Safety Element](#)
- [Neighborhood Element](#)

#### Other Important Policy Documents (not a comprehensive list)

- [Black Canyon/Maricopa Freeway Specific Plan](#)
- [Capitol District Development Guidelines](#)
- [East Van Buren Corridor Assessment](#)
- [Garfield Redevelopment Plan](#)
- [Isaac Redevelopment Area Plan](#)

### Phoenix Spotlight: Willo Neighborhood

The Willow Historic Neighborhood is located in the heart of our city and has historically faced high traffic volumes. Working with the Street Transportation Department the neighborhood **retrofitted** 3<sup>rd</sup> and 5<sup>th</sup> Avenues. By constructing bike lanes and vehicular roundabouts, the neighborhood was able to mitigate traffic flow.





## Every neighborhood should be Clean

Clean and well maintained neighborhoods are an indication of an areas character and helps support private investment to provide a safe and healthy community to live.

**Goal #1:** Promote the preservation, maintenance and improvement of property conditions to ensure phoenix neighborhoods are attractive and desirable places to live.

### How does the General Plan address clean communities and neighborhood's

- [Land Use Element Part 1](#)
- [Conservation Rehabilitation and Redevelopment Element](#)
- [Neighborhood Element](#)

### Other Important Policy Documents (not a comprehensive list)

- [Nuestro Barrio Background Information and Community Issues](#)
- [South Central Avenue Corridor Study – Strategies Report](#)
- [Sunnyslope/Arizona Canal Demonstration Area Mater Plan](#)
- [Downtown Phoenix Urban Form Project - 2008](#)

## Phoenix Spotlight: Graffiti Busters Program



Graffiti is costly and destructive, and sends a message that the community is not concerned about the appearance of its neighborhoods. To help in the effort, the city of Phoenix created the Graffiti Busters Program. Graffiti Busters crews remove graffiti reported through various ways and also coordinate with other public and private agencies to remove graffiti. The graffiti is removed for free. Prompt removal reduces the chance of graffiti reappearing and helps maintain a safe, secure and attractive environment.



### Every neighborhood should be Healthy

Healthy communities make for an ideal place for residents to live, work and play. Access to recreation and healthy foods can significantly cut the risk of chronic diseases such as heart disease, diabetes, obesity and arthritis. Many of these diseases are preventable with small changes to everyday routines by incorporating exercise and proper nutrition. It also adds to the quality of life for all Phoenixians.

**Goal #1:** Provide basic infrastructure (community gardens, sidewalks, etc.) needs to all neighborhoods so they can be healthy.

**Goal #2:** Design communities and neighborhood to be designed to be pedestrian friendly and walkable.

**Goal #3:** Promote the growth of urban agriculture throughout Phoenix.

#### How does the General Plan address healthy communities and neighborhood's

- [Land Use Element Part 1](#)
- [Neighborhood Element](#)
- [Environment Element](#)

#### Other Important Policy Documents (not a comprehensive list)

- [Target Area B Assessment](#)
- [Target Area B Redevelopment Plan](#)
- [Target Area F Redevelopment Plan](#)
- [South Phoenix Village Redevelopment Area Plan](#)
- [Central City South Area Plan](#)
- [Garfield Neighborhood Plan](#)

### Phoenix Spotlight: Tiger Mountain Foundation



Tiger mountain uses a model of multi ethnic, multi cultural, intergenerational partnerships to create a vast base of assets to bring to the table. The tidal wave of participation leads to opportunity for all. For example: an attorney, nurse, or accountant who wants to become a volunteer for TMF has an opportunity satisfy their want to do things for the community, while also providing an opportunity to network with like business professionals. Tiger mountain brought these assets together by creating **community gardens** as a meeting place to not only bring nutritious, affordable, accessible foods but to also educate and stimulate the same community.



### Every neighborhood should be Diverse

The U.S. population is currently undergoing a demographic shift: our population is aging. Existing neighborhoods and communities need to be retrofitted in addition to new communities developing under **smart growth** and universal design principles to allow for all residents (regardless of age, ethnicity) to live and age in place.

**Goal #1:** Encourage communities and neighborhoods to be a mix of ages, incomes and ethnicities.

How does the General Plan address diverse communities and neighborhood's

- [Neighborhood Element](#)

Other Important Policy Documents (not a comprehensive list)

- [Nuestro, A Plan for](#)
- [Estrella Village Plan](#)
- [Booker T. Washington Neighborhood Development Program](#)
- [Central City South Area Plan](#)
- [Transit Oriented Development Strategic Policy Framework](#)

### Phoenix Spotlight: Calle 16 Murals



Calle 16 is a grass roots community effort to fund and promote a neighborhood and business mural project. The murals are located along 16<sup>th</sup> Street south of Thomas Road.

One of the founding members of this project is local artist Mr. Hugo Medina and Chef Silvana Salcido Esparza of Barrio Café. The murals offer an opportunity to showcase Phoenician and Arizona artists works. The project continues to grow with new murals created yearly.



## Every neighborhood is Connected

Resident's access to transportation options is central to Phoenix's growth and success. Access to different transportation options impacts almost every aspect of our lives, including the economy, the environment, safety and security and our quality of life.

Convenient access to public facilities, parks, **open space** and trails are vital components to all neighborhoods. Residents desire to live close to these amenities for increased quality of life and health benefits.

**Goal #1:** Provide access to safe, direct, pleasant paths for pedestrians, bikers and riders on horseback to use.

**Goal #2:** Ensure connectivity to resources and services for neighborhoods and communities.

**Goal #3:** Design and construct neighborhoods with the pedestrian in mind and close to transportation options.

### How does the General Plan address connected communities and neighborhood's

- [Neighborhood Element](#)
- [Recreation Element](#)
- [Circulation Element](#)
- [Bicycling Element](#)

### Other Important Policy Documents (not a comprehensive list)

- [Transit Oriented Development Strategic Policy Framework](#)
- [Black Canyon/Maricopa Freeway Specific Plan](#)
- [Squaw Peak Parkway Specific Plan](#)
- [Freeway Mitigation and Enhancement Ideas](#)

## Phoenix Spotlight: Solano Neighborhood



The Solano Neighborhood is located on the east side of 15<sup>th</sup> Avenue and Bethany Home Road adjacent to Christown Spectrum Mall. The mall serves as the neighborhood hub with the Yucca Branch Library, Solano Park, Chris Town YMCA, light rail station, a park and ride, bus terminal, shopping and retail establishments all located on site.





## Preserve and protect our historic neighborhoods, structures and places

Amongst Phoenix's diverse communities are its historic neighborhoods. These unique districts and points of pride are made up of residential and commercial buildings, thoroughfares and public spaces that reflect the city's rich history and provide residents and visitors alike with unique experiences. Many of the architectural styles reflect the post-World War II development patterns in Phoenix and they are unlike any found throughout the valley.

Preserving and enhancing our historic places, structures and architectural life work of the pioneers that shaped our great city is of the utmost importance. Through incentive and designation programs Phoenix will continue to preserve our history. No city can comprehend its present if fails to recognize its past.

**Goal #1:** Increase the number of historically designated buildings, neighborhoods, places and structures in Phoenix.

**Goal #2:** Prevent the demolition of historically significant buildings, neighborhoods, places ad structures in Phoenix.

### How does the General Plan address Communities and Neighborhood's

- [Neighborhood Element of the General Plan.](#)
- [Conservation, Rehabilitation, & Redevelopment Element of the General Plan.](#)

### Other Important Policy Documents (not a comprehensive list)

- [The Historic Preservation Study](#)

## Phoenix Spotlight: Encanto Palmcroft Historic Neighborhood



The Encanto Pamlcroft Neighborhood is a jewel within the City of Phoenix Historic Districts. The homes were primarily constructed in the 1930's and 1940's. There are roughly 330 homes within the district and the architectural styles range from spanish colonial, tutor revival, cape cod, ranch to Mediterranean and monterey revival.



The neighborhood's elegance, proximity to Encanto Park and winding streets represent an approach to **suburban** planning that originated in England in the 18<sup>th</sup> Century.



### Expand the presence of arts & culture

Phoenix's identity is shaped largely in part by its cultural and artistic experiences. As Phoenix continues to grow, it is important to encourage the infusion of arts and culture into various scales and aspects of development for both residents and visitors. Arts and Culture enrich the quality of life for Phoenix residents, visitors, attracts businesses, builds social connections, generates jobs and helps support our economy. Arts and Culture help create a livable community that enhances the built environment and respects and celebrates diversity.

**Goal #1:** Expand the number of public art installations throughout Phoenix.

**Goal #2:** Increase the number of cultural festivals.

#### How does the General Plan address communities and neighborhood's

- Not addressed in General Plan

#### Other Important Policy Documents (not a comprehensive list)

- [2013 – 2018 Arts, Culture and Creative Economy Vision](#)
- [2013 - 2018 Creative Sector Task Force Vision](#)

### Phoenix Spotlight: Ed Pastor Pedestrian Bridge



The Ed Pastor Pedestrian Bridge is located at 35<sup>th</sup> Avenue and McDowell Road. The bridge was constructed in 2008 to provide safe passage for Isaac Middle Schools students and other pedestrians crossing McDowell Road. The bridge was constructed with the help of Congressman Pastor securing federal funding in addition to City of Phoenix capitol improvement funds being leveraged to enhance public art. Renowned artist Ms. Rosemary Lonewolf designed the bridge in the likeness of a Macaw.





## Strengthen the unique character and identity of each Village

The City of Phoenix is home to 15 uniquely different villages located throughout our city. Each **Village** has its own distinct character and identity and with the collaboration of area residents, city officials and applicants/property owners the Village Planning Committee's help guide future growth in our urban areas.

**Goal #1:** Ensure that new development and infrastructure supports the character and identity of each village.

**Goal #2:** Each Village Planning Committee will have a renewed focus on long range planning and character development for their respective village.

### How does the General Plan address the unique character and identity of communities and neighborhood's

- [Land Use – Part 1 section of the General Plan](#)
- [Neighborhood section of the General Plan.](#)
- [Conservation, Rehabilitation, & Redevelopment section of the General Plan.](#)
- [Growth Element](#)

## Phoenix Spotlight: Villages



The City of Phoenix is divided into 15 Urban Village. Each of the villages has its own unique character and identity.

The Villages have helped create a diverse fabric of neighborhoods and lifestyle choices across the city.

The Village Planning Committee have worked diligently since the adoption of the existing General Plan in 2002 to protect and enhance the character of their respective villages. Carrying this charge forward as part of the updated General Plan will be integral towards defining each villages contribution to the Connected Oasis.

40th & Campbell  
area  
shops / residential mix

I love the great  
neighborhood bars  
and restaurants that  
are not chains ...  
quaint

## Strengthen Our Local Economy

  
Mom & Pop  
Restaurants

Emphasis on  
Promoting Local  
Business

Entrepreneurial  
Spirit

Amusement  
Park!



LOVE  
NEW  
COLLEGES/  
UNIVERSITIES

SPRING  
TRAINING

DISNEYLAND!



## Strengthen Our Local Economy

Phoenix is home to a diverse and growing economy. Its array of locally owned businesses and position as an employment hub have long established the city as a key part of the state’s economic engine. As such, strengthening Phoenix’s local economy is critical to ensuring a brighter future for Phoenicians and all Arizonans.

Phoenicians envision a strengthened local economy as one that supports existing businesses and attracts new businesses to increase employment opportunities and raise income levels. Phoenix is home to a robust higher education sector that has blossomed thanks to enhanced collaboration between the city and community partners.

Phoenix is a destination for entrepreneurs as a result of its innovative and consistent support of new business growth. An eclectic mix of businesses in repurposed buildings have eliminated the vacant storefronts and provide the most defining and celebrated feature of Phoenix’s urban landscape.

Phoenix maximizes its strategic location and assets. Sky Harbor and Deer Valley Airports have continued to grow and are supported by a variety of economic activity in their surrounding areas. Phoenix is consistently in the top 5 tourists destinations in the country thanks to continued investments in cultural attractions and facilities.

Phoenix has taken the necessary steps to protect and foster the growth of the industrial sector of its economy and been able to meet the growing demand for manufacturing and services in the region. Finally, Phoenix is a model for efficient government provision of services and facilities.



### We will Strengthen Our Local Economy by working together to:

- Improve the employment opportunities for our city’s residents
- Support our entrepreneurs and innovators
- Develop a highly skilled workforce
- Strengthen our local and small businesses
- Protect and enhance our region’s airport system
- Enhance our tourist attractions
- Preserve our industrial base
- Strategically fund infrastructure for new development



# Improve the employment opportunities for our city's residents

For the average Phoenix resident, our economy ultimately comes down to one thing: jobs. A resident's economy is really only good as how they are currently employed. A strong jobs market also builds on itself by creating more disposable income which in turn creates more jobs. As a City, it is crucial that we continue to improve and support our employment sector.

**Goal #1:** Our major employers and established employment centers will continue to grow and provide an increasing number of employment opportunities.

**Goal #2:** Facilitate job creation in targeted high-growth / high-wage industry sectors.

**Goal #3:** Build on Phoenix's position as a leader in the bio-medical industry.

## How does the General Plan address employment now?

- [Land Use Element Part 1](#)

## Other Important Policy Documents

- [Community and Economic Development Department's Strategic Plan](#)

# Phoenix Spotlight: Bio-Medical Industry



Phoenix is the hub of the biomedical industry in the Southwest. Not only do we house more than 20 private and public colleges conferring degrees in health care and biomedical professions, we also are home to one of the leading cancer research centers in the United States. These accomplishments are just a few among hundreds, which added up to a substantial economic contribution. Industry jobs nearly doubled over the past decade. Bioscience non-profits and companies grew to nearly 900 strong; the sector's annual economic impact is an impressive \$28.8 billion.

Through a partnership among Mayo Clinic, ASU and Phoenix, we are currently in the midst of building the new Arizona Biomedical Corridor in Northeast Phoenix near Desert Ridge. Large-scale research, education, clinical work and commercial development will unite at this 1,000-acre, more than \$100 billion, campus. We have become a top emerging bioscience state through our willingness to work together across academia, industry and government. Because of our collaboration, the success of bioscience in the state of Arizona is outstanding.



## Support our communities entrepreneurs and innovators

Our community's creative entrepreneurs drive our City's small businesses. Without entrepreneurs, small business would not exist. Even our world's largest companies started with a vision, a drive, and a lot of hard work from an entrepreneur. Access to other small businesses, suppliers and support facilities is crucial to an entrepreneur's success. New businesses need support, and with support are much more likely to be successful.

**Goal #1:** Increase the number of start up or new small businesses in Phoenix.

How does the General Plan address employment now?

- [Conservation, Rehabilitation & Redevelopment Element](#)

Other Important Policy Documents

- [Community and Economic Development Department's Strategic Plan](#)

## Phoenix Spotlight: CO+HOOTS



Nestled in downtown Phoenix, CO+HOOTS is a cool and creative shared office space that promotes collaboration and provides a professional, inspirational and self-sustaining space to grow and nurture entrepreneurialism. In addition to sharing office space, entrepreneurs and small business come to share resources, collaborate on projects, and become a part of the growing vibrancy of downtown Phoenix. By working in an collaborative environment, a community of local-minded and business-focused people help to create an energizing atmosphere and support your endeavors.

Working amongst other peers doing amazing things is inspiring. Dreams and visions of tomorrow are created in collaborative working spaces because connectedness allows for ideas to be shared and discussed. CO+HOOTS allows for entrepreneurs and small business owners to come together as they brand the city of Phoenix as a vital melting pot of innovation and creatives.



## Develop a highly skilled workforce

The success of our local economy starts with the quality of our education system. Quality jobs need a highly educated workforce to survive. As our local economy continues to diversify into new and unique labor sectors, it is more important than ever that our education system produces a high quality workforce.

**Goal #1:** Encourage the strengthening and expansion of Phoenix's higher education sector.

**Goal #2:** In Phoenix's diversified economy, locally based businesses will be capable of locally filling their needs for highly qualified employees with industry specific skill sets.

**How does the General Plan address employment now?**

- N/A

**Other Important Policy Documents**

- [Community and Economic Development Department's Strategic Plan](#)

## Phoenix Spotlight: Grand Canyon University

Located in the heart of Phoenix, Grand Canyon University (GCU) is a premier private university helping students achieve their potential through landing the career of their dreams. GCU is designed to prepare students with the skills and knowledge needed in the contemporary job market. Students are challenged to develop these tools and to push their intellectual limits in order to become successful in their careers. Today, the University is in the midst of its most exciting era. The student population is growing steadily, and the campus is undergoing a \$200 million renovation expansion. New classroom buildings, student housing, sports arena, among other amenities, will accommodate the rising student population.





## Strengthen our local and small businesses

Local and small businesses are the fabric of our community. These local and small businesses provide tens of thousands of jobs to Phoenix residents and have a huge economic impact on our community. According to Local First Arizona, a local, non-profit network of local, independently owned Arizona businesses and supporters, for every \$100 spent in a locally owned business, roughly \$42 remains right here in Arizona, while for the same \$100 spent in a national chain store, only \$13 remains here. Our community's success depends on local and small businesses, and the City should work hard to support them.

**Goal #1:** Promote the growth and prosperity of Phoenix locally owned and small businesses.

### How does the General Plan address employment now?

- [Conservation, Rehabilitation & Redevelopment Element](#)

### Other Important Policy Documents

- [Community and Economic Development Department's Strategic Plan](#)

## Phoenix Spotlight: Adaptive Reuse Program



The award-winning Adaptive Reuse Program began as a pilot program in April 2008, and today is one of the most comprehensive programs of its kind in the country. Adaptive reuse is the process of tailoring old structures for purposes other than those initially intended. The program offers development guidance, streamlined processes, reduced timeframe, and cost savings to customers looking to adapt older buildings for new business uses.



In 2011, there were 37 adaptive-reuse projects in Phoenix. Last year, the total jumped to 54. The adaptive reuse of existing buildings preserves our history, contributes to economic vitality, promotes building effort, and creates more vibrant neighborhoods. Before the program, it was too expensive for small-business owners to meet current city-code requirements because the older buildings needed extensive renovations. Now with the help of the Adaptive Reuse Program, the City of Phoenix financially helps business owners who vow to keep the existing building and character within the neighborhood. By receiving financial relief from plan review and building permit costs, it helps local small businesses to flourish.



## Strengthen and protect the city's airports

The regional Phoenix Airport system is crucial to our economy. Every airport in the area plays its own unique role in bringing business and investment to the City and needs to be supported and protected. The City has three airports, Phoenix Sky Harbor International Airport, Phoenix Deer Valley Airport and Phoenix Goodyear Airport. All three of these airports have their own part in keeping Phoenix in position as the sixth largest city in the country and home to one of the fastest growing populations and economies.

**Goal #1:** Ensure the growth and vitality of each of the city's three municipal airports.

How does the General Plan address employment now?

- [Conservation, Rehabilitation & Redevelopment Element](#)

Other Important Policy Documents

- [Community and Economic Development Department's Strategic Plan](#)

## Phoenix Spotlight: Deer Valley Airport

Deer Valley Airport is designated as a general aviation reliever to Phoenix Sky Harbor International Airport. Located 15 miles north of downtown Phoenix and encompassing approximately 914 acres of property, the Deer Valley airport is a vital component of the City of Phoenix airport system. The Deer Valley airport is the number one busiest general aviation airport in the nation. In 2011, the direct impact of the Deer Valley Airport includes employment of 423, payrolls of \$21.2 million and economic activity (sales, revenues) of \$62.2 million. As these dollars recirculate within the Greater Phoenix area, an additional 455 jobs are created, yielding 878 total jobs supported by the airport, \$38.7 million in payrolls, and \$118 million of economic activity.







## Enhance our tourist attractions

Tourism has long been a driver in Arizona’s economy and growth. For years, visitors have flocked to Arizona for its warm winters and natural beauty. As the capital city, Phoenix should be a leader in tourism, embracing and supporting the industry. The City has many tourism attractions from natural features like South Mountain Park, to man-made destinations such as our museums, sporting facilities and other cultural institutions.

**Goal #1:** Phoenix will continue to be one of the country’s leading tourist destinations.

How does the General Plan address employment now?

- N/A

Other Important Policy Documents

- [Community and Economic Development Department’s Strategic Plan](#)

## Phoenix Spotlight: Reach 11 Sports Complex



The Reach 11 Sports Complex is becoming one of the most highly coveted sports complexes in the nation, Phoenix parks and recreation officials say. This 75-acre sports park is the largest soccer complex of its kind in Arizona and one of the largest in the western United States. Housing 18 regulation-sized fields, the City of Phoenix sports park hosts international, national and regional games, tournaments, and scrimmages in soccer, field hockey, lacrosse, flag football, little league baseball, and rugby.



Staff estimates tournaments held at Reach 11 in 2010 generated \$120 million in sales and almost \$2.9 million in tax revenue to the City of Phoenix. With contracts already in place for future sporting events, the Reach 11 Sports Complex will continue to generate revenue, bring in jobs, and be a positive economic contributor to the City of Phoenix.



## Preserve our industrial base

As many of our older communities begin to see redevelopment, it is important to recognize the existing base industries which are an important part of our community. Many of these base industries have played an important part in the history of Phoenix and continue to influence the economy and local culture. These clusters should be preserved and regulations should be put into place to foster their growth in a responsible manner.

**Goal #1:** Protect and strengthen Phoenix’s industrial sector.

How does the General Plan address base industry now?

- [Land Use Element Part 1](#)

## Phoenix Spotlight: Phoenix Distribution Industry



The Phoenix distribution industry is vitally important to the health of Phoenix’s regional economy. The 10’s of millions of square feet of distribution space directly employ thousands of Phoenix residents and help support hundreds of other support businesses. However, as our city continues to grow, our industrial base can become threatened.

Large distribution centers are not necessarily a desirable neighbor. Residents are often concerned about the traffic, noise and air pollution that derives from these types of facilities. As our city grows, and residential development begins to encroach into industrial zones, our industrial clusters must be protected.



West Phoenix and the western suburbs take pride as the base of the distribution industry. Planning needs to recognize the importance of base industries and take precautions to insure the long term viability of the industry. The west valley distribution industry has in part been successful thanks to community support to develop and maintain critical infrastructure, Phoenix City Council’s support for appropriate zoning changes and the industry’s willingness to work with the community. It is essential we maintain this support in order to ensure continued success for this crucially important industry.



## Strategically fund infrastructure for new development

Phoenix will continue to grow along its periphery, and there is a cost associated with this growth. Phoenix has ensured that the costs of this growth have been paid by new development through its award winning impact fee program. Carrying forward the existing goals and policies related to the cost of new development is an important part of continuing of helping our local economy continue to grow, by helping to facilitate growth in a responsible manner.

**Goal #1:** New development in Phoenix should not place a financial burden on existing development.

**Goal #2:** Provide new development the necessary public services using the best financing and funding methods available.

**Goal #3:** Methods used to fund and finance public services for new development should result in a beneficial use and bear a reasonable relationship to the burden imposed.

How does the General Plan address new growth paying for itself now?

- [Cost of Development Element](#)
- [Cost of Development Appendix](#)

## Phoenix Spotlight: Cesar Chavez Library

Designed by world renowned architecture firm, Line and Space, the Cesar Chavez Library opened in 2007 and was funded by impact fees. The library has since been named one of 10 New Landmark Libraries by *Library Journal* in 2011.

The library is located in Cesar Chavez Park. The library's floorplan, narrowing at its center like an hourglass, allows customers to find the central service desk easily. The curves of the building are a direct response to the powerful geometry of the nearby lake. The wing-like roof is a reminder of the historical importance of the flowering fields in Laveen.



Make Phoenix  
water self-  
sufficient

MORE FARMERS  
MARKETS

## Build the Sustainable Desert City

Solar  
Everything

Desert  
Plants

A cleaner  
Environment

Community  
Gardens

Limit  
development  
around mountain  
preserves.  
These precious  
areas must  
be protected!

RECYCLING  


"20 minute"  
Self-sustainable  
Villages

Scenic  
Open  
Spaces  
P-A-R-K-S

Make Phoenix  
energy self-  
sufficient



## Build the Sustainable Desert City

The City of Phoenix is a pioneer in environmental stewardship. Flagship projects including the Tres Rios wastewater treatment facility, Energize Phoenix program, the Rio Salado riparian restoration project and numerous water conservation efforts have won the city many awards.

Residents want to see Phoenix expand its role as an environmental leader including more neighborhoods, businesses and facilities that are designed and built using environmentally progressive planning and building practices along with locally produced and lasting materials. Residents envision strategic uses of natural and man-made elements to increase the shade cover in our city and the widespread use of **solar energy** in everything from homes to streetlights. Through the wise use of **zoning** and other tools, residents want to be able to individually harness and enhance these environmental resources to uplift their businesses, neighborhoods and families. This includes the creation of safe, clean, sustainable neighborhoods free of pollution.

Phoenix is renowned for its beautiful Sonoran Desert setting. Our world-class parks, desert recreation areas and mountain preserves are a testament to decades of forward-thinking citizens working to conserve this precious resource. Residents envision continuing this legacy by enhancing and expanding our existing parks and preserves and cementing their place as our city's most iconic features. Residents also want to add another element to our city's landscape – **urban farming**. Residents see a robust network of **community gardens** & urban farms activating underutilized properties and resulting in greater access to healthy foods, neighborhood revitalization, reduced pollution and improved opportunity for economic development.

The big ideas for Building THE Sustainable Desert City are interlaced throughout the **General Plan**. **Sustainability** is an element that runs its course throughout the efforts of the document to add value and create a truly connected oasis.



### We will Build the Sustainable Desert City by working together to:

- ❑ Celebrate and protect our unique desert landscape.
- ❑ Manage our water resources efficiently and economically.
- ❑ Continue to make our cleaner and reduce our air pollution outputs.
- ❑ Commit to brownfield cleanup and redevelopment.
- ❑ Promote the use of clean, reliable and affordable energy.
- ❑ Minimize the impact of solid waste in our communities.
- ❑ Focus on sustainable design for Phoenix.

## Celebrate and protect our unique desert landscape

The **Open Space** element describes the city's mountain and desert preserves and trail systems within parks, along washes, canals and utility corridors and in the Rio Salado (Salt River). These areas provide space for recreation, environmental preservation and **natural hydrologic systems**. It also includes analysis of need; policies for management; and designated access points, protection, and acquisition strategies. This element also is consistent with the Sonoran Preserve Master Plan (1998) and the Maricopa Association of Governments Desert Spaces Plan (1996), which established preserve design principles based on ecological theory, context and regional framework for an integrated open space system.

**Goal #1:** Preserve and protect Phoenix's unique or significant natural open spaces.

**Goal #2:** Expand the Sonoran Desert and Mountain Preserve System.

**Goal #3:** Preserve the diverse character of local plant communities.

**Goal #4:** Preserve Interface between private development and parks, preserves and natural areas.

**Goal #5:** Revitalize our natural waterways.

How does the General Plan address expanding the Sonoran Preserve now?

- [Environmental Planning](#)
- [Natural Resource Conservation](#)
- [Open Space](#)
- [Recreation](#)

Other Important Policy Documents

- [The Sonoran Desert Master Plan](#)

## Phoenix Spotlight: Sonoran Desert Master Plan



An Open Space Plan for the Phoenix Mountains hypothesized that "the Phoenix Mountains should be preserved as nearly as possible in their natural state for the enjoyment of all the people and for preservation of the special quality of Phoenix urban life to which they contribute" (PRLD 1971). Since the 1970s, the city land area has more than doubled; mountain preservation needs to increase as the city continues to expand.

### Manage our water resources efficiently and economically

With over 100 years of experience in the conservation of our **water resources**, Phoenix is dedicated to providing healthy drinking water for all of its residents. Located in a desert necessitates sensitivity and long-range planning for the use, conservation, and protection of the water supply. Only through the efforts of the entire community can this be accomplished.

**Goal #1:** High Quality water must be provided at a reasonable cost while balancing social, economic, and environmental impacts of our water resources.

**Goal #2:** Wastewater Collection and Treatment and Water Reuse; Adequate and reliable collection and treatment of wastewater and production of high quality water for reuse and other resources should be provided at a reasonable cost.

**Goal #3:** Sufficient water supplies should be available to provide for demands during both normal and drought conditions.

**Goal #4:** Groundwater should be used and restored in a way that balances or increases groundwater supplies.

**Goal #5:** Maximize efficient direct and indirect use of **reclaimed water**, giving due consideration to water quality, public acceptability, cost, and reliability of service.

**Goal #6:** Public Infrastructure Services and Facilities should serve the present population and future growth reasonable, efficiently and reliably.

#### How does the General Plan address managing our Water Systems now?

- [Public Services and Facilities](#)
- [Water Resources](#)

#### Other Important Policy Documents

- [Water Department 2011 Resource Plan](#)

### Phoenix Spotlight: Tres Rios Wetlands



The main purpose of the project was to restore wetland and **riparian habitat** to the Salt River bottom. A unique benefit of the wetlands is its ability to provide a superior level of natural treatment for secondary effluent water, avoiding expensive supplemental treatment technologies, which saved taxpayers an estimated \$300,000,000.



# Continue to make our air cleaner and reduce our air pollution outputs

The city's aggressive dust control program includes asphalt treatments for roads, shoulders, alleys and city-owned parking lots. Controlling dust pollution is critical to respiratory health. If inhaled, extremely small dust particles can create or aggravate health problems such as asthma, Valley Fever and cardiovascular disease. Over the past decade, the most pressing air pollution problem in the Valley has been violations of the federal health standard for dust and other particulate pollution.

**Goal #1:** Reduce or eliminate the number of days where the particulate levels (PM 10, PM 2.5) exceed the health standards defined by the EPA and the Clean Air Act.

**Goal #2:** Minimize residential neighborhoods exposure to toxic fumes.

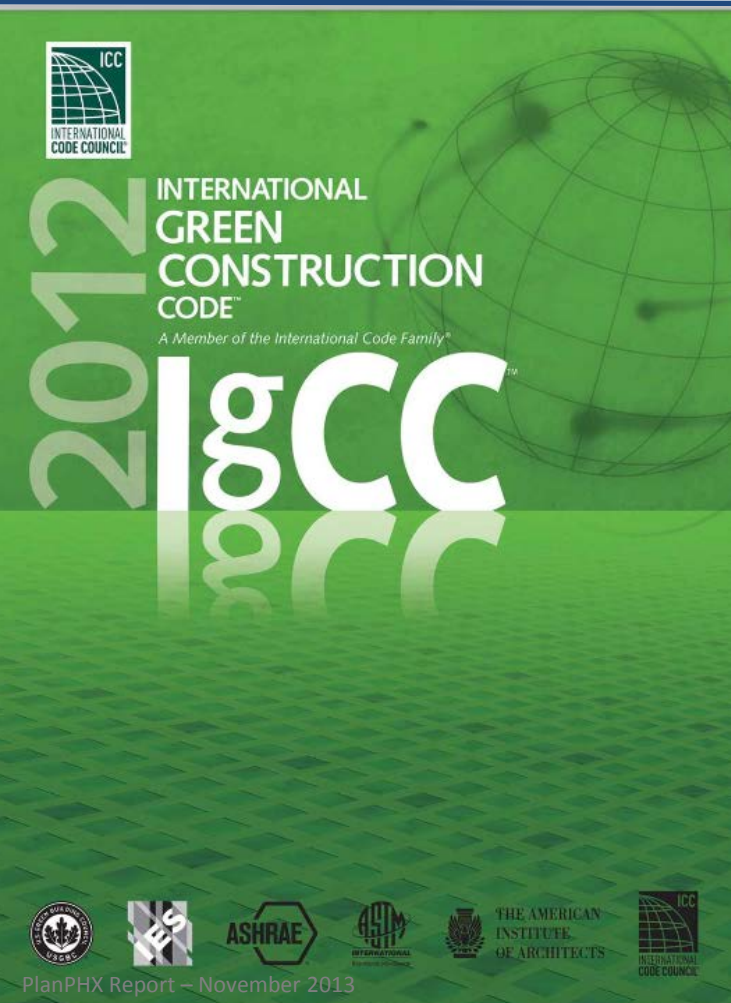
**Goal #3:** Reduce pollution hotspots and prohibit high-emission uses (e.g. scrap yards, automotive repair, etc.) in residential neighborhoods, floodplains and critical water quality zones.

### How does the General Plan address managing our Air Quality now?

- [Environmental Planning Element](#)
- [Safety Element](#)

### Other Important Policy Documents

## Phoenix Spotlight: Phoenix Green Construction Code



The U.S. Environmental Protection Agency estimates that buildings account for:

**38%** of Total Carbon Dioxide Emissions  
Incorporating sustainable practices, materials and energy efficient products saves energy and money - up to 30 percent - while protecting our environment and creating a more comfortable, healthful environment for families.

The City of Phoenix adopted a voluntary Green Construction Code in July of 2011. Features of the code include using vegetation to mitigate the **urban heat island** effect to green roofs and energy-saving features.



## Commit to brownfield cleanup and redevelopment

**Brownfields** are vacant or underutilized plots of land often thought to be unusable due to contamination. These properties are an untapped economic resource that when redeveloped, will stimulate the local economy and environment. Brownfields are a resource and a liability for the city. They are a resource because their redevelopment contributes to the elimination of blighted property, creation of jobs, generation of tax revenues. Brownfields are liability because they pose a risk to public health, waste expensive infrastructure and have unknown environmental conditions and liability.

**Goal #1:** Strive to reclaim and redevelop brownfields.

**Goal #2:** Restore brownfields sites with uses that support the character and vision of the surrounding area.

How does the General Plan address Energy and the Environment now?

- [Environmental Planning Element](#)
- Conservation, Rehabilitation & Redevelopment
- [Safety Element](#)

Other Important Policy Documents

## Phoenix Spotlight: Del Rio Area Brownfields Plan

The Del Rio Area Brownfields Plan was created in 2012 as a result of a grant award from the U.S. Environmental Protection Agency to the city of Phoenix Office of Environmental Programs to complete a brownfields area-wide plan. The plan is focused on brownfields within the Del Rio Area and was developed with community input.

The objectives of the project are to create a brownfields area plan to help guide the redevelopment of brownfield sites within the area, direct the assessment and cleanup of sites, and identify resources available to assist with redevelopment.



August 2012

### Promote the use of clean, reliable and affordable energy

Phoenix has taken the charge to promote sustainable change by reducing energy consumption through public private partnerships, thus making our energy supply cleaner and more affordable. With endless amounts of sunshine and an abundance of local materials, Phoenix's workforce is better equipped than most. A central strategy for improving our energy system is to reduce energy consumption in existing buildings, which is the most cost-effective way to reduce Green House Gas emissions. Efficiency improvements will save money and energy, while also creating skilled, local jobs.

**Goal #1:** Make Phoenix a knowledge center for energy efficiency and emerging energy strategies.

**Goal #2:** Increase the number of city and private facilities utilizing clean sources of energy.

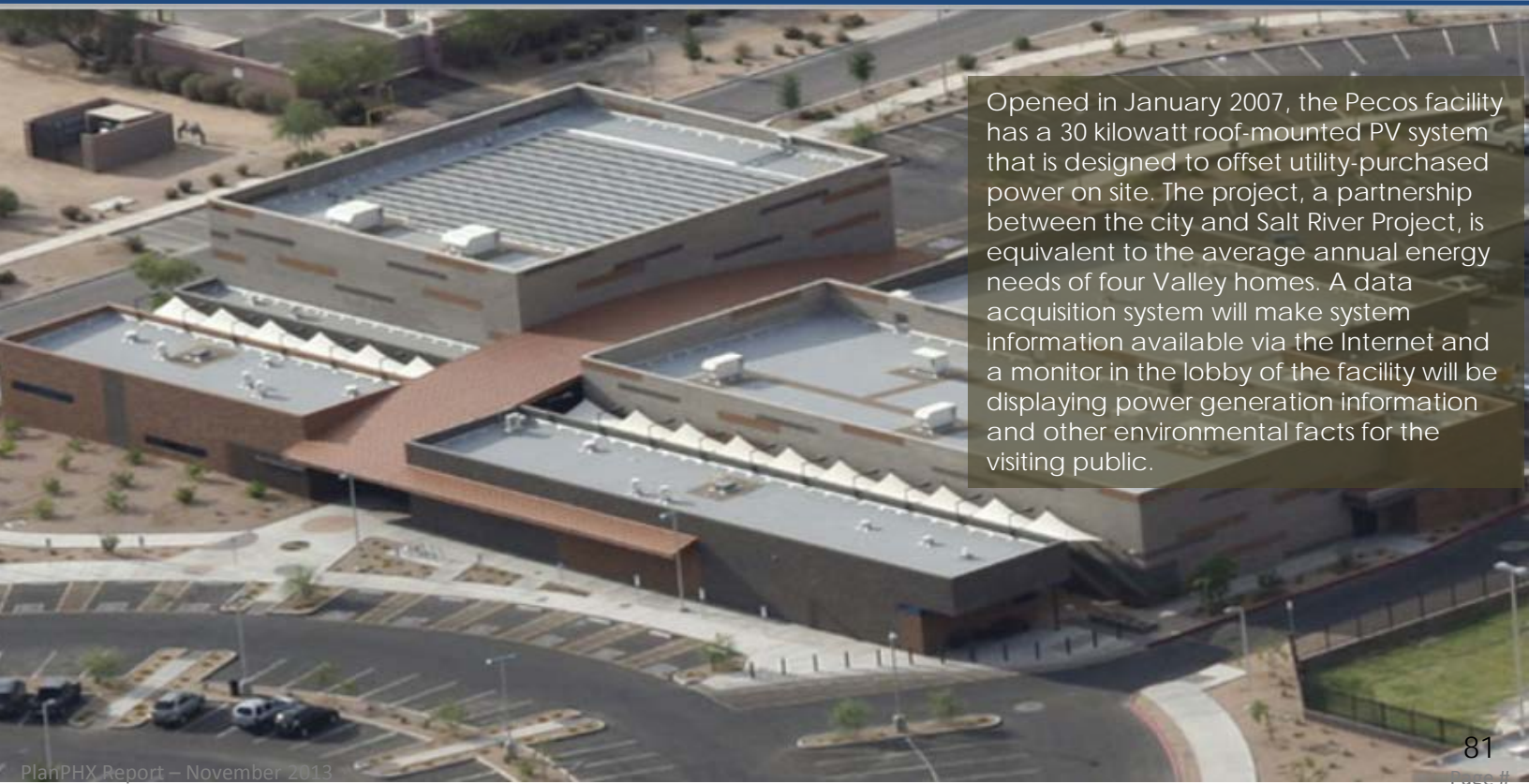
**Goal #3:** Reduce Green House Gas Emissions by 15 percent by 2015.

#### How does the General Plan address Energy and the Environment now?

- [Environmental Planning Element](#)
- [Public Services and Facilities Element](#)

#### Other Important Policy Documents

### Phoenix Spotlight: Pecos Community Center



Opened in January 2007, the Pecos facility has a 30 kilowatt roof-mounted PV system that is designed to offset utility-purchased power on site. The project, a partnership between the city and Salt River Project, is equivalent to the average annual energy needs of four Valley homes. A data acquisition system will make system information available via the Internet and a monitor in the lobby of the facility will be displaying power generation information and other environmental facts for the visiting public.



## Minimize the impact of solid waste in our communities

In order to be THE Sustainable Desert City, changes must occur in the way we think about our waste—not as a by-product to be disposed, but as a resource that can generate energy, create jobs, and spur economic development. Reusing products and materials is one of the most cost-effective and practical ways to reduce waste. The City has funded several programs that divert material from our landfills, preserve natural resources and control rising disposal costs.

**Goal #1:** Provide the highest level of cost-effective solid waste collection, disposal, and recycling, engineering, planning and landfill management services should be provided to the public.

**Goal #2:** Increase diversion of recyclable materials from landfills to 40 percent by 2020.

How does the General Plan address Energy and the Environment now?

- [Environmental Planning Element](#)
- [Public Services and Facilities Element](#)

Other Important Policy Documents

## Phoenix Spotlight: North Gateway Transfer Station



The 180,000-square-foot transfer facility separates recyclables from waste and features exterior solar lighting. Long roof overhangs shade interiors and reduce cooling needs while reflective and emissive roof paint minimizes heat radiation and improves HVAC performance. More than 90 percent of the structural steel used in the facility is recycled.

## Focus on sustainable design for Phoenix

By focusing our energy on **Green Building**, the city will be proactive in creating a creating more resource-efficient, durable and energy efficient housing stock for both new construction and remodeling projects. Investment in **green infrastructure** will promote healthy water systems, provide multiple environmental benefits and support sustainable communities. Green infrastructure uses vegetation and soil to manage rainwater where it falls. By weaving natural processes into the built environment, green infrastructure provides not only storm water management, but also flood mitigation, air quality management, and much more.

**Goal #1:** Establish Phoenix as a leader in green/ sustainable building through the use of green/ sustainable building techniques in private and commercial development.

**Goal #2:** Encourage the design and construction of public and private green civil projects (roadway, bridges etc.).

**Goal #3:** Integrate green infrastructure elements such as the **urban forest**, gardens and green streets into the urban design of the city to create value.

### How does the General Plan address Sustainable Design now?

- [Environmental Planning Element](#)
- [Public Buildings Element](#)

### Other Important Policy Documents

- Phoenix Green Construction Code
- The Green Guide (Aviation Department)

## Phoenix Spotlight: Audobon



Constructed on a brownfield site, the Audubon Center restored the barren site using native landscape and earned the first **LEED** Platinum Certification within the City of Phoenix. The Center's sustainable features include a photovoltaic system, a waste water recycling system, low water use fixtures, **pervious surfaces** and **bioswales** to capture rain and run-off water and energy efficient mechanical and electrical systems.

DIVERSITY

- People
- Things to do

Down Town  
Vertical  
Living  
Life style

LARGE  
Special  
Events

Create an Even More **Vibrant** Downtown

Downtown  
Coming  
alive

Growing  
Downtown

Live  
Theater

Continue  
Development  
of Downtown

Shopping Activities,

More  
Vibrant  
Downtown



## Create an Even More Vibrant Downtown

Residents believe that a vibrant Downtown Phoenix core serves as the heart of our city, providing a significant cultural, entertainment and employment amenity that benefits all of Greater Phoenix, as well as Arizona. In addition, a vibrant Downtown Phoenix contributes to Arizona's ability to both compete *and* collaborate regionally and globally for economic development opportunities.

Phoenix residents, surrounding neighborhoods, businesses and visitors are proud to be part of the fabric of Downtown. They value the presence of a vibrant Downtown core as an exciting, rapidly changing destination point for entertainment, education, arts, culture, and employment. People appreciate the growing density of Downtown Phoenix, filled with diverse cultures and large-scale theater and sports venues that serve as major hubs of entertainment.

Residents want a greater variety of small-scale experiences, such as access to unique cafes, art galleries, and locally-owned retail shops. People need places to buy groceries in Downtown Phoenix. People want a variety of living options that allow them to call the greater Downtown Phoenix area "home." Residents envision shaded walkways and safe, vivacious streets friendly to Downtown Phoenix pedestrians and bicyclists. Vacant lots should be replaced by street-level amenities that create a greater sense of community, drawing in surrounding neighborhoods and fostering a welcoming experience for all in Downtown Phoenix. The fact that it houses the State Capital, its geographical characteristics, and its relationship to local historic neighborhoods, places Downtown Phoenix into a context that produces countless unique opportunities.



### We will Create and Even More Vibrant Downtown by working together to:

- Expand Downtown's role as a destination for arts and culture.
- Protect Downtown's history and encourage the growth of local business.
- 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.

## Expand Downtown’s role as a destination for arts and culture

Downtown Phoenix is the heart of the metro Phoenix area. It offers numerous unique arts, cultural, sports and entertainment opportunities that are not found anywhere else in the city. As the arts and entertainment hub of Phoenix, the scene will attract the creative class, sports enthusiasts, and visitors. The continued success of Downtown Phoenix is vital to the overall health of the City of Phoenix as well as the State of Arizona.

**Goal #1:** Retain and promote Downtown’s arts, culture, sports and entertainment opportunities.

**Goal #2:** Create a greater sense of place and draw people Downtown by concentrating areas in Downtown with synergetic activities.

**Goal #3:** Reinforce Downtown Phoenix’s role as a center for major street festivals, parades, marathons, and professional and collegiate sports events.

### Important Policy Documents

- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Cityscape



Cityscape is the central hub of Downtown Phoenix. It is the premier Downtown destination that generates energy, creativity, enterprise and excitement all day, every day in one central location. This is the place where people come together for dining, nightlife, shopping, entertainment, business, community events and celebrations of all kinds. There are 240 residential units planned within the development. Cityscape is home to more than 20 restaurants and businesses and adjacent to the Valley’s premier professional sports and entertainment venues.

## Protect Downtown’s history and encourage the growth of local business

Downtown Phoenix offers a distinctive experience for those that live, work or play within Downtown. Downtown Phoenix is the place where historical meets modern. Several different aspects of Downtown Phoenix provide an authentic sense of place that can only be found Downtown, such as Heritage Science Park, historic neighborhoods, Roosevelt Row, CityScape, various public art displays and sports venues. The quality and uniqueness of historic buildings and public spaces provide identity, amenities, and opportunities for civic gatherings.

**Goal #1:** Promote and expand upon the distinctive, authentic sense of place experience that Downtown Phoenix offers.

**Goal #2:** Preserve Downtown Phoenix’s historic structures, buildings and neighborhoods.

### Important Policy Documents

- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Roosevelt Row

Roosevelt Row is an arts district which is a walkable, creative district that is nationally known for its arts and cultural events, award-winning restaurants, galleries, boutiques and live music. Roosevelt Row is fostering an urban renewal with rehabilitated bungalows and new infill projects. Connected with Downtown Phoenix and several historic neighborhoods, Roosevelt Row has emerged as one of the most culturally dynamic areas in Downtown Phoenix, the region and the state.





## Encourage diversity in the Downtown planning process

Downtown should reflect the socio-economic, ethnic, and generational diversity that is a vital part of our Downtown neighborhoods. Downtown revitalization will be successful if it embraces this diversity and incorporates it as a dynamic community asset in all aspects of planning.

**Goal #1:** Ensure every interested party has a voice that will be heard to encourage diversity in the Downtown planning process.

### Important Policy Documents

- [Downtown Voices Coalition 2010 Update](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Central City Village Planning Committee, Downtown Voices Coalition, and the Downtown Phoenix Partnership



The city of Phoenix is divided into 15 Urban Villages. Each Village has a Village Planning Committee that is appointed by the City Council. The Village Planning Committees assist the Planning Commission in the performance of its duties.

Village Planning Committee activities include: identifying areas or provisions of the General Plan text that need refinement and updating; identifying problems and needs related to implementation of the General Plan; defining in greater detail the intended future function, density and character of subareas of the village; and commenting on proposals for new zoning districts or land use districts.

The Central City Village Planning Committee generally meets the 2nd Monday of the month at 6:00 P.M. at Phoenix College Downtown, 640 North 1st Avenue, Room 207.



Downtown Voices Coalition is a coalition of stakeholder organizations that embrace growth in downtown Phoenix, but is mindful that healthy growth should be based upon existing downtown resources — the vibrancy of neighborhoods, the strength of the arts community, the uniqueness of historic properties, and the wonderful small businesses that dot downtown. All of these assets should be stepping stones to be built upon, rather than shattered in the wake of rampant downtown development.

Steering Committee meetings are held the second Saturday of every month, starting at 9:30 a.m. at the Roosevelt Commons meeting room, 825 North 6<sup>th</sup> Avenue.

Additional information can be accessed at the DVC website: [www.downtownvoices.org](http://www.downtownvoices.org)

The Downtown Phoenix Partnership Inc. (DPP) is a 501c3 nonprofit organization funded by an assessment on all property owners within the 90-square-block area of the Downtown Phoenix Business Improvement District-the hub of activity for one of the most dynamic downtowns in the country. Formed in 1990, the Partnership exists to strengthen Downtown Phoenix development and to encourage an environment of activity, energy and vitality. To accomplish this, the Partnership provides a variety of enhanced services to this core area through the provision of direct services, marketing, and economic development.

## Reinforce Downtown as the economic engine for the region

Downtown should be a primary financial, educational, governmental and bioscience center for the region. Government offices, the Phoenix Convention Center, cultural and sports venues, higher education facilities and Phoenix Biomedical Campus can all be physically linked through implementation of the Connected Oasis and provide the opportunity for a multi-faceted destination.

**Goal #1:** Emphasize Downtown as a regional business, educational and financial center and retain and attract businesses to compete regionally and globally.

**Goal #2:** Retain existing, seek new, and expand Downtown's knowledge anchors.

### Important Policy Documents

- [Downtown Code](#)
- [Downtown Voices Coalition 2010 Update](#)
- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Phoenix Biomedical Campus



The city-owned Phoenix Biomedical Campus (PBC) is a 30-acre urban medical and bioscience campus planned for more than six million square feet of biomedical-related research, academic and clinical facilities. The PBC is the premier and dynamic location for research activities. Branches of the University of Arizona, Arizona State University and Northern Arizona University are located within the campus. It contains the highest concentration of research scientists and complementary research professionals in the region providing firms with unprecedented opportunities for growth and collaborative efforts with its large diverse health science and research professionals.

## Provide more unique and livable places to live Downtown

Downtown residents want a sustainable living environment with residential amenities that are both centralized and within walking distance. They want safe, shaded walkways connecting the Downtown amenities together and envision a dense urban layout that encourages street-level activities. Alternative modes of transportation, such as light rail, buses and bicycle share programs will be available to residents to get from Point A to Point B.

**Goal #1:** Offer a diverse array of quality housing options for a range of income levels.

**Goal #2:** Develop new Downtown housing in a dense, urban fashion that encourages the development of true urban neighborhoods rather than isolated projects.

**Goal #3:** Reinforce the unique character of Downtown neighborhoods.

### Important Policy Documents

- [Downtown Code](#)
- [Downtown Voices Coalition 2010 Update](#)
- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Roosevelt Point



Roosevelt Point is located steps from the Arizona State University Downtown and the Phoenix Biomedical Campus. The Roosevelt Point community is walking distance from just about everything downtown and the surrounding area. Roosevelt Point is right along East Roosevelt Street and 4th Street, which offers lots of eating establishments including Carly's Bistro, Bliss on 4th, JOBOT Coffee House, Songbird Coffee & Tea House, and more. There are also numerous boutiques and art studios nearby.

## Make getting to and around Downtown more convenient and safe

Access to and around Downtown, including bicycle and pedestrian safety, are as equally as important as the thermal comfort of the individuals who live, work or play there. The bus and light rail transit system provides a comfortable connection to Downtown and the surrounding areas. These transit systems provide an alternative to the prevalent automobile culture in Phoenix. Alternative transit options (bus, light rail, bicycle, and walking) require shade to provide comfort and improve the habitability of civic spaces, connection corridors, and even parking lots. Slow traffic speeds in appropriate areas, safe sidewalks and bike lanes in appropriate areas are essential to ensuring safety to cyclists and pedestrians.

**Goal #1:** Provide the physical environment necessary to create a pedestrian oriented, dynamic urban center with an authentic sense of place.

**Goal #2:** Make Downtown a haven for bicyclists and other alternative modes of transportation.

### Important Policy Documents

- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Downtown DASH and Downtown Evening Shuttle



Centrally located and just a few minutes from Phoenix Sky Harbor International Airport, Downtown Phoenix is at the core of the Valley's freeway and public transportation networks. In fact, Central Station – Phoenix's public transportation center hub – is located in the heart of downtown. The Phoenix METRO light rail, the bus system, DASH (Downtown Area Shuttle) and DEE (Downtown Evening Express) make it easy to get where you need to be. Plus, parking is a snap with more than 25,000 spaces located throughout downtown.

Every Thursday, Friday and Saturday evening starting at 9 p.m., the free DEE (Downtown Evening Express) travels to all of downtown's night spots, including major venues, hotels, bars and restaurants. The DEE runs until 11 p.m. on Thursdays and until 2 a.m. on Fridays and Saturdays.

## Connect with Downtown’s surrounding neighborhoods

Downtown Phoenix has great neighborhoods from historic Roosevelt neighborhood to Evans Churchill. These areas are located immediately adjacent to the original city limits and consist of the city’s oldest residential subdivisions. The funky eclectic mix of quality historic housing mixed with apartments and new construction is what makes these residential enclaves attractive and desirable. Downtown also has many surrounding neighborhoods with their own history and aspirations. It is crucial to provide continued attention to their future and how they connect to the Downtown.

**Goal #1:** Maintain a rich community texture in Downtown and promote investment in the surrounding neighborhoods that complement and help preserve the community character.

**Goal #2:** Provide an extensive array of transportation options to and from Downtown’s surrounding neighborhoods.

### Important Policy Documents

- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Greening Grand Avenue project



In 2011, the City of Phoenix applied to receive design assistance from EPA’s Greening Capitals Program. Phoenix requested assistance with developing environmentally and economically sustainable designs to support the revitalization of Lower Grand Avenue and to serve as an example for other streetscape improvements in arid regions.

The goal of the Greening Grand Avenue project (Grand Avenue between Interstate 10 overpass and the intersection of Van Buren Street and 7<sup>th</sup> Avenue) was to provide a streetscape design to make Lower Grand Avenue more sustainable by:

- Supporting community events
- Supporting local economic activities
- Providing mobility options and facilities
- Reduce stormwater runoff and increase recharge
- Contribute to a reduction of the urban heat island
- Provide a model for other streets in the region

## Activate Downtown's vacant lots and storefronts

Over the course of the past decade, significant strides have been made to improve Downtown, however challenges still remain. These challenges provide opportunities to continue to improve Downtown.

**Goal #1:** Reduce or activate vacant lots and storefronts with amenities to create a greater sense of community, draw in surrounding neighborhoods and foster a welcoming experience for all in Downtown Phoenix.

### Important Policy Documents

- [Downtown Phoenix Plan](#)
- [Downtown Blueprint Vision](#)
- [Downtown Voices: Creating a Sustainable Downtown](#)

## Phoenix Spotlight: Food Trucks



The challenge is that with Downtown Phoenix's immense development, there are still the voids of vacant lots. Vacant lots have long been a big issue for Phoenix and the issue has never really been addressed other than the sporadic development of infill properties. Vacant lots serve as a tremendous barrier to walkability which creates holes in the Downtown fabric and detract from Downtown vitality.

An organization here in Phoenix called the Phoenix Street Food Coalition has a solution to fill these vacant lots in the form of food trucks.

"The whole point is that it's temporary, it's exportable, it's replicable, it's scalable. If in the event the developer or the private landowner now wants to do a thing on the property, we've activated something well ahead of time. We've brought a lot of care and cohesion to the area, and it's actually the hope that PHX Renews can act as the spark or impetus for smarter and more sophisticated development solutions." - Colin Tetreault, Senior Sustainability Policy Adviser at the City of Phoenix

These food trucks will not only draw people to these otherwise vacant lots, but they are the most temporary of solutions. They are supporting local business, opening up new and unique job opportunities, filling unused vacant lots and forming communal environments you can't find anywhere else in the city.



# Chapter 5

## Glossary of Terms

## A

**Activity Centers** Identified by a community where an increased concentration of people, jobs, businesses and services will be located.

**Adaptive Reuse** A use of land or a structure that is different from the building that was originally intended; but is economically feasible and compatible with the area.

**Alternative Energy** Energy derived from nontraditional sources (e.g., compressed natural gas, solar, hydroelectric, wind).

**Artificial Recharge** A hydrologic process where water moves downward from surface water to groundwater. This process usually occurs in the vadose zone below plant roots and is often expressed as a flux to the water table surface.

## B

**Bioswales** Are landscapes elements designed to remove silt and pollution from surface runoff water. They consist of a swaled drainage course with gently sloped sides (less than six percent) and filled with vegetation, compost, and/or riprap.

**Brownfield** Abandoned, idled, or underused industrial and commercial facilities where expansion or redevelopment is complicated by real received environmental contamination.

## C

**Canalscape** Vibrant urban cores and corridors located where canals meet major streets. This mixed-use urban infill would provide highly desirable places to gather by the water. The Canalscape could feature, for example; cafés, restaurants, and boutiques on the ground level, with offices and condos above, a community center, library, post office, affordable housing, and apartments, grocery store, health club, and bike shop.

**Carbon Footprint** The total amount of greenhouse gases that are emitted into the atmosphere each year by a person, family, building, organization, or company. A persons carbon footprint includes greenhouse gas emissions from fuel that an individual burns directly, such as by heating a home or riding in a car. It also includes greenhouse gases that come from producing the goods or services that the individual uses, including emissions from power plants that make electricity, factories that make products, and landfills where trash gets sent.

**Community Center** A building to be used as place of meeting, recreation, or social activity and not operated for profit and in which neither alcoholic beverages or meals are normally dispended or consumed.

**Community Garden** A space that is shared by the residents and serves as the opportunity for those residents to grow their own food. In addition, it serves as an area where residents gather, interact, and help build a sense of community.

## D

**Density** The number of housing units per acre developed or allow to develop. Typical single-family development ranges from 2 to 5 dwelling units per acre.

**Desert Landscaping** Plants and vegetation that reduce or eliminate the need for supplemental water from irrigation.



## E

**Environmental Remediation** The removal of pollution or contaminants from water (both ground water and surface water) and soil. These waste products are removed for the protection of human health, as well as to restore the environment.

## F

## G

**General Plan** A statement of policies, including text and diagrams setting forth objectives, principles, standards, and plan proposals, for the future physical development of the city or county

**Green Building** "Green" building and sustainable design refers to the class of construction/design that involves energy-efficient practices, environmentally friendly materials, and practices that reduce negative impacts on the environment. Typical features of green building and sustainable design include energy conservation, water conservation, adaptive building reuse, and recycling of construction waste.

**Green Infrastructure** The system of land, natural resources, and natural habitats that collectively comprise a community's underlying ecosystem. Green Infrastructure is present in every city, although its size, diversity, and strength vary greatly. Importantly, green infrastructure can be used to help offset negative environmental impacts, for example storm water runoff and urban heat island effect

## H

**Historic Neighborhoods** Phoenix consist of 35 historic neighborhoods that homes are designated as worth preserving and restoring distinctive architecture styles to its former glory

## I

**Infill Development** Refers to building within unused and underutilized lands within existing development patterns, typically but not exclusively in urban areas. Infill development is critical to accommodating growth and redesigning our cities to be environmentally and socially sustainable.

## J - K

## L

**LEED** Leadership in Energy and Environmental Design (LEED) is a building rating system developed by the U.S. Green Building Council (USGBC) to measure energy efficiency. It provides a standard for environmentally sustainable construction.

**Livable Streets** Streets designed primarily with the interests of pedestrians and cyclists in mind and as a social space where people can meet and where children may also be able to play legally and safely. These roads are still available for use by vehicles however their design aims to reduce both the speed and dominance of motorized transport.

**Local Business** Businesses which use local resources sustainably, employ local workers at decent wages and serve primarily local consumers. Local businesses are usually owned by a person of the community. In addition, the business is more self-sufficient and less dependent on imports.

**Local Economy** Economic activities of the locale in which one lives. Domestic economy, not foreign.

## M

**Master-Planned Communities** A planned community, or planned city, is any community that was carefully planned from its inception and is typically constructed in a previously undeveloped area.

**Mixed-use** A term typically applied to real estate development projects that combine residential and commercial or retail components all in one building or set of buildings.

**Mix-use Development** A term typically applied to real estate development projects that combine residential and commercial or retail components.

## N

**Natural Hydrologic System** The hydrologic cycle describes the continuous movement of water above, on, and below the surface of the Earth.

## O

**Open Spaces** An outdoor or unenclosed area, located on the ground or on a roof, balcony, deck, porch or terrace, designed and accessible for outdoor living, recreation, pedestrian access, or landscaping, excluding parking facilities, driveways, utility, and service areas. Examples include parks, plazas, playscapes, outdoor dining. Open space is not always "green space." A paved courtyard with a fountain offers great value for relaxing, gathering, or getting to a destination. Open space contributes directly both to quality of life and to the kind of outdoor lifestyle needed if people are to drive less.

## P

**Pervious Surfaces** Surfaces such as gravel and alternative pavers, used for landscaping purposes, that allow rainwater or snowmelt to pass through or absorb into the ground, thereby reducing runoff and filtering pollutants.

## Q

## R

**Reclaimed Water** Wastewater that has been treated and purified for reuse, suitable for use in landscaping or water features as determined by the presiding water district.

**Retrofit** To improve or restructure an existing facility with the intent of bringing it into (or where that is not feasible, more nearly into compliance) with modern standards for such facilities.

**Revitalization** The imparting of new economic and community life in an existing neighborhood, area, or business district while at the same time preserving the original building stock and historic character.

**Riparian Habitat** Riparian habitats are those plant communities supporting woody vegetation found along rivers, creeks and streams. Riparian habitat can range from a dense thicket of shrubs to a closed canopy of large mature trees covered by vines.

## S

**Small Businesses** A business that is usually owned by a person of the community and uses local resources and serves primarily the local community.

**Smart Growth** Planned economic and community development that attempts to curb urban sprawl and worsening environmental conditions.

**Solar Energy** Radiant energy (direct, diffuse, and reflected) received from the sun.

**Subdivision** The division or re-division of land into 10 or more lots, tracts, parcels, sites, or divisions.

**Suburban** A city's outlying area, usually characterized by lower population and residential densities.

**Sustainable Living** A lifestyle that attempts to reduce an individual's or society's use of the Earth's natural resources and personal resources.

**Sustainability** To ensure that development meets the needs of the present without compromising the ability of future generations to meet their own needs.

## T

**Transit Oriented Development** Pedestrian-oriented development designed to facilitate access to and use of transit facilities including buses, bus stops, and light rail stations. It is designed to encourage a mix of land uses around transit centers and stations that will maximize ridership. Desired uses include housing, employment with a high density of workers and major tourist attractions.

## U

**Urban** Of, relating to, characteristic of, or constituting a city. Urban areas are generally characterized by moderate and higher density residential development, commercial development, and industrial development, as well as the availability of public services required for what development, specifically central water and sewer, and extensive road network, public transit, and other services.

**Urban Farming** Growing or producing of food in a city or heavily populated town or municipality for the purposes of the product assuming a level of commerce.

**Urban Forest** Ecosystems of trees and other vegetation in and around communities that may consist of street and yard trees, vegetation within parks and along public rights of way and water systems. Urban forests provide communities with environmental, economic and social benefits and habitat for fish and wildlife." Thus, urban forests are not only about the trees in the city, but rather, they are a critical part of the green infrastructure that makes up the city ecosystem.

**Urban Heat Island** The absorption of heat by dark, non-reflective hardscapes urban areas, the effect is exacerbated by vehicle exhaust, air-conditioners, and street equipment. This results in an increase in daytime temperatures and the radiation of heat back from the man-made surfaces into the atmosphere at night, resulting in an increase in night time temperatures.

**Urban Renewal** A governmental program generally aimed at the renovation of blighted urban areas, using public expenditures for replacing lesser economic uses with higher or more profitable uses.

## V

**Village** One of 15 geographic areas of the city designated by the City Council that has an appointed citizen committee providing recommendations on land use and development topics.

**Village Cores** Intended to be the clearly identifiable central focus for the village with pedestrian-oriented mix of land uses.

**Village Planning Committee System** The Village Planning Committee is made up of members that are appointed by the City Council. Planning Committee activities include: identifying areas or provisions of the General Plan text that need refinement and updating; identifying problems and needs related to implementation of the General Plan; defining in greater detail the intended future function, density and character of subareas of the village; and commenting on proposals for new zoning districts or land use districts.

## W

**Walkable** Areas conducive to walking.

**Water Resources** Sources of water that are useful or potentially useful. Uses of water include agricultural, industrial, household, recreational, and environmental activities.

[Water Department 2011 Resource Plan](#) Addresses a wide array of factors that will influence water availability and water demand over the next 50 years.

## X

**Xeriscape** A style of landscaping using design and selection of plant materials to make attractive and water efficient landscapes. Inclusion of drought tolerant plant materials, especially natives to the Sonoran Desert, is desired.



# Chapter 6

- The Process Is as Important as the Product

# Keeping the Process Going

PlanPHX has provided a forum for community engagement that should continue after the General Plan is adopted. The City of Phoenix strives to connect with its residents as much as possible on everything from updating the City’s budget, to incorporating feedback on roadway alignments. This dialogue with the community results in a more transparent way of running a city. Successfully carrying out the goals and initiatives of the General Plan will require a renewed commitment to the process of community engagement through three types of outreach:



### Capacity Building

- Knowledge
- Empowerment



### Collaboration

- Idea exchange
- Partnerships



### Communication

- Delivery options
- Annual Report

By establishing a firm commitment to community engagement, Phoenix residents can contribute in a meaningful way toward achieving the vision for their city and ultimately helping to improve the quality of life for themselves and the rest of the community. The people of Phoenix are the greatest resource available for successfully updating and implementing the General Plan. As such, an appropriate set of policy measures should begin to set the foundation for their involvement. The following page outlines a draft list of goals for this to be accomplished.





## Capacity Building

One element of continuing the PlanPHX conversation is empowering the community through education. By increasing residents' understanding of the Planning and Development Department and the basic principles of urban planning and design, we will be able to not only hear the ideas of residents, but also help them participate at a greater level of knowledge. At the same time, city staff needs to use these opportunities to improve their own capacity from everything from communication methods to relevant issues that are relevant to the diverse communities throughout Phoenix. Together both city staff and residents can learn from one another and set the stage for more meaningful collaboration.

**Goal #1:** Ensure residents understand the General Plan, and planning concepts and procedures.

**Goal #2:** Improve city staff awareness and understanding about issues facing city residents.



## Collaboration

Collaborating with community partners and residents is an integral part of keeping the process going. In working with organizations throughout the city, the Planning Department will be able to engage with residents of all ages, socioeconomic statuses, and languages.

**Goal #1:** Find new and innovative ways to collaborate with residents on the General Plan and other city projects.

**Goal #2:** Increase the number of residents participating in the update of the General Plan and other city projects.

**Goal #3:** Connect elements of the General Plan and other city projects with ideas provided by residents.



## Communication

PlanPHX is centered around a continuous dialogue with the community. In order for the conversation to continue, the Planning and Development Department will work to improve both the quality of quantity of communication methods to Phoenix residents.

**Goal #1:** Identify new methods to communicate with residents on the General Plan and other city projects.

**Goals #2:** Understand the best communication practices and methods for different communities.

**Goal #3:** Regularly report to the community on updates made to the General Plan and on progress made towards achieving the General Plan's goals.



## Chapter 7

- The Blueprint
- Next Steps



## The Blueprint: A Strategic Set of Tools

As discussed earlier in the report, the **Five Big Ideas** will serve as the organizational structure for the updated General Plan. The **Blueprint** for the Connected Oasis will begin to take shape when the strategies for how to achieve the goals are outlined. To that end, a set of **7 Strategic Tools** has been developed by the PlanPHX Leadership Committee and staff to employ. Below is a summary of each of the tools.



### 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.

## Building On What We Are Already Doing

The **Tools** not only provide a concise and practical way to organize the implementation strategies for the updated General Plan, but also allow all of the great projects and initiatives that are already occurring to be integrated into the **Blueprint**. From the Parks and Recreation Department's [Tree and Shade Master Plan](#) (**Plan**) to the [FitPHX Health Initiative](#) (**Operations, Knowledge**), Phoenix is already well on its way toward achieving the Vision of the Connected Oasis. PlanPHX provides a tremendous opportunity to begin to connect the efforts from the Mayor and Council Office and city departments into one comprehensive plan for the future of the city. The graphic on page \_\_\_ attempts to illustrate this concept.

# What will this look like?

The mock layout below illustrates how the **Tools** could be applied to one of the goals within the PlanPHX Report. While all of the **Tools** may not be applicable to each of the goals, at the very least the **Tools** provide a basic checklist to ensure that a comprehensive approach is utilized in making the goal a reality. Collaborating with the Phoenix community on which **Tools** will be used to achieve the goals will be an integral part of the next phase of the PlanPHX Project.

## The Blueprint (Mock Layout)



### Connect People and Places

**Goal #1:** Develop the City’s bicycle system into an efficient, safe and functional system which can quickly transport users to their destinations.

#### Tools



Develop and adopt a Bicycle Master Plan.



Host a “ride your bike to work day” two times a year.



Adopt increased bicycle parking standards.



Develop a pilot Bike Share program.



Partner with local restaurants to provides incentives to patrons who bicycle.



Provide copies of the bike trails and routes map at libraries, schools and community centers



Ride a bike to the store, work or school once a week.

## Community Benefits (Success Indicators)



### Health

**Community Benefit:**  
Additional opportunities to live an active lifestyle

**Impact on Challenges:**  
Reduction in obesity rates.



### Environment

**Community Benefit:**  
Enhanced pollution free transportation options.

**Impact on Challenges:**  
Reduction in air pollution.



### Prosperity

**Community Benefit:**  
Greater access to services and resources.

**Impact on Challenges:**  
Decrease in funding needed for road maintenance.

# Blueprint In Action

The Tools not only provide the opportunity to capture the current work of the Mayor, Council, city departments, residents and all other community partners, but provide a well organized structure to chart out future implementation strategies. As a means to this end, the Tools can be easily organized by individuals or groups responsible with moving them forward. The end result is more transparent approach for implementation. For example, Village Planning Committees could focus on the refinement of existing **Plans** and **Codes** or the development of new **Plans** and **Codes** and while the appropriate city departments focus continue to enhance **Operations** or policies that help address the goal.

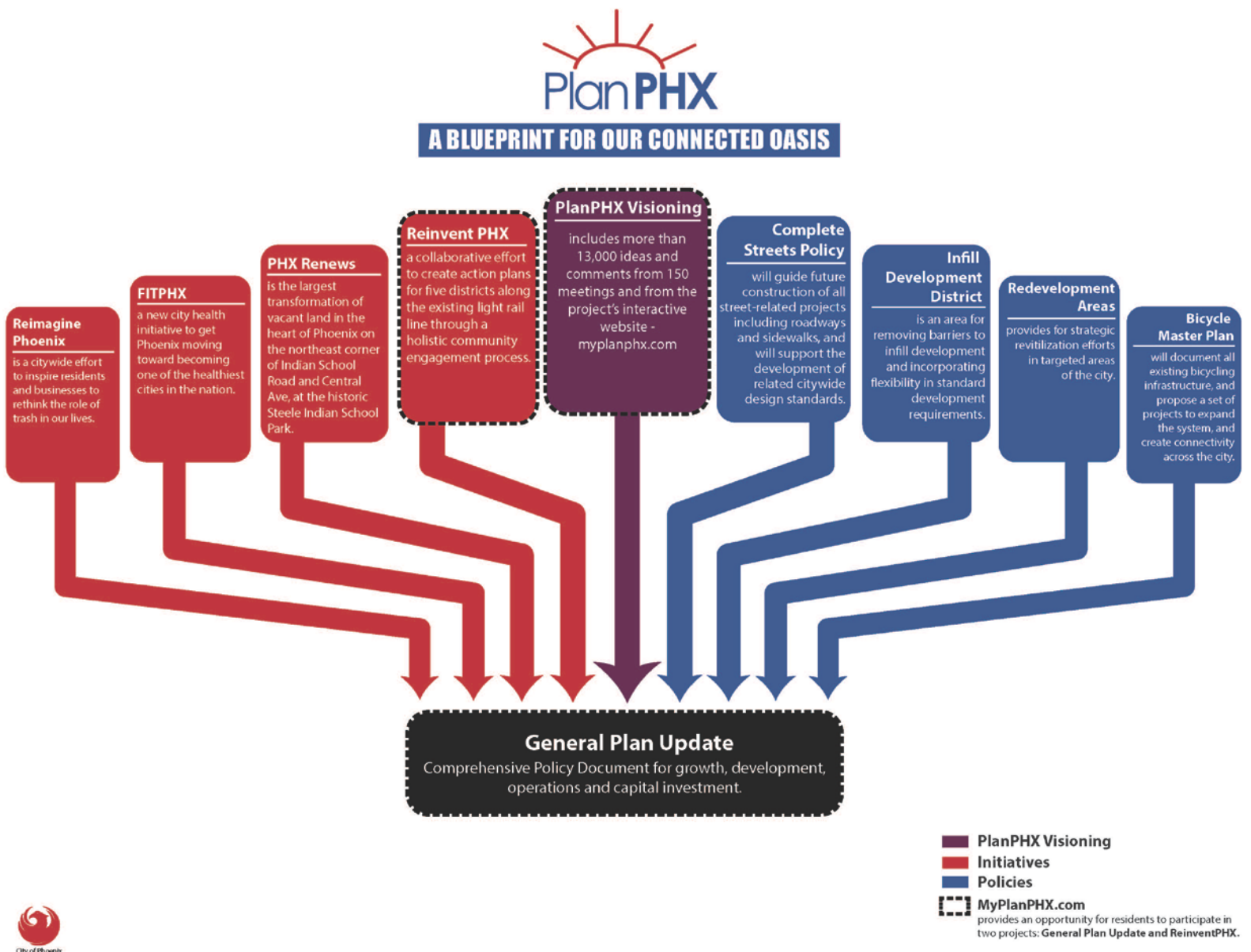
# The Framework

The tools represent the final piece to the overall framework for the updated General Plan. The graphic below represents this completed framework introduced in Chapter 4 with the **Tools** added at the bottom. Continuing to refine each of the elements of the framework will be an ongoing process that will take place beyond the eventual adoption of the updated General Plan.



# Putting It All Together

As discussed earlier in this chapter, the PlanPHX Project provides a tremendous opportunity to bring all the great initiatives and projects at the City of Phoenix together to help realize the Vision of the Connected Oasis. In addition to helping implement the General Plan, these initiatives and projects have and will continue to play a significant role in helping to inform the update of the General Plan. The Graphic Below illustrates the concept that all of the projects and initiatives have some connectivity to the Core Values, Community Benefits and Vision.



## Where do we go from here?

This report is meant to serve as a foundation from which the community can continue to collaborate with the PlanPHX Leadership Committee and staff on the updated General Plan. Below is a list of key project milestones moving forward:

<b>February – March 2014:</b>	Presentations to Village Planning Committees and Planning Commission
<b>March – May 2014:</b>	PlanPHX Workshops and Community Collaboration Events
<b>September 2014:</b>	Draft Updated General Plan Circulation
<b>February 2015:</b>	City Council Action on Updated General Plan
<b>March 2015:</b>	City Council Action on Ballot Language
<b>August 2015:</b>	Citywide Election

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## Have a comment or question on this report? Want to get involved in the PlanPHX Project?

Whether you want to share your thoughts about the report or would like to have PlanPHX staff out to your house, meeting or event, feel free to contact the PlanPHX Project team.

<b>Project Manager:</b>	Joshua Bednarek City of Phoenix Planning and Development Department
<b>Mail:</b>	200 W. Washington Street – 3 <sup>rd</sup> Floor Phoenix, Arizona 85003
<b>Phone:</b>	602-262-6823
<b>E-mail:</b>	<a href="mailto:joshua.bednarek@phoenix.gov">joshua.bednarek@phoenix.gov</a>
<b>Website:</b>	<a href="http://www.myplanphx.com">www.myplanphx.com</a>