



# **General Plan 2025:** Overview + Next Steps

**NSD Synergy Conference**

**September 12, 2026**

**Joél Carrasco, Special Projects Administrator**

**Racelle Escolar, Principal Planner**

# PLANPHX 2025 FRAMEWORK FOR THE FUTURE



A More Connected Phoenix

**VISION:**  
What we want to be as a city...where we want to go.

## 1 Vision



Prosperity



Health and Well-Being



Environment

**3 COMMUNITY BENEFITS:**  
The challenges we want to address and the strategic benefits we want to provide.

## 3 Community Benefits



Create a Network of Vibrant Cores, Centers, and Corridors



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhoods



Build The Sustainable Desert City

**5 CORE VALUES:**  
What we want to focus on to be the city we want to be? How we'll measure success along the way? How we see our city taking shape.

## 5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

**7 STRATEGIC TOOLS**  
How we will make it all happen.

## 7 Strategic tools



# General Plan 2025: Our Commitments Together

## Step One

- Refine and identify Metrics/Measures Updates.
- Identify Place Types at Village, Region, and City-wide (Cores, Centers and Corridors).
- Identify Village Character Plan Updates.
- Identify Land Use Map Updates.

## Step Two

- Initiate adoption of Place Types, Character Plans, and Land Use Map Updates.
- Collaborate with community partners and city departments on further addressing Planning Equity and the Three Community Benefits.
- Collaborate with city departments and community partners on an implementation approach for updating other city-wide policies, plans and initiatives.



**Create a Network of Vibrant  
Cores, Centers and Corridors**

An aerial photograph of a city at sunset. The foreground is filled with a dense, dark green forest. In the middle ground, a flagpole with a rainbow flag is visible. The background shows a city skyline with several tall buildings and a prominent tower on the right. The sky is a warm, orange-brown color.

**HOW DID WE GET HERE?**



# Phoenix: We are big and young

1,674,600

People

529

Square miles

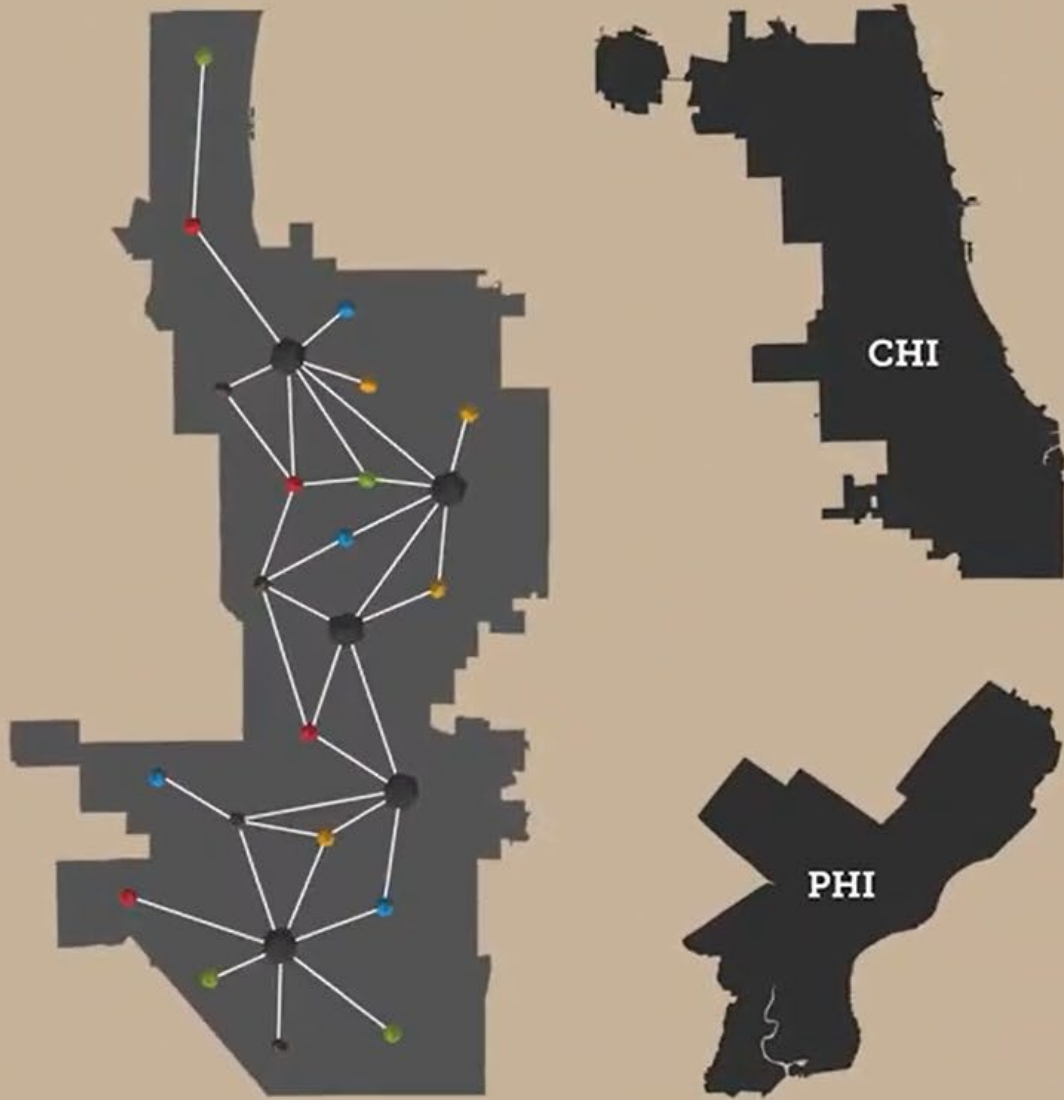
34.1

Median Age

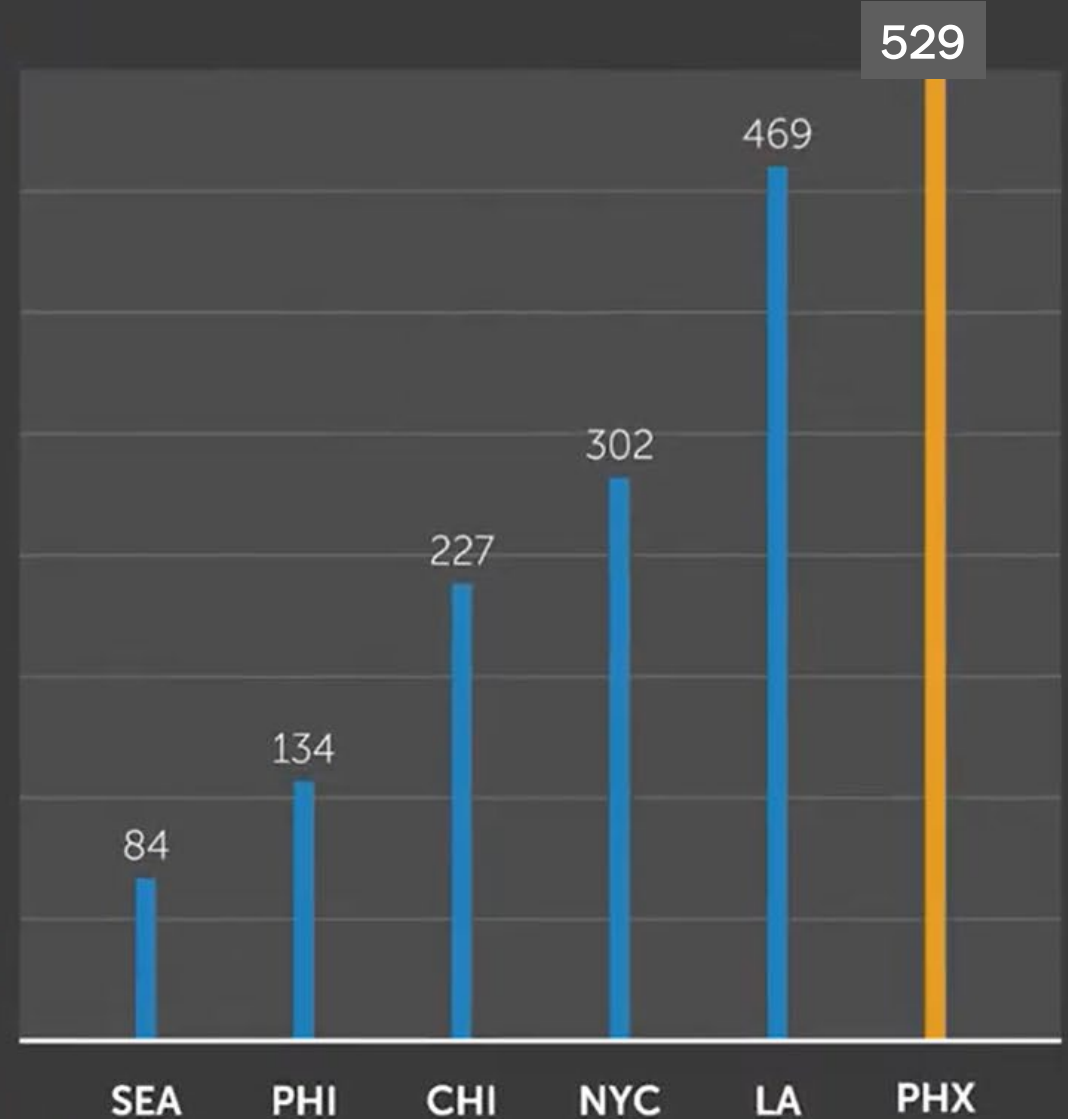
300

Average Days of Sunshine Per Year

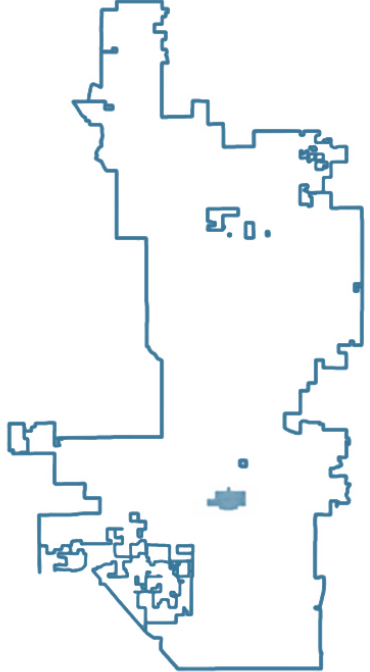
# We are a big city



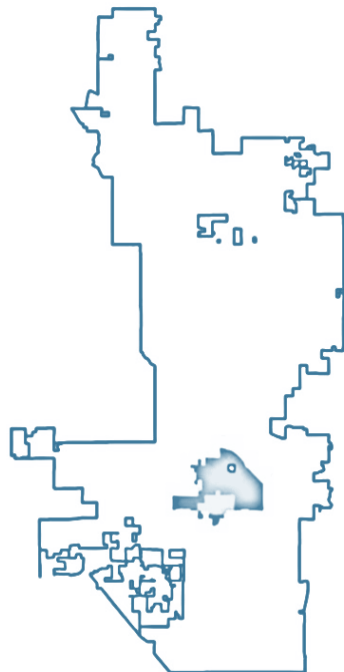
Land Area (mi<sup>2</sup>)



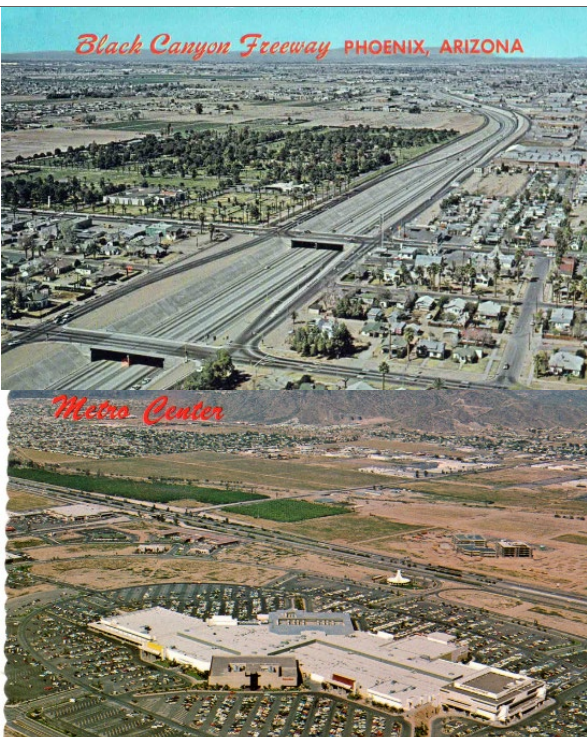
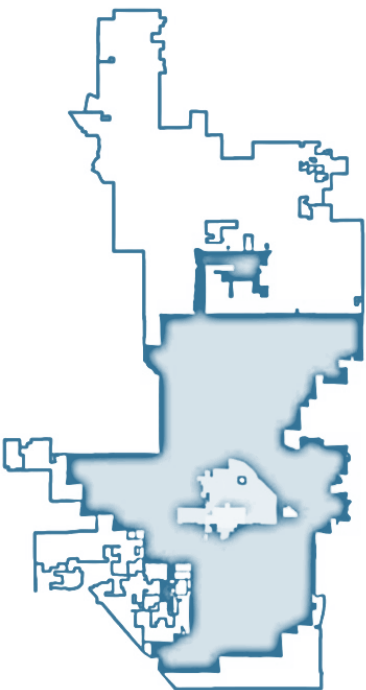




1900



1950



1975



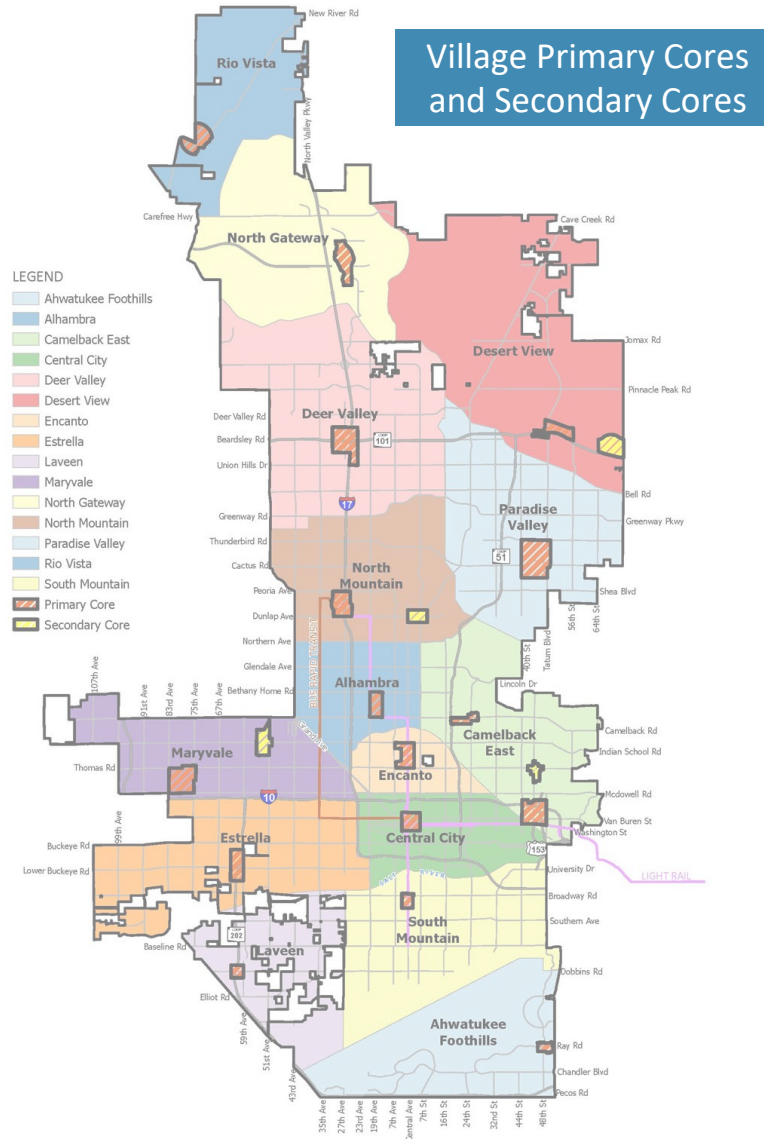
2026



# Our Story (History)

## -Planning for Growth-

Adopted in 1979



Established our:

# Urban Village Model

And OUR VISION to

# Live, Work, Play

in each Village!

# Our Story (History) -Planning for Growth-

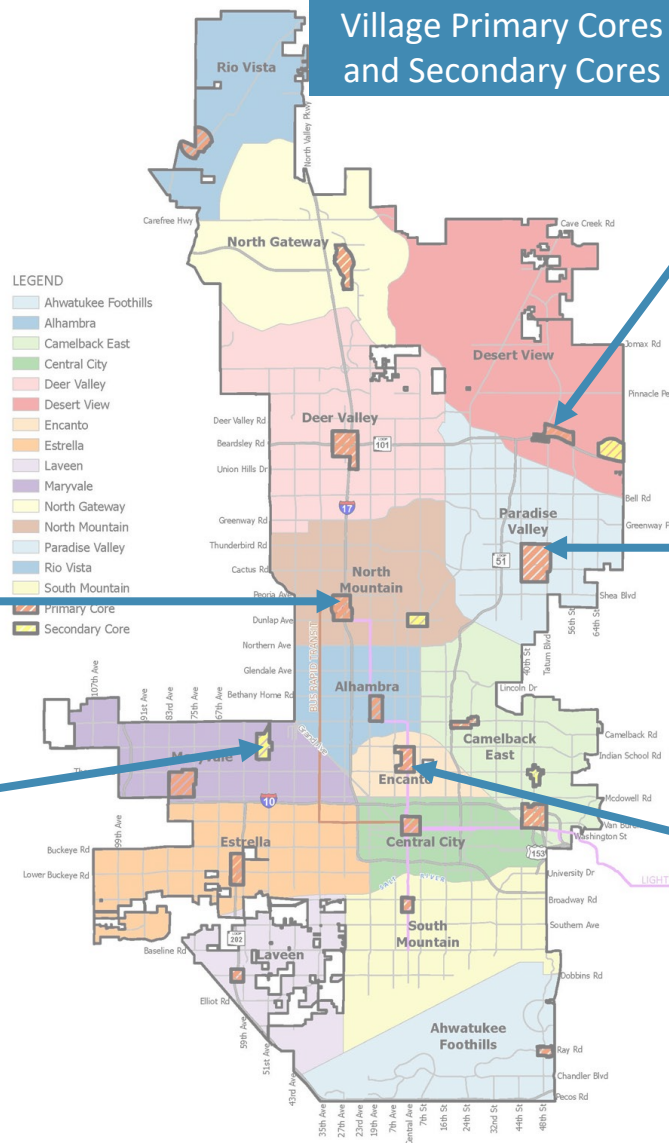
North Mountain Village  
Primary Core



Maryvale Village  
Secondary Core



Village Primary Cores  
and Secondary Cores



Desert View Village  
Primary Core



Paradise Valley Village  
Primary Core



Encanto Village  
Primary Core

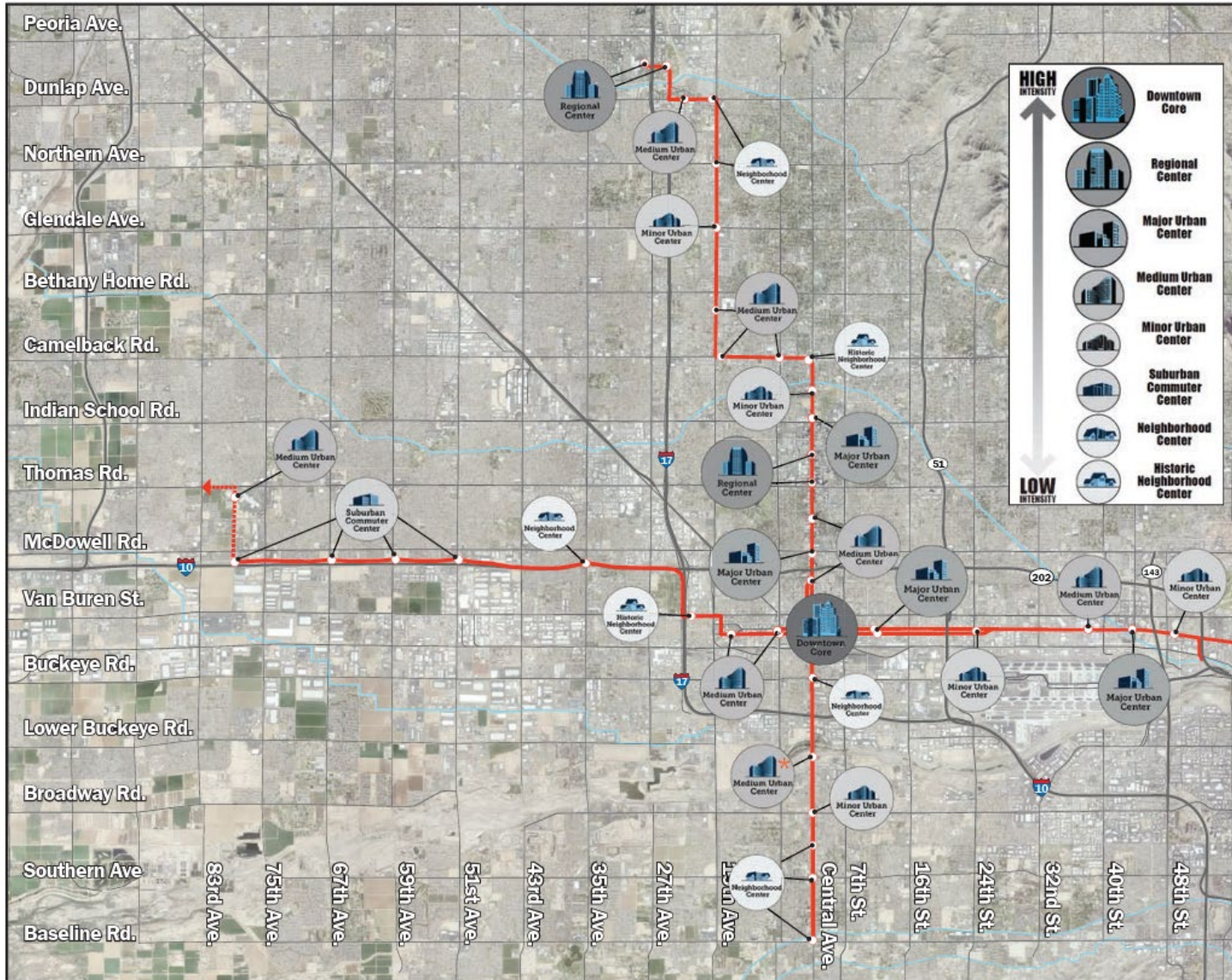


PLANNING & DEVELOPMENT  
**PRESERVE  
SHAPE  
BUILD**



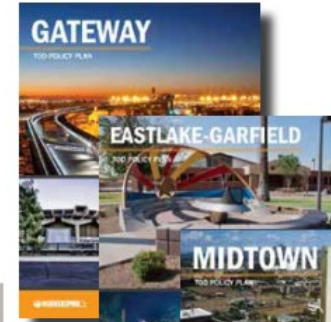
# Our Story (History)

## -Planning for Growth-



**2012**  
City of Phoenix

TRANSIT ORIENTED DEVELOPMENT  
STRATEGIC POLICY FRAMEWORK



**2015**

REINVENT PHX  
POLICY PLANS



**2019**

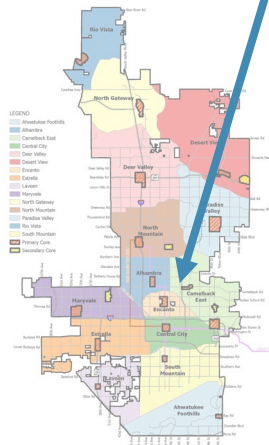
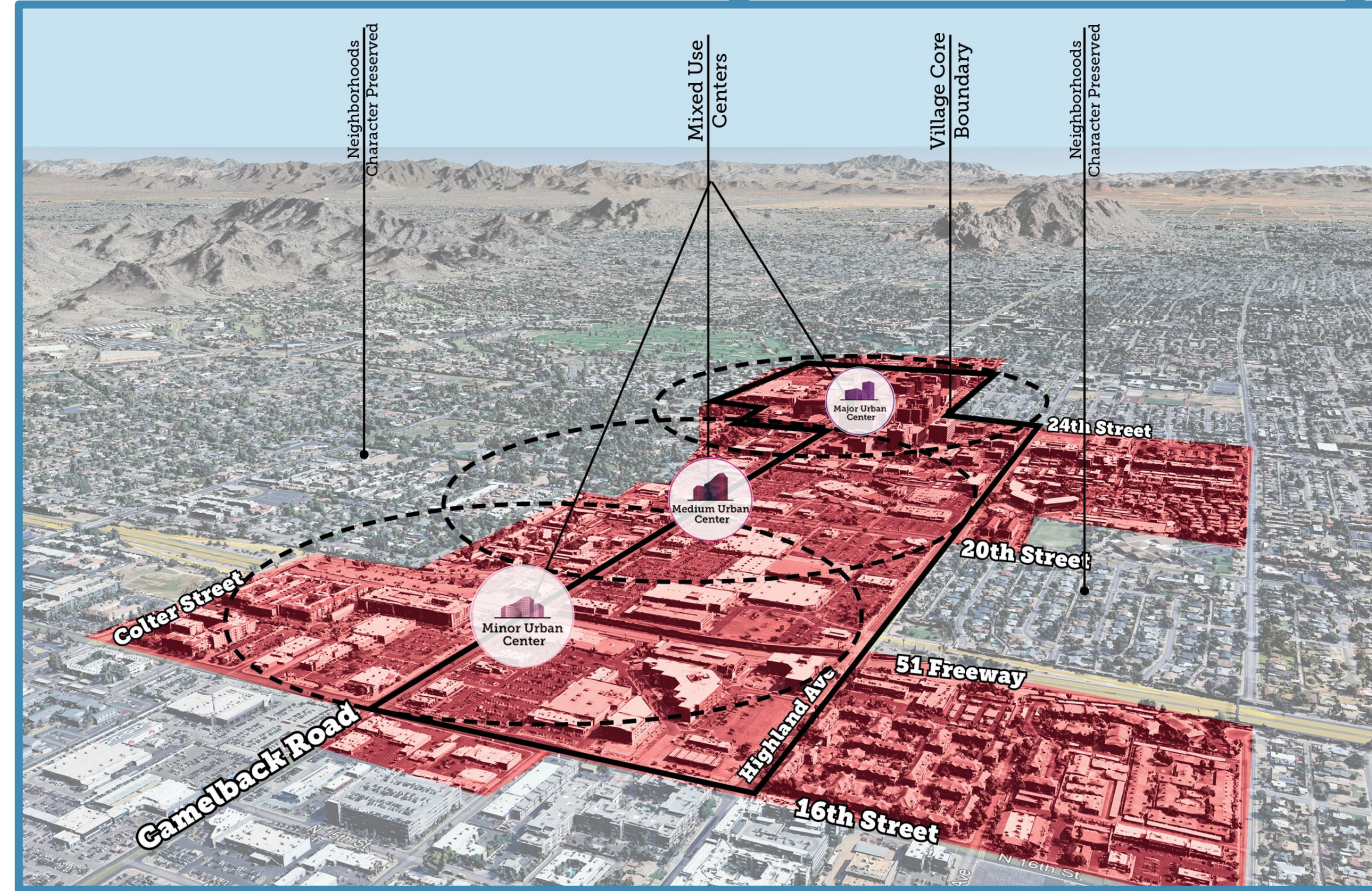
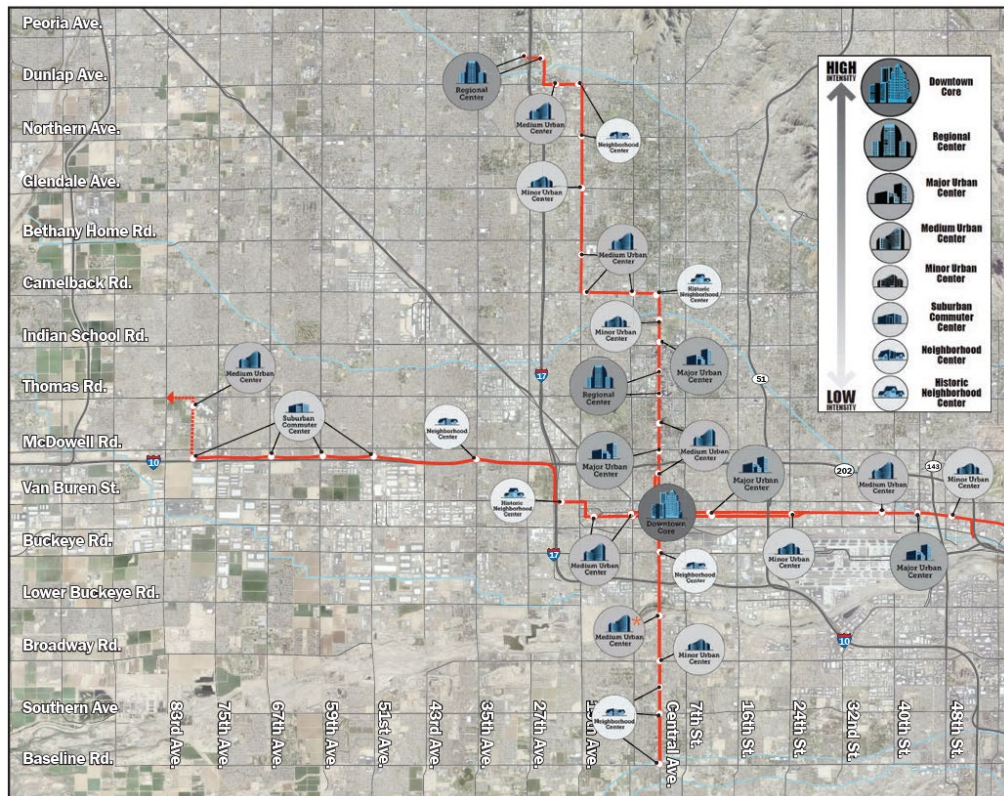


**2022**



# Our Story (History) -Planning for Growth-

“Where” and “How” we want  
to plan for growth NEXT?



Camelback East Village  
Primary Core with “Centers” EXAMPLE

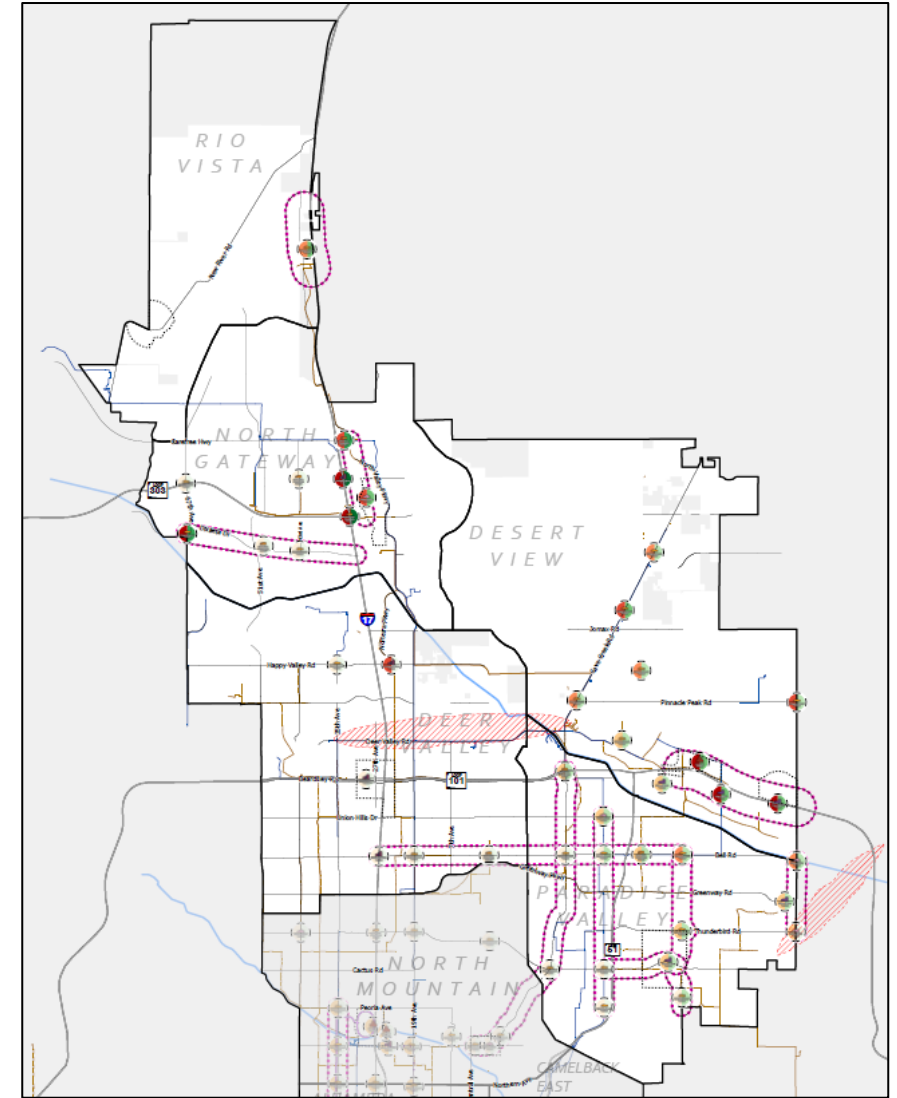




# What we've done

## -Planning Growth Areas-

- Mapping and data analysis
- Identify potential centers - “Growth Areas”





### Connect People & Places

**Connectivity**

- Street
- Bike
- Trail
- Canal
- Multimodal & Transit Facility

**Transportation Infrastructure**

### Create a Vibrant Network of Cores, Centers and Corridors

**Place Type**

**Intensity**

**Land Use Mix**

- Commercial
- Residential
- Civic

**Housing Type Mix**

- High density
- Med density
- Low density

### Strengthen Our Local Economy

**Employers**

- Large
- Medium
- Small

**Education & Training**

- Large
- Medium
- Small

**Arts & Culture**

- Large
- Medium
- Small

### Celebrate Our Diverse Communities & Neighborhoods

**Police**

- Metro
- Urban
- Suburban

**Parks & Recreation**

- Preserves
- District
- Community
- Neighborhood
- Special Team
- Battalion
- Ladder
- Ambulance
- Engine

### Build the Most Sustainable Desert City

**Water**

- Regional
- Community
- Local

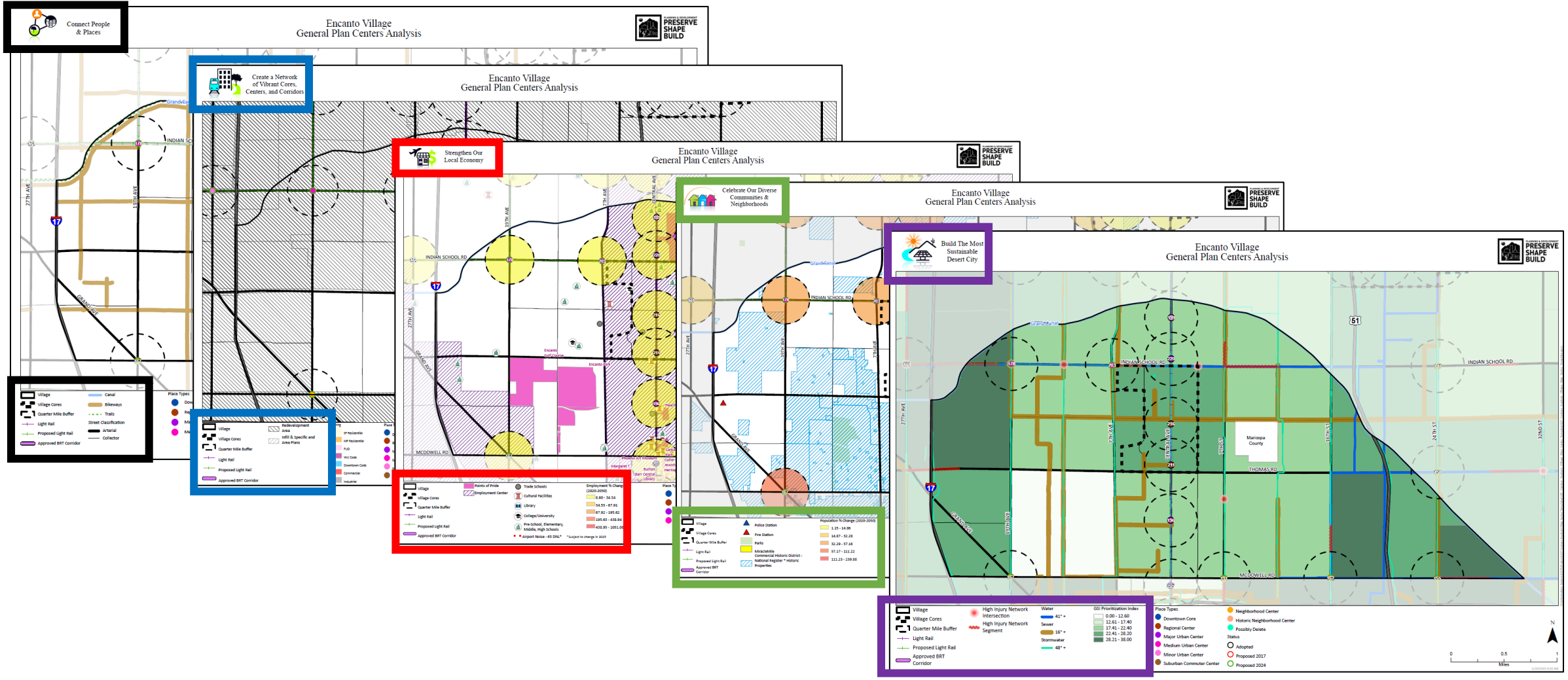
**Sewer**

- Regional
- Local

**Storm water**

- Regional
- Local

General Plan Update - 2025





# 2017 Quantity + Proximity

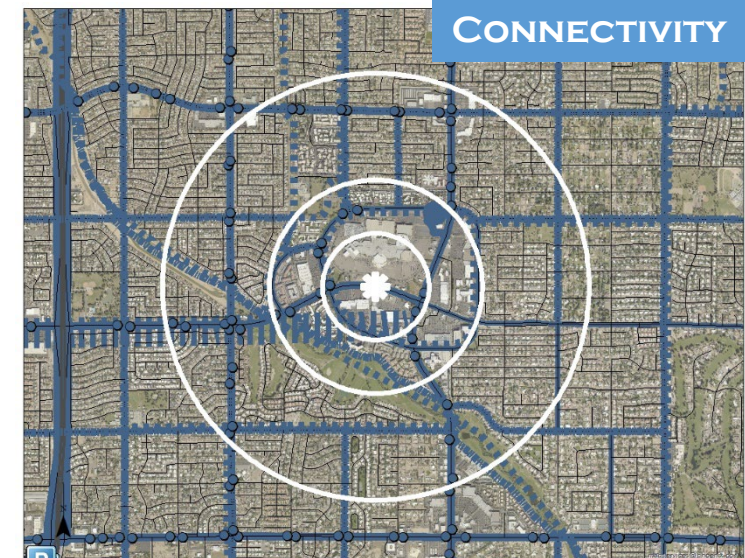
DENSITY AND DESTINATIONS



ECONOMY



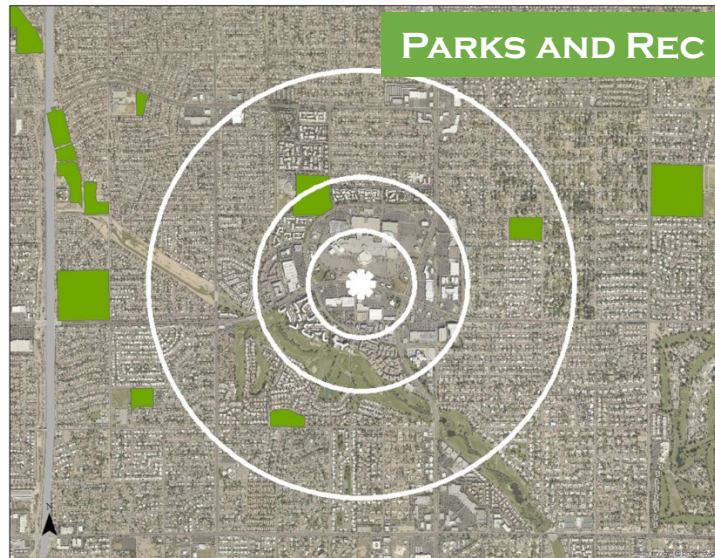
CONNECTIVITY



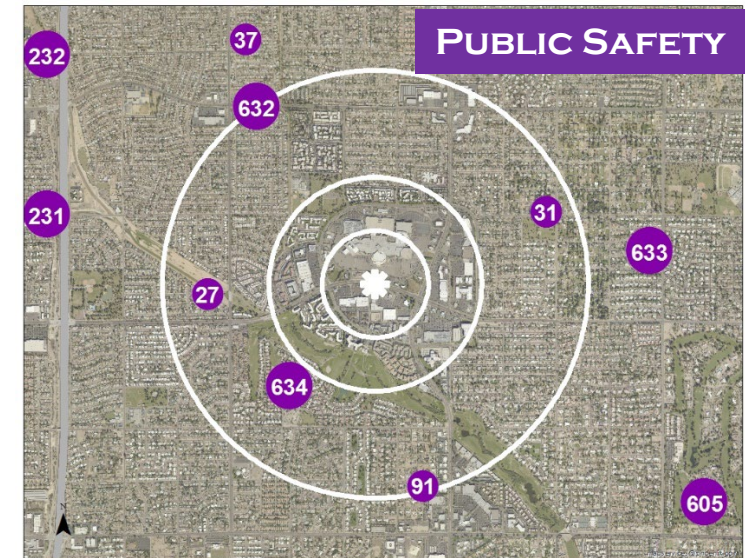
WATER & SEWER



PARKS AND REC



PUBLIC SAFETY

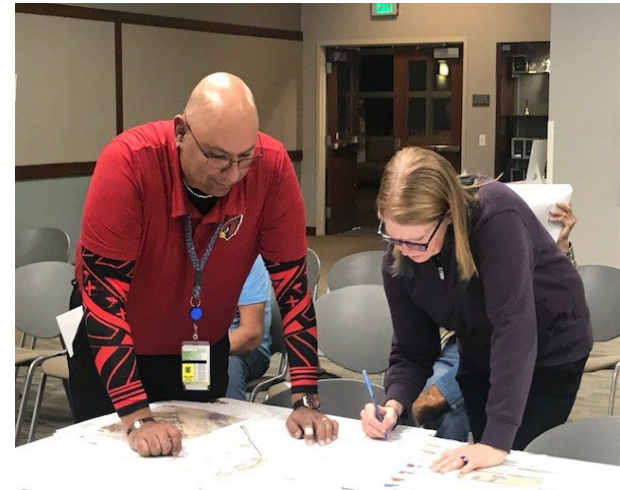
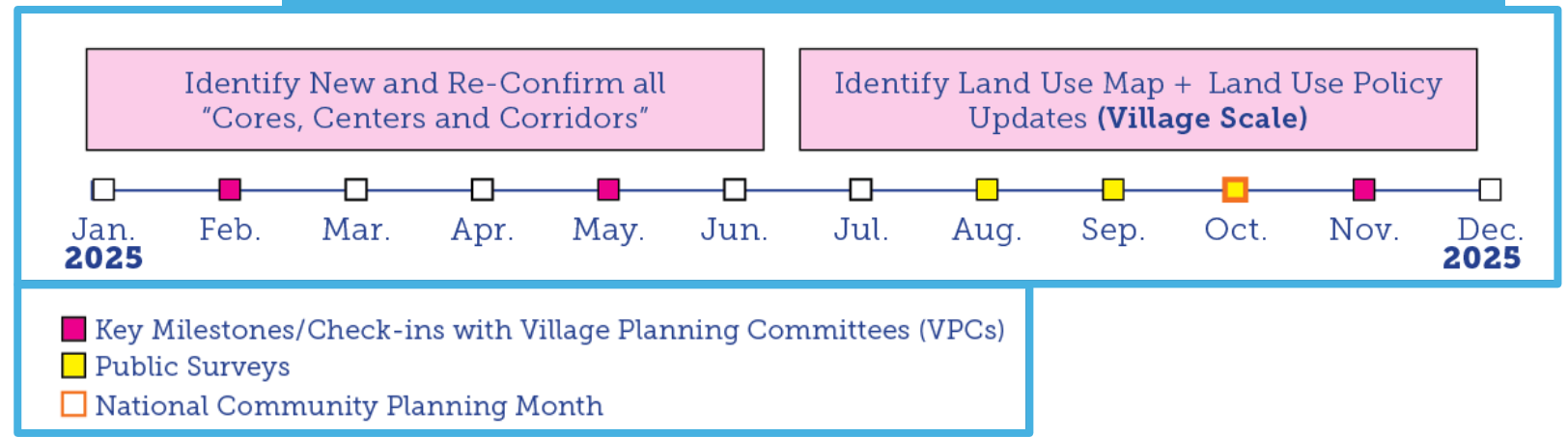




# What we've done (2025) -Planning Growth Areas-

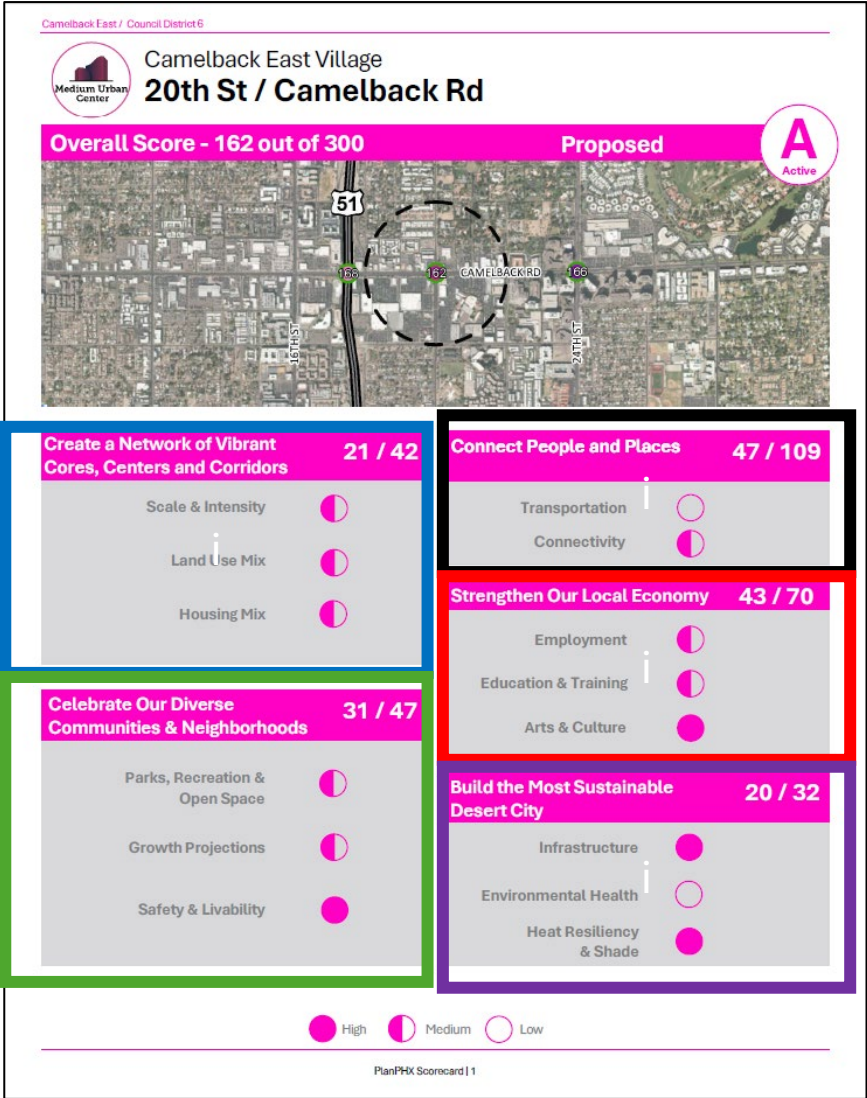
- New + Re-Confirmed Place Types
- Discussed Potential “Growth Areas”

## General Plan Past Activities (2025)



# What we've done (2025) -Planning Growth Areas-

|                                                                                        |
|----------------------------------------------------------------------------------------|
| <b>Scale &amp; Intensity:</b> Proximity to a Village Core                              |
| <b>Land Use Mix:</b> Diversity of Land Uses                                            |
| <b>Housing Mix:</b> % zoning that allows mix of uses                                   |
| <b>Parks, Recreation, Open Space:</b> Quantity and Proximity to Parks and Preserves    |
| <b>Growth Projections:</b> Projected 2050 Population                                   |
| <b>Safety and Livability:</b> AARP Livability Score (Neighborhood)                     |
| <b>Transportation:</b> Proximity to Public Transit                                     |
| <b>Connectivity:</b> Proximity to bikeways, canals, trails                             |
| <b>Employment:</b> Quantity and Proximity of Jobs                                      |
| <b>Education &amp; Training:</b> Quantity and Proximity of schools                     |
| <b>Arts &amp; Culture:</b> Quantity and Proximity of Cultural Facilities and Libraries |
| <b>Infrastructure:</b> Proximity and Capacity of Infrastructure                        |
| <b>Environmental Health:</b> AARP Livability Score (Environment)                       |
| <b>Heat Resiliency &amp; Shade:</b> Tree Equity Score                                  |





# What we've done (2025) -Planning Growth Areas-

## Paradise Valley Village General Plan Update - Next Steps Place Types Survey

Objective: Review the proposed Centers (areas of growth) and determine the Place Types

## Paradise Valley Village General Plan Update - Next Steps Place Types Survey

Saved to S: Drive

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

### Introduction

Through technical analysis and previous community input, we have drafted a Place Type for each proposed Center. However, we are interested in your input. Review all possible Place Type options and let us know which one is appropriate for each location.

There are **15 Centers** to review.

RESOURCES:

**What is a place type?** <https://youtu.be/m4ERFWLFArQ?si=iRLP54QdUmSuiH5x>

Paradise Valley Center Reference Map:  
<https://www.phoenix.gov/content/dam/phoenix/pddsite/documents/planning-zoning-general-plan/paradise-valley-centers-analysis-maps.pdf>

Paradise Valley Centers Location Map (Google Map): <https://maps.app.goo.gl/oYZDDwiczQmqdqn47>

Next

Page 1 of 18

# What we've done (2026) -Planning Growth Areas-

## GENERAL PLAN - NEXT STEPS NORTHERN VILLAGES SUMMIT



Deer Valley



Desert View



North Gateway



Paradise Valley



Rio Vista

## GENERAL PLAN - NEXT STEPS CENTRAL VILLAGES SUMMIT



Alhambra



Camelback East



Central City



Encanto



North Mountain

## GENERAL PLAN - NEXT STEPS SOUTHERN VILLAGES SUMMIT



Ahwatukee Foothills



Estrella



Laveen



Maryvale



South Mountain

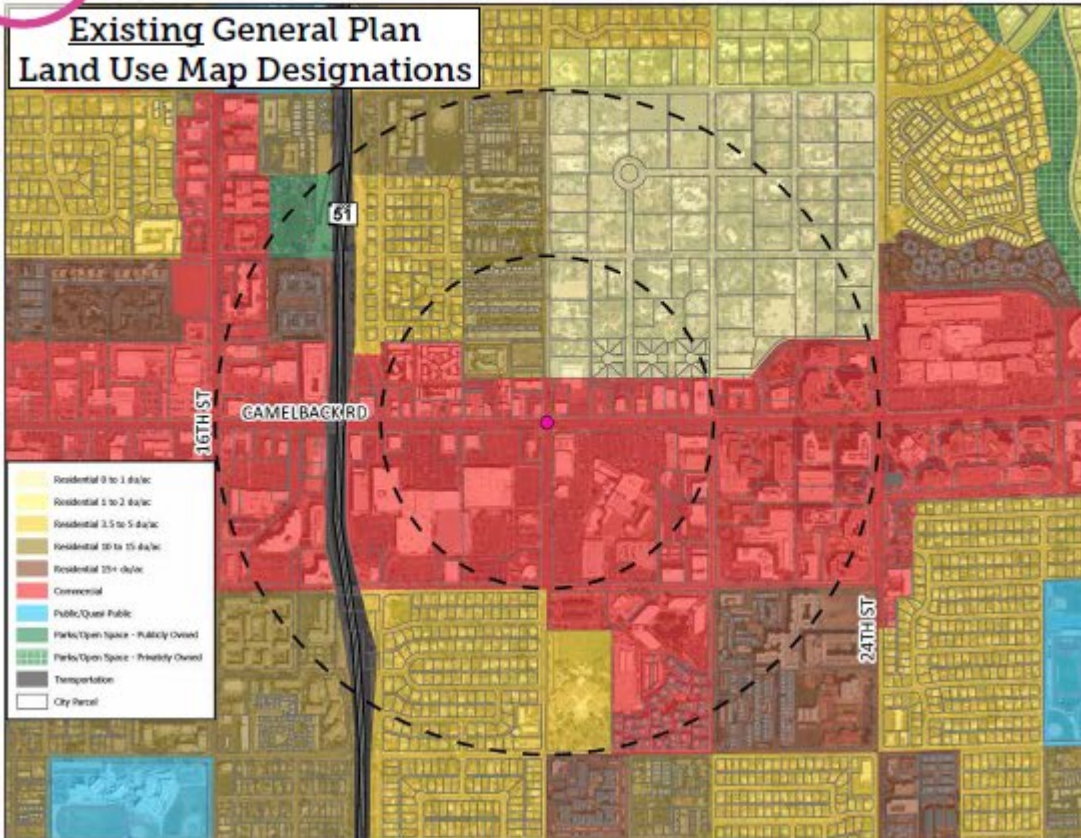


# How this will be useful

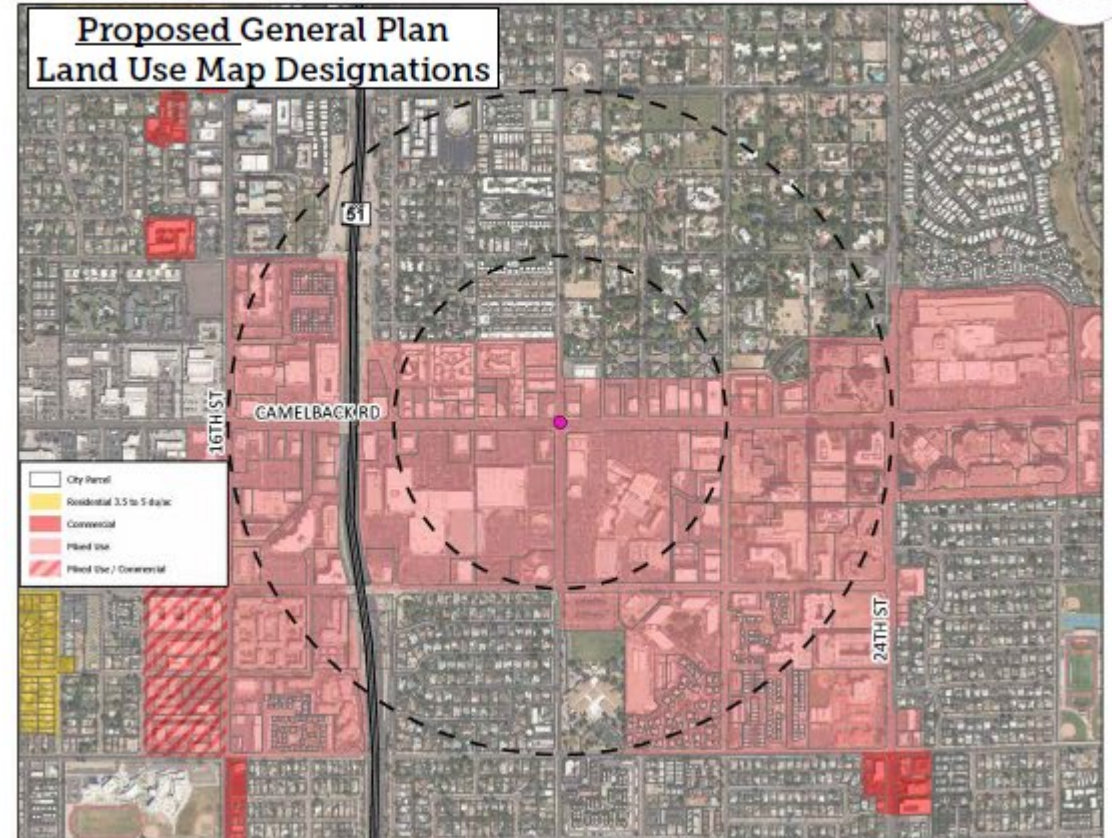
- Guidance for Land Use map updates -

## 11 20th Street and Camelback Road

Existing General Plan  
Land Use Map Designations



Proposed General Plan  
Land Use Map Designations



Medium Intensity  
3-6 Stories (10 Incentive)

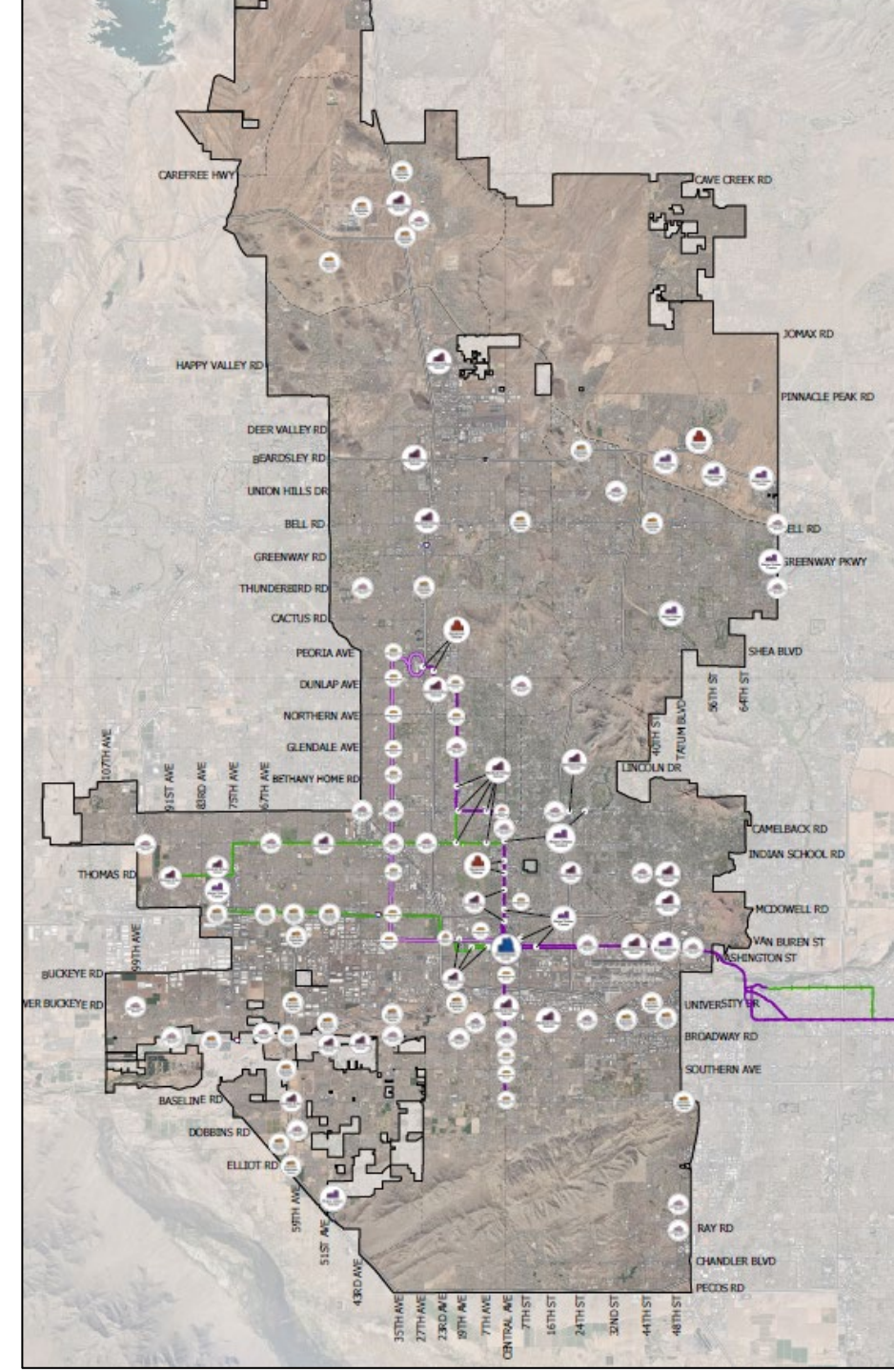




## How this will be useful

### -Aligning Future Investments-

- Helps guide public/private investment
- Allows us to work together to prioritize infrastructure in these areas (**links land use with infrastructure**).
- Encourages development where it is generally supported.
- Reduces pressure in established neighborhoods or sensitive environments.
- Uses infrastructure more efficiently.
- Makes progress toward social, economic, and environmental goals.





# How this will be useful

## -Guidance for Rezoning-

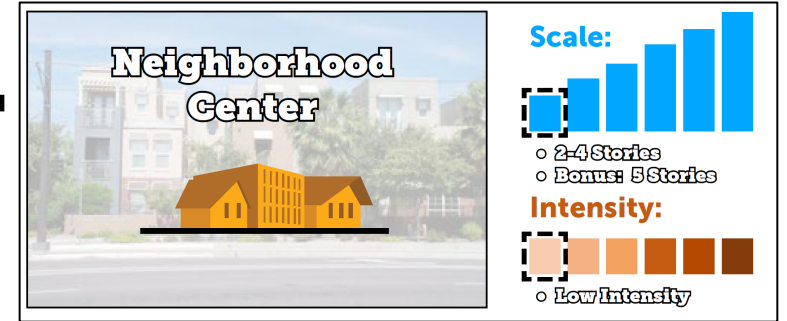
### Place types:

- Provide a range of possibilities for future growth and development.
- Provide guidance for rezoning decisions.
- Provide guidance by coordinating land use scale and intensity with supporting infrastructure.

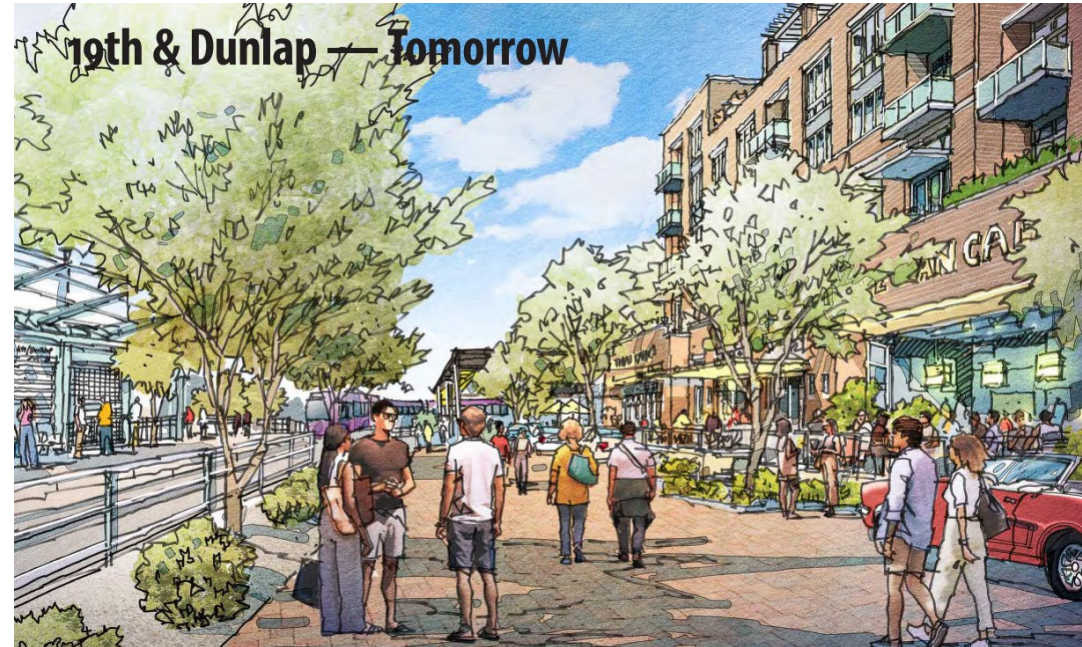
### C-2 Zoning



### GP Place Type Policy



### Support 2-4 stories mixed use





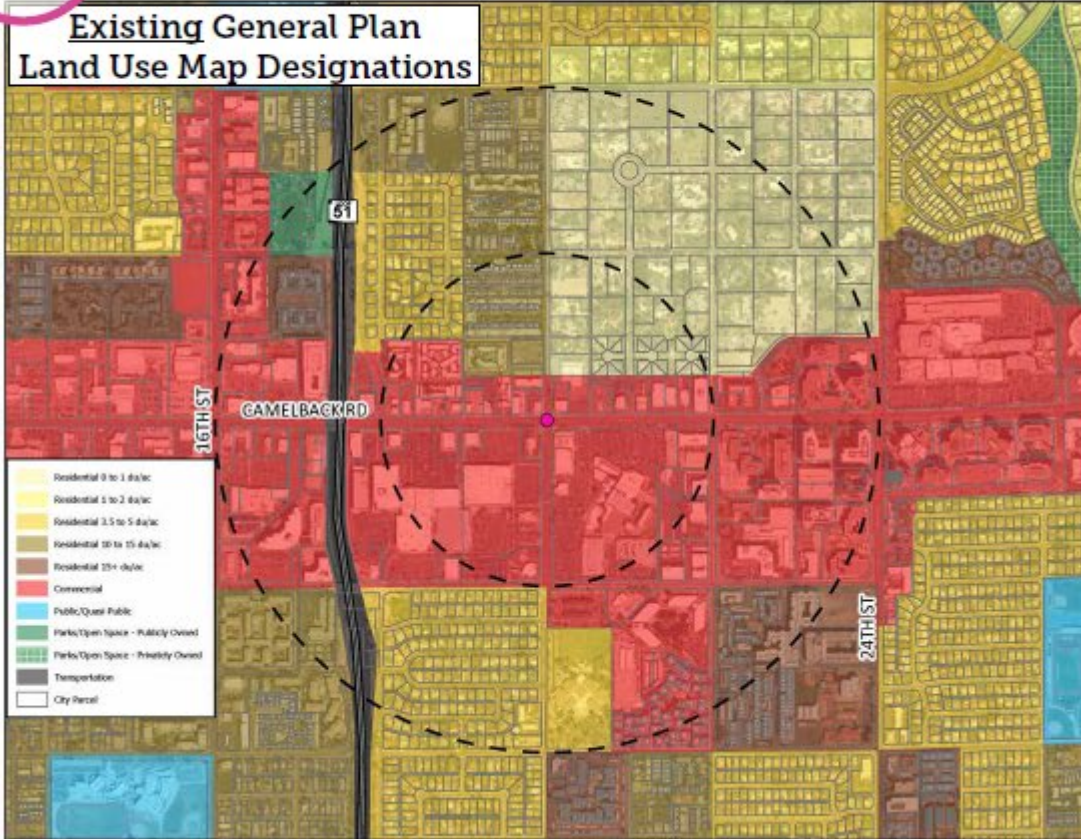
# What we're doing next PUBLIC SURVEY

## 11 20th Street and Camelback Road

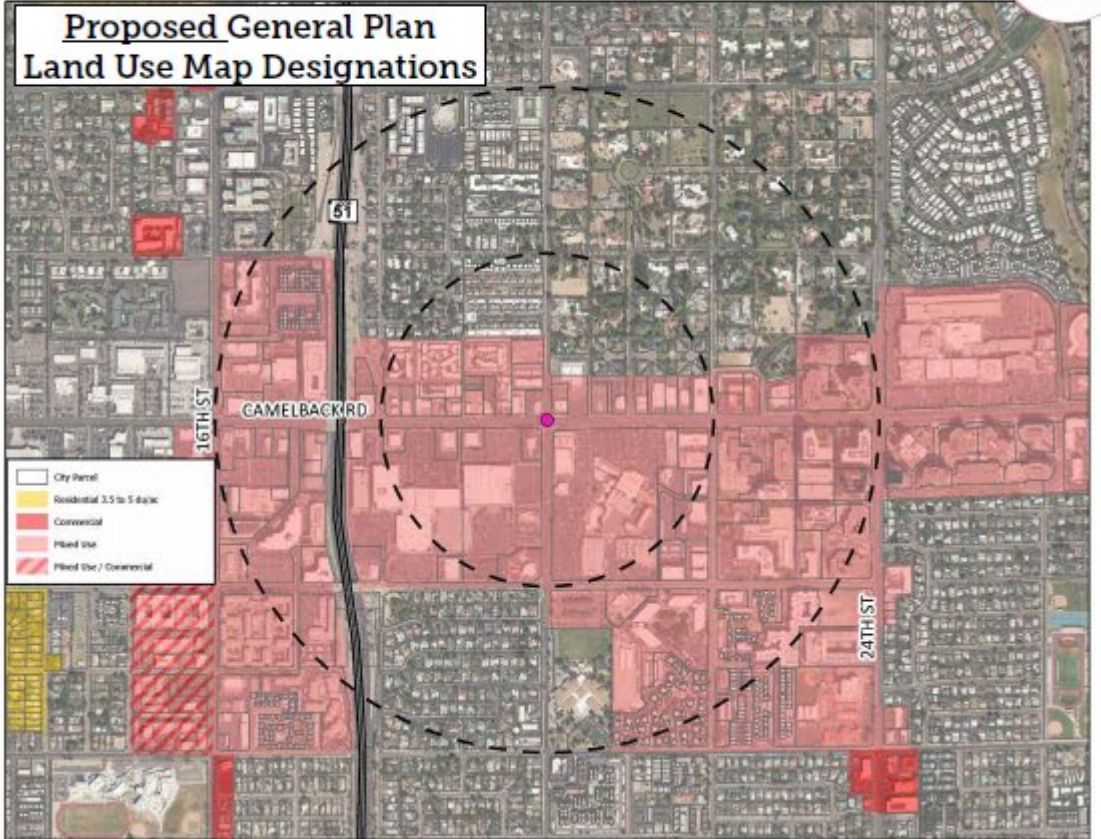
Medium Intensity  
3-6 Stories (10 Incentive)



Existing General Plan  
Land Use Map Designations



Proposed General Plan  
Land Use Map Designations





# Thank you!

[phoenix.gov/pdd/generalplan2025](https://phoenix.gov/pdd/generalplan2025)

[phoenix.gov/villages](https://phoenix.gov/villages)

[phoenix.gov/pdd/riophx](https://phoenix.gov/pdd/riophx)

[phoenix.gov/pdd/tod](https://phoenix.gov/pdd/tod)

**Joél Carrasco, Special Projects Administrator**

**Racelle Escolar, Principal Planner**

Email: [pdd.longrange@phoenix.gov](mailto:pdd.longrange@phoenix.gov)

