

PLANPHX SUMMIT

- Thank you all for being here!
- Excited to talk to you about the General Plan and Rio Reimagined.
- Please allow staff to complete their presentations and when it comes time for feedback and discussion, we want to provide an opportunity for everyone to share.
- Staff may limit comment to a few minutes per person.



PLANPHX SUMMIT

SCHEDULE OF EVENTS

- Welcome
- Overview of General Plan (What and Why: Unified Policy Framework for the City)
- Highlight of General Plan Update (Theme: A More Connected Phoenix)
- Overview of schedule
- The role that Nature and Open Space plays in being a more connected Phoenix, celebrating the accomplishments and how restoring the Rio Salado, an iconic project of regional significance is intrinsically related to growth of our communities and city.

THURSDAY
December 7, 2023

5:30 p.m. to 7 p.m.

Travis L. Williams Family
Services Center

4732 S. Central Avenue
Phoenix, AZ 85040

Spanish translation available

SPEAKERS



Tricia Gomes

Deputy Director
Planning & Development Department



Joél Carrasco

Acting Special Projects Administrator
Planning & Development Department



Enrique A. Boróquez-Gaxiola

Planner III
Planning & Development Department

**SCAN
TO
RSVP:**



<https://forms.office.com/g/4fx018k0Qv>

This session will celebrate recent accomplishments and share ongoing work by the City of Phoenix and community partners around the Rio Reimagined vision and planning efforts. Learn from others and share your own ideas about the opportunities for Rio Reimagined, an iconic initiative of regional significance championed by late Senator John McCain and late Congressman Ed Pastor. We will also have several opportunities to provide input strengthening connections to and from the Rio Salado corridor and adjacent communities.



City of Phoenix

Parks and Recreation Department Land Acknowledgment Statement

The Parks and Recreation Department acknowledges the City of Phoenix is located within the homeland of the O'odham and Piipaash peoples and their ancestors, who have inhabited this landscape from time immemorial to present day. The landscape is sacred and reflects cultural values central to the O'odham and Piipaash way of life and their self-definition. This acknowledgement demonstrates our commitment to work in partnership with the ancestral Indigenous communities to foster understanding, appreciation and respect for this heritage.

The Salt River Pima-Maricopa Indian Community (SRP-MIC) and the Gila River Indian Community (GRIC) claim aboriginal title (Original Indian Title) to lands exclusively used and occupied by the Akimel O'odham and Piipaash equaling 3,751,000 acres of South-Central Arizona. Ancestral O'odham settlements are located throughout the entirety of present-day Phoenix. This land continues to be spiritually connected to the O'odham of the SRP-MIC and the GRIC, both of which are confederations of two unique cultures with their own languages, customs, cultures, religions, and histories. Both the O'odham and the Piipaash are oral history cultures and the song culture of these peoples are specifically tied to tangible places. These places can be natural landforms like the mountains that surround our valleys, but they also include archaeological sites because they are part of a cultural landscape associated with specific historic, cultural, and religious values. Those places are tangible reminders to the O'odham and Piipaash about shared attitudes, goals, and practices that characterize who they are, where they belong, and how they related to each other in the past, continuing today and into the future. The Parks and Recreation Department has preserved and continues to steward several Ancestral O'odham sites and landscapes and is committed to honor the vital meaning and intent of this land acknowledgement statement.

PLANPHX SUMMIT

- Welcome and Land Acknowledgment.
- What's Next?
 - General Plan Update
- Rio Reimagined
 - Successes
 - What's on deck?
 - Lessons Learned
- Break out activity

SPEAKERS



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Planner III
Planning & Development Department

Overview of the General Plan

- General Plan applies to all parts of the city.
- A strategic outline for growth, preservation, and infrastructure that leads to an intentional future.
- Conveys the stories of our community.



What and Why :

A Unified Policy Framework for the City

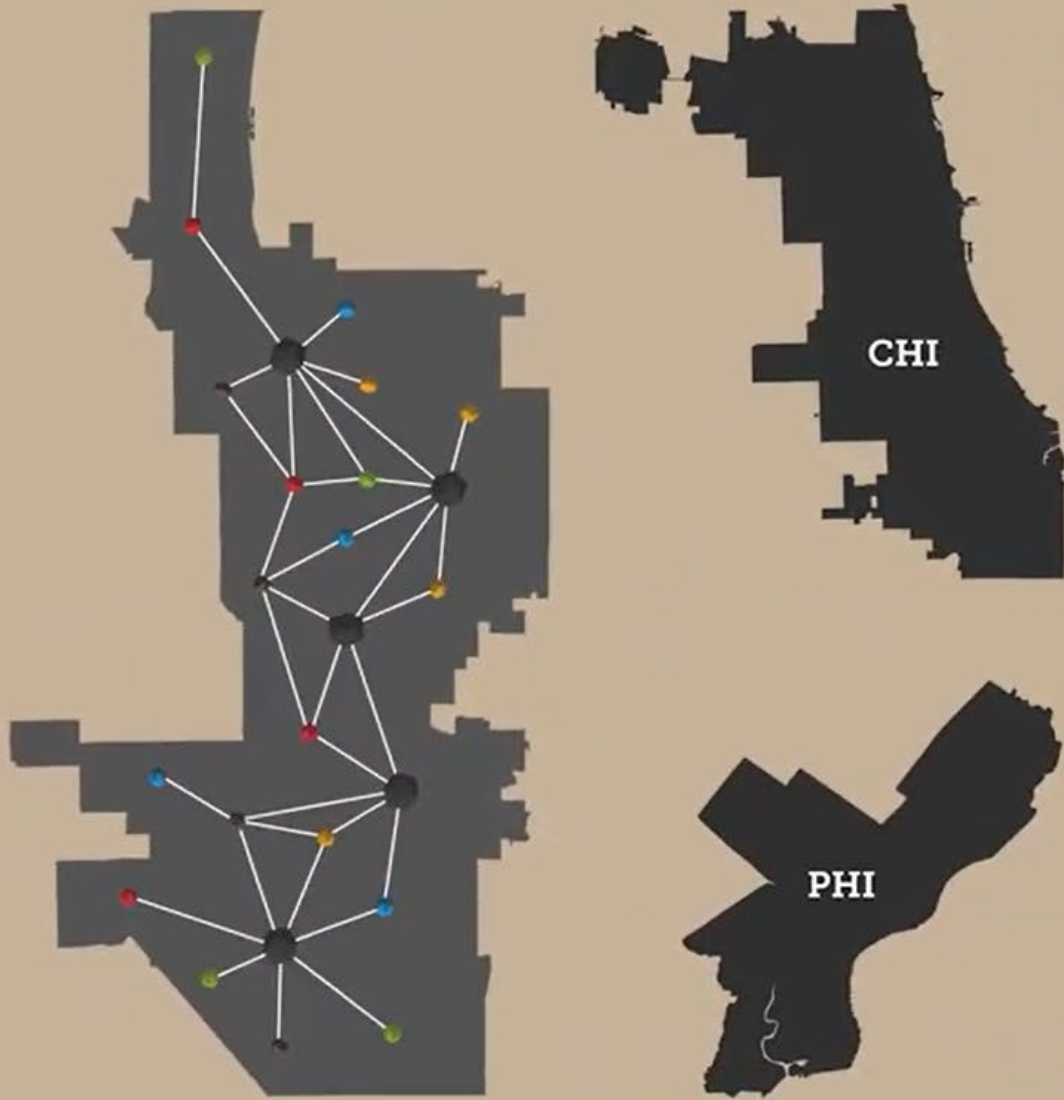
- Sets the conversations for policy directions.
- A living model to be reviewed and maintained.
- Invites all to participate and be involved.
- Measurable results and reporting are essential.



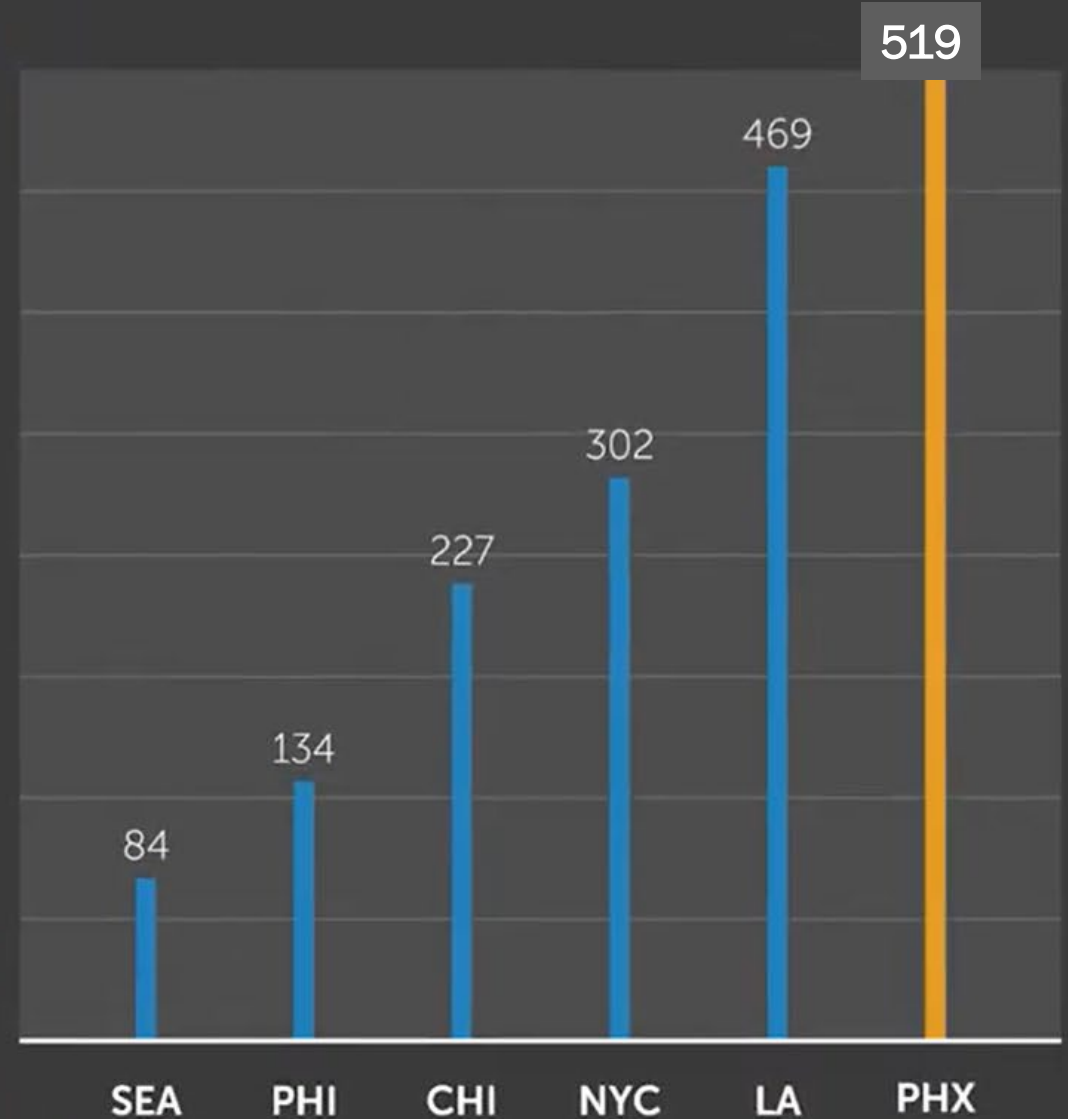
An aerial photograph of a city at sunset. The foreground is filled with a dense, dark green forest. In the middle ground, a flagpole with a rainbow flag is visible. The background shows a city skyline with several tall buildings and a prominent tower on the right. The sky is a warm, orange-brown color.

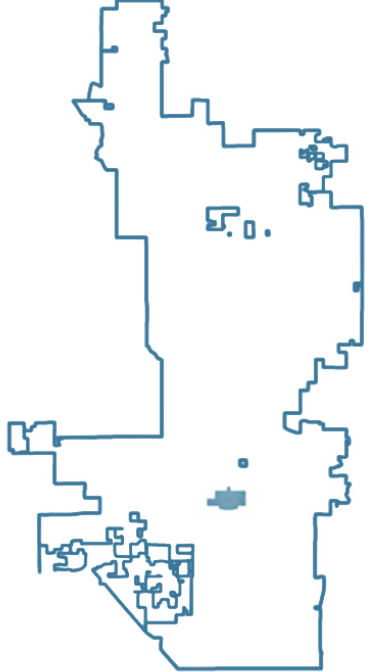
HOW DID WE GET HERE?

We are a big city

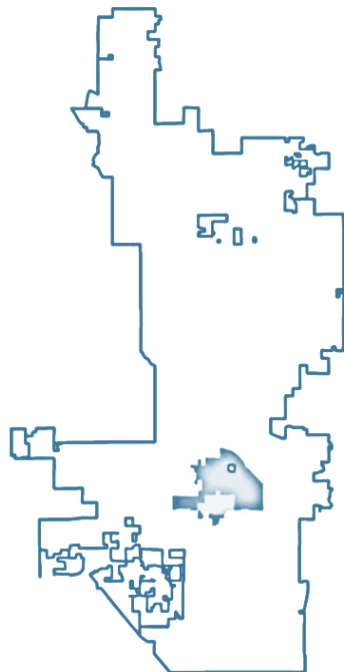


Land Area (mi²)

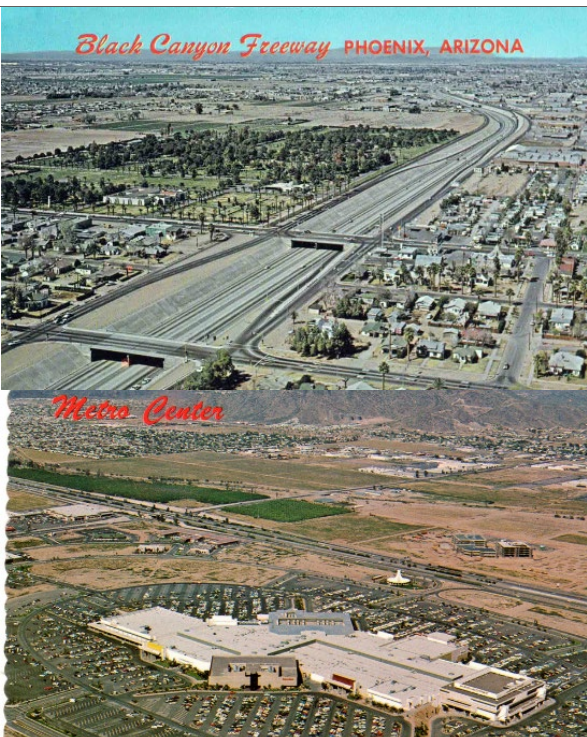
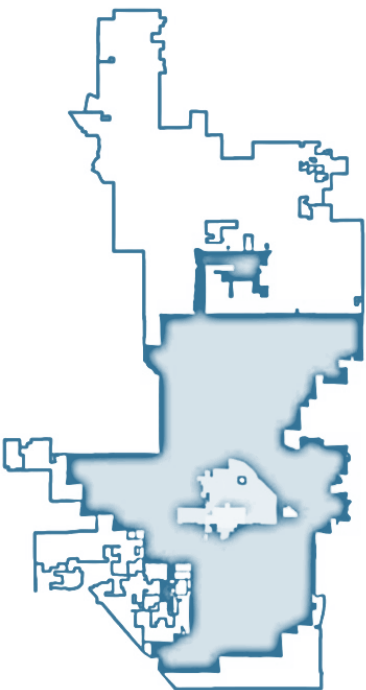




1900



1950



1975



2015

2015 General Plan

- Primary source of land use, growth, and preservation policies for the city
- Vision for a Connected City
- Approved by 76% of voters in 2015



1 Vision



Prosperity



Health



Environment

3 Community Benefits



Connect People
& Places



Build The Sustainable
Desert City



Strengthen Our
Local Economy



Celebrate Our Diverse
Communities & Neighborhoods



Create an Even More
Vibrant Downtown

5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

7 Strategic tools



Jobs

Renewal

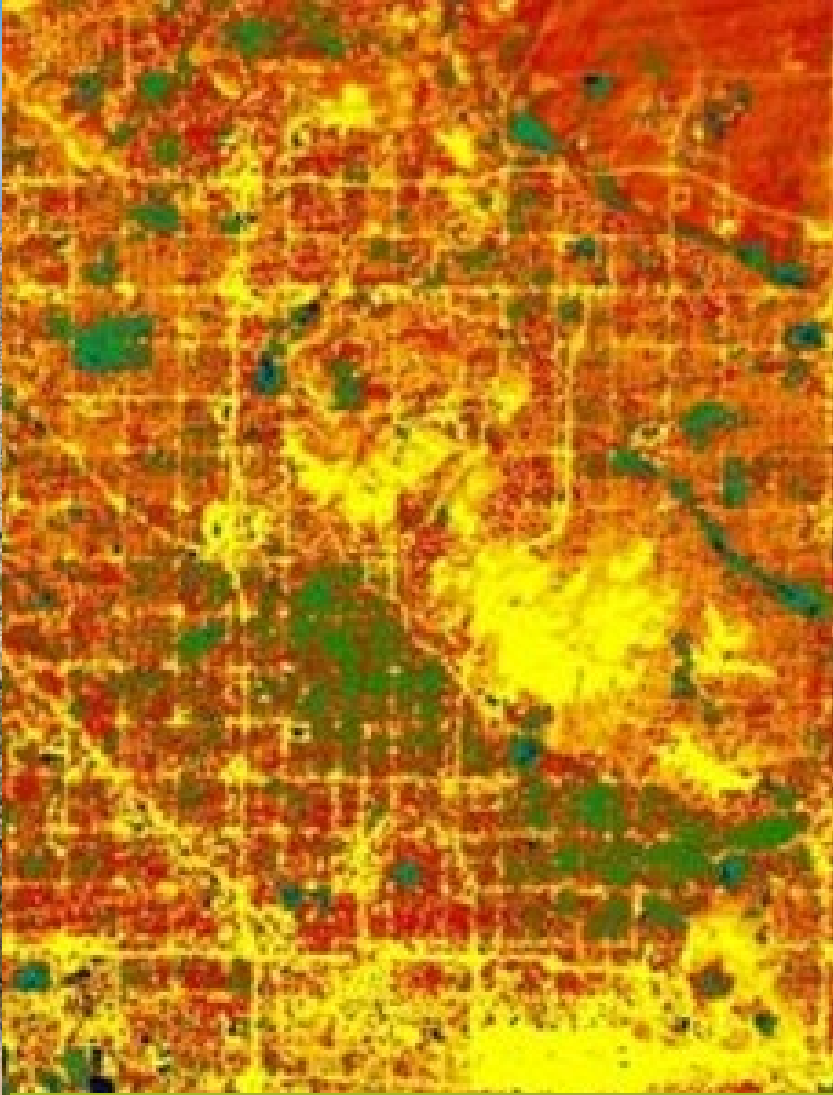
New



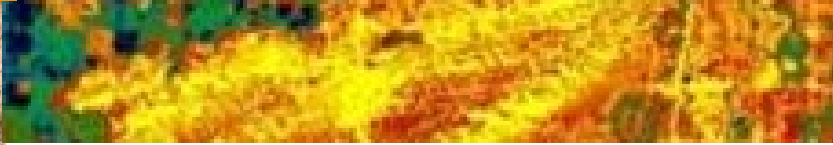
Housing



Water



Heat



A wide-angle photograph taken from a high vantage point on a desert hillside. In the foreground, a dark asphalt road curves through the scrubby, dry vegetation. A single car is visible on the road, its headlights on. The middle ground shows a vast cityscape at dusk, with numerous lights from buildings and streets glowing against the twilight sky. In the background, a range of mountains is visible under a clear, deep blue sky. The overall mood is serene and expansive.

WHAT WE'VE DONE TOGETHER?

2015 General Plan: What we've done together

- Kept the conversation going with our community
- Kept the General Plan relevant as a living/evolving document

Plans:
Transportation 2050



Operations:
Reimagine PHX



Plans:
2050 Sustainability



Plans:
Housing PHX Plan



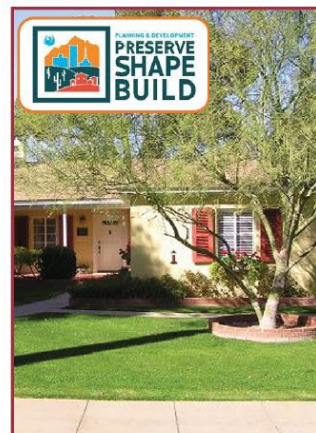
Knowledge:
Arts/Culture Inventory



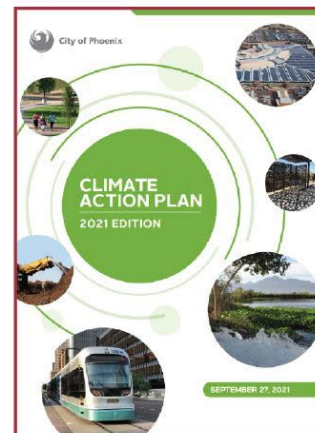
Plans:
PHX Food Action Plan



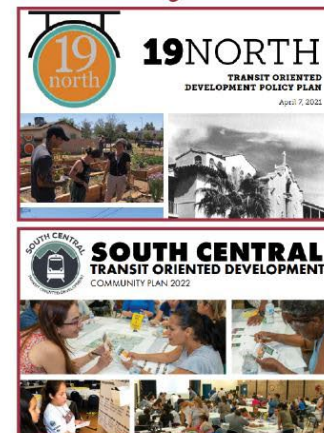
Partnerships:
Historic Preservation



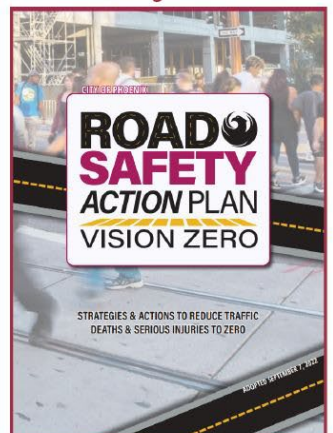
Plans:
Climate Action Plan

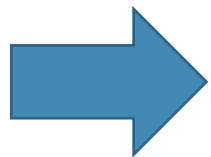
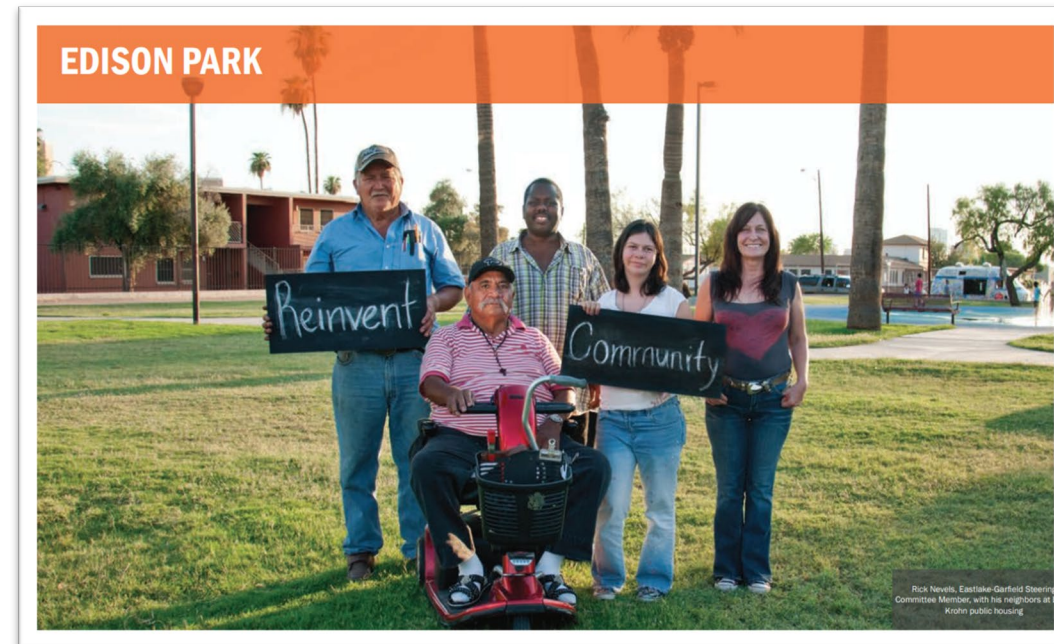
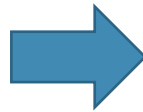
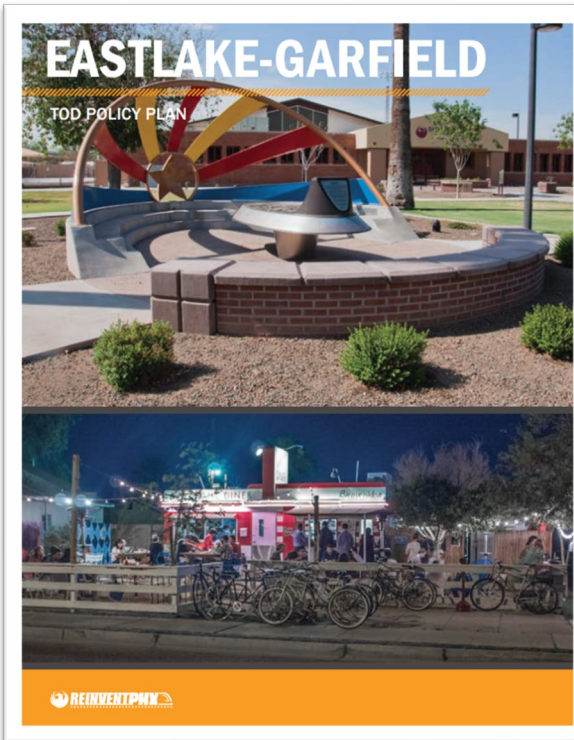
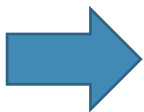


Plans:
TOD Policy Plans



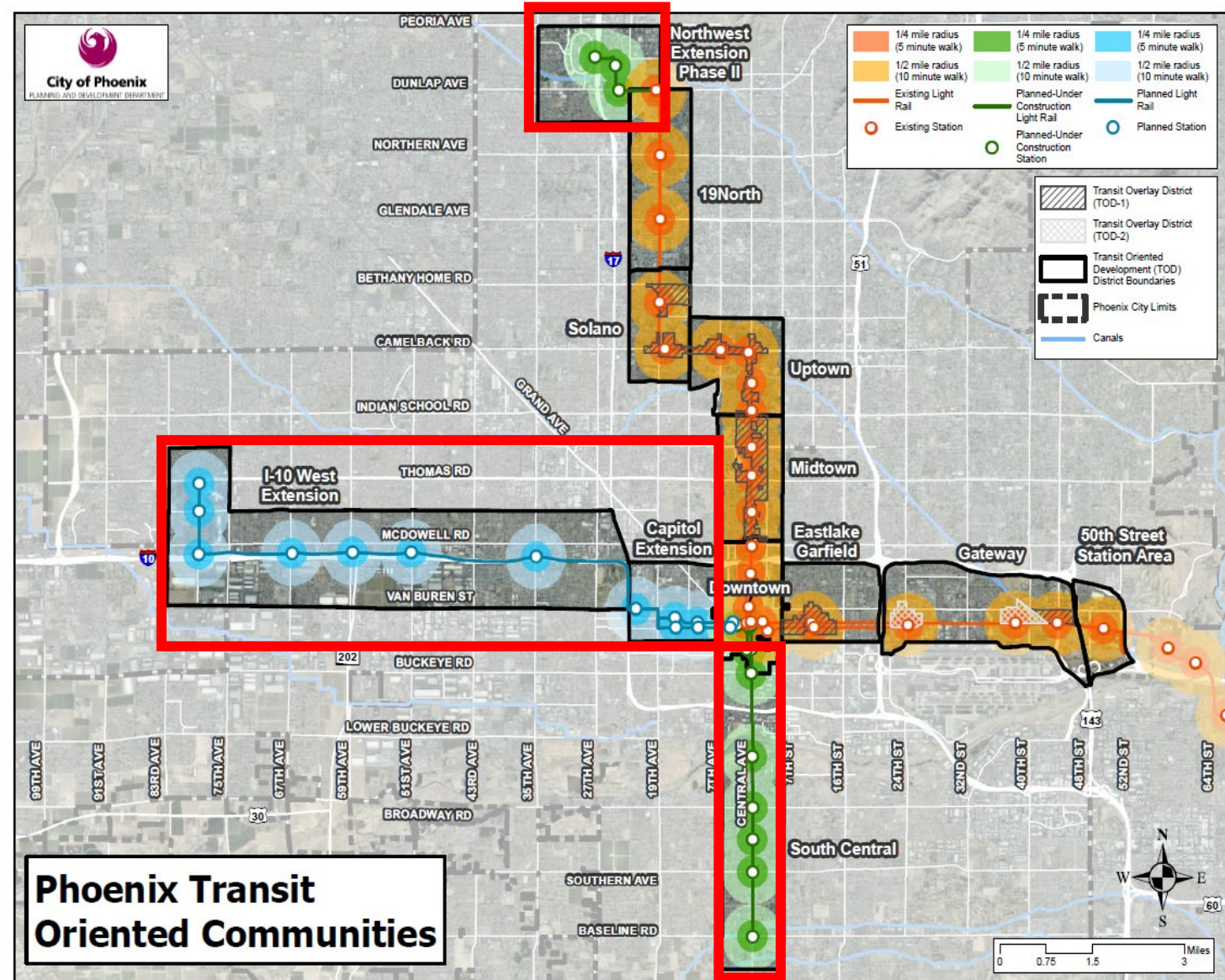
Plans:
Road Safety Action Plan





Four (4) FTA TOD Planning Grants worth over \$6 million in funding

- South Central - FTA TOD Planning Grant Awarded in 2016 for \$2 million with \$400k Matching Funds
- Cap/I-10w- Awarded in 2020 for \$2 million with \$500k Matching Funds
- NWEI- Awarded in 2021 for \$1 million with \$500k Matching Funds
- South Central Implementation - FTA TOD Planning Grant Awarded in 2022 for \$1 million with \$210k Matching Funds + \$75k In-kind from various departments/funds



A wide-angle photograph taken from a high vantage point on a desert hillside. In the foreground, a dark asphalt road curves through the scrubby, dry vegetation. A single car with its headlights on is visible on the road. The middle ground shows a vast, sprawling cityscape with numerous lights glowing against the twilight sky. The background features distant mountain ranges under a clear, deep blue sky. The overall mood is contemplative and forward-looking.

WHERE WE FOCUS NEXT?



PART I

PLANNING A GREAT CITY

Connecting our priorities to an
evolved framework for growth.

A **Vision** for the Future of **Phoenix**...

PRIORITIZING A MORE CONNECTED PHOENIX

By becoming a more "connected" city, Phoenix residents will benefit with enhanced levels and opportunities for shared prosperity, improved community and individual health and well-being, and continue to support a thriving built and natural environment. Bringing the great people and places of this flourishing desert metropolis opportunities to connect in a variety of places will pay tribute to Phoenix's historically recognized identity as "the Connected Oasis". A city like no other in the world, rooted in history and culture, defined with beautiful desert landscapes, active with fifteen unique and diverse urban villages, and connected across vibrant and welcoming communities and neighborhoods. As Phoenix continues to grow and evolve to meet the needs of the future, our people and places will continue to be the heart of our great city.



Blueprint from our Past

A More Connected Phoenix

Part I: Planning a Great City > Vision

VISION: A MORE CONNECTED PHOENIX

The Vision of 'A More Connected Phoenix' was derived from all the major themes and participants' ideas from major planning efforts, initiatives, and policies across the city. It is a concept that has been around Phoenix for some time and continues to stay relevant. The vision of 'A More Connected Phoenix' goes well beyond the physical infrastructure of the city. It is an ideal with deep roots in Phoenix's history and one that provides a simple, yet intriguing direction for the city to follow into the future.

A History of Connections: Shaping Our Future!

Ancient Canals

When early Euro-American settlers arrived in Phoenix in the late 1860's, they observed the vestiges of a sophisticated irrigation system for farming that included about 250 miles of ditches leading out of the Salt River. This effective irrigation system was constructed by the Huhugam Indians and was used in the Valley for more than 1,000 years before the arrival of European and American explorers. Despite the obvious disadvantages of attempting to farm in the Sonoran Desert, early settlers could see the potential of the Salt River Valley – the terrain was flat, the soil rich with alluvial deposits, and the climate perfect for an extended growing season. Prominent among the early Euro-American settlers in the Valley was Jack Swilling, an adventurer and entrepreneur who had worked with irrigation canals. He saw the genius of the ancient canals and worked to re-dig them to re-establish farming in the Valley. The first permanent canal was dug on the north bank of the Salt River, about 8 miles northeast of present-day Phoenix in 1868 and was initially called "Swilling's Ditch," and eventually was named the "Salt River Valley Canal." Canals proliferated throughout the

Valley, many utilizing the pre-existing system. At the turn of the twentieth century, Phoenix was an oasis with lush trees sprouting tall along wide canal banks that crisscrossed Phoenix and its suburbs. In fact, Phoenix was once called – "A city of gardens and trees."

Canals Today

Today Phoenix is home to more than 1,811 miles of canals, far more than even Venice, Italy with only 125 miles. Beyond delivering Phoenix's most precious resource, water, throughout the city, the canals have the potential to be a catalyst for connection. There is no other city in the world with a resource so uniquely tied to its past that provides such possibilities for its future. Second only to our street network, the thousands of miles of canal banks provide a tremendous

Grand Canal Looking towards Brophy School in 1937



Arizona Canal under construction 1884



Connectivity Infrastructure: A Blueprint from our Past

Street Network

At 4,818 miles, Phoenix's network of streets' ability to connect residents and visitors across Phoenix and all of its neighborhoods, businesses, parks, and other destinations remain a defining element of Phoenix's quality of life. Like many western cities, the street network was built on a grid. This grid system has arguably had the greatest influence on how the city has taken shape over time. As Phoenix continues to grow outward, its growth has extended the grid. This simple and efficient transportation layout allows residents and visitors alike to easily navigate the city. Phoenix's streets have been utilized by many different forms of transportation throughout the years.

Early Streets

Streets were originally designated for horse drawn carriages and pedestrians, but eventually several major thoroughfares included streetcars. After World War II, the automobile became the most popular means of transportation, and the geographic size of Phoenix grew rapidly. The street network scaled up to a one-mile grid, reflecting the expansive nature of development at the time. In recent years, Phoenix's streets have once again expanded facilities for other modes of transportation besides the automobile such as walking, biking, and high capacity transit to help increase mobility and

access for those who do not own a car.

Early Rail Network
Phoenix's introduction of transportation came in the form of the streetcar. The streetcar system was named Moses Sherman and was responsible for the

Cyclists on Washington Street 1890s



Washington Street, 1900s



Many of Phoenix's historic neighborhoods were built during this time. The primary route ran along Washington Street connecting the original townsites with the Territorial Capitol. Over time other routes were added connecting additional destinations like the State Fair Grounds, the Phoenix Indian School, Arizona State Hospital, and Phoenix Park (now known as Eastlake Park).

Streetcars

Early streetcars were pulled by horse following tracks that helped reduce friction on the wheels. The cars were open or balloon-style that could face either direction, allowing the car to change directions without a turntable or loop. Fares were kept reasonable to encourage ridership—5 cents for many years. The system was later electrified, allowing the streetcar system to run by electricity rather than be pulled by horses.

In 1925 Sherman sold the streetcar system to the City of Phoenix. The City continued to operate the streetcars but also added buses to accommodate new routes for a growing population and expanding city boundaries. Over time costs increased and automobile use expanded, and in 1947 a fire destroyed several streetcars in 1947, which prompted the City to close the streetcar system in 1948 after over 60 years of service.

Phoenix's Transit Future
In 2008, rail service returned to Phoenix in the form of light rail. Like the prior rail system, the new system connected Phoenix with other nearby municipalities, has prompted development, and

Horse-drawn streetcars in front of the old City Hall (no longer standing)



Streetcar turning North on 2nd Avenue from Washington Street 1940s



improved accessibility to many of Phoenix's destinations. Since its inception, the light rail has expanded north and south from its original route. Phoenix's 21st century light rail has expanded transit services making new connections, spurring new development and growth opportunities. The Capitol Extension, which runs from Central Avenue and Washington Street to the State Capitol, is an important extension of the

system, connecting city and county government offices in the downtown core of Phoenix with state government offices along the Capitol Mall. This route will serve several historic and established residential and commercial areas again just like they were in the past. In the near future, the system will be expanding west to connect with the State Capitol and Desert Sky Mall.



South Mountain Park and Preserve

Phoenix Mountain Preserve System

Phoenix saw significant growth during the decades following World War II, and the desire to preserve and incorporate the beautiful desert setting was a priority for Phoenixians. As a result, in 1972 the City Council established the Phoenix Mountain Preserve system, which at the time included North Mountain, Shaw Butte and Dreamy Draw totaling 7,500 acres.

Today, Phoenix's mountain and desert preserves total more than 35,000 acres and includes 200 plus miles of trails. Phoenix

residents have continually demonstrated a commitment to preserving and expanding the city's open space network.

In 2008, 83 percent of voters renewed the Phoenix Parks and Preserve Initiative for 30 more years. The initiative sets aside one cent of sales tax for every \$10 of purchases to improve and renovate existing parks, and to expand and improve the city's desert preserve system.

Growing Upon Assets
Given the historical context that connections have had in shaping what Phoenix is today, it is a natural fit for the plan's Vision. Building upon systems the city already has to make them more extensive, efficient, and accessible will help Phoenix connect residents and visitors to the wonderful assets that the city has to offer in greater ways than ever. Connections will be the transforming catalyst for Phoenix's future.



PART II

BLUEPRINT FOR A MORE CONNECTED PHOENIX

Achieving the vision of a connected oasis will require Phoenix to employ a strategic approach when planning for growth, infrastructure and land use. By using the five core values this new strategy begins to take shape.



Blueprint from today:

A More Connected Phoenix

Part II: Blueprint for a more Connected Phoenix

VILLAGE CORES PRIMARY & SECONDARY

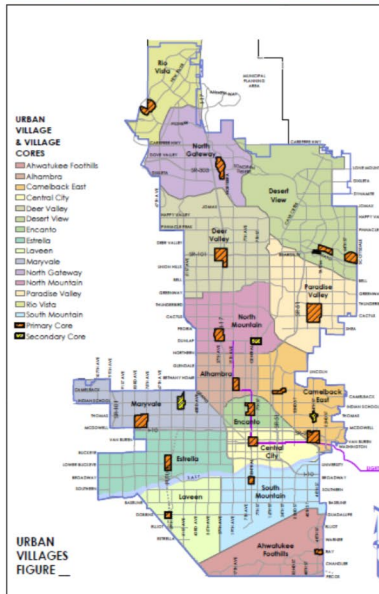
The Village Cores have always been the central focus for each village. The cores should contain a mix of uses including office, retail, public, governmental, and residential. The variety of uses are determined by the uniqueness of each village and the character of each village. The cores often contain the most intense land uses and generally the tallest scale of buildings. The concentration of intensity and scale create vibrancy that is unique to each village.

Primary Cores

Primary cores are characterized by a development pattern which maximizes buildable area and minimizes use of land for parking. Buildings are positioned in a way that provided definition to public streets, pedestrian accessways, and public plazas or urban open spaces. The compact and connected nature of this development pattern creates a strong emphasis on providing more pedestrian amenities. Cores also serve as the focus for the development of multi-modal transportation systems to support a larger concentration of employment and housing opportunities.

Secondary Cores

Secondary cores often provide services to areas that are more suburban in character. Development patterns consist of more freestanding buildings with larger setbacks. Pedestrian amenities are encouraged but are may be more dispersed. Public transportation serves all residents and their daily needs. The secondary cores also have a mix of land uses, however in some instances a particular land use may predominate, e.g., retail or office.



EMPLOYMENT CENTERS/CORRIDORS

Phoenix is home to many employment centers and corridors. Phoenix is a booming, growing city, and in 2021, employment after industries around manufacturing, and services.

Guiding Investments

Planning within and around Phoenix's employment centers and corridors is a critical part of addressing the Five Core of the General Plan. One way we can become a more connected city is by ensuring that existing employment centers and corridors continue to thrive. A vibrant network of employment centers and corridors at additional investment to city strengthening the local economy and allows residents to be closer to employment opportunities. The close proximity to these centers can be better positioned to address challenges to commute times, congestion, and air quality. Ensuring sustained growth of the existing employment centers and corridors will require a renewed commitment to collaborate with employment centers and corridors to support the community on the use, zoning and infrastructure decisions needed to support continued investment in the General Plan outline approach to incorporate city's employment centers and corridors into the larger framework for Cores, Centers, and Corridors. This will require some of the necessary analysis and policies to appropriate investment and around employment centers and corridors.

Part II: Blueprint for a more Connected Phoenix

PHOENIX URBAN VILLAGE MODEL

The purpose of the model was to provide a physical place for Phoenix residents that promotes a strong sense of community, promotes a healthy and viable economy, promotes the efficient provision of high quality urban services, and protects the quality of life in established neighborhoods. This model provided the basis for updating the Phoenix General Plan.

Village Model History

The Urban Village Model is a refinement of the Phoenix Urban Village Concept. This concept was originally identified as the urban form for Phoenix by a citizen committee that worked from 1974 to 1979. This work resulted in the adoption by the City Council of the Phoenix Concept Plan 2000. This Plan defined the Urban Village Concept and was used as the basis for developing the General Plan adopted by City Council in 1985. The Plan initially established nine villages and the urban form for Phoenix.

The Plan also established Urban Village Planning Committees, charged with providing advice to the City Council on planning related issues in each village. In 1989 and 1990, the City sponsored the Futures Forum, a series of meetings which provided an opportunity for the community to discuss and articulate a vision for Phoenix's future. Some of these discussions focused on Phoenix's existing urban form and the strengths and weaknesses of the Urban Village Concept. In 1991, as part of an update of the General Plan, the City used the results

of these discussions as a basis to refine the existing Urban Village Concept into a new urban form model for Phoenix. From 1991 through 1994, the City worked with the Village Planning Committees and other citizens to refine and finalize these concepts into a new Urban Village Model still in place today.

Principles from the Past

The Urban Village Model was based on five principles that have been built upon for decades and continue to influence the next iteration of planning for a more connected Phoenix.

Principle 1. Balancing housing and jobs

The idea of living, working, and playing in the same village is a basic principle of the Model. This principle focuses on creating a sense of community by providing living, employment, and recreational opportunities in close proximity to village residents. Residents of Phoenix, and the entire metropolitan region, have many choices as to where they will live, work, and play. Factors such as the transportation system, disparities in educational system quality, ongoing changes in provision

of retailing services, a range of job opportunities available, and a variety of lifestyles, are examples of what impacts where people live, work, and play. Although it may be difficult to achieve a standard citywide ratio for each village, consideration should be given to identifying a ratio for each village.

This should be based on the long term economic development goals of the community, the unique characteristics of each village, and the opportunities for future employment and population growth for each. Thus the appropriate ratio of jobs to population will be determined for each village. This will result in a range of ratios based on the historic development patterns of each individual village.

Principle 2. Concentrating intensity in village cores

The core is considered the central focus for each village from both a physical and social standpoint. To become that focus, the core should include a variety of land uses that will create a reason for village residents to come to and congregate in the core. Because the core is the central focus for

A PURPOSEFUL AND INTENTIONAL,
URBAN VILLAGE MODEL
TO BE A MORE CONNECTED PHOENIX
ACROSS ALL OUR COMMUNITIES.



Rio Vista



North Gateway



Deer Valley



North Mountain



Alhambra



Maryvale



Estrella



Laveen



Desert View



Paradise Valley



Camelback East



Encanto



Central City



South Mountain



Ahwatukee Foothills



Blueprint from today:

A More Connected Phoenix

Part II: Blueprint for a more Connected Phoenix

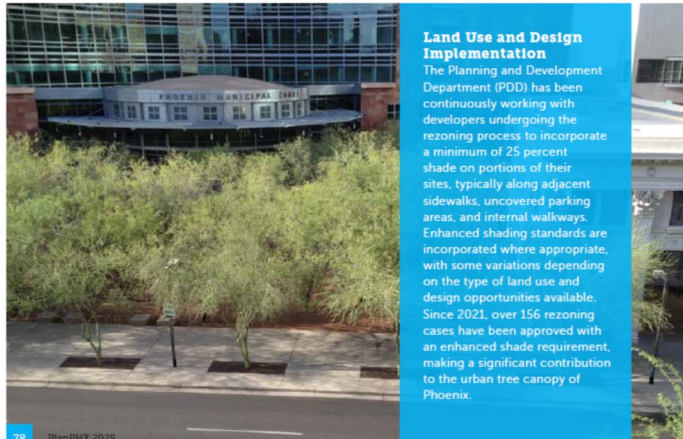
LAND USE AND DESIGN PLANNING PRINCIPLES

Land Use and Design Principles

The 2015 General Plan Update introduced a series of Land Use and Design Principles which have continued to provide guidance on how development should take shape when addressing unique and site context specific topics. They continue to be used to evaluate development proposals when reviewing consistency and compliance with Village and City-wide Policies, Goals and Values.

Next Steps

Part IV of the General Plan outlines an approach to incorporate the city's employment centers and corridors into the larger planning framework for Cores, Centers, and Corridors. This will provide some of the necessary planning analysis and policies to support revisiting all Land Use and Design Principles together to refine and update in alignment with other actions outlined in Part IV. The following pages being to articulate some of the leading Land Use and Design Principles for consideration and continued dialogue with the community to refine these important components of the General Plan Framework together.



Land Use and Design Implementation

The Planning and Development Department (PDD) has been continuously working with developers undergoing the rezoning process to incorporate a minimum of 25 percent shade on portions of their sites, typically along adjacent sidewalks, uncovered parking areas, and internal walkways. Enhanced shading standards are incorporated where appropriate, with some variations depending on the type of land use and design opportunities available. Since 2021, over 156 rezoning cases have been approved with an enhanced shade requirement, making a significant contribution to the urban tree canopy of Phoenix.

TOP 2015 LAND USE PRINCIPLES

The following **Top Ten Land Use and Connect People and Places** provides a critical foundation for the **Principles** in alignment with the **General Plan 2025 Update** has **CORES, CENTERS, AND CORRIDORS**

Part II: Blueprint for a more Connected Phoenix

15 VILLAGES ONE CITY CHARACTER PLANS

The Phoenix General Plan is meant to provide a citywide vision and strategy for how the city will continue to grow and develop. Implementing this vision and strategy across the 519 square miles of the city must be done in a way that allows each of the city's diverse communities and neighborhoods to ensure that their unique assets and challenges are addressed and their individual character is reinforced.

Phoenix's 15 urban villages have provided a planning model that has embraced the diversity of the city's neighborhoods and guided growth and development for the last several decades. To connect the 2015 General Plan framework for growth and development with the village planning model, Village planners and the village planning committees developed Village Character Plans. The Character Plans celebrate the unique assets of each village and highlight policies and principles from the General Plan. In addition, the Character Plans have the following components:

Narrative & By the Numbers
Each Character Plan starts with a description of the village and highlights a unique set of facts and figures, from the size of the village in square miles, to the number of households.

Character & Assets
The Character Plans showcase the character and assets for the villages through a series of photos and maps. Village Planning Committee members took a leading role in identifying locations that embodied the village's character and that they see as the village's assets.

Plans and Codes & Planned Areas
Each village has had its fair share of past planning efforts. The Character Plans contain an overview and links to the adopted plans and zoning cases that have helped the village take shape.

Land Use & Design Principles
The Character Plan contains Land Use and Design Principles from the General Plan that each Village Planning Committee found to be consistent with their existing and desired character. The selected Land Use and Design Principles will serve as important policy guidance when evaluating planning related requests.

Opportunities for Growth and Investment
The Village Planning Committees, using feedback from the General Plan Update process and their own perspectives, identified areas where the village has opportunities for growth and improvements. These areas may serve as a foundation for future planning efforts.

Goals
The Character Plan concludes with a list of goals developed by the village planning committee. The Character Plan's goals are juxtaposed with the General Plan's Five Core Values as a means of illustrating how aligned the goals are with the planning framework of the General Plan.

Note: Links for each of the Character Plans can be found on the following page.

Part II: Blueprint for a more Connected Phoenix

TRANSIT ORIENTED COMMUNITIES

Achieving the vision of a more connected Phoenix requires a merger of planning policy from the past with more recent focused and strategic approaches of today. When planning for growth, preservation, and infrastructure, land use and transportation have become more intrinsically related than ever before. By using the five core values, building upon our past and present strengths, and being conscientious of long term opportunities and challenges, a new strategic framework begins to take shape as a blueprint like no other.

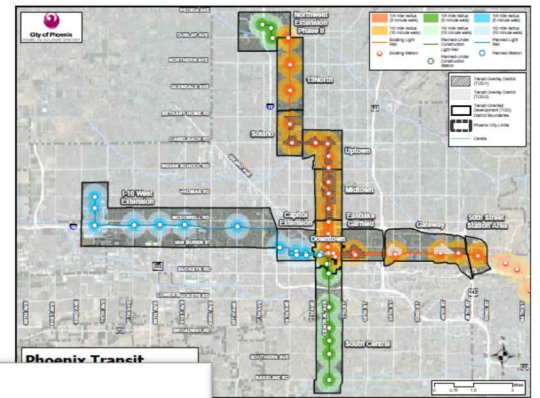
Introduction

Phoenix's Sonoran desert setting with mountains, rivers and washes has offered a unique and picturesque landscape in which to build 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, the

we coordinate land use and infrastructure planning in a more strategic way.

Our Renewed Strategy
Redevelopment and new growth to be guided near supportive infrastructure. By growing near public transit, parks, trails and shops, Phoenix can become a more connected network of

extraordinary winter weather and breathtaking mountain preserves. At a more micro level, Phoenixians value the many parks, neighborhoods, and other points of pride that support their daily lives. While Phoenix is changing and growing, these assets should be preserved and strengthened. This does not mean "remain unchanged" but



using types surrounding commercial nodes situated on the star line. Even in Phoenix, a number of these places today such as Roosevelt, the Grand Avenue Arts District, and portions of the Grand Neighborhood to a few. While the streetcar have been removed, pattern remains and have been to both resilient and places in our city. Much Phoenix developed during age of the automobile and median zoning which produced landscape where uses were related from one another and commercial ventures lined

arterial streets. This has led to an environment where residents often refer to geographies by their cross-streets rather than by a place name.

The Transit Oriented Development Strategic Policy Framework proposed a new paradigm for urban growth in Phoenix. This plan defined a series "Place Types" for the 42 station areas along the growing light rail system.

Like the streetcar suburbs of old, these Place Types will become the central nodes from which a newly reinvented and reinvigorated community will arise.

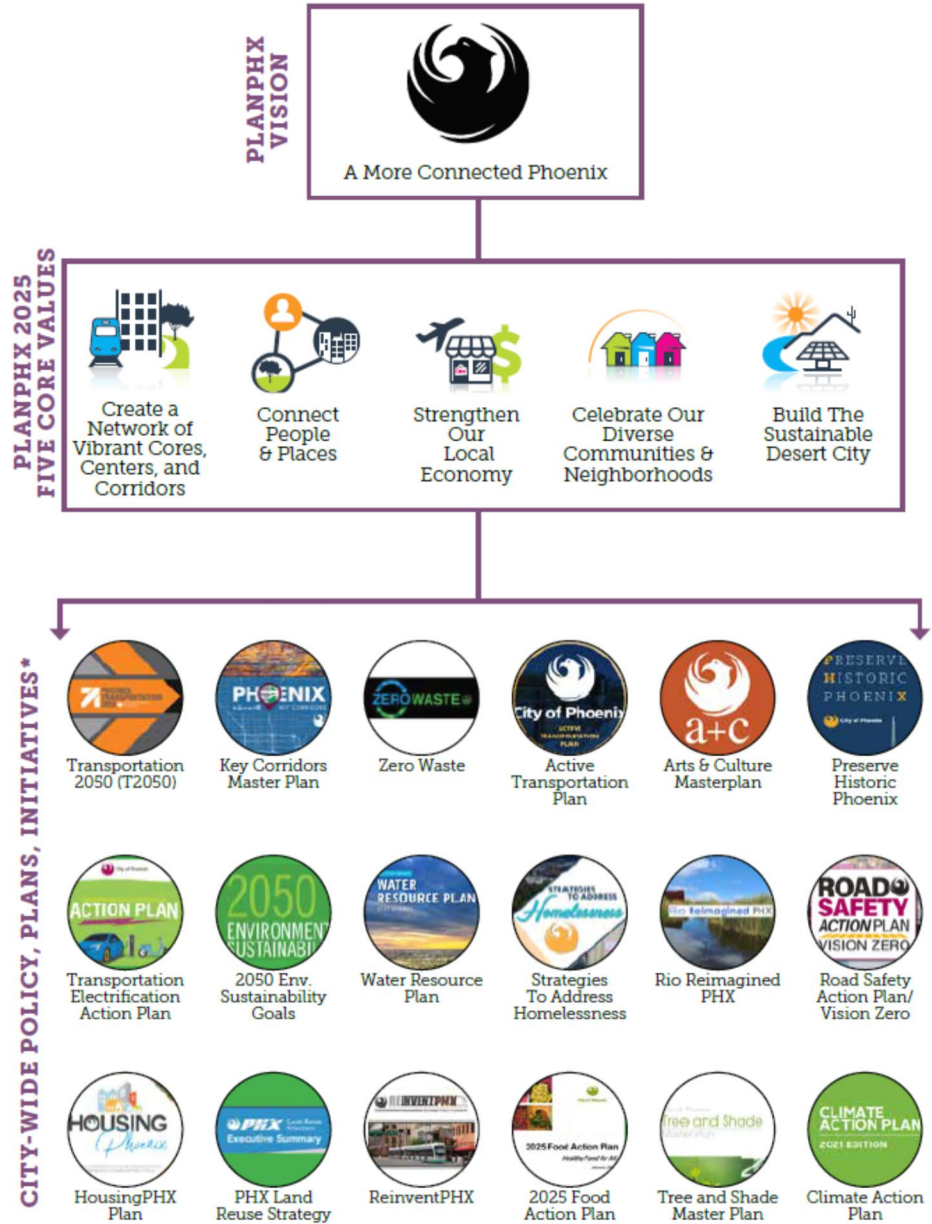
PHOENIX TRANSIT

A UNIFIED POLICY FRAMEWORK FOR THE ENTIRE CITY!

The PlanPHX Five Core Values and Subsection/Goals provide a purposeful and strategic alignment with a variety of City and community driven Policies, Plans, and Initiatives celebrating the city's commitment to continuously improving, evolving, and addressing opportunities and challenges through a holistic and unified policy framework to become a more connected Phoenix! The following page articulates this policy alignment to the Five Core Values, whereas subsequent pages celebrate policy alignment under each respective "Subsection/Goals".



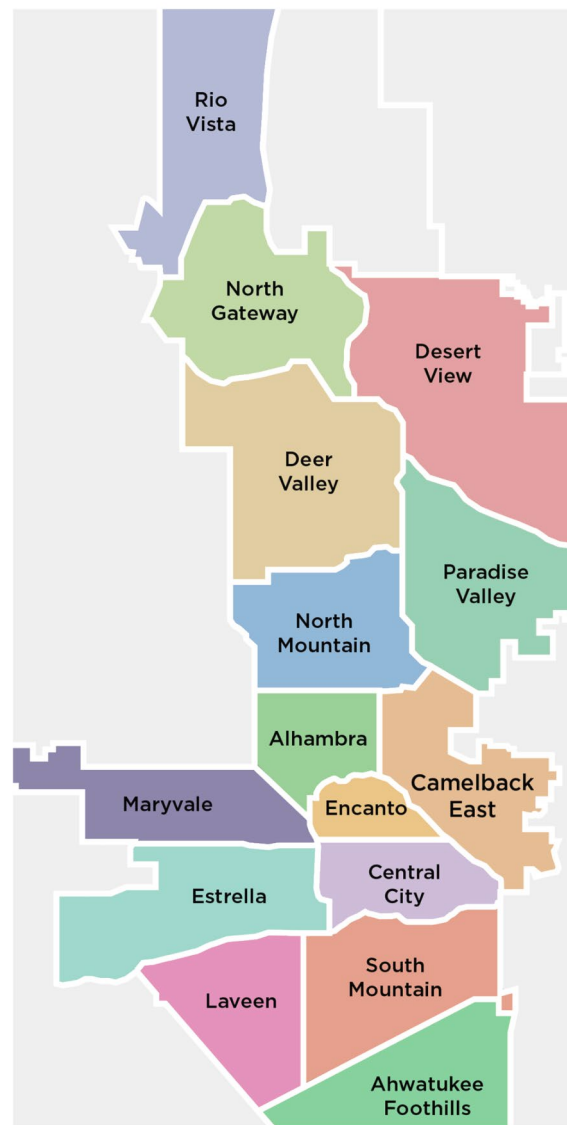
Orpheum Theater



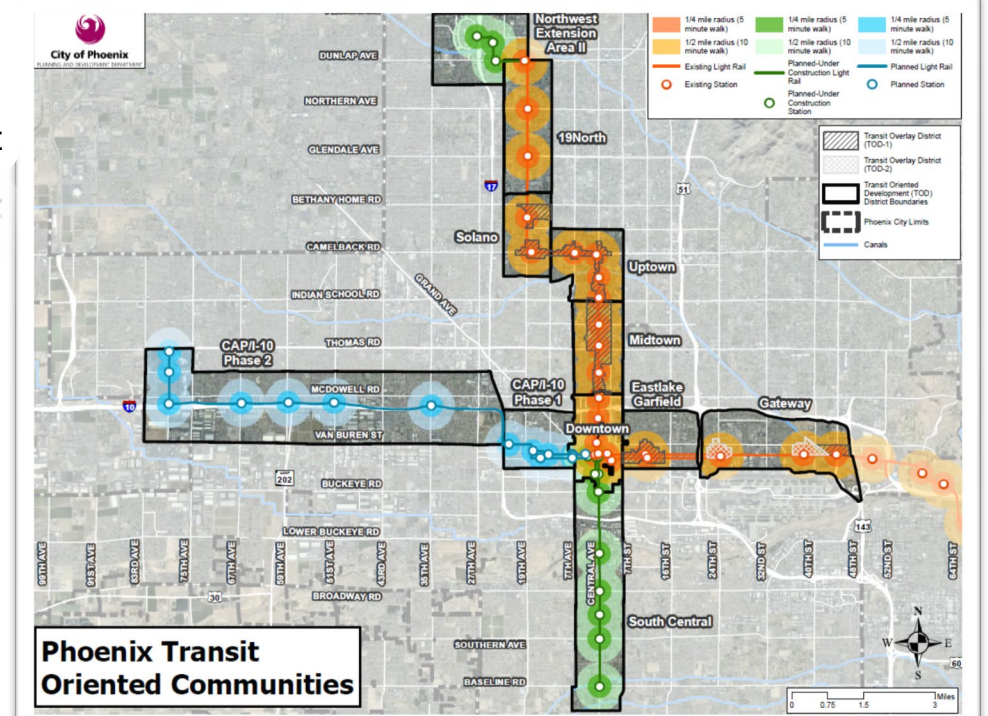
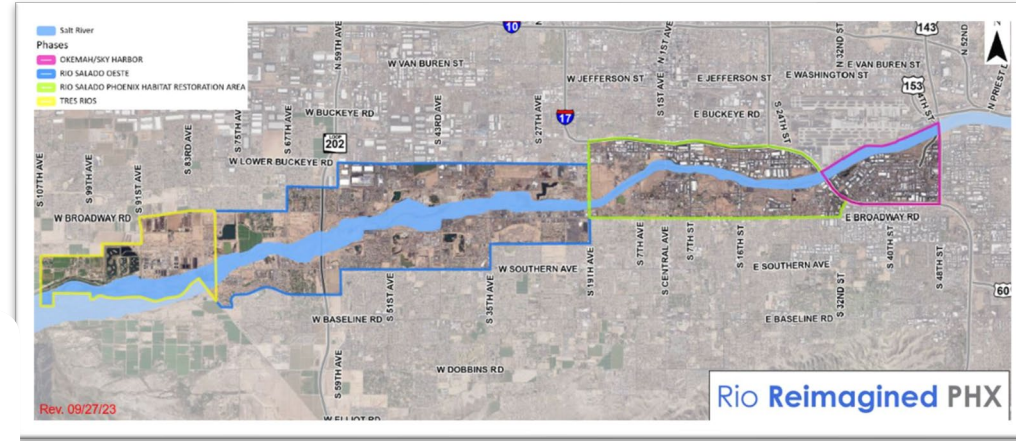
*Sample for references only, for all city policy, plans and initiatives visit phoenix.gov



CREATE A NETWORK OF VIBRANT CORES, CENTERS, AND CORRIDORS



A More Connected Phoenix



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



Create a Network of Vibrant Cores, Centers, and Corridors

- **Downtown as the Core**
- Transit Oriented **Communities**
- Arts, Culture & Entertainment
- **Infill Development**
- History & Local Businesses
- **Evolving Communities**
- **Dynamic City**
- **Mix of Housing**
- Surrounding Neighborhoods
- Opportunity Sites



Connect People and Places

- **Rio Reimagined**
- **High Capacity Transit**
- **Active Transportation**
- **Road Safety**
- Complete Streets
- Public Transit
- Parks
- Canals & Trails
- Access & Functional Needs Infrastructure
- Knowledge Infrastructure



Strengthen Our Local Economy

- **Tech-Forward City**
- **Resilient & Integrated Communities**
- Entrepreneurs & Emerging Enterprises
- Manufacturing & Industrial Development
- Highly Skilled Workforce
- Airports
- Tourism Infrastructure
- Local & Small Business



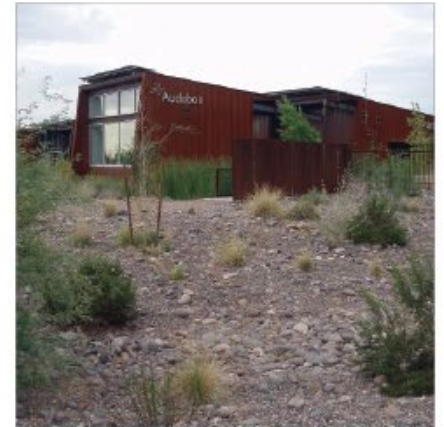
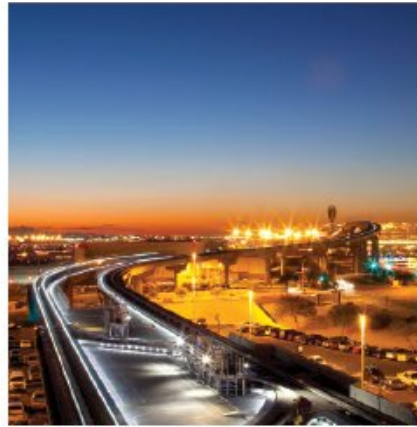
Celebrate Our Diverse Communities & Neighborhoods

- **Historic and Cultural Resources**
- Certainty & Character
- Safe Neighborhoods - Police
- Safe Neighborhoods - Fire
- **Evolving Neighborhoods**
- **Welcoming Neighborhoods**
- **Encourage Housing Options**
- Arts & Culture
- **Open Space**



Build the Sustainable Desert City

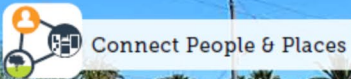
- **Water Sensitive Planning**
- **Cool Corridors**
- **Community Shade**
- Desert **Natural** Landscapes
- Rivers, Washes, & Waterways
- Redeveloped Brownfields
- Green Building
- Healthy Food System
- Energy Infrastructure
- Waste Infrastructure



HOW TO USE THIS PLAN

The General Plan was designed to be a document that is easy for the reader to understand and use. Each of the Core Values' subsections is divided into the following six parts highlighted below

Core Value



Connect People & Places

Subsection Description

This is a brief overview of the subsection topic and its importance to the future of the city.

Goal

One or two statements about what we aspire to achieve with respect to this topic.

Additional Implementation Resources

A list of additional policy, plans, codes, standards, information or other implementation resources.

ACTIVE TRANSPORTATION

Phoenix is committed to promoting active transportation, which includes self-propelled, human-powered modes like walking or bicycling, to address the challenges of physical inactivity contributing to rising rates of obesity, diabetes, heart disease, and other chronic conditions. However, concerns over safety due to heavy traffic and inadequate infrastructure, like sidewalks and crosswalks, hinder the widespread adoption of active transportation within communities. To tackle this, the city focuses on improving infrastructure to encourage active transportation, making it safer and more accessible for everyone. By expanding transportation networks and enhancing pedestrian-friendly features, Phoenix aims to facilitate connectivity and pedestrian accessibility, integrating active transportation as a crucial design element in developments to meet the growing demand for connected and amenity-rich communities.

GOAL

Develop the city's Active Transportation system into an accessible, efficient, connected, safe and functional network which promotes safe bicycling and pedestrian access to any destination. Establish a network of bicycle and pedestrian scaled amenities at major destinations.

MEASURES/METRICS FOR SUCCESS:

- City Manager's Dashboard
- Environmental Social Governance (ESG) Dashboard
- City of Phoenix Open Data

ADDITIONAL IMPLEMENTATION RESOURCES:

- Map of city bike-way system
- Comprehensive Bicycle Master Plan
- Active Transportation Plan
- Road Safety Action Plan
- Transportation 2050 Plan (T2050)

3RD AVE AND 5TH AVENUES IMPROVEMENT PROJECT

The 3rd & 5th Avenues Improvement Project was aimed at increasing safety, improving corridor circulation and livability, extending and expanding bike facilities and introducing innovative bicycle improvements. The project built the first two-way protected bike lane in Phoenix, in addition to building traffic, bike and pedestrian signal and safety upgrades, shade structures and enhanced landscape in select locations, drainage modifications, pavement resurfacing, and two-way traffic from Washington Street to Roosevelt Street. Construction for a project to extend the improvements north of McDowell started in 2023 and is anticipated to be completed in 2024.

Policy Alignment

Primary City Policies, Plans, and Initiatives aligned to the Subsection/goal.

Spotlight

The spotlights profile places in the city that are already helping to achieve the goal. They are meant to celebrate the many community assets that Phoenix already has in place and serve as examples that can be followed in other parts of the city.

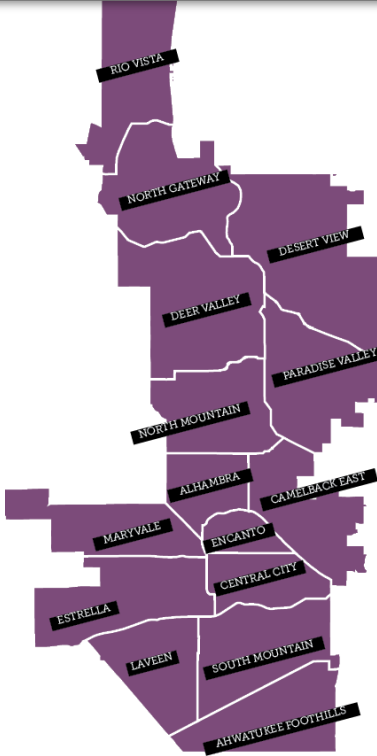


planPHX
GENERAL PLAN 2025 UPDATE

ROAD SHOW SERIES OF EVENTS!

Come see the unveiling of the
Draft General Plan 2025 Update!

A More Connected Phoenix



Saturday October 14 10 a.m. - 12 p.m.	Thursday November 30 5:30 p.m. - 7:30 p.m.	Tuesday December 5 5:30 p.m. - 7 p.m.	Thursday December 7 5:30 p.m. - 7 p.m.	Thursday December 14 7:30 a.m. - 9 a.m.	Thursday December 14 5:30 p.m. - 7 p.m.	Saturday December 16 10 a.m. - 12 noon
George Washington Carver Museum and Cultural Center 415 E. Grant Street Phoenix, AZ 85004	Park Central Mall - Goldwater Building 3110 N. Central Ave Phoenix, AZ STE 1400	Cholla Library 10050 N. Metro Pkwy, Phoenix, AZ 85051	Travis L. Williams Family Service Center 4732 S Central Ave, Phoenix, AZ 85040	Burton Barr Central Library - Pulliam Auditorium 1221 N Central Ave, Phoenix, AZ 85004	Desert West Community Center 6501 W Virginia Ave, Phoenix, AZ 85035	Burton Barr Central Library - Pulliam Auditorium 1221 N Central Ave, Phoenix, AZ 85004
Celebrate Diverse Communities and Neighborhoods Core Value: Historic Character	Create Network of Vibrant Cores, Centers, Corridors Core Value: Transit-Oriented Communities	Create Network of Vibrant Cores, Centers, Corridors Core Value: Transit-Oriented Communities	Connect People and Places Core Value: Rio Reimagined	Strengthening Our Local Economy Core Value: Tech Forward City	3 Community Benefits: Prosperity, Health & Well-being, and Environment	Build the Sustainable Desert City Core Value: Youth Town Hall
The role that history, culture and character play in being a more connected phoenix, celebrating accomplishments and how preservation of our history is intrinsically related to growth of our communities and our city.	The role that Transit-Oriented Communities play in being a more connected phoenix, celebrating accomplishments and how transportation and land use are intrinsically related to growth of our communities and our city.	The role that Transit-Oriented Communities play in being a more connected phoenix, celebrating accomplishments and how transportation and land use are intrinsically related to growth of our communities and our city.	The role that Nature and Open Space plays in being a more connected phoenix, celebrating accomplishments and how restoring the Rio Salado, an iconic project of regional significance is intrinsically related to growth of our communities and our city.	The role that technology plays in being a more connected phoenix, celebrating accomplishments and how advancements in technology are intrinsically related to growth of our communities and our city.	The role that Planning Equity plays in being a more connected phoenix, celebrating accomplishments and how prosperity, health & well-being, and environment are intrinsically related to growth of our communities and our city.	The role that Youth and our Schools play in being a more connected phoenix, hearing from our youth on their priorities related to growth of our communities and our city.

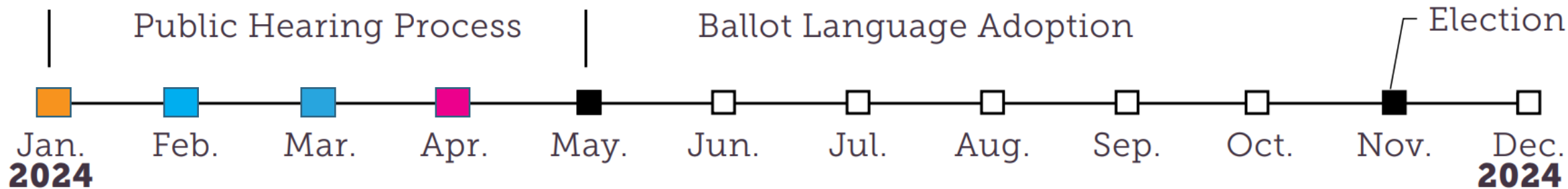
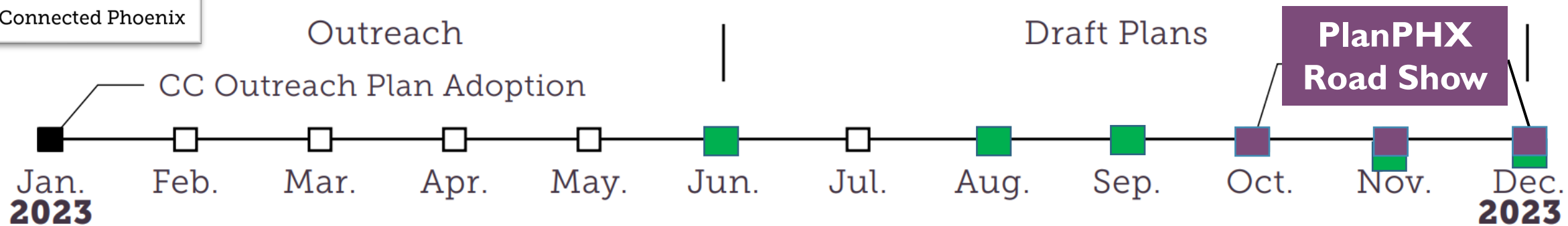


*All Spanish/Espanol



A More Connected Phoenix

General Plan Update - 2025



- Village Planning Committee Presentation and Discussions
- Village Planning Committee Recommendations
- Planning Commission 1st Hearing (Goelet A.C. Beuf Community)
- Planning Commission 2nd Hearing and Recommendation
- Mayor and Council

Thank you!
See the Draft General Plan:

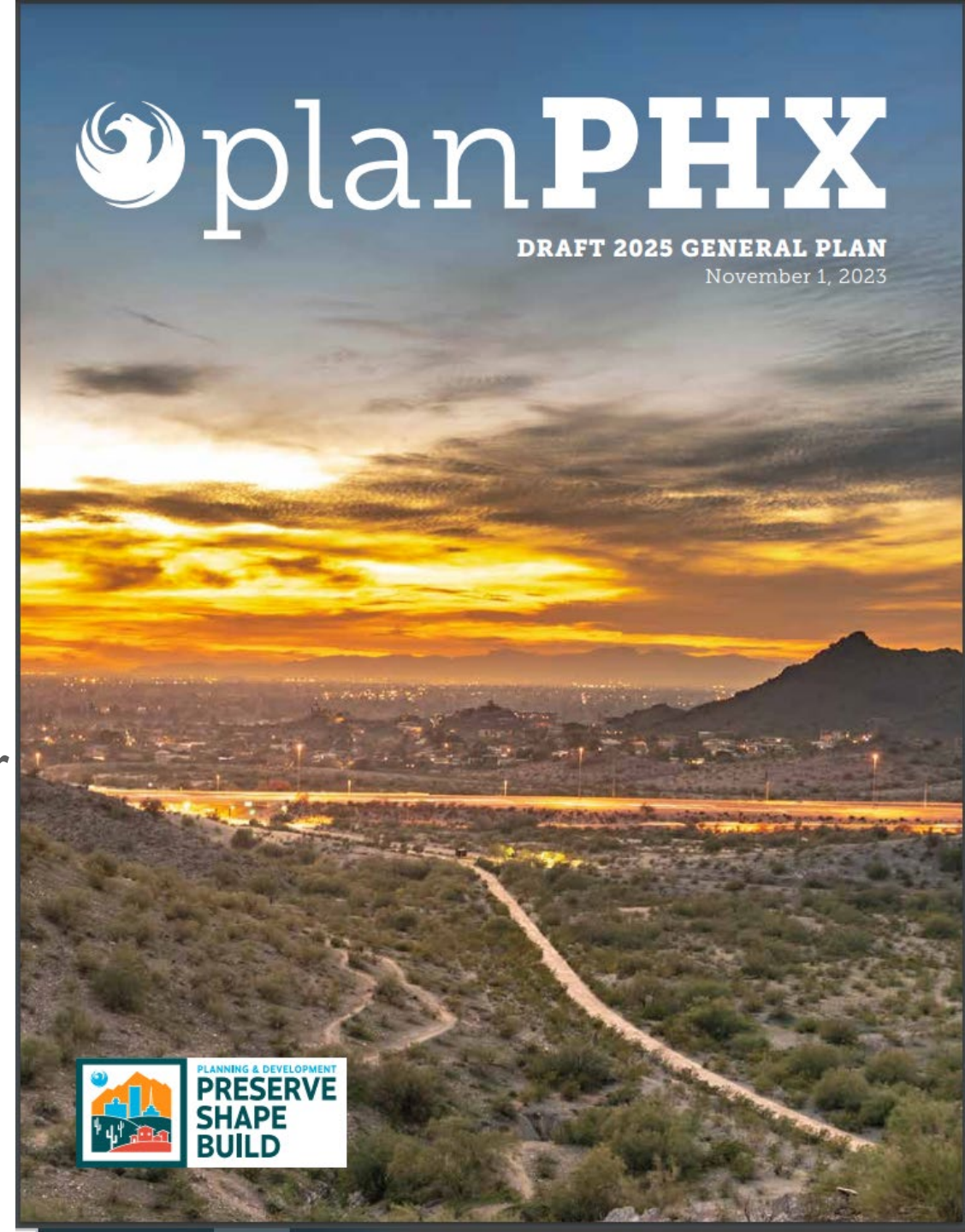
phoenix.gov/pdd/generalplan2025

Tricia Gomes, Deputy Director,
Planning Division

Email: tricia.gomes@phoenix.gov Phone: 602-262-4870

Joél Carrasco, Acting Special Projects Administrator
Planning Division

Email: Joel.carrasco@phoenix.gov Phone: 602-262-6940



Rio Reimagined PHX



RIO REIMAGINED PHX

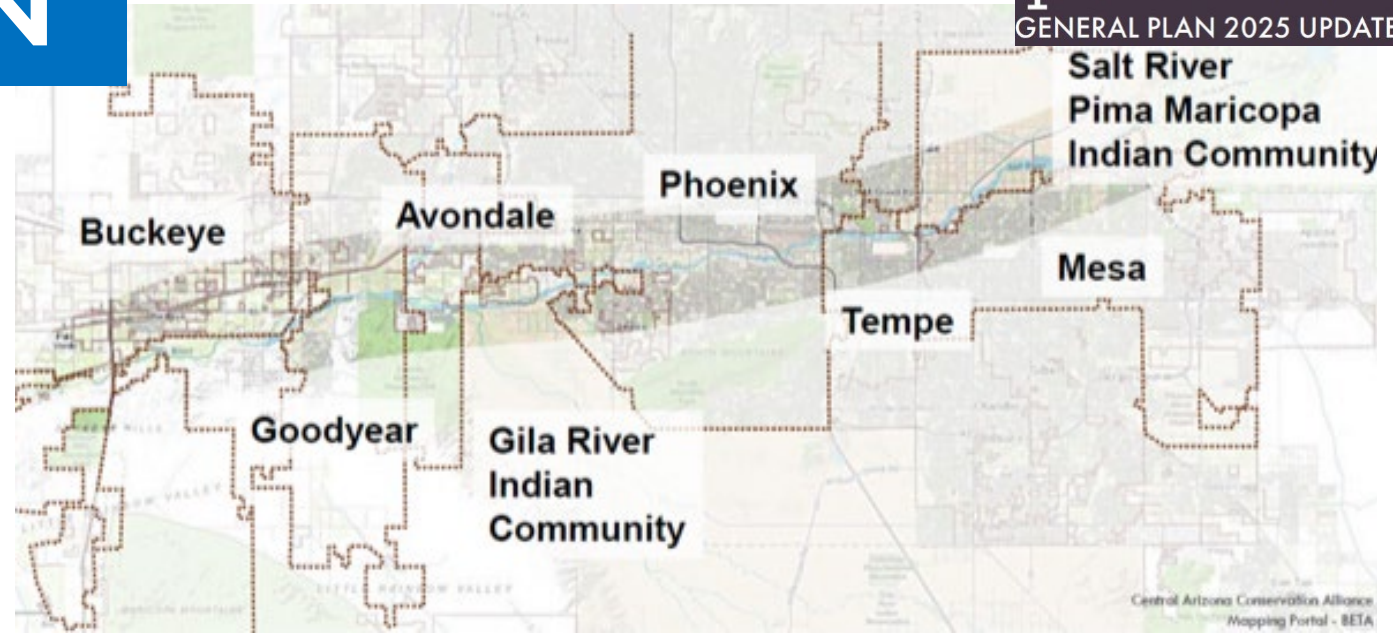
City of Phoenix Planning and Development Department

A REGIONAL VISION

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Source: [Urbanize LA](#)







Source: [Tempe Center For The Arts](#)



 Salt River

Phases

-  OKEMA/HARBOR
-  RIO SALADO OESTE
-  RIO SALADO PHOENIX / HABITAT RESTORATION AREA
-  TRES RIOS



Avondale

Downtown
Phoenix

Sky Harbor
Airport

Tempe

PHASE I

Gila River
Indian
Community

South Mountain
Park/Preserve



Rio Reimagined PHX Boundary

RIO REIMAGINED PHX

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GENERAL PLAN 2025 UPDATE

Rio Reimagined PHX is a collaborative effort by the City of Phoenix, various property/business owners and community stakeholders to create a policy document (s) with the aim of:

- Promoting Rio Salado as a **local/regional destination**.
- Attracting **positive investment** to the area.
- **Implementing** the larger Rio Reimagined project.
- **Address outstanding needs** in the area and **create opportunities** for housing, employment, recreation, art, and ecological restoration.
- **Improving health** outcomes for existing and future residents.

These are the **six Planning Elements** being used to study and plan the below area:



Land Use



Housing



Economic
Development



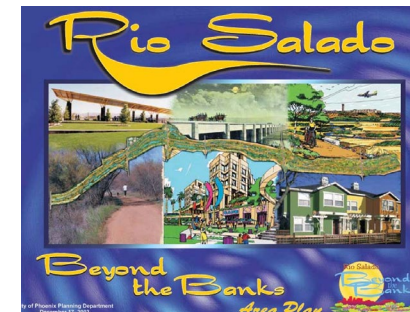
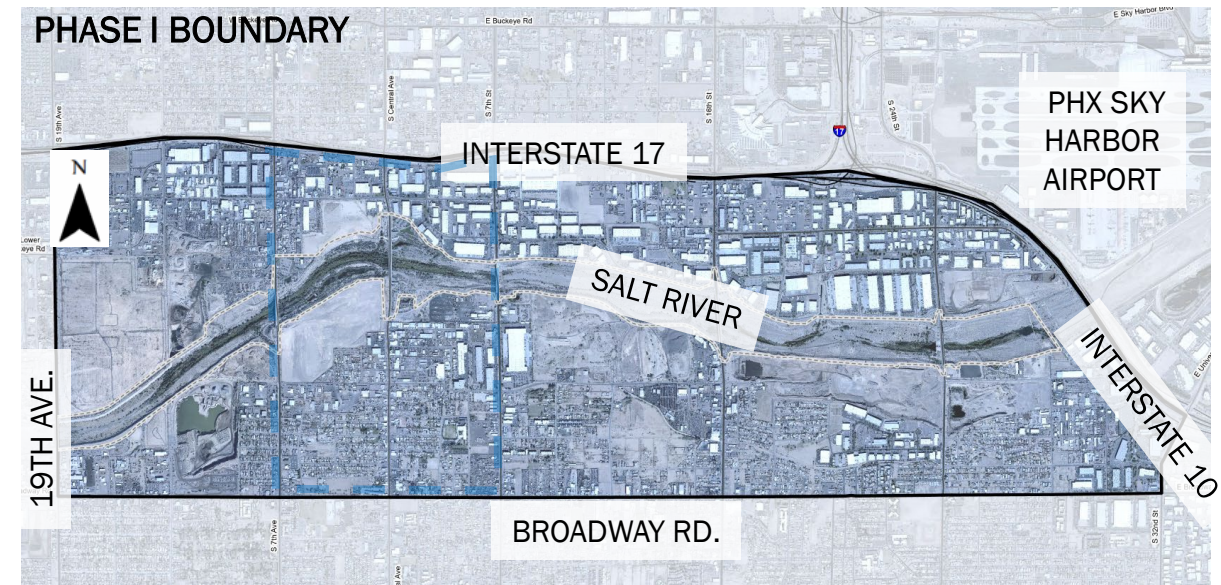
Health



Mobility

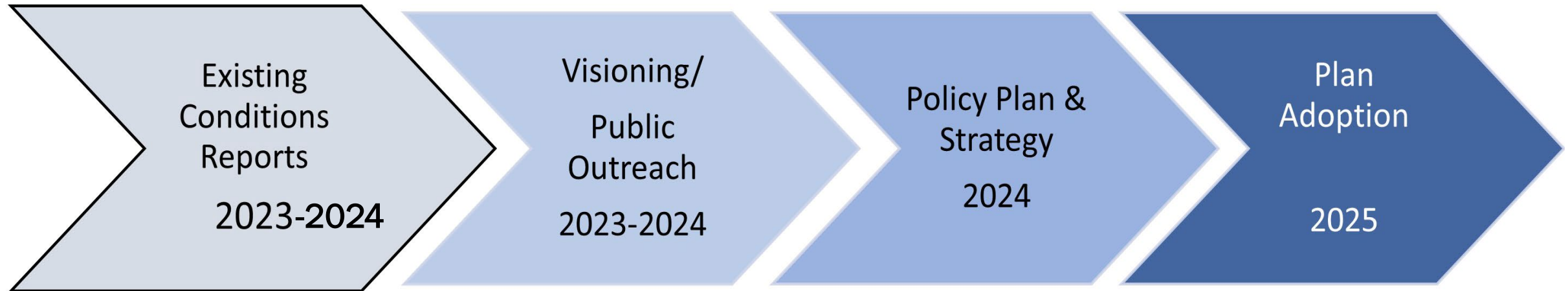


Green
Systems



PROJECT TIMELINE

Timeline for development of the **Rio Reimagined Community Plan (Phase I)** is as follows:



ANNOUNCEMENT

THE PLANNING AND DEVELOPMENT DEPARTMENT WAS RECENTLY AWARDED A GRANT FROM THE GILA RIVER INDIAN COMMUNITY TO DEVELOP A RIO REIMAGINED COMMUNITY PLAN WITHIN THE NEXT TWO YEARS.

THANK
YOU.



GO BOND (2023)

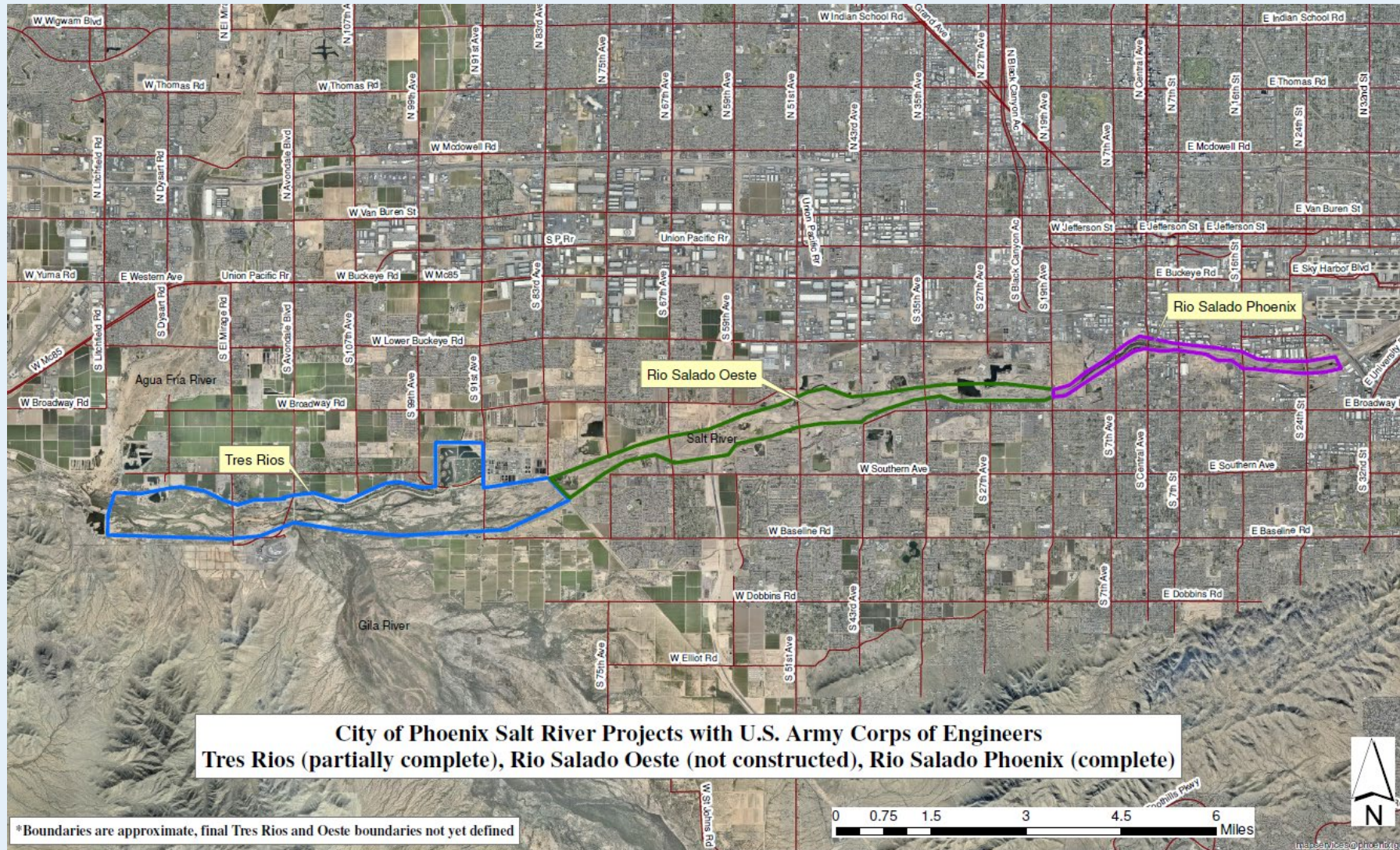
IN NOVEMBER 2023, VOTERS IN PHOENIX APPROVED THE GO BOND WHICH FUNDS NUMEROUS PUBLIC PROJECTS, INCLUDING \$23.5M FOR LAND ACQUISITION FOR RIO REIMAGINED.

GOAL:

- ACQUIRE LAND & PERFORM PRE-DEVELOPMENT ACTIVITIES TO PREPARE ECONOMICALLY ATTRACTIVE SITES ALONG RIO SALADO FOR DEVELOPMENT.



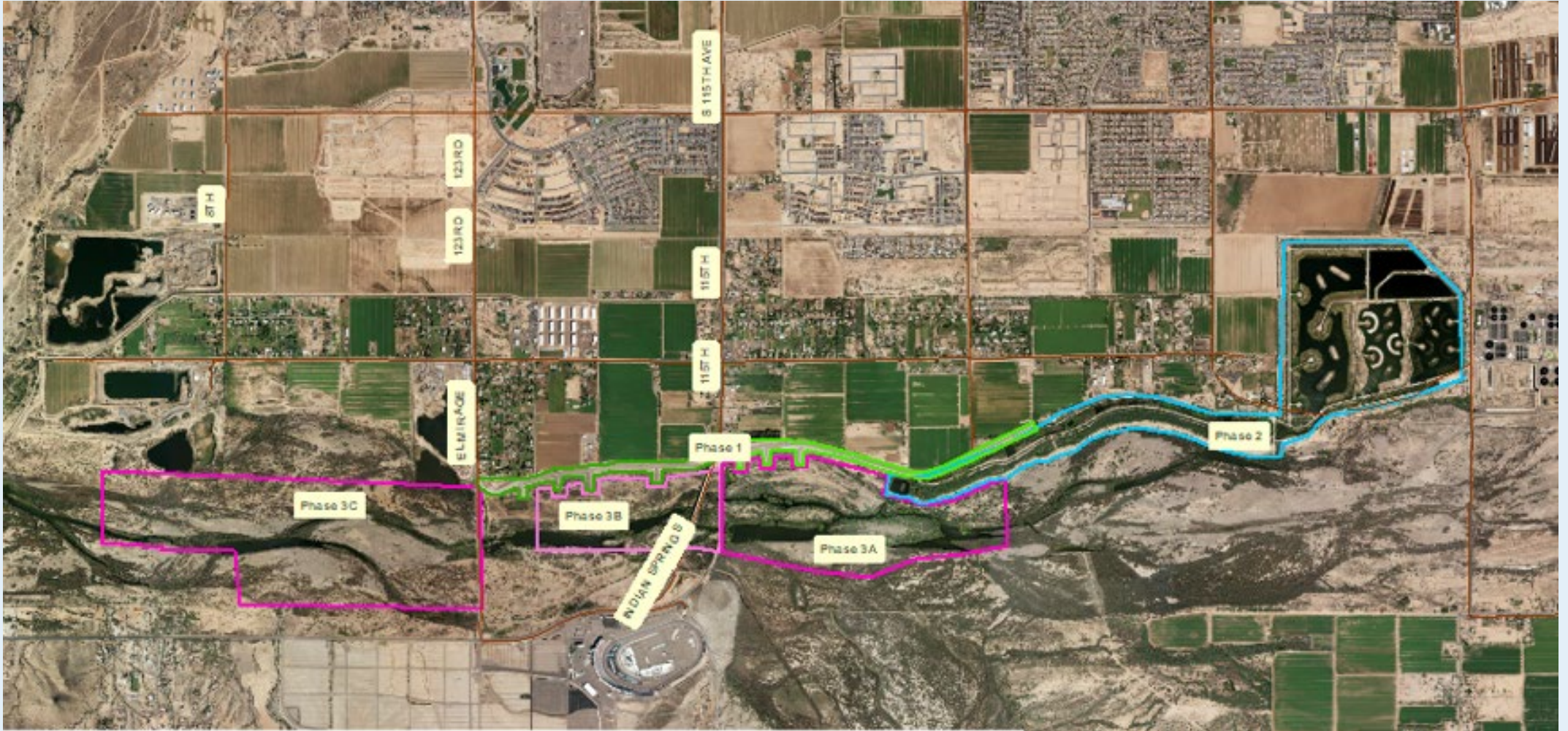
The Rio Reimagined Phoenix River Projects





Salt and Gila Rivers from 83rd Avenue to Agua Fria River

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GENERAL PLAN 2025 UPDATE



Rio Salado Oeste Ecosystem Restoration

8 miles of Salt River from 19th Ave – 83rd Avenue



Example: Rio Salado Phoenix



Before Restoration (2005)



After Restoration (2015)

Rio Salado Phoenix



Central Avenue Gateways



City of Phoenix
PARKS AND RECREATION DEPARTMENT
NATURAL RESOURCES DIVISION

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NEW CONCRETE PAVERS
EXST SHADE
STRUCTURE
TO REMAIN

EXST CONCRETE FLUME
PROTECT-IN-PLACE

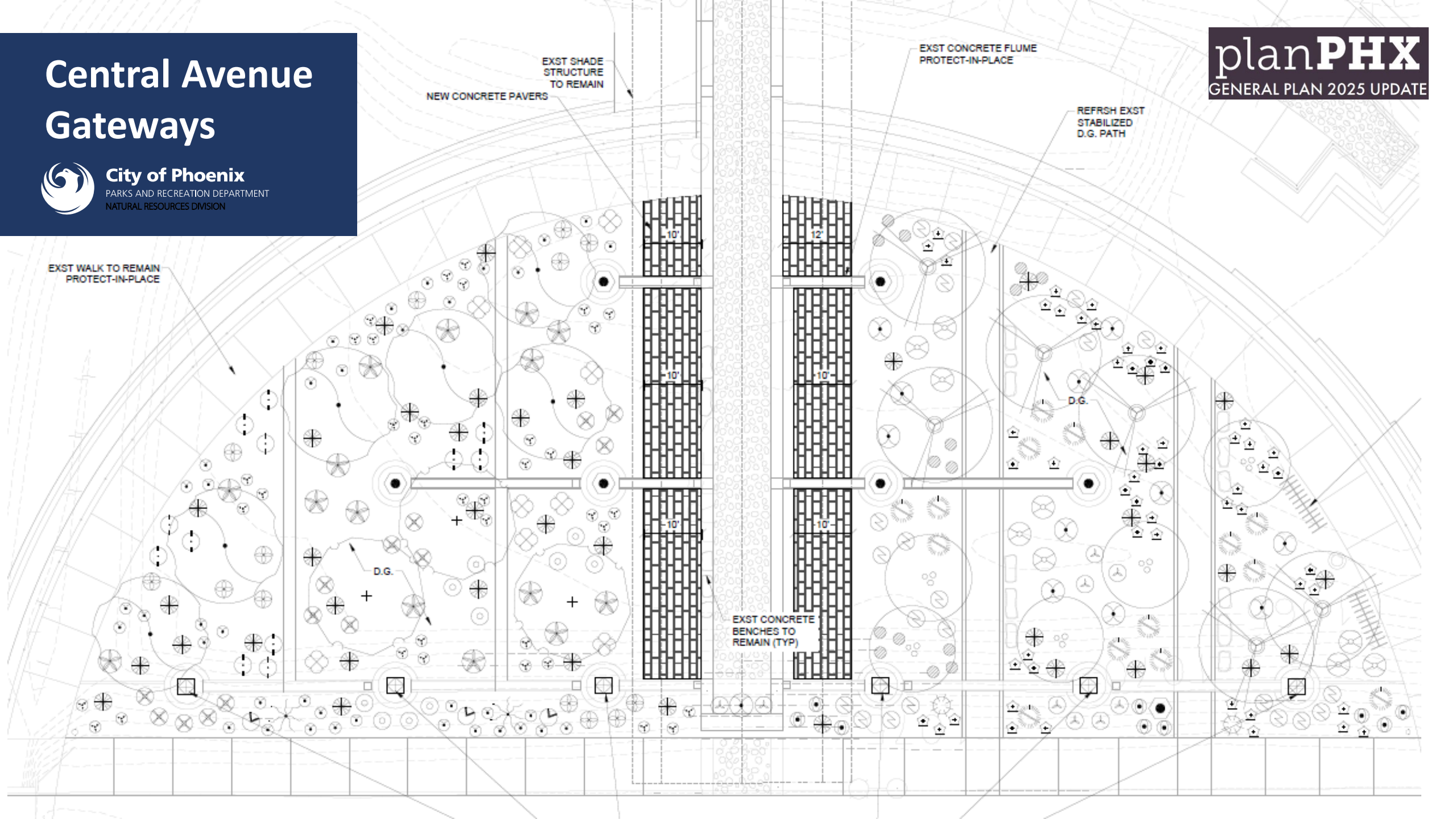
REFRSH EXST
STABILIZED
D.G. PATH

EXST WALK TO REMAIN
PROTECT-IN-PLACE

D.G.

D.G.

EXST CONCRETE
BENCHES TO
REMAIN (TYP)





Rio Salado Transformation Project



Legend:

Streets

Existing Assets

Future Assets





Rio Salado Partners



City of Phoenix
PARKS AND RECREATION DEPARTMENT
NATURAL RESOURCES DIVISION





City of Phoenix

PARKS AND RECREATION DEPARTMENT

NATURAL RESOURCES DIVISION



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GENERAL PLAN 2025 UPDATE



Rio Salado Events





Public Works Department



PWD PROJECT UPDATES
PDD General Plan Update Summit
December 7, 2023

FACILITIES

- SR 85 landfill
- North Gateway Transfer Station
 - MRF
- 27th Avenue Transfer Station
 - MRF
 - Compost Facility



UPDATES

27th AVE Materials Recovery Facility

- Infrastructure upgrades
- Butterfly habitat and burrowing owls



Resource Innovation Campus: Vision

A site dedicated to the creation and growth of the circular economy in Phoenix.

What are we looking for?

- Development of up to 20 acres
- Long term lease option
- Building and landscape design that is sustainable, carbon neutral, heat resilient, energy efficient, circular or zero waste
- Meets Federal level air, water, and land use standards
- Targeting Petal Certification within Living Building Challenge
- Promote diversity, equity and inclusion





planPHX
GENERAL PLAN 2025 UPDATE



Project Scope Description

- The project will consist of constructing a bicycle and pedestrian bridge across the Rio Salado River along the 3rd Street alignment and improves the southern bank trails of the Rio Salado by adding low-emitting solar pedestrian-scale lighting and pathway amenities between Central Avenue and 40th Street in the south side of the Rio Salado River footprint.
- The project was selected to receive an FY 2022 RAISE “Rebuilding American Infrastructure with Sustainability and Equity” grant funding of \$25,000,000. Estimated Total Project Costs : \$34,547,681.
- The project delivery schedule consists of Four phases. Phase One involved FHWA pre-award authorization for design. Phase Two is dedicated to pre-design for Geotech permit requirements, Phase Three covers the full design phase, and Phase Four pertains to the construction phase.
- The project is currently in Phase Two and progressing into Phase Three. The design is anticipated to be completed before June 2026, with obligations for construction falling in late 2026. Construction is expected to commence in the Fall of 2027.

Rio Reimagined: 3rd Street Rio Salado Bicycle/Pedestrian Bridge

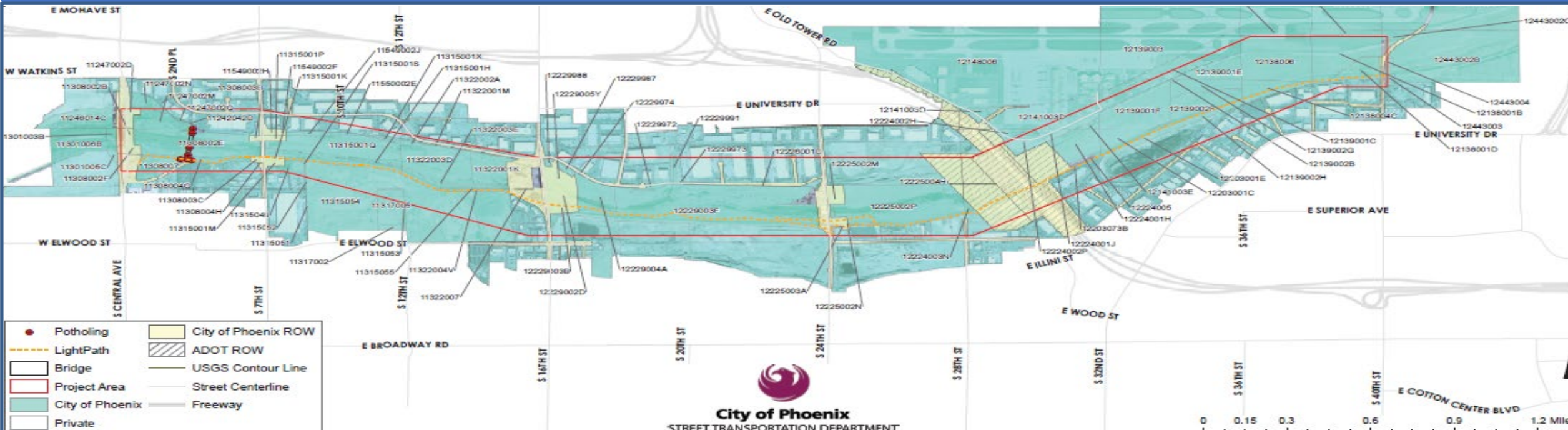
- Establishes a regional connection from Phoenix to Tempe and Mesa for residents walking or biking
- Connects much of south-central Phoenix to both sides of the Rio Salado
- Provides the opportunity to recreate, exercise and commute path free of conflict with people driving cars/trucks at higher speeds

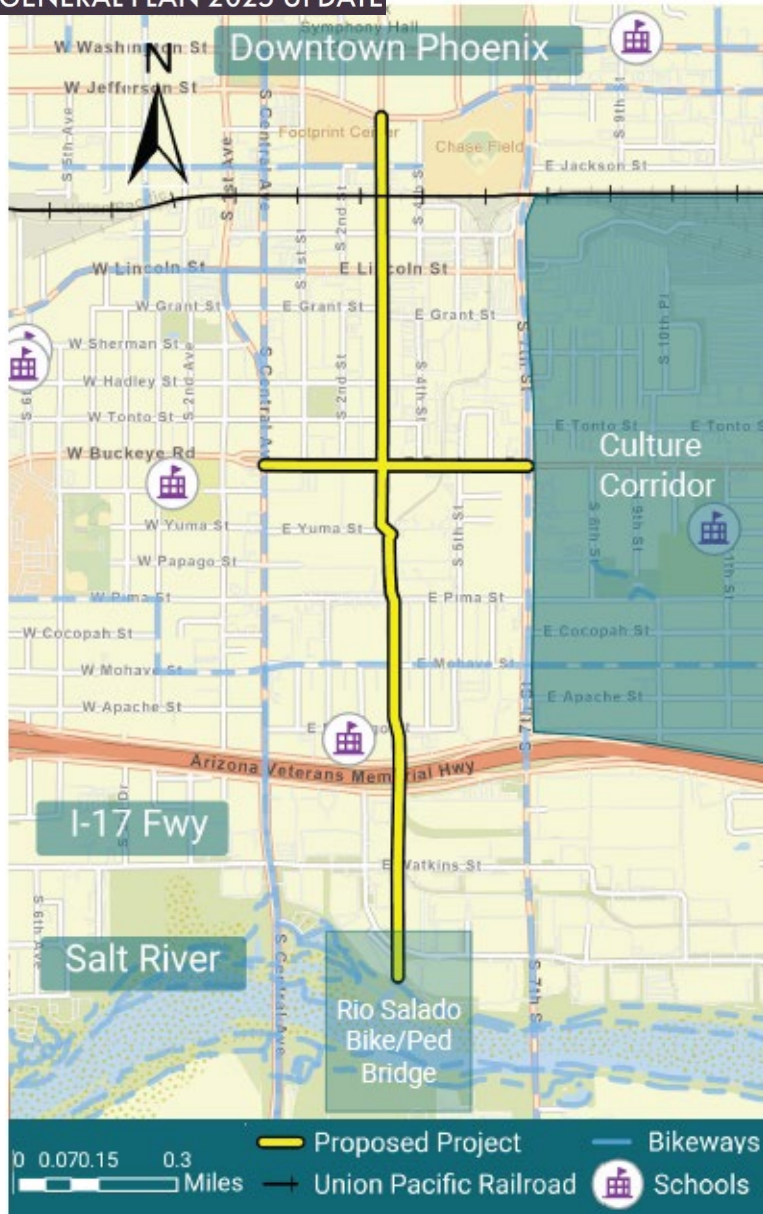
Additional Project Information

[Street Transportation 3rd Street Rio Salado Projects \(phoenix.gov\)](https://phoenix.gov/street-transportation/3rd-street-rio-salado-projects)

Tariq Momika, Civil Engineer III, 602-534-7062

tariq.momika@phoenix.gov





Connecting to the future Rio Salado Bicycle / Pedestrian Bridge

- 1 ½ mile long Pedestrian and Bicycle Complete Streets project that kicked off in 2021
- Located along 3rd street from the Rio Salado River to Jefferson street and along Buckeye Road between Central avenue and 7th Street
- Recently applied for the 2023 Reconnecting Communities and Neighborhoods Program, Awards to be announced in Spring 2024
- Design is planned to start in Spring or Summer of 2024

Inspiring Connectivity, a Community-Wide Advantage

- Design opportunity for disadvantaged neighborhoods
- Connecting communities to the existing and future light rail stations, trails, and schools
- An advantage to employment and transportation expansion while enhancing safety connections and ADA facilities
- A collaborative community design project

Project Objectives:



Affordable
Transportation



Increased
Connectivity



Road
Safety



Environmental
Justice



Community
Engagement

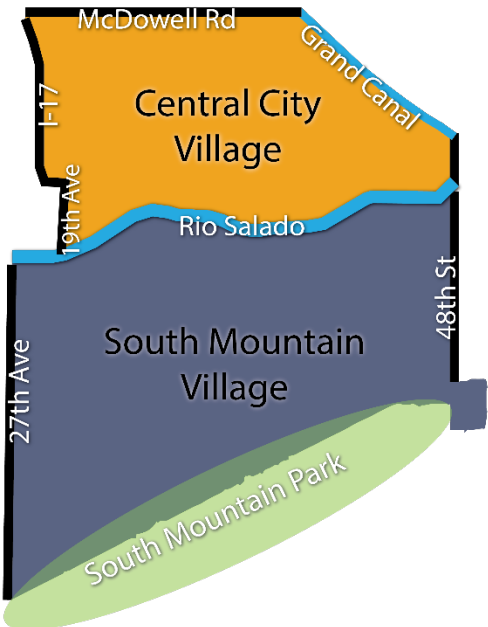


Economic
Opportunity

Connected Active Neighborhoods Program (PhxCAN)

Supporting Neighborhood-Level Connections

- Active Transportation Plan approved by Phoenix City Council in May 2023
- Implementation to address:
 - Policy Updates
 - Design Guidelines
 - Network Development
- Network development will be carried out by PhxCAN in two Urban Villages per year
- Year 1 (2023-2024): South Mountain and Central City Villages
- Quick-build projects implemented within 1-2 years
- Capital improvement projects will have longer implementation timeline



TAKE THE SURVEY TODAY: phoenix.gov/streets/PhxCAN



TELL US MORE ABOUT BIKING IN THE SOUTH MOUNTAIN VILLAGE

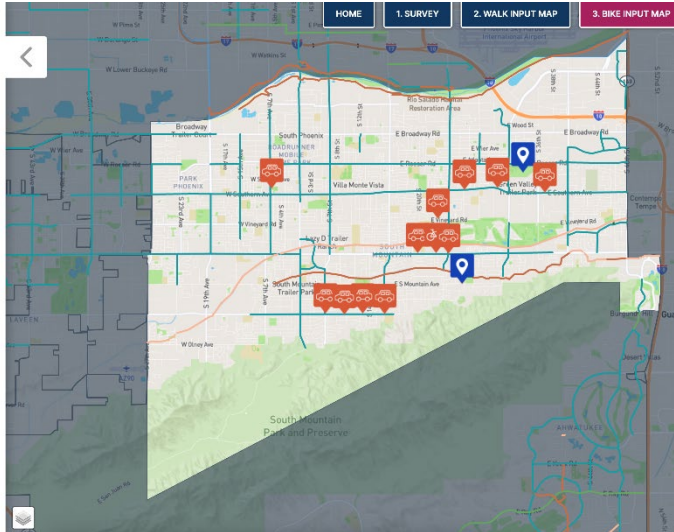
Where do you want to bike to in South Mountain Village? Are there any intersections you find hard to cross? Are any of the streets major barriers for you? Is an existing bike lane uncomfortable to use? Do you wish a bike facility existed along a certain street?

Let us know by dropping a pin or drawing a line. Zoom in to drop the pin and draw with more accuracy. If someone has already dropped a pin or drawn a line on that location, you can "like" it to emphasize the importance of that pin or route.

Click "Done" below when you are done providing feedback.

Input pins:

- Important destination
- Intersection feels unsafe/it's difficult to cross here
- Unsafe driver behavior and/or speeding



MAPPING ACTIVITY

LEARN MORE AND PROVIDE INPUT

PLANNING & DEVELOPMENT
**PRESERVE
SHAPE
BUILD**

Legend

- Park**
- Trailhead**
- Active Mining Site**
- Residential**
- Commercial**
- Industrial/Other**

Existing Assets/Facilities

- 1 Rio Salado Park (Rabbit Restoration Area)
- 2 Fire Resource Management Facility
- 3 (River)
- 4 Grocery Store

Future/Planned Projects

- 5 Temporary Activation Project (Recreation Space)
- 6 Light Rail Station (Radsport)
- 7 Third Street Pedestrian Bridge and Trail Improvements
- 8 Arizona Fresh Agri-Food Innovation Center

Freeway

Major Street

TOD Areas

South Central
TOD Area

MAPPING ACTIVITY

- **FIND A TABLE** WITH A LARGE MAP
 - *Max. 4-6 people per table + facilitator*
- **REVIEW** LARGE MAP AND SMALLER SUPPLEMENTAL MAPS AND **DISCUSS** WHAT YOU SEE.
- USING THE MATERIALS PROVIDED, IDENTIFY WHAT AREAS YOU WOULD LIKE TO SEE PROTECTED OR CHANGED.
- THEN, IDENTIFY NEW INVESTMENTS THAT YOU WOULD LIKE TO SEE IN THE AREA.
- DISCUSS WHAT **STEPS** YOU WOULD RECOMMEND TO ACHIEVE YOUR VISION WITHIN YOUR TABLE.



WHAT
WOULD YOU
CHANGE
ABOUT THE
AREA?

WHAT IS **YOUR**
VISION OF RIO
SALADO AND THE
SURROUNDING
COMMUNITY?

COMMUNITY VOICES

COMMUNITY & STAKEHOLDERS

PLANNING & DEVELOPMENT
**PRESERVE
SHAPE
BUILD**

	Existing Assets/Facilities	Future/Planned Projects
Park	1 Rio Salado Park (Pebble Restoration Area)	1 Temporary Activation Project (Transformation Space)
Trailhead	2 Fire Resource Management Facility	2 Light Rail Station (Redden)
Active Mining Site		3 Third Street Pedestrian Bridge and Trail Improvements
Residential		4 Arizona Fresh Agri-Food Innovation Center
Commercial		
Industrial/Other		

Legend:
— Freeway
— Major Street
— TOD Areas

NEXT STEPS

- SUPPORT **PLANPHX GENERAL PLAN 2025 ADOPTION**
- STAY ENGAGED WITH **RIO REIMAGINED PHX:**
Visit: <https://www.phoenix.gov/pdd/riophx>
- ENGAGE WITH **OTHER CITY INITIATIVES**

TAKE LIVE
SURVEY!



Closing Remarks.

Thank you!

See the Draft General Plan:

phoenix.gov/pdd/generalplan2025

