

# PLANPHX SUMMIT

- Thank you all for being here!
- Excited to talk to you about the General Plan and Historic Preservation.
- 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
- Presentation and discussion on the role that history, culture, and character play in being a more connected Phoenix and celebrating accomplishments and how preservation of our history is intrinsically related to growth of our communities and our city.

**SATURDAY**  
**OCTOBER 14, 2023**

10:00 a.m. - 12:00 p.m.

George Washington Carver  
Museum and Cultural Center

415 E. Grant Street  
Phoenix, AZ 85004

### SPEAKERS



**Helana Ruter**

Historic Preservation Officer



**Tricia Gomes**

Acting Deputy Director



**Joél Carrasco**

Acting Special Projects Administrator

### LEARN MORE



The 2015 General Plan provided the framework for the city's first comprehensive historic preservation planning document - PreserveHistoricPHX. This session will include a brief overview of the accomplishments made by the Historic Preservation Office after the adoption of PreserveHistoricPHX in 2015. We'll look at how historic preservation plays a role in each of the city's five core values established for PlanPHX 2025 and then identify and discuss potential tools to further advance historic preservation.

# PLANPHX SUMMIT

- Welcome
- Overview of General Plan (What and Why: Unified Policy Framework for the City)
- Highlight of General Plan Update (Theme: A More Connected Phoenix)
- 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.
- Overview of Road Show Schedule

## SPEAKERS



**Helana Ruter**

Historic Preservation Officer



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# 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

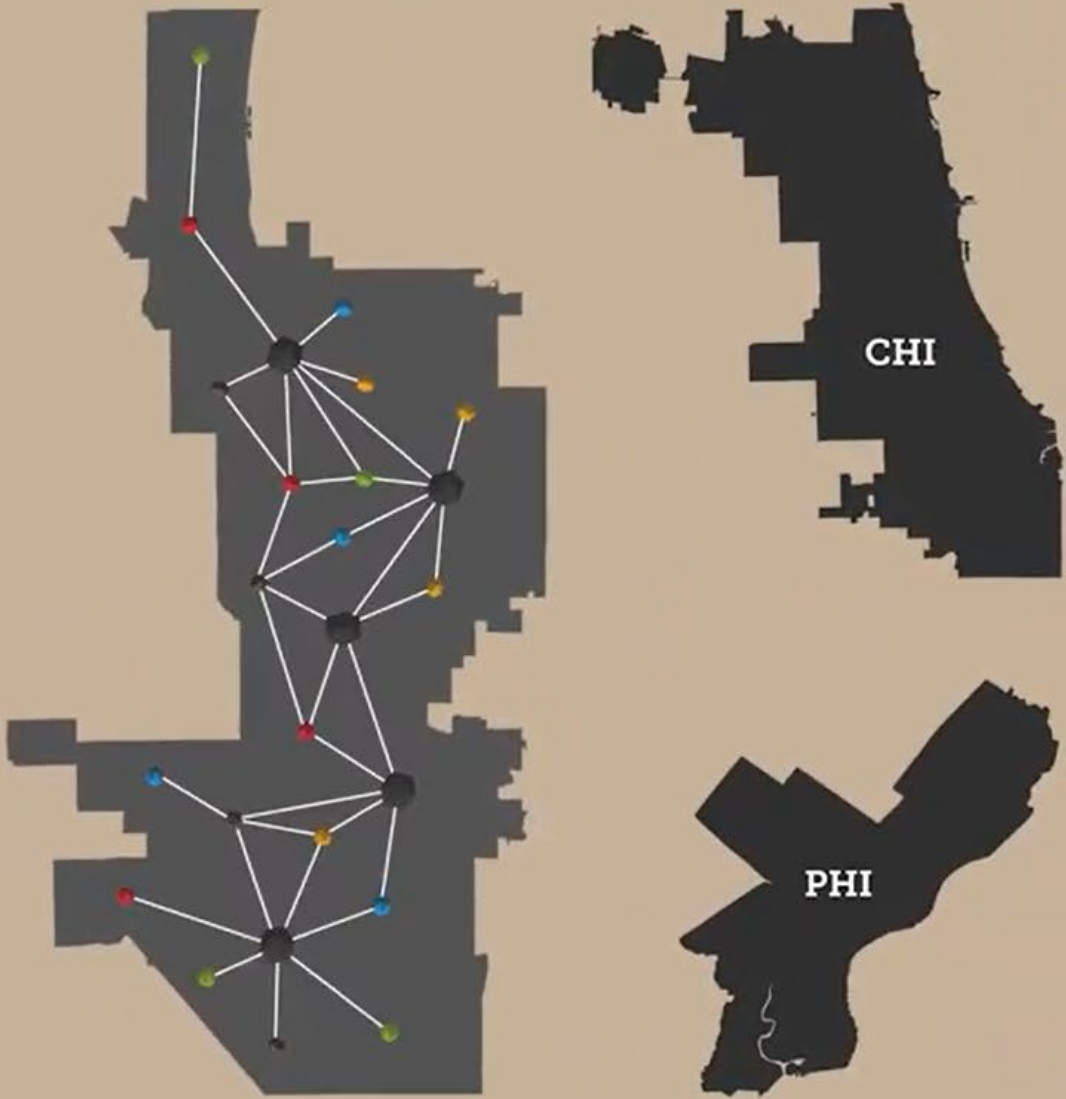
- Sets the conversations for policy directions.
- A living model to be reviewed and maintained.
- Invites all to participate and be involved.
- Measurable results and reporting are essential.



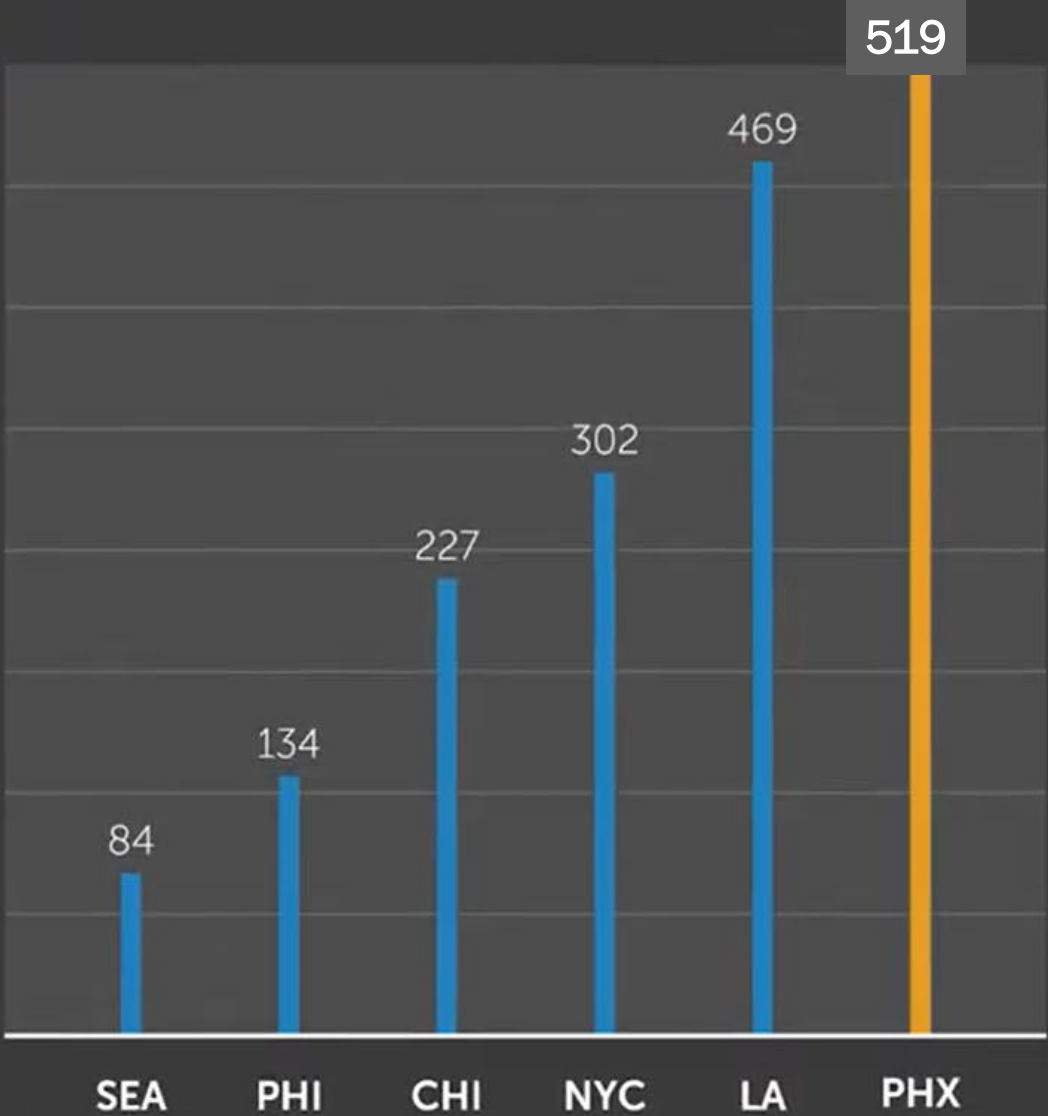
An aerial photograph of a city at sunset. The foreground is dominated by a dense, dark green forest. In the middle ground, a flagpole with a flag is visible. The background shows a city skyline with several tall buildings, including a prominent skyscraper, silhouetted against the bright orange and yellow sky of the setting sun.

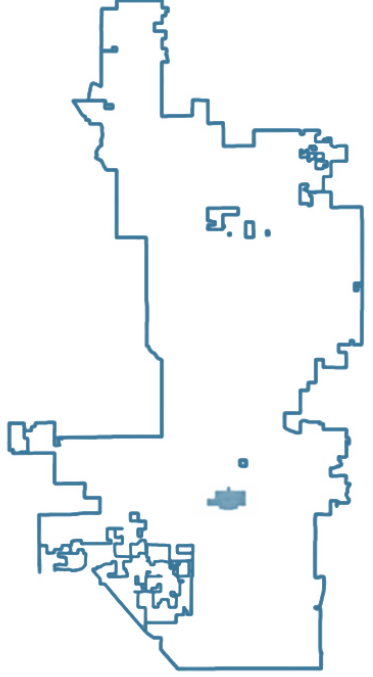
**HOW DID WE GET HERE?**

# We are a big city

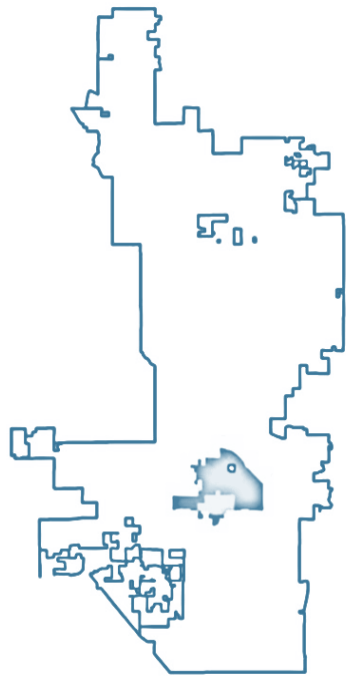


Land Area (mi<sup>2</sup>)

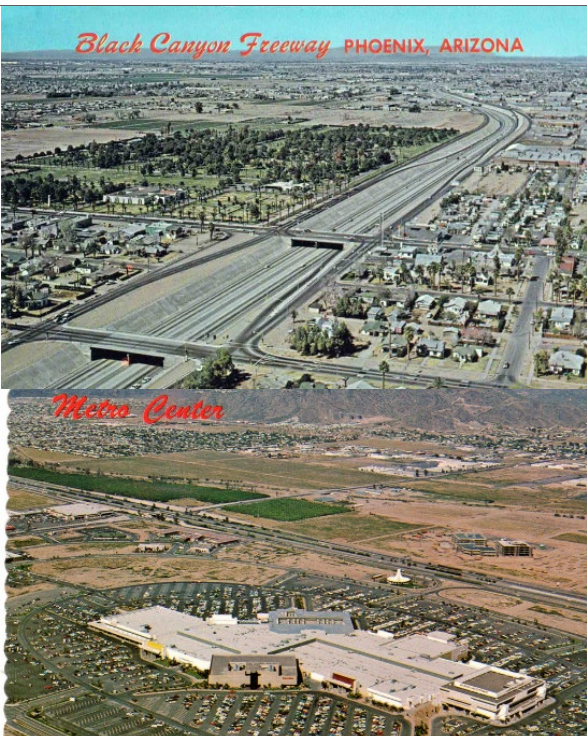
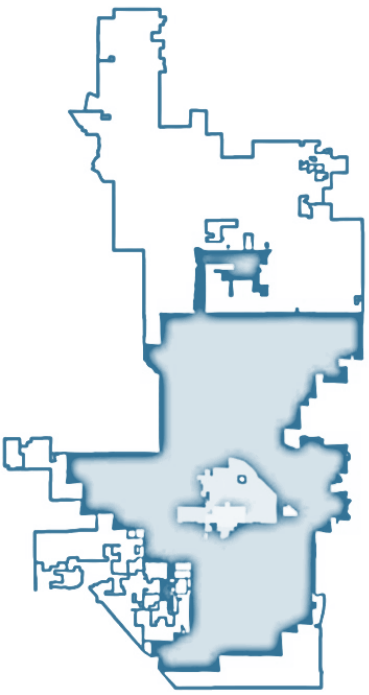




1900



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**

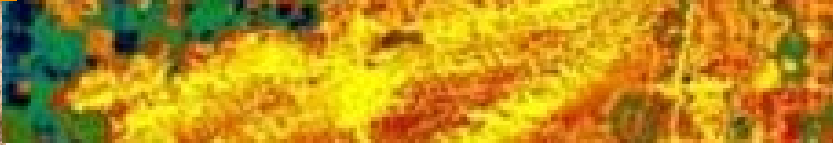




**Housing**

**Water**

**Heat**



An aerial photograph of a city at dusk, with a winding road in the foreground. The city lights are visible in the distance, and the sky is a mix of blue and orange. The road is dark and curves through a hilly, vegetated area. The text "WHAT WE'VE DONE TOGETHER?" is overlaid in white, bold, sans-serif font across the middle of the image.

**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**



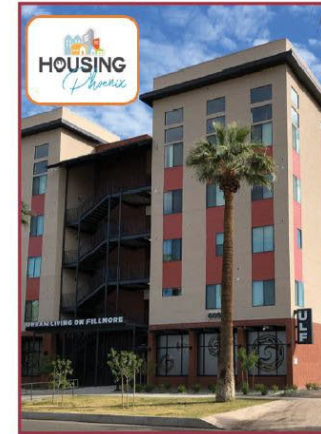
Operations:  
**Reimagine PHX**



Plans:  
**2050 Sustainability**



Plans:  
**Housing PHX Plan**



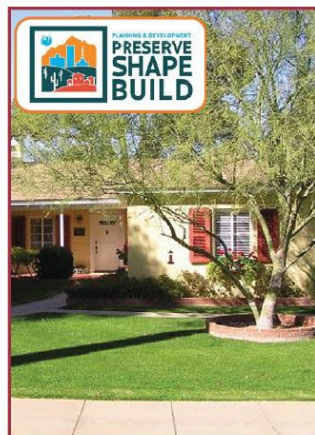
Knowledge:  
**Arts/Culture Inventory**



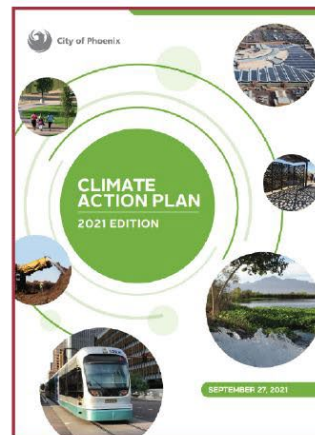
Plans:  
**PHX Food Action Plan**



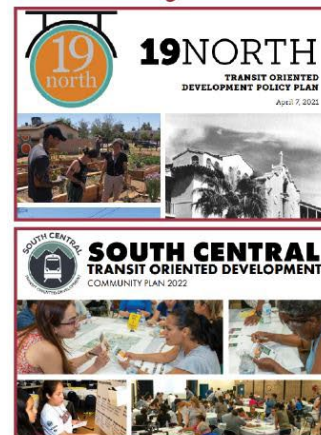
Partnerships:  
**Historic Preservation**



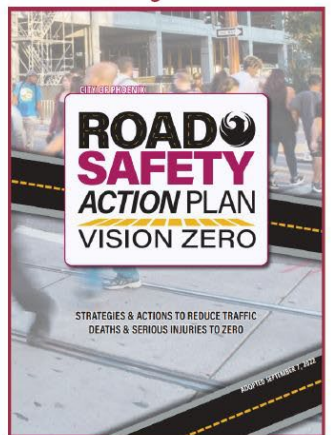
Plans:  
**Climate Action Plan**

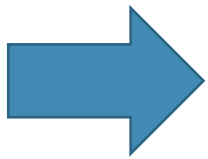
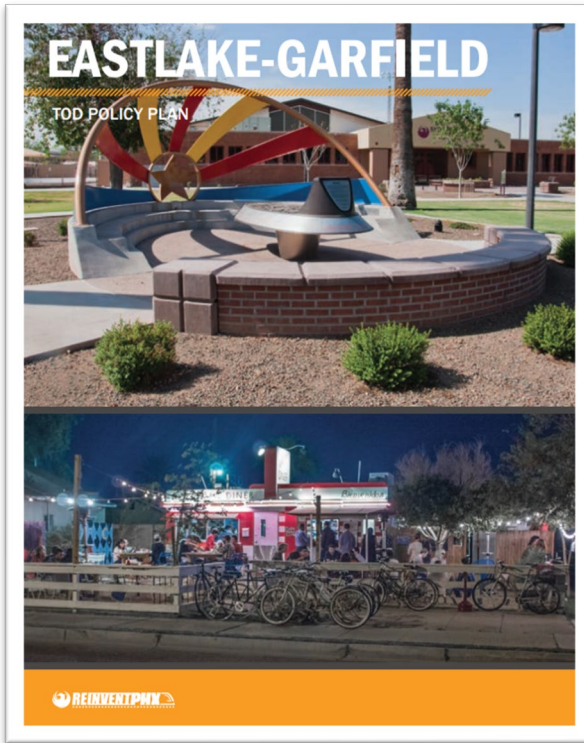
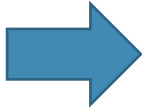


Plans:  
**TOD Policy Plans**



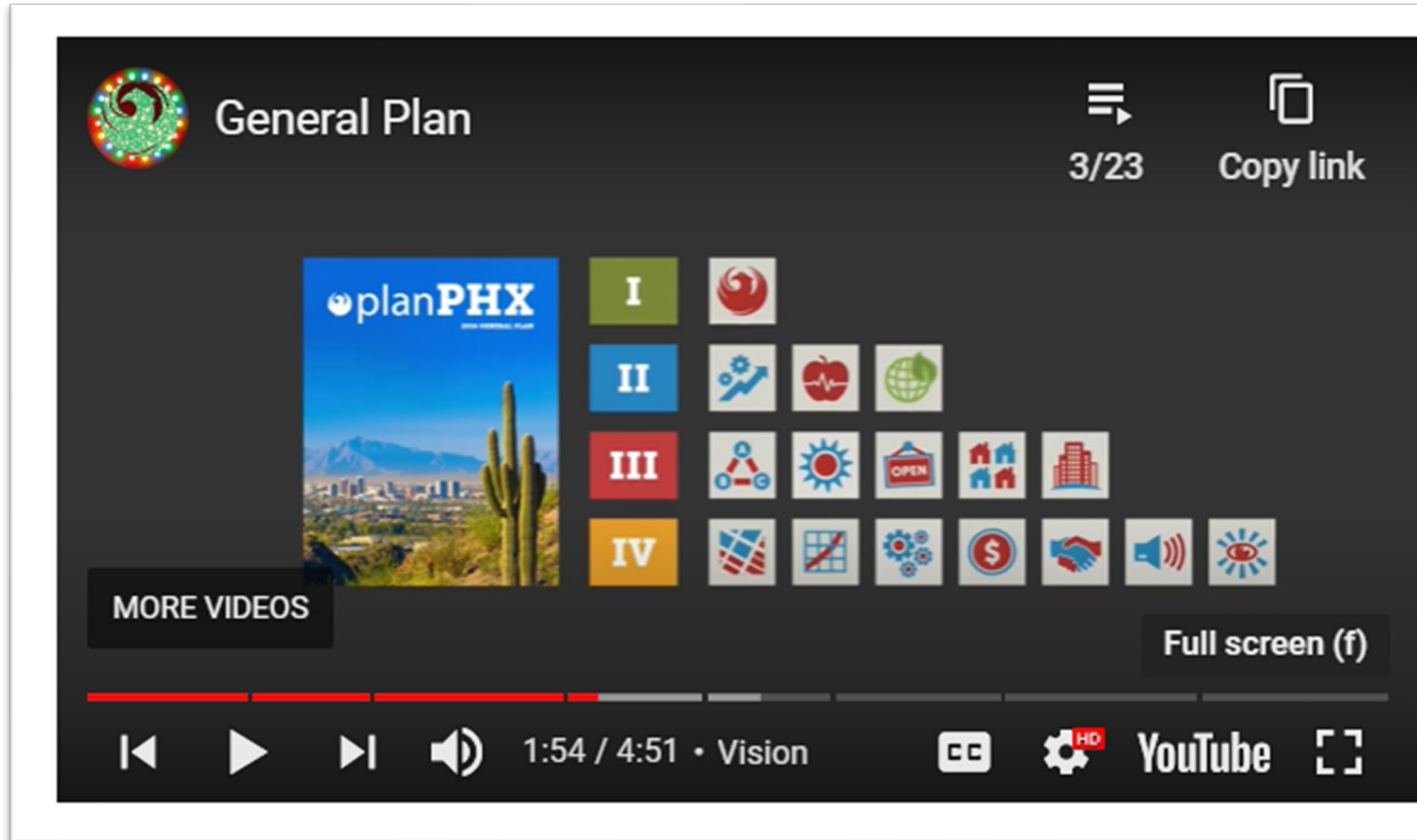
Plans:  
**Road Safety Action Plan**





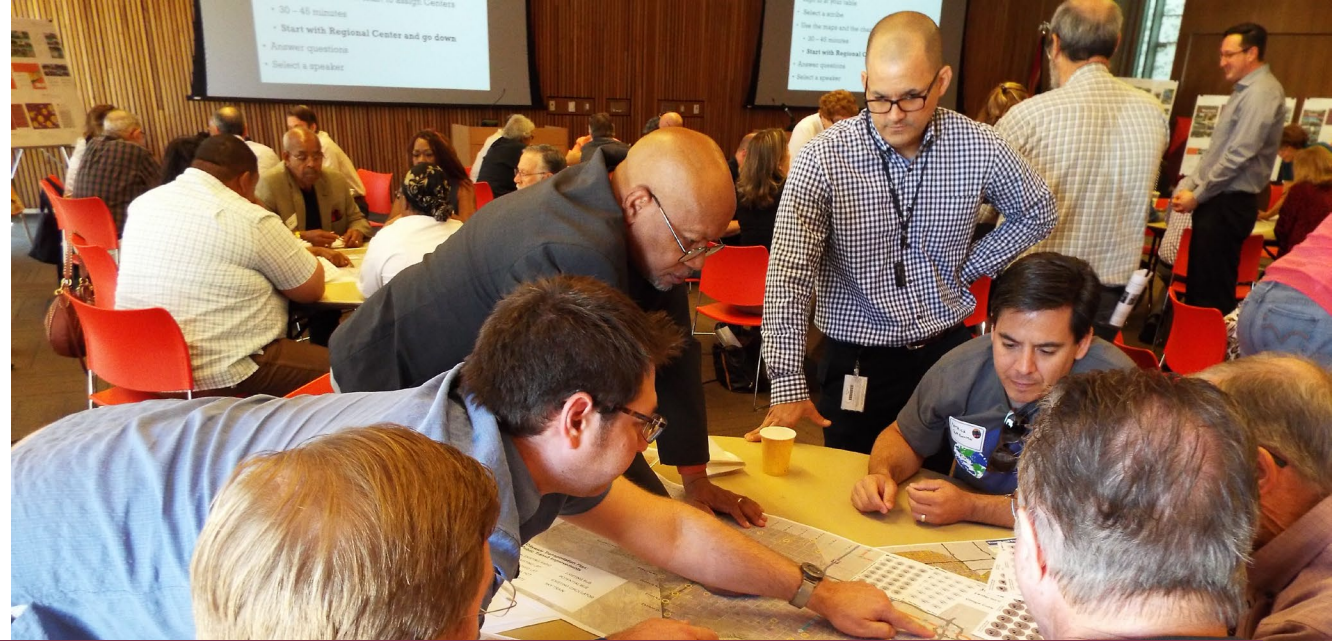
# 2015 General Plan: What we've done together

- Fourteen (14) English and Spanish Planning Videos
  - Urban Planning 101
  - Planning in Phoenix
  - General Plan
  - Zoning 101
  - Zoning 102
  - Zoning Adjustments
  - Rezoning



# Regional Plan PHX Summit(s)

- Identify “areas of growth” (Cores, Centers, Corridors) across all regions/Villages.
- Showcase/celebrate “Character” by region
- 15 Council Adopted Village Character Plans



**A GRASSROOTS,  
NEIGHBORHOOD LEVEL EFFORT**  
TO HELP THE GENERAL PLAN  
TRULY FLOURISH.



# 2015 General Plan: What we've done together



## 2021 ALHAMBRA VILLAGE ANNUAL REPORT

Planning and Development Department  
August 19, 2022

- 15 Village Annual Reports
- 15 Village planning and zoning activity Dashboards



Alhambra Annual Report

Select Year 2017 2018 2019 2020 2021



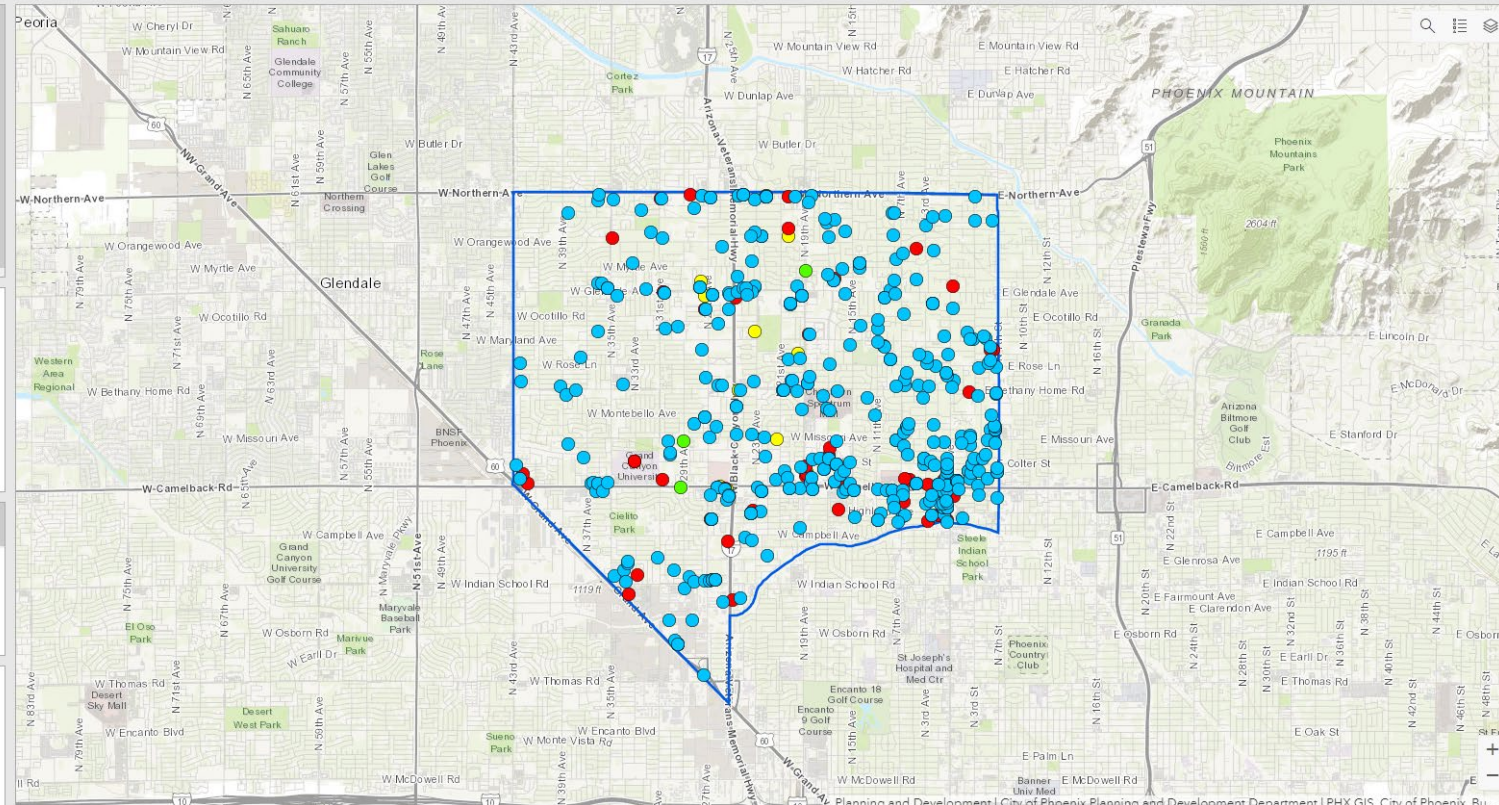
The interactive map to the right represents various levels of activity and investment occurring throughout the village. Additional project highlights, development activity, the village "to do" list, and "year to date" volunteer efforts by the Village Planning Committee can be found within the full Annual Report document found [here](#).

Rezoning

52

Zoning Adjustments

403





An aerial photograph of a city at dusk, with a winding road in the foreground. The city lights are visible in the distance, and the sky is a mix of blue and orange. The foreground shows a desert landscape with sparse vegetation and a winding road that curves through the hills. The text "WHERE WE FOCUS NEXT?" is overlaid in the center of the image.

**WHERE WE FOCUS NEXT?**

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.



# PLANPHX 2025 FRAMEWORK FOR THE FUTURE



A More Connected Phoenix

## 1 Vision



Prosperity



Health and Well-Being



Environment

## 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



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

## 7 Strategic tools

### VISION:

What we want to be as a city...where we want to go.

### 3 COMMUNITY BENEFITS:

The challenges we want to address and the strategic benefits we want to provide.

### 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.

### 7 STRATEGIC TOOLS

How we will make it all happen.



## A More Connected Phoenix



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

- **Downtown as a Core**
- Arts, Culture & Entertainment
- **Infill Development**
- History & Local Businesses
- **Evolving Communities**
- **Evolving Responses**
- **Mix of Housing**
- Surrounding Neighborhoods
- Opportunity Sites



### Connect People and Places

- Transit Oriented **Communities**
- **High Capacity Transit**
- **Active Transportation**
- Complete Streets
- **Road Safety**
- 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

- Certainty & Character
- Historic Districts
- Safe Neighborhoods
- **Evolving Neighborhoods**
- **Welcoming Neighborhoods**
- **Incentivize Housing**
- Arts & Culture
- **Open Space**

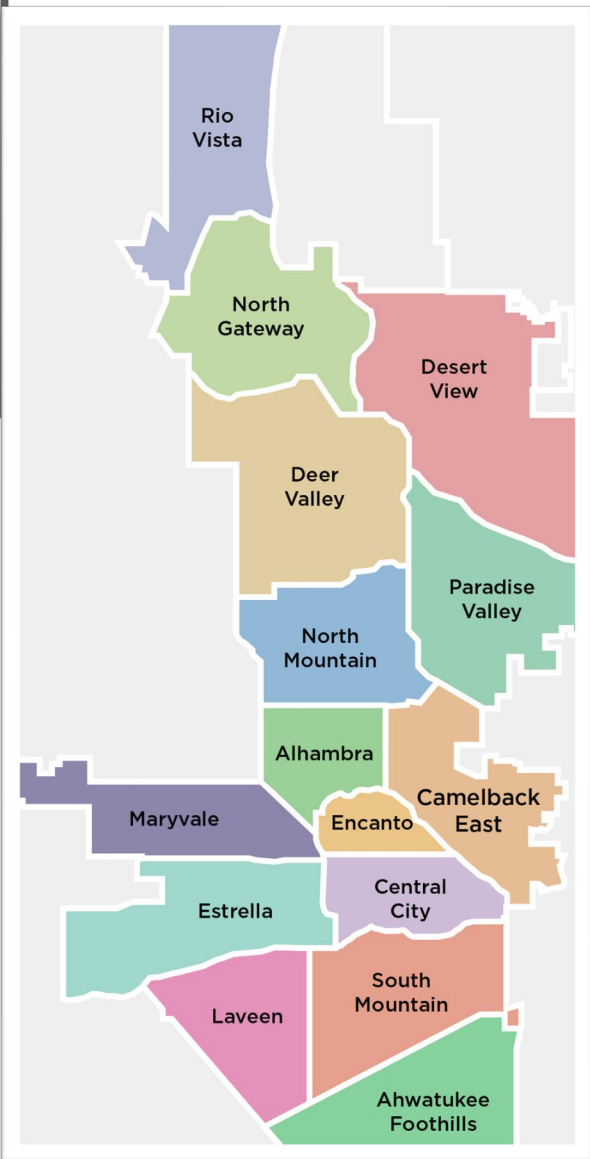


### Build the Sustainable Desert City

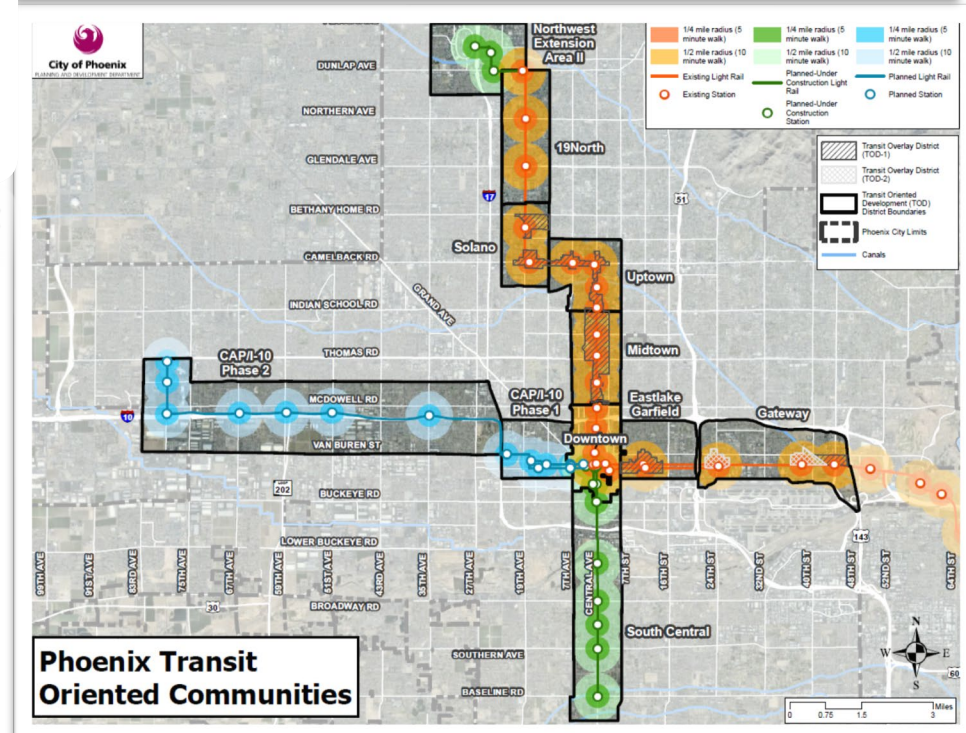
- **Water Sensitive Planning**
- **Cool Corridors**
- **Community Shade**
- Desert **Natural** Landscapes
- Rivers, Washes, & Waterways
- Redeveloped Brownfields
- Green Building
- Healthy Food System
- Energy Infrastructure
- Waste Infrastructure



# CREATE A NETWORK OF VIBRANT CORES, CENTERS, AND CORRIDORS



A More Connected Phoenix





# A 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 outwards, 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 severely 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

Cyclists on Washington Street 1880's



Washington Street Looking West from First Street



access for those who cannot and do not own a car.

#### Early Rail Network

Phoenix's introduction to rail transportation came from a man named Moses Sherman in 1887 with the streetcar. Sherman's company had developed Hollywoodland in southern California, the development responsible for the Hollywood

sign, which was originally built to promote the neighborhood. Sherman planned to leverage the streetcar to increase property values in newly subdivided land that he and his partners owned at the edges of Phoenix. The streetcar system enabled development to occur further away from the central core of the city, and connect Phoenix with other nearby towns.

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



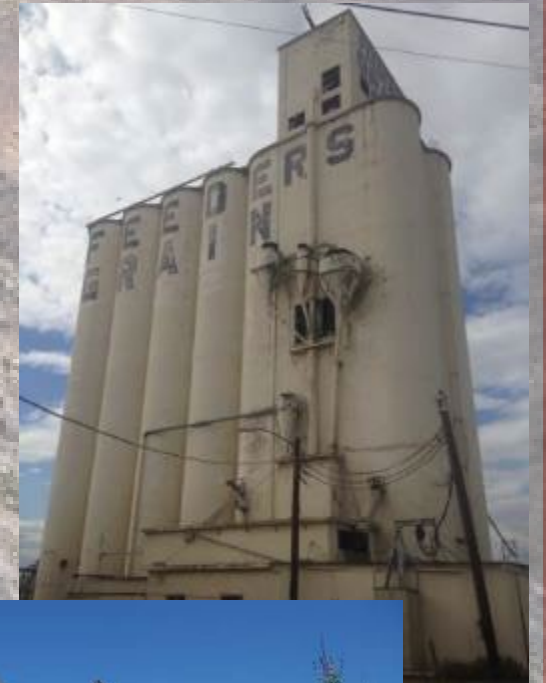
Improved accessibility to many of Phoenix's destinations. Since its inception, the light rail has expanded north and south from its original route. Phoenix's 21st century light rail has expanded transit services making new connections, spurring new development and growth opportunities. The Capitol Extension, 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.

# PlanPhx 2025- Historic Preservation



# Connect People & Places (and past)

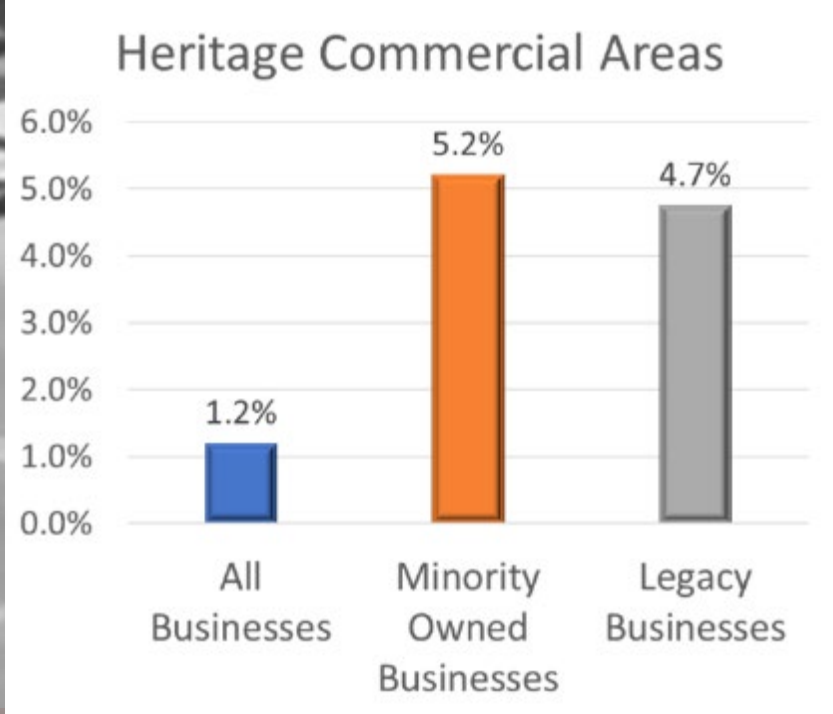




# Celebrate our Diverse Communities and Neighborhoods



# Create a Network of Vibrant Cores, Centers & Corridors



# Build the Sustainable Desert City



**POPULATION DENSITY**  
(People per Square Mile)

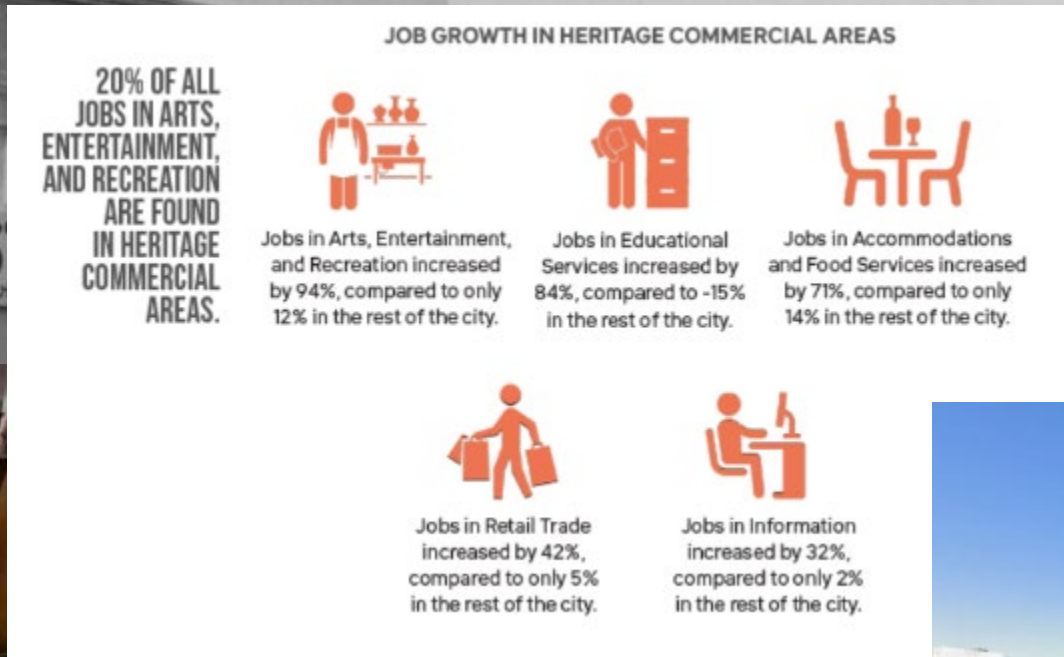


**Historic Districts**  
4,965 people per square mile



**Rest of Phoenix**  
3,970 people per square mile

# Strengthen our Local Economy



# PRESERVE HISTORIC PHOENIX 2015







1. Protect Archaeological Resources
2. Protect Historic Resources
3. Explore Preservation Incentives
4. Develop Community Awareness
5. Promote Partnerships



# Protect Archaeological Resources

## Legend

-  Museum/Heritage Center
-  City
-  River
-  Reservation Boundary

**O'Odham Dance Song Tradition**, the **Fireil** being, includes hundreds of songs for songs, or songs in circles, which is used for a gift to give or to give.

There are several songs in the **Yagil** (O'Odham) tradition. The **Yagil** is a song that is used to identify the **Yagil** (O'Odham) New Year.

**Sun Stop Mountain** is the **homon** (bird) that an older would use to identify the **Yagil** (O'Odham) New Year.

On the longest day of the year, the sun stops, reverses direction, and moves back towards the winter solstice, winter to the north.



Sun Stop Mountain song  
(Thash Kuhk-eeh-wah Do'ag)  
Song of the Oriole

Sun Stop Mountain distantly clearly stands,  
on top many different kinds of birds have gathered and  
placed themselves on top and are singing.

I listened and went to go sing with them.

(Traditional O'Odham Song)

Vainom D  
(from Mountain  
Pleistocene Pa

McDowell Mountains

Fort McDowell  
Yavapai Nation

S-Vegk Do'ag  
(Red Mountain)  
Mount McDowell

Cocopa Indian Community

Phoenix

Pueblo Grande  
Museum



Na:k Jegalik  
(Pierced Ear)  
Hole in the Rock

Park of the Canals  
Mesa Grande

Oidbad Do'ag  
(Good Field Mountain)

Nanakmel Ki:  
(Batz' Home)  
Bell Butte



Oriole

Kots Ke:k  
(Standing Cross)  
Monument Hill

Onk' Sal  
Akimel  
River

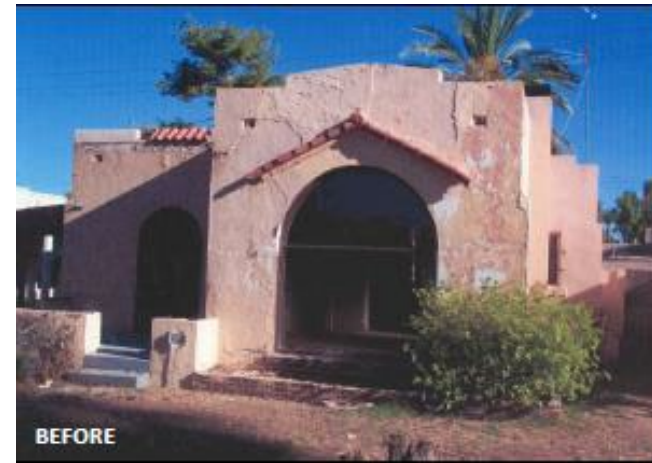


# Protect Historic Resources

- Design Guidelines
- 30-day demolition hold
- Post-war property historic contexts
- Commercial district National Register nominations
- “My Community Map”

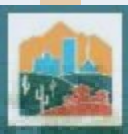


# Explore Preservation Incentives





# Develop Community Awareness



# Promote Partnerships



PHOENIX HISTORIC  
NEIGHBORHOODS  
COALITION



Downtown Voices Coalition



**ARIZONA**  
STATE PARKS & TRAILS

STATE HISTORIC PRESERVATION OFFICE

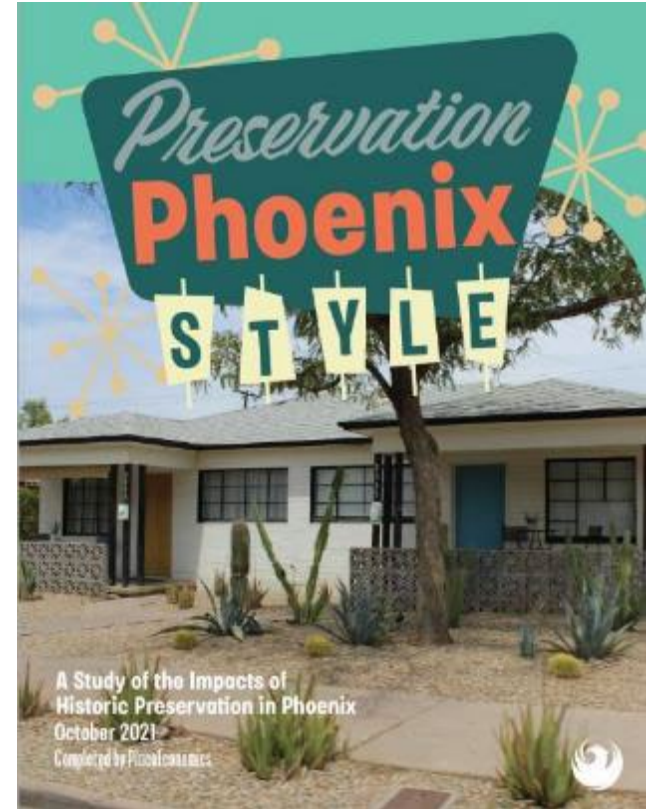


CORONADO  
NEIGHBORHOOD  
ASSOCIATION



TOOLS, STRATEGIES,  
POLICIES, AND INCENTIVES

# PRESERVE HISTORIC PHOENIX 2025





# The Challenges to Historic Preservation in Phoenix are:

- Lack of knowledge, education, and information
- Insufficient community engagement
- Development pressure
- Existing regulations
- Inadequacy of existing tools

*Not all of the responses to challenges are the responsibility of the City of Phoenix*

# PlaceEconomics Recommendations:



- Improve Community Engagement and Enhance Knowledge, Education and Information
- Respond to Development Pressure
- Improve Existing Regulatory and Preservation Tools
- Improve processes



# Protect Archaeological Resources

- Ordinance Enhancement
- Permanent Cultural Resource Review staff
- Formalize policies related to protection of archaeological resources (posting policy documents online; creating new review processes)



# Protect Historic Resources

- Commercial Community Land Trusts
- Demolition notification/delay/deconstruction
- Demolition by neglect
- Illegal demolition/alteration penalties for designated properties
- Explore historic district designation under Proposition 207
- Building relocation standards



# Explore Preservation Incentives

- Encourage ADUs in Historic/Older neighborhoods
- Modify by-right zoning for commercial properties
- Transferrable Development Rights
- Advocacy - Simplify State Property Tax Program for Income Producing Property Rehabilitation





# Develop Community Awareness

- Citywide survey of historic resources
- Historic preservation community engagement/ombudsman staff
- Improve small business/property owner knowledge of designation
- Urban design center
- Brown bag lunch series
- City-affiliated nonprofit



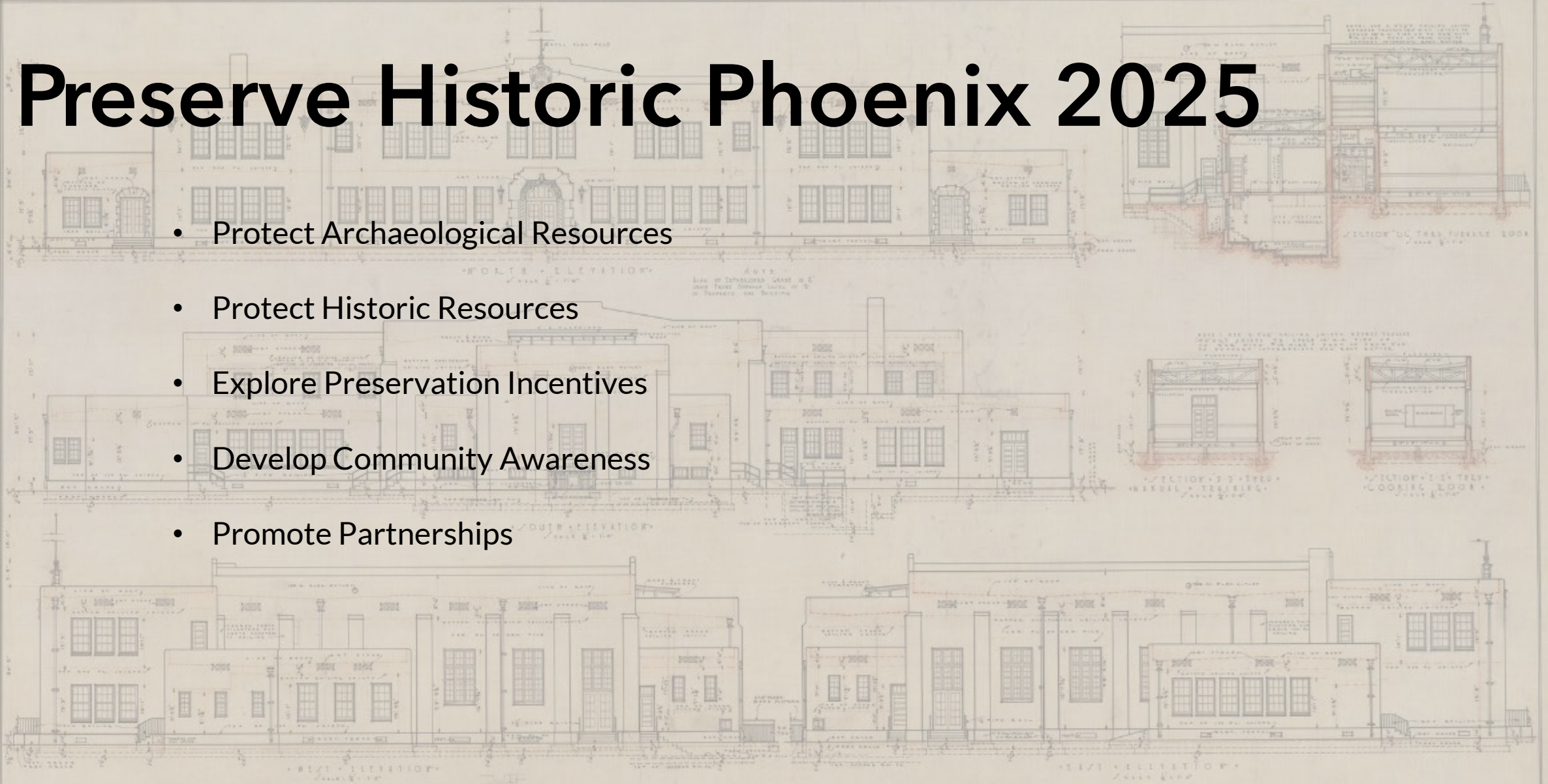
# Promote Partnerships

- Within PDD –
  - Adaptive Reuse – Office of Customer Advocacy
  - Site Planning
  - Inspections
  - International Existing Building Code (IEBC)
- Advocacy organizations
  - Preserve Phx
  - Arizona Preservation Foundation
  - Modern Phoenix
  - Phoenix Historic Neighborhoods Coalition



# Preserve Historic Phoenix 2025

- Protect Archaeological Resources
- Protect Historic Resources
- Explore Preservation Incentives
- Develop Community Awareness
- Promote Partnerships



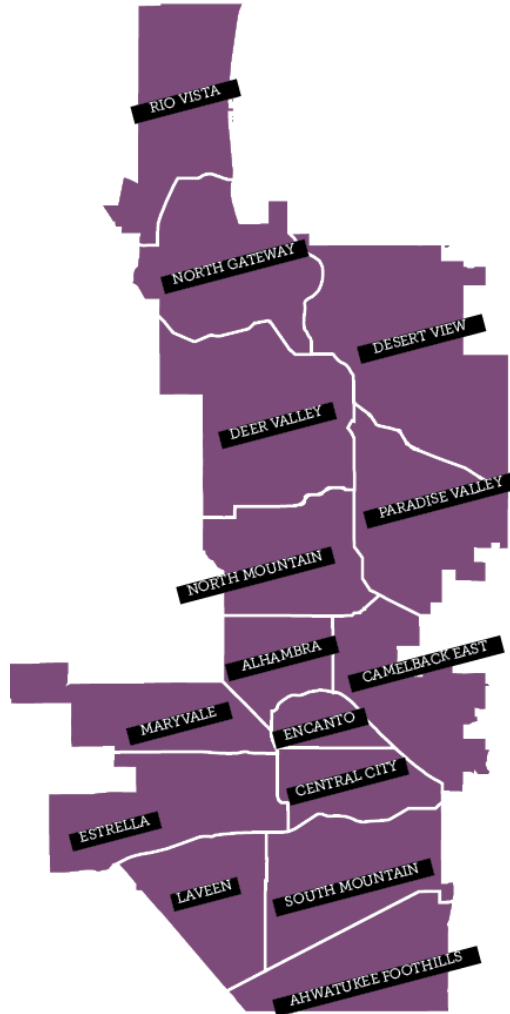


A More Connected Phoenix

planPHX  
GENERAL PLAN 2025 UPDATE

# ROAD SHOW SERIES OF EVENTS!

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



**Saturday  
October 14  
10 a.m. - 12 p.m.**

George Washington Carver Museum and Cultural Center

415 E. Grant Street  
Phoenix, AZ 85004



**Celebrate our Diverse Communities and Neighborhoods**  
**Core Value:** History and Character

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.

**Tuesday  
December 12  
5:30 p.m. - 7 p.m.**

Desert West Community Center

6501 W Virginia Ave,  
Phoenix, AZ 85035



**3 Community Benefits:** Prosperity, Health & Well-being, and Environment

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.

**Thursday  
December 14  
7:30 a.m. - 9 a.m.**

Burton Barr Central Library - Pulliam Auditorium

1221 N Central Ave,  
Phoenix, AZ 85004



**Strengthening Our Local Economy Core**  
**Value:** Tech Forward 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.

**Saturday  
December 16  
10 a.m. - 12 noon**

Burton Barr Central Library - Pulliam Auditorium

1221 N Central Ave,  
Phoenix, AZ 85004



**Create Vibrant Cores, Centers, Corridors**  
**Value:** Youth

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.

Day/Time/  
Location  
TBD



**Connect People and Places**  
**Core Value:** Transit Oriented Communities

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.

Day/Time/  
Location  
TBD



**Build the Sustainable Desert City**  
**Core Value:** Rio Reimagined

The role that Nature and Open Space play 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.

Day/Time/  
Location  
TBD



**Connect People and Places**  
**Core Value:** Transit Oriented Communities

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.

\*All Spanish/Espanol Event

**THANK YOU!**

