

PLANPHX SUMMIT

- Thank you all for being here!
- Excited to talk to you about the General Plan and Transit Oriented Communities.
- 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.



Food to be provided
by our Sponsor:



TRANSIT ORIENTED COMMUNITIES

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 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.

TUESDAY
December 5, 2023

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

Cholla Library

10050 N. Metro Pkwy East,
Phoenix, AZ 85051

Spanish translation available

SPEAKERS



Tricia Gomes

Deputy Director
Planning & Development Department



Joél Carrasco

Acting Special Projects Administrator
Planning & Development Department



Nick Klimek, AICP

Acting Planner III
Planning & Development Department



Shannon McBride

Executive Director
19North Community Alliance

SCAN
TO
RSVP:



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

This session will celebrate the recent accomplishments located in Phoenix's Transit Oriented Communities including the Metro District and share some of the ongoing work being led by the City of Phoenix and community partners. We encourage you to learn from others and share your own ideas about opportunities for furthering the vision for our newest Transit Oriented Communities along the Metro District area.

PLANPHX SUMMIT

- Welcome & Meeting's Purpose
- Introduction to the General Plan
 - General Plan Update
- Introduction to Transit Oriented Development
 - Successes in Midtown and Uptown
- TOC Team
 - Areas of Change Activity

SPEAKERS



Shannon McBride

Executive Director
19North Community Alliance



Tricia Gomes

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Planning & Development Department



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Overview of the General Plan

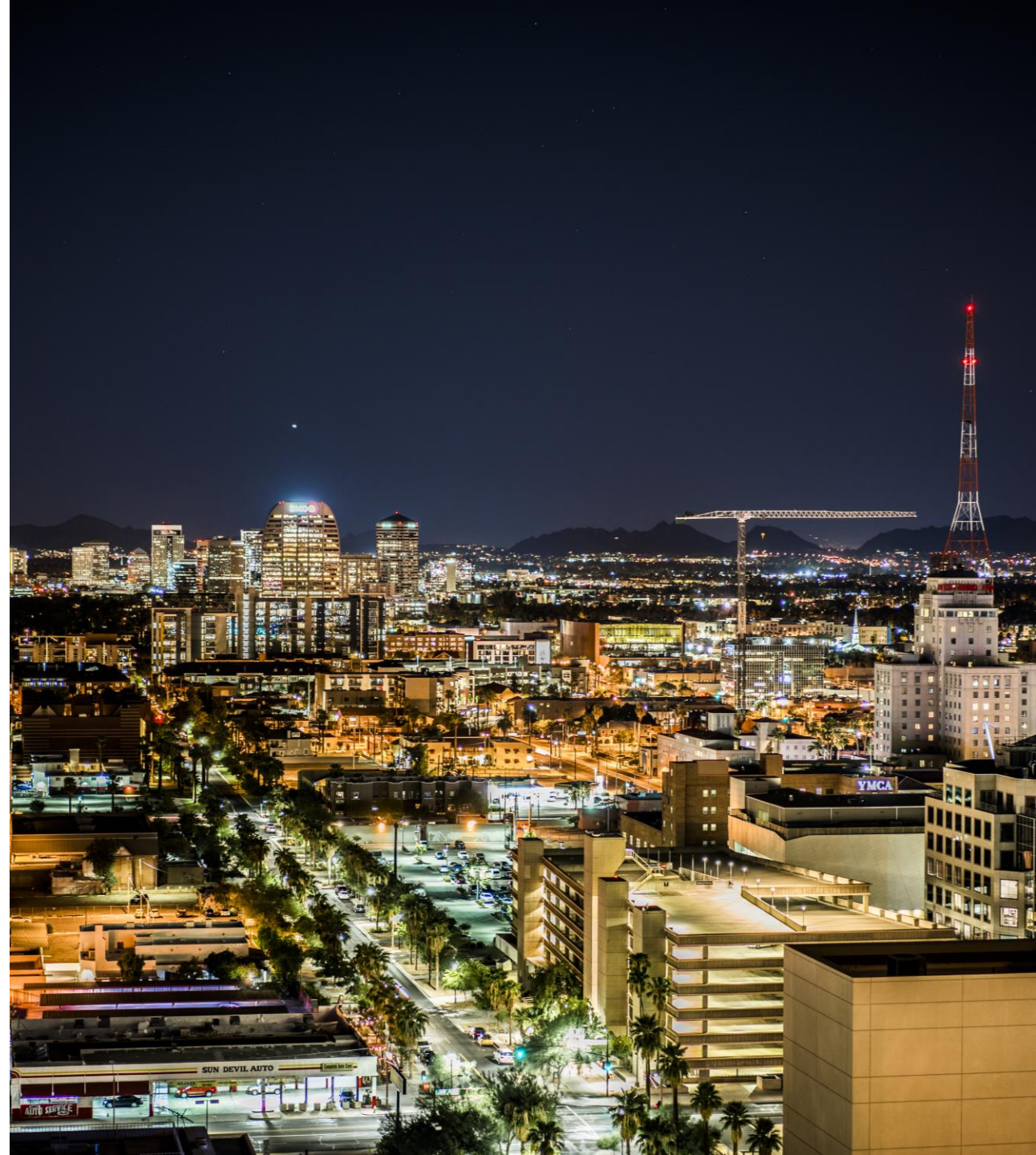
- General Plan applies to all parts of the city.
- A strategic outline for growth, preservation, and infrastructure that leads to an intentional future.
- Conveys the stories of our community.



What and Why :

A Unified Policy Framework for the City

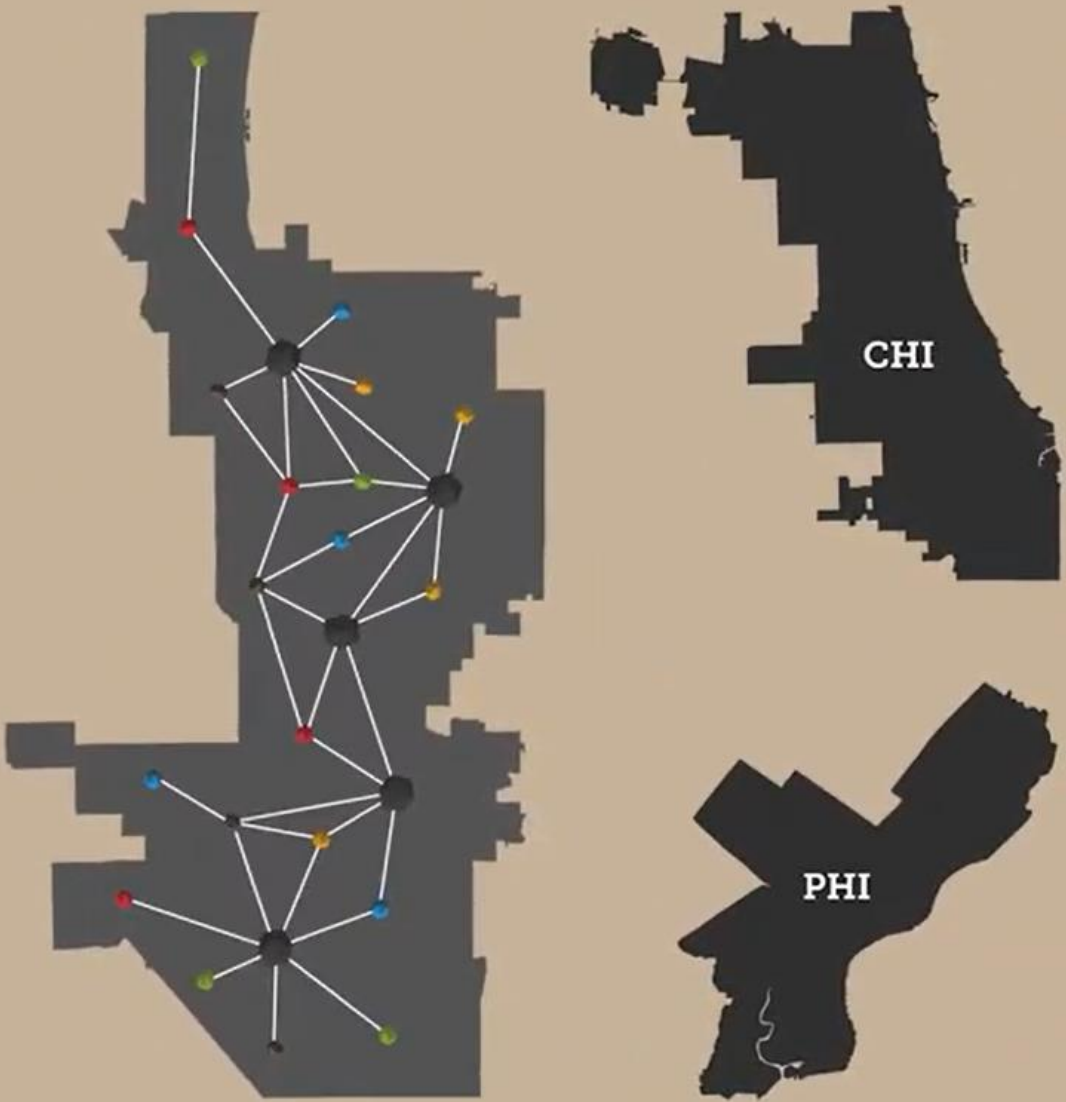
- Sets the conversations for policy directions.
- A living model to be reviewed and maintained.
- Invites all to participate and be involved.
- Measurable results and reporting are essential.



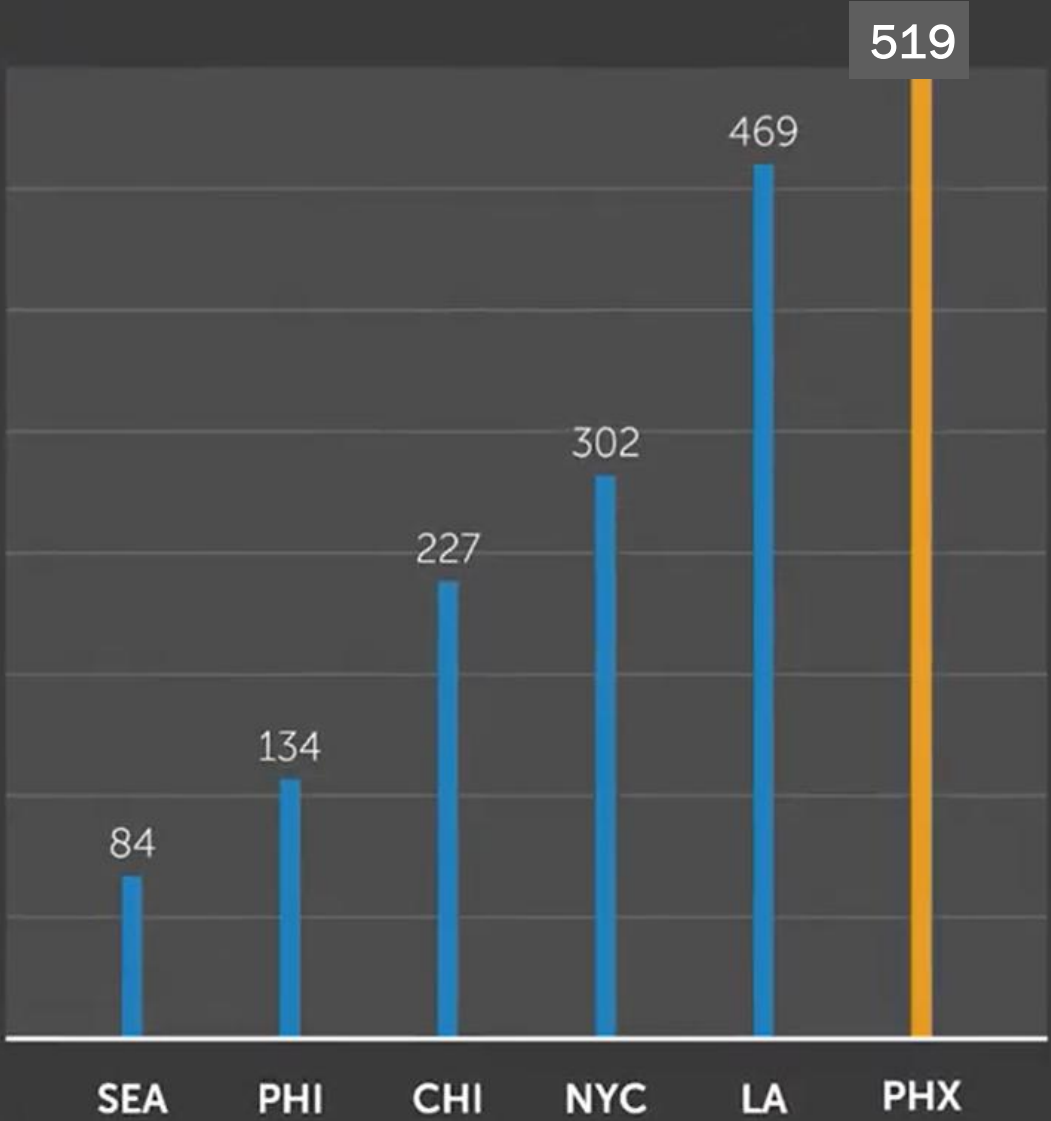
An aerial photograph of a city at sunset. The foreground is dominated by a dense, dark green forest. In the middle ground, a flagpole with a flag is visible. The background shows a city skyline with several tall buildings under a hazy, orange sky. The text "HOW DID WE GET HERE?" is overlaid in the center in a bold, white, sans-serif font.

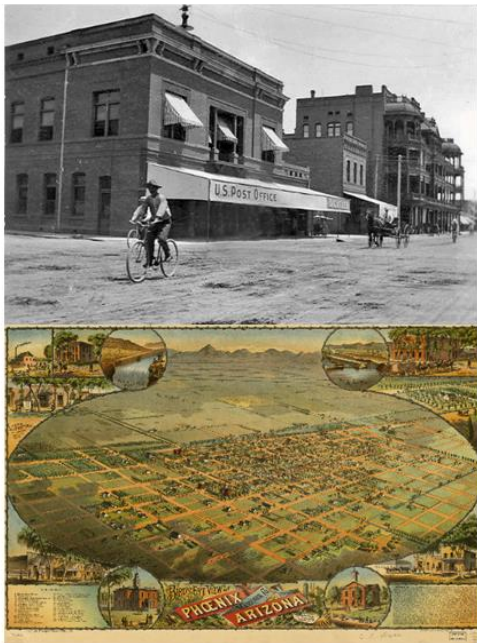
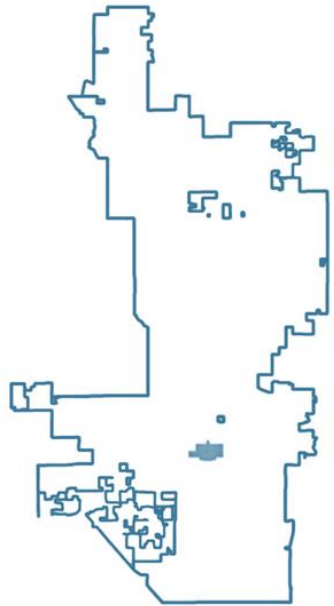
HOW DID WE GET HERE?

We are a big city

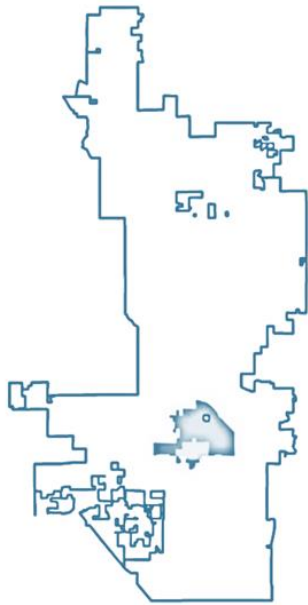


Land Area (mi²)

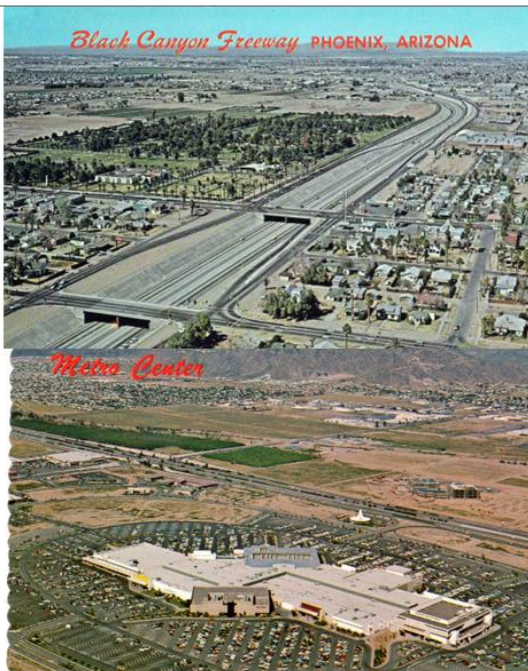
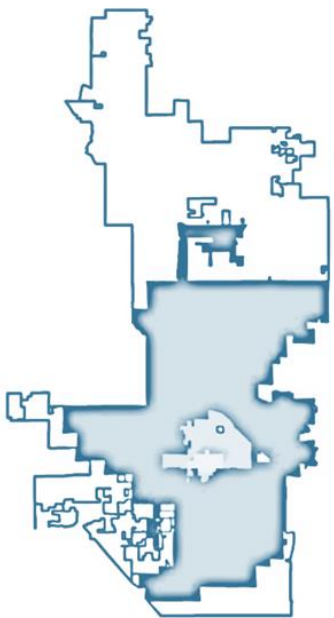




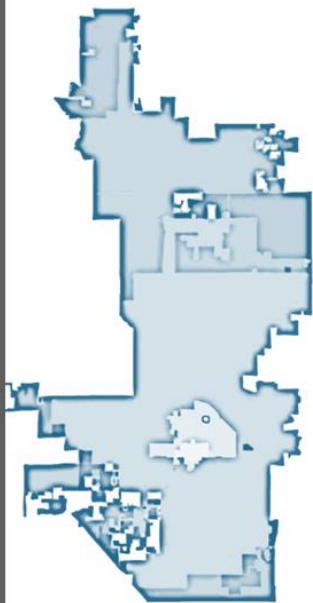
1900



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

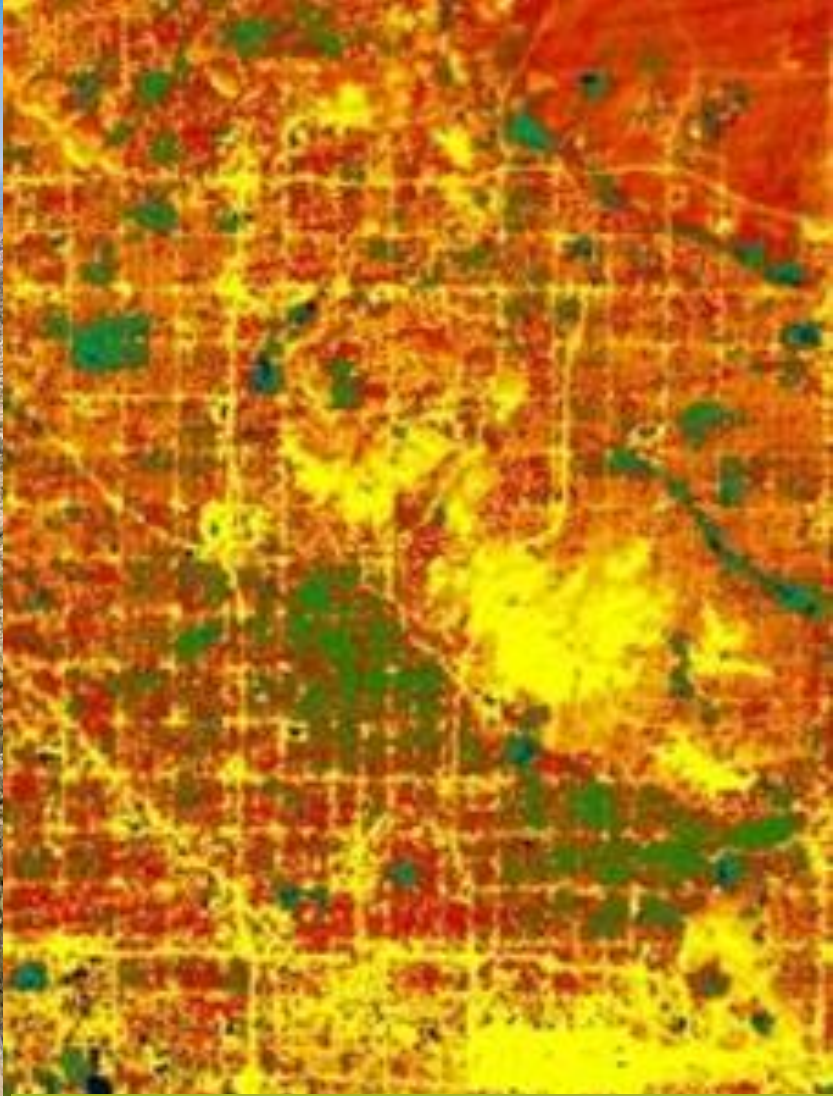
New



Housing



Water



Heat



An aerial photograph of a desert landscape at dusk. A winding asphalt road curves through the foreground and middle ground, with a single car visible on it. The terrain is covered in sparse, scrubby vegetation and cacti. In the background, a city is illuminated by its lights, stretching across a valley. The sky is a mix of deep blue and purple, indicating the time is either early morning or late evening. 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



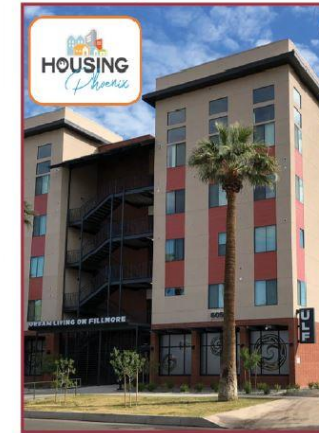
Operations:
Reimagine PHX



Plans:
2050 Sustainability



Plans:
Housing PHX Plan



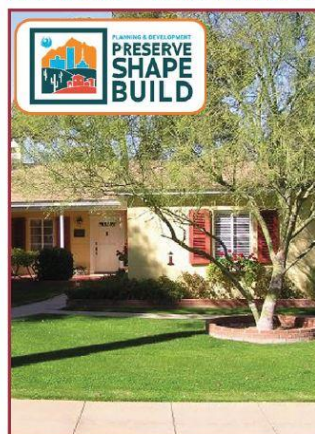
Knowledge:
Arts/Culture Inventory



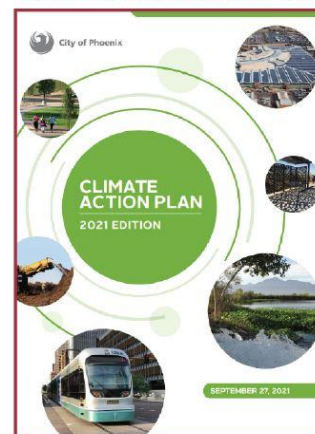
Plans:
PHX Food Action Plan



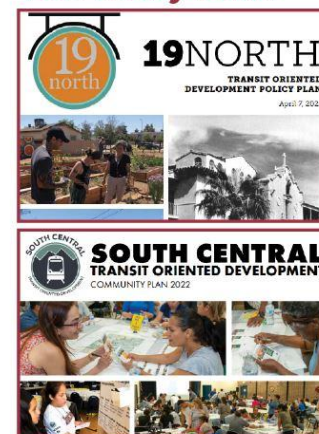
Partnerships:
Historic Preservation



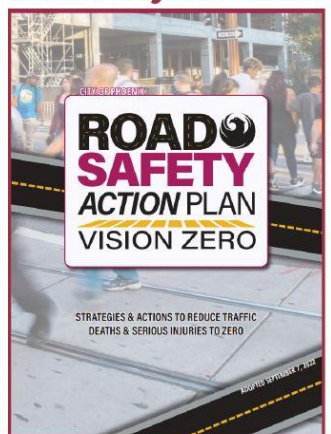
Plans:
Climate Action Plan

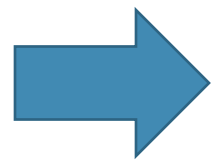


Plans:
TOD Policy Plans



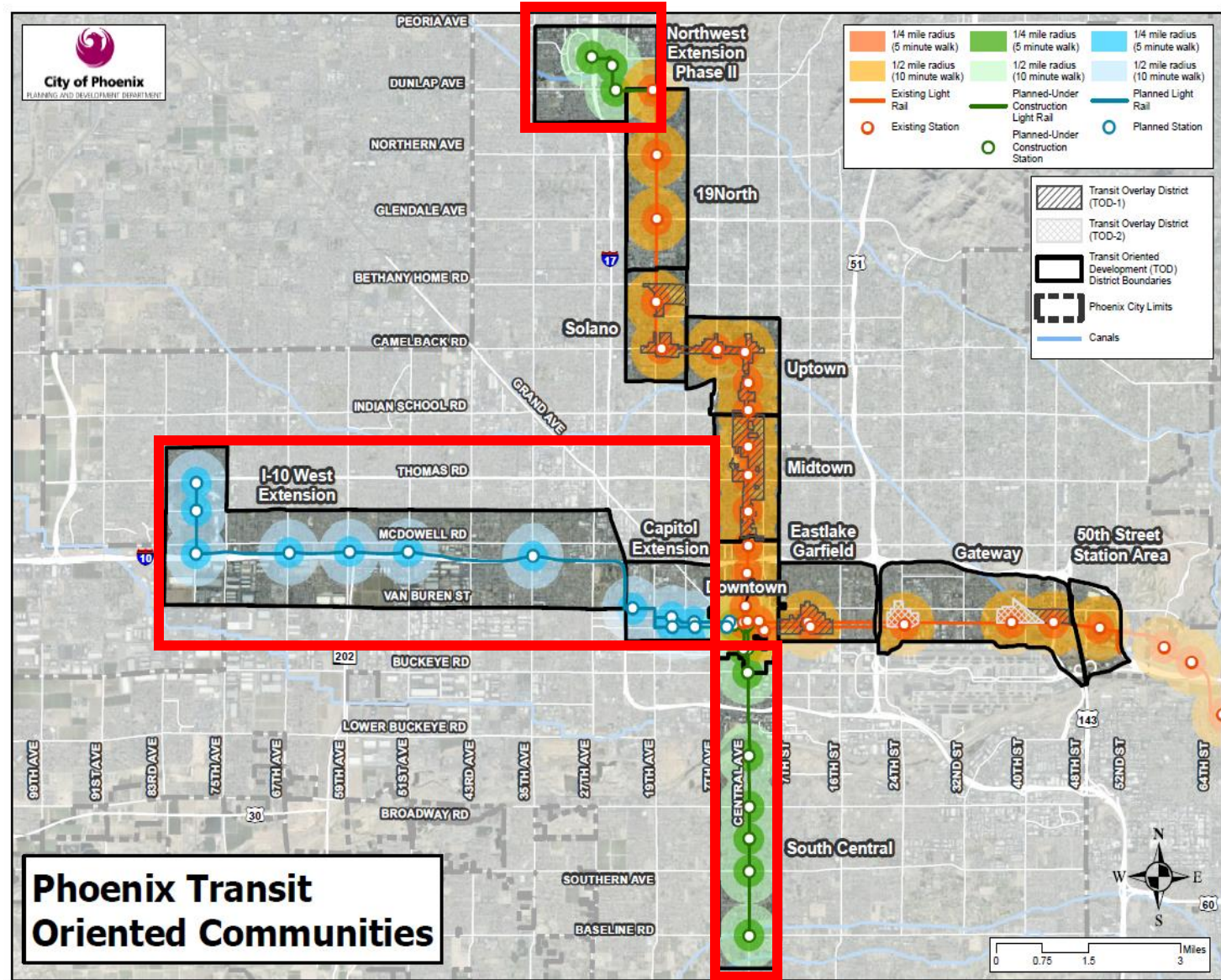
Plans:
Road Safety Action Plan





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
- NWEII- 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



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 "WHERE WE FOCUS NEXT?" is overlaid in large, white, bold letters across the center of the image.

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

General Plan Update - 2025

Part 3: 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 1850's, they observed the villages 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 Hohokam 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 1858 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 1,813 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

service in giving the opportunity for residents to cut across Phoenix's vast urban and desert landscape without the use of an automobile. The canals represent a multimodal infrastructure that no other city in the world can lay claim to.

Grand Canal looking toward Troop School in 1937



Arizona Canal under construction 1884



Connectivity Infrastructure: A Blueprint from our Past

Street Network

At 4,913 miles, Phoenix's network of streets' ability to connect residents and visitors across Phoenix and all of its neighborhoods, businesses, parks, and other destinations remains 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 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 1880s



Washington



access for those who do not own a car.

Early Rail Network

Phoenix's introduced transportation came named Moses Sherman with the streetcar. A company had done Hollywoodland in California, the development for the

Many of Phoenix's historic neighborhoods were built during this time. The primary route ran along Washington Street connecting the original townsite 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 Estabrook 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 80 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 23rd 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

General Plan Update - 2025

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 detrusion 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 type may predominate, e.g., retail or office.

EMPLOYMENT CENTERS/CORRIDORS

Phoenix is home to the 2021 employment after industries around manufacturing, and so

Guiding Investment
Planning within and ad Phoenix's employment and corridors is a critical addressing the Five Coe of the General Plan. Co ways we can become a connected city is by st that existing employe centers and corridors continue to thro. A n network of employment centers and corridors at additional investment to city strengthening the economy and allows to be closer to employ opportunities. The close residents can be to th addressing challenge to commute times, cost and air quality. Ensuring sustained growth of the existing employment c and corridors will equi a renewed commitment collaborate with employ the community on the use, zoning and urban decisions needed to sig continued investment of the General Plan out approach to incorporate city's employment cen corridors into the large framework for Coes, C and Corridors. This will some of the necessary analysis and policies to appropriate investment and around employment 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 at 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 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.





Blueprint from today:

A More Connected Phoenix

General Plan Update - 2025

Part II: Blueprint for a more Connected Phoenix

LAND USE AND DESIGN PLANNING PRINCIPLES

Land Use and Design Principles

The 2025 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 bring 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 (P&D) 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 CO

Part II: Blueprint for a more Connected Phoenix

TRANSIT ORIENTED COMMUNITIES

Acting on the vision of a more connected Phoenix requires a range 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 most intrinsically related than ever before. By using the five core values, building upon our past and present strengths, and being cognizant 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. Its growing near public transit, parks, trails and shops, Phoenix can become a more connected network of

extraordinary summer weather and breathtaking mountain scenery. As a more mixed level, Phoenixans 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 "retains unchanged," but



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 359 square miles of the city must be done in a way that allows each of the city's diverse communities and neighborhoods to remain that their unique assets and challenges are addressed and their individual character is maintained.

Phoenix's 15 urban villages have provided a planning model that has reinforced the diversity of the city's neighborhoods and guided growth and development for the last several decades. To connect the 2025 General Plan framework for growth and development with the village planning model, Village Planning and the village planning committees developed Village Character Plans. The Character Plans combine 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 & Key Statistics

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 use as the village's assets.

Plan and Codes in 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 laws 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 villages see opportunities for growth and investments. 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 committees. The Character Plan's goals are paired 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.



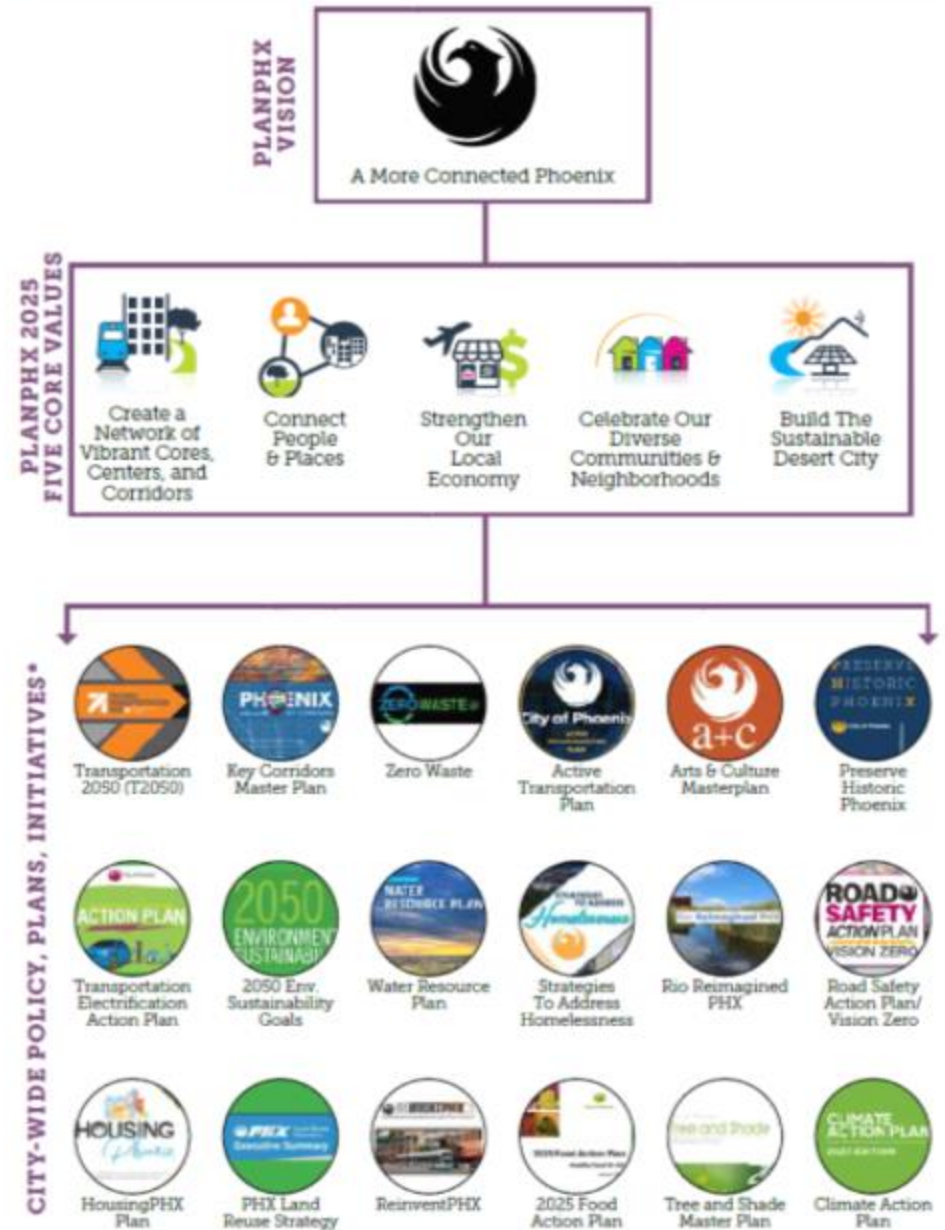
using types surrounding arterial nodes situated on the boulevard. Even in Phoenix, a lot of these places are today such as Roosevelt (the Grand Avenue Arts) and portions of the Mark's Neighborhood to a few. While the streets have been removed, patterns remain and have to be both resident and placed in our city. Much focus developed during the of the automobile and plan zoning which produced groups where sites were taken from one another and commercial ventures level.

arterial streets. This has led to an environment where residents often refer to geographic 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 AZ 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 reimagined community will arise.



A UNIFIED POLICY FRAMEWORK FOR THE ENTIRE CITY!

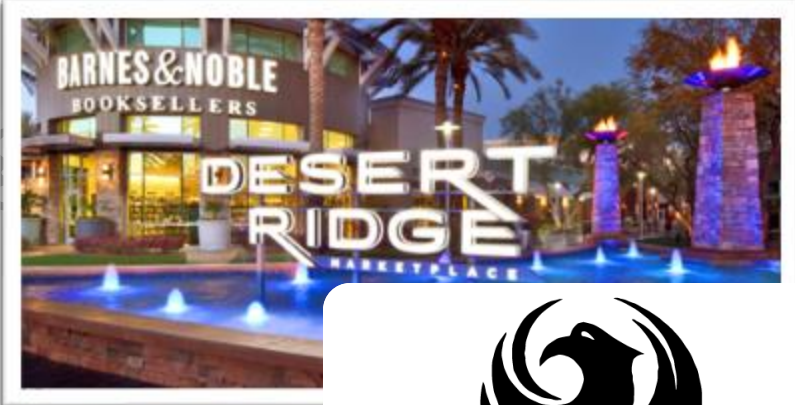
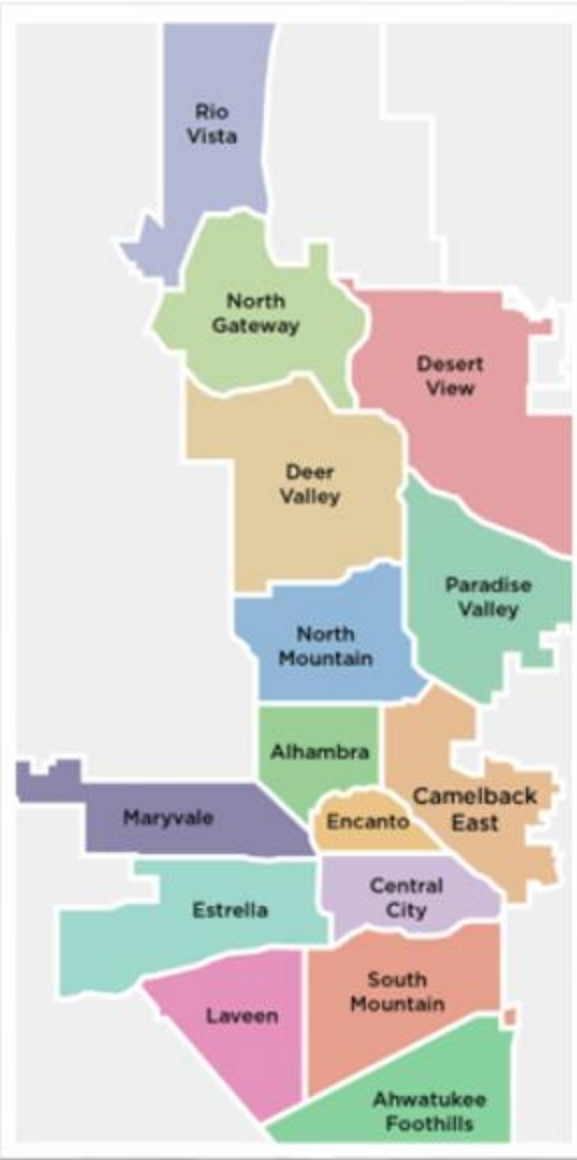
The PlanPHX Five Core Values and Subsection/Goals provide a purposeful and strategic alignment with a variety of City and community driven Policies, Plans, and Initiatives celebrating the city's commitment to continuously improving, evolving, and addressing opportunities and challenges through a holistic 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".



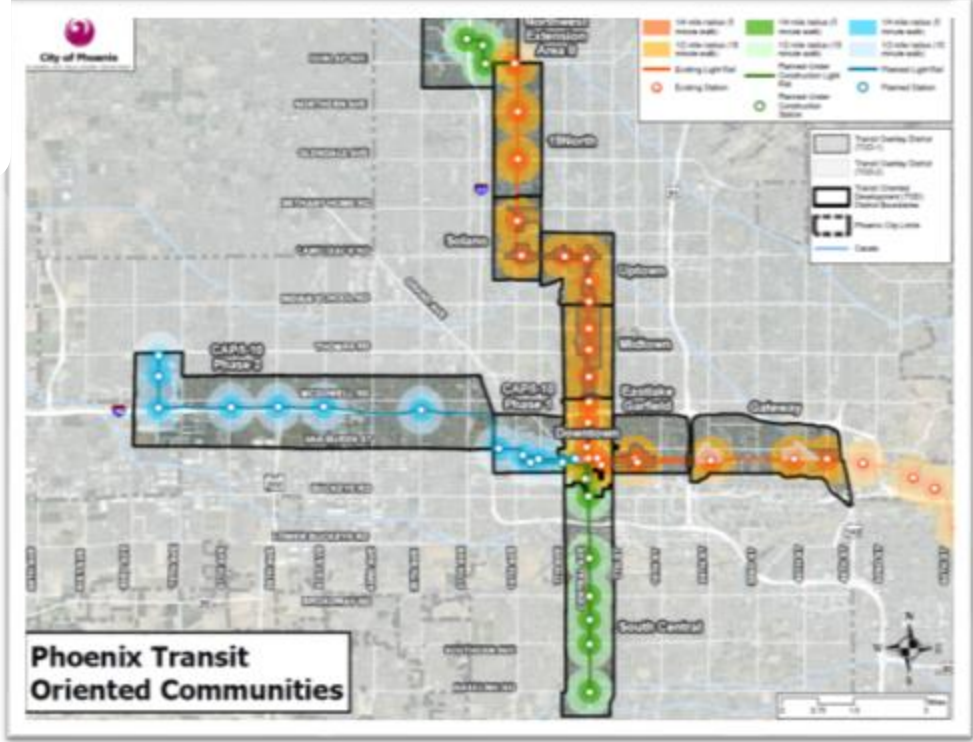
*Sample for references only, for all city policy, plans and initiatives visit phoenix.gov



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.

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

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.

ADDITIONAL IMPLEMENTATION RESOURCES:

- Map of city bike, walk system
- Congestion-free Bicycle Master Plan
- Active Transportation Plan
- Street Safety Action Plan
- Transportation 2050 Plan



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.

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.



A More Connected Phoenix

Outreach

Draft Plans

PlanPHX Road Show

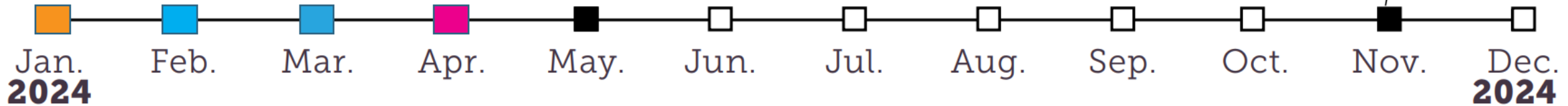
CC Outreach Plan Adoption



Public Hearing Process

Ballot Language Adoption

Election



- 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

General Plan Update - 2025



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

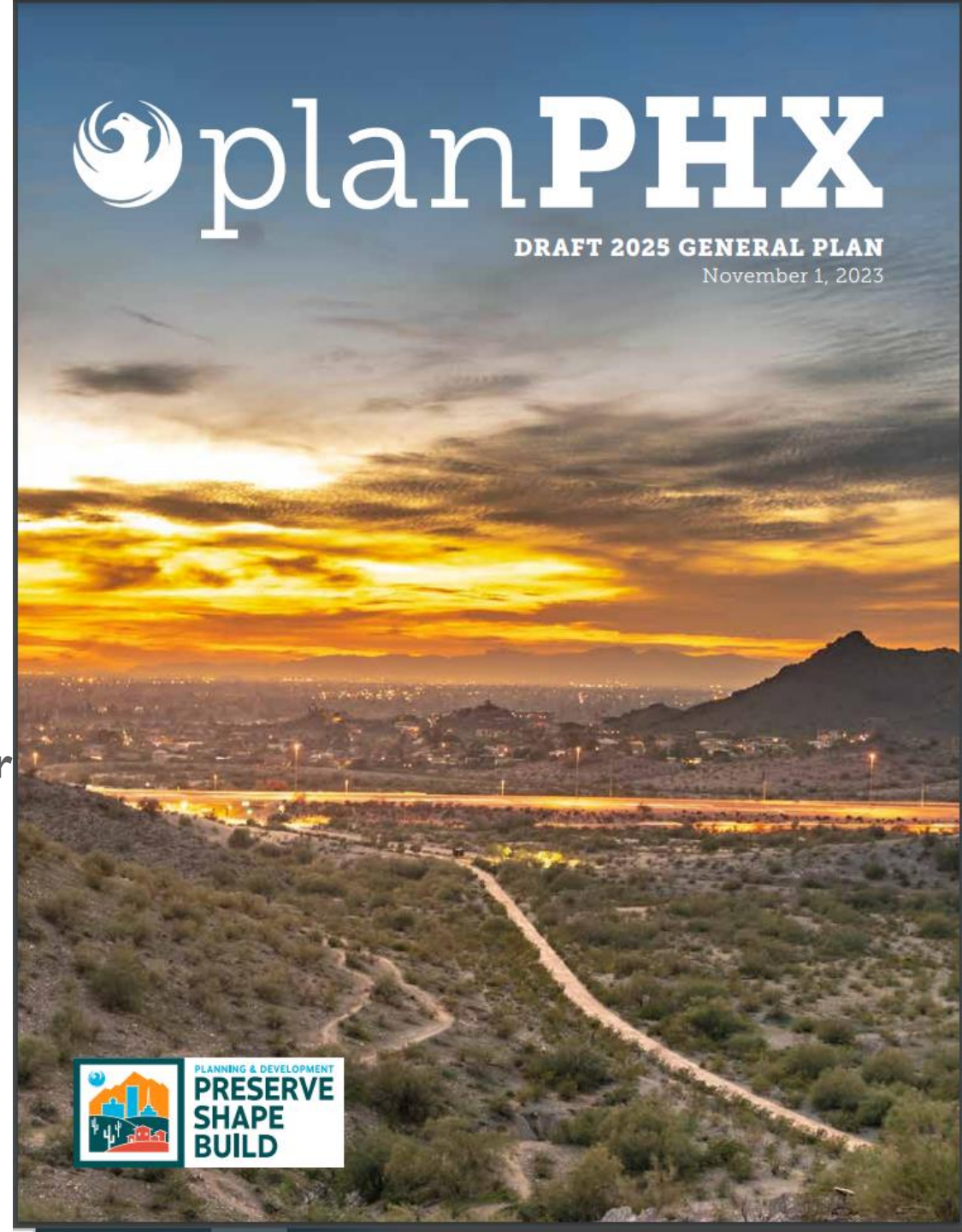
Joél Carrasco, Acting Special Projects Administrator
Planning Division

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



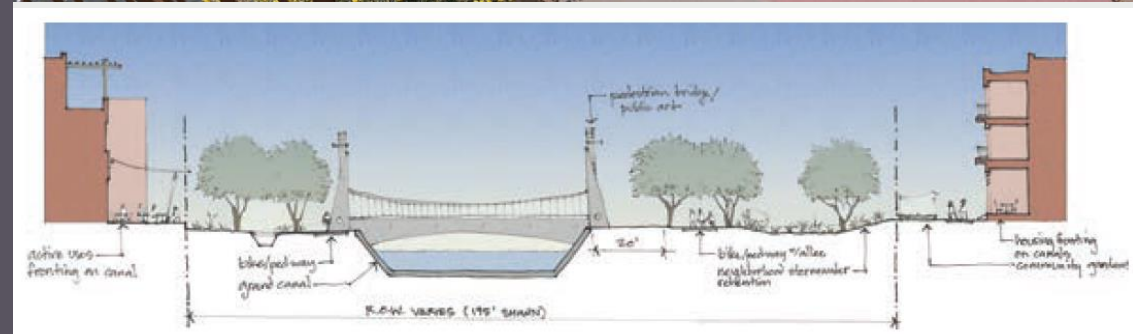
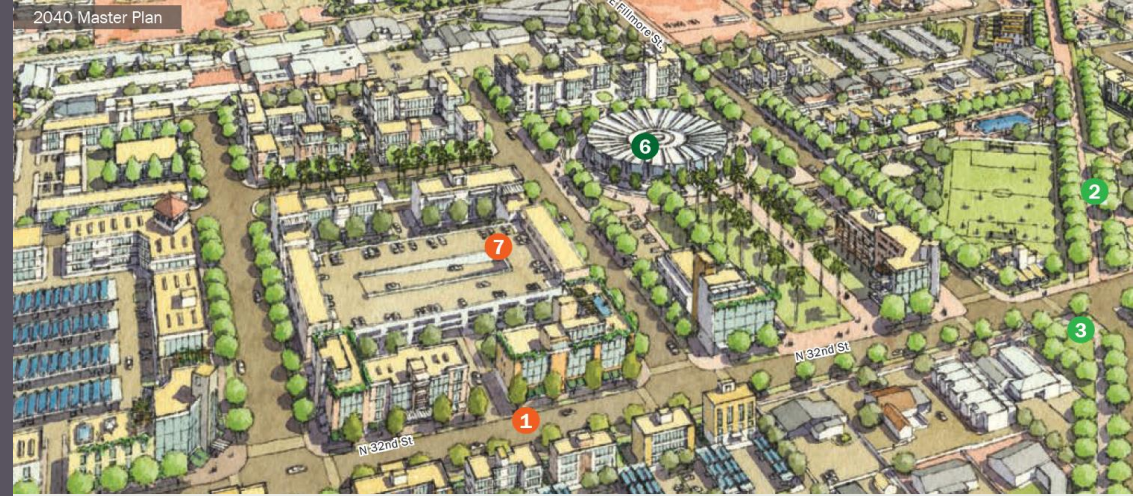
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DRAFT 2025 GENERAL PLAN
November 1, 2023

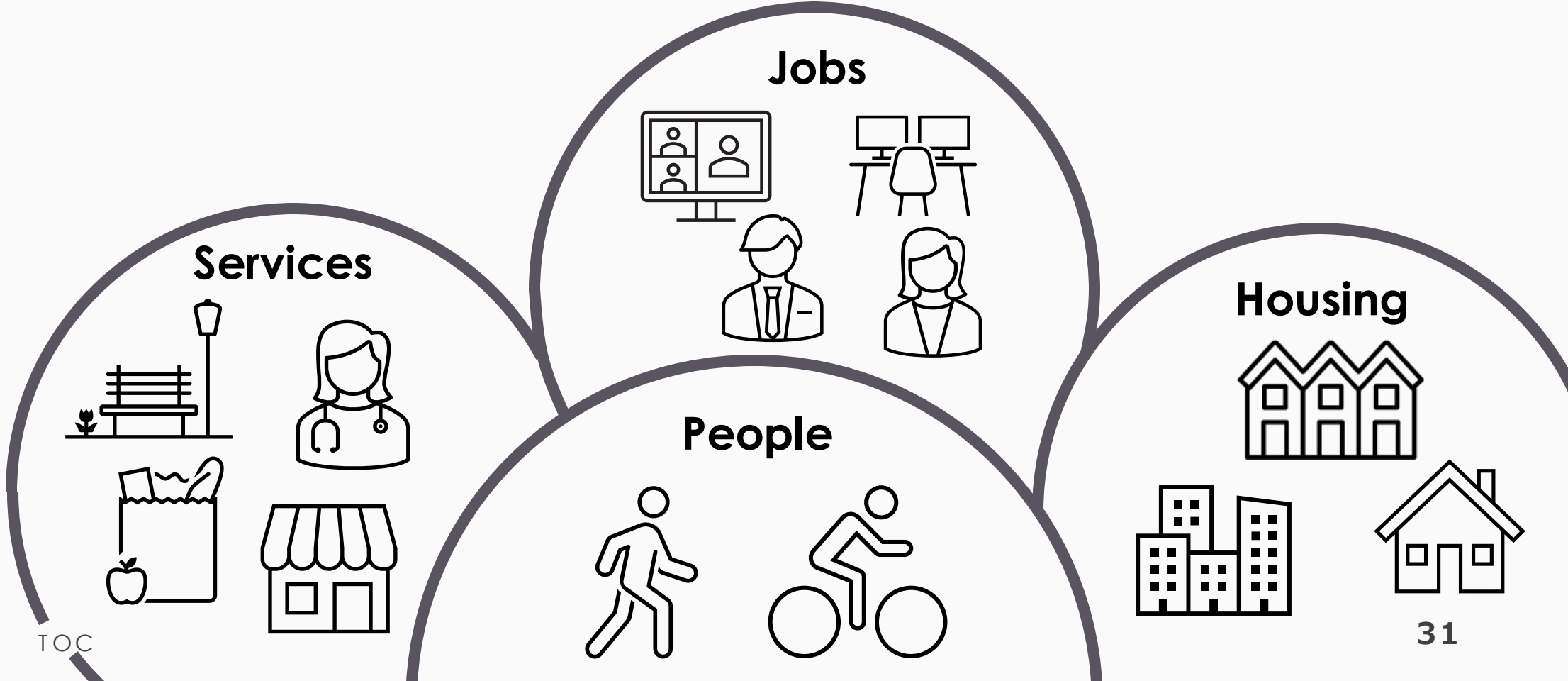


TRANSIT ORIENTED COMMUNITIES

Transit oriented communities (TOC) are compact communities near transit where people can access housing, services, and jobs within a walkable or bikeable distance.



What are Transit Oriented Communities?





Why create Transit Oriented Communities?

- **More** transit ridership.
- **More** mobility options for people unable to drive.
- **Less** transportation costs for transit users (of household income, housing is 25% and transportation is 22%).
- **More** tax revenue (per acre). **Less** city maintenance burden.
- **More** people able to walk and bike to reach more destinations.
- **Less** traffic and air pollution.



What do transit oriented communities look like?

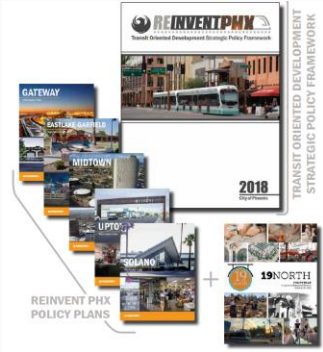
Every transit trip begins or ends with a walk.

To create an urban environment that is walkable, buildings are brought up to close to the street, parking is located behind or inside of buildings, and the parts of the building that are adjacent to the street are focused on drawing people in from the sidewalk.

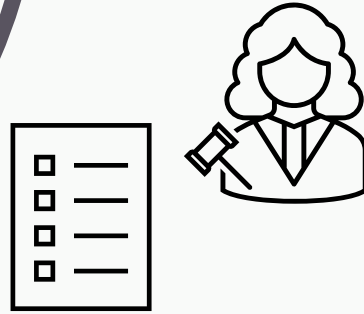
The pedestrian environment is enhanced with shade, protection, and lighting to make walking more enjoyable.



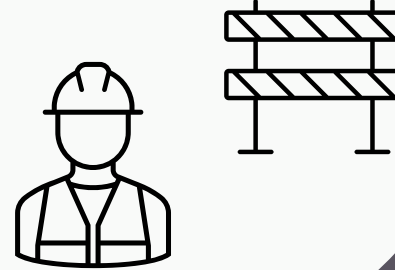
City Council
Adopted Policy



WU Code



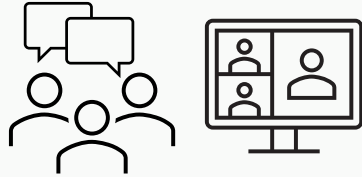
Capital
Improvements



Private Investment



Community Input



Transit Oriented Community



Process of Implementation

CASE STUDY: MIDTOWN AND UPTOWN



Midtown



38 rezoning cases have been approved
19 of those have been built
5 more are under construction

Legend

- BUILT
- UNDER CONSTRUCTION
- PLANNED
- LIGHT RAIL
- LIGHT RAIL STATIONS

Uptown



CALLIA



ELEVATION ON CENTRAL



RISE UPTOWN HOTEL



VELA ON CAMELBACK



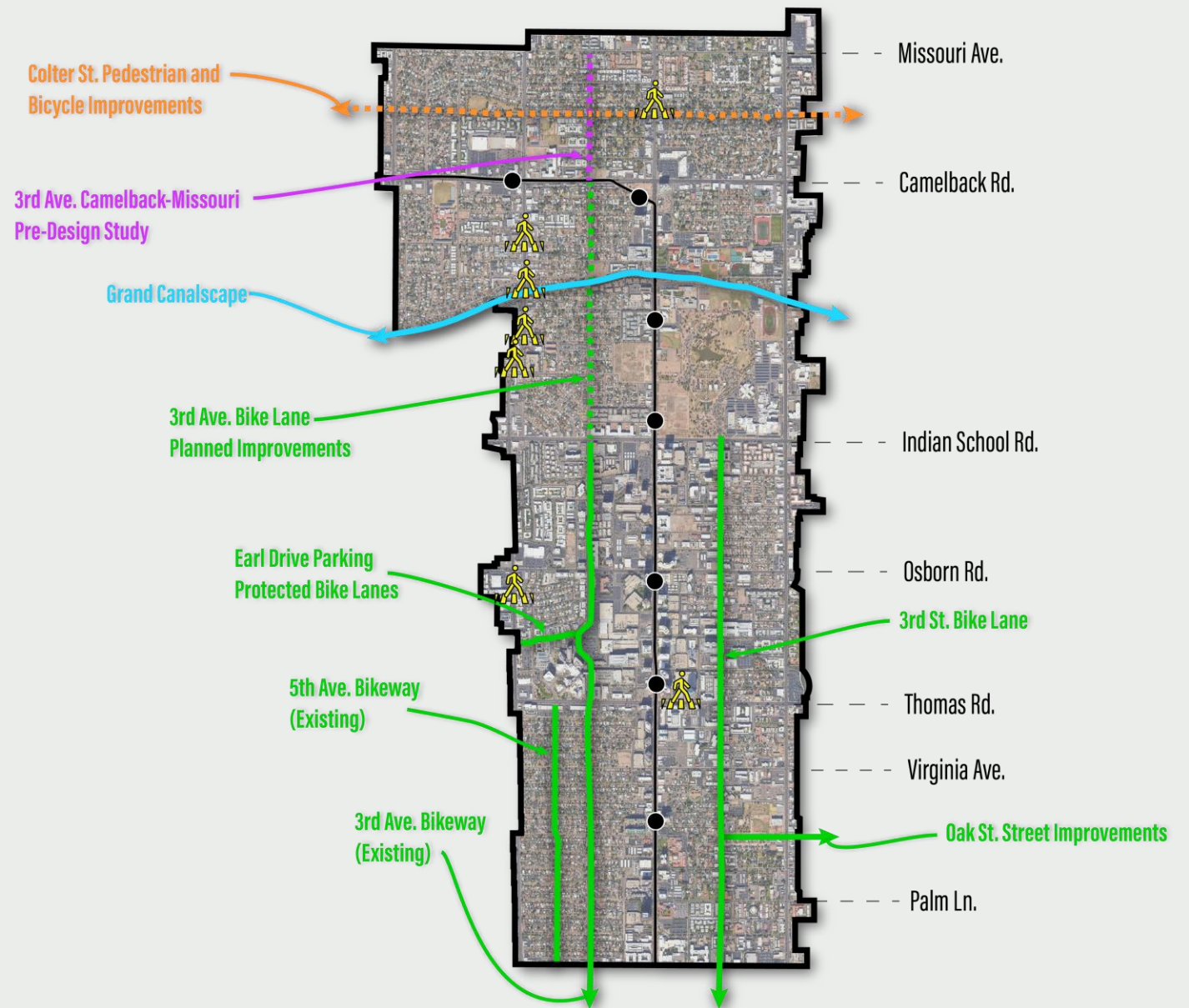
25 rezoning cases have been approved
16 of those have been built
3 more are under construction

Legend






- BUILT
- UNDER CONSTRUCTION
- PLANNED
- LIGHT RAIL
- LIGHT RAIL STATIONS

Capital Investments

- The Grand Canalscape (12 miles of trail, 1.6 in the study area)
- 6 High Intensity Activated Crosswalk signals (HAWKs)
- 4.5 miles of pedestrian and bicycle-oriented street improvements built



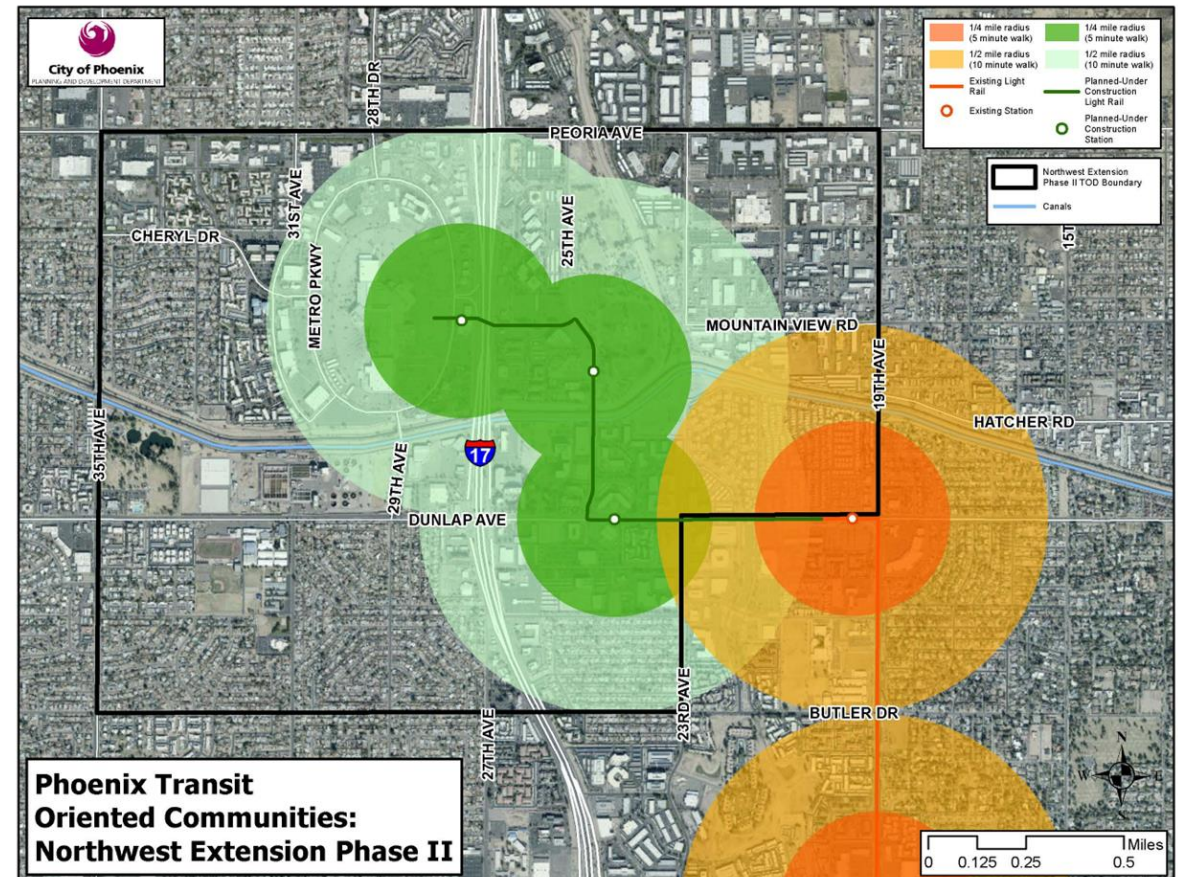
Legend

 BIKE LANES	 PED & BIKE LANES	 DESIGN STUDY
 CANAL IMPROVEMENTS	 HIGH INTENSITY ACTIVATED CROSSWALK	

Introducing: The Northwest Extension Phase II Transit Oriented Community Plan

- **\$1,000,000 FTA TOD Planning Grant Awarded in 2021 + \$500,000 in Local Match**
- To work with the community to articulate the vision for the future and leverages the potential of the high capacity transit investment.
- Create a roadmap for how to implement that vision.
 - Sets expectations for new development and redevelopment
 - Provides a 5 year action plan with tasks for the city, the business community, and residents

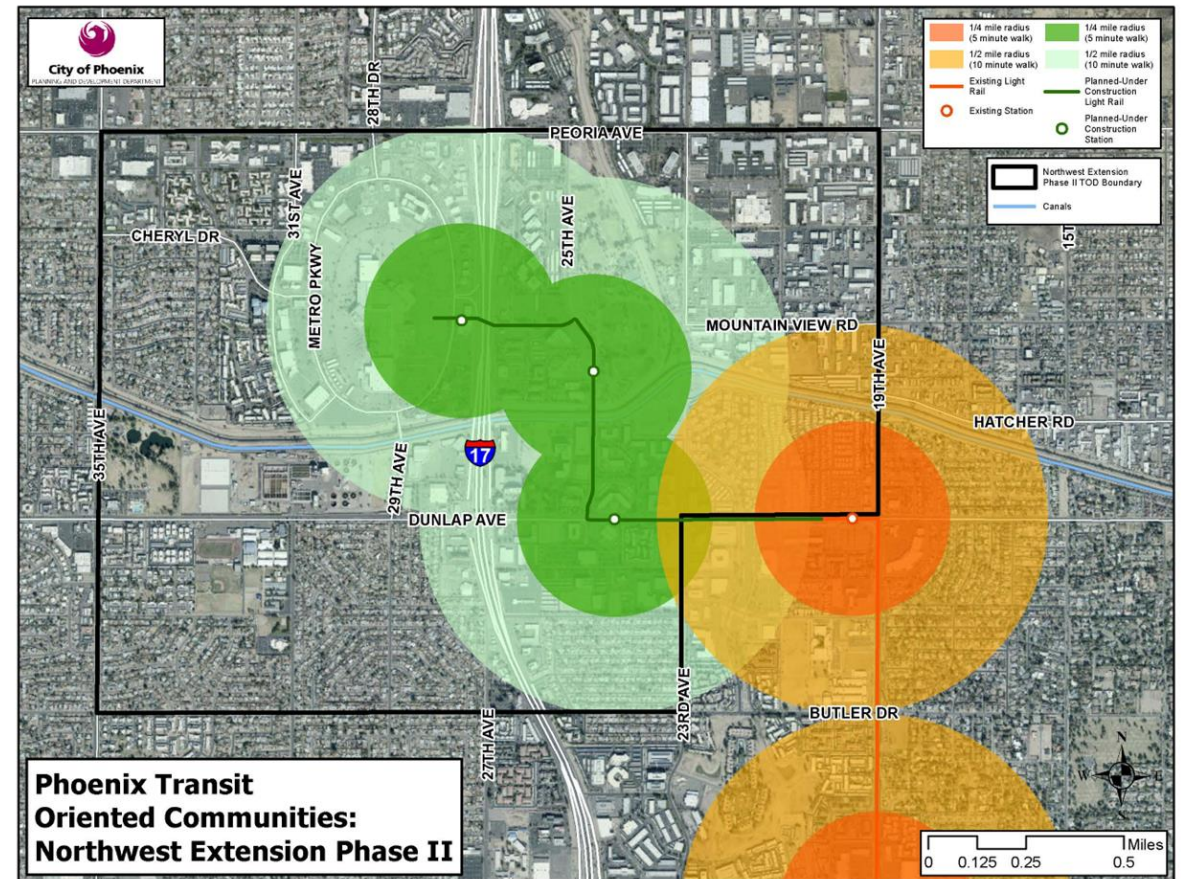
TOD

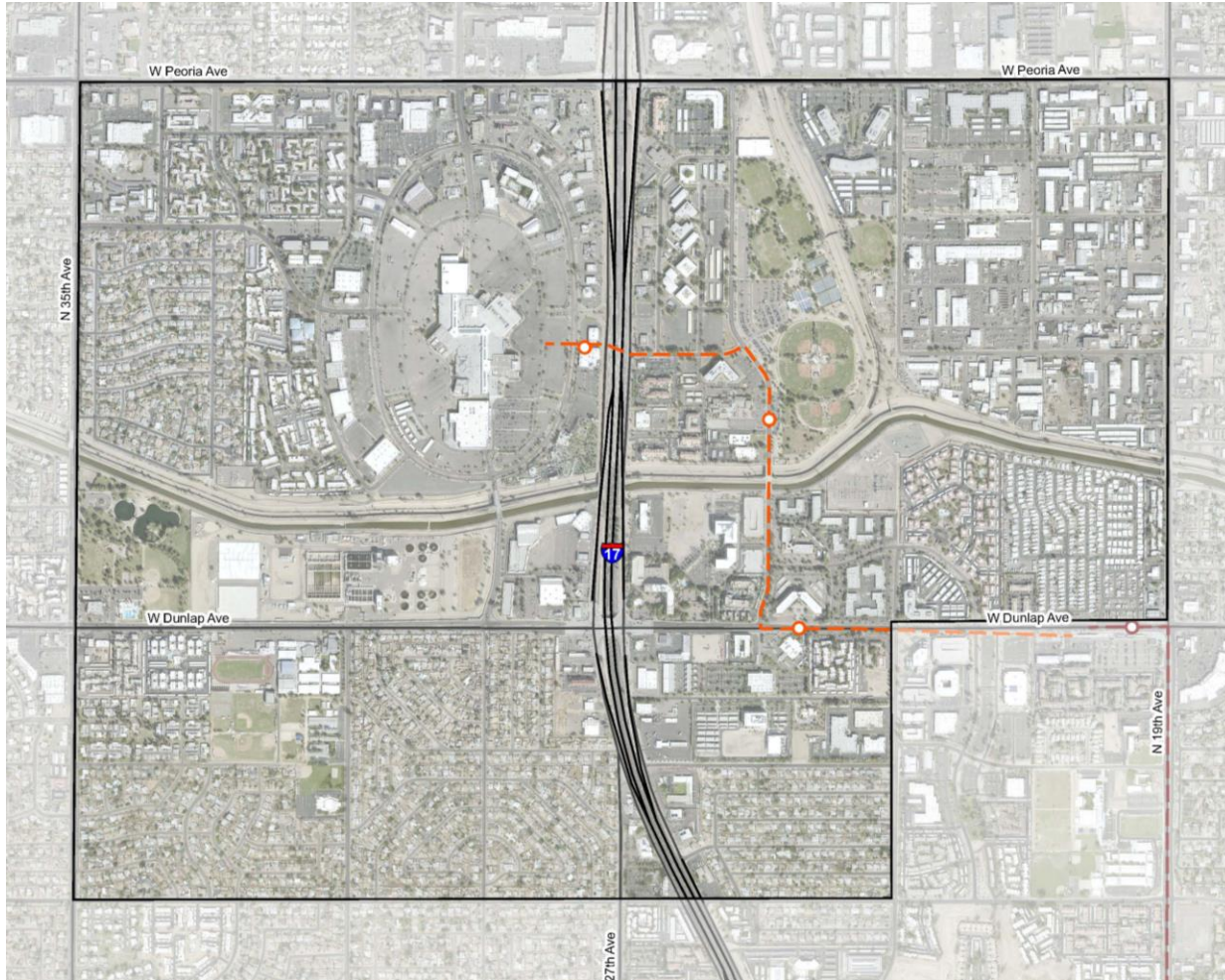


Introducing: The Northwest Extension Phase II Transit Oriented Community Plan

Nick Klimek, AICP
Transit Oriented Communities Planner III
nick.klimek@phoenix.gov
(602)534-7696

TOC





TOC TEAM ACTIVITY

Areas of Change

Ximena Atterbury
Senior Urban Designer/Planner, Jacobs
Ximena.Atterbury@jacobs.com
480.966.8188