

CUMBRE PLANPHX

- ¡Gracias a todos por estar aquí!
- Estamos emocionados de hablar con ustedes sobre el Plan General y la Equidad en la Planificación.
- Porfavor permita que el personal complete sus presentaciones y, cuando llegue el momento de los comentarios y la discusión, queremos brindar una oportunidad para que todos compartan.
- El personal puede limitar los comentarios a unos pocos minutos por persona.



Cumbre PlanPHX

HORARIO DE EVENTOS

- Bienvenido
- Resumen del Plan General (Qué y por qué: Marco de políticas unificadas para la Ciudad)
- Lo más destacado de la actualización del Plan General (Tema: Un Phoenix más conectado)
- Descripción general del calendario
- El papel que desempeña planificar con equidad al ser un Phoenix más conectado, además de celebrar los logros y cómo la prosperidad, la salud y el bienestar, y el medio ambiente están intrínsecamente relacionados con el crecimiento de nuestras comunidades y nuestra ciudad.

JUEVES
Diciembre 14, 2023

5:30 p.m. - 7 p.m.

Centro Comunitario Desert West

6501 W. Virginia Avenue
Phoenix, AZ 85035

*Evento exclusivamente en español

ORADORES



Tricia Gomes

Subdirector
Departamento de Planeación y Desarrollo



Joél Carrasco

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Departamento de Planeación y Desarrollo



Enrique A Bojórquez-Gaxiola

Planificador III
Departamento de Planeación y Desarrollo

**ESCANEAR
PARA
CONFIRMAR
ASISTENCIA:**



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

Esta sesión celebrará los logros recientes de cómo Phoenix está integrando mejor la equidad en la planificación en toda la ciudad y a través de los esfuerzos de planificación comunitaria. ¡Aprenda de los demás y comparta sus propias ideas sobre las oportunidades para planificar juntos de manera más equitativa!

CUMBRE PLANPHX

- ¡Bienvenidos!
- Descripción/actualización del Plan General
- Oficina de Salud Pública
- Plan de Acción Alimentaria
- Oficina de Respuesta y Mitigación al Calor (Heat Response and Mitigation)
- Discusiones Individuales.
- Palabras Finales (Q & A)

ORADORES



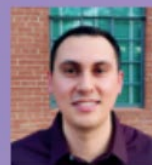
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Resumen del Plan General

- El Plan General se aplica a todas las partes de la ciudad.
- Un esquema estratégico para el crecimiento, la preservación y la infraestructura que conduce a un futuro intencional.
- Transmite las historias de nuestra comunidad.



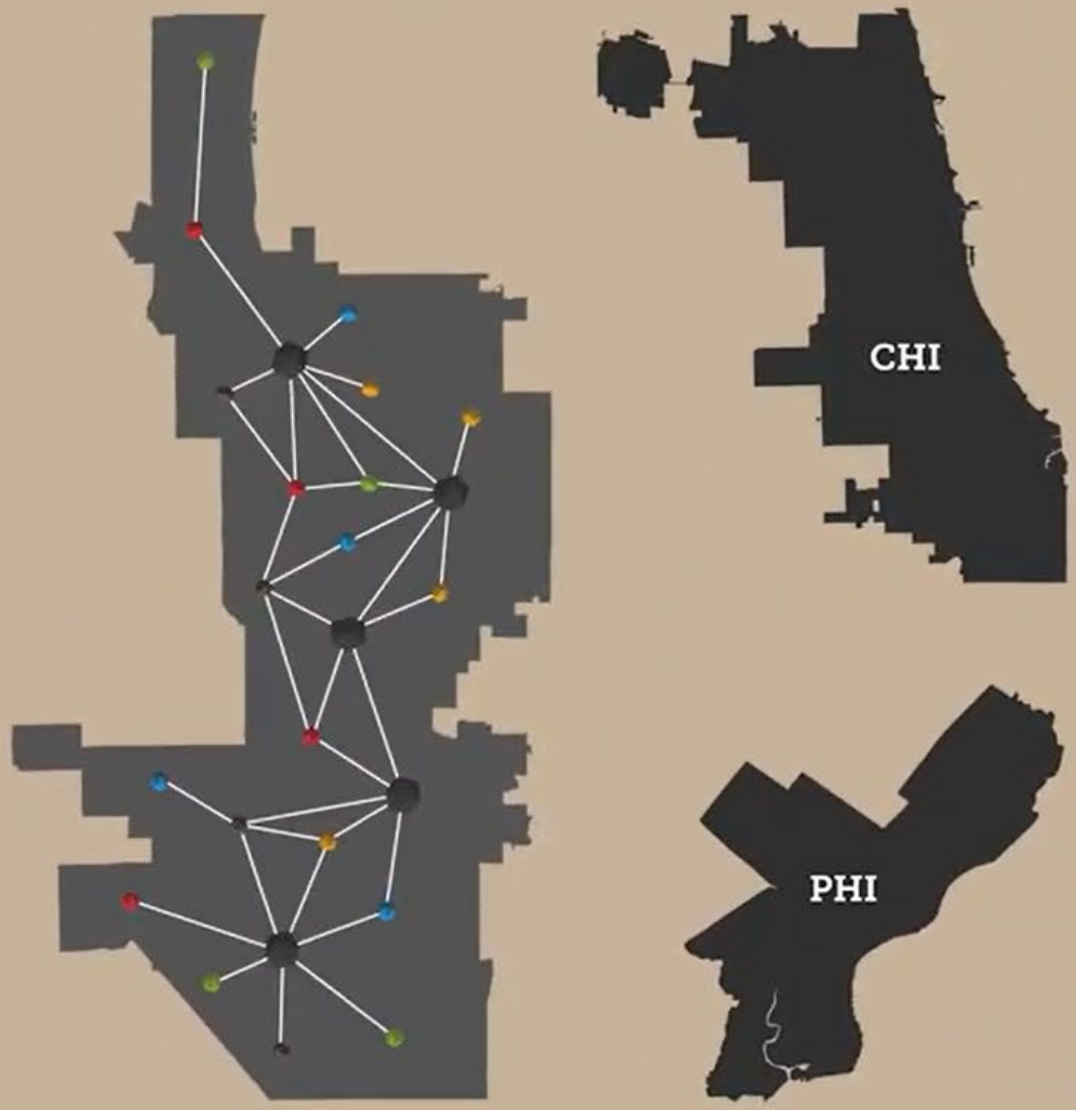
Qué y Por Qué: :

Un marco político unificado para la ciudad

- Establece las conversaciones para las direcciones de las políticas.
- Un modelo vivo que debe ser revisado y mantenido.
- Invita a todos a participar e involucrarse.
- Los resultados medibles y la presentación de informes son esenciales.

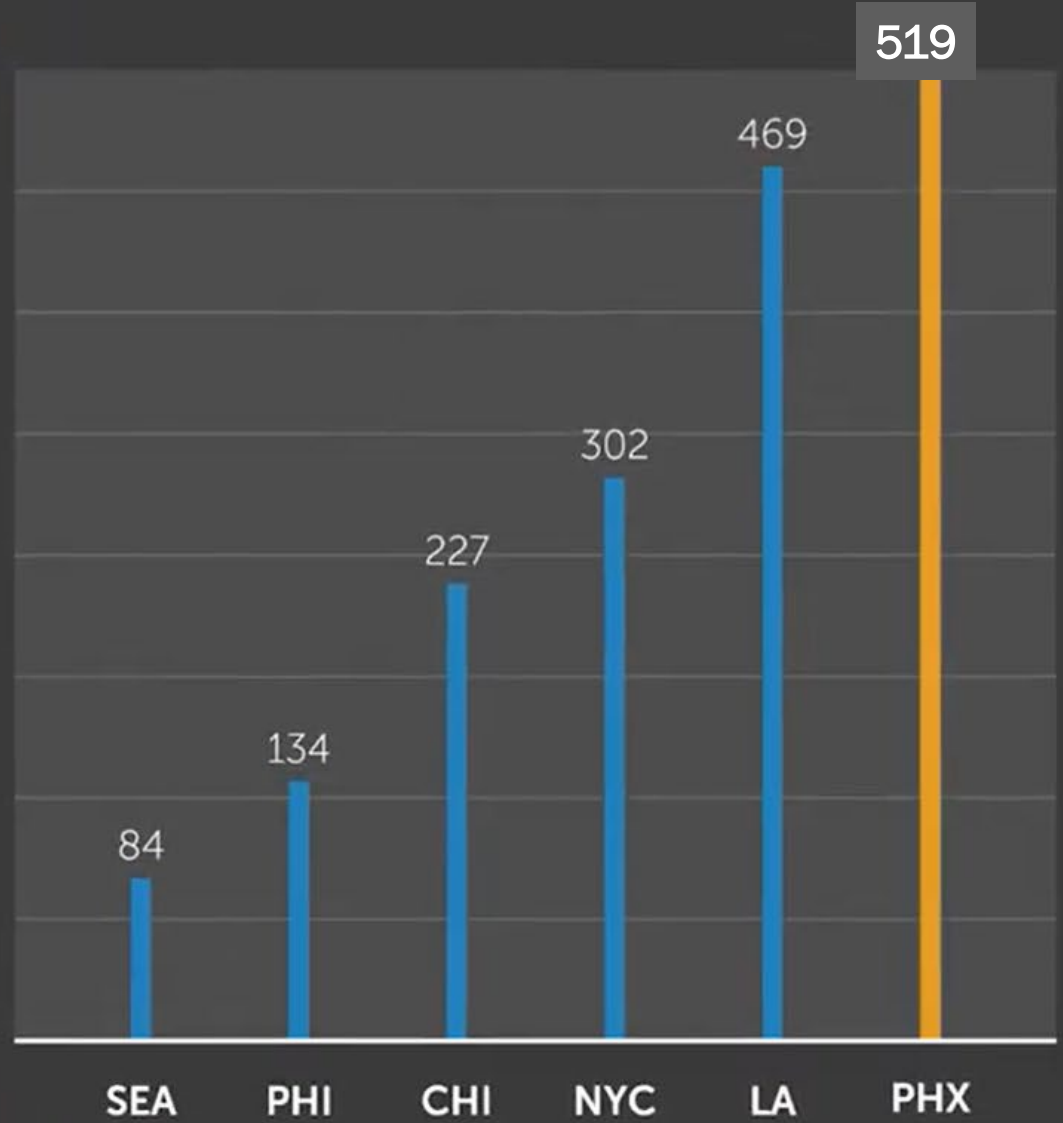


Somos una gran ciudad



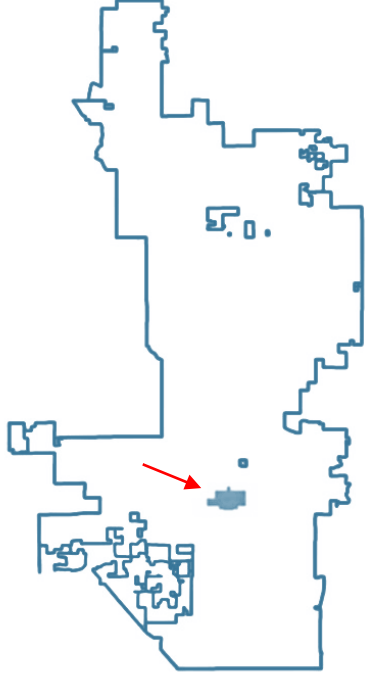
Land Area (mi²)

Superficie Terrestre (millas cuadradas)

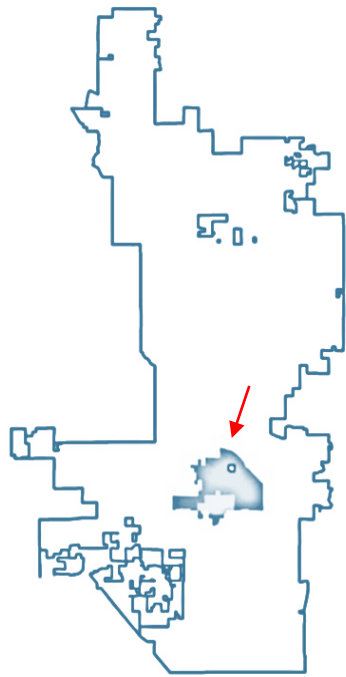


An aerial photograph of a city at sunset. The foreground is dominated by a dense, dark green forest. In the middle ground, a flagpole with a flag is visible. The background shows a city skyline with several tall buildings, including a prominent tower with a spire, all silhouetted against the warm, orange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

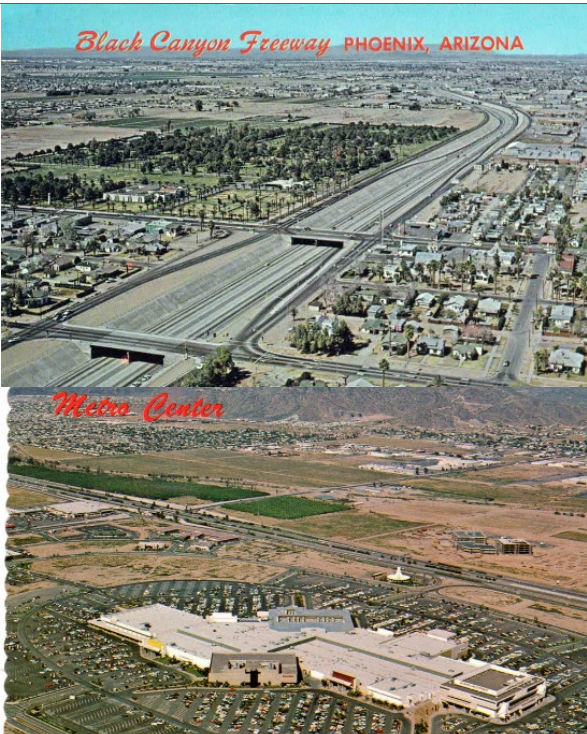
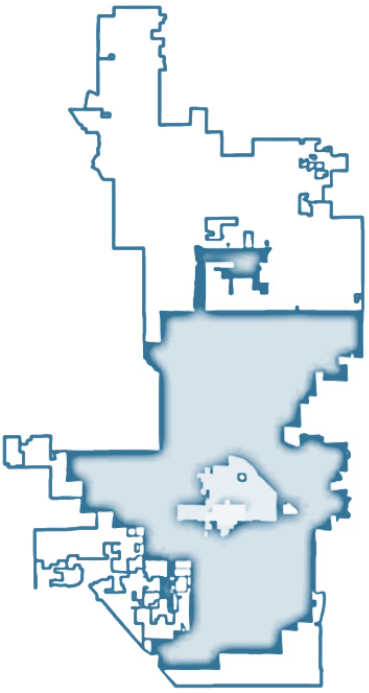
¿CÓMO HEMOS LLEGADO HASTA AQUÍ?



1900



1950



1975



2015

Plan General 2015

- Fuente principal de políticas de uso, crecimiento y preservación del suelo para la ciudad
- Visión para una ciudad conectada
- Aprobado por el 76% de los votantes en 2015



1 Vision



Prosperity

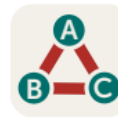


Health



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





Trabajos

Renovación

Nuevos



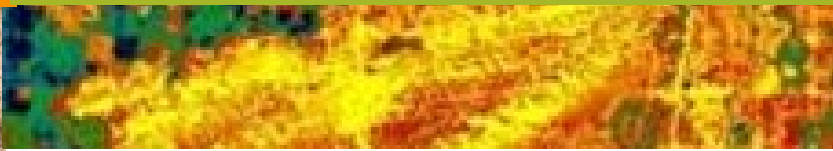
Vivienda



Agua



Calor



An aerial photograph of a winding asphalt road through a desert landscape at dusk. The road curves through the foreground and middle ground, with a few cars visible. In the background, a city is illuminated by its lights, set against a twilight sky. The terrain is hilly and covered with sparse desert vegetation.

¿QUÉ HEMOS HECHO JUNTOS?

Plan General 2015: Lo que hemos hecho juntos

- Mantuvimos la conversación con nuestra comunidad
- Mantuvo la relevancia del Plan General como un documento vivo/evolutivo



Plans:
Transportation 2050



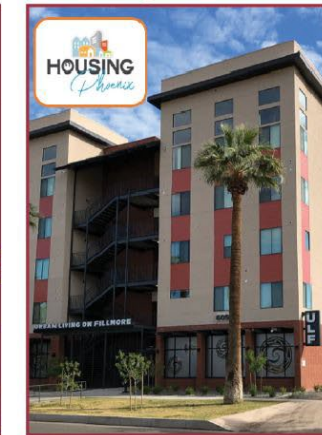
Operations:
Reimagine PHX



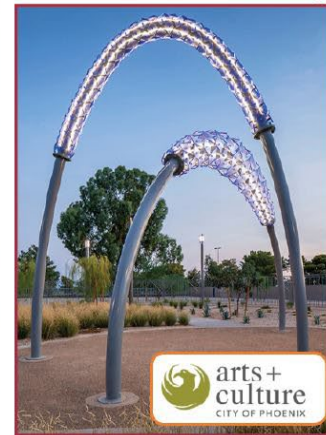
Plans:
2050 Sustainability



Plans:
Housing PHX Plan



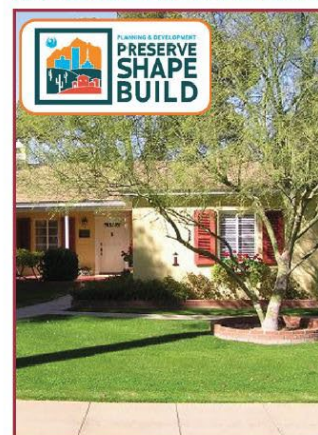
Knowledge:
Arts/Culture Inventory



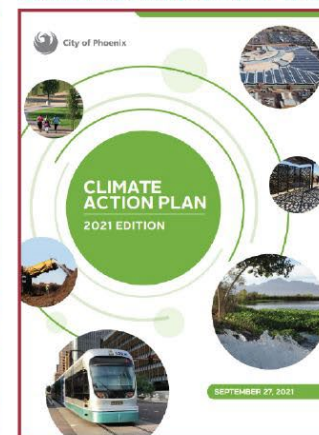
Plans:
PHX Food Action Plan



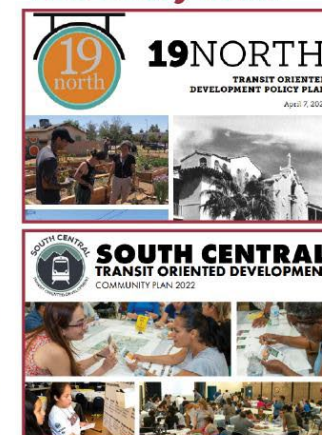
Partnerships:
Historic Preservation



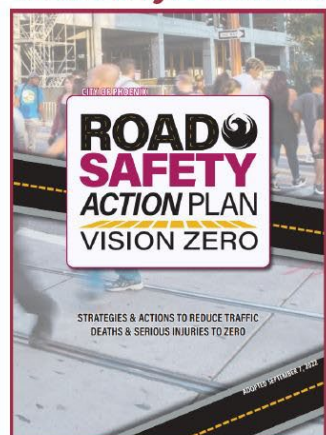
Plans:
Climate Action Plan



Plans:
TOD Policy Plans

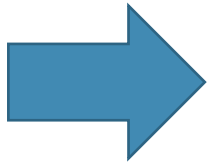
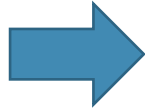


Plans:
Road Safety Action Plan





Plan General 2015



An aerial photograph of a desert landscape at dusk. A winding asphalt road curves through the foreground and middle ground, with a few cars visible. The terrain is covered in sparse, scrubby vegetation and cacti. In the background, a city is visible, its lights glowing against the twilight sky. The overall mood is contemplative and scenic.

¿EN QUÉ NOS CENTRAREMOS AHORA?



PART I

PLANNING A GREAT CITY

Connecting our priorities to an evolved framework for growth.

Parte I: Visión y celebra algunos elementos clave de nuestro pasado.

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

PRIORITIZING A MORE CONNECTED PHOENIX

Una **visión** para el futuro de **Phoenix**: Priorizar un Phoenix más conectado

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.

Al convertirse en una ciudad más conectada, los residentes de Phoenix se beneficiarán con mejores niveles y oportunidades para la prosperidad compartida, una mejor salud y bienestar comunitario e individual....



Plano de Nuestro Pasado

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 1957



Arizona Canal under construction 1884



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.

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 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

Cyclists on Washington Street 1909



Washington



access for those who do not own a car.

Early Rail Netw

Phoenix's introduction of transportation came named Moses Sherman with the streetcar. S company had devel Hollywoodland in s California, the devel responsible for the

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.

General Plan Update - 2025

Historia de conexiones con:

- Red de canales
- Sistema único de cuadrícula de calles
- Primeros años de la red ferroviaria
- Increíble sistema de parques y reservas





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.

Parte II: Celebra algunos elementos clave de la actualidad.



Plano de hoy:

A More Connected Phoenix

Part II: Blueprint for a more Connected Phoenix

VILLAGE CORES PRIMARY & SECONDARY

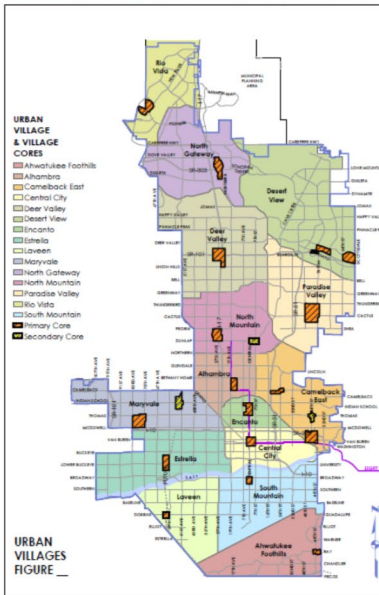
The Village Cores have always been the central focus for each village. The cores should contain a mix of uses including office, retail, public, governmental, and residential. The variety of uses are determined by the uniqueness of each village and the character of each village. The cores often contain 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 type may predominate, e.g., retail or office.



66 PlanPHX 2025

EMPLOYMENT CENTERS/CORRIDORS

Phoenix is home to many... Phoenix is a booming, and 2021, employment after industries around manufacturing, and su...

Guiding Investment

Planning within and ad... Phoenix's employment and corridors is a critical addressing the Five Cor... of the General Plan. One ways we can become a connected city is by en... that existing employe... centers and corridors c... continue to thrive. A vil... network of employem... centers and corridors t... additional investme... city strengthening the... economy and allows re... to be closer to employ... opportunities. The clos... residents can be to the... the better positioned... to addressing challeng... to commute times, con... and air quality. Ensuri... sustained growth of... the existing employem... of corridors will requi... a renewed commitme... collaborate with employ... the community on the... use, zoning and infrastr... decisions needed to su... continued investme... of the General Plan out... approach to incorporat... city's employment cent... corridors into the large... framework for Cores, C... and Corridors. This will... some of the necessary... analysis and policies to... appropriate investme... and around employem... 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 place today.

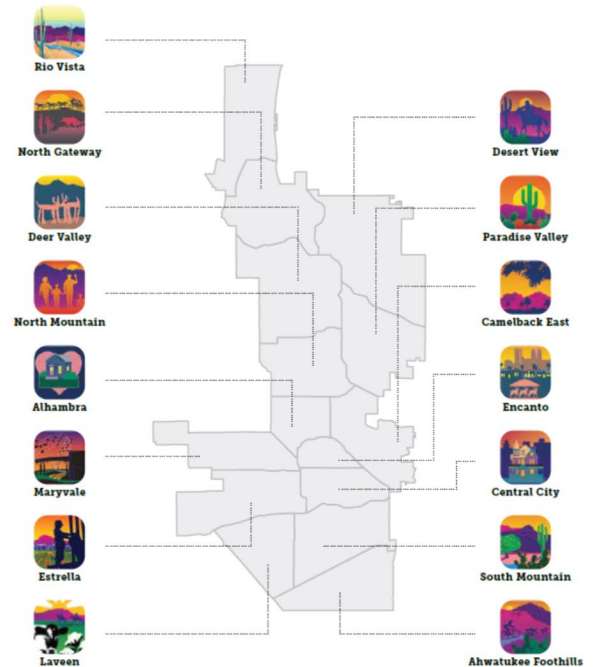
This should be based on the long term economic development goals of the community, the unique characteristics of each village, and the opportunities for future employment and population growth for each. Thus the appropriate ratio of jobs to population will be determined for each village. This will result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

- Modelo de Aldea Urbana
- Centros/Corredores de Empleo
- Empleo, Escénico, otros Corredores

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





Plano de hoy:

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 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 AND DESIGN PRINCIPLES

The following **Top Ten Land Use and Design Principles** commonly used from the **General Plan** 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.

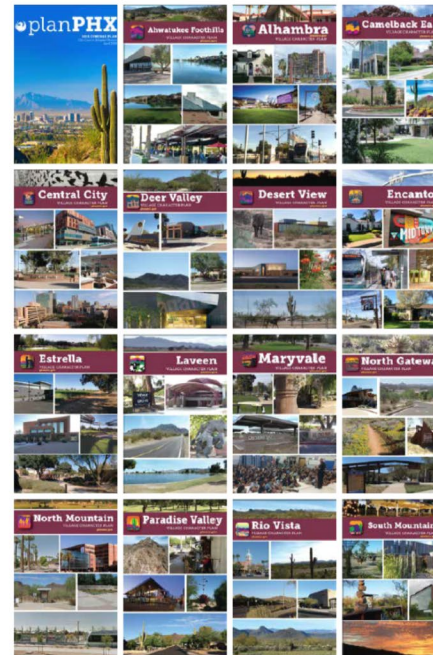
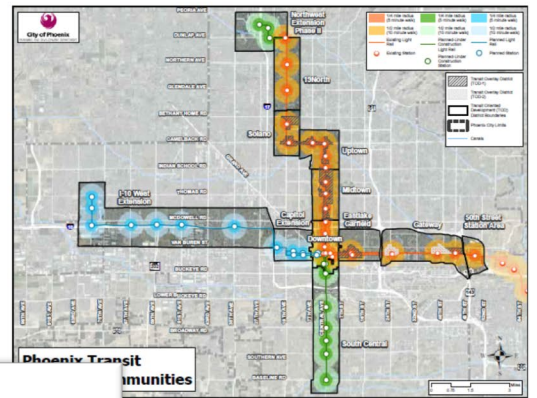
Introduction

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



of housing types surrounding commercial nodes situated on the 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.

- Marco de políticas de TOD
- Principios de uso y diseño de la tierra
- 15 Planes de las Aldeas

General Plan Update - 2025



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

PLANPHX VISION



A More Connected Phoenix

ALINEACIÓN DE POLÍTICAS:
CONECTANDO LOS
PUNTOS EN TODA LA
CIUDAD

PLANPHX 2025
FIVE CORE VALUES



CITY-WIDE POLICY, PLANS, INITIATIVES*

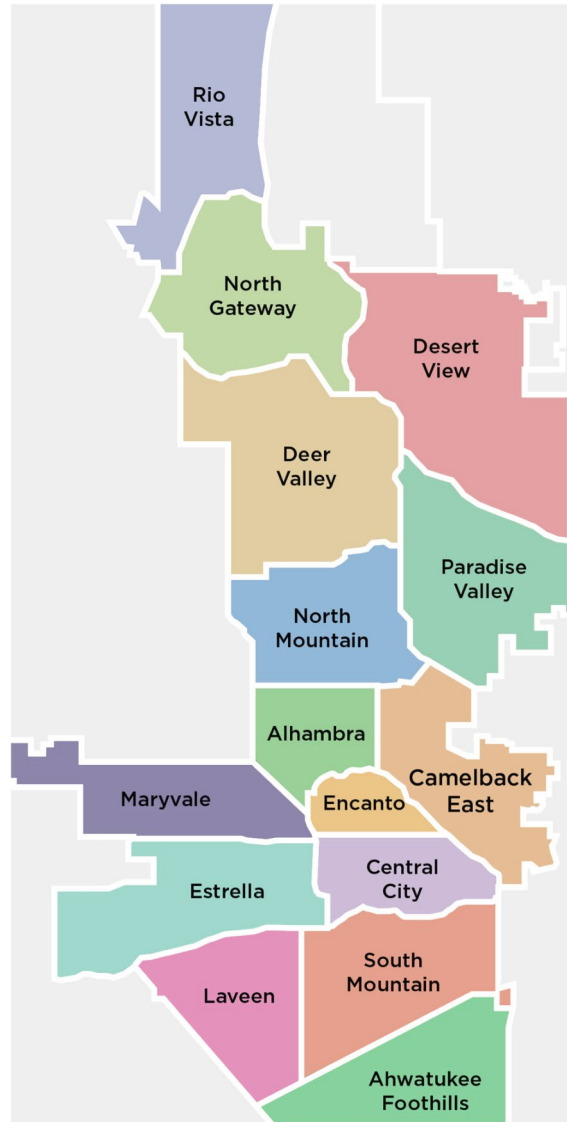


*Sample for references only, for all city policy, plans and initiatives visit phoenix.gov

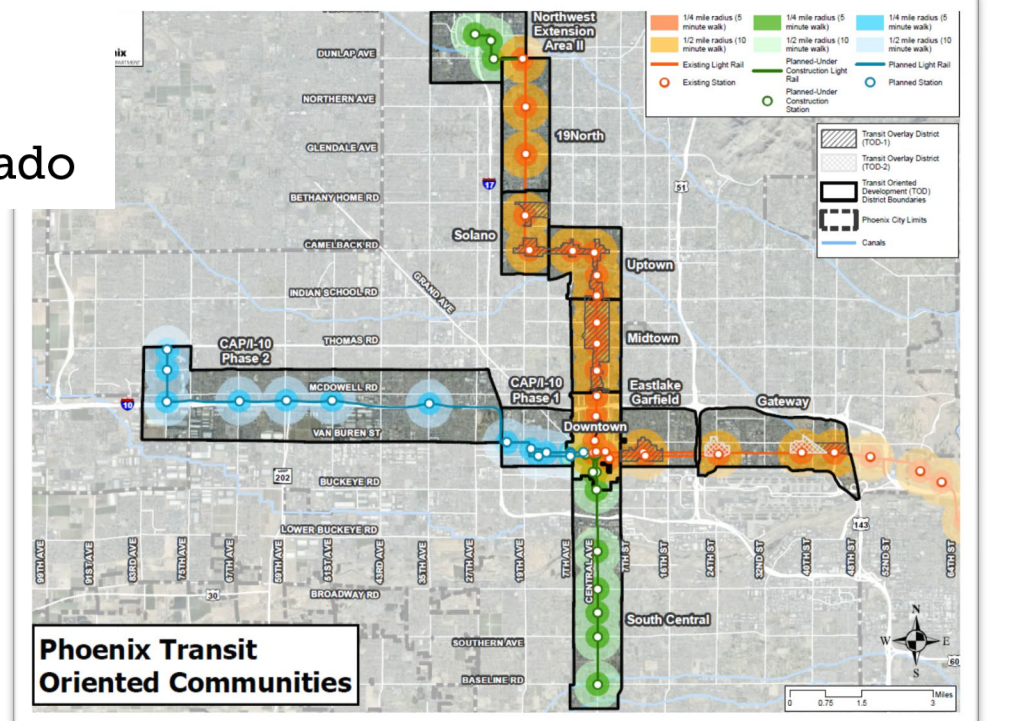
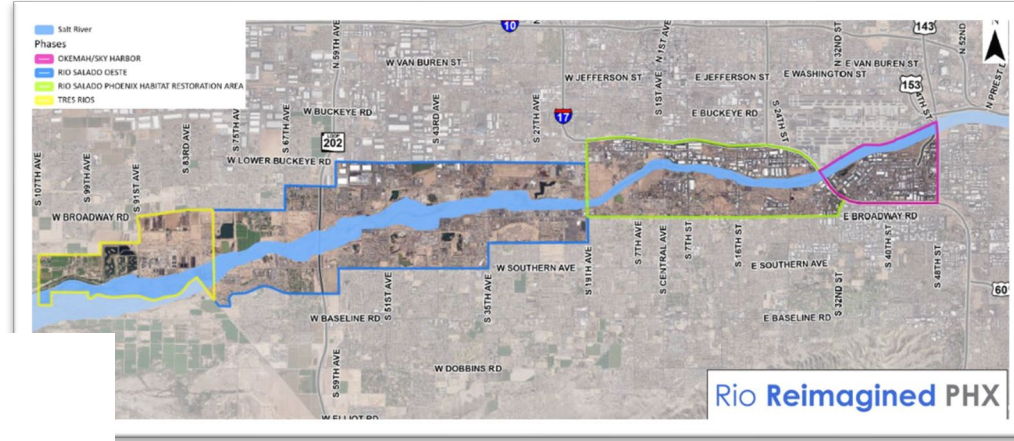


CREAR UNA RED DE NÚCLEOS, CENTROS Y CORREDORES VIBRANTES

Crear una red de núcleos, centros y corredores vibrantes



Un Phoenix más conectado



MARCO PLANPHX 2025 PARA EL FUTURO

S



Marco para el futuro

Un Phoenix más conectado

1 visión



Prosperidad



Salud y Bienestar



Medio Ambiente

3 beneficios comunitarios



Crear una red de núcleos, centros y corredores vibrantes



Conectar personas & Lugares



Fortalecer nuestra Economía local



Celebrar nuestras diversas Comunidades y Vecindarios



Construir la Ciudad sostenible del Desierto

5 valores fundamentales



Planes



Códigos



Operaciones



Financiación



Asociaciones



Conocimiento



Yo planPHX

7 herramientas estratégicas

VISIÓN:

Lo que queremos ser como ciudad... adónde queremos llegar.

Visión

3 Beneficios Comunitarios:

Los desafíos que queremos abordar y los beneficios estratégicos que queremos brindar.

3 Beneficios Comunitarios

5 VALORES FUNDAMENTALES:

¿En qué queremos centrarnos para ser la ciudad que queremos ser?
¿Cómo mediremos el éxito a lo largo del camino?
Cómo vemos nuestra ciudad tomando forma.

5 Valores Fundamentales

7 HERRAMIENTAS ESTRATÉGICAS:

haremos que todo suceda.

7 Herramientas Estratégicas



Crear una red de núcleos, centros y corredores vibrantes

- El centro como núcleo
- Comunidades orientadas al tránsito
- Arte, cultura y entretenimiento
- Desarrollo de relleno
- Historia y negocios locales
- Comunidades en evolución
- Ciudad dinámica
- Mezcla de Vivienda
- Barrios circundantes
- Sitios de oportunidad



Conectar personas y Lugares

- Río reinventado
- Tránsito de alta capacidad
- Transporte Activo
- Carretera segura
- Calles completas
- Tránsito público
- parques
- Canales y senderos
- Acceso y Necesidades Funcionales Infraestructura
- Infraestructura del conocimiento



Fortalecer nuestra Economía local

- Ciudad tecnológicamente avanzada
- Comunidades resilientes e integradas
- Emprendedores y empresas emergentes
- Manufactura y desarrollo industrial
- Fuerza laboral altamente calificada
- Aeropuertos
- Infraestructura turística
- Empresas locales y pequeñas



Celebrar nuestras diversas Comunidades y

- Recursos históricos y culturales
- Certeza y carácter
- Barrios Seguros - Policía
- Barrios seguros - Fuego
- Barrios en evolución
- Barrios acogedores
- Fomentar las opciones de vivienda
- Arte y Cultura
- Espacio abierto



Construir la Ciudad sostenible del Desierto

- Planificación sensible al agua
- Corredores frescos
- Paisajes Naturales del Desierto
- Ríos, lavados y vías navegables
- Terrenos abandonados reconstruidos
- Edificio verde
- Sistema alimentario local saludable
- Infraestructura Energética
- Sombra comunitaria
- Infraestructura de residuos



Crear una red de núcleos, centros y corredores vibrantes



Conectar personas y lugares



Fortalecer nuestra economía local



Celebrar nuestras diversas comunidades y vecindarios



Construir la ciudad sostenible del desierto

HOW TO USE THIS PLAN Cómo usar este 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

Valor Fundamental

Descripción de la Subsección

Meta

Statements about what we aspire to achieve with respect to this topic.

Recursos adicionales para la implementación

Connect People & Places

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.

Alineación de políticas

Subsection/goal.

Ejemplo (Spotlight)

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.

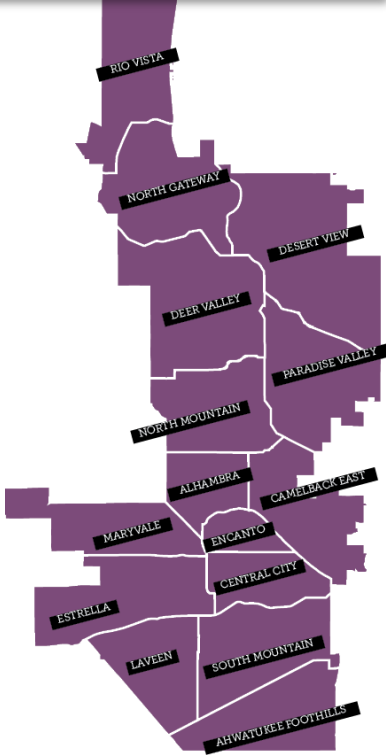


planPHX
ACTUALIZACIÓN DEL PLAN GENERAL 2025

ESPECTÁCULO AMBULANTE SÉRIE DE EVENTOS!

¡Ven a ver la presentación del Borrador de Actualización del Plan General 2025!

A More Connected Phoenix



<p>Sábado Octubre 14 10 a.m. - 12 p.m.</p> <p>Museo Centro cultural de Washington Carver 415 E Grand Street Phoenix, AZ 85004</p> <p>COMPLETADO</p> <p>Celebrar el valor fundamental de nuestras comunidades y vecinarios diversos. Valor fundamental: Historia y carácter.</p> <p>El papel que desempeñan la historia, la cultura y el carácter para ser un Phoenix más conectado, además de celebrar los logros y cómo la preservación de nuestra historia está intrínsecamente relacionada con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Jueves Noviembre 30 5:30 p.m. - 7:30 p.m.</p> <p>Centro Comercial Parque Central - Edificio Goldwater 3110 N Central Ave Phoenix, AZ 85018 STE 100</p> <p>COMPLETADO</p> <p>Crear una red de núcleos, centros y corredores vibrantes. Valor fundamental: Comunidades orientadas al tránsito.</p> <p>El papel que desempeñan las comunidades orientadas al tránsito para ser un Phoenix más conectado, además de celebrar los logros y cómo el transporte y el uso del suelo están intrínsecamente relacionados con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Martes Diciembre 5 5:30 p.m. - 7 p.m.</p> <p>Biblioteca Cholla 10050 N Metro Pkwy Phoenix, AZ 85028</p> <p>COMPLETADO</p> <p>Crear una red de núcleos, centros y corredores vibrantes. Valor fundamental: Comunidades orientadas al tránsito.</p> <p>El papel que desempeñan las comunidades orientadas al tránsito para ser un Phoenix más conectado, además de celebrar los logros y cómo el transporte y el uso del suelo están intrínsecamente relacionados con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Jueves Diciembre 7 5:30 p.m. - 7 p.m.</p> <p>Centro de servicios familiares Travis L. Williams 4732 N Central Ave, Phoenix, AZ 85040</p> <p>COMPLETADO</p> <p>Conectar personas y lugares. Valor central: Río imaginado.</p> <p>El papel que desempeña la Naturaleza y el Espacio Abierto para ser un Phoenix más conectado, además de celebrar los logros y cómo preservar el Río Salado, un proyecto único de importancia regional, que, está intrínsecamente relacionado con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Jueves Diciembre 14 7:30 a.m. - 9 a.m.</p> <p>Biblioteca Central Burton Barr - Auditorio Pulliam 1221 N Central Ave, Phoenix, AZ 85004</p> <p>COMPLETADO</p> <p>Fortalecimiento de nuestro valor fundamental de la economía local: Ciudad tecnológica.</p> <p>El papel que desempeña la tecnología para ser un Phoenix más conectado, además de celebrar los logros y cómo los avances en la tecnología están intrínsecamente relacionados con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Jueves Diciembre 14* 5:30 p.m. - 7 p.m.</p> <p>Centro Comunitario Desert West 6501 W Virginia Ave, Phoenix, AZ 85035</p> <p>COMPLETADO</p> <p>3 beneficios comunitarios: Prosperidad, Salud y Bienestar y Medio Ambiente</p> <p>El papel que desempeña planificar con equidad al ser un Phoenix más conectado, además de celebrar los logros y cómo la prosperidad, la salud y el bienestar, y el medio ambiente están intrínsecamente relacionados con el crecimiento de nuestras comunidades y nuestra ciudad.</p>	<p>Sábado Diciembre 16 10 a.m. - 12 p.m.</p> <p>Biblioteca Central Burton Barr - Auditorio Pulliam 1221 N Central Ave, Phoenix, AZ 85004</p> <p>COMPLETADO</p> <p>Construir el valor central de la ciudad sostenible del desierto: Ayuntamiento de jóvenes</p> <p>El papel que desempeñan los jóvenes y nuestras escuelas para ser un Phoenix más conectado, escuchando a nuestros jóvenes sobre sus prioridades relacionadas con el crecimiento de nuestras comunidades y nuestra ciudad.</p>
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*Evento exclusivamente en español



A More Connected Phoenix

General Plan Update - 2025

Difusión

Borrador del plan

PlanPHX
Espectáculo
Ambulante

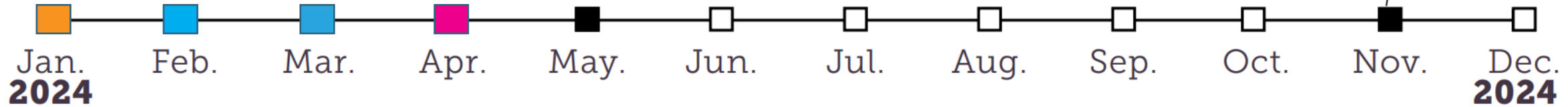
Adopción del Plan de Extensión



Proceso de Audiencia Pública

Adopción del lenguaje de la Boleta Electoral

Elección



- Presentación y Discusiones en Comités de planificación de las Aldeas
- Recomendaciones de Comités de planificación de las Aldeas
- Comisión de Planificación, Audiencia #1 (Golet A.C. Beuf Community)
- Comisión de Planificación, Audiencia #2 y recomendacion
- Alcaldesa y Concejo



¡Gracias!

Ver el Borrador del Plan General :

phoenix.gov/pdd/generalplan2025

**Tricia Gomes, Subdirectora (Deputy Director),
Planning Division**

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

**Joél Carrasco, Administrador Interino de Proyectos
Especiales (Acting Special Projects Administrator)**

Planning Division

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

The logo consists of a circular icon on the left containing a stylized bird or phoenix, followed by the text "planPHX" in a large, white, sans-serif font. The background of the entire slide is a photograph of a cityscape at sunset, with a dirt path leading through a desert landscape in the foreground.

planPHX

DRAFT 2025 GENERAL PLAN
November 1, 2023



Salud y Bienestar

OFICINA DE SALUD PÚBLICA Y DEPARTAMENTO DE SALUD PÚBLICA DEL CONDADO MARICOPA

CUMBRE PLANPHX

14 DE DICIEMBRE 2023



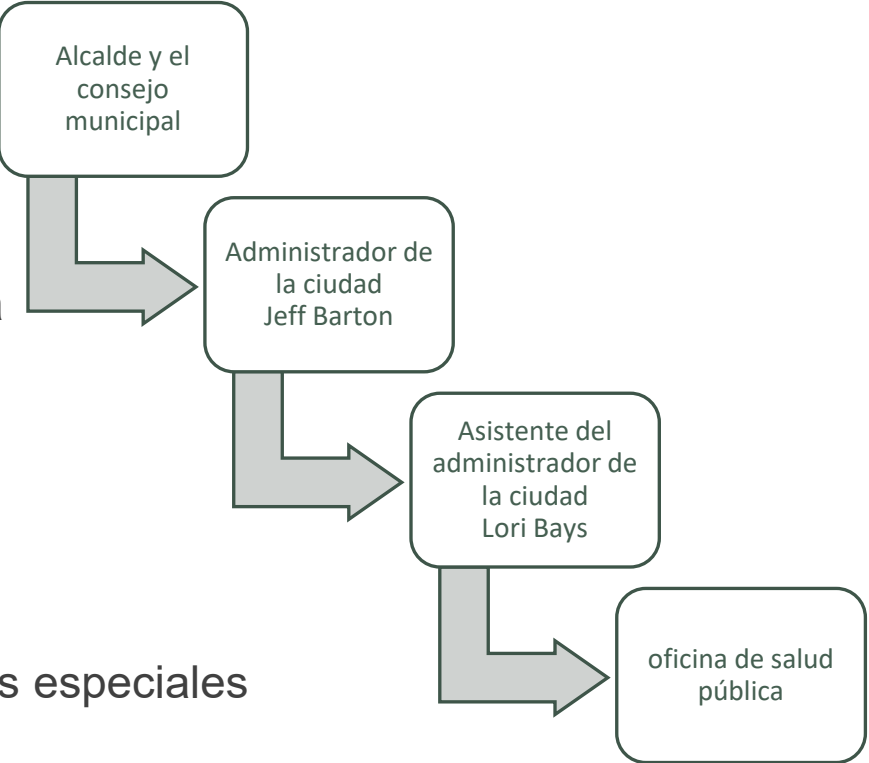
Equipo



Nicole Witt, MPH
Consultora de salud pública



Yanitza Soto, MPH
Administradora de proyectos especiales



Oficina de Salud Pública

La oficina comenzó el 17 de octubre de 2022

Aspectos clave de la oficina:

- ✓ Proporcionar consulta y orientación a los líderes de la ciudad de Phoenix
- ✓ Implementar y evaluar programas de salud pública
- ✓ Actuar como enlace con el departamento de salud pública del Condado de Maricopa
- ✓ Apoyar las metas y objetivos de la ciudad relacionados con la salud pública y el bienestar

COLABORACIÓN INTERNA Y EXTERNA



Instituciones
academicas



Agencias del
condado y
del estado

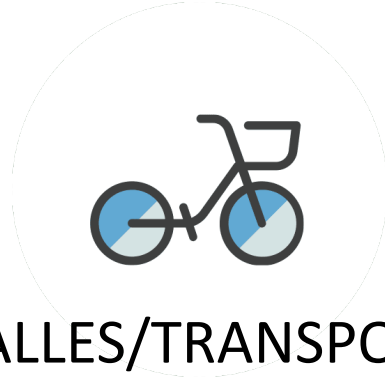


Centros de
Salud
Comunitarios
y Servicios de
Salud

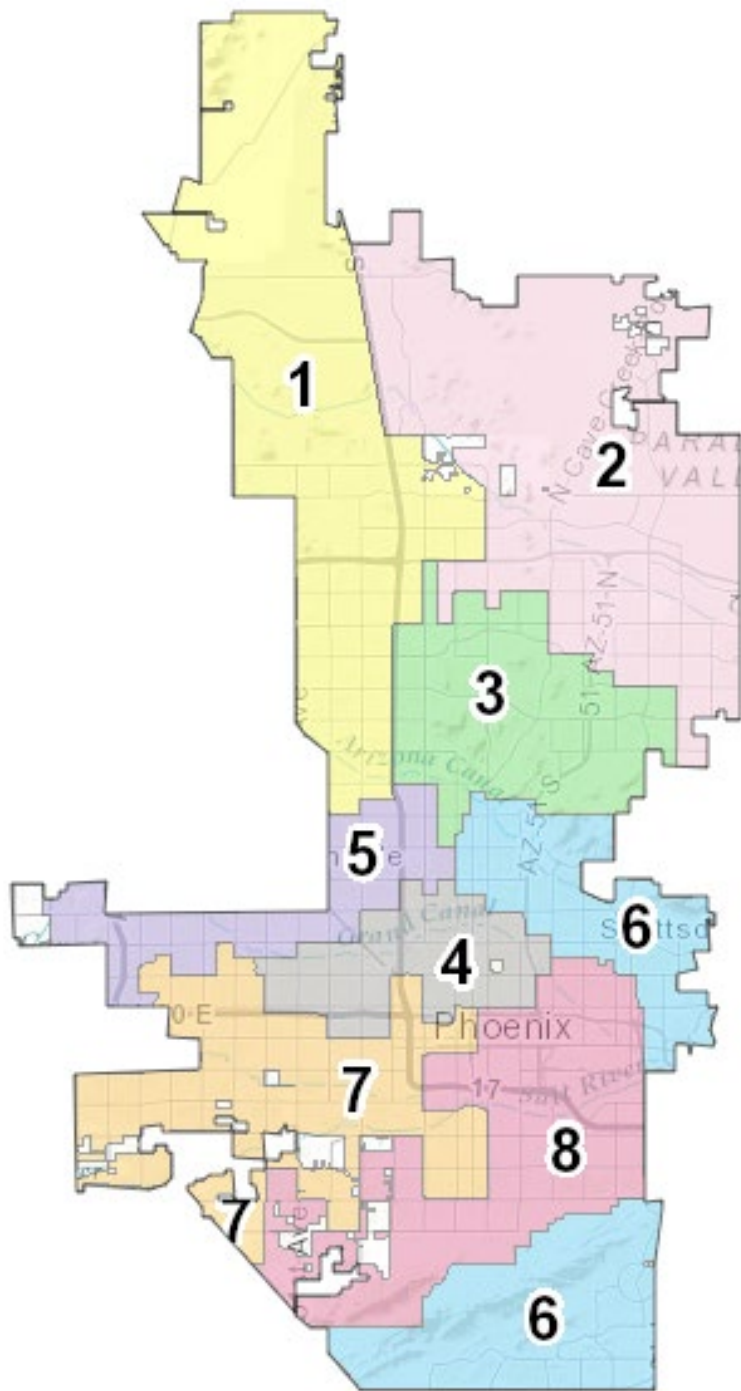


Departamentos de
la ciudad

POLÍTICAS DE EQUIDAD EN SALUD



Evaluación de las necesidades de salud de la Ciudad de Phoenix



- Trabajar con MCDPH
- Desarrollar perfiles de salud de Phoenix
- Informar las prioridades de salud y las diferencias en Phoenix y dentro de la ciudad
- Apoyar el desarrollo de un plan estratégico de salud pública
 - Por ejemplo: Saludable Phoenix 2030



Correo electrónico:
publichealth@phoenix.gov



Sitio web: Phoenix.gov/Health

¿PREGUNTAS?



Trabajando juntos para elevar la voz de la comunidad

Asesoría de las necesidades de salud de la comunidad



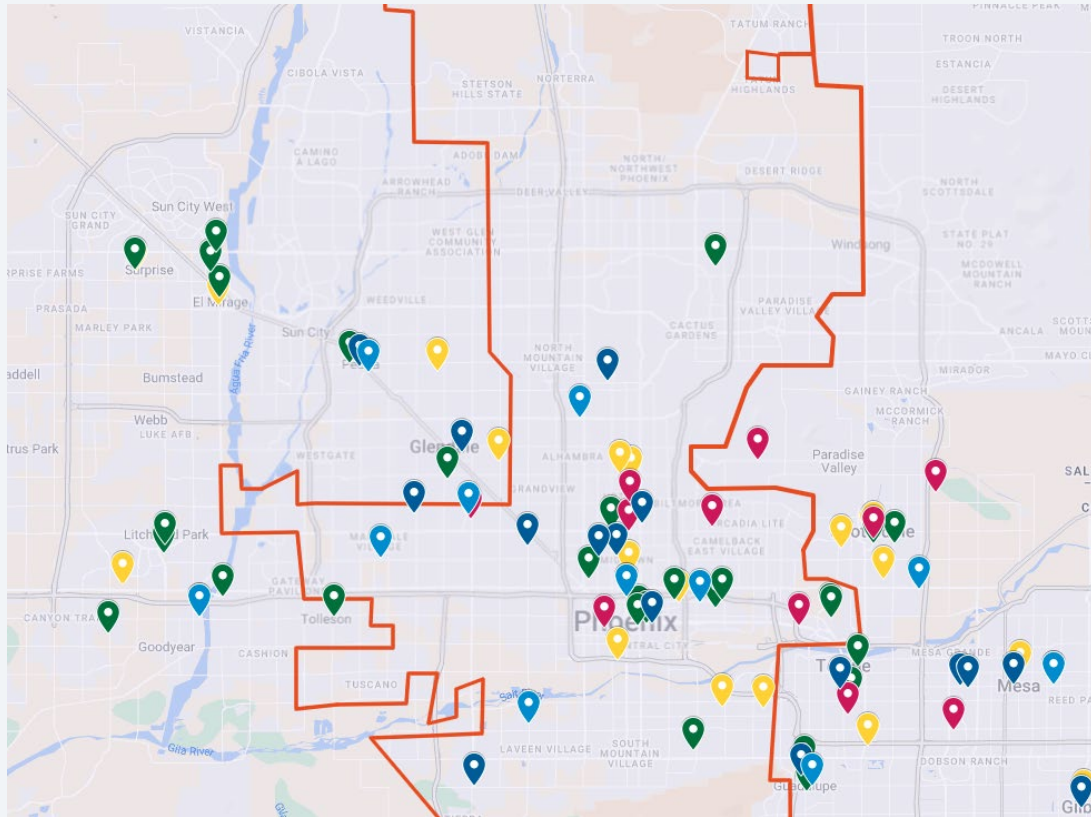
- Encuesta exhaustiva de datos de una comunidad para identificar fortalezas, necesidades y prioridades de salud.
- Establece las prioridades para el desarrollo de un Plan de Mejora de la Salud Comunitaria (CHIP, por sus siglas en inglés).
- Influye en la asignación de fondos y recursos para la mejora de la salud.
- Se realiza cada 3 años.

Encuesta comunitaria y Ciudad de Phoenix

Accesibilidad para todos

- La encuesta comunitaria se ofreció en 15 idiomas diferentes, en formato físico y virtual.
- Se estableció una línea telefónica para ayudar a quienes tenían dificultades para completarla.
- Estuvo disponible en más de 100 eventos comunitarios, y se llevó a cabo una continua difusión en redes sociales.
- Se estableció una sólida colaboración en asociación con la Oficina de Salud Pública de la Ciudad de Phoenix.

Participación

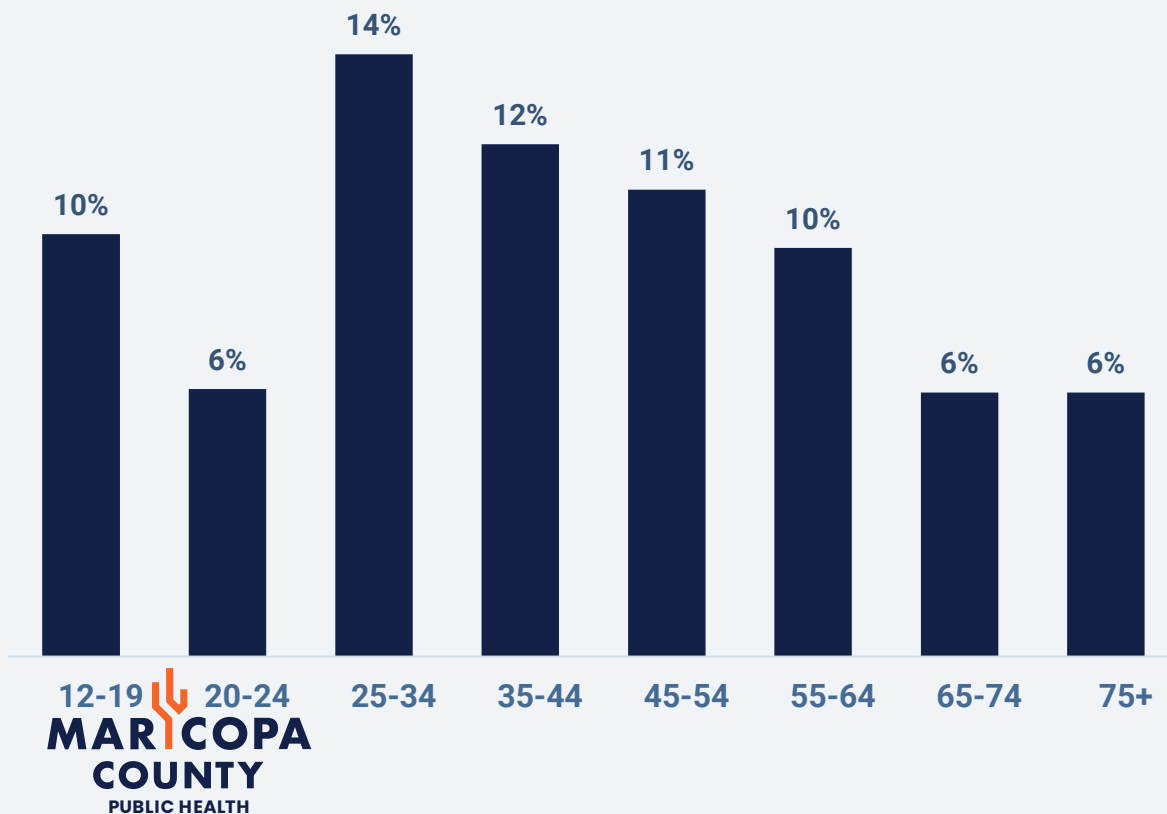


- MCDPH participó en más de 75 eventos comunitarios.
- Además, 18 organizaciones comunitarias llevaron a cabo más de 25 eventos adicionales centrados en la comunidad a la que se dedican a apoyar

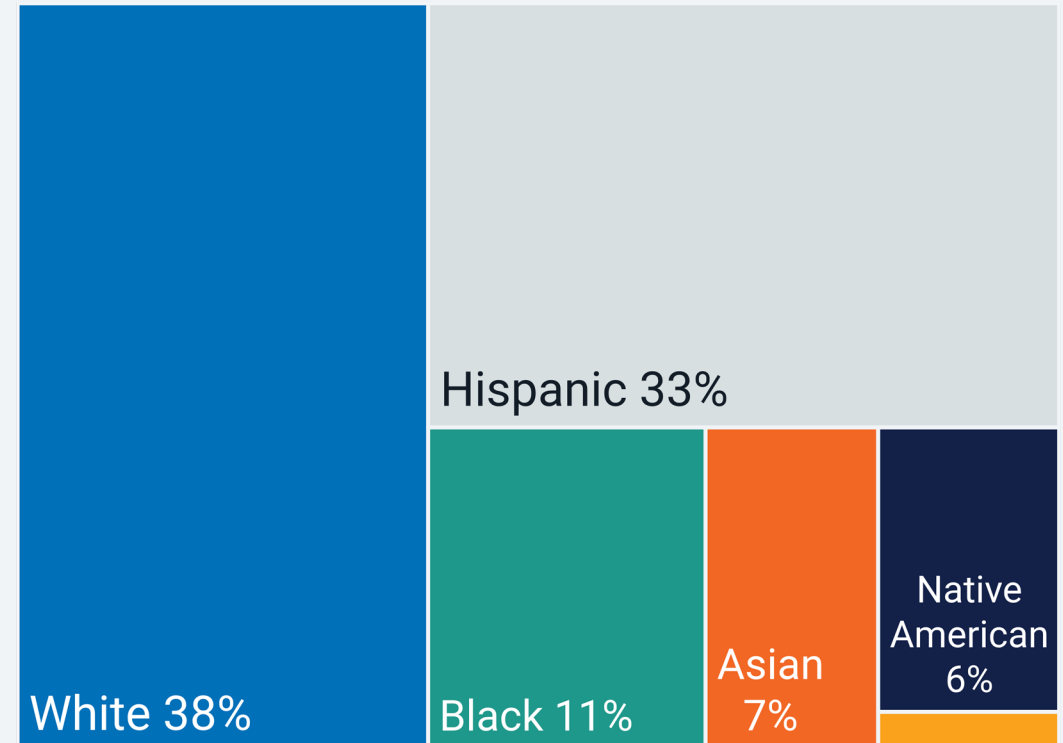
Resultados Preliminares: Phoenix

*Estimaciones, no procesadas mediante un procedimiento de coincidencia cualitativa

Participantes de la Región de Phoenix por Edad



Participantes de la Región de Phoenix por Raza





¡Gracias!



City of Phoenix

OBJECTIVO 2050: UN SISTEMA ALIMENTICIO LOCAL SOSTENIBLE, SALUDABLE, EQUITATIVO Y PRÓSPERO

Alimentos Saludables para Todos



**Desert West Community Center
December 14, 2023**



2025 Food Action Plan

Healthy Food for All

January 2020

META 1: ALIMENTOS SALUDABLES PARA TODOS

META 2: FORTALECER LA ECONOMÍA LOCAL

META 3: CELEBRAR LA AGRICULTURA LOCAL Y DIVERSA

META 4: MANTENER UN MEDIO AMBIENTE SOSTENIBLE

META 5: UN SISTEMA ALIMENTICIO RESILIENTE



City of Phoenix

Implementación del Plan de Acción Alimentaria



Achievements



6+ millones de comidas entregadas a los residentes



140+ jardines instalados cultivando productos y peces para alimentar a más de 380 hogares de Phoenix



26 subvenciones otorgadas para proyectos alimenticios que fomenten un sistema más resiliente, sostenible, equitativo, saludable y próspero





City of Phoenix

PROGRAMAS DEL SISTEMA ALIMENTARIO RESISTENTES



Programs for residents

Programa de Jardín en el Patio Trasero	Phoenix: Campaña Hay Que Comer Local (Let's Eat Local)	Observadores del desperdicio de alimentos
<p>Otorgar fondos para educación, capacitación y equipos para cultivar en patios traseros y jardines comunitarios. Instalación de jardines para hasta 270 residentes.</p>	<p>Una campaña que celebra la conexión entre los residentes de Phoenix y los fabricantes, productores y defensores de la construcción de sistemas alimentarios más fuertes en nuestras comunidades alimentarias locales.</p>	<p>Financiamiento para que hasta 400 residentes reciban educación y capacitación sobre desechos de alimentos y compostaje, y acceso a un servicio de compostaje durante un año.</p>





City of Phoenix

Alimentos Saludables para Todos

Mantener un Sistema Alimentario Local Sostenible,
Saludable, Equitativo y Próspero



Rosanne Albright

rosanne.albright@phoenix.gov

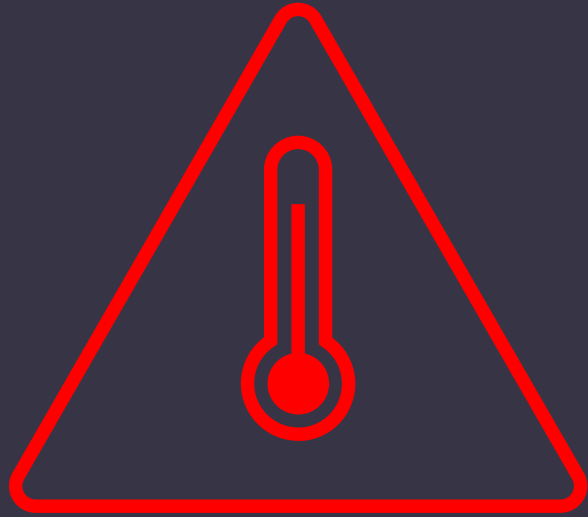
<https://www.phoenix.gov/oep/food-systems>

Iniciativas de Respuesta y Mitigación del Calor de la Ciudad de Phoenix

PLAN GENERAL DE LA EXPOSICION

DICIEMBRE 14, 2023





Respuesta al Calor

Estrategias a corto plazo para proteger la salud pública.

Mitigacion del calor

Estrategias a largo plazo para mejorar la comodidad, seguridad y calidad de vida.



Plan de Respuesta al Calor

- **Meta:** reducir enfermedades y muertes por el calor
- **Ejemplos de programas:**
 - Centros de enfriamientos
 - Equipos de ayuda para el calor
 - Mensajes de seguridad sobre el calor
 - Ordenanza de enfriamiento para los inquilinos

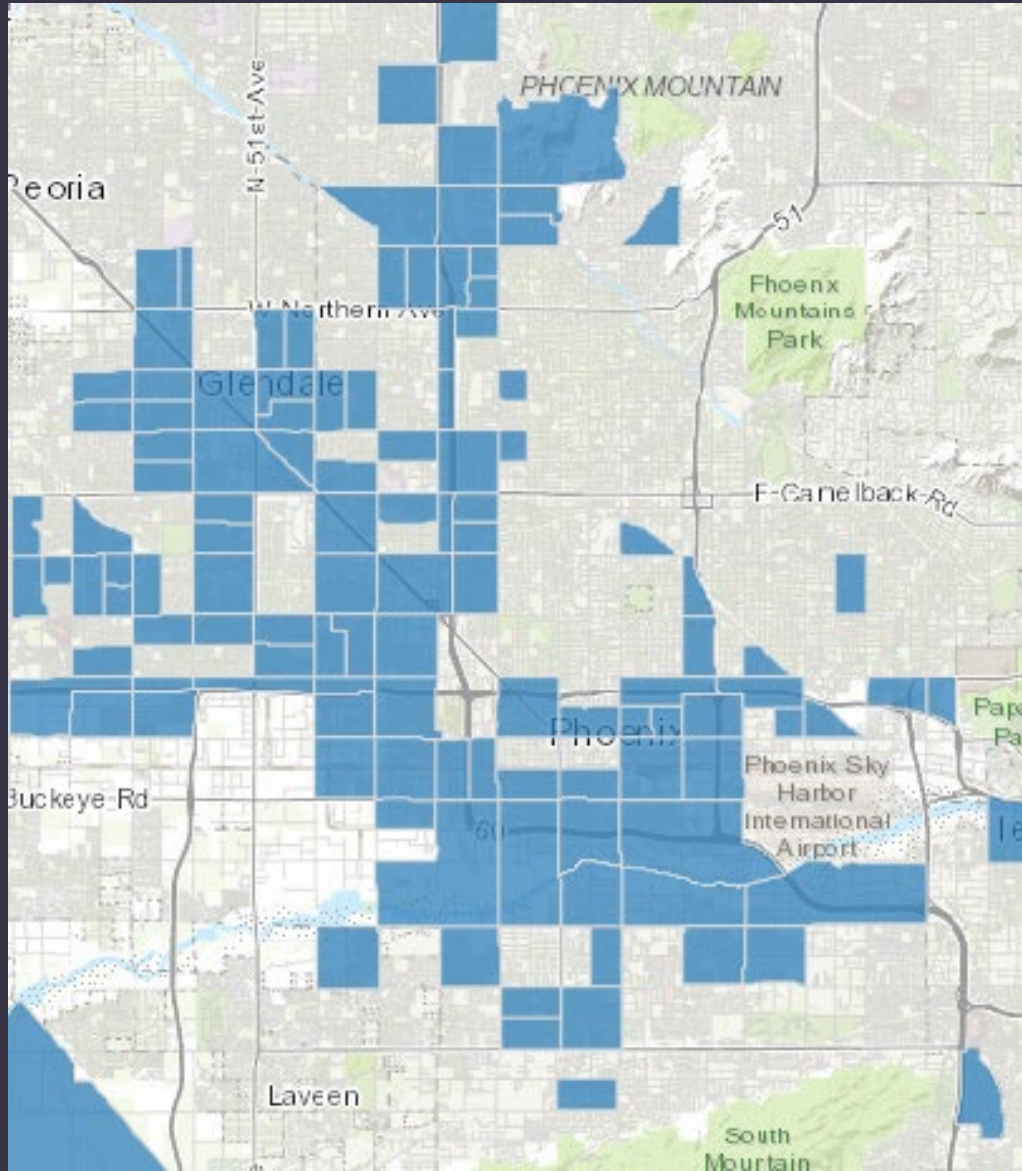


Plan de Accion Arboles y Sombras

- Reporte sobre el progreso desde 2010
- Definir futuras politicas y programas
- Enfoque en la igualdad arborea
- Proyecto para el Consejo Municipal en Abril de 2024



Subsidios ARPA para Arboles y Sombras de la Ciudad de Phoenix



Fondos de arboles y estructuras de sombra en vecindades y escuelas.

Los folletos continen mas informacion.

Las zonas azules del mapa reunen los requisitos para recibir fondos + escuelas con un 80% o mas de almuerzos gratuitos y reducidos

ACTIVIDAD EN GRUPOS

OBTENGA MÁS INFORMACIÓN Y
PROPORCIONE INFORMACIÓN