

# PLANPHX SUMMIT

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



## PLANPHX SUMMIT SCHEDULE OF EVENTS

- Welcome
- General Plan Update presentation + ASU Youth Engagement presentation
- Activity explanation
- Ice breaker - Choose a side
- City building card game
- Passive activities - Coloring table and Dotmocracy
- Closing reflection with Phoenix youth

**SATURDAY  
DECEMBER 16, 2023**

**10 am to 12 pm**

Burton Barr Central Library  
Pulliam Auditorium

1221 N. Central Avenue  
Phoenix, AZ 85004

Spanish translation available

**SPEAKERS**



**Tricia Gomes**  
Deputy Director  
Planning & Development Department



**Joél Carrasco**  
Acting Special Projects Administrator  
Planning & Development Department



**Whitney Mayfield**  
ASU Youth Engagement Project Alumni



**Lucas Jensen**  
ASU Youth Engagement Project Alumni

**SCAN  
TO  
RSVP:**



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

ASU's youth engagement curriculum was designed around Phoenix's five core values to determine what the youth believe Phoenix should prioritize for the next 20 years. We created four activities to gauge what the neighborhoods have, what they are missing, and allowed the youth to build a city through a card game. Through this event, we will provide a brief overview of the activities and allow participants of all ages to play them all before closing with some thoughts from the youth. We hope to inform youth about city planning while also seeing cities through the eyes of the future.

# PLANPHX SUMMIT

- Welcome!
- General Plan Update
- ASU Youth Engagement
  - Activities Overviews
  - Choose a Side
  - City Building Card Game
- Closing reflections with Phoenix Youth

## SPEAKERS



**Tricia Gomes**

Deputy Director  
Planning & Development Department



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# Overview of the General Plan

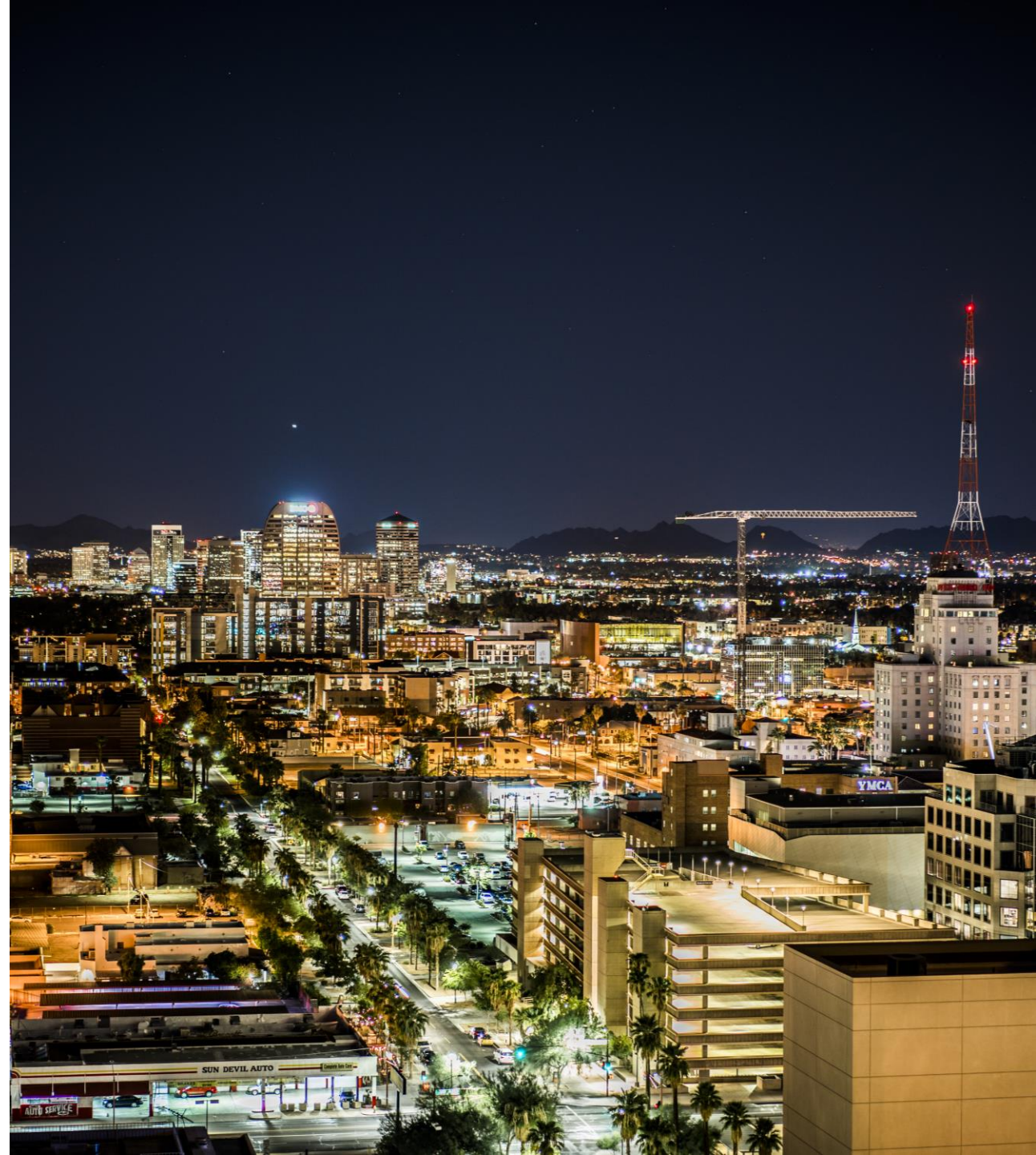
- General Plan applies to all parts of the city.
- A strategic outline for growth, preservation, and infrastructure that leads to an intentional future.
- Conveys the stories of our community.



What and Why :

# A Unified Policy Framework for the City

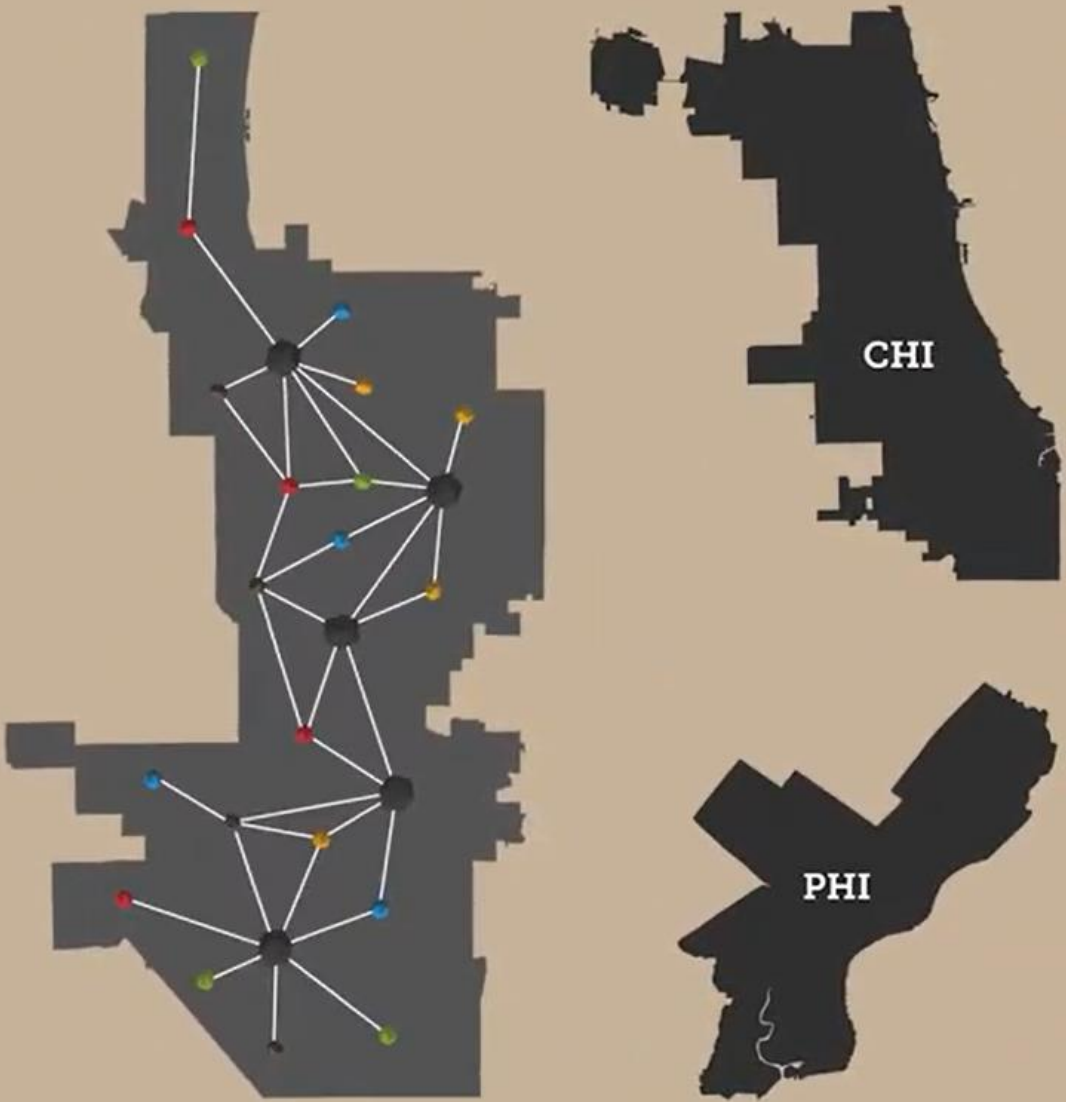
- Sets the conversations for policy directions.
- A living model to be reviewed and maintained.
- Invites all to participate and be involved.
- Measurable results and reporting are essential.



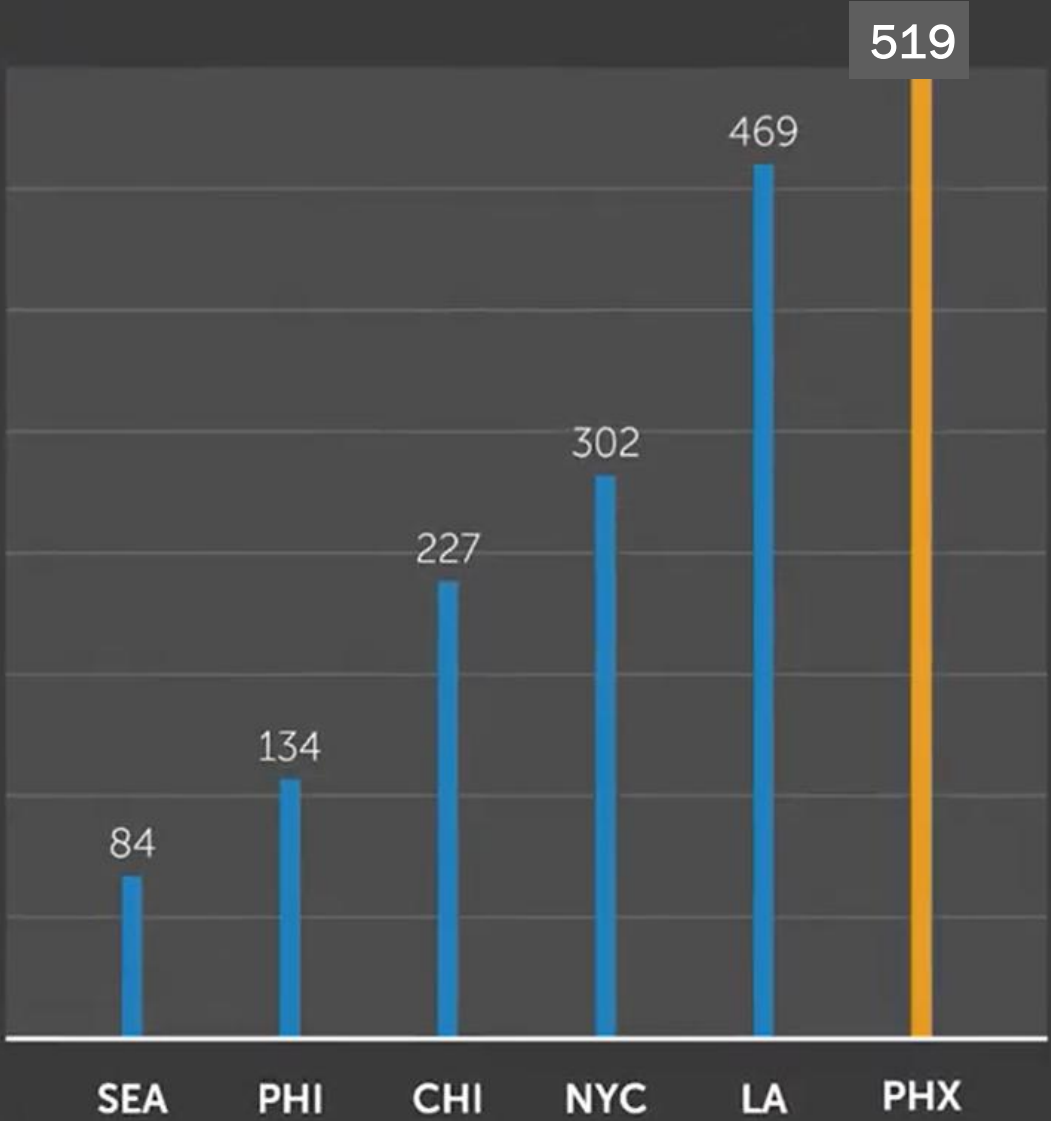
An aerial photograph of a city at sunset. The foreground is dominated by a dense, dark green forest. In the middle ground, a flagpole with a flag is visible. The background shows a city skyline with several tall buildings under a hazy, orange sky. The text "HOW DID WE GET HERE?" is overlaid in the center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

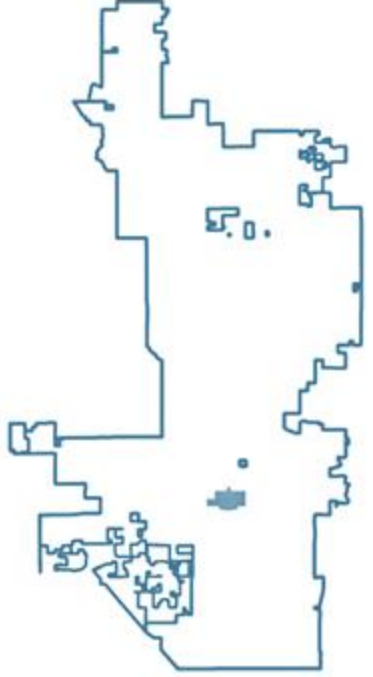
**HOW DID WE GET HERE?**

# We are a big city

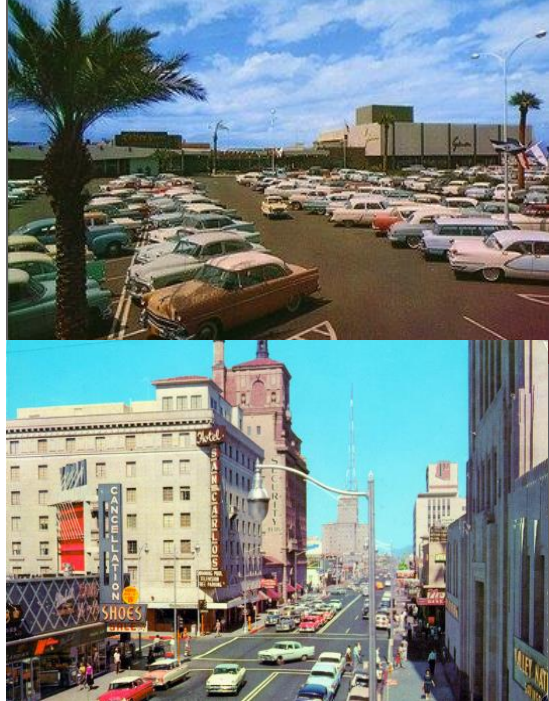
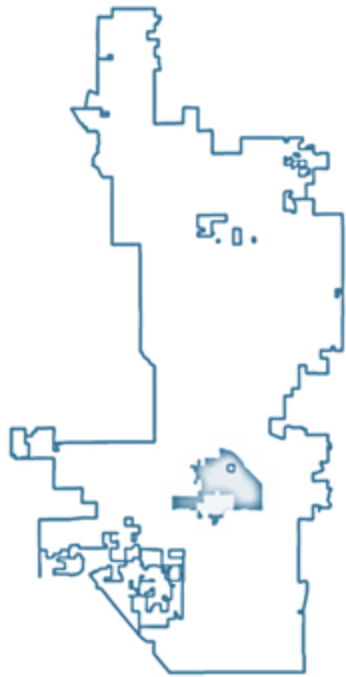


Land Area (mi<sup>2</sup>)

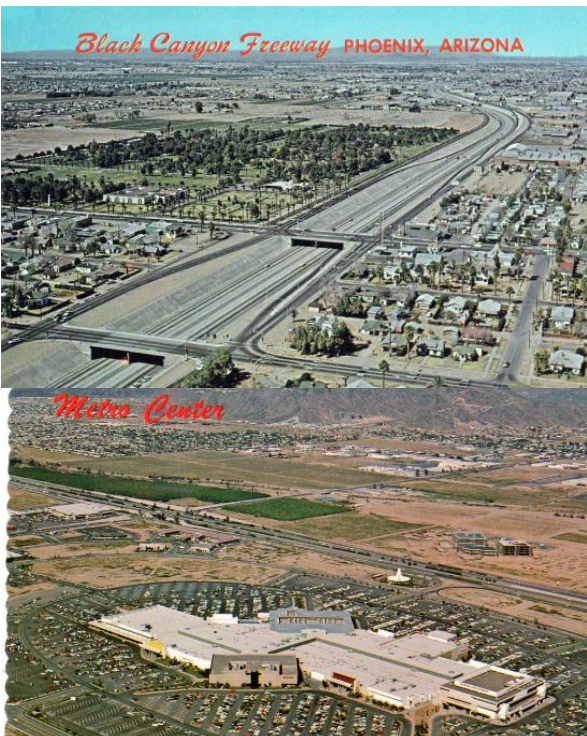




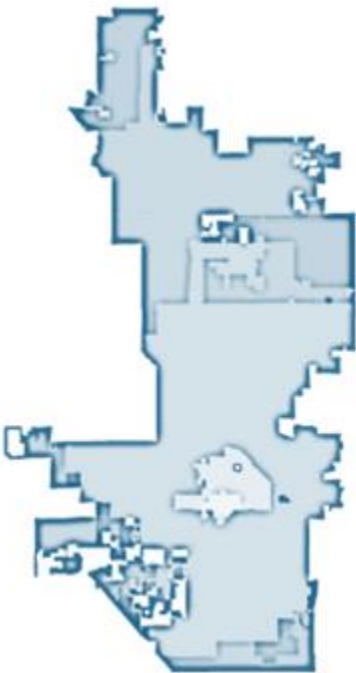
1900



1950



1975



2015

# 2015 General Plan

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



## 1 Vision



Prosperity



Health



Environment

## 3 Community Benefits



Connect People & Places



Build The Sustainable Desert City



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhoods



Create an Even More Vibrant Downtown

## 5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

## 7 Strategic tools







**Jobs**

**Renewal**

**New**

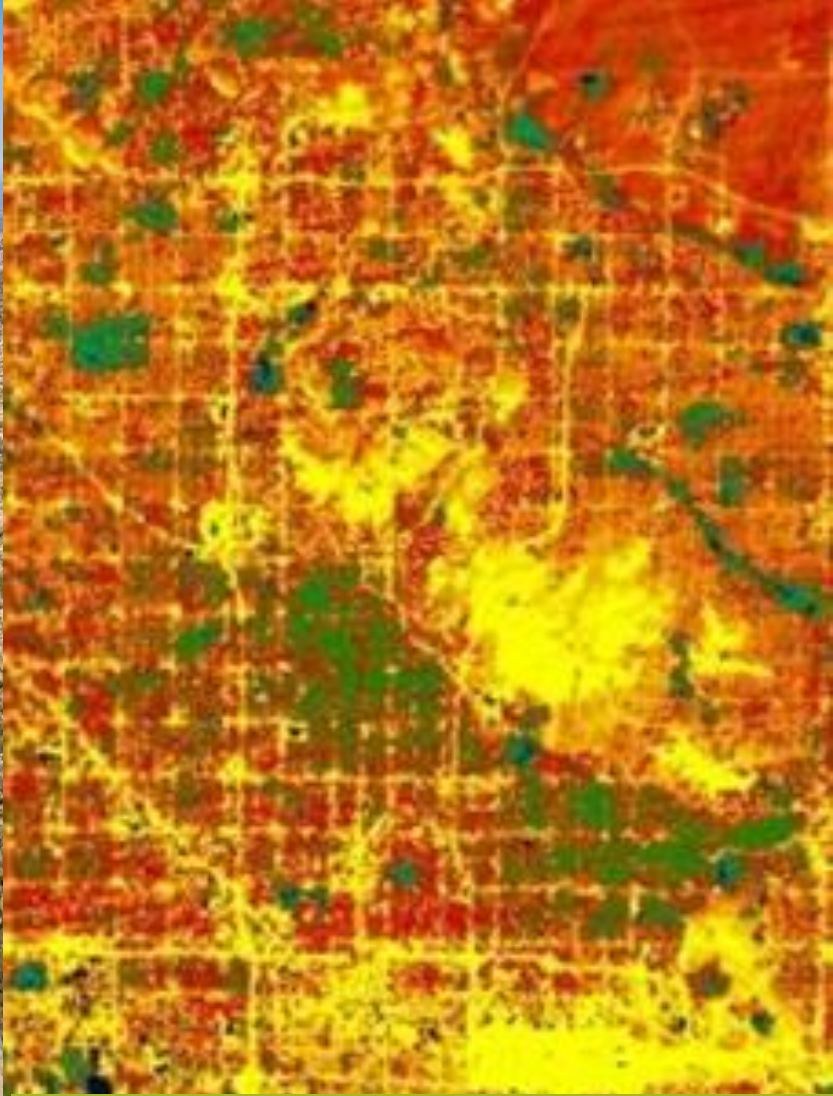




**Housing**



**Water**



**Heat**



An aerial photograph of a 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, dry 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, suggesting 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**



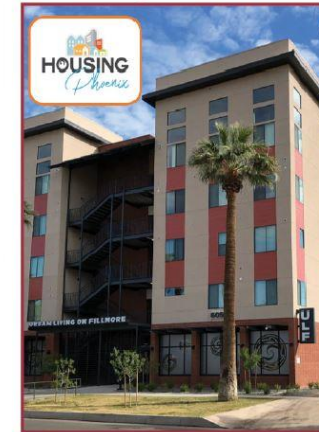
Operations:  
**Reimagine PHX**



Plans:  
**2050 Sustainability**



Plans:  
**Housing PHX Plan**



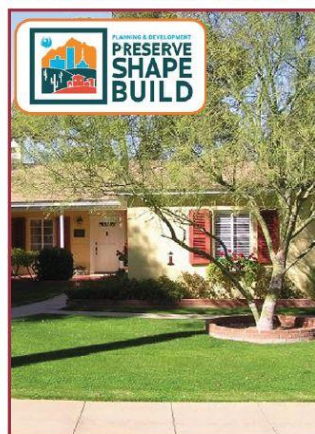
Knowledge:  
**Arts/Culture Inventory**



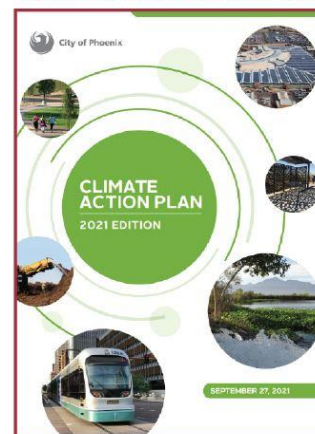
Plans:  
**PHX Food Action Plan**



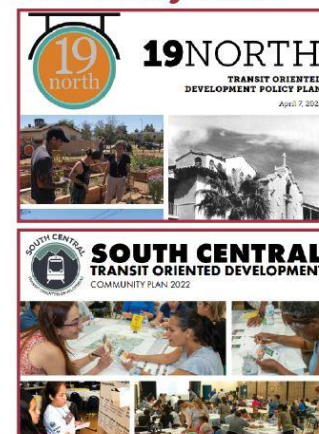
Partnerships:  
**Historic Preservation**



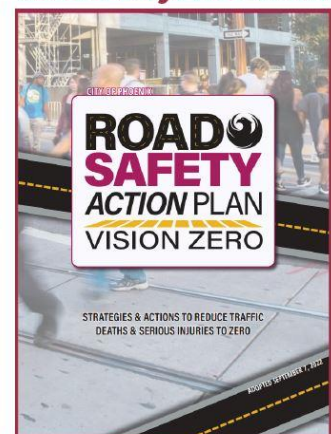
Plans:  
**Climate Action Plan**

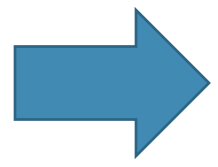


Plans:  
**TOD Policy Plans**



Plans:  
**Road Safety Action Plan**





An aerial photograph of a desert landscape at dusk. A winding asphalt road curves through the terrain, with a single car visible in the distance. The road leads down towards a city, whose lights are visible in the background. The sky is a mix of blue and purple, suggesting the time is either dawn or dusk. The foreground is dominated by dark, scrubby vegetation and a large saguaro cactus on the right side.

**WHERE WE FOCUS NEXT?**



PART I

# PLANNING A GREAT CITY

Connecting our priorities to an  
evolved framework for growth.

# YOUTH ENGAGEMENT

## Introduction

During the Spring 2023 semester, graduate students enrolled in the Planning Workshop in the Masters in Urban and Environmental Planning (MUEP) program at ASU's School of Geographical Sciences & Urban Planning (SGSUP) worked with the city of Phoenix (AZ) to address a real-world planning project. The class satisfies the SGSUP's requirement that second year MUEP students complete a culminating project where students are immersed in an integrative academic and professional planning experience with a client. Youth voices are often overlooked in long-range urban planning, yet these are the individuals who both live and will inherit these cities. Youth engagement is an essential component of the city of Phoenix's public outreach plan for informing its vision for the future. The City of Phoenix partnered with graduate students from ASU's MUEP program to both engage with and document young residents' preferences for the future of the city. Ten schools were chosen by the City of Phoenix Mayor and City Council to participate in this youth engagement effort. By implementing the workshops in these schools and carefully analyzing the data,

the ASU team synthesized the major concerns and hopes of elementary and junior high students for use in guiding the vision and goals of the updated General Plan. At the conclusion of this work ASU MUEP students provided the City of Phoenix with the summary report and presented their results to both the City of Phoenix Planning

Department and Phoenix City Council. Chapter 1 provides a brief introduction to the City of Phoenix, as well as additional information about ASU's Planning workshop. Also, presented within

this chapter are the primary goals of this project.

The following pages present the scope and recommendations from this effort, for more information see Appendix X

**Youth engagement is an essential component of the city of Phoenix's vision for the future.**



# YOUTH RECOMMENDATIONS

## Putting It All Together

A common thread through all the activities is that students in Phoenix envision a city with vibrant, healthy and happy neighborhoods that have indoor and outdoor activities for youth. The two highest scoring categories in the Dotmocracy activity were "more nature" and "indoor entertainment", reflecting the students' desire for activities that appeal to them near their homes. Similarly, during Choose a Side, the students talked positively about "open space", "community" and "things to do", reflecting what they like about their neighborhoods and Phoenix. These analyses indicate that the students like community gathering places, fun events and things to do outside of their homes, but they also perceive a general lack of these developments in their vicinity.

During the guided creation of policies and developments in the City Building Card Game, the students' desire for healthy, happy communities was evident. About 40% of students chose "healthy & active communities" or "lively downtown" as the guiding policy that they think Phoenix should follow. An additional 4% wrote their own framework policy of a "fun & entertaining city". While "lively downtown" was a popular

**"Students need safe places to gather with friends and stay occupied outside of home or school"**



framework chosen in the game, most students do not go Downtown, so it would be more accurate to say that students want a "lively neighborhood". One student explained that "they chose 'lively downtown' "because when I am done with school, I don't have anything to do and I just need more fun." The highest coded theme for reasoning behind choosing a certain framework policy

was a positive environment, indicating a desire for fun, happiness and residential satisfaction.

Students need safe places to gather with friends and stay occupied outside of home or school. During the Choose a Side activity, the students expressed negative perceptions of Phoenix, with many comments relating to "safety" concerns such as "ward" less

trash on the sidewalk," "No street lights," "sidewalks are broken," and "Cars go very fast, feel unsafe walking around neighborhood." These issues can hinder the potential of activity nodes, if students do not feel safe getting to or being at those locations.

## 2025 General Plan Update

Young people in Phoenix are aware of the quality of life they and their neighbors experience, even if they are not familiar with the urban planning decisions that affect how they engage with their community. They have a clear idea of the life they want to lead, including having a variety of places to dine or enjoy entertainment, creating spaces for people to connect, and ensuring that these activity nodes can be reached safely and conveniently, even by young students without cars.

The vision of these young residents can be realized

through the goals and objectives of the 2025 General Plan update, particularly within the Core Values of Connect People & Places, Strengthen Our Local Economy, and Celebrate Our Diverse Communities & Neighborhoods. Looking beyond Phoenix, it is widely recognized that the current state of the built environment contributes to the reduced mobility of youth, particularly with growing parental concerns regarding traffic, distance, and strangers (Cox, 2020). These recommendations aim to create more opportunities for youth to access developmental support through the built environment.

2. Ensure existing parks have adequate funding to maintain a clean and safe environment.
3. Consider adopting guidelines for establishing parks designed for youth on vacant land within residential areas.
4. Evaluate connections between schools and libraries to identify where knowledge access can be increased for students.

## Strengthening Our Local Economy

1. Facilitate the integration of local businesses into residential areas, especially those that can function as a hang-out space for local youth and/or encourage continued learning and exploration.

## RECOMMENDATIONS

### Connecting People and Places

1. Identify how the cores, centers and corridors discussed in the Phoenix General Plan 2015 relate to schools, promoting connection where needed and considering schools as a center where appropriate.

## Celebrating Our Diverse Communities & Neighborhoods

1. Ensure that connectivity to transportation options, public spaces, and facilities includes facilities and services that can facilitate youth development.
2. Identify multiple centers of activity within each village so development and resources can be closer to residents, especially the youth.
3. In a car-centric city like Phoenix, those who don't own a personal vehicle or can't drive, such as those under 16, are limited in how they can participate in their community. The 2025 General Plan update should consider the perspective and desires of the young people in Phoenix and focus on how to get public spaces and attractive development in places the youth can readily access.



**"If every child is valued, respected and treated fairly within a community, if every child's voice, needs and priorities are heard and taken into account, if every child has access to quality essential services, if every child lives in a safe, secure and clean environment, and if every child has opportunities to enjoy family life, play and leisure, then all children will enjoy their childhood and reach their full potential through equal realization of their rights within their cities and communities" (UNICEF, pg 87)**



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 towards 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)

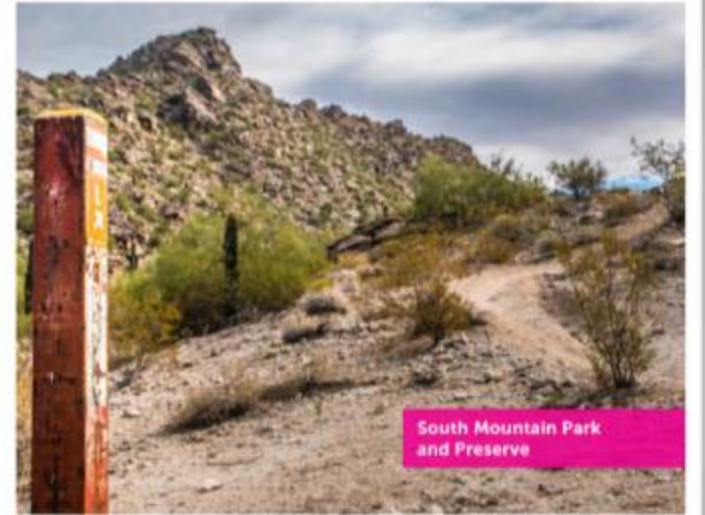


#### Streetcar turning North on 2nd Avenue from Washington Street 1940s



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 21st century light rail has expanded transit services making new connections, sparking new development and growth opportunities. The Capital 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 that addressing challenge to commute times, cost and air quality. Ensuring sustained growth of the existing employment o and corridors will equa 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 larger 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

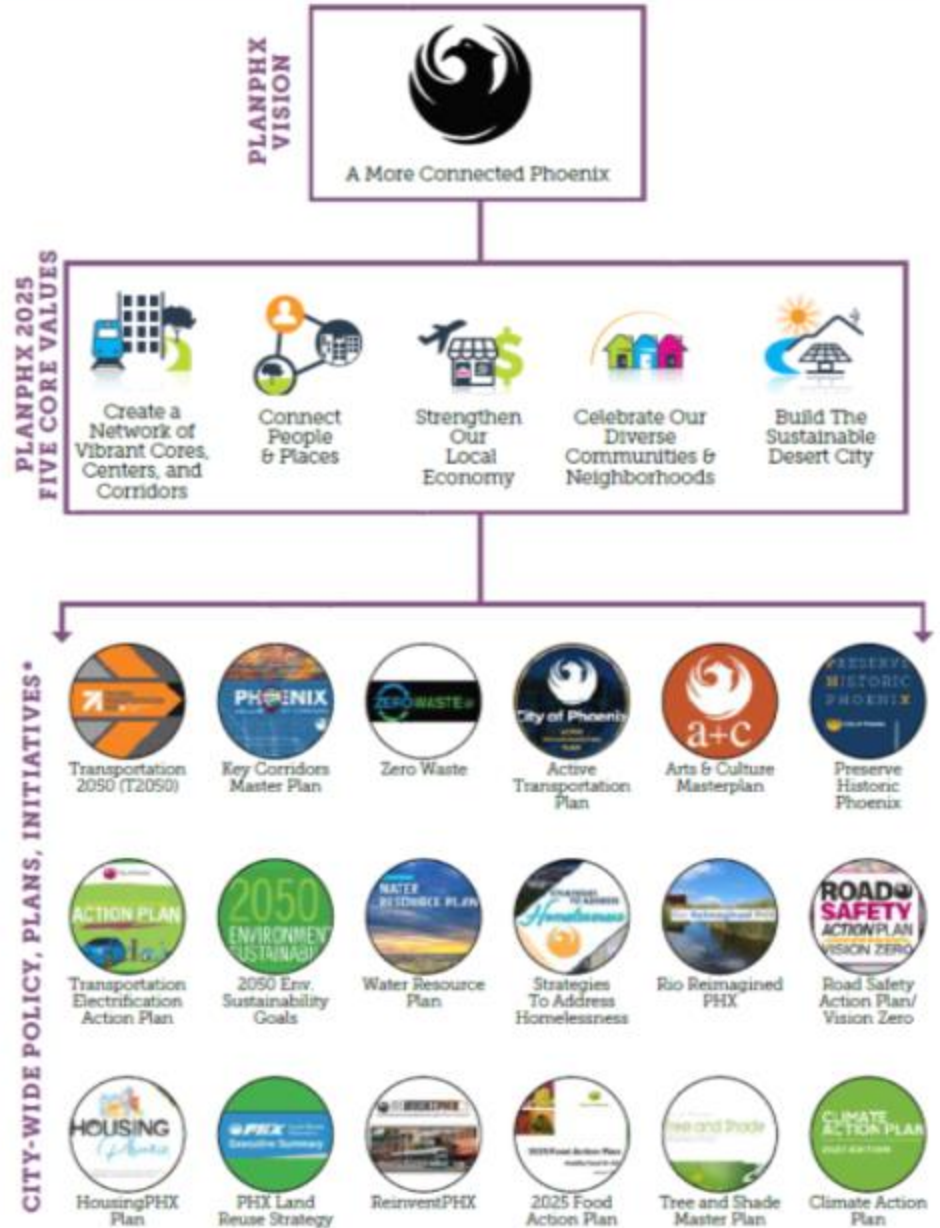
**A PURPOSEFUL AND INTENTIONAL, URBAN VILLAGE MODEL TO BE A MORE CONNECTED PHOENIX ACROSS ALL OUR COMMUNITIES.**





# A UNIFIED POLICY FRAMEWORK FOR THE ENTIRE CITY!

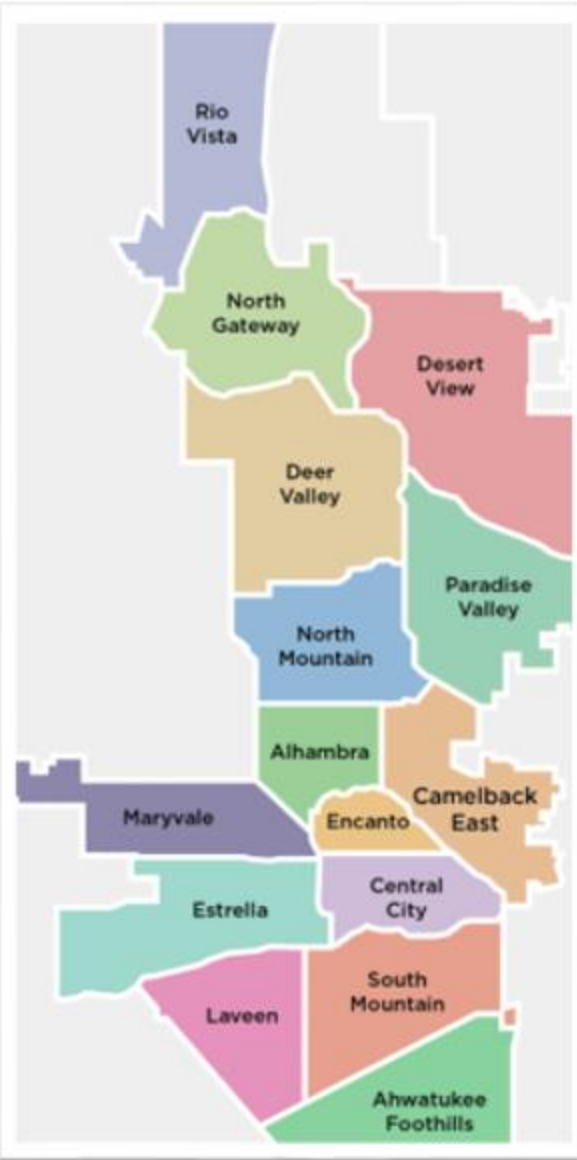
The PlanPHX Five Core Values and Subsection/Goals provide a purposeful and strategic alignment with a variety of City and community driven Policies, Plans, and Initiatives celebrating the city's commitment to continuously improving, evolving, and addressing opportunities and challenges through a holistic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

## 1 Vision



Prosperity



Health and Well-Being



Environment

## 3 Community Benefits



Create a Network of Vibrant Cores, Centers, and Corridors



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhoods



Build The Sustainable Desert City

## 5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

## 7 Strategic tools

### VISION:

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

### 3 COMMUNITY BENEFITS:

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

### 5 CORE VALUES:

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

### 7 STRATEGIC TOOLS

How we will make it all happen.





### 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**

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

**GOAL**

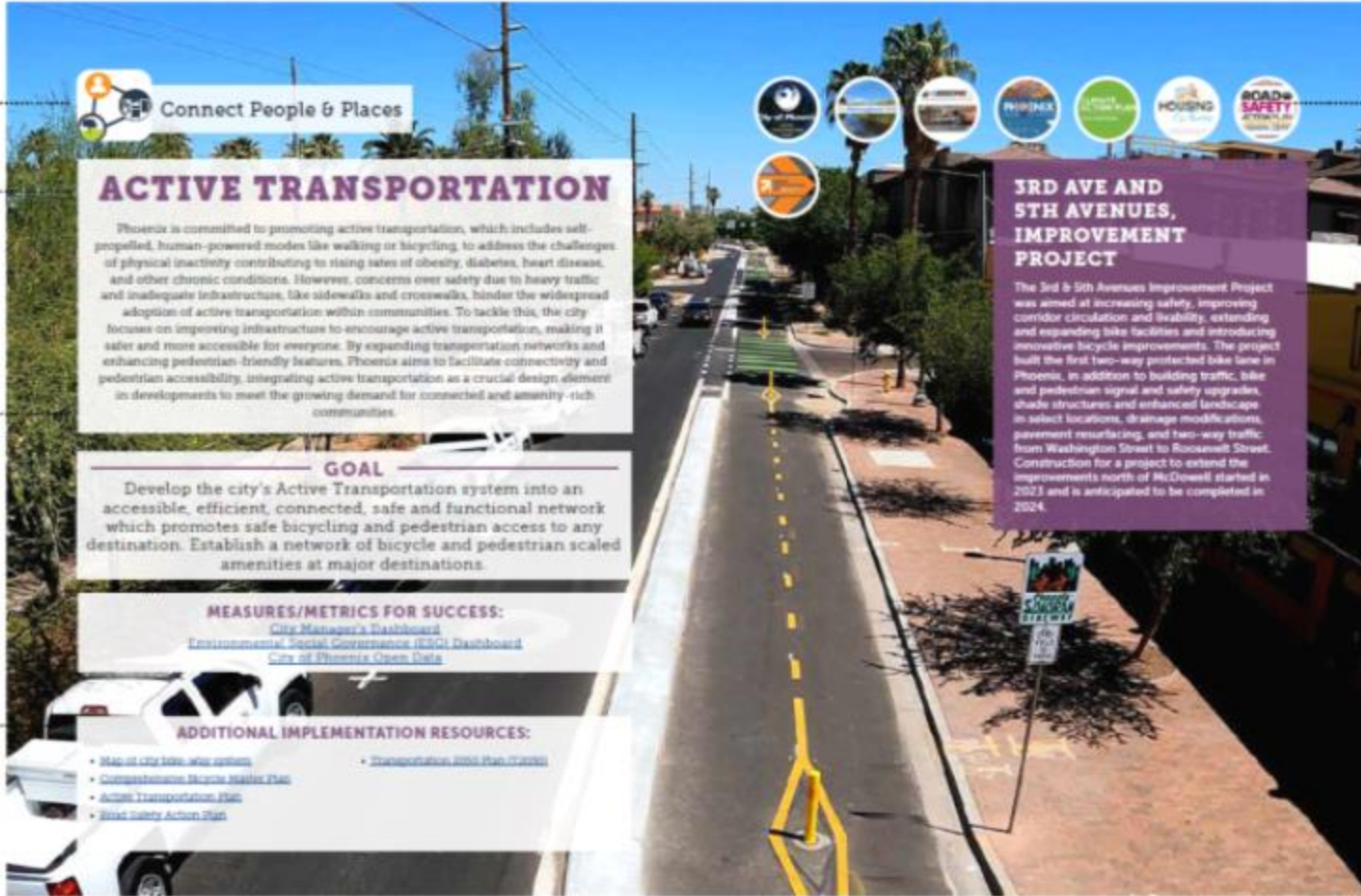
Develop the city's Active Transportation system into an accessible, efficient, connected, safe and functional network which promotes safe bicycling and pedestrian access to any destination. Establish a network of bicycle and pedestrian scaled amenities at major destinations.

**Additional Implementation Resources**

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

**ADDITIONAL IMPLEMENTATION RESOURCES:**

- [Map of city bike-way system](#)
- [Congestion 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.

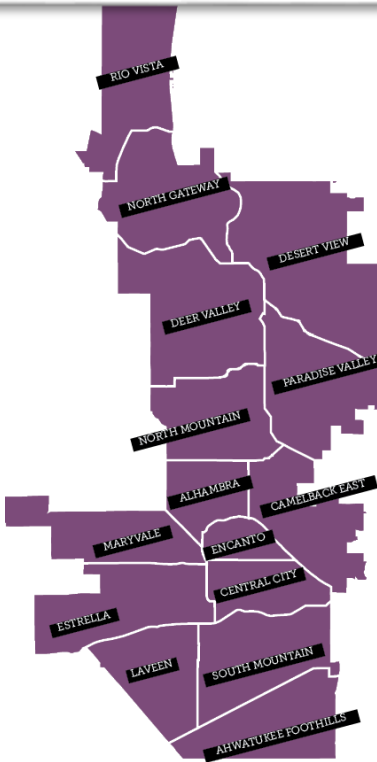


planPHX  
GENERAL PLAN 2025 UPDATE

# ROAD SHOW SERIES OF EVENTS!

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

A More Connected Phoenix



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



\*All Spanish/Espanol



A More Connected Phoenix

Outreach

Draft Plans

PlanPHX Road Show

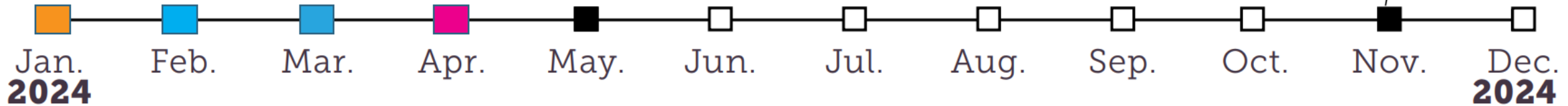
CC Outreach Plan Adoption



Public Hearing Process

Ballot Language Adoption

Election



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

General Plan Update - 2025



**Thank you!**  
See the Draft General Plan:

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

**Tricia Gomes, Deputy Director,**  
**Planning Division**

Email: [tricia.gomes@phoenix.gov](mailto:tricia.gomes@phoenix.gov) Phone: 602-262-4870

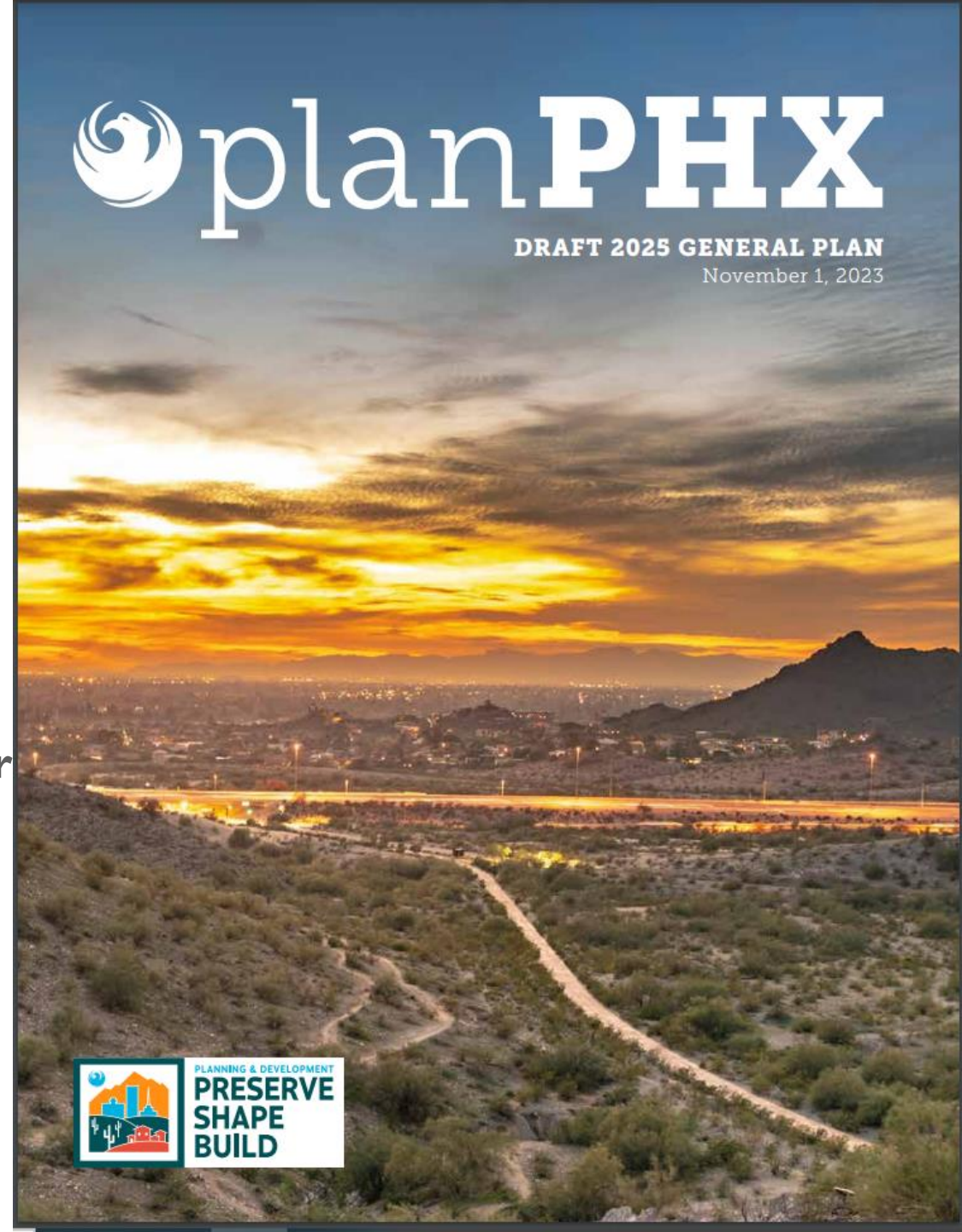
**Joél Carrasco, Acting Special Projects Administrator**  
**Planning Division**

Email: [Joel.carrasco@phoenix.gov](mailto:Joel.carrasco@phoenix.gov) Phone: 602-262-6940



 **planPHX**

**DRAFT 2025 GENERAL PLAN**  
November 1, 2023



# ASU Spring Capstone Project 2023



Photo: Inspiration Mountain – Council District 1



Photo: Madrid Neighborhood – Council District 5

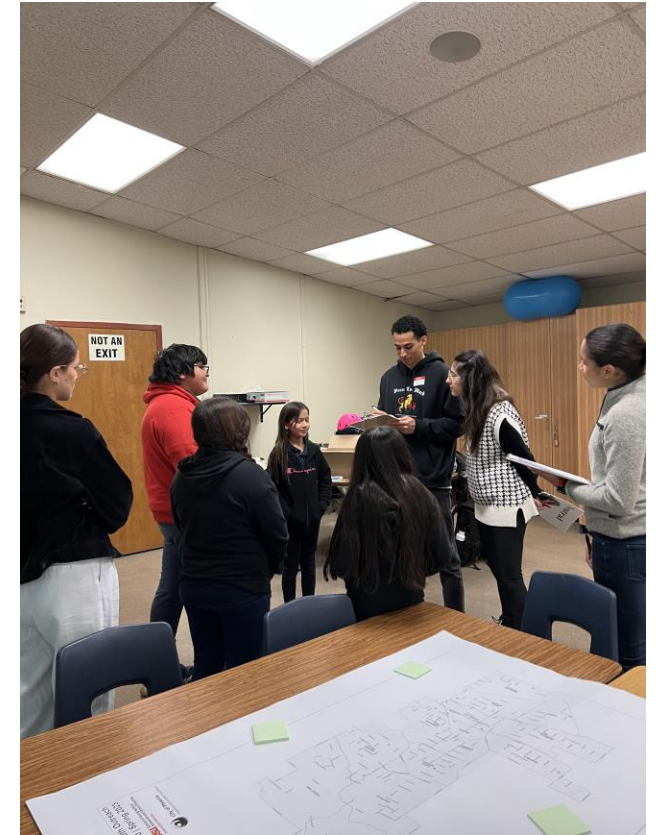


Photo: Jack L. Kuban - Council District 7



**Whitney Mayfield**

ASU Youth Engagement Project Alumni

**ASU** School of Geographical  
Sciences and Urban Planning  
Arizona State University



**Lucas Jensen**

ASU Youth Engagement Project Alumni

# Project Overview

## Who are we?

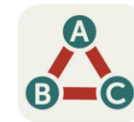
- Graduate students from the Spring 2023 graduating class at ASU
- Tasked to create a youth engagement curriculum for the City of Phoenix General Plan Update.

## What we did?

- Preliminary research on youth engagement.
- Identified best practices to create the engagement curriculum for this project.
- Activities were based on the City of Phoenix five Core Values.

## Accomplishments

- Education and engagement with the youth
- Incorporated in PlanPHX General Plan



CONNECT **PEOPLE**  
& **PLACES**



STRENGTHEN OUR  
**LOCAL ECONOMY**



BUILD THE  
SUSTAINABLE  
**DESERT CITY**



CREATE AN EVEN  
MORE **VIBRANT**  
**DOWNTOWN**



CELEBRATE  
OUR **DIVERSE**  
**COMMUNITIES &**  
**NEIGHBORHOODS**

# The Activities

**The City Building Card Game** – An engaging card game that allowed the students to create their own city based on framework policies and developments.

- Through the game, we obtained data on what types of cities the youth want to live in.

**Choose a Side** – Facilitator led discussion with students with Yes, No and Neutral responses to questions on their communities.

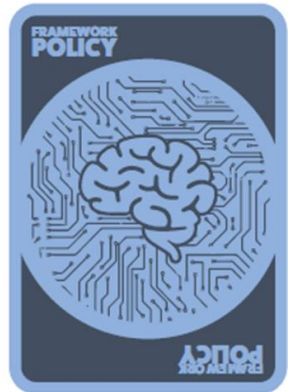
- We took inventory of what the students had, what is missing, and how the students felt about their community

**Edit Your Community** - Students identified their neighborhoods and responded to questions about them.

- Through their responses, we obtained responses from the students on what improvements they want in their community.

**Dotmocracy** - Students were instructed to place five stickers on a poster board indicating their priorities.

- The question on the board, "What do you want to see more of in your community?"

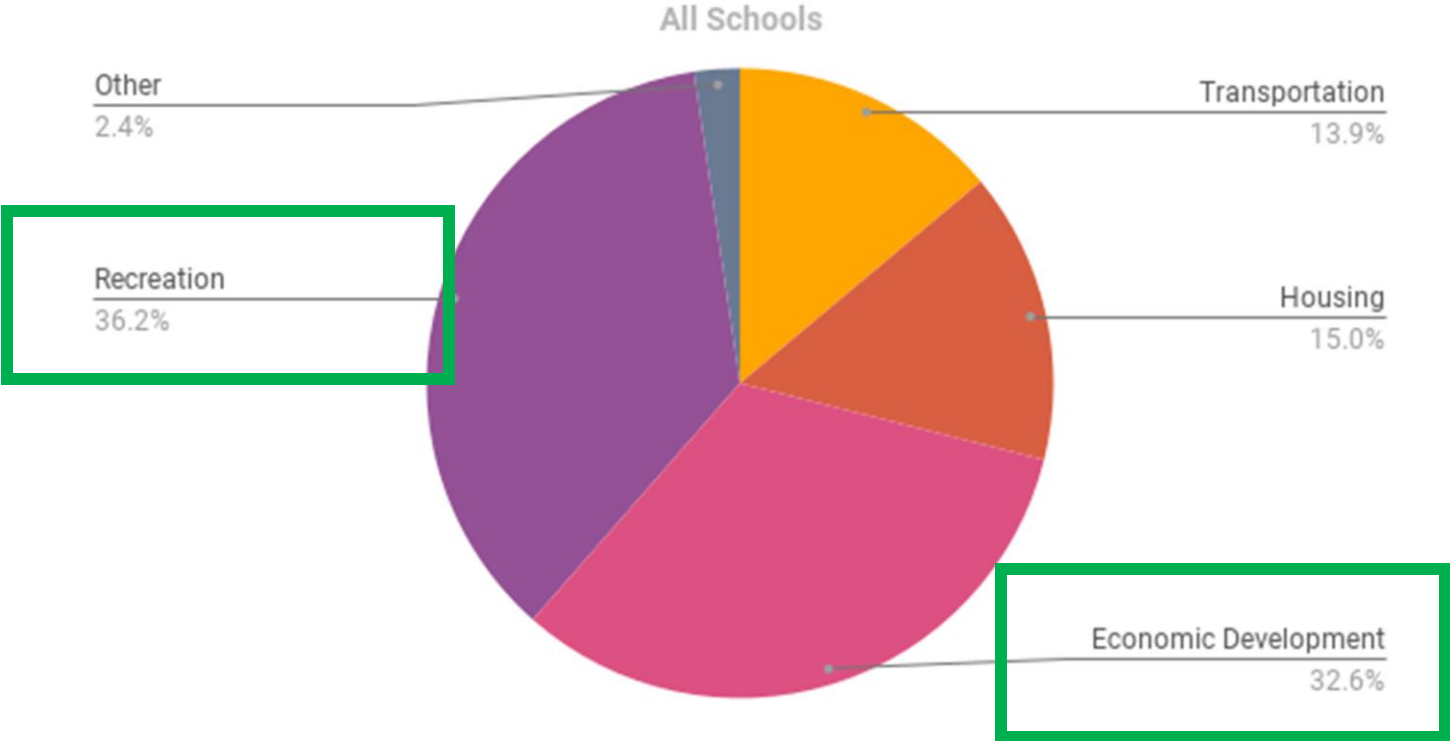




# Results

- Students and youth want things to do and places to visit.
- Increased recreational options that do not require an adult to drive.

Chosen Developments by Type



**Link to GIS Story Map**



Ready?

Lets Get Started!



# Activity 1: Pick a Side

Today you will participate in an activity where you will be asked various yes or no questions and you will pick a side. The questions will relate to equity in city planning.

## What is equity?

Equity can be measured by the resources people have access to such as food, transportation, clean air, income, and justice.

This game is meant to make everyone think about equity in their community.

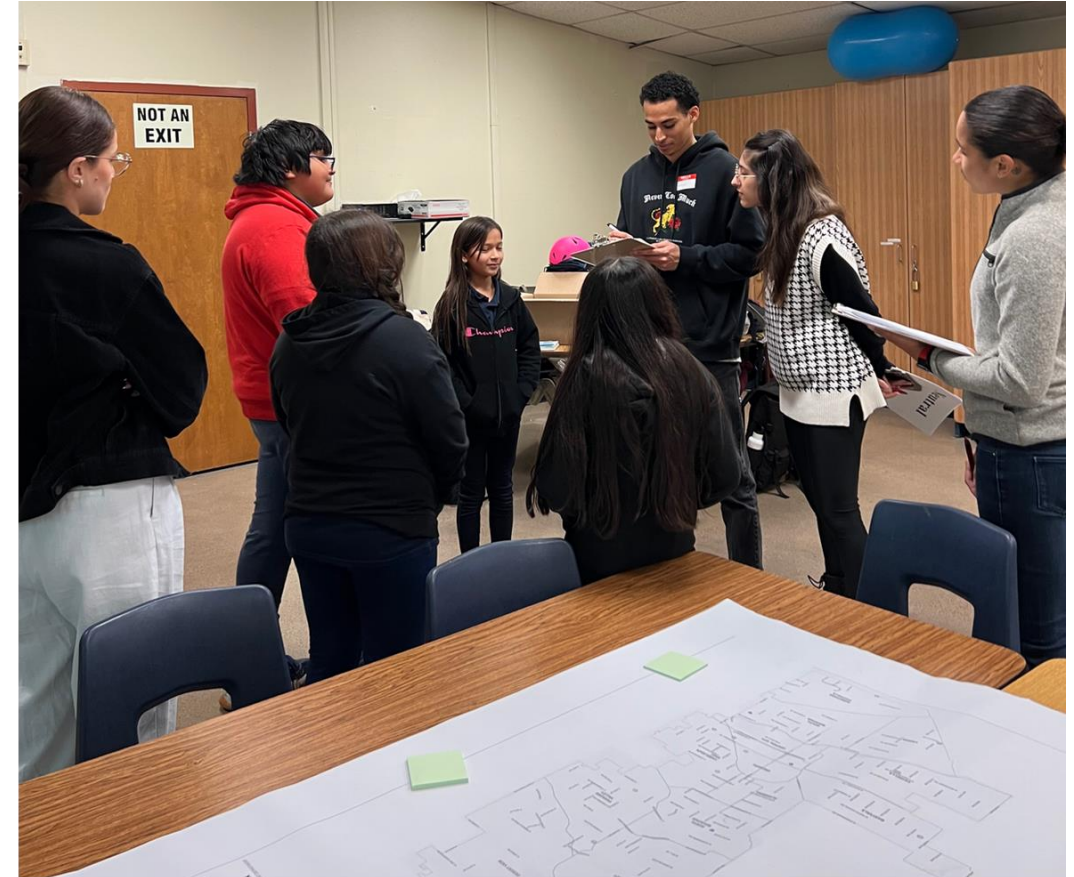


Photo: Jack L. Kuban Elementary - Council District 7

# Warm-up Question

Do you like playing sports?



# Question #1

Do you like the neighborhood  
you live in?



# Question #2

Do you like the home you live in?



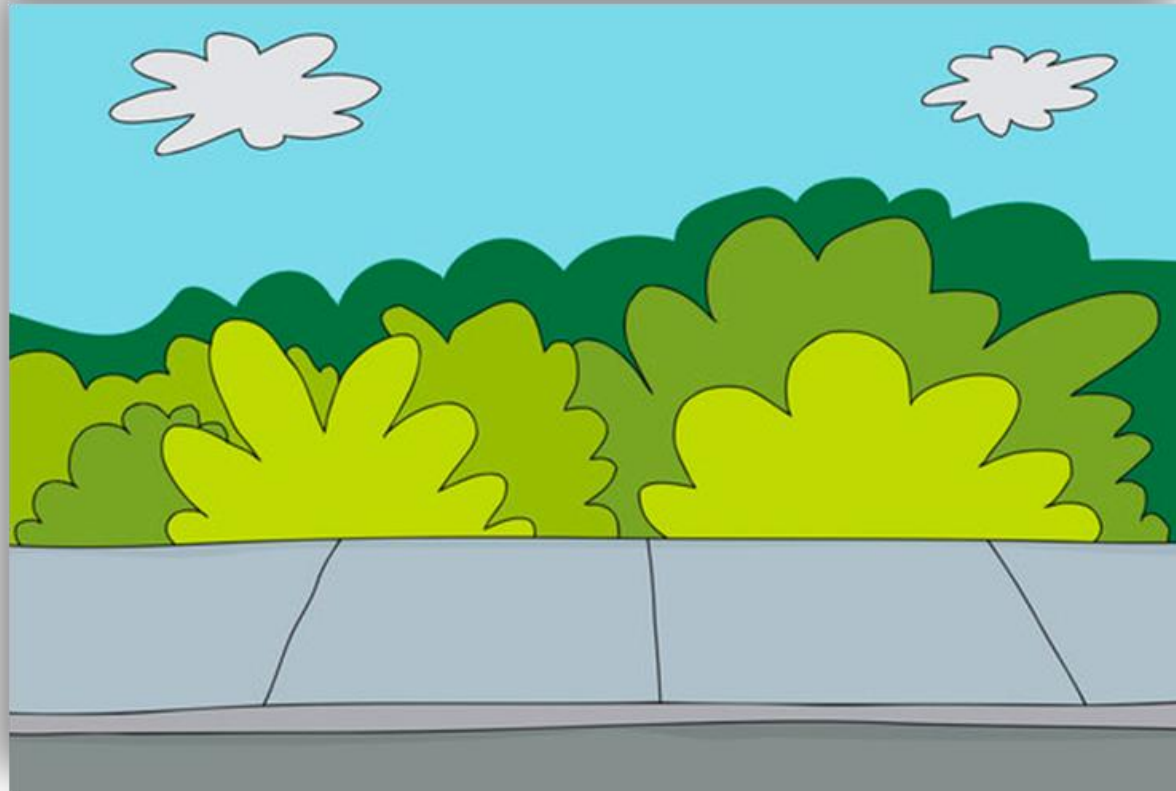
# Question #3

Do you regularly use public transportation?



# Question #4

Are their sidewalks in your neighborhood?





# Activity 2: City Building Card Game

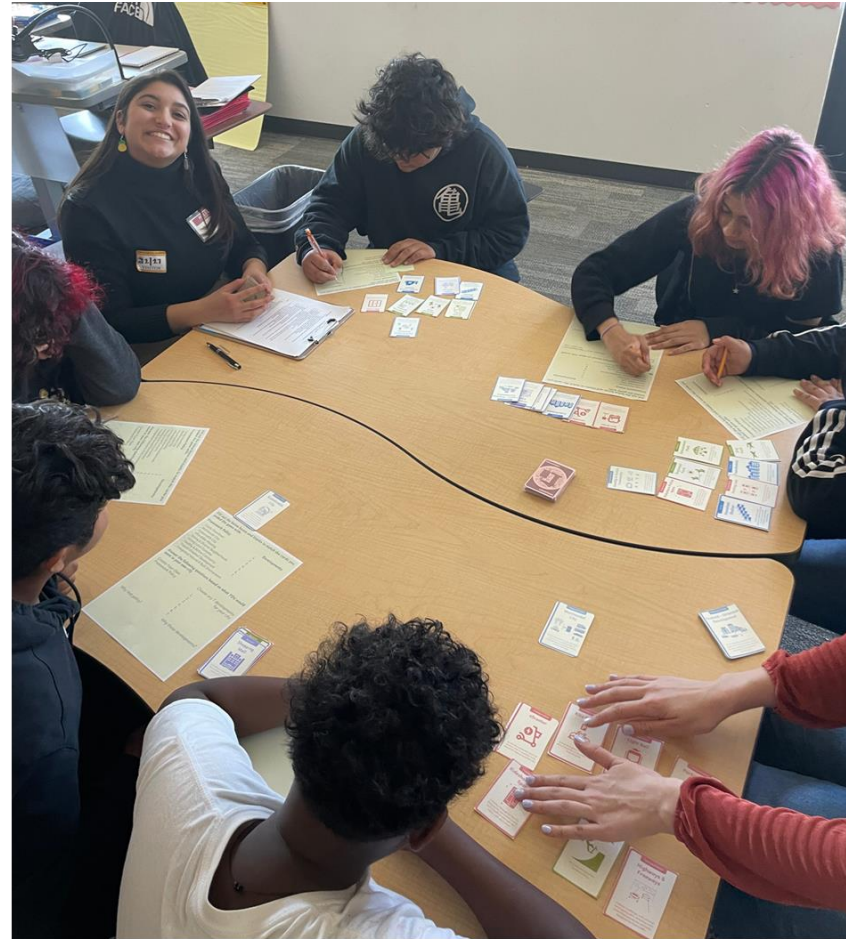
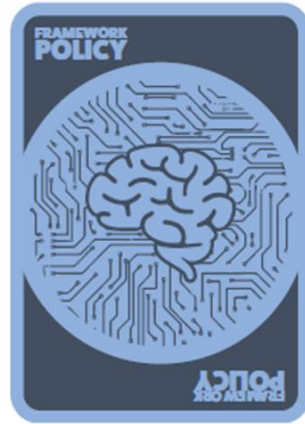


Photo: Creighton Academy - Council District 8

# Types of Cards:

## Framework Policy Cards



There are 9 different policies.  
These policies will be used to guide the city  
you want to build.

## Development Cards



There are 40 different developments and 4  
types of development cards. These cards  
explain what your city will look like.

# Types of Cards: Development Cards

Housing



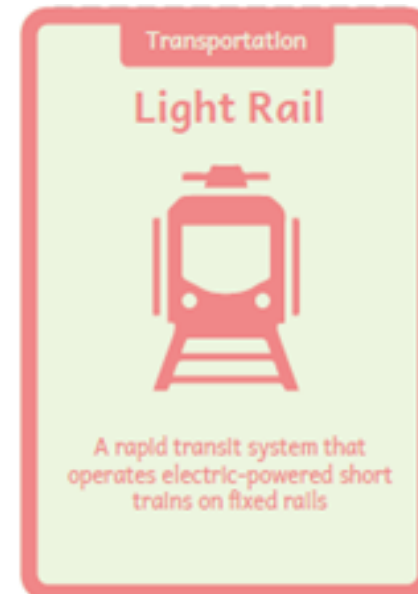
Where the people in your city will stay

Recreation



What the people in your city will do for fun

Transportation



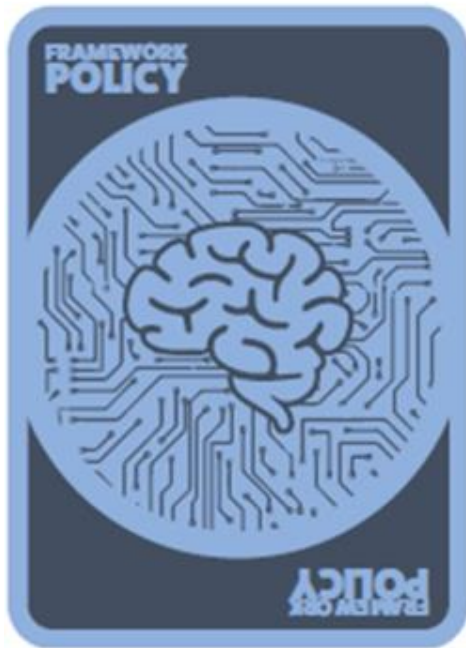
How the people in your city will get around

Economy



Where the people in your city will work and shop

# How to Play



## Step 1:

Each player draws **TWO (2)** Framework Policy Cards

Choose one of the two cards you drew and discard the other

# How to Play

## Step 2:

Each player is dealt **SEVEN (7)**  
Development Cards

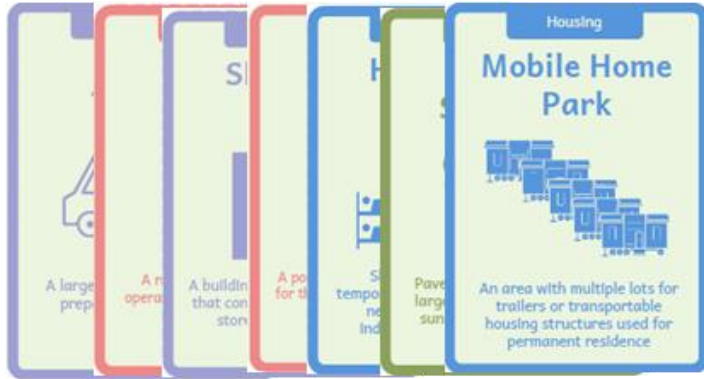
The rest of the deck is placed in  
the middle of the group

The first card on that deck is  
turned over to start the discard  
pile

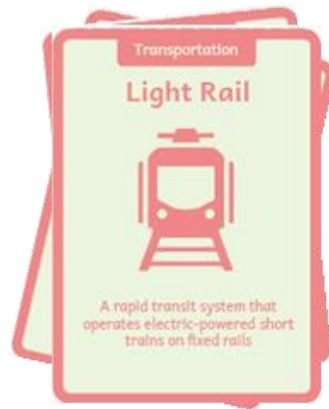


x7

# How to Play



Draw Pile



Discard Pile

## Step 3:

Each player may choose to draw from the top of the deck **OR** top of the discard pile

After drawing, the player **MUST** discard one of their development cards (it can be the same one that was just drawn or one of the cards the player already had)

Use your Framework Policy to guide which cards to keep/discard

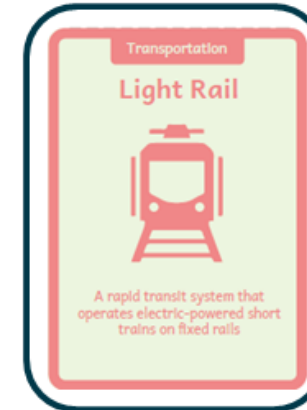
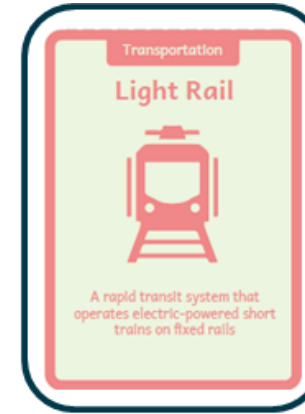
# Game Rules

Players must always have **SEVEN (7)** Development Cards in their hand

Players can only have **THREE (3)** cards of the same development type in their hand

*Hint: Make sure you don't have more than three of the same color cards*

You can have duplicate cards but no more than three from the same category

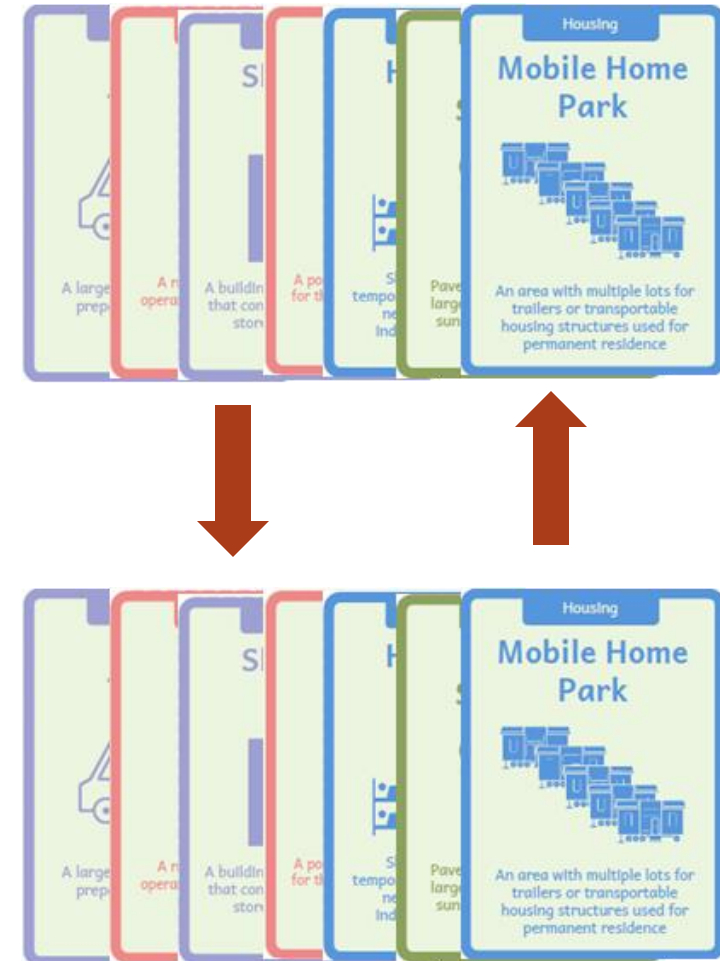


# After the Game

Once the game is over, players may trade development cards with other players

This will be your last opportunity to finalize your city and trade for developments you didn't get a chance to draw

*Hint: If you ended up with more than THREE (3) of the same color cards you can trade away one of them to another player for a different color card*





# Wrap-Up/Discussion Questions

1. What was your favorite activity today? Why?



2. Tell me one thing you learned about your community today?

3. What questions do you have for us?

