

# Executive Summary

## GENERAL PLAN FOR PHOENIX

### "Preserving Our Past, Choosing Our Future"

#### Introduction

The General Plan for Phoenix as required by State Law Title 9, article 4, Chapter 6 Municipal Planning, consists of 16 general plan elements adopted by the City Council and located in a report and summarized below. The General Plan Land Use Map is a part of the Land Use element. These elements and map update the General Plan for Phoenix adopted in 1985 and updated annually. This plan will be updated annually in accord with state law and city policies. The Street Classification Map is also part of the General Plan. Other adopted area and facility plans provide more specific guidance and are referenced in the General Plan text. Some are listed adjacent to the map of the villages in the center. Citizen-appointed village planning committees and the Phoenix Planning Commission make recommendations to the City Council on all General Plan amendments.

#### Purpose

The General Plan provides comprehensive direction for the growth, conservation and redevelopment of all physical aspects of the city through goals, policies and recommendations. The document is intended to be both long range and visionary and to provide guidance for actions to be taken in the next ten years. However, not every goal, policy or recommendation will be accomplished within any specific time frame. The plan provides general guidance for more detailed decisions. Elected officials must prioritize and balance many desirable actions with available resources, legal constraints and market conditions. It is the responsibility of the City Council to interpret the General Plan to resolve any ambiguities or inconsistencies among its parts.



The Growth Area element is based on the Growth Strategy adopted by the City Council in 1998.

**Growth Goal:** The city should maintain a high quality of life and an economically healthy community.

The strategy is based on an understanding of how growth in the Phoenix metropolitan area affects the ability of Phoenix to maintain quality neighborhoods, a viable economic base and adequate revenue to support city services. Key concepts include:

**Location of employment growth:** encourage new employment growth in northern and west Valley targeted growth areas to provide jobs close to new regional residential growth.

**Location of residential growth:** encourage new housing growth in southern and southwestern targeted growth areas to support job growth in the west Valley and within existing central Phoenix employment centers.

**Financial management of infrastructure:** explore new infrastructure financing programs and guide growth to areas in which infrastructure can be most economically provided.

**Open space and desert preservation:** promote a desert lifestyle by strategically protecting and utilizing existing desert and open space areas to define the character, location and form of new development.

**Infill housing:** promote infill housing to support central area employment centers and maintain healthy central area communities.

**Capture of public revenues:** plan balanced employment, residential and commercial development to ensure Phoenix receives its fair share of regional sales tax.

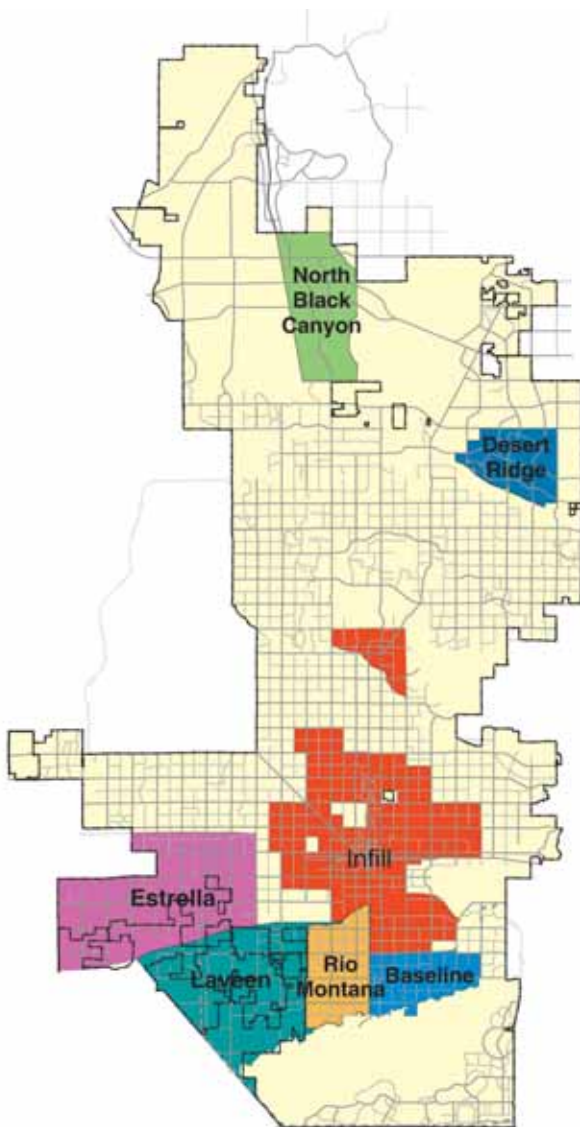
**Transit and transportation planning:** integrate land use and transportation planning to minimize trip numbers and lengths and thus improve air quality.

**Targeted growth areas:** give priority to six growth areas when planning future public facilities and expanding city services.

## LAND USE

The Land Use element discusses the types of land uses needed in the city and recommends how they should be arranged. The urban village model is the desired urban form for the city. There are 14 urban villages.

**Urban form:** provide opportunities for a wide range of housing, employment, shopping, entertainment and recreation in each village to create a sense of community within the larger city.



**Five urban village components:**

**Core:** central focus for the village with a pedestrian-oriented mix of land uses.

**Neighborhoods:** the residential areas forming the major land use of each village and the neighborhood retail and other services supporting them.

**Community services:** retail and other services supporting a cluster of adjacent neighborhoods.

**Regional services:** land uses such as stadiums, airports, or universities that attract people from outside the village. Some regional services are too large or non-pedestrian friendly to locate in village cores.

**Open space:** natural and man-made open spaces such as mountain preserves or Papago Park that protect the environment and provide recreational opportunities for residents of more than one village.



**Employment and population balance:** distribute jobs and housing to each village to maximize the opportunities to live and work in the same or adjacent villages.

**Infill:** create infill incentives districts and provide incentives for developing housing and supporting neighborhood services in these districts.

**Mixed land use patterns:** promote mixed land use patterns to minimize travel distances.

**Integration of land use and transportation systems:** minimize the adverse impact of the transportation system through integrated urban design.

<b>CENSUS 2000</b>					
URBAN VILLAGE	EMPLOYMENT	POPULATION	HOUSEHOLDS	EMPLOYMENT POPULATION RATIO	JOBS HOUSEHOLD RATIO
Ahwatukee Foothills	19,335	76,194	29,072	0.25	0.67
Alhambra	43,213	135,541	49,098	0.32	0.88
Central City	108,828	135,513	59,247	0.80	1.84
Camelback East	137,488	72,149	19,612	1.91	7.01
Deer Valley	62,742	150,152	56,589	0.42	1.11
Desert View	8,217	28,236	10,707	0.29	0.77
Encanto	78,896	61,222	24,045	1.29	3.28
Estrella	47,242	43,379	9,543	1.09	4.95
Laveen	3,079	9,049	2,552	0.34	1.21
Maryvale	48,719	190,436	52,583	0.26	0.93
New Village	774	157	64	4.93	12.09
North Gateway	2,486	2,910	709	0.85	3.51
North Mountain	70,920	169,306	66,680	0.42	1.06
Paradise Valley	48,967	171,268	65,417	0.29	0.75
South Mountain	58,356	92,300	25,908	0.63	2.25
Undesignated	1,756	12,660	4,668	0.14	0.38
<b>TOTAL</b>	<b>741,018</b>	<b>1,350,472</b>	<b>476,494</b>	<b>0.55</b>	<b>1.56</b>

<b>PROJECTED 2020</b>					
URBAN VILLAGE	EMPLOYMENT	POPULATION	HOUSEHOLDS	EMPLOYMENT POPULATION RATIO	JOBS HOUSEHOLD RATIO
Ahwatukee Foothills	22,307	85,418	31,838	0.26	0.70
Alhambra	45,359	151,475	53,702	0.30	0.84
Central City	116,041	160,234	65,181	0.72	1.78
Camelback East	201,345	92,343	25,665	2.18	7.85
Deer Valley	102,097	197,355	72,281	0.52	1.41
Desert View	52,584	165,208	61,418	0.32	0.86
Encanto	81,997	72,102	26,965	1.14	3.04
Estrella	108,832	118,789	33,041	0.92	3.29
Laveen	25,417	66,702	20,514	0.38	1.24
Maryvale	74,500	225,124	63,974	0.33	1.16
New Village	5,114	8,700	3,901	0.59	1.31
North Gateway	44,285	111,399	44,609	0.40	0.99
North Mountain	73,819	183,701	70,332	0.40	1.05
Paradise Valley	52,387	190,295	70,991	0.28	0.74
South Mountain	77,340	149,060	43,314	0.52	1.79
Undesignated	9,730	44,551	16,190	0.22	0.60
<b>TOTAL</b>	<b>1,093,154</b>	<b>2,022,456</b>	<b>703,916</b>	<b>0.54</b>	<b>1.55</b>

Source: 2003 Maricopa Association of Governments projections

**Pedestrian-oriented development:** design Developments to be pedestrian-friendly regardless of location or density to reduce vehicular travel.

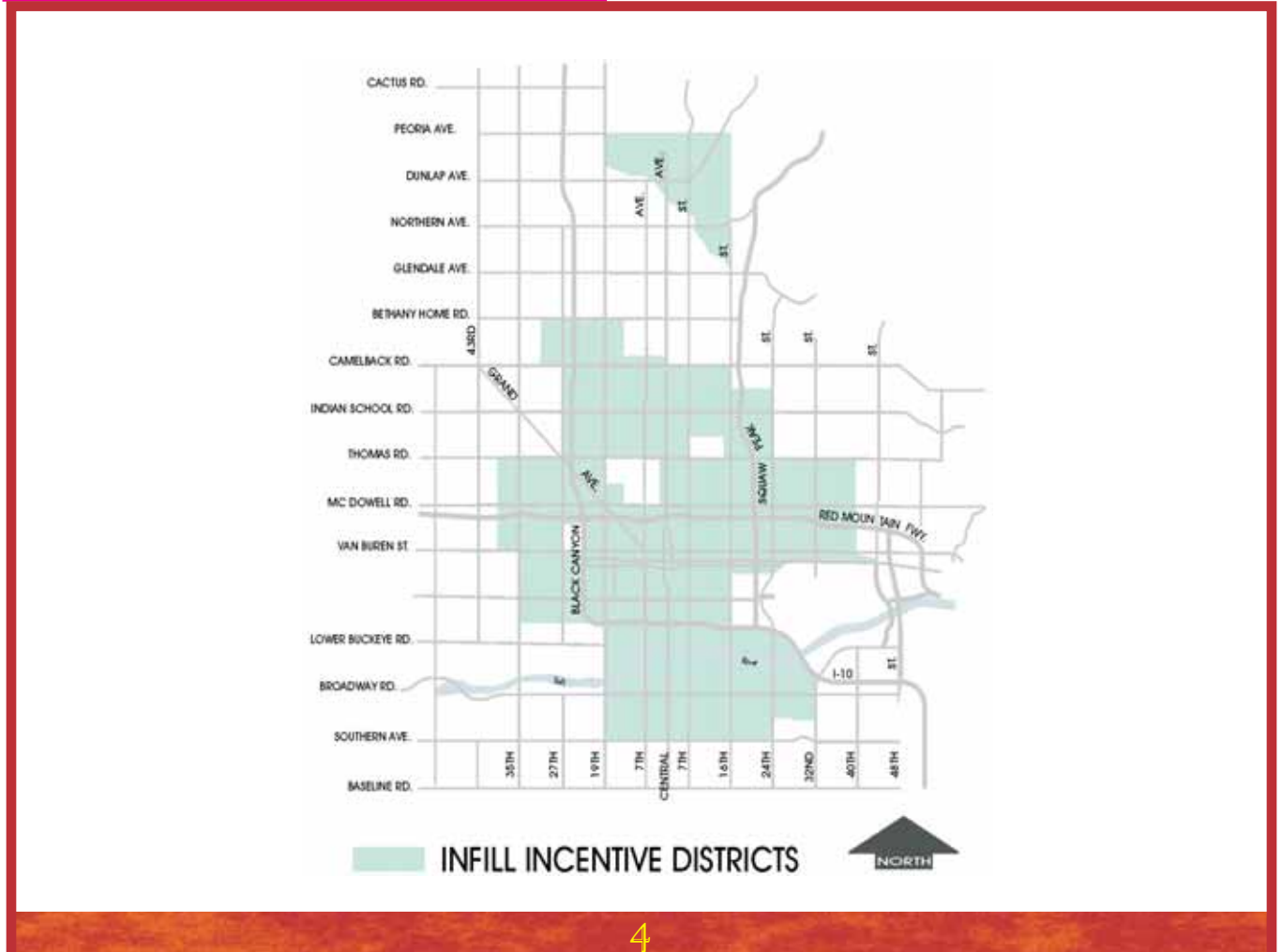
**Transit-oriented development:** design or retrofit development near transit centers and stations to promote safe and convenient access to buses and trains to increase ridership.

**Incompatible land uses:** protect residents from incompatible land uses.

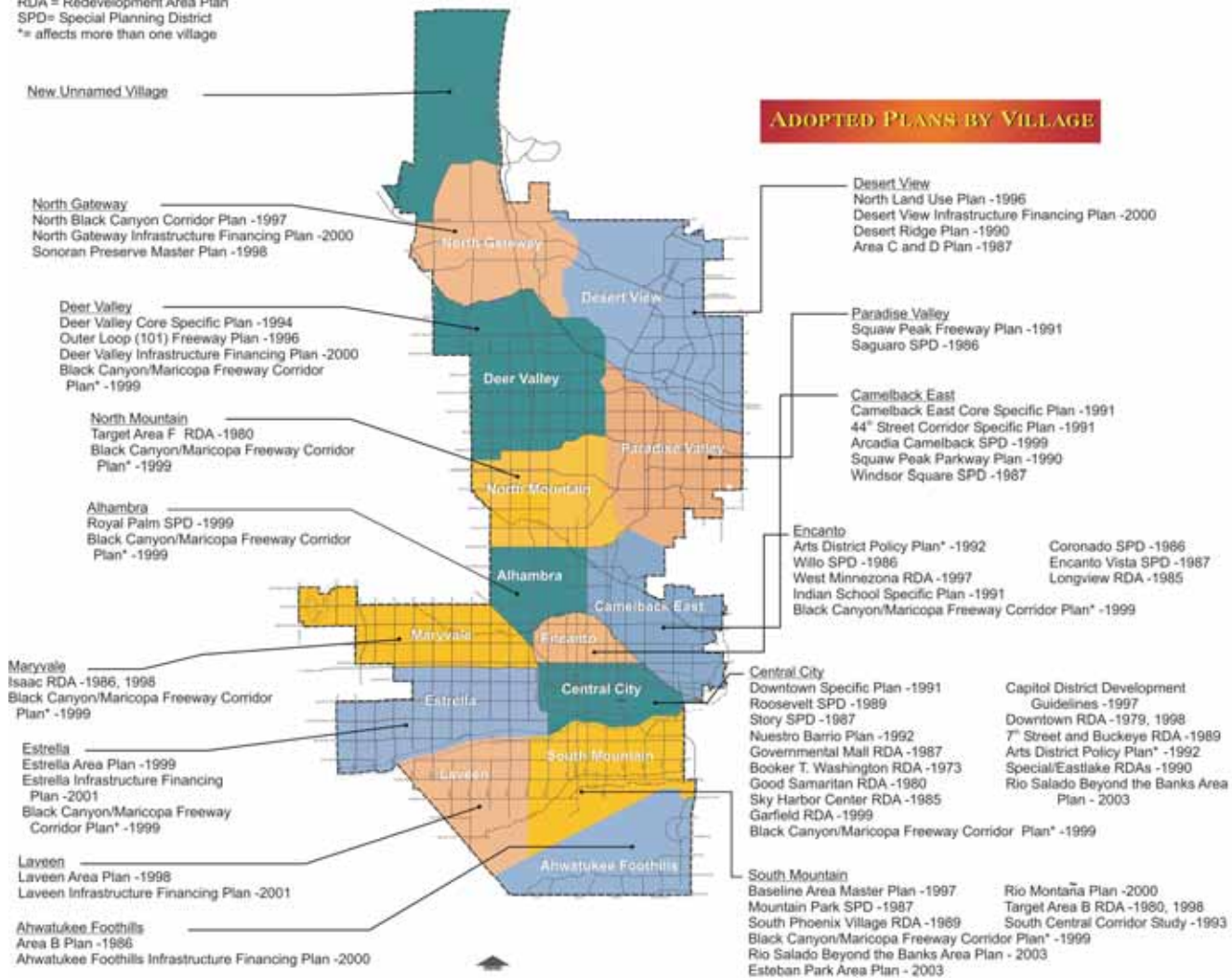
**County islands:** annex county islands or ensure compatible development on county lands next to the city.

**General Plan Land Use Map and zoning conformity:** Ensure conformity of rezoning decisions with the General Plan Land Use Map in accord with the policies described in Goal 11 in the Land Use element and the goals, policies and recommendations of other elements.

**Village character:** retain and enhance the unique character of each urban village.



RDA = Redevelopment Area Plan  
 SPD= Special Planning District  
 \*= affects more than one village



## \$\$\$ COST OF DEVELOPMENT

The Cost of Development element explains how the city requires development to pay its fair share for the cost of new capital facilities such as water and sewer plants and big transmission lines, parks, fire stations, major streets and libraries.

**New development's financial responsibility:** charge new development its fair share of capital growth costs through taxes and impact fees.

### Financing methods:

- Require new development to pay its fair share to provide facilities necessary to serve it through construction of facilities, impact fees and utility charges with appropriate exceptions consistent with the other goals and policies of the General Plan.

- Use bonds where new facilities are needed before sufficient revenues from new development are available.
- Expand areas in which impact fees are charged to include all parts of the city except for the infill incentives districts.
- Study impact fees for desert preserves and transit facilities.
- Continue the city's current policies for ensuring that development pays its fair share through methods such as subdivision requirements and water and wastewater repayment agreements as well as impact fees.



## CIRCULATION

The Circulation element discusses how to reduce the rate of growth of traffic congestion, which is increasing faster than population growth. Phoenix needs to promote more alternatives to driving alone and to decrease the number and length of trips.

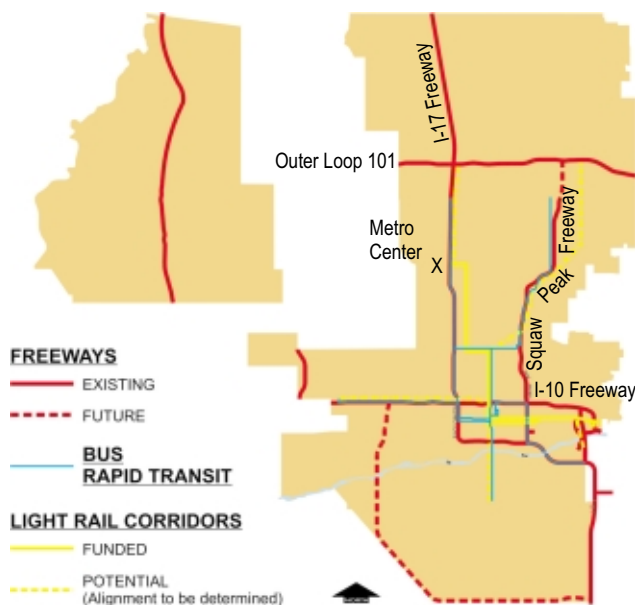
**Expanded street transportation system:** increase capacity of major streets and freeways and promote safety for drivers and pedestrians.

**Neighborhood protection:** protect neighborhood local and collector streets from high-speed and cut-through traffic.

**Mass transit:** expand bus service, construct high occupancy vehicle lanes and build light rail transit to link village cores, employment centers and major destinations in high demand corridors.

**Airport expansion:** expand airport capacity and shift some service to reliever airports.

**Pedestrian and bicycle environment:** expand pedestrian and bicycle access to transit facilities, schools and recreation facilities by adding paths and trails, shade trees, lighting and grade separated crossings.



## BICYCLING

The Bicycling element recommends programs to accomplish three goals.

**Bicycle access:** increase bicycle access to destinations in Phoenix and maximize bike route connections to other cities.

**Ridership:** increase bicycle ridership by removing barriers, improving facilities and providing more information.

**Safety:** improve bicycling safety through more education, better signage and installation of more safety features.



## HOUSING

The Housing element recommends ways to improve housing quality, variety and affordability in Phoenix. Although housing is relatively more affordable in Phoenix than many other Valley cities or major metropolitan areas, the cost of the median price of new housing increased 33 percent from 1995 to 2000. Little affordable housing is being built in the growth areas of the city.

**Housing development:** design all housing units and subdivisions and site plans in a quality manner to promote health, safety, functionality and attractiveness.

**Housing choice:** provide a sufficient choice of good housing to meet the needs of households of all socio-economic groups in all of the 14 Phoenix urban villages.

**Special needs housing:** encourage development of housing to serve households with special needs, such as the disabled, elderly, and homeless people.

**Fair housing:** prohibit unlawful discrimination in housing.



## NEIGHBORHOOD

The Neighborhood element recommends ways to promote strong, healthy neighborhoods and to preserve their unique character. Neighborhoods are

a basic building block of the city and are the areas residents identify as home. The city is committed to enhancing, preserving and protecting its neighborhoods.

**New neighborhood design:** design new neighborhoods to be safe, well-maintained and attractive places to live.

**Compatible neighborhood development:** ensure that new development in or adjacent to neighborhoods is compatible.

**Neighborhood organization:** strengthen the capacity of neighborhood organizations to handle neighborhood issues more effectively.

**Character and identity:** promote development, identification and preservation of neighborhood character through good design, improving or highlighting area strengths, overlay districts, landscaping and other tools.

**Neighborhood circulation:** design and maintain neighborhood streets, sidewalks and paths to be safe and efficient while discouraging cut-through traffic.

**Neighborhood safety:** protect neighborhoods from crime and environmental hazards through a variety of programs and public/private partnerships.

**Neighborhood and freeway compatibility:** enhance neighborhoods impacted by freeways or parkways with noise walls, landscaping, buffering or other tools.



The Conservation, Rehabilitation and Redevelopment element recommends strategies to protect stable areas, to rehabilitate those with moderate levels of deterioration, and to redevelop those areas that are very deteriorated or transitioning from their present land uses.

**Historic, cultural and character preservation:** protect historic buildings, districts and resources through historic overlay districts; preserve Phoenix's unique qualities and neighborhood character; and encourage compatible development in and around them.

**Property preservation:** encourage and enforce compliance with the ordinances to prevent blight and deterioration and ensure a high quality community.

**Comprehensive neighborhood revitalization:** focus comprehensive revitalization efforts in targeted areas to maximize the impact of scarce resources.

**Adaptive reuse of obsolete development:** encourage appropriate reuse and rehabilitation of vacant and obsolete buildings.

**Elimination of deterioration and blight:** use redevelopment powers to assemble vacant and blighted land to encourage investment.

**Leveraging of public resources:** support business and community-based efforts to stabilize and enhance neighborhoods.



The Environmental Planning element recommends ways to promote community sustainability that will ensure long-term quality of life and community viability. It addresses protecting the natural environment and managing and conserving resources. This element addresses human impacts on the environment. The Natural Resources Conservation element addresses protection of natural resources.

**Air quality:** restore the quality of the air through a variety of air pollution reduction strategies.

**Brownfields:** reclaim and redevelop brownfields (sites with real or perceived environmental contamination).

**Community gardens and small urban farms:** explore opportunities for community gardens and small urban farms as a source of food, business and preservation of examples of our agricultural heritage.

**Energy efficient planning and design:** encourage efficient use of energy resources.

**Green buildings:** encourage green building techniques (use of construction materials that

minimize the environmental impacts from the production of new materials).

**Noise mitigation:** reduce urban noise levels.

**Pollution prevention and waste minimalization:** reduce the environmental impacts of city operations.

**Solid waste:** promote recycling, develop environmentally sound landfills and explore alternative solutions to waste disposal.

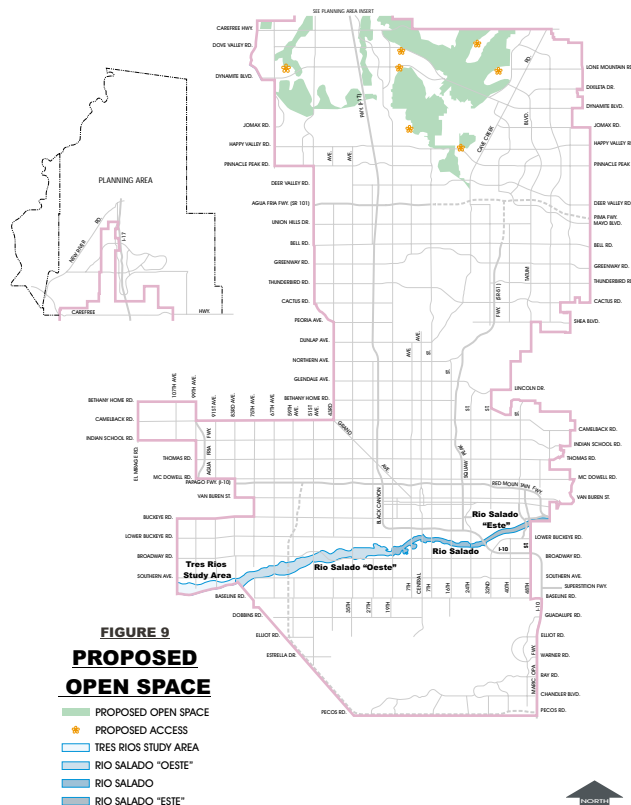
**Urban heat island:** explore options to minimize the impacts of the urban heat island (heat being released from the ground and buildings that raises the average temperature).



The Natural Resources Conservation element addresses four topics: flooding, erosion, preservation of vegetation and wildlife protection.

**Flooding protection:** protect people and property from the threat and damage of flooding.

**Erosion protection:** eliminate or minimize on-site or down slope erosion.



**Vegetation protection:** protect native plants from extinction and use them to preserve the character of the Sonoran Desert.

**Wildlife protection:** maintain large, intact patches of native vegetation to protect wildlife habitat and take steps to protect wildlife corridors.



The Open Space element describes the city's mountain and desert preserves and trail systems within parks, along washes, canals and utility corridors and in the Rio Salado (Salt River).

**Natural open spaces:** protect and preserve significant open space areas for public enjoyment and provide connections among them.

**Linear open space:** create a continuous nonmotorized trail system using canals, washes, drainage corridors and rivers for recreation and alternative transportation purposes and as a public amenity.

**Desert parks and preserve trails:** create a network of shared-use trails and pathways that are safe, convenient and connected within preserves and parks.

**Edge treatment:** preserve natural washes coming from the preserves and promote access and views of the preserves by the public.



The Recreation element provides a description of the park system and an inventory of facilities and standards. It also covers recreation programs.

**Parks system:** provide a parks and recreation system that meets the needs of the resident and visitor population and is convenient, accessible and diverse in programs, locations and facilities.

**Parks and preserve interface:** develop design guidelines for private development adjacent to preserves, washes and open space to promote visibility and access to all park facilities.

**Trails and pathways:** link multi-purpose trails from parks to major open spaces and village cores.

## WATER RESOURCES

The Water Resources element describes the currently available and planned water supplies and how projected growth will be served during normal and drought periods.

**Water supply availability:** develop sufficient supply sources to provide water during normal and drought periods.

**Reclaimed water use:** maximize direct and indirect uses of reclaimed water with consideration to quality, public acceptability, reliability and cost feasibility.

**Groundwater use and artificial recharge:** maintain safe-yield levels of groundwater use.

**Water quality:** meet or exceed all federal and state mandatory drinking water standards.

**Water conservation:** implement cost-effective water conservation programs.

**Financing:** maintain the Water Resources Acquisition Fee at a level to provide adequate funding for the cost of water resources to serve new development.

## PUBLIC BUILDINGS

The Public Buildings element describes the various types and roles of public and quasi-public buildings.

**Customer service centers:** provide regional customer service centers to minimize travel times.

**Fire stations:** locate fire stations to provide rapid response times.

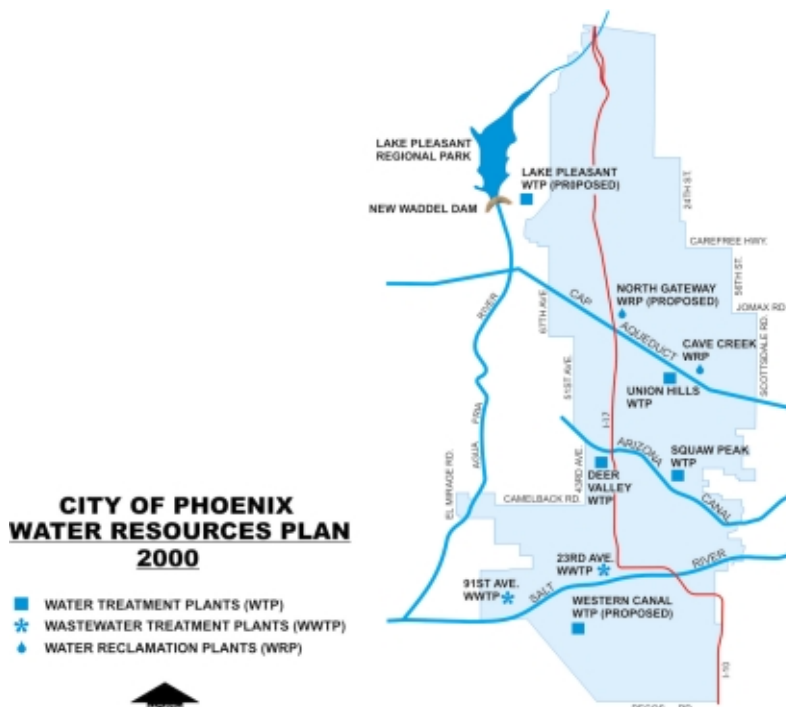
**Government, administrative and maintenance facilities:** provide adequate and convenient government centers, locating central administrative buildings in the Governmental Mall.

**Libraries:** provide central, regional and branch libraries to serve the changing needs of the growing population.

**Police facilities:** provide facilities to improve police service, accessibility and relationships with the community.

**Schools:** facilitate the provision of a full range of educational facilities within Phoenix through technical assistance and information sharing.

**Social services:** provide social services throughout the city to all eligible residents and locate to best serve needs and provide transit access.





**Semi-public buildings:** recognize and facilitate the role of semi-public buildings such as cultural facilities, the Phoenix Civic Plaza, churches and hospitals.

**Technology:** use technology to provide seamless service and faster, less expensive access to information and services.

A banner with a red background and yellow text. On the left is an illustration of a yellow construction vehicle. The text reads "PUBLIC SERVICES & FACILITIES" in a stylized, yellow, serif font.

The Public Services and Facilities element recommends programs for water and wastewater treatment, residential refuse collection and disposal, street maintenance and the provision of private utility services.

**Water and wastewater treatment:** manage both systems to provide adequate and reliable collection and treatment.

**Solid waste management:** provide the most safe and cost effective solid waste collection and disposal system possible.

**Other public utility systems:** coordinate installation and maintenance of private utility lines to minimize public inconvenience, visual blight and the degradation of the quality of public streets.

**Street maintenance:** maintain the quality and life of city streets.

A banner with a red background and yellow text. On the left is an illustration of a blue car and a white airplane. The text reads "SAFETY" in a stylized, yellow, serif font.

The Safety element recommends ways to reduce the risks of natural and man-made hazards.

**Soil and geologic hazards:** protect the community from soil contamination, failure erosion and geologic instability.

**Fire hazards:** prevent and reduce the risks from natural and man-made fires.

**Emergency medical service:** provide rapid on-scene emergency medical services and transportation.

**Hazardous materials:** educate about and enforce standards for the proper storage and transportation of hazardous materials and protect the public when hazardous material emergencies occur.

**Police and crime:** maintain response times in all areas of the city and improve the perception and reality of safety.

**Aircraft and airport safety:** protect the community from aircraft accidents.

**Ground transportation and emergency response programs:** be prepared to respond to natural or man-made catastrophes.

A banner with a red background and yellow text. The text reads "IMPLEMENTATION & HOW TO USE THE GENERAL PLAN" in a stylized, yellow, serif font.

City departments will implement this plan through annual operating and capital improvement budgets, adopted plans and ordinances, incentive programs, enforcement, fees and taxes, and bond programs.

City Council and appointed boards, commissions and committees, as well as the general public, will give and receive guidance from this document and recommend amendments as needed annually. The General Plan will undergo a major reevaluation every ten years in accordance with state law and will be ratified by Phoenix voters. This plan will support those seeking grants to carry out its purposes, provide protection of and encouragement for private investment and give greater predictability and certainty to the city's future.