

Phoenix will continue to be like no other city in the world. A place steeped in history, defined by its beautiful desert landscape, activated by unique neighborhoods and businesses and embodied by a pervading sense of opportunity and equity. Phoenix will become an even greater city by building on its existing wealth of assets and by enhancing residents' opportunities to connect to these assets and each other. By becoming a more "connected" city, Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix's identity as the Connected Oasis.

The logo for 'plan PHX' features a red circular icon with a white swirl to the left of the word 'plan' in a lowercase sans-serif font. To the right of 'plan' is the word 'PHX' in a large, white, outlined, uppercase sans-serif font.

plan PHX

Fall 2014 General Plan
Public Comment Draft

VPCs + General Plan **Fall Schedule**

October: General Plan Overview

November: Focus Areas

December: Vote

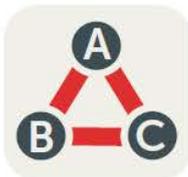
General Plan Framework



1 VISION



3 COMMUNITY
BENEFITS



5 CORE
VALUES



7 STRATEGIC
TOOLS

PART I

WHERE WE'VE BEEN, HOW WE GOT HERE, AND WHERE WE CAN GO.



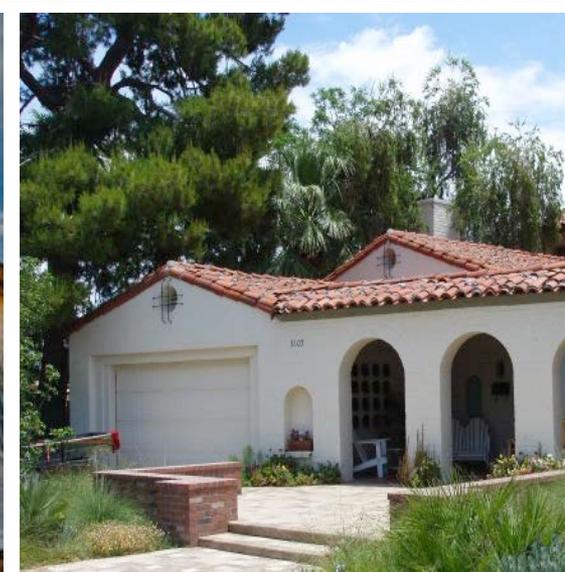
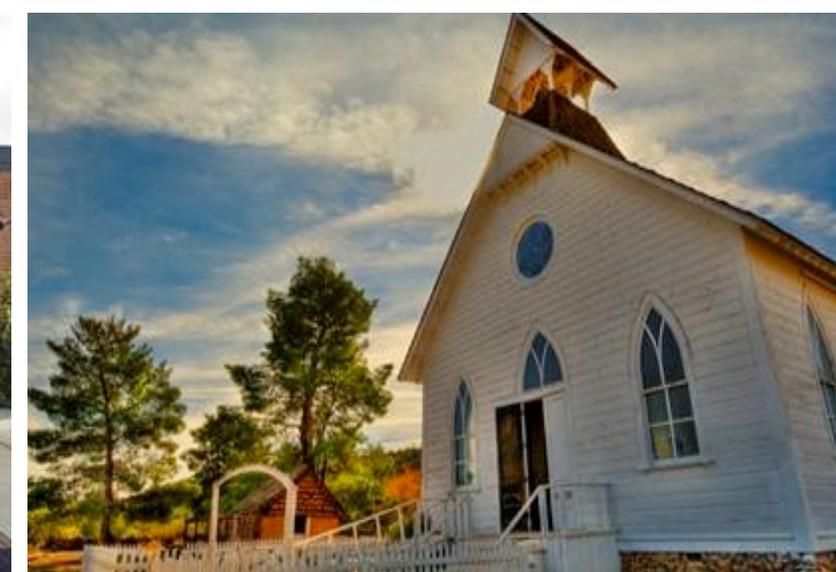
Vision **CONNECTED OASIS**



City of Gardens and Trees



Connectivity to Our Assets



Cross-Cutting Issues

3 COMMUNITY BENEFITS



PROSPERITY



HEALTH



ENVIRONMENT

Opportunities & Challenges



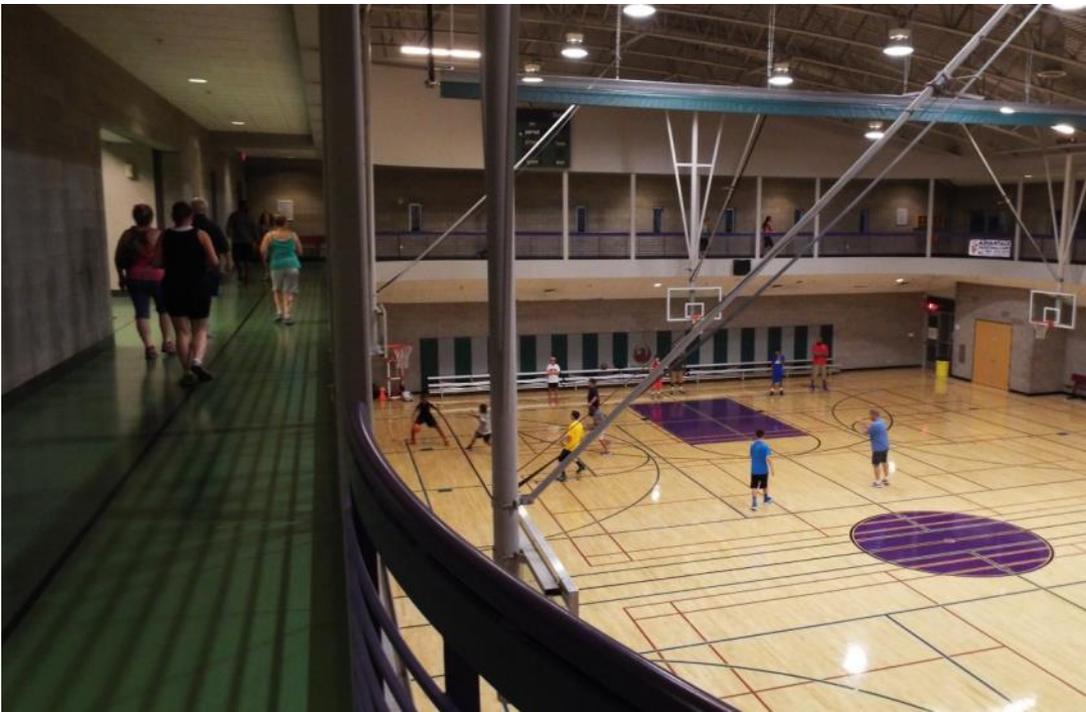
PROSPERITY



HEALTH

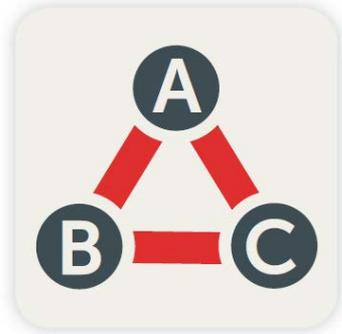


ENVIRONMENT



The Way Forward

5 CORE VALUES



Connect
People
and
Places



Strengthen
Our
Local
Economy



Celebrate
Our
Diverse
Communities
and
Neighborhoods



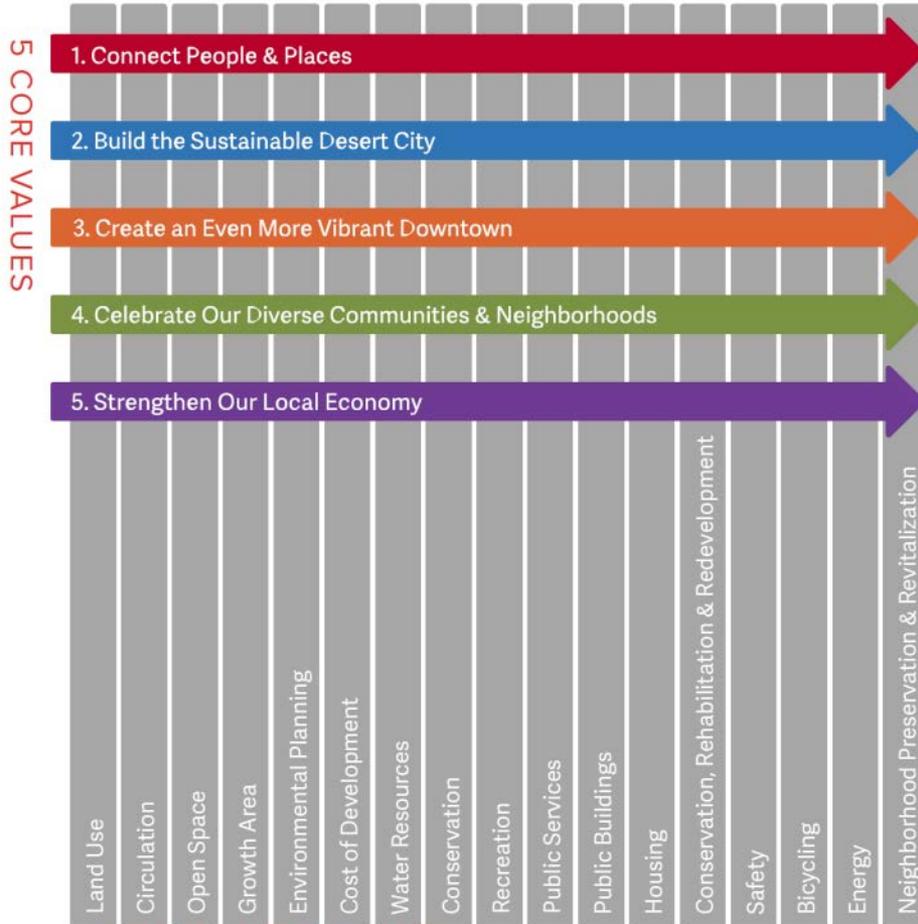
Build
the
Sustainable
Desert
City



Create
an
Even
More
Vibrant
Downtown

Clarity & Compliance

New General Plan



17 ARIZONA STATUTORY
REQUIRED ELEMENTS

Visual

Concise

< 200 pages

7 Strategic **TOOLS**



PLANS



CODES



OPERATIONS



FINANCING



PARTNERSHIPS



KNOWLEDGE



"I PLANPHX"

Bringing Everything Together



PARTNERSHIPS



"I PLANPHX"



PLANS



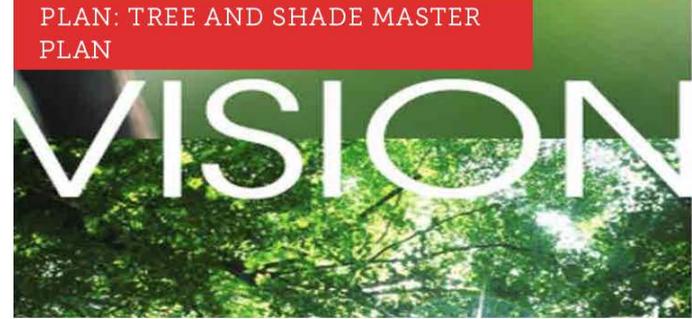
CODES



OPERATIONS



FINANCING





PART II

GROWTH, INFRASTRUCTURE & LAND USE

ACHIEVING THE VISION OF A CONNECTED OASIS WILL REQUIRE PHOENIX TO EMPLOY A STRATEGIC APPROACH WHEN PLANNING FOR GROWTH, INFRASTRUCTURE AND LAND USE. USING THE FIVE CORE VALUES THIS NEW STRATEGY BEGINS TO TAKE SHAPE.

Growth / Preservation

Core, Centers and Corridors

Infill Development

Transit Oriented Development

Downtown

Employers

Local and Small Business

Entrepreneurs and Emerging Enterprises

Manufacturing and Industrial Dev.

Unique Neighborhoods

Historic Districts

Natural Open Spaces

Redeveloped Brownfields

Infrastructure

Arts & Culture

Complete Streets

Bicycles

Public Transit

Parks and Recreation

Canals

Trails

Access and Functional Needs

Knowledge Infrastructure

Education and Training

Airports

Tourism

Police

Fire

Traffic Safety

Diverse Housing

Water

Energy

Waste

Infra**structure**



Street Grid







Sources of **Aggregate**

Land Use **Map Update**...



Areas of Preservation

Land Use Map Update...



Areas of Growth

Land Use Map Update...

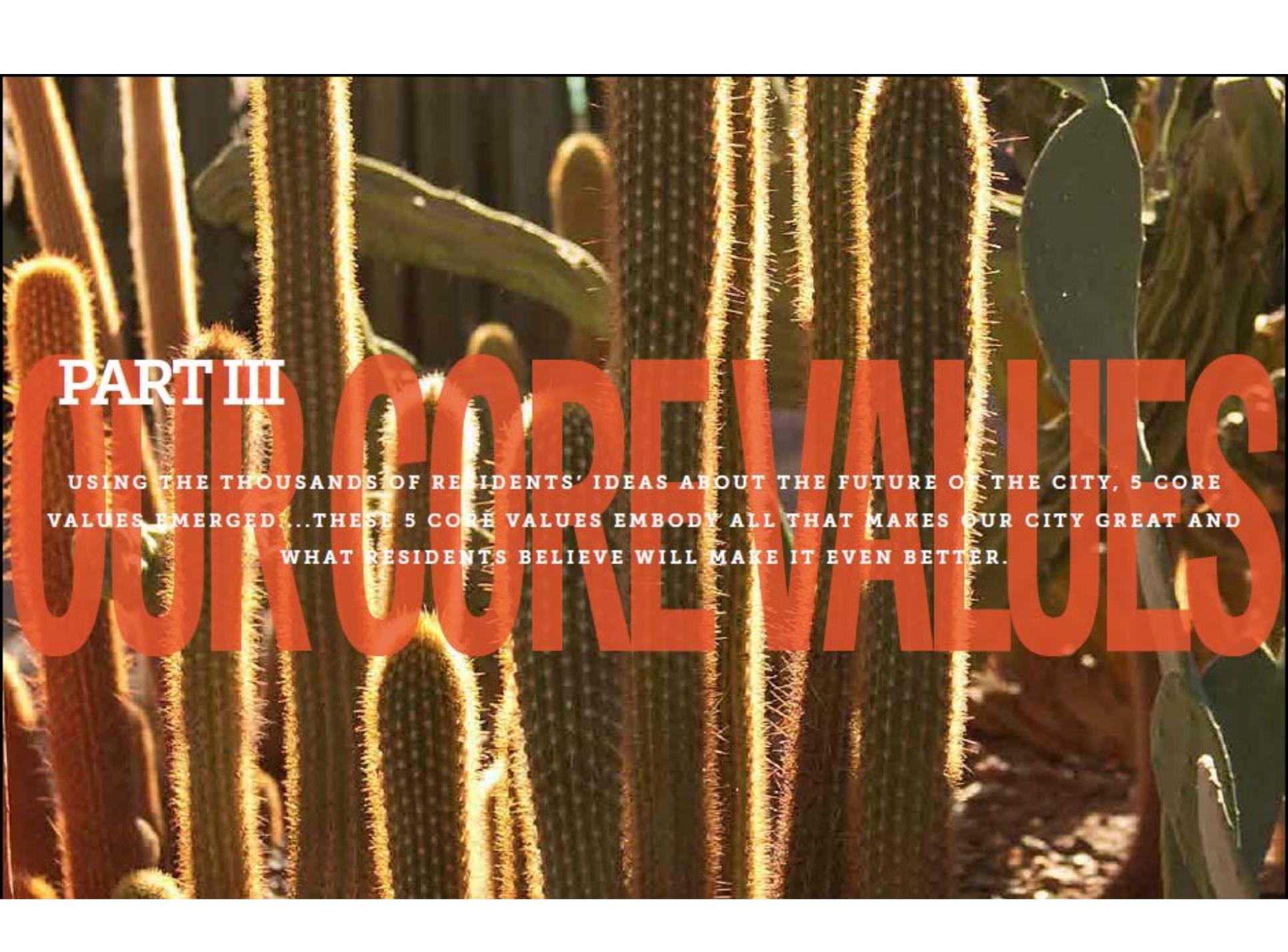


Centers

Land Use Map Update...



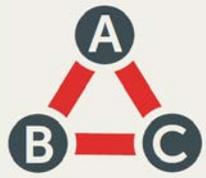
Corridors



PART III

USING THE THOUSANDS OF RESIDENTS' IDEAS ABOUT THE FUTURE OF THE CITY, 5 CORE VALUES EMERGED...THESE 5 CORE VALUES EMBODY ALL THAT MAKES OUR CITY GREAT AND WHAT RESIDENTS BELIEVE WILL MAKE IT EVEN BETTER.

OUR CORE VALUES



Connect People & Places

Growth / Preservation Areas

- Cores, Centers and Corridors
- Infill Development
- Transit Oriented Development

Infrastructure Areas

- Bicycles
- Public Transit
- Parks
- Canals / Trails
- Access & Functional Needs
- Knowledge





Strengthen Our **Local Economy**

Growth / Preservation Areas

- Job Creation (Employers)
- Local Small Business
- Entrepreneurs and Emerging Enterprises
- Manufacturing / Industrial Development

Infrastructure Areas

- Highly Skilled Workforce (Education / Training Facilities)
- Airports
- Tourism





Celebrate Our **Diverse** **Communities and Neighborhoods**

Growth / Preservation Areas

- Existing / Unique Neighborhoods
- Historic Districts

Infrastructure Areas

- Police
- Fire
- Traffic
- Recreation
- Affordable / Diverse Housing
- Neighborhood Services
- Arts and Culture





Build the Sustainable Desert City

Growth / Preservation Areas

- Desert Landscape
- Rivers, Washes and Waterways
- Redeveloped Brownfields

Infrastructure Areas

- Green Buildings
- Trees and Shade
- Healthy Food System
- Energy
- Waste
- Water





Create an Even More **Vibrant** **Downtown**

Growth / Preservation Areas

- History & Local Business
- Employers
- Surrounding Neighborhoods
- Opportunity Sites

Infrastructure Areas

- Housing
- Arts, Culture and Entertainment
- Transportation Infrastructure
- Open Space



Core Values Sections: 5 Parts

BICYCLES

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Develop the city's bike-way system into an accessible, efficient, connected, safe and functional network which promotes bicycling and quick access to any destination.

Establish a network of bicycle amenities at major destinations.

...and how we'll MEASURE SUCCESS

<p>INCREASE the number of miles of BICYCLE LANES by 20% by 2020.</p>	<p>INCREASE the rate of CHILDREN BIKING to school by 20% by 2020.</p>	<p>INCREASE the number of BIKE LOCKERS located in city facilities by 25% BY 2020.</p>
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Land Use and Design Principles

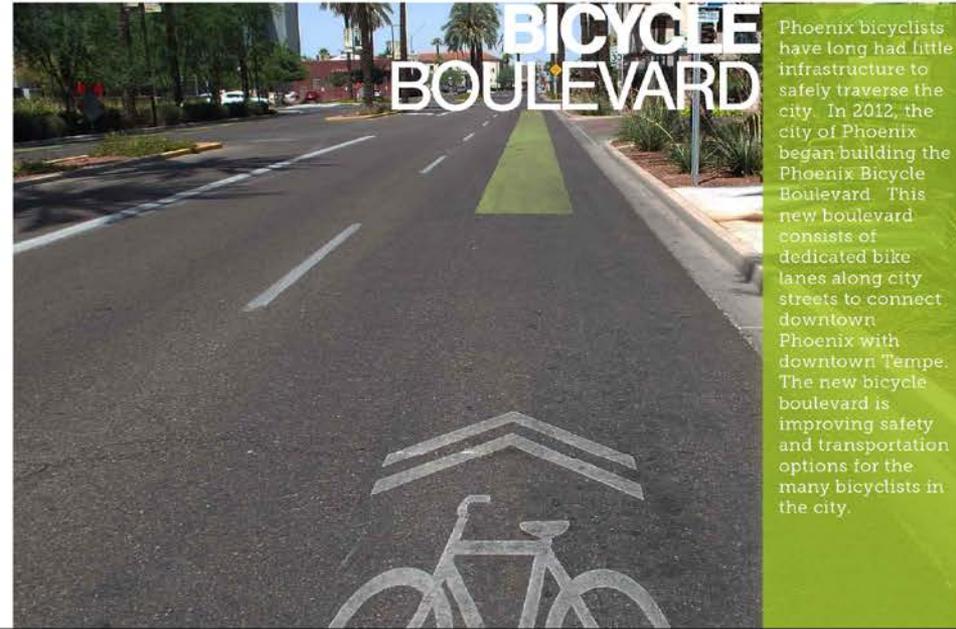
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Policy Documents and Maps

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Tools: Policies and Actions

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Goals: What do we want?

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Benchmark: How we will measure success

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Land Use and Design: How should the city take shape to address goal?

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Tools: What will we do together to achieve the goal?

Connect People and Places

Core Values

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Spotlights: Where are those places that are already helping us achieve the goal?

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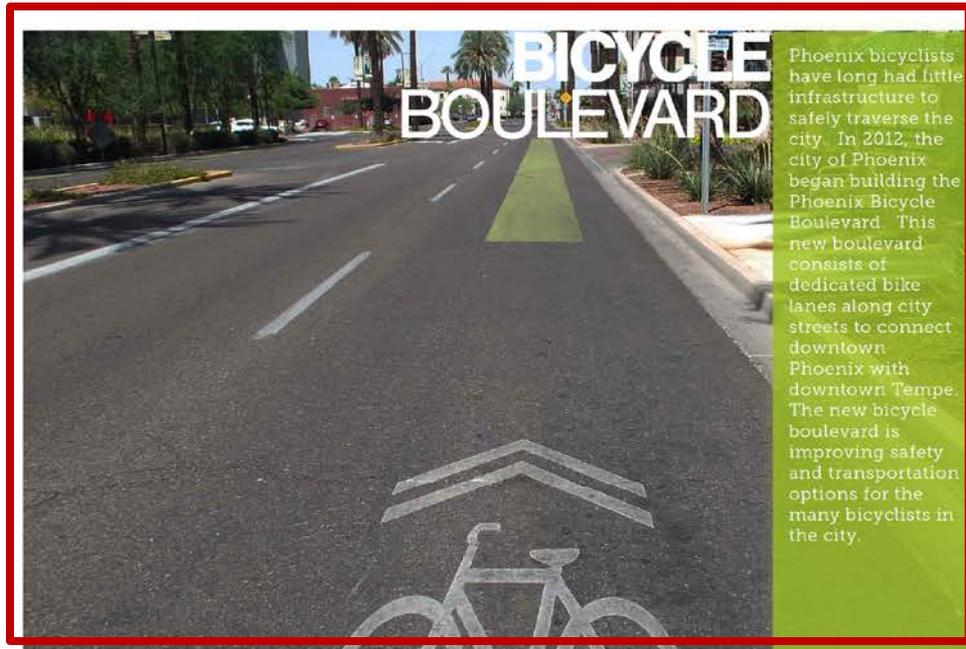
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CONNECTED NEIGHBORHOODS

Connectivity within neighborhoods, to transportation options, public spaces and facilities has many benefits. Research has showed that connectivity is associated with more walking, less driving, better physical fitness and fewer per capita carbon emissions. For example access to different transportation options impacts almost every aspect of our lives, including the economy, the environment, overall health.

Ensure connectivity to resources and services for neighborhoods and communities.

Ensure a cohesive, connected community through adequate venues for community interaction, community building activities and events, and the sharing of information about community issues and services

...and how we'll
MEASURE SUCCESS

A minimum of **1 library branch** per every **70,00 residents**

A minimum of **70%** of all housing units will be within **one-quarter mile** of a transit stop and a minimum of **90%** will be within **one half mile**.

Land Use and Design Principles

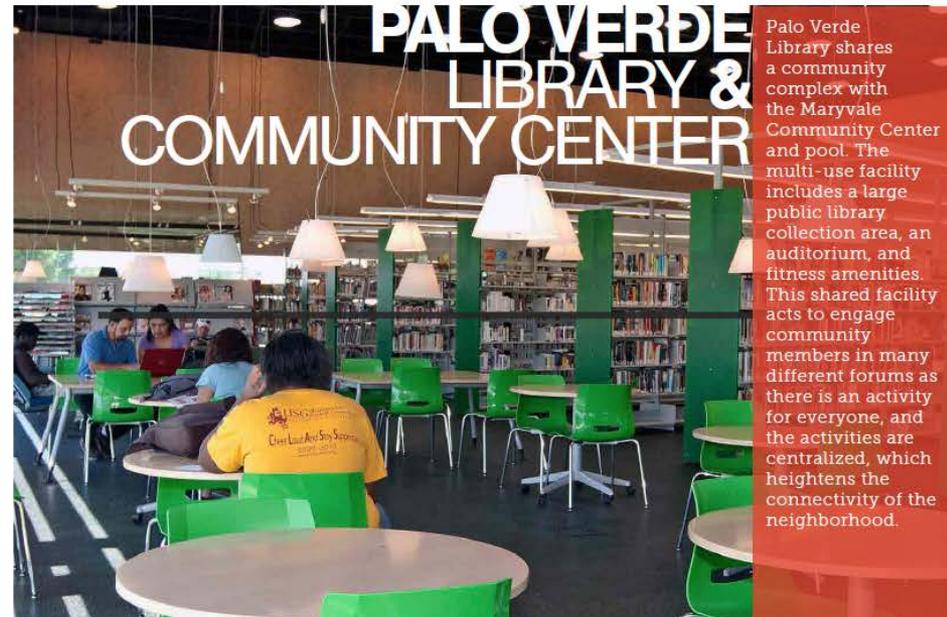
- LAND USE** Locate neighborhood retail to be easily accessible to neighborhoods.
- LAND USE** Provide neighborhood-based social services (senior centers, Head Start Programs, job training, counseling) appropriate to the area's needs in convenient facilities compatible in scale and character with the surrounding neighborhood.
- DESIGN** Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian access to transit stops, schools and other neighborhood amenities.

Policy Documents and Maps

- [Bicycle Master Plan Draft Report](#)
- [Libraries and Library Service Areas Map](#)
- [Community Centers Maps](#)

Tools: Policies and Actions

- CODES** Research updating the subdivision ordinance to eliminate barriers to connectivity.
- OPERATIONS** Utilize public transit routes on all major streets to link neighborhood residents with employment, shopping and services.
- OPERATIONS** Encourage the use of elementary schools as special-purpose community activity centers for the surrounding residential areas. Where feasible, encourage city-sponsored activities at elementary schools, to promote afterhours use by all area residents.
- OPERATIONS** Continue to provide access to information regarding community issues, programs, services and activities that is available to non-English speaking residents.
- PARTNERSHIPS** Provide a branch library to serve neighborhood residents within each village.
- KNOWLEDGE** Ensure that connectivity and circulation are maintained/enhanced for all modes of transportation for any and all city related applications.



SAFE NEIGHBORHOODS - POLICE

All residents want to live in a community that is safe and crime free. Residents want to work in concert with the Police Department to improve and enact long-term crime prevention strategies for their community.

The Goal

Ensure our community is *safe for all* residents to enjoy.

...and how we'll
MEASURE SUCCESS

Answer 911 calls within 10 seconds, **90 PERCENT** of the time.

Implement data-driven **STRATEGIES** to impact crime. **ASSESS THEIR EFFECTIVENESS** each month, and adjust as appropriate.

Increase **PARTNERSHIPS** with public and private entities to focus on **DECREASING CRIME/PUBLIC DISORDER**.

The Estrella Mountain Precinct officially opened its doors in 2009. The Precinct is a 25,000 square foot state-of-the-art facility that houses just over 200 officers. The Precinct is responsible for approximately 69 square miles of the city of Phoenix. Within the precinct, there are Community Action Officers, Neighborhood Enforcement Teams, School Resource Officers, Field Training Officers, Property Crimes Detectives, Family Investigation Detectives, Auto Theft Detectives, and 151 first responders to assist with calls to Crime Stop, 911 or other neighborhood concerns.



Land Use and Design Principles

- LAND USE** Locate police, fire and paramedic facilities to provide efficient emergency service to neighborhood residents.
- DESIGN** Incorporate Crime Prevention Through Environmental Design (CPTED) guidelines, into site plan and design guidelines as appropriate.
- DESIGN** Provide for adequate emergency vehicle access within neighborhoods.

Policy Documents and Maps

- [Phoenix Police Department Strategic Plan](#)
- [Policing with Purpose community flyer](#)
- [Police Stations and Precincts Map](#)

Tools: Policies and Actions

- OPERATIONS** Perform ongoing data collection, evaluation, and monitoring of crime and other service indicators to track trends and identify emerging community safety needs.
- FINANCING** Upgrade and/or acquire new technology to enhance police service delivery as funding permits.
- PARTNERSHIPS** Develop partnerships with local agencies, nonprofit organizations, the business community, faith-based groups, schools, and residents to implement the strategies and programs recommended in Police Department Strategic Plan.
- KNOWLEDGE** Educate the public and the media about the Police Department Strategic Plan, its implementation, and successful programs and strategies.
- KNOWLEDGE** Advance Community Policing Practices and outreach efforts to improve safety and enhance quality of life throughout the city.
- KNOWLEDGE** Adopt a strategic plan with a comprehensive, balanced approach that includes strategies focused on crime prevention, suppression and enforcement, community outreach and trust building, accountability, and technology enhancement.

TREES AND SHADE

Investment in trees and shade is one of the best things Phoenix can do to improve the city's overall health, prosperity and environment. By integrating trees and shade into the built environment issues such as storm water management and the urban heat island can be addressed.

Create a network of **trees and shade** that integrate with the built environment to **conserve ecosystem functions** and provide associated benefits to residents.

...and how we'll
MEASURE SUCCESS

PROVIDE 25% Average
TREE CANOPY
Coverage by 2025 #

Land Use and Design Principles

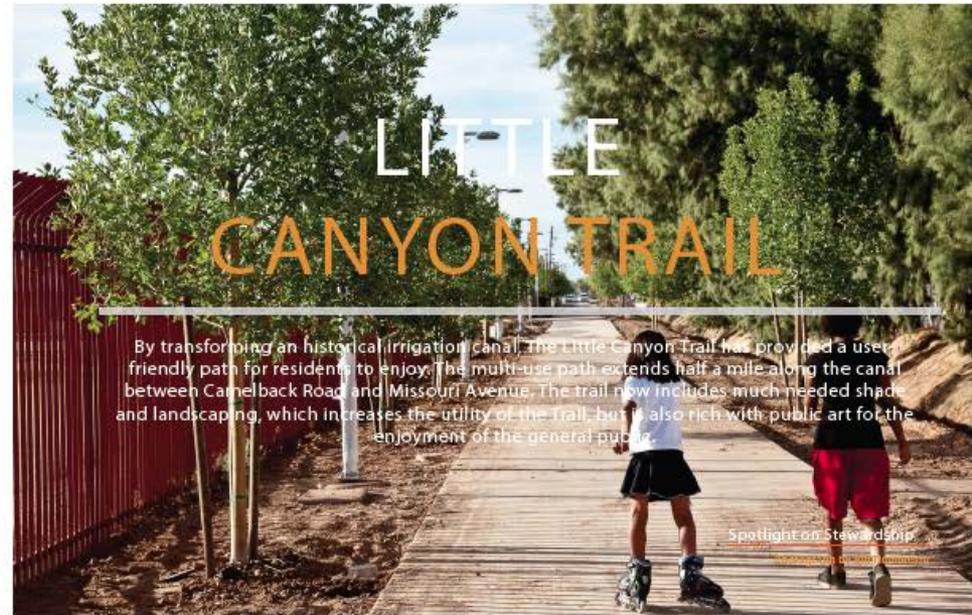
- DESIGN Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix.
- DESIGN Plant drought tolerant vegetation and preserve existing mature trees for new development and redevelopment.
- DESIGN New development should minimize surface parking areas and provide an abundance of shade through either trees or structures on any planned parking areas.

Policy Documents and Maps

- Downtown Code Sustainability Matrix
- Tree and Shade Masterplan

Tools: Policies and Actions

- PLANS Conduct a baseline tree inventory that will assess canopy coverage for the entire city.
- PLANS Study and explore options to increase shade canopy, by developing street design standards to increase the number of trees planted along all public streets and minimize or mitigate the impacts of expansive paving.
- CODES Develop and establish a comprehensive tree, shade and landscape ordinance.
- OPERATIONS Establish an Urban Forest Infrastructure Team to oversee implementation of the Master Plan.
- FINANCING Research and develop additional sources of revenue for the care and maintenance of the urban forest.
- KNOWLEDGE Establish partnerships and outreach programs to raise awareness about the benefits of the urban forest.



MANUFACTURING / INDUSTRIAL DEVELOPMENT

Manufacturing is an important part of Phoenix's economy. As Phoenix continue to experience residential growth, some pressures can be placed on existing or planned manufacturing facilities and other industrial development. Protecting our existing manufacturing and industrial base is important part of ensuring Phoenix has a well rounded economy and diverse set of employment opportunities.

Protect and strengthen Phoenix's industrial sector, with a focus on Phoenix's Manufacturing Base.

...and how we'll
MEASURE SUCCESS

Demonstrate a **10% INCREASE** in new businesses in our **INDUSTRIAL BASE BUSINESS DISTRICTS** by 2020.

Demonstrate a **5% INCREASE** in **INDUSTRIAL BASE EMPLOYMENT** by 2020.

Demonstrate an **INCREASE** in new **MANUFACTURING/FLEX BUILDING INVENTORY** by **20 MILLION SQ FT** by 2020.

Land Use and Design Principles

- LAND USE** Discourage the location of incompatible uses near base industrial clusters.
- LAND USE** Support the expansion of industrial zoning in targeted industrial areas.
- DESIGN** Design industrial sites to be well screened from adjacent sensitive land uses such as residential.

Policy Documents and Maps

- [Major Employment Zones](#)
- [General Plan Land Use: Industrial and Commerce Park](#)

Tools: Policies and Actions

- OPERATIONS** Support local and regional associations related to the industrial trade.
- PARTNERSHIPS** Coordinate with local and regional industrial trade networks and associations to support their business operations.
- PARTNERSHIPS** Coordinate with universities, community colleges, the Phoenix Workforce Connection Board and other community stakeholders to align research, workforce development and recourses to support industrial base sectors.
- PARTNERSHIPS** Support co-workspace facility for industrial trades.
- PARTNERSHIPS** Coordinate with the Village Planning Committees to identify the locations of industrial clusters within their villages.
- PARTNERSHIPS** Coordinate with our regional partners to ensure all the region's industrial clusters are appropriately protected and supported.
- KNOWLEDGE** Educate residents about the economic impact of our industrial base.



**SUPERLITE
BLOCK**

Since opening their doors for business in 1944 at Phoenix, AZ Superlite (which would later become Oldcastle Superlite), has maintained a strong employee and customer centric culture. Phoenix based Oldcastle Superlite plants employ the majority of the company's base at 200 employees of the total 280, demonstrating strong Phoenix roots. As part of this, Oldcastle Superlite has always been known as a company to partner with the community, willing to work philanthropically. Other highlights include that the company sources its raw materials locally, and produces systems, products and solutions that are built around sustainability and long term durability. Many of Oldcastle Superlite's projects are also LEED certified, and of the thousands of projects that are completed annually, all are warranted. Old Castle Superlite has provided quality results in Phoenix for decades, and has pioneered many of the finest products the industry has to offer, while maintaining its connections to the community.

REDEVELOPED BROWNFIELDS

Brownfields are vacant or underutilized plots of land often thought to be unusable due to contamination. These properties are an untapped economic resource that when redeveloped, will stimulate the local economy and environment. Brownfields are a resource and a liability for the city. They are a resource because their redevelopment contributes to the elimination of blighted property, creation of jobs, and generation of tax revenues. Brownfields are liability because they pose a risk to public health, waste expensive infrastructure and have unknown environmental conditions and liability.

The Goal

Commit to brownfield **cleanup** and **redevelopment**

...and how we'll
MEASURE SUCCESS

INCREASING the percentage of
development on
BROWNFIELD SITES



Developing an **INVENTORY** of
BROWNFIELD SITES

Land Use and Design Principles

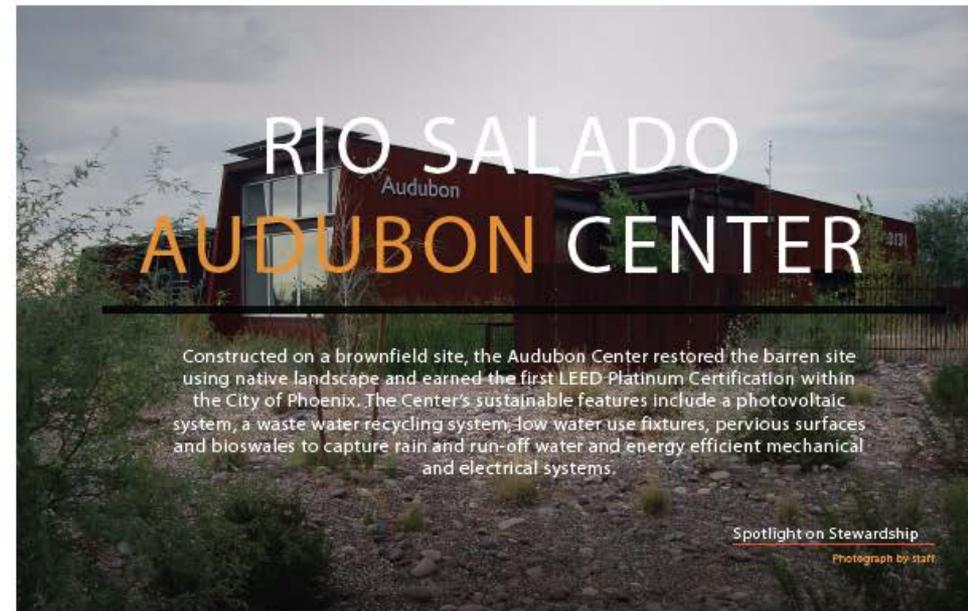
- LAND USE** Promote new development located on infill, previously developed, brownfield, and greyfield sites.
- LAND USE** Recommend land-use actions that promote restoration and more efficient use of brownfields within Phoenix.
- DESIGN** Restore brownfields sites with uses that support the character and vision of the surrounding area.

Policy Documents and Maps

- Del Rio Area Brownfields Plan
- Brownfield Redevelopment Guidebook, A comprehensive resource for local governments pursuing brownfield redevelopment

Tools: Policies and Actions

- PLANS** Create general guidelines for identifying and redeveloping brownfield areas.
- PLANS** Continue to implement and pursue funding for the Del Rio Area Brownfields Plan
- OPERATIONS** Utilize the city's existing Brownfields Land Recycling Program by creating more incentives to encourage the private sector to reuse brownfields.
- FINANCING** Defray the costs of new infrastructure by pursuing Brownfield Assessment and cleanup funding (grants, revolving loans, tax credits, and supplemental funding) through the EPA, State, and other environmental agencies.
- FINANCING** Increase funding for development of a city-wide brownfields inventory.
- PARTNERSHIPS** Collaborate with state and federal authorities to advance brownfield cleanup and redevelopment.



Constructed on a brownfield site, the Audubon Center restored the barren site using native landscape and earned the first LEED Platinum Certification within the City of Phoenix. The Center's sustainable features include a photovoltaic system, a waste water recycling system, low water use fixtures, pervious surfaces and bioswales to capture rain and run-off water and energy efficient mechanical and electrical systems.

Spotlight on Stewardship

Photograph by staff

PARKS

The Phoenix Parks and Recreation system offers a unique experience for Phoenix residents, and visitors through a varied and extensive collection of recreational facilities. The system is home to a range of facilities from small pocket parks and neighborhood community centers, to large regional parks and sports facilities. During the community outreach portion of this project, Phoenix community members responded that parks are the number one asset they treasure in Phoenix. It is important to build off past successes and improve and expand the system for generations to come.

Provide a world class park system where every resident has a high level of access to a variety of recreational options that support a healthy lifestyle.

...and how we'll MEASURE SUCCESS

A minimum of **90% OF RESIDENTS** live **WITHIN 5 MILES** of a **DISTRICT PARK**, **1.5 miles** of a **COMMUNITY PARK** and **0.5 miles** of a **NEIGHBORHOOD PARK**.

ADD a minimum of five new recreational amenities to existing parks each year.

RENOVATE a minimum of five recreational amenities each year.

Land Use and Design Principles

- LAND USE** Continue to provide adjacent park/school facilities that are highly effective in meeting the overall educational and recreational needs of the community, while not limiting park access to the general public while school is in session.
- DESIGN** Plan and design municipal swimming pools for the recreational needs of the community at large.
- DESIGN** Adopt design guidelines for new public spaces and improvements to existing facilities to strengthen environmental benefits and provide visitor amenities.

Policy Documents and Maps

- [Parks and Recreation Service Area and Sites](#)
- [Map of Parks and Recreation sites](#)

Tools: Policies and Actions

- PLANS** Maintain a five year Capital Improvement Plan to identify future park development and redevelopment.
- PLANS** Develop and as necessary update master plans for signature parks.
- PLANS** Evaluate the need for retaining park facilities in areas that have lost their residential base.
- OPERATIONS** Provide a diverse and broad range of recreation programs and services. Offer services based on the demonstrated need of the community at large, public interest, and responsible fiscal management of public resources.
- FINANCING** Utilize redevelopment opportunities to acquire parks and open space in developed areas.
- FINANCING** Renovate and maintain older parks according to current community needs and department standards.
- FINANCING** Explore alternative funding mechanisms to finance new parks and community centers in Growth Areas of the city.
- PARTNERSHIPS** Pursue public / private partnerships to convert vacant or underutilized spaces to playgrounds or other public spaces.



Parks and sporting events are important meeting places for people to connect with each other and gain a sense of community. Desert West Park and Sports Complex at 6602 W. Encanto Blvd in the Maryvale Village is host to many activities and amenities that are geared to appeal and connect everyone, including families and competitive leagues. Playgrounds, a skateboard plaza, sports courts and fields, an urban lake and meeting places comprise the space.



PART IV

IMPLEMENTATION

Perhaps the most important part of the General Plan is how we will work together to make it happen. Part IV outlines our commitment to keeping the process going and discusses next steps.

This is just the **BEGINNING**

Individual Village Plans that address:

- Character
- Assets / Challenges
- Benchmarks
- Tools
- Land Use & Design
- Land Use Map



Important **DATES**

September

- Draft General Plan Circulated

October

- VPC review

November

- PlanPHX Summit

December

- Planning Commission Public Hearings
- VPC Votes

Important DATES

January

- Planning Commission Action

February

- City Council Public Hearing

March

- City Council Action on:
 - Referral to Ballot
 - Ballot Language

August

- Public votes on General Plan



SAVE THE DATE!

plan **PHX**
SUMMIT

the general plan update

...at the Phoenix Convention Center, North Ballroom

NOV
15
2014

10 a.m. – 2p.m.

Phoenix Convention Center, North Ballroom

To Do List before **November Meeting**

- Help spread the word!**
 - Draft General Plan
 - PlanPHX Summit
- Identify areas to focus on in General Plan**
 - E-mail planner within two weeks