

GENERAL PLAN PUBLIC HEARING DRAFT

Released 12/06/2010

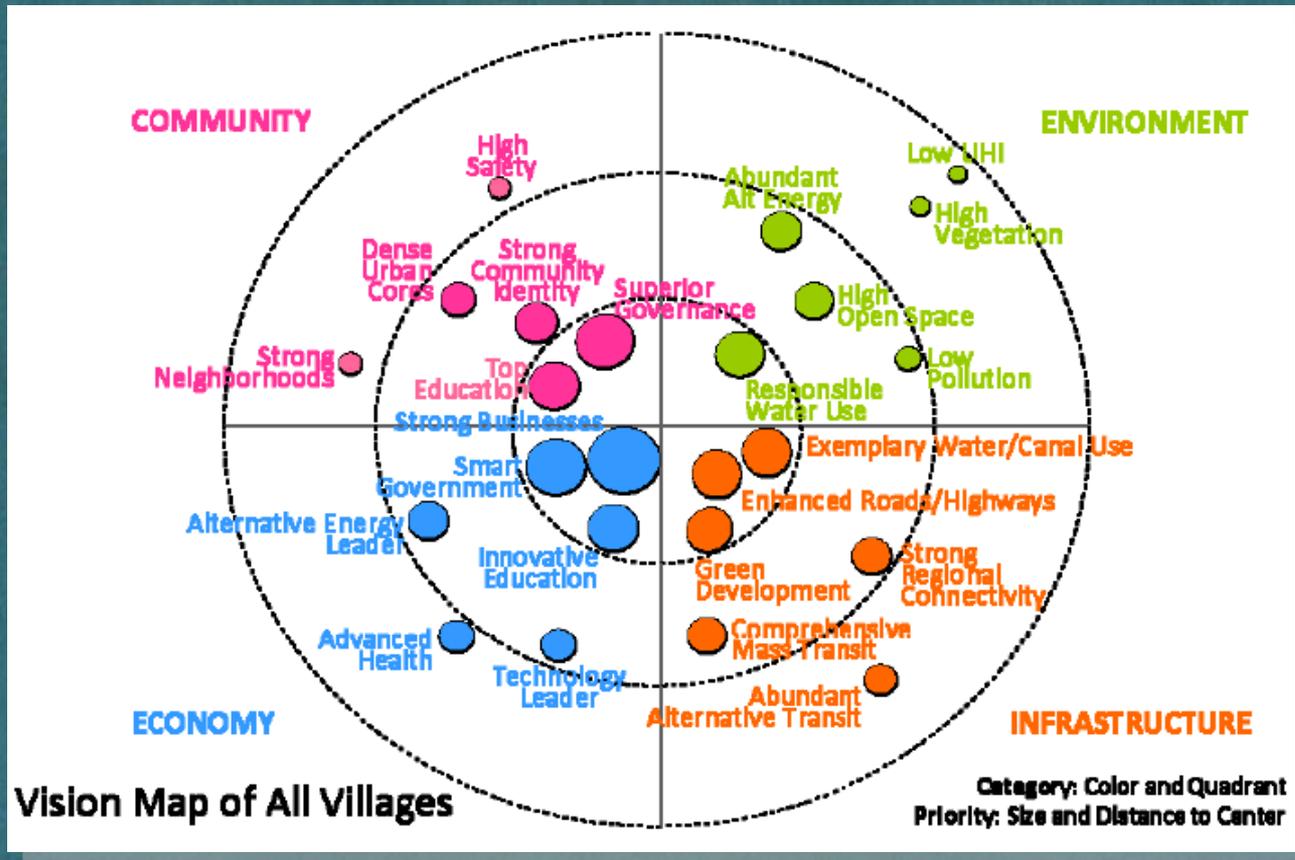
INCLUDES –

- Vision
- Current State
- Scenarios
- Strategies
- Transition Matrix
- Implementation
- Readoption of Existing General Plan Elements



GENERAL PLAN PUBLIC HEARING DRAFT

Vision – Describes results of visioning workshops, and includes the top 6 vision statements for each of the 4 focus areas.



COMMUNITY PRIORITIES

COMMUNITY

- Superior Governance
- Excellent/Top Education
- Strong Community Identity
- Excellent Public Health
- High Safety
- Strong Neighborhoods

ECONOMY

- Strong Businesses
- Smart Government
- Innovative Education
- Leading Innovation/Technology
- Leading Renewable Energy
- Advanced Health Services

ENVIRONMENT

- Responsible Water Usage
- Abundant Renewable Energy
- High Open Space
- Low Pollution
- High Vegetation
- Low Urban Heat Island

INFRASTRUCTURE

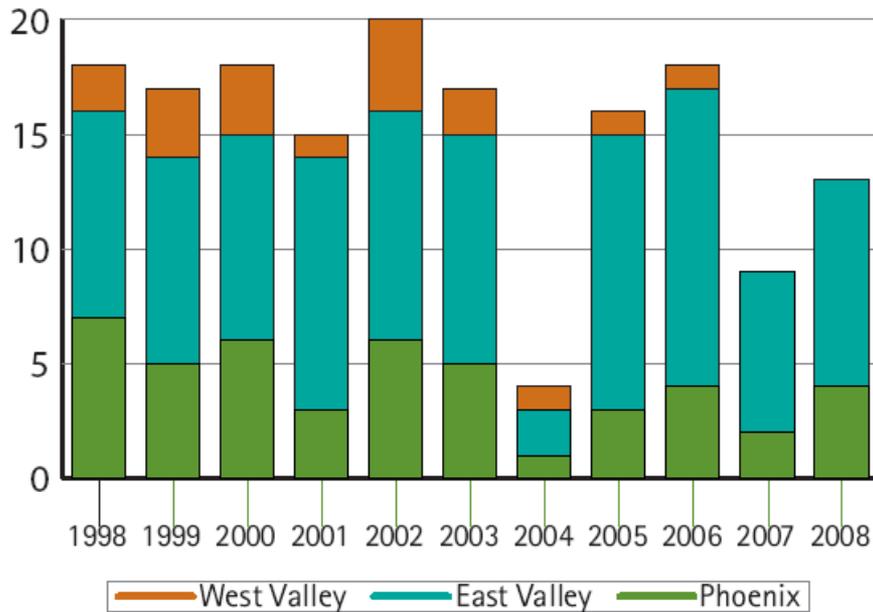
- Strong Multi-modal Regional Connectivity
- Green Buildings
- Enhanced Canals
- Comprehensive Public Transit
- Vibrant Urban Form
- Abundant Non-Motorized Modes of Transportation



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Current State – Establishes community indicators that relate to the vision statements in order to track progress

Total Ozone Exceedances in Maricopa County



Source: Environmental Protection Agency.





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Scenarios – Describes possible future scenarios, if no action is taken

SELECTED SCENARIOS: TWO POSSIBLE WORLDS

Phoenix Behind the Times

- Thriving Businesses, Struggling Workers
- Federal Government Mandates Sustainability
- Car-dependency, Persistent "Brown Cloud"
- Unique, Denser Village Cores, Inter-village Tension

Business

Governance

Mobility

Urban Cores

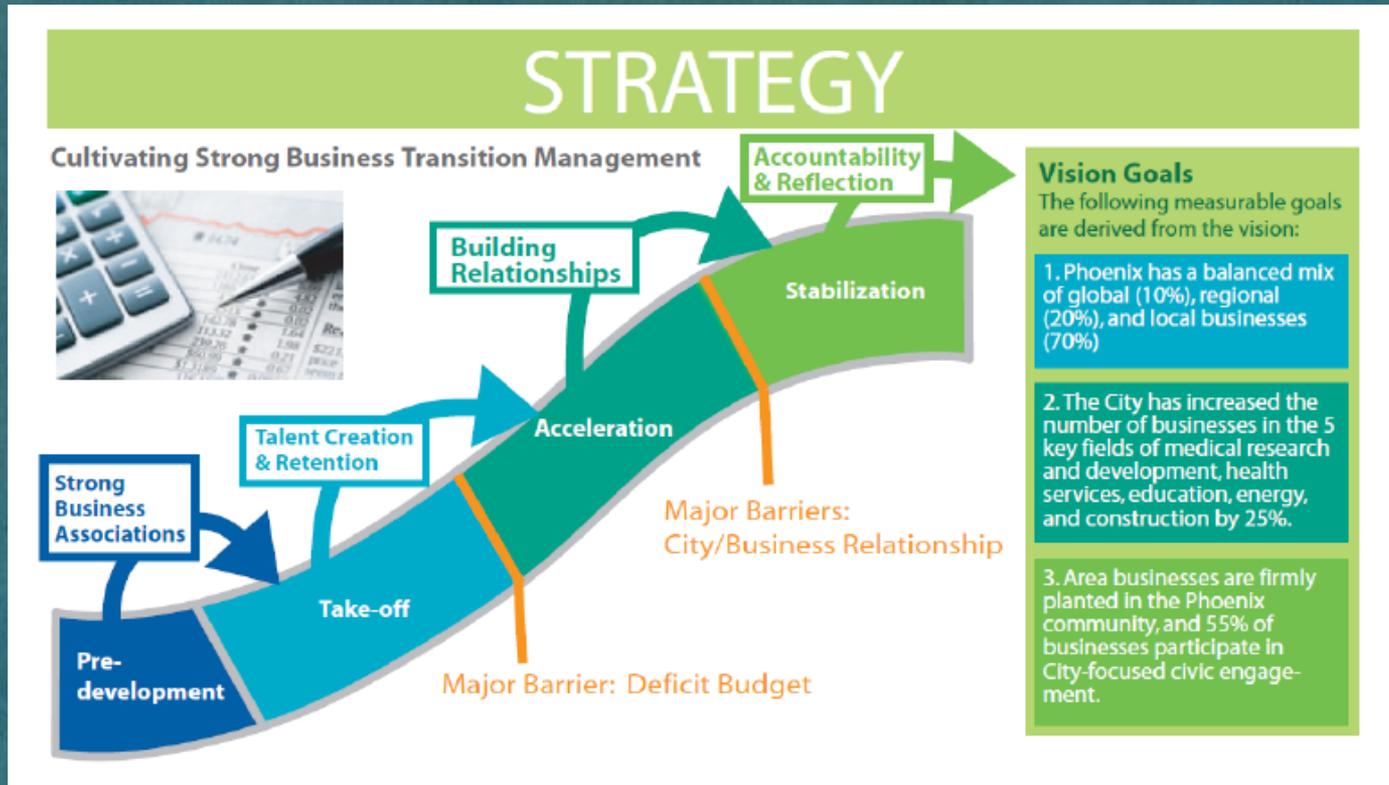
Phoenix Overwhelmed

- Struggling Businesses, Struggling Workers
- Lack of Services, Lack of Sustainability
- Car-dependency, Persistent "Brown Cloud"
- Continued Sprawl, Less Desert Beauty



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Strategies – Provides an example strategy and guide for developing additional strategies, including assessing level of effort and possible barrier to change





PHOENIX GENERAL PLAN UPDATE

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Transition Matrix – Compares existing goals and policies with vision statements and identifies gaps

Domain	Ranking	Value	Cluster	Statements	Aspects	Existing GP Goals	Existing GP Policies
Community	1	Superior	Governance	<p>Phoenix is the leader in open governance</p> <p>Diversity in the community and government, less segregation</p> <p>Phoenix is leader in community involvement</p> <p>One-stop social services</p> <p>Pro-active government</p> <p>More recycling - required</p> <p>Knowing neighbors is a priority (strong community involvement, GAIN, city support of block watch)</p> <p>Promote/reward volunteerism (i.e., time volunteer take off college tuition)</p> <p>Prop 207 is repealed</p> <p>100% voter turnout for elections</p>	<p>Public engagement</p> <p>Coordination across departments</p> <p>Sustainability governance</p> <p>Citizen satisfaction with city performance</p>	<p>NH-3</p> <p>PB-8, PB-3; PB-9; 1; PF-6</p> <p>PF-4; PF-5</p>	<p>NH-2.15</p> <p>NH-3.3, SF-7.8, PB-3.1, PB-3.2, PB-3.5, PB-9.1, PB-9.2, PB-9.3, PB-9.4, PF-1.1, PF-1.9, PF-2.1, PF-4.1, PF-6.1</p> <p>PF-1.1, PF-1.5, PF-1.6, PF-1.7, PF-1.8, PF-1.9, PF-4.2, PF-4.3, PF-4.4, PF-4.5, PF-5.5, PF-5.6, PF-5.7</p>
	2	Excellent/Top	Education	<p>Phoenix is top 3 nationally in education</p> <p>Phoenix is mecca of medical research, technology, and education</p> <p>High level of educational opportunities (especially downtown)</p> <p>Bright young teachers</p> <p>Education is top priority in decision making</p> <p>Phoenix has the most sought after educational programs in physics and electrical engineering</p> <p>Have abundance of top tier education facilities</p> <p>Smithsonian style museums are located along Jefferson and Washington between Downtown and the Capitol complex</p> <p>High number of college graduates</p> <p>Phoenix has strong parenting programs</p> <p>Elite university system (stronger degrees)</p> <p>High community participation and volunteerism fostered by the education system</p>	<p>Highschool graduation rate and postsecondary readiness</p> <p>Equity of funding</p> <p>Diversity of educational opportunities</p>	<p>PB-6</p>	<p>PB-6.1, PB-6.6, PB-6.7.A</p> <p>PB-6.4, PB-6.5</p>
	3	Strong	Community Identity	<p>Historical Heritage/Culture Embraced</p> <p>Phoenix Embraces its Multi-Cultural and Multi-Ethnic Identity</p> <p>Older Communities Revitalized</p> <p>Arts is Part of the Culture for all Segments of the Population</p> <p>More village identification signs on freeways and major arterials</p> <p>Greater urban core identity- signage, lighting, branding, policies</p> <p>Cohesive/regional identity for metro Phoenix</p> <p>Preserve physical history (anti-demolition regulations)</p> <p>Arts is part of the culture for all segments of the population</p> <p>We are vibrant mix of new and old historic residential and commercial buildings</p> <p>Vibrant communities - utilize parks as meeting places (restaurants/coffee houses, shops in parks)</p> <p>Phoenix is a world class supporter of the arts</p> <p>Phoenix has an iconic structure (i.e. the St. Louis Arch)</p> <p>Intergenerational communities with support systems</p> <p>Retail fosters community and creates places to gather</p> <p>Phoenix acknowledges its Southwestern identity</p> <p>More public artwork on streets</p> <p>There are genuine cultural districts throughout the city (i.e. Little Italy)</p>	<p>Socio-cultural identity</p> <p>Historic preservation</p> <p>Community services</p>	<p>LU-12, NH-1, CR-1</p> <p>PB-4; SF-1; SF-3; SF-4; SF-6; SF-8; SF-9</p>	<p>LU-12.1 LU-12.2, NH-1.23, NH-1.25, NH-4.2, NH-4.4</p> <p>NH-1.2, CR-1.1, CR-1.2, CR-1.2.E, CR-1.3, CR-1.4, CR-1.5</p> <p>NH-1.5, PB-4.1, PB-4.2, PB-4.3, PB-4.4, PB-4.5, PB-4.6, SF-3.1, SF-3.2, SF-3.3, SF-3.4, SF-3.5, SF-3.6, SF-3.7, SF-3.8, SF-4.1, SF-4.2, SF-4.3, SF-4.4, SF-4.5, SF-6.1, SF-6.2, SF-6.3, SF-6.4; SF-8.1, SF-8.2, SF-9.1, SF-9.2, SF-9.3, SF-9.4, SF-9.5, SF-9.6</p>



GENERAL PLAN PUBLIC HEARING DRAFT

Implementation – Sets forth major tasks for the second phase of the General Plan Update

PUBLIC ENGAGEMENT –

- Conduct a broad-based and inclusive public engagement process to further define the each of the 24 vision statements.
- Identify missing community indicators to appropriately support the associated vision statements.
- Establish a citizen advisory committee (CAC) for each of the four focus areas – Community, Economy, Environment and Infrastructure.
- Review with the CAC existing goals and develop new goals where gaps have been identified.
- Review with the CAC existing policies and convert them into strategies. Develop new strategies where gaps have been identified.



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DATA COLLECTION & MAPPING –

- Update existing land use data.
- Update census data and prepare analysis including, but not limited to, population, employment, housing and transportation.
- Update transportation statistics, including condition and operational characteristics
- Update inventory of city facilities, including buildings, roads, water and sewer infrastructure, solid waste, trails, parks and preserves.



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RESEARCH & ANALYSIS –

- Coordinate outcomes from the *Central Phoenix Transportation Framework Study* (MAG) and incorporate as appropriate.
- Coordinate outcomes from the *Sustainable Transportation and Land Use Integration Study* (MAG) and incorporate as appropriate.
- Research and analyze alternative urban form models.
- Research and analyze alternative renewable energy technologies



GENERAL PLAN PUBLIC HEARING DRAFT

Implementation – Sets forth major tasks for the second phase of the General Plan Update

POLICY DEVELOPMENT & COORDINATION –

- Coordinate all capital improvement programs and develop criteria for determining consistency with the General Plan
- Develop policy for enhanced community engagement
- Develop policy for the Community focus area
- Develop policy for the Economy focus area
- Develop policy for the Environment focus area
- Develop policy for the Infrastructure focus area



GENERAL PLAN PUBLIC HEARING DRAFT

Existing Elements – Readopts existing goals and policies

- Growth
- Land Use
- Cost of Development
- Circulation
- Bicycling
- Housing
- Neighborhood
- Conservation, Rehabilitation & Redevelopment
- Environmental Planning
- Natural Resources Conservation and Energy
- Open Space
- Recreation
- Water Resources
- Public Buildings
- Public Services & Facilities
- Safety



UPCOMING ACTIVITIES:

<u>Village Planning Committee</u>	<u>Dates</u>
Ahwatukee Foothills	1/24/2011
Alhambra	1/25/2011
Camelback East	2/01/2011
Central City	2/14/2011
Deer Valley	2/17/2011
Desert View	2/01/2011
Encanto	1/10/2011
Estrella	1/18/2011
Laveen	1/10/2011
Maryvale	1/11/2011
North Gateway	1/13/2011
North Mountain	1/19/2011
Paradise Valley	2/07/2011
Rio Vista	1/24/2011
South Mountain	1/11/2011



UPCOMING ACTIVITIES:

PUBLIC HEARINGS

PLANNING COMMISSION

02/9 and 02/23/2011

CITY COUNCIL

03/2/2011

SET THE ELECTION

04/06/2011

HOLD THE ELECTION

08/30/2011



ACTIVITIES TO DATE:

04/21/09 - Presentation to City Council Policy Session

05/05/09 – Presentation to Department Head meeting

07/01/09 – Approval by City Council of Public Participation Plan

07 - 08/2009 - Developed new web page

08/24/09 - Joint meeting with the Planning, Environmental Quality, and Housing & Neighborhoods Committee

09/02/09 - Created planPHX list serve

09/09 - GP Overview presentation to Village Planning Committees

10/08/09 - Briefing to CC TIS Subcommittee

10/09 - Conducted first series of visioning workshops at the villages

11/17/09 – Presentation to City Council Policy Session

11/09 - Conducted second series of visioning workshops at the villages

12/15/09 - Initiated collaboration with ASU



ACTIVITIES TO DATE:

01/12/10 - Presented to Phoenix AIA

02/18/10 – Meeting with Environmental Quality Commission

03/06/10 – Community-wide Visioning Workshop

05/20/10 - Meeting with Environmental Quality Commission

06/28/10 - CEDA presentation

07/15/10 - Meeting with Environmental Quality Commission

09/02/10 - Briefing to CC TIS Subcommittee

09/23/10 - Meeting with Environmental Quality Commission

09/27/10 - CEDA presentation

12/06/10 - Release of public hearing draft for 60-day review



REVIEW THE PUBLIC HEARING DRAFT AT:
www.phoenix.gov/planphx
and click on the “What’s New” tab