



planPHX

2025 GENERAL PLAN

City Council Adopted

April 17, 2024



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LAND ACKNOWLEDGEMENT STATEMENT

The City of Phoenix acknowledges that Phoenix is located within the homeland of the O’odham and Piipaash peoples and their ancestors, who have inhabited this landscape from time immemorial to present day. The landscape is sacred and reflects cultural values central to the O’odham and Piipaash way of life and their self-definition. This acknowledgement demonstrates our commitment to work in partnership with the ancestral Indigenous communities to foster understanding, appreciation and respect for this heritage.

The Salt River Pima-Maricopa Indian Community (SRP-MIC) and the Gila River Indian Community (GRIC) claim aboriginal title (Original Indian Title) to lands exclusively used and occupied by the Akimel O’odham and Piipaash equaling 3,751,000 acres of South-Central Arizona. Ancestral O’odham settlements are located throughout the entirety of present-day Phoenix. This land continues to be spiritually connected to the O’odham of the SRP-MIC and the GRIC, both of which are confederations of two unique cultures with their own languages, customs, cultures, religions and histories. Both the O’odham and the Piipaash are oral history cultures and the song culture of these people are specifically tied to tangible places. These places can be natural landforms like the mountains that surround our valleys, but they also include archaeological sites because they are part of a cultural landscape associated with specific historic, cultural and religious values. Those places are tangible reminders to the O’odham and Piipaash about shared attitudes, goals and practices that characterize who they are, where they belong, and how they related to each other in the past, continuing today and into the future. The City of Phoenix has preserved and continues to steward several Ancestral O’odham sites and landscapes and is committed to honor the vital meaning and intent of this land acknowledgement.



DEAR FRIENDS:

It has been an honor and great privilege to have a front row seat to observe the PlanPHX Leadership Committee organize, deliberate, and present this update to the Phoenix General Plan. These past ten years have been extraordinarily brisk, but also impactful in our commitment to achieving our Plan. Since we began this process in January 2023, we have held these overarching goals:

- Continue the success of PlanPHX 2015 with appropriate updates and focus.
- Engage a robust listening process, by creating an accessible and open process to contribute.
- Emphasize the commonality that reflects all aspects of our community interest and goals.

With the leadership and support of our City Council, and the diligent work of our Leadership Committee and Department staff, we met our goals, with clarity and purpose.



Our intent was not to start over. Indeed, the current plan establishes a visionary look at the values of our City and follows a strategic approach to future challenges and growth. Our updates are clear and provide purposeful direction to the years ahead. Three aspects of strategy are most important: First, that we can show how planning in Phoenix is not isolated but works together in a symphony of reports, standards, and overlays. Second, that our plan endeavors to assure all voices and opinions find direction. Third, we set the framework for important planning conversations to occur by establishing guidelines for success.

We conducted broad conversations in every part of our City and hosted topic forums. We heard from neighborhoods, businesses of all scales, families, educators, and youth. Our three significant core principles remain and have sharpened focus to match our growth as a City. We have overlaid a lens of planning equity, which we believe allows greater clarity, and establishes Phoenix as a place where we value people and understand there is not always one single solution.



Our most significant statement is the large degree of support surrounding the continuation of 5 Core Values which form the basis of this Plan proposal. We believe this creates a platform for planning that is unique, and visionary. This cycle, we have chosen to continue emphasis of Downtown as the core of our City and heart of Arizona. With new direction, we describe it is time to examine planning with consideration of cores, centers and corridors, the next logical pattern for evolving the Village model in a growing City.

“Phoenix is a City of opportunity, connectivity and innovation. PlanPHX is our commitment to build from that embedded optimism.”

We present this information not as a Code, but as a story we have consistently heard from the citizens of Phoenix, a story told in your own words. A story that will resonate with all ages, walks and areas of our community. We have not changed the Phoenix Land Use map. The purpose of this Committee is to create honest and meaningful planning. There is a clear and transparent process in place to update the Land Use map. We do, however, provide new definition for the “how and why” to determine land use pattern and compatibility, particularly in housing and sustainability goals.

Building from the 5 Core Values, we provide a tool kit to embed strategic goals in our community. Our plan reminds us the process is as important as the product. Ours will be an ongoing planning process, which sets goals, establishes metrics, and will be reported and evaluated annually. Rather than a stagnant plan, updated every ten years, this is the continuing next big step. We will continue our Plan PHX Annual Report, reporting on our success and where we must focus our energies and experience.

We thank all who have participated with us and look forward to your continued support and ideas as we implement the General Plan together.

Respectfully,

Mayor
Kate Gallego
City of Phoenix

Morris A. Stein, FAIA, FACHA
Chairman
PlanPHX 2025 Leadership Committee



City of Phoenix
Office of Mayor Kate Gallego

Mayor & Council



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Kate Gallego



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District 1



Jim Waring
District 2



Vice Mayor
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District 3



Laura Pastor
District 4



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District 6



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Special Recognition

The City of Phoenix thanks the **Industrial Development Authority** for their generous contributions to the PlanPHX Project.

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Phoenix TODAY

POPULATION 1,674,600

PEOPLE by Jurisdiction Area

Source: Maricopa Association of Governments (MAG) - U.S. Census Bureau, 2017-2021 American Community Survey (ACS) 5-Year Estimates

SIZE 529

SQUARE MILES

Source: City of Phoenix Planning and Development Department

MEDIAN AGE 34.1

YEARS OLD

OCCUPIED HOUSING UNITS 579,876

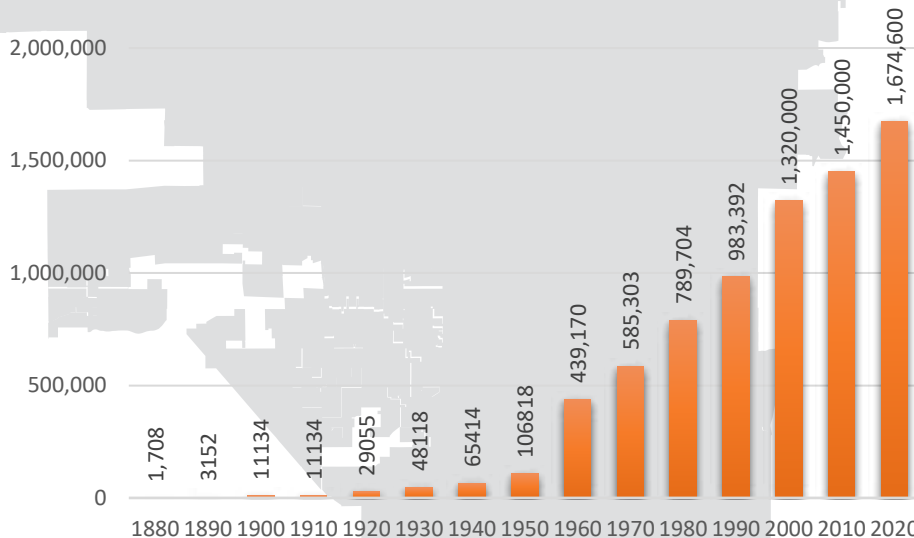
by Jurisdiction Area

Source: Maricopa Association of Governments (MAG) - U.S. Census Bureau, 2017-2021 American Community Survey (ACS) 5-Year Estimates

HOUSING MIX 56% OWNER OCCUPIED 44% RENTER OCCUPIED

Source: Maricopa Association of Governments (MAG) - U.S. Census Bureau, 2017-2021 American Community Survey (ACS) 5-Year Estimates

POPULATION GROWTH BY DECADE



Source: Maricopa Association of Governments (MAG) 2023 MAG Socioeconomic Projections - June 2023



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EMPLOYMENT

933,700

JOBS (2022)

by Municipal Planning Area

Source: Maricopa Association of Governments (MAG)
[2023 MAG Socioeconomic Projections - June 2023](#)



**AVERAGE ANNUAL
TEMPERATURE:**

HIGH

87

FAHRENHEIT

LOW

63

FAHRENHEIT

Source: <https://www.usclimatedata.com/>

AVERAGE SUNSHINE

300

DAYS PER YEAR

Source: en.wikipedia.org

PHOENIX IS HOME TO MORE THAN

41,000 **acres**

OF DESERT PARKS & PRESERVES.

Source: <https://www.phoenix.gov/parks>



Phoenix 2050

POPULATION **2,032,900**
PEOPLE

by Jurisdiction Area

Source: Maricopa Association of Governments (MAG)
2023 MAG Socioeconomic Projections - June 2023

PROJECTED DWELLING UNITS

794,054

Housing Units
by Jurisdiction Area

Source: Maricopa Association of Governments (MAG)
2023 MAG Socioeconomic Projections - June 2023

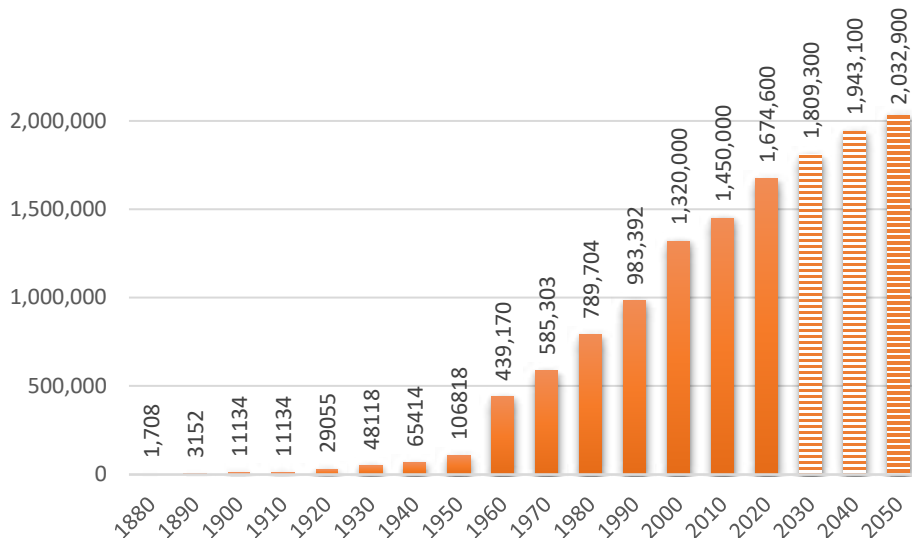
PROJECTED EMPLOYMENT

1,200,126

JOBS
by Jurisdiction Area

Source: Maricopa Association of Governments (MAG)
2023 MAG Socioeconomic Projections - June 2023

POPULATION GROWTH BY DECADE

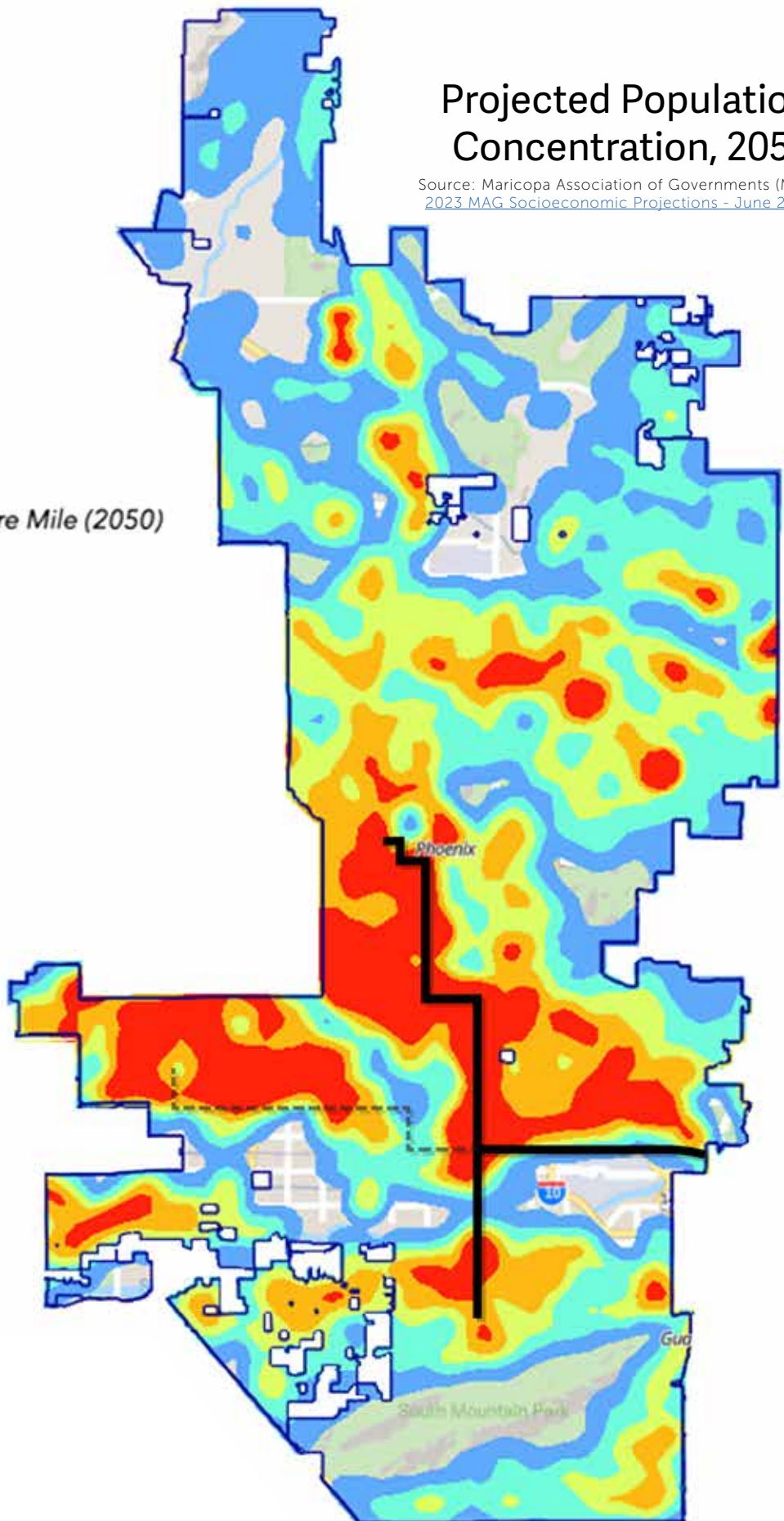


Source: Maricopa Association of Governments (MAG)
2023 MAG Socioeconomic Projections - June 2023

Projected Population Concentration, 2050

Source: Maricopa Association of Governments (MAG)
2023 MAG Socioeconomic Projections - June 2023

Total Population / Square Mile (2050)



REGIONAL COORDINATION

As the largest city in both population and size in the state of Arizona and Maricopa County, Phoenix's urban form and development has a tremendous impact on its surrounding cities and the entire state. However, the lives of Phoenicians are not defined by the municipal borders, nor should the concept of the "being more connected" just apply to Phoenix. Phoenix residents' lives are bettered by the city's proximity to other great cities and their respective assets.

Phoenix will continue to collaborate and coordinate with neighboring cities, Maricopa County, the State of Arizona and other local, state and regional partners. Continuing to be a leader in regional coordination will help to achieve the Vision of a more Connected Phoenix and address the plan's three Community Benefits.

The success of the METRO light rail system could not have been achieved without the cooperation between Phoenix and several other cities and regional partners. The issue of transportation planning and infrastructure development is a prime example of a project that requires regional coordination in order to be successful. Expanding the city's public transportation system is one of the items addressed in the plan's Five Core Values. The Core Values each contain projects or initiatives that will require Phoenix to continue with its role in coordinating with its regional partners for them to be realized.

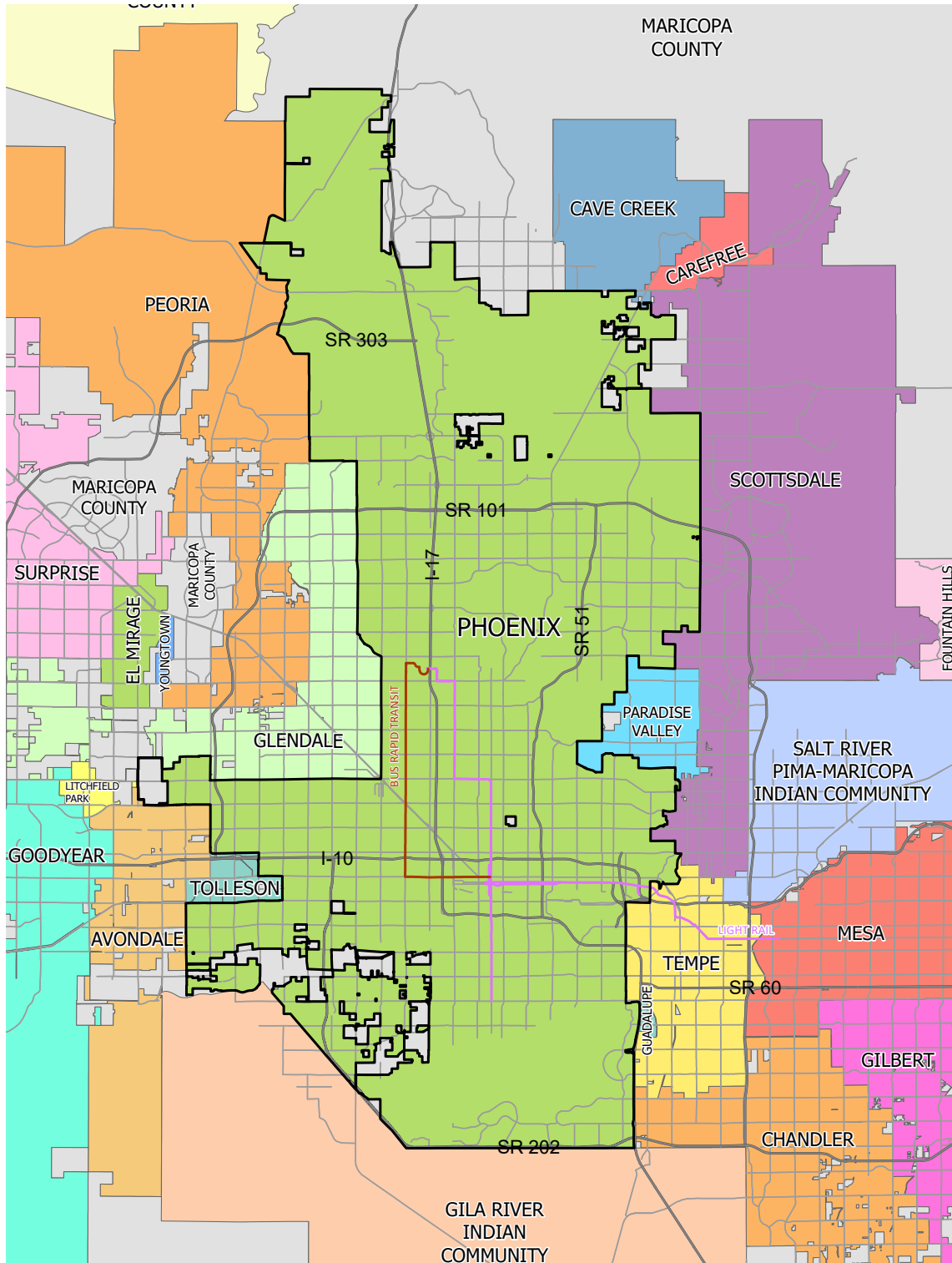
Spotlight on the **Maricopa Association of Governments**

In 1967, local governments in Maricopa County formed the Maricopa Association of Governments (MAG) as a nonprofit corporation to act as the vehicle to address areas of common regional interest. The initial focus and primary concern of MAG was in the areas of water, air pollution and solid waste disposal.

Today MAG is the regional air quality planning agency and metropolitan planning organization for transportation for all jurisdictions in Maricopa

County, including the Phoenix urbanized area and the contiguous urbanized area in Pinal County. MAG also serves as the principal planning agency for the region in a number of other areas, including water quality and solid waste management. One of MAG's most notable services is the development of population estimates and projections for the region.

For more information about MAG and MAG related projects visit www.azmag.gov.



MARICOPA is the nation's fastest-growing county, home to approximately four and a half million people with more than 56,000 people added between July 2021-2022. Maricopa County is fourth largest county in terms of population, making up more than half of Arizona's population, covers 9,224 square miles, and is larger than four U.S. states. Maricopa County includes 24 cities and towns, 5 percent tribal land, including Fort McDowell Yavapai, Gila River, Salt River Pima-Maricopa, and Tohono O'odham. More information can be found at: <https://www.maricopa.gov/>

WHY DO WE NEED A **GENERAL PLAN?**

A city's natural and built patterns of growth serve as its fundamental foundations. From its green spaces to its architecture and landscapes, a city's physical features profoundly shape its identity, influencing its attractiveness as a place to reside, explore, or engage in business and community activities.

The pattern of a city's natural and built environments holds paramount significance in our ability to connect people and places.

The form and function of these environments are paramount in defining a city's overall quality of life. The General Plan plays a pivotal role in shaping a vision that provides the policies, goals and actions that guide a city's growth and preservation, ensuring that it evolves in a manner that aligns with the community's core values and aspirations for the future.

Guide for our Future

Phoenix, as a rapidly expanding city, is still in the early stages of its urban development journey, making it one of the fastest-growing cities in the nation. This ongoing growth, set against a backdrop of a maturing urban landscape, presents an unparalleled opportunity for Phoenix residents to actively participate in molding the future of their city.

The General Plan stands as a guide, empowering residents to engage in strategic discussions about the city's trajectory. Through this blueprint, Phoenix can continue to sculpt its natural and built environment to align with the desires and requirements of its residents, enabling them to realize their vision for the city's future. This collaborative dialogue ensures that Phoenix's development pattern remains attuned to the evolving needs and aspirations of its diverse population, fostering a thriving and vibrant network of well connected urban villages.

How Has This Plan Evolved?

One of the goals from the very beginning of the 2025 PlanPHX Project was to execute a coordinated update building off the existing Phoenix General Plan to create a unified policy framework for the entire city. The 2025 PlanPHX effort facilitated a strategic and focused update for residents and developers to align priorities and set a foundation for where we focus next together while also telling the story of what Phoenix's policy environment positions us to be, and outlining partnerships and resources to get there as a city. This update continues to provide a visionary, concise and strategic framework for our future. The following pages of this plan outline our new and evolved planning framework and continues to tell our story of preserving, shaping and building Phoenix.

Encanto Village Core - Midtown District



PUTTING IT ALL TOGETHER FRAMEWORK FOR OUR FUTURE

The Vision to be “a more connected city” has been carried through for decades of planning in Phoenix and is consistently referenced in plans, policies and initiatives to this day holding its place atop the General Plan Framework. The next tier within the framework has been slightly modified to further address “Planning Equity” through the lens of the already established 3 Community Benefits. These updated Community Benefits provide critical guidance in achieving the Vision and informing Goals in a more inclusive and equitable way.

Each of the 5 Core Values have also been updated to align with new goals and priorities. The 7 Strategic Tools continue to organize an abundance of implementation resources and actions. The most noticeable update is the introduction of a new Core Value to Create a Network of Vibrant Cores, Centers and Corridors across the city. This new framework reinforces alignment and connections across all city plans, policies and initiatives to enhance the quality of life for all Phoenicians.

The four primary parts of the General Plan



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 Most Sustainable Desert City

5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

7 Strategic tools

YOUTH ENGAGEMENT

Introduction

During the Spring 2023 semester, graduate students enrolled in the “Planning Workshop” in the Master of Urban and Environmental Planning (MUEP) program at Arizona State University’s (ASU’s) School of Geographical Sciences & Urban Planning (SGSUP) worked with the City of Phoenix to address a real-world planning project. The class satisfies the ASU 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 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 then carefully analyzing the data, the ASU team

Youth engagement is an essential component of the City of Phoenix’s vision for the future.

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 and Development Department and the PlanPHX 2025 Leadership Committee. 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 section are the primary goals of this project.

The following pages present the scope and recommendations from this effort. For more information and details on each of the activities see Appendix L.



THE YOUTH ENGAGEMENT PROJECT'S SCOPE OF WORK

During Spring 2023, students enrolled in the ASU "Planning Workshop" worked with the City of Phoenix to create and implement a youth engagement activities and plan. These findings have helped to shape this General Plan 2025 Update. The team's research consisted of the following components:

The Four Research Components



Activity design and content creation.



Phoenix schools' outreach, consisting of a pilot workshop.



Data analysis of the school outreach.



Findings drafted in a report.

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 appealing activities near their homes. Similarly, during the “Choose a Side” activity, 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” activity, the students’ desire for healthy and happy communities was evident. About 40 percent of students chose ‘healthy & active communities’ or ‘lively downtown’ as the guiding policy that they think Phoenix should follow. An additional 4 percent wrote their own framework policy of a ‘fun & entertaining city’. While ‘lively downtown’ was a popular framework

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



chosen in the game, most students do not go to Downtown Phoenix, 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 rationale 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 trash on sidewalks, lack of street lights,

broken sidewalks, and vehicle speeds. 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 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 visit 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. These recommendations aim to create more opportunities for youth to access developmental support through the built environment.

RECOMMENDATIONS

Connecting People and Places

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

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 do not own a personal vehicle or cannot 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.



Youth Priority Icon

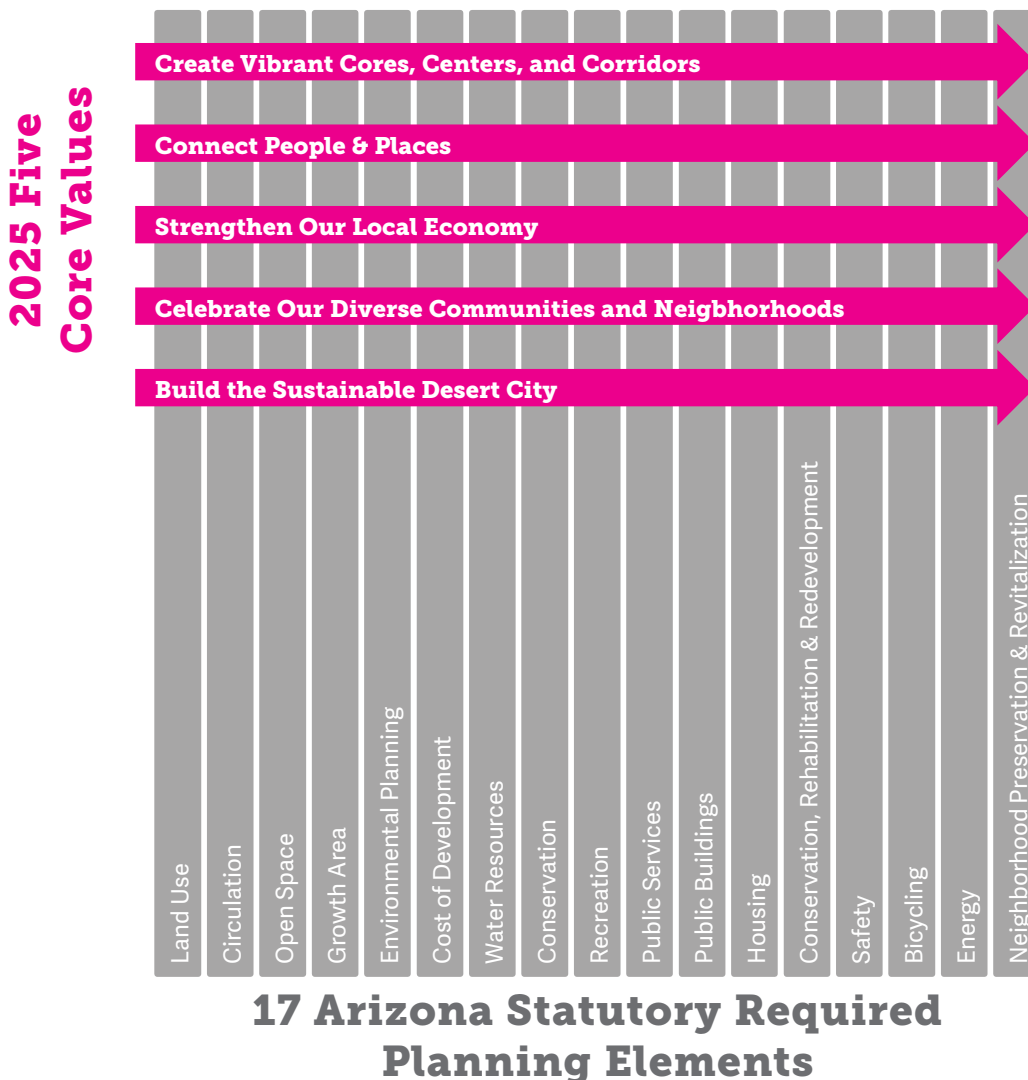
The above icon throughout the document celebrates Youth priorities in alignment with General Plan 2025 Priority Goals.



"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"

CLARITY & COMPLIANCE WITH STATE LAW

ARIZONA STATE LAW requires every city in Arizona to prepare and maintain a long-range general plan that provides a vision and policies for the future growth and development of each city. More than 60 years of policy and guidance provide a foundation for this next iteration of growth to address topics of today and tomorrow. Arizona Revised Statutes outlines a series of planning elements that cities must address dependent on their population. This 2025 update builds upon the foundation set with the 2015 General Plan which aligned the Five Core Values to those 17 elements, each with its own set of goals and policies as represented in the graphic below. The 17 elements are as follows: Land Use, Circulation, Open Space, Growth Area, Environmental Planning, Cost of Development, Water Resources, Conservation, Recreation, Public Services, Housing, Conservation, Rehabilitation & Redevelopment, Safety, Bicycling, Energy, Neighborhood Preservation & Revitalization.



A Unified Policy Framework

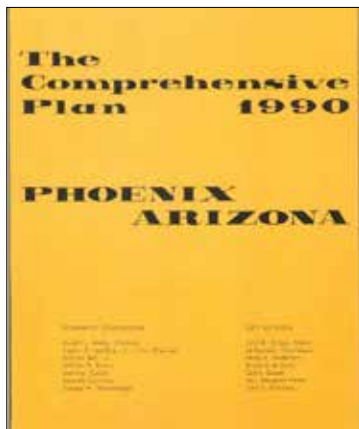
Building off the 2015 General Plan's more concise narrative, all of the state-required elements remain organized under each of the Core Values, and have been updated to more strategically address them. This approach ensures the General Plan continues to provide a growth and preservation guidance towards achieving the City's vision within a unified policy framework for the entire city.

Alignment for Execution and Application

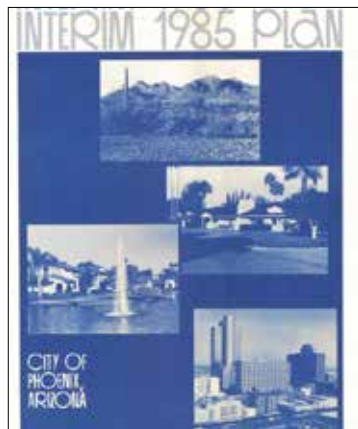
A key part of the 2025 update is to utilize the existing framework to better align to all plans, policies and initiatives under the Five Core Values and tie this unified policy framework to existing metrics and measures articulated in the City Manager's Dashboard and ESG (Environmental, Social, and Government) Dashboards. This results in a General Plan that facilitates a connection across all city initiatives like no other and positions all internal and external partners for success in achieving the priorities across our diverse communities, residents, and businesses. The new General Plan format encourages all users to align goals and priorities with implementation resources for application and execution for years to come.

Carrying Forward

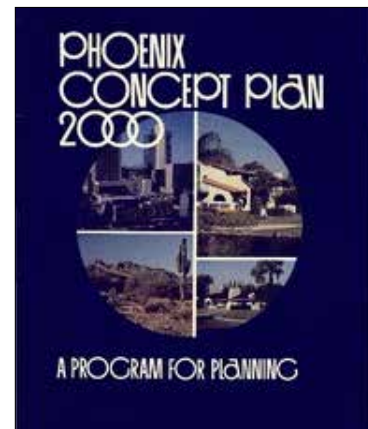
The [2015 Phoenix General Plan](#), and all subsequent plans provided variety and ambition through many great goals, policies and recommendations in our past. The updated General Plan continues to build upon all of them, particularly the 2015 General Plan as a means of carrying forward some of our best planning practices and policies.



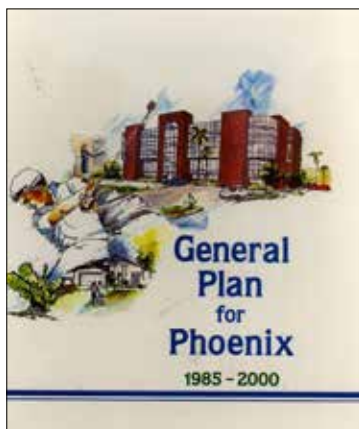
The Comprehensive Plan
for Phoenix,
Adopted May 1972



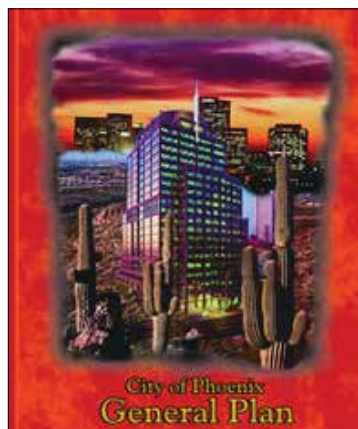
Interim 1985 Plan,
Adopted July 1979



Phoenix Concept Plan,
Adopted July 1979



Phoenix General Plan
1985-2000,
Adopted 1985



General Plan 2002,
Adopted 2001



General Plan 2015,
Adopted August 25, 2015
Amended April, 2018





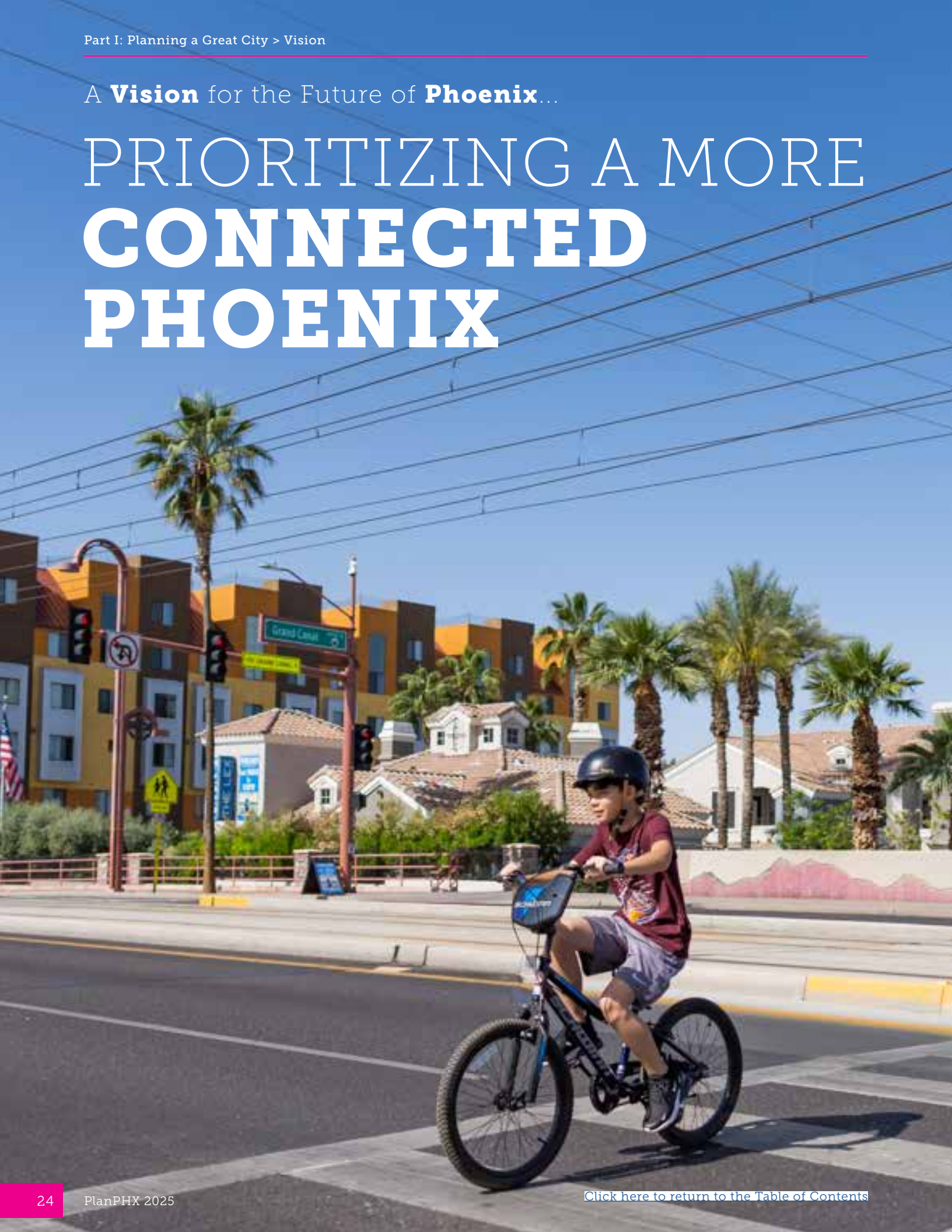
PART I

PLANNING A GREAT CITY

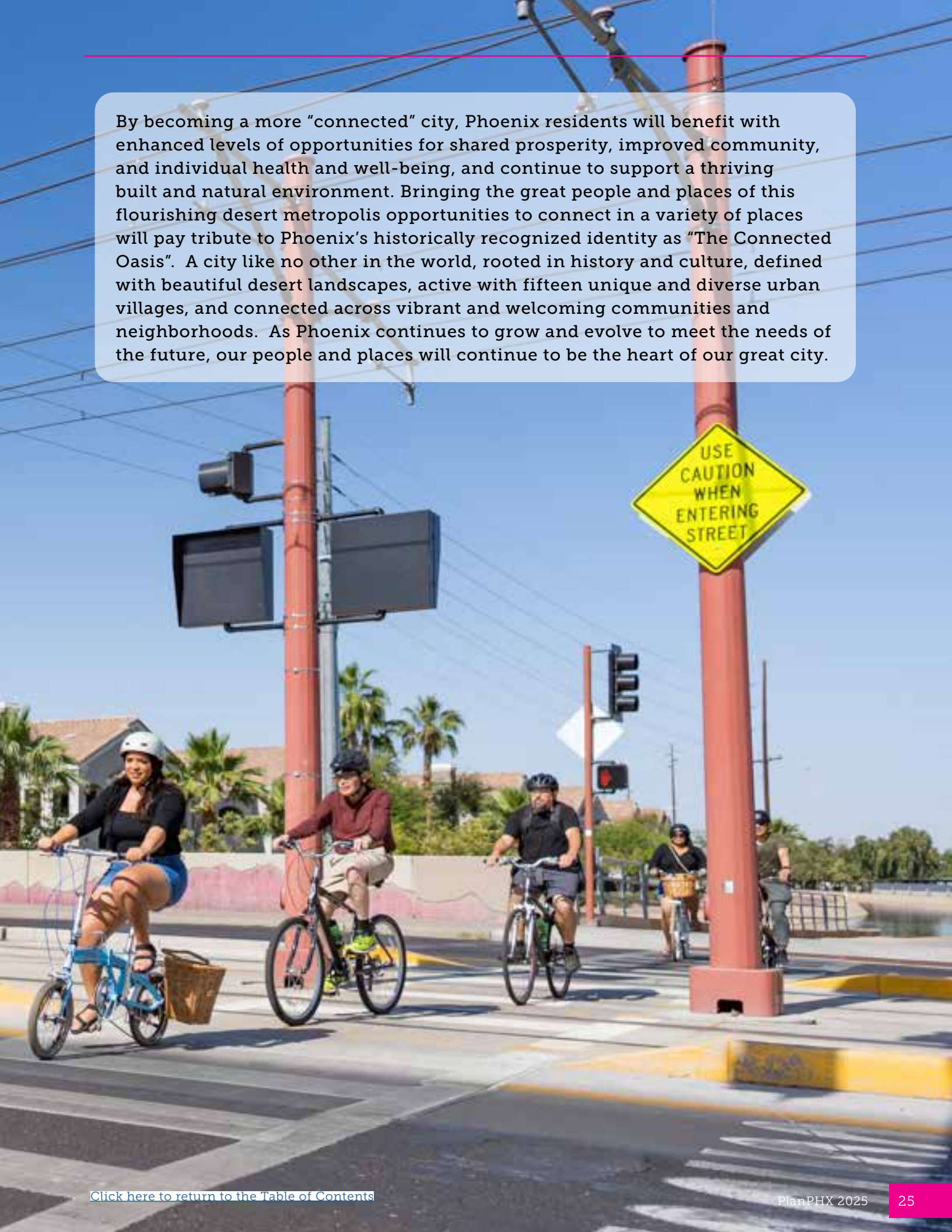
Connecting our priorities to an evolved framework for growth.

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 of 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.



VISION: **A MORE CONNECTED PHOENIX**

The Vision of “A More Connected Phoenix” was derived from all the major themes and participants’ ideas from major planning efforts, initiatives, and policies across the city. It is a concept that has been around Phoenix for some time and continues to stay relevant. The vision of “A More Connected Phoenix” goes well beyond the physical infrastructure of the city. It is an ideal with deep roots in Phoenix’s history and one that provides a simple, yet intriguing direction for the City to follow into the future..

A History of Connections: Shaping Our Future!

Ancient Canals

When early Euro-American settlers arrived in Phoenix in the late 1860’s, they observed the vestiges of a sophisticated irrigation system for farming that included about 250 miles of ditches leading out of the Salt River. This effective irrigation system was constructed by the Huhugam Indians and was used in the Valley for more than 1,000 years before the arrival of European and American explorers. Despite the obvious disadvantages of attempting to farm in the Sonoran Desert, early settlers could see the potential of the Salt River Valley – the terrain was flat, the soil rich with alluvial deposits, and the climate perfect for an extended growing season. Prominent among the early Euro-American settlers in the Valley was Jack Swilling, an adventurer and entrepreneur who had worked with irrigation canals. He saw the genius of the ancient canals and worked to re-dig them to re-establish farming in the Valley. The first permanent canal was dug on the north bank of the Salt River, about 8 miles northeast of present-day Phoenix in 1868 and was initially called “Swilling’s Ditch,” and eventually was named the “Salt River Valley Canal.” Canals proliferated throughout the

Valley, many utilizing the pre-existing system. At the turn of the twentieth century, Phoenix was an oasis with lush trees sprouting tall along wide canal banks that crisscrossed Phoenix and its suburbs. In fact, Phoenix was once called – “A city of gardens and trees.”

Canals Today

Today, Phoenix is home to more than 181 miles of canals, far more than even Venice, Italy has 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 hundreds 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 multi-modal infrastructure that no other city in the world can lay claim to.

Grand Canal Looking Towards Brophy School in 1937



Arizona Canal Under Construction, 1884



Connectivity Infrastructure: A Blueprint from our Past

Street Network

At 4,870 miles, Phoenix's network of streets' ability to connect residents and visitors across Phoenix and all of its neighborhoods, businesses, parks and other destinations remain a defining element of Phoenix's quality of life. Like many western cities, the street network was built on a grid. This grid system has arguably had the greatest influence on how the city has taken shape over time. As Phoenix continues to grow outwards, its growth has extended the grid. This simple and efficient transportation layout allows residents and visitors alike to easily navigate the City. Phoenix's streets have been utilized by many different forms of transportation throughout the years.

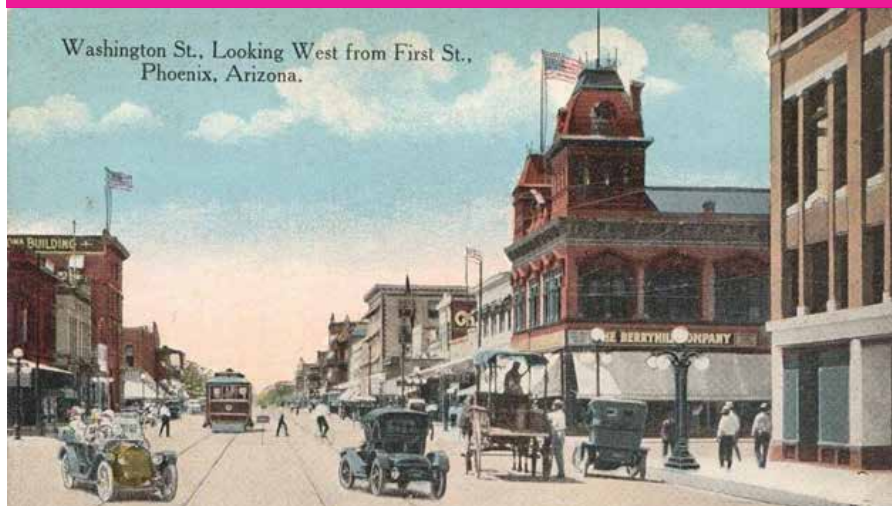
Early Streets

Streets were originally designated for horse drawn carriages and pedestrians, but eventually several major thoroughfares included streetcars. After World War II, the automobile became the most popular means of transportation, and the geographic size of Phoenix grew rapidly. The street network scaled up to a one-mile grid, reflecting the expansive nature of development at the time. In recent years, Phoenix's streets have once again expanded facilities for other modes of transportation besides automobile, such as walking, biking and high-capacity transit to help increase mobility and

Cyclists on Washington Street, 1880's



Vehicles on Washington Street, Early 1900's



access for those who cannot and do not own a car.

Early Rail Network

Phoenix's introduction to streetcar transportation came in 1887 from a man named Moses Sherman. Sherman's company had developed Hollywoodland in Southern California, the development responsible for the Hollywood sign, which was

originally built to promote the neighborhood. Sherman planned to leverage the streetcar to increase property values in newly subdivided land that he and his partners owned at the edges of Phoenix. The streetcar system enabled development to occur further away from the central core of the City, and connect Phoenix with other nearby towns. Many of Phoenix's historic

neighborhoods were built during this time. The primary route ran along Washington Street connecting the original town site 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 Eastlake Park). For a time, there was even a line that ran out to Glendale

Streetcars

Early streetcars were pulled by horses following tracks which 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—five 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. In 1947, a fire destroyed several streetcars, which prompted the City to close the streetcar system in 1948 after over 60 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 Maricopa County Courthouse, Built in 1884



Streetcar Turning North on 2nd Avenue from Washington Street, 1940s



improved accessibility to many of Phoenix's destinations. Since its inception, the light rail has expanded north and south from its original route. Phoenix's 21st century light rail has expanded transit services, making new connections, spurring new development and growth opportunities. The Capitol Extension, which runs from Central Avenue and Washington Street toward 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 as in the past. In the future, the system will be further expanded west to connect with Desert Sky Mall and the larger Maryvale Village Primary Core area.



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 Phoenicians. 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 include 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.



VISION: **PEOPLE & PLACE**

People + Connectivity

People make places vibrant, active, inviting and unique, providing the building blocks for a truly connected network of communities of any great city. People are the lifeblood of a city, infusing it with vitality, activity and a sense of identity that cannot be replicated.

People transform physical spaces into vibrant, thriving communities where interactions and relationships flourish. When people engage with their surroundings, they not only shape the city's aesthetics, but also its soul. Their stories, aspirations, and interactions weave the intricate tapestry of a place's culture and history. It is through people that a city truly comes alive. Furthermore, connections between individuals are the essential threads that weave together the fabric of any great city.



These connections transcend physical infrastructure; they encompass social networks, shared experiences, and a sense of belonging. People's interactions form the foundation of a connected community, where support, collaboration and the exchange of ideas flourish. In a city, each individual contributes their unique piece to the mosaic, creating a rich and diverse tapestry that fosters innovation and growth.

As people engage with their environment and connect with one another, they generate the energy that propels a city forward. Their contributions in the form of commerce, culture, art and human interaction define the essence of a place. People truly are the driving force behind a city's vibrancy, its dynamism, and its ability to create an interconnected network of thriving communities.

Place + Connectivity

As Phoenix continues to grow, our places will facilitate purposeful connections to one another, bridging the gaps between our vast diversity, uniqueness and character that makes us who we are. A more connected Phoenix is a city of people and places that celebrate our diverse environments, experiences, history and culture like nowhere else. It is important to provide places and supporting infrastructure of varying scales and intensities to accommodate all users and abilities across our city. Place does not exist without people or connections; therefore, Phoenix continues to embrace and expand on its commitment not just to provide places to live, work, and play, but to connect people and places celebrating our diverse mixture of experiences across every village in the city.

PLANNING EQUITY THROUGH 3 COMMUNITY BENEFITS

“Planning equity” refers to the practice of ensuring that urban and regional planning processes and outcomes are fair, just and inclusive, providing all individuals and communities with equal access to resources, opportunities, and benefits regardless of their background, socioeconomic status, or other characteristics. This General Plan update shares a framework for equity, particularly within three Phoenix community benefits: Prosperity, Health and Well-Being, and the Environment. These community benefits create a strong foundation for the long-term future of our city, delivering a vibrant quality of life for all residents.

The Vision for a more connected Phoenix aims to enhance the quality of life for all City of Phoenix residents framed with enhanced levels of prosperity, improved health and well-being, and a thriving natural environment. These three categories create a framework to provide a balanced and equitable approach towards making Phoenix a more connected city. The following metrics aligned to each of the Community Benefits provides a contextual foundation from which to begin assessing and taking necessary steps to continually improve Phoenix’s quality of life across its diverse and unique villages, communities, and neighborhoods.



PROSPERITY

- Resident’s connectivity to:
 - + Education
 - + Training
 - + Jobs
 - + Services
 - + Housing
 - + Arts and culture
 - + History
 - + Transportation options
- Progress in the areas of:
 - + Decreased cost of government
 - + Decreased cost of living



HEALTH AND WELL-BEING

- Resident’s connectivity to:
 - + Parks, trails and recreation facilities
 - + Healthy food and sustainable nutrition
 - + Safe and welcoming neighborhoods
 - + Celebration of culture and diversity
 - + Health and social services
 - + Sense of belonging, inclusion, and participation
- Progress in the areas of:
 - + Increase % population at a healthy weight.
 - + Reducing health inequalities
 - + Increasing mental health and resilience
 - + Safety for all users and abilities



ENVIRONMENT

- Resident’s connectivity to:
 - + Natural open space
 - + Mountains, rivers washes
 - + Clean air
 - + Clean water
 - + Clean soil
- Progress in the areas of:
 - + Access to natural open spaces
 - + Increased Preservation and Restoration of natural open spaces
 - + Lower nighttime temperatures
 - + Lower utility costs
 - + Reducing asthma rates



Phoenix at Night

View from South Mountain Preserve

Phoenix Art Gallery



“Understanding what equity means, why it matters, and intentionally focusing on it in planning, is critical to equitable outcomes.”



EQUITY FOR THREE COMMUNITY BENEFITS: **PROSPERITY, HEALTH & WELL-BEING, AND ENVIRONMENT**

Introduction

The City of Phoenix puts diversity, equity and inclusion (DEI) at the center of its long-term planning strategy. DEI helps people bring their whole self to their community – their personal stories, music, food and celebrations. This builds trust, allowing residents to see themselves in their community’s future, make contributions, build hope, and achieve prosperity.

Equity, a planning imperative for Phoenix, impacts the interrelated community benefits of Prosperity, Health and Well-Being, and our Environment.

Unlike equality which connotes sameness, equity is responsive to human differences. Equity means fairness and justice, recognizing that we do not all start from the same place with same opportunities and must acknowledge differences, and make adjustments to imbalances.

Equity in Phoenix city planning:

- Identifies and addresses drivers for poor health.
- Creates a process with the help of residents to understand what a community needs, and then determines how to invest city resources to support those diverse needs and priorities.

- Provides opportunity for people of all ages, income levels, races, ethnicities, and abilities to have fair access to the benefits provided by Phoenix community investments, enhancing the quality of life for everyone.
- Invites all residents to participate, prosper and reach their full potential.
- Fosters clear expectations, collaborative problem solving, and persistent leadership.

The City of Phoenix recognizes significant benefits from partnering with community-based organizations to connect city outreach directly with diverse community voices, ensuring the City’s planning processes and solutions are inclusive and articulate and address the needs of under-served communities, residents and businesses.

Phoenix strives to ensure equity principles are reflected locally, in every city planning and development project by:

- Maximizing restorative investments in under-served communities.
- Achieving transformational change with bottom-up decision-making (community input).
- Helping institutionalize equity and justice from the inside (policies that prioritize equity).



PROSPERITY FOR PHOENIX

The City of Phoenix views prosperity for all with a holistic approach, based on global and national perspectives focused on what constitutes prosperity at the municipal level.

In the broadest sense, prosperity in cities is achieved when people have many opportunities to thrive by fulfilling their unique potential and playing their part in strengthening their own communities.

For Phoenix, equity in prosperity is underpinned by an inclusive society and empowered people. Well-being is promoted, along with a strong social contract that protects the fundamental liberties and security of every individual. Ultimately, a city's prosperity is not just about economic development and physical infrastructure; it is also about who we become as a community.

The definition of equitable prosperity is driven by an open economy that harnesses ideas and talent to create sustainable pathways out of poverty.

In a prosperous society:

- Property rights are protected, so investment can flow.
- Business regulation enables entrepreneurship, competition, and innovation.
- Open markets and high-quality infrastructure facilitate trade and commerce.
- Fiscal and monetary policy are used responsibly to foster employment, productivity, and sustained economic growth.
- The natural environment is stewarded wisely, as a legacy for present and future generations.

At the municipal level, a city's prosperity can be assessed by evaluating six dimensions:

- Quality of life, equity and social inclusion.
- Environmental sustainability.
- Urban governance.
- Productivity (wealth creation and economic growth and development).
- Infrastructure development including clean water, sanitation and transportation.
- Communication technology to improve living standards, mobility and connectivity.

For Phoenix city planning, three principles underlie equity in prosperity:

1. Continuously creating new, high-quality opportunities in Phoenix for workers and businesses. This includes our residents' connectivity to education, training, jobs, services, housing, arts, culture, environment, recreation, and natural open spaces and transportation options.
2. Increasing economic mobility for individuals and families in Phoenix, while narrowing significant disparities by race, ethnicity and gender.
3. Creating a city where all residents can experience a high quality of life and actively participate in charting their local future.

Prosperity Challenges

According to the World Economic Forum, the world's most populous cities face these five major challenges:

- Environmental threats.
- Viability of resources such as water, food and energy.
- Inequality.
- Technology, such as smart cities, and the potential for social divide if city residents cannot afford it or lack the capability required for its adoption.
- Governance – the capacity of City leaders and elected officials to enrich the lives of residents as populations become more diverse.

Additional Considerations:

Mobility

Mobility is critical to humanity's growth in the urban environment. It is one of the major facilitators of human settlement and success. Where an individual goes, if they drive a vehicle or instead walk, ride a bicycle or e-scooter, and the resources they have access to have can the potential to influence nearly every other element of their lives. Mobility and equitable access to transportation and transit facilities have become more widely regarded as civil rights, central to inclusion and critical to individuals' capacity to participate and prosper in the modern-day economy.

Workforce and future employment

The fastest growing employment sectors are high-skill and high wage, but unfortunately these sectors are not likely to add the same number of aggregate jobs as much larger and lower-skilled sectors like retail, food service, and office and administration. This spatial mismatch of employment and wages will only be amplified by future growth trends in cities and will reinforce inequities. It is imperative that Phoenix work to counteract these trends.

New, disruptive technologies

Technology is a means rather than an end. New technology initiatives must be aligned with community values – accessible and advantageous to all city populations. New, disruptive technologies require a focus on equity. This means comprehensively defining the new technology, determining what it means and how it might benefit the community while ensuring it is a priority. New technology is not inherently neutral, impacting communities in different ways. Technology can exclude residents who cannot afford it or may lack the capability required for its adoption. As future cities become more digitized, care must be exercised to prevent the emergence of a new form of social divide rooted in technology. Acknowledgment of values and priorities must precede new technology adoption.

Prosperity Opportunities

Transportation + Housing Choices

By designing our streets to be inclusive of active travel, and improve safety and connectivity for active transportation infrastructure, Phoenix can give people choices on how they move around the community. According to the City of Phoenix Active Transportation Plan, everyone should have a comfortable and safe option for using their streets, including designated bike lanes, streets with sidewalks and specifically detached sidewalks with shade. Equity in prosperity, housing and access to financing should not be influenced by race or ethnicity. Neighborhoods with higher rates of transit dependence can access employment and job centers in a reasonable commute time. Phoenix is focused on creating stable income and employment opportunities and increasing transit and housing access between neighborhoods and job centers. This produces better outcomes for individual well-being and equity in prosperity. The following pages further articulate the role of planning equity and prosperity as part of Phoenix's Housing Future.



Phoenix Sky Harbor Airport



OUR NEXT EVOLUTION FOR PHOENIX'S HOUSING FUTURE

Phoenix has been and continues to be one of the fastest growing cities in the country but faces housing challenges. In response to those challenges, the Phoenix City Council adopted the Housing Phoenix Plan in 2020. The [Housing Phoenix Plan](#) contains an extensive analysis of Phoenix's housing data and a series of policy initiatives aimed at achieving the plan's overarching goal of creating or preserving 50,000 homes by 2030. One housing challenge the City has focused on is homelessness. In 2021, the City formed a task force charged with prioritizing the strategies outlined in the [Strategies to Address Homelessness](#) plan. The task force developed a series of recommendations captured in a [report](#) to the City Manager's Office.

PlanPHX and Housing

The General Plan looks to elevate the goals and strategies of both the Housing Phoenix Plan and the Strategies to Address Homelessness report by embedding them into the General Plan's organizational framework and outlining specific actions that will contribute to their implementation (see **Part IV**). For decades, so much of Phoenix's housing planning efforts have primarily dealt with where the housing should go and for good reason. With so many people moving here

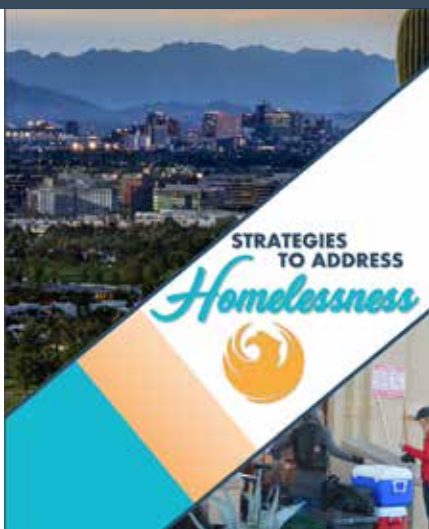
year after year, identifying the locations where housing should be preserved and built is and will continue to be, a critical function of the General Plan. As Phoenix has continued to grow, the conversation about housing has evolved. Planning and zoning in Phoenix has traditionally focused on two elements of housing developments - the scale (how big) and intensity (how many bedrooms). Starting in 2008, Phoenix began a conversation about the form that the housing should take when it initiated the Downtown Urban Form

Project, which served as the foundation for Phoenix's first form based code, the Downtown Code (Chapter 12 of the Zoning Ordinance).

Integrating New Housing

The Downtown Code and the Walkable Urban Code (Chapter 13 of the Zoning Ordinance), adopted by the City Council in 2015, have strengthened planning considerations for housing in Phoenix that focus more on how the project will integrate into the surrounding neighborhood and enhance

Strategies To Address Homelessness Plan



Washington Relief Shelter



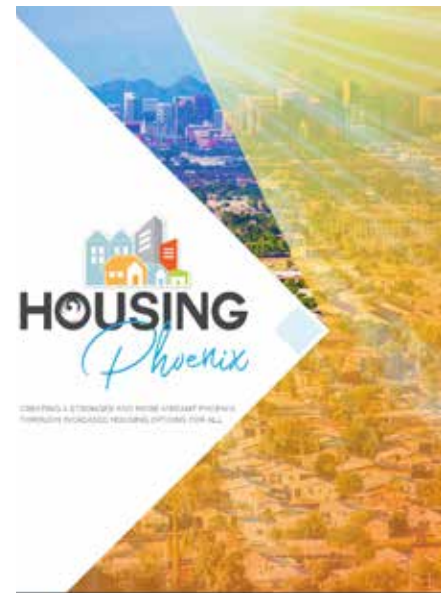
the interface with the adjacent public streets. In response to the current housing challenges and the goals and recommendations from the Housing Phoenix Plan and Strategies to Address Homelessness Plan, the conversation around housing in Phoenix must now look to answer the question about what can be done to provide a robust mix of different housing types throughout the city.

Housing All Shapes and Sizes

The General Plan's Cores, Centers and Corridors and Place Type concepts will provide the policy framework for this next evolution in the conversation around housing. Several of

the actions outlined in Part IV of the General Plan call for continued updates to the Zoning Ordinance to facilitate a diversity of housing types with a variety of scales, sensitive to unique and varied context, while utilizing the Urban Village Model to ensure all communities and neighborhoods are part of the conversation and part of the solution. Our next evolution for Phoenix's Housing future is no small task; however, as we strive to be a more connected Phoenix, our housing opportunities must also follow suit to be more connected to the evolving needs of our communities and neighborhoods.

Housing Phoenix Plan



Revello - An Affordable Walkable Urban Code Project





HEALTH & WELL-BEING

HEALTH AND WELL-BEING

Health equity means that everyone is able to achieve the highest level of health. Health inequity results from the uneven distribution of social and economic resources

that impact individual health and create health disparities. Equity in health and well-being for Phoenix requires putting health equity at the center of all decision making and ensuring all residents have access to healthy, affordable and culturally appropriate food, housing, access to natural and green spaces, as well as recreational amenities, quality education, social and economic opportunities and safe places to walk and bike as a few examples.

Equitable health in city planning includes ensuring safe drinking water, ample street lighting, street shade, mitigating excessive heat during summer months for at-risk residents, preserving and restoring natural spaces and providing public parks that welcome residents and offer opportunities for recreation and exercise. Addressing health equity means removing health disparities; it includes ensuring that we acknowledge the historical context of decisions on health and populations and we use data and community voice to empower and plan healthy communities in a way that does not create new financial burdens on economically disadvantaged communities.

Well-being is defined as a set of needs and experiences universally required in combination and balance with weather challenges, health and hope. Unlike *wellness*, which has acquired “health-only, upper-income” connotations, wellbeing is foundational – not a mere lifestyle choice. Humans are hardwired to seek out connection and belonging. A city committed to equity in health and well-being ensures safety, fosters familiarity and predictability, supports residents having an influence on their surroundings, and supports the envisioning of their city’s future with purpose and creativity. Equity in health and well-being includes all ages, genders, races, ethnicities, sexual orientations, socioeconomic statuses, and the full diversity of physical, sensory and cognitive abilities.

Health and Well-being Challenges

Communities of color are more likely to have fewer public spaces, experience danger in public space and have less access to nature. From ample tree canopy, sidewalks to access green spaces and natural open spaces, every infrastructure investment is an opportunity to improve public health and make the built environment safer and more inviting, encouraging physical activity and time spent outdoors and in neighborhoods. Many areas in Phoenix are considered underserved regarding healthcare, which are areas that lack access to healthcare resources while Arizona ranks 49th in the US for mental health.

Housing

Ensuring equitable access to affordable housing options for all who desire to call Phoenix home is a City priority. Rising housing costs create challenges for residents at all income levels and family sizes to find an affordable place to call home. With many residents spending a higher portion of their income on rent or homeownership costs, many do not have enough remaining income to adequately pay for food, healthcare or other basic needs. To address rising housing costs, some households have chosen to move away from community amenities that increase health and well-being to find more affordable housing options.

Safety

According to the Road Safety Action Plan adopted by Phoenix City Council on September 7, 2022, Phoenix has an average of over 30,000 crashes annually and an average of 2 crashes resulting in serious injury every single day, the National Highway Traffic Safety Administration (NHTSA) has consistently ranked Phoenix in the top 3 cities in the nation for overall traffic fatalities.

Asthma

Metropolitan Phoenix ranks in the top five of the U.S. for asthma. Asthma rates have been found to be higher in low-income areas. This is especially true for children, as 16 percent suffer from asthma, representing twice the national average.

Health and Well-being Opportunities

Phoenix Mountain and Sonoran Preserves

Phoenix is home to more than 41,000 acres of desert parks and preserves. This includes South Mountain Park, which is the world's largest municipal park. National Geographic recently named Phoenix as one of the best hiking cities in the country.

Canals

In addition to its tens of thousands of acres of open space, Phoenix is also home to one of the most extensive canal systems in the world. At more than 181 miles, Phoenix is home to more linear length of canals than Venice or Amsterdam. The trails along the canals have become one of Phoenix's most popular recreation destinations and their popularity will only continue to grow as improvements to the canal trail system are made.

Healthcare + Housing

Five out of the 10 Trauma Level 1 hospitals in Arizona call Phoenix home, which are among the 15 major hospitals located in the city. Phoenix Children's Hospital has been consistently

recognized as one of the nation's top children's hospitals. Combined with the establishment of the University of Arizona College of Medicine located in downtown Phoenix, and the partnership between the Mayo Clinic Hospital and Arizona State University in northeast Phoenix, the city has experienced significant growth in the health related fields like no other time in its history. The growth of the hospital and medical education sectors provides an opportunity for Phoenix to forge an impressive set of partnerships to tackle its most pressing health challenges. Phoenix has committed to an ambitious goal of creating or preserving 50,000 housing units by 2030 through the Housing Phoenix Plan. The Plan includes a vision for the City where all residents have equitable access to quality public services and amenities including public spaces, schools, transit, retail, employment opportunities, affordable housing, and environments that are healthy and safe. By continuing to implement the Plan, the City will continue to aid in increasing the number of available and affordable housing options for all Phoenicians.

Heat

The following pages further articulate the role of planning equity and health & well-being as part of Phoenix's Heat Response and Mitigation Future.



HEALTH & WELL-BEING SPOTLIGHT:

In 2022, the Phoenix City Council voted to hire a Public Health Advisor establishing the first Public Health Office for the City of Phoenix, solidifying the City's commitment to public health and health equity. The addition of public health expertise within the City's leadership provides the opportunity to strengthen health and well-being across the City, expanding upon existing public health programs, including heat response, heat mitigation, and food systems. The Public Health Office will use data and the community's voice to identify key priorities for health equity in planning, enhancing the City's focus on healthy planning policy.

South Mountain Park/Preserve



HEAT RESPONSE AND MITIGATION

The Office of Heat Response and Mitigation (OHRM) in the City of Phoenix stands as a testament to the city's proactive approach to address contemporary environmental challenges and to prepare for a warmer future. Established in response to the pressing need to better protect the city's residents, infrastructure, economy, and ecosystem from extreme heat, OHRM works to coordinate and accelerate a citywide response to the multifaceted risks posed by high and rising temperatures.

Heat and Health

Phoenix, like many other cities around the world, has been experiencing more frequent and more intense heatwaves, and longer and hotter summers. These events not only strain the city's resources, but also pose a significant threat to public health, particularly for vulnerable populations.

Goals and Objectives

The primary goal of OHRM is to enhance the city's resilience against heat-related threats and mitigate their adverse impacts in collaboration with all City departments and many

external partners. One of its key objectives is the development and implementation of comprehensive heat response plans. These plans are crafted to ensure that all residents, especially those most susceptible to heat-related illnesses, are safeguarded during extreme weather events. By focusing on vulnerable or under-served communities such as the youth, elderly, people experiencing homelessness, low-income families and individuals with pre-existing health conditions, Phoenix aims to minimize heat-related morbidity and mortality rates.

Resiliency

OHRM also works towards promoting sustainable urban development and resilience through various initiatives. One such initiative involves urban planning strategies to counter urban and extreme heat. By integrating more green spaces, promoting tree planting programs, and advocating for sustainable architectural practices, the City aims to reduce ambient temperatures and improve thermal safety and comfort. These efforts not only make the city more livable but also contribute to the overall well-being of its inhabitants.

Heat Ready Resources



Tree and Shade Tour with C40 Cool Cities Network (2023)



Heat Engagement

Community engagement plays a pivotal role in OHRM's mission. The Office actively collaborates with local communities, public health agencies, environmental organizations and educational institutions. Through workshops, awareness campaigns, and educational programs, OHRM strives to inform residents about the dangers of extreme heat and encourages the adoption of heat-smart behaviors. Public awareness campaigns are designed not only to educate individuals about the risks associated with heat but also to empower them to take proactive measures to protect themselves and their communities.

Heat Policy

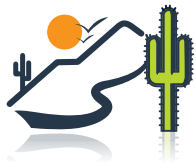
Moreover, OHRM is exploring policy changes at the municipal level. By working closely with policymakers and legislators, the Office serves in an advisory role for the integration of heat mitigation strategies into urban planning policies and building codes. These efforts ensure that future infrastructural developments are resilient to rising temperatures, creating a more sustainable urban environment for generations to come. For example, providing tree planting and shade structures in parts of the City that most use public transportation (underserved communities) as opposed to other communities that rely more on private automobiles.

Carnation Neighborhood Tree Planting (2022)



Kickoff for Arizona Heat Awareness Week (2023)





ENVIRONMENT

ENVIRONMENT IN PHOENIX

Environmental equity includes multiple factors, including fair and just access to environmental resources, protection from environmental hazards and participation in environmental decision making. Low-income, marginalized communities of color face disproportionate effects of climate change. Equitable development is driven by priorities and values as well as clear expectations that the outcomes from development need to be responsive to under served populations and vulnerable groups, using innovative design strategies and sustainable policies necessary for sustaining environmental justice.

Phoenix strives to be the most sustainable city in the world by improving the quality of life for everyone and allowing nature to thrive. 2050 Sustainability Goals set long-term outcomes necessary to fulfill this vision and the 2021 Climate Action Plan (CAP) outlines the actions to achieving, 2050 goals along with new ambitious climate goals. The CAP is part of how Phoenix is addressing the impacts of climate change by putting the city on a path to reduce GHG emissions by a minimum of 50 percent by 2030 and to achieve net-zero emissions by 2050.

All aspects of society including, in part, our health, our economy, and our food systems are directly influenced by climate change. By using a place-based approach for development, and including robust public involvement, equitable development fosters collaborative problem solving; and makes a visible difference in communities that are under served, under-resourced and overburdened..

Equity in our city's environment is critical. The Lancet, a world-leading medical journal founded in 1823, has called climate change the biggest global health threat of the 21st century. Moreover, the World Health Organization estimates that the costs of climate change's direct damage to health will reach \$2 billion to \$4 billion per year by 2030 and is affecting the ability to deliver safe, effective, and efficient health care, impacting a wide range of health outcomes. Part of tackling sustainability is addressing environmental justice. Certain populations can be disproportionately impacted by climate change can include Black, Indigenous,

and People of Color, lower income individuals, historically underrepresented groups such as children and older adults, and those experiencing multiple environmental burdens. In Phoenix, extreme heat and poor air quality impact residents who may already be dealing with chronic health conditions, no or inadequate healthcare, or a lack of clear and reliable information and resources.

Phoenix makes addressing environmental justice a priority. Environmental Justice concerns include such things as fair and just access to environmental resources, protection from environmental hazards and the ability to participate in environmental decision making.

Every action is a climate action. All aspects of society including, in part, our health, our economy, and our food systems are directly influenced by climate change. According to the U.S. Environmental Protection Agency (EPA), equitable development is a place-based approach for encouraging environmental justice. In the context of environmental justice and planning, equitable development improves public involvement, supports collaborative problem solving, and makes a visible difference in communities that are under-served, under-resourced and overburdened.

Environment Challenges

Environmental threats for Phoenix include extreme heat, more intense wildfires, increased flooding risk and vector borne disease. Rapid urbanization, which can strain basic infrastructure, coupled with more frequent and extreme weather events linked to global climate change is exacerbating the impact of environmental threats.

Air Quality

Poor air quality impacts every resident in the city of Phoenix. The federal Clean Air Act (CAA) requires Arizona to create a state implementation plan (SIP) aimed at meeting National Ambient Air Quality Standards (NAAQS) that include the following six criteria pollutants: carbon monoxide, ozone, particulate matter with a diameter smaller than 10 micrometers (PM-10) and with a diameter smaller than 2.5 micrometers (PM-2.5), lead, nitrogen dioxide, and sulfur dioxide. These air quality standards must be met within the Maricopa



Piastewa from North Mountain

Nonattainment Area, which includes the city of Phoenix. Of course, air is not contained by city limits so actions directed at improving air quality must be considered at a regional level. In 2021, Phoenix became a Signatory City of the C40 Clean Air Cities Declaration. As a C40 City, Phoenix meets the World Health Organization (WHO) air quality standards for nitrogen dioxide and sulfur dioxide and will work toward meeting the standards for particulate matter and ozone. This will be done by including relevant top pollution-reducing actions into the plan, which includes expanding public transit, increasing active transport options, modeling air pollution reduction as a result of actions, and monitoring air quality. The greater Phoenix area is currently designated as Moderate Non-attainment for ozone, and likely to be redesignated to Serious Non-attainment in 2024. The area also is designated as Serious Non-attainment for PM-10 (dust) and is experiencing increasing levels for PM-2.5 (soot) that could potentially result in the region's status changed to Non-attainment for PM-2.5. As the classification becomes more severe, the Clean Air Act requirements become more stringent and costly and impact public health.

Environment Opportunities

Implement the [Phoenix Climate Action Plan](#). Phoenix has accomplished many initiatives, programs, and projects that have led to climate pollution reductions and provided social, economic and environmental benefits.

Phoenix will:

- Lead by example by transitioning city operations' electrical use to be carbon neutral by 2030 through energy use reduction and implementation of local and utility scale solar projects.

- Reduce community carbon emissions from buildings, transportation and waste to move toward becoming a carbon neutral city by 2050.
- Support increased energy efficiency, renewable energy and new electric vehicle charging requirements in building codes, to achieve carbon neutral buildings citywide by 2050 with all new construction being net-positive in both energy and materials by 2050.
- Attract businesses that turn waste into resources and create a thriving Resource Innovation Campus by 2030 to put the city on the path to zero waste by 2050.
- Support and prepare for 280,000 electric vehicles in the city by 2030 and rapidly expand bus and high-capacity transit (light rail and bus rapid transit) to achieve carbon neutral transportation by 2050.
- Support new land use and development tools, such as the Walkable Urban Code, to prioritize walking, biking, or transit use, thereby reducing dependence on single occupancy vehicles; particularly within and connecting to Transit Oriented Development Districts, as well as Village Cores, Centers and Corridors by the year 2050.
- Become a top tier Heat-Ready City by 2025—implementing the Tree and Shade Master Plan by 2030 and building a network of 200 “cool corridors” by 2050.
- Continue to lead internationally in water stewardship – providing a clean and reliable 100-year water supply.
- Create and maintain a healthy, sustainable, equitable, and thriving local food system with healthy, affordable and culturally appropriate food for all Phoenix residents by 2050.
- Significantly improve air quality in the region to meet federal air quality standards.



WATER DEMAND MANAGEMENT AND CONSERVATION

The history of the City of Phoenix is a history of water management and conservation. From the canals of ancestral Sonoran Desert people through the Salt River Project to the construction of the Central Arizona Project, human’s ability to thrive in the desert has always depended first and foremost on our ability to use the limited water resources available with care. For this reason, the City, and Central Arizona more broadly, have elected to develop on a backbone of renewable surface water resources rather than a finite resource of groundwater, unlike many other communities in the American West.

Water Resiliency

Because it is not sustainable to revert to groundwater supplies, the City has taken great care to protect surface water in the region. In 2014, the Phoenix City Council authorized the Colorado River Resiliency Fund, improving local watershed resiliency and providing for underground water storage. In 2017, the City partnered with the Gila River Indian Community, State of Arizona, Bureau of Reclamation and Walton Family Foundation to fund “System Conservation”, which permanently left water in Lake Mead to delay shortages. In 2022, the City chose to voluntarily forgo 30,000 acre-feet of Colorado River water use as one of the leading participants in the “500+ Plan.” The City increased its system conservation in 2023 and 2024, leaving 50,000 acre-feet in each of those years in Lake Mead to stabilize the Colorado River system. Perhaps most importantly, construction of the “Drought Pipeline” is nearing completion, which will allow the more efficient transport of drought supplies to areas of the City that rely upon Colorado River supplies.

Water Conservation

Water supply is only one side of the equation. Due to the foresight of current and previous civic leaders, the City has made significant progress in demand management and conservation. In 1980, the State of Arizona passed the Groundwater Management Act, becoming the first U.S. state to regulate groundwater and mandate water conservation measures on a large scale. Because of these measures and other social forces, per-person water use in Phoenix has fallen by more than 30% over the last 30 years. Since 2000, the City has reduced overall demand

by more than 19,000 acre-feet, despite the service population growing by more than 305,000 residents. In 2019 the City adopted the recommendations of the Citizens Ad Hoc Water Conservation Committee for new and enhanced water conservation programs. These recommendations radically increased the scope and staffing of the City’s water conservation work, adopting 12 new or expanded conservation programs and a new Citywide water efficiency goal of 155 gallons of water delivered per person per day by 2030. If this

Tres Rios Wetlands



goal is attained, the City will have reduced its per-person water use by more than 35 percent over 30 years.

Colorado River Issues

However, hydrologic conditions in the Colorado River, which currently comprises approximately 40 percent of the water delivered to Phoenix residents, are currently the worst they have been in over a millennium. During the summer of 2022, the Bureau of Reclamation, who serves as the water master on the Colorado River, stated that it would be necessary for water users in the Colorado River Basin to radically reduce water demands on the river and briefly considered

unilateral water reductions to protect hydropower generation and water deliveries from the Colorado River. While an exceptional winter combined with unprecedented voluntary system conservation efforts saved Colorado River water users from severe shortage in 2023, the long-term outlook for the Colorado River is concerning.

Adapting to Change

To adapt to a challenge of this magnitude, the City will have to embrace its heritage of water-problem solving. In June 2022, the Phoenix Water Services Director declared a "Stage 1 Water Alert" as part of the City's Drought Management Plan, which means a supply

insufficiency is likely in the future. This declaration heightened awareness of the limitations associated with water scarcity and water conservation actions that can improve resiliency. In addition, the city is pursuing new water supplies, such as the possibility of recycling wastewater through Advanced Water Purification. These supplies are readily available and are drought and shortage proof. Moreover, to pursue its goal of becoming the most sustainable desert city on the planet, Phoenix must reduce its reliance on the Colorado River, adopt institutional water conservation policies and pursue new supplies of water.

Colorado River



A NEW TRAJECTORY: 5 CORE VALUES

The PlanPHX 2025 Leadership Committee and staff led in the evaluation, discussion and identification of the next iteration of the **Five Core Values and underlying goals** to create a unified policy framework for the entire City. This effort begins and ends with the residents of Phoenix. These Core Values will continue to align various City policies, plans and initiatives towards a more connected city while being respectful of the interrelationships and influences each goal has upon one another.

The newest Core Value, **Create a Network of Vibrant Cores, Centers, and Corridors**, represents a need and desire to revisit the Phoenix Urban Village Model originally established in the Phoenix Concept Plan 2000. By building on the Urban Village Model and aligning with more priorities for today and the future, Phoenix has an opportunity to employ a Village context-sensitive approach to growth, infrastructure, preservation, and place-making like never before. This approach will further enhance Phoenix's unique character and identity across the entire city.



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



Note: The goals in bold are new or refreshed from the 2015 General Plan.



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 Most Sustainable Desert City

- **Water Sensitive Planning**
- **Cool Corridors**
- **Desert Natural Landscapes**
- Rivers, Washes, & Waterways
- Redeveloped Brownfields
- Green Building
- Healthy Food System
- Energy Infrastructure
- **Community Shade**
- Waste Infrastructure



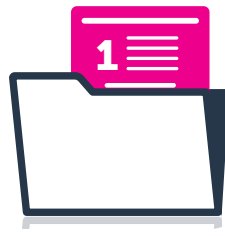
TOOLS FOR ACTION

The **7 Strategic Tools** continue to guide and align various implementation resources and efforts for all City departments and community and business stakeholders to participate in making progress big and small towards the General Plan Vision, Core Values and Goals.



Plans

- A reference to an existing plan and call to implement or update it.
- Creation or adoption of new plans, studies or planning exercises.



Codes

- Creation of new codes or regulations.
- Update of an existing code or regulation.



Operations

- Continuation or expansion of a current City program or practice.
- Support for changes to City programs or practices.



Financing

- Identification of a need for City financing for capital improvements.
- Pursuit of philanthropic or other funding sources.



PLAN:
ACTIVE
TRANSPORTATION
PLAN



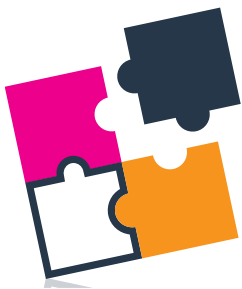
CODE:
WALKABLE URBAN
(WU) CODE



OPERATION:
ZERO WASTE PHX



FINANCING:
2023 GO BOND
PROGRAM



Partnerships

- Identification and development of partnerships that could help achieve the goal.



Knowledge

- Creation of a public awareness on a topic.
- Enhancement of staff and community capacity.



"I PlanPHX"

- Items that residents can do right now to implement the goal and play a direct role in shaping Phoenix's future.



PARTNERSHIP:
MYPHX311



KNOWLEDGE:
URBAN PLANING 101
VIDEOS



IPLANPHX:
G.A.I.N (GETTING
ARIZONA INVOLVED
IN NEIGHBORHOODS)

Implementation Strategies

The **7 Strategic Tools** provide a concise and practical way to organize various Citywide and department-specific implementation resources and efforts continually improving and making measurable progress toward the General Plan 2025 Vision, Core Values and Goals. From the Active Transportation Plan (Plan) to the Zero Waste PHX Program (Operation), Phoenix is already well on its way toward achieving the Vision of a more connected Phoenix. PlanPHX connects the efforts from the Phoenix City Council and City departments into one unified policy framework for the future of the city. In addition to helping implement the General Plan, these initiatives and projects have and will continue to play significant building solutions for our 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.

Planning for CONNECTIONS

To address our challenges and leverage our assets, the City and its residents must adopt a unified policy framework and context-sensitive planning approach. Phoenix boasts a stunning Sonoran Desert backdrop, complete with mountains, rivers and washes, providing a distinctive and picturesque canvas for varying scales and intensities of urban development. Within this natural setting, Phoenix's diverse communities have flourished, each with its own unique character, history and development patterns. These communities, framed and interconnected by the surrounding landscapes and transportation network, serve as the fundamental building blocks for A More Connected Phoenix. The ongoing growth of our city across this extraordinary landscape presents both our most significant challenge and an immense opportunity. Over the past decade, Phoenix has continued to grow inward like never before. This growth, while testing our resiliency, underscores our commitment to evolving and developing in harmony with the unparalleled environment that defines our city.

Cores, Centers and Corridors

While Phoenix has grown on the periphery, it has also experienced a renaissance across all Villages. Moving forward, if we are truly to become a more connected Phoenix, we must ensure that we coordinate land use, transportation, and infrastructure planning in a more equitable, balanced, and strategic way using a Cores, Centers and Corridors approach.

This approach for guiding growth and investment close to existing or planned infrastructure will help to solidify Phoenix's future as a more connected city. These mixed-use activity centers will offer diversity, variety, uniqueness, and sense of place across differing scales and intensities often linked together forming a network of connections like no other.

Phoenix's growth strategy has two major parts – Growth and Preservation Goals and Infrastructure Goals to align with our need and desire for a more connected growth pattern.

Growth / Preservation

Growth and Preservation Goals address aspects of our city we may want to see expanded, protected or enhanced. The identified Growth and Preservation Goals will help guide the General Plan Land Use Map updates across the city. The following is a list of Phoenix's Growth and Preservation Goals:

- Downtown as the Core
- Infill Development
- Evolving Communities
- Mix of Housing
- Surrounding Neighborhoods
- Opportunity Sites
- Transit Oriented Communities
- Tech-Forward City
- Resilient & Integrated Communities
- Entrepreneurs and Emerging Enterprises
- Manufacturing and Industrial Development
- Local and Small Business
- Certainty & Character
- Safe Neighborhoods
- Evolving Neighborhoods
- Welcoming Neighborhoods
- Water Sensitive Planning
- Desert Natural Landscape
- Rivers, Washes and Waterways
- Redeveloped Brownfields

Infrastructure

Infrastructure addresses the components of our city that complement and provide necessary support towards achieving our Growth and Preservation Goals. Typically referring to facilities or programs. The following is a list of Infrastructure-related Goals:

- Arts, Culture & Entertainment
- History & Local Businesses
- Dynamic City
- High-Capacity Transit
- Active Transportation
- Complete Streets
- Road Safety
- Public Transit
- Parks
- Canals and Trails
- Access and Functional Needs Infrastructure
- Knowledge Infrastructure
- Highly Skilled Workers
- Airports
- Tourism Infrastructure
- Encourage Housing Options
- Open Space
- Cool Corridors
- Community Shade
- Green Building
- Healthy Food System
- Energy Infrastructure
- Waste Infrastructure



Phoenix Central Corridor

PHOENIX LAND USE

AREAS OF GROWTH AND PRESERVATION

After the adoption of the updated General Plan, the Planning and Development Department will collaborate with the Planning Commission, Village Planning Committees, residents and property owners to determine if any changes to the Land Use Map are needed as part of the update of each of the individual village character plans discussed in Part IV of this plan. This exercise will involve the identification of four areas within each of the 15 urban villages. The following is a summary of these areas.

Growth and Infrastructure

A key step in the Land Use Map update exercises will be an analysis of growth trends for the city and each village. Identifying areas projected for both residential and employment growth will be an important consideration in designating Areas of Growth, Preservation, and Cores, Centers and Corridors.

In addition, a review of existing and planned infrastructure investments and existing and projected infrastructure demands will be critical towards identifying appropriate locations for future investment and growth and to capture these kinds of places in each of the villages, from neighborhoods to natural open space. Areas of Preservation are meant to maintain the established character and scale of a neighborhood or place. By identifying places each village values most, we will work together on a more strategic approach to land use for the entire city.

Areas of Growth:

The purpose of Areas of Growth is to channel growth

where each village feels it is most appropriate and aligns with the General Plan's goal of coordinating new growth with existing or planned infrastructure.

Areas of Growth can be part of the village where most people agree that development or redevelopment would be beneficial. Areas of Growth should also be the places with the most intensity and scale of development in the village or a place where the village will be supportive of a change in the existing intensity and scale of development.

Areas of Preservation:

Shaping Phoenix's future goes well beyond deciding how new growth will occur. It is equally important to preserve those places that have made our city the great place it is today. Areas of Preservation can be employed to ensure those places are protected and enhanced.

Centers:

A network of centers will be identified in each village and be used to develop a citywide centers table. It will augment the Urban Village Model and

the existing primary and secondary cores and in some instances provide additional policy guidance to ensure future growth and development of existing cores as it responds to and facilitates connections and relationships to newly established centers.

Corridors:

Not all growth in Phoenix has occurred in a defined area, but has followed a more linear pattern of growth. Areas like Baseline Road in the South Mountain Village or 32nd Street in the Paradise Valley Village are great examples of corridors that should be captured in the Land Use Map update. Analyzing where Phoenicians are connecting with each other today is crucial to understanding how to most efficiently build a more connected Phoenix for tomorrow.

Identifying cores, centers and corridors in each village will be a big step towards incorporating the concept of connectivity into the General Plan's Land Use Map.



Central Avenue north of Downtown was once considered the suburbs of Phoenix

CORES, CENTERS & CORRIDORS

While there are a multitude of factors that help a city take shape, land use is perhaps the most powerful. How and where we live, work, shop, go to school, worship, recreate, build and all other elements of life correspond to how we use land across our communities. It is with this impact of land use in mind, that the planning profession was born and continues to exist.

Cores, Centers, & Corridors:

The General Plan Land Use Map has dozens of designations from residential to industrial land uses. In addition to the variety of land use types, the map also includes Village Primary and Secondary Core designations. Since the adoption of the 1979 Phoenix Concept Plan, Phoenix has employed a series of cores in each of the urban villages. The cores were intended to be the clearly identifiable central focus for the village, housing most of the village's employment and multifamily housing and ultimately serving as centers for connectivity and collaboration. In the more than 40 years since the core concept was adopted, a few of the city's cores have developed as they were envisioned while many have not.

In several villages, centers for employment, shopping, services and residential growth have developed in areas that are not designated cores in the General Plan. In 2012, the City Council adopted the first update to the General Plan's land use policy framework in the Transit Oriented Development (TOD) Strategic Policy Framework. The Framework established a series of Centers or "Place Types" for each of the station areas across the city's light rail system and to provide policy and definition with the community about how these areas might grow and evolve with this new transportation and infrastructure investment, further defined across diverse and unique transit oriented districts.

Land Use Planning TOGETHER

The following pages in this section outline some of Phoenix's Land Use Policy and guidance to provide a foundation for the next iteration of Land Use Planning with our communities.

More specifically reinforcing the Urban Village Model, Village Cores, Corridors and Streets, Transit Oriented Development, Land Use and Design Principles, and 15 Unique Village Character Plans.

The Sagrado - South Phoenix

The Sagrado was established in Phoenix, Arizona in 2016 as a response to a lack of presence of arts and culture in the South Phoenix community. The Sagrado stands as the only community arts organization and art gallery in South Phoenix that nurtures the community's cultural identity and serves as a cultural bridge for the Valley. In its first five years, the Sagrado has made significant

progress implementing the vision to cultivate prosperous communities rooted in arts and culture while engaged in conscious development amidst the challenges of a global pandemic. Through the pillar art shows, workshops, community events, and design advocacy, the Sagrado has impacted the lives of more than 5,000 community members in South Phoenix and beyond.



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 and resulted in the adoption by the City Council of Phoenix Concept Plan 2000. This Plan defined the Urban Village Concept and was used as the basis for developing the General Plan adopted by City Council in 1985. The Plan initially established nine villages and the urban form for Phoenix.

The Plan also established Urban Village Planning Committees, charged with providing advice to the City Council on planning related issues in each village. In 1989 and 1990, the City sponsored the Futures Forum, a series of meetings which provided an opportunity for the community to discuss and articulate a vision for Phoenix's future. Some of these discussions focused on Phoenix's existing urban form and the strengths and weaknesses of the Urban Village Concept. In 1991, as part of an update of the General Plan, the City used the results

of these discussions as a basis to refine the existing Urban Village Concept into a new urban form model for Phoenix. From 1991 through 1994, the City worked with the Village Planning Committees and other citizens to refine and finalize these concepts into a new [Urban Village Model](#) still in place today.

Principles from the Past

The Urban Village Model was based on five principles that have been built upon for decades and continue to influence the next iteration of planning for a more connected Phoenix.

Principle 1. Balancing housing and jobs

The idea of living, working, and playing in the same village is a basic principle of the Model. This principle focuses on creating a sense of community by providing living, employment and recreational opportunities in close proximity to village residents. Residents of Phoenix, and the entire metropolitan region, have many choices as to where they will live, work, and play. Factors such as the transportation system, disparities in educational system quality,

ongoing changes in provision of retailing services, a range of job opportunities available and a variety of lifestyles are examples of what impacts where people live, work and play. Although it may be difficult to achieve a standard citywide ratio for each village, consideration should be given to identifying a ratio for each village.

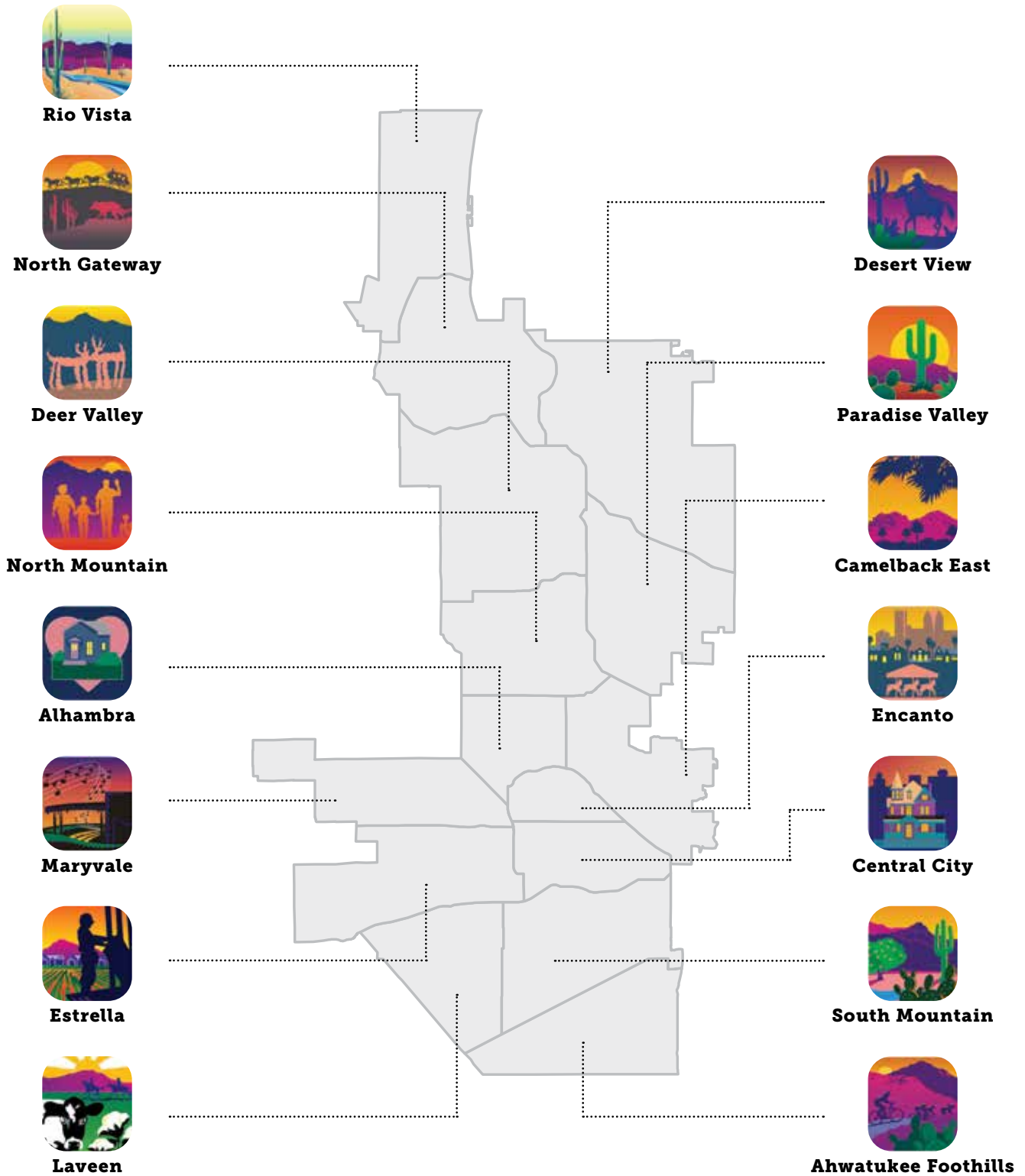
This should be based on the long term economic development goals of the community, the unique characteristics of each village, and the opportunities for future employment and population growth for each. Thus the appropriate ratio of jobs to population will be determined for each village. This will result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

A PURPOSEFUL AND INTENTIONAL, URBAN VILLAGE MODEL

TO BE A MORE CONNECTED PHOENIX
ACROSS ALL OUR COMMUNITIES.



the core is the central focus for each village, it should contain the highest development intensity - concentration of people and activities. Core intensity in a village will be based primarily on the intensity of development in the village. However, the absolute intensity of village cores will be different from one village to another.

Principle 3. Promoting the uniqueness of each village

Each of the urban villages has a unique natural, urban and social character. That character should be enhanced by the types and intensities of land uses that are developed in the village. The Model establishes land use categories which provide each village flexibility as to how those land use categories are used to enhance the character of the village.

Principle 4. Preserving and enhancing the quality of life in each village

There are a variety of factors that contribute to the quality of life in Phoenix and each of its villages - i.e., climate, environment (air, water, open spaces), and a variety of recreational, employment, educational, and housing opportunities..

In some instances desirable factors exist that are unique to specific villages - freeway access, natural features, housing stock and historic resources. Those factors should be identified, and where possible preserved, and enhanced for each village. Historic structures, both residential and commercial, add character and create identity. Preservation of historic sites

and structures should be encouraged. Development in or adjacent to historic structures should be sensitive to the area. Whenever possible, the structure should be preserved in its entirety. If the site is redeveloped, every attempt should be made to incorporate the historic facade.

Principle 5. Providing for a majority of resident needs within the village

In addition to providing employment opportunities for village residents, other types of private and public services should must be equitably provided to satisfy resident needs. Private and public services should include, but not necessarily be limited to, programs and facilities that address critical social issues such as homelessness, substance abuse, domestic violence, dependent child and adult care, criminal justice services, and residential treatment of AIDS, Alzheimers, chronic mental illness and other health problems.

Consideration, where reasonable, should be given in each village to insure that these services needs are provided in a balanced manner within a reasonable distance of each resident. A balanced city-wide distribution will help alleviate the problems that may be created when these services are concentrated in a particular village or area of the city. In addition, efforts should be made to insure that both private and public services are distributed equitably among all the cities in the metropolitan region and not concentrated in Phoenix.

Principle 6. Directing urban planning through the Village Planning Committees

The central planning unit for each urban village is the village planning committee, which shall have the opportunity to formulate its recommendations regarding the following factors in consonance with the affected neighborhood groups registered with the City of Phoenix and any other affected property owners:

- Location of the five components of the Urban Village Model.
- including identification of the need for new service areas.
- An appropriate mix of land uses based on the residential component.
- Character, uses and intensities within cores.
- Appropriate ratio of jobs to population.

The recommendations of the village planning committees shall be forwarded to the Planning Commission and City Council for review, comment and action.

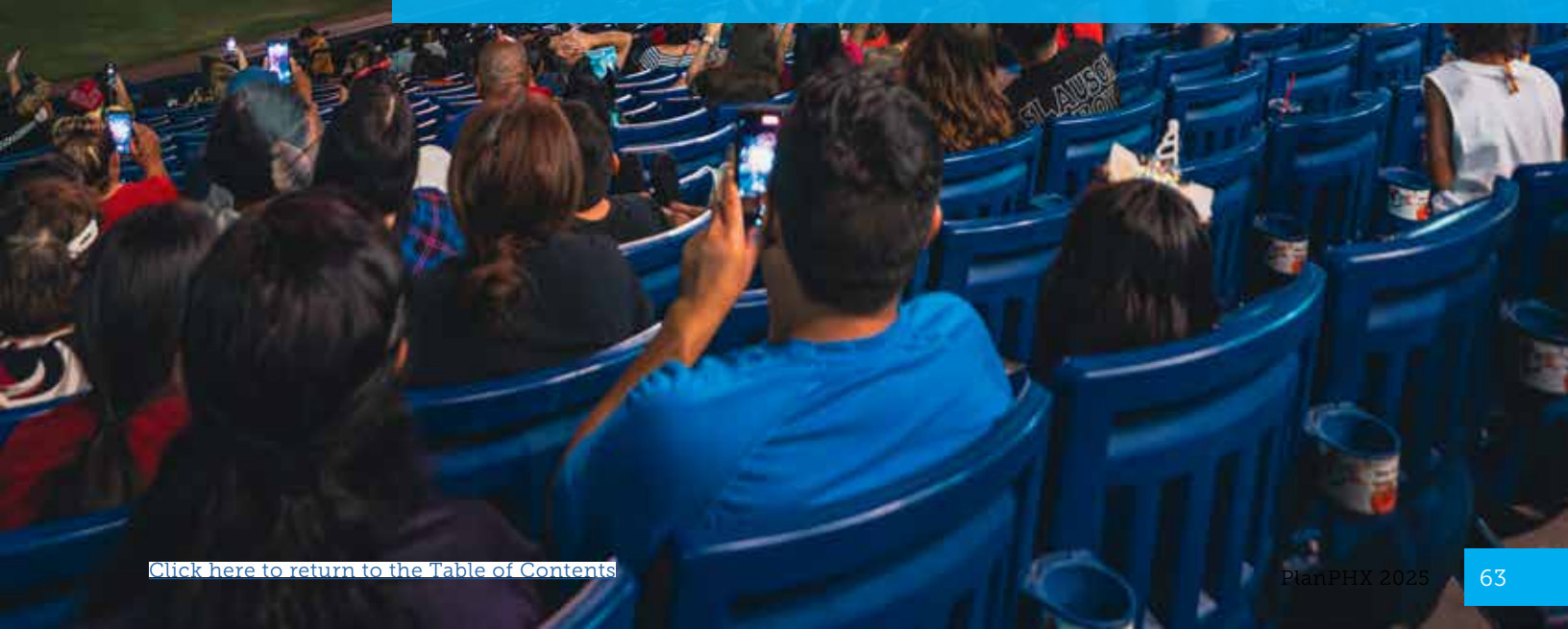
Principle 7. Balancing economic impacts and land use decisions

Land use decisions should be evaluated in the context of the potential impacts on the economic viability of the village as a whole. In addition, the impacts on the short and long term revenues of the City should be determined. Consideration of the economic viability in each village is essential to the overall viability of the entire city.



Light Up the Sky Fireworks Event - Maryvale Village Secondary Core

Light Up the Sky is one of the longest running Independence Day celebrations in the Maryvale area. The event features bounce houses, games, mascots from local teams, food, and community vendors. Attendees play on the recently renovated American Family Fields of Phoenix (formerly Maryvale Baseball Park) field and run through an obstacle course. The night culminates in a 20-minute live fireworks display accompanied by patriotic music.



VILLAGE CORES

PRIMARY & SECONDARY

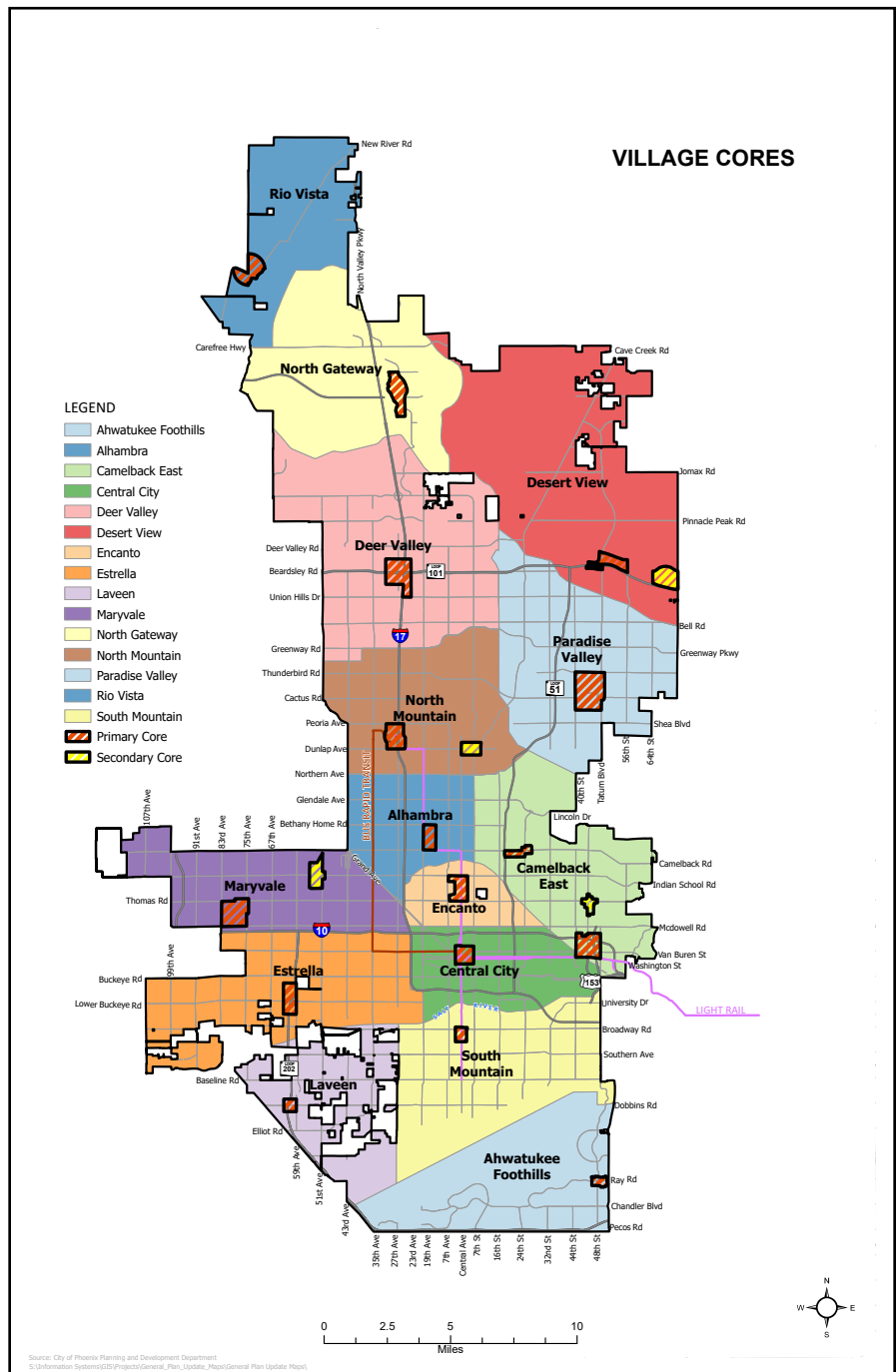
The Village Cores have always been the central focus for each village. The cores should contain a mix of uses including office, retail, public, governmental, and residential. The variety of uses are determined by the uniqueness of each village and the character of each village. The cores often contain 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 provides definition to public streets, pedestrian accessways, and public plazas or urban open spaces. The compact and connected nature of this development pattern creates a strong emphasis on providing more pedestrian amenities. Cores also serve as the focus for the development of multi-modal transportation systems to support a larger concentration of employment and housing opportunities.

Secondary Cores

Secondary cores often provide services to areas that are more suburban in character. Development patterns consist of more freestanding buildings with larger setbacks. Pedestrian amenities are encouraged but 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.



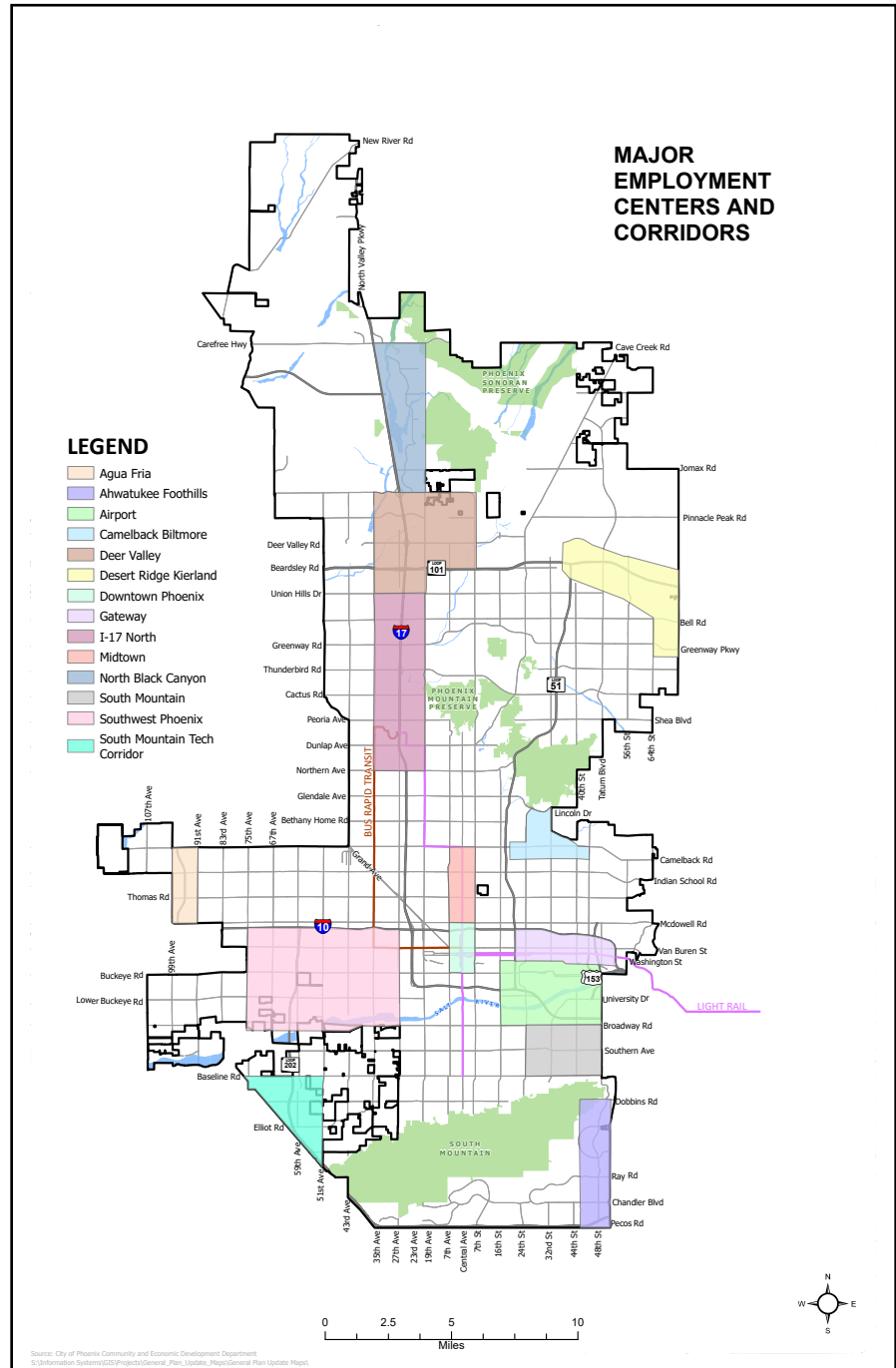
EMPLOYMENT CENTERS/CORRIDORS

Phoenix is home to more than a dozen employment corridors and centers throughout the city. Phoenix is a booming, young market attracting global business and talent alike. Between 2010 and 2021, employment grew an average of 37%. Phoenix has seen growth in the most sought-after industries around the globe from bioscience and information technology to advanced manufacturing, and sustainability.

Guiding Investment

Planning within and adjacent to Phoenix's employment centers and corridors is a critical part of addressing the Five Core Values of the General Plan. One of the ways we can become a more connected city is by ensuring that existing employment centers and corridors can continue to thrive. A vibrant network of employment centers and corridors attracts additional investment to the city, strengthening the local economy and allows residents to be closer to employment opportunities.

The closer residents can be to their jobs, the better positioned the city is to addressing challenges related to commute times, congestion, and air quality. Ensuring the sustained growth of the city's existing employment centers and corridors will require a renewed commitment to collaborate with employers and the community on the land use, zoning and infrastructure decisions needed to support continued investment. Part IV of the General Plan outlines an approach to incorporate the city's employment centers and corridors into the larger planning framework for Cores, Centers, and Corridors. This will provide some of the necessary planning analysis and policies to support appropriate investments within and around employment centers and corridors.



TECH CORRIDORS

As Phoenix has continued to establish itself as a leader in the technology sector, locations like the Loop 202 Corridor in the Laveen and Estrella villages and Interstate 17 Corridor in the Deer Valley and North Gateway villages are quickly becoming destinations for investments in technology sectors.

Phoenix Technology Corridors

Phoenix's Technology Corridors will be an integral part of the Cores, Centers and Corridors exercise outlined in the Identifying and Prioritizing Key Corridors section in Part IV of this update. Defined boundaries for each of the corridors will be identified followed by land use, zoning and infrastructure analysis to determine what each of the corridors needs to continue to attract investment.

The General Plan has several Land Use policies that support the continued growth of the city's existing and emerging tech corridors:

- Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.
- Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers and corridors.
- Support necessary changes to land use and zoning in and around bio-medical clusters.
- Support the expansion of industrial zoning in targeted industrial areas.
- Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

Accelerating New Technology

Phoenix is building a new economy with a focus on the innovative industries of the future. Our young, educated communities have helped attracted new technologies and companies. Our innovation ecosystem isn't just about business-friendly policies, we also partner with our local higher education institutions to provide the right skills and workforce for the jobs of the future.

Large Manufacturing Ecosystem

Phoenix has a long history of manufacturing and with our low-operational costs and strong infrastructure, companies have continued growing and thriving in the 5th largest city. We also have a mixed labor pool with young and mature workers that bring the knowledge and skills advanced manufacturing companies are increasingly seeking.

Phoenix also boasts a diverse transportation infrastructure including: 3 airports with one being an international airport, 2 major railroad companies, a network of freeways and highways that connect you to major markets in California, Texas, Nevada, and Colorado within a half-days drive and a short flight away from the rest of the continental US.

7%

Growth in Phoenix
Infotech Companies
2017-2020

14.4%

Increase in Advanced
Manufacturing Jobs
2020-2030

300+

Tech Companies
located in Phoenix as
of 2020.

Loop 202 (South Mountain) Freeway + Tech Corridor

The Arizona Department of Transportation recently opened the \$1.7 billion Loop 202 South Mountain Freeway in Maricopa County. The 22-mile freeway, the state's largest highway project, was completed three years ahead of schedule. It gives motorists an alternative to Interstate 10 through downtown Phoenix and connects to the newly established **South Mountain Tech Corridor** in the Laveen and Estrella villages.

Baseline Road Scenic Corridor

Baseline Road was the subject of a significant streetscape improvement project in 2005. The lush landscaped setbacks, unique transit stops and meandering pedestrian paths in the project helped to implement the vision and goals of the 1997 City Council adopted Baseline Area Master Plan.

SCENIC CORRIDORS

A scenic designation applies to a street, freeway or corridor that has or is intended to have a special character. The designation does not alter the classification for a street, but it does include special design features and/or policies. These design features relate to streetscape design, adjacent landscaping and encourage design aesthetics that support the scenic designation. The policies will preserve views, enhance character and encourage uses compatible to the scenic corridor.

A scenic designation should be a continuous feature, even though it may pass through several land-use areas. Each corridor designated as scenic should have an intensity and quality that harmonizes with the uniqueness or special character of the selected corridor.

The basis for selecting a scenic corridor may be:

- Preserving existing natural areas, such as desert, hills or mountains
- Recognizing the existing character or theme of adjacent areas, such as a preponderance of single-family development adjacent to freeways, tree-lined roads, and undisturbed desert
- Designating areas of special or unique character, such as a village core, a village boundary and a village's main street
- Preserving important views, such as mountain vistas, the Salt River corridor, the Downtown Phoenix skyline, and undisturbed desert

EXISTING SCENIC CORRIDORS:

Cave Creek Road

- Approved by the City Council in August 1986
- Segment between Jomax Road and Carefree Highway
- Established a setback from street centerline. A 205-foot setback from the street

centerline is recommended and is actively being pursued

Baseline Road

- Approved by the City Council in June 1996
- Segment between 16th and 40th streets
- Established design guidelines for all development adjacent to Baseline Road

Happy Valley Road

- Approved by the City Council in December 1996
- Segment between 67th Avenue and Happy Valley Road crossing the Central Arizona Project (CAP) aqueduct
- Created guidelines for development both within and adjacent to the right-of-way for Happy Valley Road

Dobbins Road

- Study completed in January 2000
- Segment from Central Avenue to 67th Avenue
- Defined criteria to move traffic safely and efficiently through the area

Carefree Highway

- Approved by the City Council in June 1997
- Segment from Black Canyon Highway to Black Mountain Boulevard
- Established a setback from the street centerline and a 205-foot setback from the street centerline, leaving a

135-foot tract of undisturbed land between the street improvements and urban development, except in commercial areas where a 120-foot setback from the centerline is required

State Route 51 and Loop 101

- Approved by the City Council in June 2011
- Segment from northern boundary of the Phoenix Mountain Preserve to the Loop 101; along the Loop 101 from the Phoenix/Scottsdale border (Scottsdale Road) to the Phoenix/Glendale border (51st Avenue)
- Established policy to discourage off-premise signs and primary outdoor uses

GOAL:

Scenic corridors should be identified and maintained to preserve natural areas; views and areas of unique character adjacent to arterial streets and freeways.

POLICIES:

1. Designate scenic corridors that respond to their local environment as well as design goals and policies, for adjacent areas.
2. Designation of scenic corridors on the Street Classification Map should be based on a plan that first enumerates goals, policies, and standards of the street.

RECONNECTING THE PHOENIX STREET GRID

The [Street Classification Map](#) was first adopted in 1961, laying the basis for the Phoenix grid street system. In 1994, the map was modified to reflect the Street Classification System Policy and to incorporate information from the former Minimum Right-of-Way Standards Map. The Street Classification Map provides information on the city's street network, identifying the alignment and minimum right-of-way standards for existing and planned major arterial and collector streets. The map is regularly updated to reflect the changing landscape of the Phoenix region, providing guidance to residents, City staff and property owners alike, regarding the future of the city's transportation network.

Major Arterial Streets

Major arterial streets provide for long distance traffic movement within Phoenix and between Phoenix and other cities. Service to abutting land is limited. Access is controlled through frontage roads, raised medians and the spacing and location of driveways and intersections. Opposing traffic flows are often separated by a raised median.

Arterial Streets

Arterial streets provide for moderately long distance traffic movement within Phoenix or between Phoenix and adjacent cities. Moderate service is provided to abutting land. Access is controlled through frontage roads, raised medians and the spacing and location of driveways and intersections. Opposing traffic flows are separated by a raised median or a continuous left turn lane.

There are 269 miles of Major arterial and 428 miles of arterial streets in Phoenix.

Collector Streets

Collector streets provide for short distance (less than three miles) traffic movement; primarily functions to collect and distribute traffic between local streets or high volume traffic generators and arterial streets. Collector streets provide direct access to abutting land. Some access may be controlled by raised medians and the spacing and location of intersections and driveways.

Minor Collector Streets

Minor collector streets provide for short distance (less than three miles) traffic movement; primarily functions to collect and distribute traffic between local streets and arterial streets. Minor collector streets provide direct access to abutting land. Some access may be controlled by the spacing and location of intersections.

There are 135 miles of collector and 473 miles of minor collector streets in Phoenix.

Local Streets

Local streets provide for direct access to residential, commercial, industrial or other abutting land, and for local traffic movements and connections to collector and/or major streets.

There are 3,565 miles of local streets in Phoenix.

In total, there are 4,870 miles of streets in Phoenix.

Crossings

Safe and convenient crossings for people walking and biking are part of reconnecting the street grid for everyone in Phoenix. In high activity areas and near transit, street crossings should be more frequent to connect to local destinations and support street safety.

Complete Streets Guidelines

On July 2, 2014, City of Phoenix Council members moved to adopt two new ordinances aimed at changing the way that streets are developed, designed, and constructed. The Complete Streets Guidelines are designed to encourage and facilitate active transportation and public health, and accommodate people of all ages and abilities, including pedestrians, wheelchair users, bicyclists, users of public transportation, motorists, emergency responders, and freight movers.

For the City of Phoenix, the primary focus of street design will no longer be solely on the speed and efficiency of automobile travel, but on the safety and comfort of all users of the public right-of-way (ROW). Phoenicians have been slowly making the shift towards a more multi-modal way of living, meaning that more and more people are beginning to incorporate some level of active transportation into their lives via walking or bicycling in order to reap the benefits of a healthy lifestyle, connect with the community, and improve overall quality of life.



**Local Street in Tramonto with Sidewalk Setback
(North Gateway Village)**

SAFE SYSTEMS FOR ROADS AND STREETS

The Street Transportation Department's mission is to "provide for the safe, efficient and convenient movement of people and goods within the city, and support citywide infrastructure projects to improve the quality of life in Phoenix." Understanding the importance of safety as a core function of the department, and due to recent data trending in a negative direction, Phoenix is investing in a safe systems approach for road and street enhancements citywide.

Safe Systems for Safe Roads and Streets

On average, in the City of Phoenix there are 83 automobile collisions every day. Every other day there is at least one fatal car crash, and in a single year, there are 190 people killed, which is enough to fill a commercial airliner. If one fully loaded commercial airliner were to crash with no surviving passengers each year, imagine for a moment what the response would be. Lives lost through motor vehicle crashes deserve the same attention.

In 2022, the City of Phoenix adopted the Vision Zero Road Safety Action plan (RSAP). Phoenix strived to develop a plan that went beyond traditional road safety measures by integrating best practices, Vision Zero Network guidance, and Federal guidance recognizing the need to take action now. The Federal Highway Administration (FHWA) Safe Systems Approach focuses on a human-centric approach of intelligent transportation system design, proactively identifying and addressing risks, and creating redundancies in safety measures. People will still make mistakes, and crashes will still occur - but they should not end

in life-altering tragedy. The Safe Systems Approach brings safety to the forefront of transportation investment through a holistic view of the road system that first, anticipates human mistakes and secondly, keeps impact energy on the human body at tolerable levels according to the FHWA.

Safe Systems Principles

Safe systems puts the focus on human behavior and human vulnerability, rather than theoretical behavior of perfect users. The FHWA established six principles for a safe systems approach that are incorporated into Phoenix's RSAP:

1. Death and serious injuries are unacceptable
2. Humans make mistakes
3. Humans are vulnerable
4. Responsibility is shared
5. Safety is proactive
6. Redundancy is crucial

Together, these principles establish a new approach for road safety that proactively improves safety on our streets. They support building complete streets, with safe travel options for everyone.

Safe Systems Objectives

The FHWA identified five objectives for eliminating death and serious injuries on the road:

- Safer People
- Safer Vehicles
- Safer Speeds
- Safer Roads and Streets
- Post-Crash Care

The City can directly impact Safer Speeds and Safer Roads through policies, procedures and prioritization of resources. The recommendations in the General Plan support building safer roads and achieving safer speeds in Phoenix.





Vision Zero/Road Safety Action Plan

In September 2022, Phoenix City Council unanimously approved a comprehensive Vision Zero Road Safety Action Plan and the allocation of \$10 million in annual funding for its implementation. The City Council decision also approved formation of an 11-member Vision Zero Community Advisory Committee, which will provide feedback and recommendations about how the Plan is facilitated.

Active Transportation Plan

On May 31, 2023, the Phoenix City Council approved the Active Transportation Plan, which will guide expansion of bike lane miles and improvements to the citywide transportation network. The plan is an update to the City's Comprehensive Bicycle Master Plan that was approved by the City Council in 2014, and connects to the comprehensive Vision Zero Road Safety Action Plan that the City Council approved in 2022.



TRANSIT ORIENTED COMMUNITIES

Achieving the vision of a more connected Phoenix requires a merger of planning policy from the past with more recent focused and strategic approaches of today. When planning for growth, preservation and infrastructure, land use and transportation have become more intrinsically related than ever before. By using the five core values, building upon our past and present strengths, and being conscientious of long term opportunities and challenges, a new strategic framework begins to take shape as a blueprint like no other.

Introduction

Phoenix's Sonoran Desert setting with mountains, rivers and washes has offered a unique and picturesque landscape in which to build a city. This landscape and the city's transportation network help to define Phoenix's communities, each with their own character, history and scale. These communities, the landscapes and the transportation network that frame and link them, are our basic building blocks for becoming a more connected Phoenix.

A New Paradigm

Continuing to build our city across this special landscape has always been our greatest challenge and opportunity. Over the last decade, Phoenix has continued to grow outward, with its city limits now encompassing more than 529 square miles

While Phoenix has grown on the periphery, it has also experienced a renaissance in its downtown, along the existing 25-mile light rail line, and in many of its village cores. Moving forward, if we are truly to become a more connected

Phoenix, we must ensure that we coordinate land use and infrastructure planning in a more strategic way.

Our Renewed Strategy

Redevelopment and new growth to be guided near supportive infrastructure. By growing near public transit, parks, trails and shops, Phoenix can become a more connected network of communities. This focus is a more efficient way to build and preserve our city. This efficient approach to city building is conscious of cost (both long- and short-term), environmental impacts, and quality of life.

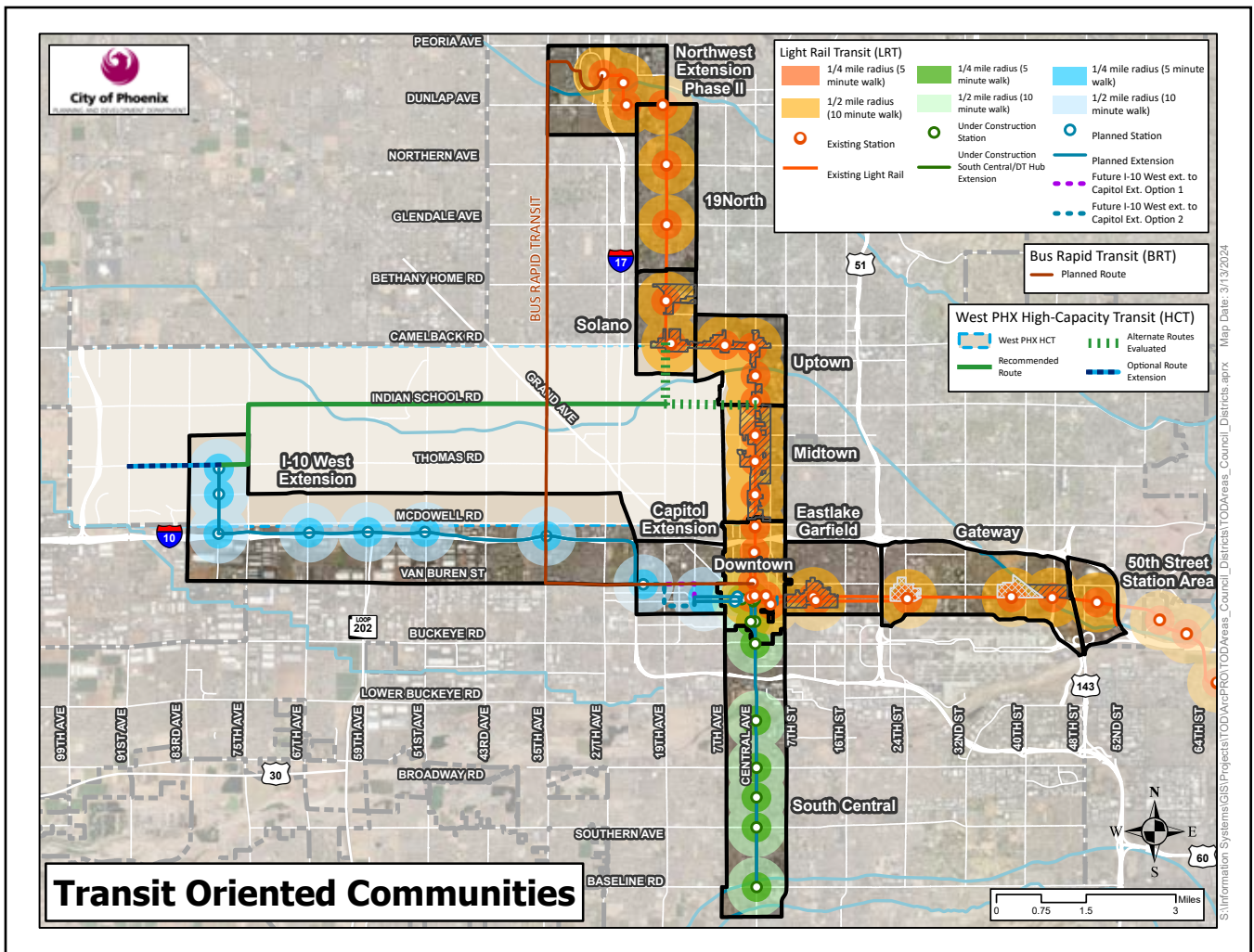
Create complete communities that seamlessly integrate a mix of compatible uses. By creating places where residents can access most of their daily needs conveniently and without a long drive, transit ride, or walk, we can provide a higher quality of life in areas with greater social cohesion, convenience, and efficient mobility at lower costs.

Strengthen existing assets. The identity of Phoenix, and any other city, is inseparable from the things that make it special.

On a macro scale, Phoenix is known for its extraordinary winter weather and breathtaking mountain preserves. On a more micro level, Phoenixians value the many parks, neighborhoods and other points of pride that support their daily lives. While Phoenix is changing and growing, these assets should be preserved and strengthened. This does not mean to "remain unchanged" but rather to be acknowledged for their character and positioned through both policy and investment to serve our evolving city and growing population.

A City of Great Places

Great communities are comprised of great places. While the terminology is subjective, upon entry to one of these places, they are immediately recognizable as something special. The American Planning Association has long valued these exceptional areas through their "Great Places in America" award. In Phoenix, this includes [Roosevelt Row](#), which was recognized as a Great Place. While there is no magic formula to creating a great place, there are common elements.



Great places are accessible to, and enlivened by, a large and diverse population.

Great places are where community happens and these spaces often serve as a hub for social and civic activity, whether formal or informal.

Great places achieve name recognition through authenticity, uniqueness and usefulness.

Realizing a Sense of Place
A challenge facing Phoenix is its short time being a city, vast land area and explosive, rather than incremental, population growth. Many older cities developed with streetcar suburbs that were fairly

dense and included a variety of housing types surrounding commercial nodes situated on the streetcar line. Even in Phoenix, a limited number of these places remain today such as Roosevelt Row, the Grand Avenue Arts District, and portions of the Coronado Neighborhood, to name a few. While the streetcar lines have been removed, the pattern remains and has proven to be both resilient and beloved places in our city. Much of Phoenix developed during the age of the automobile and Euclidian zoning, which produced a cityscape where uses were separated from one another and where commercial ventures lined arterial streets.

This has led to an environment where residents often refer to geographies by their cross-streets rather than by a place name.

The Transit Oriented Development Strategic Policy Framework proposed a new paradigm for urban growth in Phoenix. This plan defined a series "Place Types" for the 42 station areas along the growing light rail system.

Like the streetcar suburbs of old, these Place Types will become the central nodes from which a newly reinvented and reinvigorated community will arise.

GROWING EFFICIENTLY & ALIGNING TO CHANGE

Building on Existing + Planned Infrastructure

A chief responsibility of any municipality is to provide efficient and sustainable infrastructure to its residents. Transit oriented communities seek to utilize existing or planned infrastructure to serve existing community needs and to accommodate future community needs.

Through the lens of municipal efficiency, these transit oriented communities serve an outsized role in the prosperity, health and well-being, and environmental sustainability of the city. Infill development and redevelopment along the city's high-capacity transit lines can largely occur using the existing waterlines, sewerlines, and streets, which saves money.

Changing Market + Demographics

The past ten-years has been marked by unprecedented changes to the demographic, economic, and socioeconomic demands and preferences for what users want and need from their cities. In Phoenix, the forces of population gains, the housing crisis, demographic and socioeconomic shifts, and the COVID-19 pandemic have been especially acute. These factors have combined to demand a rapid response for additional housing of all types and at all price-points, access to "third places," and affordable lifestyle options such as shorter commutes.

Prosperity

The economics of mixed-use communities and neighborhoods has been tested and proven in cities across the country. When a neighborhood contains a mix of complementary land uses such as housing, services, and employment, the system is more efficient for all users and all users therefore benefit.

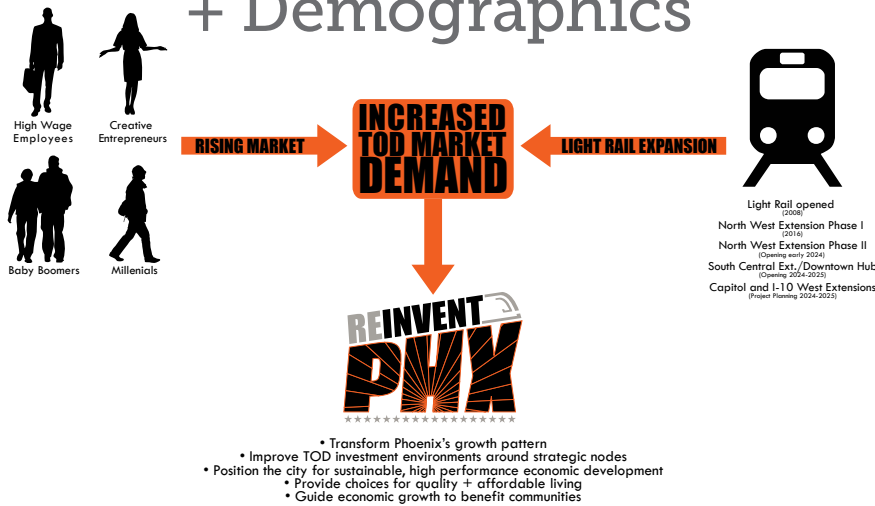
Residents who access all, or most of their daily needs within a short walk or transit ride save both money and time that would otherwise be spent on transportation.

Businesses who are a part of a symbiotic cluster of land uses benefit from increased foot traffic, decreased transportation costs, and from direct spending



In 2020, the City's Community and Economic Development Department solicited proposals for the redevelopment of a city-owned parcel located near Holly Street and Central Avenue. The site was located at the transition between the higher intensity developments along Central Avenue and the Willo Historic Neighborhood. The site was purchased, rezoned to the Walkable Urban Code, and planned as six single-family attached ownership units. The proposal for Holly 6 incorporated leading edge sustainability principles, is an example of "missing middle housing," and the rezoning was approved without neighborhood opposition due to the thoughtful design and proactive engagement.

Changing Market + Demographics



into local businesses which then circulates within the neighborhood to the mutual benefit of all. The city that hosts the complete community reaps the benefit of less traffic, fewer infrastructure demands, and the economic vitality and resiliency of mixed-use districts.

Health and Well-Being

On average, 40 percent of all trips are for a distance of two miles or less which is a distance that can easily be covered by a 10 minute bicycle ride or a 30 minute walk. When provided safe and comfortable walking and bicycling routes between common destinations, a resident is free to navigate their neighborhood on trips that serve triple duty as transportation, leisure, and exercise.

Environment

A municipality cannot control who and how many people want to move there, but it can guide how it wishes to grow, such as upward, inward, or outward. The geographic expansion of the city's footprint is largely through encroachments into the native desert environments and, with this outward expansion comes the additional cost of providing community services long-term.

As demographics, real estate economics and buyer preferences continue to shift, transit oriented communities can help reduce land consumption, reduce pollution, and the urban heat island effect which is exacerbated by operating vehicles and pavement.

"Traditional measures of housing affordability ignore transportation costs. Typically, a household's second-largest expenditure, transportation costs are largely a function of the characteristics of the neighborhood in which a household chooses to live. Location Matters. Compact and dynamic neighborhoods with walkable streets and high access to jobs, transit, and a wide variety of businesses are more efficient, affordable, and sustainable."

- Center for Neighborhood Technology

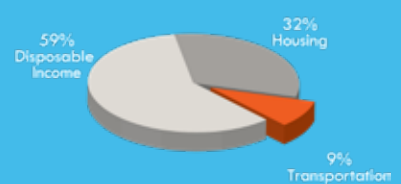
Reducing Household Expenses (Housing + Transportation Costs)

Transit oriented communities (TOCs) focus on designing urban environments around walking, bicycling, and transit use as the preferred modes of transportation. By placing more jobs, services, and destinations within reach of more people, TOCs shift transportation costs to disposable income and wealth creation, especially for low- and moderate-income households.

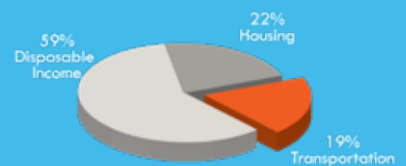
The Phoenix Metropolitan Region constructed its light rail beginning in 2008 and shifted its development policy for nearby areas in 2015. Since these shifts, the private market has responded by adding many new dwelling units and destinations, often on formerly vacant lots.

Nationally, TOCs allow residents to expend only 9 percent of their household incomes on transportation compared to 22 percent in the Phoenix region and 19 percent in Phoenix TOC areas. As Phoenix continues to draw more residents, jobs, and services to these TOCs, the cost benefits are expected to continue concerning transportation costs. Additional benefits can be gained by reducing vehicle parking requirements, by allowing greater by-right development intensity near light rail, and expanding the network to better serve the region's people and places.

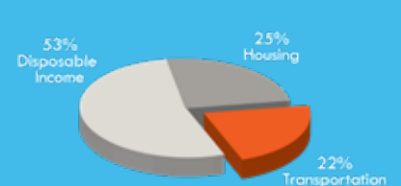
TOD Districts - U.S.



Phoenix TOD Areas



Phoenix Metropolitan Area



Sources: Center for Neighborhood Technology, Center for Housing Policy, US Census

SUSTAINABILITY INTEGRATION

The City of Phoenix uses a holistic and multidisciplinary approach to urban planning by guiding the integration of prosperity, health and well-being, and environmental benefits to meet the needs of the present generation without compromising the ability of future generations to meet their own needs.

Five interrelated and interdependent factors permeate planning and decision making processes to help ensure sustainability around Transit Oriented Communities.

Equity

People of all ages, income levels, races, ethnicities and abilities should have fair access to the benefits provided by the community's investment in light rail and civic amenities like parks, libraries and cultural facilities. The cost of living and health impacts of urban development disproportionately affect middle and lower income families. Improving these conditions increase residents' ability to save, invest in education, improve their homes, use fewer public assistance resources and participate more fully in the local economy. Equitable communities enhance the quality of life for everyone.

Diversity

Transit Oriented Communities should have a rich mix of housing, businesses, building ages and transportation choices. Day-to-day retail, such as day-care services and grocery stores, are needed along with interesting boutiques and cafes. Streets should be retrofitted

to add safe, convenient and comfortable walking and bicycling options. A variety of housing types should be supplied at a range of prices that enable continued residency throughout changes in one's income, family size or physical ability.

Authenticity

A sense of place is a unique characteristic that contributes to an area's vitality. The unique and authentic character should be recognized and respected. Historic preservation, locally owned businesses, innovative adaptive building reuse, distinctive open spaces, neighborhood block parties, festivals and public art create a sense of place. The city benefits from businesses owned by people who live in the community, as a greater share of revenue is retained within the local economy. Tourists are attracted to interesting destinations that are not available at home. Neighborhoods are strengthened when residents take pride and identify themselves with the places in which they live.

Prosperity

Economic vitality should be continuously pursued in our communities. Incentives

for high quality employers, improvements to neighborhood schools and other fundamental elements for building wealth and providing fair access to opportunity should be supported. Existing assets such as anchor institutions, entrepreneurial incubators, job training programs and community support services should be strategically leveraged and cultivated.

Resiliency

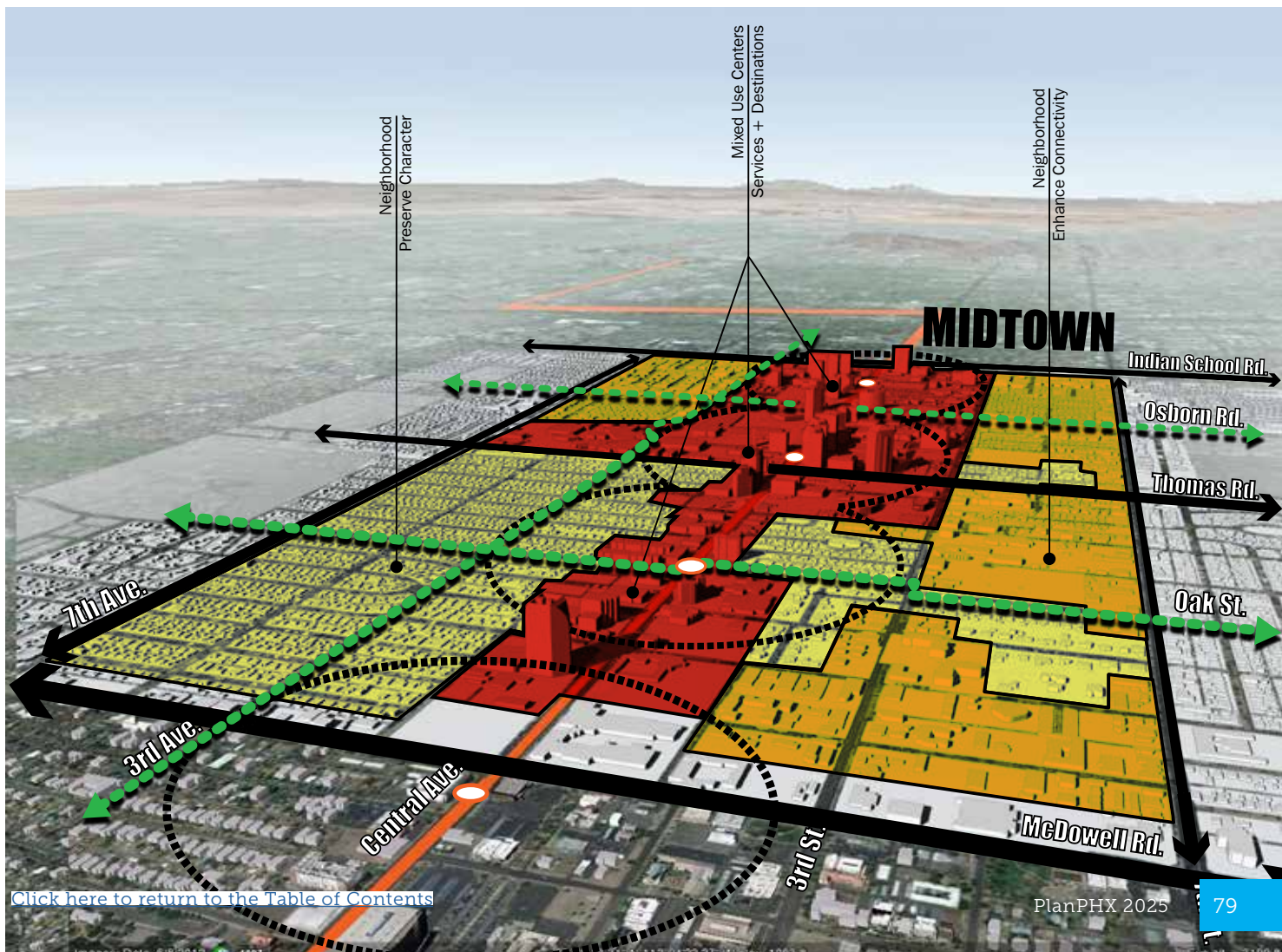
Design should maximize resource efficiency and self-reliance in order to improve the community's ability to adapt to rising temperatures and prices. Mixed use development and enhanced walkability reduce dependence on fossil fuels. Green construction techniques and solar power help lower utility bills. Planting trees, constructing open spaces and using heat-resisting building materials mitigate rising outdoor temperatures. Green Stormwater Infrastructure (GSI) improves irrigation efficiency, reduces pollutants, and offers many other benefits. Community gardens and farmers markets increase the availability of locally grown food. These and other methods help in reducing the community's vulnerability to climate change and improve longevity.

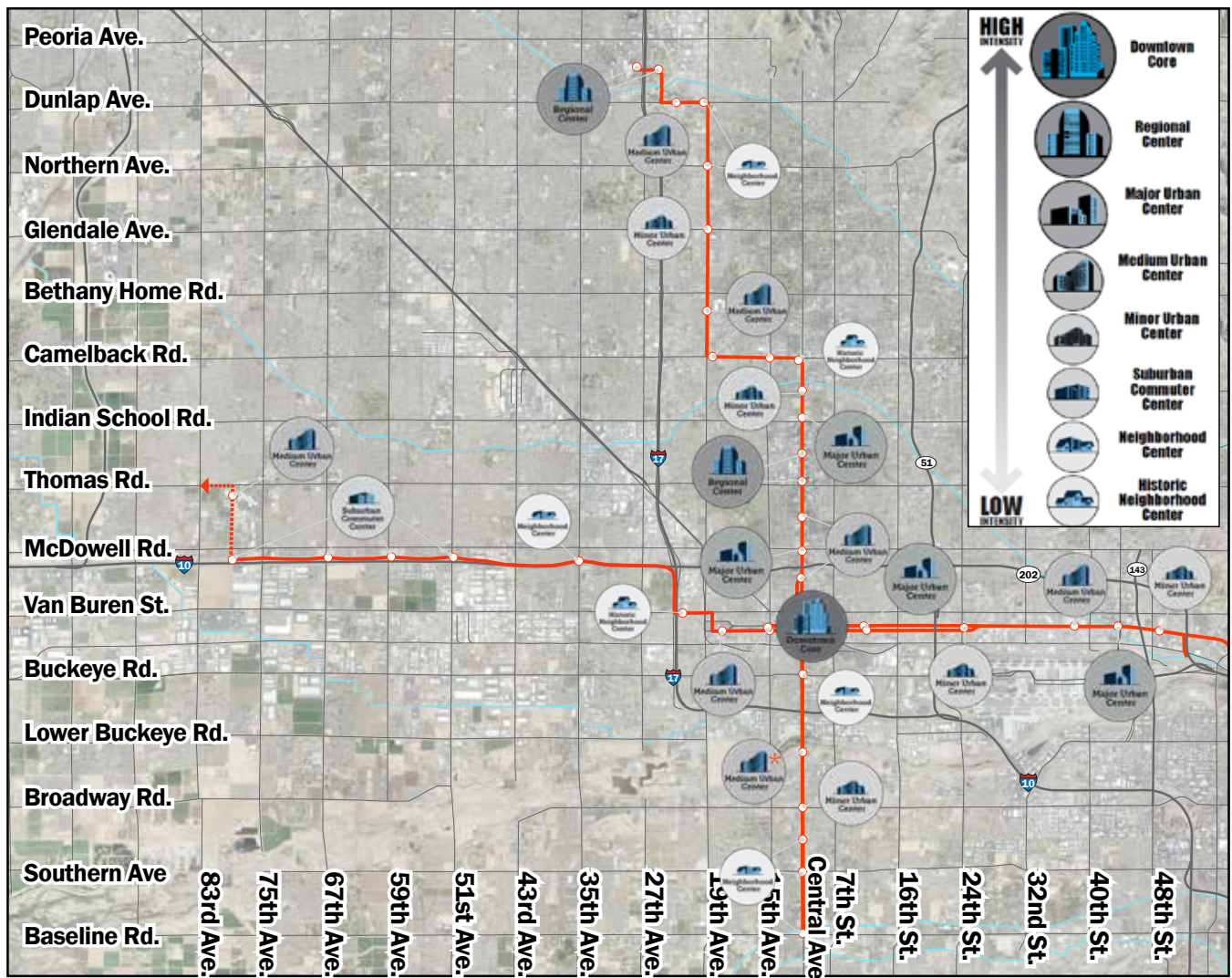
CONNECTED CENTERS & PLACE TYPE POLICIES

Proactive planning is essential for ensuring that economic growth benefits the community and advances urban sustainability. The first step in the TOD planning process was the establishment of a city-wide framework to improve the linkage between land use and transportation.

Planning typologies help describe urban environments by categorizing related characteristics. Defining these basic classifications, called Place Types, helps avoid a “one-size-fits-all” planning approach by creating a contextual, system wide urban form framework. Phoenix Transit Oriented Communities policies are designed to shape walkable mixed use environments and focus redevelopment near high capacity transit stations. This nodal pattern is called a “Connected Centers” planning model.

A Center is a term used to describe a concentration of activities within a city. Eight mixed-use Center Place Types were developed by jointly analyzing the transit network and urban form structure. These Place Types specify general parameters for growth using a hierarchical classification system. The Downtown Core Place Type is established as the most intensive category and scales down incrementally to lower intensity Neighborhood Center Place Types.





* SEE AUDUBON CENTER STATION PROFILE SHEET AND APPENDIX D FOR ADDITIONAL POLICIES

Methods

Characteristics of existing Centers in Phoenix were examined to create an initial set of TOD Place Types. Working with the city’s Village Planning Committees (VPCs), TOD Place Types were refined and recommended for all existing and planned light rail stations, except within the Downtown district. Downtown stations were assigned Place Types by classifying the existing urban form policies contained in the Downtown Code.

Working with VPCs, staff analyzed land use, zoning, entitlements, destinations, demographics, housing, employment, walkability, market research studies and existing plans to assess the existing context and susceptibility to future change within a ¼ mile radius of light rail stations. With assistance from photographs, visual simulations and

stakeholder input, VPCs then voted to recommend a Place Type for each existing or planned light rail station located within their Village.

Objectives

The Place Types provide the general parameters for intensification near light rail stations and are intended to accomplish three basic objectives:

- Provide a starting point for District Policy plans by specifying a general range of possibilities for new development near stations.
- Provide interim guidance for rezoning decisions prior to the completion of District plans.
- Provide guidance for transit system planning by coordinating land use intensity with regional transit accessibility.



Applicability

The Place Type parameters apply to properties generally within a ¼ mile radius of existing and planned light rail stations, with the following exceptions:

- Properties that are historic or historic-eligible, as determined by the Historic Preservation Officer.
- Properties zoned as single family.
- Properties excluded through VPC Specifying Actions (See Appendix).
- Properties with existing entitlements that are greater than allowed in the Place Type.
- Properties determined to be incompatible through District planning or rezoning processes.

Policies

E.1 Increase heights and intensities on applicable properties within a ¼ mile radius of light rail stations within the parameters of the station's Place Type.

E.2 Increase heights and intensities only for proposals that meet or exceed the standards of the Walkable Urban (WU) Code zoning district or the Interim TOD Zoning Overlay if proposed prior to the adoption of the WU Code zoning district.

E.3 Only permit the maximum height within the Place Type for properties that have the highest degree of neighborhood compatibility and station accessibility. Heights should generally step down with distance from the station and with proximity to single family properties.

E.4 When located on highly neighborhood-compatible and station-accessible properties, mixed-use buildings that comply with the Phoenix Green Construction Code are eligible for increased entitlement up to the incentive in the Place Type when one of the following performance standards are met:

- A minimum of 30 percent of housing units are dedicated for long-term affordability for low to moderate income households (up to 80% of the area median income for the Phoenix metro area), as approved by the Housing Department.
- A minimum of 30 percent of the gross site area is dedicated for public open space, as approved by the Parks Department.
- A Deed of Conservation easement is dedicated for an eligible historic property, as approved by the Historic Preservation Officer.
- A proportionate in-lieu fee is paid (if a program is available) for affordable housing, parks, public parking, or other infrastructure, as approved by the City.

E.5 Increase heights and intensities in accordance with adopted District Plans. If there is a conflict between the District Plan and the Place Type, the District Plan prevails.

E.6 Do not apply Place Types to single family zoned properties, historic or historic-eligible properties, or properties determined to be incompatible due to size, adjacent land uses, a VPC Specifying Action (see appendix) or when not in conformance with an adopted District Plan.

TRANSIT ORIENTED COMMUNITIES PLANNING PROCESS

District Policy Plans create a sustainable vision for the future through a robust community engagement process. Specific actionable strategies for comprehensive community revitalization are developed in order to transition the current state to the vision by guiding strategic public and private investments.

Methods

District Planning includes the following approaches:

- A multi-disciplinary process with six elements: Land Use, Mobility, Green Infrastructure, Housing, Health and Economic Development.
- Community outreach focused on organizing a coalition of stakeholders within the district including residents, businesses, non-profits, institutions and real estate owners.
- Public engagement that empowers the community, including low-income and limited English speaking residents, to be actively involved in the decision making process.
- Sustainability performance measures aligned with the community's vision that monitor the effectiveness of policies, provide accountability and inform policy adjustments over time.
- A 30-year horizon that allows sufficient infrastructure planning and minimizes the need to demolish or retrofit new construction by strategically phasing

incremental development to achieve the long-term vision.

- A concentration of retail, employment and other day-to-day destinations within ¼ mile of light rail stations in order to maximize convenient access.
- A Connected Oasis approach to open space planning that links together a network of landscaped streets, canals, desert preserves and parks.
- A focus on creating an integrated and cohesive district, not just an isolated station area. TOD opportunity sites are identified along with contextual transitions, historic preservation, adaptive reuse and street, open space and housing improvements within adjacent neighborhoods.

Objectives

- Develop a community-based vision for change and preservation that maximizes resident benefits and city-wide sustainability.
- Create an attractive investment environment by providing a streamlined development process and other incentives for sustainable TOD.

- Inform smart decision-making by identifying strategic priority interventions that simultaneously advance multiple community-defined goals. These "Solution Multipliers" include infrastructure, urban-living amenities, affordable housing and other investments.
- Coordinate resources to guide incremental changes that synergistically leverage one another and build on existing assets and previous progress.

Policies

F.1 Support pedestrian-oriented design standards, short block subdivision standards, bicycle parking standards and Complete Street standards in order to improve walkability and bikeability.

F.2 Encourage transit-supportive land uses, such as dense residential, office and retail destinations in order to boost ridership and fare recovery.

F.3 Limit auto-oriented land uses and excessive parking, support shared and paid parking and encourage bike and car share programs in order to manage vehicular traffic.

F.4 Integrate new development into the existing context through measures such as stepping down building heights, modulating building massing, enhancing landscaping, preserving setback consistency and carefully locating windows, service entrances, refuse containers, lighting and ventilation.

F.5 Support mixed income neighborhoods to help ensure TOD benefits are attainable for all residents.

F.6 Support the City's Tree and Shade Master plan goals.

F.7 Support the integration of Green Stormwater Infrastructure (GSI) management practices into street and open space designs on public and private property.

F.8 Support the development and enhancement of public open spaces.

F.9 Provide incentives, such as increased entitlement and expedited permitting, for Green Construction, Green Infrastructure, Historic Preservation, Mixed-Income Housing and Adaptive Reuse.



Metrocenter Mall | Place Types, Placemaking & Reinvention

Metrocenter Mall was a regional destination for not only shopping but also as a social hub for many Phoenicians.

As the North Mountain Village's Primary Core, Metrocenter has long been identified as the focal point for new high intensity development. The Transit Oriented Development Strategic Policy Framework expanded on this policy vision by designating it a "Regional Urban Center" Place Type.

The owners rezoned the site to a Planned Unit Development based on the Walkable Urban Code to ensure the eventual redevelopment would embrace transit and reposition the property as a walkable district for the North Mountain Village. While Metrocenter Mall is now closed, it has been purchased with exactly that goal in mind: to reinvent the property as a destination once again.

LAND USE AND DESIGN PLANNING TOGETHER

The General Plan’s most prominent policy guide and tool for land use is the General Plan Land Use Map (Exhibit on the following page and Appendix A). There are no proposed changes to the Land Use Map as part of this update, nor are there any modifications to the General Plan Amendment procedures addressed in Appendix B. The General Plan Land Use Map shall continue to show the generalized land use plan for the city and proposed street system except for local streets. Zoning granted subsequent to the adoption of the General Plan or any amendments shall be in conformance with the land use category shown and defined in the in Land Use Map Definitions.

Core Plans and Area Plans

In addition to the vision, goals and policies outlined in the General Plan, Phoenix has collaborated with the community to develop and adopt dozens of plans that provide a more specific set of policies for certain areas of the city. These policy plans are considered extensions of the General Plan and are regularly utilized when evaluating proposals. Not only do the plans provide additional policy guidance regarding land use, but many of them provide polices related to design of the area from architecture to landscaping. A list of all of the Council adopted policy plans can be found in [here](#).

Specific Land Use Policies required by Arizona Revised Statutes

Adjacent County Islands:

County Islands create unique challenges for cities. County zoning ordinances allow for some uses not allowed within Phoenix and provide for different development standards. Although the uses can no longer expand if annexed into the city, they may have a long economic life whether in the county or the city. These uses and their different development standards can create negative impacts

on adjacent uses and cause a discontinuous visual image. In some cases opposite sides of the street will develop under different streetscape, landscaping and setback standards.

GOAL: Land uses and development standards for unincorporated land adjacent to or surrounded by the city should be consistent with adopted city plans where applicable. Annexed land uses and development should be compatible with the surrounding land uses and character of an area.

POLICIES:

1. Review county rezoning requests and work with applicants to facilitate annexation into the city of Phoenix in conjunction with the City Clerk Department.
2. Encourage annexation of all county lands that are adjacent to the city and wish to develop, rather than providing water and service beyond the city limits.
3. Support legislation that would make it easier to annex small county islands.
4. Continue to analyze the costs and benefits of annexations, including the ability to fund provision of

city services and maintain current service levels.

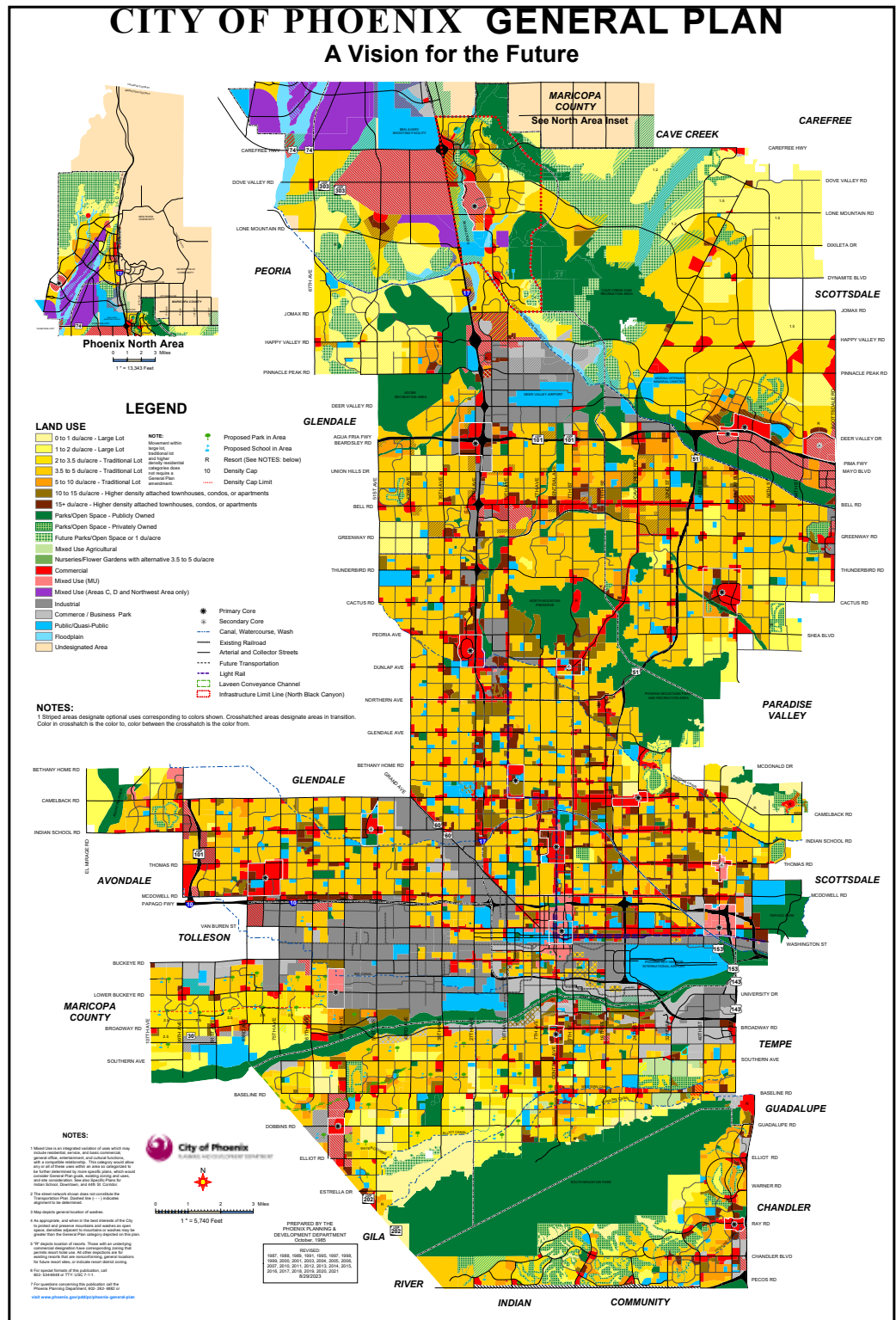
Shooting Ranges: Arizona Revised Statutes require that General Plans provide land use policies for development for any shooting range that is owned by the state and that is located within or adjacent to the exterior municipal boundaries on or before Jan. 1, 2004.

Additional requirements per the statute are as follows: “The general plan shall establish land use categories within at least one-half mile from the exterior boundaries of the shooting range that are consistent with the continued existence of the shooting range and that exclude incompatible uses such as residences, schools, hotels, motels, hospitals or churches except that land zoned to permit these incompatible uses on August 25, 2004 are exempt from this exclusion.” (ARS 9-461.05.G)

The City of Phoenix is home to one range that meets this definition – The Ben Avery Shooting Range at 4044 W. Black Canyon Boulevard. The Land Use designation for Ben Avery was designated Public/Quasi-Public in 2005 through General Plan Amendment GPA-NG-3-05-1.

This amendment was completed to preserve the future use of the range through the long-range plan for the area.

The surrounding area was also designated for a mixture of land uses including Parks/ Open Space, Commercial, Commerce/Business Park, Public/Quasi-Public through the same amendment. These designations create a balanced land use mix in the area and encourage employment and commercial uses in conjunction with open space preservation, while not jeopardizing the range with sensitive land uses. Much of the land surrounding the range currently exists as natural, undisturbed open space, and the few existing nearby uses such as the Arizona Game and Fish Department offices and the Pioneer Living History Museum are compatible with the facility. Consistent with state law, Ben Avery will remain preserved without the threat of sensitive land uses encroaching on the range.



For the most up to date version of this map, please visit: <https://www.phoenix.gov/pdd>

LAND USE AND DESIGN PLANNING PRINCIPLES

Land Use and Design Principles

The 2015 General Plan Update introduced a series of Land Use and Design Principles which have continued to provide guidance on how development should take shape when addressing unique and site context-specific topics. They continue to be used to evaluate development proposals when reviewing consistency and compliance with Village and City-wide Policies, Goals and Values.

Next Steps

Part IV of the General Plan outlines an approach to incorporate the city's employment centers and corridors into the larger planning framework for Cores, Centers, and Corridors. This will provide some of the necessary planning analysis and policies to support revisiting all Land Use and Design Principles together to refine and update in alignment with other actions outlined in Part IV.

The following pages begin to articulate some of the leading Land Use and Design Principles for consideration and continued dialogue with the community to refine these important components of the General Plan Framework together.



Land Use and Design Implementation

The Planning and Development Department (PDD) has been continuously working with developers undergoing the rezoning process to incorporate a minimum of 25 percent shade on portions of their sites, typically along adjacent sidewalks, uncovered parking areas, and internal walkways. Enhanced shading standards are incorporated where appropriate, with some variations depending on the type of land use and design opportunities available. Since 2021, over 156 rezoning cases have been approved with an enhanced shade requirement, making a significant contribution to the urban tree canopy of Phoenix.

TOP 2015 LAND USE AND DESIGN PRINCIPLES

The following **Top Ten Land Use and Design Principles** were some of the most commonly used from the **General Plan 2015 Create a More Vibrant Downtown and Connect People and Places Core Values**. This initial assessment provides a critical foundation for updates to all city-wide “Land Use and Design Principles” in alignment with the next evolution of the PlanPHX Framework after the General Plan 2025 Update has been adopted.

CORES, CENTERS, AND CORRIDORS (2015 GOAL)

LAND USE Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.

LAND USE Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.

DESIGN Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.

SURROUNDING NEIGHBORHOODS (2015 GOAL)

DESIGN Encourage the development of height transition and design standards that support new development while enhancing the integrity and livability of established neighborhoods.

DESIGN Encourage new development to maintain the existing streetscape patterns to preserve the character of the area.

ARTS, CULTURE & ENTERTAINMENT (2015 GOAL)

LAND USE Create a greater sense of place and draw people downtown by concentrating areas in downtown with synergetic activities.

HISTORY & LOCAL BUSINESSES (2015 GOAL)

DESIGN Encourage significant and proactive efforts to integrate historic buildings into redevelopment projects downtown.

OPPORTUNITY SITES (DOWNTOWN) (2015 GOAL)

LAND USE Encourage interim uses of vacant parcels for urban agriculture, pop-up parks, and other uses that help to create activated sites.

OPPORTUNITY SITES (2015 GOAL)

LAND USE Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

INFILL DEVELOPMENT (2015 GOAL)

LAND USE Promote and encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

*For a complete list of 2015 Land Use and Design Principles see [Appendix C](#)

The following **Top Ten Land Use and Design Principles** were some of the most commonly used from the **General Plan 2015 Connect People and Places Core Value**. This initial assessment provides a critical foundation for updates to all city-wide “Land Use and Design Principles” in alignment with the next evolution of the PlanPHX Framework after the General Plan 2025 Update has been adopted.

TRANSIT ORIENTED DEVELOPMENT (2015 GOAL)

- LAND USE** Encourage high-density housing and high intensity employment uses to locate adjacent or close to transit stations per adopted transit district plans.
- LAND USE** Develop land use and design regulations governing land close to transit centers and light rail stations, to maximize the potential for ridership.
- LAND USE** Continue the development of Central Avenue as the city’s transit spine and the principal street of Phoenix, concentrating the maximum intensity of commercial office and retail uses downtown.

COMPLETE STREETS (2015 GOAL)

- DESIGN** In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.
- DESIGN** Locate parking to the rear of a site to create a more pedestrian environment, when adequate shielding from noise and light can be provided to adjacent established neighborhoods. On-street parking in some areas may also promote a pedestrian environment.

BICYCLES (2015 GOAL)

- DESIGN** Development should include convenient bicycle parking.

CANALS AND TRAILS (2015 GOAL)

- DESIGN** Provide multi-use trail connections where appropriate.
- DESIGN** Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.

KNOWLEDGE INFRASTRUCTURE (2015 GOAL)

- DESIGN** Allow use of right of way for use of placement of infrastructure to support cutting edge broadband technology.

PARKS (2015 GOAL)

- 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.

*For a complete list of 2015 Land Use and Design Principles see [Appendix C](#)

The following **Top Ten Land Use and Design Principles** were some of the most commonly used from the **General Plan 2015 Strengthen Our Local Economy Core Value**. This initial assessment provides a critical foundation for updates to all city-wide “Land Use and Design Principles” in alignment with the next evolution of the PlanPHX Framework after the General Plan 2025 Update has been adopted.

EMPLOYERS (JOB CREATION) (2015 GOAL)

LAND USE Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.

LAND USE Support necessary changes to land use and zoning in and around bio-medical clusters.

AIRPORTS (2015 GOAL)

LAND USE Continue to carefully monitor and evaluate all future land uses around the airports, protecting the airport from incompatible development that could pose a safety hazard to aircraft passengers, or to individuals living or residing in those areas. Additionally, ensure that future land uses within the Sky Harbor Center area will be compatible with the safe operation of Sky Harbor International Airport.

LAND USE Encourage the development of city-owned and non-city-owned parcels near the airport to airport-compatible land uses surrounding the city’s airports.

MANUFACTURING & INDUSTRIAL DEVELOPMENT (2015 GOAL)

DESIGN Design industrial sites to be well screened from adjacent sensitive land uses such as residential.

LAND USE Support the expansion of industrial zoning in targeted industrial areas.

LOCAL AND SMALL BUSINESS (2015 GOAL)

LAND USE Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

ENTREPRENEURS & EMERGING ENTERPRISES (2015 GOAL)

LAND USE Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

TOURISM FACILITIES (2015 GOAL)

DESIGN Promote design guidelines in specific districts which support and encourage tourism.

*For a complete list of 2015 Land Use and Design Principles see [Appendix C](#)

The following **Top Ten Land Use and Design Principles** were some of the most commonly used from the **General Plan 2015 Celebrate Our Diverse Communities and Neighborhoods Core Value**. This initial assessment provides a critical foundation for updates to all city-wide “Land Use and Design Principles” in alignment with the next evolution of the PlanPHX Framework after the General Plan 2025 Update has been adopted.

CERTAINTY & CHARACTER (2015 GOAL)

- LAND USE** New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.
- DESIGN** Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.
- DESIGN** Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.
- DESIGN** Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village.
- DESIGN** Require appropriate transitions/buffers between neighborhoods and adjacent uses.
- LAND USE** Protect residential areas from concentrations of incompatible land uses that could change their character or destabilize land values.

CLEAN NEIGHBORHOODS (2015 GOAL)

- LAND USE** Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.

DIVERSE NEIGHBORHOODS (2015 GOAL)

- LAND USE** Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.
- LAND USE** Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

HEALTHY NEIGHBORHOODS (2015 GOAL)

- DESIGN** Establish design standards and guidelines for parking lots and structures, setback and build-to lines, blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.

*For a complete list of 2015 Land Use and Design Principles see [Appendix C](#)

The following **Top Ten Land Use and Design Principles** were some of the most commonly used from the **General Plan 2015 Build the Sustainable Desert City Core Value**. This initial assessment provides a critical foundation for updates to all city-wide “Land Use and Design Principles” in alignment with the next evolution of the PlanPHX Framework after the General Plan 2025 Update has been adopted.

TREES & SHADE (2015 GOAL)

- 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 in 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.
-

WATER SUPPLY (2015 GOAL)

- LAND USE** Require new development to provide assured water supplies to accommodate the additional growth.
 - LAND USE** Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.
 - DESIGN** Improve the water efficiency of the community’s residential, commercial, and institutional building stock as it redevelops.
-

ENERGY INFRASTRUCTURE (2015 GOAL)

- DESIGN** Provide incentives such as parking reductions or density bonuses for project’s that incorporate energy efficient designs or [alternative energy](#) infrastructure.
-

HEALTHY FOOD SYSTEM (2015 GOAL)

- LAND USE** Support the growth of land uses that contribute to a healthy and sustainable food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).
-

RIVERS, WASHES & WATERWAYS (2015 GOAL)

- LAND USE** Preserve natural washes coming from the preserves and promote access and views of the preserves by the public.
-

DESERT LANDSCAPE (2015 GOAL)

- DESIGN** Preserve the interface between private development and parks, preserves and natural areas (edge treatment).

*For a complete list of 2015 Land Use and Design Principles see [Appendix C](#)

15 VILLAGES ONE CITY CHARACTER PLANS

The Phoenix General Plan is meant to provide a citywide vision and strategy for how the city will continue to grow and develop. Implementing this vision and strategy across the 529 square miles of the city must be done in a way that allows each of the city's diverse communities and neighborhoods to ensure that their unique assets and challenges are addressed and their individual character is reinforced.

Phoenix's 15 Urban Villages have provided a planning model that has embraced the diversity of the city's neighborhoods and guided growth and development for the last several decades. To connect the 2015 General Plan framework for growth and development with the village planning model, Village Planners and the Village Planning Committees developed Village Character Plans. The Character Plans celebrate the unique assets of each village and highlight policies and principles from the General Plan. In addition, the Character Plans have the following components:

Narrative & By the Numbers

Each Character Plan starts with a description of the village and highlights a unique set of facts and figures, from the size of the village in square miles to the number of households.

Character & Assets

The Character Plans showcase the character and assets for the villages through a series of photos and maps. Village Planning Committee members took a leading role in identifying locations that embodied the village's character and that they see as the village's assets.

Plans and Codes & Planned Areas

Each village has had its fair share of past planning efforts. The Character Plans contain an overview and links to the adopted plans and zoning cases that have helped the village take shape.

Land Use & Design Principles

The Character Plan contains Land Use and Design Principles from the General Plan that each Village Planning Committee found to be consistent with their existing and desired character. The selected Land Use and Design Principles will serve as important policy guidance when evaluating planning related requests.

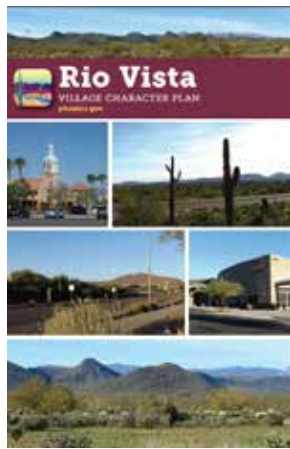
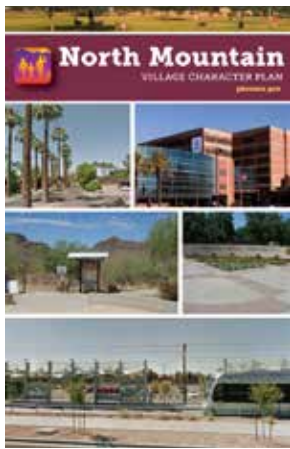
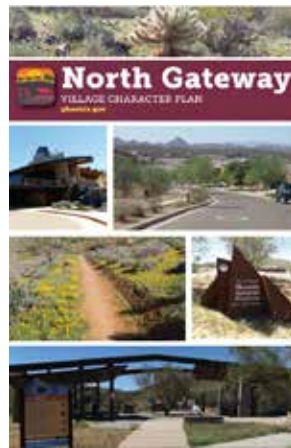
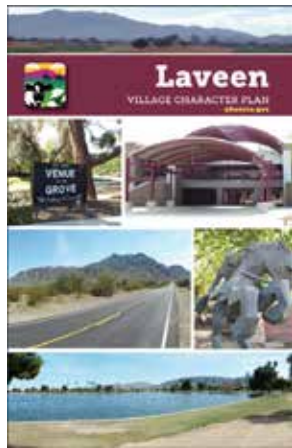
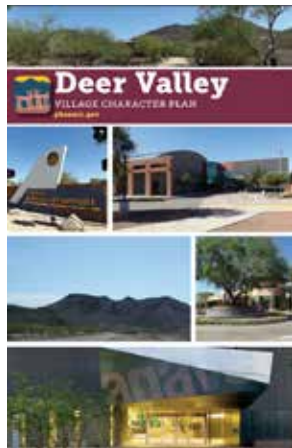
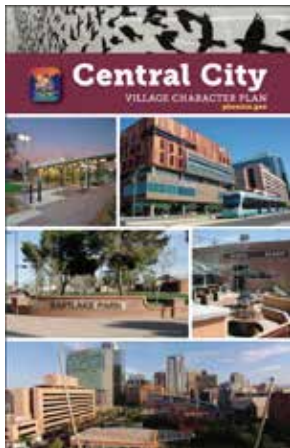
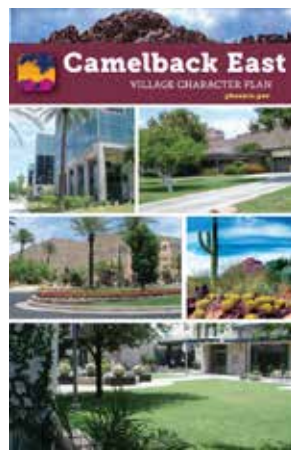
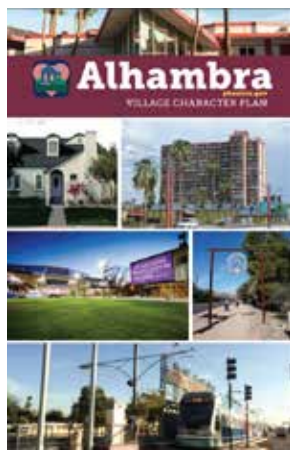
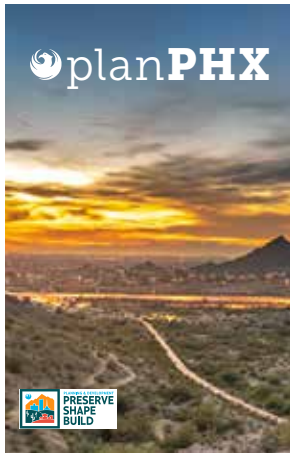
Opportunities for Growth and Investment

The Village Planning Committees, using feedback from the General Plan Update process and their own perspectives, identified areas where the village has opportunities for growth and improvements. These areas may serve as a foundation for future planning efforts.

Goals

The Character Plan concludes with a list of goals developed by the Village Planning Committee. The Character Plan's goals are juxtaposed with the General Plan's Five Core Values as a means of illustrating how aligned the goals are with the planning framework of the General Plan.

Note: Links for each of the Character Plans can be accessed by clicking on the images on the next page.



INFRASTRUCTURE FINANCING

As Phoenix works to adapt to changing growth patterns in its cores and periphery, the challenges of constructing and financing infrastructure will have to adapt with it. Different areas will have different problems to address. At the edges of Phoenix infrastructure such as bridges and sewer treatment plants are too expensive for smaller developments to carry the financial burden so alternate funding sources or partnerships might be needed to make it happen. As core areas and downtown Phoenix grow and change there may be a demand for increased services that existing infrastructure wasn't designed to provide. These areas may need unique funding sources like a special taxing district.

As the type of growth in some areas changes the city may even need to provide new types of infrastructure that have not been considered before such as parking facilities or advanced water treatment. With all of these changes Phoenix will also have to consider the maintenance costs of infrastructure to ensure the continued service at the most efficient cost.

Forward Funding

Current infrastructure funding methods in the City of Phoenix may not be sufficient for the desired services and growth over the next decade. While impact fees provide a means of collecting revenue for infrastructure needs created by new development without burdening existing development, it falls short as the new developments are under served until sufficient funding is generated. Consider a resident in a new community waiting for a new city park, library, or fire station. The city should determine key services and find methods of "Forward Funding" that will provide the services before the resident moves to the neighborhood while ensuring the city or development community are not paying more than their share of the cost. Some options could include a robust annual bond program, special taxing districts

Paradise Ridge/Rawhide Wash Flood Control

The Rawhide Wash and Paradise Ridge flood control project is a combined effort between the City of Phoenix, City of Scottsdale, Arizona State Land Department, and Maricopa County Flood Control. The project creates alterations to the Rawhide wash and Paradise Ridge region to control flood waters, improving the safety of future residents and opening development opportunities in the area. The funding mechanism is a collaboration between all the agencies where up front costs are primarily provided by the Arizona State Land Department which is reimbursed through impact fees collected by the City of Phoenix.



Sonoran Desert Drive Funding Policy

Sonoran Desert Drive is one of the few east to west connections in northern Phoenix and is in need of expansion as development increases along both the Cave Creek Road and I-17 corridors. In order to fund the construction of the road and three bridges required by the project the city has established a policy to review traffic impacts on any rezoning in northern Phoenix to determine their impact on Sonoran Desert Drive. Each development is expected to contribute their fair share of costs which will be saved in an interest bearing account until sufficient funding between development and city funding is reached to begin construction.



or community facility districts, partnerships with public agencies or private companies, and creating regional funding programs that place funding in escrow accounts for specific improvements from a narrower user base than those of impact fees.

Changing Levels of Service

As core areas and the downtown of Phoenix change and adapt the older infrastructure services must be updated to continue offering the same level of service expected from all Phoenix residents. Each growth area will have different infrastructure needs from increased wastewater capacity to parking requirements. In the process of reviewing core areas the city should consider what specific infrastructure requirements will promote development and identify funding sources that might be outside of the regular funding streams such as impact fees. Consideration should be given for special taxing districts, partnerships, and bond funding.

Efficient Infrastructure

To lower the cost of infrastructure construction and maintenance, City policies should review strategic development of infrastructure in core areas over areas outside of the existing infrastructure service area and incremental additions to the infrastructure service area outside of core areas. The intent is to discourage development of infrastructure far beyond the existing service area which would increase maintenance costs. The city recognizes that not all development will happen in core areas, but understands that infrastructure spending by both public and private partners in these areas will go

further in terms of the amount of development while reducing the maintenance costs associated with the infrastructure. Outside of core areas, infrastructure expansion is best done as an expansion of the existing infrastructure network by connecting new infrastructure directly to existing systems without creating large gaps of unserved land in-between or pockets of development that are inadequately served because of a gap in infrastructure delivery. City policy may consider limitations on where infrastructure should be developed to avoid under served property or over expanding the infrastructure and increasing maintenance costs that unduly create a financial burden on residents.

Fairness

Maintaining checks and balances to uphold an equitable system is important when asking the development community to contribute to infrastructure financing. As new development is required to contribute to additional public facilities, consistency should be maintained with the city's policy on proportionality with appropriate exceptions consistent with the other goals and policies of the General Plan. This policy keeps developers from contributing more than their fair share. In addition, staff will provide updates to the community through a triennial report on revenues and facility construction funded through the program, showing the program is working and fair.

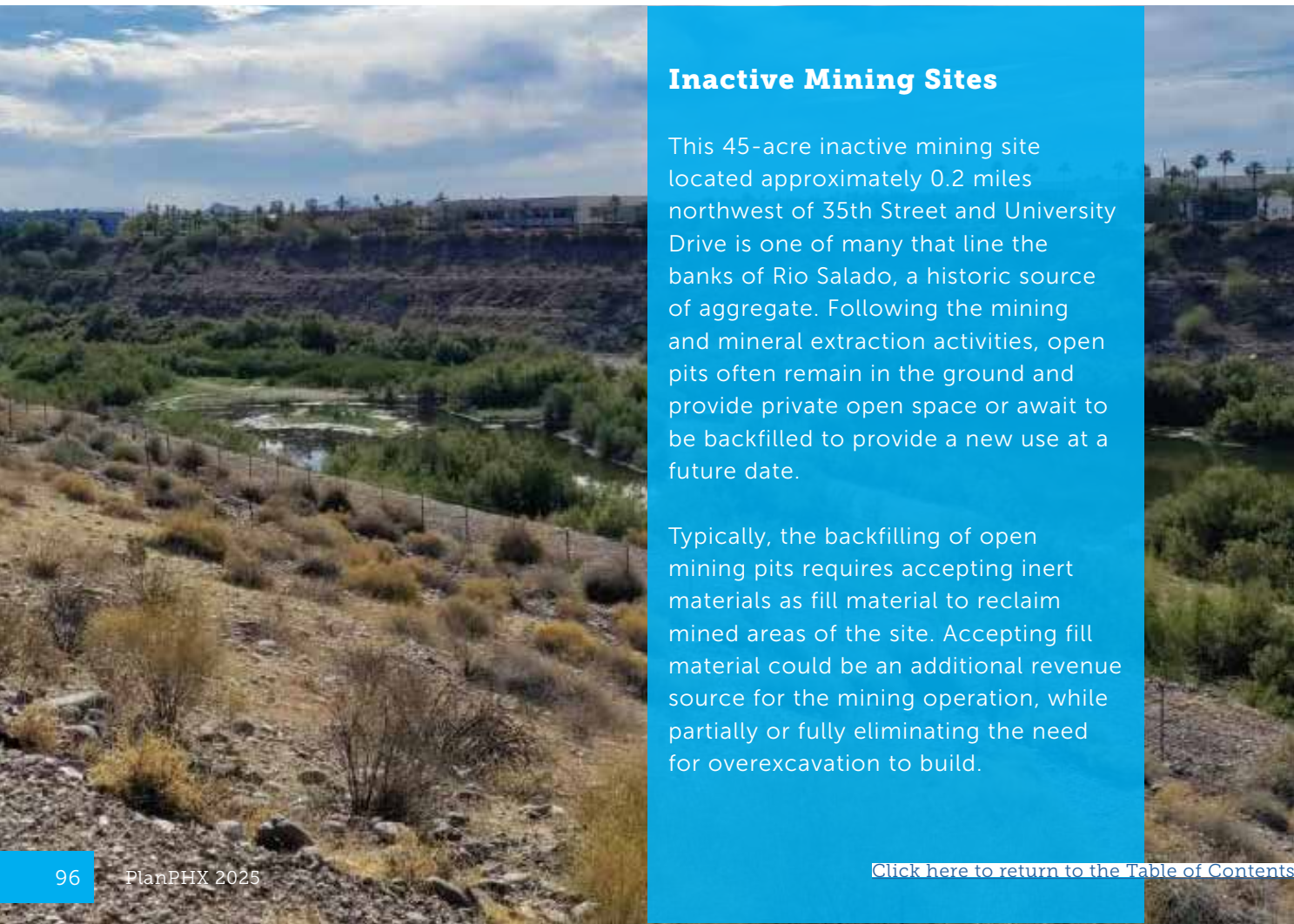
For more information on the city's Development Impact Fee Program visit: <https://www.phoenix.gov/pdd/devfees/impactfees>.

SOURCES OF AGGREGATES

Growth, no matter what shape it takes, requires building materials for everything from roads to driveways. Ensuring that Arizona has adequate resources to provide these necessary materials was one of the main reasons behind State requirements for cities to begin planning for sources of aggregate into their general plans.

The passage of the Aggregate Protection Act (Senate Bill 1598) added a provision in the Arizona Revised Statutes (9-461.05.C.1.g) that requires cities to address sources of currently identified aggregates. In addition, cities are to provide policies to help preserve currently identified aggregates sufficient for future development, and policies to avoid incompatible land uses in the Land Use section of their General Plan. The language below addresses these requirements for the Phoenix General Plan.

In accordance with Arizona State law, the Source of Aggregate Map ([Appendix F](#)) identifies known and potential sources of aggregate material. The intent of this law is to provide opportunities for communities and current and future aggregate producers to avoid land use conflicts, ensure long-term availability of low-cost construction materials, and achieve the highest and best land uses for these sites once mining ceases.



Inactive Mining Sites

This 45-acre inactive mining site located approximately 0.2 miles northwest of 35th Street and University Drive is one of many that line the banks of Rio Salado, a historic source of aggregate. Following the mining and mineral extraction activities, open pits often remain in the ground and provide private open space or await to be backfilled to provide a new use at a future date.

Typically, the backfilling of open mining pits requires accepting inert materials as fill material to reclaim mined areas of the site. Accepting fill material could be an additional revenue source for the mining operation, while partially or fully eliminating the need for overexcavation to build.

Aggregate Resources

The locations identified in the Sources of Aggregate Map ([Appendix F](#)) are derived from information and maps available from State agencies indicating existing permitted locations and aggregate deposits. These aggregate resources have historically been found along the Salt River (Rio Salado) and other watersheds.

Identification of these areas by the General Plan does not mean that these may be developed as aggregate mining by right. Due to noise, dust, and other impacts, new aggregate or mining operations should be discouraged from existing and planned residential or recreation areas, and schools.

Goal

Provide equal protection for residential development and aggregate mining operations by promoting compatible land uses and appropriate design and performance standards in areas of close proximity to existing aggregate and mineral mining operations.

Furthermore, to promote the redevelopment of inactive mining sites throughout the city to new context-appropriate development scales, intensities, and land use mixtures in alignment with the established community visions for the area.

Measure of Success

Increase number of backfilled and redeveloped inactive mining sites (post-mining) across the city, including Rio Salado, and support new context-appropriate development scales, intensities, and land use mixtures in alignment with the established community visions for the area.

Land Use and Design Principles

Land Use: Encourage appropriate land uses and transitions between existing or new residential development and active or planned mining operations.

Land Use: Discourage new mining operations adjacent to or in close proximity to existing residential development, schools or existing or planned city recreation or open space areas.

Land Use: Promote land uses on backfilled inactive mining sites that support the vision and goals of adopted policies and plans.

Land Use: Encourage Transitional Land Use Map designations on new aggregate and mining operations where appropriate and in alignment with adopted plans and policies.

Design: Enhance the interface between active or inactive mining sites and adjacent streets, planned city recreation areas, and residential uses with appropriate edge treatment that provides screening and landscaping.

Tools: Policies and Actions

Operations: Update the General Plan Land Use Map to recognize existing mining sites and planned mining operations when these are identified as needed.

Partnerships: Encourage mining operators and/or landowners to develop reclamation plans that identify the highest and best use of the land post-aggregate mining in accordance with adopted plans.

Partnerships: Encourage the development of master plans where appropriate to promote adequate scale of new development and infrastructure on large inactive mining sites upon backfilling.

Partnerships: Work with landowners and/or site operators to dedicate land intended for open space/recreational or areas envisioned for future habitat restoration.

Financing: Develop a finance or other mechanism to promote the accelerated backfilling of inactive mining sites when the future use of the land is aligned with adopted plans and addresses outstanding community needs.





PART III

OUR VISION, COMMUNITY BENEFITS AND VALUES DRIVE OUR PRIORITIES

Using the thousands of residents' priorities about the future of the city, **the Five Core Values Framework has evolved to meet our needs today and into the future.** This new framework embodies all that makes our city great and what residents believe will make it even better.

CONNECTING OUR PRIORITIES...

The PlanPHX framework is meant to provide a simplified, yet effective approach for planning for the future of Phoenix. The goals, spotlights, principles, resources and actions contained in the Core Values section help to enhance the Prosperity, Health and Well-Being, and the Environment of the community.

Over time, how Phoenix defines Prosperity, Health and Well-Being, and the Environment for planning purposes will certainly change, and as such, so should the components of the Core Values and Goals. The next pages of this section begins to “Connect Our Priorities” for how the PlanPHX holds strong as a unified policy framework for the entire city, celebrating alignment of policies, initiatives, and plans with each of the three Community Benefits, five Core Values, and subsequent Goals. The graphic on the right attempts to further illustrate the function of each element of the framework and how they interplay with one another.



Water Quality Testing at The Nina Mason Pulliam Rio Salado Audubon Center

1 Vision

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



A More Connected Phoenix

3 Community Benefits

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



Prosperity



Health and Well-Being



Environment



Create a Network of Vibrant Cores, Centers, and Corridors



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhoods



Build The Most Sustainable Desert City



Plans



Codes



Operations



Financing



Partnerships



Knowledge



I PlanPHX

5 Core Values

How we will focus on the city we want to be...how we measure success along the way...how we see our city taking shape.

7 Strategic tools

How we will make it all happen.

A UNIFIED POLICY FRAMEWORK FOR THE ENTIRE CITY!

The PlanPHX Five Core Values and Subsection and Goals provide a purposeful and the 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 and Goals."



Orpheum Theater

**PLANPHX
VISION**



A More Connected Phoenix

**PLANPHX 2025
FIVE CORE VALUES**



Create a Network of Vibrant Cores, Centers, and Corridors



Connect People & Places



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhoods



Build The Most Sustainable Desert City

CITY-WIDE POLICY, PLANS, INITIATIVES*



Transportation 2050 (T2050)



Key Corridors Master Plan



Zero Waste



Active Transportation Plan



Arts & Culture Master Plan



Preserve Historic Phoenix



Transportation Electrification Action Plan



2050 Env. Sustainability Goals



Water Resource Plan



Strategies To Address Homelessness



Rio Reimagined PHX



Road Safety Action Plan/Vision Zero



Housing Phoenix Plan



PHX Land Reuse Strategy



ReinventPHX



2025 Food Action Plan



Tree and Shade Master Plan



Climate Action Plan

*Sample for references only. For all City policies, plans and initiatives, visit phoenix.gov
 **Also of importance, the Mayor's Monarch Pledge and Montreal Biodiversity Pledge.

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.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

ADDITIONAL IMPLEMENTATION RESOURCES:

- [Map of city bike-way system](#)
- [Comprehensive Bicycle Master Plan](#)
- [Active Transportation Plan](#)
- [Road Safety Action Plan](#)
- [Transportation 2050 Plan \(T2050\)](#)



3RD AVENUE AND 5TH AVENUE 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.

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.



CREATE A NETWORK OF VIBRANT CORES, CENTERS AND CORRIDORS

Residents believe that a Network of Vibrant Cores, Centers, and Corridors will serve to provide our city with variety and uniqueness across our 15 Urban Villages, by providing access and opportunities for significant cultural, entertainment and employment amenities to benefit all Phoenixians, and Arizona as a whole. A network of Vibrant Cores, Centers and Corridors will also contribute to growing economic development opportunities at various scales and intensities across villages and the throughout our city.

Phoenix residents, businesses, and visitors within the Cores, Centers, and Corridors and surrounding neighborhoods are proud to be part of the interconnected fabric of the city's diverse centers. They value the presence of Vibrant Cores, Centers and Corridors as exciting and growing destinations for entertainment, education, arts, culture, and employment.

People appreciate the growing opportunities, filled with diverse cultures and variety of art, culture, theater, and sports or recreation venues that serve as major hubs of activity across all villages in their own unique way.

Residents value a greater variety and scale of experiences, such as access to

unique cafes, corner stores, art galleries, and locally-owned shops, celebrating unique culture and heritage across the city.

People want a mix of housing to allow all residents to call Phoenix *home*. Residents prioritize evolving responses to accommodate community shade, cool corridors, and active transportation networks that provide comfort and protection to all users, ages, and abilities.

Opportunity sites are incrementally repurposed by street-level amenities that provide depth, variety, and a greater sense of community, complementing surrounding and welcoming neighborhoods.

This Core Value focuses on the following Growth/Preservation and Infrastructure areas:

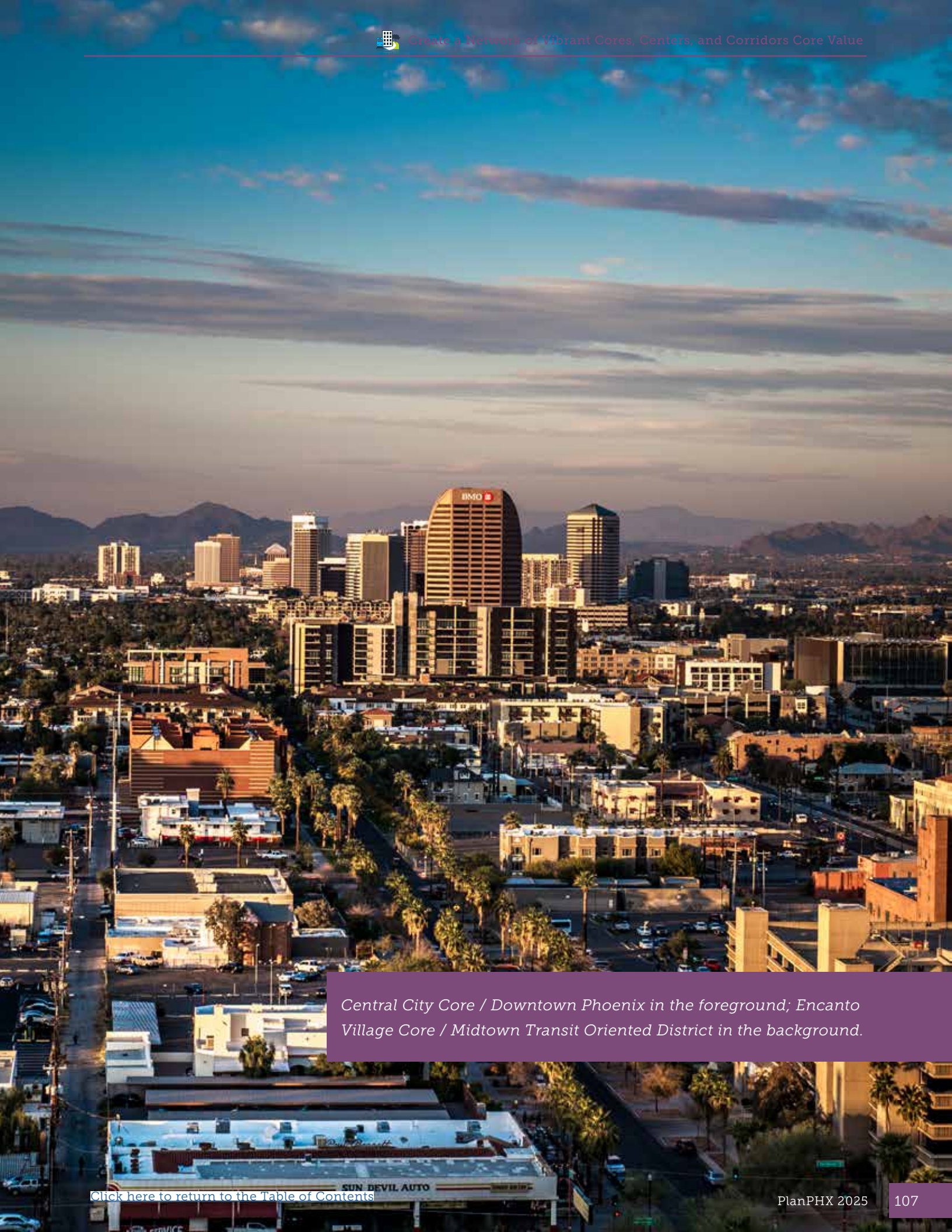
Growth / Preservation Areas

- Downtown as the Core
- Transit Oriented Communities
- Infill Development
- History & Local Business
- Evolving Communities
- Mix of Housing
- Surrounding Neighborhoods
- Opportunity Sites

Infrastructure Areas

- Dynamic City
- Arts, Culture and Entertainment





Central City Core / Downtown Phoenix in the foreground; Encanto Village Core / Midtown Transit Oriented District in the background.





Create a Network of Vibrant Cores, Centers and Corridors

POLICY ALIGNMENT

The following policies, plans and initiatives have been identified in alignment with the **“Create a Network of Vibrant Cores, Centers and Corridors” Core Value**. These primary “policy alignments” provide necessary connections and partnership opportunities across City initiatives toward measurable progress and implementation.



Create a Network of Vibrant Cores, Centers and Corridors

CITY-WIDE POLICY, PLANS, INITIATIVES*



*Sample for references only. For all City policies, plans and initiatives, visit phoenix.gov
 **Also of importance is the Mayor’s Monarch Pledge and Montreal Biodiversity Pledge.



ARIZONA STATE UNIVERSITY DOWNTOWN PHOENIX CAMPUS

Located in Arizona's capital, ASU's Downtown Phoenix campus provides a multitude of academic and professional connections for students preparing for careers across the health care spectrum including preventive care, research, policy and advocacy; in law, government and other public service; with nonprofit and public social service providers; and in arts and sciences, journalism, media and the corporate sector.



Create a Network of Vibrant Cores, Centers and Corridors

DOWNTOWN IS THE CORE

DOWNTOWN PHOENIX IS THE HEART OF OUR CITY AND OUR GREAT STATE

In a speech in 1963, former United States President John F. Kennedy stated, “A rising tide lifts all boats.” He used this statement to reinforce the belief that improvements in the general economy would benefit all participants in that economy. This statement can also be used to describe Downtown Phoenix and the surrounding areas. A healthy, vibrant, diverse, active, and thriving downtown lifts up those areas near and around it, as well as the city as a whole. Neighboring areas depend on the success of Downtown Phoenix to continue to improve and contribute to the overall health of the city.

Building on Success

Since the last update of the General Plan in 2015, there have been a myriad of both private and public investments contributing to the creation of an even more vibrant Downtown Phoenix. There has been measurable success in all aspects of downtown, such as the variety of businesses, housing, and open spaces. The successes of the small independent businesses and artists along Roosevelt Street have led to revitalization efforts in other areas of Downtown, specifically Grand Avenue.

The opening of Block 23 at Cityscape with a full-service grocery store and the renovation of the Footprint Center have been catalytic investments for Downtown and surrounding neighborhoods. Growth continues to occur along Central Avenue all the way to Camelback Road and beyond.

The Warehouse District and Central City South neighborhoods have attracted investment in anticipation of the expansion of light rail on South Central Avenue. The implementation of the Hance Park Master Plan has reinforced Downtown as a destination for not only jobs and cultural events, but as a thriving neighborhood with recreational opportunities for its growing residential population.

Additional highlights of successes for Downtown since the last General Plan Update include, but are not limited to:

- 90,000 people reside in or within one mile of Downtown. As a population center, it would be the 13th largest city in the State of Arizona.
- Over the past two decades, nearly 12,000 residential housing units have been added in Downtown Phoenix and another 3,000 under construction. Between 2020 to 2022, 34 percent of this downtown housing was delivered.
- Approximately 225 restaurants and bars in the Downtown Phoenix area. About 80 percent are locally owned with great diversity within the local ownership.
- In 1.7 square miles of Downtown Phoenix there are seven public parks, including the 32-acre newly revitalized Hance Park with more improvements planned.
- The First Friday Art Walk is the most-attended regular art event in the nation.
- There are over 150 murals in Downtown Phoenix, 50 percent more than Los Angeles’ Art District.
- Over 1,000 trees have been planted in Downtown Phoenix since 2016. This

ENCOURAGE DIVERSITY IN THE DOWNTOWN PLANNING PROCESS

adds to the walkability component which makes the Downtown Phoenix area a 15-minute city for walkability.

Downtown and Metropolitan Phoenix

Reinforcing downtown Phoenix as the preeminent core of the city acknowledges and honors the vision, hard work, and efforts of the downtown pioneers. This goal strives to continue to solidify Downtown as not only a destination, but the heart of Phoenix.

As the heart, Downtown offers a mix of employment, educational, cultural, and residential opportunities like nowhere else in the Phoenix metropolitan area. The future success of Downtown is paramount to the overall prosperity of the City of Phoenix and its residents and businesses.

Policies:

- Protect Downtown's historic structures, buildings, and neighborhoods while encouraging the growth of local business.
- Reinforce and emphasize Downtown as a regional economic engine and knowledge anchor.
- Promote and expand upon the distinctive, authentic sense of place experience that Downtown Phoenix offers.
- Provide more vibrant and livable Downtown housing options for a range of income levels and reinforce the unique character of the

existing neighborhoods.

- The City will continue to work with developers to ensure that Downtown housing is dense and promotes the development of urban neighborhoods that possess street-level activities, parks, plazas and connectivity to adjacent properties.
- The Planning and Development Department should revise the Downtown Code as necessary to reflect the need for unique land uses and development in Downtown.
- Maintain a rich community character in Downtown and promote investment in the surrounding neighborhoods that complement and help preserve the community character.
- Provide multi-modal transportation options to connect the neighborhoods surrounding downtown.
- Activate vacant parcels and storefronts with amenities to create a greater sense of community, draw in surrounding neighborhoods, and foster a welcoming experience for all in Downtown Phoenix.
- Retain, reinforce, and promote Downtown's role as a center for arts, culture, and entertainment opportunities or events.
- Provide the physical environment necessary to create a convenient, safe, pedestrian-oriented, and a dynamic urban center with

an authentic sense of place with alternative modes of transportation.

- Make Downtown a nationally recognized placemaking leader by providing the necessary areas, amenities, and shaded pedestrian walkways for the enjoyment of all residents and visitors of Downtown Phoenix.
- Provide equitable entrepreneurship opportunities as part of future growth as well as part of a consumer experience that provides a sense of belonging to everyone.



Arizona Center Bear



UPDATE OF THE DOWNTOWN STRATEGIC PLAN

The City of Phoenix will partner with Downtown stakeholders on an update of the [Downtown Strategic Plan](#). First adopted in 2004, the Downtown Strategic Plan laid the vision and policy foundation for future endeavors, such as the [Downtown Urban Form Project](#) in 2008 and the [Downtown Phoenix Code](#) in 2010. The Downtown Strategic Plan updated goals include:

- Accommodate anticipated growth in Downtown Phoenix through 2040,

creating a livable community for residents, workers, and visitors.

- Continue Downtown Phoenix’s renaissance and promote it as a center of innovation, including heat mitigation efforts, Green Stormwater Infrastructure (GSI), shade, and cool corridors.
- Give people choices on how they move around Downtown Phoenix by supporting the City’s [Active Transportation Plan](#) to enhance mobility ease and

options to walk, bike, and roll around Downtown Phoenix.

- Thoughtful, physical development of Downtown Phoenix can improve access to jobs, open space, services, and cultural resources, and provide housing for all people and income levels.
- Equitably meeting the needs of various stakeholder communities.



Create a Network of Vibrant Cores, Centers and Corridors

TRANSIT ORIENTED COMMUNITIES

The city's light rail system not only transports thousands of riders, it also provides an array of benefits and opportunities for the land around transit hubs. One such opportunity is to create a new development pattern for communities near planned or existing stations, in many cases revitalizing some of Phoenix's neighborhoods with the greatest need for redevelopment. Light rail can help to support compact development where appropriate. Phoenix must support Transit Oriented Development (TOD) to take advantage of the opportunities it provides. Additionally, TOD planning can create an attractive investment environment for property owners and allow for more competitive federal grant applications.

GOAL

Design communities connected to high capacity transit and major transit corridors to create a walkable and safe pedestrian environment, enhance street connectivity and increase activity levels.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

of Housing Units within Transit Oriented Communities
of Jobs within Transit Oriented Communities

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Urban Form Project](#)
- [Transit Oriented Development Strategic Policy Framework](#)
- [Light Rail Transit and Future Studies Map](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Ext. Phase II TOD](#)
- [Capitol Ext. TOD](#)
- [I-10 West Ext. TOD](#)
- [Bus Rapid Transit](#)
- [T2050](#)



REINVENTING PARK CENTRAL MALL

Park Central Mall opened in 1957. Once populated by big-name downtown retailers such as Newberry's, Diamond's and Goldwater's, Park Central gradually declined as Phoenix expanded outward and commercial preferences evolved.

Since 2015, Park Central begun transitioning into a true transit-oriented community. Building upon its prime location on light rail, in the Encanto Village Core, and its proximity to Dignity Health St. Joseph Medical Center, Park Central rezoned to the Walkable Urban Code, transformed its parking lots to residences, retail, and even welcomed Creighton University Health Sciences Campus. In 2023, Mayor Gallego designated Park Central as the "Phoenix Medical Quarter."





MIKIZTLI, THE ANNUAL DÍA DE LOS MUERTOS FESTIVAL PRESENTED BY CULTURAL COALITION

The City of Phoenix Department of Arts and Culture annually supports over 90 nonprofit arts and culture organizations citywide with grants and technical assistance, including museums, theaters, festivals, music ensembles and arts education providers. Over five million residents and visitors, including two million youth, participate in these organizations' programs and events annually. This includes the annual Dia De Los Muertos Festival presented by Cultural Coalition at Steele Indian School Park, which attracts over 15,000 visitors a year.



Create a Network of Vibrant Cores, Centers and Corridors

ARTS, CULTURE & ENTERTAINMENT

Cores, Centers and Corridors are the hearts of our communities and they offer numerous unique arts, cultural, sports and entertainment opportunities that are not found anywhere else in the city, such as the Central Arts District and Sunnyslope Arts District. As the arts and entertainment hubs of Phoenix, they will attract the creative sector, sports enthusiasts, arts lovers, families and visitors. The continued success of our Cores, Centers and Corridors is vital to the overall health of the city of Phoenix as well as the State of Arizona.

GOAL

Retain, reinforce and promote our Cores, Centers and Corridors for arts, culture and entertainment opportunities or events.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Arts and Culture\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future](#)
- [Downtown Urban Form Project](#)
- [Adams Street Activation Study](#)
- [Arts, Culture and Small Business Overlay District](#)
- [Arts and Economic Prosperity Study](#)
- [Public Art Map](#)
- [Artinerary](#)
- [City of Phoenix Public Art Plan](#)
- [MIKIZTLI, the annual Día de Los Muertos Festival](#)



Create a Network of Vibrant Cores, Centers and Corridors

INFILL DEVELOPMENT

Significant amount of land is available in small vacant parcels and larger underutilized parcels that could be developed and redeveloped within several of our centrally located villages. Development and redevelopment of this land is hampered by high land costs, potential environmental contamination, costs to relocate utilities, surrounding blight, difficulties in assembling parcels, crime and perceptions of crime, and/or concerns about the school systems. The City has provided incentives for developing these areas, through redevelopment area programs and a broader area single-family infill housing program.

GOAL

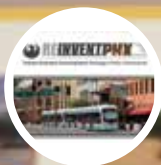
Vacant and underdeveloped land in Cores, Centers and Corridors throughout the city should be developed or redeveloped in a manner that includes vibrant and extensive public involvement, and is compatible with viable existing development and the long term vision, values, character and goals for the area.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Infill Policies Summary](#)
- [Infill Development District Map](#)
- [The Land Reuse Strategy \(LRS\)](#)
- [Deer Valley Airport Master Plan](#)

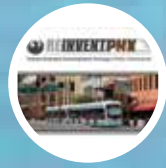


THE LAND REUSE STRATEGY (LRS)

The Land Reuse Strategy (LRS) provides comprehensive redevelopment planning based on extensive public involvement. The LRS calls for transforming the previously residential areas west of Sky Harbor Airport within the high noise exposure area into a predominately employment-based area with significant cultural and tourism related elements. The City is actively pursuing grants and private partnerships to implement the community's vision for the area.

Policies:

1. Ensure new development is compatible with airport operations. Prohibit the introduction of new (or intensification/ expansion of existing) noise sensitive land uses within the high noise exposure areas. Minimize the potential for wildlife hazard attractants near airports by coordinating recreational and environmental projects with airport management.
2. Promote context-sensitive design when new commercial and industrial development locate in close proximity to existing residential uses. Leverage federal grant and private partnerships in redevelopment areas to help expedite and overcome the various barriers to infill growth.



SUPERSTITION MEADERY

Housed in a rare remaining example of a 1920s Chinese grocery store and residence, historically known as Jim Ong’s Market, the owners of Superstition Meadery sought the authenticity of a historic building to create a first-of-its-kind mead and food pairing restaurant. Located along Washington Street, a light rail corridor, Superstition Downtown opened in 2020, serving mead and hard cider created in the company’s Arizona production facility.





Create a Network of Vibrant Cores, Centers and Corridors

HISTORY & LOCAL BUSINESSES

Cores, Centers and Corridors offers a distinctive experience for those that live, work or play within each village. These are typically common places where the historical interacts with the modern. Several different aspects of Phoenix provide an authentic sense of place that can only be found in Downtown, such as Heritage Science Park, historic neighborhoods, Roosevelt Row, CityScape, various public art displays, and sports and entertainment venues. The quality and uniqueness of historic buildings and public spaces provides identity, amenities, and opportunities for civic gatherings.

GOAL

Protect historic structures, buildings and neighborhoods while encouraging the growth of local business. Promote and expand upon the distinctive, authentic sense of place and variety of experiences that Phoenix offers.

MEASURES/METRICS FOR SUCCESS:

- [City Manager's Dashboard \(Community and Economic Development\)](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)
- [Phoenix Historic Property Register](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Urban Form Project](#)
- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future](#)
- [PreserveHistoricPHX Plan](#)
- [Preservation Phoenix Style](#)



Create a Network of Vibrant Cores, Centers and Corridors

EVOLVING COMMUNITIES

Phoenix's future vibrancy relies on embracing the next evolution of growth that also enhances the city's sustainability and environmental health. Developing healthy neighborhoods that support for safe walking, biking, and micromobility is imperative.

New technologies and automated processes can optimize access while supporting local productivity. Ensuring access to housing, infrastructure, jobs, and opportunities is vital to meet the changing needs of residents. Evolving communities like Phoenix must adapt to the demands of a shifting workforce and populace, accommodating those working from home or opting for alternative transportation. By incorporating forward-thinking design and partnerships, Phoenix can continue to thrive as a progressive and inclusive city, meeting the aspirations of its evolving community.

GOAL

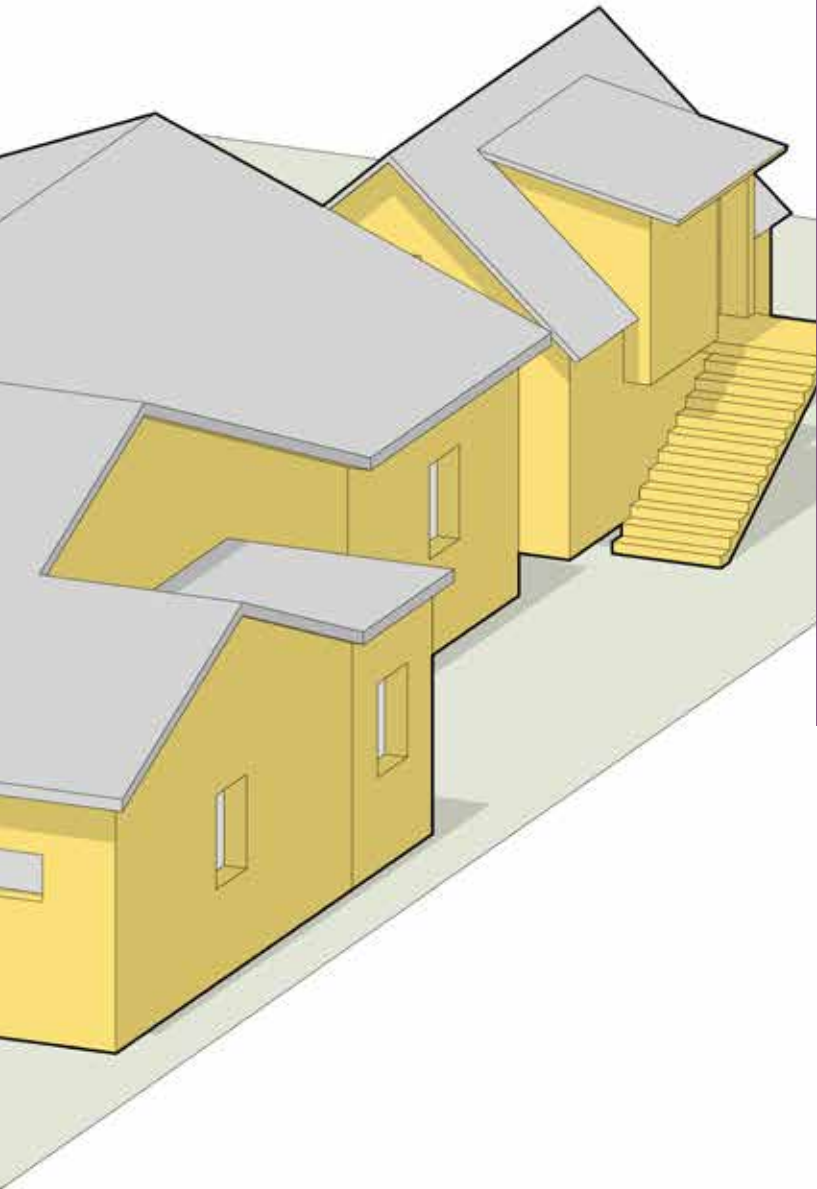
Support our communities' next evolution of growth and change to address changing lifestyles, needs, and priorities, while balancing the ongoing needs for preservation and protection of our most vulnerable populations.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)
[# of permits issued for ADUs](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Housing Phoenix Plan](#)
- [PreserveHistoricPHX Plan](#)
- [Housing Choice Neighborhoods Planning and Action Grant \(phoenix.gov\)](#)
- [Transit Oriented Development Strategic](#)
- [Policy Framework](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [Accessory Dwelling Units \(ADUs\)](#)



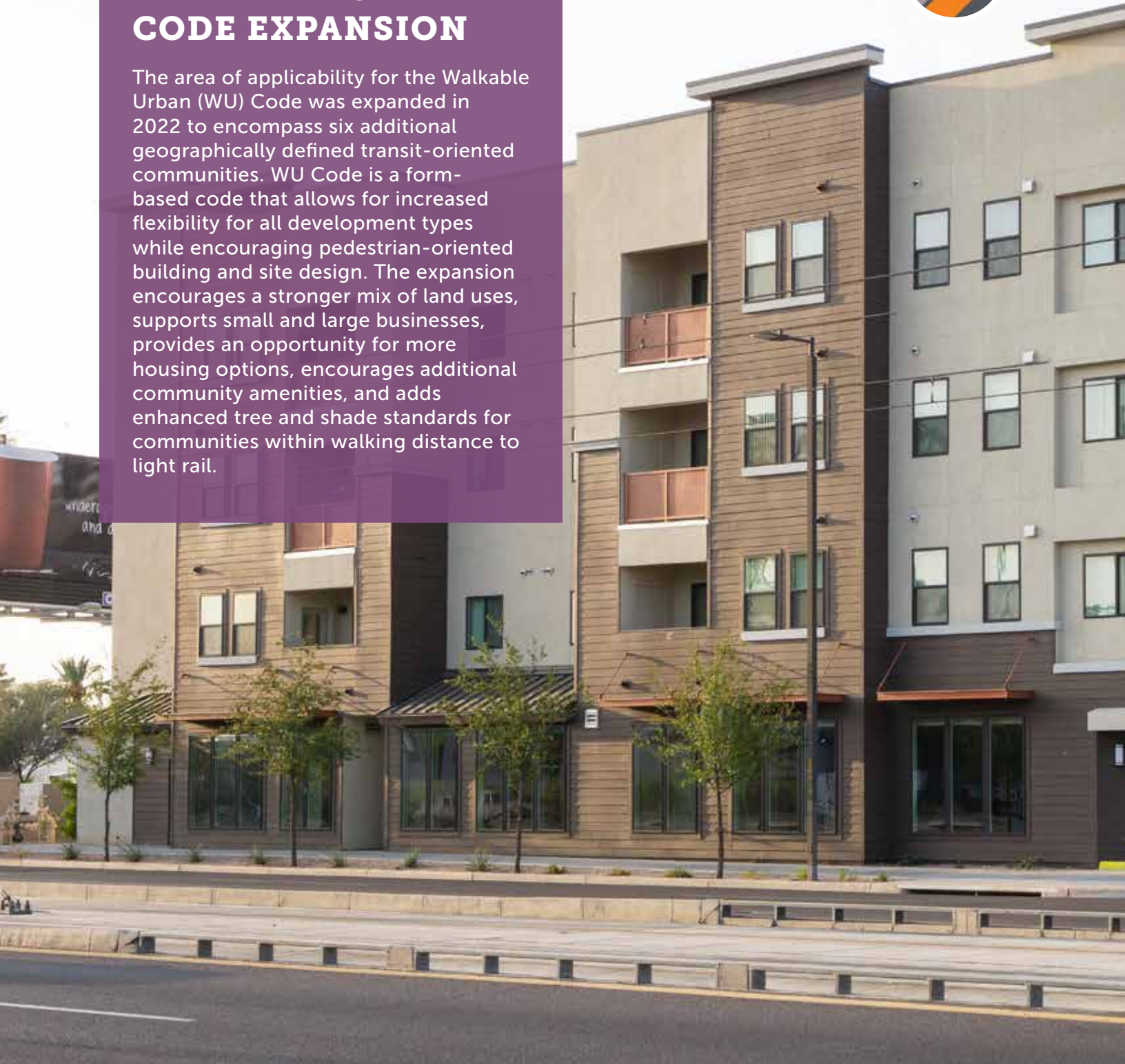
ACCESSORY DWELLING UNITS

Accessory dwelling units (ADUs) are smaller, secondary residences located on single-family lots. As part of the implementation of the Housing Phoenix Plan, City Council approved an update to the Phoenix Zoning Ordinance in 2023 to allow ADUs on lots with single-family residences throughout the City. ADUs will help to increase the overall supply of housing and expand housing options for a diverse population at every income level. Adding new housing within the City's existing footprint will promote not only sustainability, but allow additional opportunities for multi-generational living. More information and resources for Accessory Dwelling Units in the City of Phoenix can be found here: <https://www.phoenix.gov/ADU>



WALKABLE URBAN CODE EXPANSION

The area of applicability for the Walkable Urban (WU) Code was expanded in 2022 to encompass six additional geographically defined transit-oriented communities. WU Code is a form-based code that allows for increased flexibility for all development types while encouraging pedestrian-oriented building and site design. The expansion encourages a stronger mix of land uses, supports small and large businesses, provides an opportunity for more housing options, encourages additional community amenities, and adds enhanced tree and shade standards for communities within walking distance to light rail.





Create a Network of Vibrant Cores, Centers and Corridors

DYNAMIC CITY

Phoenix's growing population and infrastructure demands will be met with new and evolving responses, resources and operational approaches. Continuous improvement and updating of citywide and department-specific implementation resources and processes will provide the necessary support, as we experience a more diverse growth and infrastructure pattern in response to the various challenges and opportunities across the city.

GOAL

Support our next evolution of growth and change with necessary changes to policies, codes, ordinances, guidelines and standards to avoid a one-size-fits-all approach across the city.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)
[Acres of land zoned Walkable Urban \(WU\) Code](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Code](#)
- [Downtown Urban Form Project](#)
- [Transit Oriented Development Strategic Policy Framework](#)
- [Light Rail Transit and Future Studies Map](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Ext. Phase II TOD](#)
- [Capitol Ext. TOD](#)
- [I-10 West Ext. TOD](#)



Create a Network of Vibrant Cores, Centers and Corridors

MIX OF HOUSING

Phoenix is growing as a national and international destination and creating abundant housing options to meet these needs are a priority. The demand for housing spans all income levels and family compositions, necessitating the development of diverse and missing middle housing types. Implementing mixed income housing projects can promote economic diversity and attract further investments while enhancing safety and access for all residents. By creating an environment that supports varied housing densities and types, Phoenix can offer a range of affordability options to meet the needs of all residents. This effort will also include preserving existing housing and integrating housing in innovative ways, such as co-location with non-residential uses. Embracing new manufacturing types and materials for housing will further enrich the city's housing landscape, ensuring its continued growth and prosperity.

GOAL

Provide more vibrant housing options in a range of scales and intensities to reinforce the unique character across villages. Promote and expand the ability to build diverse housing stock to fit the needs of all Phoenicians.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

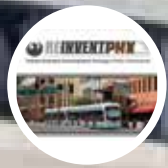
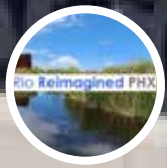
- [Downtown Code](#)
- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future](#)
- [Downtown Phoenix Urban Form Project](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extension Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)
- [Housing PHX Plan](#)



TRELLIS @ MISSION

Located in the Sunnyslope neighborhood, Trellis @ Mission is a 43-unit townhome-style development completed in 2023. The development is geared to serve families, with all units reserved for low-income households. Utilizing a lease-purchase ownership model, qualified families will have an opportunity to purchase their units after 15 years of residency.





CONNECTING NEIGHBORHOODS TO VILLAGE CORES

The Encanto Village Core is a vibrant mix of employment, retail and residential uses, centered around the revitalized Park Central Mall. The Phoenix Sonoran Bikeway, Phoenix's oldest bike route, runs through the Village Core on 3rd Avenue. In 2021 the Street Transportation Department reconfigured 3rd Avenue from Osborn Road to Indian School Road to add buffers to the existing bike lanes in conjunction with a pavement treatment. Green vertical delineators were added in early 2022. The new design makes the street welcoming to all community members interested in bicycling. The Street Transportation Department is continuing to build protected bike lanes along 3rd Avenue to connect to the Grand Canal and the rest of the active transportation network in Phoenix.





Create a Network of Vibrant Cores, Centers and Corridors

SURROUNDING NEIGHBORHOODS

Phoenix has great neighborhoods from the historic Roosevelt neighborhood to Evans Churchill. These neighborhoods are located immediately adjacent to the original city limits and consist of the city’s oldest residential subdivisions. The funky eclectic mix of quality historic housing with apartments and new construction is what makes these residential enclaves attractive and desirable. Phoenix’s many surrounding neighborhoods celebrate their own history and aspirations. It is crucial to provide continued attention to the future and how they connect to the Cores, Centers and Corridors.

GOAL

Maintain a rich community character in Cores, Centers and Corridors and promote investment in the surrounding neighborhoods that complement and help preserve the community character. Provide multi-modal transportation options to connect the neighborhoods surrounding Cores, Centers and Corridors.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Phoenix Urban Form Project](#)
- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future.](#)
- [The Phoenix Comprehensive Downtown Transportation Study](#)
- [Greening Lower Grand Avenue Report](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extension Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)



Create a Network of Vibrant Cores, Centers and Corridors

OPPORTUNITY SITES

With almost 1.7 million residents and more than 529 square miles, the city of Phoenix has many opportunities for growth. However, there is a cost when growth is built in areas with little or no infrastructure, especially when the growth is in areas far away from existing services. Development and redevelopment of vacant and underutilized properties should consider existing and surrounding development character as well as adjacent jurisdictions. Focusing within urbanized areas reduces the cost of managing growth, by focusing new development in areas where the infrastructure has already been developed

GOAL

Promote development of vacant parcels or redevelopment of underutilized parcels within Cores, Centers and Corridors throughout the city that are consistent with the character of the area or with the area's transitional objectives.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Aviation\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Urban Form Project](#)
- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future](#)
- [Downtown Code](#)
- [Redevelopment Areas Map](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Ext. Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)
- [Deer Valley Airport Master Plan](#)



DEER VALLEY AIRPORT

Deer Valley Airport has traditionally served the community as one of the busiest small general aviation and pilot training facilities in the US. More recentl, however, with the influx of significant economic development and foreign investment surrounding the airport, including the Taiwan Semiconductor Manufacturing Company TSMC, the airport is transitioning to a major corporate aviation and aero-business hub. Remarkably, the Airport still has over 150 acres available for aviation development and therefore provides a catalyst for continued economic development in the area.



CONNECT PEOPLE & PLACES

Phoenix residents value and appreciate their role as stewards of our historically diverse transportation infrastructure. The historical system of canals, horse and hiking trails, bike pathways, street grid, and rail have helped to define and mold our city into the place we live today. But we are changing, evolving, and rethinking mobility, and how we access and experience places including the infrastructure needed to get us there.

Technological advancements are playing a large role in how we connect. Our infrastructure builds an economic, social and civic network for collaboration to share ideas and implement visions for connecting communities and building resiliency together.

All neighborhoods and communities across Phoenix envision a supportive infrastructure network that provides safe, equitable and accessible connections for people of all ages, and abilities to experience places and share aspirations for growth and preservation of a city facing challenges and opportunities like no other.

Phoenix has already made progress in developing vibrant areas of growth at a variety of scales and intensities. Village cores are more connected

than ever; transit oriented communities have proven successful and facilitate an evolving pattern of growth and preservation, providing opportunities for all residents to live, work, worship and play.

An increasing need and desire to utilize high-capacity transit continues to transform and make possible an improved quality of life reminiscent of our historic street car suburbs. Connecting people and places has never been so critical as it is today and looking toward our future as the fifth largest city in the nation.

This Core Value focuses on the following Growth/Preservation and Infrastructure areas:

Growth / Preservation Areas

- Rio Reimagined

Infrastructure Areas

- High-Capacity Transit
- Active Transportation
- Complete Streets
- Road Safety
- Public Transit
- Parks
- Canals / Trails
- Access and Functional Needs Infrastructure
- Knowledge Infrastructure





City of Phoenix Light Rail Transit Station (High-Capacity Transit)



Rio Salado Habitat Restoration Area



Connect People & Places

POLICY ALIGNMENT

The following policies, plans and initiatives have been identified in alignment with the **“Connect People and Places” Core Value**. These primary “policy alignments” provide necessary connections and partnership opportunities across City initiatives toward measurable progress and implementation.



Connect People & Places

CITYWIDE POLICIES, PLANS, INITIATIVES*



Transportation 2050 (T2050)



Key Corridors Master Plan



Zero Waste



Active Transportation Plan



Arts & Culture Master Plan



Preserve Historic Phoenix



Transportation Electrification Action Plan



2050 Env. Sustainability Goals



Water Resource Plan



Strategies To Address Homelessness



Rio Reimagined PHX



Road Safety Action Plan/Vision Zero



HousingPHX Plan



PHX Land Reuse Strategy



ReinventPHX



2025 Food Action Plan



Tree and Shade Master Plan



Climate Action Plan

*Sample for references only. For all City policies, plans and initiatives visit phoenix.gov

RIO SALADO GATEWAYS

This is one of two gateways constructed at the intersection of Central Avenue and Rio Salado which serve as the entry from the city to the trails, facilities and other amenities at Rio Salado Habitat Restoration. These gateways or “gateway plazas” provide terraced seating, interpretative gardens, and a 40 by 80-foot shade structure. Each one-acre site has a street-level plaza enclosed by a gabion retaining wall plus artistic elements that include ceramic tiles, cut steel panels, and streetlights designed by Tom Strich. The ceramic work for the columns of the plazas’ shade structures are known as the “Layers of Time” and reflect five stages of history along the river: geology, natural history, Native American culture, European settlement and agriculture, and the contemporary, multicultural urban environment.



Connect People & Places

RIO REIMAGINED

Rio Salado is the central component of the Rio Reimagined vision, as rivers are an integral part of life in a desert city. The Regional Rio Reimagined objectives are to connect communities, restore and revitalize healthy rivers, and develop economic sustainability. Rio Reimagined Phoenix focuses on the Rio Salado (Salt River) corridor, encompassing Rio Salado and properties beyond its banks. Phoenix's goal for Rio Reimagined is to promote the 20-mile Rio Salado corridor as a local and regional destination that attracts positive investment for the benefit of river, nature, wildlife and supportive ecological systems as well as existing and future businesses, residents, and visitors."

Promote a Mix of Uses

Promoting land uses along the Rio Salado Corridor that serve existing and future residents and attracts tourists is key to achieving the Rio Reimagined vision. The prioritization of land uses that will help activate the banks of Rio Salado will ensure the area is lively during all or most hours of the day and night, drawing both tourists and locals. A mix of land uses can also provide nearby access to employment, education, housing, goods and services, and recreation. Providing a wide array of land uses along the Rio Salado Corridor will ensure that there are plenty of year-round activities that continuously draw people to the area.

Create Walkable Neighborhoods

Walkable neighborhoods offer several potential benefits for residents ranging from improved health to lower transportation

and housing costs, while businesses can enjoy increased pedestrian traffic that can benefit from goods and services being offered. Enhancements to existing infrastructure and land use policies within the Rio Reimagined Corridor are key to create more walkable neighborhoods. Developments that prioritize pedestrian design and scale can make for a destination while providing a more inviting environment that draws locals and visitors.

Develop and Implement a Rio Reimagined Community Plan

Over the decades, several land use plans have been implemented along the banks of Rio Salado including the South Central TOD Community Plan (2022), Land Reuse Strategy (2020), Del Rio Area Brownfields Plan (2012), Rio Salado Beyond the Banks Area Plan (2003), Rio Montaña Area Plan (2000), Estrella Village Plan (1998), and

Laveen Southwest Growth Study (1998). The adoption of a Rio Reimagined Community Plan(s) will unify many of these land use plans across the various villages in the Rio Reimagined Corridor, while incorporating policies and strategies to promote art, recreation, environmental preservation, new business types and housing, among other community needs and desires.

Celebrate the Unique Identity of Neighborhoods Along Rio Salado

Neighborhoods that line the 20-mile Rio Salado corridor are diverse and unique. Each has distinctive topography and character that differentiate it from the other. Celebrating these diverse conditions can ensure that the character of the area remains in place in the midst of increased growth across this corridor.

CELEBRATE ENVIRONMENT AND HISTORY IN THE RIO REIMAGINED PLANNING PROCESS

Promote Rio Salado as a Local and Regional Destination

Rio Salado is uniquely positioned with its close proximity to Downtown Phoenix, Sky Harbor Airport and South Mountain Regional Park. The Rio Salado Habitat Restoration Project runs along five miles of the Salt River (Rio Salado) and contains 595 acres of desert river habitat. It is home to over 200 species and many habitats. The Restoration Project has improved many of these habitats in Phoenix by removing over 1,100 tons of debris and waste (138,572 cubic yards). This has resulted in more open space, use of trail systems, improvements in flood management, and has triggered development near the River, thereby improving the urban landscape. Along the banks of Rio Salado Park are well-known institutions such as the Nina Mason Pulliam Rio Salado Audubon Center and Liberty Wildlife.

Reconnect to Nature

In addition to the Rio Salado Habitat Restoration Project, the Tres Rios Environmental Restoration project, located along the western limits of the

Rio Salado Corridor, offers both active and passive recreation opportunities on nearly 700 acres of restored wetland and riparian habitat. The project creates a mutual relationship between the renewed wetlands and the nearby 91st Avenue Wastewater Treatment Plant. These two environmental restoration projects allow Phoenix residents to reconnect with nature in their backyard.

Improve Quality of Life

By improving the environment within and beyond the banks of the Rio Salado Corridor, an increased quality of life will be achieved for Phoenix residents. Continued environmental restoration and protection, plus the development and maintenance of trails, make for an inviting environment for visitors seeking to experience nature or finding a recreational activity that will improve their health. Promoting an appropriate mix of land uses along and beyond the banks of Rio Salado will complement past and ongoing investment along Rio Salado, and help promote a wide range of lifestyles that can increase physical activity.

POLICY:

1. Develop and implement a Rio Reimagined Strategic Planning Program.
2. Develop a series of Rio Reimagined Community Plans that identify place types and character areas.
3. Support public investment in art and infrastructure in and around Rio Reimagined.
4. Amend the Phoenix Zoning Ordinance to encourage creative ways to activate vacant parcels, parking lots, and other underutilized areas to encourage more vibrant destinations for residents and tourists.
5. Prioritize a mixture of 'active' land uses that serve existing and future residents and attracts tourists.
6. Align economic development and housing initiatives to support public and private investment in the Rio Reimagined vision.
7. Develop a marketing plan to promote the attractions and community assets in and around Rio Reimagined.
8. Develop creative financing mechanisms to attract desired mixtures of land uses and infrastructure investments.
9. Encourage public-private partnerships between the City and private entities to explore the redevelopment of City-owned land within the Rio Reimagined Corridor in alignment with the community vision and needs.
10. Protect the investment made in and around the Rio Salado Phoenix and Tres Rios Habitat Restoration Areas, while promoting the restoration of the Rio Salado Oeste segment.
11. Promote the enhancement of existing and development of new trail segments that will connect the 20-mile river corridor and adjacent communities.

Tres Rios Wetlands



RIO REIMAGINED 3RD STREET BIKE/PEDESTRIAN BRIDGE



The City of Phoenix is the recipient of a \$25 million Rebuilding American Infrastructure with Sustainability and Equity (RAISE) grant. Phoenix will use the discretionary federal funding to construct the long-proposed Rio Salado Bike and Pedestrian Bridge, that will cross the river bed in alignment with 3rd Street and create impactful connectivity

between south Phoenix and the city's downtown region. When completed, the bridge will provide residents without a motor vehicle, or who prefer not to drive on every trip, with a safe option to cross the Rio Salado and gain improved access to jobs, schools, services and other opportunities. The bridge will also offer a convenient connection to the currently

under construction South Central Light Rail Extension, and provide residents with increased recreational and exercise options with its connection to the trails within the Rio Salado Habitat Restoration Area. In addition to the construction of the bridge, the project will include solar lighting upgrades along the existing Rio Salado pathway from Central Avenue to 40th Street.



NORTHWEST LIGHT RAIL EXTENSION II

The Northwest Light Rail Extension Phase II is a 1.6-mile light rail project extending from the current end-of-line at 19th Avenue and Dunlap, west to 25th Avenue, then northward to Mountain View Road, to a terminus west of Interstate 17 at the Thelda Williams Transit Center. The project will include three new stations and one Park-n-Ride lot located at the end of line which includes a four-level parking garage structure. The opening date was January 27, 2024.





Connect People & Places



HIGH-CAPACITY TRANSIT

High-capacity transit represents the future of public transportation that will contribute to a greater transportation network. These various transit methods provide more frequent service to a large volume of passengers through fewer stops and faster travel speeds. Passengers can enjoy efficient travel experiences because of the dedicated travel lanes that reduce traffic congestion and increase overall mobility for residents and visitors. High-capacity transit offers the community access to different amenities and entertainment, which is essential for the city's growth and expansion.

GOAL

Grow the Phoenix transit system with emphasis on a world class high-capacity transit network which will allow for the movement of people safely and efficiently, connecting the many communities and neighborhoods throughout the city.

MEASURES/METRICS FOR SUCCESS:

- [City Manager's Dashboard \(Public Transit\)](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Urban Form Project](#)
- [Transit Oriented Development Strategic Policy Framework](#)
- [Light Rail Transit and Future Studies Map](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extension Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)
- [Bus Rapid Transit](#)
- [T2050](#)



Connect People & Places

ACTIVE TRANSPORTATION

Phoenix is committed to promoting active transportation, which includes self-propelled, human-powered modes like walking or bicycling, to address the challenges of physical inactivity contributing to rising rates of obesity, diabetes, heart disease, and other chronic conditions. However, concerns over safety due to heavy traffic and inadequate infrastructure, like sidewalks and crosswalks, hinder the widespread adoption of active transportation within communities. To tackle this, the City focuses on improving infrastructure to encourage active transportation, making it safer and more accessible for everyone. By expanding transportation networks and enhancing pedestrian-friendly features, Phoenix aims to facilitate connectivity and pedestrian accessibility, integrating active transportation as a crucial design element in developments to meet the growing demand for connected and amenity-rich communities.

GOAL

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

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Streets\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)
[Number of New Bike Lane Miles](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Map of City Bikeway System](#)
- [Comprehensive Bicycle Master Plan](#)
- [Active Transportation Plan](#)
- [Road Safety Action Plan](#)
- [Transportation 2050 Plan \(T2050\)](#)
- [Electric Vehicles](#)
- [Shared Micromobility Program](#)
- [T2050 Mobility Studies](#)



3RD AVENUE AND 5TH AVENUE 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 Road started in 2023 and is anticipated to be completed in 2024.



GRAND AVENUE REFRESH, FROM 15TH AVENUE TO 7TH AVENUE

Grand Avenue from 15th Avenue to 7th Avenue was refreshed in 2022 after a pavement maintenance project on Grand Avenue. The Street Transportation Department worked with the community to propose updates to the street to add buffers to the bike lanes. In addition, the project expanded the painted bump-outs and added plastic delineators to prevent drivers from turning into the bump-outs. New planters were added to the street and planters with mosaics were moved to the sidewalk to protect the art. The speed limit on the street was reduced to 30 miles per hour to promote safety and walkability.





Connect People & Places

COMPLETE STREETS

Since the founding of Phoenix, the grid system has been a critical part of our city's physical layout. Phoenix residents love the grid system, but want more bicycle, pedestrian and transit infrastructure. Existing streets were built with a focus on the automobile, but other modes are equally important, and existing infrastructure should be re-purposed to support these needs. Complete Streets are streets which are planned, designed, operated and maintained to support and encourage walking, bicycling and transit use while promoting safe and effective operations for users of all ages and abilities.

GOAL

Create a system of streets which encourages and facilitates active transportation, supports investment in transit, fosters social engagement and community pride, improves safety for all transportation modes, supports the local economy and property values, and improves the livability and long-term sustainability of our region.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Streets\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Complete Streets](#)
- [Street Planning & Design Guidelines](#)
- [Tree and Shade Master Plan](#)
- [44th Street Corridor Specific Plan](#)
- [Baseline Area Master Plan](#)
- [Black Canyon / Maricopa Freeway Specific Plan](#)
- [Carefree Highway Scenic Corridor Design Policies](#)
- [East Van Buren Corridor Assessment](#)
- [Estrella Village Arterial Street Landscaping Program](#)
- [Freeway Mitigation and Enhancement Ideas](#)
- [North Central Avenue Special Planning District](#)
- [Outer Loop Freeway Specific Plan](#)
- [Piestewa Peak Freeway Specific Plan](#)
- [Street Classification Map](#)



Connect People & Places

ROAD SAFETY

Phoenix is dedicated to implementing Vision Zero, a multidisciplinary strategy aimed at eliminating all traffic fatalities and severe injuries while promoting safe, healthy, and equitable mobility for everyone. This commitment involves collaboration among diverse stakeholders, including city planners, engineers, policymakers and public health professionals. Together, they work to enhance roadway design, regulate speeds and behaviors, integrate technology, and implement policies that align with the shared goal of achieving zero fatalities and severe injuries. The City's focus on providing safe roads for pedestrians, bicyclists, micro-mobility, users of multi-modal transportation and motorists underscores its dedication to prioritizing safety for all residents.

GOAL

Reduce the number of fatal and serious injury crashes on its streets throughout the city to ZERO by 2050.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Streets\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Complete Streets](#)
- [Street Planning & Design Guidelines](#)
- [Tree and Shade Master Plan](#)
- [MUTCD](#)
- [Street Classification Map](#)
- [Phoenix Vision Zero Road Safety Action Plan](#)
- [Active Transportation Plan](#)
- [Transportation 2050 Plan \(T2050\)](#)
- [Electric Vehicles](#)
- [Shared Micromobility Program](#)
- [T2050 Mobility Studies](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extensions Phase II TOD](#)
- [Capitol Extensions TOD](#)
- [I-10 West Extensions TOD](#)
- [Bus Rapid Transit](#)



20TH AVENUE AND INDIAN SCHOOL ROAD

The 20th Avenue & Indian School Road Project is just one example of how the Street Transportation Department is improving multi-modal transportation safety. By constructing this traffic signal, traffic along Indian School Road is stopped to enable pedestrians, cyclists, and motorists to safely cross. The implementation of a high-intensity crosswalk, enhanced intersection lighting, and flashing yellow arrows for left-turning vehicles all improve safety. Infrastructure improvements such as new and modernized traffic signals, High Intensity Activated crossWalk (HAWK) signals, and roadway lighting enhance safety for various modes of transportation.





BUS FREQUENCY AND SHADE IMPROVEMENTS

The Phoenix Transportation 2050 Plan continues improving the city's bus system with a focus on passengers. In fall 2023, Phoenix increased its frequent service bus network from eight to 11 routes. This improvement gives 47 percent of Phoenix residents access to a bus route with 15-minute frequency or better during peak travel times. Another rider-focused improvement is the continuing project to provide shade at more than 4,000 bus stops in Phoenix. As of 2024, about 75 percent of stops have a shade shelter, and the Public Transit Department plans to continue adding at least 80 more annually.





Connect People & Places

PUBLIC TRANSIT

Many Phoenix and surrounding communities' residents rely on Phoenix's mass transit system as their primary source of transportation for work, school and other purposes.

Our mass transit system is made up of buses and light rail, but also includes our airport infrastructure, a crucial transportation link to the rest of the world. The system should be efficient, reliable, frequent and comprehensive. While the Phoenix system has and continues to provide a high level of service, improvements should be made to encourage ridership and provide relief to the local street and freeway systems.

GOAL

Continue to develop the Phoenix transit system into an efficient multi-modal transportation system which will allow for the movement of people safely and efficiently, connecting many activity and employment centers and neighborhoods throughout the city. Meet the demand for the range of services needed, connecting neighborhoods to local bus routes, rapid transit, and fixed guideway transit systems.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Public Transit\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Light Rail Transit and Future Studies Map](#)
- [Mass Transit, Bus and Light Rail Map](#)
- [Transportation 2050 Plan \(T2050\)](#)
- [Electric Vehicles](#)
- [Shared Micromobility Program](#)
- [T2050 Mobility Studies](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extension Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)
- [Bus Rapid Transit](#)



Connect People & Places

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.

GOAL

Use the power of parks to promote health, wellness, conservation, and social equity by providing the community with opportunities to improve quality of life through access to local parks, recreation and cultural facilities, sports programming, and open spaces.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Parks and Recreation\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Parks Facilities Map 2024](#)
- [Parks and Recreation "Visit A Park"](#)



CESAR CHAVEZ COMMUNITY CENTER

In March 2023, Phoenix Parks and Recreation opened the brand-new Cesar Chavez Community Center, the first large-scale community center in more than a decade! The Cesar Chavez Community Center is a 34,000 square foot addition to Cesar Chavez Park, complete with a new fitness center, basketball court, gaming room, multipurpose room, kitchen, sensory room, outdoor movie theater and more!





THE GRAND CANALSCAPE

A 12-mile continuous, multi-use recreational trail system along the Grand Canal in Phoenix – providing a unique opportunity for people to safely walk, run or bike along a dedicated off-street pathway. The Grand Canalscape was completed in February 2020 and features a 10 to 12-foot-wide concrete pathway, dusk-to-dawn pedestrian lighting, seating and signalized crossings at major intersections. There are several pedestrian and bicycle bridge crossings along the route to provide access to the Canalscape pathway from the opposite side of the canal. The Grand Canalscape improves pedestrian and bicycle access to neighborhood schools, churches and businesses through 25 neighborhood connections and helps integrate the canal into the surrounding communities by incorporating public art and landscaping.





Connect People & Places

CANALS & TRAILS

Canals and trails are an important, historic part of our regional infrastructure. They can provide a safe, dedicated system for pedestrians and bicycles to travel throughout the city and region, and an oasis from the desert conditions found naturally in our community. Water is in high demand in Arizona, but the canals have become one of our most underutilized assets. Canalscape, the creation of activity centers with a dynamic interaction with our city’s prized canals, can change this.

GOAL

Design the Phoenix canals and canal-adjacent properties throughout the city for pedestrians and businesses to effortlessly interact with the canal, transforming the system into a popular network of trails which are safe, efficient and complete with shade and rest areas. Create a functional network of shared urban trails which are accessible, convenient and connected to parks, centers, and major open spaces such as the Sonoran Preserve, connecting the entire city.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)
- [Increase frequency of pedestrian and bicycle amenities along Canals](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Sunnyslope / Arizona Canal Demonstration Area Master Plan](#)
- [Canalscape](#)
- [City Trail System](#)
- [City Bikeway System](#)
- [Comprehensive Bicycle Master Plan](#)
- [Active Transportation Plan](#)



Connect People & Places

ACCESS & FUNCTIONAL NEEDS INFRASTRUCTURE

Phoenix is a diverse city, with many residents who have access and functional needs to be independent and mobile. Each person is unique and their mobility needs and abilities are different from each other. Access and Functional Needs is about creating a city where every person with their distinctive abilities are taken into consideration and barriers to access are removed or minimized.

GOAL

Establish Phoenix as a premier example of inclusive access for all its residents and visitors.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

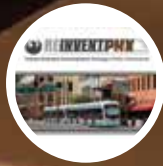
- [2010 ADA Standards for Accessible Design](#)
- [Libraries and Library service areas](#)
- [Transportation 2050 Plan \(T2050\)](#)
- [Electric Vehicles](#)
- [Shared Micromobility Program](#)
- [T2050 Mobility Studies](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [Bus Rapid Transit](#)



50TH STREET STATION

Riders from Ability360 arriving on the first train into the new 50th Street Station received an enthusiastic welcome on April 25, 2019. The station, which is located at 50th Street and Washington street in Phoenix, is the first station built along the existing Valley Metro Rail system. This station will set a new standard for accessibility across the nation, which are incorporated as a result of the PHX Innovation Games challenge issued by the City of Phoenix Mayor's Office.





REMOVING BARRIERS TO INFORMATION

Phoenicians have fewer barriers to enjoying library materials and access to technology now more than ever. Phoenix Public Library eliminated charging daily fines for overdue materials, ensuring that knowledge and technology is available to everyone, not just to those who can afford their own. Recognizing that access to a computer and the internet is a necessity for households, Phoenix Public Library launched its Library Laptop and Wi-Fi Hotspot lending program. Removing barriers to information and providing this essential access is a step towards bridging the digital divide and ensuring individuals and families in Phoenix are able to stay connected with what they care about.



Connect People & Places

KNOWLEDGE INFRASTRUCTURE

Over the past few decades, technology has dramatically changed our lives as Phoenicians. Technology infiltrates our lives in almost every way imaginable, from the way we learn and gather knowledge, to one of the primary ways we communicate with the world. Technology is the infrastructure necessary for today's knowledge-based economy. We need to plan for our future technology needs by being flexible enough to allow for new technology which has not yet been discovered, while still embracing the technology we have today.

GOAL

Establish Phoenix as a digital, economic and community development center connected through local, regional and global communication networks.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Library\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Libraries and Library Service Areas](#)
- [phoenixpubliclibrary.org](#)
- [phoenixpubliclibrary.org/collegedepot](#)
- [phoenixpubliclibrary.org/phxworks](#)
- [phoenixpubliclibrary.org/startupphx](#)
- [phoenixpubliclibrary.org/locations](#)
- [phoenixpubliclibrary.org/kids](#)
- [phoenixpubliclibrary.org/browse/elibrary](#)



STRENGTHEN OUR LOCAL ECONOMY

Phoenix boasts a thriving and diverse economy, firmly establishing itself as an employment hub and a vital contributor to Arizona's economic vitality. Nurturing Phoenix's local economy is pivotal to securing a brighter future for its residents and the broader Arizona community.

The vision for a bolstered local economy revolves around bolstering existing businesses while enticing new ones, thereby expanding employment opportunities and enhancing the overall quality of life. Collaborative efforts between the City and community partners have cultivated a robust educational and training ecosystem that further fortifies this vision.

Phoenix stands as an entrepreneurial haven, actively fostering the growth of new businesses through innovative support mechanisms. Adaptively repurposed structures have breathed new life into the cityscape, offering storefronts, offices, and economic prospects, defining the urban landscape in a celebrated manner.

Capitalizing on its strategic location and assets, Phoenix's airports, Sky Harbor and Deer Valley airports continue to prosper, catalyzing economic activities in their vicinity. The

City's ongoing investments in tourism infrastructure consistently rank it among the nation's top five tourist destinations. In 2022, state resident and nonresidents spent \$9.8 billion on fishing, hunting, watchable wildlife and other outdoor related recreation in Arizona (USFWS 2022) supporting 18,220 jobs statewide.

Moreover, Phoenix has made significant strides in nurturing the technology sector and meeting the demands of evolving manufacturing and emerging enterprises, positioning itself as a hub for innovation and growth. These concerted efforts underscore Phoenix's commitment to fostering a resilient and thriving economy.

This Core Value focuses on the following Growth/Preservation and Infrastructure areas:

Growth / Preservation Areas

- Tech-Forward City
- Entrepreneurs and Emerging Enterprises
- Manufacturing / Industrial Development
- Local and Small Business

Infrastructure Areas

- Resilient and Integrated Communities
- Highly Skilled Workforce
- Airports
- Tourism Infrastructure





City of Phoenix City Hall



 Strengthen Our Local Economy

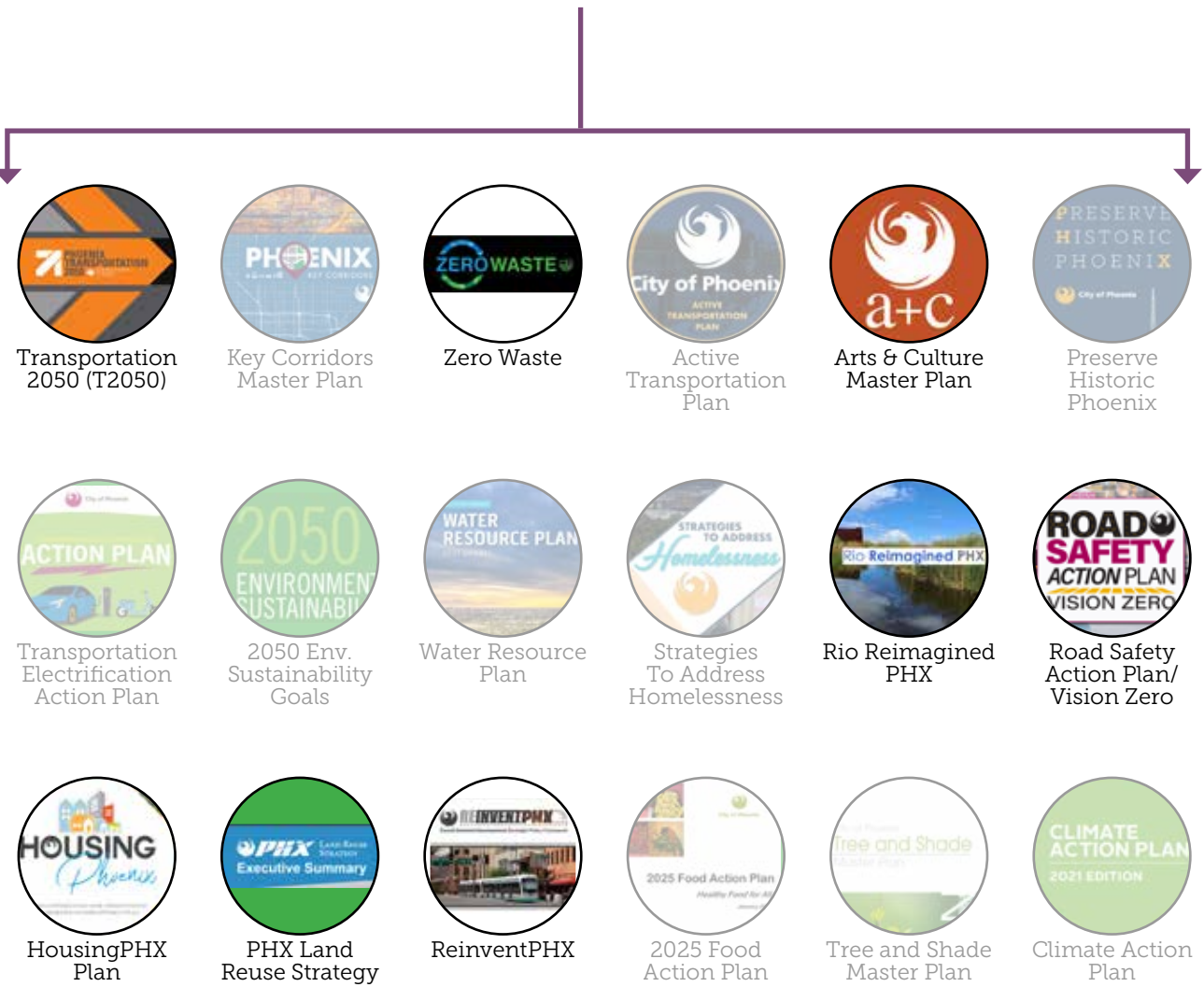
POLICY ALIGNMENT

The following policies, plans and initiatives have been identified in alignment with the **“Strengthen Our Local Economy” Core Value**. These primary “policy alignments” provide necessary connections and partnership opportunities across City initiatives toward measurable progress and implementation.



Strengthen Our Local Economy

CITYWIDE POLICIES, PLANS, INITIATIVES*



SKY HARBOR AIRPORT TECH PARTNERSHIPS

Sky Harbor Airport continues to be a leader in bringing new technologies to the community and flying public. One example of this is the City's partnership with Waymo to provide travelers the opportunity to use autonomous vehicles as a means of transportation to and from the airport. Another example is the implementation of the Mobile ID Verification program which utilizes Apple Wallet in allowing travelers to process through airport security without having to use a physical ID or boarding pass. Sky Harbor was the first airport in the US to provide autonomous vehicle service or mobile ID verification. Phoenix is now part of one of the largest autonomous car service areas in the world. In 2023 Waymo expanded the Phoenix service area by moving to the Uptown and South Mountain areas.



Waymo Autonomous Vehicle



Strengthen Our Local Economy

TECH-FORWARD CITY

EMBRACING AND LEADING IN TECHNOLOGY AND INNOVATION

Tech-Forward City

Phoenix has long been a leader for water conservation and open space conservation. While water and open space will continue to be a critical part of Phoenix's future, Phoenix has established itself as hub for the technology sector. Investments from semiconductors to bioscience have flourished in Phoenix in the last decade. Phoenix is committed to continuing to be a place where innovation can thrive and where the technologies of tomorrow will be launched.

A report recently released by the Greater Phoenix Economic Council highlights how far Phoenix and other cities in the Valley have come to support the growth of the technology sector. [Greater-Phoenix-Tech-Story-2023.pdf \(gpec.org\)](#)



Mobile ID Program

ENCOURAGE TECH-FORWARD APPROACH IN THE PLANNING PROCESS

Technology Spotlight: eVTOL

As Phoenix continues to lead in the technology sector, electric vertical takeoff and landing aircraft (eVTOLs) could be a big part of Phoenix's future. Phoenix's weather, and abundance of airports (Sky Harbor, Goodyear, Deer Valley), combined with investments that companies like Honeywell are already making in Phoenix for urban air mobility position the city for growth in this field.

Honeywell opened its Advanced Air Mobility (AAM) lab last year at its Deer Valley aerospace facility in north Phoenix. It is Honeywell's primary hub for research on unmanned aerial systems and urban air mobility (UAS/UAM). Pulkit Agrawal, Honeywell's principal certification engineer for UAS/UAM, says he expects the technology to be ready for public use in 2026, ramping up by 2028 as confidence builds (Source: Honeywell lab in Phoenix could be at forefront of urban air travel revolution - Axios Phoenix)

POLICIES:

- Continue to attract additional investment in Phoenix's growing technology sectors.
- Evaluate existing policies and ordinances to

support the growth of existing and installation of new technology uses and companies.

- Make land use decisions that maximize the investment technology companies are making in Phoenix.
- Analyze what strategic infrastructure investments are needed to support continued growth for Phoenix's technology sector.
- Continue to support the investment and growth of Advanced Air Mobility (AAM) and other emerging and transformative technologies to improve the accessibility and robustness of the City's transportation systems. Leverage and market Advanced Air Mobility and other unique aviation development opportunities associated with vacant land at Deer Valley Airport.
- Align infrastructure investment serving the airport system with emerging and forecast aviation needs and technology. Ensure new forms of city infrastructure and services (eg, new cellular broadband, municipal drone usage and new facilities for advanced air mobility) are compatible with airport operations.



A model of an eVTOL Lilium Jet in 2022 in Farnborough, England.
Photo: John Keeble/Getty Images



WHAT EVTOL STANDS FOR?

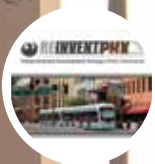
EVTOL means Electric Vertical Take Off And Landing aircraft. This term recently became very popular but it can refer to “flying cars”, “air taxis” or “Passenger Air Vehicles (PAV)”.

Source: https://aerospaceexport.com/evtol-aircrafts/#What_is_an_eVTOL_aircraft

WHAT IS EVTOL?

An eVTOL is an aircraft that can take off, hover and land vertically thanks to an electric propulsion system. Few eVTOL are fully electric as some designs use traditional combustion engine or fuel cell to generate the electric power needed. EVTOL became very popular because of the potential huge impact on our lifestyle that

this innovation represents. The eVTOL technology is a solution to the urban air transportation needs that have fascinated many generations. Associated with Autonomous navigation major breakthroughs, these two technologies intend to revolutionize the way we commute in urban areas.



PHX SKY TRAIN

In 2022 the final stage of the all-electric PHX Sky Train opened, connecting the 44th Street Light Rail Transit Station and Sky Harbor's terminal core to a new 1,600 space parking lot and the Rental Car Center. The final stage eliminated the need for more than 100 shuttle buses and reduced congestion on Sky Harbor Boulevard and terminal curbs. The extension completes a 10-year, \$1.5 billion dollar program.





Strengthen Our Local Economy

RESILIENT & INTEGRATED COMMUNITIES

Community resilience involves a community’s capacity to recover from disasters and endure ongoing hardships sustainably. Social connectedness plays a crucial role in building resilience, as community members who feel part of a greater whole tend to engage actively and feel valued, fostering a sense of togetherness essential during challenging times. In Phoenix, known for its technological advancements, construction, entertainment, and livability, our growth necessitates a focus on designing resident-centric projects and built environments that offer resilience against various factors. These factors encompass stable access to economic opportunities, shelter from the elements, connectivity to resources and amenities, and the seamless integration of technology. Emphasizing diverse living options that cater to families and remote workers is also paramount in our pursuit of a resilient and thriving community.

GOAL

Create resiliency at all scales of our community in response to unique national and local economic growth, innovation, and technological advances while preparing for diverse new lifestyle choices to opportunities for integration.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [City of Phoenix Economic Development Strategic Plan](#)
- [Railroad and Foreign Trade Zones](#)
- [Major Employment Centers](#)
- [PHX Sky Train](#)
- [Transportation 2050 Plan \(T2050\)](#)
- [Electric Vehicles](#)
- [Shared Micromobility Program](#)
- [T2050 Mobility Studies](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)
- [Northwest Extension Phase II TOD](#)
- [Capitol Extension TOD](#)
- [I-10 West Extension TOD](#)
- [Bus Rapid Transit](#)



Strengthen Our Local Economy

ENTREPRENEURS & EMERGING ENTERPRISES

Our community's creative entrepreneurs and emerging enterprises drive our city's small businesses. The world's largest companies started with an innovative vision, a drive, and a lot of hard work from an entrepreneur. To assist entrepreneurs, access to other small businesses, suppliers and support facilities are crucial to their success. New businesses need support to increase the likelihood of their sustained success.

GOAL

Establish a robust entrepreneurial and innovative ecosystem that supports local and organic growth as well as having an appeal to attract national and global interests.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(CED\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Libraries and Library Service Areas](#)
- [Entrepreneur Resources](#)
- [Adaptive Reuse Program](#)
- [phoenixpubliclibrary.org](#)
- [phoenixpubliclibrary.org/collegedepot](#)
- [phoenixpubliclibrary.org/phxworks](#)
- [phoenixpubliclibrary.org/startupphx](#)



PHOENIX FORGE

Phoenix Forge is a makerspace powered by Gateway Community College on behalf of the Maricopa County Community College District (MCCCD). It is open to the public, MCCCD students, staff and faculty. Makerspaces are community workshops. They are shared spaces where members have access to equipment, tools, software, technical training, and a community of people with similar interests. Phoenix Forge provides access to tools and equipment for prototyping (such as 3D printers) or working with metal, wood, electronics, robotics, textiles and glass.



TAIWAN SEMICONDUCTOR MANUFACTURING COMPANY (TSMC)

Phoenix is the right environment for world class industrial manufacturing facilities. Taiwan Semiconductor Manufacturing Company's (TSMC) decision to build and operate an advanced semiconductor wafer fabrication facility in Phoenix is proof. TSMC's investment in their Phoenix fabrication facilities (estimated to be \$40 billion) is the largest foreign direct investment in Arizona's history and one of the largest foreign investments in the history of the United States. TSMC's investment has been the catalyst for other manufacturing and industrial companies and suppliers to locate in Phoenix and surrounding communities, creating a semiconductor ecosystem.

In addition to filling a need for more semiconductor wafers, TSMC's Phoenix campus is creating jobs too. The site is being constructed by over 10,000 construction workers, will include 4,500 direct TSMC jobs, and is creating thousands of indirect jobs. TSMC's partnerships with local educational institutions are providing advanced education and career opportunities that support and lead the way with innovative technological advancements needed to meet the demands of a global marketplace.





Strengthen Our Local Economy

MANUFACTURING/ INDUSTRIAL DEVELOPMENT

Manufacturing is an important part of Phoenix's economy. As Phoenix continues 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 an important part of ensuring Phoenix has a well-rounded economy and diverse set of employment opportunities.

GOAL

Protect and strengthen Phoenix's industrial sector, with a focus on Phoenix's Advanced manufacturing base.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(CED\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [City of Phoenix Economic Development Strategic Plan](#)
- [Major Employment Zones](#)
- [General Plan Land Use: Industrial and Commerce Park](#)
- [Advanced Manufacturing](#)
- [Foreign Trade Zone](#)



Strengthen Our Local Economy

HIGHLY SKILLED WORKFORCE

The success of our local economy stems from access to a robust and qualified workforce. Our education and training institutions provide the pipeline to sustain a highly skilled workforce. As our local economy continues to expand its labor sectors to produce quality jobs, talent development must be based on a skill-match economy.

GOAL

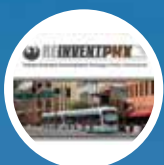
Develop a skilled and qualified talent pipeline that meets industry and business workforce needs. Identify and meet local business talent acquisition needs.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(CED\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Education and Training Facilities](#)
- [Public Education K-12 Schools](#)
- [Libraries and Library Service Areas](#)
- [Entrepreneur Resources](#)
- [Adaptive Reuse Program](#)
- phoenixpubliclibrary.org
- phoenixpubliclibrary.org/collegedepot
- phoenixpubliclibrary.org/phxworks
- phoenixpubliclibrary.org/startupphx



EDSON COLLEGE OF NURSING AND HEALTH INNOVATION AT THE DOWNTOWN ASU PHOENIX CAMPUS

The Edson College of Nursing and Health Innovation at ASU on the Downtown Phoenix Campus prepares the next generation of health professionals, researchers and leaders to meet the current and future health demands locally and globally. The Edson College has expanded to campus sites at ASU Lake Havasu, the West Valley Campus and the Polytechnic Campus, teaching and training nurses, nurse practitioners, community-focused health professionals, health entrepreneurs, innovators and clinical research managers. The Edson College has received funding to support nursing workforce needs, including grants from the Health Resources and Services Administration, the U.S. Department of Labor, the Arizona Department of Health Services, the Rural Health Professions Program, and the March of Dimes, including funds to support a mobile simulation unit. New nurses, nurse practitioners and nurse educators will graduate with a commitment to serve the Arizona population for years to come. The college continues to work through health care partnerships at home and abroad to further the research, discovery and innovation that has defined Edson College.



PHOENIX AVIATION SYSTEM

In 2022, the Phoenix Airport System (PHX, DVT and GYR) total regional impact (direct, indirect, and induced) was \$44 billion dollars, with direct employment adding up to 140,546 jobs, and airline visitor (domestic and international) spending of \$7 billion. Total tax revenues (federal, state, and local) exceeded \$6 billion. The Airport System achieves all this through focusing on customer needs, valuing diversity and partnerships, and maintaining facilities that are sustainable and loved by the flying public.



Policies:

1. Incorporate by reference the goals, policies and actions of the airport system airport master plans (Phoenix Sky Harbor International Comprehensive Asset Management Plan and Deer Valley Airport Master Plan).
2. Within the General Plan, provide maps for the airport system airport property boundaries, high noise exposure areas, and surrounding traffic pattern airspace. (Phoenix Sky Harbor Airport Noise and Traffic Patterns map and Deer Valley Airport noise and traffic pattern map)
3. Implement the Downtown Phoenix Airport Height Ordinance and Deer Valley Airport Overlay Zone, including the airport disclosure to new occupants and requiring that development receive no hazard determination through the FAA obstruction evaluation process.



Strengthen Our Local Economy

AIRPORTS

The Phoenix airport system is crucial to our regional economy and requires support and protection. The City manages three airports, Phoenix Sky Harbor International Airport (PHX), Phoenix Deer Valley Airport (DVT) and Phoenix Goodyear Airport (GYR). Each of the airports plays a different role in supporting the economy through serving the flying public, movement of cargo and goods, maintenance of aircraft, military and emergency operations, development of pilots and aeronautical businesses and industrial activity. Due to this diversity of aviation activity, the airport system is able to induce significant investment, job creation and business opportunities for the region.

GOAL

Ensure the Phoenix Airport System (PHX, DVT and GYR) is sustainable through airport compatibility policies, progressive infrastructure investment and maintaining updated airport master plans.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard \(Aviation\)](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Deer Valley Airport Overlay District](#)
- [Airports by Ownership Map](#)
- [Phoenix Sky Harbor Economic Impact](#)
- [Phoenix Sky Harbor Comprehensive Asset Management Plan](#)
- [Phoenix Sky Harbor Sustainability](#)



Strengthen Our Local Economy

TOURISM INFRASTRUCTURE

Tourism has long been a driving force in Arizona’s economy and growth. For years, visitors have flocked to Arizona for its warm winters and natural beauty. As the largest city in the state, Phoenix should be a leader in the visitor industry by marketing and promoting Phoenix as a destination and attracting citywide conventions, trade shows, mega events and leisure travel. Phoenix has established its position as a leading tourism destination through significant investments made into its convention and sports facilities, performing arts and cultural venues, parks and preserves, and other eco-tourism supporting infrastructure.

GOAL

Maintain Phoenix’s position as a top-tier visitor destination.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard \(Convention Center\)](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

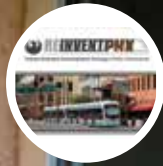
RELATED POLICY INITIATIVES AND RESOURCES:

- [Convention Center Strategic Plan](#)
- [Deer Valley Airport Overlay District](#)
- [Airports by Ownership Map](#)
- [Phoenix Sky Harbor Economic Impact](#)
- [Phoenix Sky Harbor Comprehensive Asset Management Plan](#)
- [Phoenix Sky Harbor Sustainability](#)
- [Parks and Recreation Service Area and Sites](#)
- [Map of Parks and Recreation sites](#)
- [Parks and Recreation Facility Standards](#)
- [Parks Facilities Map 2023](#)
- [Parks and Recreation “Visit A Park”](#)



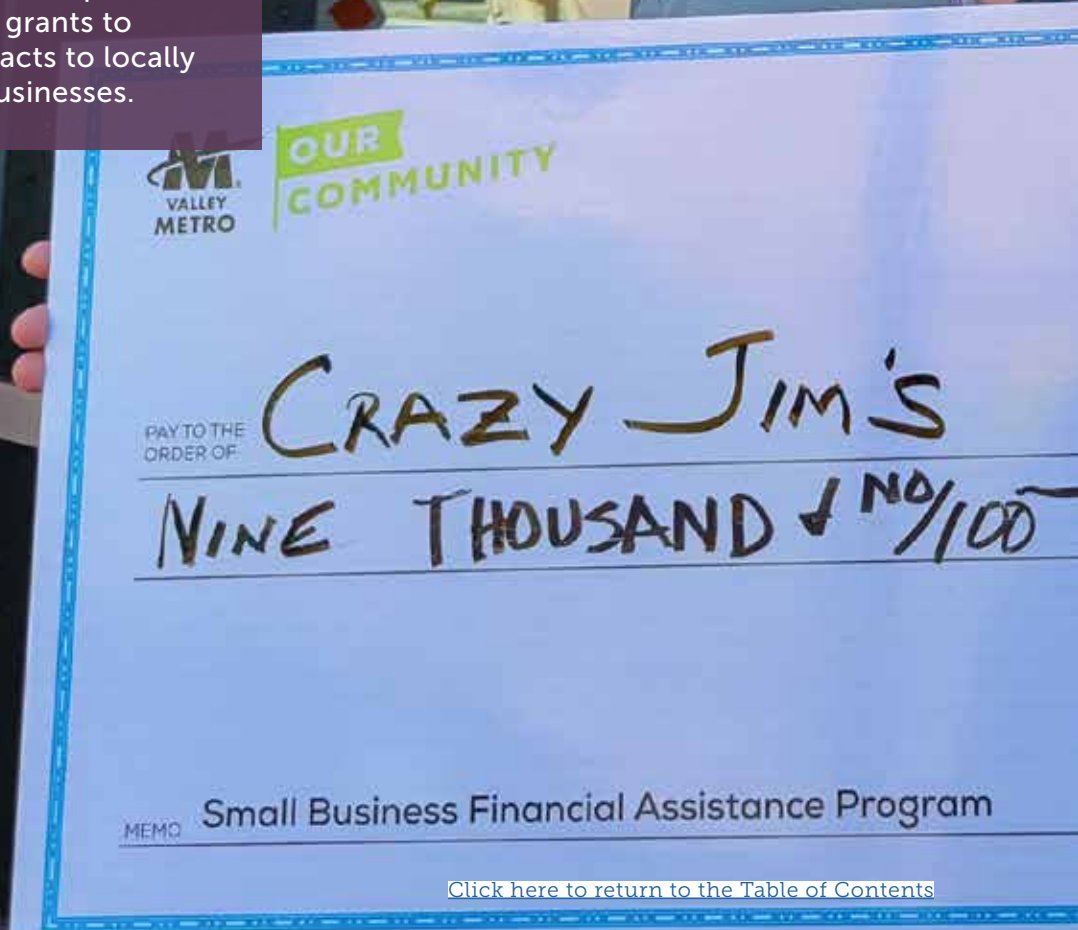
SPRING TRAINING HOME OF THE MILWAUKEE BREWERS

American Family Fields of Phoenix is the home for the Brewers' Spring Training games. This award-winning Cactus League facility, nestled in the west side of Phoenix, is a state-of-the-art complex with ample parking and easy access. The ballpark features a recessed playing field and shaded concourse, which provides an uninterrupted view of the action. The ballpark's 7,000 seats, plus lush outfield berm, assure an intimate baseball experience in a fan-friendly, relaxed setting. Simply stated, there's not a bad seat in the house!



LIGHT RAIL'S SMALL BUSINESS FINANCIAL ASSISTANCE PROGRAM (SBFAP)

Building a light rail system takes years of planning and collaboration with the goal to improve mobility in areas where public transportation is deficient. However, during the construction process, businesses can be affected by the work involved in making the light rail system come to life. In 2021, the City of Phoenix launched the Small Business Financial Assistance Program (SBFAP) to help businesses along the light rail construction corridor by providing financial assistance. The SBFAP provides financial support through grants to help offset economic impacts to locally owned small and micro businesses.





Strengthen Our Local Economy

LOCAL & SMALL BUSINESS

Local and small businesses are the fabric of our community. These local and small businesses provide tens of thousands of jobs to Phoenix residents and have a huge economic impact on our community. According to Local First Arizona, a local, non-profit network of local, independently owned Arizona businesses and supporters, for every \$100 spent in a locally owned business, roughly \$42 remains right here in Arizona, while for the same \$100 spent in a national chain store, only \$13 remains here. Our community's success depends on local and small businesses, and the City should work hard to support them.

GOAL

Promote the growth and prosperity of Phoenix's locally owned and small businesses. Encourage the growth and expansion of locally owned and small businesses as a means of creating jobs.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Adaptive Reuse Program](#)
- [Education and Training Facilities](#)
- [Public Education K-12 Schools](#)
- [Libraries and Library Service Areas](#)
- [Entrepreneur Resources](#)
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- [phoenixpubliclibrary.org](#)
- [phoenixpubliclibrary.org/collegedepot](#)
- [phoenixpubliclibrary.org/phxworks](#)
- [phoenixpubliclibrary.org/startupphx](#)



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

Phoenix boasts a rich tapestry of neighborhoods, each with its own unique character. From historic streetcar suburbs to modern master-planned communities and charming, flood-irrigated historic districts, these neighborhoods span the city's expansive 529 square miles, creating a diverse mosaic that defines our city's identity.

Beyond the physical distinctions that set these neighborhoods apart, it is the vibrant tapestry of cultures interwoven throughout them that truly enriches Phoenix's identity and quality of life. This cultural diversity is a cornerstone of our city's character. Phoenix residents envision a future where their neighborhoods thrive and where collaboration with residents is at the core of celebrating and building upon neighborhood assets.

The Urban Village Model serves as the foundation and catalyst for this cooperative effort, ensuring that our neighborhoods remain a unique network of livable communities. In doing so, we'll safeguard the essence of what makes Phoenix's neighborhoods special and vibrant. Phoenix's neighborhoods represent not only our past but also our future. As we continue to grow and evolve as a city, it's imperative that we preserve the character and charm of these diverse communities. This means not

only ensuring their vibrancy and safety but also finding innovative ways to support local businesses, promote sustainability and foster a strong sense of community.

By doing so, we can make certain that Phoenix remains a place where residents from all walks of life can find a sense of belonging and take pride in the unique neighborhoods that collectively form the heart and soul of our city. Through thoughtful planning, collaboration, and a commitment to honoring our neighborhood's individuality, we can build a stronger, more connected Phoenix for generations to come.

This Core Value focuses on the following Growth/Preservation and Infrastructure areas:

Growth / Preservation Areas

- Certainty & Character (*Established/Unique Neighborhoods*)
- Historic Districts
- Evolving Neighborhoods

Infrastructure

- Safe Neighborhoods
- Welcoming Neighborhoods (*Public/Recreation Facilities*)
- Encourage Housing Options (*Affordable/Diverse Housing*)
- Arts & Culture
- Open Space





Alwun House - Garfield Historic Neighborhood





Celebrate Our Diverse Communities and Neighborhoods

POLICY ALIGNMENT

The following policies, plans and initiatives have been identified in alignment with the **“Celebrate our Diverse Communities and Neighborhoods” Core Value**. These primary “policy alignments” provide necessary connections and partnership opportunities across City initiatives toward measurable progress and implementation.



Celebrate Our Diverse Communities & Neighborhoods

CITYWIDE POLICIES, PLANS, INITIATIVES*



*Sample for references only. For all City policies, plans and initiatives visit phoenix.gov

A photograph of a white, single-story ranch-style house with a large tree in the foreground and a lawn. The house has a low-pitched roof, a covered porch area, and several windows with dark frames. A large tree with dense green foliage is in the foreground, partially obscuring the house. The house is set on a green lawn.

WINDSOR SQUARE HISTORIC DISTRICT

The Windsor Square Historic District is generally bounded by Central Avenue to 7th Street and Camelback Road to Oregon Avenue. The Owens-Dinmore Company platted the subdivision speculatively in early 1929, creating a curvilinear street layout, with the intent that the homes would follow the period revival styles of the 1920s. However, sales of lots in the subdivision were soon impacted by the onset of the Great Depression. Construction within the subdivision started in earnest in the late 1930s. By this time, most of the homes built were designed in the Ranch Style, with a few International style houses present.



Celebrate Our Diverse Communities and Neighborhoods

HISTORIC & CULTURAL RESOURCES

HISTORY AND CULTURE CELEBRATE OUR PAST AND SHAPE OUR FUTURE

Historic Districts

Among Phoenix's diverse communities are its 54 districts listed on the Phoenix or National Historic Registers. These unique districts and points of pride are made up of residential and commercial buildings, thoroughfares and public spaces that reflect the city's rich history and provide residents and visitors alike with unique experiences. Phoenix possesses a wealth of well-preserved architectural styles, ranging from Queen Anne Victorian to Mid-century Modern, with designs by many notable architects, including Frank Lloyd Wright. The city also has an abundance of culturally significant sites, including S'edav Va'aki Museum, George Washington Carver Museum and Cultural Center, and the Santa Rita Center, the site of Cesar Chavez's fast for justice in 1972. Preserving and enhancing our historic districts, as well as individual historic properties, is key to ensuring that our heritage will continue to be enjoyed by residents and visitors alike.

Historic Property Inventory

As of October 2023, the City of Phoenix's inventory of historic properties consisted of 1,172 entries and made up of over 10,000 individual resources – buildings, structures, sites, objects, and districts. The inventory includes properties listed on both the Phoenix Historic Property Register and National Register of Historic Places. It also includes properties that have been recommended eligible for listing but have not yet been added to a historic register, as well as properties subject to a conservation easement held by the City of Phoenix.

ENCOURAGE HISTORIC AND CULTURAL PRESERVATION IN THE PLANNING PROCESS

Designation

Eligible properties become designated historic resources by listing them in either the Phoenix Historic Property Register or National Register of Historic Places. Properties may be listed individually or as part of a larger historic district. To qualify for either register, a property must meet three eligibility criteria: it must be at least 50 years old; it must demonstrate significance at the local, state, or national level; and it must possess historic integrity, with its character-defining features still intact and recognizable. A property's significance may be in one or more of the following categories:

- It is associated with events that have made significant contribution to the broad patterns of our history.
- It is associated with the lives of persons significant in our past.
- It distinctly represents a type, period or method of construction. It is the work of a master, or possesses high artistic values.
- It has the potential to yield information important in the understanding of our history or prehistory.

Properties are listed on the Phoenix Register through the rezoning process, by adding a Historic Preservation (HP) zoning overlay over the base zoning. Like other types of rezoning applications, HP zoning is subject to a public hearing process, with recommendations by staff, the Historic Preservation Commission, the Village Planning

Committee for the village in which the property is located, and the Planning Commission. The final decision to list the property on the Phoenix Register is made by the City Council.

National Register listing is accomplished by preparing a National Register of Historic Places Registration Form. Completed forms are submitted to the Arizona State Historic Preservation Office, which will review and forward them to the Arizona Historic Sites Review Committee for approval. If approved by the HSRC, the form is forwarded to the National Park Service for review by the Keeper of the National Register. If the Keeper approves the nomination, the property is formally listed on the National Register.

Protection

All of the properties in the historic property inventory are subject to some sort of protection. At a minimum, unlisted but eligible properties are subject to a 30-day demolition hold, while the public is notified of the owner's intention to demolish the building. Properties listed on the Phoenix Register are subject to a one-year stay of demolition, while alterations, additions, and new construction are subject to the City's historic preservation design review process. Finally, properties with conservation easements have an even higher level of protection, which includes review for all exterior changes and no demolition for at least 15 years. In some cases, the

protection is perpetual.

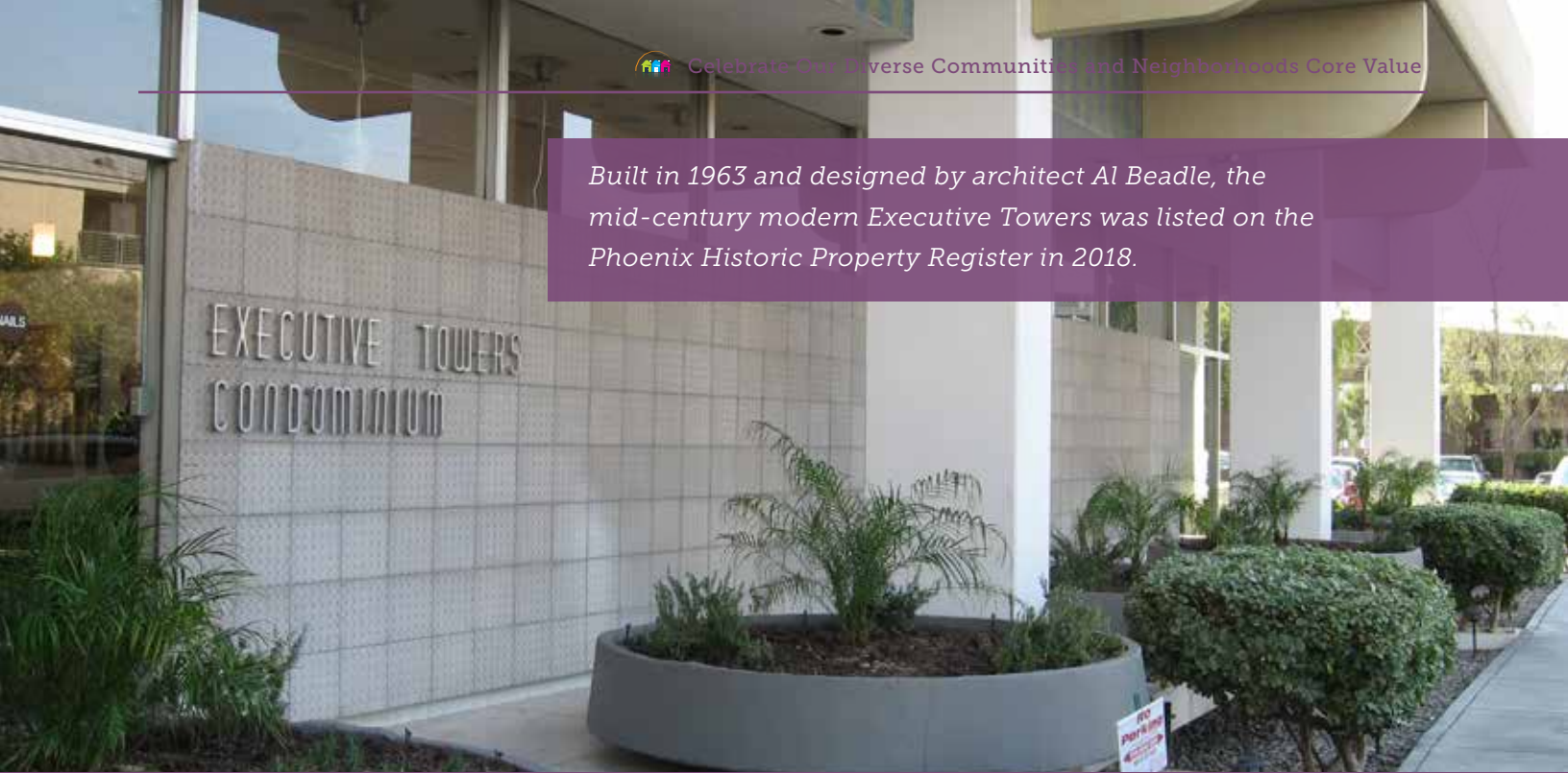
Incentives

Properties listed on the Phoenix Register are eligible for grant funding through the City's Exterior Rehabilitation, Demonstration Project, and the Phil Gordon Threatened Building grant programs. Listed properties may also receive relief under the International Existing Building Code (IEBC). Designated historic districts are identified by blue historic district signs installed by the City. Properties listed on the National Register may be eligible for additional incentives, including a reduction in property tax for owner-occupied residences, and a tax credit or reclassification for income-producing properties.



Tanner Chapel A.M.E. Church, listed on the Phoenix Historic Property Register in 2010

Built in 1963 and designed by architect Al Beadle, the mid-century modern Executive Towers was listed on the Phoenix Historic Property Register in 2018.



Community Benefits

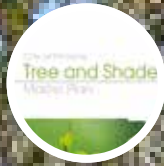
Over the last 25 years, dozens of studies have been conducted throughout the United States, by different analysts using different methodologies, but the results of those studies are remarkably consistent – historic preservation is good for the local economy. These studies have demonstrated that historic preservation creates jobs, increases property values, and supports local businesses. Older and historic buildings are frequently used by small independent businesses when they first start, and 75 percent of all net new jobs are created by small businesses. Historic Preservation also attracts visitors. As studies supported by the National Trust for Historic Preservation’s National Main Street Center show, communities that invest in the historic built environment to create a sense of place benefit from enhanced visitation. Simply put, most people want to stay longer, and consequently spend their money, in places that they find aesthetically and

culturally interesting. Heritage tourists, who specifically seek out destinations with historic resources, tend to stay longer and spend more per day, thereby contributing a greater economic impact than the general tourist.

Preservation of existing buildings also has great environmental benefits. It reduces the carbon footprint of the City by using the infrastructure of the city’s historic core. Preservation promotes the adaptive reuse of existing infrastructure in new and often creative ways and recycles the embodied energy that is already stored in the materials that compose existing buildings. In recent years, the National Trust for Historic Preservation’s Sustainable Community Initiative has conducted an impressive amount of research to quantify the environmental benefits of historic preservation practices. While programs established to promote energy efficiency in new construction, such as LEED (Leadership in Energy and Environmental Design)

accreditation, are broadly acclaimed within environmental circles, the National Trust’s study found that the carbon footprint far outweighs the carbon-reduction benefits of energy efficient new construction. The Trust’s study found that regardless of improved energy efficiency, it takes 10 to 80 years for a newly constructed building to overcome the adverse climate change impacts that its construction generates.

Adaptive and continued reuse of historic buildings not only minimizes the carbon footprint, it also lessens the amount of demolished building materials in U.S. landfills. Currently, demolition debris comprises 25 to 40 percent of total waste in the U.S.



TOWN AND COUNTRY MANOR

The Town and Country Manor neighborhood is generally bounded McDowell Road and Palm Lane and 41st Street and 42nd Street. A small subdivision of just 62 homes, the original tract home was designed by noted architect Ralph Haver with the first home constructed in 1956. The low-slung Contemporary style dwellings incorporate high window-walls and a large, covered patio that was marketed for use as either a carport or recreation space. While the homes are very similar in form, varied elevations and materials create distinction. Located within the 44th Street Corridor Specific Plan area, this residential neighborhood reflects the dramatic rise of post-World War II residential development upon former agricultural land.



RELATED POLICY INITIATIVES AND RESOURCES:

- [City Manager's Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)



Celebrate Our Diverse Communities and Neighborhoods

CERTAINTY & CHARACTER

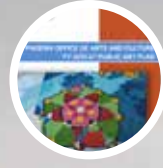
What makes a city a great place to live are its robust and vibrant neighborhoods. There is a level of certainty one expects to have and quality of life one expects to maintain while living in a great city. The goals and policies that are outlined in the General Plan were created so residents have a reasonable expectation and level of certainty while living in our great city: certainty in regards to quality of life and compatibility. The success, stability and certainty our neighborhoods can provide only strengthen our city and region's vitality and prosperity. A city's identity is not only created by unique places and spaces, but by the residents who live within its borders. The cultural diversity, rich architectural style and truly unique neighborhoods (from large lot rural communities to suburban and urban neighborhoods) help define its character.

GOAL

Every neighborhood and community should have a level of certainty. Ensure that development, redevelopment and infrastructure supports and reinforces the character and identity of each unique community and neighborhood.

ADDITIONAL IMPLEMENTATION RESOURCES:

- [Arcadia Camelback Special Planning District](#)
- [Booker T. Washington Neighborhood Development Program](#)
- [Baseline Area Master Plan](#)
- [Capitol District Development Guidelines](#)
- [Central City South Area Plan](#)
- [Coronado Neighborhood Conservation Plan](#)
- [Eastlake Park Neighborhood Plan](#)
- [Encanto Vista Neighborhood Conservation Plan](#)
- [Esteban Park Area Plan](#)
- [Garfield Redevelopment Plan](#)
- [Government Mall Redevelopment Plan](#)
- [HOPE VI Special Redevelopment Area](#)
- [Isaac Redevelopment Area Plan](#)
- [Mountain Park Neighborhood Special District Plan](#)
- [North Central Special Planning District](#)
- [North Land Use Plan](#)
- [Nuestro Barrio Plan](#)
- [Rio Salado Beyond the Banks Area Plan](#)
- [Rio Montaña Area Plan](#)
- [Royal Palm Neighborhood Special Planning District](#)
- [Sahuaro Neighborhood Conservation Plan](#)
- [Story Neighborhood Conservation Plan](#)
- [Squaw Peak \(Piestewa Peak\) Parkway Specific Plan](#)
- [Target Area B Redevelopment Plan](#)
- [Target Area F Redevelopment Plan](#)
- [West Minnezona Redevelopment Plan](#)
- [Willo Neighborhood Conservation Plan](#)
- [Windsor Square Neighborhood Conservation Plan](#)



BLACK MOUNTAIN PRECINCT

The Black Mountain Precinct, located at 33355 North Cave Creek Road, serves an area approximately 182 square miles in size and with an approximate population of 224,000 residents. The building serves as a part of a new public safety complex for all police precinct operations along with a maintenance facility. It is the first new police precinct to be built north of the Loop 101 Freeway.

• [Libraries and Library Service Areas Map](#)



Celebrate Our Diverse Communities and Neighborhoods

SAFE NEIGHBORHOODS - POLICE

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

GOAL

Ensure our community is safe for all residents to enjoy, protected from both human-caused and natural emergencies with an emphasis on safety education and awareness on topics like road safety, crime prevention, access to social and mental health services, emergency care and transportation services.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Phoenix Police Department Strategic Plan](#)
- [Police Stations and Precincts Map](#)
- [Desert Preservation and Fire Protection Guide](#)
- [Fire Stations and Districts Map](#)
- [Hazard Mitigation Plan](#)
- [Street Classification Map](#)
- [Active Transportation Master Plan](#)
- [Libraries and Library Service Areas Map](#)
- [Community Centers Maps](#)
- [NSD Consolidated Plan](#)
- [Vision Zero Road Safety Action Plan](#)



Celebrate Our Diverse Communities and Neighborhoods

SAFE NEIGHBORHOODS - FIRE

Fire protection, fire prevention, and emergency medical response are intricate components to safe communities. The Phoenix Fire Department is a national leader in education, response and mitigation of the unwanted effects of life-threatening emergencies.

GOAL

Ensure the community is protected from both human-caused and natural emergencies with an emphasis on public education, fire prevention and the use of automatic systems to control structural fires. The community should be protected by an effective emergency medical response system that includes on-scene emergency care and transportation services.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

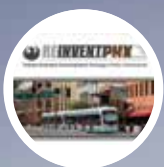
- [Phoenix Police Department Strategic Plan](#)
- [Police Stations and Precincts Map](#)
- [Desert Preservation and Fire Protection Guide](#)
- [Fire Stations and Districts Map](#)
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- [Street Classification Map](#)
- [Active Transportation Master Plan](#)
- [Libraries and Library Service Areas Map](#)
- [Community Centers Maps](#)
- [NSD Consolidated Plan](#)
- [Vision Zero Road Safety Action Plan](#)



PHOENIX FIRE STATION NO. 58

This renovation project required the demolition of existing living quarters and the subsequent construction of a new 5,000 SF station consisting of six dorm rooms, a full commercial kitchen, conditioning facilities, and all living amenities. The new station was constructed with a modern steel structure utilizing naturally rusting siding and plate steel. The interior was also modern with a completely stainless steel kitchen and ground and polished floors throughout. In the existing 3,600 square feet. Three apparatus bays were stripped to the steel skeleton and completely renovated including all new siding to match the rusted siding on the new station. The bays received all new insulation, paint, linings, electrical and mechanical systems.





EDISON-EASTLAKE COMMUNITY CHOICE NEIGHBORHOODS PROJECT

The City of Phoenix Housing Department was awarded a Choice Neighborhoods Implementation grants from the U.S. Department of Housing and Urban Development totaling \$40 million to improve the Edison-Eastlake Community and transform it into a vibrant mixed-income neighborhood. The phased project will ultimately redevelop 577 units of obsolete public housing into more than 1,000 units of affordable and market-rate housing along with new neighborhood open space and community centers. Soluna, the first phase of the project, consists of 177 rental units and was completed in 2022.



Celebrate Our Diverse Communities and Neighborhoods

EVOLVING NEIGHBORHOODS

Phoenix will be a leader in the creation and design of evolving neighborhoods as the workforce, resident body, economic opportunity and educational options grow and expand. This will include promoting and supporting integration of open spaces, climate resilient surroundings, shade-covered communal areas and walkability. This also includes integrating various housing types and varied densities to provide a mix of incomes and family sizes that fit a variety of needs. This can also include mixed-use projects that allow for office space, living, food accessibility and entertainment, as well as cultural amenities for more inclusive neighborhoods.

GOAL

Encourage a mix of ages, incomes and ethnicities and provide housing suitable for all residents with a diverse range of housing choices, densities and prices throughout all neighborhoods and their larger communities. Create an environment in which new housing stock can be added in appropriate scale and intensity.

MEASURES/METRICS FOR SUCCESS:

- [City Manager's Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Neighborhood Preservation Ordinance](#)
- [Neighborhood Services Target Areas](#)
- [Neighborhood Initiative Areas Map](#)
- [Redevelopment Areas Map](#)
- [NSD Consolidated Plan](#)
- [Housing Choice Neighborhoods Planning and Action Grant \(phoenix.gov\)](#)
- [Housing PHX Plan](#)



Celebrate Our Diverse Communities and Neighborhoods

WELCOMING NEIGHBORHOODS

Welcoming neighborhoods play a significant role in shaping lives and community bonds. These neighborhoods offer essential attributes, such as caring neighbors, quality housing, excellent schools, abundant job opportunities, diverse businesses, and access to healthcare and human services. A healthy and robust neighborhood contributes to individual and community resilience, enhancing overall quality of life. In Phoenix, recognized as an international destination for development and opportunity, long-term plans should prioritize the design of neighborhoods that attract and accommodate both new and existing residents, fostering their prosperity in this vibrant city. To achieve this, options like co-locating housing with non-residential uses and in proximity to schools and recreation areas are essential towards creating a welcoming environment for all residents to thrive.

GOAL

Ensure all communities and neighborhoods are designed and have the necessary infrastructure to allow existing and new residents to experience healthy, cohesive, and connected community interactions. Promote preservation, maintenance and improvement of property conditions to mitigate or eliminate deterioration or community blight and to help encourage reinvestment within our communities.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Neighborhood Preservation Ordinance](#)
- [Neighborhood Services Target Areas](#)
- [Neighborhood Initiative Areas Map](#)
- [Redevelopment Areas Map](#)
- [NSD Consolidated Plan](#)
- [Housing Choice Neighborhoods Planning and Action Grant \(phoenix.gov\)](#)
- [Housing PHX Plan](#)



GARFIELD NEIGHBORHOOD

The diverse and historical Garfield Neighborhood sits on the edge of Downtown Phoenix, with its Period Revival homes and unique art scene. Through collaborations, residents continuously revitalize the neighborhood, while maintaining its characteristics, by creating community spaces such as the Alwun House, Safe Haven, community gardens, and the beautification of 11th Street, to name a few. These revitalization projects have lured many local businesses into the area that is now frequented by First Friday-goers, Downtown residents and Phoenix visitors. The latest project for the Garfield Neighborhood is the activation of alleys, with the simple goal of creating safe and clean spaces for all residents.



ACACIA HEIGHTS

Acacia Heights is a multiphase affordable and mixed income housing development along Seventh Avenue near Camelback Road. The strategic location offers residents exceptional access to employment centers, the light rail system, two connecting bus routes and an array of public, private and non-profit amenities and services. Supported with financing through the City of Phoenix Housing Department, the project will provide more than 200 new units for both families and seniors. Utilizing a provision for providing a minimum percentage of housing units for long-term affordability in the Transit Oriented Development Strategic Policy Framework, incentive height for the project was approved through the site's rezoning request in 2017.

A photograph of the Acacia Heights building facade. The building has a bright blue wall with the words "ACACIA HEIGHTS" in large, white, sans-serif capital letters. Below the wall is a concrete walkway with several blue bike racks. The foreground shows a landscaped area with gravel, small green plants, and a young tree. The background shows more of the building and some trees.

ACACIA
HEIGHTS



Celebrate Our Diverse Communities and Neighborhoods

ENCOURAGE HOUSING OPTIONS

Phoenix has an opportunity and obligation to its residents to encourage housing options that address the need of housing along the entire housing spectrum and provide for all income levels and family sizes. There are a variety of incentives and opportunities to explore, such as mixed-income housing developed through participation in subsidy or tax credit programs, streamlined application, zoning and permitting processes, State and federal funding and partnerships with nonprofit and for-profit developers. There is also an opportunity to explore providing zoning overlays for mixed-use projects to create housing opportunities where appropriate. The City can also look to find ways to make more efficient internal processes for proposals addressing the needs of the community.

GOAL

Provide more diverse and livable housing options for a range of income levels while reinforcing the unique character of the existing communities and neighborhoods. Use zoning ordinances, and other resources to provide incentives for higher density housing, affordable housing and missing middle housing.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Neighborhood Services Target Areas](#)
- [Neighborhood Initiative Areas Map](#)
- [Redevelopment Areas Map](#)
- [NSD Consolidated Plan](#)
- [Housing Choice Neighborhoods Planning and Action Grant \(phoenix.gov\)](#)
- [Housing PHX Plan](#)
- [Downtown Urban Form Project](#)
- [Transit Oriented Development Strategic Policy Framework](#)
- [Transit Oriented Communities Map](#)
- [Walkable Urban Code](#)
- [ReinventPHX TOD Initiative and Plans](#)
- [19North TOD Policy Plan](#)
- [South Central TOD Community Plan](#)



Celebrate Our Diverse Communities and Neighborhoods

ARTS & CULTURE

As the fifth largest city in the nation, cultural and artistic experiences are increasingly vital to its quality of life. Infusing arts and culture into all aspects of city development is essential. Investment in arts and culture will enrich the lives of Phoenix residents and visitors, attract businesses, build social connections, generate jobs, and bolster our economy. Arts and culture help create a livable community that enhances the built environment and respects and celebrates diversity.

GOAL

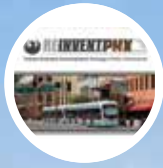
Ensure Phoenix is an Arts & Culture destination by ensuring artists and arts presenters and producers have the financial and community support to continue to thrive in Phoenix, supporting arts and cultural activities throughout the city, and promoting the cultural sector to bolster tourism and community support.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Downtown Phoenix: A Strategic Vision and Blueprint for the Future](#)
- [Downtown Urban Form Project](#)
- [Adams Street Activation Study](#)
- [Arts, Culture and Small Business Overlay District](#)
- [Arts and Economic Prosperity Study](#)
- [Public Art Map](#)
- [Artinerary](#)
- [City of Phoenix Public Art Plan](#)
- [MIKIZTLI, the annual Día de Los Muertos Festival](#)



A TIME MACHINE CALLED TINAJA

The City of Phoenix Department of Arts and Culture’s public art program works in neighborhoods with local, national, and international artists to create a more beautiful and vibrant city. Projects like the award-winning “A Time Machine Called Tinaja” by Arizona artist Bobby Zokaites in partnership with Dig Studio, transformed an abandoned City of Phoenix Water Services Department well site in the Maryvale neighborhood at 7304 West Crittenden Lane, into a vibrant pocket park that promotes exploration and improves safety for students who pass it on their daily walk to and from school.



MARGARET T. HANCE PARK

Margaret T. Hance Park is named in honor of the City's first female mayor. The 32-acre park is located in the heart of Downtown, sitting atop the Interstate-10 freeway tunnel, between Third Avenue and Third St. and houses a unique playground experience, green fields, and large space for community events. The park is home to the Japanese Friendship Garden, Irish Cultural Center, McClelland Irish Library, Phoenix Center for the Arts and Burton Barr Phoenix Central Library. Additionally, the newly unveiled Republic Services Garden provides a calm, serene place to enjoy native plants in the middle of a bustling downtown.





Celebrate Our Diverse Communities and Neighborhoods

OPEN SPACE

Great cities recognize the significance of open spaces, which serve as vital hubs for residents and visitors to gather and interact at various scales. These open areas offer shaded retreats for small events, picnics with friends, music festivals, and outdoor movies, enhancing the character of communities and neighborhoods and fostering a sense of connection within the city. As cities evolve to meet the needs of their workforce, residents, and the environment, the creation and development of open and accommodating spaces becomes crucial. These communal areas not only provide a natural environment for social cohesion but also address environmental concerns, such as reducing the heat island effect and providing shaded spaces. Open spaces can also serve as opportunities for preserving native plants, incorporating water harvesting and green stormwater infrastructure features like bioswales, all while further contributing to the city's overall sustainability, biodiversity, and well-being. Ecotourism is a large economic driver for the city as it is the most beautiful and diverse desert in the world.

GOAL

Make our neighborhoods and communities nationally recognized placemaking leaders by providing the necessary open space areas, art and cultural amenities and shaded pedestrian walkways for the enjoyment of all residents and visitors of Phoenix.

MEASURES/METRICS FOR SUCCESS:

- [City Manager's Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Parks and Recreation Service Area and Sites](#)
- [Map of Parks and Recreation sites](#)
- [Margaret T. Hance Park Revitalization Project](#)
- [Phoenix Major Events](#)
- [Visit a Park](#)
- [Rio Reimagined](#)
- [Downtown Urban Form Project](#)
- [Adams Street Activation Study](#)
- [Walkable Urban Code](#)



BUILD THE MOST SUSTAINABLE DESERT CITY

Phoenix has long been a trailblazer in environmental stewardship, proudly pioneering numerous initiatives like the nation's first Office of Heat Response and Mitigation, early strides with the Electric Vehicle Road Map, and purposeful alignment to Sustainability Goals and Climate Action Plan. These efforts have garnered the city a multitude of awards and accolades.

Residents are enthusiastic about Phoenix expanding its role as an environmental vanguard. They envision more neighborhoods, businesses and facilities designed with eco-progressive planning and construction practices, utilizing locally sourced and sustainable materials. Moreover, residents seek strategic incorporation of natural and man-made elements to enhance community shade and create cooling corridors. Empowered by zoning and other implementation tools, they aspire to individually harness and elevate these environmental resources to uplift their businesses, neighborhoods and families.

Phoenix's renowned Sonoran Desert backdrop, complemented by world-class parks, desert recreation areas and mountain preserves, stands as a testament to decades of visionary citizens dedicated to conserving this invaluable resource. Residents aspire to continue this legacy

by enriching and expanding our existing parks, preserves, rivers and washes, recognizing their status as the city's most iconic features.

In addition, residents envision a thriving network of sustainability and resiliency infrastructure with improved access to healthy foods, neighborhood revitalization, reduced pollution, and increased opportunities for economic development. These aspirations underscore Phoenix's commitment to a sustainable and vibrant future.

This Core Value focuses on the following Growth/Preservation and Infrastructure areas.

Growth / Preservation Areas

- Water Sensitive Planning
- Desert Natural Landscape
- Rivers, Washes and Waterways
- Redeveloped Brownfields

Infrastructure

- Cool Corridors
- Community Shade
- Green Buildings
- Healthy Local Food System
- Energy Infrastructure
- Waste Infrastructure





Rio Salado Habitat Restoration Area





Build the most Sustainable Desert City

POLICY ALIGNMENT

The following “policies, plans and initiatives” have been identified in alignment with the **Build the most Sustainable Desert City Core Value**. These primary “policy alignments” provide necessary connections and partnership opportunities across city initiatives toward measurable progress and implementation.



Build The Most Sustainable Desert City

CITY-WIDE POLICY, PLANS, INITIATIVES*



*Sample for references only, for all city policy, plans and initiatives visit phoenix.gov
 **Also of importance is the Mayor’s Monarch Pledge and Montreal Biodiversity Pledge.

DROUGHT PIPELINE PROJECT

The Drought Pipeline Project is part of the City's preparation for resiliency in a hotter, drier future. The improvements will provide more flexibility to move water supplies to areas that are currently entirely dependent on Colorado River water. New and improved infrastructure will ensure Phoenix Water can provide clean, reliable drinking water for all customers, no matter where they fall in the service territory. The utility currently serves approximately 1.7 million customers. The Drought Pipeline Project is essential to the economic health and vitality of Phoenix. In anticipation of deep shortages on the Colorado River, the City Council approved a water rate increase in 2018 to invest in the Drought Pipeline Project. The project cost was just under \$300 million. The 66-inch diameter steel pipe moves water from central Phoenix to north Phoenix, serving over 400,000 customers. Construction on the drought pipeline was completed on February 9, 2023 and testing of the pipeline and two booster pump stations was completed on March 24, 2023.



Build the most Sustainable Desert City

WATER SENSITIVE PLANNING

WATER IS THE LIFELINE TO OUR CITY AND OUR GREAT STATE

In Phoenix, integrating water and city planning is crucial for our future. Water sensitive planning examines climatic impacts and population growth on supply and demand, addressing sensitivities under severe drought conditions. Proper stormwater management through green stormwater infrastructure (GSI) reduce flooding, protect surface waters, and can help reduce reliance on potable water irrigation for a healthier community. GSI means infrastructure constructed with a range of measures that use plant or soil systems, porous pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspire stormwater and reduce flows to the public storm drain system or to surface waters.

Reusing reclaimed water conserves potable supplies. To center water-sensitive planning in desert development, Phoenix must partner with state, national and international policy makers, ensuring prosperity, security and sustainability. This collaborative approach fosters resilience for generations to come.

As the City of Phoenix continues to develop and grow, overall impervious surface increases due to the prevalence of asphalt and concrete, forces stormwater to rapidly run off into drainage infrastructure instead of allowing it to infiltrate back slowly and naturally into the ground. Implementing GSI to mitigate the impacts of

urbanization is becoming increasingly essential for Phoenix, as is preserving the naturally occurring GSI in the desert such as washes, riverbanks and natural open spaces. Growing our city using infrastructure that mimics the functionality of the natural landscape will help with runoff that can cause flooding, and can help clean the water. In neighborhoods, GSI enables a more livable, comfortable and beautiful urban experience by supporting vegetation, trees and wildlife without increasing demands on potable water. These features are also sometimes referred to as low impact development (LID).



Phoenix Convention Center

WATER SENSITIVE APPROACHES THROUGH GREEN STORMWATER INFRASTRUCTURE

GSI Benefits

GSI requires a different approach to infrastructure assessment and design, but it can deliver multiple dividends to residents and the city's sustainability.

Conserves water

By collecting rainwater, GSI can sustain vegetation such as trees and shrubs, thus reducing the need for irrigation and conserving potable and non-potable water.

Protects Water Quality

GSI help capture the first flush flows that carry the heaviest pollution that otherwise rush to the city's waterways during a downpour. Instead, water captured by GSI gets slowly filtered and absorbed into the water table.

Localized Flood Mitigation

By capturing and infiltrating water close to where it falls, it reduces the overload on the stormwater sewer system during and after a rainstorm, reducing flood risk from overloaded stormwater pipes. GSI can also help by capturing and infiltrating water where no stormwater sewer system is available.

Creates Cooler, More Walkable Streets

GSI can sustain vegetation – in particular native vegetation – which provides shade, reduces heat, and creates an environment where walking is more pleasant.

Beautifies Neighborhoods and Increases Property Values

Adding GSI to a street adds to the beauty and character of a neighborhood, supporting the value of the properties located nearby.

Improved Air Quality

Plants and trees, which are key features of GSI, filter harmful pollutants out of the air and act as carbon sinks since they absorb carbon dioxide from the air and produce oxygen through photosynthesis.

Green Infrastructure Elements

There are many different techniques and methods of designing GSI that minimize the stormwater impacts of the built environment while leading to other desired benefits. These approaches and designs vary in scale, materials and purpose and can be incorporated during renovation projects or new builds, or retrofitted into existing areas. The functionality and applicability of GSI feature type and intention should be determined for new projects on a case-by-case basis, dependent on the desired impact and outcome.

The City of Phoenix adopted in 2019 the [Greater Phoenix Metro Green Infrastructure Handbook](#) to guide development in the city. The Handbook provides guidance and technical standard details for common GSI features, of which eight were included in the 2021 City of Phoenix Supplemental Standard Details for Public Works Construction.

Rain Gardens

Also known as Bioretention Basins, these shallow earthen depressions collect stormwater runoff into native soils to support planted vegetation.

Bioswales

Rock or vegetated swales are open, shallow channels that are designed to slowly convey runoff flow to downstream discharge points.

Curb Opening

Curb openings convey runoff into and out of features, such as swales or bioretention areas. This treatment can be retrofitted into an existing roadways or parking lot medians and can be built as part of new construction.

Permeable Surface Materials

Features that infiltrate, treat, and/or store water where it falls. There are different types, such as pervious pavers (interlocking porous concrete pavers), porous concrete (a specific type of high porosity concrete), or porous asphalt.

POLICIES:

1. Work across relevant departments to identify and implement Green Stormwater Infrastructure in CIP projects.
2. Encourage and promote planning and design of Green Stormwater infrastructure elements in early phases of projects.
3. Develop resources and guidance (website, guidance documents, training) for private development projects with Green Stormwater Infrastructure components that deliver benefits to the broader community.
4. Promote and support GSI elements as an approach to enhance wildlife habitat, natural washes, and rivers, sustain native vegetation and water preservation towards achieving climate resiliency.



PHOENIX ZOO PARKING LOT REDESIGN - BIOSWALES AND RAIN GARDENS WITH CURB OPENINGS

The Phoenix Zoo in Papago Park completed a design of its parking lot in 2022. The parking area was designed to protect the natural drainage function of the washes and capture runoff from the parking lot and installed curb cuts for all landscaping and trees to be sustained by with stormwater and used native plants and trees.



CESAR CHAVEZ PARK COOL CORRIDOR

On April 16, 2022 multiple City of Phoenix departments collaborated on the first planting of the city's Cool Corridors initiative at Cesar Chavez Park. More than 250 trees were planted along Baseline Road between 35th and 39th Avenues to create the first of many Cool Corridors that the City is striving to complete by 2030 as part of its Climate Action Plan. Speakers at the event included Mayor Kate Gallego, American Forests President and CEO Jad Daley. More than 50 volunteers were a part of the effort, including students from Cesar Chavez High School and Arizona State University. Departments that contributed to the event included Parks and Recreation, Street Transportation, Neighborhood Services, Public Works and the Office of Heat Response and Mitigation.



Build the most Sustainable Desert City

COOL CORRIDORS

Phoenix's Cool Corridors are resident-driven pathways, walkways or trails offering safety and relief from the desert's scorching heat to all ages and abilities, particularly pedestrians, cyclists and transit users. These corridors not only enhance the appeal of communities and neighborhoods, fostering a connected city, but also integrate trees, shade, and green stormwater infrastructure (GSI) to naturally address stormwater management and the urban heat island effect. By prioritizing walkability and active transportation, Cool Corridors create shaded areas for residents to access amenities comfortably and safely. This forward-thinking initiative emphasizes public-private partnerships to implement temperature-lowering design features, ensuring a healthier, more resilient urban environment for all residents, particularly those using public or multi-modal transportation options.

GOAL

Create a series of Cool Corridors, pathways, walkways or trails designed to keep pedestrians, bicyclists and transit users safe and provide relief from the high temperatures of our urban desert landscape. Cool Corridors can have natural and engineered shade, combined with other heat relief design features, such as benches, drinking water fountains and even communications tools. These design features can be achieved through public and private partnerships and resources.

MEASURES/METRICS FOR SUCCESS:

- [City Manager's Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Sunnyslope / Arizona Canal Demonstration Area Master Plan](#)
- [Canalscape](#)
- [City Trail System](#)
- [City Bikeway System](#)
- [Comprehensive Bicycle Master Plan](#)
- [Active Transportation Plan](#)
- [Tree and Shade Masterplan](#)
- [2021 Climate Action Plan](#)



Build the most Sustainable Desert City

DESERT NATURAL LANDSCAPE

The Desert Natural Landscape element describes the city’s mountain and desert preserves and trail systems within our parks, along washes, canals and utility corridors and in the Rio Salado (Salt River). These areas provide space for recreation, environmental preservation, ecological process and natural hydrological systems. It also includes analysis of need; policies for management; and designated access points, protection, and acquisition strategies. This element is also consistent with the Sonoran Preserve Master Plan (1998) and the Maricopa Association of Governments Desert Spaces Plan (1996), both of which established preserve design principles based on ecological theory, context and regional framework for an integrated open space system.

GOAL

Protect and celebrate our unique desert landscapes and embrace the benefits of our native biodiversity.

MEASURES/METRICS FOR SUCCESS:

[City Manager’s Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Sonoran Preserve Master Plan](#)
- [Edge Treatment Design Guidelines](#)
- [Map of Trails](#)
- [Visit a Park](#)
- [Rio Reimagined](#)



DREAMY DRAW RECREATION AREA

The Dreamy Draw Recreation Area is a hub for hikers, bikers, families and more. Phoenix Parks and Recreation finished improvements to the park that coincided with the City's Drought Pipeline Project. Improvements include expanded parking area, including six ADA accessible parking spaces, three small family-friendly ramadas, and a new, six stall gender-neutral restroom. Four designated pull-through equestrian trailer parking spaces are being added for easy access, and a bike lane redesign which includes an adjacent natural surface walking path. There will be ADA accessible routes from the parking lot to the ramadas, restroom and to the Dreamy Draw Bike Path.



MAYOR'S MONARCH PLEDGE

Committed to the vision of becoming the most sustainable desert city on the planet with a strong ethos of habitat conservation, and support of native plant species, Phoenix Mayor Kate Gallego signed the Mayor's Monarch Pledge to raise awareness and galvanize efforts to expand crucial habitat and food sources for monarch butterflies. The Rio Salado Habitat Restoration Area is one of several areas identified to support this effort, dedicating 1 acre along the banks of the Rio Salado. The city partners with a multitude of community partners including the Desert Botanical Garden and Southwest Monarch Study to increase the prevalence of native plants throughout the city.





Build the most Sustainable Desert City

RIVERS, WASHES, & WATERWAYS

Rivers and washes that flow throughout Phoenix are an important part of our desert landscape. Rivers and washes provide for habitat areas, wildlife corridors and support the ecosystem through continued natural drainage and flows. These natural systems are imperative to protect, preserve, and provide a tremendous opportunity for Phoenix to celebrate perhaps the most significant natural features that have helped sustain life in the Valley of the Sun.

GOAL

Celebrate and protect and restore our Rivers, Washes and Waterways in their natural state and explore potential to accommodate wildlife movement and passive recreation corridors where possible.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Sonoran Preserve Master Plan](#)
- [Surface Water System Map](#)
- [Storm Water Policies and Standards Manual](#)
- [Rio Salado Habitat Restoration Area](#)
- [Rio Salado Beyond the Banks Area Plan](#)
- [Rio Salado Habitat Restoration Area Hiking](#)
- [Trails](#)
- [Rio Reimagined PHX](#)
- [Edge Treatment Design Guidelines](#)
- [Tres Rios Wetlands](#)
- [Mayor’s Monarch Pledge](#)



Build the most Sustainable Desert City

REDEVELOPED BROWNFIELDS

Brownfields are vacant or underutilized plots of land often thought to be unusable due to environmental contamination. These properties are an untapped economic resource that when redeveloped, will stimulate the local economy and environment. Brownfields are a great resource because their redevelopment contributes to the elimination of blighted property, promotes infill development, creates jobs, and generates tax revenues and often serve as a catalyst for additional development.

GOAL

Provide technical and financial resources to brownfield cleanup and redevelopment.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Del Rio Area Brownfields Plan](#)
- [Brownfields Land Recycling Program](#)



5TH STREET & BUCKEYE ROAD REDEVELOPMENT PROJECT

The cleanup and development of this 10-acre, former auto shredding and salvage facility abandoned since the mid-1980s involved the City of Phoenix collaborating with the Environmental Protection Agency, Arizona Departments of Environmental Quality and Health Services, and Maricopa County to address environmental and tax issues, which in turn, enabled Harrison Properties, a local developer, to purchase the site and redevelop. The property includes 171,409 square feet of industrial office/warehouse space with several companies providing 70-100 jobs. The development includes an art sculpture that was created by local artist, Joe Willie, who used artifacts found on the site to depict its history.



HELEN DRAKE SENIOR CENTER

Named after a pioneer in senior services, the Helen Drake Senior Center receives shading from more than 100 native trees and landscaping. Earning a LEED Silver Certification, the Center’s sustainable features include a photo voltaic system, low water use fixtures, pervious paving parking surfaces, energy efficient mechanical and electrical systems, bio swales to capture rain, and subsurface sample collection system for studying water quality of run-off water from the pervious paving.





Build the most Sustainable Desert City

GREEN BUILDING

Incorporating sustainable practices, materials and energy efficient projects saves energy and money while protecting our environment and contributing to our city's sense of place. The city will be proactive in creating more resource-efficient, durable and energy efficient buildings for new city projects and for new construction and remodeling for private projects.

GOAL

Establish Phoenix as a leader in green and sustainable building through the use of green-sustainable building techniques in private and public development.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Adaptive Reuse Program](#)
- [Phoenix Green Construction Code](#)



Build the most Sustainable Desert City

HEALTHY LOCAL FOOD SYSTEM

A sustainable food system increases Phoenix resident's ability to access healthy food and blurs the lines among growers, distributors and consumers. The healthy food system encourages consumers to grow their own food and provides opportunities for urban food producers to produce locally grown food. A healthy food system supports all options for furthering access to healthy food including community gardens, urban farms, farmers markets, community supported agriculture and healthy food retailers.

GOAL

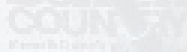
Promote the growth of a resilient, sustainable, equitable and thriving local food system that makes healthy, affordable and culturally relevant food available to all Phoenix Residents.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [City of Phoenix Community Garden Policy](#)
- [South Phoenix Food Action Plan](#)
- [Environmental Programs Phoenix Food Action Plan](#)
- [Central City South Community Food Resources Report](#)
- [Environmental Programs Food Resources](#)





PHOENIX RESILIENT FOOD SYSTEMS INITIATIVE

The initiative focuses on implementing actions identified in the 2025 Food Action Plan with resources to develop a stronger, connected local food system. The Phoenix Backyard Garden Program provides a free garden system, education, and maintenance for one year to residents living in food deserts. The Food Systems Transformation Grants provide funds to food-related businesses and nonprofits to improve and enhance their operations; The “Phoenix: Let’s Eat Local!” campaign is aimed at making consumers aware of the economic and health benefits of eating local. The Agri-Food Tech Incubator project provides technical and financial assistance to businesses using or developing innovative technology.



BURTON BARR LIBRARY SOLAR PROJECT

Forty-two SolarWings are installed at City of Phoenix Burton Barr Library and are generating renewable power which offsets energy costs for the central library. The design features a canopy system that includes a sandwich of solar panels and LED lighting. Each contains twice as many solar panels as traditional solar parking structure panels and can be positioned to optimize the sun's power. This design can capture more energy than traditional designs and put it back into the grid, reducing the annual electric bill. In addition, Burton Barr Library is equipped with four Level 2 EV charging stations accessible to the public to help promote the adoption of EVs.





Build the most Sustainable Desert City

ENERGY INFRASTRUCTURE

Phoenix has taken on the charge to promote sustainable change by reducing energy consumption through public-private partnerships, thus making our energy supply cleaner and more affordable. With endless amounts of sunshine and an abundance of local materials, Phoenix’s workforce is better equipped than most. The most cost-effective way to reduce greenhouse gases (GHG) emissions is to increase energy efficiency in existing buildings. Efficiency improvements will save money and energy, while also creating skilled local jobs.

GOAL

Continually seek and promote energy efficiency and emerging sustainable energy strategies.

MEASURES/METRICS FOR SUCCESS:

- [City Manager’s Dashboard](#)
- [Environmental Social Governance \(ESG\) Dashboard](#)
- [City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Transportation Electrification Action Plan](#)
- [Planning and Development Solar App](#)
- [City of Phoenix Solar Projects List](#)



Build the most Sustainable Desert City

COMMUNITY SHADE

Shade serves crucial purposes, protecting people from the harsh effects of sunlight and heat while fostering a healthier and more emotionally-connected community. By providing shade, people are encouraged to spend more time outdoors, leading to increased social gatherings and improved well-being. Moreover, shade supports the needs of displaced populations, offering relief during difficult circumstances. Creating community shade is one of the City's most impactful initiatives. It addresses the need and desire for more active life style choices, as shaded areas and corridors ensure residents can safely and comfortably access the City's amenities. By prioritizing community shade, Phoenix can enhance its residents' quality of life and create a more inclusive, enjoyable, and connected city.

GOAL

Create a network of community shade that integrates the natural and built environments to conserve ecosystem functions and provide associated benefits to all existing and future residents.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Tree and Shade Grant Programs](#)
- [Tree Donation Portal](#)
- [Tree and Shade Masterplan](#)
- [Phoenix's Urban Forest](#)



BRENTWOOD NEIGHBORHOOD TREE PLANTING

On February 18, 2023, the Office of Heat Response and Mitigation collaborated with community members of the Brentwood Neighborhood to plant 114 trees in front yards of homes using grant funding from Phoenix Industrial Development Authority (IDA). Over 50 residents attended a tree planting demonstration to learn how to correctly plant a tree to kick off the day. After the demonstration, neighbors helped their neighbors to distribute and plant all 114 trees at homes in one day. These trees will grow to cool people and homes in a neighborhood which American Forests' Tree Equity Score Map reported as a priority low tree equity neighborhood with tree canopy coverage below 10 percent at the time of the planting.



27TH AVENUE MATERIALS RECOVERY FACILITY UPGRADE

In 2021, the City started revamping the 27th Avenue Materials Recovery Facility (MRF) to adapt to new recycling materials. The goal is to turn the MRF into a modern processing center that uses advanced technology to improve the number of recyclables it captures. In addition, the facility was designed to be adaptable to changing material streams and will offer opportunities for both public and private companies to test new materials. The facility is expected to be operational by Summer 2024.





Build the most Sustainable Desert City

WASTE INFRASTRUCTURE

In order to be the most Sustainable Desert City, changes must occur in the way we think about our waste- not as a by-product to be disposed, but as a resource that can generate energy, create jobs, and spur economic development. Reusing and recycling products and materials are practical ways to reduce waste. The City has funded several programs that divert material from our landfills, preserve natural resources and control rising disposal costs.

GOAL

Provide the safest and highest level of cost-effective solid waste and recycling services to the public with an emphasis on developing waste diversion strategies and a circular economy.

MEASURES/METRICS FOR SUCCESS:

[City Manager's Dashboard](#)
[Environmental Social Governance \(ESG\) Dashboard](#)
[City of Phoenix Open Data](#)

RELATED POLICY INITIATIVES AND RESOURCES:

- [Transfer Stations Information](#)
- [Zero Waste Education](#)
- [Resource Innovation Campus](#)



A photograph showing a group of people gathered around a table, looking at documents and a chart. The chart has a grid of purple and green circles. The text 'PART IV' is overlaid on the right side of the image.

PART IV

WHAT WE ARE GOING TO DO TOGETHER NEXT

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 summarizes short term actions and immediate next steps.

PLANNING TOGETHER **REALIZING OUR GOALS**

Planning together provides us an opportunity to have a conversation as a community about three constructs – who we are, what we want to be and how we will get there together. The last chapter of the General Plan outlines the steps we will take to realize the goals outlined in the previous chapter.

A Collective Vision

This General Plan Update builds on the concepts established in the 2015 General Plan: a unified policy framework of all the City’s various initiatives is one of the best strategies to employ to realize our collective vision, values and goals.

The proceeding pages highlight a strategic set of actions for each of the five Core Values that we will work together on in the next three years. These actions will not only respond to the General Plan’s goals, but the goals of other City Council adopted policy initiatives.

Commitments Reinforced

This approach reinforces the City’s commitment to better harness the collective vision that that we have developed together as a community the past eight years across a series of initiatives like the Housing Phoenix, Climate Action Plan and Road Safety Action plan to name just a few.

Immediate Actions

We are proposing a three-year time frame for the actions outlined in this chapter coupled with a commitment to provide a yearly annual report to the Village Planning Committees

and the Planning Commission to ensure that the conversation we are having today remains at the forefront of our efforts.

Preparing for Our Future

After this initial three-year implementation period, we will initiate an amendment to the General Plan to update the goals and actions to reflect the accomplishments we have achieved or any changes in priorities and goals. This approach will ultimately better prepare the City and the community for the next major update of the General Plan to be completed by 2034.



View of the city from South Mountain

Updating Our Metrics/Measures for Success

Knowing how we will get to where we want to go requires us to have not only a road map of goals and actions but also a corresponding set of measures to know if we are headed in the right direction. Building on the commitment to better align the various City initiatives into one cohesive policy framework, this General Plan Update utilizes the City Manager's and Environmental Social Governance dashboards as the primary metrics for success. Another action that the City will take during the initial three-year implementation period will be to analyze the existing metrics in the dashboards to identify new and modified measures that may better align with the goals of the General Plan and the other policy initiatives. This endeavor will require a coordinated effort between city management and department leadership but will better position the city as an organization to determine if the actions they have outlined in the various policy initiatives are helping to make progress in achieving the goals.



Community Tree Planting

PLANNING FOR PLACE TYPES

VARIETY OF INTENSITY AND SCALE

Why do we need Cores and Centers?

Cores and Centers of all shapes and sizes help to meet the needs of our diverse neighborhoods, communities and city as a whole. They provide variety of development intensity and scale, uniqueness, vibrancy and experiences in people and places. They offer a foundation for growth, renewal and preservation while building off existing infrastructure.

Cores and Centers offer all ages, ethnicities and abilities the opportunity to share and celebrate diverse cultures, heritage and life styles. These nodes of activity areas provide resource efficiency and conservation with more equitable access to opportunities while meeting the growing needs and desire for more resiliency across our city. Cores and Centers offer opportunities for

enhanced health and well-being as well as providing for attractive, affordable and attainable housing and transportation choices. Cores and Centers often provide greater concentrations and mixtures of land uses that serve a variety of neighborhoods and communities at varying distances. Everything from historic and established neighborhoods to larger evolving communities and regions are well served by Cores and Centers.

Cores and Centers may take shape as downtowns, business districts, activity centers, job centers, entertainment districts, village or town centers, and even neighborhood and commercial nodes, all contributing to a more vibrant network of connections and opportunities.

The Melrose District

The Melrose District is a one-mile stretch of Seventh Avenue in Phoenix, Arizona. It is located between Indian School and Camelback roads. The district is known for its shopping, LGBTQ+ nightlife, and trendy restaurants and bars, and vintage stores, as well as the iconic Melrose Arch.

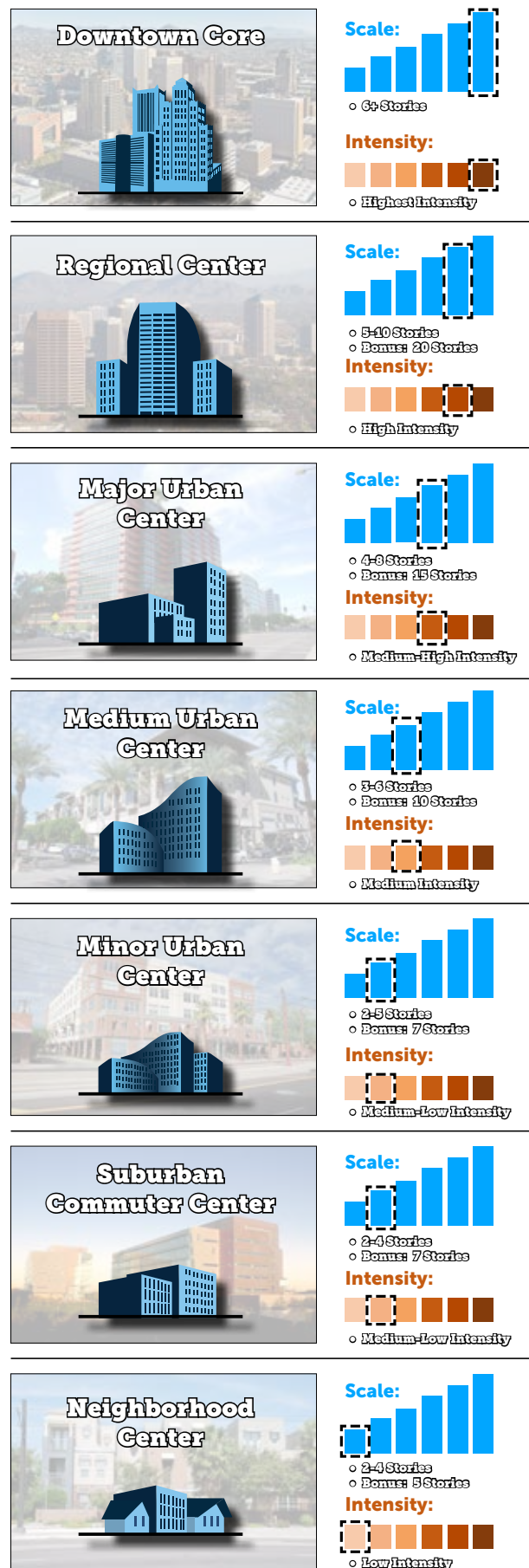


Why do we need Corridors?

Corridors are a series or system of cores and centers linked to make the whole greater than the sum of its parts. Corridors, similar to Cores and Centers, can take many forms, shapes, scales and intensities, and are often linked by more than one mode of transportation. Corridors are unique in their ability to connect more strategically and compliment a series or system of Cores and Centers by providing stronger connections and relationships across a unique geographic area benefitting the surrounding neighborhoods and communities. Corridors should exist at every scale and provide a variety of benefits making it easier to connect people and places. Having this variety and mix of activity nodes can decrease the need for traveling long distances, provide higher levels of convenience by concentrating destinations as well as placing residents near jobs and other daily needs. Creating focal points to organize transportation modes and services, and make more efficient use of land through shared infrastructure, all while building in features that provide identity, orientation and a sense of place.

Planning for Variety and Predictability

In 2013, the City of Phoenix adopted the first series of Place Types as part of the Transit Oriented Development (TOD) Strategic Policy Framework as described in Part II. This framework, in combination with the Urban Village Model and other more recent policies, plans and initiatives, helps avoid a “one-size-fits-all” planning approach and furthers our progress towards a citywide framework to plan for a more connected Phoenix by creating “A Vibrant Network of Cores, Centers and Corridors”. Place Types, as depicted in the graphic to the right, offer a unique approach to defining and differentiating places based on two initial criteria: scale and intensity. This exercise provides a foundation for evaluation of Cores, Centers, and Corridors as a greater network across communities, villages, and the city as a whole. Seven additional principles for consideration are: compactness, urban form, mix and variety, circulation, amenities, supporting uses, and implementation. Proper planning for Cores, Centers and Corridors can help revitalize areas in decline, encourage development where it is supported, reduce pressure in established neighborhoods or sensitive environments, use infrastructure more efficiently, and make progress toward more urgent social, economic and environmental needs.



IDENTIFYING AND PRIORITIZING **KEY CORRIDORS**

To help identify and prioritize a vibrant network of Cores, Centers and Corridors we must develop a complete and balanced network that allows everyone, regardless of their age, ability or socioeconomic status, to comfortably and safely travel to the places that matter most to them.

Reduce Transportation Barriers

Our street grid system traditionally has been designed to focus on Automobile travel. Ideally, streets should allow efficient travel for people to walk, connect to transit, drive wheelchairs, ride bicycles and for freight to move and contribute to our livability by providing space for socializing and for businesses to function. Streets that do not provide comfortable alternatives to driving create barriers and potential safety hazards, especially for those people who cannot drive, such as people with mobility limitations or who cannot afford a vehicle.

Create Balanced Networks

In order to make multi-modal travel convenient, it is important to identify and prioritize key corridors to support a connected network of streets that prioritizes space for people walking, riding bicycles, rolling with wheelchairs, and taking transit, while balancing the need for accommodating the movement of goods on a freight network. Not every street has the room or capacity to serve every mode, nor do they all have the demand for each mode, so priorities have to be determined based on the

adjacent land uses, network needs, community context, and the ability of the right-of-way to accommodate various modes as well as connect to major destinations.

Recommend Key Transportation Corridors

Key Corridors may be, but are not limited to, streets that provide vital local and regional connectivity; facilitate the movement of cars, trucks, transit or people; and contribute to the livability and vitality of our neighborhoods and business districts. They also are strategic corridors that serve as vital links within and through the city. Corridors may be analyzed for infrastructure gaps and needs to support larger network opportunities. As the City plans and constructs projects it can focus its investments and efforts to reshape and reimagine these vital links to improve a network of corridors for people walking, rolling with wheelchairs, riding bicycles, using transit, driving vehicles and moving freight.

Recognize The Character of Phoenix's Many Unique Villages

Phoenix is like no other city in the world – we are a thriving desert metropolis that combines

pristine desert scenery with big-city style. The city is divided into 15 urban villages, each with their own unique character. Beyond distinct physical characteristics, each village has diverse cultural and population groups that help drive corridor needs. The unique character and conditions of each village play an integral role in defining and determining the needs of the city.

Provide Community Benefits Connect People to Jobs and Education

For those without access to a vehicle, traveling in Phoenix can be uncomfortable, time-consuming, and difficult. While there are hundreds of miles of pedestrian sidewalks, off-street trails, bicycle facilities, and transit facilities, gaps in our transportation network and connectivity issues make it difficult for people to travel. Investing in complete modal networks will safely and comfortably connect thousands of people to jobs, education and the places that matter most to them, regardless of what travel mode they choose to use.

Improve Quality of Life

Implementing the safe connections mentioned above, and by assuring that the



context of streets is appropriate for neighborhoods and other activity areas will help improve Phoenix's overall quality of life.

Augment Public Health

Transportation networks shape how people move about cities, and influence when, where, and what modes people use to travel. Because the transportation system is used daily by people walking, rolling with wheelchairs, and riding bicycles, it can provide opportunities to incorporate daily physical activity into their lives. Walking and biking have been shown to reduce rates of cardiovascular disease, risk for coronary artery disease, and risk of stroke while improving quality of life and mental health. By documenting areas where residents experience negative health behaviors and outcomes, Phoenix can identify where

investments can help encourage physical activity to improve health.

Create Sustainable, Resilient Transportation Options

Sustainability refers to avoiding the depletion of resources, especially as it applies to maintaining an ecological balance. Resilience is how something (i.e., a city) has the capacity to recover quickly from difficulties. By creating a transportation network that optimizes all transportation modes, including non-motorized modes, Phoenix will improve its overall sustainability, as well as being able to recover from short-, medium-, and long-term transportation disruptions.

Shift the Transportation and Development Paradigms

- Focus on moving people

instead of only moving vehicles and connect people to jobs and other important destinations, by all modes of transportation.

- Give the City a greater variety of context-sensitive street design options that provide City staff greater flexibility in planning, designing and improving our street network.
- Provide guidance and street cross-section designs that are understandable, visual, consistent, and predictable for the City's dealings with the development community.
- Allow development community to make more informed long-range investment decisions.
- Move the city's street network toward world-class status.

WHAT WE ARE GOING TO DO TOGETHER NEXT



Create a Network of Vibrant Cores, Centers, and Corridors

The following “primary actions” have been identified in alignment with the **Create a Network of Vibrant Cores, Centers and Corridors Core Value**. These primary actions are organized using the PlanPHX Framework seven Strategic Tools for a multi-faceted, and holistic approach in working with the community and partners toward measurable progress and implementation.



Plans

ACTION: Work with each of the Village Planning Committees to identify areas of preservation and growth (Cores, Centers and Corridors) within their village.

ACTION: Develop a citywide place type framework that will be assigned to the designated Cores, Centers and Corridors.



Codes

ACTION: Collaborate with the downtown community on an update of the Downtown Strategic Plan and update of the Downtown Phoenix Code.

ACTION: Update the Zoning Ordinance to promote continued investment and growth with designated Cores, Centers and Corridors.

ACTION: Identify and develop character areas within designated Cores, Centers and Corridors that will serve as the foundation for updates to the Zoning Ordinance.

ACTION: Explore the utilization of opt-in zoning overlays in designated Cores, Centers and Corridors to promote investment in and compliance with adopted policy plans.



Financing

ACTION: Implement existing grants for community planning efforts and identify areas for additional grant opportunities for community planning.



Operations

ACTION: Integrate transit-oriented communities implementation efforts into the work program for Village Planning Committees with adopted TOD policy plans.

ACTION: Work with Village Planning Committees to assess and update the General Plan Land Use and Design Principles in alignment with the newly adopted PlanPHX Framework.

WHAT WE ARE GOING TO DO TOGETHER NEXT



Connect People & Places

The following “primary actions” have been identified in alignment with the **Connect People and Places Core Value**. These primary actions are organized using the PlanPHX Framework seven Strategic Tools for a multi-faceted and holistic approach in working with the community and partners toward measurable progress and implementation.



Plans

ACTION: Analyze and propose updates to the General Plan Land Use Map that synchronize land use designations with existing and planned transportation infrastructure and services, and acknowledge the importance of context sensitivity.

ACTION: Support the Parks and Recreation Department in an update of the Parks and Recreation Master Plan.



Partnerships

ACTION: Continue to partner with adjacent property owners and pursue grants that enhance multi-modal transportation infrastructure and amenities along designated corridors like our canals, trails along washes, mass transit corridors and the Rio Salado.



Operations

ACTION: Work with Village Planning Committees to identify, support, and advance existing and new High-Capacity Transit Corridors for more proximate and frequent transit connections or enhancements.



Codes

ACTION: Collaborate with the Street Transportation Department on updates to the Street Classification Map that will better align street functional classifications with the existing or envisioned land use in a community and acknowledge the importance of context sensitivity.



Operations

ACTION: Work with Village Planning Committees and the Parks and Recreation Board to advance existing and identify new Parks, Recreation, and/or Open Space enhancements.



Financing

ACTION: Work with Village Planning Committees to update and align infrastructure needs to anticipated growth patterns.

WHAT WE ARE GOING TO DO TOGETHER NEXT



Strengthen Our Local Economy

The following “primary actions” have been identified in alignment with the **Strengthen Our Local Economy Core Value**. These primary actions are organized using the PlanPHX Framework seven Strategic Tools for a multi-faceted, and holistic approach in working with the community and partners toward measurable progress and implementation.



Plans

ACTION: Update the Downtown Redevelopment Area (RDA) Plan.

ACTION: Partner with Downtown stakeholders on an update of the Downtown Strategic Plan.



Codes

ACTION: Update the Zoning Ordinance to remove barriers for business investment in targeted industries.

ACTION: Update the Zoning Ordinance and other codes and ordinances to support the continued growth of existing commercially zoned properties while continuing to protect the quality of life in existing neighborhoods.



Financing

ACTION: Explore opportunities for infrastructure financing options to support continued investment in targeted areas of the city.

ACTION: Develop and implement a process improvement program to support enhanced customer service for customers within the Planning and Development Department’s plan review, permit, and inspection processes.

WHAT WE ARE GOING TO DO TOGETHER NEXT



Celebrate Our
Diverse
Communities &
Neighborhoods

The following “primary actions” have been identified in alignment with the **Celebrate our Diverse Communities and Neighborhoods Core Value**. These primary actions are organized using the PlanPHX Framework seven Strategic Tools for a multi-faceted, and holistic approach in working with the community and partners toward measurable progress and implementation.



Plans

ACTION: Work with each Village Planning Committee to update their Character Plans to reinforce the elements of scale and design in the Village.

ACTION: Initiate an update of the HistoricPHX Plan to incorporate new policies and strategies and lay out a path forward for the future of historic preservation in Phoenix.



Codes

ACTION: Evaluate the Zoning Ordinance for new and innovative ways to protect and reinforce neighborhood character.



Operations

ACTION: Analyze current notification procedures for planning applications and identify areas for enhancement.



Partnerships

ACTION: Partner with Housing experts to evaluate and update Zoning Ordinance standards for residential development to promote a diversity of housing options and variety of income levels in appropriate locations.

WHAT WE ARE GOING TO DO TOGETHER NEXT



Build The Most Sustainable Desert City

The following “primary actions” have been identified in alignment with the **Build the most Sustainable Desert City Core Value**. These primary actions are organized using the PlanPHX Framework 7 Strategic Tools for a multi-faceted, and holistic approach in working with the community and partners toward measurable progress and implementation.



Plans

ACTION: Create a series of policy plans for the Rio Reimagined corridor that protect existing or promotes additional habitat restoration areas, while promoting community-serving investments.

ACTION: Support the Office of Heat Response and Mitigation with an update to update the Tree and Shade Master Plan.

ACTION: Support the Office of Environmental Programs with an update to the Climate Action Plan.



Codes

ACTION: Update the Zoning Ordinance to promote the use of renewable energy infrastructure and green infrastructure (GI) techniques.

ACTION: Update the Zoning Ordinance facilitate greater access to healthy food options for the community.

ACTION: Identify potential incentives for agricultural uses.

ACTION: Evaluate Codes and Standards for heat resilience integration.



Partnerships

ACTION: Partner with U.S. Army Corps of Engineers on Rio Salado assessment and future restoration efforts.



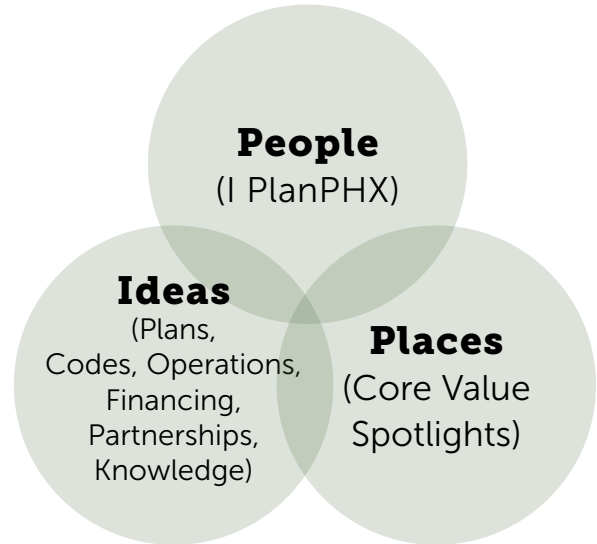
I PlanPHX

ACTION: Continue to partner with residents, community, and business partners on context-appropriate sustainability enhancement opportunities across the city.





The seventh strategic tool in the PlanPHX framework is the “I PlanPHX” Tool. The idea behind this tool is that the General Plan cannot be implemented by the city of Phoenix alone. **The residents of Phoenix can take steps every day to help achieve the Plan Vision and Goals together.**



PlanPHX has provided a forum for community collaboration that should become an integral part of the planning process.

The people of Phoenix are the greatest resource available for successfully updating and implementing the General Plan. As such, an appropriate set of policy measures should begin to set the foundation for their involvement. **The following outlines a list of goals for this to be accomplished.**

Capacity Building

Empowering the community through education, increasing residents’ understanding of the basic principles of urban planning and design. A knowledge base creates the foundation for making quality decisions and a better understanding of how to achieve tangible results that make a difference.

Collaboration

Collaborating with community partners and residents is an integral part of keeping the process going. In working with organizations throughout the city, the Planning & Development Department will be able to engage with residents of all ages, socioeconomic statuses, and languages.

Communication

PlanPHX was centered around a dialogue with the community. In order for the conversation to continue, the Planning and Development Department will work to improve both the quality of AND quantity of communication methods WITH Phoenix residents.

PLAN PHX

NEXT STEPS

As stated in the previous pages, the General Plan 2025 Update provide a blueprint for what we are going to do together next. The next three years will involve an effort to collaborate with the community to make measureable progress on our committments together. The following are some highlights of what is to come.

Step One

- Refine and identify Metrics/Measures Updates.
- Identify Place Types at Village, Region, and City-wide (Cores, Centers and Corridors).
- Identify Village Character Plan Updates.
- Identify Land Use Map Updates.

.....

Step Two

- Initiate adoption of Place Types, Character Plans, and Land Use Map Updates.
- Collaborate with community partners and city departments on further addressing Planning Equity and the Three Community Benefits.
- Collaborate with city departments and community partners on an implementation approach for updating other city-wide policies, plans and initiatives.

PlanPHX:

The Plan creates the platform to engage residents about the future of our city.

WHAT ARE YOU WILLING TO DO?

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

- JANE JACOBS, THE DEATH AND LIFE OF GREAT AMERICAN CITIES

APPENDICES

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Eric Johnson, Assistant Director
Nathan Wright, Deputy Director Business Attraction
Xandon Keating, Deputy Director Community Development
Michelle Pierson, Deputy Director Business Retention and Expansion

EQUAL OPPORTUNITY

Don Logan, Director

FINANCE

Kathleen Gitkin, Chief Financial Officer
Leila Gomez, Assistant Real Estate Administrator

FIRE

Mike Duran, Fire Chief

HEAT RESPONSE & MITIGATION

David Hondula, Assistant to the City Manager
Lora Martens, Project Manager

HOUSING

Titus Mathew, Director
Aubrey Gonzalez, Assistant Director
Samantha Keating, Deputy Director

HUMAN SERVICES

Marchelle Franklin, Director

INFORMATION TECHNOLOGY SERVICES

Steen Hambric, Chief Information Officer

LAW

Julie Kriegh, City Attorney
Paul Li, Assistant Chief Counsel

PHOENIX PUBLIC LIBRARY

Rita Hamilton, City Librarian
Lee Franklin, Special Projects Administrator

NEIGHBORHOOD SERVICES

Spencer Self, Director
Yvette Roeder, Deputy Director
Lisa Huggins, Special Projects Administrator
Gregory Gonzales, Economic Development Program Manager

ARTS & CULTURE

Mitch Menchaca, Director
Carrie Brown, Deputy Director

OFFICE OF ENVIRONMENTAL PROGRAMS

Nancy Allen, Environmental Programs Administrator
Rosanne Albright, Environmental Programs Coordinator
Tricia Balluff, Environmental Programs Coordinator

PARKS & RECREATION

Cynthia Aguilar, Director
Martin Whifield, Assistant Director
Theresa Faull, Deputy Director
Felicita Mendoza, Special Project Administrator

POLICE

Michel Sullivan, Interim Police Chief

PUBLIC HEALTH

Nicole Witt, Assistant to the City Manager (NC)
Yanitza Soto, Special Projects Administrator

PUBLIC INFORMATION OFFICE

Dan Wilson, Communication Director
Ashley Patton, Deputy Communication Director
Kristin Couturier, Senior Public Information Officer
Angie Holdsworth, Public Information Officer
Teleia Galaviz, Public Information Officer
Matthew Hamada, Digital Engagement Manager

PUBLIC TRANSIT

Jesús Sapien, Public Transit Director
Markus Coleman, Light Rail Administrator
Sarah Kotecki, Bus Rapid Transit Administrator
Kelie Thomas, Light Rail Coordinator
Sarah Brown, Management Assistant II
Lars Jacoby, Management Assistant II

PUBLIC WORKS

Felipe Moreno, Public Works Director
Melissa Sweinhagen, Assistant Public Works Director
Chris Ewell, Assistant Public Works Director
Eric Froberg, City Engineer (NC)
Kathleen Badillo, Management Assistant II

STREET TRANSPORTATION

Joseph Brown, Director
Julie Whitmore, Deputy Street Transportation Director
Rubben Lolly, Deputy Street Transportation Director
Eric Buskirk, Special Projects Administrator
Marielle Brown, Principal Planner
Maja Brkovic, Principal Planner

SUSTAINABILITY

Mark Hartman, Chief Sustainability Officer
Karen Apple, Electric Vehicle Program Manager

WATER SERVICES

Troy Hayes, Director
Jim Swanson, Assistant Water Services Director
Maxwell Wilson, Deputy Water Services Director
Cynthia Campbell, Water Resources Management Advisor
Erin Andres, Water Resources Administrator
Tammy Frazee, Management Assistant II

PLANNING AND DEVELOPMENT

Joshua Bednark, Director
Jason Blakley, Assistant Director
Sam McAllen, Assistant Director
Mary Ann Fotinos, Assistant Director
Helena Reuter, Historic Preservation Officer
Tricia Gomes, Deputy Director
Adam Miller, Deputy Director
Joel Carraso, Acting Special Projects Administrator
Racelle Escolar, Principal Planner
Adam Stranieri, Principal Planner
David Neal, Principal Planner
Sarah Stockham, Planner III
Enrique Bojorquez-Gaxiola, Planner III
Nick Klimek, Acting Planner III
Chase Hale, Planner II, Village
Cameron McCutchen, Planner II, Village
Anthony Grande, Planner II, Village
Adrian Zambrano, Planner II, Village
John Roanhorse, Planner II, Village
Nayleli Sanchez Luna, Planner II, Village
Matteo Moric, Planner II, Village
Samuel Rogers, Planner II, Village
Liza Oz-Golden, Planner II
Christian Monahan, Planner II
Heather Klotz, Management Assistant II

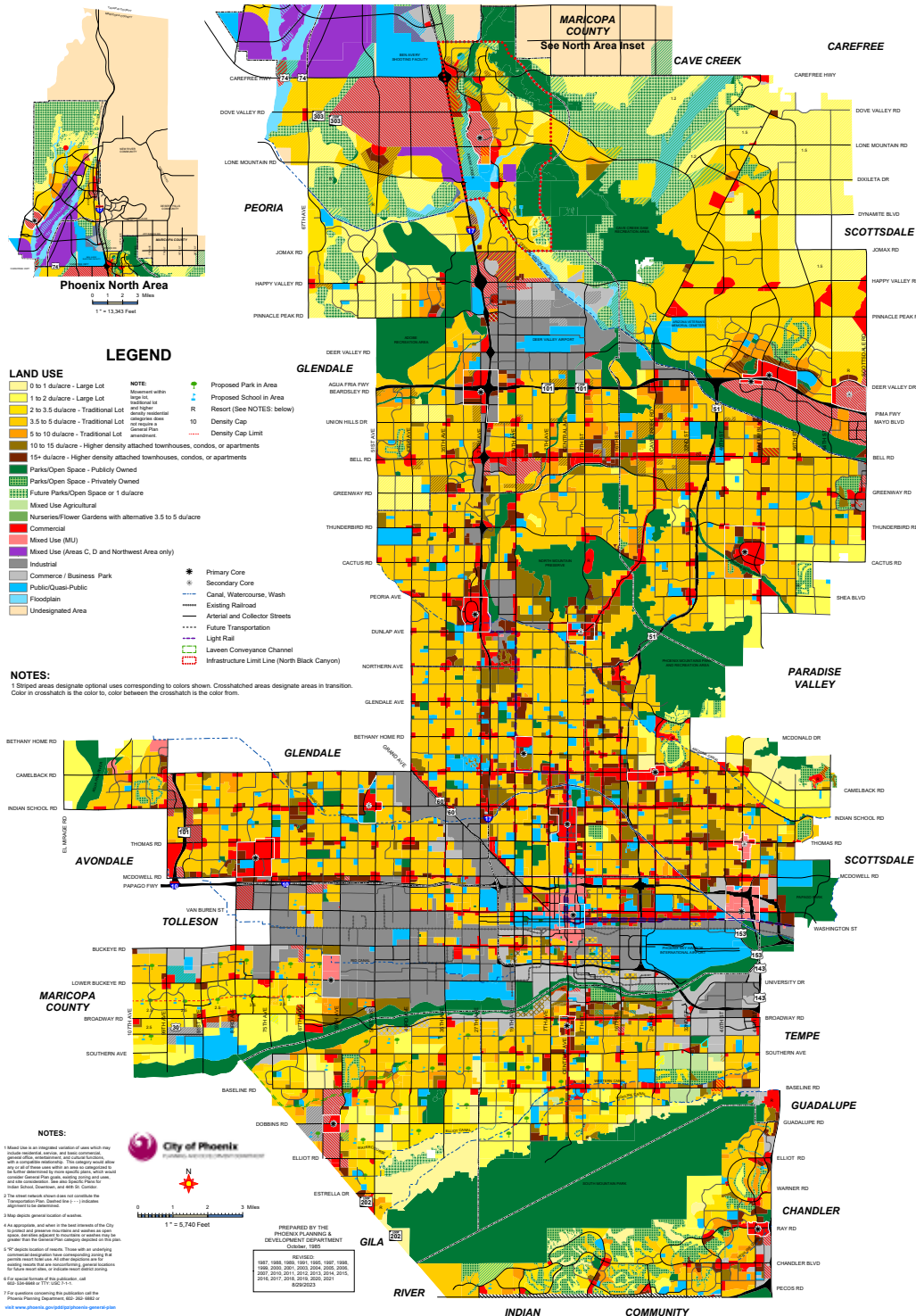
VILLAGE PLANNING COMMITTEES

Ahwatukee
Alhambra
Camelback East
Central City
Deer Valley
Desert View
Encanto
Estrella
Laveen
Maryvale
North Gateway
North Mountain
Paradise Valley
Rio Vista
South Mountain

APPENDIX A

Land Use Map

CITY OF PHOENIX GENERAL PLAN A Vision for the Future



For the most up to date version of this map, please visit: <https://www.phoenix.gov/pdd>

APPENDIX B

Land Use Map Update Procedures

General Plan Land Use Map and zoning conformity: the General Plan Land Use Map shows the generalized land use plan for the city and the proposed street system with the exception of local streets. Zoning granted subsequent to the adoption of the general plan or any amendments shall be in conformity with the land use category shown and defined on the general plan, as further explained below.

The General Plan map is consistent with the goals, policies and recommendations in the General Plan text. It delineates the 15 urban villages and their designated cores. The map provides opportunities for employment in each village.

The General Plan map indicates the intended predominate future function, density and characteristic use of land for the different parts of the city. In general the map does not address small scale situations of 10 acres or less, the specific characteristics of residential development or the specific types of commercial and other nonresidential uses. Provision is made for a variety of mixed-land use projects, some with a broad range of uses allowed. The plan and map do not reflect the intended zoning of individual parcels but rather generalize desired future land use. The boundaries between use and density designations noted on the map are not fixed precisely. Rather, they indicate general areas wherein the goals of the plan will be pursued through more detailed planning decisions. A one-to-one correspondence between designations on the map and development decisions is not contemplated. It may be appropriate to vary from the map either through a rezoning approval through a General Plan amendment where it is determined that this would as well or better meet overall plan goals. The color designations on the map are accurate to within five percent

of total acreage as computed by the Geographic Information System (GIS). Thus a 10 acre parcel on the map could actually be between 9.5 and 10.5 acres.

Residential classifications covering large areas are not meant to preclude appropriate neighborhood and community commercial services needed to support the population. Similarly, designation for commercial or public uses does not necessarily preclude appropriate residential use if allowed by the requested zoning district.

Commercial or industrial designation does not mean that the full range of commercial or industrial uses is appropriate for every given parcel. Appropriateness of a specific use must be judged in accord with the character of the surrounding area, parcel size, access and other factors. For example, heavy industrial uses should not be located near residential uses, whereas commerce park type development may be suitable. The map distinguishes between heavier industrial uses as "industrial" and lighter uses in enclosed buildings as "commerce park." The "R" symbol for resort indicates a specific type of commercial use, not a broad range. The plan and map also indicate areas in orderly transition over time from one use to another. The timeframe and character of the transition will be determined by market conditions, property owner and community desire, and may be subject to more detailed plans.

Policies:

1. Major amendment: A major amendment shall be defined as any of the following:

- An area plan covering five or more square miles.
- Land use designations for an area of three or more square miles that previously had no land use designations.

2. Minor amendments: Amendments to the street classification map, and any change in land use for 10 or more gross acres from one category to another, (change in color or type of use) are minor amendments with the following exceptions.

Exceptions to the 10 Gross Acre Rule Requiring an Amendment:

- Any residential request in a designated industrial or commerce park area.
- Sites whose size exceeds 10 gross acres when combined with the acreage of all abutting zoning on the same side of the street, within no more than 150 feet from the subject site which is also not in conformance with the general plan. (This avoids breaking requests into a series of small cases.)

Exceptions to the 10 Gross Acre Rule Not Requiring an Amendment:

- Neighborhood shopping centers at major street corner locations, up to 12 net acres, may be considered as not requiring an amendment in order to account for right-of-way needs.
- Rearrangements of land uses within a planned community district when the overall number of units is not increased or the overall acres of nonresidential uses does not increase or decrease by more than 10 acres.
- Changes from a more intense commercial zoning C-3 to a less intense zone C-2, C-1, C0 or similar zone, or from A-1 or A-2 to commerce park when the number of acres not in conformity is not increased by more than 10 acres, regardless of previous cases totaling 10 acres.
- Residential requests that do not change from one type of residential product to another, as defined below, do not require an amendment.

Types of Housing:

- **Large lot:** Land use categories 0-1 or 1-2; zoning districts RE-43, RE-35, or R1-18.
- **Traditional lot:** Land use categories 2-3.5, 3.5-5, 5-10 or anything falling within those categories; zoning districts R1-10, R1-8, R16 or R-2.
- **Higher-density attached housing, multifamily condominiums or apartments:** Land use categories 10-15, 15+; zoning districts R-3, R-3a, R-4a, R-5, or any mixed use district allowing more than 10 units per acre.
- The rationale for not requiring a General Plan amendment for any acreage change of more than 10 acres within the same housing product types is that the general character of the area, as contemplated on the General Plan map designations, is not changed by permitting a rezoning among the districts shown in the above table for each type.

- P-1 and P-2 shall be considered in the same zoning district as the project they serve, or if not accessory to a project, to be commercial.
- Special permit uses of 10 acres or more for a non-residential use for sites shown on the General Plan as residential, would require a General Plan amendment if the use is proposed for more than 10 years, or includes large permanent structures (10,000 square feet or more), or would generate more than 5,000 trips a day to the site, or could have major environmental impacts on residential development nearby.

3. Process General Plan amendments through adopted General Plan text amendment procedures and map amendment procedures consistent with adopted Land Use element guidelines. Fees may be charged for amendments that do not fit into the time frame of the annual cycle.

4. Reflect on the General Plan Land Use Map the desired future land use for each urban village, taking into consideration preserving existing viable development and existing zoning patterns; preserving the natural environment; ability to provide services and facilities; and accomplishing a balance of jobs to housing and a balanced mix of housing products, the urban village model components and other goals of the General Plan.

5. Use symbols to indicate the need for schools and park sites on the General Plan Land Use Map within square miles in the developing areas of the city, to alert potential developers, property owners and staff to establish appropriate sites.

6. Designate an alternative land use for all privately-owned and State Trust Land that is designated for agricultural, park or open space land use. The alternative use must be at least one unit per acre. Areas with slopes of 10 percent or more are also subject to the Hillside Ordinance and any safety regulations.

7. Show areas in a neutral color for which no General Plan map has been adopted. Generally no development is planned to occur in those areas for at least 10 years.

8. Show maps of the existing land use and proposed land use for each village, and provide a table comparing number and percentage of acres developed and vacant today; zoned and proposed by land use category.

Land Use category definitions:

The land use categories have been prepared to support the Land Use map to define the city's intent for specific residential, commercial employment, and other types of land uses. The land use category definitions are described below (and as adopted via GPA-1-08):

1. Large lot - The **large lot** land use category provides for very low-density residential uses to protect and preserve low density areas in their present or desired character. This category identifies two sub-categories of 0 to 1 du/acre and 1 to 2 du/acre.

2. Traditional Lot - The **Traditional Lot** land use category provides for a variety of suburban lifestyles with planned single-family residential communities, which include open space, recreation, and cultural opportunities, including schools, churches, and public facilities. This category would provide single-family, town home, patio home and duplex type units. This category identifies three sub-categories of 2 to 3.5 du/acre, 3.5 to 5 du/acre and 5 to 10 du/acre.

3. Higher Density - The **Higher Density** land use category provides for town homes, condominiums, and apartments with proximity to employment, entertainment, and pedestrian activities to encourage interaction and to create an urban environment. Small lot or small-scale business sites that demonstrate a residential scale and character may be appropriate as well. This category identifies two sub-categories of 10 to 15 du/acre and 15+ du/acre.

4. Parks/Open Space - The **Parks/Open Space - publicly owned** land use category denotes areas that are intended for recreation, environmental preservation, and natural hydrologic systems. The **parks/open space-privately owned** land use category denotes privately owned natural areas and recreational Amenities such as golf courses. The **future parks/open space or 1 du/ acre** land use category denotes areas where a majority of the topography has a significant slope that limits the ability for high density/intensity development. Topography in this area indicates that the area will be predominantly preserve lands and/or low-density residential development.

5. Mixed-use (MU) - The **Mixed-Use (MU)** land use category denotes areas which may include residential, service, and basic commercial, general office, entertainment, and cultural functions, with a compatible relationship. This category would allow any or all of these uses within an area. Such developments exhibit functional, physical, and thematic integration in the context of a pedestrian-oriented streetscape. The mixed-use designation is intended to minimize the

impacts traditionally associated with growth by providing housing, shopping, and employment opportunities in the same area.

6. Mixed-use (areas c, d and northwest area only) the mixed-use (areas c, d and northwest area only) land use category is an interim land use designation. Until future planning studies and analysis are conducted, this category accommodates commerce park, industrial, commercial, and public/quasi-public type land uses.

7. Nurseries/flower gardens with alternative 3.5 to 5 du/acre the nurseries/flower gardens with alternative 3.5 to 5 du/acre land use category denotes a transitional area from nurseries/flower gardens to residential development (traditional lot 3.5 to 5 du/acre).

8. Mixed-use agricultural - The **mixed-use agricultural** land use category helps to preserve the character of agricultural areas while allowing new development which is consistent with the traditional design and uses of a rural and agricultural area.

9. Commercial - The **commercial** land use category accommodates office, retail, service and multi-family development at varying scales and intensity of uses.

10. Industrial - The **industrial land** use category allows warehousing, manufacturing, and processing businesses. These categories are typically characterized as development that due to noise, smell, or some other special considerations are not appropriate for a commerce park.

11. Commerce Park - The **commerce park** land use category denotes areas where major employment centers and uses may take place. Commerce Park areas generally consist of uses such as professional offices, research and development, wholesale and storage warehouses, utility centers, the manufacturing, processing, repairing, and packaging of goods and ancillary eating and retail establishments.

12. Public/quasi-public - The **public/quasi-public** land use category identifies areas where institutional, cemetery, governmental, utility, and airport uses are appropriate.

13. Floodplain - The **floodplain** land use category denotes the area adjoining the channel of a watercourse susceptible to inundation by a flood.

14. Undesignated area - The **undesignated area** land use category denotes areas located within the unincorporated Maricopa County adjacent to the city of phoenix municipal boundaries.

2015 Land Use & Design Principles

Connect People & Places

CORES, CENTERS & CORRIDORS

Land Use: Locate land uses with the greatest height and most intense uses within village cores, centers and corridors based on village character, land use needs, and transportation system capacity.

Land Use: Plan cores, centers and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry.

Design: Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible.

Design: Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling.

INFILL

Land Use: Support temporary creative neighborhood uses for vacant properties and [greyfields](#).

Land Use: Promote and

encourage compatible infill development with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

OPPORTUNITY SITES

Land Use: Support reasonable levels of increased intensity, respectful of local conditions and surrounding neighborhoods.

Land Use: Encourage development of the taller and larger buildings in Areas of Change away from single-family and low-rise, multifamily housing.

Land Use: Promote and encourage compatible development and redevelopment with a mix of housing types in neighborhoods close to employment centers, commercial areas, and where transit or transportation alternatives exist.

TRANSIT ORIENTED DEVELOPMENT

Land Use: Support compact, small block, mixed use development in appropriate locations.

Land Use: Encourage high-[density](#) housing and high intensity employment uses adjacent or close to transit stations per adopted transit district plans.

Land Use: Continue the

development of Central Avenue as the city's transit spine and the principal street of Phoenix, concentrating the maximum intensity of commercial office and retail uses downtown.

Land Use: Develop land use and design regulations governing land close to transit centers and light rail stations, to maximize the potential for ridership.

Design: Design public infrastructure to include pedestrian and bicycle amenities.

COMPLETE STREETS

Design: Locate parking to the rear of a site to create a more pedestrian environment, when adequate shielding from noise and light can be provided to adjacent established neighborhoods. On-street parking in some areas may also promote a pedestrian environment.

Design: In order to balance a more sustainable transportation system, development should be designed to include increased amenities for transit, pedestrian and bicyclists such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding.

Design: Design areas adjacent to scenic corridors to honor the natural setting of the area.

BICYCLES

Design: Consider the feasibility of grade-separated crossings of freeways and arterials for pedestrian and bicycle travel, at locations where pedestrian and bicycle travel is significant and the freeway or arterial provides a barrier to safe movement. If grade-separation crossing is not feasible, crosswalks, traffic signals, High-intensity Activated crossWalk (HAWK) should be incorporated into the design of bicycle lanes, bike routes and canals paths where they traverse any road.

Design: Remove from newly constructed or reconstructed streets and sidewalks all physical barriers and hazards to bicycling, that are safety concerns.

Design: Development should include convenient bicycle parking.

PUBLIC TRANSIT

Land Use: Encourage integrated land uses and transportation systems, which furthers the urban village model and minimizes the adverse impacts of the transportation system on housing, businesses and public uses.

Design: Develop transit facilities in appropriate cores, centers and corridors to facilitate trip reductions and use of mass transit.

Design: Development should be designed or retrofitted, as feasible, to facilitate safe and convenient access to transit facilitates by all existing and potential users.

PARKS

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.

CANALS & TRAILS

Design: Plan, design, and develop pedestrian linkages between parks, open spaces, village cores, neighborhood shopping centers, neighborhood schools, and neighboring municipalities.

Design: Provide multi-use trail connections where appropriate.

Design: Maintain continuity of trails and avoid creating barriers to bicycle, equestrian and pedestrian travel when designing new freeways and arterials.

ACCESS & FUNCTIONAL NEEDS INFRASTRUCTURE

Design: Support the design, construction and retrofit of transportation infrastructure to meet standards in the Americans with Disabilities Act (ADA).

Design: Require all new development meet Americans with Disabilities Act standards.

KNOWLEDGE INFRASTRUCTURE

Design: Design libraries to provide access to technology

for the general public.

Design: Allow use of right-of-way for use of placement of infrastructure to support cutting edge broadband technology.

Design: Support the unique architectural designs of Phoenix Public Libraries.

Strengthen Our Local Economy

JOB CREATION (EMPLOYERS)

Land Use: Support General Plan Land Use Map and zoning changes that will facilitate the location of employment generating uses in each of the designated employment centers.

Land Use: Support necessary changes to land use and zoning in and around bio-medical clusters.

Land Use: Support special investment zones where incentives are available to attract new business development.

LOCAL & SMALL BUSINESS

Land Use: Facilitate adaptive reuse of older, underutilized properties to create mechanisms for new local and small businesses to operate, thrive and grow.

Land Use: Support live/work developments where appropriate throughout the city.

ENTREPRENEURS EMERGING ENTERPRISES

Land Use: Encourage land uses that promote the growth of entrepreneurs or new businesses in Phoenix in appropriate locations.

MANUFACTURING/ INDUSTRIAL DEVELOPMENT

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.

HIGHLY SKILLED WORKFORCE (EDUCATION/ TRAINING FACILITIES)

Land Use: Evaluate the current land use designations on the General Plan Land Use Map surrounding education and training facilities in each of the urban villages and determine if updates to the land use mix would be appropriate.

Land Use: Support the expansion of education and training facilities where appropriate.

AIRPORTS

Land Use: Encourage the development of City-owned and non-City-owned parcels near the airport to airport-compatible land uses surrounding the city's airports.

Land Use: Limit land use changes or projects that may increase wildlife hazards at our the city's three airports or within our the airport's airspace, which may adversely impact aircraft operations or pose a possible aircraft hazard.

Land Use: Continue to carefully monitor and evaluate all future

land uses around the airports, protecting the airport from incompatible development that could pose a safety hazard to aircraft passengers, or to individuals living or residing in those areas. Additionally, ensure that future land uses within the Sky Harbor Center area will be compatible with the safe operation of Sky Harbor International Airport.

Design: Develop airport facilities using concepts that are flexible and adaptable to changing conditions in the airline and transportation industry.

TOURISM FACILITIES

Land Use: Encourage tourism related activities within specified tourism districts.

Design: Promote design guidelines in specific districts which support and encourage tourism.

Design: Design world class sports facilities which can be used as a driver for regional tourism.

CELEBRATE OUR DIVERSE COMMUNITIES AND NEIGHBORHOODS

CERTAINTY AND CHARACTER

Land Use: Locate land uses with the greatest height and most intense uses within limits based on village character, land use needs, infrastructure and transportation system capacity.

Land Use: Protect residential areas from concentrations of

incompatible land uses that could change their character or destabilize land values.

Land Use: New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans.

Land Use: Disperse group homes and homeless shelters throughout the city in locations where they are compatible with surrounding densities. They should not be concentrated in any one neighborhood or urban village.

Land Use: Residential Conversion Policy: Encourage properties and neighborhoods planned for residential use to continue as residential uses rather than being assembled for nonresidential development.

Design: Protect and enhance the character of each neighborhood and its various housing lifestyles through new development that is compatible in scale, design, and appearance.

Design: Provide high quality urban design and amenities that reflect the best of urban living at an appropriate village scale.

Design: Create new development or redevelopment that is sensitive to the scale and character of the surrounding neighborhoods and incorporates adequate development standards to prevent negative impact(s) on the residential properties.

Design: All housing should be developed and constructed in a quality manner.

Design: Enhance the compatibility of residential infill projects by carefully designing the edges of the development to be sensitive to adjacent existing housing. Create landscape buffers and other amenities to link new and existing development.

Design: Design neighborhood retail to be compatible in scale and character and oriented towards the residential areas that it serves, in terms of both design and pedestrian linkages. Traffic, noise or other factors should not negatively impact adjacent residential areas.

Design: Protect the neighborhood's views of open space, mountains, and man-made or natural landmarks.

Design: When making changes and improvements near residential areas, avoid any alteration or destruction of points of reference (such as prominent natural features or historic buildings), focal points, and place names important to the area's identity.

Design: Promote neighborhood identity through planning that reinforces the existing landscaping and character of the area. Each new development should contribute to the character identified for the village.

Design: Create or maintain spacing requirements for small-scale incompatible land uses such as adult businesses, homeless shelters, residential treatment facilities and other group facilities, to avoid concentrations that change the character of an area.

Design: Provide impact-mitigating features (such as extra width or depth, single story

units, or landscape buffering) when new residential lots abut existing non-residential uses or are adjacent to arterial streets or freeway corridors. Dissimilar land uses often require additional separation or other measures to achieve compatibility.

Design: Require appropriate transitions/buffers between neighborhoods and adjacent uses.

Design: Integrate into the development design natural features such as washes, canals, significant topography and existing vegetation, which are important in providing character to new subdivisions.

Design: Encourage a streetscape that is not dominated by garage doors, by improving and varying home design or increasing or varying lots sizes.

Design: Encourage public and private utilities, including high-tension wires, to be located underground to enhance the overall appearance of neighborhoods. If high tension wires cannot be placed underground, they should not be placed along local neighborhood streets.

Design: Freeways and parkways within the city should be designed or mitigated to be sensitive to adjacent neighborhoods.

HISTORIC DISTRICTS

Land Use: Promote land use that encourages continued use of historic resources through rehabilitation and adaptive reuse.

Design: Ensure new

development and infill that is responsive to the historic surroundings and is compatible in size, scale, massing, proportion and materials.

SAFE NEIGHBORHOODS - POLICE

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.

Design: Enhance a sense of safety and community by encouraging windows and porches that face the street in development or redevelopment.

SAFE NEIGHBORHOODS - FIRE

Land Use: Locate police, fire and paramedic facilities to provide efficient emergency service to neighborhood residents.

Design: Provide for adequate emergency vehicle access within neighborhoods.

SAFE NEIGHBORHOODS - TRAFFIC

Land Use: Locate elementary schools in residential areas on or near a collector street, to handle traffic demands.

Land Use: Minimize traffic through lower-density residential areas by locating heavy traffic-

generating land uses on or near arterial streets.

Land Use: Locate major traffic-generating land uses on major streets in areas planned for such uses, or near parkway and freeway access and transit centers or light rail transit stations, and avoid use of local streets.

Design: Design major streets in residential areas to buffer adjacent residential uses from their negative impacts.

Design: Develop housing so that it does not front directly on, or have direct access to, arterial streets, unless large lot size, buffering techniques, and/or site design can adequately mitigate both negative traffic impacts and adverse noise impacts.

Design: Provide access by major streets, with internal circulation handled by a local street system that discourages through-traffic and provides safe pedestrian travel. Use local and collector streets, plus feeder bus lines, to bring people into the cores, centers or corridors.

CONNECTED NEIGHBORHOODS

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 and bicycle access to transit stops, schools and other neighborhood amenities.

Design: Design and connect neighborhoods via streets, sidewalks and trails, and discourage the abandonment of streets, sidewalks and alleys that compromise connectivity.

HEALTHY NEIGHBORHOODS

Land Use: Promote the growth of urban agriculture throughout Phoenix.

Land Use: Consider the existing health conditions of an area when evaluating facilities that may generate pollutants.

Design: Plan and design communities and neighborhoods to be pedestrian friendly and walkable.

Design: Encourage bicycle and pedestrian amenities in new major development projects in high-density, [mixed-use](#) areas or near transit stations or employment centers.

Design: Design neighborhoods and buildings to provide pedestrian access to adjacent transportation infrastructure such as public transit.

Design: Establish design standards and guidelines for parking lots and structures, setback and [build-to lines](#), blank wall space, shade, and other elements affecting pedestrians, to encourage pedestrian activity and identify options for providing pedestrian-oriented design in different types of development.

DIVERSE NEIGHBORHOODS

Land Use: Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents.

Land Use: Include a mix of housing types and densities where appropriate within each village that support a broad range of lifestyles.

Land Use: Within each village, designate residential land use in at least four of the seven residential categories and designate at least one of those categories to be for 10 to 15 or 15+ dwelling units per acre.

CLEAN NEIGHBORHOODS

Land Use: Support new compatible land uses that remove extremely deteriorated structures, excessive trash and debris, and other blight in neighborhoods.

Land Use: Facilitate the acquisition of vacant, underutilized and blighted parcels for appropriate redevelopment, compatible with the adjacent neighborhood character and adopted area plans.

Land Use: Recognize that the potential for facilities to emit toxic air pollutants should be a major factor in siting them to minimize the potential for harm associated with emissions.

Design: Address the screening of legal but incompatible land uses from adjacent residential neighborhoods as new development or redevelopment occurs.

ARTS & CULTURE

Land Use: Create and retrofit

additional public spaces to allow for public art projects and arts and cultural activities.

Land Use: Encourage the provision of art in all new development for both public and private.

Land Use: Promote development of live/work spaces for artists.

Design: Integrate art into transit facilities and neighborhoods.

Build the most Sustainable Desert City

DESERT LANDSCAPE

Land Use: Promote land uses that preserve Phoenix's natural open spaces.

Design: Preserve the interface between private development and parks, preserves and natural areas (edge treatment).

Design: Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies.

Design: Propose new design standards that address drainage, use of native plants, edge treatment, and access – both visual and physical – for private and public development adjacent to public preserves, parks, washes and open spaces.

RIVERS, WASHES & WATERWAYS

Land Use: Preserve natural washes coming from the

preserves and promote access and views of the preserves by the public.

Design: Establish design and management standards for natural major washes and connected open spaces that will allow preservation of the natural ecological and hydrological systems of major washes while allowing for appropriate public use.

Design: Propose new design standards that address drainage, use of native plants, edge treatment, and access – both visual and physical – for private and public development adjacent to public preserves, parks, washes and open spaces.

REDEVELOPED BROWNFIELDS

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.

GREEN BUILDING

Design: Encourage bioclimatic designs of buildings and approved natural materials for construction.

Design: Encourage high-performance building designs that conserve resources, while balancing energy-efficient, water-efficient, cost-effective and low-maintenance engineering solutions and construction products through whole building life cycle

assessment.

Design: Promote site development and land use which protects the natural environment by preserving vegetation and surface water, minimizes disturbances to the existing terrain and greenfields, and encourages development of brownfields in synergy to our the desert climate.

Design: Encourage the use of construction, roofing materials and paving surfaces with solar reflectance with the thermal emittance values as shown in the Phoenix Green Construction Code or higher and which minimize heat island effects.

Design: Discourage the use of reflective glass on commercial properties whenever the commercial structure is adjacent to a residential area.

TREE & SHADE

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 in 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.

HEALTHY FOOD SYSTEM

Land Use: Support the growth of land uses that contribute to a healthy and sustainable

food system (i.e. grocery stores, community gardens, urban farms and other urban agriculture elements).

Land Use: Encourage the development of agricultural land as a buffer between incompatible land uses as a means of enhancing the function of landscape setbacks throughout Phoenix.

Land Use: Explore the utilization of City of Phoenix-owned parcels as opportunities for urban agriculture.

Land Use: Encourage neighborhood designs that incorporate community gardens, urban farms and other urban agriculture elements.

ENERGY INFRASTRUCTURE

Design: Consider modification of subdivision design standards to allow flexibility in lot configurations where developers anticipate incorporating solar designs or solar energy devices in their buildings.

Design: Provide incentives such as parking reductions or density bonuses for projects that incorporate energy efficient designs or alternative energy infrastructure.

Design: Encourage utility companies to consider an area's character and context when designing new or expanding existing infrastructure whenever possible. Utility companies should be encouraged to collaborate with community partners prior to and during engineering and design efforts in order to take into consideration any additional community goals or plans while balancing with the project's budget.

WASTE INFRASTRUCTURE

Design: Promote the design of new developments that incorporate space for recycling containers and other waste diversion facilities.

Design: Promote recycling, develop environmentally sound landfills and explore alternative solutions to waste disposal.

WATER SUPPLY

Land Use: Develop land parcels in impact fee areas consistent with infrastructure availability and needs as specified in water system master plans.

Land Use: Partner with the private sector to responsibly develop new infrastructure and water supplies that accommodates growth in a fiscally prudent and sensible manner.

Land Use: Require new development to provide assured water supplies to accommodate the additional growth.

Land Use: Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.

Design: Encourage water efficient building and site design in growth areas in order to reduce infrastructure capacity requirements, water supply needs, and operating costs.

Design: Improve the water efficiency of the community's residential, commercial, and institutional building stock as it redevelops.

Design: Maximize the use of drought-tolerant vegetation in landscaped areas throughout

the city and promote the use of Xeriscape techniques.

STORMWATER

Design: Pursue creative, innovative, and environmentally-sound methods to capture and use stormwater and urban runoff for beneficial purposes.

Design: Minimize the impact of urban activities on the quality of stormwater and surface water.

Design: Encourage stormwater management through innovative solutions such as the use of permeable surfaces, protecting vegetative surfaces, and implementing surface water buffers.

Design: Encourage construction plans that reflect a systematic and integrated approach to building design, civil engineering, and landscape architecture in order to maximize the potential for rainwater harvesting and stormwater retention for landscape watering.

WASTEWATER

Land Use: Develop land parcels in impact fee areas consistent with infrastructure availability and needs as specified in wastewater system master plans.

Land Use: Partner with the private sector to responsibly develop new infrastructure that accommodates growth in a fiscally prudent and sensible manner.

Land Use: Maximize use of existing infrastructure and carrying capacity by encouraging redevelopment and infill.

Land Use: Encourage water

efficient building design in growth areas in order to reduce sewer capacity requirements and operating costs.

Design: Encourage the use of innovative industrial design, development and processes for new uses that collectively act to reduce point source pollution beyond regulatory requirements without harming economic vitality.

Design: Pursue creative, innovative, and environmentally-sound methods to use reclaimed water for beneficial purposes when and where available.

Create a More Vibrant Downtown

HISTORY & LOCAL BUSINESS

Land Use: Encourage redevelopment that knits historic and new development.

Design: Encourage significant and proactive efforts to integrate historic buildings into redevelopment projects Downtown.

EMPLOYERS

Land Use: Emphasize Downtown as a regional business, educational and financial center and retain and attract businesses to compete regionally and globally.

Land Use: Establish distinctive urban shopping destinations, and support the establishment of small retail businesses throughout all of Downtown. Support and attract more retail, restaurants, that foster an active pedestrian environment in Downtown. Cluster such uses in pedestrian centers so there is a critical mass of urban vitality.

Land Use: Retain existing, seek new and expand Downtown's knowledge anchors.

DOWNTOWN HOUSING

Land Use: Promote home ownership, either as market rate or workforce housing and work with City staff to promote home ownership developments when multi-family projects are planned for City-owned properties.

Land Use: Encourage that downtown and the surrounding neighborhoods offer housing choices from penthouses to live-work condos, urban lofts in former industrial or commercial buildings to well-designed apartment complexes, all which are provided in a range of pricing to meet the needs of a diverse population.

Design: New developments should provide appropriate height transition, design standards, and continuity of the streetscape to preserve and enhance the integrity and livability of established neighborhoods.

Design: The City shall continue to work with developers to ensure that downtown housing is dense and promotes the development of urban neighborhoods that possess street-level activities, parks, plazas and connectivity to adjacent properties.

SURROUNDING NEIGHBORHOODS

Design: Encourage new development to maintain the existing streetscape patterns to preserve the character of the area.

Design: Encourage the development of height transition

and design standards that support new development while enhancing the integrity and livability of established neighborhoods.

Design: Develop height transition and design standards to support new development while enhancing the integrity of existing older and historic buildings.

Land Use: Ensure future land uses are compatible with existing neighborhoods.

OPPORTUNITY SITES

Land Use: Encourage interim uses of vacant parcels for urban agriculture, pop-up parks, and other uses that help to create activated sites.

Land Use: Encourage strategies to promote high-density development of underutilized parcels and buildings in the downtown.

Land Use: Encourage creative ways to activate vacant storefronts.

Design: Encourage private property owners to enhance vacant parcels by providing incentives for development of interim uses.

ARTS, CULTURE & ENTERTAINMENT

Land Use: Create a greater sense of place and draw people downtown by concentrating areas in downtown with synergetic activities.

Design: Require the incorporation of public art throughout the Connected Oasis to enrich the experience

of walking along the major pedestrian corridors, and to enhance downtown's presence as one of the region's essential destinations.

Design: Encourage the involvement of artists in the early design stages of Connected Oasis projects, including parks, public spaces, and street improvements.

CONNECTIVITY (TRANSPORTATION INFRASTRUCTURE)

Land Use: Encourage innovative parking solutions for private development outside of the Business Core Character Area. Promote shared parking through the utilization of existing parking garages.

Design: Design streets to improve safety for all modes of transportation.

Design: Require outstanding quality in urban design, from building architecture and materials to public spaces to landscaped streets, sidewalks and paths in downtown neighborhoods.

Design: Avoid the creation of superblocks by promoting appropriate development that incorporates the fabric of a connected urban design for all modes of transportation.

Design: Streets and buildings should be designed with complete streets in mind.

Design: Encourage new development and redevelopment that incorporates bicycle-friendly designs & facilities.

OPEN SPACE - PLACEMAKING

Land Use: Promote the concept of the Connect Oasis by connecting new and existing civic spaces with enhanced pedestrian connections.

Design: Implement the integration of water elements such as water and drinking fountains, as well as pedestrian amenities such as seating, shade and places to eat into public spaces to contribute to a more comfortable pedestrian environment while raising awareness about the history and importance of water in the Phoenix region.

APPENDIX D

Place Type - Adopted Specifying Actions

Encanto VPC	Place Type at Central / Encanto should only apply to property adjacent to Central Avenue
Central City VPC	Place Type near 18th Avenue and Van Buren should only apply to property South of Van Buren and East of 19th Avenue
Central City VPC	Place Type near 21st Avenue and Van Buren should only apply to Areas of Change as indicated on the St. Matthews Neighborhood Transition Areas Map. Heights should be limited to 4 stories and step down near single family housing.

St. Matthew's Neighborhood Transition Areas Map:

Red: Areas of Change
Blue: Areas of Stability



MEDIUM URBAN CENTER – AUDUBON

THE MEDIUM URBAN CENTER – AUDUBON PLACE TYPE CONTAINS SLIGHTLY MODIFIED POLICIES AND PERFORMANCE MEASURES RELATED TO THE CONSIDERATION OF ADDITIONAL HEIGHT AND INTENSITY FROM THOSE FOUND IN THE PLACE TYPE TABLE AND IN SECTION E OF THE TOD STRATEGIC POLICY FRAMEWORK. THESE POLICIES AND PERFORMANCE MEASURES ARE OUTLINED BELOW AND ARE BROKEN UP INTO TWO TIERS: TIER 1 – UP TO 6 STORIES, TIER 2 – UP TO 10 STORIES.

TIER 1 (MAXIMUM 6 STORIES)

- MEDIUM INTENSITY
- BASE HEIGHT: 2-6 STORIES

POLICIES TO ACHIEVE 6 STORIES: DEVELOPMENT WITHIN THE MEDIUM CENTER AUDUBON PLACE TYPE CAN DEVELOP UP TO SIX (6) STORIES IN HEIGHT. SIX (6) STORY BUILDINGS CAN ONLY BE CONSTRUCTED IF THE FOLLOWING FOUR CONDITIONS HAVE BEEN MET:

1. A MINIMUM OF TWO FOUR STORY MIXED USE BUILDINGS, OR A COMBINATION OF A SIMILAR LEVEL OF DEVELOPMENT AS APPROVED BY THE PLANNING AND DEVELOPMENT DEPARTMENT, MUST HAVE BEEN ISSUED CERTIFICATES OF OCCUPANCY ON THE SUBJECT SITE.
2. A MINIMUM 40,000 SQUARE FOOT OPEN SPACE AREA OR PLAZA IS CONSTRUCTED USING PRIVATE FUNDS AND IS OPEN AND ACCESSIBLE TO THE PUBLIC.
3. A MINIMUM OF FOUR POINTS OF PEDESTRIAN ACCESS WITH WAYFINDING SIGNAGE ARE PROVIDED TO THE RIO SALADO TRAIL SYSTEM.
4. THE PROJECT IS DESIGNED TO ENSURE INTEGRATION AND ENHANCED PUBLIC INTERFACE WITH THE RIO SALADO HABITAT RESTORATION PROJECT.

















TIER 2 (MAXIMUM 10 STORIES)

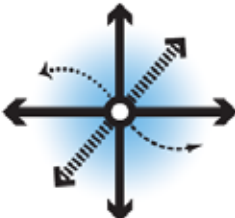

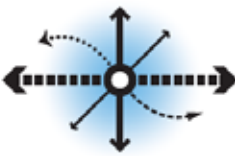

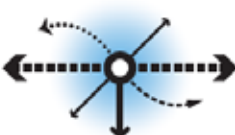

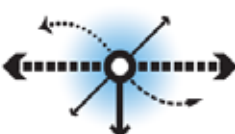

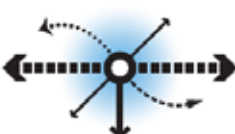

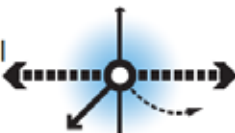





ONCE THE TWO CONDITIONS IN TIER 1 HAVE BEEN MET, DEVELOPMENT WITHIN THIS PLACE TYPE MAY FOLLOW THE POLICIES AND PERFORMANCE STANDARDS OUTLINED IN SECTION E OF THE TOD STRATEGIC POLICY FRAMEWORK IN ORDER TO PURSUE BONUS HEIGHT UP TO 10 STORIES. THE INCENTIVE HEIGHT SHALL BE LIMITED TO SEVEN (7) STORIES UNLESS TIER 1 CONDITIONS 1-4 ARE MET.

MAJOR URBAN CENTER – 12TH STREET AND WASHINGTON STREET / JEFFERSON STREET

THE MAJOR URBAN CENTER IS APPLICABLE TO AN AREA GENERALLY 1/4 MILE FROM THE STATIONS AND TO PROPERTIES WITHIN THE EASTLAKE GARFIELD TOD DISTRICT WITH FRONTAGE ON ARTERIAL STREETS (7TH STREET, 16TH STREET, WASHINGTON STREET, JEFFERSON STREET, AND VAN BUREN STREET).

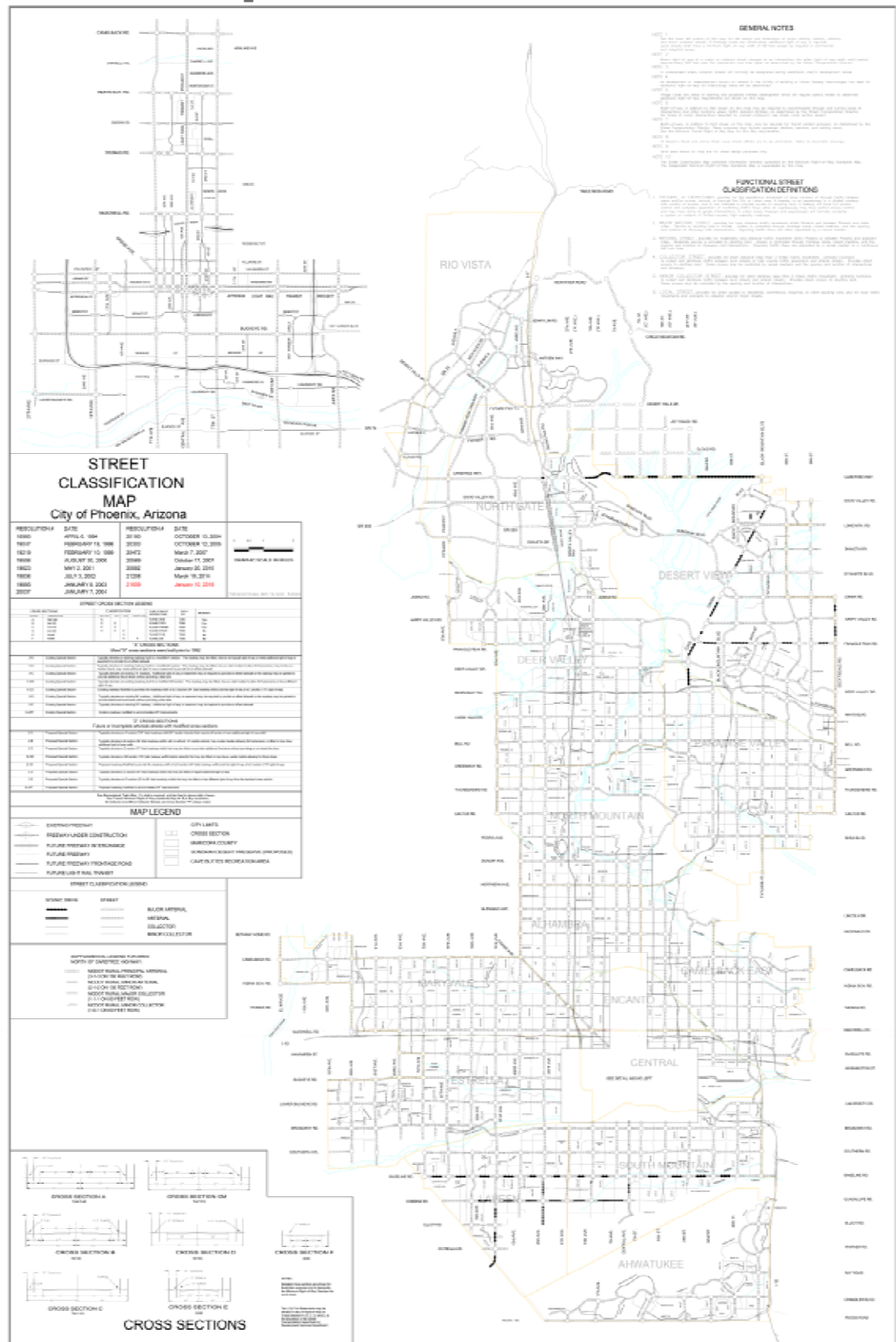
APPENDIX D: PLACE TYPE - MATRIX

Place Type Image	Place Type	Land Use Mix	Housing
	Downtown Core 	<ul style="list-style-type: none"> • Central Business District • Entertainment Destination • Destination Retail • High & Mid Rise Living • Industry Cluster • Civic & College Campuses 	<ul style="list-style-type: none"> • High Rise • Mid Rise • Loft Conversion
	Regional Center 	<ul style="list-style-type: none"> • Office Employment • Industry Cluster • High & Mid Rise Living • Supportive Retail 	<ul style="list-style-type: none"> • High Rise • Mid Rise • Apartment • Town house • Row house
	Major Urban Center 	<ul style="list-style-type: none"> • Entertainment Destination • Retail Destination • Mid Rise Living • Office Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house
	Medium Urban Center 	<ul style="list-style-type: none"> • Balanced Commercial & Residential • Retail Destination • Entertainment Destination • Some Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house • Live/Work
	Minor Urban Center 	<ul style="list-style-type: none"> • Balanced Commercial & Residential • Retail Destination • Entertainment Destination • Some Employment 	<ul style="list-style-type: none"> • Mid Rise • Apartment • Town house • Row house • Live/Work
	Suburban Commuter Center 	<ul style="list-style-type: none"> • Office Employment • Colleges & Trade Schools • Hotels • Commuter serving Retail • Limited Housing 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work
	Neighborhood Center 	<ul style="list-style-type: none"> • Primarily Residential • Neighborhood serving retail • Limited employment 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work • 2 or 3 unit • Single Unit
	Historic Neighborhood Center 	<ul style="list-style-type: none"> • Primarily Residential • Neighborhood serving retail • Limited employment 	<ul style="list-style-type: none"> • Apartment • Town/Row Home • Live/Work • 2 or 3 unit • Single Unit

Commercial	Transit Node	Intensity
<ul style="list-style-type: none"> • High Rise Office & Hotel • Major • Under 40,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> • Central Hub • Highest Regional Accessibility 	<ul style="list-style-type: none"> • Highest Intensity • 6+ Stories 
<ul style="list-style-type: none"> • Mid-High Rise Office & Hotel • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Regional Destination • High Regional Accessibility 	<ul style="list-style-type: none"> • High Intensity • 5-10 Stories • Incentive: 20 Stories 
<ul style="list-style-type: none"> • Mid-Rise Office & Hotel • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Regional Destination • High Regional Accessibility 	<ul style="list-style-type: none"> • Medium-High Intensity • 4-8 Stories • Incentive: 15 Stories 
<ul style="list-style-type: none"> • Low-Rise Office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 80,000 sq. ft. 	<ul style="list-style-type: none"> • Sub-Regional Destination • Medium Regional Accessibility 	<ul style="list-style-type: none"> • Medium Intensity • 3-6 Stories • Incentive: 10 Stories 
<ul style="list-style-type: none"> • Low-Rise Office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 60,000 sq. ft. 	<ul style="list-style-type: none"> • Sub-Regional Destination • Medium Regional Accessibility 	<ul style="list-style-type: none"> • Medium-Low Intensity • 2-5 Stories • Incentive: 7 Stories 
<ul style="list-style-type: none"> • Mid-Rise Office, Hotel & Campus • Under 80,000 sq.ft. single tenant footprint. Incentive 100,000 sq. ft. 	<ul style="list-style-type: none"> • Commuter Intermodal Destination • Medium-Low Regional Accessibility 	<ul style="list-style-type: none"> • Medium-Low Intensity • 2-4 Stories • Incentive: 7 Stories 
<ul style="list-style-type: none"> • Low-Rise office • Under 40,000 sq. ft. single tenant retail footprint Incentive: 50,000 sq. ft. 	<ul style="list-style-type: none"> • Neighborhood Destination • Less Regional Accessibility 	<ul style="list-style-type: none"> • Low Intensity • 2-4 Stories • Incentive: 5 Stories 
<ul style="list-style-type: none"> • Low-Rise office • Under 20,000 sq. ft. single tenant retail footprint 	<ul style="list-style-type: none"> • Neighborhood Destination • Less Regional Accessibility 	<ul style="list-style-type: none"> • Low Intensity • 2-4 Stories • Incentive: 5 Stories 

APPENDIX E

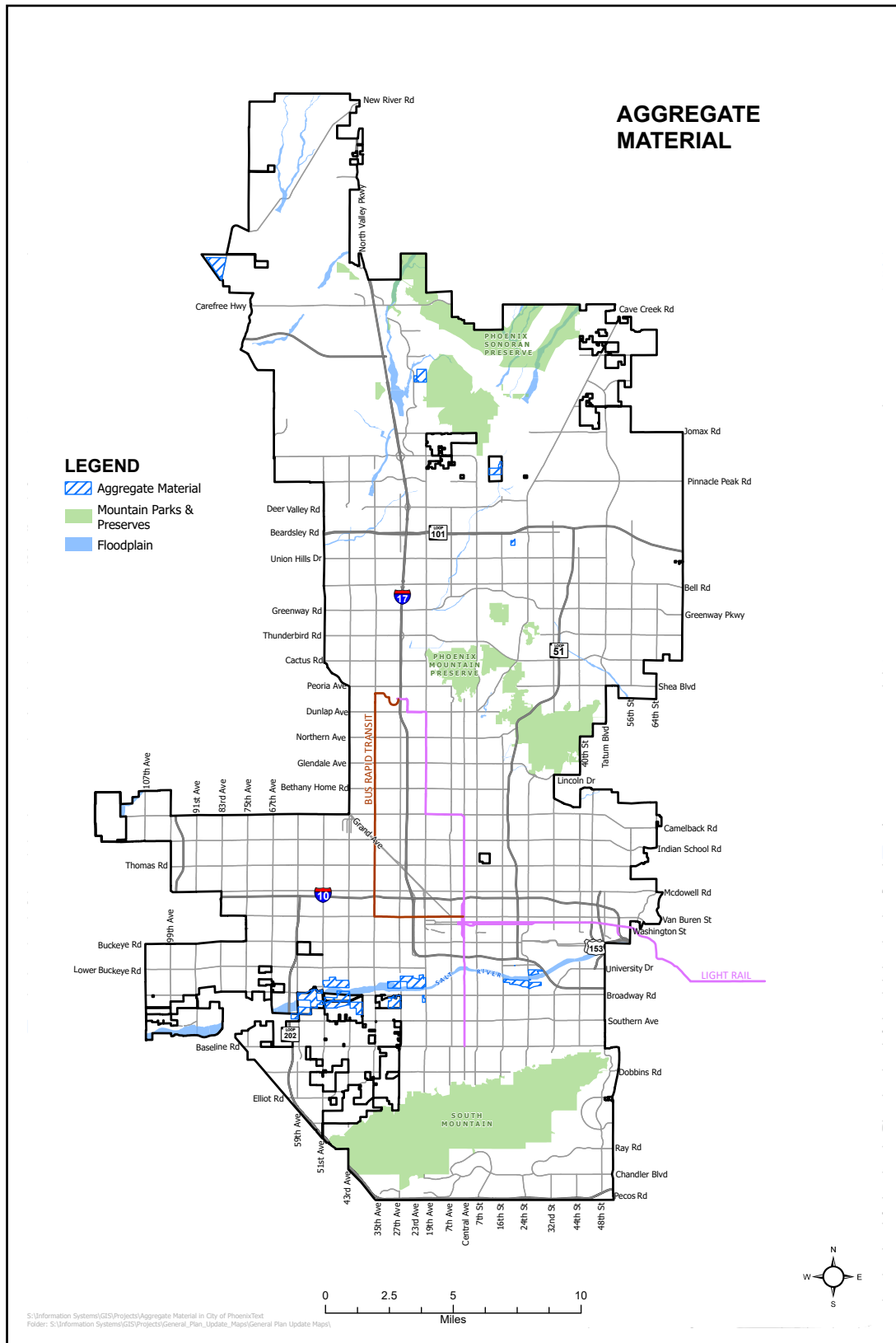
Street Classification Map 2018



For the most up to date version of this map, please visit: <https://www.phoenix.gov/pdd>

APPENDIX F

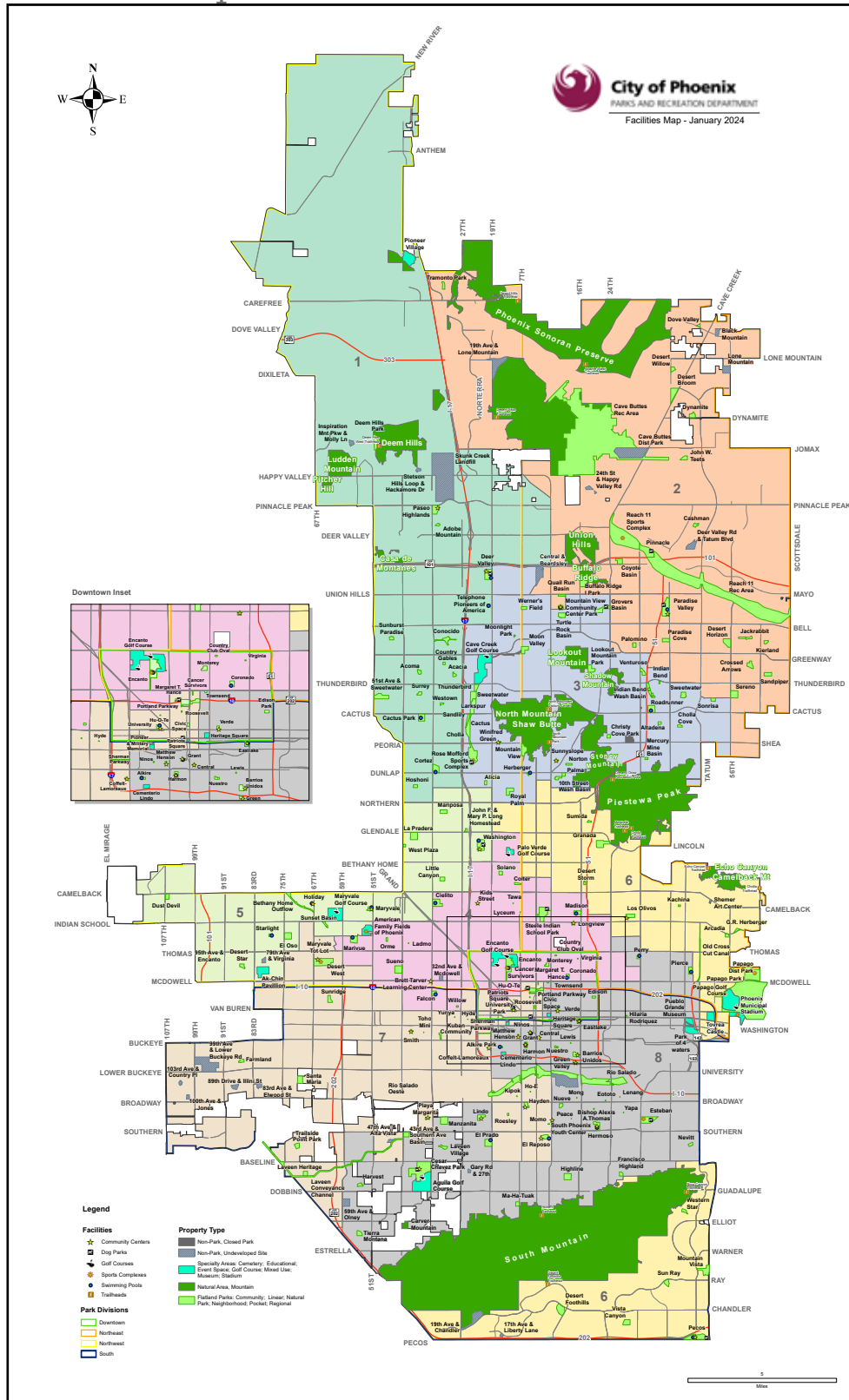
Sources of Aggregate



For the most up to date version of this map, please visit: <https://www.phoenix.gov/pdd>

APPENDIX G

Parks Facilities Map 2024



For the most up to date version of this map, please visit: <https://www.phoenix.gov/pdd>

General Plan Glossary of Terms

A

Activity Centers: Identified by a community where an increased concentration of people, jobs, businesses and services will be located.

Adaptive Reuse: A use of land or a structure that is different from the building that was originally intended; but is economically feasible and compatible with the area.

Aggregates: particulate material used in construction.

Alternative Energy: Energy derived from nontraditional sources (e.g., compressed natural gas, solar, hydroelectric and wind).

Annexed: To add (land) to one's own territory by appropriation.

Artificial Recharge: A hydrological process where water moves downward from surface water to groundwater. This process usually occurs in the vadose zone below plant roots and is often expressed as a flux to the water table surface.

Accessory Dwelling Units (ADUs): often referred to as guest houses, casitas, or granny flats are separate, self-continued living areas that are either fully detached structures or attached to an existing home, with its own external entrance. An ADU usually contains all of the amenities to operate as a fully independent, operational dwelling, including a kitchen, bathroom, living area and sleeping quarters.

B

Bioswales: Landscapes elements designed to remove silt and pollution from surface runoff water. They consist of a swale drainage courses with gently sloped sides (less than six percent) and filled with vegetation, compost and/or riprap.

Brownfield: Abandoned, idle or underused industrial and commercial facilities where expansion or redevelopment is complicated by real received environmental contamination.

Build-to-lines: Build-to lines provide a method of creating visually interesting, pedestrian-oriented streetscapes by arranging buildings and entrances to the front of lots. As opposed to setbacks that establish areas where a building cannot be constructed, build-to lines specify where a building is to be built on the lot.

Built Environment: The elements of the environment that are built or made by people as contrasted with natural processes.

C

Canalscape: Vibrant urban cores and corridors located where canals meet major streets. This mixed-use urban infill would provide highly desirable places to gather by the water. The Canalscape could feature, for example; cafés, restaurants, and boutiques on the ground level, with offices and condos above, a community center, library, post office, affordable housing, and apartments, grocery store, health club, and bike shop.

Capital Improvements: Any building or infrastructure project that will be owned by a governmental unit and purchased or built with direct appropriations from the governmental unit, or with bonds backed by its full faith and credit, or, in whole or in part, with federal or other public funds, or in any combination thereof. A project may include construction, installation, project management or supervision, project planning, engineering, or design, and the purchase of land or interests in land.

Carbon Footprint: The total amount of greenhouse gases that are emitted into the atmosphere each year by a person, family, building, organization or company. A persons carbon footprint includes greenhouse gas emissions from fuel that an individual burns directly, such as by heating a home or riding in a car. It also includes greenhouse gases that come from producing the goods or services that the individual uses, including emissions from power plants that make electricity, factories that make products, and landfills where trash gets sent.

Circulation (system): A network of transit, automobile, bicycle and pedestrian right-of-ways that connect origins and destinations.

Commerce Park: The commerce park land use category denotes areas where major employment centers and uses may take place. Commerce Park areas generally consist of uses such as professional offices, research and development, wholesale and storage warehouses, utility centers, the manufacturing, processing, repairing, and packaging of goods and ancillary eating and retail establishments.

Commercial: The commercial land use category accommodates office, retail, service and multi-family development at varying scales and intensity of uses.

Community Center: A building to be used as place of meeting, recreation or social activity and not operated for profit and in which neither alcoholic beverages or meals are normally dispensed or consumed.

Community Garden: A space that is shared by the residents and serves as the opportunity for those residents to grow their own food. In addition, it serves as an area where residents gather, interact and help build a sense of community.

Community Partners: Individuals or institutions working toward community and workforce development.

Complete Streets: A set of broad guiding principles to promote street designs that are safe and welcoming to all users.

Connectivity: Connectivity is defined as how often streets or roadways intersect, or how closely intersections are spaced.

Corridors: A broad geographical band that follows a general directional flow connecting major sources of trips that may contain a number of streets, highways and transit route alignments

County Islands: An area of unincorporated land, which is completely surrounded by a city or town. County islands are created when a city or town annexes land into their corporate boundaries but excludes certain areas.

Creative Clusters: A geographical concentration (often regional in scale) of interconnected individuals, organizations and institutions involved in the arts, cultural industries, new media, design, knowledge building and/or other creative sector pursuits.

D

Density: The number of housing units per acre developed or potentially permitted development.

Typical single-family development ranges from 2 to 5 dwelling units per acre.

Density Bonus: The allocation of development rights that allow a parcel to accommodate additional square footage or additional residential units beyond the maximum for which the parcel is zoned, usually in exchange for the provision or preservation of an amenity at the same site or at another location.

Desert Landscaping: Plants and vegetation that reduce or eliminate the need for supplemental water.

E

Economic Impact: The effect of an event on the economy in a specified area. It includes a multitude of positive and/or negative effects that impact business revenue/profits, personal wages, jobs and economy.

Economies of Scale: The cost advantage that arises with increased output of a product.

Eco-tourism: is a type of tourism that focuses on the natural world and sustainability.

Encroachment: Economic and business development outside of concentrated urban centers.

F-G

Floodplain: The floodplain land use category denotes the area adjoining the channel of a watercourse susceptible to inundation by a flood.

General Plan: A statement of policies, including text and diagrams setting forth objectives, principles, standards and plan proposals, for the future physical development of the city or county.

Green Building: "Green" building and sustainable design refers to the class of construction/design that involves energy-efficient practices, environmentally friendly materials, and practices that reduce negative impacts on the environment. Typical features of green building and sustainable design include energy conservation, water conservation, adaptive building reuse, and recycling of construction waste.

Green Infrastructure: The system of land, natural resources and natural habitats that collectively comprise a community's underlying ecosystem.

Green infrastructure is present in every city, although its size, diversity and strength vary greatly. Importantly, green infrastructure can be used to help offset negative environmental impacts, for example storm water runoff and urban heat island effect.

Green Stormwater Infrastructure (GSI): is infrastructure constructed with a range of measures that use plant or soil systems, permeable pavement or other permeable surfaces or substrates, stormwater harvest and reuse, or landscaping to store, infiltrate, or evapotranspire stormwater and reduce flows to the public storm drain system or to surface waters. These features are also sometimes referred to as low impact development (LID). They are generally small in size to capture water where it falls for multiple co-benefits.

Greyfields: Older, economically obsolete development. The term is commonly applied to malls that are past their prime and are experiencing declining levels of occupancy.

Grid: Street patterns which intersect at right angles.

Growth Area: An area or areas where urban growth is encouraged.

H

Healthy Food System: Developing and implementing local and regional land-use, economic development, public health, and environmental goals, programs and policies to preserve and support sustainable local and regional urban and rural agriculture, facilitate community food security and access, support and promote good nutrition and health, and reduce solid food-related waste through reuse, recovery and recycling.

Healthy Neighborhoods: Methods used to support and enhance the overall public, social, ecological and economic health of communities.

High-capacity transit (HCT): Such as light rail, streetcar, or bus rapid transit, is designed to efficiently move large volumes of people by operating on dedicated tracks or right-of-way. HCT vehicles offer a balance between speed, capacity, and accessibility by allowing faster and more frequent service, fewer stops, and the ability to carry more people than local service transit.

Higher Density: The Higher Density land use category provides for town homes, condominiums, and apartments with proximity to employment, entertainment, and pedestrian activities to encourage interaction and to create an urban environment. Small lot or small-scale business sites that demonstrate a residential scale and character may be appropriate as well. This category identifies two sub-categories of 10 to 15 du/acre and 15+ du/acre.

Historic Neighborhoods: Phoenix consist of 35 historic neighborhoods that homes are designated as worth preserving and restoring distinctive architecture styles to its former glory.

I

Industrial: The industrial land use category allows warehousing, manufacturing, and processing businesses. These categories are typically characterized as development that due to noise, smell, or some other special considerations are not appropriate for a commerce park.

Infill Development: Refers to building within unused and underutilized lands within existing development patterns, typically but not exclusively in urban areas. Infill development is critical to accommodating growth and redesigning our cities to be environmentally and socially sustainable.

In-lieu Fees: Relate only to required dedications where they can be appropriately used.

J-L

Large lot: The large lot land use category provides for very low-density residential uses to protect and preserve low density areas in their present or desired character. This category identifies two sub-categories of 0 to 1 du/acre and 1 to 2 du/acre.

LEED: Leadership in Energy and Environmental Design (LEED) is a building rating system developed by the U.S. Green Building Council (USGBC) to measure energy efficiency. It provides a standard for environmentally sustainable construction.

Livable Streets: Streets designed primarily with the interests of pedestrians and cyclists in mind and as a social space where people can meet and where children may also be able to play legally and safely. These roads are still available for use by vehicles; however their design aims to reduce both the speed and dominance of motorized transport.

Local Business: Businesses which use local resources sustainably, employs local workers at decent wages and primarily serve local consumers. Local businesses are usually owned by a person of the community. In addition, the business is more self-sufficient and less dependent on imports.

Local Economy: Domestic economic activities of the locale in which one lives.

M

Master-Planned Communities: A planned community, or planned city, is any community that was carefully planned from its inception and is typically constructed in a previously undeveloped area.

Missing Middle Housing: is a range of house-scale buildings with multiple units - compatible in scale and form with detached single-family homes – located in a walkable neighborhood. Missing middle housing refers to housing that falls between single-family homes and mid-rise apartments. Examples include duplexes, triplexes, townhomes, small apartments, courtyard clusters, bungalows, fourplexes and live work.

Mixed-use: A term typically applied to real estate development projects that combine residential and commercial or retail components all in one building or set of buildings.

Mixed-use (MU): The Mixed-Use (MU) land use category denotes areas which may include residential, service, and basic commercial, general office, entertainment, and cultural functions, with a compatible relationship. This category would allow any or all of these uses within an area. Such developments exhibit functional, physical, and thematic integration in the context of a pedestrian-oriented streetscape. The mixed-use designation is intended to minimize the impacts traditionally associated with growth by providing housing, shopping, and employment opportunities in the same area.

Mixed-use (areas c, d and northwest area only): the mixed-use (areas c, d and northwest area only) land use category is an interim land use designation. Until future planning studies and analysis are conducted, this category accommodates commerce park, industrial, commercial, and public/quasi-public type land uses.

Mixed-use agricultural: The mixed-use agricultural land use category helps to preserve the character of agricultural areas while allowing new development which is consistent with the traditional design and uses of a rural and agricultural area.

Multi-modal: A system that provides residents multiple modes for traversing throughout the city.

N

National Register Designations: A property or area that has been added to the official list of properties significant in American history, architecture, archeology, engineering or culture for use in local preservation planning efforts

Natural Hydrological System: The hydrological cycle describes the continuous movement of water above, on and below the surface of the Earth.

Nurseries/flower gardens with alternative 3.5 to 5 du/acre: the nurseries/flower gardens with alternative 3.5 to 5 du/acre land use category denotes a transitional area from nurseries/flower gardens to residential development (traditional lot 3.5 to 5 du/acre).

O

Open Space: An outdoor or unenclosed area, located on the ground or on a roof, balcony, deck, porch or terrace, designed and accessible for outdoor living, recreation, pedestrian access or landscaping, excluding parking facilities, driveways, utilities and service areas. Examples include parks, plazas, playscapes and outdoor dining. Open space is not always "green space." A paved courtyard with a fountain offers great value for relaxing, gathering, or getting to a destination. Open space contributes directly both to quality of life and to the kind of outdoor lifestyle needed if people are to drive less.

P

Parks/Open Space: The Parks/Open Space - publicly owned land use category denotes areas that are intended for recreation, environmental preservation, and natural hydrologic systems. The parks/open space-privately owned land use category denotes privately owned natural areas and recreational Amenities such as golf courses. The future parks/open space or 1 du/ acre land use category denotes areas where a majority of the topography has a significant slope that limits the ability for high density/intensity development. Topography in this area indicates that the area will be predominantly preserve lands and/or low-density residential development.

Pervious Surfaces: Surfaces such as gravel and alternative pavers, used for landscaping purposes, that allow rainwater or snowmelt to pass through or absorb into the ground, thereby reducing runoff and filtering pollutants.

Place Types: Planning typologies help describe urban environments by categorizing related characteristics. Defining these basic classifications, called Place Types, helps avoid a “one size-fits-all” planning approach by creating a contextual, system wide urban form framework.

Procurement: Obtain (something) with care or effort.

Public Services: Services provided by the government to residents in a specific jurisdiction.

Public/quasi-public: The public/quasi-public land use category identifies areas where institutional, cemetery, governmental, utility, and airport uses are appropriate.

Q-R

Reclaimed Water: Wastewater that has been treated and purified for re-use, and is suitable for use in landscaping or water features as determined by the presiding water district.

Regulatory Relief: A development agreement that involves offering land, tax forgiveness, or regulatory relief to property developers in return for a commitment to invest or improve in an area, or to provide amenities.

Retrofit: To improve or restructure an existing facility with the intent of bringing it into (or where that is not feasible, more nearly into compliance) with modern standards for such facilities.

Revitalization: The imparting of new economic and community life in an existing neighborhood, area or business district while at the same time preserving the original building stock and historic character.

Riparian Habitat: Riparian habitats are those plant communities supporting woody vegetation found along rivers, creeks and streams. Riparian habitat can range from a dense thicket of shrubs to a closed canopy of large mature trees covered by vines.

S

Setback: The minimum distance by which any building or structure must be separated from a street right-of-way or lot line.

Small Businesses: A business that is usually owned by a person of the community and uses local resources and primarily the local community.

Smart Growth: Planned economic and community development that attempts to curb urban sprawl and worsening environmental conditions.

Solar Energy: Radiant energy (direct, diffused, and reflected) received from the sun.

Statute: A written law passed by a legislative body.

Streetscape: The visual image of a street, including the combination of buildings, parking, signs, and other hardscape and street furniture

Subdivision: The division or re-division of land into 10 or more lots, tracts, parcels, sites or divisions.

Suburban: A city’s outlying area, usually characterized by lower population and residential densities.

Sustainable Living: A lifestyle that attempts to reduce an individual’s or society’s use of the Earth’s natural resources and personal resources.

Sustainability: Ensuring that development meets the needs of the present without compromising the ability of future generations to meet their own needs.

T

Traditional Lot: The Traditional Lot land use category provides for a variety of suburban lifestyles with planned single-family residential communities, which include open space, recreation, and cultural opportunities, including schools, churches, and public facilities. This category would provide single-family, town home, patio home and duplex type units. This category identifies three sub-categories of 2 to 3.5 du/acre, 3.5 to 5 du/acre and 5 to 10 du/acre.

Traffic Calming Devices: Instruments fundamentally concerned with reducing the adverse impact of motor vehicles on built up areas. Usually involves reducing vehicle speeds, providing more space for pedestrians and cyclists, and improving the local environment

Transit Oriented Communities: are broadly defined as compact, pedestrian-scaled, mixed use development strategically located within a short walk of high capacity transit. TOC provides opportunities for residential, business, and recreation spaces within walking distance of high-capacity transit. The intent of TOC is to make walking, bicycling and using transit convenient, safe and enjoyable for daily life.

Transit Oriented Development: Development designed to facilitate access to, and use of transit facilities, including buses, bus stops and light rail stations. It is designed to encourage a mix of land uses around transit centers and stations that will maximize ridership. Desired uses include housing, employment with a high density of workers and major tourist attractions.

U

Undesignated area: The undesignated area land use category denotes areas located within the unincorporated Maricopa County adjacent to the city of phoenix municipal boundaries.

Unincorporated Land: An area that is not (yet) part of a town or city.

Urban Design: The attempt to give form, in terms of both beauty and function, to selected urban areas or to whole cities. Urban design is concerned with the location, mass and design of various urban components and combines elements of urban planning, architecture and landscape architecture.

Urban: Of, relating to, characteristic of, or constituting a city. Urban areas are generally characterized by moderate and higher density residential development, commercial development, and industrial development, as well as the availability of public services required for what development, specifically central water and sewer, and extensive road network, public transit, and other services.

Urban Farming: Growing or producing of food in a city or heavily populated town or municipality for the purposes of the product assuming a level of commerce.

Urban Forest: Ecosystems of trees and other vegetation in and around communities that may consist of street and yard trees, vegetation within parks and along public rights of way and water systems. Urban forests provide communities with environmental, economic and social benefits and habitat for fish and wildlife." Thus, urban forests are not only about the trees in the city, but rather, they are a critical part of the green infrastructure that makes up the city ecosystem.

Urban Heat Island: The absorption of heat by dark, non-reflective hardscapes urban areas, the effect is exacerbated by vehicle exhaust, air-conditioners and

street equipment. This results in an increase in daytime temperatures and the radiation of heat back from the man-made surfaces into the atmosphere at night, resulting in an increase in night time temperatures.

V

Value-Added Services: A feature or add-on that increases the sense of value for a service.

Village: One of 15 geographic areas of the city designated by the City Council that has an appointed citizen committee providing recommendations on land use and development topics.

Village Cores: Intended to be the clearly identifiable central focus for the village with pedestrian-oriented mix of land uses.

Village Planning Committee System: The Village Planning Committee is made up of members that are appointed by the City Council. Planning Committee activities include: identifying areas or provisions of the General Plan text that need refinement and updating; identifying problems and needs related to implementation of the General Plan; defining in greater detail the intended future function, density and character of subareas of the village; and commenting on proposals for new zoning districts or land use districts.

W

Walkable (Walkability): Areas that are conducive to, and promote walking.

Washes: A shallow creek or the dry bed of a waterway

Water Resources: Sources of water that are useful or potentially useful. Uses of water include agricultural, industrial, household, recreational and environmental activities.

Water Department 2011 Resource Plan: Addresses a wide array of factors that will influence water availability and water demand over the next 50 years.

X

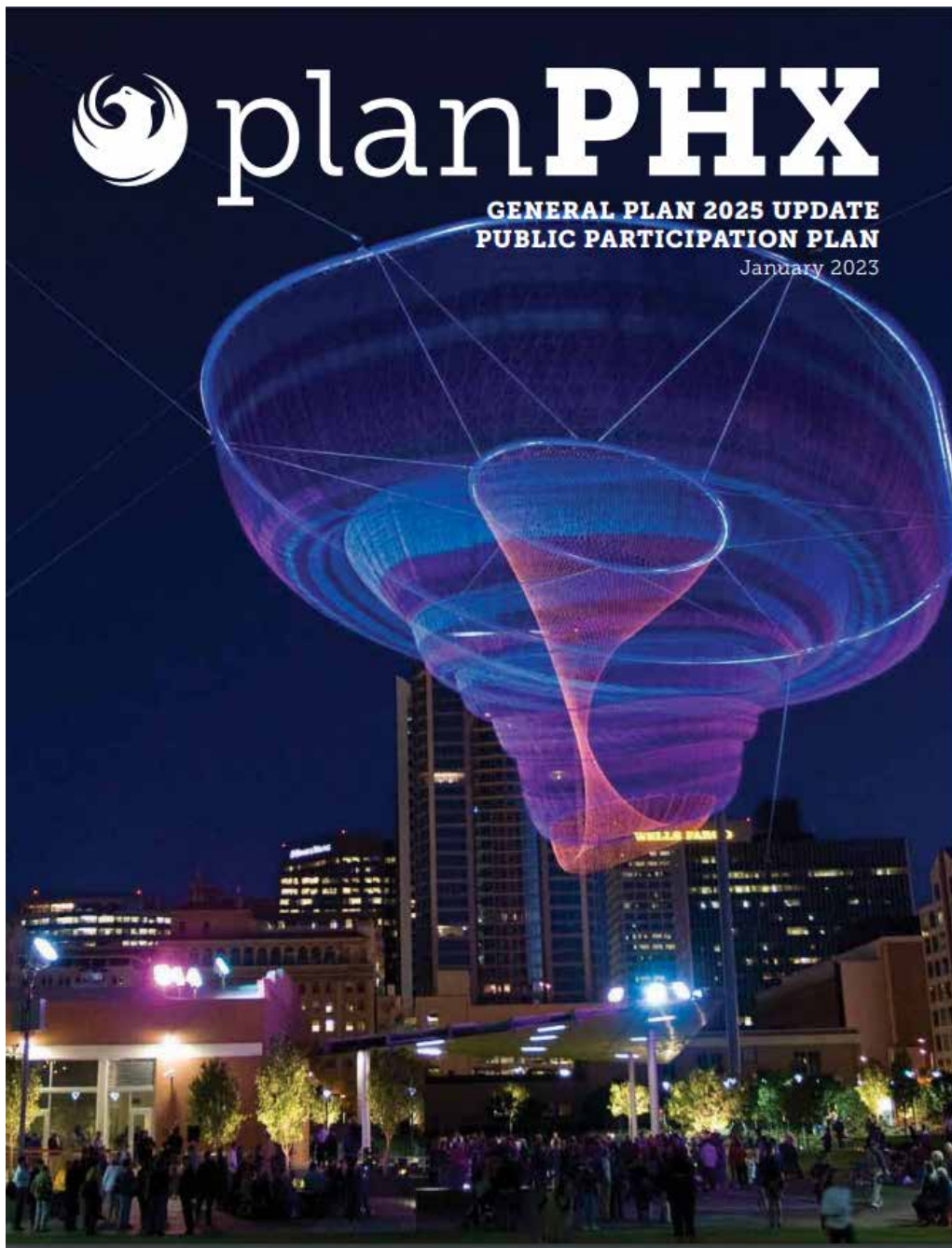
Xeriscape: A style of landscaping, using design and selection of plant and plant materials to make attractive and water efficient landscapes. Usually selection includes drought tolerant plants, especially those native to the Sonoran Desert.

Y-Z

Zoning: The division of a city or county by legislative regulations into areas, or zones, which specify allowable uses for real property and size restrictions for buildings within these areas. Also, a program that implements policies of the general plan.

APPENDIX I

PlanPHX General Plan 2025 Update Public Participation Plan



Report can also be viewed and downloaded at the following address:
<https://www.phoenix.gov/pdd/generalplan2025>

APPENDIX J

Mandated Elements Matrix

Arizona State Statute Required Elements (ARS 9-461.05)

PlanPHX General Plan 2025 Update	Land use	Circulation	Open Space	Growth Area	Environmental Planning	Cost of Development	Water Resources	Conservation of Natural Resources	Recreation	Public Services and Facilities	Public Buildings	Housing	Conservation, Rehabilitation & Redevelopment	Safety	Bicycling	Energy	Neighborhood Preservation & Revitalization
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PART I – PLANNING A GREAT CITY																	
Prosperity / Phoenix's Housing Future																	
Health and Well-Being / Heat Resiliency & Mitigation																	
Environment / Water Demand Conservation & Management																	

PART II – BLUEPRINT FOR A MORE CONNECTED PHOENIX																	
Core, Centers & Corridors																	
Urban Village Model																	
Village Cores																	
Employment Corridors																	
Scenic Corridors																	
Safe Systems																	
Transit Oriented Communities																	
Land Use and Design Planning Principles																	
15 Village Character Plans																	
Infrastructure Financing																	
Sources of Aggregate																	

PlanPHX Core Values

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

PART III – OUR VISION, COMMUNITY BENEFITS AND VALUES DRIVE OUR PRIORITIES

CREATE A NETWORK OF VIBRANT CORES, CENTERS & CORRIDORS

Downtown is the Core																				
Transit Oriented Communities																				
Arts, Culture and Entertainment																				
Infill Development																				
History & Local Business																				
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 and Functional Needs Infrastructure																				
Knowledge Infrastructure																				

PlanPHX Core Values

Land use	Circulation	Open Space	Growth Area	Environmental Planning	Cost of Development	Water Resources	Conservation of Natural Resources	Recreation	Public Services and Facilities	Public Buildings	Housing	Conservation, Rehabilitation & Redevelopment	Safety	Bicycling	Energy	Neighborhood Preservation & Revitalization
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STRENGTHEN OUR LOCAL ECONOMY

Tech-Forward City																
Resilient & Integrated Communities																
Entrepreneurs and Emerging Enterprises																
Manufacturing / Industrial Development																
Highly Skilled Workforce																
Airports																
Tourism Facilities																
Local and Small Business																

CELEBRATE OUR DIVERSE COMMUNITIES AND 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 MOST SUSTAINABLE DESERT CITY

Water Sensitive Planning																
Cool Corridors																
Community Shade																
Desert Natural Landscape																
Rivers, Washes and Waterways																
Redeveloped Brownfields																
Green Building																
Healthy Food Systems																
Energy Infrastructure																
Waste Infrastructure																

RESOLUTION 22191

A RESOLUTION ADOPTING THE PHOENIX GENERAL PLAN,
APPLICATION GPA-12-23.

WHEREAS, the Phoenix City Council adopted the Phoenix General Plan on March 4, 2015; and,

WHEREAS, the General Plan was ratified by the voters on August 25, 2015; and,

WHEREAS, State law requires a city or town council to readopt an existing general plan or adopt a new general plan by July 1, 2025; and,

WHEREAS, the Planning Commission, PlanPHX Leadership Committee, village planning committees, City residents, and City staff worked together to create an update to the General Plan; and,

WHEREAS, the goals and policies produced as part of the update to the General Plan have received extensive review by the general public and have been further refined to reflect public input and the need for consistency, coordination, and the need of the City as a whole; and,

WHEREAS, a comprehensive, long-range plan that complies with Arizona statutory requirements is needed to provide a vision and sense of direction for a city; and,

WHEREAS, such a plan is also needed to provide a framework for growth, redevelopment, conservation, and infrastructure investment that will inform the decisions of residents, developers, land owners, City staff, the Planning Commission and the City Council;

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX, as follows:

SECTION 1. That the 2025 Phoenix General Plan dated March 18, 2024, is hereby adopted.

SECTION 2. That the Planning and Development Department, as the City's planning agency, with the input from the village planning committees and other boards and commissions and recommendations from the Planning Commission, shall monitor, evaluate and recommend revisions to the General Plan annually, and comprehensively every ten years.

PASSED by the Council of the City of Phoenix this 17th day of April 2024.


MAYOR

4/22/2024

Date

ATTEST:


Denise Archibald, City Clerk



APPROVED AS TO FORM:
Julie M. Kriegh, City Attorney

By: Paul Li

Paul Li, Assistant Chief Counsel

REVIEWED BY:


Jeffrey Barton, City Manager

PML:ac:(LF24-0845):4-17-24:2431316_1.docx

YOUTH ENGAGEMENT RESOURCES/LINKS

General Plan 2025 Update Youth Engagement (Main page):

<https://www.phoenix.gov/pddsit/Pages/GeneralPlan2025Youth.aspx>

Best Practices for Youth Engagement: A Review of Academic Articles and Real-World Precedents:

https://www.phoenix.gov/pddsit/Documents/Youth%20Engagement%20Review_Final%20Report.pdf

Youth Engagement Activities Summary:

<https://www.phoenix.gov/pddsit/Documents/ASU%20Workshop%20Activities.pdf>

Youth Engagement Results Summary:

https://www.phoenix.gov/pddsit/Documents/Phoenix2025GenPlan_Youth%20Engagement_ASU%20Planning%20Workshop%20Spring%202023.pdf

Youth Engagement Story Map:

<https://storymaps.arcgis.com/stories/eba478066a9746248cf59dd6ac4d4c0a>

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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 future and strengthen it's identity as **A MORE CONNECTED PHOENIX.**