

plan **PHX**

2025 GENERAL PLAN

Executive Summary



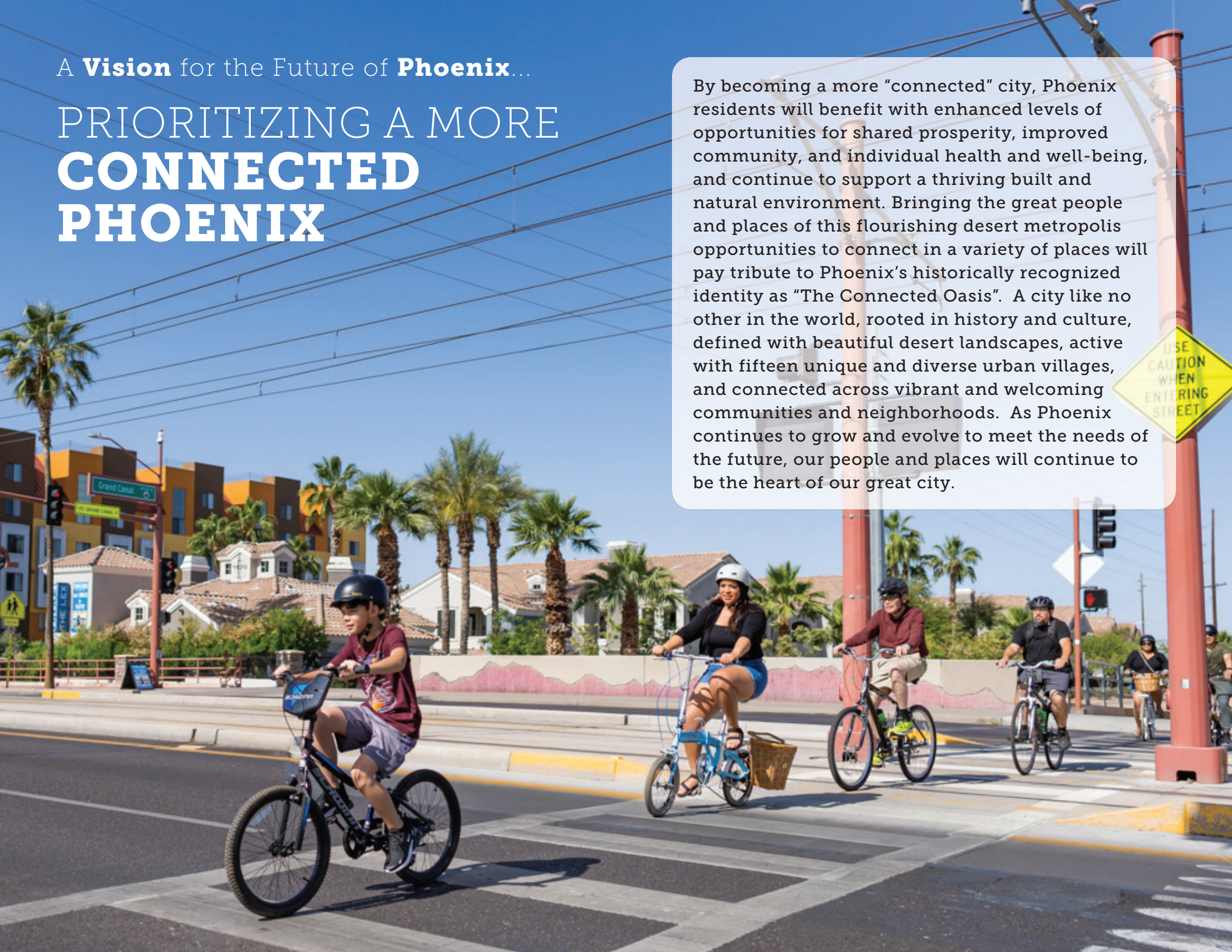
PLANNING & DEVELOPMENT

**PRESERVE
SHAPE
BUILD**

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.



A History of Connections: Shaping Our Future!

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.

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.



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

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.



1. Create a Network of Vibrant Cores, Centers and Corridors

Core Value Policy Alignment: Downtown is the Core / Transit Oriented Communities / Arts, Culture and Entertainment / Infill Development / History and Local Business / Evolving Communities / Dynamic City / Mix of Housing / Connecting Neighborhoods to Village Cores / Opportunity Sites



2. Connect People & Places

Core Value Policy Alignment: Rio Reimagined / High-Capacity Transit / Active Transportation / Complete Streets / Road Safety / Public Transit / Parks / Canals and Trails / Access and Functional Needs Infrastructure / Knowledge Infrastructure



3. Strengthen Our Local Economy

Core Value Policy Alignment: Tech-Forward City / Resilient and Integrated Communities / Entrepreneurs and Emerging Enterprises / Manufacturing and Industrial Development / Highly Skilled Workforce / Airports / Tourism Infrastructure / Local and Small Business



4. Celebrate Our Diverse Communities & Neighborhoods

Core Value Policy Alignment: Historic and Cultural Resources / Certainty and Character / Safe Neighborhoods – (Police and Fire) / Evolving Neighborhoods / Welcoming Neighborhoods / Encourage Housing Options / Arts and Culture / Open Space



5. Build the Most Sustainable Desert City

Core Value Policy Alignment: Water Sensitive Planning / Cool Corridors / Desert Natural Landscape / Rivers, Washes and Waterways / Redeveloped Brownfields / Green Building / Healthy Local Food System / Energy Infrastructure / Community Shade / Waste Infrastructure /

7 STRATEGIC 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.



1. Plans

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



2. Codes

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



3. Operations

- Continuation or expansion of a current city program or practice
- Support for change to city program or practice



4. Financing

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



5. Partnerships

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



6. Knowledge

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



7. I PlanPHX

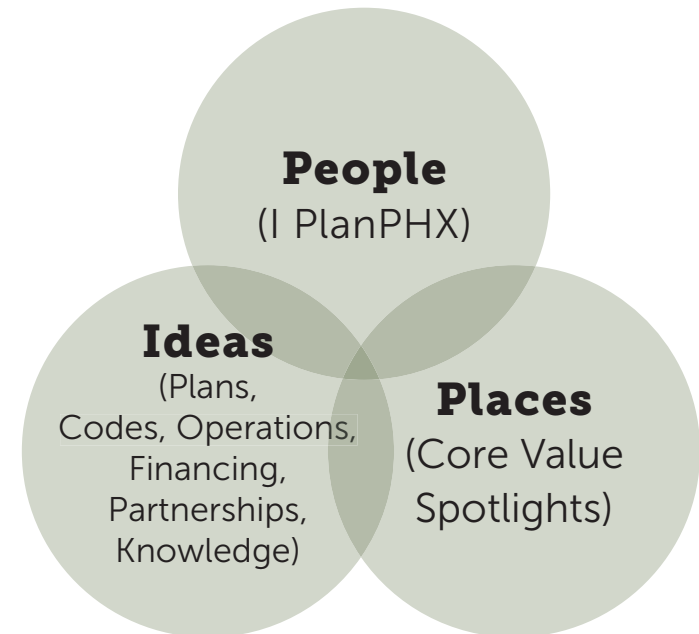
- Items that residents can do right now to implement the goal and play a direct role in shaping Phoenix's future.

For more information on the General Plan framework, visit
<https://www.phoenix.gov/pdd/generalplan2025>



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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.



“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

PLANNING A GREAT CITY

Connecting our priorities to an evolved framework for growth.

A Unified Policy Framework

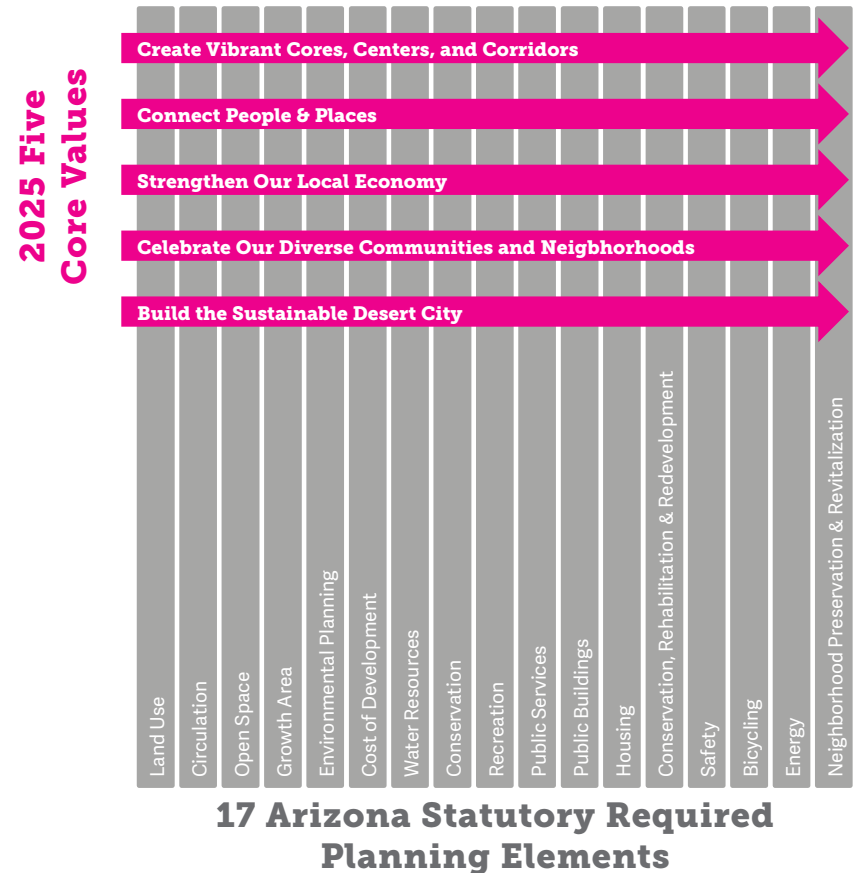
Building off the 2015 General Plan’s more concise narrative, all of the state-required elements remain organized under each of the Core Values, and have been updated to more strategically address them. This approach ensures the General Plan continues to provide a growth and preservation guidance towards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

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. 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.



PLAN PHX

NEXT STEPS

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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

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- 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.

For more information, or to view the full General Plan, visit

<https://www.phoenix.gov/pdd/generalplan2025>