



planPHX

Executive Summary

With the leadership of the Phoenix City Council, the City of Phoenix initiated the PlanPHX project to collaborate with residents about the future of Phoenix. As a result of thousands of ideas from more than 150 meetings and from the project's interactive website - myplanphx.com, the PlanPHX Leadership Committee and Planning and Development Department staff developed a new vision and blueprint built around the promise of creating a Connected Oasis. This new promise will serve as the foundation for Phoenix's future and be the guiding principle in the update of the Phoenix General Plan.

A BLUEPRINT FOR A CONNECTED OASIS

The concept of the "oasis" speaks to the unique story that is Phoenix; a place where natural resources and human ingenuity have been springing life into the desert for thousands of years. In order for this "Oasis" to persist and thrive, we must develop a new blueprint for how we continue

to grow into the future. We need a new model for planning and growth that emphasizes our city's unique assets and addresses enhancing our city's well-being, environment and prosperity by utilizing connectivity as the framework for growth and development.

VISION

Phoenix will continue to be like no other city in the world. A place steeped in history, defined by its beautiful desert setting, 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 enhancing residents' opportunities to connect with these assets and each other. By becoming a more "connected" city, Phoenix residents will benefit with enhanced levels of prosperity, improved health and a thriving natural environment. Bringing the great people and places of this flourishing desert metropolis together is what will solidify Phoenix's identity as the Connected Oasis.

3 COMMUNITY BENEFITS

The Vision of the Connected Oasis aims to ultimately enhance the quality of life for all city of Phoenix residents. It is framed by residents' enhanced levels of prosperity, improved health and a thriving natural environment (Prosperity, Health, and Environment). While all of the aspects of our city and the plan cannot be neatly placed into these three categories, they do create a framework from which we can provide a balanced and

equitable approach towards making Phoenix an even better place to call home. Simply stated, Prosperity, Health and the Environment are the three Community Benefits that the General Plan strives to integrate into the future of our city. The following is a summary of the components of each of the Community Benefits for the purposes of this General Plan Update. These components will certainly evolve over time, but provide a foundation from which to begin to address Phoenix's quality of life.



Health

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



Environment

- Resident's connectivity to:
 - + Parks, Recreation facilities, Trails, Healthy food, Clean and safe neighborhoods
- Progress in the areas of:
 - + Obesity, Asthma, Pedestrian safety

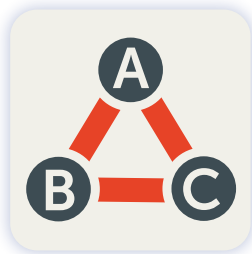


Prosperity

- Resident's connectivity to:
 - + Natural open space, Mountain, rivers, washes, Clean air, Clean water, Clean soil
- Progress in the areas of:
 - + Lower nighttime temperatures, Lower utility costs

THE CORE VALUES: 5 BIG IDEAS

Using the community's feedback from the first phase of the PlanPHX project the PlanPHX Leadership Committee and staff identified Five Big Ideas that will serve as the Core Values for achieving the Vision. The Five Big Ideas will provide the framework for the goals and initiatives for the updated General Plan.



Celebrate our Diverse Communities and Neighborhoods

Cores, Centers & Corridors / Infill Development / Transit Oriented Development / Complete Streets / Bicycles / Public Transit / Parks / Canals/ Trails / Access & Functional Needs Infrastructure / Knowledge Infrastructure



Strengthen Our Local Economy

Cores, Centers & Corridors / Infill Development / Transit Oriented Development / Complete Streets / Bicycles / Public Transit / Parks / Canals/ Trails / Access & Functional Needs Infrastructure / Knowledge Infrastructure



Connect People and Places

Certainty & Character / Historic Districts / Safe Neighborhoods (Police, Fire & Traffic) / Connected Neighborhoods / Healthy Neighborhoods / Diverse Neighborhoods / Clean Neighborhoods / Arts & Culture



Build the Sustainable Desert City

Desert Landscape / Rivers & Washes / Redeveloped Brownfields / Green Building / Trees and Shade / Healthy Food Systems / Energy Infrastructure / Waste Infrastructure / Water Infrastructure



Create an Even More Vibrant Downtown

Employers / History & Local Business / Downtown Housing / Surrounding Neighborhoods / Opportunity Sites / Arts, Culture & Entertainment / Transportation Infrastructure / Open Space

THE BLUEPRINT: A STRATEGIC SET OF TOOLS

Using the Five Big Ideas as the foundation for the Vision, the updated General Plan will also contain a list of strategic Tools within each of the Five Big Ideas that will be implemented by staff, community partners and residents as a means of putting the plan into action.

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

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 change to city program or practice

FINANCING



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

PARTNERSHIPS



- Identification of community partners or partnership that could help achieve the goal

KNOWLEDGE



- Creation of public awareness
- 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.

THE **PROCESS** IS AS IMPORTANT AS THE **PRODUCT**

PlanPHX has provided a forum for community engagement that should continue after the General Plan is adopted. Successfully carrying out the goals and initiatives of the General Plan will require a renewed commitment to keeping the process going by embracing these three concepts.

CAPACITY BUILDING

Knowledge
Empowerment

COLLABORATION

Idea exchange
Partnerships

COMMUNICATION

Delivery options
Annual Report

PlanPHX Next Steps

SEPT. 2014: General Plan circulation

FEB. 2015: City Council approval

MAR. 2015: Ballot language approval

AUG. 2015: Citywide election

For more information visit www.myplanphx.com

PLANNING OUTCOMES

The PlanPHX Project and the resulting update of the Phoenix General Plan will result in several key planning outcomes. Below is a snapshot of just some of these outcomes.

Building on What's Working

A large part of the foundation of the PlanPHX blueprint will be the 2002 General Plan. Incorporating the parts of the plan that have served Phoenix well ensures that the plan will carry forward some of our best planning practices and policies.

Getting Back to Planning

The PlanPHX Blueprint provides a tremendous opportunity for the Village Planning Committees and staff to get back to the business of practicing long-range planning in each of the villages. From the review of existing plans, to analyzing how each village's unique character and assets contributes to the Connected Oasis, the village planning committees will strengthen their roles in collaborating with staff to implement the updated General Plan.



Certainty & Character

Through the development of guiding principles for every Phoenix neighborhood, residents will have greater levels of certainty about their quality of life and protections to ensure that their neighborhood remains unique and livable.

Clarity and Compliance

A key part of the updated General Plan for the city of Phoenix will be the reorganization of the required planning elements under the Five Big Ideas. Through this more concise narrative, every one of the Arizona Revised Statutes' required planning elements will not only be organized under each of the Five Big Ideas, but will be developed to strategically address them.

This new approach will ensure that the General Plan does what it is supposed to do - provide a strategy towards achieving a city's vision for its future. This strategy is best achieved when the vision is embedded into the structure of the document. Organizing the plan by the Five Big Ideas gives us this structure.

5 CORE VALUES

