## GENERAL PLAN

VISION: Phoenix will remain a large and growing city with a dynamic, sustainable economy. The city adapts and preserves its Sonoran desert environment and preserves and promotes its diverse cultural heritage, job opportunities and lifestyle choices. Strong public involvement will preserve a sense of community.

Slogan: "Preserving Our Past, Choosing Our Future"

### Introduction

The General Plan for Phoenix as required by State Law Title 9, article 4, Chapter 6 Municipal Planning, consists of 16 general plan elements adopted by the City Council and located in a report and summarized below. The General Plan Land Use Map is a part of the Land Use element. These elements and map update the General Plan for Phoenix adopted in 1985 and updated annually. This plan will be updated annually in accord with State law and city policies. The Street Classification Map is also part of the General Plan. Other adopted area and facility plans provide more specific guidance and are referenced in the General Plan text. Some are listed adjacent to the map of the villages in the center. Citizen appointed village planning committees and the Phoenix Planning Commission make recommendations to the City Council on all General Plan amendments.

### Purpose

The General Plan provides comprehensive direction for the growth, conservation and redevelopment of all physical aspects of the city through goals, policies and recommendations. The document is intended to be both long range and visionary and to provide guidance for actions to be taken in the next ten years. However, not every goal, policy or recommendation will be accomplished within any specific time frame. The plan provides general guidance for more detailed decisions. Elected officials must prioritize and balance many desirable actions with available resources, legal constraints and market conditions. It is the responsibility of the City Council to interpret the General Plan to resolve any ambiguities or inconsistencies among its parts.

The Growth Area element is based on the Growth Strategy adopted by the City Council in 1998.

Goal: The city should maintain a high quality of life and an economically healthy community.

The strategy is be for an understanding of how growth in the Phoenix metropolitan area affects the ability of Phoenix to maintain quality neighborhoods, a viable economic base and adequate revenue to support city services. Key concepts include:

Location of employment growth: encourage new employment growth in northern and west valley targeted growth areas to provide jobs close to new regional residential growth.

Location of residential growth: encourage new housing growth southern and southwestern targeted growth areas to support job growth in the west valley and within existing central Phoenix employment centers.

Financial management of infrastructure: explore new infrastructure financing programs and guide growth to areas in which infrastructure can be most economically provided.

Open space and desert preservation: promote a desert lifestyle by strategically protecting and utilizing existing desert and open space areas to define the character, location and form of new development.

Infill housing: promote infill housing to support central area employment centers and maintain healthy central area communities.

Capture of public revenues: plan balanced employment, residential and commercial development to insure Phoenix receives its fair share of regional sales

Transit and transportation planning: integrate land use and transportation planning

to minimize trip numbers and lengths and thus improve air quality. Targeted growth areas: give priority to six growth areas when planning future public

facilities and expanding city services.

## LAND USE

The Land Use element discusses the types of land uses needed in the city and recommends how they should be arranged. The urban village model is the desired urban form for the city. There are 14 urban villages.

Urban form: provide opportunities for a wide range of housing, employment, shopping, entertainment and recreation in each village to create a sense of community within the larger city.

Five urban village components:

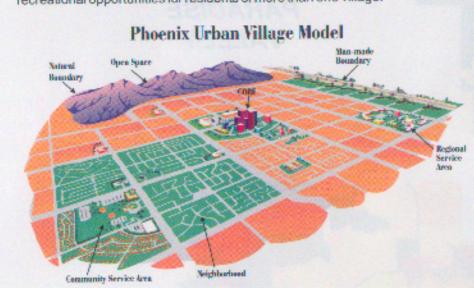
Core: central focus for the village with a pedestrian-oriented mix of land uses.

Neighborhoods: the residential areas forming the major land use of each and the neighborhood retail and other services supporting them.

Community services: retail and other services supporting a cluster of adjacent neighborhoods. Regional services: land uses such as stadiums, airports, or universities that

attract people from outside the village. Some regional services are too large or non-pedestrian friendly to locate in village cores.

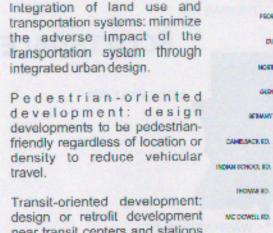
Open space: natural and man-made open spaces such as mountain preserves or Papago Park that protect the environment and provide recreational opportunities for residents of more than one village.



Employment and population balance: distribute jobs and housing to each village to maximize the opportunities to live and work in the same or adjacent villages.

Infill: create infill incentives districts and provide incentives for developing housing and supporting neighborhood services in these districts.

Mixed land use patterns: promote mixed land use patterns to minimize travel distances.



near transit centers and stations to promote safe and convenient access to buses and trains to increase ridership Incompatible land uses: protect

residents from incompatible land

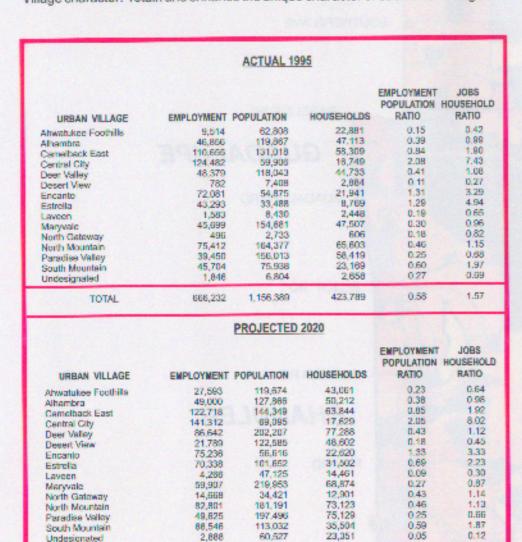
County islands: nnex county islands or ensi compatible development on county lands



INFILL INCENTIVE DISTRICTS next to the city. General Plan land use map and zoning conformity: ensure conformity of rezoning

other elements. Village character: retain and enhance the unique character of each urban village.

decisions with the General Plan land use map in accord with the policies described in Goal 11 in the Land Use element and the goals, policies and recommendations of



219,953

34,421 181,191

197,496

60,527

68,874

12,901

73,123

75,129

23,351

1.87 0.12

1,797,789 658,101 0.49 875,329 TOTAL Source: 1997 Maricopa Association of Governments projections

14,668 82,801

49,625

88,548

Maryvale

North Gateway

North Mountain

Paradise Valley

South Mountain

Undesignated

### SS COST OF DEVELOPMENT

The Cost of Development element explains how the city requires development to pay its fair share for the cost of new capital facilities such as water and sewer plants and big transmission lines, parks, fire stations, major streets and libraries.

New development's financial responsibility: charge new development its fair share of capital growth costs through taxes and impact fees.

Financing methods:

- Require new development to pay its fair share and to provide facilities necessary to serve it through construction of facilities, impact fees and utility charges with appropriate exceptions consistent with the other goals and policies of the General Plan.
- Use bonds where facilities are needed before sufficient revenues from new development are available.
- Expand areas in which impact fees are charged to include all parts of the city except for the infill incentives districts. Study impact fees for desert preserves and transit facilities.
  - Continue the city's current policies for ensuring that development pays its fair share through methods such as subdivision requirements and water and wastewater repayment agreements as well as impact fees.

## IRCULATION

The Circulation element discusses how to reduce the rate of growth of traffic congestion which is increasing faster than population growth. Phoenix needs to promote more alternatives to driving alone and to decrease the number and length of trips.

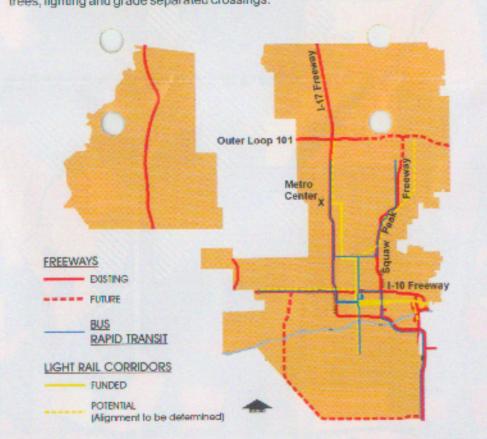
Expanded street transportation system: increase capacity of major streets and freeways and promote safety for drivers and pedestrians.

Neighborhood protection: protect neighborhood local and collector streets from high speed and cut through traffic.

Mass transit: expand bus service, construct high occupancy vehicle lanes and build light rail transit to link village cores, employment centers and major destinations in high demand corridors.

Airport expansion: expand airport capacity and shift some service to reliever airports.

Pedestrian and bicycle environment: expand pedestrian and bicycle access to transit facilities, schools and recreation facilities by adding paths and trails, shade trees, lighting and grade separated crossings.



RDA = Redevelopment Area Plan ADOPTED PLANS BY VILLAGE SPD= Special Planning District \*= affects more than one village New Unnamed Village North Land Use Plan -1996 North Gateway North Black Canyon Corridor Plan -1997 Desert Ridge Plan -1990 North Gateway Infrastructure Financing Plan -2000 Area C and D Plan -1987 Sonoran Preserve Master Plan -1998 Deer Valley Core Specific Plan -1994 Squaw Peak Freeway Plan -1991 Outer Loop (101) Freeway Plan -1996 Saguaro SPD -1986 Deer Valley Infrastructure Financing Plan -2000 Black Canyon/Maricopa Freeway Corridor Deer Valley Plan\* -1999 Camelback East North Mountain Target Area F RDA -1980 Arcadia Camelback SPD -1999 Black Canyon/Maricopa Freeway Corridor Squaw Peak Parkway Plan -1990 Plan\* -1999 Windsor Square SPD -1987 Alhambra Royal Palm SPD -1999 Black Canyon/Maricopa Freeway Corridor Arts District Policy Plan\* -1992 Plan\* -1999 Willo SPD -1986 West Minnezona RDA -1997 Indian School Specific Plan -1991 Central City Maryvale Downtown Specific Plan -1991 Capitol District Development Isaac RDA -1986, 1998 Central City Guidelines -1997 Black Canyon/Maricopa Freeway Corridor Roosevelt SPD -1989 Downtown RDA -1979, 1998 Plan\* -1999 Story SPD -1987 7" Street and Buckeye RDA -1989 Nuestro Barrio Plan -1992 Arts District Policy Plan\* -1992 Governmental Mall RDA -1987 Special/Eastlake RDAs -1990 Booker T. Washington RDA -1973 Estrella Area Plan -1999 Rio Salado Beyond the Banks Area Good Samaritan RDA -1980 Estrella Infrastructure Financing Sky Harbor Center RDA -1985 Plan -2001 Black Canyon/Maricopa Freeway Garfield RDA -1999 Black Canyon/Maricopa Freeway Corridor Plan\* -1999 Corridor Plan\* -1999 Ahwatukee Foothi Laveen -

Laveen Area Plan -1998

Ahwatukee Foothills

Area B Plan -1986

Laveen Infrastructure Financing Plan -2001

Ahwatukee Foothills Infrastructure Financing Plan -2000

The Bicycling element recommends programs to accomplish three goals.

Bicycle access: increase bicycle access to destinations in Phoenix and maximize bike route connections to other cities.

Ridership: increase bicycle ridership by removing barriers, improving facilities and providing more information.

Safety: improve bicycling safety through more education, better signage and installation of more safety features.

# Housing

The Housing element recommends ways to improve housing quality, variety and affordability in Phoenix. Although housing is relatively more affordable in Phoenix than many other Valley cities or major metropolitan areas, the cost of the median price of new housing increased 33% from 1995 to 2000. Little affordable housing is being built in the growth areas of the city.

Housing development: design all housing units and subdivisions and site plans in a quality manner to promote health, safety, functionality and attractiveness.

Housing choice pvide a sufficient choice of good housing peet the needs of households of all cocio-economic groups in all of the 14 Phoenix orban villages.

Special needs housing: encourage development of housing to serve households with special needs, such as the disabled, elderly, and homeless people.

Fair housing: pr it unlawful discrimination in housing.

## NEIGHBORHOOD

The Neighborhood element recommends ways to promote strong, healthy neighborhoods and to preserve their unique character. Neighborhoods are a basic building block of the city and are the areas residents identify as home. The city is committed to enhancing, preserving and protecting its neighborhoods.

New neighborhood design: design new neighborhoods to be safe, well-maintained and attractive places to live.

Compatible neighborhood development: ensure that new development in or adjacent to neighborhoods is compatible.

Neighborhood organization: strengthen the capacity of neighborhood organizations

to handle neighborhood issues more effectively. Character and identity: promote development, identification and preservation of neighborhood character through good design, improving or highlighting area

strengths, overlay districts, landscaping and other tools. Neighborhood circulation: design and maintain neighborhood streets, sidewalks

and paths to be safe and efficient while discouraging cut-through traffic. Neighborhood safety: protect neighborhoods from crime and environmental

hazards through a variety of programs and public/private partnerships.

Neighborhood and freeway compatibility: enhance neighborhoods impacted by freeways or parkways with noise walls, landscaping, buffering or other tools.



The Conservation, Rehabilitation and Redevelopment element recommends strategies to protect stable areas, to rehabilitate those with moderate levels of deterioration and to redevelop those areas that are very deteriorated or transitioning from their present land uses.

Historic, cultural and character preservation: protect historic buildings, districts and resources through historic overlay districts; preserve Phoenix's unique qualities and

neighborhood character; and encourage compatible development in and around

Property preservation: encourage and enforce compliance with the ordinances to prevent blight and deterioration and ensure a high quality community.

Comprehensive neighborhood revitalization: focus comprehensive revitalization efforts in targeted areas to maximize the impact of scarce resources.

Adaptive reuse of obsolete development: encourage appropriate reuse and

rehabilitation of vacant and obsolete buildings. Elimination of deterioration and blight: use redevelopment powers to assemble

vacant and blighted land to encourage investment. Leveraging of public resources: support business and community-based efforts to

The Environmental Planning element recommends ways to promote community sustainability that will ensure long term quality of life and community viability. addresses protecting the natural environment and managing and conserving

Air quality: restore the quality of the air through a variety of air pollution reduction strategies.

Brownfields: reclaim and redevelop brownfields (sites with real or perceived environmental contamination).

Community gardens and small urban farms: explore opportunities for community gardens and small urban farms as a source of food, business and preservation of examples of our agricultural heritage.

Energy efficient planning and design: encourage efficient use of energy resources.

Green buildings: encourage green building techniques (use of construction materials that minimize the environmental impacts from the production of new materials).

Noise mitigation: reduce urban noise levels.

preserve the character of the Sonoran desert.

stabilize and enhance neighborhoods.

Pollution prevention and waste minimalization: reduce the environmental impacts of city operations.

Solid waste: promote recycling, develop environmentally sound landfills and explore alternative polutions to waste disposal.

Urban heat island: explore options to minimize the impacts of the urban heat island (heat being released from the ground and buildings that raises the average

NATURAL RESOUL CONSERVATION

The Natural Resources Conservation element addresses four topics: flooding, erosion, preservation of vegetation and wildlife protection.

Flooding protection: protect people and property from the threat and damage of flooding.

Erosion protection: eliminate or minimize on-site or down slope erosion. Vegetation protection: protect native plants from extinction and use them to

Wildlife protection: maintain large, intact patches of native vegetation to protect wildlife habitat and take steps to protect wildlife corridors.

Desert View Infrastructure Financing Plan -2000 Camelback East Core Specific Plan -1991 44" Street Corridor Specific Plan -1991 Coronado SPD -1986 Encanto Vista SPD -1987 Longview RDA -1985 Black Canyon/Maricopa Freeway Corridor Plan\* -1999

Plan - 2003 South Mountain Rio Montaña Plan -2000

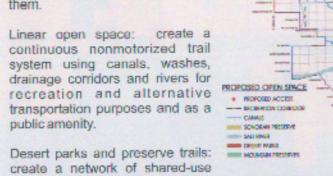
Baseline Area Master Plan -1997 Target Area B RDA -1980, 1998 Mountain Park SPD -1987 South Central Corridor Study -1993 South Phoenix Village RDA -1989 Black Canyon/Maricopa Freeway Corridor Plan\* -1999 Rio Salado Beyond the Banks Area Plan - 2003 Esteban Park Area Plan - 2003

The Open Space element describes the city's mountain and desert preserves and trail systems within parks, along washes, canals and utility corridors and in the Rio

Natural open spaces: protect

and preserve significant open

space areas for public enjoyment and provide connections among Linear open space: create a continuous nonmotorized trail system using canals, washes, drainage corridors and rivers for



transportation purposes and as a public amenity. Desert parks and preserve trails: create a network of shared-use

trails and pathways that are safe, convenient and connected within preserves and

Edge treatment: serve natural washes coming from the preses and promote

access and views or the preserves by the public.

### RESOLUTION

RESOLUTION NO. 19731

A RESOLUTION ADOPTING THE PHOENIX GENERAL PLAN.

WHEREAS, the Phoenix City Council adopted the Phoenix General Plan 1985-2000 on October 2, 1985, which was the first General Plan for Phoenix in accord with State enabling legislation; and WHEREAS, state planning enabling legislation was amended to require five new elements of the General Plan (open space, growth areas, environmental

planning, cost of development, water resources) and new material in the existing

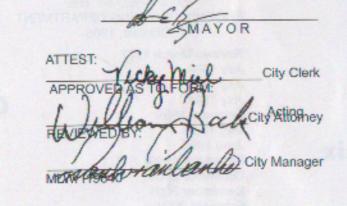
elements including an infill program in the Land Use element; and WHEREAS, the Planning Commission, city residents and city staff worked together to add these elements and update the current General Plan; and WHEREAS, the plans and policies produced by this process have received extensive review by the general public and have been further refined to reflect public input and needs for consistency, coordination, and the needs of the city as a whole;

WHEREAS, a comprehensive, long-range plan is needed to provide a framework for the decisions of developers and land owners, as well as the Planning Commission and City Council; and WHEREAS, such a plan is also needed by residents and property owners of the villages of the city to provide a sense of direction and stability regarding their

neighborhoods. NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF PHOENIX as follows: SECTION 1. That the Phoenix General Plan as set forth in the text, map and sixteen General Plan Elements and identified by the signature of the Mayor are

adopted, which text, map and sixteen Plan Elements are by this reference incorporated herein and made a part hereof. SECTION 2. That the Planning Department, as the city's planning agency, with input from village 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 5 day of December, 2001.





### RECREATION

The Recreation element provides a description of the park system and an inventory of facilities and standards. It also covers recreation programs.

Parks System: provide a parks and recreation system that meets the needs of the resident and visitor population and is convenient, accessible and diverse in programs,

locations and facilities. Parks and preserve interface: develop design guidelines for private development adjacent to preserves, washes and open space to promote visibility and access to all

Trails and pathways: link multi-purpose trails from parks to major open spaces and

# WATER RESOURCES

The Water Resources element describes the currently available and planned water supplies and how projected growth will be served during normal and drought periods.

village cores.

Water supply availability: develop sufficient supply sources to provide water during normal and drought periods.

Reclaimed water use: maximize direct and indirect uses of reclaimed water with consideration to quality, public acceptability, reliability and cost feasibility.

Groundwater use and artificial recharge: maintain safe-yield levels of groundwater use.

Water quality: meet or exceed all federal and state mandatory drinking water standards.

Water conservation: implement cost-

effective water conservation programs. Financing: maintain the Water Resources Acquisition fee at a level to provide adequate

funding for the cost of water resources to serve new development.

Fire stations: locate fire stations to provide rapid response times.



The Public Buildings element describes the various types and roles of public and quasipublic buildings.

Customer service centers: provide regional customer service centers to minimize

Government, administrative and maintenance facilities: provide adequate and convenient government centers, locating central administrative buildings in the Governmental Mall.

Libraries: provide central, regional and branch libraries to serve the changing needs of the growing population. Police facilities: provide facilities to improve police service, accessibility and

relationships with the community. Schools: facilitate the provision of a full range of educational facilities within Phoenix through technical assistance and information sharing.

Social services: provide social services throughout the city to all eligible residents and locate to best serve needs and provide transit access.

cultural facilities, the Phoenix Civic Plaza, churches and hospitals. Technology: use technology to provide seamless service and faster, less expensive access to information and services.

Semi-public buildings: recognize and facilitate the role of semi-public buildings such as

# UBLIC SERVICES

The Public Services and Facilities element recommends programs for water and wastewater treatment, residential refuse collection and disposal, street maintenance and the provision of private utility services.

Water and wastewater treatment: manage both systems to provide adequate and reliable collection and treatment.

Solid waste management: provide the most safe and cost effective solid waste collection and disposal system possible. Other public utility systems: coordinate installation and maintenance of private utility lines to minimize public inconvenience, visual blight and the degradation of the quality

of public streets. Street maintenance: maintain the quality and life of city streets.

The Safety element recommends ways to reduce the risks of natural and man-made

SAFETY

Soil and geologic hazards: protect the community from soil contamination, failure erosion and geologic instability.

Fire hazards: prevent and reduce the risks from natural and man-made fires.

Emergency medical service: provide rapid on-scene emergency medical services and transportation.

Hazardous materials: educate about and enforce standards for the proper storage and transportation of hazardous materials and protect the public when hazardous material emergencies occur.

Police and crime: maintain response times in all areas of the city and improve the perception and reality of safety.

natural or man-made catastrophes.

to the city's future.

Aircraft and airport safety: protect the community from aircraft accidents. Ground transportation and emergency response programs: be prepared to respond to

### IMPLEMENTATION & HOW TO USE THE GENERAL PLAN

City departments will implement this plan through annual operating and capital improvement budgets, adopted plans and ordinances, incentive programs, enforcement, fees and taxes, and bond programs. City Council and appointed boards, commissions and committees, as well as the

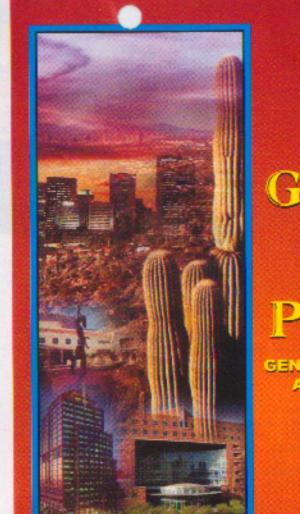
general public, will give and receive guidance from this document and recommend

amendments as needed annually. The General Plan will undergo a major reevaluation

every ten years in accordance with state law and will be ratified by Phoenix voters. This

plan will support those seeking grants to carry out its purposes, provide protection of

and encouragement for private investment and give greater predictability and certainty



ENERAL PLAN SUMMARY AND LAND USE MAP

MAYOR AND CITY COUNCIL Peggy Bilsten Phil Gordon Doug Lingner attox Dave Slebert Greg Stanton Cody Williams

PLANNING COMMISSION Morris Stein, Chairman Sandra Ferniza, Vice Chairman

Brett DeWeese Bob Ford Don Keuth Robert Frank Dr. Joan Kelchner Melissa Gallegos David E. Richert, Planning Director

"Ratified by the Phoenix Voters March 12, 2002"

7-GP-2005 4-22-05