



General Plan Update: 2025

Public Participation Plan

Phoenix City Council Policy Session

January 10, 2023



Overview

- Why update?
- 2015 General Plan
- 2025 General Plan Update
- Outreach Methods / Approach
- Timeline



Why Update?

A.R.S. requires cities to:

- Update General Plan every 10 years
- Review public outreach procedures with City Council



Why Update?

Commitment to keep:

- The conversation going with our community
- The General Plan relevant and a living document



2015 General Plan

- Primary source of land use, growth, and preservation policies for the city
- Vision for a Connected City
- Approved by 76% of voters in 2015



1 Vision

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

3 Community Benefits

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



5 Core Values

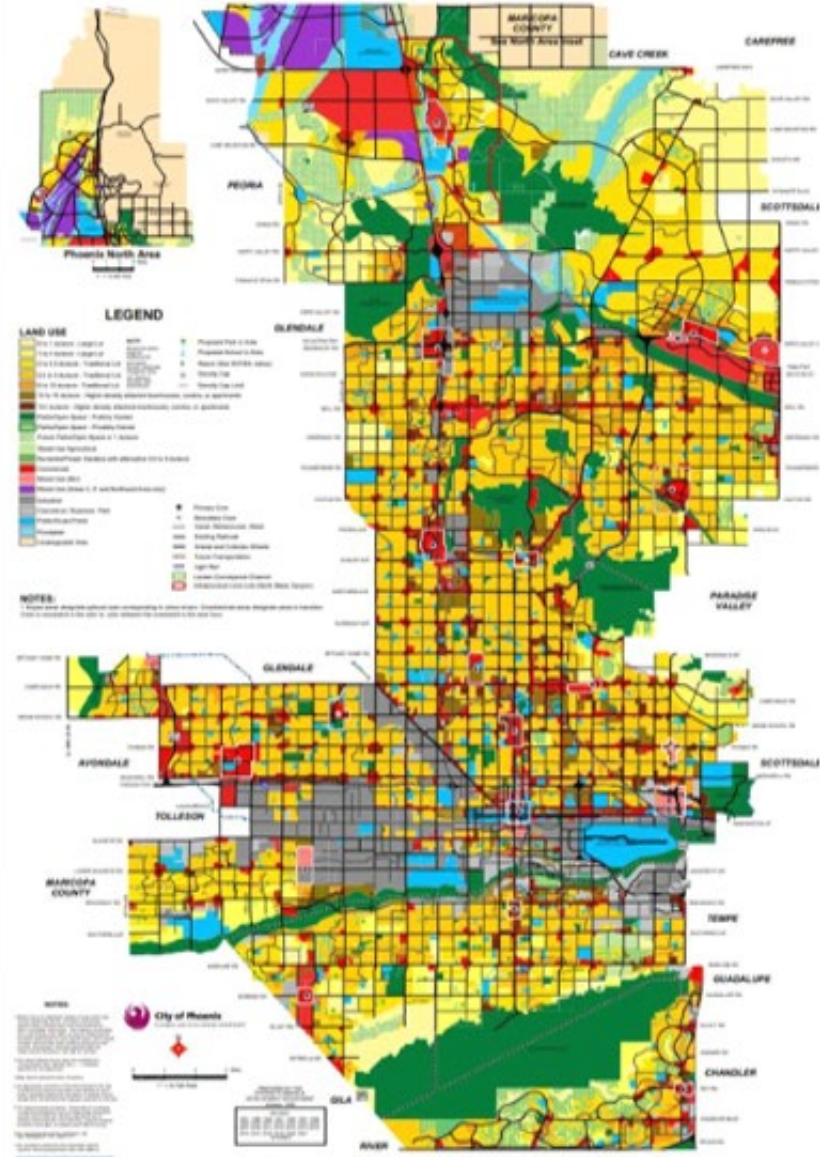
How we will focus on the city we want to be... how we measure success along the way...how we see our city taking shape.

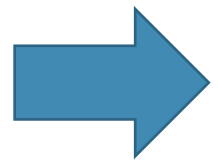
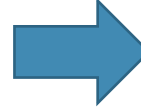
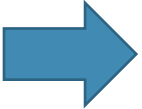
7 Strategic tools

How we will make it all happen.

CITY OF PHOENIX GENERAL PLAN

A Vision for the Future







Metrocenter Mall
Redevelopment



Park Central Mall
Redevelopment



TSMC



Paradise Valley Mall
Redevelopment



Grand Canalscape
Improvement

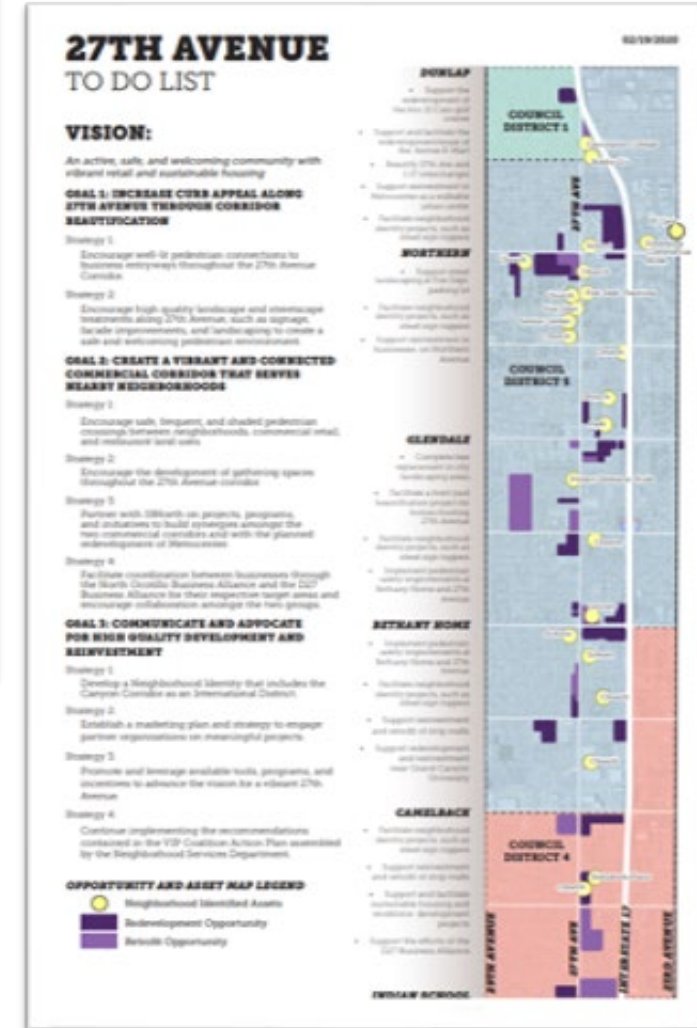
2015 General Plan What have we done?

- Planning 101 Videos
 - (English & Spanish)
- Village Character Plans



2015 General Plan What have we done?

- 19 North TOD Plan
- South Central TOD Community Plan
- 27th Avenue To Do List



2025 General Plan Update

What will we do together?

Her Secret is Patience

A strategic and focused update

- Execute a coordinated update building off the existing Phoenix General Plan that will create a unified policy framework for the entire city



Align



Emphasize



Focus

Vision Alignment:

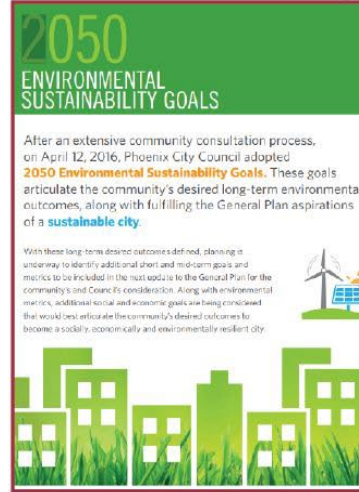
Plans:
Transportation 2050



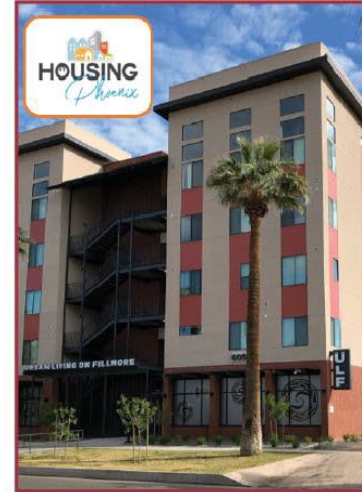
Operations:
Reimagine PHX



Plans:
2050 Sustainability



Plans:
Housing PHX Plan



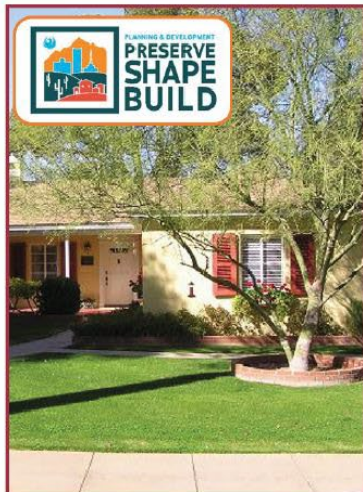
Knowledge:
Arts/Culture Inventory



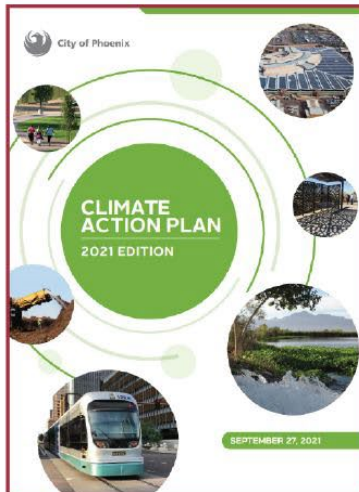
Plans:
PHX Food Action Plan



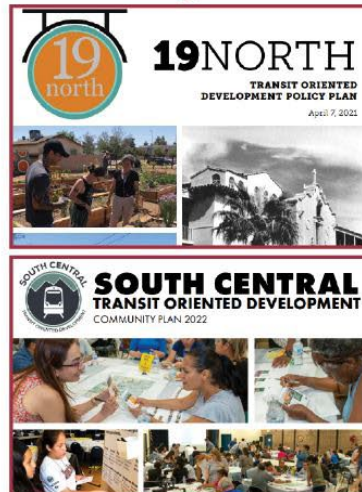
Partnerships:
Historic Preservation



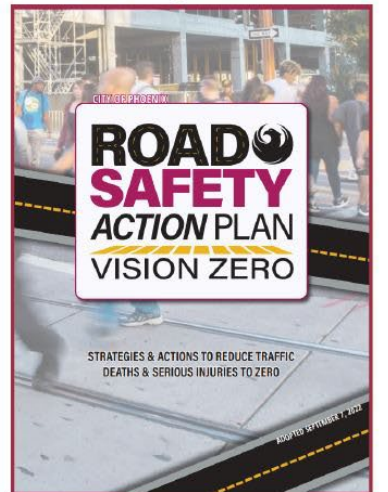
Plans:
Climate Action Plan



Plans:
TOD Policy Plans



Plans:
Road Safety Action Plan



What are we missing?

- Emphasize, more clearly define the General Plan's goals and strategies based on other more recent vision, goals, and input



Where do we focus next?

- Outlining what we will be working on to accomplish goals for the next 10 years



Outreach Methods and Approach

Who, What, Where and How?



Connecting with all Phoenicians

- Providing opportunities for continuous public participation (English/Spanish)
- Building on the City Council's and community's work from the past 8 years



Leadership Committee:



Village Planning Committees, Planning Commission, and City Council meetings and events



PlanPHX Summit

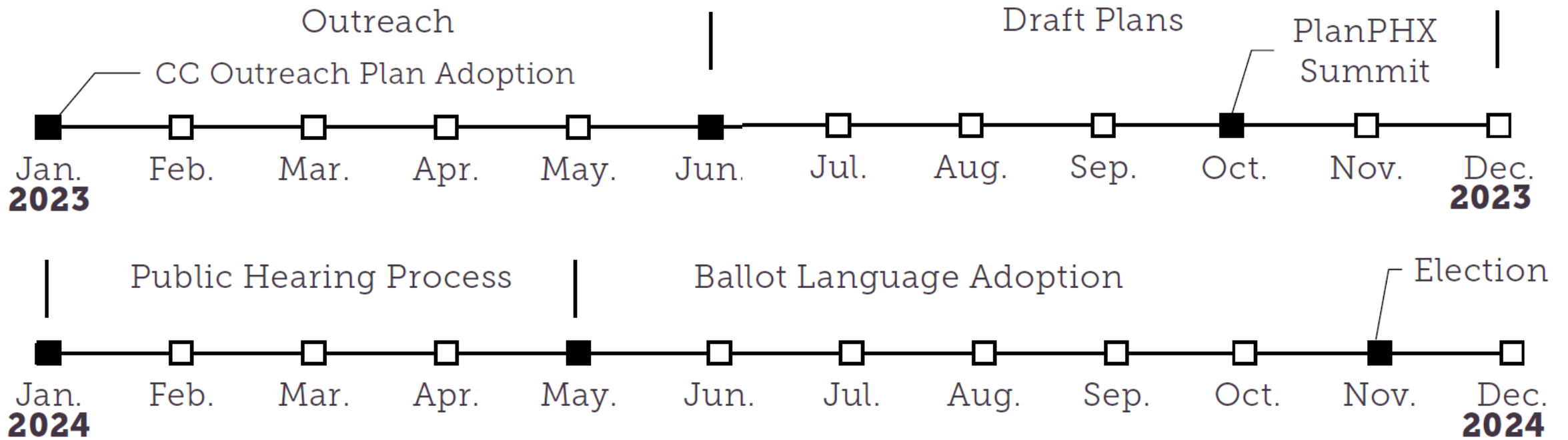


Media Involvement:



Youth Engagement:

Timeline: 2023-2024





Thank you!

Staff requests City Council approval of the
City of Phoenix General Plan 2025 Update
Public Participation Plan.

www.phoenix.gov/pdd

