

ATTACHMENT B



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

GENERAL PLAN AMENDMENT STAFF ANALYSIS

Application:	GPA-12-23
Applicant:	Planning Commission
Requested Change:	To update the General Plan to provide policy direction for growth, redevelopment, conservation, and infrastructure investment for the city.
Reason for Requested Change:	As required by Arizona Revised Statutes.
Staff Recommendation:	Staff recommends approval of the request.

BACKGROUND

Arizona Revised Statutes (ARS) require every city in Arizona to prepare and maintain a long-range general plan that provides a vision and policies for the growth and development of the city. The Phoenix General Plan was last adopted by the Phoenix City Council and approved by voters in 2015. In January of 2023, the Planning and Development Department (PDD), with the leadership of the Phoenix City Council, initiated an effort to update the Phoenix General Plan generally referred to as PlanPHX. The project's launch included the appointment of a PlanPHX Leadership Committee by the City Council.

The General Plan provides a powerful medium for residents to strategize on how the city will grow. This General Plan update focused on the following:

1. Building on and refining the existing General Plan Framework.
2. Aligning General Plan's goals and strategies with other City Council adopted initiatives.
3. Outlining what we will be working on to accomplish goals for the next 10 years.

BUILDING ON AND REFINING THE EXISTING GENERAL PLAN FRAMEWORK

This General Plan Update builds on the concepts established in the 2015 General Plan that a unified policy framework of all the City's various initiatives is one of the best strategies to employ to realize a collective vision, values and goals.

The Vision to be "a more connected city" has been carried through for decades of planning in Phoenix and 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 Phoenixians.

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 Sustainable
Desert City

5 Core Values



Plans



Codes



Operations



Financing



Partnerships



Knowledge

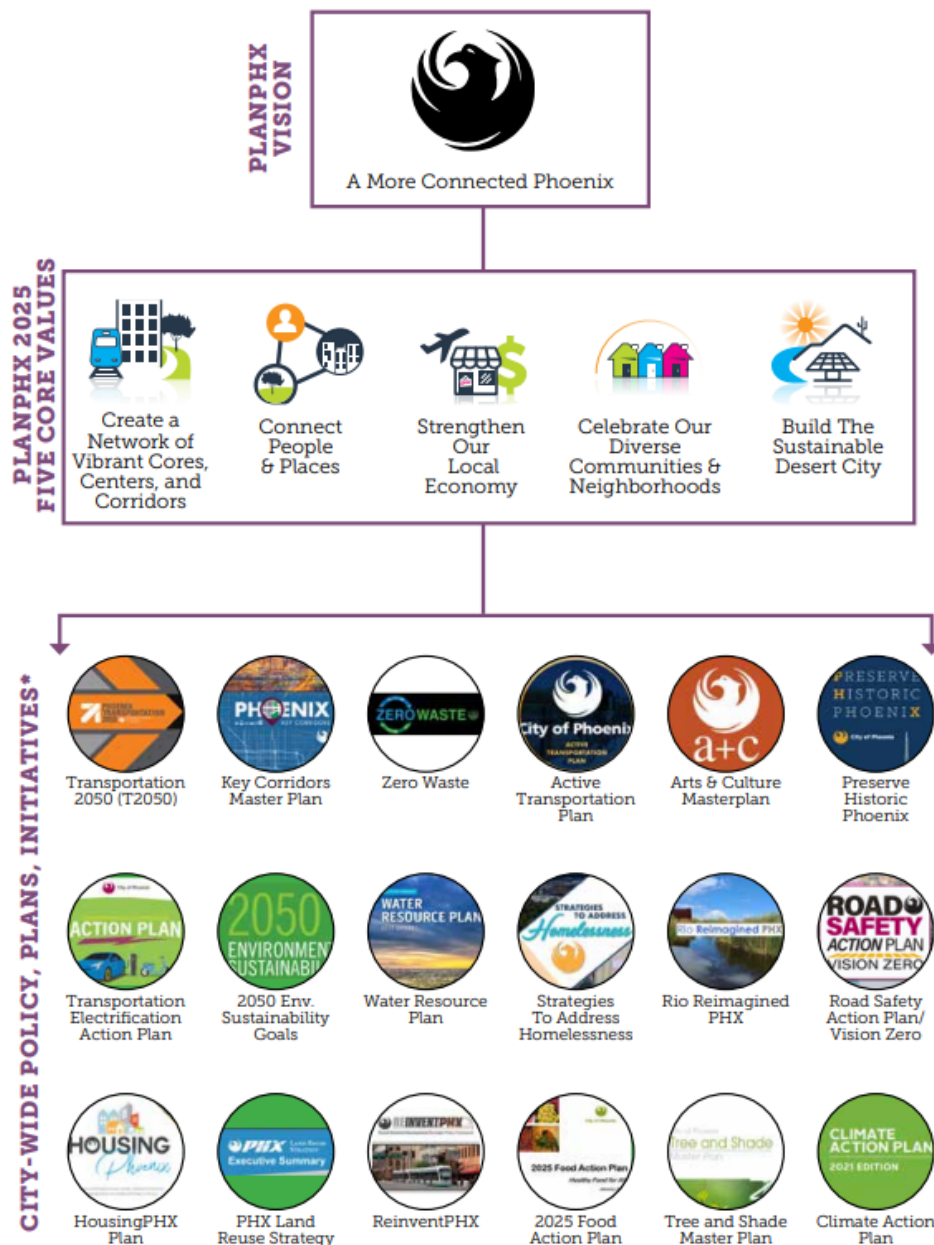


I PlanPHX

7 Strategic tools

ALIGNING GENERAL PLAN'S GOALS AND STRATEGIES WITH OTHER CITY COUNCIL ADOPTED INITIATIVES

The PlanPHX Five Core Values and Subsection/Goals provide a purposeful and 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. This policy alignment to the Five Core Values is illustrated below.



*Sample for references only, for all city policy, plans and initiatives visit phoenix.gov

WHAT ARE WE GOING TO DO TOGETHER NEXT

The Plan highlights a strategic set of actions for each of the 5 Core Values. These actions will not only respond to the General Plan's goals, but the goals of other City Council adopted policy initiatives. This approach reinforces the city's commitment to better harness the collective vision that was developed together as a community the past eight years across a series of initiatives like the Housing Phoenix, Climate Action, and Road Safety Action plans to name just a few. The commitment to keeping the process going, short term actions and immediate next steps are outlined on pages 225-236. Some examples of these actions are illustrated below:

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.

ACTION: Partner with Housing experts to evaluate and update Zoning Ordinance standards for residential development to promote a diversity of housing options in appropriate locations.

RECOMMENDATION

Staff recommends approval of GPA-12-23.

EXHIBIT

Exhibit A: [Draft 2025 General Plan](#)