
Paradise Valley Visually Significant Corridors Master Plan

Town Council Meeting
January 26, 2017



epg

Michael Baker
INTERNATIONAL

Tatum Blvd

Lincoln Dr



OUTLINE



- Introduce the Team
- Introduce the Project
 - Project Purpose
 - Work Plan
 - Schedule
 - Public Involvement
- Study Area Context



TEAM INTRODUCTION



■ Town Staff

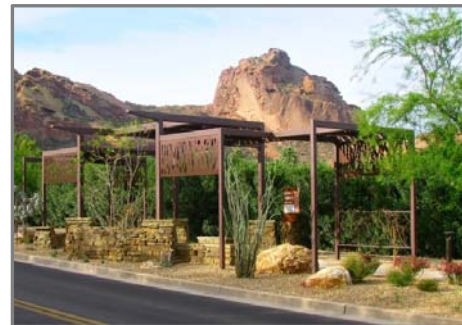
- Eva Cutro, Project Manager
- George Burton, Project Planner

■ Town Consultant

- Michael Park, EPG
- John Griffin, EPG
- Kevin Kugler, Michael Baker International

■ Town Stakeholders

- PV Residents
- Property Owners along Lincoln Dr. and Tatum Blvd.
- Stakeholder Group
- Planning Commission
- Town Council
- Any and all interested in a fun and rewarding process!



PROJECT PURPOSE



- Move forward to implement existing Town General Plan and policy objectives for VSCs
- Encourage visual continuity of VSCs through attractive and rewarding design elements that promote the character and image of PV
- Focus on Lincoln Drive and Tatum Blvd., but the plan is to be adaptable to other roadways in PV
- Seek and encourage PV resident and stakeholder input throughout the process



PROJECT PURPOSE

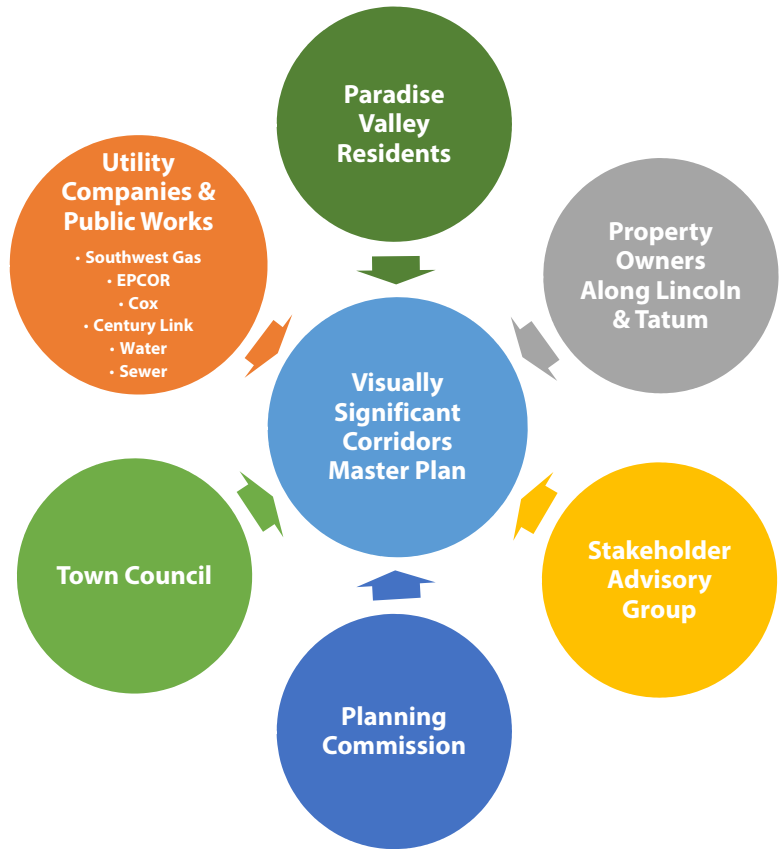


- Determine Town preferences for street lamps, benches, way-finding signage, landscaping, and other streetscape design elements
- Reduce environmental impacts including noise, excess signage, and visibility of utility boxes
- Minimize neighborhood impacts
- Establish a plan that is financially feasible for the Town to implement
- Develop a guidance document that is easy to read and visually compelling





PROJECT STAKEHOLDERS





WORK PLAN

■ PHASE I: PROJECT INITIATION

- Planning Commission Meeting #1, Jan. 3rd
- Mayor's Advisory HOA Forum, Jan. 19th
- Stakeholder Advisory Group Meeting #1, Jan. 25th
- Town Council Meeting #1, Jan. 26th
- Collect and Review Available Data





WORK PLAN

■ PHASE II: DEVELOP CONCEPTS & GUIDELINES

- Public Design Charrette – 3 days!
 - Day 1 – Introduce project, visual preference survey, Feb. 6th
 - Day 2 – Team develops concepts, public can attend, Feb. 7th
 - Day 3 – Evening workshop, evaluate alternatives, Feb. 8th
- Stakeholder Advisory Group Meeting #2
- Planning Commission Meeting #2
- Town Council Meeting #2





WORK PLAN

■ PHASE III: DRAFT MASTER PLAN

- Develop Planning Guidelines
 - User-friendly with photo's/graphics, supplement to the General Plan
- Develop Implementation Plan
 - Tasks, timeframes, estimated costs and responsible party identified
- Stakeholder Advisory Group Meeting #3
- Planning Commission Meeting #3
- Town Council Meeting #3





WORK PLAN

- **PHASE IV: FINAL MASTER PLAN**
 - Incorporate changes into document
 - Refine planning guidelines
 - Refine implementation plan
 - Stakeholder Advisory Group Meeting #4
 - Planning Commission Meeting #4
 - Town Council Meeting #4
 - Deliver final document to Town



STUDY AREA CONTEXT



■ Lincoln Drive



STUDY AREA CONTEXT



- Tatum Boulevard



STUDY AREA CONTEXT



- **Examples of Paradise Valley Streets and Sidewalks**



STUDY AREA CONTEXT



- Examples of Paradise Valley Medians and Roundabouts



STUDY AREA CONTEXT



- Examples of Existing Lighting



STUDY AREA CONTEXT



- **Examples of Existing Landscapes**



STUDY AREA CONTEXT



- **Examples of Existing Street Furnishings and Amenities**



STUDY AREA CONTEXT



- Examples of Existing Street Furnishings and Amenities



STUDY AREA CONTEXT



- **Examples of Utility Screening**



GROUP DISCUSSION *



1. What feelings do you think the entrances into Paradise Valley should evoke?

- You've arrived in Paradise
 - Landscape that reflects place and mountains
 - Other than photo radar
- Pride in residents, envy in visitors
- Wonderment, sense of place
- Same at all Town entrances, "Brand" the Town, signs should be the same
- Consistent
- Harmony of theme
- Town sign does not make a gateway
- Open space
- Invite walking, pedestrian friendly

* Comments provided by the Planning Commission on 1/3/17.

GROUP DISCUSSION *



2. What does Paradise Valley – *the place* – mean to you? How should those ideas be translated into the streetscapes for these VSCs?
- Large lot
 - Scenic corridor
 - Don't obscure mountains
 - Seasonal color year-round
 - Mountain motifs

* Comments provided by the Planning Commission on 1/3/17.

GROUP DISCUSSION *



3. What do you feel are the most important elements of the streetscape design on Lincoln Drive and Tatum Blvd. that should be considered during this project?

- How to allow fencing, provide buffers, mitigate noise
 - How not to see more walls
- Town right-of-way is limited
- Creative ways to add landscaping for implementation
- Incentives for adjacent owners on right-of-way
- Utility screens (APS substation, 56th Street, Sanctuary), integrate art
- Bike racks require destination
- Miss the open views that used to be PV
- Promise of pathways, multi-modal, art walk with landscaping

* Comments provided by the Planning Commission on 1/3/17.



GROUP DISCUSSION *

3. What do you feel are the most important elements of the streetscape design on Lincoln Drive and Tatum Blvd. that should be considered during this project?

- Community engagement
- Cell tower integration, aesthetic control
- Lighting
 - Lights on 56th Street are inviting, not obtrusive
 - Consider median low lights
 - Consider tree lights
- Limit road noise, rubberized asphalt helps
- Consider stamped asphalt or concrete
- Benches, interesting look, but not inviting for sleeping

* Comments provided by the Planning Commission on 1/3/17.



GROUP DISCUSSION *

4. What is your priority objective(s) for this project?
 - Implementable (fiscally sound, community accepted, etc.)
 - Responsive to right-of-way conditions
 - Pedestrian comfort and safety
 - Scalable
 - Town, to HOA, to utility providers
 - Staff, to planning/design professionals, to residents
 - Tiered: best, better, good options

* Comments provided by the Planning Commission on 1/3/17.

GROUP DISCUSSION *



5. What issues or concerns do you want us to be aware of for this project?

- Right-of-way infrastructure, utility providers as partners
- Public concerns about values and impacts to Town residents
- Oleander hedges along rights-of-way
- Lots of opinions
- Know when expert should listen and when expertise is formative
- Inform development and redevelopment
- Utility franchise agreements when renewed
- Outreach (immediately adjacent properties are critical)

* Comments provided by the Planning Commission on 1/3/17.

PARADISE VALLEY VISUALLY SIGNIFICANT CORRIDORS MASTER PLAN



Questions or Comments?

