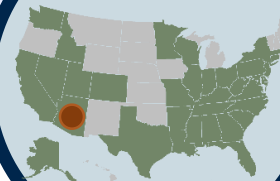




Town of Paradise Valley
General Plan Update
Consultant Interview

Michael Baker

INTERNATIONAL



Who We Are:

- Began 1940
- 3,000 Employees Worldwide
- 90 Offices in the U.S.
- Staff of 65 in Phoenix Office
 - 6 Planners; 29 Engineers
 - Community Planning
 - Transportation Planning
 - Environmental Planning
 - Civil Engineering
 - Public Engagement

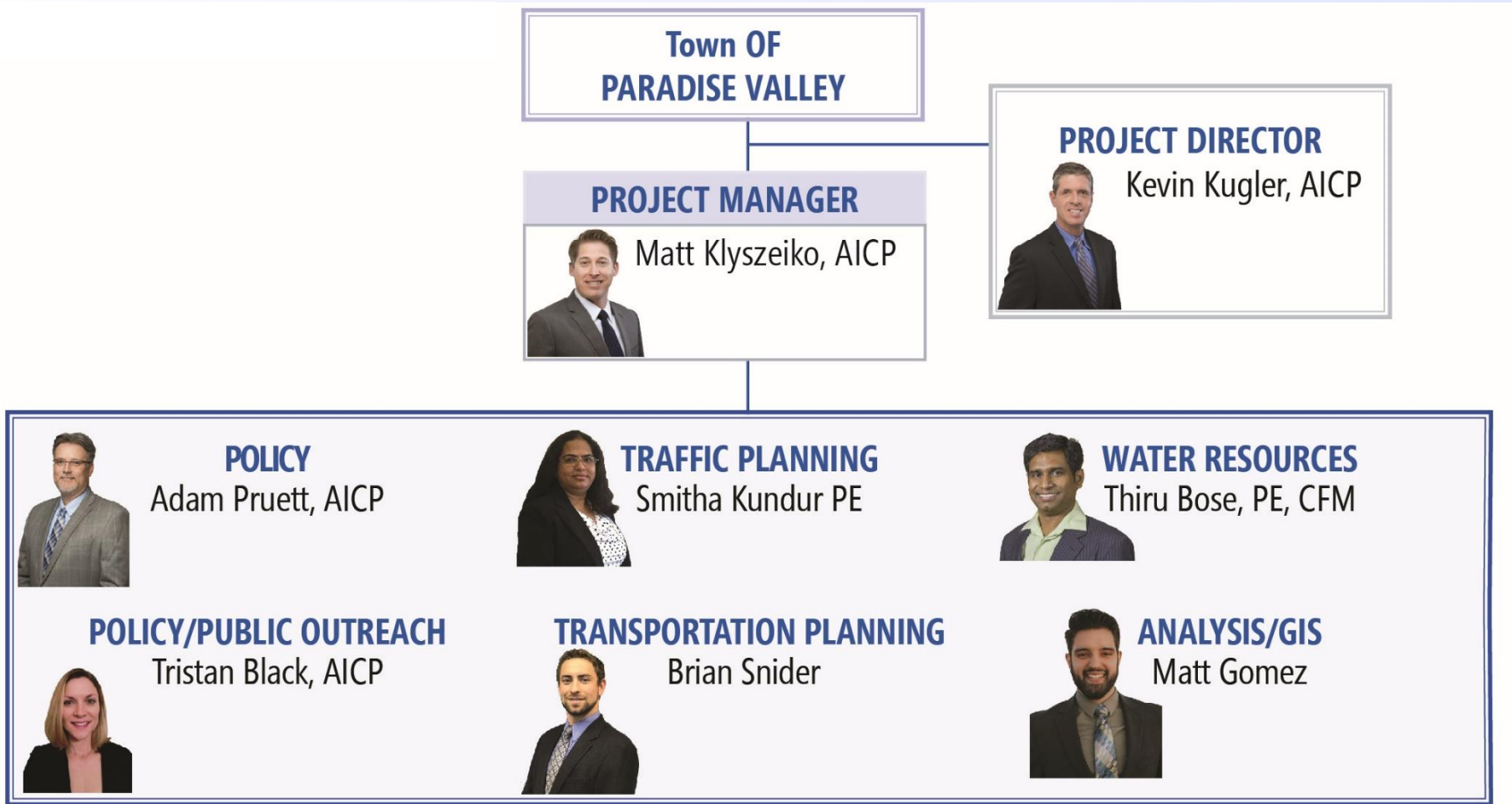
**Proven
Performance
+
Immediate
Relationships**

**General Plan
Experts
+
Relevant
Experience**

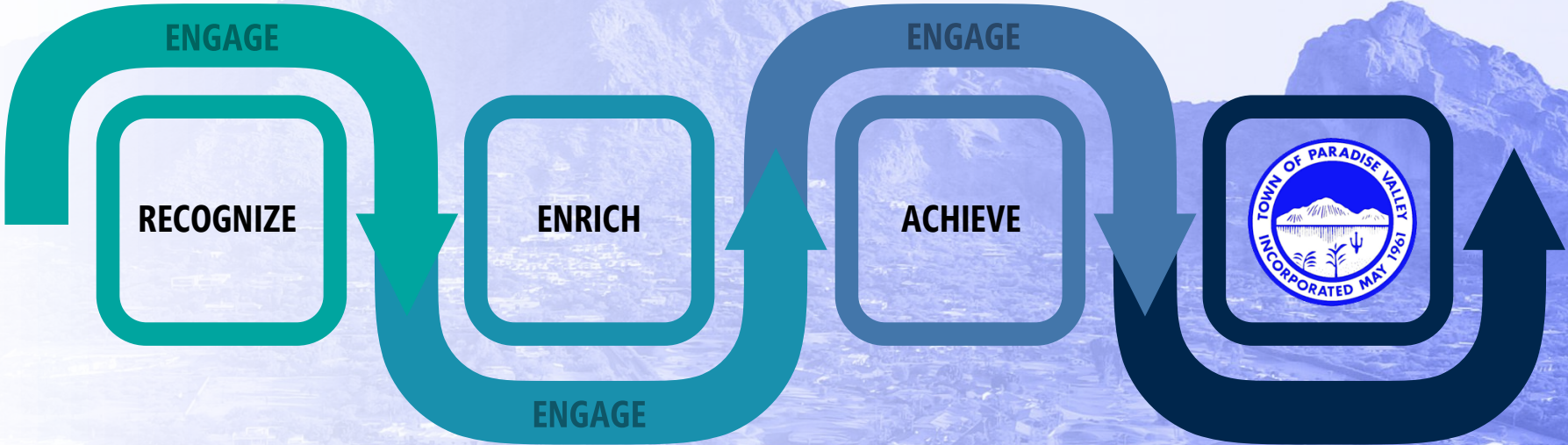
**Get the
Work/
Do the
Work**

**Visual
And Graphical
Expertise**

Key Team Members



Project Approach



RATIFICATION
(Aug. 2022)



Town of Paradise Valley
General Plan Update
Questions & Answers

Project Immersion (Q1)



**Recognize the value in what exists today
and build on that foundation.**

- Project Immersion Summit
 - Meeting with Town Department Leads
 - One-on-one interview Town Council members & select Planning Commission and community stakeholders
- Staff assists in organizing schedules
- Utilize COVID sensitive measures
- Inform project staff and elected/appointed officials
- Validate pending/future Town work efforts and initiatives
- Document Library & GIS Database



GOVERNMENT

Paradise Valley begins catch-up on General Plan update work

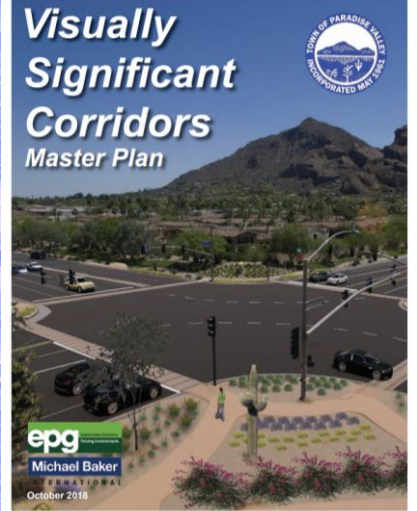
This fall, work may move swiftly on the 2022 General Plan update process as Paradise Valley town staff sets up a series of proposed deadlines to begin renewing the 10-year document. With COVID-19 ...



DEVELOPMENT

Planning Commission requests extension to continue Smoke Tree study

The Paradise Valley Planning Commission is requesting an extension on its study of Smoke Tree Resort, recommending to push its deadline to December. In addition, the commission and applicant have ...



Public Outreach (Q3)

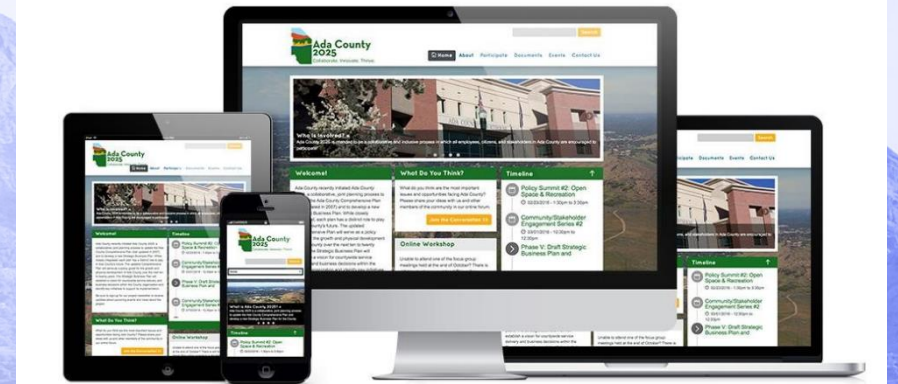
"Go to Them"

Leverage existing communications

- Use existing communication channels (virtual, newspaper, utility bills, bulletin boards, twitter-1,270, facebook-545, Instagram-146, youtube)
- Analyze what residents have already said, identify what we still need to know

Filling in the Gaps

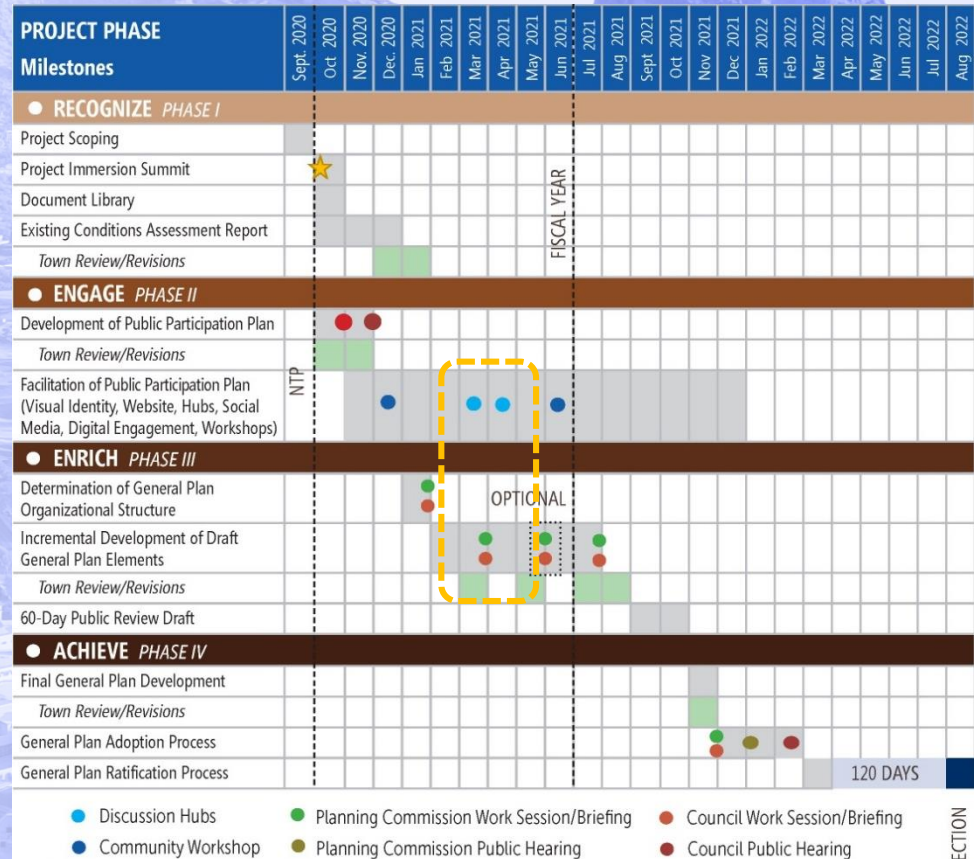
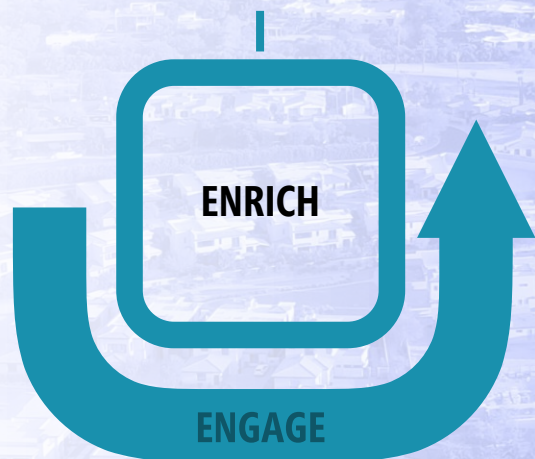
- Mix of traditional and non-traditional approach
 - Develop Project Website (User/Device-friendly, Two-way info portal, FAQ, MBI Hosted)
 - Host Community Workshops (Two Virtual or In-Person Workshops)
 - Discussion Hubs (Two Virtual/In-Person Workshops)
 - Conduct Online Digital Engagement (Social Pinpoint, online surveys, forums)
 - HOA/Community Group Outreach (Optional - Roadshow, meeting in a box)



Discussion Hubs (Q2)

Ideation discussions used to address specific issues where there is a diversity of perspectives.

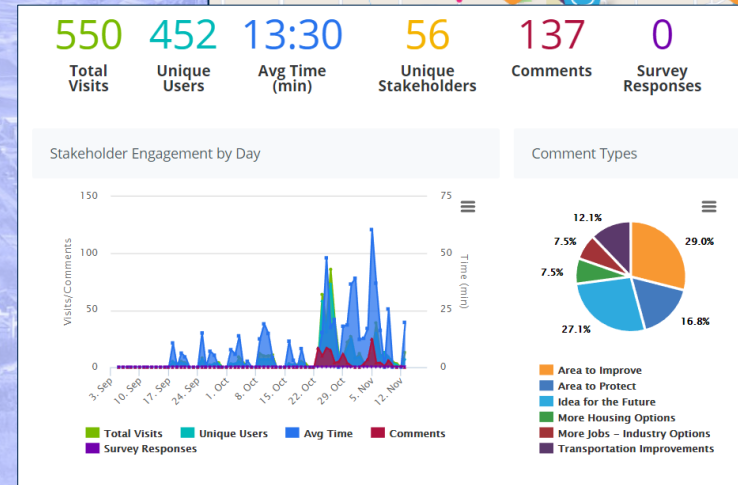
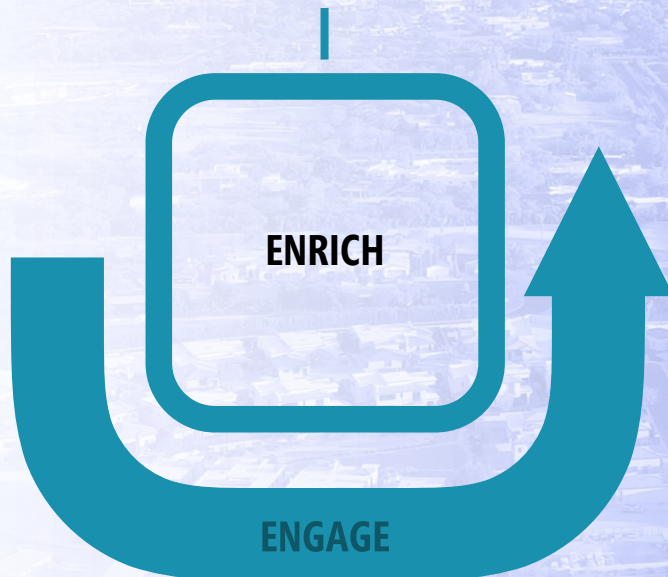
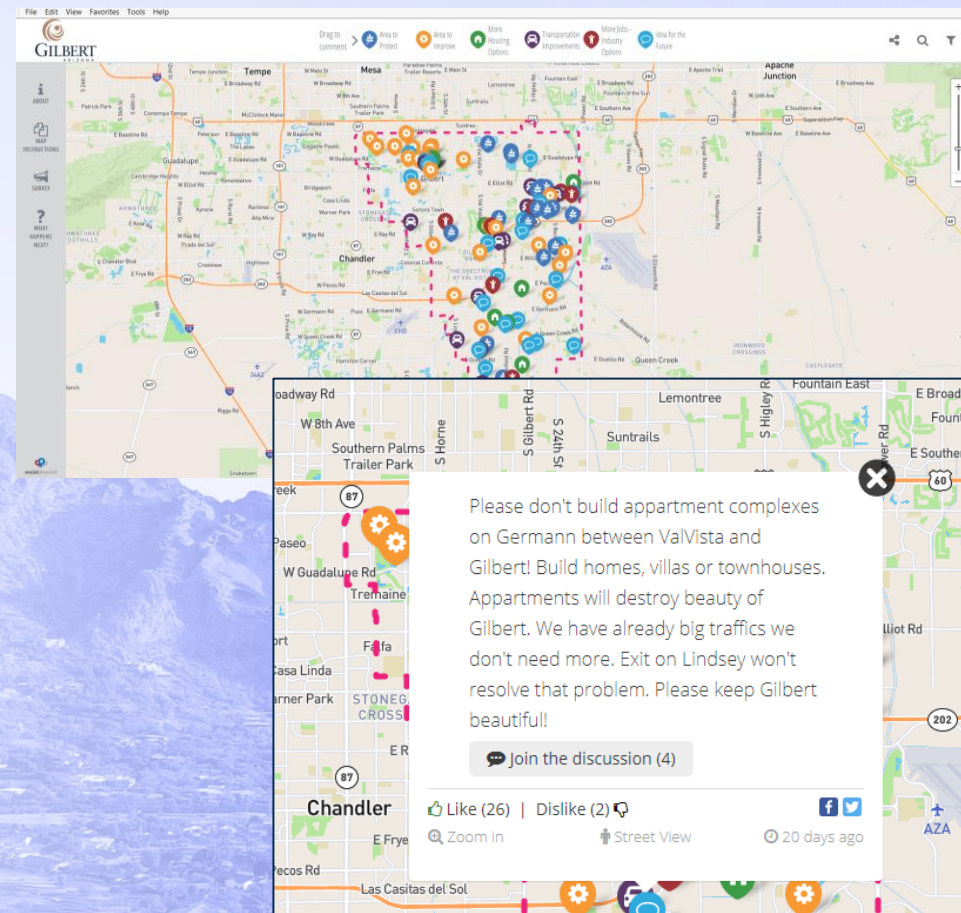
- Conducted as small focus groups or community wide workshops via virtual or in-person forums
- Opportunity to learn about particular issues and explore common ground policies
- Keep the overall General Plan Update process moving in a positive direction
- Scope of Work includes two, with option for two additional (Option 2)
- Examples of topics that could be conducted as part of Discussion Hubs include policy detail for: cut through traffic, non-motorized traffic, non-residential impacts, sustainable development trends or short-term rentals



Social Pinpoint (Q4)

To account for work schedules and family needs, digital engagement allows the public to participate on their own time.

- Device friendly (mobile, tablet and computer)
- Collects survey & geographic based context
- More robust engagement (resident to resident & resident to General Plan Team)
- Detect trends
- More informed/confident decision making



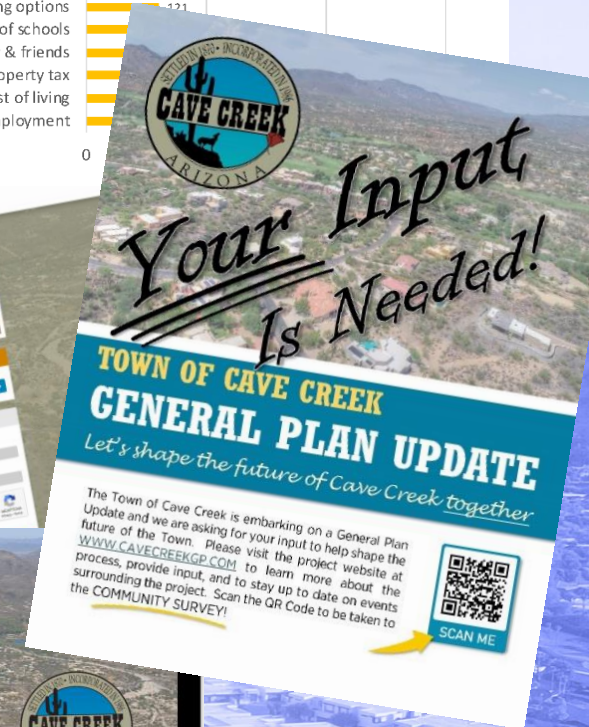
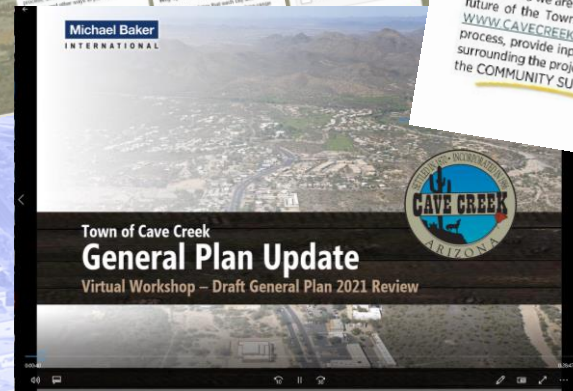
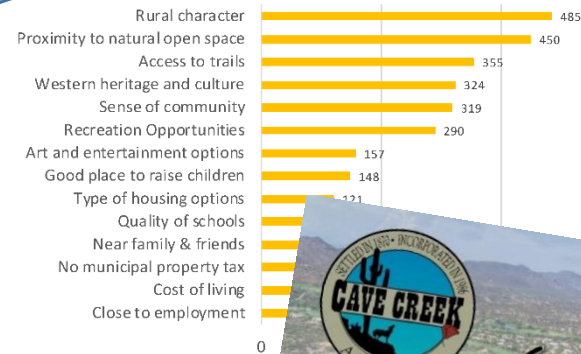
Tool Success (Q5)

An integrated and comprehensive application of outreach tools leads to successful outcomes.
(Cave Creek General Plan Update – Pop. 5,760)

- Online surveys
 - Create confidence
- QR codes placed at key locations
 - Minimize clicks
- Educational videos
 - Explain rather than assume

563
Responses

Why do you choose to live in Cave Creek?



ENRICH

ENGAGE

Project Approach (Q7)

Integrate expertise from a variety of disciplines to ensure innovative and “best fit” solutions to community issues.

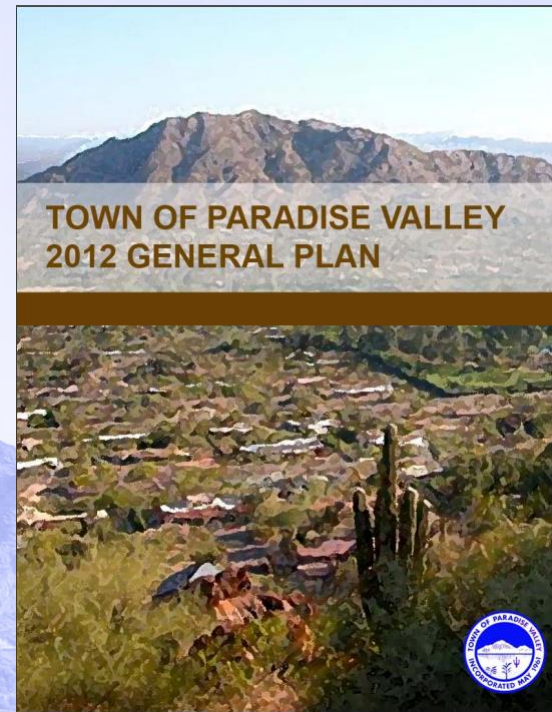
- Introduction
- Land Use & Development
- Community Character & Housing
- Mobility
- Open Space & Recreation
- Environmental Planning & Water Resources
- Sustainability
- Public Facilities/Services & Cost of Development
- Implementation

Promote Authentic Themes

- Quality of Life
- Natural Environment
- Connectivity

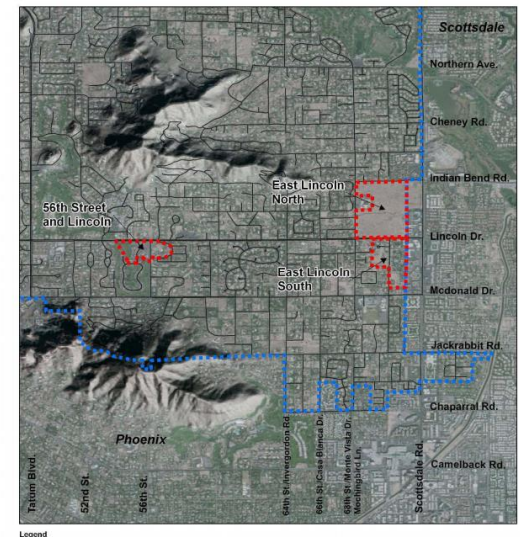
Less is More

- Some policy and implementation actions may be too specific and can we build in flexibility to allow Council to make decisions at zoning/site plan
- Some Development Areas too permissive as it relates to Non-Residential Redevelopment and Neighborhood Preservation



LAND USE AND DEVELOPMENT

Figure 2-3: Development Areas

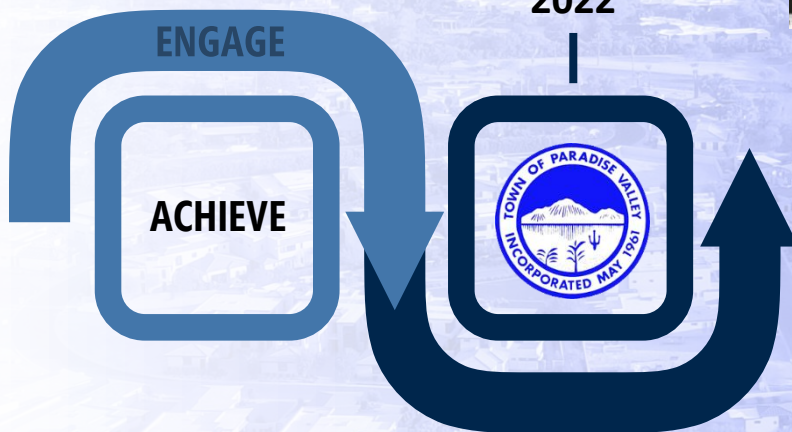


Track Public Comment (Q6)

Real time comment tracking that supports online AND traditional community feedback

- Automated webform
- Personalized format options (public/private)
- Master comment database
- Documented response to comments

Ratification
2022



Town of Cave Creek General Plan Update

Home Project Events Participate Documents Contact Us

1. 2021 General Plan Redline Draft

Posted by Matthew Kyszeiko on Fri, 09/18/2020 - 7:45am

Page: 1 of 88

Your Feedback

This Redline Draft displays working edits based on public feedback. Please share your comments regarding the proposed edits.

Your Email:

Your Comments:

DATE	USER	IP ADDRESS	YOUR EMAIL	YOUR COMMENTS
09/10/2020 - 5:22pm	Anonymous (not verified)	148.59.222.93	monique@mac.com	First: Thank you all of you for being on council, I know we all give grief, mine is not directed at any of you. It is more on the changing of times and people taking an interest in developing CC into more mass urban. The general plan and the zoning ordinance do not seem to be in line with each other. There are loop holes and work arounds that allow a developer to build high density housing. Page 20-22 of the 2005 General Plan Goals, 1. A, 1.2 & 3- Policy- Encourage low-density, preserve natural open space & encourage undeveloped areas. These are just a few of the plans for this town. I know it has been 15 years however the people of this town have made it clear that this is still their vision. To be able to receive over 300 signatures in a week to not develop on School House Basin again. People are outraged on how un-curved the new development on School House is. The vision for the 2021 GP is again maintaining our western heritage that is defined by our passion for open space and low-density. We can not allow DR-190 and DR-88 to be split to 1-2 acre lots. It completely defeats the General Plan. It has been done before and to many times. Developers look at Cave Creek as the last of the open beautiful space with the gorgeous back drop of the Tonto Mountains. I believe it is a one time chance to get this under control and get the GP and the Zoning ordinance in line with each other to have it enforceable. There is no reason to do a GP if it doesn't mean anything. Developers will take over if we don't have a solid GP and enforceable Zoning. There were work arounds and loop holes that allowed the Morgan Taylor development off Cave Creek Rd. You needed to buy two of
09/10/2020 - 4:33pm	Anonymous (not verified)	104.238.255.64	lylindblom@msn.com	
09/10/2020 - 4:33pm	Anonymous (not verified)	104.238.255.64	frankindblom@hotmail.com	
09/10/2020 - 4:32pm	Anonymous (not verified)			
09/09/2020	Anonymous (not verified)			

Cave Creek GP Response to comments - Saved to H Drive

Kyszeiko, Matthew

Response to Public Comments on the Draft Cave Creek General Plan 2021

This document summarizes major themes of public comments submitted to the Town of Cave Creek during the July 14, 2020 to September 11, 2020 public comment period on the draft Cave Creek General Plan 2021. It also provides responses to the public from the Town on these major themes of input.

Introduction

During the 60-day comment period, the Town received 64 public comments (including letters, individual electronic comments and letters submitted by public agencies). In addition, the Town's consultant, Michael Baker International, conducted a series of pop-up drive-in workshops around the Town during August 2020, in which approximately 50 residents visited and shared verbal comments. All of these comments were reviewed and considered. The Town and their consultant have synthesized these comments into major themes below. Responses to these comment themes include clarifications and explanations of instances where the plan was modified in response to the comments.

Overarching comments about the Draft General Plan 2021

Residential Density

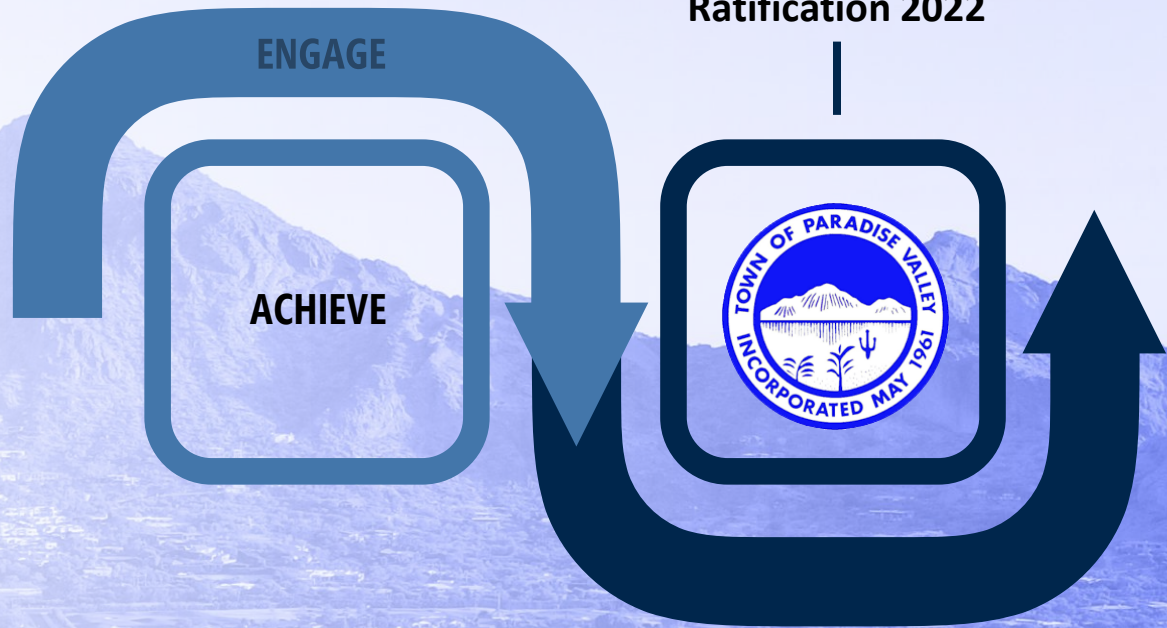
Several comments were received regarding concerns about increased residential density within the Town, especially as it relates to property within the Desert Rural land use category. Many comments more specifically noted the desire to discourage "upzoning" within the Town and strongly opposed the proposed maximum density change

Project Budget (Q8,9)

Voter Ratification Support

- Assistance with Voter Pamphlet
- Press releases in the “Town Reporter”, Paradise Valley Independent and the Scottsdale Republic
- Development of flyer for utility bills and static displays regarding the upcoming vote

Ratification 2022



Additional Optional Services

- Enhanced outreach as captured in Optional Tasks
 - Additional Commission and Council Work Session (#5)
 - Prepare, promote, and deliver a public outreach program to homeowners' associations and other community groups (Option 2)

Why Michael Baker...



**Project
Team**

**Relevant
Town &
Project
Experience**

**Comprehensive
Approach**

**Project
Success**