

TOWN *Of* PARADISE VALLEY



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Lisa Collins, Community Development Director
Paul Michaud, Planning Manager
Loras Rauch, Special Projects Planner

DATE: February 11, 2021

AGENDA TITLE:

The 2022 General Plan Structural Organization and Format Ideas

RECOMMENDATION:

Staff requests Council's input on the specific ideas presented and direction on the structural organization proposal(s) by the consultant for the 2022 General Plan.

SUMMARY STATEMENT:

The General Plan is used by town government, the development community, and the residents; all of which may have different reasons or purposes for using it. Therefore, if the General Plan is to be effective it must be "easy to use, easy to read, easy to understand".

In accordance with **A.R.S. §9-461.05** the General Plan shall consist of a statement of community goals and development policies, include maps, any necessary diagrams and text setting forth objectives, principles, standards and plan proposals. Based on the Town's population, the Paradise Valley 2022 General Plan must address in some manner the "elements" listed below. However, the state statutes do not dictate how the plan and these topics are organized, labeled or even grouped together.

- ✓ Land Use
- ✓ Circulation
- ✓ Open Space
- ✓ Growth Area
- ✓ Environmental Planning
- ✓ Cost of Development
- ✓ Water Resource

The *2012 General Plan* addresses the mandatory elements in a combined fashion and labeled somewhat differently; but still "siloed" them as separate elements/chapters as statutorily prescribed. Based on the community's input at the time the *2012 General*

Plan also added the following five new “elements’ or topics (underlined & shown in *italics*):

- Land Use & Development
- Community Character and Housing Element
- Sustainability Element
- Open Space & Recreation
- Public Facilities/Services & Cost of Development

Separate but complementary to the General Plan is the Town’s Strategic Initiatives which per the Town’s website are as listed below:

1. Diligently preserve the special character of Paradise Valley by enforcing the land use policies identified in the Town’s General Plan, Town Code, and SUP agreements.
2. Continuously provide high quality public safety services for Town residents and visitors.
3. Regularly invest in public facility and infrastructure projects.
4. Conscientiously manage the Town’s financial resources.
5. Consistently identify opportunities to create and promote a more sustainable community.

The town can continue to use this traditional statutory “element approach” in organizing the 2022 General Plan. However, the consultant and staff believe there may be a better approach; one that accounts for the integrated nature of planning and the overlap that the goals and policies have on the way a community may function. Therefore, the consultant would like the Council to consider a “systems approach” to the organizational structure of the 2022 General Plan.

The systems approach focuses on the recognition that Cities and Towns are comprised of interconnected systems rather than individual silos or elements. A “systems approach’ organizes a General Plan around theme(s) that have been identified by the community as valued or important aspect to the quality of life. These systems (or themes) don’t only influence the overall vision, as the traditional element/chapter format does, but can equally impact each other. These themes should remain complementary to the Town Council vision and other Town-wide efforts like the Strategic Initiatives, but they will also be cross-cutting, describing goals and policies that may not be limited to only one topic-specific element or chapter. This is a more holistic approach that recognizes the interacting systems that comprise a community and are symbiotic by nature. For instance, “Environmental Stewardship” could be one of the organizing themes under which the Plan addresses the following mandatory topics but as one integrated system:

- Open Space
- Natural Environment
- Water Resources
- Energy
- Conservation

Organizing under a systems approach creates the ability to showcase the values of the community and considers the integrated nature of how a community functions. The consultant also believes that the systems approach will deliver a user-friendly Plan that is more intuitive to the community and the end users of the document. Using the systems approach, the Plan can more easily demonstrate how goals/policies from different themes will work together to achieve the Vision and/or align with other Town led efforts. This approach accounts for multiple perspectives and variables and thus can be a more fiscally prudent way to approach the implementation aspects of the Plan.

BUDGETARY IMPACT:

None.

ATTACHMENT(S):

- A. Staff Report – Feb 11, 2021
- B. GP Structural Organization Presentation