



# Paradise Valley, Together

## 2022 GENERAL PLAN

Council Worksession #2

# GENERAL PLAN ORGANIZATION

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## 2012 GP Vision & Values

- **A Vision statement reflects the foundational values and lifestyles a community desires to maintain and/or enhance in the future.**

**The current 2012 General Plan Vision Statement was based on six (6) common themes or values:**

- Primarily one-acre, residential community
- Limited government
- Creating a sense of community
- Partnerships with existing schools and resorts to enhance recreational opportunities
- Improving Aesthetics / Creating a Brand
- Preserving natural open space

# GENERAL PLAN ORGANIZATION

## 2012 GP Element/Chapter (ALT 1)





# GENERAL PLAN ORGANIZATION

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## 2012 GP Element/Chapter

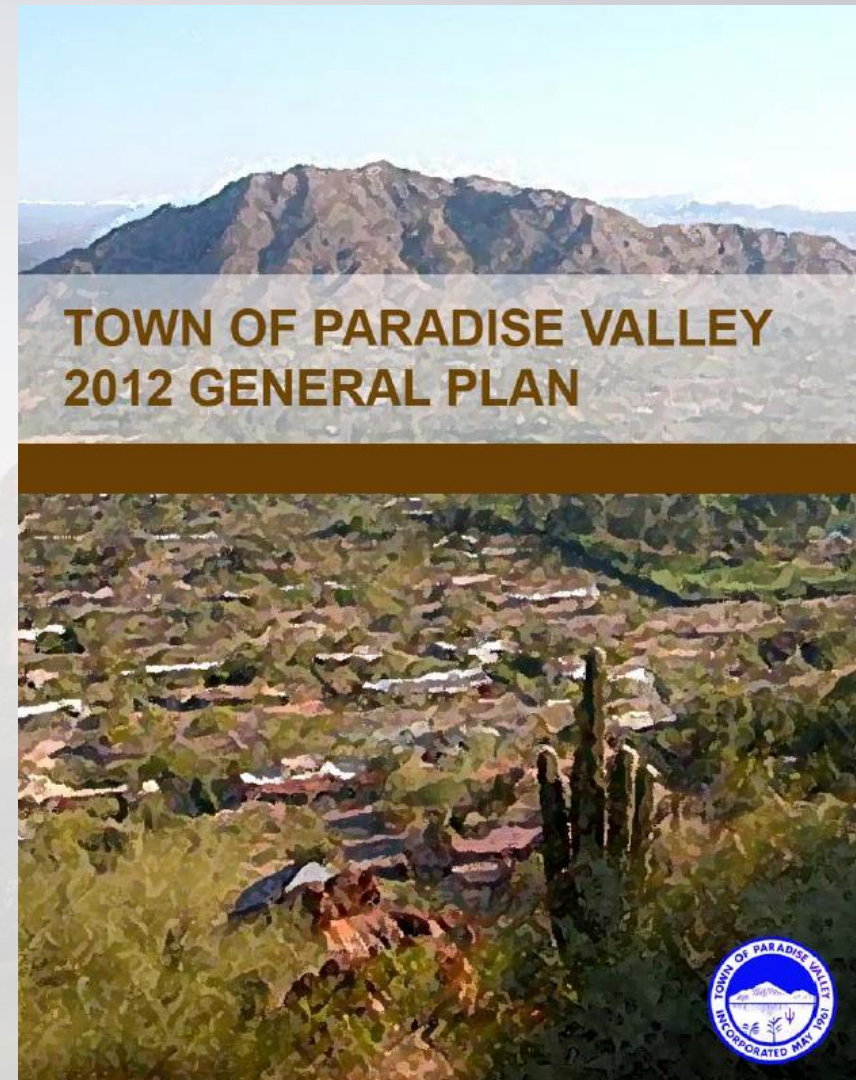
### Vision & Values

### Elements

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

*\*denotes State required element*

*Denotes optional element*



# GENERAL PLAN ORGANIZATION

## 2012 GP Element/Chapter

### LAND USE AND DEVELOPMENT

"We cherish and protect our primarily large-lot, single-family residential community enhanced with world-renown destination resorts. The Town will continue an active partnership with its resorts to encourage their success and promote their value to the community while minimizing their impact to adjacent residential areas.

Commercial land uses will be considered only for existing or proposed Special Use Permit properties and must be consistent with the scale and character of the community. These proposals are subject to strict review and scrutiny."

Town of Paradise Valley  
Visioning Committee 2011

Town of Paradise Valley 2012 General Plan

The Land Use and Development Element functions as a guide for Town of Paradise Valley (both elected and appointed), the general public, the development community, and other interested parties as to the ultimate pattern of development for the Town.

In addition to establishing the Town's development policy in broad terms, the Policies and Policies of the land use element play a pivotal role in the zoning, subdivision, and public improvements decisions, as these are the primary tools for implementing the Land Use Element.

#### GOAL LU 2.1.1

**Quality of Life.** To preserve those elements or features which contribute to the Town's quality of life and character as a premiere residential community resort destination with strong rural and historic roots.

#### Policies

- LU 2.1.1.1 Preserve Residential Character.** The Town shall preserve and maintain the community's primarily one-acre-lot, family residential character.
- LU 2.1.1.2 Minimum One-Acre Lots.** The Town shall maintain population density by requiring a minimum of one acre residence outside of Special Use Permit resort properties encouraging the preservation of lots currently in excess of one acre.
- LU 2.1.1.3 Preserve Streetscapes.** The Town shall ensure the residential development preserves the integrity of neighborhood streetscapes and common areas.
- LU 2.1.1.4 Encourage Neighborhood Maintenance.** The Town shall encourage the maintenance and revitalization of neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization.
- LU 2.1.1.5 Preserve Open Space.** The Town shall preserve public space and public wash corridors and encourage the preservation of private open space and private wash corridors.
- LU 2.1.1.6 High Quality Design.** The Town shall maintain a comprehensive and up-to-date set of ordinances and codes to ensure that development is consistent with this General Plan while resulting in high quality, sensitively designed projects.
- LU 2.1.1.7 Conversion.** The Town shall consider the conversion of land from residential to non-residential uses only within Development Areas as designated on the Development Areas Map (Figure 2.1.1.7).

#### LAND USE AND DEVELOPMENT

Table 2.3-1. Land Use and Development Implementation Program

	2012-2016	2016-2020	2021-2030	Annual	Ongoing
<b>1. Residential Character</b>					
Maintain the Town's primarily owner-occupied, low-density residential character by continuing to require a minimum of one-acre per residence except on new and existing Special Use Permit properties where single-family owner resort housing and assisted living projects may be considered. No timeshare or fractional ownership residences shall be allowed anywhere in the Town.					X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.1, 2.1.1.2				
<b>Responsible Party(ies)</b>	Town Council with the support of Town Manager				
<b>2. Preserve Streetscapes</b>					
Develop and maintain a high quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts including noise and minimizes adverse impacts to the neighborhood through the use of roadway cross sections, traffic counts, and high quality hardscaping and landscaping.					X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.3				
<b>Responsible Party(ies)</b>	Community Development with support of Town Manager				
<b>3. Neighborhood Maintenance</b>					
Maintain communication with the community through community meetings, the Town's website, social networking, media, and other methods deemed appropriate to actively encourage resident involvement in neighborhood maintenance and revitalization.					X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.4				
<b>Responsible Party(ies)</b>	Town Manager				
<b>4. Open Space Preservation</b>					
Identify parcels of land and solicit the owners for donations of land or easements in order to preserve and restore open space and mountain views. Also continue to preserve the Town's wash corridors through periodic code enforcement inspections and encourage the restoration of washes.					X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.5				
<b>Responsible Party(ies)</b>	Town Manager with support of Community Development				

# GENERAL PLAN ORGANIZATION

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## Pro's & Con's (ALT 1)

### Pro's:

- Meets Arizona Revised Statutes
- Maintains Consistency/Familiarity
- Goal/Policy/Action offers clear approach
- Includes partial direction on how actions implement policies

### Con's:

- Restricts ability to capture uniqueness of Paradise Valley
- Siloed Elements/lacks capture of cross-cutting policies or broader priorities
- Dispersed Implementation Actions



# TOWN-WIDE INITIATIVES

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## 2012 Values

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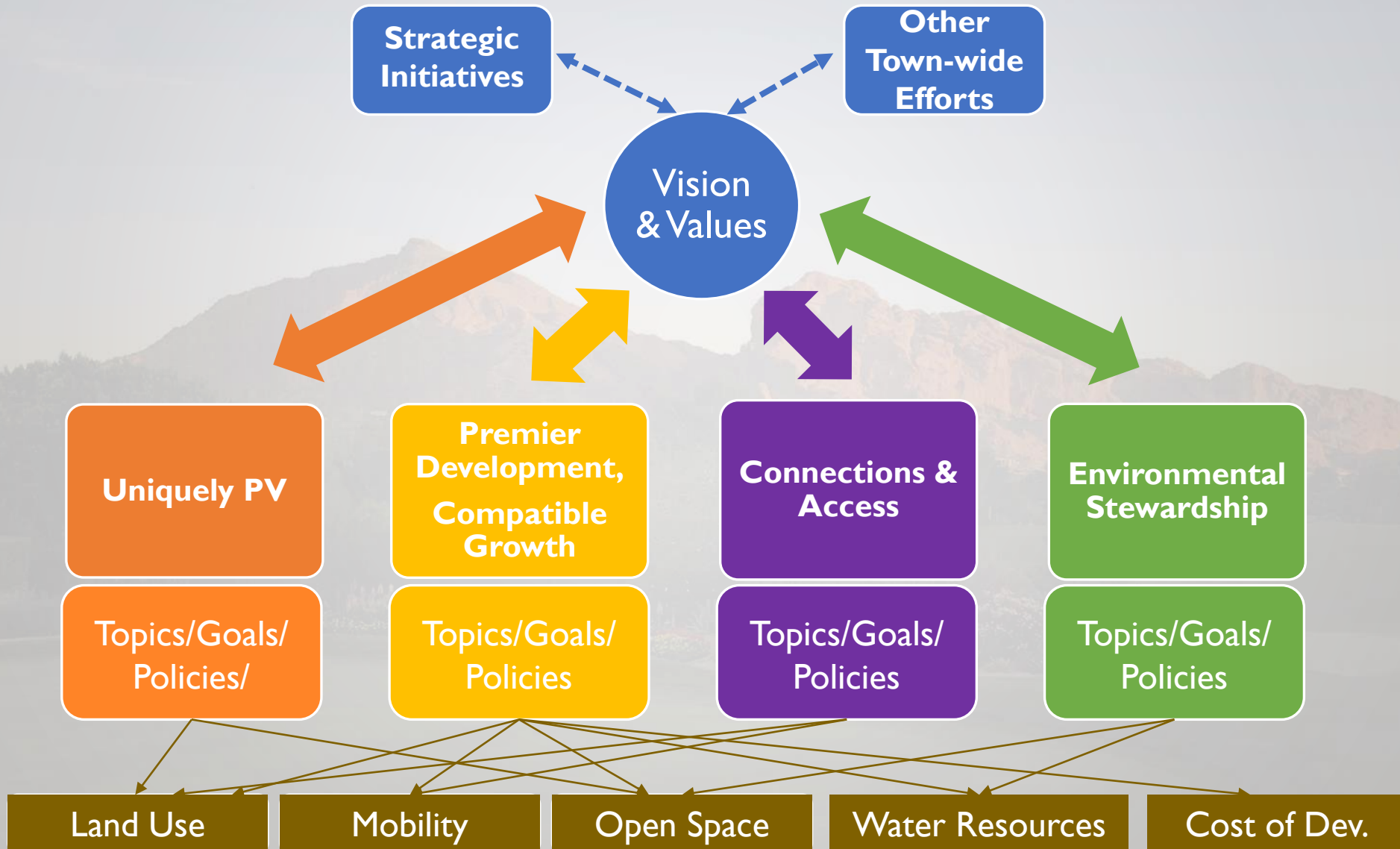


## Strategic Initiatives

- 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.
- Continuously provide high quality public safety services for Town residents and visitors.
- Regularly invest in public facility and infrastructure projects.
- Conscientiously manage the Town's financial resources.
- Consistently identify opportunities to create and promote a more sustainable community.

# GENERAL PLAN ORGANIZATION

## Systems Approach/Themes (ALT 2)





# GENERAL PLAN ORGANIZATION

## Systems Approach/Topics (ALT 2)

### Introduction

- **Purpose & Scope**
  - What is it
  - Why do we need it
  - How will it be used
- **Planning Area**
- **Planning Process**
- **Planning Framework**
  - Vision
  - Mutually Supportive Themes
  - How to Use this Plan

### Uniquely PV

- **Persistent History**
- **Special Character**

Goals/Policies

### Premier Development, Compatible Growth

- **Land Use & Growth**
- **Housing**
- **Public Facilities**
- **Cost of Development**

Goals/Policies

### Environmental Stewardship

- **Open Spaces**
- **Natural Environment**
- **Water Resources**

Goals/Policies

### Connections & Access

- **Safe**
- **Efficient**
- **Multimodal**

Goals/Policies

### Implementation & Maintenance

- **Goal/Policy Matrix**
- **Implementation Actions**
- **General Plan Amendments**

# GENERAL PLAN ORGANIZATION

## Systems Approach/Goal & Element Matrix (ALT 2)

Example Matrix

### General Plan Goals

### Elements

Land Use* & Growth Areas*	Circulation* & Bicycling*	Economic Development	Open Space*, Parks & Recreation*	Public Buildings*, Facilities & Services*	Health & Wellness	Community Design	Housing* & Neighborhood Preservation/ Revitalization	Conservation, Rehabilitation* & Redevelopment	Environmental Planning* & Conservation*	Water Resources*	Arts & Culture	Safety* & Resiliency	Energy*	Cost of Development*
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### Community

<b>CM-1</b>	Encourage a Balanced Land Use Framework	●	●	●	●	●			●	●		●	●	●
<b>CM-2</b>	Focus on Quality Development			●	●		●	●			●			
<b>CM-3</b>	Foster Vibrant Gathering Places	●	●	●	●	●	●	●			●			
<b>CM-4</b>	Promote Our Neighborhoods					●	●	●						
<b>CM-5</b>	Provide Diverse, High Quality Housing	●		●		●	●							
<b>CM-6</b>	Celebrate Our History and Culture			●			●				●			
<b>CM-7</b>	Bring Us Together			●	●	●					●	●		

# GENERAL PLAN ORGANIZATION

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## Systems Approach (ALT 2)

### Pro's:

- Meets Arizona Revised Statutes
- Views Town as Systems not Silos
- Creates ability to showcase uniqueness of PV
- Can still maintain clear Goal/Policy/Action structure
- Can capture Implementation Actions in one unified Chapter

### Con's:

- Deviation from traditional outline may be viewed as confusing to some
- Requires confirmation of Themes
- Unifying Implementation Actions separates from Goals/Policies



# GENERAL PLAN ORGANIZATION

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- Observations and Questions for Alternative 1.
- Observations and Questions for Alternative 2.
- Discuss next steps.



THANK YOU FOR YOUR  
GUIDANCE!