



STAFF REPORT

TO: Chairman and Planning Commission Members

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

DATE: April 6, 2021

DEPARTMENT: Community Development – Planning Division
Loras Rauch, 480-348-3595

AGENDA TITLE: Staff Update: 2022 General Plan Project Update

Below is a quick synopsis of some of the milestones accomplished and information on those yet to come. The project website ([pvtogether2022.com](https://www.pvtogether2022.com)) continues to be your best source for all General Plan related information and several of the reports can be reviewed and/or downloaded directly from the project website (page link provided). There will be plenty more opportunities to share your thoughts in the year ahead.

Community Assessment Report: <https://www.pvtogether2022.com/documents>

- As part of Phase 1 (Recognize) of the 2022 General Plan Update the consultant reviewed the numerous reports, studies, data sets and GIS information from the various Town departments. In addition, they reviewed similar types of data from the U.S. Census Bureau, Maricopa County, Maricopa Association of Governments (MAG) and other agencies, as it pertains to the Town. Pulling together all this information they then prepared the Community Assessment Report which is a “snapshot” of Paradise Valley today – in its existing conditions.

General Plan Layout/Format:

- In February the Council discussed the pros and cons of the traditional “Element Approach” and that of an alternative “Systems Approach” to organizing the layout and format for the 2022 General Plan. The existing 2012 General Plan uses the traditional “Element Approach” and Council directed staff and the consultant to continue to organize the 2022 General Plan in this same manner.

Pop-Up Events:

- Staff set-up a display and informational table in front of Town Hall every Thursday in February from Noon to 2:00 PM to invite the community to participate in the 2022 General Plan project and to promote the Community Survey.

Community Survey: <https://www.pvtogether2022.com/documents>

- The Community Survey and the Mapping Survey (social pinpoint) were first opened and available digitally on January 9, 2021 with the launch of the project website. A hard copy format of the Community Survey was added for the public's convenience and made available throughout the month of February for pick-up/drop-off in the Town Hall Lobby. On March 1st the Community Survey closed and the consultant prepared a "summary report" with the raw data results of the Community Survey. *(Further analysis of this survey data will be done by the consultant as they start to draft/update the plan elements in the next few months).*

A total of 386 Community Surveys were completed which represents an approximate rate or return of 2.7%. That equates to over a 95% confidence level with a 5% margin of error. The Mapping Survey had a total of 211 unique users who visited the mapping site multiple times for a total number of 497 visits. A total of 10 comments or pins were physically placed on the map.

Discussion Hubs: Zoom Connection: <https://us02web.zoom.us/j/6932272408>

Join by Phone: 1 (669) 900 6833
Meeting ID: 693 227 2408

- There are two (2) Discussion Hubs planned for April and both, due to the continued COVID restrictions, will be conducted as virtual public events. Both Council and Commission are invited to attend in a "listen & learn" capacity while residents participate in these forums for deeper discussion.

The Discussion Hubs will begin at 6:00 PM - topics and issues to be discussed are as follows:

❖ **April 14th Discussion Hub #1: *Mobility & Connectivity***

- Congestion & Cut Through Traffic
- Safety (Vehicle, Pedestrian & Bike)

❖ **April 28th Discussion Hub #2: *Quality of Life***

- Lot splits
- Resort Redevelopment
- Hillside Development

These Discussion Hubs will be hosted by the Town's consultant so there will be no live streaming available. If you want to attend, you must access the zoom meeting by the online or phone connection. Video of these two public events will be posted afterwards on the project website.

Commission Work Session:

- TBD but most likely in May

Community Workshop #2:

- TBD but most likely in early June

ENGAGEMENT TIMELINE

The Town of Paradise Valley General Plan Update outreach efforts are anticipated to be completed by February 2022, with ratification of the General Plan scheduled for August of 2022. Specific methods and timing of outreach efforts over the life of the project will take into consideration the Town's public event calendar, applicable publication deadlines, and holidays. Thus, the specific schedule of events as depicted below are subject to change.

PROJECT TIME SCHEDULE

