



Paradise Valley, Together

2022 GENERAL PLAN

Town Council Work Session – September 23, 2021

GOALS FOR TODAY

- **Provide an overview**
- **Key considerations and changes within Elements & Implementation**
- **Address general comments and questions**
- **Determine next steps for future work sessions**

GENERAL PLAN OVERVIEW

General Plan Elements:

- Maintained current Element/Chapter format
- Preserved current required* and elective** Elements
 - Land Use*
 - Circulation/ Mobility*
 - Open Space*
 - Growth*
 - Environmental Planning *
 - Water Resources*
 - Cost of Development*
 - Community Character & Housing**
 - Public Facilities/Services**
 - Sustainability**

GENERAL PLAN OVERVIEW

Refreshed Vision Statement based on overall community feedback:

Vision Preface

Paradise Valley is a premier, low density, residential community in Arizona with a national identity reflecting excellence in development and design and protection of the natural Sonoran Desert environment.

Centrally located, this desert oasis, surrounded by mountains, cacti and wildlife is in the midst of the fifth largest city in the country, offers convenient access to local and regional amenities while preserving a sense of privacy, quiet, dark night skies and public safety that represents an unparalleled quality of life.

The incorporation of Paradise Valley in 1961 was hard fought and came about with a conscious decision to preserve the natural desert and provide a semi-rural, residential community with limited commercial development and limited government.

Vision Statement

The aesthetic beauty of Paradise Valley attracts residents, their guests and resort visitors alike, to experience this special place we call paradise.

As Paradise Valley looks to the future, we build upon our past by capturing the independent spirit that founded this community while taking prudent and responsible actions to improve the quality of life for Town residents.

Our future will be defined by the continuation of our characteristic low-density, residential housing and the role of local government to ensure quality public safety and other limited services, preserving natural open space and mountain views, and making neighborhood-compatible land use decisions throughout the Town.

Our churches, schools, world-class resorts and other limited non-residential community-oriented development and services will continue to evolve and change with the times to allow the community to meet the social, environmental, technological, and economic needs of today, while sustaining the authentic sense of place and semi-rural character that makes the Town so unique.

GENERAL PLAN OVERVIEW

Standardized Element Structure:

- Introduction
 - Relationship to other Elements (cross cutting conditions)
 - Existing Conditions (where we are)
 - Current Trends (what we heard)
 - Future Conditions (where we are going)
-
- Goals (represent overarching desired outcomes related to key topics associated with the subject element - combined, all goals work to achieve the Vision)
 - Policies (facilitate achieving associated goals and inform the day-to-day operations within the town and help guide decision making)
 - Actions (specific process, technique, or strategy to help achieve goals and policies - relocated to Implementation chapter)

LAND USE ELEMENT

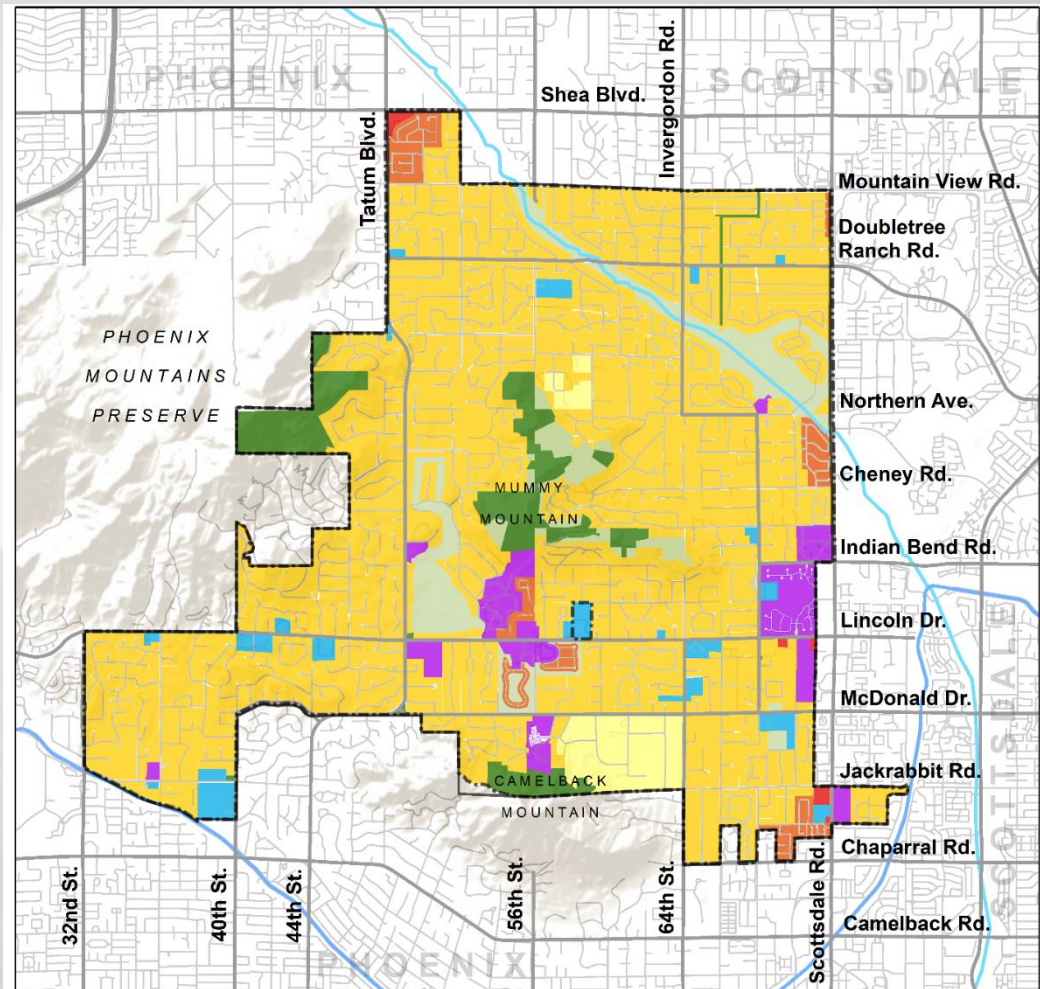
Key Considerations & Changes

- Updated element background information
- Development Areas and Map were removed
- Detailed SUP process to guide development (growth) outside single-family homes
- Refreshed Goals and Policies
 - Removed reference to Development Areas
 - Enhanced reference to Special Use Permit process
 - Consolidated overlapping policies
 - Clarified terminology to be consistent with community feedback and overall Plan

LAND USE ELEMENT

Land Use Map

- Recent General Plan Amendments were captured
- Removed mixed land use designations associated with development areas (i.e. “Low Density Residential or Resort/Country Club” and “Private Open Space OR Resort/Country Club”)
- Overall graphic display of map was enhanced



Legend

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

Land Use Classifications

- Very Low Density Residential
- Low Density Residential
- Medium Density Residential
- Private Open Space
- Public Open Space
- Medical Office
- Public/Quasi Public
- Resort/Country Club

Source:
US Census Bureau,
Town of Paradise
Valley



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Miles

NOTE: All public right-of-ways shall be considered Public Open Space.

COMMUNITY CHARACTER & HOUSING ELEMENT

Key Considerations & Changes

- Enhanced element background information
- Refreshed Goals and Policies
 - Maintained primary goals
 - Clarified terminology to be consistent with community feedback and overall Plan
 - Incorporated policy text to acknowledge heightened review and regulations for lots/building pads, short-term rentals, and telecommunications

MOBILITY ELEMENT

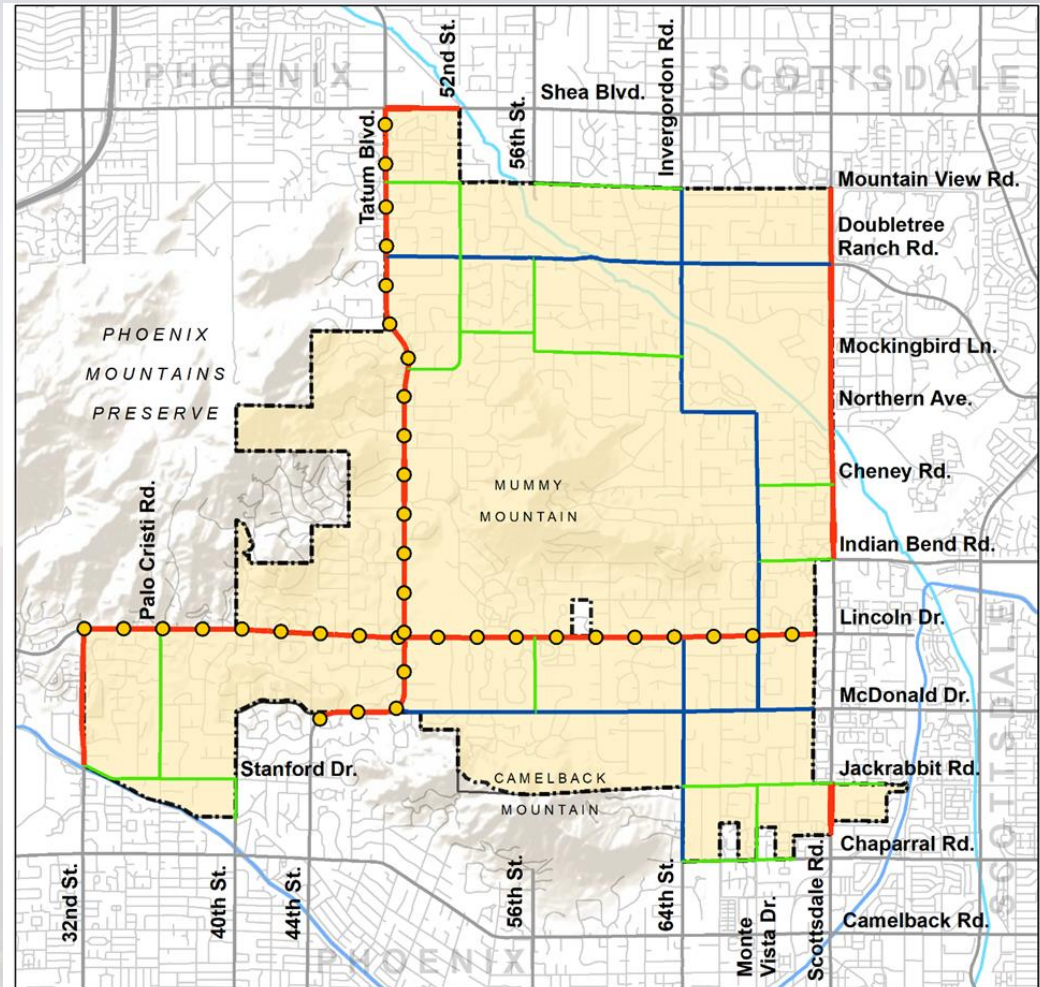
Key Considerations & Changes

- Updated element background information
- Removed roadway cross-sections (to be placed in Design Manual)
- Roadway facility descriptions were updated
- Removed emphasis on creating separate integrated pedestrian and bicycle circulation system (introduced concept of Neighborhood Traffic Management Program)
- Refreshed Goals and Policies
 - Consolidated goals to address multimodal circulation system, rather than individual mode types
 - Added new policies to address community feedback related to safety, congestion, cut-through and pass-through traffic
 - Removed overly prescriptive policies, especially related to non-vehicular circulation
 - Reorganized/relocated policies to better reflect associated goals

MOBILITY ELEMENT

Circulation/Classification Map

- Made general graphic improvements
- Added Visually Significant Corridors
- No classification changes



Legend

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

Functional Classification

- Major Arterial
- Minor Arterial
- Collector

- Visually Significant Corridor

Source:
US Census Bureau,
Town of Paradise
Valley



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OPEN SPACE ELEMENT

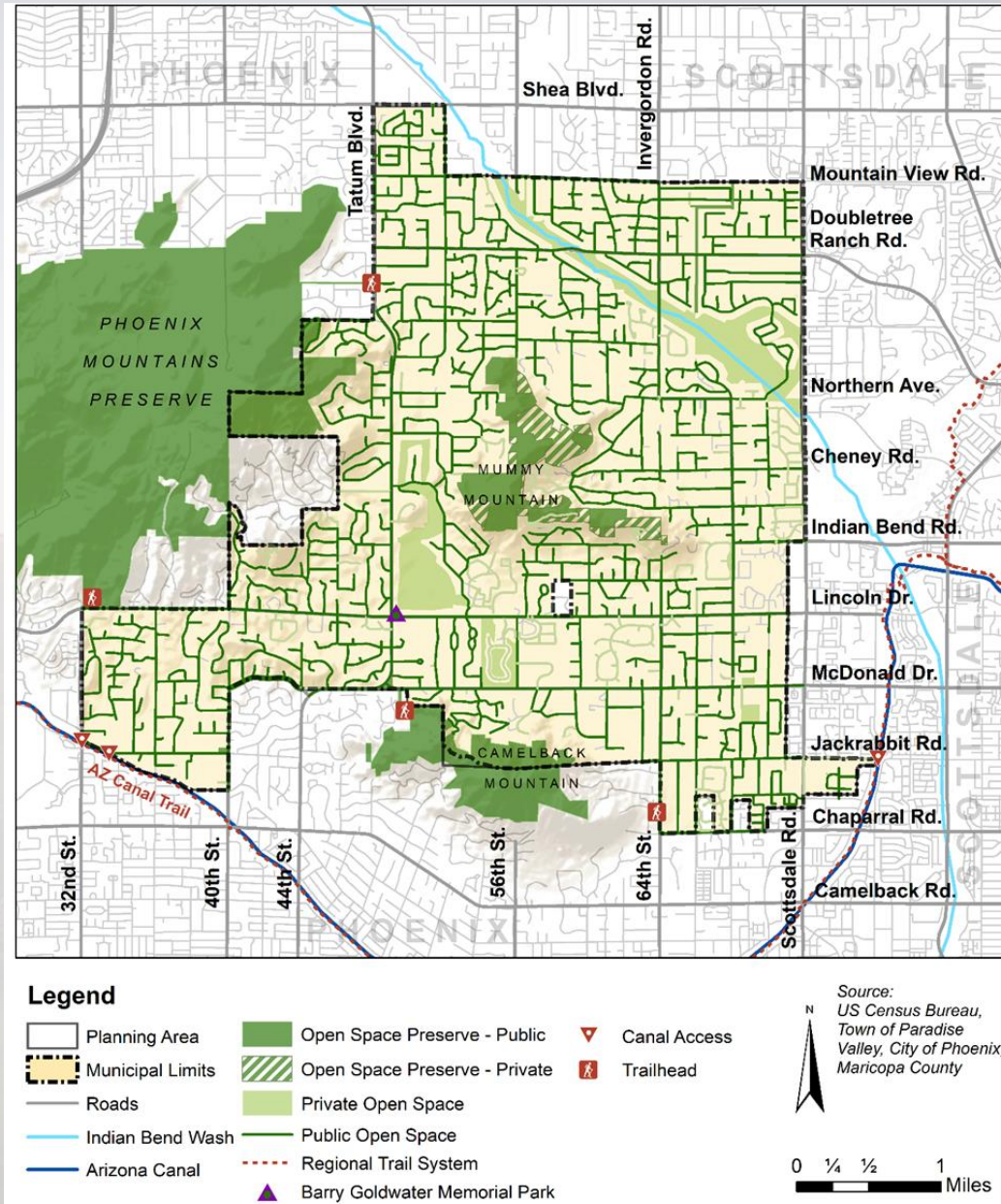
Key Considerations & Changes

- “Recreation” removed from title
- Updated element background information
- Clarified types of Public and Private Open Space to be consistent with Land Use Plan
- Added Open Space Plan/Map
- Refreshed Goals and Policies
 - Updated overall Goal and Policy language to clarify intent.
 - Removed overly descriptive references, especially related to recreation and use of open space (i.e. passive recreation)
 - Reorganized/relocated policies to better reflect associated goals

OPEN SPACE ELEMENT

Open Space Map

- Captures public right of way as open space
- Clarifies specific public and private open space types
- Identifies supporting facilities (i.e. canal access and trailheads)



ENVIRONMENTAL PLANNING & WATER RESOURCES ELEMENT

Key Considerations & Changes

- Minimal Changes
- Enhanced element background information
- Refreshed Goals and Policies
 - Updated overall Goal and Policy language to clarify intent.
 - Clarified references, especially related to drought tolerant native landscaping
 - Refreshed water policy to reflect current terminology and practices (i.e. stormwater management, low impact development)
 - Reorganized/relocated policies to better reflect associated goals

SUSTAINABILITY ELEMENT

Key Considerations & Changes

- Minimal Changes
- Enhanced element background information
- Refreshed Goals and Policies
 - Updated overall Goal and Policy language to clarify intent.
 - Removed references to outdated policy direction, repeat policy, and/or more cost appropriate efforts (i.e. water conservation, energy consumption and greenhouse gas emissions)
 - Reorganized/relocated policies to better reflect associated goals

PUBLIC FACILITIES/SERVICES & COST OF DEVELOPMENT ELEMENT

Key Considerations & Changes

- Minimal Changes
- Enhanced element background information
- Refreshed Goals and Policies
 - Updated overall Goal and Policy language to clarify intent
 - Removed references to repeat policy
 - Reorganized/relocated policies to better reflect associated goals

IMPLEMENTATION

Key Considerations & Changes

- Consolidated Actions into one universal table
- Recognized cross-cutting actions
- Focused action efforts down from 110 to 32 (removed completed efforts and/or restatements of policies)
- Simplified reference and timing to allow Town flexibility
- No changes to Major/Minor Amendment Criteria

GENERAL PLAN

**Element Discussion for today and
future work sessions**

**Questions?
Comments**

LAND USE ELEMENT

Questions/Comments

- **GOAL LU.1 - Enhance 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 and resort destination with strong rural and historic roots. (8 policies)
- **GOAL LU.2 Community Form/Design.** To promote development in the Town that is in harmony with the natural and built environment at both the community and neighborhood levels. (8 policies)
- **GOAL LU.3 Special Use Permit Property.** To support limited, targeted and context appropriate Special Use Permit properties through orderly and well-planned development that provides for the needs of existing and future residents, and makes efficient use of land and infrastructure. (2 policies)
- **GOAL LU.4 - Control Community Spaces.** To conserve and manage the use of public open spaces, access to public open spaces, connections to private open spaces, and encourage the incorporation of public art. (4 policies)
- **GOAL LU.5 - Efficient Infrastructure and Development.** To direct orderly and well-planned development in support of existing or planned infrastructure improvements. (2 policies)
- **GOAL LU.6 - Special Use Permit Property Revitalization.** To encourage the continued revitalization and improvement of the Town's existing Special Use Permit properties while protecting adjacent residential neighborhoods. (6 policies)

COMMUNITY CHARACTER & HOUSING ELEMENT

Questions/Comments

- **GOAL CC&H.1 - Existing Residential Character.** Preserve and protect the quality of residential character development within the Town while taking care to perpetuate the natural landscape, desert plants, and scenic beauty of the mountain areas of the Town. (4 policies)
- **Goal CC&H.2 - Distinctive and Memorable Design.** Promote community design that produces a distinctive, high-quality built environment whose forms and character reflect the Town of Paradise Valley's unique historical, environmental, and architectural context, and create memorable places that enrich community life. (7 policies)
- **Goal CC&H.3 - Scenic Environmental Design.** Maintain and preserve the Town's natural scenic resources including scenic views, the distinctive mountain ridgelines, and night skies that have contributed to the Town's community legacy since its inception. (7 policies)
- **Goal CC&H.4 - Places to Connect.** Preserve and maintain public spaces to promote areas throughout Town where residents and visitors alike may passively recreate or casually interact together thereby promoting individual relationships and interaction among residents. (4 policies)
- **Goal CC&H.5 - Housing Types & Supply.** Maintain the Town's primarily owner-occupied low-density residential character while allowing less than one acre per residence housing as allowed by the Town Zoning Code or on Special Use Permit resort properties. (4 policies)

MOBILITY ELEMENT

Questions/Comments

- **GOAL M.1 - Safe Multimodal Circulation.** To provide a high-quality multimodal circulation system that is effectively planned, managed, operated and maintained. (13 policies)
- **Goal M.2 - Roadway Design.** To provide high-quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts, enhances safety for all users, and minimizes negative impacts to the community and neighborhoods. (9 policies)
- **Goal M.3 - Regional Transit Services.** To support public regional transit services through the Town, as well as promote rideshare and specialized transit such as resort connectors for residents, employees, and resort guests. (2 policies)
- **Goal M.4 - Environmental Systems.** To create a sustainable circulation system that will ensure the safe and efficient movement of people, goods, and services while supporting livable neighborhoods and reducing air pollution and greenhouse gas emissions. (3 policies)
- **Goal M.5 - Visual Character.** To create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town. (11 policies)

OPEN SPACE ELEMENT

Questions/Comments

- **GOAL OSR.1 - Protect Open Space & Mountain Views.** Protect and expand open spaces, mountain views and natural features throughout the Town and responsibly enhance their physical or visual accessibility by Town residents, their guests and resort visitors. (9 policies)
- **Goal OSR.2 - Open Space Management.** Manage open space to be sensitive to natural systems and responsive to public need so as to maintain a high quality of life for residents, their guests and resort visitors. (4 policies)
- **Goal OSR.3 - Healthy Lifestyle.** Support and encourage an open space system that provides a healthy physical, social, and natural environment to improve the wellness and well-being of all residents and visitors. (6 policies)

ENVIRONMENTAL PLANNING & WATER RESOURCES ELEMENT

Questions/Comments

- **GOAL EPW.1 - Natural Resource Conservation.** Support the conservation of the Town's natural resources to preserve sensitive environmental and important habitat areas. (8 policies)
- **Goal EPW.2 - Tree Canopy.** Manage and maintain the Town's inventory of trees as an environmental, economic, and aesthetic resource to improve residents' quality of life. (5 policies)
- **Goal EPW.3 - Visual Resource Preservation.** Maintain and protect significant visual resources and aesthetics that define the Town of Paradise Valley. (4 policies)
- **Goal EPW.4 - Air and Noise Quality.** Reduce noise pollution, air pollution, and improve air quality within the Town and across the region. (6 policies)
- **Goal EPW.5 - Water Supply.** To ensure the adequacy of the Town's water supply and to support improvements to the water supply. (6 policies)
- **Goal EPW.6 – Water Quality.** Promote a high-quality and safe water supply that meets or exceeds federal and state regulatory requirements. (5 policies)
- **Goal EPW.7 - Flood Control/Drainage.** Minimize risk of damage or injury from known flood hazards. (7 policies)

SUSTAINABILITY ELEMENT

Questions/Comments

- **Goal S.1 - Community Education and Involvement.** Cultivate broad community participation in programs to promote sustainability and provide the information people need to live in a sustainable way. (6 policies)
- **Goal S.2 - Building Practices.** Support increased use of renewable energy and sustainable building practices and remove obstacles to their application. (9 policies)
- **Goal S.3 - Greenhouse Gas Emissions.** Transition Town operations to operations that reduce greenhouse gas emissions and work with surrounding municipalities to reduce their greenhouse gas emissions produced by services provided in our community. (2 policies)
- **Goal S.4 - Water Conservation.** Encourage the responsible consumption and recycling of water through a variety of conservation and low impact development (LID) practices. (4 policies)
- **Goal S.5 - Solid & Hazardous Waste.** Require efforts designed to reduce the amount of solid waste generated and ensure that generated waste is recycled or efficiently disposed of in an environmentally safe manner. (4 policies)
- **Goal S.6 - Finances.** Require efforts to ensure the Town's short- and long-term economic interests are sustained over time. (5 policies)

PUBLIC FACILITIES/SERVICES & COST OF DEVELOPMENT ELEMENT

Questions/Comments

- **GOAL PFS.1 - Public Facilities.** Provide safe, accessible, and sustainable public buildings and facilities to meet the needs of the community. (2 policies)
- **GOAL PFS.2 - Crime and Law Enforcement.** Work cooperatively with the community, regional law enforcement agencies, local government and other entities to provide quality police service that protects the long-term health, safety, and wellbeing of our Town, reduces current and future criminal activity, and incorporates design strategies into new development. (6 policies)
- **GOAL PFS.3 - Fire Protection and Emergency Medical Services.** Provide coordinated fire protection and emergency medical services that support the needs of residents and visitors and maintains a safe and healthy community. (7 policies)
- **GOAL PFS.4 - Compliance with Health and Safety Codes.** Improve the health, safety, and visual quality of the community by ensuring compliance with health, safety and zoning codes. (5 policies)
- **GOAL PFS.5 - Other Facilities and Services.** To ensure that other public facilities and services are adequate to meet the needs of Town residents and businesses. (4 policies)
- **GOAL PSF.6 – Cost of Development.** To ensure the provision of high-quality public services and infrastructure while maintaining the Town's fiscal sustainability. (3 policies)

32 IMPLEMENTATION ACTIONS: 1 THRU 5

Questions/Comments

Actions		Implementing Goal(s)	Specific Project	Ongoing Effort or Program
1	Routinely evaluate and amend the SUP Guidelines, as necessary, to encourage SUP property revitalization and improvement within their existing geographic boundaries as long as such improvements do not adversely affect the integrity and enjoyment of adjacent residential areas and natural and semi-urban landscapes. Require community impact assessments that demonstrate both the positive and adverse impacts of proposed SUP projects and utilize context appropriate and responsive building and site design to ensure compatibility with adjoining uses, views and open space.	LU 3, LU 6, CC&H 1, CC&H 2		X
2	Routinely evaluate, amend, and codify code enforcement resources to establish clear nuisance and maintenance measures to further require property owners to remedy identified public nuisance violations and require properties be maintained to ensure health and safety.	LU 1, LU 2, CC&H 1, EPW 1, PFS 4		X
3	Continue to monitor land use and development conditions within the Town to ensure all Codes and regulations are effectively addressing and/or mitigating identified issues of community concern (i.e., building pad heights, walls and fences, short term rentals, etc.).	LU 1, LU 2, CC&H 1, CC&H 5		X
4	Continue to initiate, monitor, and support legislation that will help to address the unique conditions and negative impacts of short-term rentals within the Town.	CC&H 5		X
5	Continue to enforce and refine the Town's Hillside Development Regulations through periodic code assessments and updates to ensure the Town's prominent mountain peaks, ridges, and hillsides are minimally impacted by development.	EPW 1, EPW 3, PFS 4		X

32 IMPLEMENTATION ACTIONS: 6 THRU 11

Questions/Comments

	Actions	Implementing Goal(s)	Specific Project	Ongoing Effort or Program
6	Encourage residents to continue participating in the cost sharing for undergrounding utilities, hosting informational meetings and facilitating discussions between residents and the utility companies.	CC&H 3, PFS 5		X
7	Assess the subdivision ordinance and identify measures to encourage new residential subdivisions to incorporate native, drought tolerant, low water use landscaping in common open space areas.	LU 1, LU 2, CC&H 1, CC&H 2, OS 2	X	
8	Utilize the Visually Significant Corridor Master Plan to identify key gateways and roadways to the Town and apply a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.	M 2, M 4, M 5	X	
9	Implement neighborhood outreach efforts to improve notification to residents and for neighborhoods to provide input to the Town (e.g., continue neighborhood association inventory, Town-sponsored HOA forums, use of website/social media, Town Reporter newsletter and Resident Guide).	CC&H 1, M 1		X
10	Routinely evaluate and amend the Town lighting regulations as necessary to protect the Town's night skies.	CC&H 1, CC&H 3, LU 6		X
11	Continue Town Administration and Task Force efforts to increase opportunities for telecommunications and broadband services in the community by identifying community needs and suitable providers as well as assessing suitable locations for infrastructure in a manner that minimizes the visual impact on the Town and private property.	CC&H 3, PFS 5		X

32 IMPLEMENTATION ACTIONS: 12 THRU 15

Questions/Comments

Actions		Implementing Goal(s)	Specific Project	Ongoing Effort or Program
12	Create a Town Engineering Standards Manual to address roadway design specifications, street cross sections that promotes the Town character and reduces adverse environmental impacts, emergency vehicle and non-emergency service providers accommodations, and consolidate accepted Town engineering regulations.	M 1, M 2	X	
13	Continue coordinating with adjacent communities (i.e. Scottsdale and Phoenix) and regional agencies (i.e. MAG) to coordinate improvements, ensure safe and efficient linkages, and review and comment on planning or active projects that affect the Town. Specific focus should be given to coordinating regional congestion and local cut through traffic mitigation, non-vehicular mobility routes, and identification of potential funding sources.	M 1, M2, M 3		X
14	Conduct roadway safety assessments by maintaining an inventory of traffic counts for all mobility types on Major Arterial, Minor Arterial, and Collector roadways in the Town. This inventory will assist the Town in monitoring the performance of the roadway network, including tracking levels of service (LOS). The Town should work cooperatively with the Cities of Scottsdale and Phoenix and Maricopa Association of Governments to assemble this information.	M 1, PFS 5		X
15	Continuously maintain the Town's GIS mapping inventory that includes all aspects of land use, mobility, open space, public services and facilities, hillside, and environmental areas to assist in determining priorities for ongoing management, as well as prioritizing maintenance needs.	LU 1, M 1, OS 1, PFS 1		X

32 IMPLEMENTATION ACTIONS: 16 THRU 21

Questions/Comments

	Actions	Implementing Goal(s)	Specific Project	Ongoing Effort or Program
16	Establish a Neighborhood Traffic Management Program (NTMP) to provide a comprehensive, thoughtful, and systematic program to address neighborhood traffic concerns (i.e. traffic calming and traffic control measures), improve pedestrian and bicycle safety, and maintain the scenic and quiet semi-rural character of Paradise Valley neighborhoods.	M 1, M2	X	
17	Create and implement a Safe Routes to School Plan.	M 1, M2	X	
18	Use tools such as partnerships, donations, easements and the purchase of development rights to preserve open space and visually significant ridgelines and peaks.	OS 1, EPW 3		X
19	Continue to preserve and encourage the restoration of the Town's washes through periodic fire and code enforcement inspections.	EPW 1, EPW 7		X
20	Periodically evaluate current measures to alleviate parking problems related to regional trailheads, to ensure effectiveness and amend as necessary.	CC&H 1, M 2		X
21	Continue to work with Scottsdale Unified School District to promote the joint use of educational facilities.	OS 3		X

32 IMPLEMENTATION ACTIONS: 22 THRU 26

Questions/Comments

	Actions	Implementing Goal(s)	Specific Project	Ongoing Effort or Program
22	Evaluate and amend as necessary the Native Plant Preservation Ordinance to ensure it preserves and protects natural vegetation and wildlife areas, mature trees and landscaping, and promotes the restoration of indigenous Sonoran Desert vegetation that has been disturbed or scarred by new developments. In addition, such review shall include any process changes in how the Town monitors new development and redevelopment to ensure the maximum feasible protection of native plants.	CC&H 3, EPW 1	X	
23	Evaluate and amend as necessary the Landscape Design Guidelines to address landscape design along our public right-of-ways and associated open spaces, integrate applicable components of the Visually Significant Corridor Master Plan, and incorporate a native, drought tolerant, low water use plant list. In addition, consider incorporation of the key provisions of the Landscape Guidelines into the Zoning Ordinance.	OS 2, EPW 1, EPW 3	X	
24	Update the Zoning Ordinance, evaluate current best practices for organization, remove conflicting language, and incorporate provisions to be consistent with Town, State and Federal regulations.	LU 1, M 1, OS 1, PFS 1	X	
25	Continue to apply for the Tree City USA designation on an annual basis. Support exceeding Tree City USA requirements by initiating efforts such as promoting a tree dedication program that encourages property owners and builders to donate surplus trees from their properties that they cannot accommodate for use on Town owned property.	EPW 2		X
26	Continue to require on-site retention for applicable new development and redevelopment and require the provision of adequately sized facilities to retain and transport storm water. In addition, promote low impact development (LID) methods during the site design review process.	EPW 5, EPW 6, EPW 7, S 4		X

32 IMPLEMENTATION ACTIONS: 27 THRU 32

Questions/Comments

Actions		Implementing Goal(s)	Specific Project	Ongoing Effort or Program
27	Examine opportunities to provide or promote technology upgrades (i.e. smart meters, smart traffic signals, smart lighting, etc) that can improve the efficiency and efficacy of public or private facilities and services within the Town.	S 6, PFS 1, M 1, PSF 6		X
28	Evaluate environmentally sustainable efforts, incentives, and outreach programs such as, staff training, Green Building measures/codes, demonstration projects, award programs, reduced permit fees and minor variations from certain development standards.	S 1, S 2		X
29	Continue to coordinate with Town public safety service providers, including police, fire and emergency services, along with neighboring municipalities, and other state and federal agencies to identify ways to enhance the Town's ability to deliver public safety services more efficiently and cost effectively.	PFS 2, PFS 3		X
30	Continue to monitor and publish public safety, fire and emergency, and public utility data including but not limited to: response rates to service calls, types of service calls, number of arrests, number of moving violations, traffic fatalities, number of DULs, civilian complaints received against members in service, fire incident outcomes, critical incident response standard, workforce safety, satisfaction rating, and financial management.	PFS 2, PFS 3		X
31	Continue to promote volunteering for the Council, various boards, commissions and committees, or Town services and programs and judges for the municipal court.	S 1		X
32	Monitor grant funding opportunities, particularly those applicable to health and safety improvements.	LU 1, M 1, OS 1, PFS 1		X



THANK YOU FOR YOUR INPUT
AND TIME!