

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
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DATE: September 23, 2021

AGENDA TITLE:

Discussion on the *Paradise Valley, Together 2022 General Plan* - "Draft".

BACKGROUND:

Over the course of the summer the Planning Commission held 6 Work Sessions to discuss, review and provide feedback to the consultant on the draft of the 2022 General Plan. The Commission was first provided with the summary results of the Council/Commission 2012 Goal Evaluation Matrix (the one done as part of the project kickoff in October 2020). Then taking into consideration public input received throughout the first half of 2021 including the Community Survey, Discussion Hubs and the other public outreach efforts the 2012 General Plan Goals & Policies were either kept as is, revised/updated, or deleted. The proposed updated Goals & Policies for each of the 7 Elements is what the Commission focused on during their summer Work Sessions.

Based on the Commission's input, the consultant has made the necessary revisions, updated the appropriate text and formatted each of the Elements in a consistent manner. Each Element now contains a consistent format with updated information in the following manner:

- 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 and Policies

The current 2012 General Plan's Implementation Element did not contain any implementation measures. Rather the Tables outlining the Implementation Programs, which in total numbered 110, were embedded into each of the individual elements and often just restated a policy statement. The 2022 General Plan creates an Implementation Element where a single list of 32 Implementation Actions can be found.

The *Paradise Valley, Together 2022 General Plan* - “Draft” is being presented to both the Commission on (9/21) and the Town Council on (9/23). The Town Council will then continue review of the Draft in October.

DISCUSSION:

At this point in time the Draft plan contains only text. There are “placeholders” where graphics or photos will be inserted, and the final design layout will evolve from there. Before the Council’s initial vote at the end of October and the 60-day review period starts the document will be in its final design format.

Introduction: This section of the 2022 Draft Plan has been updated as well as expanded. The Vision Statement, which essentially remains the same, has been formatted and clarified in a way that better articulates a forward looking “vision” for the future based in the community’s shared values. Also, demographic and socioeconomic data has been added that helps to give a fuller picture thus, a better understanding of the community.

Land Use Element: The biggest changes in this Element is that the Development Areas Map has been removed as has the text associated with that map. The Land Use Map remains essentially the same from the 2012 General Plan with only a few minor changes. One edit is the removal of the mixed land use categories of:

- “Low Density Residential OR Resort/Country Club” and
- “Private Open Space OR Resort/Country Club”

These land uses were only for the development areas of the Mountain Shadow and the Five Star Development (Ritz Carlton) because the redevelopment/development of these areas was unknown at the time of the 2012 General Plan. Since then the Town has completed the Special Use Permit zoning for both of these development areas and these land uses are no longer necessary.

The other edits added in the General Plan Map are changes the Town Council approved since adoption of the 2012 General Plan; these include:

- “Public/Quasi Public” designation on the western portion of the Franciscan Renewal Center located within the Town,
- “Resort” designation of five acres owned by the Andaz Resort,
- “Low Density Residential” to the former Kachina School property, and
- “Low Density Residential” to a one-acre portion of the Ascension Lutheran Church.

Finally, the Land Use Map emphasis is on non-local streets, with local streets (both private and public) addressed in the text of the Mobility Element and moving the designation of them as “open space” to a new Open Space map as described in that Element.

Community Character and Housing Element: Given the new format, existing conditions, current trends and future condition text was added. Edits to the Goals and Policies were minimal with most changes focused on enhancing clarity of terminology within the existing goals and policies. Of specific note, in response to comments received through the community survey, two specific policies were added to address the raising of lot/building pad and the short-term rental issues.

Mobility Element: Within this Element, the emphasis on creating separate integrated pedestrian and bicycle circulation system, as the current 2012 General Plan does, was removed. This was in response to community feedback and prior discussions on the proposed but not adopted Walk & Bike Plan. Instead, this General Plan advocates for a more case-by-case approach regarding placement of these facilities rather than a Town-wide plan. Consequently, these separate Goals in the current 2012 General Plan were removed and many of their associated Policies were in most cases simply moved, combined with other similar policies, or redistributed to other more appropriate Goals and not completely deleted.

The Roadway Classification Map, which shows the functional classifications of the roadways, remains relatively the same as the 2012 General Plan. The edits to this map include:

- Designating Lincoln Drive and Tatum Boulevard as a Visually Significant Corridor to reflect the 2018 adopted Visually Significant Corridors Master Plan.
- Major Arterial (dashed line) indicating non-Paradise Valley street classifications, has been removed and replaced with the solid Major Arterial line as these streets are still Major Arterials no matter which jurisdiction they are technically located in or which jurisdiction maintains them.
- Local streets, as shown in the 2012 General Plan, have been drawn in a lighter weight for reference purposes on the Land Use Map (as previously mentioned).

Another proposed change is the removal of the cross-section information in the existing Mobility Element. Staff and the project team believe that this “design specific information” is better served when located in a design type guideline/manual rather than in the General Plan. Also, the information in Table 4.1, which described the facilities associated with each roadway classification, has been updated for consistency and is now included within the description of the specific roadway classifications.

Open Space Element: Within this Element, there have been edits to both clarify and better define the different types of Open Spaces (Public and Private) that Paradise Valley has and the intended uses for these open spaces. The word “Recreation” has been deleted from the Element title.

An Open Space Map has been added to better define the different types and location of existing open space that Paradise Valley residents enjoy, particularly the mountain preserve areas that are more for visual enjoyment than active enjoyment like the golf courses in town. For this map the local street GIS Layer has been “turned on” to better indicate that the right-of-way associated with both public and private local streets as well as all other street classifications is considered as open space.

Environmental Planning and Water Resources Element: Given the new format, text was added that describes existing conditions, current trends and future conditions. Changes to the Goals & Policies were minimal as there wasn’t a great amount of feedback that desired extensive edits to this Element.

Sustainability Element: The Sustainability Element was updated to be more succinct in its description of the existing conditions, current trends, and future conditions. Sustainability rests with what actions the town can do, will do, and can afford to do

given the community desire to retain a limited government. The Goals & Policies were refined from there.

Public Facilities/Services and Cost of Development Element: Information was added that more fully describes the infrastructure, public safety and community services that exist within the Town. Current trends were addressed and future conditions discussed. The feedback that was received for this element was positive and minimal edits were made to the Goals & Policies in this Element.

Implementation:

Currently the *2012 General Plan* Implementation Element establishes a public process for making recommendations on land use decisions, budget allocations, the Capital Improvement Program (CIP), as well as defining how to amend the General Plan; but it does not contain specific implementation measures (specific action items).

The implementation measures were crafted as a list of action items, determined to be achievable within the 10-year General Plan timeframe, as well as the continuation of established on-going programs. Specific implementation measures (action items) were edited when determined to be redundant, some action items were deleted if achieved or revised and not approved (i.e. the Walk & Bike Plan) during the previous 10-year period and any action items that were simply a restatement of an existing policy were removed. This resulted in a streamlined single list of measurable and achievable action items, that make it easier to read, easier to understand and easier to implement. These actions should not be treated as a static checklist but as “recommendations” for implementation that identify strategies and projects that, under current conditions, represent a high degree of conformance between community needs and values. As such, as conditions change, so too may the timing of these actions or even the actions themselves.

TIMELINE/SCHEDULE ADJUSTMENT DISCUSSION:

It remains very important that the mandatory 60-day review period begin on November 1, 2021 if the target of the August 2022 Primary Election (voter ratification) is to be achieved. After the Town Council finishes its review of the “Draft” Plan in October their recommended edits will be crafted into what will be the *60-Day Review Draft*. As part of, and in conjunction with, the mandatory 60-day review period a 2nd Community Workshop will be held to elicit public comment from Paradise Valley residents. The project team is suggesting that this Community Workshop occur in early November just after the start of the mandatory 60-day review period.

Again, opportunities for the public to comment will continue throughout, up to and including, at the Public Hearing process during February and March 2022. Below is a more comprehensive timeline of future dates.

Possible Future Action/Dates:

- Month of October: Council Work Sessions &/or Special Sessions.
- **November 1, 2021 – December 31, 2021: 60-Day Review Period**
- Early in November: Conduct 2nd Community Workshop (date TBD)
- Month of January: Planning Commission 1/4 and Council 1/13 Work Sessions
- 2/1/2022: Planning Commission Hearing (Commission Recommendation)
- 2/15/2022: Planning Commission Hearing (LAST DATE Council Recommendation)
- 3/10/2022: Town Council (Council Adoption)

- 3/24/2022: Town Council (Alternative Council Date if needed) **but would leave only 1 week to prepare material for election notification deadline, so best to avoid*
- 4/4/2022: 120-Day Election Notification Period
- 8/2/2022: Primary Election (Voter Ratification)

ATTACHMENT(S):

- A. Staff Report
- B. Minutes of the Planning Commission Summer Meetings
- C. Draft Plan – *“Paradise Valley, Together 2022 General Plan”*
- D. Consultant Presentation
- E. All Goals & Policies in Track Changes