

# TOWN *Of* PARADISE VALLEY



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## STAFF REPORT

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**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:** October 14, 2021

**AGENDA TITLE:**

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

**UPDATE:**

In preparation for the November 1, 2021 State mandated 60-day Review, the Council held a Study Session on September 23<sup>rd</sup>. At that meeting, the consultant provided Council with an overview of the 2022 General Plan elements, the standardized format, and the key consideration and changes made within each element. The Council was provided with a track change version of the Goals & Policies within each element and also requested a track changes version of the complete text along with the origin of the requested changes.

On September 30<sup>th</sup> Council was provided the requested track change version for their review and comments they wish to discuss at the October 14, 2021 Study Session. The following is a summary of those comments divided into three categories:

**Grammatical/Formatting /Organization:**

- Use less flowery language and more simple language
- Use different terms (e.g., encourage rather than promote, should rather than shall in some places)
- Use more precise terms to describe intentions and less "planner ease" (e.g., pedestrian facilities, bicycle facilities)

**Substantive Issues:**

- The Vision Statement
- (Land Use Element) policies on subdivision/neighborhood designations
- State required Growth Areas Element
- Community gathering spots throughout the plan
- Roadway classification text and map
- Incorporation of more reference to limited government model

- Add implementation item on use of best practices and technology to inform and update residents.

### **Policy Implications:**

- Policies to monitor trends that negatively impact the community (e.g., currently Short-Term Rentals)
- Policy on competitive /organized cycling groups to mitigate negative impacts and address issues of safety.

### **NEXT STEPS:**

The consultant has now finalized a **first** draft of the “60-day Review Draft” in the graphic format/layout, including photos, for the Council to review (Attachment B). In your packet, this first draft has included “red comment symbols” to indicate where we received comments. Changes to the **text** will be made following the study session with Council regarding the comments received.

Once the “60-day Review Draft” is finalized, the document will be in a format that includes all proposed changes to date along with the graphics and photos. This 60-day Review Draft will be uploaded to the project website for public review and comment, discussed at the Community Workshop in November, and summarized in the *Town Reporter*.

### **Public Outreach Efforts:**

- 10/17/21 - 60<sup>th</sup> Anniversary Event
- 10/29/21 - November Fire/Sewer bill
- November - *Town Reporter* used as an executive summary of the 2022 General Plan (survey included)
- 11/13/21 - Car Show
- 11/17/21 - Community Workshop #2
- PV Independent articles, AlertPV and Project Website

### **TIMELINE/PROJECT SCHEDULE:**

The project team intends to use the *Town Reporter* as a type of “executive summary” of the 60-day Review Draft of the 2022 General Plan. The *Town Reporter* will then be printed and mailed to all 7,900 Paradise Valley households in the first week(s) of November. There will be a brief survey page on the different aspects of the 2022 General Plan included in the *Town Reporter* that residents can take online or fill-out and either mail back or drop-off at Town Hall prior to December 31, 2021.

The Community Workshop #2 is set for November 17<sup>th</sup>. The project team is considering ways to do both remote and an in-person workshop. More details will be available by the end of October.

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.

### **November/December:**

- November 1, 2021 – December 31, 2021: 60-Day Review Period
- November 17, 2021: Community Workshop #2

January:

- January 4, 2022: Planning Commission Work Session
- January 13, 2022: Town Council Work Session

February:

- February 2022: Planning Commission Public Hearing (Recommendation)

March:

- March 2022: Town Council Public Hearing (Adoption)

August:

- August 2022: Primary Election (Voter Ratification)

**ATTACHMENT(S):**

- A. Staff Report
- B. 60-Day Review Draft – *“Paradise Valley, Together 2022 General Plan” – with “Red Comment Symbols”*
- C. Presentation