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TO: Chair and Planning Commission

FROM: Eva Cutro, Community Development Director
George Burton, Planner

DATE: April 17, 2018

CONTACT:

AGENDA TITLE:

Discussion of Draft Visually Significant Corridors Master Plan (VSC)

BACKGROUND

The character of a town and its neighborhoods is largely determined by the appearance of its streetscape. The streetscape may include a variety of elements, such as vehicle travel lanes, bike lanes, sidewalks, street furniture, utility poles, trees, accent plantings, lighting, and signage. To encourage high-quality streets that demonstrate the positive character and image of the Town, the concept of Visually Significant Corridors has been included in the Town's General Plan and is one of the Town Council's Quality of Life Initiatives.

To assure exceptional visually significant corridors are created, the Town retained Environmental Planning Group (EPG) and Michael Baker International to develop the Town's Visually Significant Corridors Master Plan. The focus is on the major arterials of Tatum Boulevard and Lincoln Drive, but the plan also addresses fundamental quality of life issues within all of Paradise Valley's streetscapes, such as promoting attractive treatments that reflect the Town's identity and the Paradise Valley quality of life. The attached draft is a user-friendly manual, which includes design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate streetscape design principals for Tatum Boulevard and Lincoln Drive, as well as other roadways the Town may wish to later designate as Visually Significant Corridors.

DISCUSSION/FACTS

The Draft Master Plan consists of five sections- Introduction, Guidelines Summary, Existing Characteristics, Implementation, and Appendix. These sections were reviewed at the March 20th meeting with a focus on Implementation. The Planning Commission recommended revisions that are now incorporated into the attached revised Plan. These include:

1. Slight re-organization of the pages and additional spacing and additional pages so the information doesn't look "crowded" on the page;
2. New page 2.2 to introduce the guidelines of the Plan including the concepts of "Good", "Better", and "Best" earlier in the Plan;
3. Page 4.4 includes additional Questions & Answers;
4. Page 4.7 contains a new "cost" chart; and
5. Page 4.11 reflects minor and major gateways combined into just "gateways"

At this meeting, the consultant will give a brief summary of the Draft Report concentrating on the revisions and requesting any additional modifications or concerns.

Attachments

- Draft Visually Significant Corridors Master Plan, April 2018.