



## Legislation Details (With Text)

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**Title:** Consideration of Resolution 2018-20  
Acceptance of the Visually Significant Corridors Plan

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**Attachments:** 1. VSC\_June 2018, 2. VSC Resolution

Date	Ver.	Action By	Action	Result
6/19/2018	1	Planning Commission	Recommended for Approval	Pass

**TO:** Chair and Planning Commission

**FROM:** Paul Michaud, Interim Community Development Director  
Eva Cutro, Special Projects Coordinator

**DATE:** June 19, 2018

**CONTACT:**

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**AGENDA TITLE:**

Consideration of Resolution 2018-20  
Acceptance of the Visually Significant Corridors Plan

**RECOMMENDATION:**

A recommendation to forward approval to the Town Council of Resolution 2018-20, approving the Visually Significant Corridors Master Plan, prepared by Environmental Planning Group and Michael Baker International, dated June 2018. This Plan fulfills a quality of life initiative of the Town and an implementation measure of the 2012 General Plan, the plan process has given residents opportunity to discuss issues and concerns, and the approval of this plan is in the best interest of the Town.

**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.

### **SUMMARY OF DRAFT PLAN**

The Draft master Plan consists of five sections- Introduction, Guidelines Summary, Existing Characteristics, Implementation, and Appendix.

The Introduction describes the origin of the Visually Significant Corridors, the purpose and need of the Plan, and the guiding principles.

The Guidelines Summary identifies the three character zones and describes each including the patterns, colors, and materials suggested for streetscape elements and improvements for implementation.

The Existing Characteristics section describes and illustrates the existing conditions of the street rights of way, streetscape, and adjacent characteristics.

The Implementation section identifies a series of areas or steps in which the Plan can be implemented. Pilot projects are discussed.

The Appendix contains a summary of the General Plan goals and policies. It offers planning process content and scope of work efforts that occurred throughout the development of the Plan.

### **ATTACHMENTS**

1. Resolution 2018-20
2. Visually Significant Corridors Draft Plan

C:     - Applicant  
       - Case File

Note: Past information on the plan, including public comments, are available at <http://www.paradisevalleyaz.gov/561/projects-visually-significant-corridors>