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TO: Chair and Planning Commission

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

DATE: September 5, 2017

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. Chapter 4 - Implementation includes an outline of ideas for discussion with the Planning Commission of implementation concepts and priorities to be further refined in the final draft of the master plan.

At this meeting, the consultant will give a summary of the Draft Report and ask for any initial comments on Chapters 1, 2, 3, and 5. The consultant would like to then have a discussion on the concepts identified for Chapter 4 - Implementation and solicit Commission's input on their implementation priorities moving forward. .

Attachments

- Draft Visually Significant Corridors Master Plan, August 2017.