



## Legislation Text

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**TO:** Chair and Planning Commission

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

**DATE:** June 5, 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. This plan was introduced to the Planning Commission on January 3, 2017 and then refined and reviewed by the Commission at meetings on 2/7/17, 8/1/17, 9/5/17, 3/20/18, and 4/17/18. A final draft is now presented for additional review. The Planning Commission recommended revisions are incorporated into the attached revised Plan. These include:

1. Gateway signs with four distinct graphics in the steel panels P 4.12- 4.14;

2. Additional information, including Table 2.1, to introduce the concepts of “Good”, “Better”, and “Best” earlier in the Plan;
3. A revised plant list with “maintenance levels” P 2.42 - 2.52;
4. Additional information on the treatment concept at Lincoln Dr./Tatum Blvd. P 4.15;
5. New Probable Cost Chart grouped by Character Zone P 4.7; and
6. Minor grammatical and typographical edits.

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 prior to the scheduled hearing on June 19, 2018.

Attachments

- Draft Visually Significant Corridors Master Plan, May 2018.