



## Legislation Text

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**TO:** Mayor Collins and Town Council Members

**FROM:** Brian Dalke, Interim Town Manager  
Dawn-Marie Buckland, Deputy Town Manager  
Jeremy Knapp, Community Development Director

**DATE:** September 27, 2018

**DEPARTMENT:** Community Development

**AGENDA TITLE:**  
**Visually Significant Corridors Master Plan Discussion #1**

**Town Value(s):**

- ☐ Primarily one-acre, residential community
- ☐ Limited government
- ☒ Creating a sense of community
- ☐ Partnerships with existing schools and resorts to enhance recreational opportunities
- ☒ Improving aesthetics/creating a brand
- ☐ Preserving natural open space

The Visually Significant Corridors Master Plan meets the Town values of creating a sense of community by establishing a plan that aims to establish a Paradise Valley brand and improve aesthetics along the major arterials of Lincoln Drive and Tatum Boulevard.

**Council Goals or Statutory Requirements:**

Preparing the Visually Significant Corridors Plan meets both an implementation measure of the Town's 2012 General Plan and a Town Council Quality of Life initiative.

**CC&H 3.1.3.3 Enhanced Town Gateways.** The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting.

**CC&H 3.1.3.4 Visually Significant Corridors.** The Town shall designate highly visible, prominent, streets, including Lincoln Drive and Tatum Boulevard, as Visually Significant Corridors. Streetscape design guidelines will be developed, to include a reasonable range of treatments of individual properties, to improve and manage landscape conditions as a means to demonstrate a positive and unique character and image of the Town, maintain views, and strive to mitigate the negative impact of traffic impacts while

respecting private property rights.

## **RECOMMENDATION:**

Receive a summary of the Visually Significant Corridors Master Plan for comment and discussion.

## **SUMMARY STATEMENT:**

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 concept, the purpose and need for the Plan, and the guiding principles. It introduces detailed guidelines and standards for the design of streetscapes, including sidewalk treatments and emphasis areas, street trees and landscaping, street special paving treatment where appropriate, and street furniture.
- The Guidelines Summary identifies the three character zones (Patterns of Nature, Resort Living, and Rural Elegance) and describes each including the patterns, colors, and materials suggested for streetscape elements. The Guidelines provide visuals, graphics, and descriptions of the elements, materials, and their configurations that complement the natural beauty of Paradise Valley while providing an enriching experience for visitors and residents. The guidelines are divided into four sections: General Guidelines; Gateways + Focus Areas; Character Zone Guidelines; and "Good," "Better," and "Best" implementation options. The General Guidelines provide an overview of the common concepts, elements, and other information that applies to the corridors. Gateways + Focus Area Guidelines include recommendations for the entrances into the Town as well as for the Tatum Boulevard and Lincoln Drive intersection. Specific guidelines are then provided for the three Character Zones

with flexible implementation options defined as “Good,” “Better, or “Best”.

- The Existing Characteristics section describes and illustrates the existing conditions of the street rights of way, streetscape, and adjacent characteristics. This section details the existing right-of-way and overall street dimensions along Lincoln Drive and Tatum Boulevard
- The Implementation section identifies a series of areas or steps in which the Plan can be implemented. Pilot projects are highlighted and instruction is provided to properly implement the recommendations of the Visually Significant Corridors Master Plan. The Implementation section includes additional guidance on the approach to applying the “Good,” Better,” and “Best” options and order-of-magnitude costs for the proposed improvements. Other Town Plans and Ordinances affected by the Plan are also 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. It explains how the Visually Significant Corridors Master Plan fits into the goals of the previous planning efforts by the Town of Paradise Valley. The Appendix includes summaries of the applicable or affected City Code sections that interface with the Plan. A summary of the Visual Preference Survey results, design charrette process, and public involvement timeline are also included for reference.

## **PLANNING COMMISSION RECOMMENDATION**

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, 4/17/18, and 6/5/18. The Planning Commission on June 19, 2018 forwarded to the Town Council approval of Resolution 2018-20, accepting the Visually Significant Corridors Plan.

## **PUBLIC COMMENT**

Prior to the Planning Commission public hearings, there were several other opportunities for public comment. A three day design charrette was held at Town Hall. A Visual Preference Study was given at this design charrette as well as at several other meetings including: Stakeholder meetings, HOA meeting, and Town Safety Fair. A windshield survey was also completed with interested staff, Commissioners, and Councilmembers. Lastly, this topic was discussed at the Town’s Building Community meetings, several newspaper articles were published in The Independent, and a link to all materials is kept on the Town website <http://paradisevalleyaz.gov/VSC>.

## **BUDGETARY IMPACT:**

Adoption of the Visually Significant Corridors Master Plan does not directly impact the current adopted Town Budget but it does identify potential future expenditures with eventual implementation through the Capital Improvement Program either as stand alone projects or elements to be incorporated into other projects.

## **ATTACHMENT(S):**

Attachment A - Visually Significant Corridors Master Plan DRAFT  
Attachment B - Planning Commission Minutes from June 19, 2018  
Attachment C - Resolution 2018-20 DRAFT  
Attachment D - PowerPoint Presentation