



**TOWN COUNCIL MEETING
6401 E. LINCOLN DRIVE
PARADISE VALLEY, ARIZONA 85253
SUMMARIZED MINUTES**

October 27, 2011

CALL TO ORDER

Mayor LeMarr called to order the Town Council meeting of the Town of Paradise Valley, Arizona, held at Town Hall 6401 E. Lincoln Drive, on Thursday, October 27, 2011 at 3:30 PM.

COUNCIL MEMBERS PRESENT

Mayor Scott P. LeMarr
Vice Mayor Mary Hamway
Council Member Michael Collins
Council Member Paul E. Dembow
Council Member Pam Kirby
Council Member Vernon B. Parker attended by telephone conference call 3:49 p.m.
Council Member Lisa Trueblood

STAFF MEMBERS PRESENT

Town Manager James C. Bacon, Jr.
Town Attorney Andrew Miller
Town Clerk Duncan Miller
Town Engineer William Mead
Finance Director David Andrews
Public Works Director Andrew Cooper
Police Chief John Bennett
Community Development Director Eva Cutro
Planner George Burton
Senior Planner Molly Hood

Discussion of Trolley Service

Vice Mayor Hamway presented a proposal to for the Town to participate in a seasonal trolley service. Last year the Town contributed \$6,510 to help provide trolley service from December 27 through January 15. The service was well utilized based on ridership data provided by the trolley operator. She explained that the trolley shuttled guests staying at Paradise Valley resorts to destinations such as Scottsdale shopping areas; and to special events such as the Fiesta Bowl and Insight Bowl festivities, Phoenix Open, Barrett-Jackson, and the Arabian Horse Show.

She proposed partnering again with local resorts to extend the service an additional three months. She suggested that the Town help fund the trolley to operate from December 26, 2011 to April 1, 2012. The stops would include Sanctuary, Camelback Inn, Montelucia, El Chorro, Chaparral Suites, Cottonwoods / Borgata, and Scottsdale Fashion Square. She said it would be a one hour round trip. To extend the resort trolley for three months from Wednesday through Sunday would cost \$25,200. If it operated seven days a week it would cost \$35,280. She said there might be potential to reduce the Town's investment through advertising on the trolley.

There was Council consensus to invest \$25,200 to extend the existing resort trolley from December 26, 2011 to April 1, 2012 from Wednesday through Sunday only. Council asked that this matter be brought back in 10 months to evaluate success.

Mr. Bacon stated that this will be added to the next Council agenda to authorize the expenditure.

Discussion of Lincoln Plaza Medical Center SUP Amendment

Mr. Burton presented a request from Lincoln Plaza Medical Center for an intermediate amendment to their Special Use Permit to add a pharmacy and urgent care center. He stated that the applicant held a Citizen Review meeting on June 3, 2011. No neighbors attended. The original application included a request for a medical marijuana dispensary but the Statement of Direction approved by Council on May 26, 2011 denied the dispensary. The applicant amended the application to remove the dispensary, changed the location and hours of operations for the urgent care center.

He said the pharmacy/apothecary would employ approximately four staff members. It would operate Monday through Saturday from 8:00 a.m. to 6:00 p.m. It would offer medical grade pharmaceuticals but would not dispense Class I or Class II drugs (i.e. narcotics). The pharmacy would not sell, lease, or market any non-medically related paraphernalia or sundries.

The urgent care center would employ approximately five staff members. It would operate Monday through Saturday from 8:00 a.m. to 7:00 p.m. It would offer immediate care needs to patients and would provide a variety of medical services which include the treatment of infections, cuts/lacerations, rashes, heat exhaustion and allergies. The facility would not dispense prescription drugs and would not have any out-patient surgical centers or ambulance services.

The Planning Commission held a public hearing on September 20, 2011 and voted 6 – 0 to forward the application to the Council with a recommendation for approval.

Council asked if the Commission's recommendation included any stipulations. Mr. Burton responded that the Commission approved it with 20 stipulations. They would be provided to Council when it is brought back for the public hearing.

Discussion of 2012 General Plan Update

Mr. Bacon reviewed the General Plan Update process. The Council adopted resolutions establishing a Visioning Committee, a General Plan Advisory Committee (GPAC), and a public participation process. He said a total of 56 public meeting have been held, GPAC issued 9 press releases, editorials have appeared in the papers, and information has been on updated on the website since January 2011.

Mr. Bacon stated that at a previous meeting, Council had been informed that The Sanctuary on Camelback Mountain had requested that certain neighboring properties be rezoned so that they could be added to the resort rental pool. He announced that the Sanctuary had withdrawn the request.

Mr. Bacon explained that the original General Plan review schedule called for the Council to take a topical approach once GPAC and the Planning Commission completed the extensive development and review of the document. Based on Council feedback, however, it was decided to switch to a detailed review of each chapter. As such, today the Council would review chapters 6 and 7. On November 3rd Council would meet starting at 1:00 p.m. to review chapters 2, 3, 4, 5, 8, and 9. The final hearing and vote would be on November 10.

Senior Planner Molly Hood explained each policy and implementation measure in Chapter 6 – Environmental Planning & Water Resources and Chapter 7 Sustainability. (**See Attachment A**)

The Council discussed and agreed to the following amendments with new language in **bold**:

Ch 6 – Revise Policy EP 6.1.3.1

EP 6.1.3.1 Protect Scenic Views. The Town shall continue to seek to protect views from public places to Camelback Mountain, Mummy Mountain and Phoenix Mountain Preserve **with deference to private property rights.**

Ch 6 – Add New Policy WR 6.2.1.6

WR 6.2.1.6 Water Delivery & Supply

The Town shall continue to pursue documentation and understanding of water pressure and delivery, working with the Town’s water providers. The documentation should also identify future demand, available water sources, state of delivery system, and fire safety concerns.

Ch 6 – Add New Implementation Measure to Address WR 6.2.1.6

Water Delivery and Supply

The Town shall work with the water providers to obtain documentation and understanding of the existing water infrastructure’s delivery system, pressure levels, and condition while also identifying future demand needs, available water sources, and fire safety concerns.

Ch 7 – Revise Policy S 7.2.2.5

S 7.2.2.5 Lighting Retrofits.

Where economically feasible The Town shall install energy-efficient lighting retrofits and occupancy sensors on public facilities and encourage Special Use Permit properties to do the same

Ch 7 – Add Implementation Measure to address Trash

Trash & Recycling

The Town shall require a review of the possibility of a Town-wide recycling program and consolidation of solid waste collection.

Mr. Bacon stated that the Council would meet again on November 3, 2012 at 1 p.m. to continue reviewing the General Plan.

Attorney Lynn Legarde representing Cottonwoods Resort expressed her appreciation for the diligence the Town and the Council showed with regard to the General Plan update. She encouraged the Council to support a manageable process for resort redevelopment.

Motion and vote: Vice Mayor Hamway moved to go into executive session at 5:38 p.m. Councilmember Kirby seconded the motion which passed by a vote of 6 – 0.

EXECUTIVE SESSION

- a. Discussion and consultation with the Town Attorney regarding pending or potential litigation and current and/or future development agreement with Potomac Hotel Limited Partnership related to Mountain Shadows as authorized by A.R.S. §38-431.03.A.4 and legal advice as authorized by A.R.S. §38-431.03.A.3.
- b. Discussion and consultation with town representatives concerning the purchase, sale or lease of real property in the vicinity of McDonald Dr and Tatum Blvd as authorized by A.R.S. §38-431.03.A.7; and discussion and consultation with the Town Attorney regarding legal advice as authorized by A.R.S. §38-431.03.A.3
- c. Discussion and consultation with town representatives concerning disposition of real property and right-of-way in the vicinity of 66th St and E. Stallion Rd, 66th St. and Lincoln Dr., and 66th Pl and Fanfol Dr. as authorized by A.R.S. §38-431.03.A.7, and discussion and consultation with the Town Attorney regarding legal advice as authorized by A.R.S. §38-431.03.A.3
- d. Discussion and consultation with the Town Attorney regarding franchise agreements with Arizona Public Service Company and Southwest Gas Corporation as authorized by A.R.S. §38-431.03.A.4 and legal advice re same as authorized by A.R.S. §38-431.03.A.3.

- e. The Town Council may go into executive session at one or more times during the meeting as needed to confer with the Town Attorney for legal advice regarding any of the agenda items listed on the agenda as authorized by A.R.S. §38-431.03.A.3

RECONVENE FOR REGULAR BUSINESS MEETING

CALL TO ORDER

Mayor LeMarr reconvened the meeting of the Town Council at 6:38 P.M.

COUNCIL MEMBERS PRESENT

Mayor Scott P. LeMarr
Vice Mayor Mary Hamway
Council Member Michael Collins
Council Member Paul E. Dembow
Council Member Pam Kirby
Council Member Vernon B. Parker attended by telephone conference call
Council Member Lisa Trueblood

STAFF MEMBERS PRESENT

Town Manager James C. Bacon, Jr.
Town Attorney Andrew Miller
Town Clerk Duncan Miller
Police Chief John Bennett
Community Development Director Eva Cutro
Senior Planner Molly Hood
Planner George Burton

PLEDGE OF ALLEGIANCE

Mayor LeMarr led the Pledge of Allegiance.

PRESENTATIONS

There were no presentations.

CALL TO THE PUBLIC

Robert Rasmussen spoke in opposition to Lincoln Plaza Medical Center Special Use Permit amendment for the pharmacy. He stated it was unnecessary because there is a Walgreens pharmacy a block away.

MAYOR / COUNCIL / MANAGER REPORT

There was no report.

CONSENT AGENDA

a. Minutes of Town Council Meeting October 13, 2011

Mr. Bacon summarized the items on the consent agenda.

Motion and vote: Vice Mayor Hamway moved to adopt the consent agenda as presented. Councilmember Kirby seconded the motion which passed by a vote of 7 – 0.

PUBLIC HEARING

Consideration of Resolution Number 1243 Adopting the 2012 General Plan and Submitting the Plan to the Voters for Ratification at the March 13, 2012 Election

Mr. Bacon stated that the Town Council would receive public testimony on the General Plan tonight. The Council would then hold a work session starting at 1:00 p.m. on Thursday, November 3, 2011 to review the rest of the elements one-by-one. He stated there would be another public hearing on November 3, 2011.

Senior Planner Molly Hood summarized the purpose of a General Plan (Plan) and the process the Town used to develop the updated Plan.

Mayor LeMarr opened the public hearing.

Melvin Comstock stated he served on the Visioning Committee. He spoke in favor of adoption of the General Plan and applauded the transparent process used to develop the Plan.

Linda Peterson Warren stated that she served on the General Plan Advisory Committee. She noted that the concept of quality of life prevailed in all discussions. She noted that each draft element was posted on the Town's website for all residents to review. She said it is a fine document that would lead us into the future.

Clay Cloady, owner of the Applewood Kennel Pet Resort on Lincoln, expressed support for the Plan update. His facility is currently zoned as legal-nonconforming. He supported changing the zoning designation to medical so that he could provide veterinary services.

Andy Gordon spoke in favor of the proposed development area known as East Lincoln Drive South. He encouraged the Council to maintain the cross-hatching so that future development would not be hampered by the additional hurdle of a General Plan amendment. He said he would have liked the development area to extend all the way to Mockingbird Lane.

Attorney Lynn Legarde appeared on behalf of her client Cottonwoods Resort. She supported the General Plan. She appreciated that the Council recognizes that there are a range of options for redevelopment. She said the 5 acres adjoining Cottonwoods that are currently zoned R-43 residential should be designated as SUP resort or at least cross-hatched. In order to offer the amenities common to five-star resorts, the five acres must be included as part of the resort. Otherwise, the process to amend the General Plan and go through and SUP process is perceived to be unmanageable. As evidence, a General Plan Amendment has never been undertaken in Paradise Valley.

Commissioner Louis Werner reported on GPAC and the Planning Commission recommendations regarding East Lincoln South development area. He explained the reasoning behind GPAC's decision to provide cross-hatching in development areas. He said the Planning Commission came to a different decision. The Commission's recommendation includes a development area designation but does not include cross-hatching. Ultimately, it is up to the Council to determine how transparent to be about identifying areas suitable for redevelopment.

Rod Cullum spoke in support of the East Lincoln South Development property. He said the SUP process in Paradise Valley to redevelop a property is immensely risky. He stressed that transparency would be greatly improved if the development included cross-hatching. A developer might not spend the money to run the process concurrently because the SUP process is onerous.

Dorothy Smith spoke in opposition to the redevelopment area and cross-hatching because the adjoining R-43 properties would be devalued.

Robert Rasmussen spoke in opposition to cross-hatching in the Zoning Map. He argued that the General Plan, as currently written, contained too many specifics. He also objected to voters miles away from East Lincoln South determining potential development in his neighborhood.

Council asked Commissioner Werner if property devaluation was discussed as part of the redevelopment district discussions at either GPAC or Commission. Commissioner Werner said it had been discussed but it is difficult to quantify if redevelopment would have a positive or negative effect. It would depend on the desires of the buyer.

David Sherf stated he served on GPAC. He said the updated General Plan takes into consideration the changing demographics and changing economics of the Town. He said any development will be market driven. The resort community is changing and the General Plan reflects those changes.

Councilmember Collins recognized that in Paradise Valley it has always been a challenge to manage the relationship between R-43 and non residential. The redevelopment policy elements in the General Plan include special provisions for setbacks and buffering that go beyond current safeguards.

Motion and Vote: Vice Mayor Hamway moved to continue the Public Hearing on the 2012 General Plan update to the November 3, 2011 Town Council meeting. Councilmember Collins seconded the motion which passed by a vote of 7-0.

ACTION ITEMS

Adoption of Ordinance Number 639 Establishing the Criteria related to Automatic Removal from Town Committees and Commissions Due to Absenteeism

Town Attorney Andrew Miller explained that Ordinance Number 639 resulted from the Council's discussions regarding this year's appointments to committees, commissions, and boards. Council discussed both committee term limits and removal for excessive absenteeism. Based those discussions there was not a consensus to establish term limits but there was consensus to develop an ordinance similar to the Town of Gilbert's on attendance.

Ordinance Number 639 would apply to all Town commissions, committees, and boards. Any member who is absent from three consecutive meetings or 50% of the meetings during any six month period would automatically be removed from their appointed position.

Motion and vote: Councilmember Kirby moved to adopt Ordinance Number 639. Vice Mayor Hamway seconded the motion which passed by a vote of 6 - 0. (Councilmember Parker departed the meeting and was not present for the vote.)

ADJOURNMENT

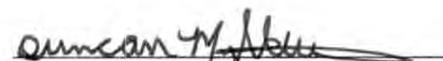
Motion and vote – Vice Mayor Hamway moved to adjourn. Councilmember Dembow seconded the motion which passed by a vote of 6 - 0.

Mayor LeMarr adjourned the meeting at 8:00 p.m.



Scott P. LeMarr, Mayor

ATTEST:



Duncan Miller, Town Clerk

List of Attachments

General Plan Update October 27, 2011



TOWN OF PARADISE VALLEY
GENERAL PLAN UPDATE

Town Council Work Study
October 27, 2011

Today's Objectives

- Identify Desired Additional Public Outreach
- Determine Council Review Schedule
- Begin detailed review of draft General Plan
 - Chapter 6 - Environmental Planning & Water Resources
 - Chapter 7 - Sustainability

Public Outreach

- Resolution 1231, Adopted by Council 2/10/11
- *Public Participation Program:*
 - 1 Encourage citizen involvement and broad-based participation in the development of the General Plan update.
 - 2 Keep the public informed about the General Plan update throughout the process and establish programs to increase public awareness and understanding of the Plan recommendations.
 - 3 Coordinate with other governments, intergovernmental agencies and other entities.
 - 4 Schedule Public Hearings.
 - 5 Begin a media campaign promoting the General Plan for the upcoming vote.

Meetings to Date

- Visioning Committee – 27 Members
 - 11 Public Meetings (November '10 – March '11)
 - Town Hall Forum with Grady Gammage 1/12/11
 - 2 Public Community Open Houses 1/26/11 & 2/16/11
 - 2 Questionnaires – 335 Town Wide; 155 Limited Distribution
 - General Plan Advisory Committee – 9 Members
 - 17 Public Meetings (November '10 – June '11)
 - Planning Commission – 7 Members
 - 17 Public Meetings
 - Citizen Review Input on 3/15/11 and 6/7/11
 - Two Public Hearings (9/6/11 & 9/20/11)
 - Town Council
 - 11 Public Meetings (July '10 – October '11)
- ~56 Public Meetings to Date~**



Dear Paradise Valley Resident:

The Town is celebrating its 50th anniversary!

We need your help to create a vision for the Town's next 50 years and to identify issues and challenges important in developing future policy and in shaping an update to the Town's General Plan.

Opportunities to participate:

JANUARY 12, 7:30pm, Town Hall: A community discussion on land use and economics with noted Arizonan Grady Gammage Jr.

JANUARY 26 & FEBRUARY 16, 7:00 pm, Town Hall: Community meetings to discuss challenges, issues and vision.

QUESTIONNAIRE: Fill out a short questionnaire on Town services and issues at:

www.ci.paradise-valley.az.us

Thank You!

The Paradise Valley Mayor and Town Council

**Civic Duty Night Proclamation
February 16, 2011**



Proclamation

WHEREAS the Town of Paradise Valley was incorporated on May 12, 1961 and continues to be governed by citizens who embrace the individualism, innovation and economic growth of the Town's history, communities and neighborhoods;

WHEREAS this spring the Town will celebrate 50 years of incorporation and it is the spirit of citizens who embrace the vision for the future; and

WHEREAS today's youth will be tomorrow's leaders and the Town needs to keep their vision for the next 50 years; and

WHEREAS the Town's Planning Committee anticipates to share ideas that will help develop future Town policies that will be part of the Town's General Plan, a long-range plan that guides the future;

NOW, THEREFORE Mary Hanning, Mayor and Lisa Fischback, Council Member of the Town of Paradise Valley do hereby proclaim February 16, 2011 as

CIVIC DUTY NIGHT

in the Town of Paradise Valley and invite residents and their visitors to share their vision for the next 50 years.

IN WITNESS WHEREOF, we have set our hands to be attested the seal of the Town of Paradise Valley, this 16th day of February, 2011.

Mary Hanning
Mayor
Lisa Fischback
Council Member
Date: _____
Doreen Miller
Paradise Valley Town Clerk

**Citizen Review Meeting Notification Letter
Sent to all Property Owners within 1,000' of
Proposed Development Area**



May 26, 2011

Mary B. Hanning, Mayor
Paradise Valley
8000 S. Johnson Drive
Paradise Valley, AZ 85021
948.346.3500

Dear Resident:

Notice is hereby given that the Town of Paradise Valley Planning Commission and General Plan Advisory Committee will hold a Citizen Review Open Meeting at 4:00 p.m. on Tuesday, June 7, 2011, at Town Hall, 8000 East Johnson Drive, Paradise Valley, Arizona, 85021 to receive public comment and feedback on the 2012 General Plan Update.

The General Plan Update will include the following elements:

1. Mobility
2. Sustainability
3. Community Character & Housing
4. Open Space & Recreation
5. Environmental Planning/View Preservation
6. Public Facilities/Child Development, and
7. Land Use & Density Areas

Your property is located within 1000' of a "Growth Area". The updated General Plan designates "Growth Areas" to guide the strategic and land pattern development, and implementation of these areas will affect the general plan of the Town as shown on the Growth Areas Map (see annex to map). The Growth Area designation may change the normal zoning of the property in the Growth Area.

Additional information regarding the Town's General Plan Update may be obtained from the Town's website at www.ci.paradise-valley.az.us or by contacting me at 948.346.3500.

Sincerely,

Mary B. Hanning, Mayor
Paradise Valley

The Town of Paradise Valley encourages to make all public meetings accessible to persons with disabilities. 1800-77 hours advance notice. Special assistance can be provided for disabled persons at public meetings. Please call 948-346-3511 (voice) or 948-346-3511 (TDD) for required accommodation. For further information about any of these matters, please contact the Planning Department, 8000 S. Johnson Drive, Paradise Valley, Arizona, 948-346-3500. All agendas are subject to change.

Community Open House Feb. 16, 2010



Citizen Review Meeting June 7, 2011



GPAC Press Releases

1. [The Final Element Before Next Steps](#) - May 1
2. [Six Elements Now Ready](#) - April 2
3. [Essential Services Keep PV Safe](#) - April 18
4. [The Wide Open Spaces](#) - April 11
5. [The Three P's of PV's Environment](#) - April 4
6. [Sustainability: The Big Picture](#) - March 28,
7. [Character Counts in PV's Sense of Place](#) - March 21
8. [Mobility or Moving Around Our Town](#) - March 14
9. [Paradise Valley Tackles Next Steps After Visioning](#) - March 4

Other Press/Editorials

TOWN OF PARADISE VALLEY
INDEPENDENT ONLINE
 FREE ONLINE NEWS/PAPER

Get Dirty!
 Photo by [Name]
 Page 11

Champion!
 Photo by [Name]
 Page 6

Shall I do it his way?
 Photo by [Name]
 Page 12

Friendly Face
 Photo by [Name]
 Page 12

Top Volunteer
 Photo by [Name]
 Page 12

Senior Living Facility in PV?
 Article based in General Plan update, possible residential complex.
 Photo by [Name]
 Page 12

Diy DESIGN CENTER
 480-913-1451

TOWN OF PARADISE VALLEY
INDEPENDENT ONLINE
 FREE ONLINE NEWS/PAPER

War Protest
 Photo by [Name]
 Page 12

Looking Toward the Future
 General Plan seeks to preserve low density, open spaces
 Photo by [Name]
 Page 12

Diy DESIGN CENTER
 480-913-1451

Interagency 60-Day Review

- As required by State Statute, agencies notified 60 days before Public Hearing:
 - Maricopa County
 - City of Scottsdale
 - City of Phoenix
 - Arizona Office of Smart Growth
 - Maricopa Association of Governments
 - Arizona Department of Water Resources

Town Website – since January 2011

The screenshot displays the Paradise Valley Town Website interface. At the top, there is a navigation bar with links for 'Community', 'Government', and 'Services'. Below this, a 'General Plan' section is highlighted, featuring a sub-section titled 'What's the General Plan?'. This section includes text explaining the plan's purpose and a list of 'General Plan Organizers' with their respective roles and contact information. To the right, there is a 'News' section with a list of recent articles, including 'The Town Council...'. The website layout is clean and professional, with a clear focus on providing information about the town's general plan and community services.

Future Public Input Opportunities

- Council Public Hearings
 - October 27, 2011
 - November 3, 2011
 - November 10, 2011 (possible special meeting)
- Primary Election March 13, 2011

Review Schedule

**General Plan Schedule
7-8-10**

Date	Activity
September 2010	<ul style="list-style-type: none"> • Form General Plan Advisory Committee, Visioning Committee, and Consultant selection committee and hold introductory meetings. • Issue RFP for consultant.
By October 15, 2010	<ul style="list-style-type: none"> • Interview consultants and make selection
Oct. 15 – Mar. 15, 2011	<ul style="list-style-type: none"> • Visioning for the Future <ul style="list-style-type: none"> ○ Prepare, deliver, and analyze community survey to all residents. ○ Host charrettes, focus groups, and neighborhood meetings. ○ Compile all input and generate "Vision" for the Town. ○ Share information with GPAC
Mar. 15 – June 15, 2011	<ul style="list-style-type: none"> • General Plan Advisory Committee & Staff revise old and generate new goals and objectives for GP. • Prepare draft General Plan
July – September 2011	<ul style="list-style-type: none"> • Planning Commission work study and public hearing
October-November 2011	<ul style="list-style-type: none"> • Town Council work study and public hearing
November-March 2012	<ul style="list-style-type: none"> • Share new plan with community and emphasize importance of voting.
March 13, 2012	<ul style="list-style-type: none"> • GENERAL PLAN RATIFIED BY VOTERS!

General Plan Update Timeline

	2010			2011												2012		
	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
Visioning Committee																		
GPAC										Y								
Planning Commission						PC				PC		PH	PH					
Town Council			R		R				R				R	PH	PH			
Town Residents						PC				PC		PH	PH	PH	PH			V

PC = Public Comment PH = Public Hearing R = Report V = Vote

Council Review Schedule

Review Schedule- March Election

Date	Review Topic
October 27, 2011	Discussion of Review Schedule & Public Outreach Efforts Ch 6 – Environmental Planning & Water Resources Ch 7- Sustainability
November 3, 2011 Study Session 1:00 – 3:30 Plant a Tree 4:00: Resume Review Public Hearing	Ch 2 – Land Use & Development Ch – 3 Community Character and Housing Ch 4- Mobility Ch 5- Open Space and Recreation Ch 8- Public Facilities & Cost of Development Ch – 9 Implementation Summary of Plan and Any Changes
November 10, 2011	Public Hearing and VOTE

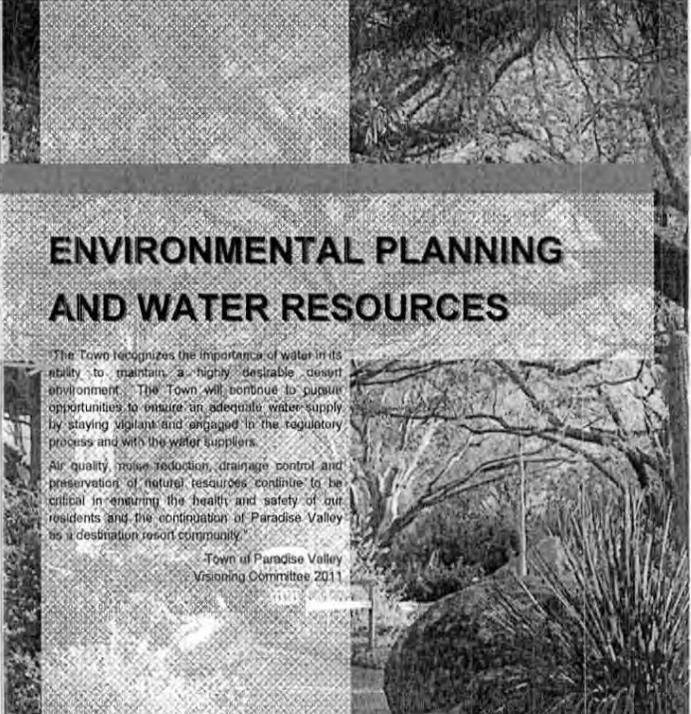
Every GP Element begins with the Vision Statement

ENVIRONMENTAL PLANNING AND WATER RESOURCES

The Town recognizes the importance of water in its ability to maintain a highly desirable desert environment. The Town will continue to pursue opportunities to ensure an adequate water supply by staying vigilant and engaged in the regulatory process and with the water suppliers.

Air quality, noise reduction, drainage control and preservation of natural resources continue to be critical in ensuring the health and safety of our residents and the continuation of Paradise Valley as a destination resort community.

Town of Paradise Valley
Visioning Committee 2011



Environmental Planning and Water Resources (Formerly Water Resources)

- Vegetation and Wildlife
- Community Trees
- Visual Resource Preservation
- Air Quality – targets noise and air pollution
- Water Supply
- Water Quality
- Flood Control/Drainage



<p>6.1 Environmental Planning</p> <p>Environmental Planning considers the overall environmental implications of the general plan, with a specific focus on natural features and vegetation, air quality, and water quality. The Town's limited remaining development potential and the goals, policies, and implementation measures of this Element, as well as those in the Water Resources Element of this Plan, combine to ensure that local air and water quality and the Town's natural features and vegetation will not be adversely affected by development within the Town.</p>		Same Introduction as 2003
<p><u>GOAL EP 6.1.1</u></p>		
<p>Vegetation and Wildlife. To protect the Town's native plants and animals and maintain the Town's visual landscape.</p>		Same as 3.3
<p>Policies</p>		
EP 6.1.1.1	Native Landscaping. The Town shall require the use of landscaping as defined in the Town's Landscape Design Guidelines on all Town-owned properties, and promote the preservation and protection of natural vegetation and wildlife areas through the use of indigenous and compatible landscaping on private properties, especially along street frontages.	Hybrid New and Old 3.3.1
EP 6.1.1.2	Desert Restoration. The Town shall strongly promote the restoration of indigenous Sonoran Desert vegetation in areas that have been disturbed or scarred by development, neglect, or improper use, especially on hillsides or in washes. The Town shall promote restoration practices that minimize potential wildfire hazards	Same as 3.3.2
EP 6.1.1.3	Mature Landscape Preservation. The Town shall require new development and redevelopment to preserve mature indigenous and compatible landscaping on-site where feasible.	New
EP 6.1.1.4	Community Involvement. The Town shall promote community volunteerism and stewardship to help identify, protect, rehabilitate and maintain the area's natural resources.	New
EP 6.1.1.5	Maximum Feasible Preservation. The Town shall monitor new development and redevelopment to ensure the maximum feasible preservation of native plants and wildlife and existing vegetation.	Same as 3.3.4

EP 6.1.1.6	Resource Preservation. The Town shall encourage new development to preserve on-site natural elements that contribute to the community's native plant and wildlife species value and to its aesthetic character.	
<p><u>Goal EP 6.1.2</u></p>		
<p>Community Trees. Manage and increase the Town's inventory of trees as an environmental, economic, and aesthetic resource to improve residents' quality of life.</p>		
<p>Policies</p>		
EP 6.1.2.1	Tree City USA. The Town shall continue to participate in the Tree City USA program, sponsored by the Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters.	All New
EP 6.1.2.2	Manage and Enhance. The Town shall continue to plant new indigenous and compatible trees, ensure new developments have sufficient rights-of-way width for tree plantings; manage and care for all Town-owned trees including training, maintenance, removal and replacement.	
EP 6.1.2.3	Tree Dedication. The Town shall create and promote a program that allows property owners and builders to dedicate surplus trees from their properties that they cannot accommodate on site for use on Town-owned property.	
EP 6.1.2.4	Urban Heat Island Effects. The Town shall continue to promote planting indigenous and compatible shade trees with substantial canopies, and require site design which uses trees to shade, where feasible, parking facilities, streets, and other facilities to minimize heat island effects.	
EP 6.1.2.5	Shade Tree Planting Program. The Town shall continue to provide indigenous and compatible trees along major and minor arterials within the Town as part of right-of-way improvement projects.	

Goal EP 6.1.3		
Visual Resource Preservation. Maintain and protect significant visual resources and aesthetics that define the Town of Paradise Valley.		
Policies		
EP 6.1.3.1	Protect Scenic Views. The Town shall continue to seek to protect views from public places to Camelback Mountain, Mummy Mountain and Phoenix Mountain Preserve.	
EP 6.1.3.2	Visually Complimentary Development. The Town shall encourage new development and redevelopment be located and designed to visually complement the natural environment/setting.	All New
EP 6.1.3.3	Standards for SUP Development. The Town shall require that Special Use Permit developments not create major adverse impacts on the town's natural and semi-urban landscapes.	
EP 6.1.3.4	Lighting. The Town, through its Dark Sky Ordinance, shall minimize outdoor lighting that is inappropriately directed excessive, or unnecessary.	
EP 6.1.3.5	Glare. The Town shall require, through development design features, new development avoid the creation of excessive glare that makes seeing difficult due to the presence of reflected sunlight or artificial light such as floodlights.	

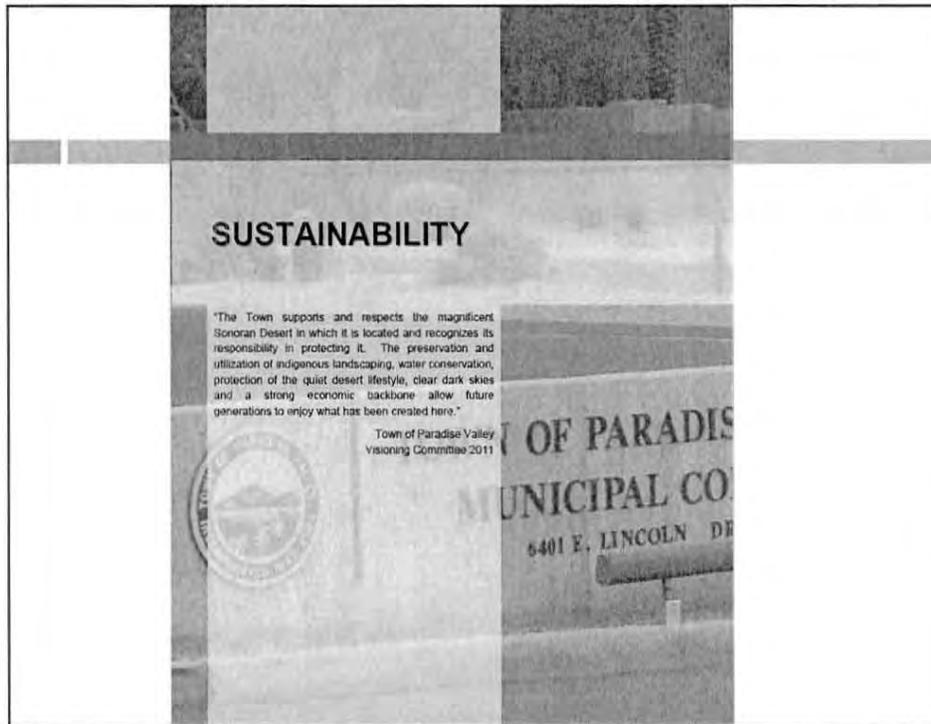
Goal EP 6.1.4		
Air Quality. Reduce noise pollution, air pollution, and improve air quality by promoting alternative transportation, reduced emissions vehicles and equipment and discouraging air traffic through Town in order to improve air quality in the Town and the region.		
Policies		
EP 6.1.4.1	No Refuse Burning. The Town shall prohibit burning refuse.	Same as 3.4.1
EP 6.1.4.2	Alternate Transportation. The Town shall promote walking, bicycling, car pooling, and public transit as alternatives to the use of the single-occupant automobile.	Same as 3.4.2
EP 6.1.4.3	Fleet Operations. The Town shall continue to evaluate the purchase of low-emission vehicles for the Town's fleet and the use of available clean fuel sources for trucks and heavy equipment for the provision of Town services based on operating requirements and financial feasibility.	Based on 3.4.3
EP 6.1.4.4	Reduced Emissions for Town Operations. The Town shall promote reduced idling, fuel consumption, trip reduction, routing for efficiency, and the use of public transportation, carpooling, and alternate modes of transportation.	Based on 3.4.3
EP 6.1.4.5	Reduced Noise and Air Pollution. The Town shall continue to be proactive in the protection of its airspace from noise and air pollution caused by commercial, private and military air traffic over the Town.	Same as 3.4.4
EP 6.1.4.6	Zero-Emission and Low-Emission Vehicle Use. The Town shall encourage the use of zero-emission vehicles, low-emission vehicles, bicycles and other non-motorized vehicles, and car-sharing programs by requiring sufficient and convenient infrastructure and parking facilities in new SUP developments to accommodate these vehicles.	New
EP 6.1.4.7	Consideration for Reduced-Emission Equipment. The Town shall give consideration to contractors using reduced emission equipment for Town construction projects and contracts for services (e.g., garbage collection), as well as businesses which practice sustainable operations.	New

6.2 Water Resources		
Water Resources addresses a broad range of issues related to water, including water supply, water quality, wastewater, and drainage/flood control. These issues are addressed in goals, policies, and implementation measures that will ensure that the Town will have sufficient supplies of good quality water to address the Town's future development needs. The administration of these goals, policies, and measures will require continued cooperation among the Town, its residents, and local water service providers.		Same Intro as 2003
<u>Goal WR 6.2.1</u>		
Water Supply. To ensure the adequacy of the Town's water supply and to support improvements to the water supply.		Same as 4.1
POLICIES		
WR 6.2.1.1 Water Supply Assessment. The Town shall encourage the water service providers to regularly undertake assessments of currently available and forecasted water supplies for their service areas and customers.		Same as 4.1.1
WR 6.2.1.2 Meeting Future Water Needs. The Town shall encourage the water service providers to analyze how future growth will be adequately served by the legally and physically available water supply and/or to plan to obtain additional water supplies, while ensuring that new or expanded services do not adversely affect existing water users.		Same as 4.1.2
WR 6.2.1.3 Ensuring Efficient and Adequate Operational Conditions. The Town shall encourage the water providers to continually make available water in the distribution system for water pressure for direct customers use and for fire suppression.		Based on 4.2.1
WR 6.2.1.4 Renewable Water Resources. The Town shall work with the Arizona Corporation Commission and/or water service providers to encourage the local water providers use renewable water resources, other than groundwater, to supply water to the Town's residents.		Same as 4.2.6
WR 6.2.1.5 Water Conservation. The Town shall encourage water conservation for new and existing developments through the use of water-conserving fixtures and devices, conversion and installation of desert adapted landscaping, and other conservation techniques.		Same as 4.2.5

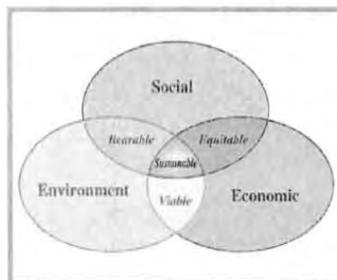
<u>Goal WR 6.2.2</u>		
Water Quality. To ensure the adequacy of the Town's water quality and support improvements to the water quality.		Same as 4.2
WR 6.2.2.1 Coordination with Service Providers. The Town shall coordinate with the water service providers to undertake improvements to the pressure and quality of water where necessary.		Same as 4.2.1
WR 6.2.2.2 Septic Systems. The Town shall cooperate with the Maricopa County Department of Environmental Services to ensure that new on-site wastewater storage and treatment systems (i.e., septic systems) do not jeopardize the local groundwater supply.		Same as 4.2.2
WR 6.2.2.3 Groundwater Recharge. The Town shall encourage the preservation and restoration of the area's washes to assist in natural groundwater recharge.		Same as 4.2.3
WR 6.2.2.4 Stormwater Management. The Town shall participate in Phase II of the National Pollutant Discharge Elimination System (NPDES) stormwater program.		Same as 4.2.4

Goal WR 6.2.3		
Flood Control/Drainage. To ensure the safe and economic control of stormwater in the Town.		Same as 4.4
WR 6.2.3.1	Flood Control. The Town shall manage flood control and drainage facilities to have minimal impact on natural washes and their associated habitat.	Same as 4.4.1
WR 6.2.3.2	Drainage and Retention. The Town shall encourage the preservation and restoration of the area's washes to ensure that their natural drainage and stormwater retention functions are maintained.	Same as 4.4.2
WR 6.2.3.3	Wash Maintenance. The Town shall require Town property owners to properly maintain wash corridors on privately-owned land, and shall require appropriate easements for such purposes as a condition of development.	Same as 4.4.3
WR 6.2.3.4	Wash Restoration. The Town shall encourage property owners to restore or improve washes on their property to a natural state.	New
WR 6.2.3.5	Regional Coordination. The Town shall cooperate with the flood control efforts and regulations of neighboring municipalities and to coordinate with regional, state, and national flood control authorities.	Same as 4.4.4
WR 6.2.3.6	On-Site Retention. The Town shall continue to require adequate on-site retention for new development and redevelopment and require the provision of appropriately-sized facilities to retain and transport stormwater.	Same as 4.4.5

Questions on Environmental Planning and Water Resources?



Sustainability New Element



- Social Sustainability
 - Community Education and Involvement
- Sustainable Environment
 - "Green" design for Residential & Non-Residential buildings
 - Greenhouse Gas Emissions
 - Water Conservation
 - Solid & Hazardous Waste
- Sustainable Economics
 - Finances

7. Sustainability

The definition of sustainability means maintaining a culture of stewardship to enhance the natural environment; maintaining existing stable economic interests; and maintaining and promoting an equitable quality of life for present and future generations. Given the Town of Paradise Valley's smaller size, land-locked location, primarily large residential lots, and minor quantity of commercial properties, the focus is on enhancement opportunities for the established community tapestry.

Locally, sustainability is important to ensure the social, environmental and economic systems that make up our community are providing a healthy, productive and meaningful life for residents and visitors alike. There are many benefits to prioritizing sustainability including fostering a culture of innovation and creativity; staying ahead of new environmental trends; strengthening reputation, increasing loyalty and improving stakeholder relations; retaining employees and increasing productivity; enhancing short and long term economic interests; and increasing meaningful citizen participation.

The Town of Paradise Valley has developed a comprehensive inventory of current policies, ordinances, and programs that support the Town's commitment to sustainability. The inventory revealed the Town already has many sustainable measures in place, including a hybrid vehicle fleet, audio/video conferencing, crime prevention classes and two "green" fire stations. In addition, the Town is exploring alternate energy sources to power the Town Hall campus.

The Town is committed to the environmental, economic, and social stewardship of Town operations and the Town of Paradise Valley community. Many of the following goals and policies require the Town to adhere to certain sustainable practices. By imposing sustainable measures on itself, the Town is leading the community by example. Special Use Permit properties will also be required to adhere to a higher sustainable standard as part of the legislative planning process. The Town's residents, through education and awareness, shall be encouraged to follow sustainable practices recognizing that doing so furthers the Town's vision of a healthy desert environment.

7.1 Social Sustainability

Goal S 7.1.1

Community Education and Involvement. Cultivate broad community participation in programs to promote sustainability and provide the information people need to live in a sustainable way.

Policies

- S 7.1.1.1 **Town Programs.** The Town shall create and promote Town programs to inform the community about sustainability and measures they can take to make sustainable choices and be informed on potential financial incentives and rebates.
- S 7.1.1.2 **School Programs.** The Town shall create and promote enriched educational programs about sustainability for local schools.
- S 7.1.1.3 **Town Demonstration Projects.** The Town shall set standards of sustainability in Town buildings and practices for purposes of education and demonstration.
- S 7.1.1.4 **Sustainability Tools.** The Town shall create and promote avenues to link interested residents with sustainable products and practices such as energy efficient products, water conservation measures, and waste reduction practices such as composting so that people have the tools they need to implement sustainable lifestyles.
- S 7.1.1.5 **Policy Prioritization.** The Town shall involve the community in shaping sustainability policies and in determining which measures are essential, which are desirable, and which are possible to further sustainability within our Town.

7.2 Sustainable Environment

Goal S 7.2.1

Residential Buildings. Encourage the use of energy efficient features and practices and the use of "green" building design standards in new projects and remodeling projects.

Policies

- S 7.2.1.1 **Energy Audits.** The Town shall encourage residents to undertake energy audits of their homes and implement the audit recommendations to reduce energy consumption.
- S 7.2.1.2 **Energy Efficiency.** The Town shall encourage an increase in energy efficiency of existing homes when they are remodeled.
- S 7.2.1.3 **Reuse and Recycling.** The Town shall encourage reuse and recycling of materials when buildings are deconstructed or torn down.

Goal S 7.2.2

Non-Residential Buildings. Require, where feasible, new non-residential buildings to adhere to "green" building design standards.

Policies

- S 7.2.2.1 **Green Building Standards.** The Town shall require all new government buildings and Special Use Permit projects to achieve a minimum level of sustainability based on an accepted "green" evaluation system (i.e. LEED, or NAHB program).
- S 7.2.2.2 **Project Balance.** The Town shall balance the objectives of sustainability and conservation of resources in Special Use Permit projects with the objectives of the applicant in terms of the extent and design of site and building improvements.
- S 7.2.2.3 **Energy Audits.** The Town shall conduct energy audits for all public facilities and encourage energy audits for Special Use Permit properties.
- S 7.2.2.4 **Energy Tracking & Management.** The Town shall implement an energy tracking and management system for Town departments and public facilities.
- S 7.2.2.5 **Lighting Retrofits.** The Town shall install energy-efficient lighting retrofits and occupancy sensors on public facilities and encourage Special Use Permit properties to do the same.
- S 7.2.2.6 **Renewable Energy.** The Town shall explore opportunities for Town installation of renewable energy and clean generation technologies and/or the purchase of renewable energy certificates to reduce the Town's contribution to greenhouse gas emissions.

Goal S 7.2.3

Greenhouse Gas Emissions. Transition Town operations and non-residential operations to operations that reduce greenhouse gas emissions and work with surrounding Cities to reduce their greenhouse gas emissions produced by services provided in our community. Additionally, encourage residents to reduce their carbon emissions.

Policies

- S 7.2.3.1 **Pollution-free Town Operations.** The Town shall manage civic operations to be as pollution free as economically feasible; including landscape maintenance equipment, Town building's maintenance, and Town use of chemicals for pest management.
- S 7.2.3.2 **Energy Efficient Town Vehicles.** The Town shall transition to the use of energy efficient low or zero emission vehicles.
- S 7.2.3.3 **Town Inventory and Reduction.** The Town shall complete and maintain a Greenhouse Gas Emissions Inventory for Town and non-residential operations and the community to set baselines for comparison purposes and establish goals for reduction.
- S 7.2.3.4 **Carbon Footprint Calculator.** The Town shall educate residents on how to reduce their own carbon footprint and continue to provide a "carbon footprint calculator" on the Town's website for individuals.

Goal S 7.2.4

Water Conservation. Encourage the responsible consumption and recycling of water through various conservation practices and limiting new impervious surfaces in new and redeveloped properties in order to reduce the Town's very high water consumption rate.

Policies

- S 7.2.4.1 **Consumption Reduction.** The Town shall encourage the reduced consumption of water through conservation and more efficient appliances and fixtures.
- S 7.2.4.2 **Low Water Use Plants.** The Town shall encourage the use of drought resistant and desert adapted plants in developments.
- S 7.2.4.3 **Water Reuse.** The Town shall encourage the harvesting of rainwater and grey water for reuse and recycling of other waters when feasible.
- S 7.2.4.4 **Impervious Surface Reduction.** The Town shall limit the scope of new impervious surfaces and encourage reduction of existing impervious surfaces for all new developments in order to reduce storm water runoff.

Goal S 7.2.5

Solid & Hazardous Waste. Require efforts designed to reduce the amount of solid waste generated and ensure that generated waste is recycled or efficiently disposed of in an environmentally safe manner.

Policies

- S 7.2.5.1 **Trash Service.** The Town shall pursue efficient and responsible methods of trash collection for the Town that results in reduced solid waste production and reduced impacts on the Town's streets and air quality.
- S 7.2.5.2 **Resident Recycling.** The Town shall encourage residents to recycle when possible and review the possibility of initiating a recycling program in the Town.

7.3 Sustainable Economics

Goal S 7.3.1

Finances. Require efforts to ensure the Town's short and long term economic interests are sustained over time.

Policies

- S 7.3.1.1 **Expenditures and Revenue.** The Town shall support ongoing operating expenditures by ongoing, stable revenue sources and will not be funded by debt issuance.
- S 7.3.1.2 **Capital Improvement Plan.** The town shall prepare a long range capital improvement plan and update it each year. The plan shall be developed within the constraints of the Town's ability to finance improvements.
- S 7.3.1.3 **Adequate Reserve.** The Town shall maintain an adequate reserve of the annual general governmental (General and HURF funds) operating expenditures for unforeseen emergencies, such as significant loss of revenues or catastrophic impacts on the Town.
- S 7.3.1.4 **Fund Evaluation.** The town shall evaluate all fund designations and reserves periodically for long-term adequacy and financial sustainability.