# The 2026 General Plan Update:
## Creating a Public Participation Plan

Community Academy

October 11, 2022

Town of Oro Valley

# What is a General Plan?

Town of Oro Valley

10-year policy document guiding long-term decisions for the community

# Growing Smarter Legislation

Town of Oro Valley

First enacted in 1998

- Contents
  - Topics based on jurisdiction size and growth rate
  - Zoning and General Plan decisions in conformity
- Procedural Requirements
  - Public involvement plan
  - Jurisdiction notification
  - Adoption
    - Voter Approval (51+%)
    - 2/3 Majority Vote of Town Council
  - Re-adopt every 10 years

# Topics of interest

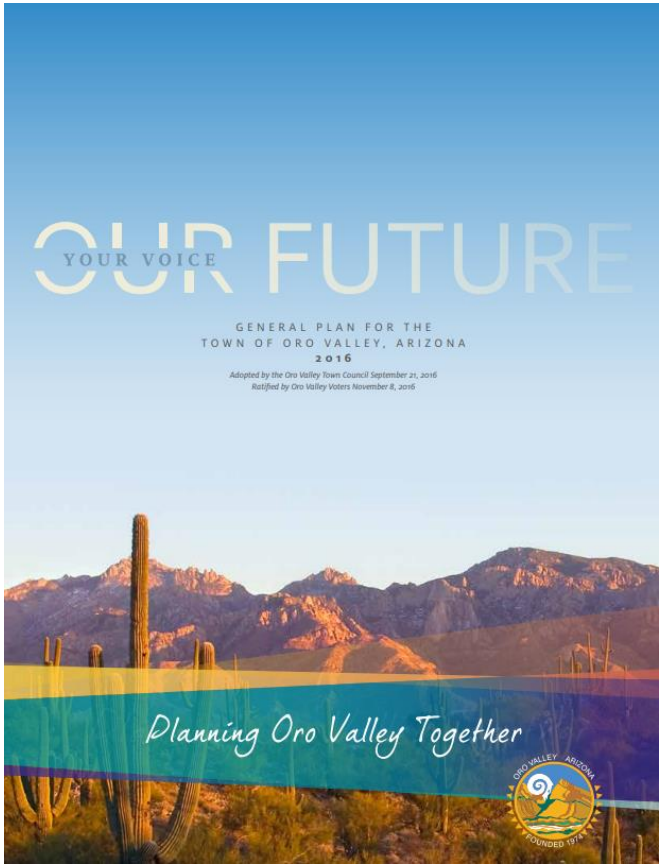
Town of Oro Valley

- Housing
- Water
- Land Use
- Environ-ment and Views
- Transpor-tation
- Public Safety
- Parks and events
- Town growth

# *Your Voice, Our Future* (YVOF) General Plan

Town of Oro Valley

- Ratified by 71% of the voters in Nov. 2016
- Won the "Best Public Outreach Award" from the Arizona's Chapter of the National Planning Association and the "Silver Circle Award for Citizen Participation" from the City-County Marketing Association
- Annual status reports presented to the Commission and Town Council



# YVOF - Three years of planning

Town of Oro Valley

**75** APPEARANCES IN PRINT MEDIA

**43,700** HOUSEHOLDS REACHED

**156** social media posts

**17** media outlets

**19** media releases

**3,134** COMMUNITY IDEAS ABOUT OV'S FUTURE

Over **3,500** flyers and **2,500** prizes

**108** COMMUNITY EVENTS

**41** COMMITTEE MEMBERS

**29** MEETINGS

**3** PLAN DRAFTS

**1,658** COMMENTS ON PLAN DRAFTS

## *YOUR VOICE, OUR FUTURE* PLAN

**25** GOALS

**77** POLICIES

**163** ACTIONS

Community Vision and 12 Guiding Principles

ON THE BALLOT

**NOV 8, 2016**

# What the community told us

Town of Oro Valley

Residents in Oro Valley. . .

- Most value:
  - Safe community with low crime rate
  - Scenic and natural beauty
  - Sense of community
- Least value:
  - Lack of services
  - Rapid growth

To build a better community focus on:

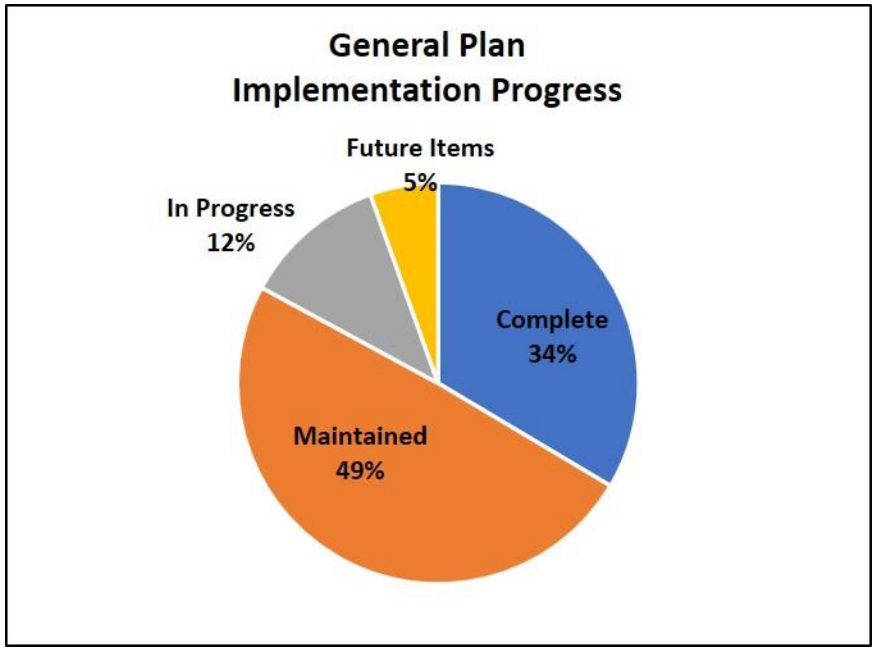
- Managing land development
- Maintaining safety
- Employment opportunities
- Parks
- Festivals or cultural events
- Shopping opportunities

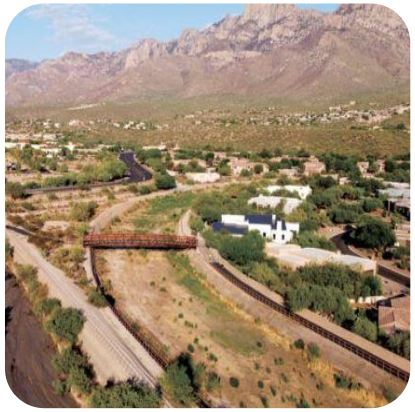
# Importance of the General Plan

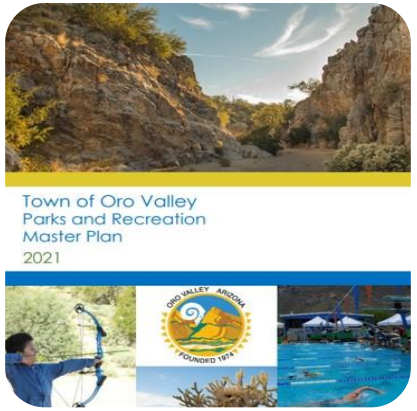
Town of Oro Valley

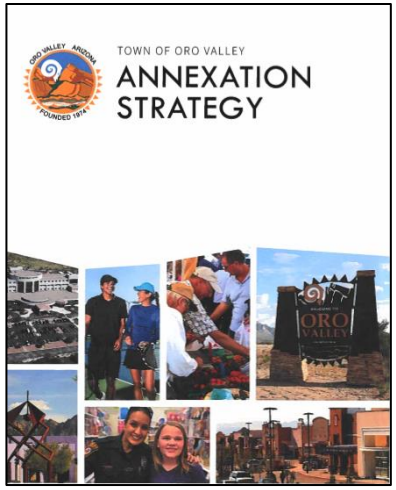
## Delivering on promises made to the community

- 95% of the 310 actions are either in progress, maintained or complete



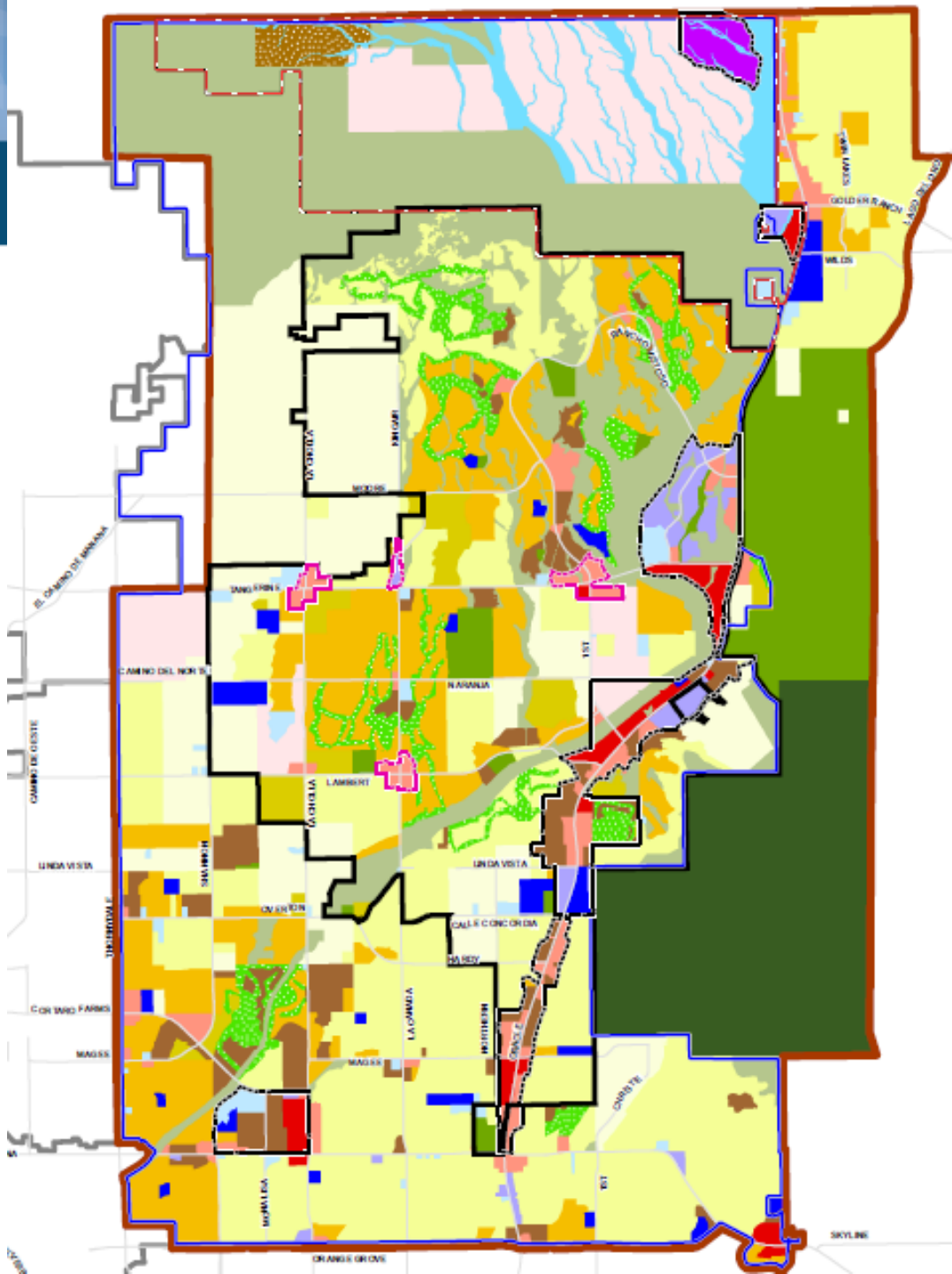





# Land Use Map

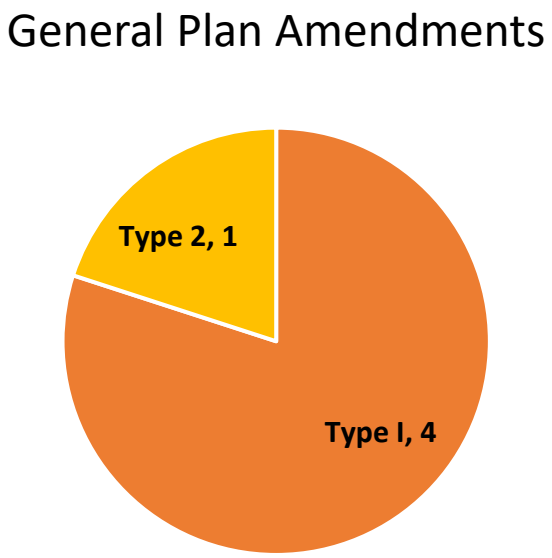
- Planning area
- Urban services boundary
- Town limits
- Land use types and development potential
- Growth areas



# General Plan Amendment Process

Town of Oro Valley

- Amendments can change
  - Text of the document
  - Land use designation and development potential
- New amendment process
  - Type 1 and Type 2
  - Type 1 threshold 40 acres
- Evaluation criteria
  - Consistent with Vision, goals and policies
  - Effective public outreach – avoid or minimize development impacts



# First Step: The Public Participation Plan (PPP)

Town of Oro Valley

PUBLIC PARTICIPATION PLAN
FOR
THE ORO VALLEY GENERAL PLAN

Adopted by Oro Valley Town Council

May 1, 2013

Page 1

Public Participation Plan

5/1/13

- Open – input shapes the plan
- Inclusive – all demographics
- Convenient – diverse involvement opportunities
- Collaborative – decisions that resonate with the community
- Accountable – ongoing assessment

# PPP – Identify stakeholders

Town of Oro Valley

- What's changed since the last PPP (2013)...
  - New homes and residents
    - Issued an average of 306 SFR permits per year
      - Valley Vista
      - Saguaro Viejos
      - La Mirada
      - Vermillion at Rancho Vistoso
  - New schools and employers
    - Roche Ventana expansion
    - Simple view
    - Leman Academy
  - Population increase of 15% to 47,070
  - Median income increase: 24% to $86,863
  - Median age: 10% increase to 54

**COMMUNITY STAKEHOLDERS:**

**Residents (2010 Census):**
- Households with kids: 25% of Total Households
- Boomers (55 or older) = 41.8%
- Boomers who live in Oro Valley seasonally
- Gen X (35 – 54) = 25.9%
- Gen Y (15-34) = 17.3%
- Gen Z (14 & younger) = 15.1%

**Homeowners Associations**
All within Town limits (110 total)

All within planning boundaries

**Businesses Interests:**
Oro Valley Chamber of Commerce

Large Business Owners (Oro Valley Hospital, Sanofi Adventis, Ventana Roche, El Conquistador Resort, major shopping centers (Oro Valley Marketplace, Rooney Ranch, Steam Pump Ranch, etc.)

Small Business Owners

Oro Valley Business Club

Economic Development Zone

Resort/Hospitality Association

Tucson Regional Economic Opportunities Inc. (TREO)

**Building Industry Interests**
Metropolitan Pima Alliance (MPA)

Tucson Realtors Association

Southern Arizona Builders Association (SAHBA)

Land Speculators

**Environmental Interests**
Coalition for Sonoran Desert Protection

Tucson Audubon Society

Sonoran Institute

**Arts and Cultural Interests**
Southern Arizona Arts & Cultural Alliance (SAACA)

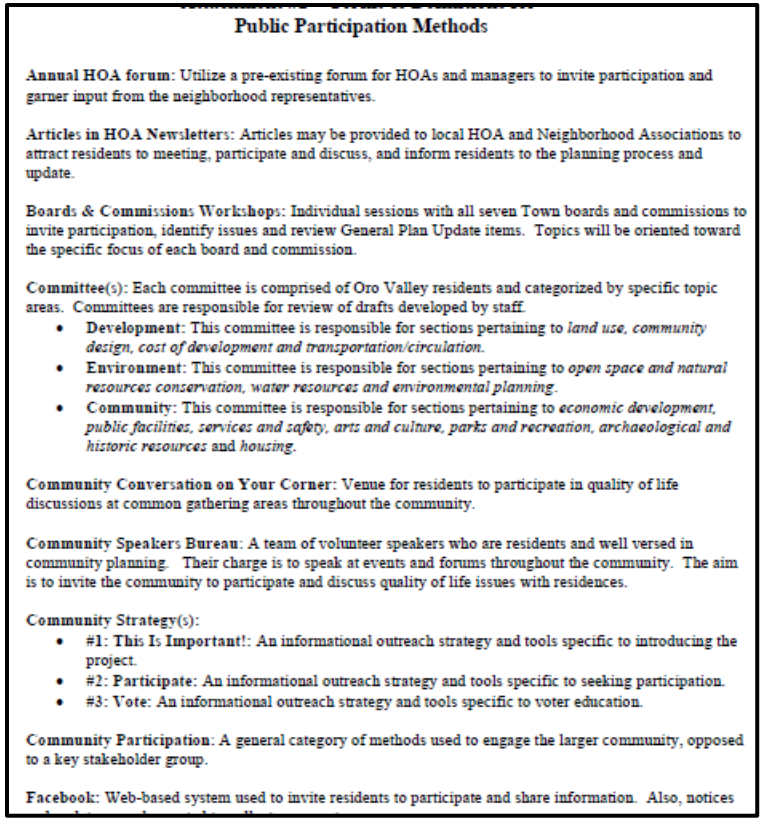
Oro Valley Historical Society

# PPP – Methods of involvement

Town of Oro Valley

- Inclusive of all stakeholders
- Various and diverse opportunities
- Transparent results

- 2013-2016 Methods:
  - Community forums
  - Open houses
  - Flyers
  - Website
  - Phone, email and in-person surveys
  - Events at local businesses, schools, etc.



**Public Participation Methods**

**Annual HOA forum:** Utilize a pre-existing forum for HOAs and managers to invite participation and garner input from the neighborhood representatives.

**Articles in HOA Newsletters:** Articles may be provided to local HOA and Neighborhood Associations to attract residents to meeting, participate and discuss, and inform residents to the planning process and update.

**Boards & Commissions Workshops:** Individual sessions with all seven Town boards and commissions to invite participation, identify issues and review General Plan Update items. Topics will be oriented toward the specific focus of each board and commission.

**Committee(s):** Each committee is comprised of Oro Valley residents and categorized by specific topic areas. Committees are responsible for review of drafts developed by staff.

- **Development:** This committee is responsible for sections pertaining to *land use, community design, cost of development and transportation/circulation.*
- **Environment:** This committee is responsible for sections pertaining to *open space and natural resources conservation, water resources and environmental planning.*
- **Community:** This committee is responsible for sections pertaining to *economic development, public facilities, services and safety, arts and culture, parks and recreation, archaeological and historic resources* and *housing.*

**Community Conversation on Your Corner:** Venue for residents to participate in quality of life discussions at common gathering areas throughout the community.

**Community Speakers Bureau:** A team of volunteer speakers who are residents and well versed in community planning. Their charge is to speak at events and forums throughout the community. The aim is to invite the community to participate and discuss quality of life issues with residences.

**Community Strategy(s):**

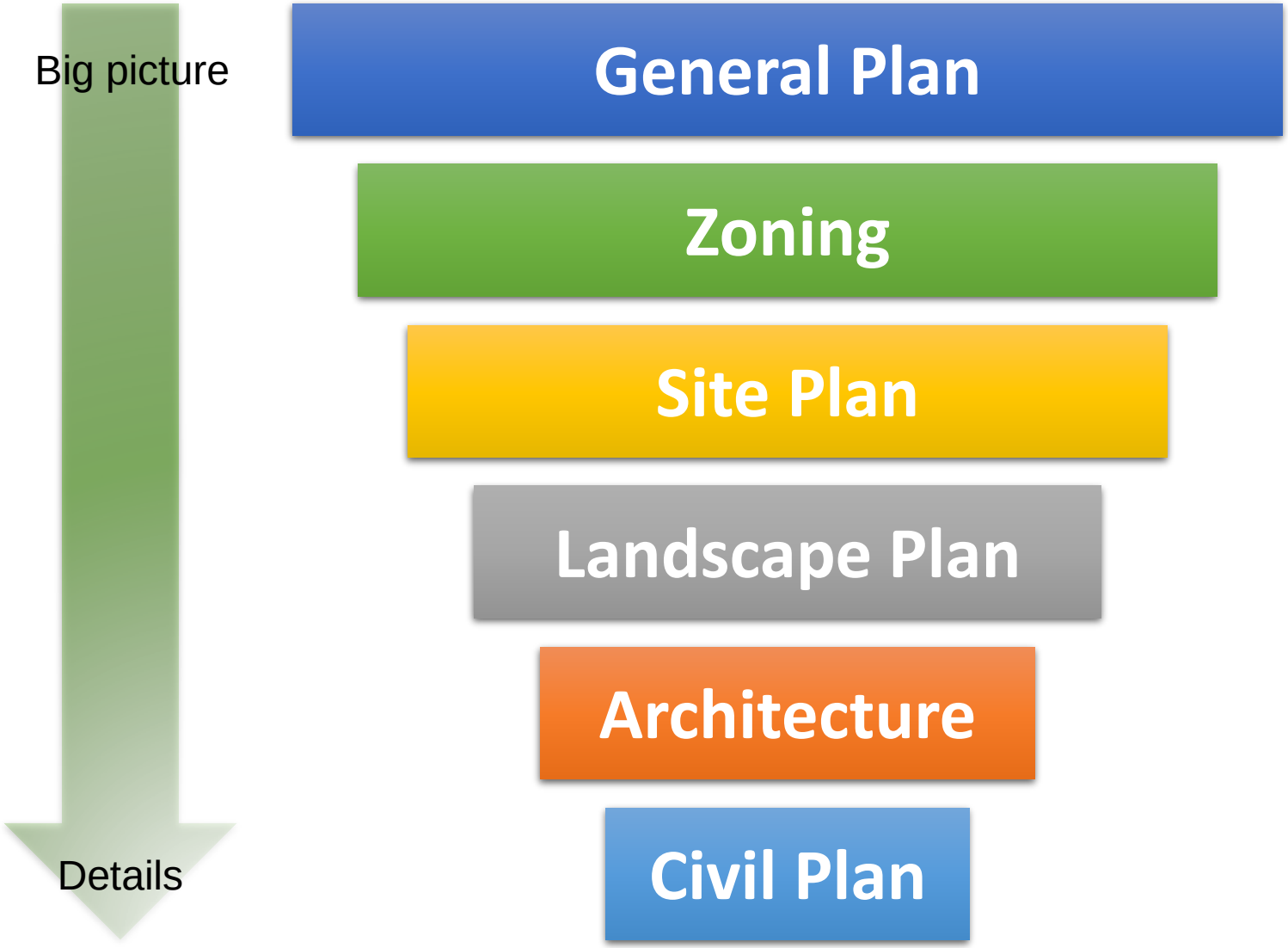
- **#1: This Is Important!:** An informational outreach strategy and tools specific to introducing the project.
- **#2: Participate:** An informational outreach strategy and tools specific to seeking participation.
- **#3: Vote:** An informational outreach strategy and tools specific to voter education.

**Community Participation:** A general category of methods used to engage the larger community, opposed to a key stakeholder group.

**Facebook:** Web-based system used to invite residents to participate and share information. Also, notices

# Levels of Planning

Town of Oro Valley



Questions/Comments:

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Town of Oro Valley