



## **Survey: Draft Vision Statement**

**Question: The community's voice resulted in the draft vision and guiding principles. Our focus is to honor those trends. Have you read the draft vision? (Click "Learn More" and on the next page, scroll down and click on the "Topic Details" tab.)**

**Yes, and I'm ready to comment! : 20**

**No, I'll come back later : 3**

**Question: Please comment on the draft vision statement here.**

**"well managed" is too controversial. Be specific. "retail small town..." is inconsistent with what the Town actually IS. Re phrase**

**a vision must be shared and supported and acted on**

**Add "fiscally responsible" after well-managed. There seems to be a genuine lack of fiscal responsibility by the mayor. The 5% pay raise is obscene. Current inflation is less than 2%.**

**Good vision statement. I would add some language about controlled and fiscally responsible economic growth (both commercial and residential).  
Linda Harrington, Designated Broker, Tucson Gold Realty**

**I agree**

**I commend OV for going Solar. There are now companies like SolarCity and others who will lease and install Solar systems to residents to put on their houses and guarantee their electric bill will be less. If you championed private homes in your Vision, Oro Valley would become a leader in renewable energy.**

**I think it represents Oro Valley well. It is seen as clean, friendly, and economically stable.**

**I think the town demographic have changed but the results are the same as 10 years ago**

**I very concerned about the rapid growth and disregard for the environment. The recent attempt to incorporate and develop the land E and NE of**



**Tangerine and Oracle is a recent example. Keep small town environment. we don't need shopping on every corner especially with OV marketplace empty and not successful**

**I will be back, little rushed for time at the moment**

**I would prefer to see another word than "managed."**

**In my opinion, the beauty of Oro Valley is that it is a small bedroom community that is situated near Catalina State Park and many walking and biking trails. On any given day, I see families and individuals out walking, biking, playing tennis and congregating at dog parks. All of this encourages a sense of community. I would like to see more recreation areas that are open to the public so that we can encourage more of the same.**

**Not at this time.**

**nothing mentioned about diversity-- should be.**

**Please insert "Arts and Culture" in lifestyle**

**Sounds good!**

**Sounds like the vision statement of an assisted living facility ;)**

**The draft Vision Statement does a touch all the bases with regard to what Oro Valley should develop, achieve, and maintain. Now, in order to implement this Vision, we need to stay focused and diligent in our efforts. I like the Vision; "Let's make it a reality!!!" Pete Bistany**

**The phrase "small town character" I feel at the Farmer's Market, the Library, but that is it. The overwhelming building of almost 600 new apartments totally defeats that feeling.**

**Think we need something in there about fiscal responsibility**

**This vision and set of guiding principles are so high level, vanilla and generic, I'm not sure what their purpose is.**

**We don't need to increase access to daily services or employment. This is a country club resort community. We desire low density housing and open**



**space. If you want to manage a big town, manage Tucson or Phoenix. Oro Valley needs to remain small otherwise it will lose its desirable character and residents will move. If we keep over-developing our last few percent of available land we will become the same as every other town.**

**With so few people responding to Your Voice, Our Future, the validity of the draft vision and guiding principles worries me. I certainly hope many community meetings will be held.**

## Comments

Number of Comments 1

Comment 1: You can now (as of 3/28/14) check out the updated vision and guiding principles in the topic details tab. Changes include minor word and grammatical edits as well as a new guiding principle based on community feedback. | By Elisa H





## **Survey: Draft Guiding Principles**

**Question: The community's voice resulted in the draft vision and guiding principles. Our focus is to honor those trends. Have you read the draft guiding principles? (Click "Learn More" and on the next page, scroll down and click on the "Topic Details" tab.)**

**Yes, and I'm ready to comment! : 10**

**No, I'll come back later. : 1**

**Question: Please comment on the draft guiding principles here.**

**again, guiding principles must become part of a shared value system**

**Climate Change-Global Warming is a real issue. Oro Valley has none well to put Solar on their buildings. But there are companies like SolarCity; Solar Panel Institute and Solar Energy Industries who will lease solar to private homes. These companies will take care of installing the systems,. often for \$0. 00 down, and guarantee their payments will be less for their electric bill. I think the Oro Valley Board should encourage residents to see if they qualify for Solar. and make Oro Valley the**

**Consider adding a principle which address the priority of road construction projects. For example:**

**Prioritization of transportation projects will be based on existing traffic congestion.**

**Rational: Lambert was widened, but no one understands why, just ask your neighbors. Naranja and La Cholla near Ironwood Ridge High School and Wilson K-8 are a nightmare before/after school and during special events, but nothing has been done to address this problem.**

**Ensuring scenic values is not what the Town has, and is, doing. inaccurate. "special place" lacks meaning. "Growth" needs definition.**

**i like it**

**Not now**

**The Town of Oro Valley must be careful on how it defines a trail and/or**



pathway. For me a trail is one that is made of natural(dirt) surfaces.  
Pathways are of hard surfaces. Calling both trails or pathways is wrong.

This is a long list of many great ideas. My preference would be a focus on:

(1) Provide more parks, recreation and cultural opportunities for all ages  
-and-

(2) Grow the number of high quality employment opportunities

I would love to see a project teaming the University with Oro Valley to create a desert arboretum at the Naranja park. The point would be development of parks that require low maintenance, but still provide shade/space for families to enjoy in winter/summer

This is awesome!

This just sounds like motherhood and apple pie. This two page summary consisting of only bullets isn't very useful at all, in my opinion. This suffers from the same problems that PowerPoint presentations have - it is so high level and so deprived of explanation (information poor) that it is useless in my opinion. This talks nothing about how so many people on here and in other forums have expressed frustration with building too many apartments and half full shopping complexes.

To many apartments are being built in this town . . . . that small town feel is starting to feel like Phx. . . . way to many of them for the road structure of Oro Valley . . .

## Comments

Number of Comments 4

Comment 1: You can now (as of 3/28/14) check out the updated vision and guiding principles in the topic details tab. Changes include minor word and grammatical edits as well as a new guiding principle based on community feedback. | By Elisa H

Comment 2: Public participation isn't enough. Becoming informed is. | By Bill A

Comment 3: Plan policies begin with, "The Town shall..". Need specifics. | By Bill A

Comment 4: Draft Principles don't guide - they approximate | By Bill A

ASK

Reply

Safe	secure police budget with a property tax; free up General Fund; Drop Utility
Attractive	Re - establish low density character; introduce contemporary
Compatible	transition incompatible uses; no 20-50' buffer zones; Green Building
Convenient	employment centers; non retail; educational institutions; research labs
Diverse	establish higher design; construction standards; cap housing/apartments
Maintained	streetscape upgraded; erosion prevention; wash clean up; low-class look
Responsive	Elect by Ward; better communication conduit; public meeting protocol
Efficient	Stabilize revenues; No agreements; targeted taxes; Force water Conservation
Recreational	Sell or finish public parks; retail entertainment; Half of 1% to SAACA for Festivals
Cultural	Encourage higher education facility; arts/culture/historic festivals-events
Friendly	Gathering places within commercial/residential development; expand library
Uncongested	one-way streets to reduce impact upon Oracle; bus turnouts; parkletts
Economic	Discount, COSTCO, Sam's; New Urbanism; Booster Clubs for Town projects
Tourism	Tram to Mt. Lemon; Finish SPR or Develop Historic-Lite; Town Site for ED.
Growth	Acquire sensitive space: Kelly Ranch; Kai for low impact research centers Compromise to annex Arroyo Grande for wildlife, hospitality, industrial W. Lambert Lane for Youth Activity: bike, skate board, youth center; half-way Remaining Rooney: Mixed Use – Arts District. <u>Potential "Downtown"</u> In-fill: No Up zoning. NC or RLD
Environment	Support the Historic Society series on Land,Water,Air importance to Native Americans  Cooperate with U of A Kitt Peak series on viewing the sky from Steam Pump Ranch. ( Promotion with local Astronomy retail )

Community; scale; employment; entertainment; recreation; Downtown; higher education

Environmental: Natural, Access, views; wildlife corridors; water erosion/ drainage / harvesting

Development: Density; suitability, creativity; LEED gold; Underground parking, Upscale multi family;  
larger lots

SHARED ISSUES:

Safety; aesthetics, visual, natural,

SPECIAL SUBJECTS

One way streets; election by Ward, Tram to Mt Lemon, Street lighting, parklets

**Donald Bristow**  
**March 14, 2014**

**Following are My Comments, for your consideration, regarding the Draft Vision Statement and Draft Guiding Principles.**

Thank you for the significant time and effort put forth to develop the draft visions statement and the draft guiding principles for the 2015 General Plan. These drafts, will allow the residents' to focus on recommendations for the final vision statement and guiding principles. Following are my recommendations based on reviewing all the survey results and an understanding of what issues are not presented, but are a concern of a number of the Oro Valley residents. These recommendations are offered only as enhancements to the process.

Drafts of the Vision Statement and Guiding Principles were created without acceptable market research process or statically valid input. Therefore, using words that imply the majority of the residents have approved the content of the vision statement or the guidelines should not be implied. Based on observing the multiple posting by individuals, without a precise tracking of how many each posted, results in a flawed opinion gathering process.

**Draft Vision Statement**

The responses do not support the desire to "increasing access to daily services, employment and recreation." Only 46 of 315 (15%) and 28 of 567 (5%) respondents, in the agreement rankings, indicated the need to increase shopping opportunities.

Public safety isn't exclusive to police. Police are only one component of public safety. Fire and EMS can, for some residents, be as important as or more important than police.

**Draft Guiding Principles**

Within each of the 11 guiding principles there are supporting statements that received both low and high interest from the respondents. Therefore, it is important that considerations and outcomes reflect the level of importance. As in the case of the Vision Statement, the Focus Guiding Principles and the subsets topics are not supported by sound marketing research. Therefore, the development of the General Plan must proceed with caution as to not reflect the desires of the Town Council or staff, but what the residents desire. This is a document that is should reflect the actual desires of the residents.

Guiding Principle: ***Focus on community safety and maintain low crime***

This is apple pie and motherhood topic. Of course the responses would receive high approval. However, there were no questions that addressed fire or EMS. Additionally, a safety topic that is high in importance to many residents is the management, and cost-benefits of the police and fire departments. The resident surveys failed to obtain the residents' input regarding management and cost-benefits and didn't included them as a topic for potential placement in the General Plan. This is a significant oversight that needs to be addressed if this is to be a document of the residents.

Guiding Principle: ***Ensure integrity of scenic beauty and environment***

Based on the surveys, desert views should be included with mountain views. Preserve green space and curb urban sprawl while receiving lower importance than other subsets, did receive higher importance that some of the subsets contained throughout the Guiding Principles section. Opportunities to enjoy the outdoors appears to be redundant with the subsets under "Provide more parks, recreation and cultural opportunities for all ages".

Guiding Principle: **Keep the unique community identity as a special place**

What does Forward-thinking mean? How have the survey respondents defined this statement?

Guiding Principle: **Create a complete community with a broad range of shopping, dining and opportunities**

"Increase shopping opportunities, services, and restaurants" Only 46 of 315 (15%) and 28 of 567 (5%) survey respondents support shopping opportunities. There was a limited indication that the empty retail spaces should be filled before a Town-driven effort to increase shopping opportunities. Any Town-driven effort should be to bring in successful Tucson area business whose categories are not or underrepresented in Oro Valley. The downtown or central gathering area received only 58 of 316 stars in the support rankings. Also, this subsection is repeated under "Grow the number of high quality employment opportunities", it also received low support under this subsection. Should a low interest item be repeated? *??*

Guiding Principle: **Minimize traffic and increase ways to get around Town**

Little support for increasing public transportation was indicated. Need to identify what, if any forms of public transportation would receive significant support. Is it park and ride, transportation for elderly and those with physical impairments, etc.?

Guiding Principle: **Manage how we grow and maintain high design standards**

What should one conclude 117 out of 139 (84%) are concerned about rapid growth with 40 of 139 (29%) say rate of growth is "about right"? Could these two statements be combined under current growth is about right? *NO*

Increase commercial services and employment opportunities received little support. 46 out of 262 (18%) gave favorable support to increased commercial services and 84 out of 315 (27%) gave favorable support to increased employment opportunities. This low support for commercial opportunities is consistent with the lack of support for "increased shopping opportunities, services, and restaurants" under the Guiding Principle: *Create a complete community with a broad range of shopping, dining and opportunities to gather.*

What does "Quality of build environment sets OV apart? Who will define?"

Guiding Principle: **Grow the number of high quality employment opportunities**

Of no surprise, light industry received the lowest support with only 84 positive ratings. However, visitor and tourist attractions received the second lowest positive ratings with 106. While the Town Council is placing a strong emphasis on making OV a visitor and tourist attraction, it appears the residents do not support their direction. The General Plan needs to consider this conflict.

The strong support for "Health and medical research industries" is consistent with the results under the topic of "What will make this place better?"

Guiding Principle: **Provide more parks, recreation and cultural opportunities for all ages**

Festivals and cultural events received weak support, but arts receive much better support. Arts and cultural events are usually grouped together. While festivals need not be cultural events. Why the low ratings for "festivals and cultural events" and the strong rating for "The Arts"? This conflict must be addressed before the General Plan development phase.

The amenity ranging list activities **doesn't** include baseball/softball fields and racquet ball/handball courts even though both received more votes than bmx. Should these be excluded?

The ranking of desired means to fund parks, recreation and cultural opportunities indicated the most support for fees and user fees followed by issuing municipal bonds. Increased commercial developments was a strong third, but what this means is far for clear, How and what types of commercial development will result in funding? If this is the same commercial development that is covered under the Guiding Principle: *Manage how we grow and maintain high design standards*, than there is limited support for increased shopping and service opportunities. The third place ranking supports the lack of interest indicated previously.

## Vella, Bayer

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**From:** stfatha@aol.com  
**Sent:** Wednesday, February 19, 2014 10:34 AM  
**To:** Vella, Bayer; Williams, David  
**Subject:** Fwd: Underwriting

A "guiding principle" ?

Bill

-----Original Message-----

From: stfatha <stfatha@aol.com>  
To: warren <warren@dancinglizards.com>; orovalleylady <orovalleylady@comcast.net>; joyceholloway2 <joyceholloway2@gmail.com>; patsprl10 <patsprl10@gmail.com>; ploomis <ploomis@msn.com>; saljack439 <saljack439@msn.com>  
Sent: Wed, Feb 19, 2014 10:07 am  
Subject: Underwriting

I mentioned at a recent CDRB meeting looking at the revised public art ordinance, that the response from citizens during the General Plan update process reveals an interest for the Community to increase the festivals and cultural activities. I suggested that one way that can happen is for the 1% Public Art requirement be increased - on larger projects - to 1 1/2% with the additional amount specifically dedicated to festivals and cultural activities. Obviously, this could have an impact up the use of the Ranch property in a coordinated and professionally managed way with SAACA.

Something I hope you might consider.

Bill

## Vella, Bayer

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**From:** stfatha@aol.com  
**Sent:** Thursday, February 20, 2014 8:21 AM  
**To:** Vella, Bayer; Williams, David; Keesler, Paul  
**Cc:** Zinkin, Mike; Hornat, Joe  
**Subject:** Vision / Principles

I would offer the following revisions or corrections:

### Vision:

Drop "well managed" which is meaningless.

Substitute: "A local government that responds to the needs of residents and the maintenance of a quality life style"

Drop "retain friendly, small town character" which cannot be defined or explained

Drop " "increasing access to daily services" which again has no meaning, unless the statement includes "with corresponding increase in cost"

Substitute: "...strives to increase employment, entertainment and recreation opportunities".

Drop "strong sense of community" which is not exemplified either by government or by residents.

Substitute: " An assurance of government access and communication " " Growth policies that ensure a regard for...public safety...and our extraordinary..."

### Principles:

Drop" Ensure integrity of scenic ...." recent and current history lacks an interest in doing this.

Substitute: "Create policies, or changes to code where necessary, to ensure..."

Drop: "Keep..." No longer exists.

Substitute: "Strive toward a community..."

Drop " Manage how we grow and maintain high design standards". Managing is not the right terminology. Say what is meant.

Substitute: " Limit growth to return to a low density character with emphasis upon appearance over use"

Drop "high quality employment" which defies explanation.

Substitute: " Recruit employment opportunities for primary jobs."

The other principles I think can withstand scrutiny. I know that my suggestions may be debatable, and I would wish to engage in that at the right time.

I hope you add these comments to the pile to be reviewed by committees. Thanks,

Bill Adler

**Vella, Bayer**

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**From:** stfatha@aol.com  
**Sent:** Wednesday, February 26, 2014 7:36 PM  
**To:** Vella, Bayer  
**Cc:** Williams, David  
**Subject:** Re: Vision and GP wording

I may have some difficulty early next week due to procedures in Dallas.

The challenge as I see it is to translate what people **said** into what we believe they **meant**. So, "small town character". What did people mean? What is contained within "character" that results in a "small town character"?

Personally, I think that increased opportunities for people to "gather"; to join with others in cultural, entertainment, educational events. That's why I suggested to Council and the CDRB they consider increasing the public art fee from 1% to 1.5% with the .5% dedicated to helping with costs in organizing and implementing cultural/festivals done by SAACA. Another policy interpreting "friendly" would be to design a Community Center that includes studio space, performing arts and multiple use capability. That would facilitate opportunity for friendly togetherness.

So, those are examples of taking what we heard and translating it into potential Plan policy. Otherwise, we are simply going to debate what a policy should say to maintain a friendly, small town character with nothing specific the Town can consider.

"well managed" means to many people "living within your means". If that's what a majority believes is the correct interpretation, then that's what should be in the Plan. Personally, I feel a well managed government is one that is accessible to the public, listens and responds to the public interests. If that is supported that interpretation belongs in the Plan. We need to create an atmosphere of "engagement" where residents feel easy about participating.

"low crime" - Personally, I feel citizens of Oro Valley need to be advised wherever they are or are doing to observe their surroundings. I'm an Adopt a Roadway volunteer. I have advised police of illegal dumping; individuals who appear to be vagrants; behaving erratically or need assistance, cars moving slowly, suspiciously in a neighborhood or a car or cyclist broken down and hurt. A man appearing to check access to parked cars in a parking lot. I underwrote a bicycle safety program for two years by the police department because 1st avenue had irregular lanes and cyclist and drivers were not sensible. That program was dropped when a qualified officer left the department, but is being reconsidered. This helps to maintain a low crime rate...without cost!!!

These are possible Plan policies that interpret what is posted or commented by residents.

I hope this helps. I'll call to check your schedule.

-----Original Message-----

From: Vella, Bayer <bvella@orovalleyaz.gov>  
To: stfatha <stfatha@aol.com>  
Sent: Wed, Feb 26, 2014 4:37 pm  
Subject: Vision and GP wording

Bill,

Let's meet and discuss wording you get back from Dallas please. Have a good trip!

Looking forward,

Bayer Vella, LEED AP, AICP  
Conservation & Sustainability Administrator  
Town of Oro Valley  
ph: 520.229.4810

03/27/2014

**Vella, Bayer**

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**From:** stfatha@aol.com  
**Sent:** Sunday, March 02, 2014 10:11 PM  
**To:** Vella, Bayer  
**Cc:** Sharp, Daniel  
**Subject:** General Plan .policy upgrades

More on Low Crime.

Since we have so many bike rider now it should be easy to train a small group of volunteer bike patrol to watch for carelessness in intersections, and in parking lots with cars moving out of 90 degree parking without good vision, and watch for kids at fast food places getting a little wild, and watching the safety of parked cars., littering, etc.

Bill

03/27/2014

**Vella, Bayer**

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**From:** stfatha@aol.com  
**Sent:** Tuesday, March 11, 2014 4:16 PM  
**To:** Vella, Bayer  
**Subject:** Suggestions

Bayer:

Although it came out instinctively, I like the idea of coupling any policy statement with the phrase "carries a price tag". Personally, of all the policy statements that will result this year and next, I think the issue of "a price tag" is the most relevant.

Bill