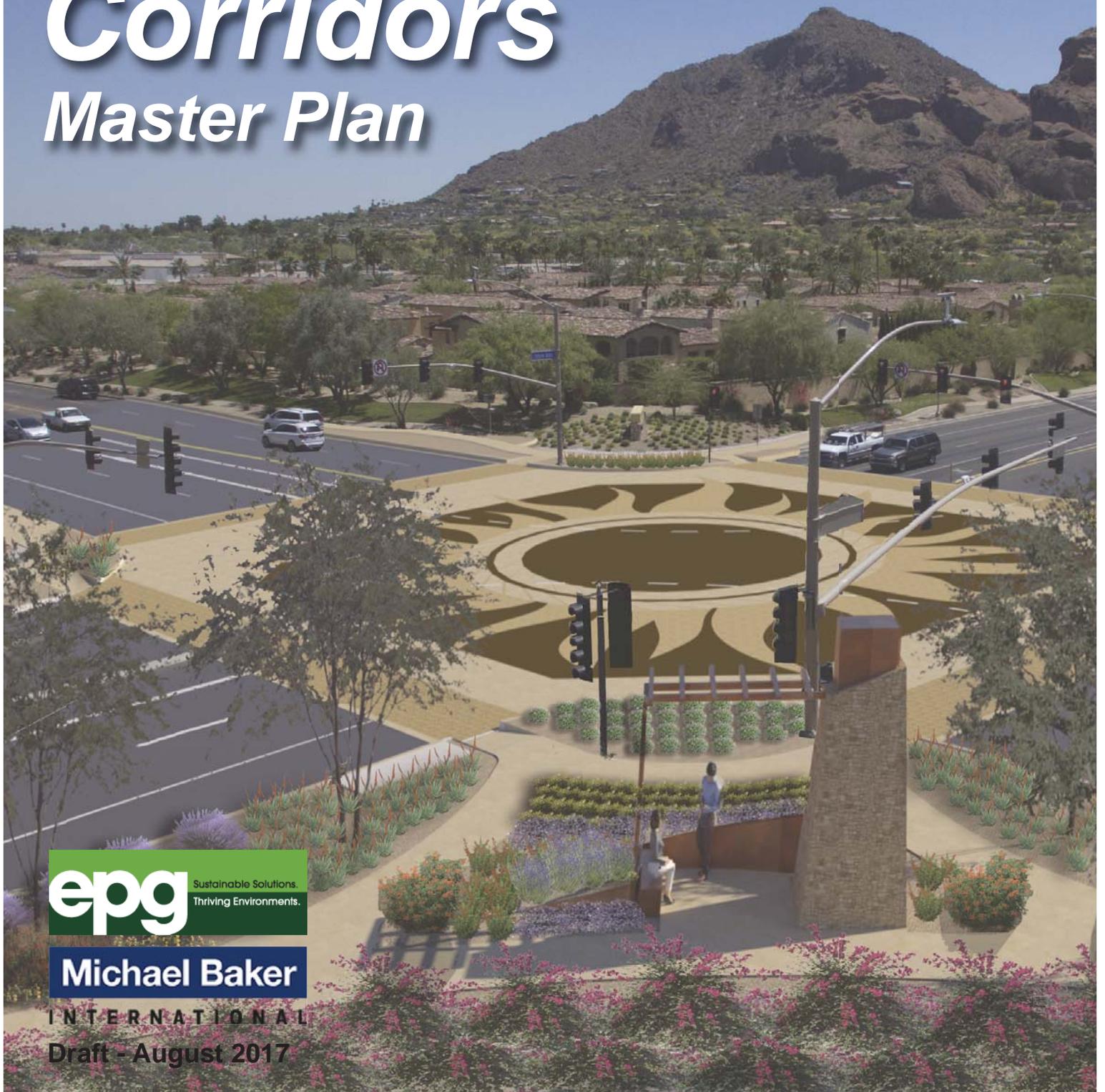


Visually Significant Corridors Master Plan



INTERNATIONAL
Draft - August 2017

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Guide to the Document

The Visually Significant Corridors Master Plan is organized into the following sections:

01 - INTRODUCTION

Describes the origin of the Visually Significant Corridors, which is unique to the Town of Paradise Valley (the Town), the purpose and need of the Plan, and guiding principles.

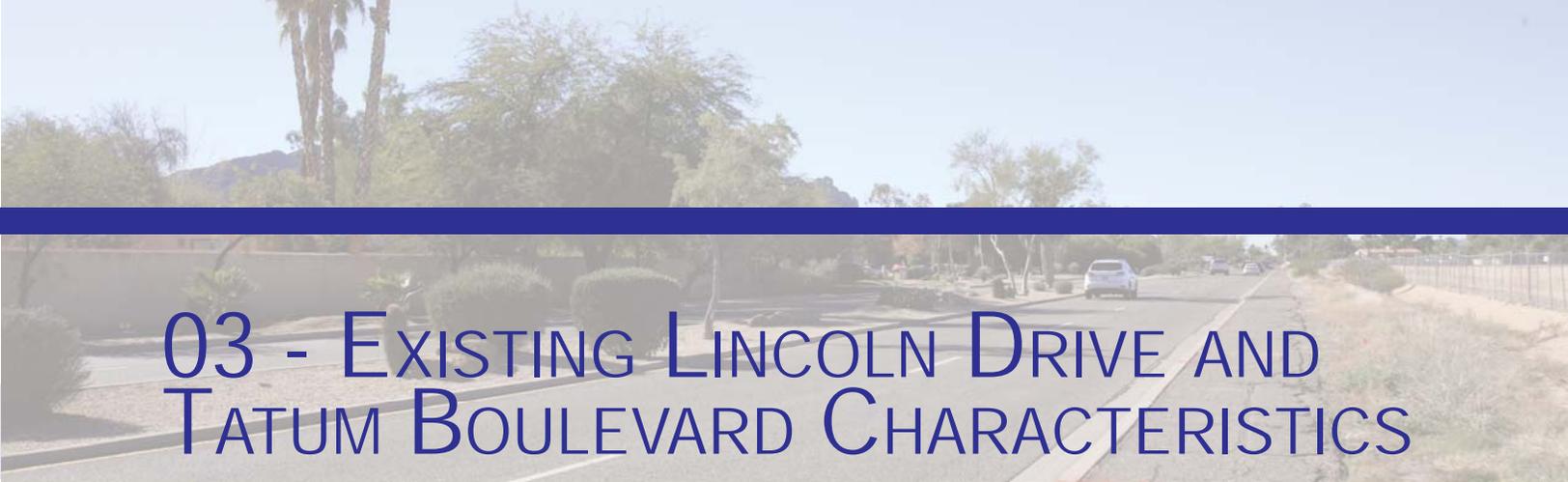


02 - GUIDELINES SUMMARY

Provides a summary of the three character zones identified for Lincoln Drive and Tatum Boulevard. Each section includes a general description, outlines the patterns and colors, and describes a catalog of materials suggested for streetscape elements and improvements for implementation.



- A. Patterns of Nature Character Zone Design Guidelines
- B. Resort Living Character Zone Design Guidelines
- C. Rural Elegance Character Zone Design Guidelines



03 - EXISTING LINCOLN DRIVE AND TATUM BOULEVARD CHARACTERISTICS

Describes and illustrates the existing conditions of each street's right-of-way, streetscape, and adjacent characteristics.

04 - IMPLEMENTATION

Identifies a series of areas and/or steps in which the Plan could be implemented. Pilot projects and those being currently implemented privately or that could occur upon allocation of public funding are discussed.



05 - APPENDIX: PLANNING PROCESS

Provides a summary of the General Plan goals and priorities and planning policy context. Offers planning process content and project scope of work efforts that occurred throughout the development of the Plan.

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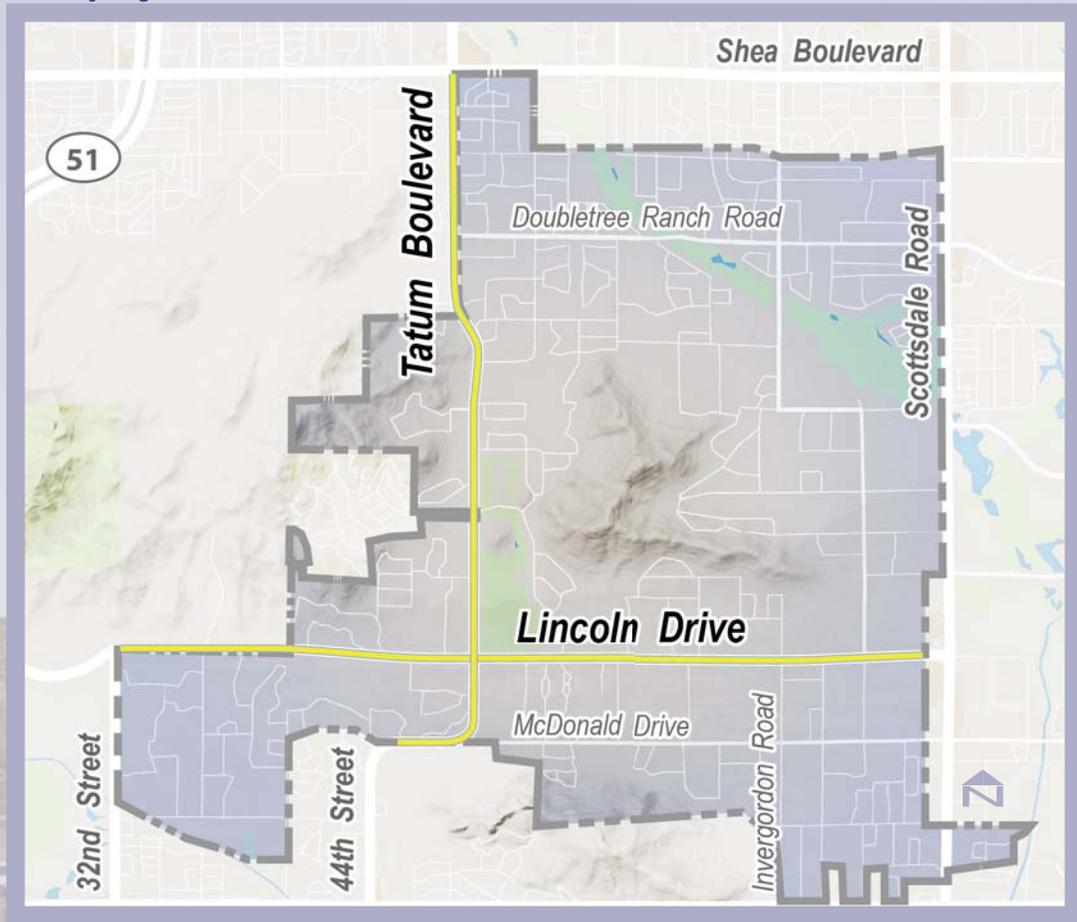
INTRODUCTION

The Visually Significant Corridor Master Plan (Plan) furthers several goals of the Paradise Valley 2012 General Plan. A central objective of the 2012 General Plan is for the Town to

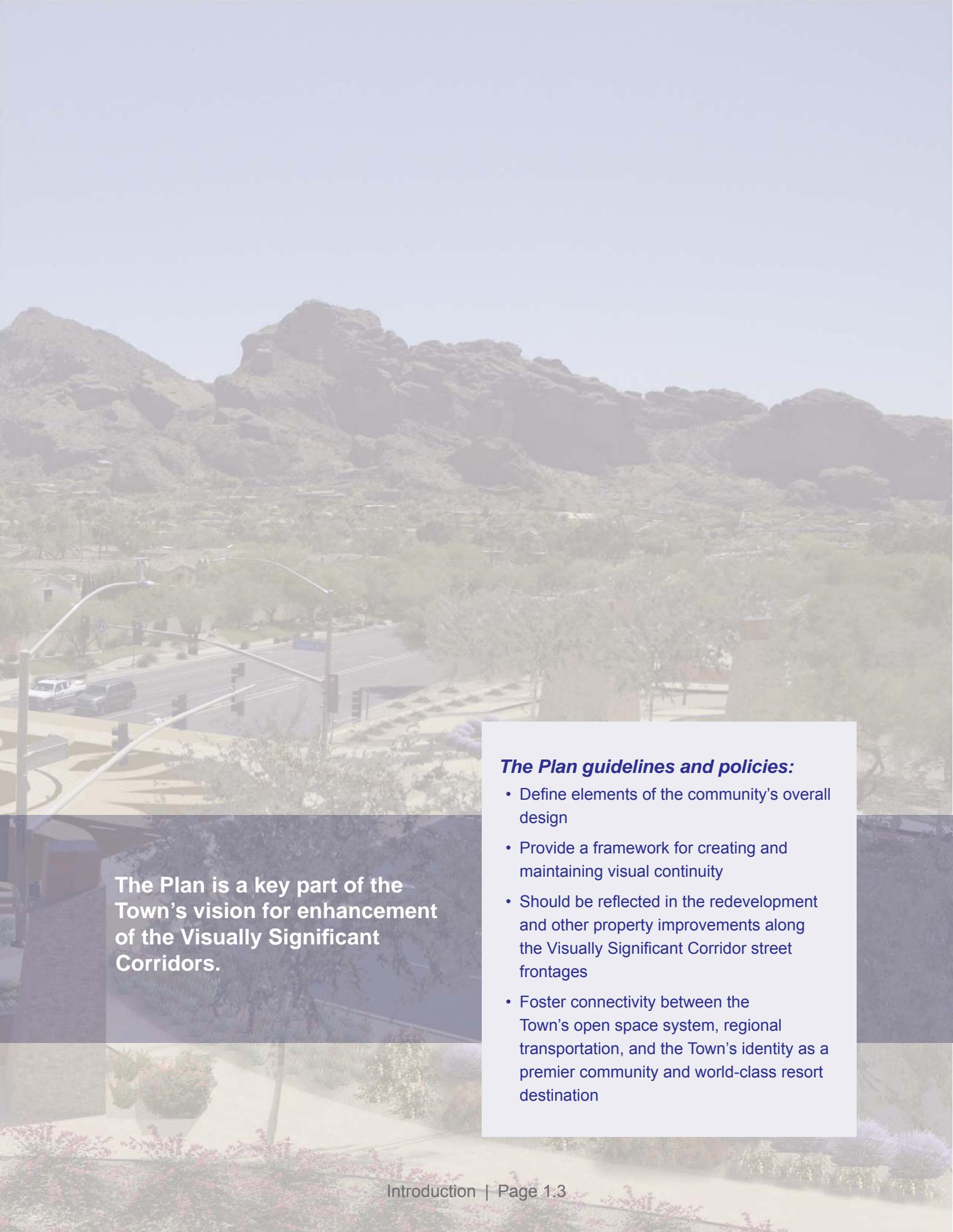
“Preserve those elements or features which contribute to the Town’s quality of life and character as a premier residential community and resort destination with strong rural and historic roots.”

Town of Paradise Valley

Visually Significant Corridors



As defined by the General Plan, Visually Significant Corridors are
“Designated highly visible, prominent streets, including
Lincoln Drive and Tatum Boulevard.”



The Plan is a key part of the Town's vision for enhancement of the Visually Significant Corridors.

The Plan guidelines and policies:

- Define elements of the community's overall design
- Provide a framework for creating and maintaining visual continuity
- Should be reflected in the redevelopment and other property improvements along the Visually Significant Corridor street frontages
- Foster connectivity between the Town's open space system, regional transportation, and the Town's identity as a premier community and world-class resort destination

Plan Purpose and Need

The purpose and need of the Plan is to implement the Community Character and Housing and Mobility elements policy objectives prescribed in the 2012 General Plan. As such, the Plan furthers numerous Town goals relative to right-of-way improvements, whether implemented by private property owners, utility providers, or publicly by the Town. The Plan is used as the basis for, and to determine the adequacy and appropriateness of, all streetscape improvements required by the Town Code. More specifically, the purposes of the Plan are to:

- Provide a clear, easy-to-follow, and detailed comprehensive plan for right-of-way and streetscape improvements for designated Visually Significant Corridors.
- Provide detailed guidelines and standards for the design of streetscapes, including sidewalk treatments and emphasis areas, street trees and landscaping, low-level lighting, street special paving treatment where appropriate, and street furniture.

Guiding Principles

Successful Town Streetscape Corridors can:

- Build and support local resort economy and businesses
- Nurture and define community identity
- Foster frequent and meaningful contact
- Create improved accessibility
- Promote sense of comfort and pride

What Makes a Visually Significant Corridor

At 4.9 miles from 32nd Street to near Scottsdale Road, Lincoln Drive is the only street that spans the full west-east width of the Town. Likewise, at 3.5 miles from McDonald Drive/45th Street to Shea Boulevard, Tatum Boulevard is the only street that spans the full south-north length of the Town. As identified in the General Plan, these two cross-town, highly visible, and prominent arterials are the original designated Visually Significant Corridors. However, what most contributes to their designation is the sense-of-place. Both anchor significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life. By raising the emphasis of visual experience and considering pedestrian/ bicyclist movement, a multi-lane through way can become more than just an arterial for vehicular transportation.

A well-known and relatable streetscape, such as Phoenix's Central Avenue or Washington, DC's Pennsylvania Avenue, provides a collective experience based on its setting and landscape, views, adjacent homes and buildings, walkways and footpaths, and benches and other furniture. It's not only about how many vehicles it carries per day. Streetscapes become the identity of that community and play an important role in the interaction between residents, travelers, and community guests.

Components of a Streetscape

Creating a unique and place appropriate streetscape is a process of recognizing the Town's natural environment and setting in the shadows of Camelback, Mummy, and Phoenix mountains; Town history; population density; and its social and cultural mix. Creating a local well-known streetscape is about combining those elements into an overall approach that complements the existing neighborhoods and architecture of both building and community structure.

Components of the overall streetscape characters will include:

Streetscape Character Components		
Representative Photo	Description	Examples
 <p>HARDSCAPE</p>	Hardscape components that are appropriate to the use and conditions.	Colored concrete sidewalks Pavers Textured concrete Rubberized asphalt
 <p>SITE FURNISHING MATERIALS</p>	Use of materials and colors that complement the setting and community.	Stone veneers Colored concrete Colored stucco Weathered steel Gabions
 <p>THEMED ELEMENTS</p>	Scale, form, height, and proportions that complement the character or theme.	Human-scaled architectural features Sonoran Desert patterns and forms
 <p>PRIVACY SCREENING</p>	Place and scale appropriate walls and fencing that does not block desired mountain views and that balance resident's privacy with the need to preserve distant views.	Replace oleander hedges with 6-foot tall walls Place trees to frame mountain views.
 <p>PERIMETER & SCREEN WALLS</p>	Encourage low walls that follow the character or theme and integrate utility equipment and mail boxes.	Perimeter walls with colored stucco or stone with coordinated mailbox Utility screen walls

Streetscape Character Components

Representative Photo	Description	Examples
<p>LANDSCAPE MATERIALS</p> 	<p>Design landscaping that enhances the quality of the streetscape, provides shade, promotes noise buffering; use plant massing to direct views and give identity to the corridor.</p>	<p>Tree massing arranged to preserve mountain views</p> <p>Use plants from plant lists associated with each character zone</p>
<p>NATURAL RESOURCE USE</p> 	<p>Harvest stormwater and plant low-water use native or desert-adapted species that represent a full year color spectrum.</p>	<p>Use stormwater harvesting swales and micro-basins</p> <p>Use plants from all flower seasons in landscape</p>
<p>SECURITY & VISIBILITY</p> 	<p>Provide passive deterrents to loitering and visibility from multiple vantage points.</p>	<p>Low, segmented themed walls and features</p> <p>Open shade structures</p> <p>Sidewalks visible from street</p>

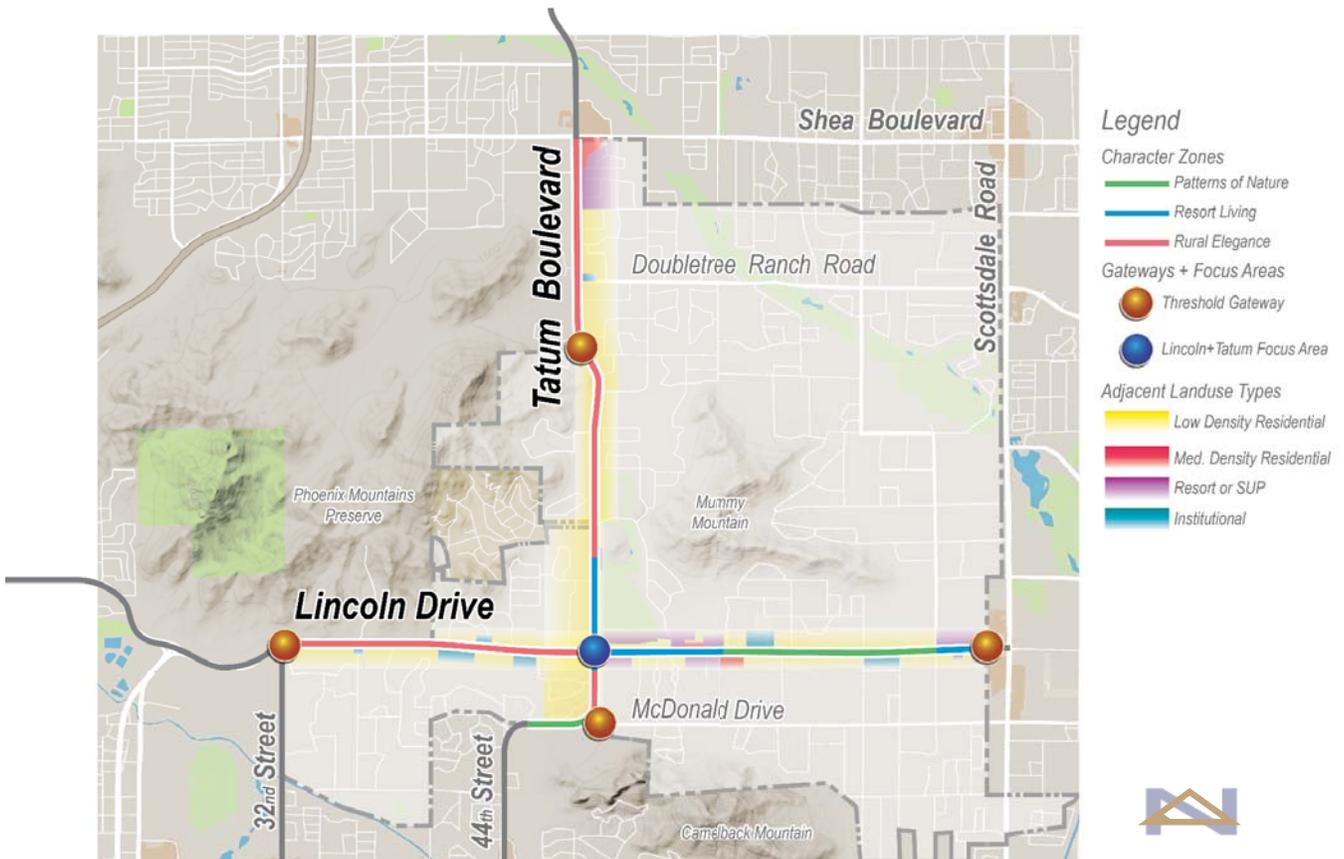


GUIDELINES

The following guidelines provide visuals, graphics, and descriptions of the elements, materials, and their configurations selected to complement the natural beauty of Paradise Valley while providing an enriching experience for visitors and residents on Lincoln Drive and Tatum Boulevard.

The guidelines are divided into four sections. The first section provides an overview of the common elements, concepts, and other information that applies to the corridors. Specific guidelines are then provided for the three Character Zones identified within the corridors. These Character Zones are defined by a combination of adjacent land uses as well as their visual relationship to the prominent mountain peaks that form Paradise Valley.

The Three Character Zones along the visually significant corridors are shown along Tatum Boulevard and Lincoln Drive depicted in the map below.



Map 1: Visually Significant Corridors Character Zones, Gateways, and Adjacent Land Use Types

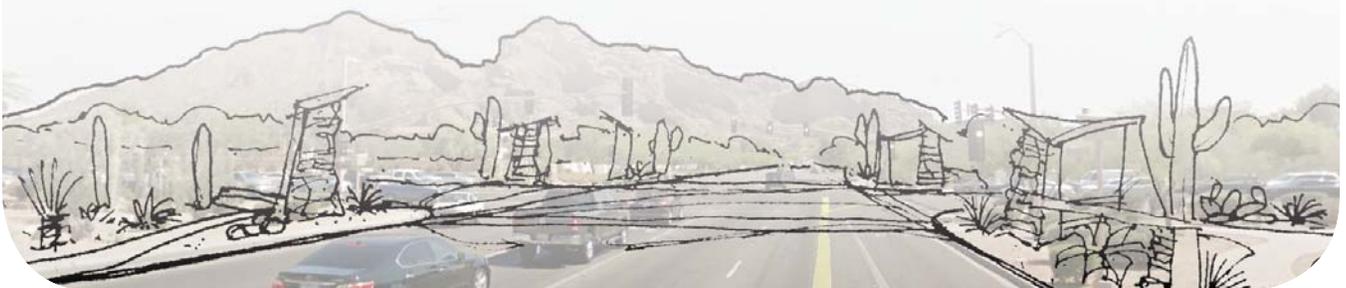
General Guidelines

Experience

Entering into a Visually Significant Corridor should evoke a sense of leaving the urban jungle behind and arriving someplace special, less rushed, and more tranquil. Focus on the mountains and desert vegetation is encouraged through directing views and bringing elements of the mountains down into the streetscapes. Pedestrians should also feel welcome in the corridors with human-scaled spaces and amenities included in the rights-of-way.

Thresholds + Gateways

To aid in evoking this sense of arrival, thresholds or gateways have been identified for each of the four major entrances indicated in the map above. These thresholds or gateways should include the following:



- An auditory and/or tactile component such as the use of rustic pavers at the gateway which then transition into rubberized asphalt. The intent is to create a brief change in noise and driver awareness of the threshold area. Reduced noise tactile-only components should be implemented in noise sensitive areas.
- Either physical or visual narrowing of the road through the use of chicanes or roadside enhancements that encourage vehicle users to slow down to the 40 MPH posted speed limit on the two identified visually significant corridors.
- Pedestrian nodes with shade, site furnishings, and lush desert landscaping.
- Enhanced versions of the standard Town of Paradise Valley entry monument as shown below.

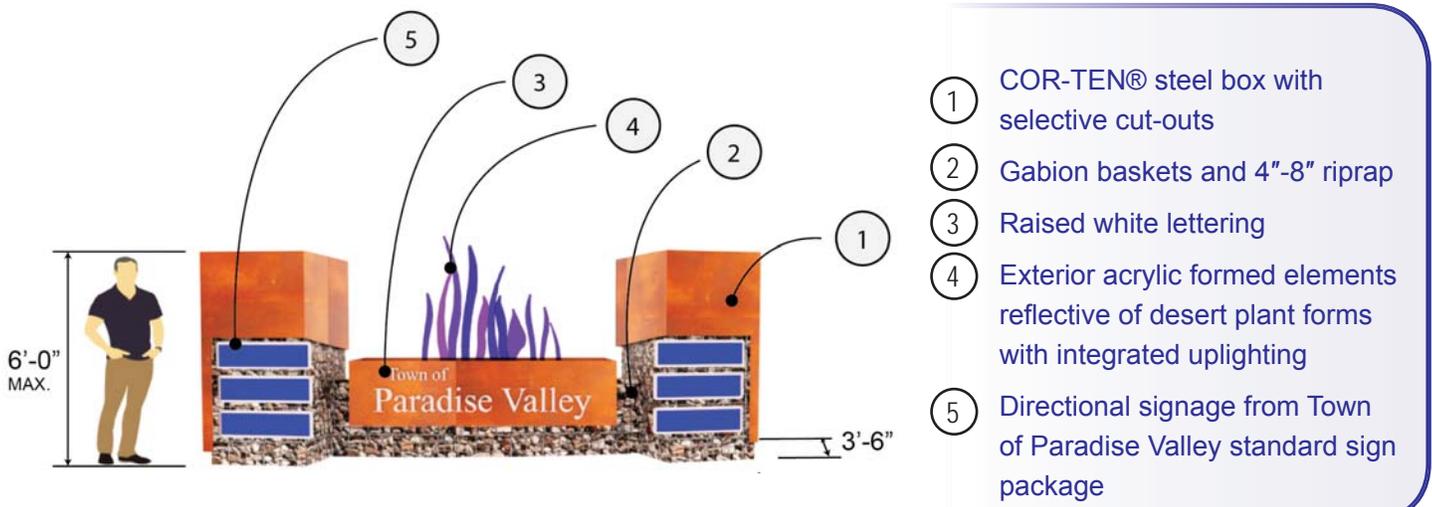


Figure 1: Major Gateway Entry Monument - East Lincoln, and McDonald/Tatum Gateway

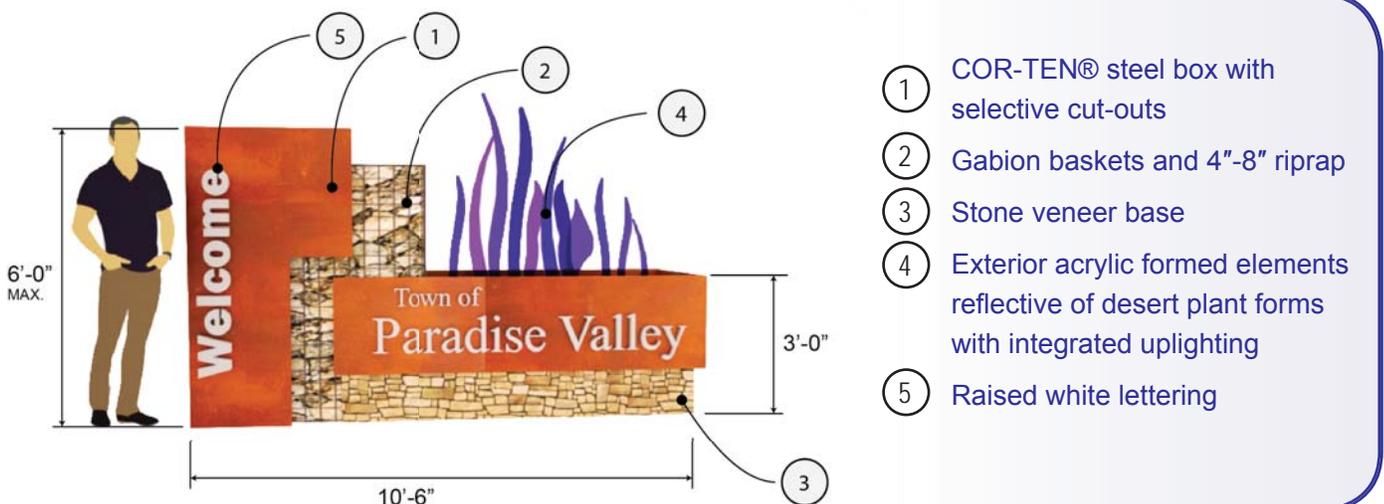


Figure 2: Secondary Gateway Entry Monument - 32nd St + Lincoln, and Tatum Fire Station Gateway

Tatum + Lincoln Intersection

The crossroads for the two major visually significant corridors provides a unique opportunity to define the identity of the Town and capitalize on many existing opportunities already present.

The view of Camelback Mountain to the southeast of the intersection is spectacular when seen from the northwest corner of the intersection. Other amenities and opportunities include the Barry Goldwater Memorial Park located on the northeast corner of the intersection, which has parking available.



Figure 3: Tatum + Lincoln Intersection Concept Simulation Looking Southeast to Camelback Mountain

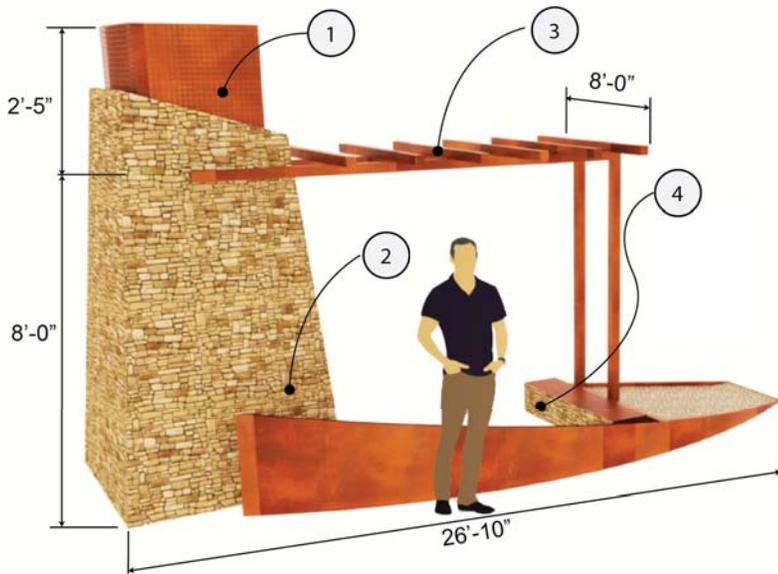
The Plan recommends capturing the opportunities present at this major location through the following:

- Developing an enhanced intersection paving pattern such as the agave-sun pattern shown in the perspective above. Paving materials need to be able to withstand the high traffic counts at the intersection. The proposed example consists of an integral colored concrete base with colored aggregates and the use of a colored concrete hardener. Exposing the aggregate and selective removal of the concrete hardener creates a resilient surface that allows for variation in color and pattern.
- The creation of a “Pillars of the Community”-themed open space garden located on the southwest corner that recognizes distinguished past community members such as Supreme Court Chief Justice William Rehnquist, who served from 1972 to his death in 2005, and Justice Sandra Day O’Conner who served from 1981 to 2005.

- A contemplation corner on the northwest of the intersection that incorporates a pillar and shade-structure that orients visitors towards Camelback Mountain. Development of the corner should take into consideration ways to promote appreciation of the mountain view.
- Updating the sidewalk accessible ramps to directional-style ramps that allow for landscaped planter areas directly at the corners.



Figure 4: 'Pillars of Community' Feature



- 1 COR-TEN® steel pillar cap with low voltage uplighting
- 2 Stone veneer column
- 3 Shade trellis, COR-TEN® steel beams and slats
- 4 Stone veneer bench and integrated planter

Figure 5: Gateway Seating Feature

Common Streetscape Elements

The following should be included within the Visually Significant Corridor rights-of-way, common to all character zones and gateway areas:

- Curb cuts and stormwater harvesting in streetscape medians composed of natural-appearing microbasins and berms.
- Graded rock mulch is recommended for all landscape areas as defined by the character zone recommendations.
- Small boulder massings and selected accent plants located at the edge of the band.
- No band should be included where the sidewalk has to be located at the back-of-curb due to limited right-of-way.
- Low tapered stone-veneered walls up to 18" high should be located within the medians that complement the berm and basin forms.



Varied Elements

One goal of the Plan is to provide a range of options that can be implemented within the corridors that allow for variety and scalable applications from individual homeowners to large resorts while remaining cohesive. In addition to the common elements identified in the section above, the following are recommended with options for a “Good, Better, or Best” alternative where appropriate. The Town may require the implementation of one of the range of options as described in Chapter 3 - Implementation. Otherwise, implementation of the following items should be included where feasible but may not be required in all character zones.

Lighting

The use of lighting within the visually significant corridors is limited to maintain the Town’s dark sky objectives and the overall rural feel of the community. To accomplish this, pathway lights are proposed to be spaced to provide wayfinding levels of light. However, pathway lighting is not considered critical to the implementation of the Plan and omission of this element is acceptable in areas where a “good” level of implementation is approved by the Town.

Lighting - Better

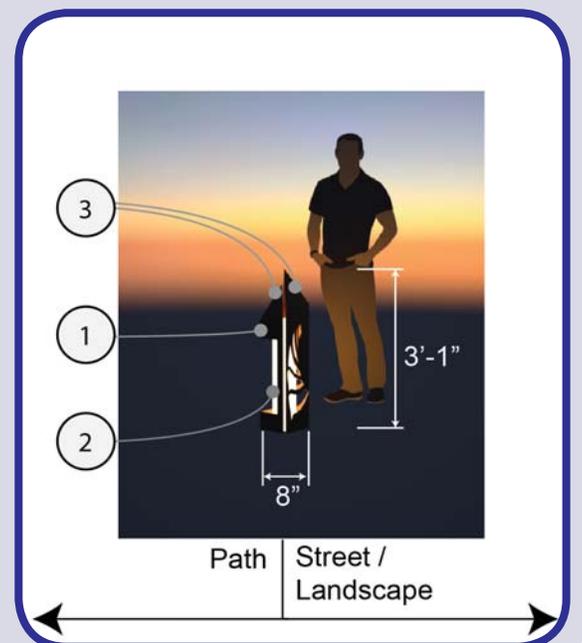
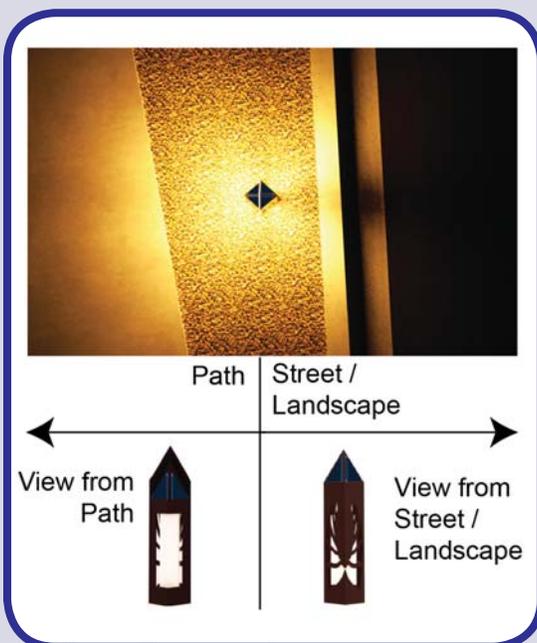
Solar pathway bollards of the type used along 56th Street are recommended for most areas of the corridors, spaced within the landscape as visual “bread crumbs” that lead pedestrians through the landscape. Use of this lighting type does not require electrical service allowing for greater flexibility in implementation and providing an alternative to other low-voltage lighting options.



Lighting - Best

A custom light is proposed for areas where enhanced implementation of the Plan is appropriate and low-voltage electrical service is an option. The custom fixture, shown in the concept graphics below, incorporates the patterns of symmetric agave pads that cast light onto the path while creating a low-light luminaires effect overall. The preferred option by the town is to use solar or self powered mechanisms to power the fixtures.

- 1 COR-TEN® steel shield with custom agave pattern to street
- 2 Illuminated white acrylic luminaires
- 3 Solar Panel(s)



Utility Screens

Reducing visual noise or clutter in the streetscape is a high priority for the Plan, making the screening of utility boxes and above ground utilities critical to successful implementation. Three tiers of solutions are included to match the utilities screening to the tier of other improvements proposed.

Utility Screening - Good

At a minimum, above ground utilities should be painted a tan color. Where multiple utility cabinets or other utilities will be located in close proximity, it is recommended that a higher-tiered option be implemented as clusters of painted cabinets would still remain visually impactful. The use of an aesthetic wrap that incorporates the character zone theme would be an option in conjunction with a painted exterior.



Utility Screening - Better

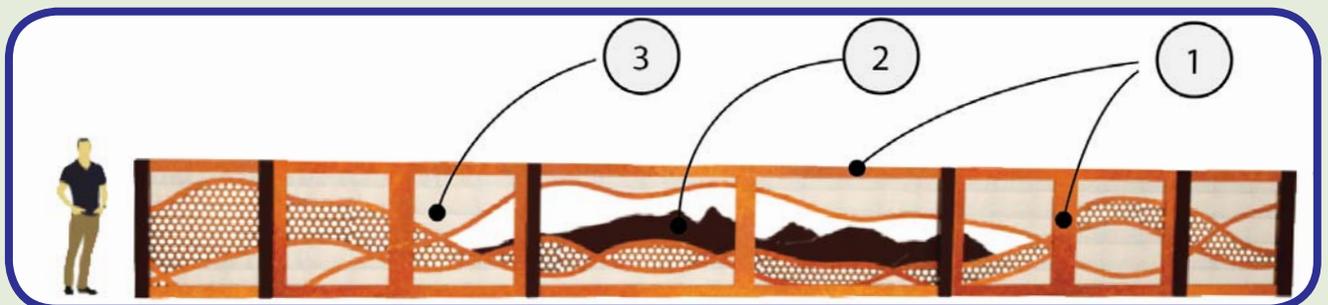
Utility screening should incorporate the materials used elsewhere within the Visually Significant Corridors, such as stone and patterns selected from the applicable Character Zone. An example of the use of a mountain motif and stone columns is that used at 56th Street near Mountain Shadows resort and shown in the photo to the right. Duplicate panels omit the mountain theme to keep the aesthetic of the screen simple.



Utility Screening - Best

The variation between the “better” and “best” options for utility screening consists of providing continuous themed panels to provide a themed screen where multiple above ground utilities are located in close proximity. The graphic below shows the inclusion of COR-TEN® steel framed panel segments which are able to be opened at multiple locations. This is combined with a layered cut-metal mountain motif and varying the opening size of a metal mesh to create layering and visual movement in the screen patterns. The option for incorporating other patterns of nature or mountain motifs in the screening with Town approval is available to allow for better blending of the screen with the theme of the adjacent development.

- 1 COR-TEN® steel framed panels
- 2 Painted mountain cutout and matching posts
- 3 1/2"x1/2" screen mesh cut in wave patterns set in COR-TEN® steel



Patterns of Nature Character Zone Design Guidelines

Overview

The Patterns of Nature Character Zone integrates stylized nature patterns of plant forms and landforms into the corridor. This character zone is for use in areas where mountain views are currently less visible and/or blocked by development. In these areas, the mountains should be represented or “brought down” into the streetscape. Characteristics of this zone intended to accomplish this include:

- A landscape palette that emphasizes the unique plant material shapes of succulents and cacti, such as agave, ocotillo, yucca, boojum tree, and saguaro.
- Stylized plant forms and patterns in selectively placed roadway paving areas.
- Stylized mountain motifs in vertical art elements.

Patterns and Colors

A representative pattern for this character zone is symbolized by the radial spines of the golden barrel cactus extended out from a common center. This pattern should be an example of the development of hardscape patterns, vertical screens, or other elements where artistic interpretation is an opportunity. The example below shows one way this can be interpreted to create a hardscape pattern.



Other patterns include the planting of landscape materials in lush but loosely massed groupings that avoid geometric layouts and forms.

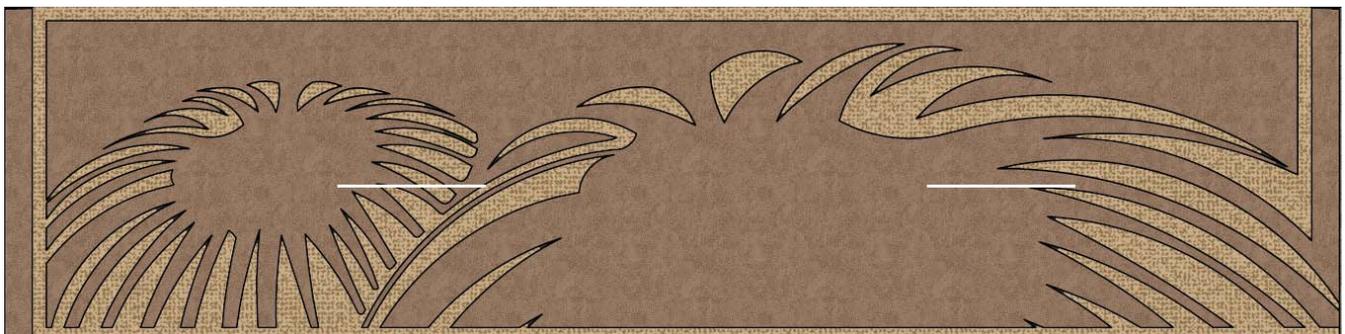


Figure 6: Representative Pattern Inspired from Forms Found in Nature

Colors should include medium to dark reddish browns and medium greens. Main accents should be of yellow and/or gold with limited accents of oranges and red.

Pantone
318-7 U

Pantone
35-6 U

Pantone
301-5 U

Materials

The materials for the character zone are representative of a palette of organic materials and products that are characteristic of nature and naturally occurring patterns. The intention of the palette is to provide foreground amenity to supplant distant views that are blocked or obscured. The Town of Paradise Valley traditional colored concrete with a salt finish is the base treatment for hardscape in this Character Zone.

Accents of exposed aggregate concrete and rustic pavers such as those pictured to the right bring natural textures into the streetscape.



Figure 7: Existing Use of Colored Concrete, Expose Aggregate and Rustic Pavers

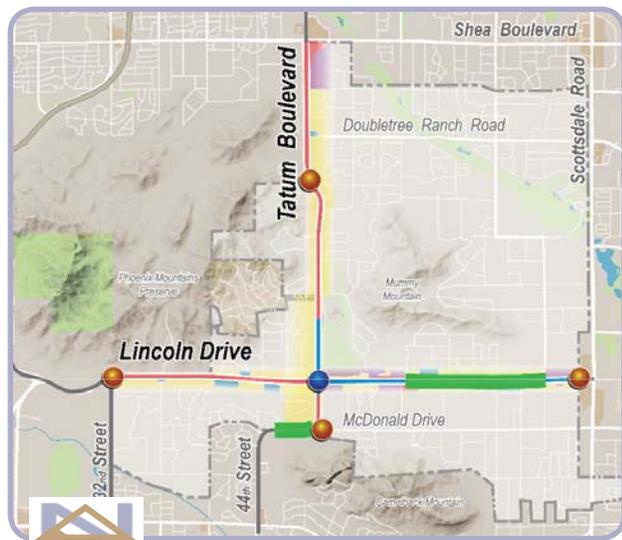
The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical Zone Design Elements.

Rock mulch, boulders, and the 3"-8" riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns, such as "Express Gold", to bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 3" minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of rustic pavers and an exposed aggregate band on both sides with an integral brown color.

Plant materials should be selected from the corridor plant list (pages 20-29) to provide at least two plant species that are in bloom in each of the four seasons.

The use of architectural, unique plant species is encouraged in this Character Zone, such as the *Cereus greggii* and *Yucca palida* for areas with sight visibility issues. No fountain grasses or other invasive species are to be used in the planting palette.

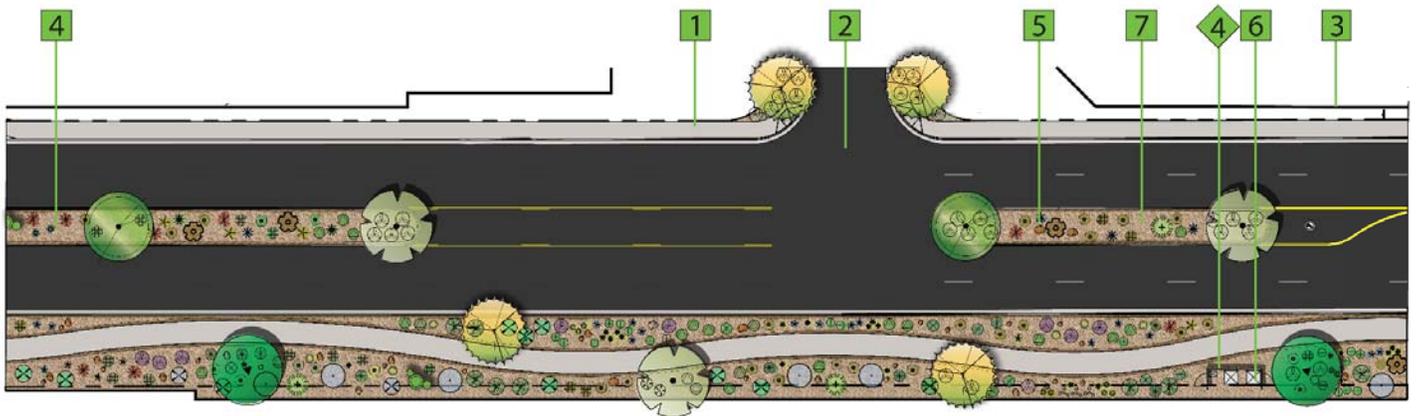


Vertical motifs of stylized background mountain forms and outlines in COR-TEN® steel, color appropriate solid polycarbonate panels, or similar is encouraged. Custom stone benches, located where appropriate, can also be placed to improve the pedestrian environment.

Figure 8: Location of Patterns of Nature Zones highlighted in Green



Figure 9: Perspective Representation of Patterns of Nature Character Zone



Patterns of Nature - Good

The 'Good' option of the Patterns of Nature includes the most basic elements of the character zone. A high level quality planting design including tall architectural plants with contrast of low-lying plant material should be achieved. This level of design starts to see visual mitigation of unappealing walls, utilities, and other features. Incorporation of boulders and rock is essential to achieving the goals of the zone. All plants selected in design must adhere to the Town's requirements of sight visibility/corner vision requirements.

General ■

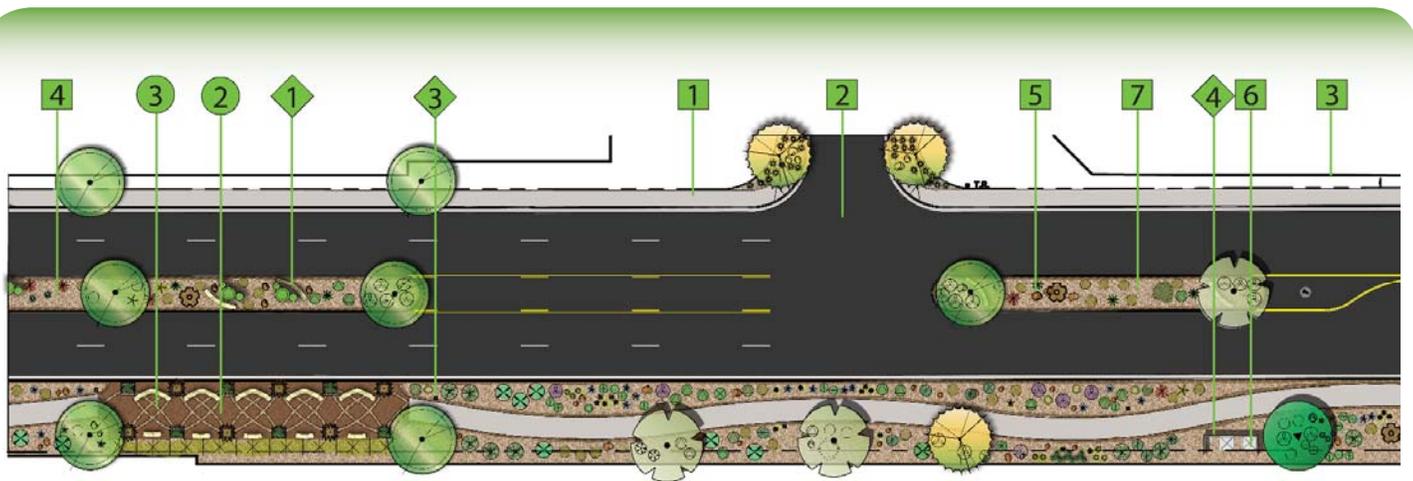
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate
5. Boulder
6. Utility
7. Decomposed Granite

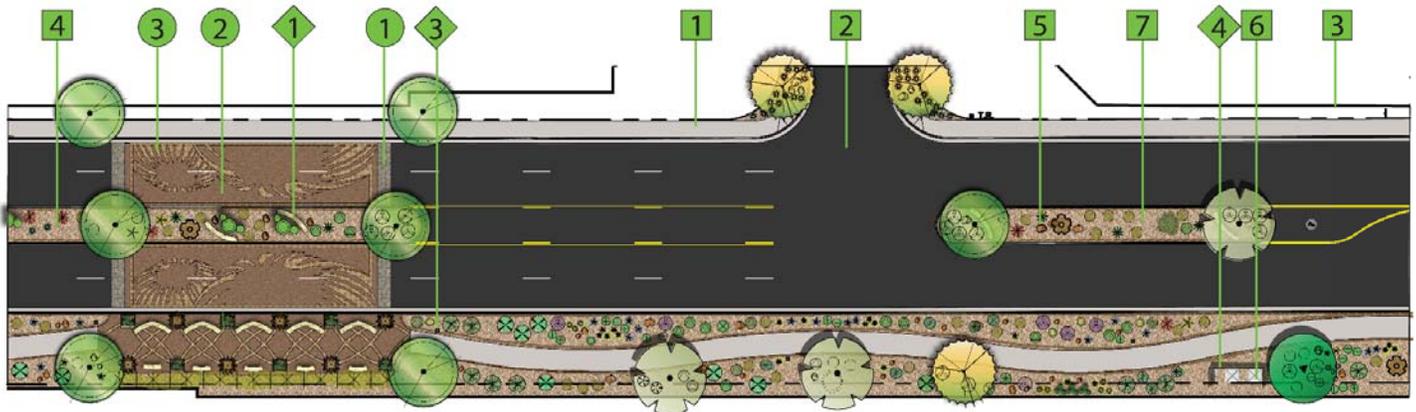
Materials ●

1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Patterns of Nature - Better

The 'Better' option of the Patterns of Nature starts to bring in the more costly elements of the Character Zone design elements. The better option would include bringing the stone veneer walls into the medians and the landscape zones. Wall screening elements are implemented to hide unattractive existing features that cannot be removed. Low level lighting should be established as way finding along sidewalks and multi-use paths at a average distance of 75 feet. Integration of themed paving patterns or pavers along sidewalks and paths should start to show up in designs. Visual mitigation of unattractive existing features such as utilities and walls are to be added at this stage of this character zone.



Patterns of Nature - Best

The 'Best' option of the Patterns of Nature Character Zone is the composure of all elements of the Good and Better options. Patterns of Nature thematic patterns and designs should be consistently followed throughout the entire project. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including COR-TEN® shield with low angle lighting on both the street and the pathway as wayfinding. This option of the designated character zone should have a representational pattern in the streetscape that helps define the corridor while highlighting the beauty of the Sonoran Desert. The inclusion of a higher diversity of architectural plant material is encouraged.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Resort Living Character Zone Design Guidelines

Overview

The Resort Living Character Zone celebrates the style of what we think of when we envision resorts. This character zone is for areas adjacent to where resorts occur and along areas that connect resort properties. Characteristics of this zone include:

- Green and lush landscaping. Use of landscape materials with prominent colors and/or long-lasting flowering periods.
- Accent landscape lighting will be a key feature of this concept to transform the corridor at night into a colorful, safe, and beautiful space.
- Instances of human influence, such as stylized components in the streetscape that highlight a resort setting. Use of natural materials in a modern way.
- Landscape spaces that use landscape, site furnishings, tree canopies, and shade structures to create “Outdoor rooms” that are an extension of the resort space or property.
- Landscape settings and frame views that are worthy of taking a selfie!
- Possible use of chicanes that “calm” traffic speeds to 40 mph.

Patterns and Colors

A representative pattern for this character zone is symbolized with the use of shade or trellis structures and specialty or unique pre-cast concrete pavers (or similar) or other techniques that create shaded “outdoor rooms.” The intent is to encourage the extension of the adjacent resort property’s design character into the right-of-way’s landscape/streetscape. Doing so will allow the development of resort style landscape settings that deepen the “front yard”, common area, and entries to the resorts.



Other patterns include the planting of landscape materials in lush geometric or natural massed groupings to match the adjacent resort property’s design style and plant palette. Plant materials used in public rights-of-way should be from the Phoenix Active Management Area Low Water Use/ Drought Tolerant Plant List.

Colors that are prevalent at the adjacent resort property may be used in the character zone, pending Town approval, to strengthen the connection between the “outdoor rooms” and the resort properties. Other approved colors are those of Patterns of Nature palette connecting the corridor including medium to dark reddish browns and medium greens.

Pantone
66-3 U

Pantone
47-8 U

Pantone
297-7 U

Materials

The materials for the character zone should emulate or continue the materials used at the adjacent resort property. The intention of the palette is to provide a physical and visual connection to the adjacent resort property. However, the use of water in fountains or other decorative use of water is not to occur in the public right-of-way. On-site uses of water visible from the right-of-way is discouraged or should be very limited.

Integral colored concrete, specialty concrete pavers, or similar that are in keeping with the adjacent resort's design character is the base treatment for this character zone. The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical Zone Design Elements.

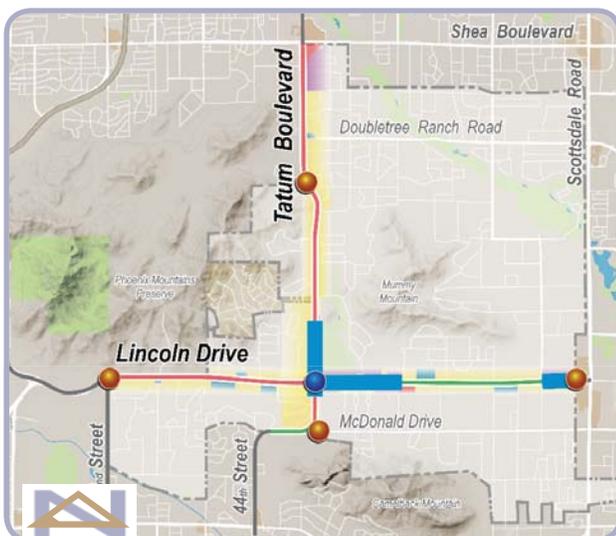


Figure 10: Example Use of Stone Veneer and Decorative Paving at Resort Setting

Rock mulch, boulders, and the 3"-8" riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns, such as "Express Gold", to bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit-run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 1/2" or 3/4" minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of integral colored concrete, specialty concrete pavers, or similar that are in keeping with the adjacent resort's design character.

Plant materials should be selected from the corridor plant list (pages 20-29) to provide at least two plant species that are in bloom in each of the four seasons. The use of architectural, unique plant species is encouraged in this Character Zone such as the Agave Sisalana and Agave Blue Glow for areas with sight visibility issues. No fountain grasses or other invasive species are to be used in the planting palette.



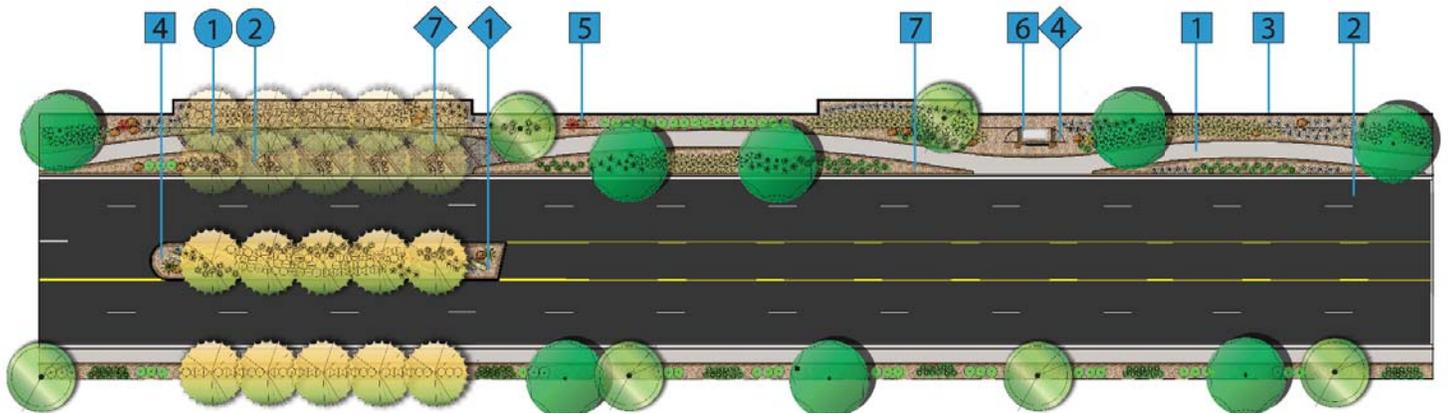
Vertical or horizontal elements that are in keeping with the adjacent resort's design character or as proposed by the developer and approved by the Town will be used.

Custom stone or CMU benches, located where appropriate, stone or CMU pilasters, etc. that are in keeping with the adjacent resort's design character are to be implemented on the streetscape.

Figure 11: Map of Resort Living Zones highlighted in Blue



Figure 12: Perspective Representation of Resort Living Character Zone



Resort Living - Good

The 'Good' option of Resort Living includes the most basic elements of the character zone. The planting design focus should be on massings in a 'swoosh' layout to follow the curves of the paths. This level of design starts to see visual mitigation of unappealing walls, utilities, and other features. A key feature of Resort Living is the outdoor rooms in which pedestrians and motorists enter a new experience along the streetscape. All plants selected in design must adhere to the Town's requirements of sight visibility/ corner vision requirements.

General ■

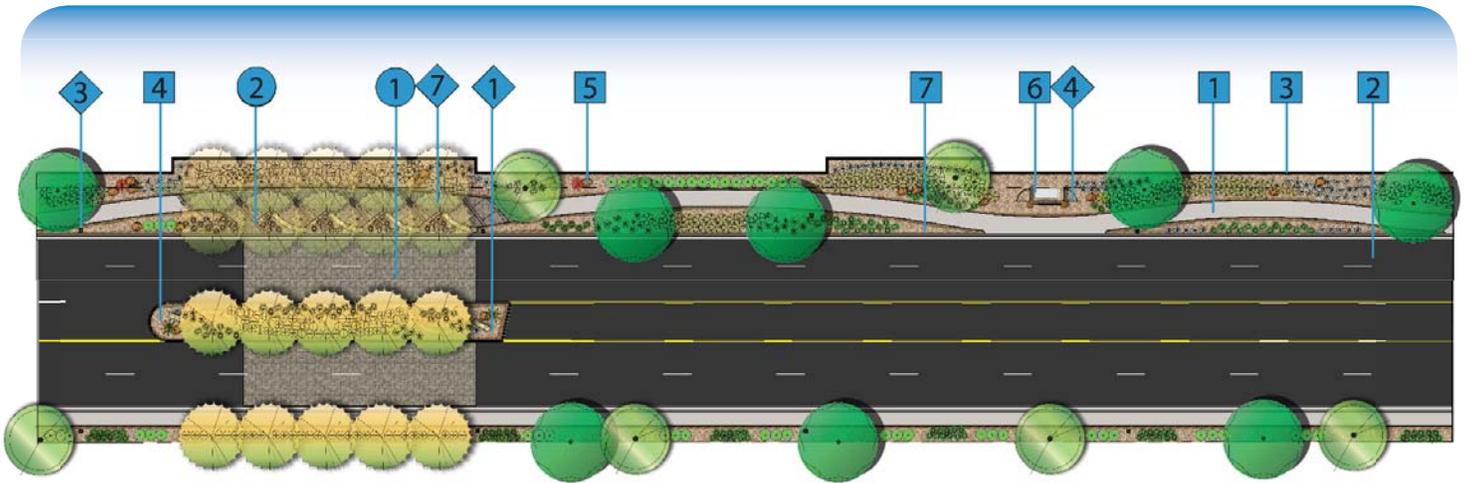
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

5. Boulder
6. Utility
7. Decomposed Granite
1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate

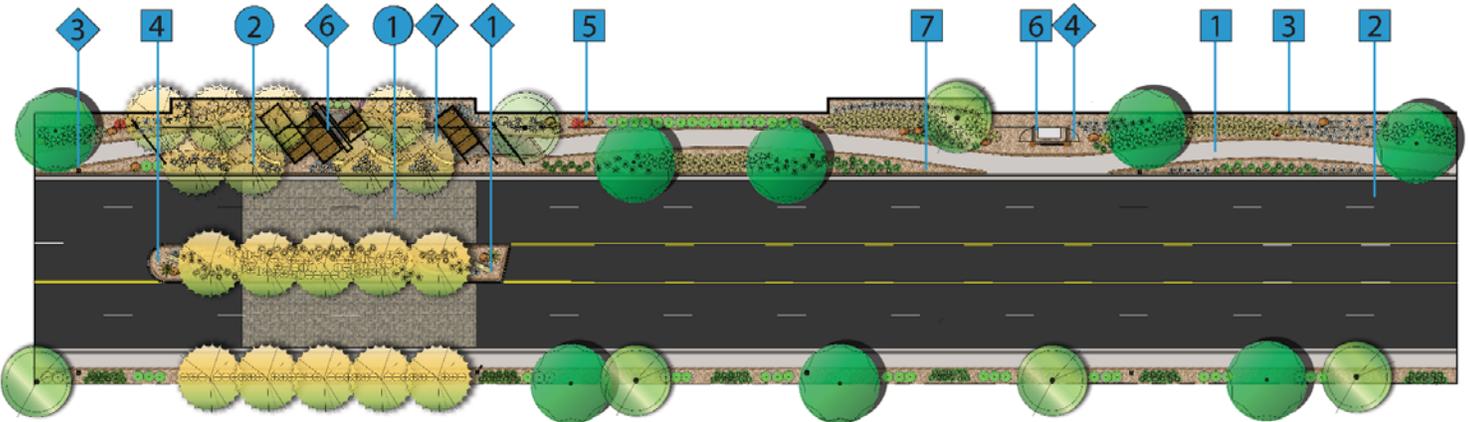
Materials ●

5. Wall Screen
6. Shade Structure
7. Outdoor Room
1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Resort Living - Better

The 'Better' option of Resort Living starts to bring in the more costly elements of the Character Zone design elements. The better option would include bringing the stone veneer walls into the medians and the landscape zones. Wall screening elements are implemented to hide unattractive existing features that cannot be removed. Low level lighting should be established as wayfinding along sidewalks and multi-use paths at a average distance of 75' feet. Integration of themed design elements tailored to the adjacent resort should start to show up in designs. Visual mitigation of unattractive current features such as utilities and wall are to be added at this stage of zone integration.



Resort Living - Best

The 'Best' option is the composition of all elements of the 'Good' and 'Better' options of Resort Living. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including COR-TEN® shield with low angle lighting on both the street and the pathway as wayfinding. This option of the designated character zone should have a representational pattern in the streetscape which helps define the pattern. The option of creating an outdoor room with a chicane to calm traffic, which enhances the pedestrian experience, should be explored with shade structures along the street such as the one existing on 56th Street. Rustic pavers should be designed into the streetscape to emphasize the transition into a new space by creating a threshold through the change of surface texture.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate
- 5. Wall Screen
- 6. Shade Structure
- 7. Outdoor Room

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Rural Elegance Character Zone Design Guidelines

Overview

The Rural Elegance Character Zone embraces the historical setting of Paradise Valley by utilizing rural forms and shapes in the corridor. This character zone is being considered for use in areas where mountain views should be preserved and emphasized. Characteristics of this zone include:

- Picturesque and expansive views of Camelback, Mummy, and Phoenix mountains.
- Accentuated horizontal forms and a rural setting. Minimization of tree planting to maintain views. Emphasize horizontal, low, and colorful landscape planting. “Less is more” approach. Turf where appropriate outside the right-of-way.
- A small orchard of desert trees in strategic areas to shape the view and reflect the Town’s historical rural setting.

Patterns and Colors

Strong horizontal elements that accentuate mountain views are the dominant pattern for this character zone. This should be accomplished using low horizontal elements such as low stone walls and post and rail-type fencing. The composition of elements should represent that of a rural setting but using upscale materials. Streetscape elements should rely on strong horizontal forms that accentuate rather than compete with the background mountain views. Sight lines and expansive views should be maintained or enhanced by the placement of plant materials and streetscape elements.



Figure 13: Example of Painted Metal Panel to Screen Utilities on 56th Street

Landscape materials should be planted in small massings that reflect the planting patterns of the natural desert. Sonoran native trees should be consciously located to frame the mountain views. Where sufficient right-of-way width is available, trees could be planted in mini-orchard grids to frame distant views. No fountain grasses or other invasive species are to be used in the planting palette.

Base colors should include those seen in the Sonoran Desert environment: browns, medium- to dark-reddish browns, and tans, with main accents of muted reds or rust and limited accents of muted blues and muted greens. (Note: Colors to be muted by lowering the luminance of the primary color.)

Pantone
66-3 U

Pantone
47-8 U

Pantone
75-1 U

Materials

Materials for this character zone should be a high quality and rustic in character, reflecting a rural setting. Examples include rustic cut pavers, stone veneer, and the use of weathered steel to create rail-and-post accent elements. Exposed aggregate concrete, salt finished concrete sidewalks, and colored concretes used in the other character zones are also compatible with this zone creating continuity within the visually significant corridor.

The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical Zone Design Elements.



Figure 14: Example use of Colored Concrete, Decomposed Granite and Boulders

Rock mulch, boulders, and the 3"-8" riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of medium to dark-reddish

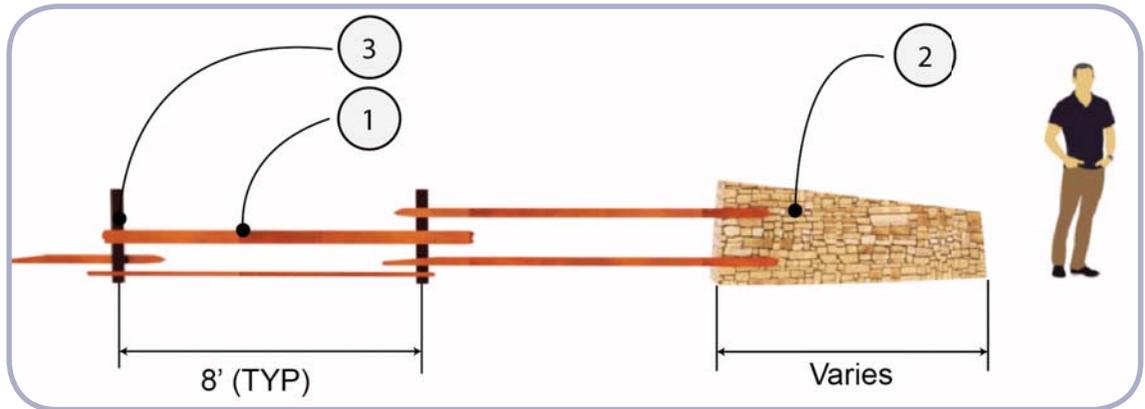


Figure 15: Example of Split Rail and Stone Veneer Accent Element

browns, such as "Express Brown" to bring the colors of the Character Zone into the ground plane. Rock size should

incorporate larger pit run aggregates into the rock mulch to provide a more natural texture

- ① COR-TEN® steel rails
- ② Stone veneer walls
- ③ Tube Steel Posts

reminiscent of desert landscapes. A 3" minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of rustic pavers and an exposed aggregate band on both sides with an integral brown color.

Plant materials should be selected from the corridor plant list (pages 20-29) to provide at least two plant species that are in bloom in each of the four seasons.

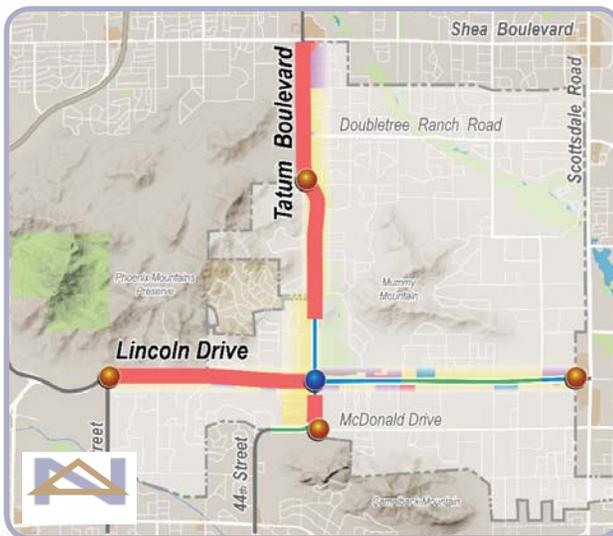
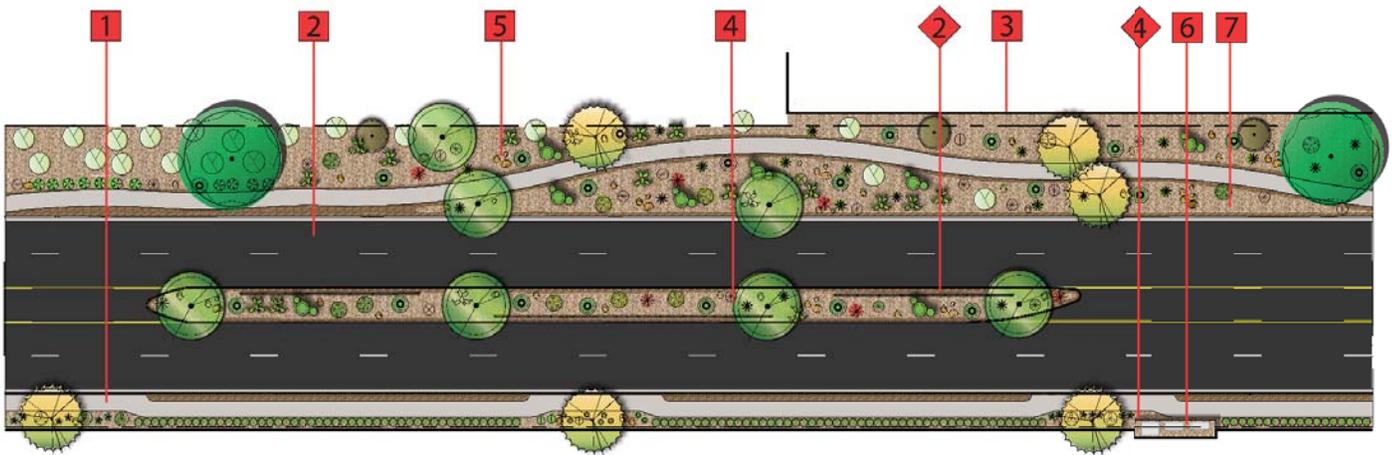


Figure 16: Map of Rural Elegance Zones highlighted in Red



Figure 17: Perspective Representation of Rural Elegance Character Zone



Rural Elegance - Good

The 'Good' option of Rural Elegance is seen as a better alternative to much of the existing natural landscape that is seen in Paradise Valley currently. The landscape palette does not differ tremendously from many of the native species to the Sonoran Desert. Landscape is arranged in a more aesthetic way to bring attention to the beautiful mountain backdrops of Paradise Valley. All plants selected in design must adhere to the Town's requirements of sight visibility/corner vision requirements.

General ■

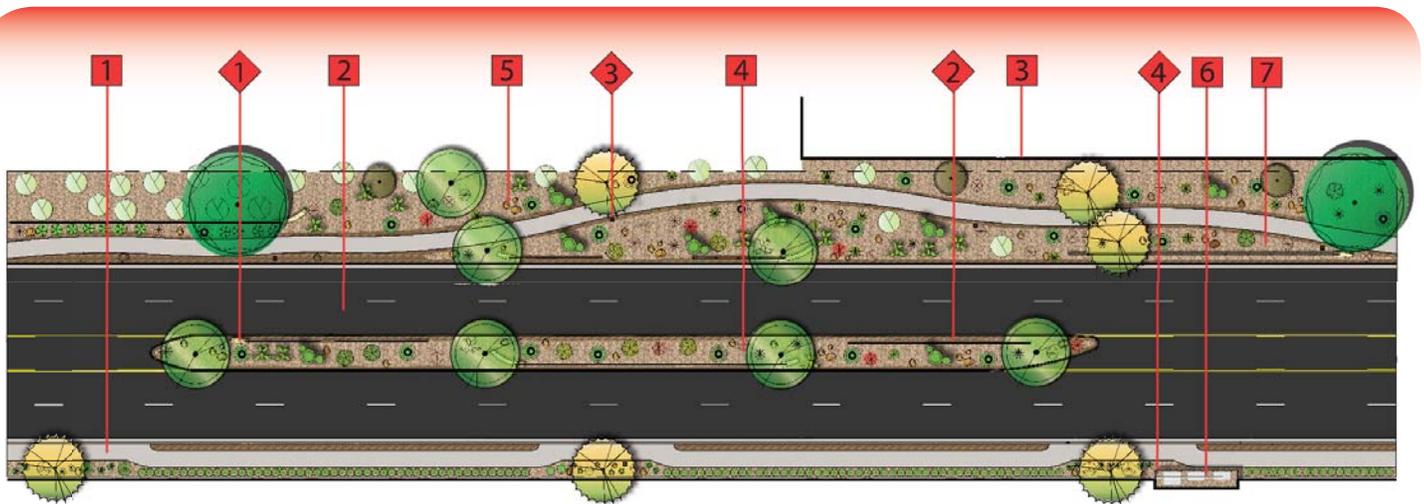
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate

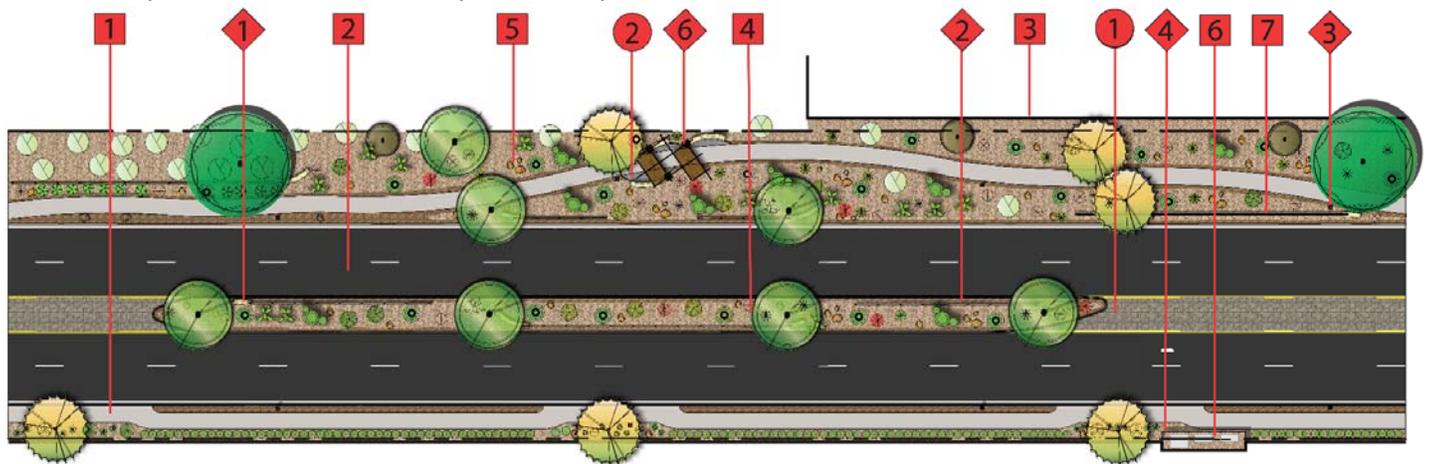
Materials ●

1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Rural Elegance - Better

The 'Better' option of Rural Elegance brings in its main design element of the split rail fence with stone veneer 'book-ends' in the streetscape. A higher level of density and diversity of plant material is seen in the landscape bringing contrasting colors and heights. Median improvements in this design level include a boulder-themed accent plant arrangement. The accent plant will be the Ocotillo, and where visibility issues arise, the agave parryi will be used. Visual mitigation of unattractive features such as utilities and walls will incorporate the mountain motif design style. The better option of lighting will also be incorporated into the landscape in this option.



Rural Elegance - Best

The 'Best' option of Rural Elegance is the composition of all elements of the 'Good' and 'Better' options. Rural Elegance thematic patterns and designs should be consistently followed throughout the entire project. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including COR-TEN® shield with low angle lighting on both the street and onto the pathway as wayfinding. The split rail connected to stone veneer walls should be a key element to frame views of the adjacent mountains combined with Community pedestrian nodes to create a pleasurable experience.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate
- 5. Wall Screen
- 6. Shade Structure
- 7. Outdoor Room

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Trees with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Bauhinia lunaroides</i> Anacacho Orchid Tree	8'	6'	Medium Green	Pink or White	Spring Fall	Summer Winter	No	PN RL
 <i>Cercidium x 'Desert Museum' Palo Verde</i> Desert Museum	25'	25'	Green	Yellow	Spring Fall	Summer Winter	No	RL RE
 <i>Cercidium florida</i> Blue Palo Verde	30'	30'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter	Yes	PN RE
 <i>Chilopsis linearis</i> Desert Willow	25'	25'	Dark Green	Pink	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Oleneya tesota</i> Ironwood	30'	25'	Olive Green	Lavender White	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Pistacia chinensis</i> Chinese Pistache	40'	35'	Green/ Red	Green	Spring Fall	Summer Winter	No	PN RL
 <i>Prosopis SPP.</i> Mesquite	40'	35'	Green	Green	Spring Fall	Summer Winter	Yes	PN RL RE

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Trees with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone
 <i>Vachellia farnesiana</i> Sweet Acacia	35'	35'	Pale Green	Deep Gold	Spring Fall	Summer Winter	Yes RL RE
 <i>Vitex agnus-castus</i> Chaste	25'	25'	Green	Purple or White	Spring Fall	Summer Winter	No PN RL
 <i>Vauquelinia californica</i> Arizona Rosewood	15'	12'	Dark Green	White	Spring Fall	Summer Winter	Yes PN RE

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Accents and Cacti

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone	
 <i>Agave americana</i> var. 'Medio Picta' Agave Americana Medio Picta	4'	6'	Green/ Yellow	Green/ Yellow	Infrequent	Yes	PN RL	
 <i>Agave desmettiana</i> Smooth Agave	3'	3'	Light Green	Chartreuse	Spring Fall	Summer Winter	No	PN RL RE
 <i>Agave murpheyii</i> Hohokam Agave	3'	3'	Pale Green	Red/ Chartreuse	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Agave x 'Blue Glow'</i> Blue Glow Agave	2'	3'	Green- Blue	Green- Yellow	15-25 Years, Dies After	No	PN RL	
 <i>Aloe 'Blue Elf'</i> Blue Elf Aloe	2'	2'	Green	Orange	Spring Fall	Summer Winter	No	PN RL
 <i>Aloe dawei</i> Dawe's Aloe	3'	3'	Green	Red	Spring Fall	Summer Winter	No	PN RL
 <i>Asclepias subulata</i> Rush Milkweed	4'	4'	Pale Green	Creamy Yellow	Spring Fall	Summer Winter	No	PN RL RE

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Accents and Cacti

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Enchinocactus grusoni</i> Golden Barrel	5'	3'	Green/ Gold	Yellow	Spring Fall	Summer Winter	No	PN RL RE
 <i>Ferocactus cylindraceus</i> Desert Barrel	5'	2'	Green/ Red	Yellow	Spring Fall	Summer Winter	Yes	PN RE
 <i>Foqueria Splendins</i> Ocotillo	20'	5'	Dark Green /Brown	Red	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Opuntia basilaris</i> Beavertail Prickly Pear	2'	6'	Green	Rose or Magenta	Spring Fall	Summer Winter	Yes	PN RE
 <i>Opuntia santa rita</i> Purple Prickly Pear	5'	8'	Green/ Purple	Yellow	Spring Fall	Summer Winter	Yes	RE

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Grasses, Groundcover, and Vines

	Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
	<i>Antigonon leptopus</i> Coral Vine	10'	6'	Green	Pink to White	Spring Fall	Summer Winter	Yes	PN RL
	<i>Bougainvillea spectabilis</i> Great Bougainvillea Vine	15'	20'	Medium Green	Pink or Red	Spring Fall	Summer Winter	No	PN RL
	<i>Bulbine frutescens</i> Bulbine	18"	3'	Green	Yellow Orange	Spring Fall	Summer Winter	No	PN RL
	<i>Calylophus hartwegii</i> <i>var. fendleri</i> Western Primrose	1'	3'	Silver Green	Yellow & Red	Spring Fall	Summer Winter	No	RE
	<i>Chrysactinia mexicana</i> Damaianita	2'	2'	Green	Yellow	Spring Fall	Summer Winter	No	RL RE
	<i>Gaura linheimeri</i> Gaura	16"	3'	Green	Pink/ White	Spring Fall	Summer Winter	No	PN RL
	<i>Hardenbergia violacea</i> Purple Coral Pea Vine	8'	15'	Dark Green	Purple/ White/ Pink	Spring Fall	Summer Winter	No	RL RE

*TOPV Landscape Guidelines (1996), Table 2

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RL = Resort Living
RE = Rural Elegance

Grasses, Groundcover, and Vines

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Lantana camera</i> Western Indian Camera	6'	6'	Dark Green	Pink, Yellow, Orange, Red	Spring Fall	Summer Winter	No	PN RL
 <i>Lantana hybrid</i> Hybrid Lantana	2'	3'	Medium Green	Yellow	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Muhlenbergia capillaris</i> Pink Mist Grass	3'	3'	Green	Pink-Red	Spring Fall	Summer Winter	No	PN RL
 <i>Tetranueris acaulis</i> Angelita Daisy	12"	12"	Green	Yellow	Spring Fall	Summer Winter	No	RE
 <i>Tradescantia pallida</i> Purple Heart	12"	5'	Purple/ Green	White	Spring Fall	Summer Winter	No	PN RL

*TOPV Landscape Guidelines (1996), Table 2

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RL = Resort Living
RE = Rural Elegance

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone
 <i>Abutilon palmeri</i> Palmer's Indian Mallow	5'	5'	Silver Green	Gold	Spring Fall	Summer Winter	No RL RE
 <i>Aniscanthus quadrifidus</i> <i>var. wrightii</i> Mexican Fire	4'	4'	Light Green	Red/ Yellow/ Orange	Spring Fall	Summer Winter	No RE
 <i>Aniscanthus thurberi</i> Desert Honeysuckle	3'	4'	Green	Red/ Orange	Spring Fall	Summer Winter	No RL RE
 <i>Caesalpinia gillesi</i> Desert Bird of Paradise	6'	8'	Dark Green	Yellow	Spring Fall	Summer Winter	Yes PN RL
 <i>Caesalpinia pulcherrima</i> Red Bird-of-Paradise	10'	10'	Green	Red/ Orange	Spring Fall	Summer Winter	Yes RL RE
 <i>Calliandra californica</i> Red Baja Fairyduster	6'	5'	Dark Green	Red	Spring Fall	Summer Winter	Yes RE
 <i>Callistemon citrinus</i> 'Little John' Little John Dwarf Bottlebrush	5'	5'	Bright Green	Red	Spring Fall	Summer Winter	No PN RL

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Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone	
 <i>Cordia parvifolia</i> Little Leaf Cordia	10'	10'	Dark Olive	White	Spring Fall	Summer Winter	No	PN RL
 <i>Duranta erecta</i> Skyflower	15'	15'	Light Green	Purple w/ Orange Fruit	Spring Fall	Summer Winter	No	PN RL
 <i>Eremophila maculata</i> <i>var. brevifolia</i> Valentine Emu Bush	6'	6'	Dark Green	Red	Spring Fall	Summer Winter	No	PN RL RE
 <i>Hamelia patens</i> Firebush	6'	6'	Gray Green	Red	Spring Fall	Summer Winter	No	PN RL RE
 <i>Hesperaloe parvifolia</i> Red-Yucca	6'	6'	Gray Green	Red	Spring Fall	Summer Winter	No	PN RL
 <i>Justicia californica</i> Chuparosa	6'	12'	Green	Red	Spring Fall	Summer Winter	Yes	RE
 <i>Justicia spicigera</i> Firecracker Plant	3'	5'	Green	Orange	Spring Fall	Summer Winter	Yes	PN RL

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RE = Rural Elegance

Shrubs with Color

	Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
	<i>Leucophyllum frutescens</i> Texas Ranger	10'	10'	Silver Green	Pink	Spring Fall	Summer Winter	Yes	PN RL
	<i>Leucophyllim langmaniae</i> Langman's Sage	5'	5'	Green	Purple	Spring Fall	Summer Winter	No	PN RL
	<i>Penstemon psuedospectabilis</i> Canyon Penstemon	2'	2'	Medium Green	Rose Purple	Spring Fall	Summer Winter	No	RL RE
	<i>Plumbago auriculata</i> Cape Plumbago	8'	12'	Green	Blue	Spring Fall	Summer Winter	No	RL
	<i>Plumbago scandens</i> White Plumbago	5'	8'	Green	White	Spring Fall	Summer Winter	No	PN RL
	<i>Salvia clevelandii</i> Chaparral Sage	5'	5'	Green	Blue/Violet	Spring Fall	Summer Winter	No	PN RL
	<i>Salvia coccinea</i> Sacretlet Sage	4'	4'	Green	Red	Spring Fall	Summer Winter	No	PN RL

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Salvia greggii</i> Autumn Sage	3'	3'	Green	Pink	Spring Fall	Summer Winter	Yes	RL
 <i>Salvia leucantha</i> Mexican Bush Sage	4'	4'	Silver Green	Purple/ White	Spring Fall	Summer Winter	No	RL
 <i>Tecoma Capensis</i> Cape Honeysuckle	8'	8'	Dark Green	Orange	Spring Fall	Summer Winter	No	PN RL
 <i>Tecoma stans var. angusta</i> Arizona Yellow Bells	25'	25'	Green	Orange- Yellow	Spring Fall	Summer Winter	No	PN RL
 <i>Tecoma stans var. stans</i> Yellow Bells	20'	10'	Green	Yellow	Spring Fall	Summer Winter	Yes	PN
 <i>Trixis californica</i> Trixis	5'	8'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter	No	RL RE

*TOPV Landscape Guidelines (1996), Table 2

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

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Existing

Existing Lincoln Drive and Tatum Boulevard Characteristics

The following information provides guidance towards the existing right-of-way and overall street dimensions along Lincoln Drive and Tatum Boulevard.

Existing Lincoln Drive and Tatum Boulevard Characteristics

Lincoln Drive and Tatum Boulevard are identified as the only two major arterials in the Mobility Element of the 2012 General Plan. As such, the character of the roads is critical to accomplishing the goal stated in the General Plan to

“Strengthen the image and perception of a clear hierarchy of streets”

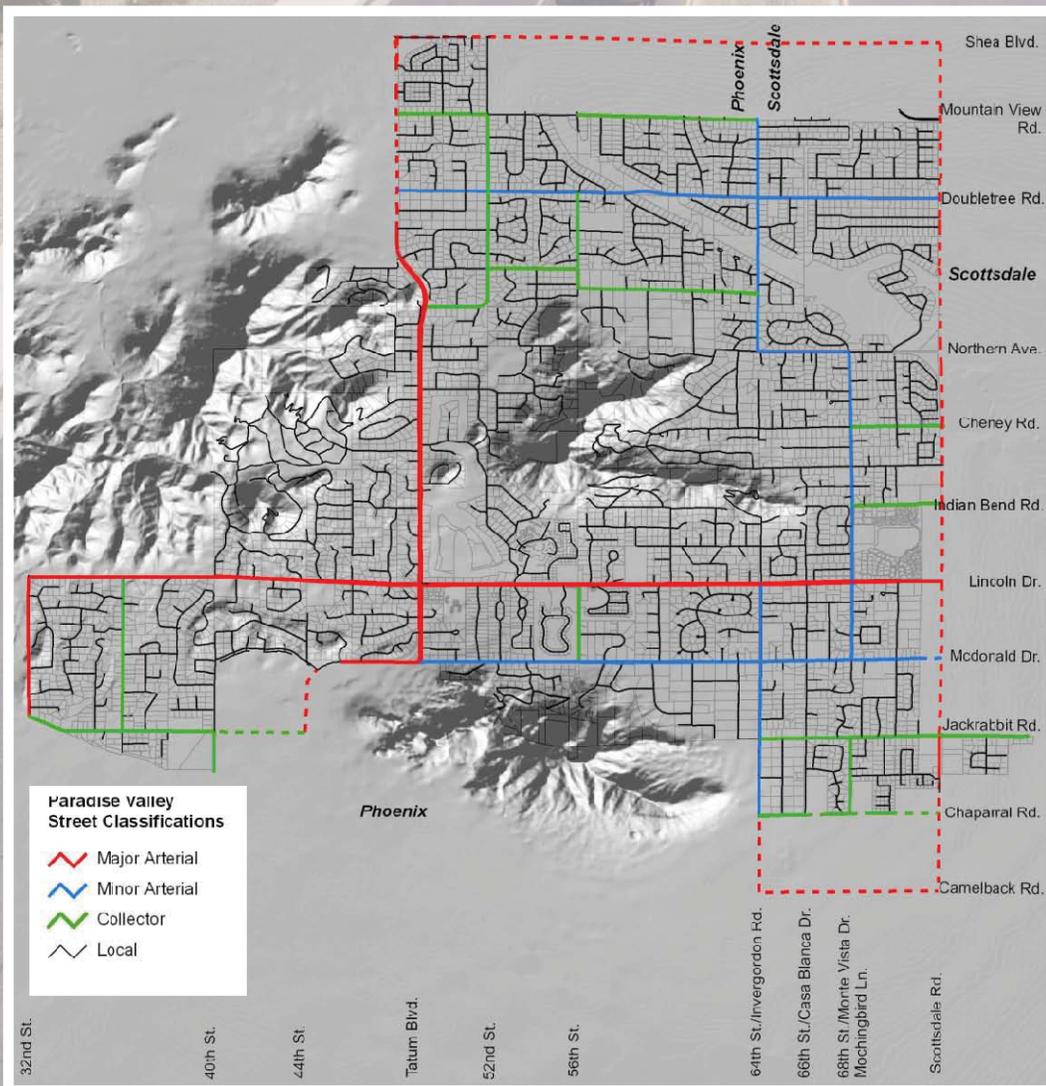


Figure 1: Motorized Circulation Map, TOPV 2012 General Plan

Existing Character

The character of Lincoln Drive and Tatum Boulevard today is the result of layering of multiple determining factors, including material selection based on minimum adequacy and improvements and renovations from public, private, and utility provider realms over time. Original rights-of-way have been squeezed to fit more and more requirements, including more travel lanes, more traffic control devices, more utilities, and minimal pedestrian facilities. In most situations, the Town has avoided using eminent domain to acquire additional rights-of-way for necessary improvements, unless absolutely required. Alternatively, the Town actively negotiates with property owners for a win-win outcome whenever possible instead to implement some portions of roadway improvement projects.

As the most traveled corridors in the Town, the two major arterials are filled with vehicular activity throughout the weekday and lesser so at night and on weekends. It was mentioned several times during the project that the corridors have essentially become through-ways during the day for travelers to pass from Scottsdale to Phoenix and vice-versa.

The uniqueness of both corridors is in their middle-ground and background vistas of the Camelback, Mummy, and Phoenix mountains. From nearly every point along the corridors there are vantage points of at least one of these prominent Valley mountain features.

The table and cross-section below are taken from the 2012 General Plan and describe the intended function and design character for the major arterial roads. The subsequent pages of this chapter illustrate the actual existing conditions within the two identified visually significant corridors.

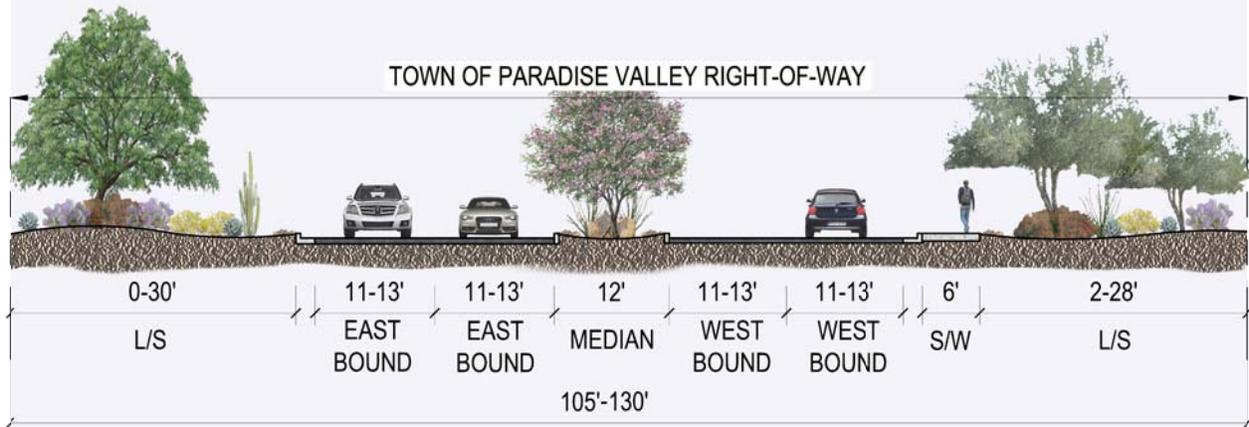
Classification	Function	Design Character (also see Cross-Sections)
Major Arterial	To provide regional unity and continuity.	<ul style="list-style-type: none"> Channelized intersections, limited access, crossings, and stops Parking on rights-of-way prohibited Landscaped medians and rights of way Optional sidewalks on both sides, set back a minimum of 5 feet from traffic lanes Bike lanes only where necessary to interconnect bikeway system 4 through lanes Full curbs and gutters 130-foot right-of-way

Figure 2: Selection From 2012 General Plan - Table 4.1: Circulation Map Classifications and Standards; and Figure 4.2: Typical Major Arterial Cross-Section

Lincoln Drive Existing Conditions

* Dimensions are approximate.

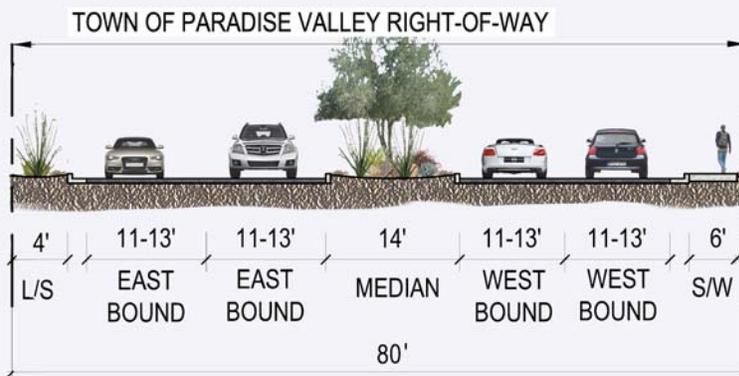
Lincoln Drive: 32nd Street to Palo Cristi Road



Characteristics

- ROW: 130 feet wide
- Sidewalks: South side
- Back of Curb: 30 feet on South, 25 feet on North

Lincoln Drive: Palo Cristi Road to 38th Street



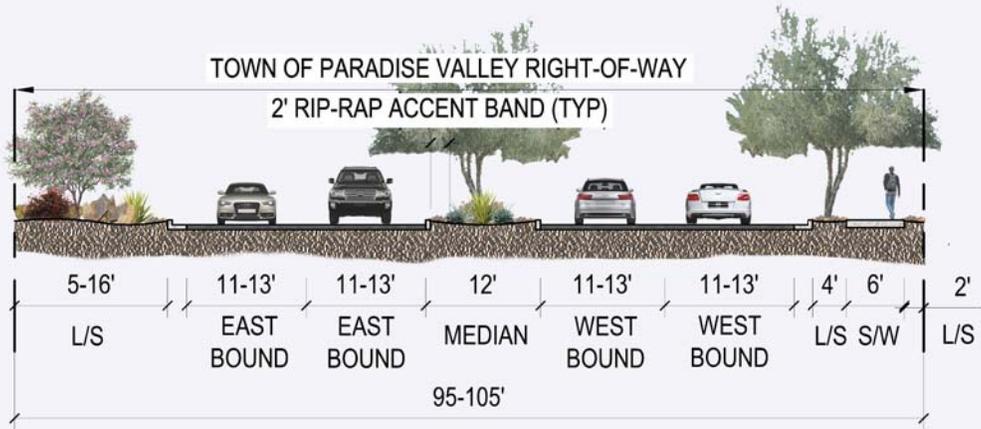
Characteristics

- ROW: 80 feet wide
- Sidewalks: South side
- Back of Curb: 8 feet on South, 4 feet on North

Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 38th Street to 40th Street

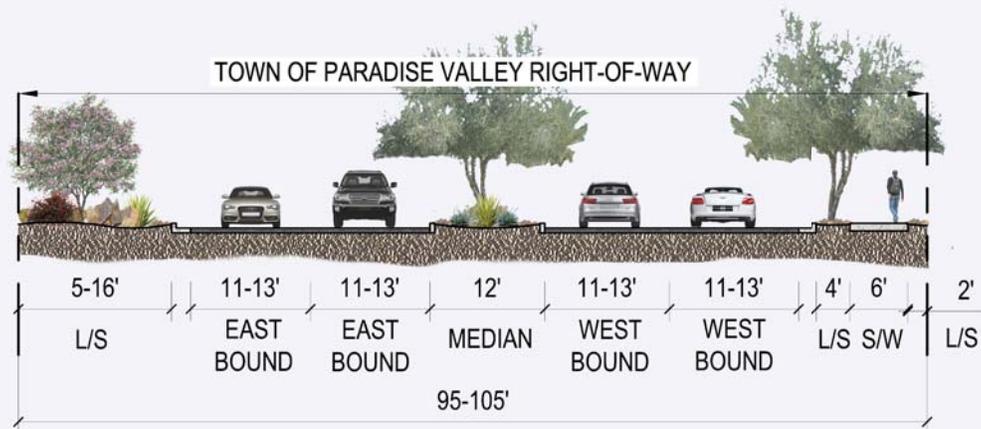


Characteristics

- ROW: 95 feet wide
- Sidewalks: South side
- Back of Curb: 8 feet on South, 30 feet on North



Lincoln Drive: 40th Street to 43rd Place



Characteristics

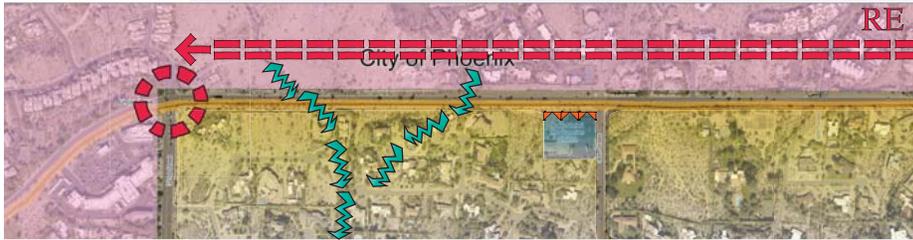
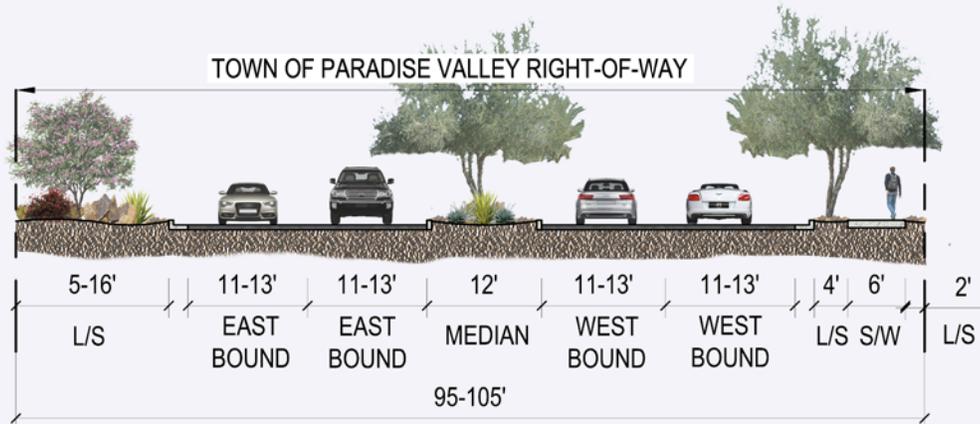
- ROW: 95 feet wide plus 25-foot easement on SUP parcels
- Sidewalks: South side
- Back of Curb: 10 feet on South, 6 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 43rd Place to 46th Street

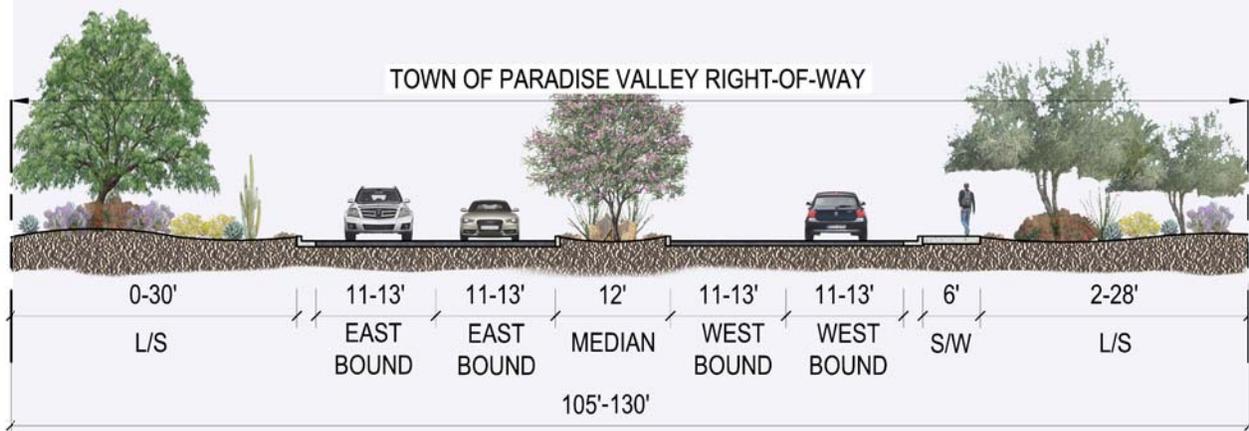


Characteristics

- ROW: 105 feet wide
- Sidewalks: South side, North begins at Hillside Drive
- Back of Curb: 10 and 35 feet on South, 6 feet on North



Lincoln Drive: 46th Street to Tatum Boulevard



Characteristics

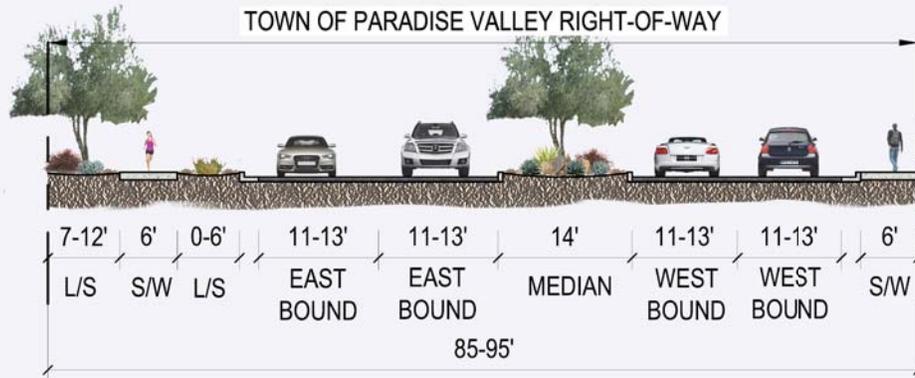
- ROW: 105 to 130 feet wide
- Sidewalks: South and North Side
- Back of Curb: 34 feet on South, 30 and 8 feet on North



Lincoln Drive Existing Conditions

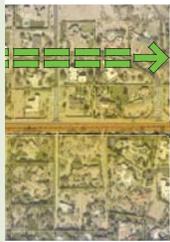
* Dimensions are approximate.

Lincoln Drive: Tatum Boulevard to Camelback Manor Drive

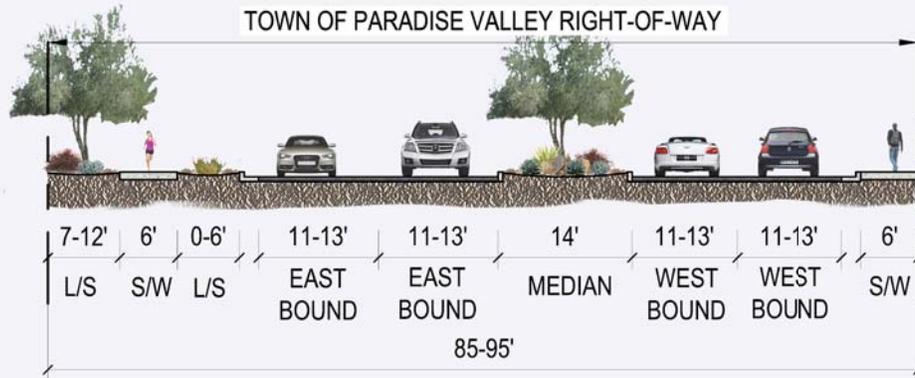


Characteristics

- ROW: 80 feet wide plus 25-foot easement along SUP
- Sidewalks: South and North side
- Back of Curb: 6, 12, and 27 feet on South, 6 and 48 feet on North



Lincoln Drive: Camelback Manor Drive to 56th Street



Characteristics

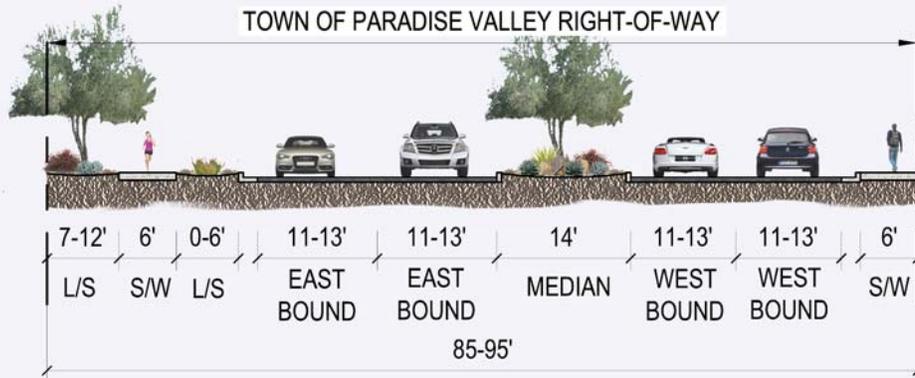
- ROW: 95 feet wide plus 15- or 25-foot easement on SUP parcels
- Sidewalks: South and North side
- Back of Curb: 5 and 12 feet on South, 15 and 20 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 56th Street to 59th Place

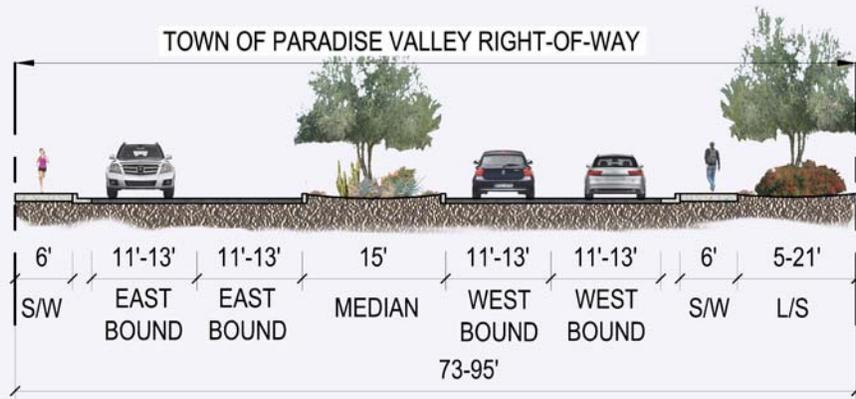


Characteristics

- ROW: 95 feet plus 25-foot easement at Mountain Shadows SUP
- Sidewalks: South and North side
- Back of Curb: 12 and 28 feet on South, 0 and 6 feet on North

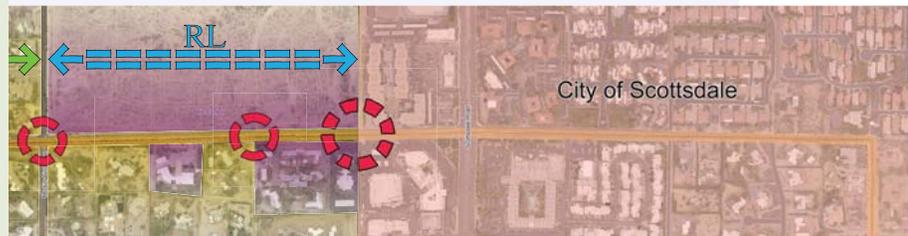


Lincoln Drive: 59th Place to Invergordon Road



Characteristics

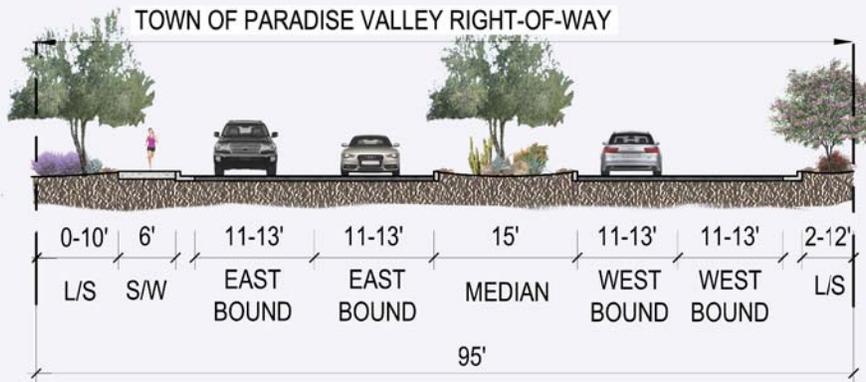
- ROW: 73 and 95 feet wide
- Sidewalks: South and North side
- Back of Curb: 6, 20 and 24 feet on South, 0 and 6 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

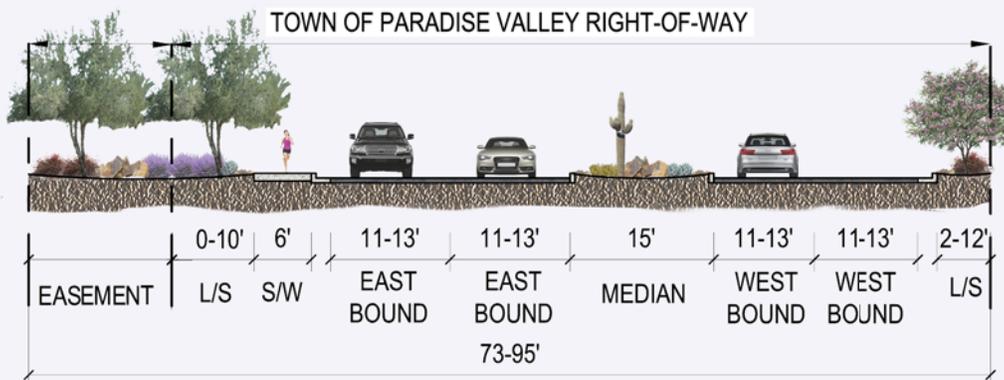
Lincoln Drive: Invergordon Road to Mockingbird Lane



Characteristics

- ROW: 95 feet wide generally
- Sidewalks: South side west of Casa Blanca Drive and all along North
- Back of Curb: 5, 15, and 38 feet on South, 6 and 20 feet on North

Lincoln Drive: Mockingbird Lane to Scottsdale Road



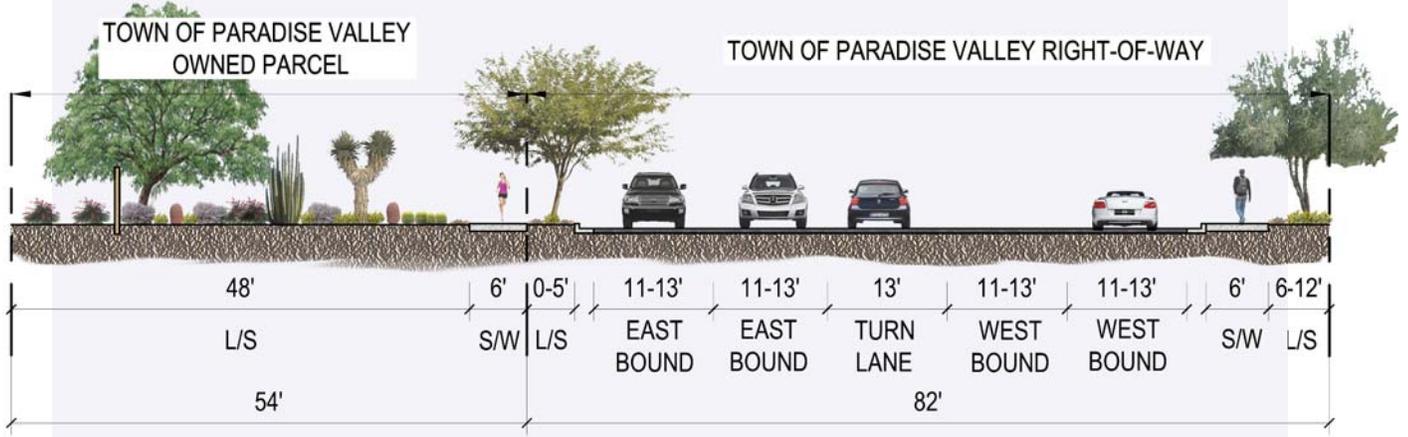
Characteristics

- ROW: 73 and 80 feet wide plus 25-foot easement along Ritz SUP
- Sidewalks: Portions of South Side
- Back of Curb: 6 and 12 feet on South, 30 feet on North

Tatum Boulevard Existing Conditions

* Dimensions are approximate.

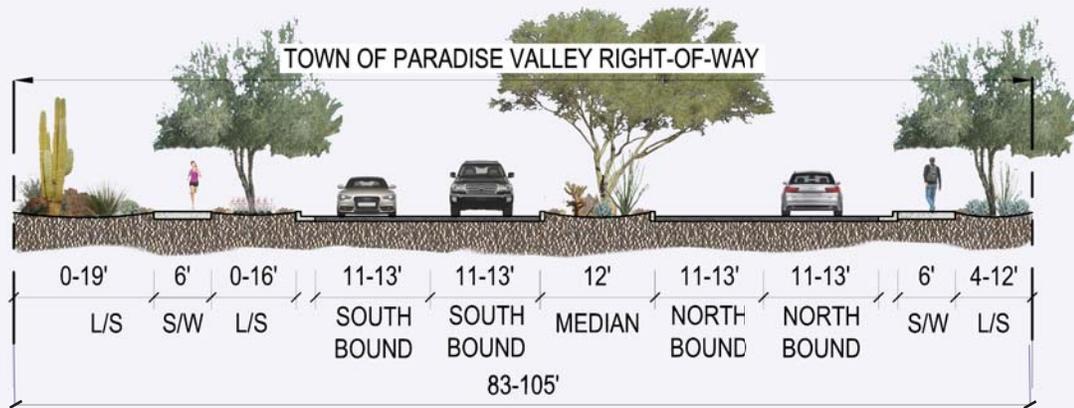
McDonald Drive: 45th Street to Tatum Boulevard



Characteristics

- ROW: 82 feet wide plus 30-foot South Easement at Heritage hills, 48 foot North easement at Camelhead Estates
- Sidewalks: South and North side
- Back of Curb: 6 and 12 feet on South, 6 on North plus Easement

Tatum Boulevard: McDonald Drive to Lincoln Drive



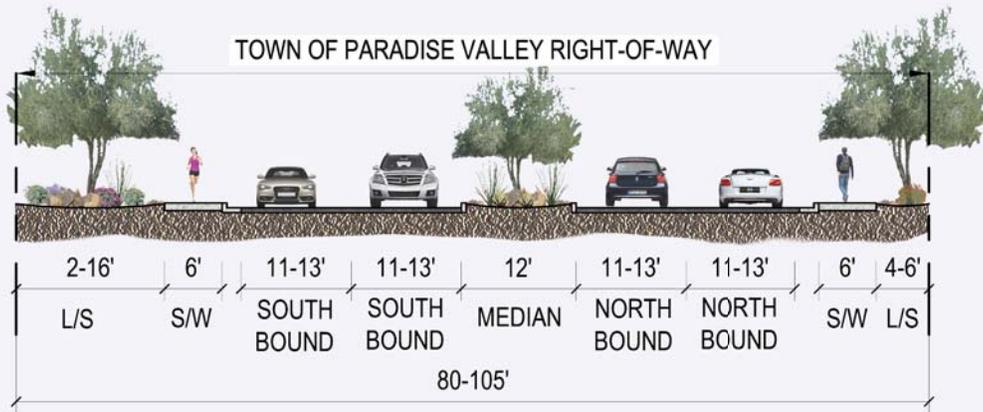
Characteristics

- ROW: 83 to 105 feet wide plus additional ROW at McDonald T intersection
- Sidewalks: West and East side
- Back of Curb: 6, 15 and 25 feet on West, 12 feet on East

Tatum Boulevard Existing Conditions

* Dimensions are approximate.

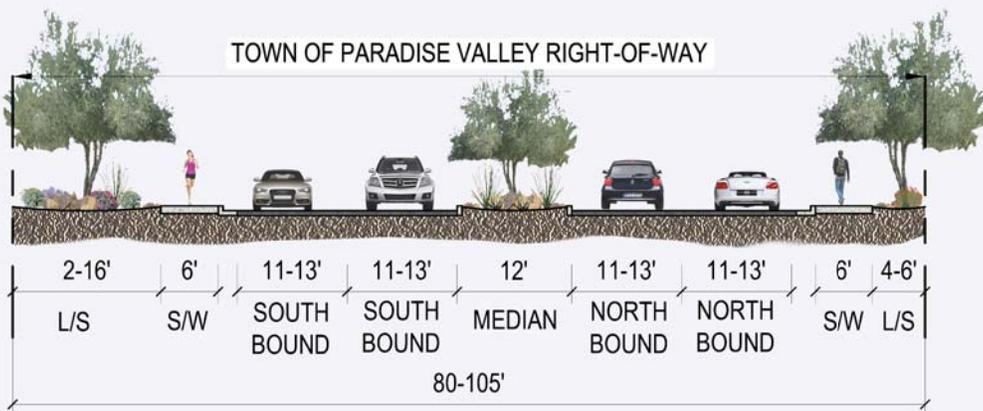
Tatum Boulevard: Lincoln Drive to Roadrunner Road



Characteristics

- ROW: 80 to 105 feet wide
- Sidewalks: West and East side
- Back of Curb: 6, 12, and 24 feet on West, 10 feet on East

Tatum Boulevard: Roadrunner Road to Caida del Sol Drive



Characteristics

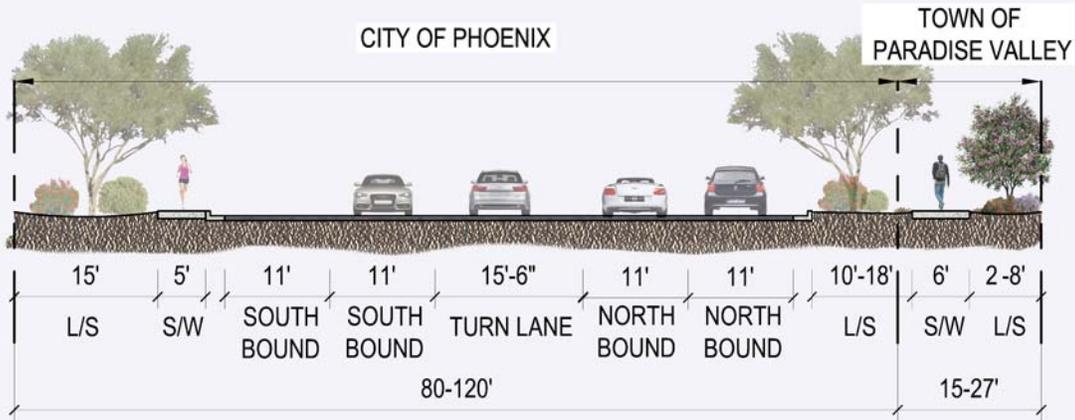
- ROW: 80 to 101 feet wide
- Sidewalks: West and East to Desert Jewel Drive, East side only North of Desert Jewel Drive
- Back of Curb: 18 feet and wider (varies) on West, 12 feet and wider (varies) on East



Tatum Boulevard Existing Conditions

* Dimensions are approximate.

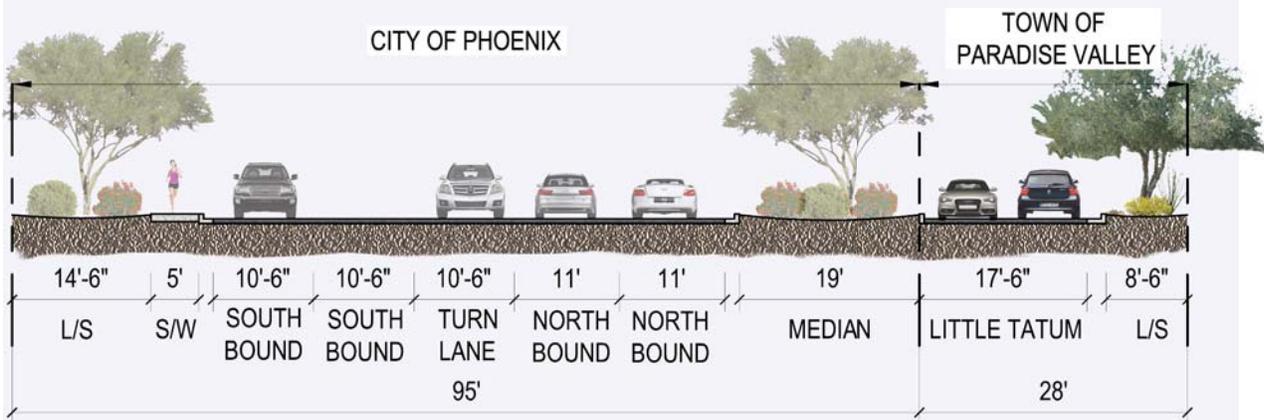
Tatum Boulevard: Caida del Sol Drive to Doubletree Ranch Road



Characteristics

- ROW: 80 to 120 feet wide
- Sidewalks: All along East side, West side in City of Phoenix
- Back of Curb: 6 and 30 feet on West (City of Phoenix), 24 and 38 feet on East

Tatum Boulevard: Double Tree Ranch Road to Shea Boulevard

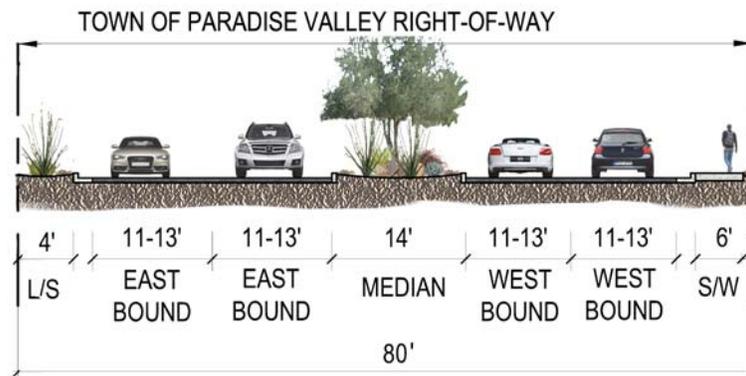


Characteristics

- ROW: 95 to 120 feet wide
- Sidewalks: North of Mountain View Court on East Side, West in C.O.P.
- Back of Curb: 12 to 24 feet on East, 44 feet on West at Frontage Road

Typical Roadway Cross-section(s)

Both Lincoln Drive and Tatum Boulevard roadways are classified as major arterials and are currently configured as two 12-foot travel lanes, one left-turn lane/median, two 12-foot travel lanes, with occasional right-turn deceleration lanes added where appropriate. Total pavement width varies from 62 feet to 67 feet. At the Lincoln Drive and Tatum Boulevard intersection, north and south bound Tatum Boulevard and west bound Lincoln are configured as two travel lanes, a left-turn, two travel lanes in the opposite direction and a right-turn deceleration lane. Westbound Lincoln Drive is configured as two travel plus two left-turn lanes, and two travel lanes in the opposite direction (with no right-turn deceleration lane). The section below is approximate and describes roadway conditions that can be found throughout the corridors. The combination of widths along the corridors will fall between the 62- to 67-foot roadway conditions at all times.



The concurrent Bicycle and Pedestrian Master Plan project is recommending a resort loop for bicyclists and pedestrians along portions of Lincoln Drive and Tatum Boulevard that will include shared use paths. These shared-use paths may be up to 10 feet wide. No in-street bicycle lanes are proposed. However, 6-foot wide sidewalks are provided or are planned for the full length of both corridors. The shared-use path and sidewalk are detached from the back of curb and are separated from vehicular traffic where possible. In many locations with narrower right-of-way, these facilities are located at the back of curb while landscaping occurs along the corridors in the remaining right-of-way width. For properties that front onto the corridors (individual residential, homeowner associations [HOA], common area, churches and businesses), the property is expected to maintain the landscaping that occurs from back of curb to the right-of-way line. The Town maintains the landscaping for all other situations, including median landscapes.

Rights-of-Way Limitations, Challenges, and Opportunities

The Town minimum standard for the width of a major arterial right-of-way is 130 feet. Much of the existing right-of-way along the two corridors fails to achieve this minimum width. The existing half-street right-of-way width is 33 feet in several locations, which originates from the original platting of 33-foot half-street widths on section lines throughout Maricopa County. Where the 33-foot half-street right-of-way still occurs, the opposite half-street right-of-way is typically 40 feet and greater. It is along these locations where sidewalks are located at the back of curb and little to no landscaping space is available.

In locations where the right-of-way exceeds the minimum standard, there are opportunities to focus special attention and detail to the Visually Significant Corridors, such as at the Lincoln Drive and Tatum Boulevard intersections and near the fire station on Tatum Boulevard. The additional width of right-of-way affords the opportunity to include additional pedestrian amenities, such as rest areas and waypoints and landscape enhancements.



Figure 3: Tatum Boulevard Looking North, Demonstrating Right-of-Way Limitations

Adjacent Development Characteristics

The land use types along both Lincoln Drive and Tatum Boulevard are mixed. Predominantly, the corridors are lined with the backyards of low-density residential lots. However, along both corridors, a few homes front onto the arterials. The residential communities are a mixture of individually built homes that date back to before the Town's incorporation and HOA communities. Additionally, several churches and resorts and a few public facilities, medium density residential communities, and office complexes are located along the arterials as well. Residential development styles range from original ranch-style single-story single-family homes reminiscent of the 1950s and 1960s to contemporary-style or southwest-style multi-story single-family residences.

Streetscape/Landscape Characteristics

Most resorts maintain and enhance their properties with lush and very well maintained landscapes. Other property's landscapes are typically minimalistic xeriscapes or desert adapted plant material selections. Town maintained medians and right-of-way landscaping is composed of desert adapted plant materials. Some Town maintained landscaping does not have an automatic irrigation system.



Implementation

The following guidelines provide instruction to properly implement the recommendations of the Visually Significant Corridors Master Plan.

Implementing Lincoln Drive and Tatum Boulevard Characteristics

The Visually Significant Corridor Master Plan (Plan) furthers several goals of the Paradise Valley 2012 General Plan. A central objective of the 2012 General Plan is for the Town to

“maintain a comprehensive and up-to-date set of ordinances and codes to ensure that development is consistent with this General Plan while resulting in high quality, sensitively designed projects.”



The DRAFT Plan lays the groundwork for realizing the recommendations and guidelines, recognizing that close collaboration with the Town’s Planning Commission is required to fully accomplish this need.

The following information is included to help inform this process which will be incorporated into the FINAL Plan. The objectives to be accomplished include:

- Prioritizing/ranking of key recommended project features such as gateways and entry signage, Lincoln+Tatum intersection enhancements and the “Pillars of the Community” garden concept.
- Mechanisms, considerations and processes for enhancements to VSC easements and rights-of-way by private property owners.
- Mechanisms, considerations and processes for enhancements to VSC easements and rights-of-way by the Town.
- Mechanisms, considerations and processes for enhancements to VSC easements and rights-of-way by utility companies.

Order of magnitude costs for each of the general items are included below for comparison purposes, recognizing that costs will vary depending on a variety of factors including but not limited to labor and material costs at the time of construction, the specific improvements included in the project scope, and economic conditions at the time of implementation.



Figure 1: Recently Completed Landscape, Sidewalk and Oleander Hedge Replacement Improvements on Lincoln Drive

Primary Enhancements and Unique Features

Features recommended in the plan for prioritization and implementation mechanism identification include:

- Tatum + Lincoln Intersection Enhancements (Opinion of Cost: \$354,000)
- Pillars of the Community Garden (Opinion of Cost: \$336,000)
- Tatum Boulevard North Gateway -Fire Station Site: (Opinion of Cost: \$200,000)
- Tatum Boulevard South Gateway -McDonald Drive and Tatum Boulevard: (Opinion of Cost: \$180,000)
- Lincoln Drive West Gateway - 32nd Street and Lincoln Drive: (Opinion of Costs: \$50,000)

The Lincoln Drive East Gateway is expected to be implemented as part of the Ritz-Carlton development under the SUP and on-going Ritz Roadway Improvements project.

General Enhancements

General enhancements that may be implemented by the Town include:

- Character Zone Accent Features in Medians (i.e. - Wall and Rails)
- Enhanced Median Landscaping + Irrigation
- Utility Screens
- Pathway Lighting (Better Option)
- Tortoises on Tatum, Lizards on Lincoln
- Existing Wall Right-of-Way Screens

Character Zone Enhancements

The following bar charts are included to provide comparative costs for implementing a quarter mile of roadway reflective of the improvements shown in the typical plan graphics in Chapter 2 - Guidelines. The costs include the follow:

Good: Landscape, irrigation, rock mulch, boulders, enhancement features such as rock veneer walls and railing, 6-foot wide sidewalks and assumed utility screening

Better: Includes items listed under the Good option with additional landscape, lighting, and paving

Best: Includes items listed under the Better option with standard pathway lights replaced with the custom themed light luminaires, and enhanced structural features such as trellis or shade structures as described in the Guidelines.

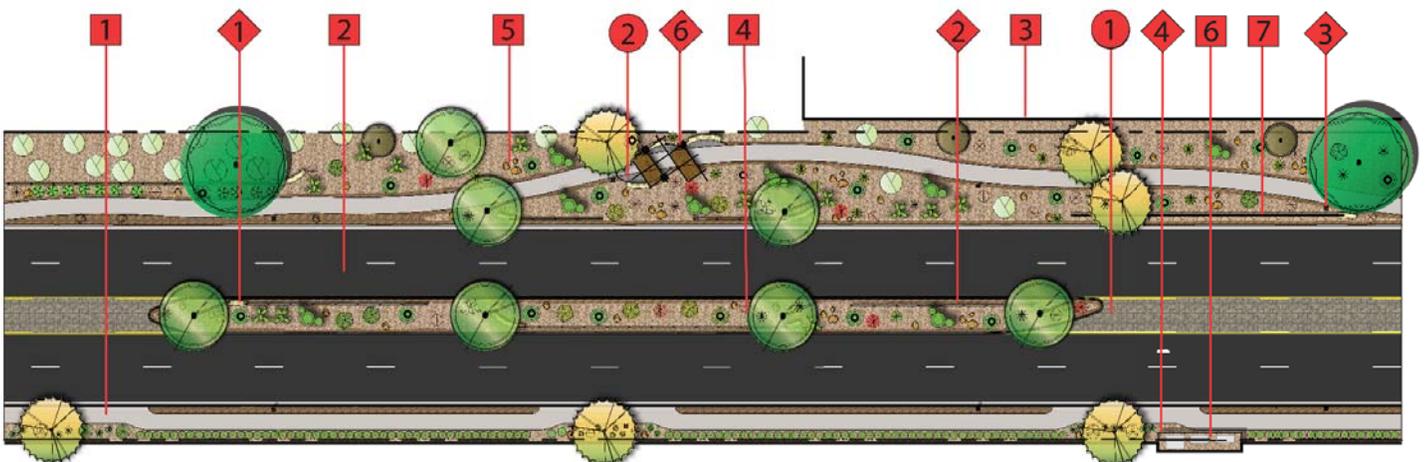


Figure 2: Rural Elegance “Best” Example from Chapter 2 - Guidelines

Patterns of Nature

Comparative Cost Graph

(Per quarter mile, based on full right-of-way improvements as depicted in the Guidelines.)



Resort Living

Comparative Cost Graph

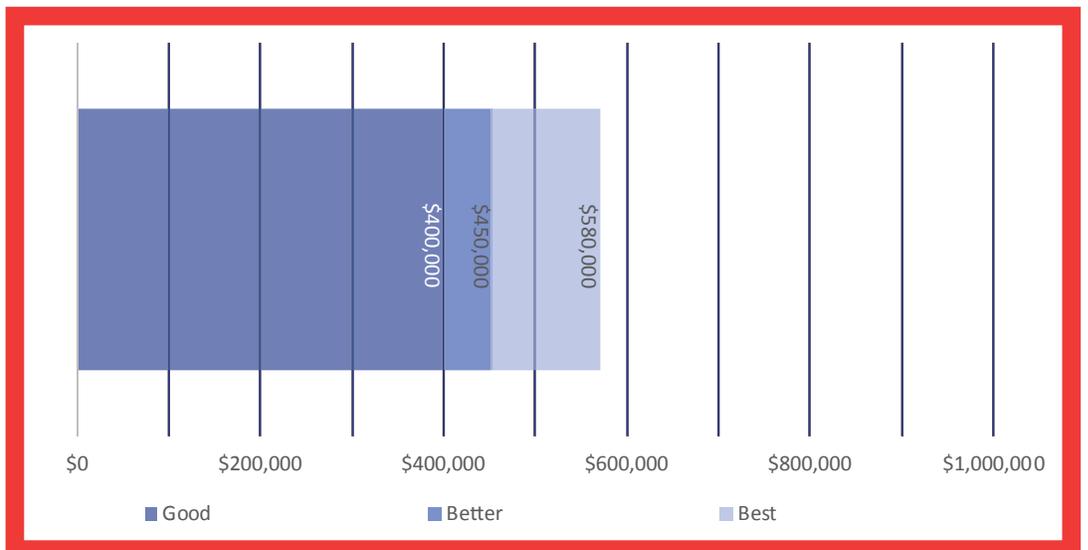
(Per quarter mile, based on full right-of-way improvements as depicted in the Guidelines.)



Rural Elegance

Comparative Cost Graph

(Per quarter mile, based on full right-of-way improvements as depicted in the Guidelines.)





Appendix: Planning Process

The following information provides guidance towards how the Visually Significant Corridors Master Plan fits into the goals of the previous planning efforts by the Town of Paradise Valley.

Planning Context

While it is abundantly clear that the 2012 General Plan provides clear policy guidance establishing the need and purpose for the preparation of the Plan, there are additional Town documents, policy considerations, operational needs, and development projects that also offer support and influence the creation of the Plan.

2012 General Plan

As expressed in the 2012 General Plan, there are several goals and policies throughout the document that directly support the creation of Visually Significant Corridors themselves and/or the character elements or desired outcomes that the Visually Significant Corridors will provide the Town. In no particular order, these General Plan goals and objectives that support Visually Significant Corridors include the following:

Land Use & Development Element

LU 2.1.3.8 Community Gateways.

“Major entrances into the Town should be given symbolic markers and landscaping to strengthen community identity and to highlight community design standards. Symbolic markers may include signs, monuments, landscape, and hardscape.”

DA 2.2.2.3 Public Space.

“The Town shall work with Development Area Special Use Permit properties to integrate pedestrian amenities, traffic-calming features, plazas and public areas, attractive streetscapes, shade trees, lighting, and open spaces in keeping with the character of the Town.”

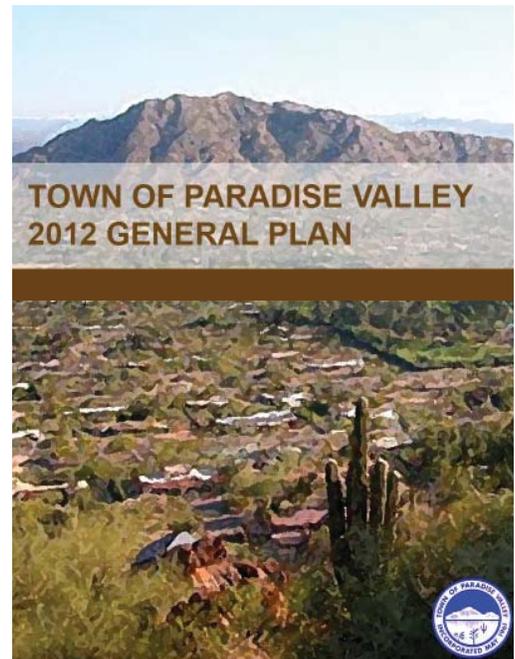


Figure 1: Town of Paradise Valley 2012 General Plan (Cover)

Land Use & Development Implementation Program - Preserve Streetscapes. “Develop and maintain a high-quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts including noise and minimizes adverse impacts to the neighborhood through the use of roadway cross sections, traffic counts, and high quality hardscaping and landscaping.”

Land Use & Development Implementation Program - Drought Tolerant Landscaping. “Continue to use drought tolerant, low-water use landscaping on Town owned land and rights-of way.”

Land Use & Development Implementation Program - Attractive Fencing. “Continue to enforce the Town’s Zoning Ordinance regulations regarding fencing including any wall visible from adjoining properties, adjacent rights-of-way, and/or open space areas shall consist of finished materials such as stucco, brick, stone, metal, rails, wood, or tile.”

Land Use & Development Implementation Program - Community Gateways. “Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

Community Character and Housing Element

Goal CC&H 3.1.3 Town of Distinctive and Memorable Places. “Promote community design that produces a distinctive, high-quality built environment whose forms and character reflect the Town of Paradise Valley’s unique historical, environmental, and architectural context, and create memorable places that enrich community life.”

Policy 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.”

Policy 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.”

Goal CC&H 3.1.4 Community Scenic Design. “Maintain and preserve the Town’s natural scenic resources including scenic and mountain views, the distinctive skyline, and dark skies that have contributed to the Town’s community legacy since its inception.”

Policy CC&H 3.1.4.1 Mountain Views.

- “The Town shall protect and maintain views of the mountains as seen from Visually Significant Corridors.”

Policy CC&H 3.1.4.3 Right-of-way Treatment.

- “The Town, with neighborhood involvement, shall form and implement streetscape design guidelines for public rights-of-way that achieve compatibility and safety between automobile traffic, pedestrians, and bicyclists, and that enhance an aesthetically pleasing transportation network while allowing a diverse range of treatments.”

CC&H Implementation program #6 - Key Gateways. “Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

CC&H Implementation program #7 – Visually Significant Corridors. “Identify visually significant roadway corridors and develop individual design plans for each roadway that will result in significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

CC&H Implementation program #11 Mountain Views. “Identify and protect mountain views as seen from visually significant corridors.”

Mobility Element

Goal M 4.2.2.2 Streetscape Design. “The Town shall require that pedestrian oriented streets be designed to provide a pleasant environment for walking including shade trees; plantings; well-designed benches where appropriate; way-finding signage and other amenities.”

Goal M 4.4.3 Visual Character. “To create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town, Visually Significant Corridors will be designated to provide visual continuity through attractive, experientially rewarding, and cohesive design elements consistent with Town Landscaping Guidelines. All other roadway rights-of-way will demonstrate high-quality landscaping elements consistent with Town Landscaping Guidelines while permitting a diverse range of treatments of individual properties.”

Policy M 4.4.3.1 Visually Significant Corridor Program.

- “The Town shall create and implement a program to improve and maintain rights-of-way corridors along Lincoln Drive and Tatum Blvd. to represent the positive character and image of the Town. The Town shall occasionally evaluate the designation of additional Town rights-of-way as Visually Significant Corridors.”

Policy M 4.4.3.2 Visually Significant Corridor Treatment.

- “Town rights-of-way along Visually Significant Corridors shall have attractive, experientially rewarding, and cohesive design elements, including signage, landscaping, medians, interchanges and sidewalks while permitting a reasonable range of treatments of individual properties. Elements that create visual clutter such as unnecessary signage or utility boxes will be eliminated, or their visibility reduced.”

Mobility Implementation Program #10. “Develop and implement Visually Significant Corridor Plans that promote the character and image of the Town, by providing specific landscape, hardscape, and infrastructure design guidelines for Town rights-of-way along Visually Significant Corridors, provides policy for the installation and maintenance of right-of-way landscaping, and carries out all other applicable goals and policies of the General Plan.”

Open Space and Recreation Element

OS 5.1.6.1 Rights-of-Way. The Town shall utilize existing street rights-of-way to provide more public open space and increase mountain views.

Town of Paradise Valley Landscape Guidelines (1996)

The Paradise Valley Landscape Guidelines were adopted in September of 1996 and are intended to “provide guidance to public and private property owners alike in the preservation and enhancement of the community’s natural environment.” Staff is to utilize the guidelines for the administration of land development applicants on private properties as well as Town projects.

A central goal of the Landscape Guidelines centers on the use of tree-shaded streets and paths throughout the Town to soften the street edges, provide shade to pedestrians, and offset harmful environmental effects of air pollutants.

The Landscape Guidelines offer a series of design expectations relating to: landscaping, maintenance, parking, recreation paths and curbs, rights-of-way, and utilities. A sampling of the most pertinent take-aways that influence the preparation of the Plan include:



Landscaping

1. Canopy tree plantings along existing streets should be at a required 30-foot minimum interval between the edge of pavement and adjacent path or between the roadway and adjacent property.
2. Ironwood trees should constitute at least 20% of canopy tree plantings.
3. Shrubs should be planted at 20-foot intervals.
4. Decomposed granite should be desert colored and $\frac{3}{4}$ " minimum size.
5. Maintain spiny plants at least 6 feet from pedestrian paths or roadways.

Maintenance

1. Plant materials that do not survive should be replaced within 30 days.

Recreational Paths and Curbs

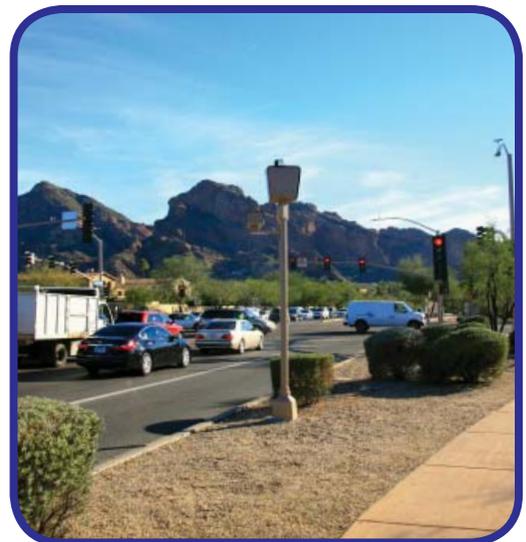
1. Where curbs are required, they should be ribbon or rolled using desert colored concrete (Davis' San Diego Bluff).
2. Recreational paths shall be six feet wide using Davis' San Diego Bluff colored concrete with salt finish and slightly meandering.
3. Keep paths as far away from the roadway as the right-of-way will allow.
4. Grades or slopes of paths should not exceed 1:20 in order to comply with accessibility guidelines.

Rights-Of-Way

1. Benches under trees at bus stops should be considered when a development or lot split is on a major arterial street with a bus route.
2. Oleanders are often existing in the Town's rights-of-way. Strictly enforced pruning of height and width is essential to maintain accessible rights-of-way and view corridors.

Utilities

1. Where practical, existing transformers, utility pads, cable television, and telephone boxes should be screened with walls and/or vegetation. If visible off site, match paint color to adjacent wall or desert compatible color such as Frazee's "Asteroid".



The remainder of the Landscape Guidelines offer multiple tables of acceptable low water, desert planting species for trees, shrubs, groundcovers, vines, perennial wildflowers, and succulents. A list of species to be avoided due to allergies is also provided.

Design Charrette

A design charrette is a process for collaborative problem solving and decision-making during a multi-day design event that develops the community's ideas into graphic concepts and design alternatives.

From Monday, February 6th through Wednesday, February 8th, EPG and Michael Baker International conducted a three-day design charrette at the Town Hall in Paradise Valley. The design charrette was an intensive planning process where the public, Town staff, and the consultant collaborated to develop a broad set of concept alternatives for the corridors.

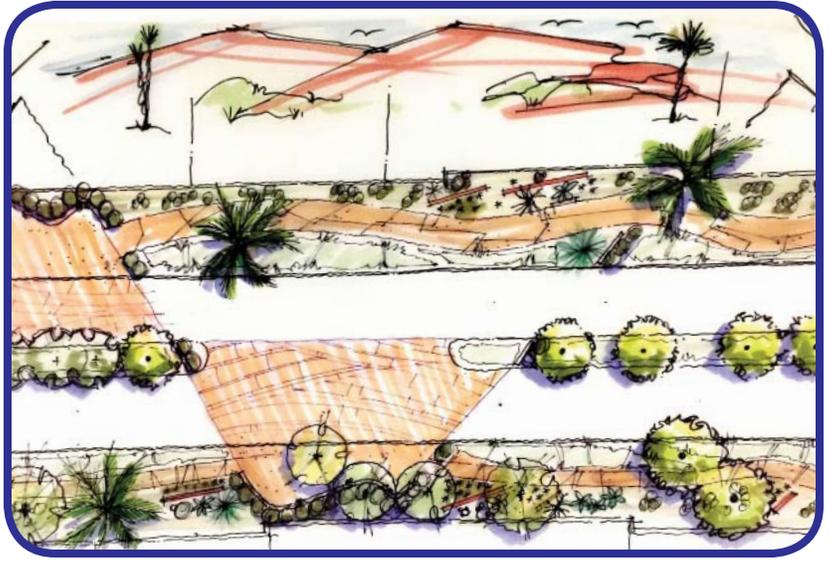


Figure 2: Initial Plan View Concept for Resort Living Character Zone



Figure 3: Consultants Collaborating on Character Zone Limits

Group was established to provide input, guidance, and to help ensure the VSC Master Plan is consistent with community values and stakeholder objectives.

Visual Preference Survey

The visual preference survey was conducted with both the Public and Town Council to determine the visual preferences for different design elements throughout the town.

It included public meetings on both Monday and Wednesday evenings. Community participation was requested throughout the entire charrette.

The goal of the VSC Master Plan was to encourage visual continuity of these corridors through attractive and rewarding design elements that promote the character and image of Paradise Valley. Such elements may include; landscaping, street furniture, lighting, signage, fencing and utility box screening.

Through a series of public outreach, stakeholder meetings, and planning activities, the Town and the consultants facilitated the development of this VSC Master Plan. To further inform the VSC planning process, a Stakeholder Advisory



Figure 4: Public Meeting #2

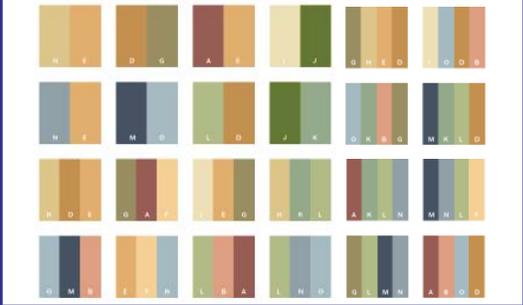
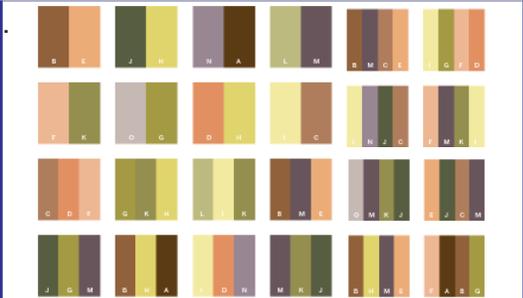
Visual Preference Survey Results

Element	Photo	Description
Benches		<p>This bench is already implemented in the Town of Paradise Valley at the Barry Goldwater Memorial at the intersection of Lincoln Drive and Tatum Boulevard</p>
Benches		<p>Stone veneer siding is preferred as a style for the benches in the town. This example was found at Wild Horse Pass in Phoenix, Arizona.</p>
Paving / Surface Treatment		<p>Paving pattern as implemented along 56th Street in Paradise Valley just south of Lincoln Drive.</p>
Paving / Surface Treatment		<p>Paving pattern as implemented along 56th Street in Paradise Valley at crosswalk.</p>
Lighting		<p>Solar bollards were also implemented along 56th street as part of TOPV's improvement. There is also a strong preference of no lighting in the town as part of the Dark Skies Initiative.</p>

Visual Preference Survey Results

Element	Photo	Description
Utility Screening		<p>The public and council overwhelmingly preferred the utility screening option that has been implemented along in the streetscape in the 56th Street Project in Paradise Valley.</p>
Wall Panels / Screens		<p>An alternative to unappealing walls and other features, the public preferred the use of thin gabion walls to help with the visual mitigation.</p>
Bicycle Racks		<p>Custom bike racks that reflect the Town's logo or a mountain motif are preferred, similar to these implemented in Denver, Colorado.</p>
Trash Receptacles		<p>This custom feature was implemented as part of the 56th Street project. It is composed of stone veneer walls with a custom natural patterned metal cutout.</p>
Shade Structure		<p>The shade structure was implemented as part of the 56th Street project. It provides partial shade to enhance the pedestrian and bicyclist experience along the corridor.</p>

Visual Preference Survey Results

Element	Photo	Description
Bus Stop		<p>City of Scottsdale public art/ bus stop feature.</p>
Wayfinding		<p>This wayfinding sign has been implemented in Paradise Valley already. It was a part of the 56th Street project at the intersection of 56th Street and McDonald Drive.</p>
Entry Monument		<p>Entry Monument at Desert Arroyo Park in Mesa, AZ. Sign is composed of COR-TEN® steel and gabion baskets.</p>
Color Scheme		<p>'Beige' Color Scheme</p>
Color Scheme		<p>'Desert' Color Scheme</p>

Significant Projects Influencing the Plan

Prior to the development of the Plan and over the course of several years, the Town has improved several miles of local streets, emphasizing an approach that created visual uniqueness to the Town's local streetscape character. Curvilinear alignments, roundabouts (or traffic circles), chicanes, median enhancements, and decorative roadway paving were often used to slow traffic for safety and to provide a unique aesthetic to the Town's streets.

Most recently completed was the 56th Street Improvements, from McDonald Drive to Lincoln Boulevard, in 2015. The project continued the use of many of the unique characteristics of the improved Town streets. As a comprehensive design approach to connect and complement the adjacent and redeveloped Mountain Shadows Resort, El Chorro Restaurant, and the Sanctuary Resort, the streetscape also included additional pedestrian amenities as well, such as a shaded seating area, soft surface path, signage, and site furnishings designed and/or selected specifically for the setting. Throughout the development of the Plan, 56th Street has been referenced as a streetscape style that the Town's residents wanted to be integrated into the Plan.

Concurrent with the development of the Plan, the Town, in association with Five Star Development and the Ritz-Carlton, is underway with the design of right-of-way improvements of Lincoln Boulevard, Mockingbird Lane, and Indian Bend Road that are adjacent to the Ritz-Carlton Paradise Valley Resort development. Additionally, the Ritz-Carlton's location is at the eastern Town gateway on Lincoln Drive. The consultants for both project teams worked together to develop a cohesive planning direction and an integrated design effort that benefits both projects and the Town. The right-of-way improvements on Lincoln Drive essentially is the "pilot" project developed from the Plan.

Image Bibliography

We thank the following groups and individuals for providing images to develop the Visually Significant Corridors Master Plan:

Cover/ Table of Contents

Cover; Chris Durham, EPG, 2017 (Upper Right); John Griffin, EPG, 2016
P. i; John Griffin, EPG, 2016 P. iii (Top); John Griffin, EPG, 2016
P. ii (Upper Left); Chris Durham, EPG, 2017 (Bottom); Chris Durham, EPG, 2017

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P. 3 (Background);Archen Gardner Construction, 2015

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