

IMPLEMENTATION PLAN

Intent and Purpose

The Plan is a testament to the Town’s commitment to preserve the elements and features that contribute to the Town’s unique quality of life and character as a premier destination with strong rural and historic roots.

As introduced in Chapter 1, and an important reminder in describing the implementation of the Plan, the 2012 General Plan defines Visually Significant Corridors as “designated, highly visible, prominent streets, including Lincoln Drive and Tatum Boulevard.”

The Plan will be used to determine the adequacy and appropriateness of streetscape improvements, including sidewalk treatments, street trees and landscaping, low-level lighting types, street furniture, and special paving treatments along the Visually Significant Corridors such as shown in *Figure 4.1*.

The implementation of the Plan is clearly intended to enhance the design and character of the streetscape and property frontages along Lincoln Drive and Tatum Boulevard. The *Patterns of Nature*, *Rural Elegance*, and *Resort Living* Character Zones have been assigned to define the common streetscape elements and materials for strategic segments of these two roadway corridors.

Over the course of the planning process and preparation of the Plan, Town residents and stakeholders offered guidance and support of the design elements being considered for Lincoln Drive and Tatum Boulevard. Many stakeholders felt that some of the common streetscape elements should apply to other select roadways in Paradise Valley. Should the 2012 General Plan or other Town policy document expand the definition of Visually Significant Corridors to include additional roadways in Paradise Valley, the design guidance provided in the Plan would then also apply to those additional roadways as well.



Figure 4.1: Landscape, Sidewalk, and Oleander Hedge Replacement Improvements on Lincoln Drive Completed in 2015

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Project Types

There are many types of activities that can occur within the street right-of-way in which the application of the Plan can occur. The types of projects or activities that would trigger the application of the Plan can be described as one of three project types:

1. Town of Paradise Valley (or other government agency) initiated projects

These can include roadway improvement/repair, maintenance, streetscape, or safety projects. Examples include: road widening, roadway maintenance, signal modifications, incorporating sidewalks, accessible ramps, bike lanes, streetscape improvements, transit improvements, etc.

2. Utility infrastructure installation and maintenance projects

These projects can include the installation, upgrade, and/or maintenance of water, wastewater, telecommunications, electric, and/or gas utility infrastructure by the Town, City of Phoenix, APS, SRP, Cox Communications, Southwest Gas, and/or other utility providers with infrastructure interests in Paradise Valley rights-of-way. Larger scale installation and upgrades of utility infrastructure can require above grade and/or below grade alterations and repair to the roadway and/or landscaping in the right-of-way, including utility cabinets and underground trenching. Smaller scale utility projects may not trigger physical alterations to the right-of-way.

3. Private property initiated projects

These project types include new construction and development of a vacant parcel of land with Visually Significant Corridors frontage (including their frontage landscaping in the right-of-way), major alterations or redevelopment of existing properties, and HOA or individual property owners initiated requests to alter or enhance their landscaping, signage, and/or other entry features along their property frontage.

A clear Town objective in the implementation of the Plan is to improve and manage the streetscape along the Visually Significant Corridors to demonstrate a positive and unique character of Paradise Valley as a resort community, but at the same time, be respectful of private property rights and promote traffic safety.

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Frequently Asked Questions

The following questions were posed by various stakeholders over the course of the Visually Significant Corridors planning process, so it seemed appropriate to formally relay the same guidance in the Implementation Section of the Plan:

QUESTION: *“Will the Town require a property owner to implement the design guidelines of the Plan on a Town-initiated project that may impact the property owner frontage?”*

ANSWER: *No, if the Town or utility company initiates a roadway or utility infrastructure improvement/maintenance project that encroaches into or impacts private property frontage, the property owner will not be required to comply with the Plan. The Town and/or any utility providers with infrastructure associated with the proposed roadway/infrastructure improvement project would be required to implement the design guidance set forth in the Plan at the Town’s or utility company’s expense. There would be no out of pocket cost for private property owners.*

QUESTION: *“Who will maintain the improvements?”*

ANSWER: *Per the Town Code, the property owner abutting the right-of-way maintains the landscape area to the back of curb. The Town maintains the landscaped street medians and in some situations the right-of-way.*

QUESTION: *“When does it get installed?”*

ANSWER: *The effort is to create a master plan for Lincoln Drive and Tatum Boulevard, which will include guidelines to give a common defined direction for how the Town wants the two arterials to look and be used by the public. The property owner will initiate an improvement to their property that would affect the street frontage or the Town will initiate a project as part of the capital improvements program (CIP). The Town will not initiate contact with a property owner to undertake improvements.*

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How to Apply the “Good,” “Better,” and “Best” Options of Each Character Zone

As previously introduced and described in Chapter 2, the application of three varying levels/options of Plan implementation – “Good,” “Better,” and “Best” – can be used in any of the three Character Zones. The intent is to provide scalable and equitable design guidance for both property owners and the Town that uniquely caters to the needs and conditions of each project type. There is not a “one size fits all” approach to implementing the Plan. By example, guidelines for a roadway improvement project at the intersection of Lincoln Drive and Tatum Boulevard will be different than the guidelines for a property owner requesting a permit to build an addition on his/her home.

How it Works

This concept is initially introduced and described in detail for each Character Zone in Chapter 2. The “Good,” “Better,” and “Best” implementation options may be applied across any of the three Character Zones. Each implementation option builds upon the previous by requiring additional design elements and/or materials from a menu of options described within each Character Zone. A brief recap of the intent of each implementation option consists of the following:

GOOD: The baseline condition whereby the most basic elements of the Character Zone are provided.

BETTER: Builds upon the baseline condition by incorporating additional design elements and more vertical components of the Character Zone.

BEST: Includes the composition of all design elements and materials that are suggested for the Character Zone.

Table 4.1 represents a partial listing of the types of projects and/or permits issued by the Town and how the application of the “Good,” “Better,” and “Best” implementation options may be applied to a parcel, lot, tract, easement, or right-of-way within a Visually Significant Corridor.

Residents seeking improvements to a residential property may be provided with the appropriate Character Zone guidelines for reference, to be implemented at their discretion.

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How to Apply the “Good,” “Better,” and “Best” Options of Each Character Zone

Table 4.1: Application of “Good,” “Better,” & “Best” Options By Project Type

	“Good”	“Better”	“Best”
	Homeowner, at their discretion, may incorporate as desired	Homeowner, at their discretion, may incorporate as desired	Homeowner, at their discretion, may incorporate as desired
	HOA request to replace dead tree at entryway	HOA request to add/replace signage and/or redesign entryway landscape area	HOA, at their discretion, may incorporate as desired
PROJECT TYPE	HOA or individual resident to do minor repair to perimeter subdivision wall along right-of-way	HOA or individual resident to repair (major) or replace perimeter subdivision wall along right-of-way	HOA, at their discretion, may incorporate as desired
	Town or utility company to perform minor repair (no trenching or roadway resurfacing)	Utility company installation or repair requiring trenching or replacement/alternation to existing utility cabinet or container	Utility company installation or repair requiring trenching or replacement/alteration to existing utility cabinet or container with SUP property frontage
	Lot Split/Adjustment	Subdivision Plat	Owner discretion
	N/A	Conditional Use Permit	N/A
	N/A	Minor Amendment to SUP	New SUP, or Major or Intermediate Amendment to Existing SUP*
	N/A	N/A	Improvements/repairs to Town-designated gateways

*Applies to resort properties and government buildings. SUPs for places of worship may voluntarily apply with the “Best” suite of design options, but are permitted to apply the “Better” suite of design elements.

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Consideration and Processes for Utility Companies

Lincoln Drive and Tatum Boulevard, like most arterial roadways, facilitate transportation mobility of vehicles, transit, bicyclists, and pedestrians, but they also house multiple utility infrastructure types that are essential to serving the daily needs of Paradise Valley residents and businesses. It is customary for utility companies to expand, repair, maintain, or upgrade their infrastructure based on ever-changing demand, technologies, and change in product types and/or service delivery techniques. As such, it is expected that utility companies with infrastructure located in Lincoln Drive and Tatum Boulevard will periodically have to access, repair, update, and maintain their facilities.

Utility companies that own and maintain infrastructure facilities within the Lincoln Drive and Tatum Boulevard rights-of-way include: City of Phoenix water and sewer, Town of Paradise Valley wastewater, Southwest Gas, APS, SRP, telecommunications facilities (COX, Century Link), Berneil Water Company, and EPCOR Water Company.

Repair and upgrade of existing utilities will differ in scale and complexity depending on the nature of the repair or expansion being considered. In some cases, minor repairs or upgrades do not call for trenching or other earth moving work necessary to access and repair or upgrade the utility infrastructure. For major types of repairs or updates, open trenching, saw cutting of pavement, and access to underground vaults, wells, pumps, cabinets, and similar features will be necessary. Each utility company must submit (to the Town) engineering design plans and obtain a right-of-way construction permit and inspection for any utility repair/upgrades (including alteration of pavement and sidewalks) in the Town's right-of-way.

In those instances when utility companies must undertake major utility repairs or upgrades that require the disturbance of any groundwork at or below grade, it is the intent of this Plan that the utility company consider the application (depending on the scale of improvements, nature of the restoration needed, and location within the Visually Significant Corridors) of the "Good", "Better," or "Best" suite of design options for restoration of the area being disturbed in the Visually Significant Corridors. With respect to above ground utility cabinets, please refer to the design guidance outlined in Chapter 2.

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Consideration and Processes for Utility Companies

The Town has a long history of collaboration and communication with the utility companies with infrastructure interests in the Town's rights-of-way. Most utility companies with interests in Lincoln Drive and Tatum Boulevard have actively participated as stakeholders in the planning process and are supportive of the purpose and intent of the provisions of the Plan. The Town has also been conducting utility coordination meetings once a quarter. It is recommended that the Town offer a presentation at a utility coordination meeting on the design guidance and implementation expectations of this Plan.

With respect to facilitating the design guidance and expectations of this Plan into the Town's existing right-of-way construction permitting process, the following steps are recommended:

1. Confer with Town Staff prior to engineering plan preparation.
2. Identify the Character Zone in which the utilities are located.
3. Review the Plan for design elements and materials included within the designated Character Zone.
4. Determine if the nature of the repair/upgrade will be minor or major in nature.
5. Evaluate what existing landscaping and hardscape elements will be disturbed and level of restoration needed.
6. Collaborate with Town staff to determine if the "Good," "Better," or "Best" option of design elements and features apply, depending upon the application type, materials, and design elements that exist prior to the utility construction.
7. Submit design plans to the Town for review and approval.

Streetscape and Right-of-Way Maintenance Considerations

As previously introduced, the Town will utilize the Plan to incorporate design elements/materials for each Character Zone in conjunction with any Town or utility company infrastructure project or private property initiated request.

"GOOD," "BETTER," "BEST" GUIDELINES

General Description

Utility Screens

Reducing visual 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 of the "Good," "Better," and "Best" guidelines as described later in Chapter 4.

Table 2.1 is an abbreviated version of Table 4.1 found in Chapter 4, and provides a guide for determining when and to whom the "Good," "Better," or "Best" option should be applied.

Table 2.1: Application of "Good," "Better," & "Best" Options By Project Type

		"Good"	"Better"	"Best"
PROJECT TYPE	Homeowners	At homeowner's discretion	At homeowner's discretion	At homeowner's discretion
	HOAs	Minor right-of-way repairs such as to subdivision wall or dead tree replacement	Entry redesign or sign replacement, replacement of subdivision wall along right-of-way	At HOA's discretion
	Utilities	Minor repair without trenching	Installation or cabinet replacement, repairs requiring trenching	Installation or cabinet replacement with SUP property frontage
	Property Adjustment	Lot Split/Adjustment	Subdivision Plat	At owner's discretion
	SUP	N/A	Minor Amendment to existing SUP, improvements to places of worship	New SUP, Major or Intermediate Amendment to existing SUP

"GOOD," "BETTER," "BEST" GUIDELINES

"Good" Criteria

Streetscape rights-of-way within the Visually Significant Corridors should include the following baseline elements to create continuity and achieve the goals of the Plan:

Landscape

Trees, shrubs, groundcovers and accents as recommended for the specific Character Zone. Use of the recommended accent plants for the Character Area is considered essential within the right-of-way planting area. Boulders are recommended but not required to achieve the "Good" level of implementation such as depicted in *Figure 2.5*.



Figure 2.5: Existing "Good" Level Landscape on Lincoln Drive

Rock Mulch

Rock mulch or decomposed granite as recommended for the specific Character Zone.

Hardscape

Meandered sidewalk or recreational path with integral colored concrete (Davis Colors "San Diego Buff") and salt finish to match the Town landscape standards.

Lighting

Lighting is not recommended in areas where the "Good" implementation option is being considered.

Utility Screening

At a minimum, above ground utilities should be painted to blend with their background as shown in *Figure 2.6*. 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.



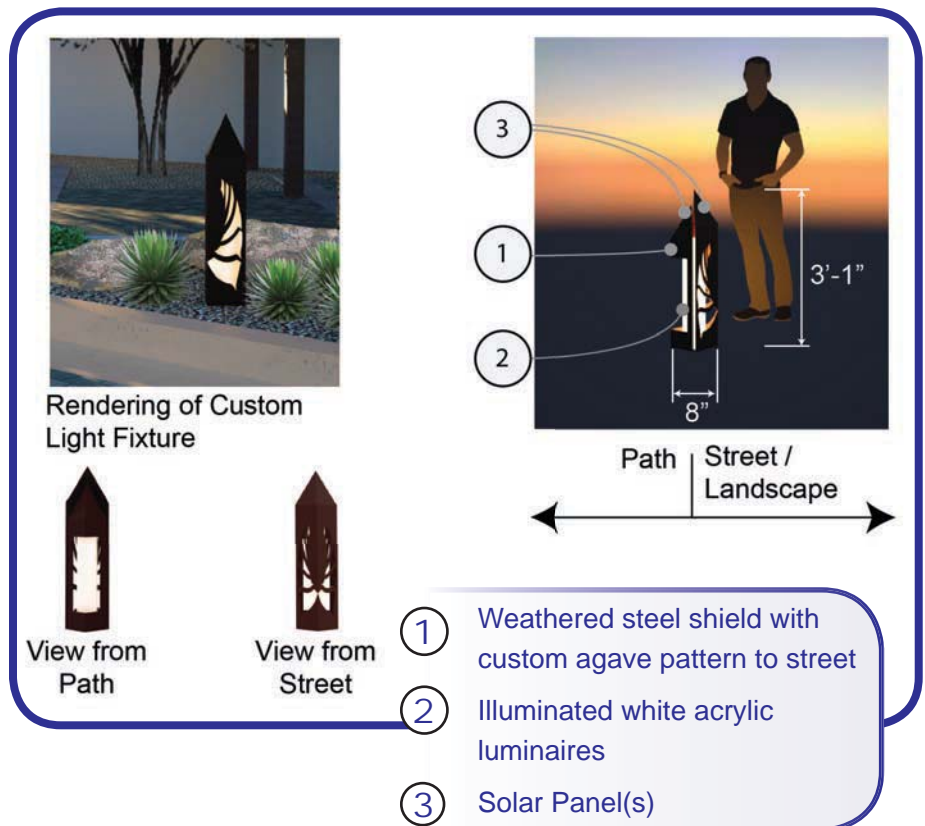
Figure 2.6: Existing Painted Utility

"GOOD," "BETTER," "BEST" GUIDELINES

"Best" Criteria

Lighting

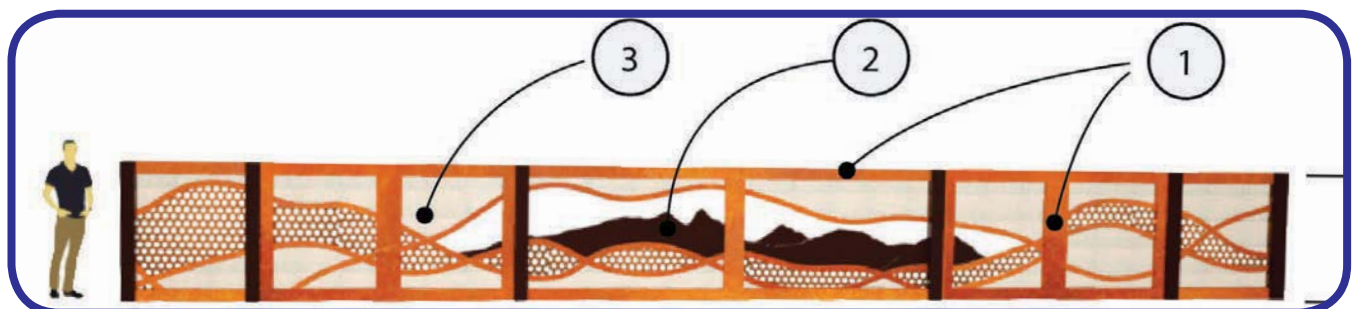
A custom light is proposed for areas where enhanced implementation of the Plan is appropriate. The custom fixture, shown in the concept graphics, incorporates symmetric agave pad patterns that cast light onto the path while creating a low-light luminaires effect overall. The preferred option by the Town is to use solar powered fixtures rather than low-voltage lighting.



Utility Screening

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



Note - Graphics are conceptual in nature and do not necessarily represent the final design