

# TOWN OF PARADISE VALLEY

## Visually Significant Corridors Master Plan

November 1<sup>st</sup>, 2018



# RECOMMENDATION

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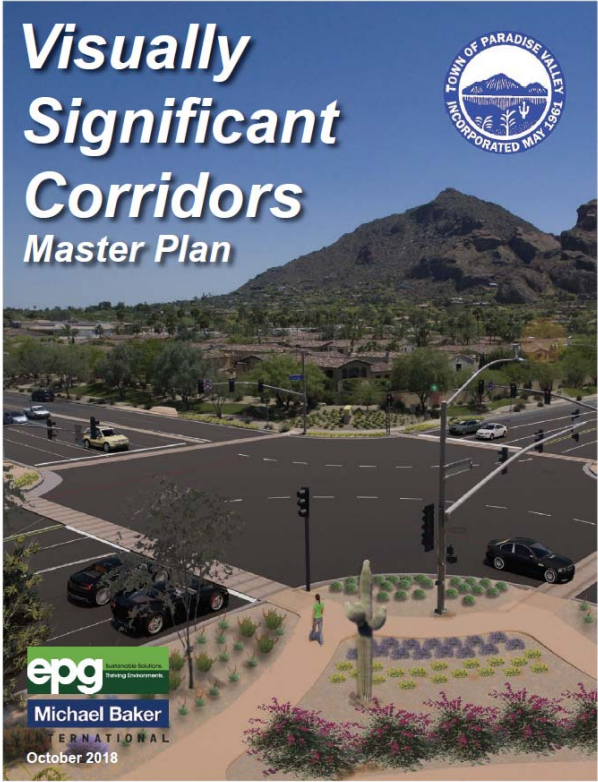
## **Adopt Resolution 2018-20 accepting the Visually Significant Corridors Master Plan**



November 1<sup>st</sup>, 2018

# AGENDA

- **Background**
- **Plan elements**
- **Implementation**
- **Public Engagement**



November 1<sup>st</sup>, 2018

# BACKGROUND

## General Plan

### 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.”

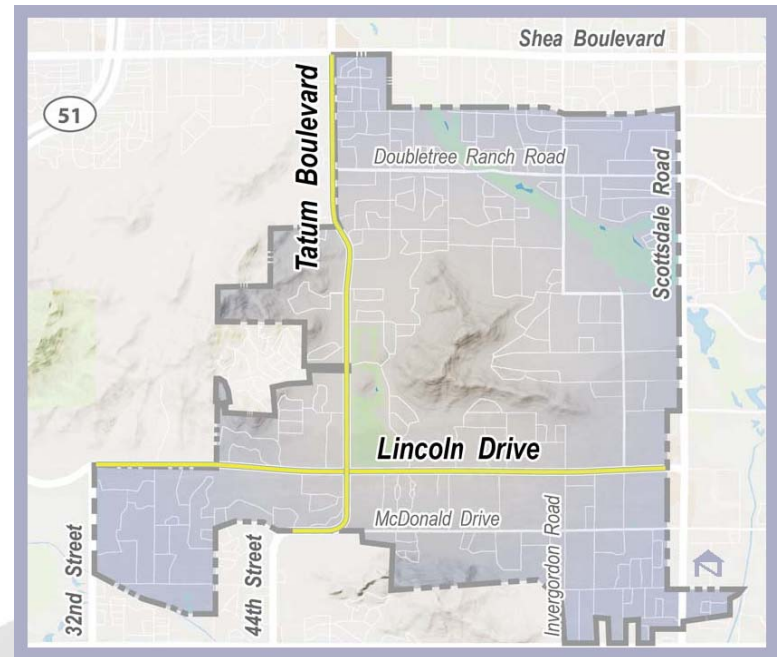


November 1<sup>st</sup>, 2018

# BACKGROUND

## What is a visually significant corridor?

As defined by the 2012 General Plan, Visually Significant Corridors are  
 “Designated highly visible, prominent streets, including Lincoln Drive and Tatum Boulevard.”



# PLAN ELEMENTS

## Guide to the Document

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



### 1 - 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.



### 3 - EXISTING LINCOLN DRIVE AND TATUM BOULEVARD CHARACTERISTICS

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

### 4 - 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.



### 2 - 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.



### 5 - APPENDIX: PLANNING PROCESS

Provides a summary of the 2012 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.

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



# PLAN ELEMENTS

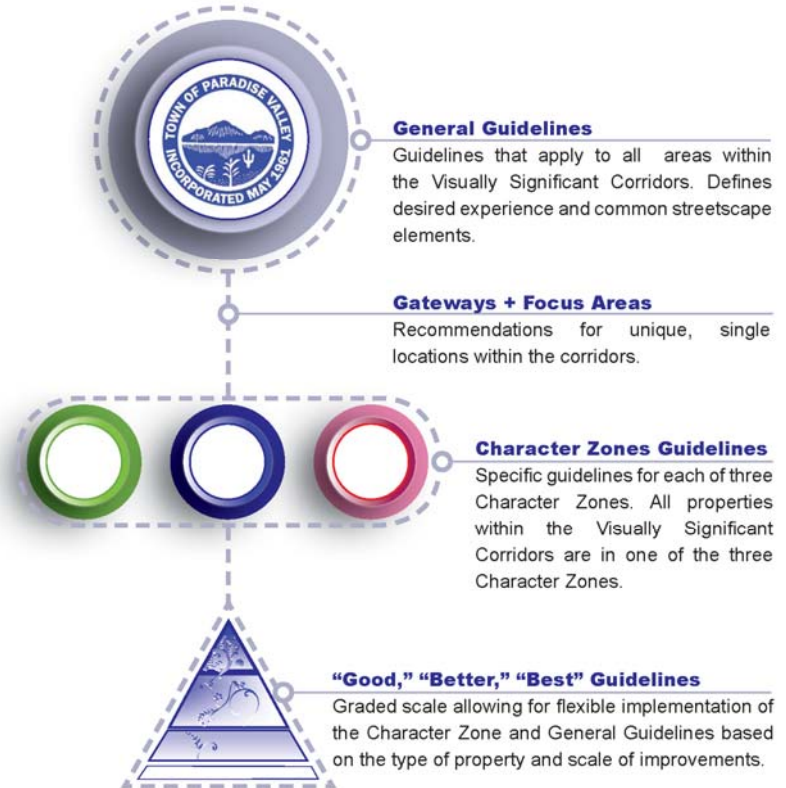
Requirements and Guidelines

Gateways and Focus Areas

Three Character Zones

- Patterns of Nature
- Resort Living
- Rural Elegance

“Good,” “Better,” “Best”



# PLAN ELEMENTS

- Understood that every property is unique
- Components:
  - Hardscape
  - Themed Elements
  - Privacy Screening
  - Perimeter and Screen Walls
  - Landscaping
  - Natural Resource Use
  - Security and visibility

## Patterns of Nature

Patterns of Nature Character Zone limits are along McDonald Drive from south Town Limits to Tatum Boulevard. Along Lincoln Drive, the limits are from Smoke Tree Lane to Mockingbird Lane.

## Resort Living

Resort Living Character Zone limits are along Tatum Boulevard from south of Lincoln Drive to Desert Fairways Drive. Along Lincoln Drive, the limits are from Tatum Boulevard to Smoke Tree Lane and from Mockingbird Lane to the east Town limits.

## Rural Elegance

Rural Elegance Character Zone limits are along Tatum Boulevard from McDonald Drive to south of Lincoln Drive and from Desert Fairways Drive to Shea Boulevard. Along Lincoln Drive, the limits are from 32nd Street to Tatum Boulevard.

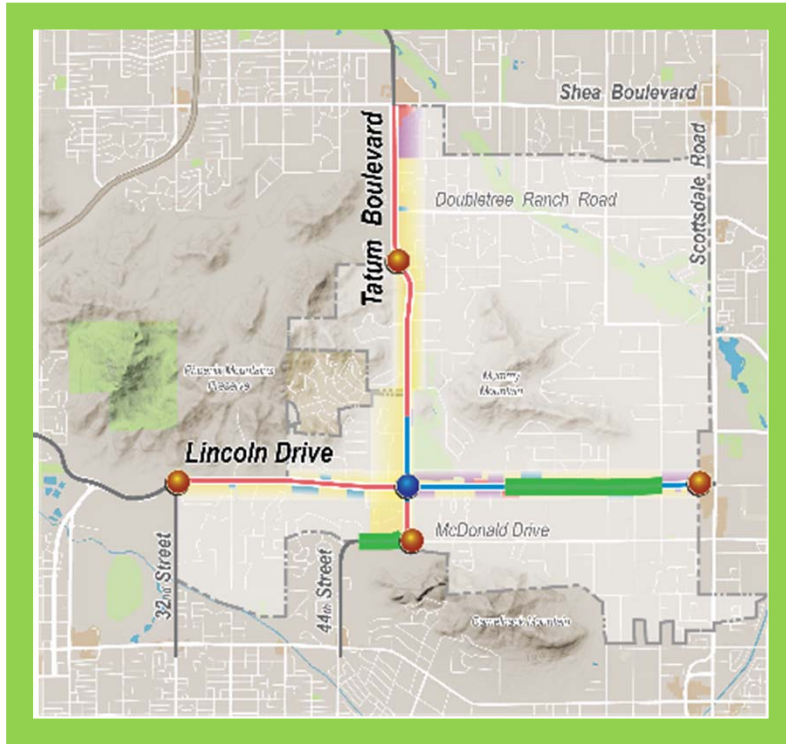


Figure 2.8: Character Zones Map





# PLAN ELEMENTS



## PATTERNS OF NATURE CHARACTER ZONE Design Guidelines



Figure 2.15: Location of Patterns of Nature Zones Highlighted in Green

### 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:

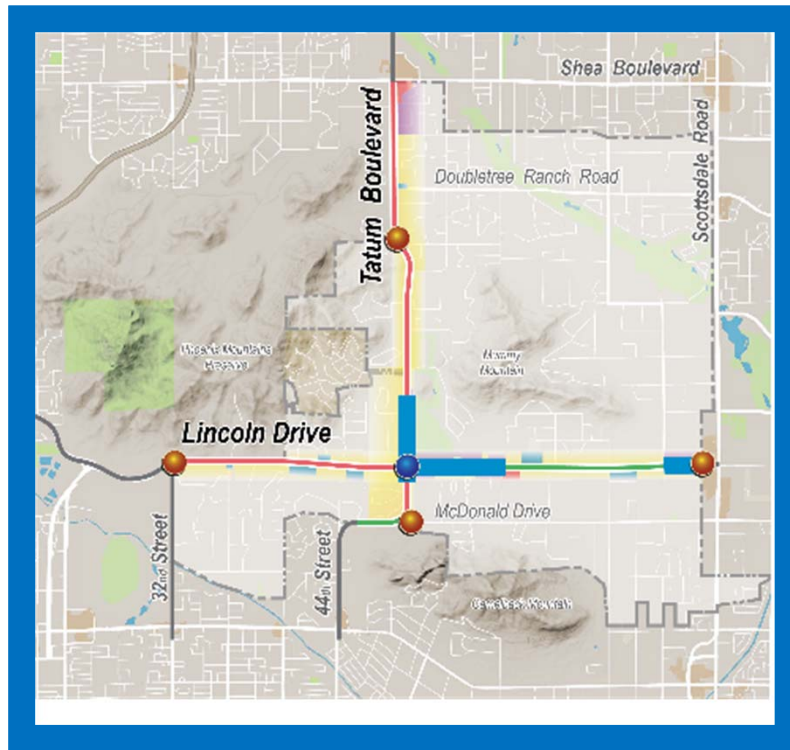
- A landscape palette that emphasizes the unique plant material shapes of succulents and cacti, such as Agave, Ocotillo, Yucca, Boojum Tree, and Saguaro.
- Stylized plant forms and patterns in selectively placed roadway paving areas.
- Stylized mountain motifs in vertical art elements.



## GUIDELINES



# PLAN ELEMENTS



## RESORT LIVING CHARACTER ZONE Design Guidelines

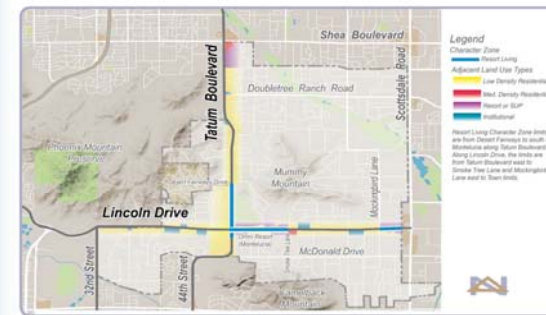


Figure 2.22: Map of Resort Living Character Zones Highlighted in Blue

### Overview

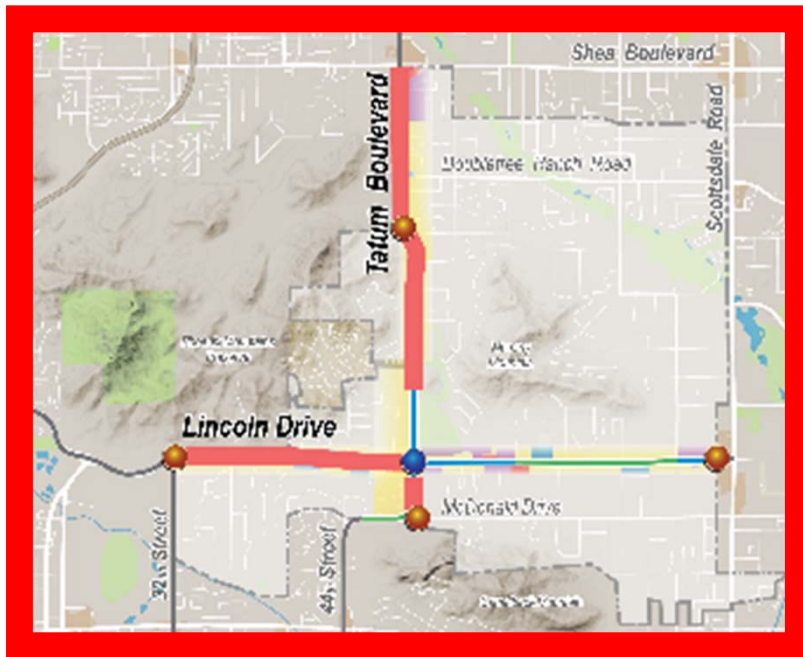
The Resort Living Character Zone (Figure 2.22) celebrates the higher quality and refined style of the many resorts within the Town and along the Visually Significant Corridors. This character zone is for areas adjacent to where resorts occur and along areas that connect resort properties. Characteristics of this zone include:

- Green and lush landscaping. Use of landscape materials with prominent colors and/or long-lasting flowering periods.
- Accent landscape lighting is encouraged to create a colorful, safe, and beautiful space at night that supports a vibrant nightlife at the resorts.
- Stylized accent features and furnishings that highlight a southwest resort setting. Use natural materials in a modern way.
- Pedestrian-scaled 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 photographing.
- Landscape elements that visually encourage traffic to maintain slower speeds.

## GUIDELINES



# PLAN ELEMENTS



## RURAL ELEGANCE CHARACTER ZONE Design Guidelines



Figure 2.28: Map of Rural Elegance Character Zones Highlighted in Red

### Overview

The Rural Elegance Character Zone embraces the historical setting of Paradise Valley by utilizing rural forms and motifs. 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. Minimize tree planting to maintain views. Emphasize horizontal, low, and colorful landscape planting. Turf where appropriate outside the right-of-way.
- Use of Saguaro and boulders to emphasize the desert character while not obstructing mountain views.



Figure 2.29: Example of Painted Metal Panel Using Mountain Motif

## GUIDELINES



# PLAN ELEMENTS

- **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

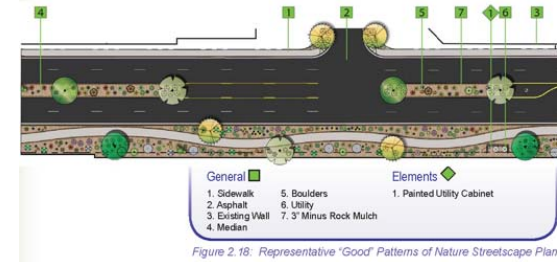
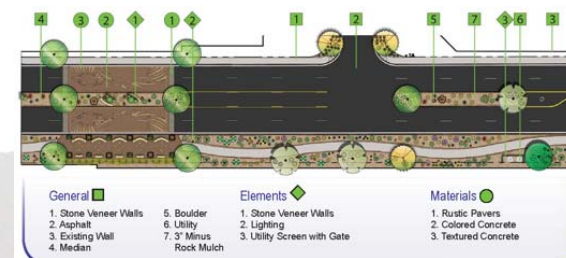
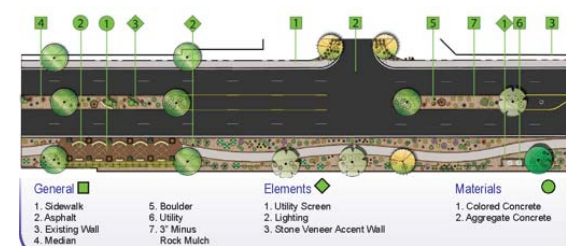


Figure 2.18: Representative "Good" Patterns of Nature Streetscape Plan



November 1<sup>st</sup>, 2018



# PLAN ELEMENTS

- Tiered approach to implementation based on project type

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

|                     |                            | <b>"Good"</b>   | <b>"Better"</b>  | <b>"Best"</b>  |
|---------------------|----------------------------|---|--|--|
| <b>PROJECT TYPE</b> | <b>Homeowners</b>          | At homeowner's discretion   | At homeowner's discretion  | At homeowner's discretion                                      |
|                     | <b>HOAs</b>                | 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  |
|                     | <b>Utilities</b>           | Minor repair without trenching  | Installation or cabinet replacement, repairs requiring trenching                       | Installation or cabinet replacement with SUP property frontage |
|                     | <b>Property Adjustment</b> | Lot Split/Adjustment  | Subdivision Plat   | At owner's discretion  |
|                     | <b>SUP</b>                 | N/A   | Minor Amendment to existing SUP, improvements to places of worship                     | New SUP, Major or Intermediate Amendment to existing SUP       |



# PLAN ELEMENTS

## Gateways

- Build upon existing signage
- Frame with enhanced landscaping
- Consider pavement treatment



Figure 2.20: "Best" Patterns of Nature Conceptual Perspective



Figure 4.4: Gateway Locations



# PLAN ELEMENTS

- Tatum and Lincoln Intersection



November 1<sup>st</sup>, 2018

# IMPLEMENTATION

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## Three Tiered Approach

1. Town of Paradise Valley (or Other Government Agency) Initiated Projects
2. Utility Infrastructure Installation and Maintenance Projects
3. Private Property Initiated Projects at owners discretion





# PUBLIC EDUCATION AND ENGAGEMENT

- 3 Stakeholder Meetings
- 3 Day Design Charette
- Visual Preference Survey
- Town Safety Fair booth
- Town HOA Meeting
- 8 Planning Commission meetings
- Town's Building Community Meeting
- Town's website (<http://paradisevalleyaz.gov/VSC>)
- Several newspaper articles/press releases

## You are invited!

### Design Charrette for the Paradise Valley Visually Significant Corridor Master Plan

Town  
Hall

Monday, February 6th,  
6:00pm to 8:00pm

Wednesday, February 8th,  
6:00pm to 8:00pm

#### What are visually significant corridors?

Per the 2012 General Plan, visually significant corridors are prominent streets that demonstrate the character of the Town through attractive, experientially rewarding, and cohesive design elements.



Existing road right-of-way

#### Defining guidelines for visually significant corridors:

The Town will initially focus this master plan on Lincoln Drive and Tatum Boulevard. The project will develop consistent gateway elements and streetscape themes that reduce negative environmental and visual impacts and integrate amenities such as signage, sidewalks, street furniture, bike lanes, bus shelters, landscaping, and lighting that compliment and identify the Town.



Representative streetscape concept

#### What is a charrette?

A charrette is a process for collaborative problem solving and decision-making during a design event that develops the community's ideas into graphic concepts and alternatives. Community participation is requested at the Monday and Wednesday evening sessions.



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# RECOMMENDATION

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