

TOWN OF PARADISE VALLEY

Visually Significant Corridors Master Plan

Study Session #2

October 11th, 2018



TONIGHT'S GOAL

Receive information regarding the Visually Significant Corridors Master Plan and discuss



October 11th, 2018

AGENDA

- **Plan Elements**
- **Implementation**
- **Costs**
- **Next Steps**



October 11th, 2018

PLAN ELEMENTS

Requirements and Guidelines

Gateways and Focus Areas

Three Character Zones

- Patterns of Nature
- Resort Living
- Rural Elegance

“Good,” “Better,” “Best”

ROW Requirements Only



General Guidelines

Guidelines that apply to all areas within the Visually Significant Corridors. Defines desired experience and common streetscape elements.

Gateways + Focus Areas

Recommendations for unique, single locations within the corridors.



Character Zones Guidelines

Specific guidelines for each of three Character Zones. All properties within the Visually Significant Corridors are in one of the three Character Zones.



“Good,” “Better,” “Best” Guidelines

Graded scale allowing for flexible implementation of the Character Zone and General Guidelines based on the type of property and scale of improvements.



PLAN ELEMENTS

- Understood that every property is unique
- Components:
 - Hardscape
 - Site Furnishings
 - 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

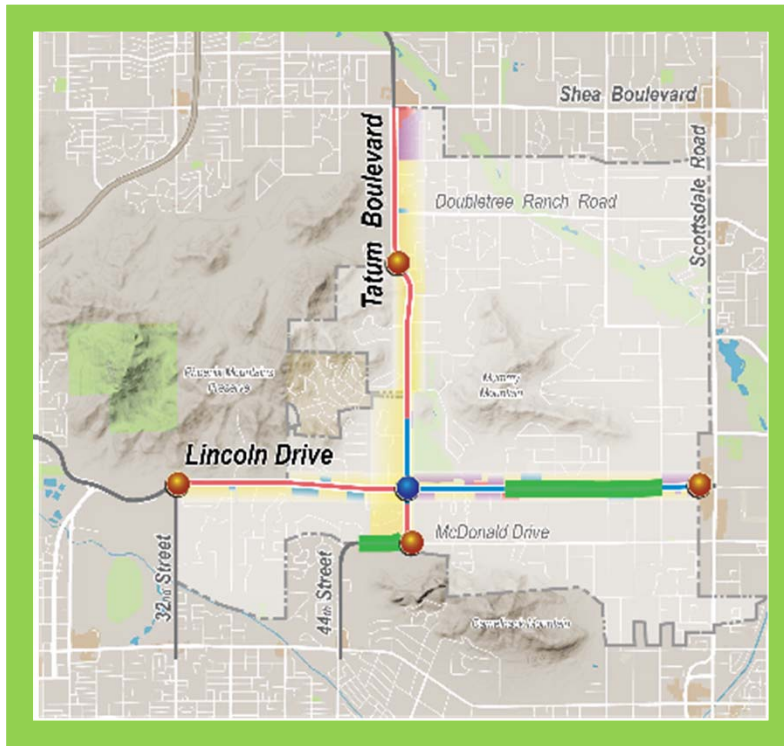
Rural Elegance Character Zone limits are along Tatum Boulevard from McDonald Drive to south of Lincoln Drive and from Desert Fairways Drive to Shea Boulevard. Along Lincoln Drive, the limits are from 32nd Street to Tatum Boulevard.



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:

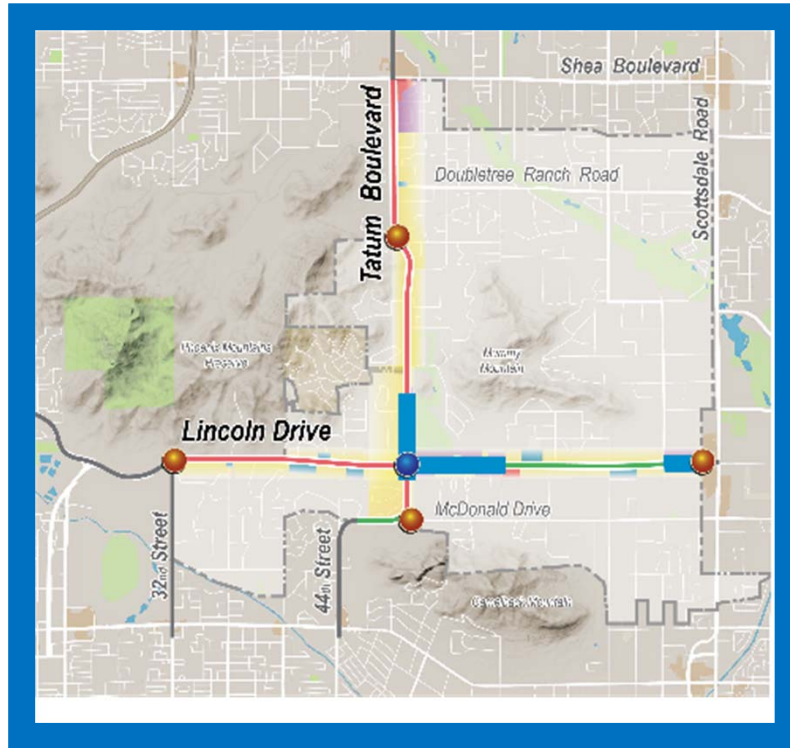
- A landscape palette that emphasizes the unique plant material shapes of succulents and cacti, such as Agave, Ocotillo, Yucca, Boojum Tree, and Saguaro.
- Stylized plant forms and patterns in selectively placed roadway paving areas.
- Stylized mountain motifs in vertical art elements.



GUIDELINES



PLAN ELEMENTS



RESORT LIVING CHARACTER ZONE Design Guidelines

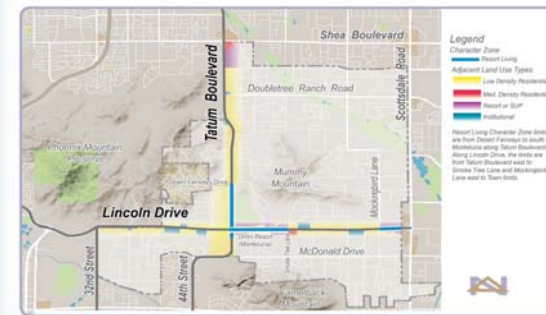


Figure 2.22: Map of Resort Living Character Zones Highlighted in Blue

Overview

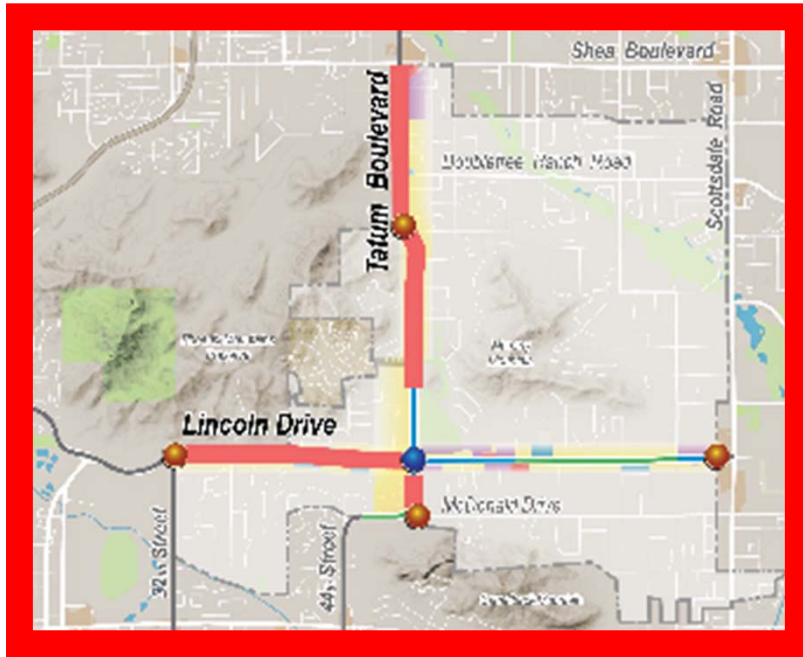
The Resort Living Character Zone (Figure 2.22) celebrates the higher quality and refined style of the many resorts within the Town and along the Visually Significant Corridors. This character zone is for areas adjacent to where resorts occur and along areas that connect resort properties. Characteristics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



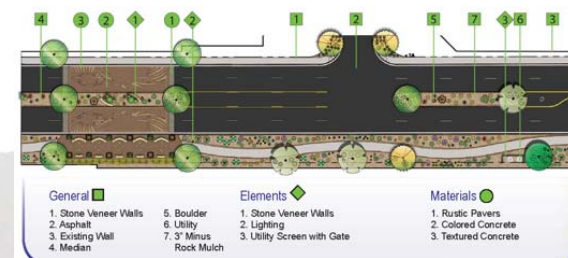
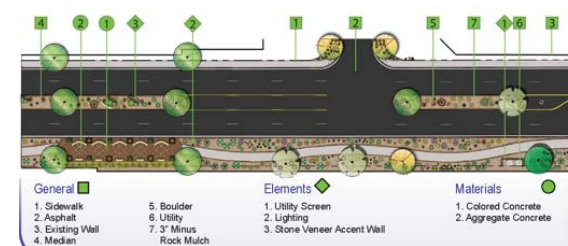
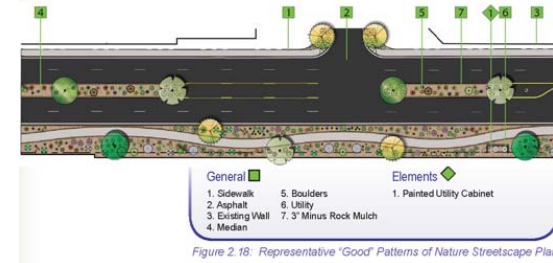
Figure 2.29: Example of Painted Metal Panel Using Mountain Motif

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



PLAN ELEMENTS

PLANT LIST

Overview

The following pages include a comprehensive list of plant material to be used when implementing the Plan. Additional plant material not on the list may be approved for use by the Town but should include consideration for how well the plant material helps achieve the goals of the Plan and Character Zone.

The plant list includes the following information for each plant:

Photo

A photo of a distinctive part of the plant that demonstrates its character. May include the flower or form of the plant.

Botanical Name and Common Name

The current scientific name, useful for identifying the exact species of plant, and a common local name.

Height and Width ("H" and "W")

Typical height and width plant will achieve at maturity. Plant growth and size is individual to a particular plant, and species also achieve mature size at different rates of growth.

Foliage Color

The color of the leaves of trees, shrubs, grasses, and groundcovers. May also refer to the color of a cactus pad or stalk, petal of an agave plant, or other primary photosynthesis-performing portions of the plant.

Bloom Color

The color of the flower or other primary seasonal, distinctive feature of the plant such as autumn foliage color. The Plan recommends including a mix of plant material to achieve full-year color in the landscape.

Season of Bloom & Color



Indicates the color and season when the bloom color occurs to assist in selecting plant material to provide full-year color in the landscape.

Maintenance (Maint.)

Indicates whether a plant requires low , medium , or high  levels of maintenance.

Character Zone

Indicates which Character Zone-specific list or lists include the plant.

 = Patterns of Nature  = Resort Living  = Rural Elegance

Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom &	Maint.	Character Zone
 <i>Chilopsis linearis</i> Desert Willow*	25'	25'	Dark Green	Pink	Spring Fall Summer Winter		  
 <i>Prosopis spp.</i> Mesquite*	40'	35'	Green	Green	Spring Fall Summer Winter		  

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet Arizona Municipal Water Users Association (AMWUA) and Arizona Department of Water Resources (ADWR) Low-Water Use guidelines



PLAN ELEMENTS

- Tiered approach to implementation based on project type

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

		"Good"	"Better"	"Best"
PROJECT TYPE	Homeowners	Demolition/addition 25% or greater of original house square footage	Permit for new home	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



PLAN ELEMENTS

Conceptual Level Town Projects Identified

- Tatum and Lincoln Intersection
- Enhanced Gateways
- Pillars of the Community Garden
- Contemplation Corner
- Landscaped Medians

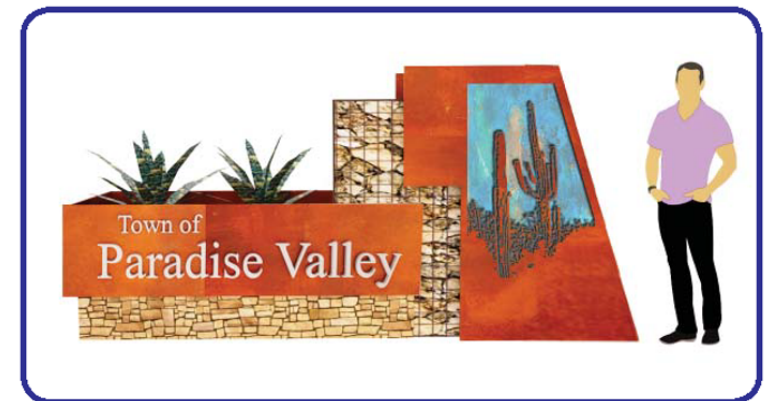


Figure 4.9: Saguaro Cactus Themed Entry Monument Sign
Conceptual Design



PLAN ELEMENTS

LINCOLN DRIVE/TATUM BOULEVARD INTERSECTION TREATMENT CONCEPT

Location: Intersection of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance with Resort

Construction: Existing pavement section to fit design without compromising driver safety, exposing aggregate and selective removal of the concrete hardener creates a resilient surface that allows for variation in color and pattern, integral colored concrete base with colored aggregate and colored concrete hardener

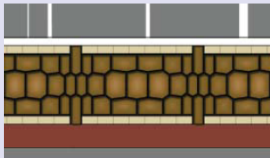
Maintenance: Assuring that materials, sealers, hardeners, and construction techniques will provide for effective maintenance through power-washing services to be procured by the Town

Estimated Cost: \$715,000 (Intersection remodel including ADA ramp replacement and pedestrian push buttons)

Funding Source: Town of Paradise Valley (source and priority to be determined by Town Council)

TORTOISES ON TATUM

- Integral-colored Concrete, Colored Aggregate and Colored Hardener Sandblasted to Create Desert Tortoise Shell Pattern



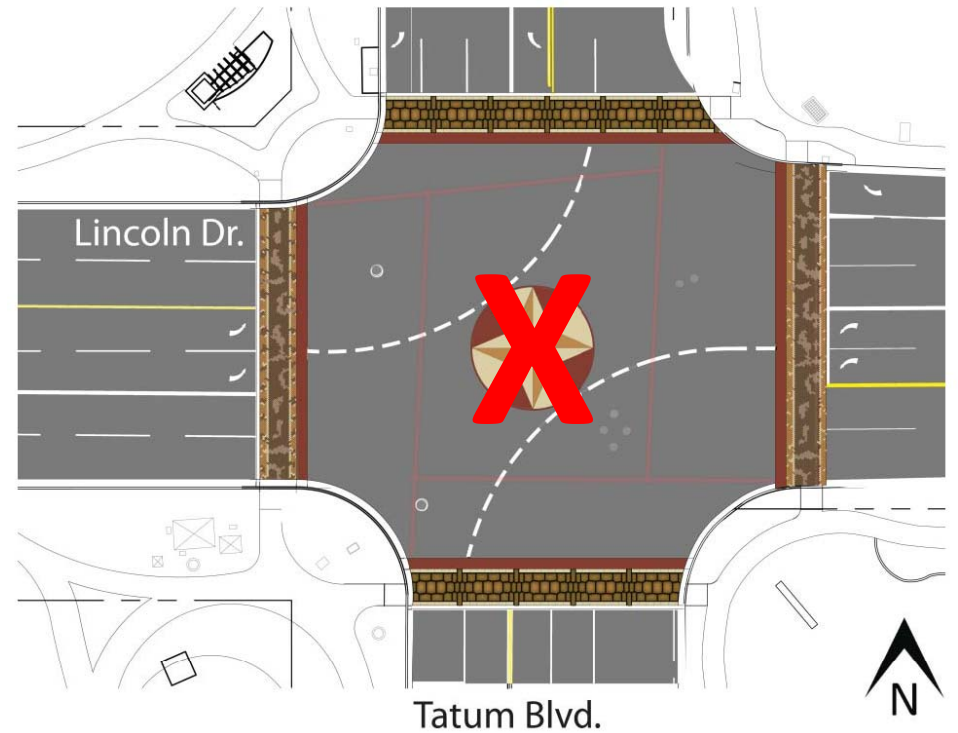
LIZARDS ON LINCOLN

- Colored Interlocking Heavy-traffic Pavers in Lizard Skin Pattern
- Colored Concrete Edge



CENTER MEDALLION

- Cast Iron Medallion
- Colored Concrete Compass



Plan View Concept



October 11th, 2018

PLAN ELEMENTS

GATEWAYS

- Location:** NEC Lincoln Drive and Quail Run Road
- SEC McDonald Drive and Tatum Boulevard
- SWC Tatum Boulevard and Sunset Drive in front of Fire House 91
- 32nd Street/Lincoln Drive

Character Zone: Patterns of Nature (East Lincoln Drive and McDonald Drive/Tatum Boulevard)
 Rural Elegance (32nd Street and Lincoln Drive, Tatum North)

Construction Considerations: Existing right-of-way sufficient, use of concrete pavers with color distinction, sight visibility study needed, utility conflict investigations needed

Maintenance Considerations: Vandalism, paver cleaning and repair, irrigation adjustments and repair as landscape matures, plant replacement, and natural pruning and shaping

Estimated Cost: \$175,000 (Sign and Paving only).

Funding Source: Town of Paradise Valley (source and priority to be determined by Town Council)



Figure 4.4: Gateway Locations



PLAN ELEMENTS

PILLARS OF THE COMMUNITY GARDEN

Location: Southwest corner of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance

Construction Considerations: Right-of-way or easement is needed, utility conflicts and drainage studies needed, and design and construction requires joint partnership between Town and private philanthropic organization(s). Consider ability to expand to accommodate the addition of future community members over time.

Maintenance Considerations: Volunteer and Town resources combined to oversee the maintenance and security of this area

Estimated Cost: \$449,000 (Not including utility relocations and major drainage facility improvements that may be required)

Funding Source: Unidentified philanthropic means, Town contribution to long-term maintenance and security



PLAN ELEMENTS

CONTEMPLATION CORNER

Location: Northwest corner of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance

Construction Considerations: Authorization and ability to utilize the common area subdivision tract adjacent to the existing right-of-way is necessary

Maintenance Considerations: Volunteer and Town resources combined to oversee the maintenance and security of this area

Estimated Cost: \$341,000 (Not including utility relocations and major drainage facility improvements that may be required)

Funding Source: Unidentified philanthropic means, Town contribution to long-term maintenance and security



IMPLEMENTATION

Three Tiered Approach, long range planning horizon (20+ years)

1. Town of Paradise Valley (or Other Government Agency) Initiated Projects
2. Utility Infrastructure Installation and Maintenance Projects
3. Private Property Initiated Projects
 - A. Single Family Residences
 - B. SUP Properties
 - C. HOA's



IMPLEMENTATION

Improvements between back of curb and adjacent property line

Town Projects – Entered into the CIP, scored, ranked, funded, and implemented through that process

Utility Infrastructure Projects – Required improvements in association with Permit Applications for working with right of way

Private Property Projects – Required when SUP's, HOA's and private property owners initiate their own improvements



IMPLEMENTATION

Ownership Statistics

Property Type	Number of Parcels
Residential	258
Places of Worship	8
Business	6
Town Owned	9
Resort	8
Other	15
Total	304



October 11th, 2018

IMPLEMENTATION

When to require homeowner improvements?

- Currently proposed compliance with 25% remodel or greater
- Option A – Require compliance with 50% remodel or greater to align with other town code sections and requirements (i.e. G&D compliance, non-conforming removals, etc.)
- Option B – Do not require compliance for single family properties, utilize as guidelines only



COSTS

Town Projects

Item	One Time Cost	Annual Costs
Gateways	\$ 175,000	\$\$
Lincoln / Tatum Intersection Improvements	\$ 715,000	\$
Pillars of the Community Garden	\$ 449,000	\$\$
Contemplation Corner	\$ 341,000	\$\$
Subtotal	\$ 1,680,000	
New or Expanded Median Islands / Landscaping	TBD	\$ - \$\$\$

Annual Costs Scale

\$ - Less than \$10,000

\$\$ - Between \$10,000 and \$20,000

\$\$\$ - More than \$20,000

October 11th, 2018



COSTS

Private Property Projects

For a project on a 165 foot lot frontage, costs are estimated between \$0 to \$19,000 depending on nature of project, character zone, and property owners selection of landscaping

HOA and SUP Projects

For a project on 600 foot lot frontage, costs are estimated between \$30,000 to \$65,000 depending on nature of project, character zone, and property owners selection of landscaping and hardscaping, if any

* On-going maintenance cost dependent on character zone and implementation option



NEXT STEPS

- **Revised document to be presented at October 25th Study Session Meeting**
- **Adoption via Resolution at the November 1st Regular Town Council Meeting**



October 11th, 2018

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Receive information regarding the Visually Significant Corridors Master Plan and discuss



October 11th, 2018

