

## GENERAL PLAN POLICIES

Lincoln Medical Plaza Major Special Use Permit Amendment (2018)

7125 E Lincoln Drive

Several General Plan policies apply related to the request for a major renovation of the Lincoln Medical Plaza property. Primary policies that apply include the policies of Goal LU 2.1.2, Special Use Permit Property Revitalization, and several of the policies of Goal DA 2.2.1, Development Area Policy. The subject site is located in a designed Development Area. Below is a more exhaustive list of pertinent General Plan policies for consideration in review of this application request. As applicable, other policies may be considered.

### Encourage renovation of SUP sites

**LU 2.1.2.4 Special Use Permit Property Maintenance.** The Town shall encourage, and where subject to redevelopment require, owners of closed or poorly maintained Special Use Permit properties to upgrade existing structures and properties to improve their physical condition to acceptable standards or require such structures to be removed or demolished.

### Consider alternative uses and density in Development Areas

**DA 2.2.3.3 East Lincoln Drive Development Areas.** The Town should encourage moderate intensity, mixed-use, and context appropriate resort development within the East Lincoln Drive Development Areas that includes reasonable separation between incompatible uses and adjacent residential areas and effective buffering of unwanted noise, light, traffic and other adverse impacts.

### Mitigate the impact to residential neighborhoods and adjacent land uses

**LU 2.1.2.1 Encourage Revitalization.** The Town shall continue to encourage Special Use Permit property revitalization and improvement within their existing geographic boundaries as long as such improvement does not adversely affect the integrity and enjoyment of adjacent residential neighborhoods.

**LU 2.1.2.2 Require Impact Assessments.** The Town shall require that proposals for revitalization and improvement of Special Use Permit properties include community impact assessments that address beneficial as well as adverse project impacts, including but not limited to noise, traffic, parking, open space or mountain views, and light pollution.

**LU 2.1.2.3 Compatibility of Adjoining Uses.** The Town shall ensure that development within Special Use Permit properties is compatible with adjacent land uses, particularly residential uses, by requiring such features as:

- Increased building setbacks from rear or side yard property lines adjoining single-family residential uses;
- Building heights stepped back from sensitive adjoining uses to maintain appropriate transitions in scale and to protect privacy;
- Landscaped off-street parking areas, loading areas, and service areas screened from adjacent residential areas, to the degree feasible;
- Lighting shielded to minimize impacts on adjacent residential uses and protect dark skies; and
- Operational restrictions to limit the adverse impact of noise, light, and traffic and minimize the risk of crime to adjacent residences.

**DA 2.2.1.2 Balanced Consideration.** Consideration of Development Area Special Use Permit applications should balance a need for the Town's fiscal health against a steadfast commitment to protecting adjacent low-density residential character and quality of life.

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**DA 2.2.1.3 Minimize Neighborhood Incompatibility.** The Town shall require development or redevelopment within Development Areas to provide reasonable separation of incompatible land uses from adjacent residential areas through context- and scale appropriate land planning and architectural design, greater setback distances, noise mitigation, resort property programming, and landscape buffering.

**OS 5.1.9.1 Mountain View Consideration.** The Town shall place a high priority on the preservation and restoration of mountain views from public rights-of-way during any new, intermediate or major Special Use Permit amendment process.

**EP 6.1.3.5 Glare.** The Town shall require, through development design features, new development avoid the creation of excessive glare that makes seeing difficult due to the presence of reflected sunlight or artificial light such as floodlights.

### Use context-appropriate site/building design

**LU 2.1.2.5 Building Design and Site Planning.** The Town shall encourage context-appropriate and responsive building design and site planning on Special Use Permit properties that mitigates the scale of larger buildings through careful use of building massing, setbacks, facade articulation, fenestration, varied parapets and roof planes, and pedestrian-scaled architectural details.

**LU 2.1.3.1 Visual Openness.** The Town shall maximize the benefits of visual openness throughout the Town by specific limits on floor area ratio, setbacks, side yards, and building and wall heights.

**LU 2.1.3.2 Conservation.** The Town shall encourage energy and water conservation by the appropriate orientation and design of buildings and the use of low-water use landscaping.

**CC&H 3.1.3.2 Responsiveness to Context.** The Town shall promote building design that respects and responds to the local context, and scale, including use of local materials where feasible, responsiveness to the Sonoran Desert climate, and consideration of the cultural and historic context of the Town of Paradise Valley's neighborhoods and centers.

**CC&H 3.1.3.6 Architecturally Significant Buildings.** The Town shall encourage the development of architecturally significant public and private buildings and resort development in key locations to create new landmarks and focal features that contribute to the Town's structure and identity and value the Town's location, climate and historic legacy.

**CC&H 3.1.4.4 Dark Skies.** The Town shall continue to balance the low light levels of the Town with the safety and security of residents and visitors.

**OS 5.1.7.1 Landscape Guidelines.** The Town shall adopt landscape guidelines and require they be used on all Town projects and in public rights-of-way while allowing a diverse range of treatments on individual properties. Residents and builders shall be encouraged to utilize the guidelines to further the preservation and enhancement of the community's natural environment.

**EP 6.1.1.3 Mature Landscape Preservation.** The Town shall require new development and redevelopment to preserve mature indigenous and compatible landscaping on-site where feasible.

**EP 6.1.1.5 Maximum Feasible Preservation.** The Town shall monitor new development and redevelopment to ensure the maximum feasible preservation of native plants and wildlife and existing vegetation.

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**EP 6.1.2.4 Urban Heat Island Effects.** The Town shall continue to promote planting indigenous and compatible shade trees with substantial canopies, and require site design which uses trees to shade, where feasible, parking facilities, streets, and other facilities to minimize heat island effects.

**EP 6.1.3.3 Standards for SUP Development.** The Town shall require that Special Use Permit developments not create major adverse impacts on the town's natural and semi-urban landscapes.

**WR 6.2.1.5 Water Conservation.** The Town shall encourage water conservation for new and existing developments through the use of water-conserving fixtures and devices, conversion and installation of desert adapted landscaping, and other conservation techniques.

**S 7.2.4.4 Impervious Surface Reduction.** The Town shall limit the scope of new impervious surfaces and encourage reduction of existing impervious surfaces for all new developments in order to reduce storm water runoff.

### Highlight the entrance into PV via gateway markers

**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.

**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.

**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.

**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.

**M 4.4.3.3 Other Right-of-Way Treatment.** All other public roadway right-of-way corridors will demonstrate high-quality landscaping elements consistent with Town Landscaping Guidelines while permitting a diverse range of treatments of individual properties.

### Provide community spaces/public benefit

**DA 2.2.2.1 Open Space.** The Town shall seek to provide open spaces in Development Areas that encourage public gathering, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.

**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.

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**DA 2.2.2.4 Public Art.** The Town should encourage the integration of public art into the visual character of Development Areas.

**CC&H 3.1.2.3 Community Gathering Spots.** The Town shall encourage Special Use Permit properties to incorporate strategically located (e.g., accessible to surrounding neighborhoods) community gathering spots that include small and appropriately scaled community-oriented services or amenities designed to support the interaction of Town residents.

### **To direct orderly and well-planned development within Development Areas to support infrastructure improvements**

**DA 2.2.3.1 Public Infrastructure.** The Town should promote the public and private construction of timely and financially sound public infrastructure within Development Areas through the use of infrastructure funding and financing that is coordinated with development activity and funded by the developer whenever possible.

**M 4.2.1.2 Comprehensive System.** The Town shall maintain existing sidewalks, paths, bicycle lanes, and trails, and seek ways through transfer, gift, easement, or governmental action to extend or to fill in the system, to better serve the health, welfare, aesthetic, and sociability needs of pedestrians and cyclists.