



# LAND USE

*Photo Source: Maria Lanigan*

# INTRODUCTION

The Town of Paradise Valley has evolved and grown since its founding and incorporation. Starting as a rural community on the outskirts of Phoenix, the Town has gone through several growth cycles, annexations of large areas of unincorporated lands, preservation of the natural environment, and increased concentrations of resort uses. Amid this evolution, the Town has become a community of predominantly low-density residential development that features a variety of complimentary land uses contributing to a unique character, and a national reputation as a high-quality resort destination in the middle of the Phoenix metropolitan area.

The purpose of the Land Use Element, as with other parts of the General Plan, is to address long-term needs in the Town while preserving the low-density character of the community and the overall quality of life for residents of the Town. As required by State law, this Land Use Element contains text and maps that guide and designate the future use and reuse of land within the Town.

## EXISTING LAND USE

The Town is unique in that it consists mainly of low-density, semi-rural residential development, with a minimum lot size of at least one acre. With the exception of select resort developments, there is limited commercial uses and no industrial uses within the Town limits. Other non-residential uses in Town include schools, religious facilities, medical office, and Town facilities. The remaining land uses within the Town are dedicated to open space, mountain vistas, undeveloped land, and streets.

An examination of the Town's existing land use composition depicts what use is on the ground as it stands today. Slightly more than three fourths (7,492 acres) of the Town's approximate 9,866 acre Planning Area is currently single-family residential, with only 5.2% of the Planning Area remaining undeveloped as seen in Table 3.

**Table 3: Existing Land Use Allocation**

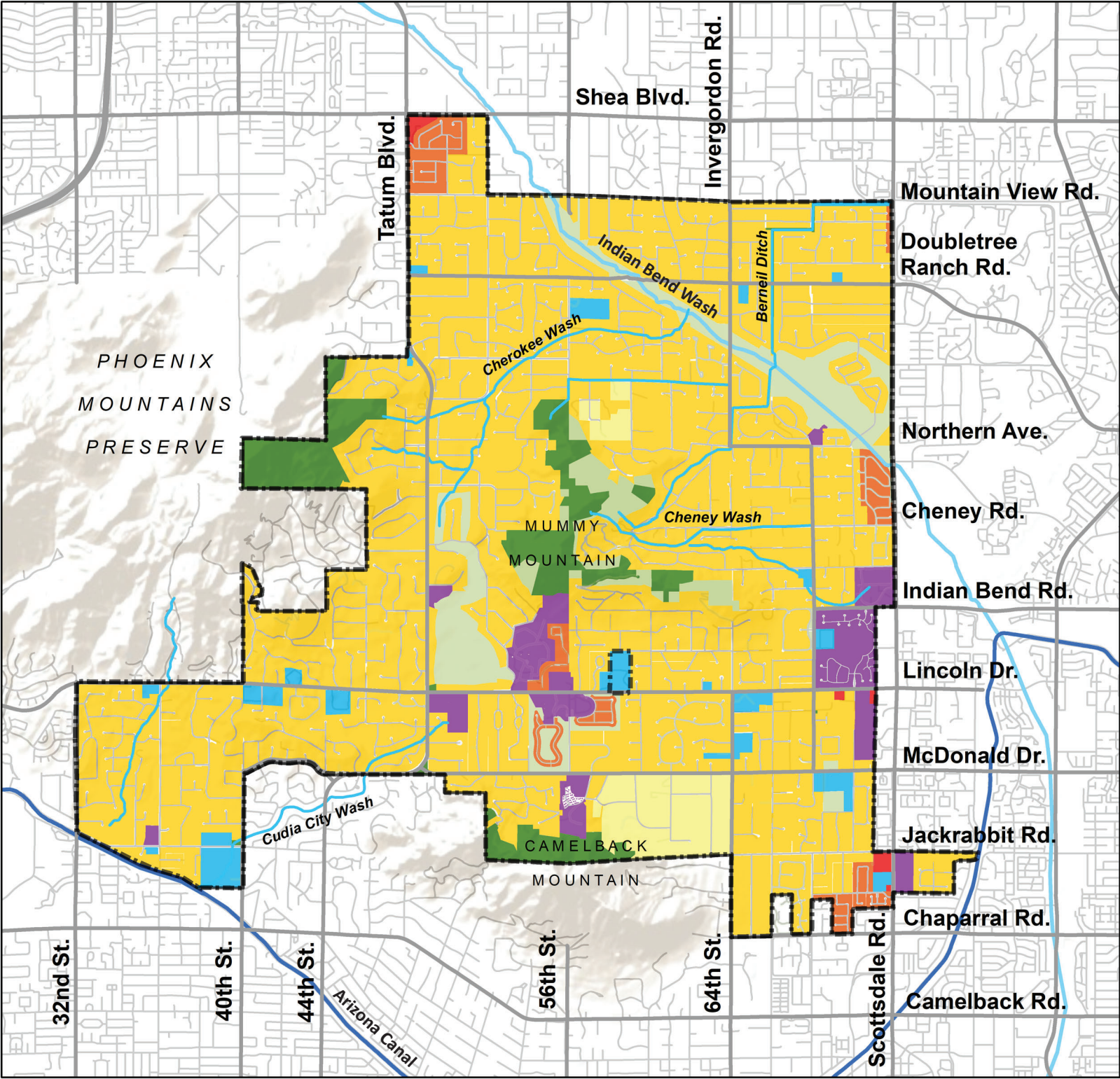
| Designation                                                             | Acres  | Percent of Planning Area |
|-------------------------------------------------------------------------|--------|--------------------------|
| Single Family Residential                                               | 7492.3 | 75.94%                   |
| Special Use Permit Properties                                           |        |                          |
| Resort Residential; Resort; Medical Office; Places of Worship & Schools | 624.8  | 6.34%                    |
| Transportation/Right of Way                                             | 175.8  | 1.78%                    |
| Open Space                                                              | 1058.4 | 10.73%                   |
| Undeveloped/Vacant                                                      | 514.5  | 5.20%                    |
| Total Acres                                                             | 9866.0 | 100.00%                  |

Source: Maricopa Association of Governments, Town of Paradise Valley

## RELATIONSHIP TO OTHER ELEMENTS

The Land Use Element is the keystone of the General Plan. It unifies the other elements by providing an overall policy context. Many subjects reviewed here are discussed in greater detail in other elements such as the Mobility Element, Community Character & Housing Element, Environmental Planning & Water Resources Element, Open Space Element and Public Facilities/ Services & Cost of Development Element.

Figure 6: Land Use Plan



Legend

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal
- Major Washes

Land Use Classifications

- |                              |                     |
|------------------------------|---------------------|
| Very Low Density Residential | Public Open Space   |
| Low Density Residential      | Medical Office      |
| Medium Density Residential   | Public/Quasi Public |
| Private Open Space           | Resort/Country Club |

NOTE: All public right-of-ways shall be considered Public Open Space.

Source:  
US Census Bureau,  
Town of Paradise  
Valley

0 1/4 1/2 1 Miles

## CURRENT TRENDS

The Town of Paradise Valley has gradually matured over the past 60 years, but the community still retains a low density and, in parts, a semi-rural character due to the large lots and expanses of hillside open space as envisioned by the Town's founders. With no ability to expand its planning area and limited undeveloped land available for additional housing, Paradise Valley is approaching build-out.

While the physical expansion of the Town is limited, the Town is still evolving. In addition to infill development on vacant lots, older homes are being replaced or remodeled to meet the needs of current owners. The current trend in housing is likely to continue over the next several decades.

Therefore, an important issue for today's residents continues to be how new development fits into the existing fabric of the community and how established neighborhoods should evolve over time.

## FUTURE LAND USE

The Land Use Map for the General Plan depicts the proposed general uses of land within the Town. It functions as official Town policy on the allocation and distribution of different land uses. The pattern of land uses is shown on the Land Use Map by means of various land use designations, each of which denotes specific types of land use. The boundary lines between land use designations are shown as precisely as possible, and generally follow property lines and/or roads. The Town's Zoning Map implements the General Plan land use designations by ordinance at a much more detailed, parcel-specific level.

The Land Use Plan of this General Plan uses eight land use designations to depict the types of land uses that are allowed in the Town. See Table 4 for brief descriptions of the intent of each of the land use designations appearing on the Land Use Plan (Figure 6). The Element does not include a discussion of land used for aggregate mining uses as required by A.R.S. 9-461.05 C. as there are no aggregate resources in or adjacent to Paradise Valley.

In addition to managing land use designations, emphasis will be placed on enforcing code requirements. The Town staff will maintain communication to develop positive relationships, provide education, and facilitate greater voluntary compliance with Town ordinances.

## LAND USE DESIGNATIONS

The following outlines the allowable land uses for each land use designation. Maximum density and intensity measures are also identified for each land use type where applicable.

**Table 4: Land Use Category Descriptions**

| Category                            | Description                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Very Low Density Residential (VLDR) | This designation is intended to accommodate the lowest intensity residential uses in the Town. The permitted density ranges up to one single-family house per every four acres.                                                                                                                                                                                                                                                                                                    |
| Low Density Residential (LDR)       | Low Density Residential is by far the predominant designation on the Land Use Map. It is intended to accommodate up to one single-family house per acre.                                                                                                                                                                                                                                                                                                                           |
| Medium Density Residential (MDR)    | The Medium Density Residential designation is applied to areas of Town that are currently zoned for less than one single-family house per acre (i.e., R-35, R-18, and R-10). The MDR designation will permit densities of up to 4.5 single-family houses per acre.                                                                                                                                                                                                                 |
| Resort / Country Club (R/CC)        | The Resort/Country Club designation is applied to the Town's existing and proposed resort and country club sites. The intent of the R/CC designation is to identify the built-up areas of the resorts and country clubs, their integrated residential units, and associated support facilities, rather than the recreational use areas (primarily golf course turf areas).                                                                                                         |
| Medical Office (MO)                 | The MO designation applies to medical office complexes and animal kennels and veterinarian uses.                                                                                                                                                                                                                                                                                                                                                                                   |
| Public / Quasi-Public (P/QP)        | The P/QP designation is applied to the public and quasi-public facilities such as schools (both public and private), Town facilities (e.g., Town Hall Campus) other public facilities (e.g. Fire and Police Stations) and places of worship.                                                                                                                                                                                                                                       |
| Public Open Space (OS-P)            | This designation is applied to those open space areas of the Town that are publicly owned and accessible. This includes Town-owned roadway rights-of-way, the Barry Goldwater Memorial, Phoenix Mountain Preserves, and portions of Camelback Mountain. This also includes those properties that are preserved through an established trust for the benefit of, but may not be accessible to, the public including but not limited to the Paradise Valley Mountain Preserve Trust. |
| Private Open Space (OS-PR)          | This designation is applied to the Kiva Field, Camelback Cemetery, privately-owned areas that are within the boundaries of a designated preserve area but not protected from development through a trust or easement, turf areas at the Town's three private golf courses, private roadway rights-of-way, and dedicated open space areas in certain subdivisions, resorts, and golf clubs within the Town.                                                                         |

Source: Town of Paradise Valley



Photo Source: Town of Paradise Valley

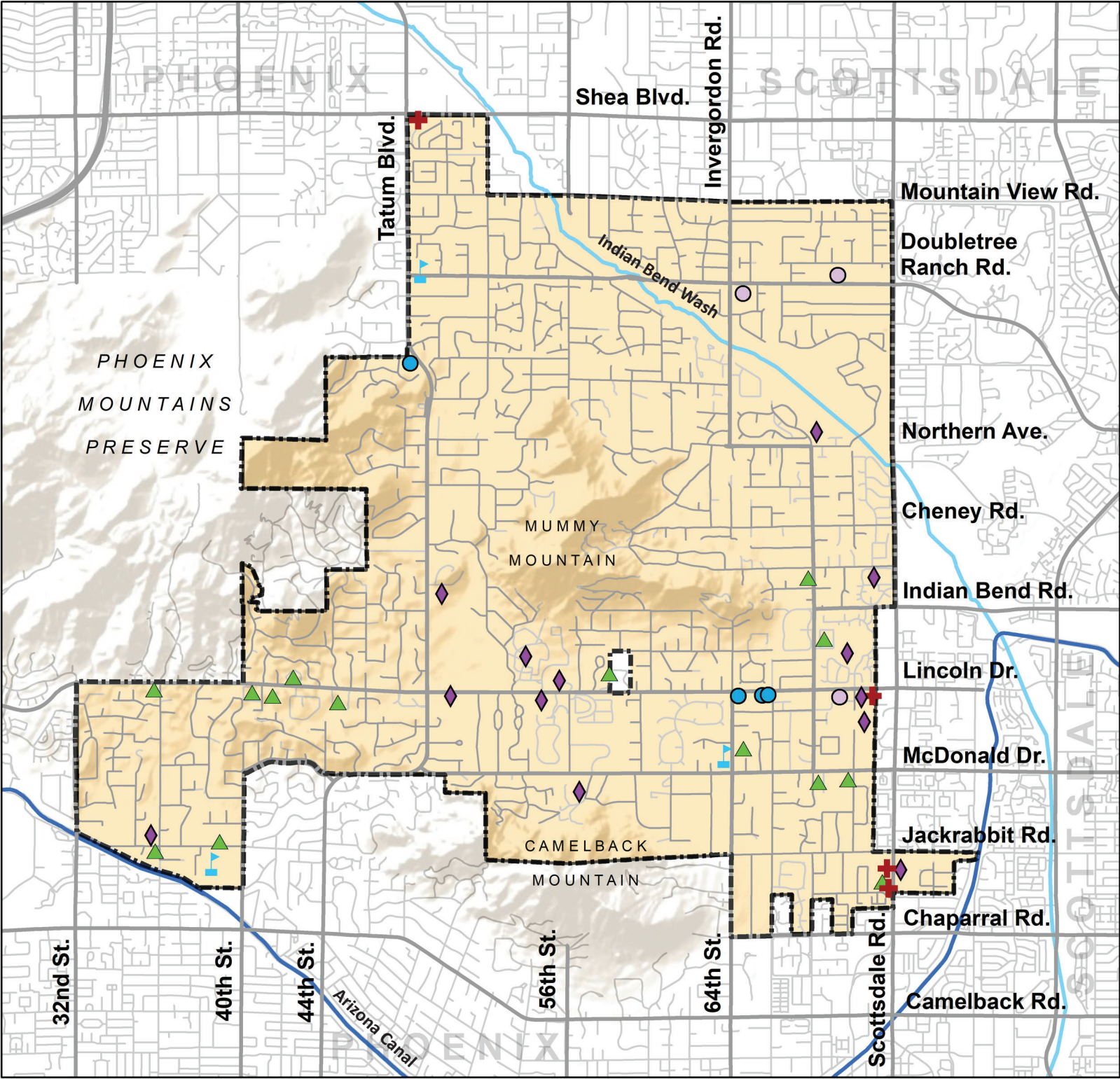
To be aligned with the desired vision for the Town's General Plan, the primary distribution of land use designations on the Land Use Plan is predominantly dedicated to Low and Very Low Density Residential which equates to one dwelling unit per acre and one dwelling unit per 4 acres respectively. Collectively, these two residential uses account for over 70% of the Planning Area while only 2.2% of the Town's Planning Area is Medium Density Residential (4.5 dwelling units per acre) which is generally clustered along the periphery of the Town. Resort/Country Club, Public/Quasi Public, and Medical Office uses are also mostly located along the edge of the Town as well as along Lincoln Drive and Tatum Boulevard. Table 5 displays the breakdown of each land use designation by acreage.

**Table 5: 2022 General Plan Land Use Allocation**

| Designation                  | Acres  | Percent of Planning Area |
|------------------------------|--------|--------------------------|
| Very Low Density Residential | 282.1  | 2.9%                     |
| Low Density Residential      | 6476.8 | 65.6%                    |
| Medium Density Residential   | 218.4  | 2.2%                     |
| Private Open Space           | 646.4  | 6.6%                     |
| Public Open Space            | 478.0  | 4.8%                     |
| Medical Office               | 23.4   | 0.2%                     |
| Public/Quasi Public          | 229.8  | 2.3%                     |
| Resort/Country Club          | 384.0  | 3.9%                     |
| Right-of-Way (ROW)           | 1127.2 | 11.4%                    |
| Total:                       | 9866.0 | 100.0%                   |

Source: Town of Paradise Valley

Figure 7: Special Use Permits



**Legend**

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

**Special Use Permit (SUP) Category**

- Places of Worship
- Medical Office
- Other
- Public
- Resort/Golf Club
- School (Private)

Source:  
US Census Bureau,  
Town of Paradise  
Valley

0 1/4 1/2 1  
Miles

# SPECIAL USE PERMIT PLANNING

While a Growth Area Element is a required condition of the Town's General Plan per Arizona Revised Statute 9-461.05, these areas are contained within and regulated by the Town's Special Use Permits (SUP). As a landlocked community with limited undeveloped land, Paradise Valley is restricted in its ability to physically expand the Town's municipal limits. Therefore, historically, growth has been given careful consideration in the Town since most development occurs as infill or redevelopment that must be incorporated into the established low-density, residential character of the Town. To properly plan for the continued evolution and to ensure for the protection of the Town's vision and values, this element integrates policies with issues of land use compatibility, neighborhood preservation, and project design as part of the semi-rural land use planning approach for the Town.

## REALIZED DEVELOPMENT AREAS

As Paradise Valley came out of the Great Recession, the 2012 General Plan established "Development Areas" managed through the Town's Special Use Permit Planning process in three defined locations:

- 56th Street and Lincoln Drive
- East Lincoln Drive North
- East Lincoln Drive South

These Development Areas were intended to focus resort development and redevelopment, which were identified needs of the community at that point in time, into targeted areas that were most appropriate for accommodating the variety of land uses associated with such uses.

Today, the development and redevelopment of these Development Areas has generally been realized. The 56th Street and Lincoln Drive Development Area was redeveloped into the new Mountain Shadows Resort inclusive of 331 units; a portion of the East Lincoln Drive South Development Area was redeveloped into the 201-unit Andaz Resort and a redeveloped medical center; and there is a 110 acre resort property currently being developed on the East Lincoln Drive North Development Area.

## PLANNING BY SPECIAL USE PERMIT

With the direct need for Development Areas fulfilled, the Town does not anticipate a large increase in non-residential development over the next 10-20 years. As a result, residents and Town leaders expressed a revised view that favors utilizing the Town's long-standing Special Use Permit zoning (SUP) process to guide future development outside of single-family homes.

The Town's SUP process is used more comprehensively than other communities to ensure compatibility between non-residential and residential uses, with a specific focus on preserving the principal single-family residential character of the Town. As seen in Figure 7, SUPs are utilized for public facilities and services, places of worship, schools, medical offices, and resort/golf club uses.

Given that all future non-residential development in Paradise Valley will be infill properties. The unique application of the SUP process will allow the Town to more effectively manage future non-residential growth by reviewing each property on a case-by-case basis.

# GOALS & POLICIES

Goals and policies in this section provide a roadmap for preserving the cherished large-lot residential land uses Paradise Valley offers while also promoting the Town's economic vitality with world class resort uses. Resident's quality of life is maintained with preserving low-density and the semi-rural residential character of the Town and ensuring that non-residential uses such as resorts, small commercial, or medical office development is context sensitive and compatible with surrounding uses as dictated by the SUP process. Preservation of open space and visual openness will foster a community form and design that is in harmony with nature. Targeted development and redevelopment of infill properties will be context appropriate, guided by the SUP process that includes opportunities for community input, and achieved through efficient use of infrastructure.

## LAND USE

### GOAL LU.1 - ENHANCE QUALITY OF LIFE.

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.

#### Policies

LU 1.1 - The Town shall preserve and maintain the community's single-family residential minimum one-acre-lots. The Town recognizes that outside the predominant one -acre single family lots, existing cluster developments, lots smaller than one-acre and Resort Special Use Permit properties exist in the Town.

LU 1.2 - The Town shall encourage streetscapes that are visually open and that preserve native desert landscaping.

LU 1.3 - The Town shall encourage the maintenance and revitalization of existing neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization.

LU 1.4 - The Town will maintain a comprehensive and up-to-date set of ordinances and codes to promote development that is consistent with this General Plan while resulting in safe, high quality, sensitively designed projects.

LU 1.5 - The Town shall consider a request to amend the land use or to rezone land only when the request and accompanying plan is compatible with Town policies and does not impact the Town's low-density residential character or the quality of life.

LU 1.6 - The Town shall coordinate new development and land use within adjoining jurisdictions with existing and planned development along Town boundary edges.

LU 1.7 - The Town shall retain a transparent application process for the consideration of General Plan amendments.

LU 1.8 - The Town shall ensure that land use planning, notification, and public involvement procedures and processes are inclusive and provide meaningful opportunities for engagement by all community members.



Photo Source: Town of Paradise Valley

## GOAL LU 2 - COMMUNITY FORM/DESIGN.

Promote development in the Town that is in harmony with the natural and built environment at both the community and neighborhood levels.

### Policies

LU 2.1 - The Town shall maximize the benefits of visual openness throughout the Town by specific limits on floor area ratio, lot coverage, setbacks, side yards, and building and wall heights.

LU 2.2 - The Town shall encourage and promote energy and water conservation by the appropriate orientation and design of buildings, allow for solar uses and encourage the use of drought tolerant native landscaping.

LU 2.3 - The Town shall regulate development of hillside areas to minimize disturbance and preserve natural features, including prominent ridges and slopes.

LU 2.4 - The Town shall ensure that construction projects are completed in a timely manner with minimal impact on surrounding residences, including minimizing the visual, traffic, parking, dust, noise and odor impacts related to the on-site schedule of work, location of temporary facilities, and placement of construction materials and debris.

LU 2.5 - The Town shall use drought tolerant native landscaping on Town-owned land and Town maintained rights-of-way and shall encourage other public agencies to do so as well.

LU 2.6 - The Town shall encourage new residential subdivisions to incorporate drought tolerant native landscaping in private open space areas consistent with the character of adjoining neighborhoods.

LU 2.7 - Where walls and fences are used/necessary, the Town shall require use and effective upkeep of attractive wall and fence materials and finishes (e.g., stone, masonry, wrought iron, vegetation) and wall designs (meandering, see-through).

LU 2.8 - The Town shall strive to promote the enhancement of the major entrances into Town through the use of symbolic markers, monuments, landscaping, and hardscape to further strengthen community identity and highlight design standards.



Photo Source: Town of Paradise Valley

## SPECIAL USE PERMIT PLANNING

### GOAL LU 3 SPECIAL USE PERMIT PROPERTY.

Support limited, targeted and context appropriate Special Use Permit properties through orderly and well-planned development that provides for the needs of existing and future residents, and makes efficient use of land and infrastructure.

#### Policies

LU 3.1 - Consideration of Special Use Permit applications for development or redevelopment should balance a need for the Town's fiscal health against a steadfast commitment to protect the Town's low-density residential character and quality of life.

LU 3.2 - The Town shall require development or redevelopment within Special Use Permit properties to provide any necessary mitigation achieved through context and scale, and architectural design, setbacks, sound moderation, resort property programming, and landscape buffering.

### GOAL LU 4 - CONTROL COMMUNITY SPACES.

Conserve and manage the use of public open spaces; access to public open spaces; connections to private open spaces, preserves, and rights-of-way; and encourage the incorporation of public art.

#### Policies

LU 4.1 - The Town shall promote the preservation of public open space and public wash corridors and encourage preservation of private open space and private wash corridors.

LU 4.2 - Require open spaces in Special Use Permit properties to adequately meet the needs of users and/or residents of the property, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.

LU 4.3 - The Town shall work with Special Use Permit properties to integrate pedestrian amenities, attractive streetscapes, shade trees, and lighting into open spaces in keeping with the character of the Town.

LU 4.4 - The Town should encourage the integration of art into the visual character of Town property, right of ways, and Special Use Permit properties.

**GOAL LU 5 - EFFICIENT INFRASTRUCTURE AND DEVELOPMENT.** Direct orderly and well-planned development in support of existing or planned infrastructure improvements.

**Policies**

LU 5.1 - The Town should promote the public and private construction of timely and financially sound public infrastructure within the Town through the use of infrastructure funding and financing that is coordinated with development activity and funded by the developer whenever possible.

LU 5.2 - The Town should consider public/private partnerships and interagency coordination to realize capital infrastructure needs, and to foster quality development and redevelopment, especially within Special Use Permit properties.

**GOAL LU 6 - SPECIAL USE PERMIT PROPERTY REVITALIZATION.** Encourage the continued revitalization and improvement of the Town's existing Special Use Permit properties while protecting the Town's low-density residential character and quality of life.

**Policies**

LU 6.1 - 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 6.2 - 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 6.3 - The Town shall ensure that development within Special Use Permit properties is compatible with adjacent land uses, particularly residential uses, by requiring buffering techniques and enhanced site design measures, such 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/night skies; and
- Operational restrictions to limit the adverse impact of noise, light, and traffic and minimize the risk of crime to adjacent residences.

LU 6.4 - 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.

LU 6.5 - 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 6.6 - The Town shall identify and implement measures to amend or modify the Special Use Permit regulations and application process with the goal of reducing the length of time required to process a Special Use Permit application. The Town shall maintain and periodically review the Special Use Permit application process to ensure the alignment with Town Values and lawful due process.