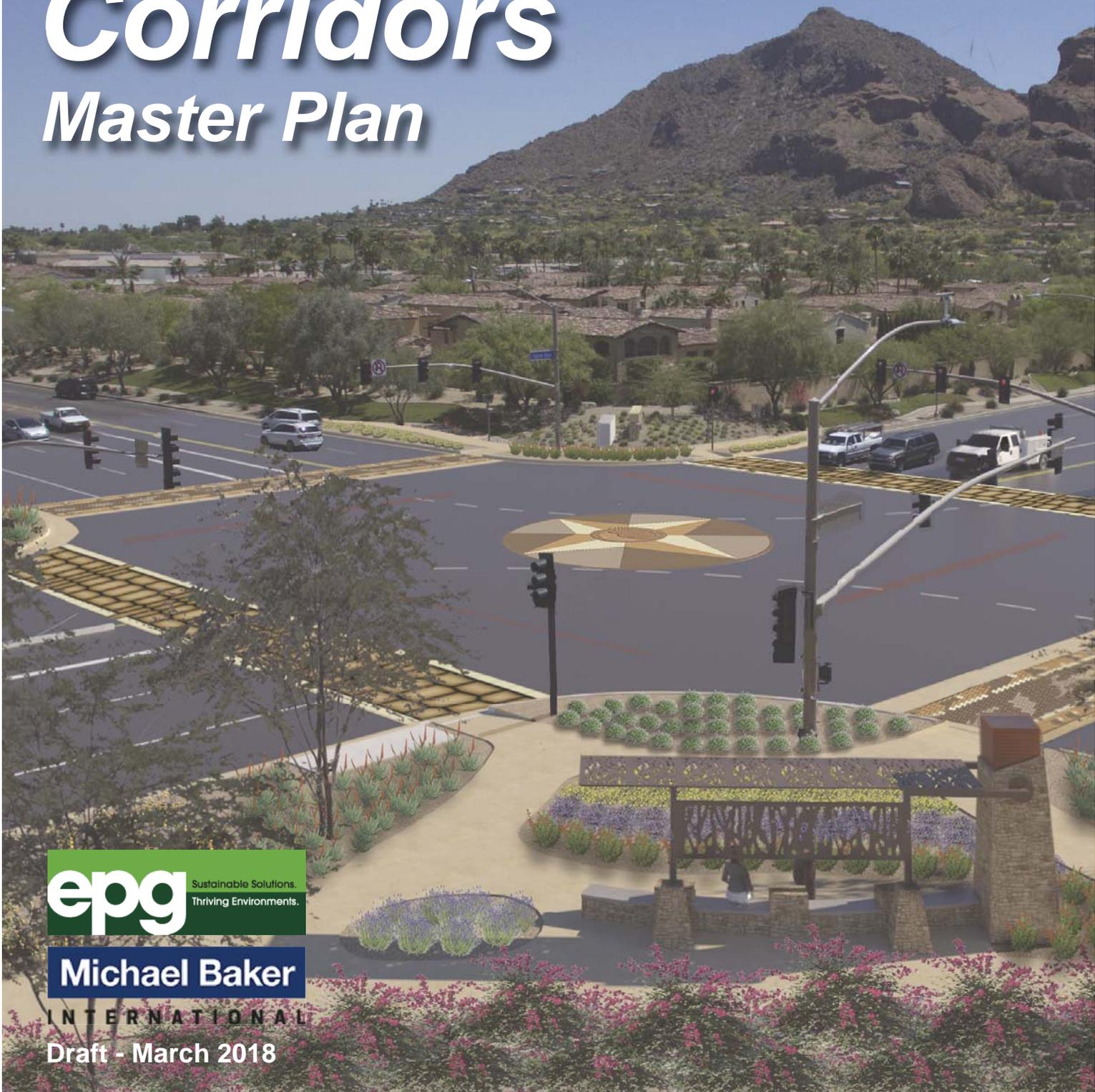


Visually Significant Corridors Master Plan



Michael Baker

INTERNATIONAL

Draft - March 2018

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Guide to the Document

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

01 - 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.

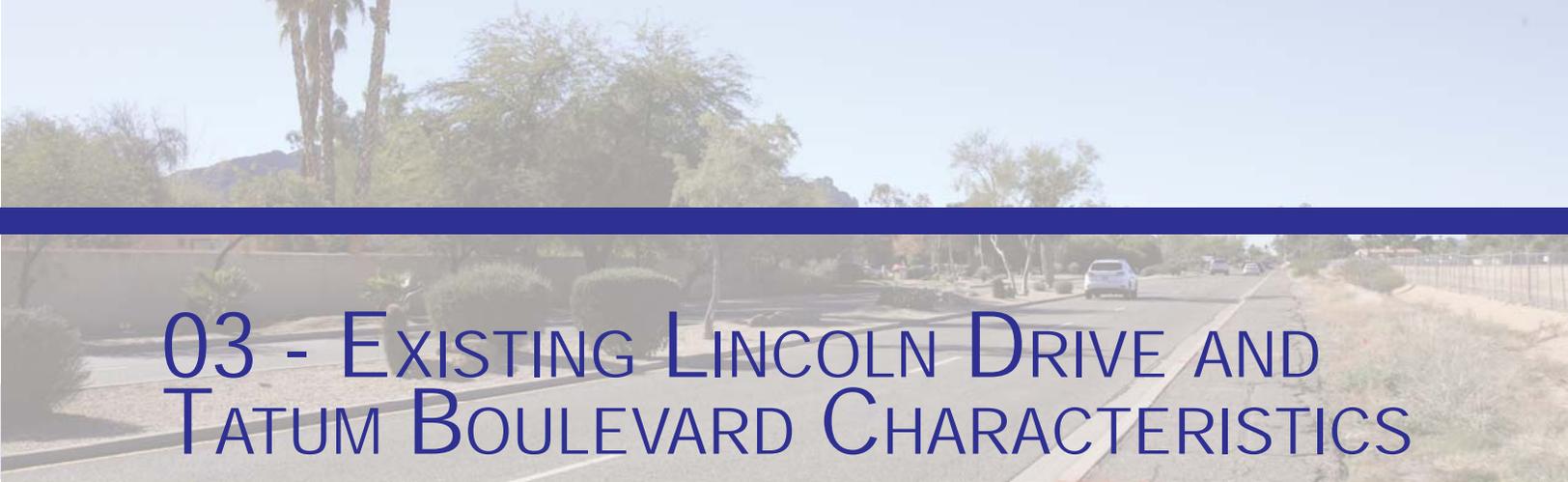


02 - GUIDELINES SUMMARY

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.



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



03 - EXISTING LINCOLN DRIVE AND TATUM BOULEVARD CHARACTERISTICS

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

04 - 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.



05 - APPENDIX: PLANNING PROCESS

Provides a summary of the 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.

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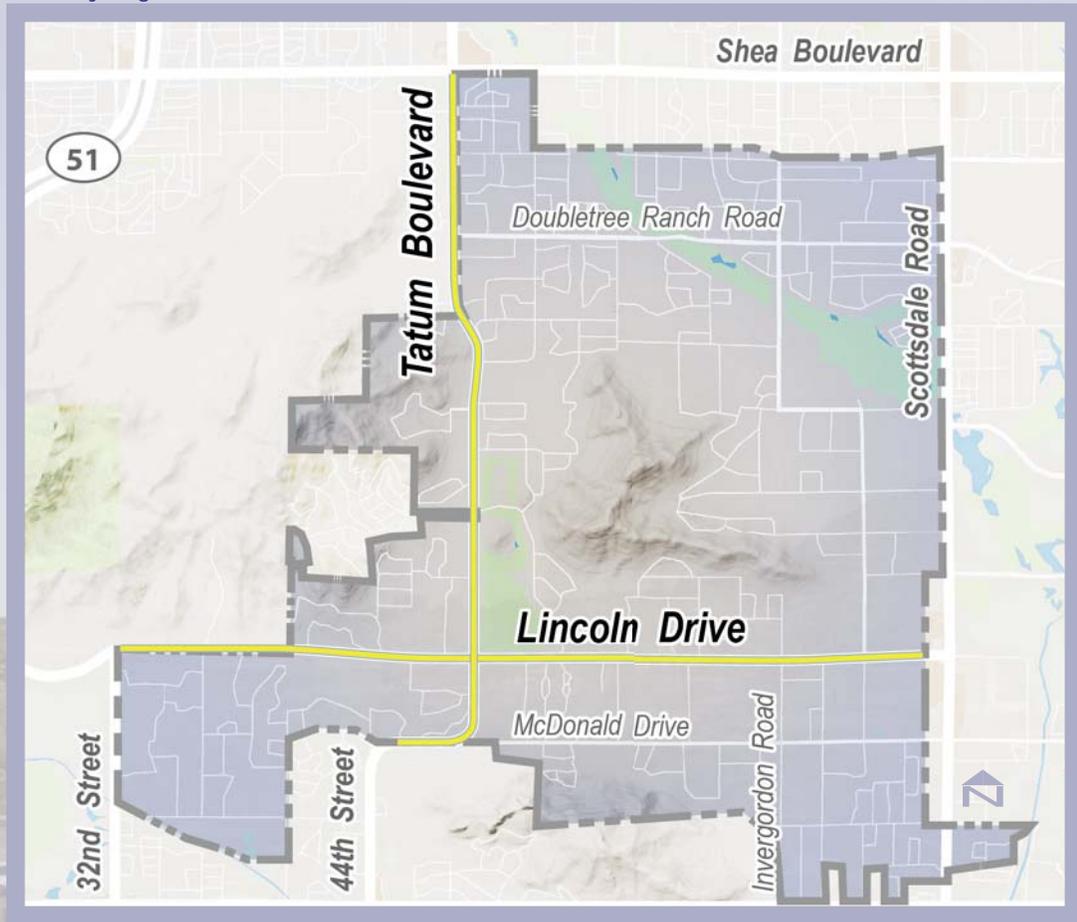
INTRODUCTION

The Visually Significant Corridor Master Plan (Plan) furthers several goals of the Paradise Valley 2012 General Plan. A central objective of the 2012 General Plan is for the Town to

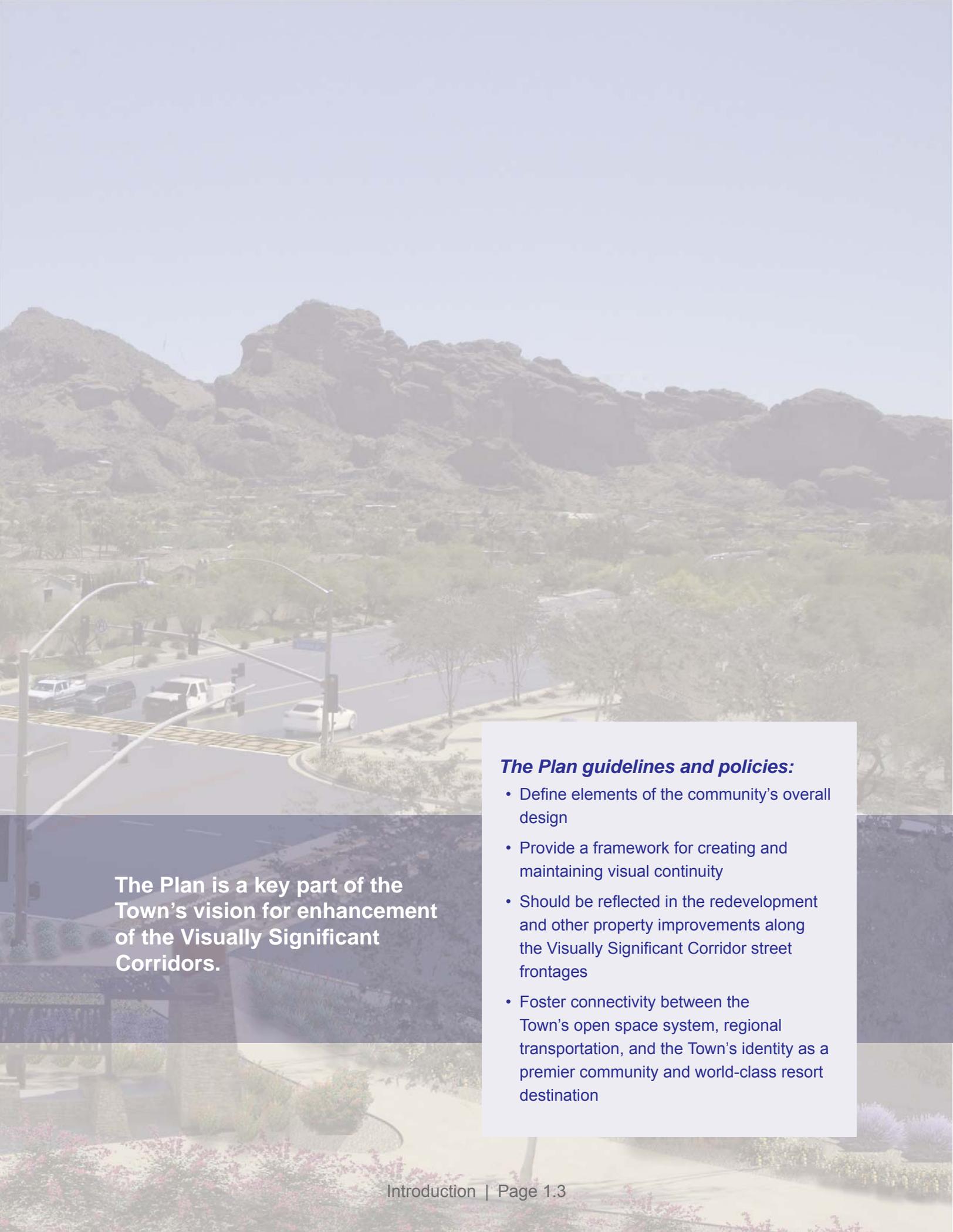
“Preserve those elements or features which contribute to the Town’s quality of life and character as a premier residential community and resort destination with strong rural and historic roots.”

Town of Paradise Valley

Visually Significant Corridors



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

An aerial photograph of a desert landscape. In the foreground, a road intersection with traffic lights and a crosswalk is visible. Several vehicles, including a white pickup truck and a white sedan, are at the intersection. The middle ground shows a residential area with houses and trees. In the background, large, rugged mountains rise against a clear blue sky. The overall scene is a mix of urban infrastructure and natural desert beauty.

The Plan is a key part of the Town's vision for enhancement of the Visually Significant Corridors.

The Plan guidelines and policies:

- Define elements of the community's overall design
- Provide a framework for creating and maintaining visual continuity
- Should be reflected in the redevelopment and other property improvements along the Visually Significant Corridor street frontages
- Foster connectivity between the Town's open space system, regional transportation, and the Town's identity as a premier community and world-class resort destination

Plan Purpose and Need

The purpose and need of the Plan is to implement the Community Character and Housing and Mobility elements policy objectives prescribed in the 2012 General Plan. As such, the Plan furthers numerous Town goals relative to right-of-way improvements, whether implemented by private property owners, utility providers, or publicly by the Town. The Plan is used as the basis for, and to determine the adequacy and appropriateness of, all streetscape improvements required by the Town Code. More specifically, the purposes of the Plan are to:

- Provide a clear, easy-to-follow, and detailed comprehensive plan for right-of-way and streetscape improvements for designated Visually Significant Corridors.
- Provide detailed guidelines and standards for the design of streetscapes, including sidewalk treatments and emphasis areas, street trees and landscaping, low-level lighting, street special paving treatment where appropriate, and street furniture.

Guiding Principles

Successful Town Streetscape Corridors can:

- Build and support local resort economy and businesses
- Nurture and define community identity
- Foster frequent and meaningful contact
- Create improved accessibility
- Promote sense of comfort and pride

What Makes a Visually Significant Corridor

At 4.9 miles from 32nd Street to near Scottsdale Road, Lincoln Drive is the only street that spans the full west-east width of the Town. Likewise, at 3.5 miles from McDonald Drive/45th Street to Shea Boulevard, Tatum Boulevard is the only street that spans the full south-north length of the Town. As identified in the General Plan, these two cross-town, highly visible, and prominent arterials are the original designated Visually Significant Corridors. However, what most contributes to their designation is the sense-of-place. Both anchor significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life. By raising the emphasis of visual experience and considering pedestrian/ bicyclist movement, a multi-lane thoroughway can become more than just an arterial for vehicular transportation.

A well-known and relatable streetscape, such as Phoenix's Central Avenue or Washington, DC's Pennsylvania Avenue, provides a collective experience based on its setting and landscape, views, adjacent homes and buildings, walkways and footpaths, and benches and other furniture. It's not only about how many vehicles it carries per day. Streetscapes become the identity of that community and play an important role in the interaction between residents, travelers, and community guests.

Components of a Streetscape

Creating a unique and place appropriate streetscape is a process of recognizing the Town's natural environment and setting in the shadows of Camelback, Mummy, and Phoenix mountains; Town history; population density; and its social and cultural mix. Creating a local well-known streetscape is about combining those elements into an overall approach that complements the existing neighborhoods and architecture of both building and community structure.

Components of the overall streetscape characters will include:

Streetscape Character Components		
Representative Photo	Description	Examples
 <p>HARDSCAPE</p>	Hardscape components that are appropriate to the use and conditions.	Colored concrete sidewalks Pavers Textured concrete Rubberized asphalt
 <p>SITE FURNISHING MATERIALS</p>	Use of materials and colors that complement the setting and community.	Stone veneers Colored concrete Colored stucco Weathered steel Gabions
 <p>THEMED ELEMENTS</p>	Scale, form, height, and proportions that complement the character or theme.	Human-scaled architectural features Sonoran Desert patterns and forms
 <p>PRIVACY SCREENING</p>	Place and scale appropriate walls and fencing that does not block desired mountain views and that balance resident's privacy with the need to preserve distant views.	Replace oleander hedges with 6-foot tall walls Place trees to frame mountain views.
 <p>PERIMETER & SCREEN WALLS</p>	Encourage low walls that follow the character or theme and integrate utility equipment and mail boxes.	Perimeter walls with colored stucco or stone with coordinated mailbox Utility screen walls

Streetscape Character Components

Representative Photo	Description	Examples
<p>LANDSCAPE MATERIALS</p> 	<p>Design landscaping that enhance the quality of the streetscape, provide shade, promote noise buffering; use plant massing to direct views and give identity to the corridor.</p>	<p>Tree massing arranged to preserve mountain views</p> <p>Use plants from plant lists associated with each character zone</p>
<p>NATURAL RESOURCE USE</p> 	<p>Harvest stormwater and plant low-water use native or desert-adapted species that represent a full year color spectrum.</p>	<p>Use stormwater harvesting swales and micro-basins</p> <p>Use plants from all flower seasons in landscape</p>
<p>SECURITY & VISIBILITY</p> 	<p>Provide passive deterrents to loitering and visibility from multiple vantage points.</p>	<p>Low, segmented themed walls and features</p> <p>Open shade structures</p> <p>Sidewalks visible from street</p>



GUIDELINES

The following guidelines provide visuals, graphics, and descriptions of the elements, materials, and their configurations selected to complement the natural beauty of Paradise Valley while providing an enriching experience for visitors and residents on Lincoln Drive and Tatum Boulevard.

The guidelines are divided into four sections. The first section provides an overview of the common elements, concepts, and other information that applies to the corridors. Specific guidelines are then provided for the three Character Zones identified within the corridors. These Character Zones are defined by a combination of adjacent land uses as well as their visual relationship to the prominent mountain peaks that form Paradise Valley.

The Three Character Zones along the Visually Significant Corridors are shown along Tatum Boulevard and Lincoln Drive depicted in the map below.

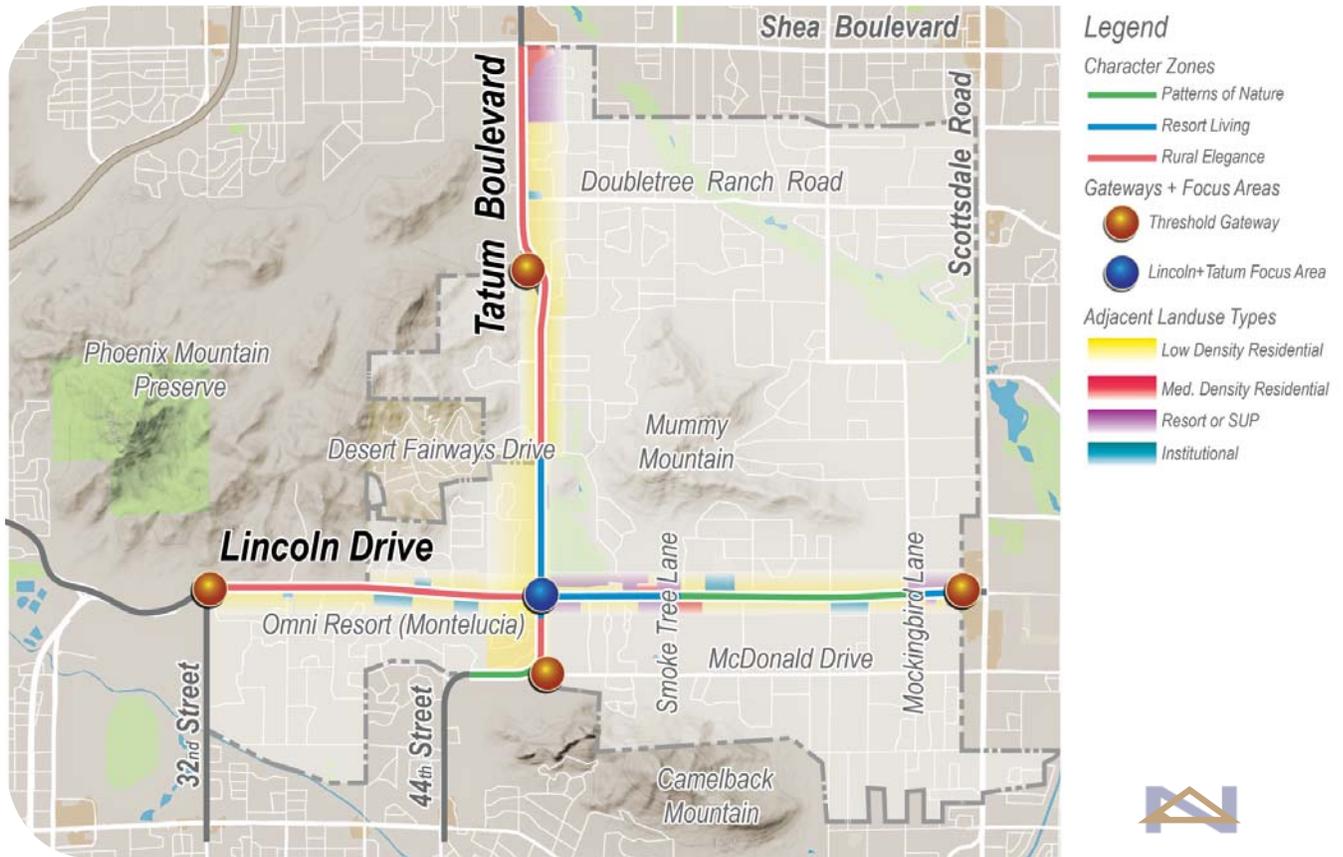


Figure 2.1: Visually Significant Corridors Character Zones, Gateways, and Adjacent Land Use Types

Character Zone Limits

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.





General Guidelines

Experience

Entering into a Visually Significant Corridor should evoke a sense of leaving the urban jungle behind and arriving someplace special, less rushed, and more tranquil. A focus on the mountains and desert vegetation is encouraged through directing views and bringing elements of the mountains down into the streetscapes. Pedestrians should also feel welcome in the corridors with human-scaled spaces and amenities included in the rights-of-way.

Thresholds + Gateways

To aid in evoking this sense of arrival, thresholds or gateways have been identified for each of the four major entrances indicated in the map above. These thresholds or gateways should include the following:

- An auditory and/or tactile component such as the use of rustic pavers at the gateway, which transition into rubberized asphalt. The intent is to create a brief change in noise and driver awareness of the threshold area. No noise smooth pavers are to be used in areas where noise sensitivity is critical.
- Either physical or visual narrowing of the road through the use of chicanes or roadside enhancements that encourage vehicle users to slow down to the 40 MPH posted speed limit on the two identified Visually Significant Corridors.
- Pedestrian nodes with shade, site furnishings, and lush desert landscaping.
- Enhanced versions of the standard Town of Paradise Valley entry monument as shown below.

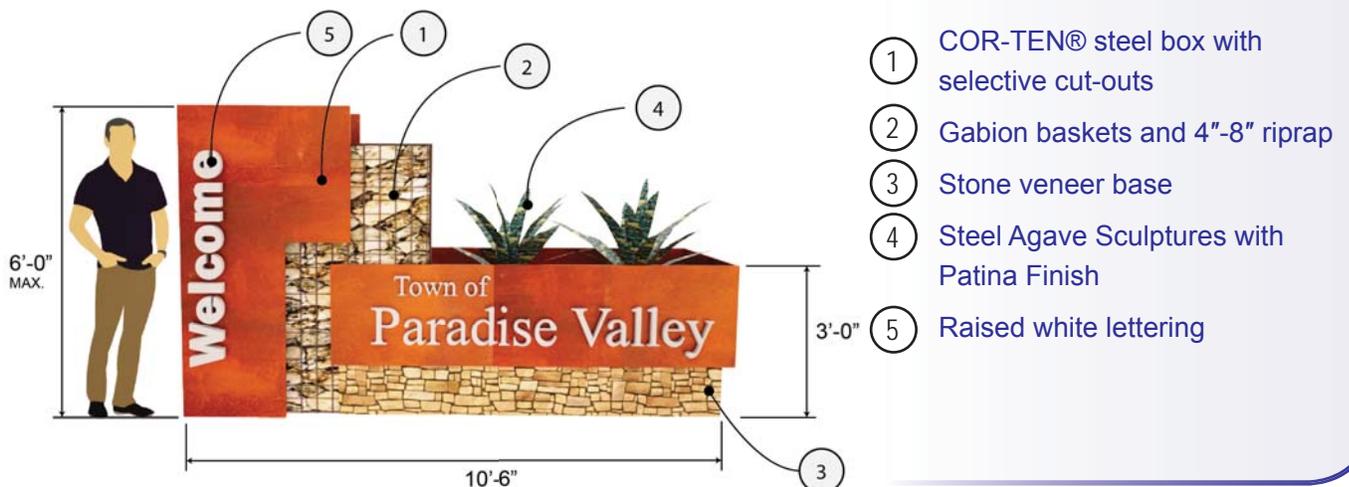


Figure 2.2: Secondary Gateway Entry Monument - 32nd St + Lincoln, and Tatum Fire Station Gateway

Tatum + Lincoln Intersection

The crossroads for the two major Visually Significant Corridors provides a unique opportunity to define the identity of the Town and capitalize on many existing opportunities already present.

The view of Camelback Mountain to the southeast of the intersection is spectacular when seen from the northwest corner of the intersection. Other amenities and opportunities include the Barry Goldwater Memorial Park located on the northeast corner of the intersection, which has parking available.



Figure 2.3: Tatum + Lincoln Intersection Concept Simulation Looking Southeast to Camelback Mountain

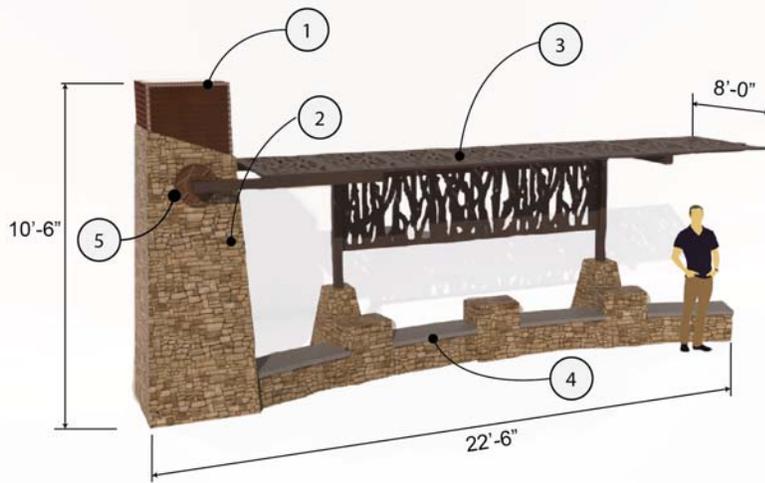
The Plan recommends capturing the opportunities present at this major location through the following:

- Developing an enhanced intersection paving pattern such as the agave-sun pattern shown in the perspective above. Paving materials need to be able to withstand the high traffic counts at the intersection. The proposed example consists of an integral colored concrete base with colored aggregates and the use of a colored concrete hardener. Exposing the aggregate and selective removal of the concrete hardener creates a resilient surface that allows for variation in color and pattern.
- The creation of a “Pillars of the Community”-themed open space garden located on the southwest corner that recognizes distinguished past community members such as Supreme Court Chief Justice William Rehnquist, who served from 1972 to his death in 2005, and Justice Sandra Day O’Conner who served from 1981 to 2005.

- A contemplation corner on the northwest of the intersection that incorporates a pillar and shade-structure that orients visitors towards Camelback Mountain. Development of the corner should take into consideration ways to promote appreciation of the mountain view.
- Updating the sidewalk accessible ramps to directional-style ramps that allow for landscaped planter areas directly at the corners.



Figure 2.4: "Pillars of Community" Feature Concept for Public/Private Partnership Project



- ① COR-TEN® steel pillar cap with low voltage uplighting
- ② Stone veneer column
- ③ Shade trellis, COR-TEN® steel beams and slats
- ④ Stone veneer bench and integrated planter
- Bronze Plated Medallion

Figure 2.5: Gateway Seating Feature

Common Streetscape Elements

The following should be included within the Visually Significant Corridor rights-of-way, common to all character zones and gateway areas:

- Curb cuts and stormwater harvesting in streetscape medians composed of natural-appearing micro basins and berms.
- Graded rock mulch is recommended for all landscape areas as defined by the character zone recommendations.
- Small boulder massings and selected accent plants located at the edge of the band.
- No band should be included where the sidewalk has to be located at the back-of-curb due to limited right-of-way.
- Low tapered stone-veneered walls up to 18" high should be located within the medians that complement the berm and basin forms.



Varied Elements

One goal of the Plan is to provide a range of options that can be implemented within the corridors that allow for variety and scalable applications from individual homeowners to large resorts while remaining cohesive. In addition to the common elements identified in the section above, the following are recommended with options for a “Good,” “Better,” or “Best” alternative where appropriate. All three options can be applied in each of the three Character Zones. “Good”, “Better”, and “Best” options can be applied in each of the three Character Zones The Town may require the implementation of one of the range of options as described in Chapter 4 - Implementation. Otherwise, implementation of the following items should be included where feasible but may not be required in all character zones.

- “Good” option = Baseline condition to be used throughout the length of each Character Zone area.
- “Better” option = Recommended for application on utility infrastructure upgrades/repairs, community facilities, and other projects of importance within each Character Zone.
- “Best” option = Recommended for SUP properties, places of prominence or gathering, existing and future Town gateways, resorts, and public spaces/buildings.

Lighting

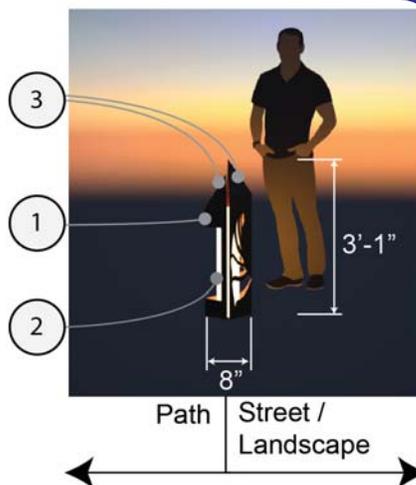
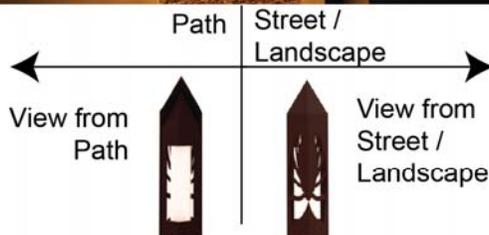
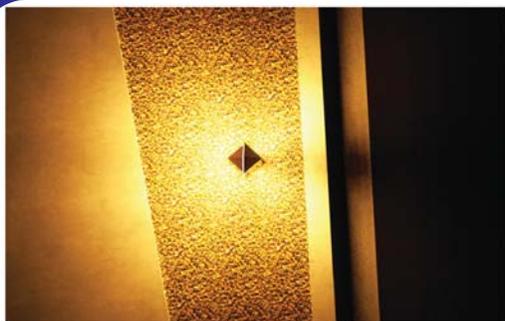
The use of lighting within the Visually Significant Corridors is limited to maintain the Town’s dark sky objectives and the overall rural feel of the community. To accomplish this, pathway lights are proposed to be spaced to provide wayfinding levels of light. However, pathway lighting is not considered critical to the implementation of the Plan and omission of this element is acceptable in areas where the “Good” level of implementation is approved by the Town.



- 1 COR-TEN® steel shield with custom agave pattern to street
- 2 Illuminated white acrylic luminaires
- 3 Solar Panel(s)

Lighting - Better

Solar pathway bollards of the type used along 56th Street are recommended for most areas of the corridors, spaced within the landscape as visual “bread crumbs” that lead pedestrians through the landscape. Use of this lighting type does not require electrical service allowing for greater flexibility in implementation and providing an alternative to other low-voltage lighting options.



Lighting - Best

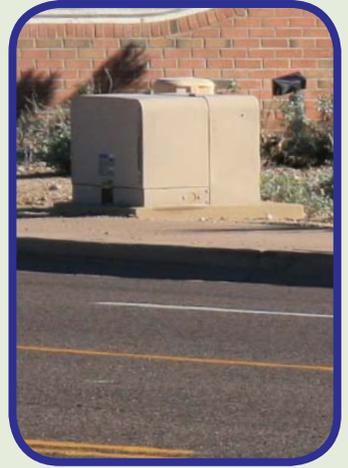
A custom light is proposed for areas where enhanced implementation of the Plan is appropriate. The custom fixture, shown in the concept graphics adjacent, incorporates symmetric agave pad patterns that cast light onto the path while creating a low-light luminaires effect overall. The preferred option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

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. Three tiers of solutions are included to match the utilities screening to the tier of other improvements proposed.

Utility Screening - Good

At a minimum, above ground utilities should be painted a tan color. 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.



Utility Screening - Better

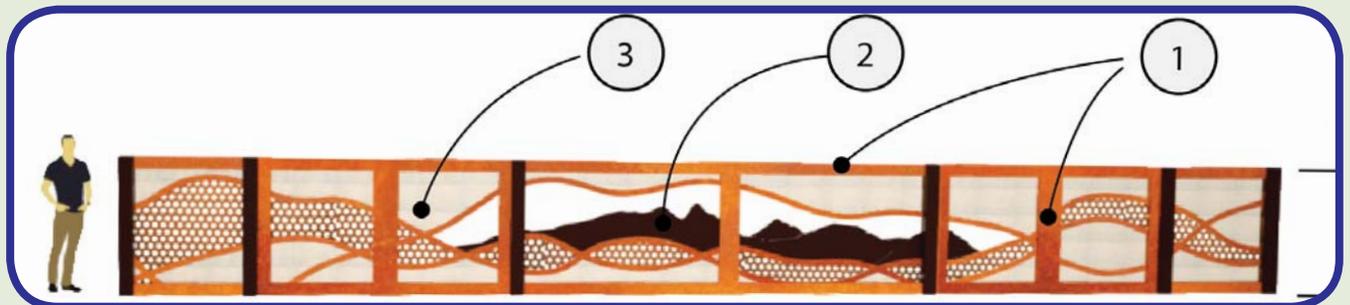
Utility screening should incorporate the materials used elsewhere within the Visually Significant Corridors, such as stone and patterns selected from the applicable Character Zone. An example of the use of a mountain motif and stone columns is that used at 56th Street near Mountain Shadows Resort and shown in the photo to the right. Duplicate panels omit the mountain theme to keep the aesthetic of the screen simple.



Utility Screening - Best

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



Patterns of Nature Character Zone Design Guidelines

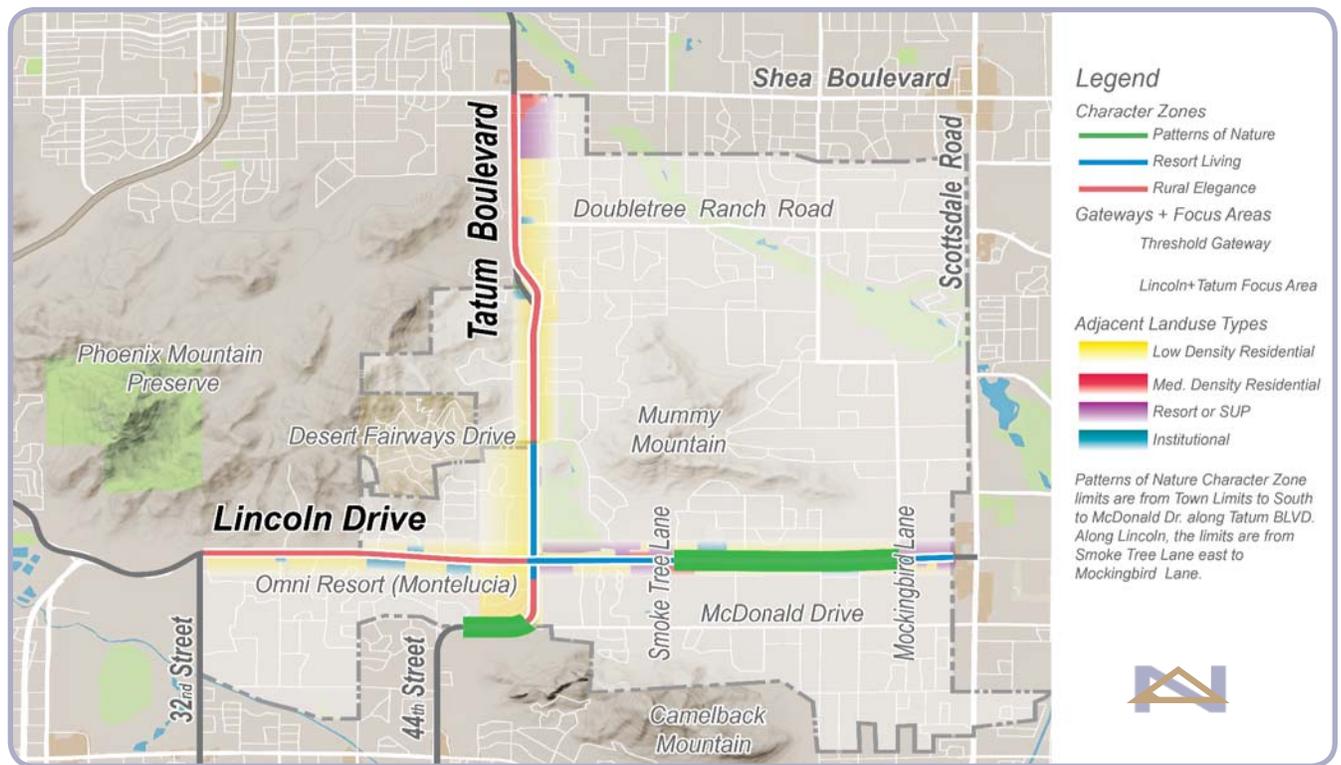


Figure 2.6: Location of Patterns of Nature Zones Highlighted in Green

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.



Patterns and Colors

A representative pattern for this character zone is symbolized by the radial spines of the golden barrel cactus extended out from a common center. This pattern should be an example of the development of hardscape patterns, vertical screens, or other elements where artistic interpretation is an opportunity. The example below shows one way this can be interpreted to create a hardscape pattern.

Other patterns include the planting of landscape materials in lush but loosely massed groupings that avoid geometric layouts and forms.



Figure 2.7: Existing Use of Colored Concrete, Exposed Aggregate, and Rustic Pavers

Pantone
318-7 U

Pantone
35-6 U

Pantone
301-5 U

Colors should include medium to dark reddish browns and medium greens. Main accents should be of yellow and/or gold with limited accents of oranges and red.

Materials

The materials for the character zone are representative of a palette of organic materials and products that are characteristic of nature and naturally occurring patterns. The intention of the palette is to provide foreground amenity to supplant distant views that are blocked or obscured. The Town of Paradise Valley traditional colored concrete with a salt finish is the base treatment for hardscape in this Character Zone.

Accents of exposed aggregate concrete and rustic pavers such as those pictured to the right bring natural textures into the streetscape.

The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical zone design elements.

Rock mulch, boulders, and the 3"-8" riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns, such as "Express Gold", to bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 3" minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of rustic pavers and an exposed aggregate band on both sides with an integral brown color.

Plant materials should be selected from the Patterns of Nature Plant List on the adjacent page to provide at least two plant species that are in bloom in each of the four seasons. The use of architectural, unique plant species is encouraged in this Character Zone, such as the Night-blooming Cereus or Pale Leaf Yucca for areas with sight visibility issues. No fountain grasses or other invasive species are to be used in the planting palette. The complete Visually Significant Corridors Plant List with photos is also included on pages 2.26 through 2.35 at the end of this section.

Vertical motifs of stylized background mountain forms and outlines in COR-TEN® steel, color appropriate solid polycarbonate panels, or similar is encouraged. Custom stone benches, located where appropriate, can also be placed to improve the pedestrian environment.

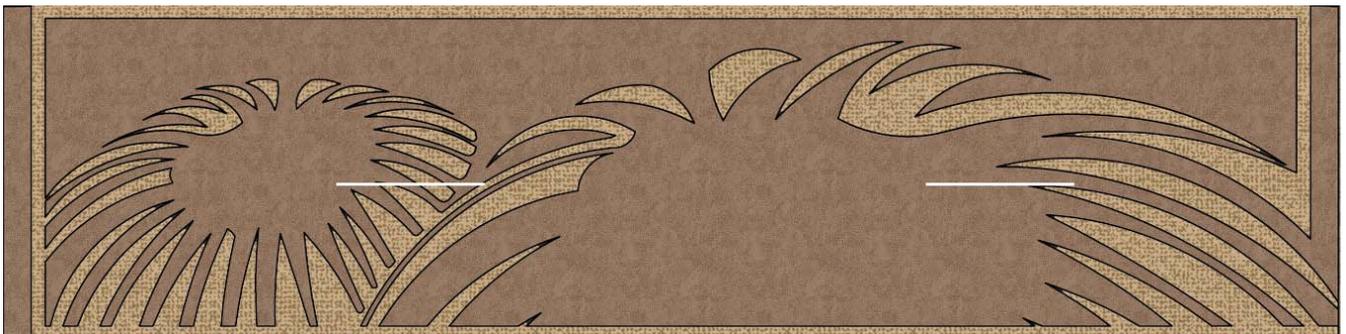


Figure 2.8: Representative Pattern Inspired from Forms Found in Nature

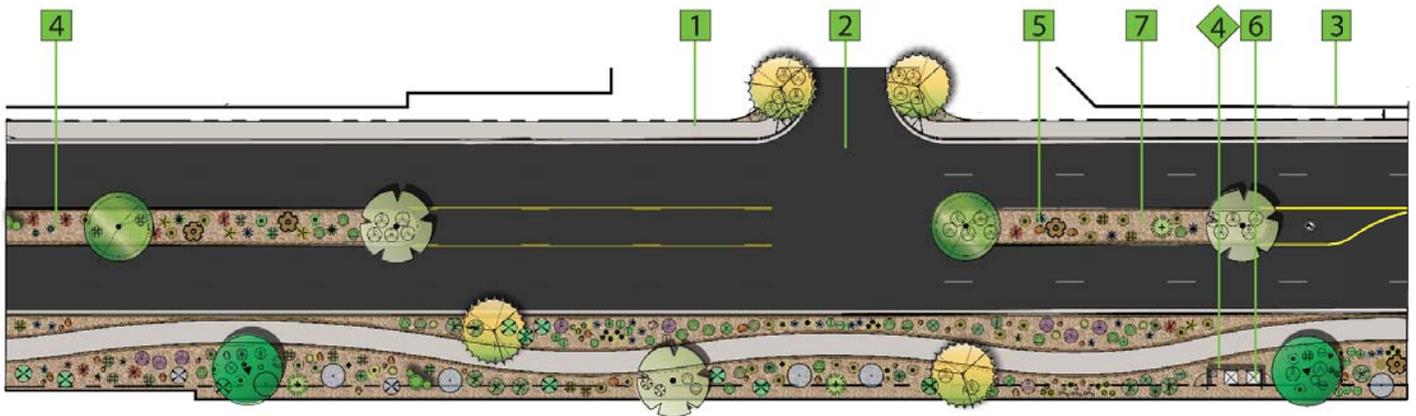


Patterns of Nature Plant List

Botanical Name Common Name	H	W	Seasonal Color	On TOPV Plant List?*	Botanical Name Common Name	H	W	Seasonal Color	On TOPV Plant List?*		
<i>Bauhinia lunarioides</i> Anacacho Orchid Tree	8'	6'	Spring Fall	Summer Winter	No	<i>Gaura lindheimeri</i> Gaura	16"	3'	Spring Fall	Summer Winter	No
<i>Chilopsis linearis</i> Desert Willow	25'	25'	Spring Fall	Summer Winter	Yes	<i>Lantana camara</i> Western Indian Camara	6'	6'	Spring Fall	Summer Winter	No
<i>Olneya tesota</i> Ironwood	30'	25'	Spring Fall	Summer Winter	Yes	<i>Muhlenbergia capillaris</i> Pink Mist Grass	3'	3'	Spring Fall	Summer Winter	No
<i>Parkinsonia florida</i> Blue Palo Verde	30'	30'	Spring Fall	Summer Winter	Yes	<i>Caesalpinia gillesii</i> Desert Bird of Paradise	6'	8'	Spring Fall	Summer Winter	Yes
<i>Pistacia chinensis</i> Chinese Pistache	40'	35'	Spring Fall	Summer Winter	No	<i>Callistemon citrinus</i> 'Little John' Little John Dwarf Bottlebrush	5'	5'	Spring Fall	Summer Winter	No
<i>Prosopis spp.</i> Mesquite	40'	35'	Spring Fall	Summer Winter	Yes	<i>Cordia parvifolia</i> Little Leaf Cordia	10'	10'	Spring Fall	Summer Winter	No
<i>Vitex agnus-castus</i> Chaste Tree	25'	25'	Spring Fall	Summer Winter	No	<i>Eremophila maculata</i> var. <i>brevifolia</i> Valentine Emu Bush	6'	6'	Spring Fall	Summer Winter	No
<i>Vauquelinia californica</i> Arizona Rosewood	15'	12'	Spring Fall	Summer Winter	Yes	<i>Hamelia patens</i> Firebush	6'	6'	Spring Fall	Summer Winter	No
<i>Agave americana</i> var. 'Mediopicta' White Striped Century Plant	4'	6'	Infrequent		Yes	<i>Hesperaloe parviflora</i> Red-Yucca	6'	6'	Spring Fall	Summer Winter	No
<i>Agave murpheyi</i> Hohokam Agave	3'	3'	Spring Fall	Summer Winter	Yes	<i>Justicia spicigera</i> Firecracker Plant	3'	5'	Spring Fall	Summer Winter	Yes
<i>Agave x 'Blue Glow'</i> Blue Glow Agave	2'	3'	15-25 Years, Dies After		No	<i>Leucophyllum frutescens</i> Texas Ranger	10'	10'	Spring Fall	Summer Winter	Yes
<i>Aloe 'Blue Elf'</i> Blue Elf Aloe	2'	2'	Spring Fall	Summer Winter	No	<i>Plumbago scandens</i> White Plumbago	5'	8'	Spring Fall	Summer Winter	No
<i>Asclepias subulata</i> Rush Milkweed	4'	4'	Spring Fall	Summer Winter	No	<i>Salvia clelandii</i> Chaparral Sage	5'	5'	Spring Fall	Summer Winter	No
<i>Echinocactus grusonii</i> Golden Barrel	5'	3'	Spring Fall	Summer Winter	No	<i>Salvia coccinea</i> Sacrlot Sage	4'	4'	Spring Fall	Summer Winter	No
<i>Ferocactus cylindraceus</i> Desert Barrel	5'	2'	Spring Fall	Summer Winter	Yes	<i>Tecoma stans</i> var. <i>angustata</i> Arizona Yellow Bells	25'	25'	Spring Fall	Summer Winter	No
<i>Fouquieria splendens</i> Ocotillo	20'	5'	Spring Fall	Summer Winter	Yes	<i>Tecoma stans</i> var. <i>stans</i> Yellow Bells	20'	10'	Spring Fall	Summer Winter	Yes
<i>Opuntia basilaris</i> Beavertail Prickly Pear	2'	6'	Spring Fall	Summer Winter	Yes						
<i>Antigonon leptopus</i> Coral Vine	10'	6'	Spring Fall	Summer Winter	Yes						
<i>Bulbine frutescens</i> Bulbine	18"	3'	Spring Fall	Summer Winter	No						



Figure 2.9: Perspective Representation of Patterns of Nature Character Zone



Patterns of Nature - Good

The 'Good' option of the Patterns of Nature includes the most basic elements of the character zone. A high level quality planting design including tall architectural plants with contrast of low-lying plant material should be achieved. This level of design starts to see visual mitigation of unappealing walls, utilities, and other features. Incorporation of boulders and rock is essential to achieving the goals of the zone. All plants selected in design must adhere to the Town's requirements of sight visibility/corner vision requirements.

General ■

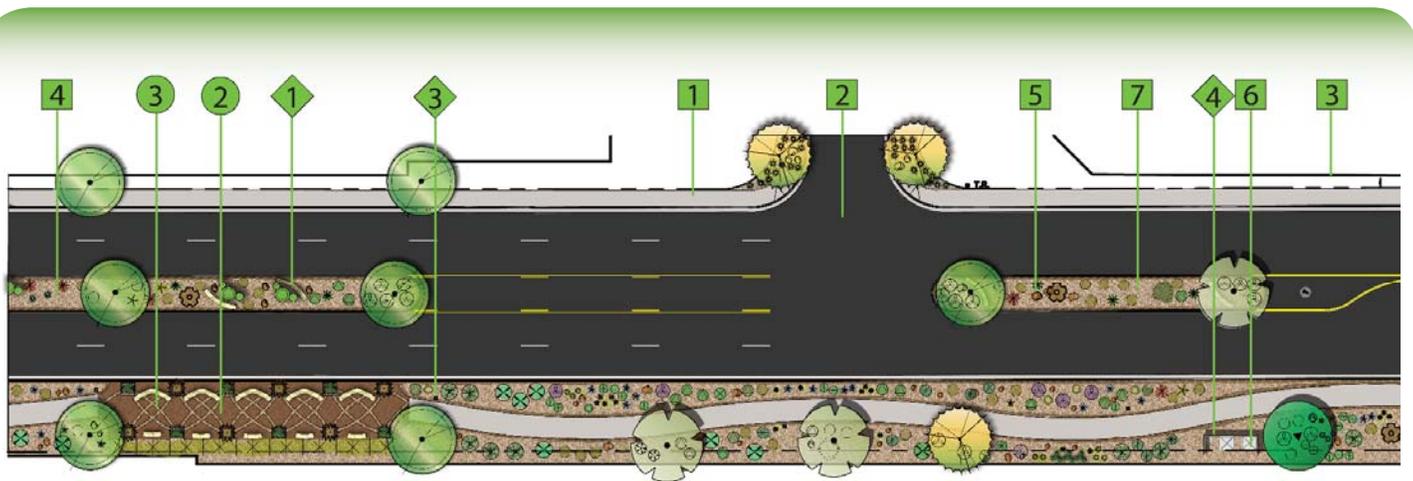
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate

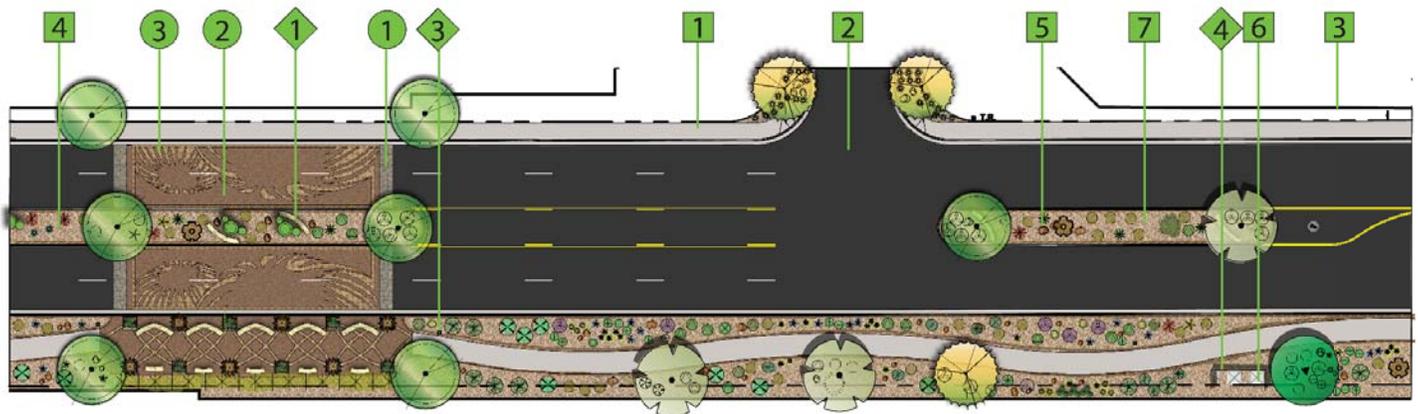
Materials ●

1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Patterns of Nature - Better

The 'Better' option of the Patterns of Nature starts to bring in the more vertical components of the Character Zone design elements. The better option would include bringing the stone veneer walls into the medians and the landscape zones. Wall screening elements are implemented to hide unattractive existing features that cannot be removed. Low level lighting should be established as wayfinding along sidewalks and multi-use paths at an average distance of 75 feet. Integration of themed paving patterns or pavers along sidewalks and paths should start to show up in designs. Visual mitigation of unattractive existing features such as utilities and walls are to be added at this stage of this character zone.



Patterns of Nature - Best

The 'Best' option of the Patterns of Nature Character Zone is the use of all elements of the Good and Better options. Patterns of Nature thematic patterns and designs should be consistently followed throughout the entire project. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including a COR-TEN® shield with low angle lighting on both the street and the pathway as wayfinding. This option of the designated character zone should have a representational pattern in the streetscape that helps define the corridor while highlighting the beauty of the Sonoran Desert. The inclusion of a higher diversity of architectural plant material is encouraged.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate
- 5. Wall Screen
- 6. Shade Structure
- 7. Outdoor Room

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Resort Living Character Zone Design Guidelines

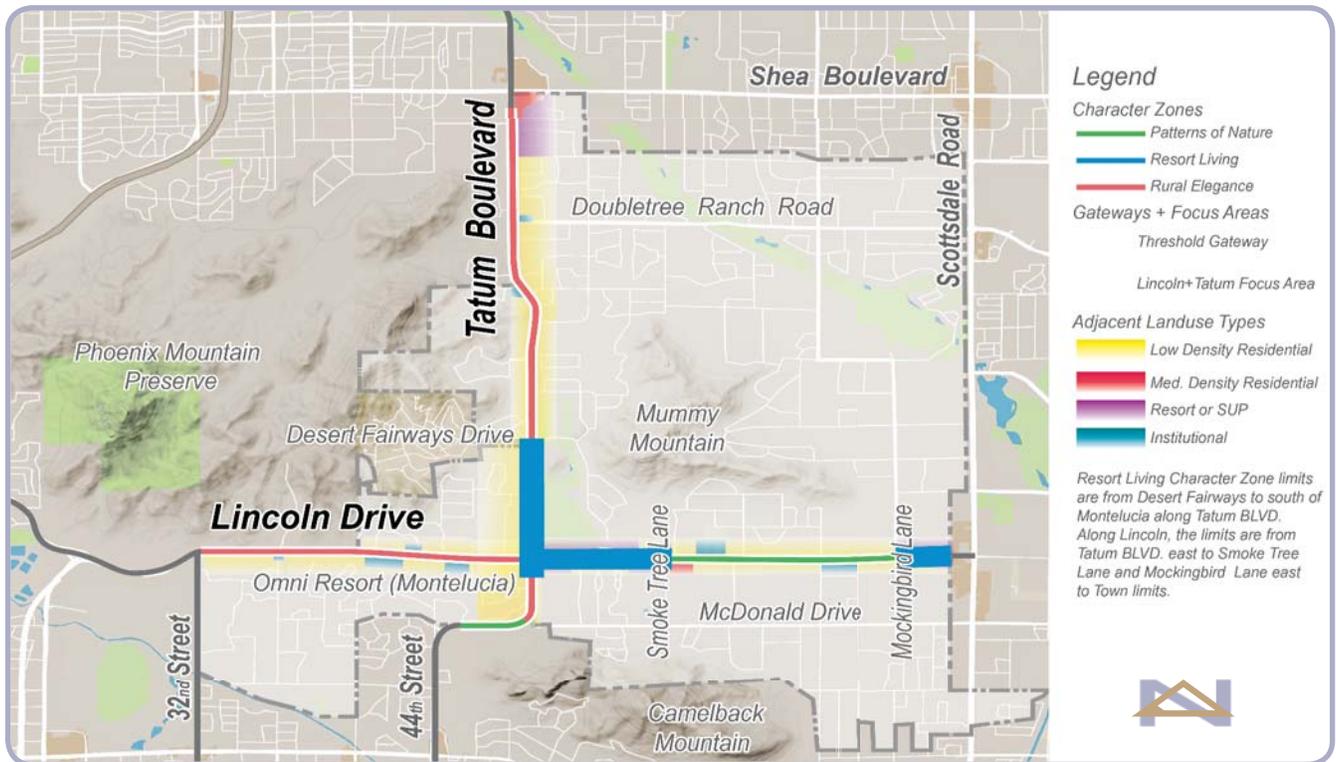


Figure 2.10: Map of Resort Living Zones Highlighted in Blue

Overview

The Resort Living Character Zone celebrates the style of what we think of when we envision resorts. 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 will be a key feature of this concept to transform the corridor at night into a colorful, safe, and beautiful space.
- Instances of human influence, such as stylized components in the streetscape that highlight a resort setting. Use of natural materials in a modern way.
- Landscape 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 taking a selfie!
- Possible use of chicanes that calm traffic speeds to 40 mph.

Patterns and Colors

A representative pattern for this character zone is symbolized with the use of shade or trellis structures and specialty or unique pre-cast concrete pavers (or similar) or other techniques that create shaded “outdoor rooms.” The intent is to encourage the extension of the adjacent resort property’s design character into the right-of-way’s landscape/streetscape. Doing so will allow the development of resort style landscape settings that deepen the front yard, common area, and entries to the resorts.



Other patterns include the planting of landscape materials in lush geometric or natural massed groupings to match the adjacent resort property’s design style and plant palette. Plant materials used in public rights-of-way should be from the Phoenix Active Management Area Low Water Use/ Drought Tolerant Plant List.

Colors that are prevalent at the adjacent resort property may be used in the character zone, pending Town approval, to strengthen the connection between the “outdoor rooms” and the resort properties. Other approved colors are those of Patterns of Nature palette connecting the corridor including medium to dark reddish browns and medium greens.

Materials

The materials for the character zone should emulate or continue the materials used at the adjacent resort property. The intention of the palette is to provide a physical and visual connection to the adjacent resort property. However, the use of water in fountains or other decorative use of water is not to occur in the public right-of-way. On-site uses of water visible from the right-of-way is discouraged or should be very limited.



Integral colored concrete, specialty concrete pavers, or similar that are in keeping with the adjacent resort’s design character is the base treatment for this character zone. The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical zone design elements.

Rock mulch, boulders, and the 3”-8” riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns, such as “Express Gold”, to bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit-run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 1/2” or 3/4” minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of integral colored concrete, specialty concrete pavers (or similar) that are in keeping with the adjacent resort’s design character.

Plant materials should be selected from the Resort Living Plant List on the adjacent page to provide at least two plant species that are in bloom in each of the four seasons. The use of architectural, unique plant species is encouraged in this Character Zone such as the Sissal or the Blue Glow Agave for areas with sight visibility issues. No fountain grasses or other invasive species are to be used in the planting palette. The complete Visually Significant Corridors Plant List with photos is also included on pages 2.26 through 2.35 at the end of this section.



Figure 2.11: Example Use of Stone Veneer and Decorative Paving at Resort Setting

Vertical or horizontal elements that are in keeping with the adjacent resort's design character or as proposed by the developer and approved by the Town will be used.

Custom accent features, benches and site furnishings that are in keeping with the adjacent resort's design character are to be implemented on the streetscape.

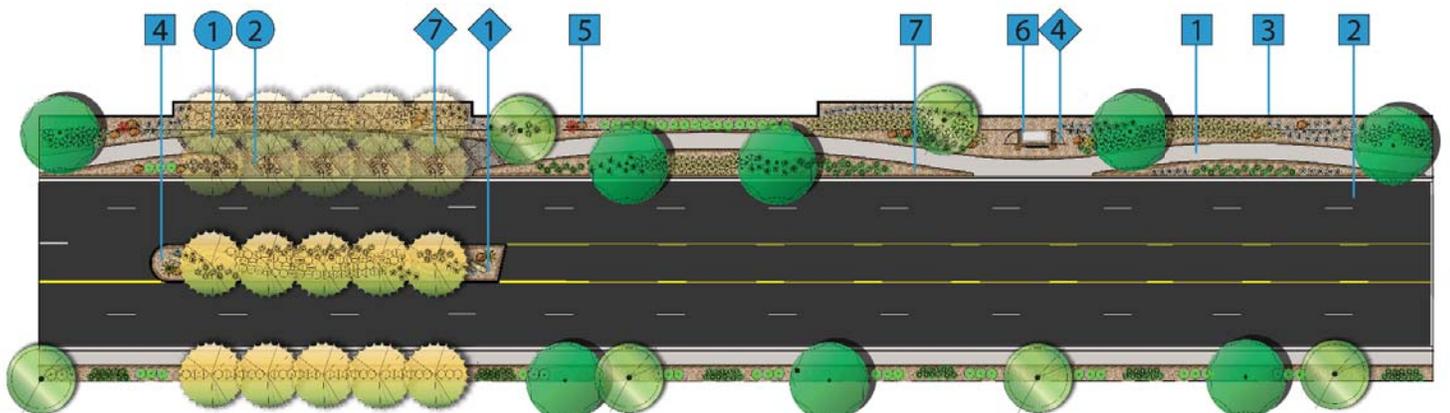


Resort Living Plant List

Botanical Name Common Name	H	W	Seasonal Color		On TOPV Plant List?*	Botanical Name Common Name	H	W	Seasonal Color		On TOPV Plant List?*
<i>Bauhinia lunarioides</i> Anacacho Orchid Tree	8'	6'	Spring Fall	Summer Winter	No	<i>Gaura lindheimeri</i> Gaura	16"	3'	Spring Fall	Summer Winter	No
<i>Chilopsis linearis</i> Desert Willow	25'	25'	Spring Fall	Summer Winter	Yes	<i>Hardenbergia violacea</i> Purple Coral Pea Vine	8'	15'	Spring Fall	Summer Winter	No
<i>Olneya tesota</i> Ironwood	30'	25'	Spring Fall	Summer Winter	Yes	<i>Lantana hybrid</i> Hybrid Lantana	2'	3'	Spring Fall	Summer Winter	Yes
<i>Parkinsonia x Desert Museum Palo Verde</i> Desert Museum Palo Verde	25'	25'	Spring Fall	Summer Winter	No	<i>Muhlenbergia capillaris</i> Pink Mist Grass	3'	3'	Spring Fall	Summer Winter	No
<i>Pistacia chinensis</i> Chinese Pistache	40'	35'	Spring Fall	Summer Winter	No	<i>Abutilon palmeri</i> Palmer's Indian Mallow	5'	5'	Spring Fall	Summer Winter	No
<i>Prosopis spp.</i> Mesquite	40'	35'	Spring Fall	Summer Winter	Yes	<i>Anisacanthus thurberi</i> Desert Honeysuckle	3'	4'	Spring Fall	Summer Winter	No
<i>Vachellia farnesiana</i> Sweet Acacia	35'	35'	Spring Fall	Summer Winter	Yes	<i>Caesalpinia gilliesii</i> Desert Bird of Paradise	6'	8'	Spring Fall	Summer Winter	Yes
<i>Vitex agnus-castus</i> Chaste Tree	25'	25'	Spring Fall	Summer Winter	No	<i>Caesalpinia pulcherrima</i> Red Bird-of-Paradise	10'	10'	Spring Fall	Summer Winter	Yes
<i>Agave americana</i> var. 'Mediopicta' White Striped Century Plant	4'	6'	Infrequent		Yes	<i>Duranta erecta</i> Skyflower	15'	15'	Spring Fall	Summer Winter	No
<i>Agave desmettiana</i> Smooth Agave	3'	3'	Spring Fall	Summer Winter	No	<i>Eremophila maculata</i> var. <i>brevifolia</i> Valentine Emu Bush	6'	6'	Spring Fall	Summer Winter	No
<i>Agave x 'Blue Glow'</i> Blue Glow Agave	2'	3'	15-25 Years, Dies After		No	<i>Hesperaloe parviflora</i> Red-Yucca	6'	6'	Spring Fall	Summer Winter	No
<i>Aloe dawei</i> Dawe's Aloe	3'	3'	Spring Fall	Summer Winter	No	<i>Justicia spicigera</i> Firecracker Plant	3'	5'	Spring Fall	Summer Winter	Yes
<i>Asclepias subulata</i> Rush Milkweed	4'	4'	Spring Fall	Summer Winter	No	<i>Leucophyllum langmaniae</i> Langman's Sage	5'	5'	Spring Fall	Summer Winter	No
<i>Enchinocactus grusonii</i> Golden Barrel	5'	3'	Spring Fall	Summer Winter	No	<i>Penstemon psuedospectabilis</i> Canyon Penstemon	2'	2'	Spring Fall	Summer Winter	No
<i>Fouquieria splendens</i> Ocotillo	20'	5'	Spring Fall	Summer Winter	Yes	<i>Plumbago auriculata</i> Cape Plumbago	8'	12'	Spring Fall	Summer Winter	No
<i>Bougainvillea spectabilis</i> Great Bougainvillea Vine	15'	20'	Spring Fall	Summer Winter	No	<i>Salvia greggii</i> Autumn Sage	3'	3'	Spring Fall	Summer Winter	Yes
<i>Bulbine frutescens</i> Bulbine	18"	3'	Spring Fall	Summer Winter	No	<i>Salvia leucantha</i> Mexican Bush Sage	4'	4'	Spring Fall	Summer Winter	No
<i>Chrysactinia mexicana</i> Damianita	2'	2'	Spring Fall	Summer Winter	No	<i>Tecoma capensis</i> Cape Honeysuckle	8'	8'	Spring Fall	Summer Winter	No
						<i>Trixis californica</i> Trixis	5'	8'	Spring Fall	Summer Winter	No



Figure 2.12: Perspective Representation of Resort Living Character Zone



Resort Living - Good

The 'Good' option of Resort Living includes the most basic elements of the character zone. The planting design focus should be on massings in a sweeping layout to compliment the curves of the paths. This level of design starts to see visual mitigation of unappealing walls, utilities, and other features. A key feature of Resort Living is the outdoor rooms in which pedestrians and motorists enter a new experience along the streetscape. All plants selected in design must adhere to the Town's requirements of sight visibility/ corner vision requirements.

General ■

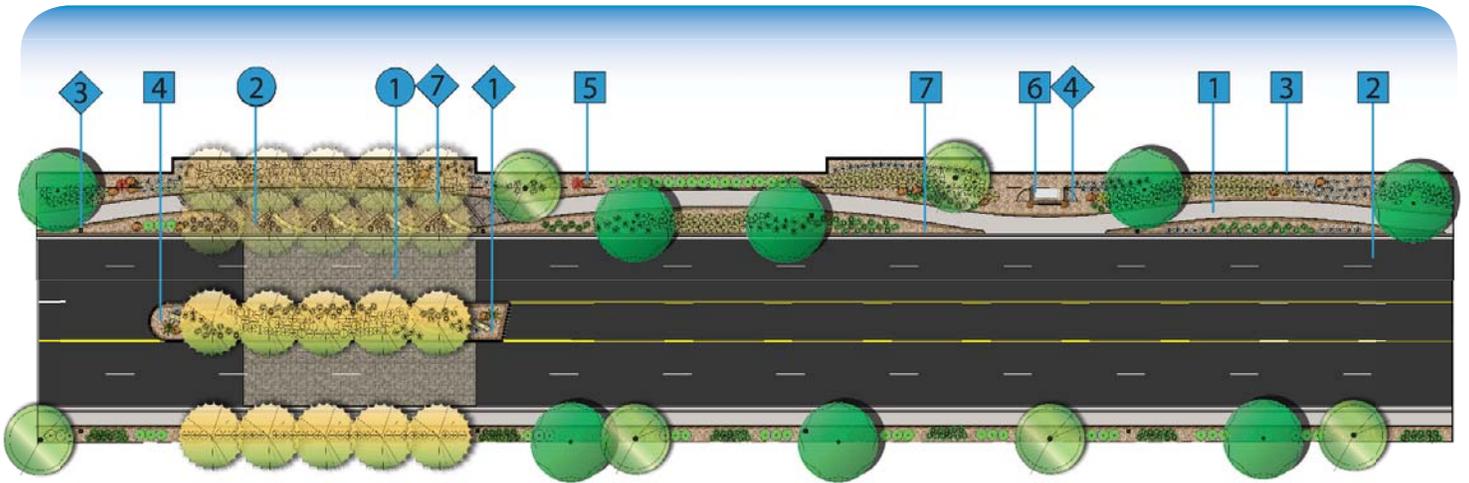
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

5. Boulder
6. Utility
7. Decomposed Granite
1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate

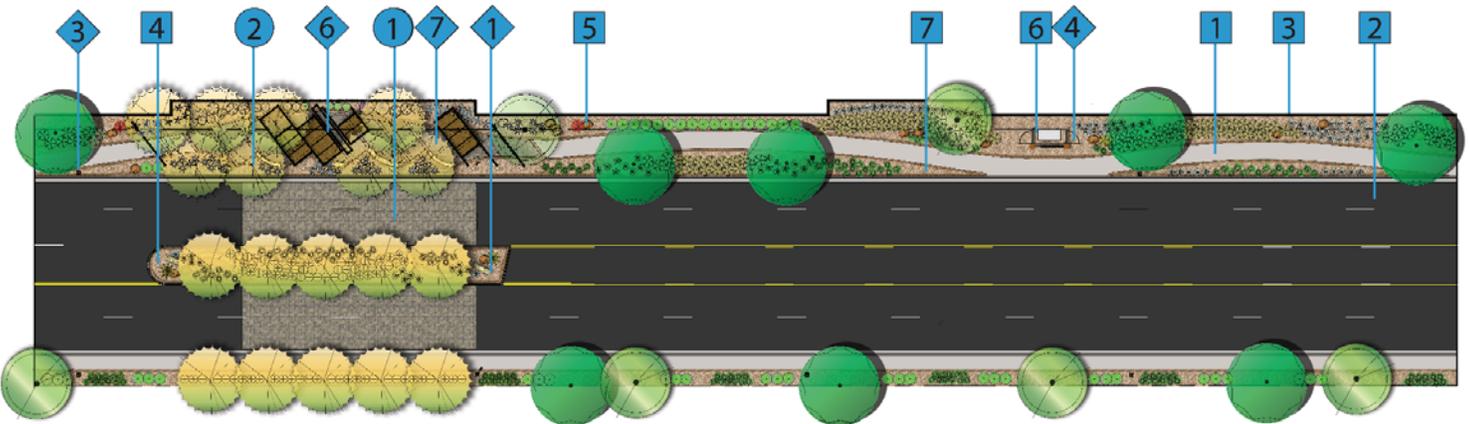
Materials ●

5. Wall Screen
6. Shade Structure
7. Outdoor Room
1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Resort Living - Better

The 'Better' option of Resort Living starts to bring in the more vertical components of the Character Zone design elements. The better option would include bringing the stone veneer walls into the medians and the landscape zones. Wall screening elements are implemented to hide unattractive existing features that cannot be removed. Low level lighting should be established as wayfinding along sidewalks and multi-use paths at an average distance of 75 feet. Integration of themed design elements tailored to the adjacent resort should start to show up in designs. Visual mitigation of unattractive current features such as utilities and walls are to be added at this stage of zone integration.



Resort Living - Best

The 'Best' option is the use of all elements of the 'Good' and 'Better' options of Resort Living. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including a COR-TEN® shield with low angle lighting on both the street and the pathway as wayfinding. This option of the designated character zone should have a representational pattern in the streetscape, which helps define the pattern. The option of creating an outdoor room with a chicane to calm traffic, which enhances the pedestrian experience, should be explored with shade structures along the street such as the one existing on 56th Street. Rustic pavers should be designed into the streetscape to emphasize the transition into a new space by creating a threshold through the change of surface texture.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate
- 5. Wall Screen
- 6. Shade Structure
- 7. Outdoor Room

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Rural Elegance Character Zone Design Guidelines

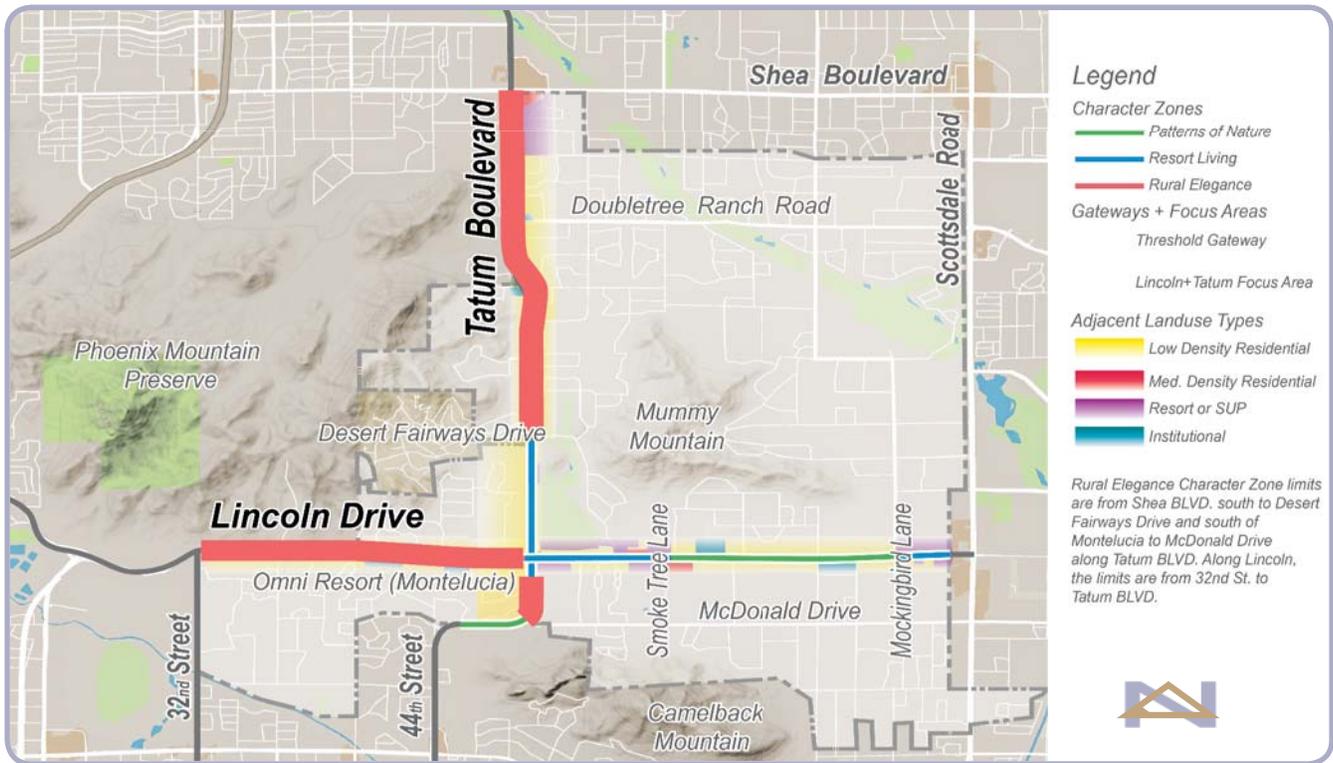


Figure 2.14: Map of Rural Elegance Zones Highlighted in Red

Overview

The Rural Elegance Character Zone embraces the historical setting of Paradise Valley by utilizing rural forms and shapes in the corridor. 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. “Less is more” approach. Turf where appropriate outside the right-of-way.
- A small orchard of desert trees in strategic areas to shape the view and reflect the Town’s historical rural setting.



Figure 2.13: Example of Painted Metal Panel to Screen Utilities on 56th Street

Patterns and Colors

Strong horizontal elements that accentuate mountain views are the dominant pattern for this character zone. This should be accomplished using low horizontal elements such as low stone walls and split rail type fencing. The composition of elements should represent that of a rural setting but using upscale materials. Streetscape elements should rely on strong horizontal forms that accentuate rather than compete with the background mountain views. Sight lines and expansive views should be maintained or enhanced by the placement of plant materials and streetscape elements.



Figure 2.15: Example Use of Colored Concrete, Decomposed Granite and Boulders

Landscape materials should be planted in small massings that reflect the planting patterns of the natural desert. Sonoran native trees should be consciously located to frame the mountain views. Where sufficient right-of-way width is available, trees could be planted in mini-orchard grids to frame distant views. No fountain grasses or other invasive species are to be used in the planting palette.



Base colors should include those seen in the Sonoran Desert environment: browns, medium- to dark-reddish browns, and tans, with main accents of muted reds or rust and limited accents of muted blues and muted greens. (Note: Colors to be muted by lowering the luminance of the primary color.)

Materials

Materials for this character zone should be a high quality and rustic in character, reflecting a rural setting. Examples include rustic cut pavers, stone veneer, and the use of weathered steel to create split rail accent elements. Exposed aggregate concrete, salt finished concrete sidewalks, and colored concretes used in the other character zones are also compatible with this zone, creating continuity within the Visually Significant Corridor.

- ① COR-TEN® steel rails
- ② Stone veneer walls
- ③ Tube Steel Posts

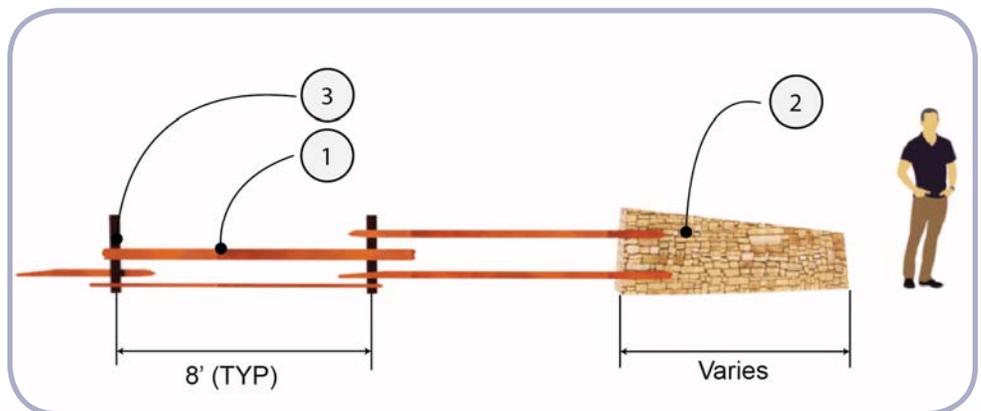


Figure 2.16: Example of Split Rail and Stone Veneer Accent Element

The use of natural, timeless stone is consistent throughout all of the Character Zones for vertical zone design elements.

Rock mulch, boulders, and the 3"-8" riprap should all be selected from the same quarry to ensure color compatibility. The rock color should consist of medium to dark-reddish browns, such as "Express Brown" to bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 3" minus graded mulch is recommended for landscape areas.

Crosswalks should be a combination of rustic pavers and an exposed aggregate band on both sides with an integral brown color.

Plant materials should be selected from the Rural Elegance Plant List on the adjacent page to provide at least two plant species that are in bloom in each of the four seasons. The complete Visually Significant Corridors Plant List with photos is also included on pages 2.26 through 2.35 at the end of this section.

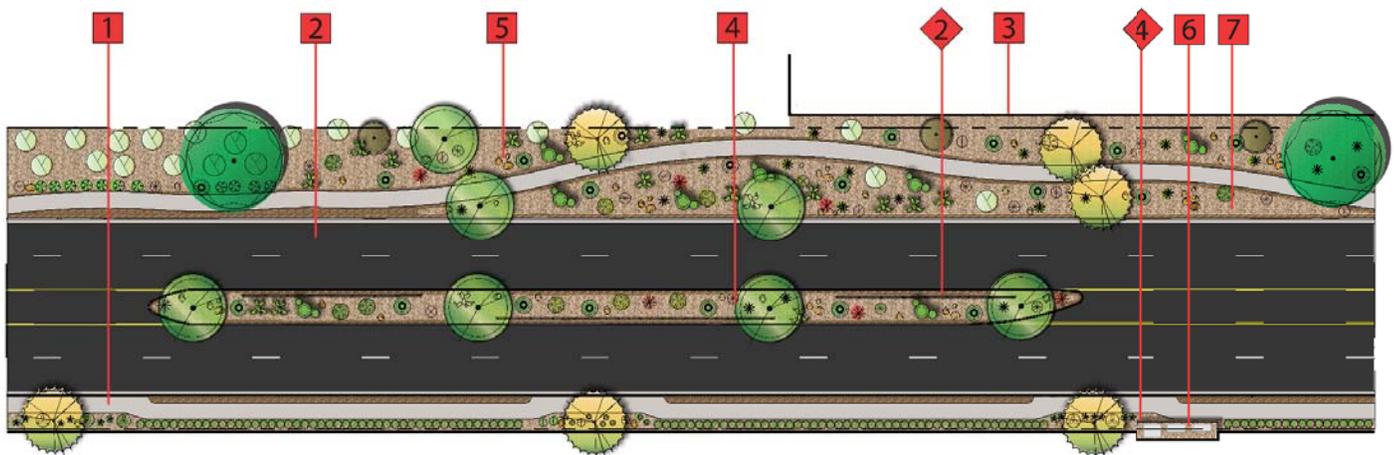


Rural Elegance Plant List

Botanical Name Common Name	H	W	Seasonal Color	On TOPV Plant List?*	Botanical Name Common Name	H	W	Seasonal Color	On TOPV Plant List?*		
<i>Chilopsis linearis</i> Desert Willow	25'	25'	Spring Fall	Summer Winter	Yes	<i>Lantana hybrid</i> Hybrid Lantana	2'	3'	Spring Fall	Summer Winter	Yes
<i>Olneya tesota</i> Ironwood	30'	25'	Spring Fall	Summer Winter	Yes	<i>Tetranneuris acaulis</i> Angelita Daisy	12"	12"	Spring Fall	Summer Winter	No
<i>Parkinsonia x Desert Museum Palo Verde</i> Desert Museum Palo Verde	25'	25'	Spring Fall	Summer Winter	No	<i>Abutilon palmeri</i> Palmer's Indian Mallow	5'	5'	Spring Fall	Summer Winter	No
<i>Parkinsonia florida</i> Blue Palo Verde	30'	30'	Spring Fall	Summer Winter	Yes	<i>Anisacanthus quadrifidus var. wrightii</i> Mexican Fire	4'	4'	Spring Fall	Summer Winter	No
<i>Prosopis spp.</i> Mesquite	40'	35'	Spring Fall	Summer Winter	Yes	<i>Anisacanthus thurberi</i> Desert Honeysuckle	3'	4'	Spring Fall	Summer Winter	No
<i>Vachellia farnesiana</i> Sweet Acacia	35'	35'	Spring Fall	Summer Winter	Yes	<i>Caesalpinia pulcherrima</i> Red Bird-of-Paradise	10'	10'	Spring Fall	Summer Winter	Yes
<i>Vauquelinia californica</i> Arizona Rosewood	15'	12'	Spring Fall	Summer Winter	Yes	<i>Calliandra californica</i> Red Baja Fairyduster	6'	5'	Spring Fall	Summer Winter	Yes
<i>Agave desmettiana</i> Smooth Agave	3'	3'	Spring Fall	Summer Winter	No	<i>Eremophila maculata var. brevifolia</i> Valentine Emu Bush	6'	6'	Spring Fall	Summer Winter	No
<i>Agave murpheyi</i> Hohokam Agave	3'	3'	Spring Fall	Summer Winter	Yes	<i>Hamelia patens</i> Firebush	6'	6'	Spring Fall	Summer Winter	No
<i>Asclepias subulata</i> Rush Milkweed	4'	4'	Spring Fall	Summer Winter	No	<i>Justicia californica</i> Chuparosa	6'	12'	Spring Fall	Summer Winter	Yes
<i>Enchinocactus grusonii</i> Golden Barrel	5'	3'	Spring Fall	Summer Winter	No	<i>Penstemon psuedospectabilis</i> Canyon Penstemon	2'	2'	Spring Fall	Summer Winter	No
<i>Ferocactus cylindraceus</i> Desert Barrel	5'	2'	Spring Fall	Summer Winter	Yes	<i>Trixis californica</i> Trixis	5'	8'	Spring Fall	Summer Winter	No
<i>Fouquieria splendens</i> Ocotillo	20'	5'	Spring Fall	Summer Winter	Yes						
<i>Opuntia basilaris</i> Beavertail Prickly Pear	2'	6'	Spring Fall	Summer Winter	Yes						
<i>Opuntia santa rita</i> Purple Prickly Pear	5'	8'	Spring Fall	Summer Winter	Yes						
<i>Calylophus hartwegii var. fendleri</i> Western Primrose	1'	3'	Spring Fall	Summer Winter	No						
<i>Chrysactinia mexicana</i> Damianita	2'	2'	Spring Fall	Summer Winter	No						
<i>Hardenbergia violacea</i> Purple Coral Pea Vine	8'	15'	Spring Fall	Summer Winter	No						



Figure 2.17: Perspective Representation of Rural Elegance Character Zone



Rural Elegance - Good

The 'Good' option of Rural Elegance is seen as a better alternative to much of the existing natural landscape that is seen in Paradise Valley currently. The landscape palette does not differ tremendously from many of the native species to the Sonoran Desert. Landscape is arranged in a more aesthetic way to bring attention to the beautiful mountain backdrops of Paradise Valley. All plants selected for use in the design must adhere to the Town's requirements of sight visibility/corner vision requirements.

General ■

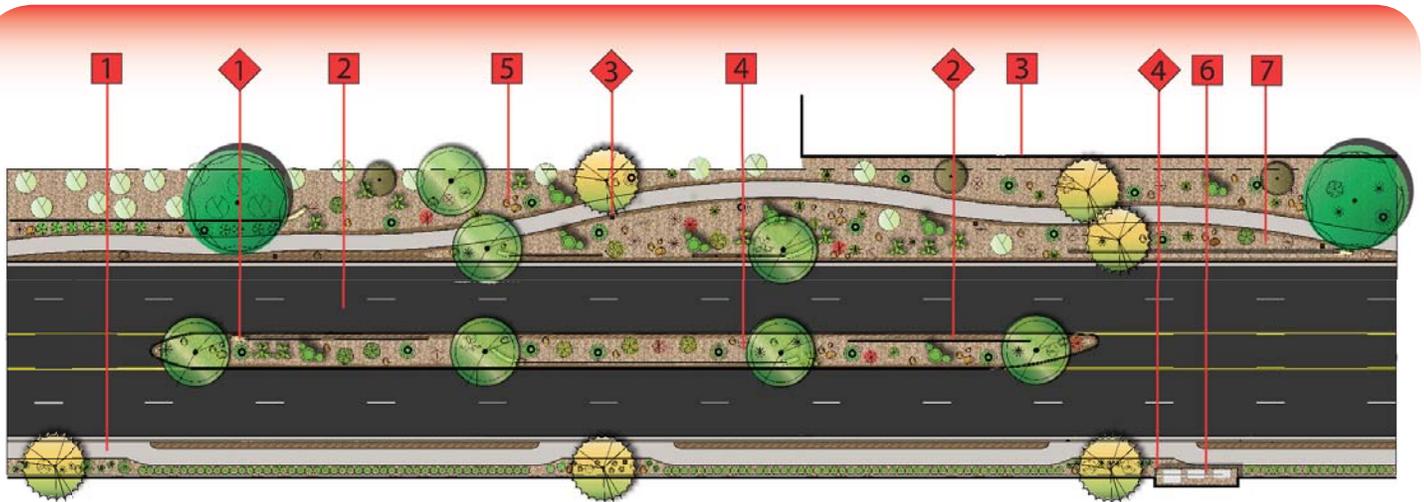
1. Stone Veneer Walls
2. Asphalt
3. Existing Wall
4. Median

Elements ◆

1. Stone Veneer Walls
2. Split Rail Fence
3. Lighting
4. Utility Screen with Gate

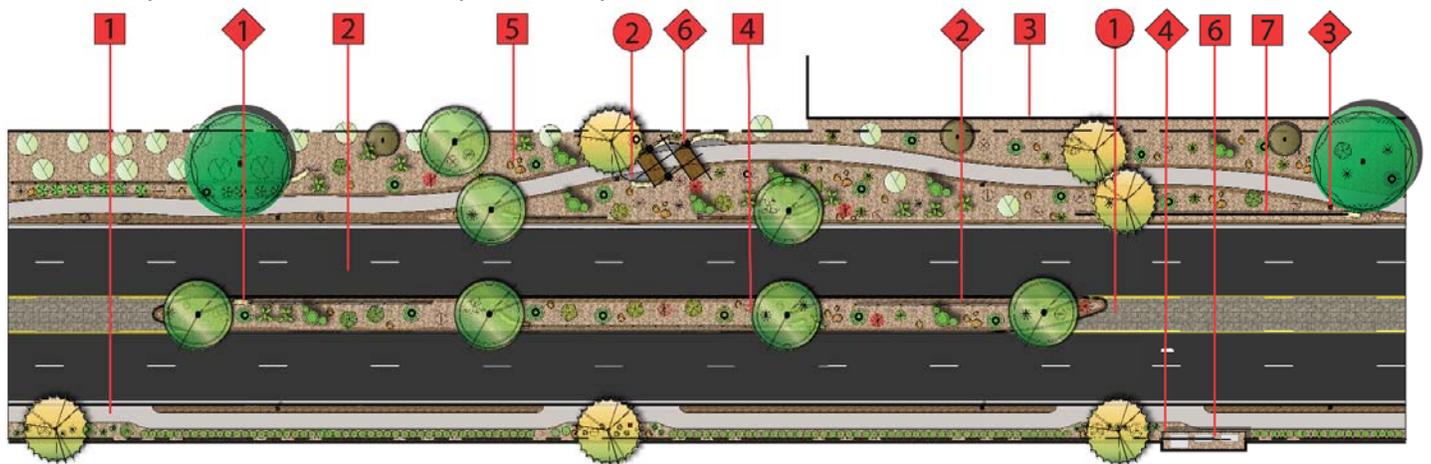
Materials ●

1. Rustic Pavers
2. Colored Concrete
3. Aggregate Concrete



Rural Elegance - Better

The 'Better' option of Rural Elegance brings in its main design element of the split rail fence with stone veneer "bookends" in the streetscape. A higher level of density and diversity of plant material is seen in the landscape bringing contrasting colors and heights. Median improvements in this design level include a boulder themed accent plant arrangement. The accent plant will be the Ocotillo, and where visibility issues arise, the Parry's Agave will be used. Visual mitigation of unattractive features such as utilities and walls will incorporate the mountain motif design style. The better option of lighting will also be incorporated into the landscape in this option.



Rural Elegance - Best

The 'Best' option of Rural Elegance is the use of all elements of the 'Good' and 'Better' options. Rural Elegance thematic patterns and designs should be consistently followed throughout the entire project. An upgrade of lighting from the 'Better' to the 'Best' option should include a more thematic custom design including a COR-TEN® shield with low angle lighting on both the street and onto the pathway as wayfinding. The split rail connected to stone veneer walls should be a key element to frame views of the adjacent mountains combined with community pedestrian nodes to create a pleasurable experience.

General ■

- 1. Stone Veneer Walls
- 2. Asphalt
- 3. Existing Wall
- 4. Median
- 5. Boulder
- 6. Utility
- 7. Decomposed Granite

Elements ◆

- 1. Stone Veneer Walls
- 2. Split Rail Fence
- 3. Lighting
- 4. Utility Screen with Gate
- 5. Wall Screen
- 6. Shade Structure
- 7. Outdoor Room

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete
- 3. Aggregate Concrete

Trees with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Bauhinia lunarioides</i> Anacacho Orchid Tree	8'	6'	Medium Green	Pink or White	Spring Fall	Summer Winter	No	PN RL
 <i>Chilopsis linearis</i> Desert Willow	25'	25'	Dark Green	Pink	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Olneya tesota</i> Ironwood	30'	25'	Olive Green	Lavender White	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Parkinsonia x Desert Museum Palo Verde</i> Desert Museum Palo Verde	25'	25'	Green	Yellow	Spring Fall	Summer Winter	No	RL RE
 <i>Parkinsonia florida</i> Blue Palo Verde	30'	30'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter	Yes	PN RE
 <i>Pistacia chinensis</i> Chinese Pistache	40'	35'	Green/ Red	Green	Spring Fall	Summer Winter	No	PN RL
 <i>Prosopis spp.</i> Mesquite	40'	35'	Green	Green	Spring Fall	Summer Winter	Yes	PN RL RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Trees with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone
 <i>Vachellia farnesiana</i> Sweet Acacia	35'	35'	Pale Green	Deep Gold	Spring Fall	Summer Winter	Yes RL RE
 <i>Vitex agnus-castus</i> Chaste Tree	25'	25'	Green	Purple or White	Spring Fall	Summer Winter	No PN RL
 <i>Vauquelinia californica</i> Arizona Rosewood	15'	12'	Dark Green	White	Spring Fall	Summer Winter	Yes PN RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Accents and Cacti

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color	On TOPV Plant List?*	Character Zone	
 <i>Agave americana</i> var. 'Mediopicta' White Striped Century Plant	4'	6'	Green/ Yellow	Green/ Yellow	Infrequent	Yes	PN RL	
 <i>Agave desmettiana</i> Smooth Agave	3'	3'	Light Green	Chartreuse	Spring Fall	Summer Winter	No	RL RE
 <i>Agave murpheyi</i> Hohokam Agave	3'	3'	Pale Green	Red/ Chartreuse	Spring Fall	Summer Winter	Yes	PN RE
 <i>Agave</i> x 'Blue Glow' Blue Glow Agave	2'	3'	Green- Blue	Green- Yellow	15-25 Years, Dies After	No	PN RL	
 <i>Aloe</i> 'Blue Elf' Blue Elf Aloe	2'	2'	Green	Orange	Spring Fall	Summer Winter	No	PN
 <i>Aloe dawei</i> Dawe's Aloe	3'	3'	Green	Red	Spring Fall	Summer Winter	No	RL
 <i>Asclepias subulata</i> Rush Milkweed	4'	4'	Pale Green	Creamy Yellow	Spring Fall	Summer Winter	No	PN RL RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Accents and Cacti

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Enchinocactus grusonii</i> Golden Barrel	5'	3'	Green/ Gold	Yellow	Spring Fall	Summer Winter	No	PN RL RE
 <i>Ferocactus cylindraceus</i> Desert Barrel	5'	2'	Green/ Red	Yellow	Spring Fall	Summer Winter	Yes	PN RE
 <i>Fouquieria splendens</i> Ocotillo	20'	5'	Dark Green /Brown	Red	Spring Fall	Summer Winter	Yes	PN RL RE
 <i>Opuntia basilaris</i> Beavertail Prickly Pear	2'	6'	Green	Rose or Magenta	Spring Fall	Summer Winter	Yes	PN RE
 <i>Opuntia santa rita</i> Purple Prickly Pear	5'	8'	Green/ Purple	Yellow	Spring Fall	Summer Winter	Yes	RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Grasses, Groundcover, and Vines

Image	Botanical Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
	Common Name					Spring	Summer		
	<i>Antigonon leptopus</i> Coral Vine	10'	6'	Green	Pink to White	Spring Fall	Summer Winter	Yes	PN
	<i>Bougainvillea spectabilis</i> Great Bougainvillea Vine	15'	20'	Medium Green	Pink or Red	Spring Fall	Summer Winter	No	RL
	<i>Bulbine frutescens</i> Bulbine	18"	3'	Green	Yellow Orange	Spring Fall	Summer Winter	No	PN RL
	<i>Calylophus hartwegii</i> var. <i>fendleri</i> Western Primrose	1'	3'	Silver Green	Yellow & Red	Spring Fall	Summer Winter	No	RE
	<i>Chrysactinia mexicana</i> Damaianita	2'	2'	Green	Yellow	Spring Fall	Summer Winter	No	RL RE
	<i>Gaura lindheimeri</i> Gaura	16"	3'	Green	Pink/ White	Spring Fall	Summer Winter	No	PN RL
	<i>Hardenbergia violacea</i> Purple Coral Pea Vine	8'	15'	Dark Green	Purple/ White/ Pink	Spring Fall	Summer Winter	No	RL RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Grasses, Groundcover, and Vines

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Lantana camara</i> Western Indian Camara	6'	6'	Dark Green	Pink, Yellow, Orange, Red	Spring Fall	Summer Winter	No	PN
 <i>Lantana hybrid</i> Hybrid Lantana	2'	3'	Medium Green	Yellow	Spring Fall	Summer Winter	Yes	RL RE
 <i>Muhlenbergia capillaris</i> Pink Mist Grass	3'	3'	Green	Pink-Red	Spring Fall	Summer Winter	No	PN RL
 <i>Tetraneuris acaulis</i> Angelita Daisy	12"	12"	Green	Yellow	Spring Fall	Summer Winter	No	RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Shrubs with Color

Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
					Spring	Summer		
 <i>Abutilon palmeri</i> Palmer's Indian Mallow	5'	5'	Silver Green	Gold	Spring Fall	Summer Winter	No	RL RE
 <i>Anisacanthus quadrifidus var. wrightii</i> Mexican Fire	4'	4'	Light Green	Red/ Yellow/ Orange	Spring Fall	Summer Winter	No	RE
 <i>Anisacanthus thurberi</i> Desert Honeysuckle	3'	4'	Green	Red/ Orange	Spring Fall	Summer Winter	No	RL RE
 <i>Caesalpinia gillesii</i> Desert Bird of Paradise	6'	8'	Dark Green	Yellow	Spring Fall	Summer Winter	Yes	PN RL
 <i>Caesalpinia pulcherrima</i> Red Bird-of-Paradise	10'	10'	Green	Red/ Orange	Spring Fall	Summer Winter	Yes	RL RE
 <i>Calliandra californica</i> Red Baja Fairyduster	6'	5'	Dark Green	Red	Spring Fall	Summer Winter	Yes	RE
 <i>Callistemon citrinus</i> 'Little John' Little John Dwarf Bottlebrush	5'	5'	Bright Green	Red	Spring Fall	Summer Winter	No	PN

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Cordia parvifolia</i> Little Leaf Cordia	10'	10'	Dark Olive	White	Spring Fall	Summer Winter	No	PN
 <i>Duranta erecta</i> Skyflower	15'	15'	Light Green	Purple w/ Orange Fruit	Spring Fall	Summer Winter	No	RL
 <i>Eremophila maculata</i> <i>var. brevifolia</i> Valentine Emu Bush	6'	6'	Dark Green	Red	Spring Fall	Summer Winter	No	PN RL RE
 <i>Hamelia patens</i> Firebush	6'	6'	Gray Green	Red	Spring Fall	Summer Winter	No	PN RE
 <i>Hesperaloe parviflora</i> Red-Yucca	6'	6'	Gray Green	Red	Spring Fall	Summer Winter	No	PN RL
 <i>Justicia californica</i> Chuparosa	6'	12'	Green	Red	Spring Fall	Summer Winter	Yes	RE
 <i>Justicia spicigera</i> Firecracker Plant	3'	5'	Green	Orange	Spring Fall	Summer Winter	Yes	PN RL

*TOPV Landscape Guidelines (1996), Table 2
All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Shrubs with Color

Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
					Spring Fall	Summer Winter		
 <i>Leucophyllum frutescens</i> Texas Ranger	10'	10'	Silver Green	Pink	Spring Fall	Summer Winter	Yes	PN
 <i>Leucophyllum langmaniae</i> Langman's Sage	5'	5'	Green	Purple	Spring Fall	Summer Winter	No	RL
 <i>Penstemon psuedospectabilis</i> Canyon Penstemon	2'	2'	Medium Green	Rose Purple	Spring Fall	Summer Winter	No	RL RE
 <i>Plumbago auriculata</i> Cape Plumbago	8'	12'	Green	Blue	Spring Fall	Summer Winter	No	RL
 <i>Plumbago scandens</i> White Plumbago	5'	8'	Green	White	Spring Fall	Summer Winter	No	PN
 <i>Salvia clevelandii</i> Chaparral Sage	5'	5'	Green	Blue/Violet	Spring Fall	Summer Winter	No	PN
 <i>Salvia coccinea</i> Sacretlet Sage	4'	4'	Green	Red	Spring Fall	Summer Winter	No	PN

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Seasonal Color		On TOPV Plant List?*	Character Zone
 <i>Salvia greggii</i> Autumn Sage	3'	3'	Green	Pink	Spring Fall	Summer Winter	Yes	RL
 <i>Salvia leucantha</i> Mexican Bush Sage	4'	4'	Silver Green	Purple/ White	Spring Fall	Summer Winter	No	RL
 <i>Tecoma capensis</i> Cape Honeysuckle	8'	8'	Dark Green	Orange	Spring Fall	Summer Winter	No	RL
 <i>Tecoma stans</i> var. <i>angustata</i> Arizona Yellow Bells	25'	25'	Green	Orange- Yellow	Spring Fall	Summer Winter	No	PN
 <i>Tecoma stans</i> var. <i>stans</i> Yellow Bells	20'	10'	Green	Yellow	Spring Fall	Summer Winter	Yes	PN
 <i>Trixis californica</i> Trixis	5'	8'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter	No	RL RE

*TOPV Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PN = Patterns of Nature
RL = Resort Living
RE = Rural Elegance

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Existing

Existing Lincoln Drive and Tatum Boulevard Characteristics

The following information provides guidance towards the existing right-of-way and overall street dimensions along Lincoln Drive and Tatum Boulevard.

Existing Lincoln Drive and Tatum Boulevard Characteristics

Lincoln Drive and Tatum Boulevard are identified as the only two major arterials in the Mobility Element of the 2012 General Plan. As such, the character of the roads is critical to accomplishing the goal stated in the General Plan to

“Strengthen the image and perception of a clear hierarchy of streets”

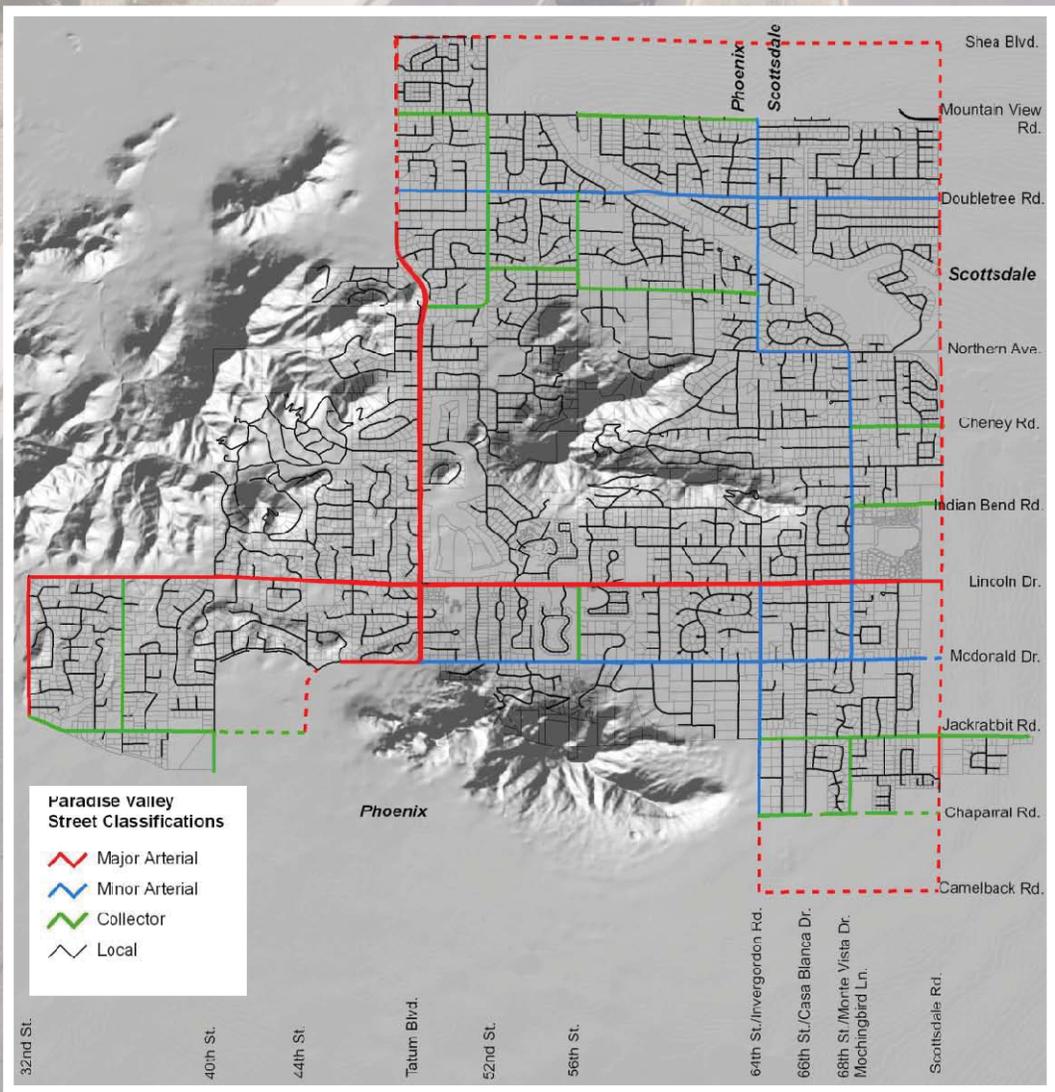


Figure 3.1: Motorized Circulation Map, TOPV 2012 General Plan

Existing Character

The character of Lincoln Drive and Tatum Boulevard today is the result of layering of multiple determining factors, including material selection based on minimum adequacy and improvements and renovations from public, private, and utility providers over time. Original rights-of-way have been squeezed to fit more and more requirements, including more travel lanes, more traffic control devices, more utilities, and minimal pedestrian facilities. In most situations, the Town has avoided using eminent domain to acquire additional rights-of-way for necessary improvements, unless absolutely required. Alternatively, the Town actively negotiates with property owners for a win-win outcome whenever possible instead to implement some portions of roadway improvement projects.

As the most traveled corridors in the Town, the two major arterials are filled with vehicular activity throughout the weekday and lesser traffic volumes at night and on weekends. It was mentioned several times during the project that the corridors have essentially become throughways during the day for travelers to pass from Scottsdale to Phoenix and vice-versa.

The uniqueness of both corridors is in their middle-ground and background vistas of the Camelback, Mummy, and Phoenix mountains. From nearly every point along the corridors there are vantage points of at least one of these prominent Valley mountain features.

The table and cross-section below are taken from the 2012 General Plan and describe the intended function and design character for the major arterial roads. The subsequent pages of this chapter illustrate the actual existing conditions within the two identified Visually Significant Corridors.

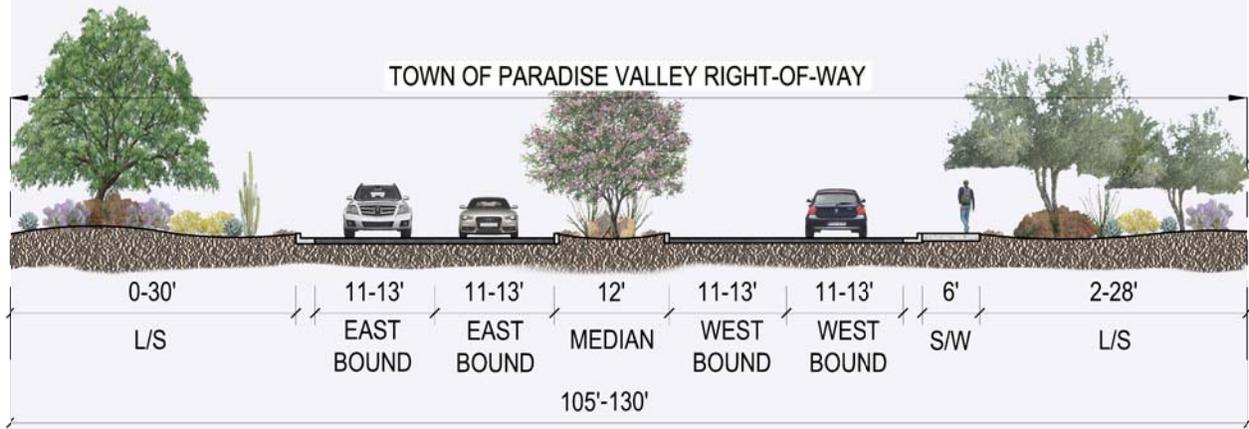
Classification	Function	Design Character (also see Cross-Sections)
Major Arterial	To provide regional unity and continuity.	<ul style="list-style-type: none"> ▪ Channelized intersections, limited access, crossings, and stops ▪ Parking on rights-of-way prohibited ▪ Landscaped medians and rights of way ▪ Optional sidewalks on both sides, set back a minimum of 5 feet from traffic lanes ▪ Bike lanes only where necessary to interconnect bikeway system ▪ 4 through lanes ▪ Full curbs and gutters ▪ 130-foot right-of-way

Figure 3.2: Selection From 2012 General Plan - Table 4.1: Circulation Map Classifications and Standards; and Figure 4.2: Typical Major Arterial Cross-Section

Lincoln Drive Existing Conditions

* Dimensions are approximate.

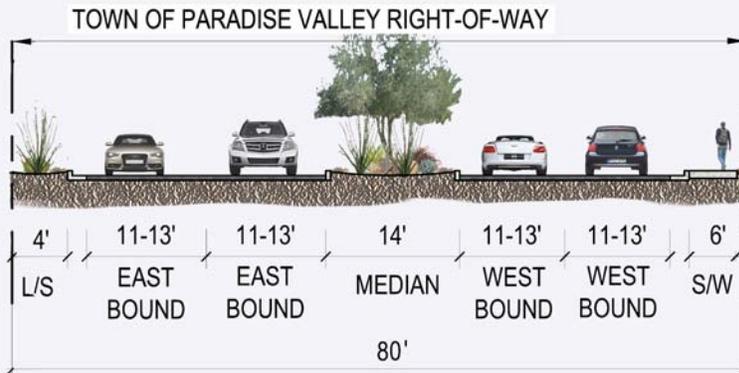
Lincoln Drive: 32nd Street to Palo Cristi Road



Characteristics

- ROW: 130 feet wide
- Sidewalks: South side
- Back of Curb: 30 feet on South, 25 feet on North

Lincoln Drive: Palo Cristi Road to 38th Street



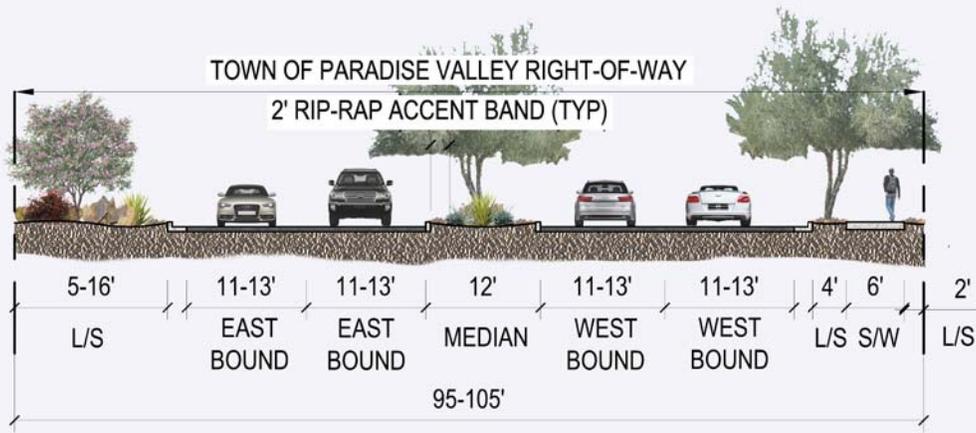
Characteristics

- ROW: 80 feet wide
- Sidewalks: South side
- Back of Curb: 8 feet on South, 4 feet on North

Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 38th Street to 40th Street

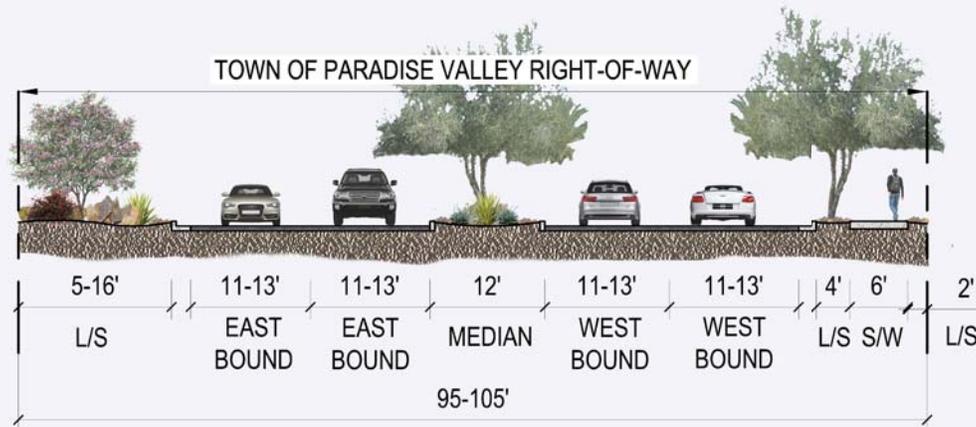


Characteristics

- ROW: 95 feet wide
- Sidewalks: South side
- Back of Curb: 8 feet on South, 30 feet on North

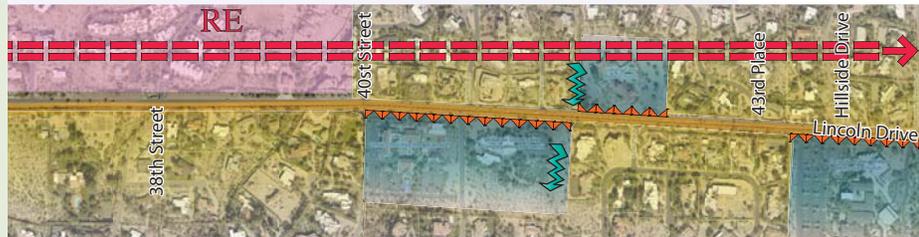


Lincoln Drive: 40th Street to 43rd Place



Characteristics

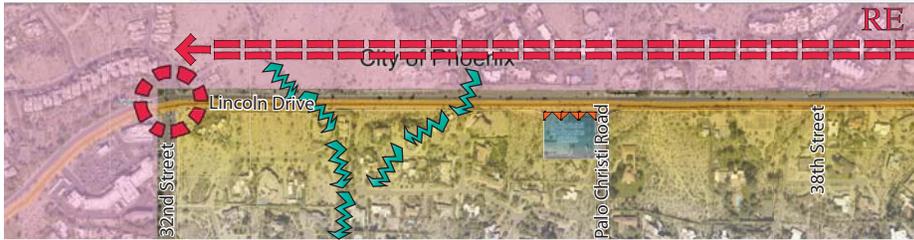
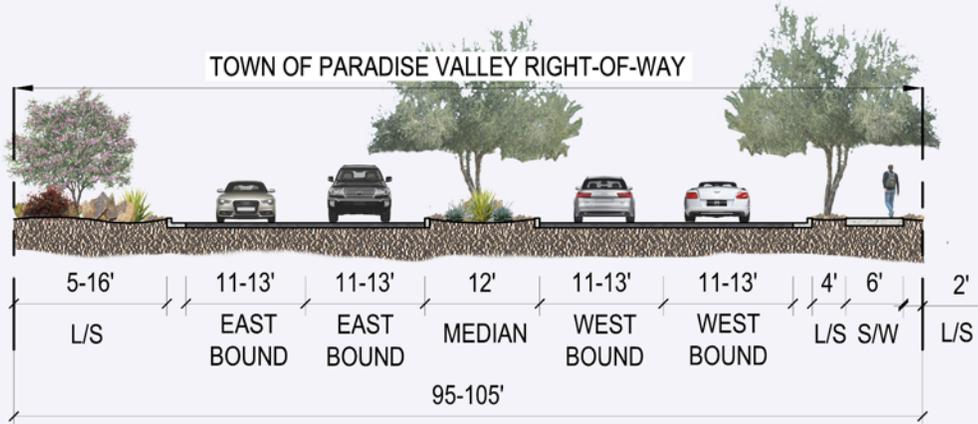
- ROW: 95 feet wide plus 25-foot easement on SUP parcels
- Sidewalks: South side
- Back of Curb: 10 feet on South, 6 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 43rd Place to 46th Street

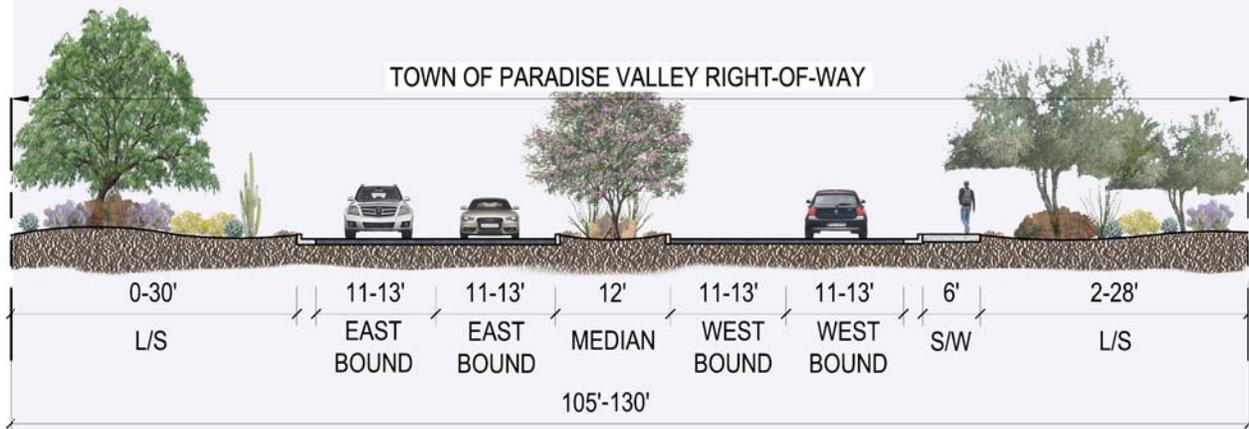


Characteristics

- ROW: 105 feet wide
- Sidewalks: South side, North begins at Hillside Drive
- Back of Curb: 10 and 35 feet on South, 6 feet on North

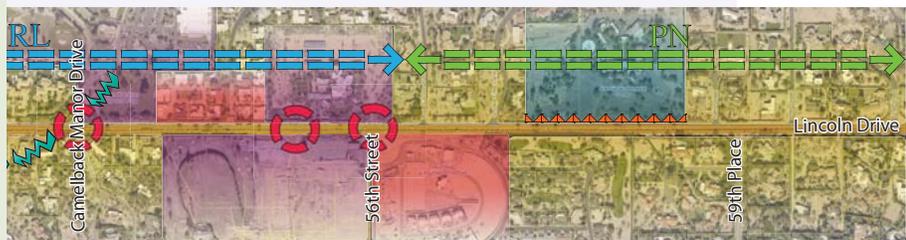
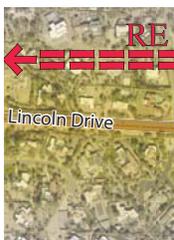


Lincoln Drive: 46th Street to Tatum Boulevard



Characteristics

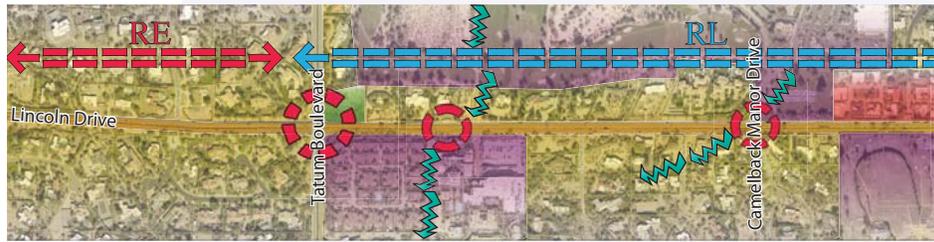
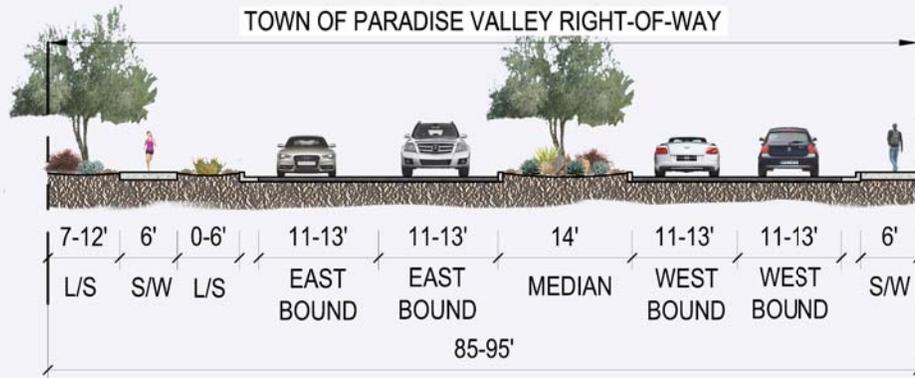
- ROW: 105 to 130 feet wide
- Sidewalks: South and North Side
- Back of Curb: 34 feet on South, 30 and 8 feet on North



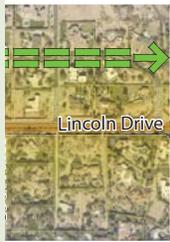
Lincoln Drive Existing Conditions

* Dimensions are approximate.

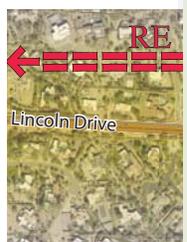
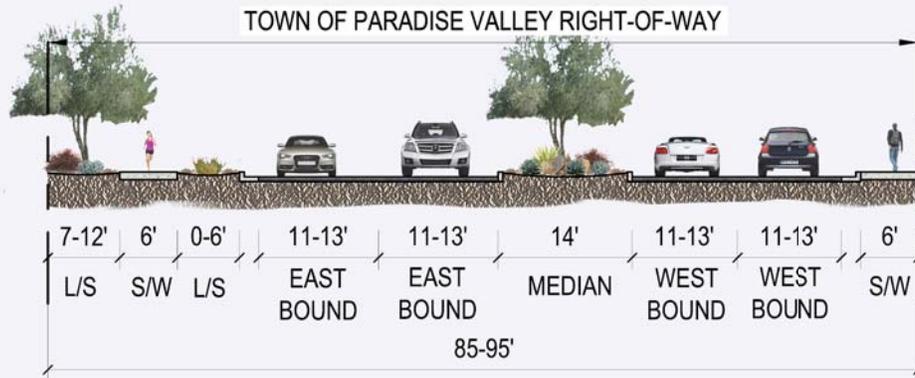
Lincoln Drive: Tatum Boulevard to Camelback Manor Drive



- Characteristics**
- ROW: 80 feet wide plus 25-foot easement along SUP
 - Sidewalks: South and North side
 - Back of Curb: 6, 12, and 27 feet on South, 6 and 48 feet on North



Lincoln Drive: Camelback Manor Drive to 56th Street



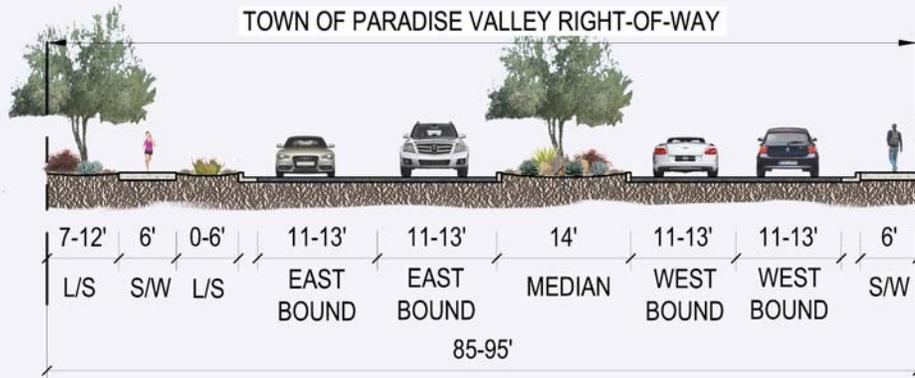
- Characteristics**
- ROW: 95 feet wide plus 15- or 25-foot easement on SUP parcels
 - Sidewalks: South and North side
 - Back of Curb: 5 and 12 feet on South, 15 and 20 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

Lincoln Drive: 56th Street to 59th Place

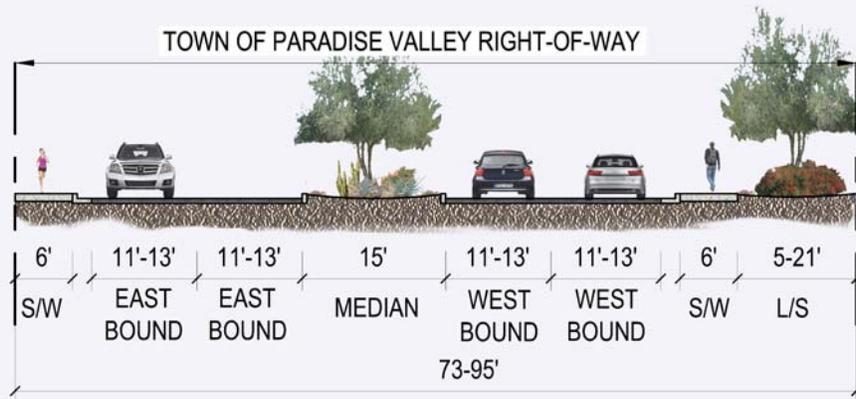


Characteristics

- ROW: 95 feet plus 25-foot easement at Mountain Shadows SUP
- Sidewalks: South and North side
- Back of Curb: 12 and 28 feet on South, 0 and 6 feet on North

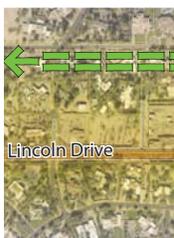


Lincoln Drive: 59th Place to Invergordon Road



Characteristics

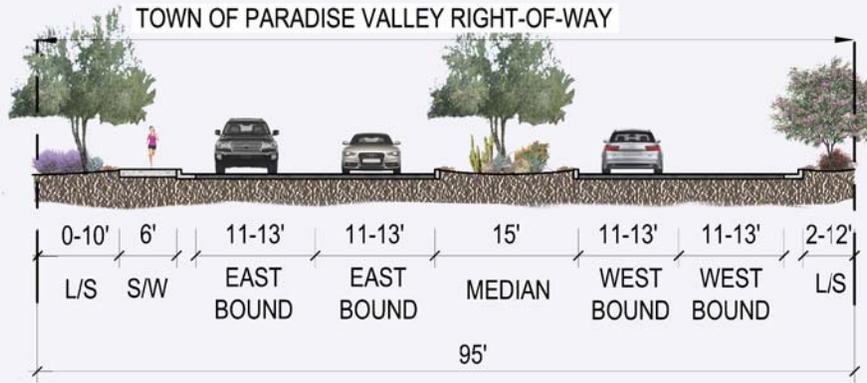
- ROW: 73 and 95 feet wide
- Sidewalks: South and North side
- Back of Curb: 6, 20 and 24 feet on South, 0 and 6 feet on North



Lincoln Drive Existing Conditions

* Dimensions are approximate.

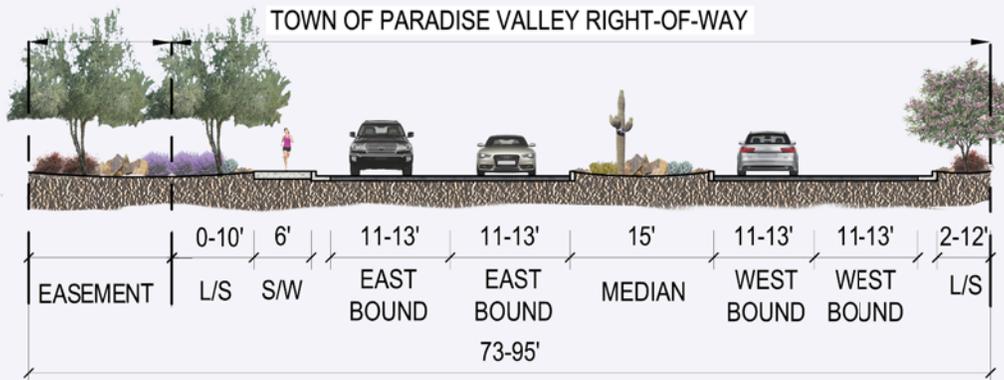
Lincoln Drive: Invergordon Road to Mockingbird Lane



Characteristics

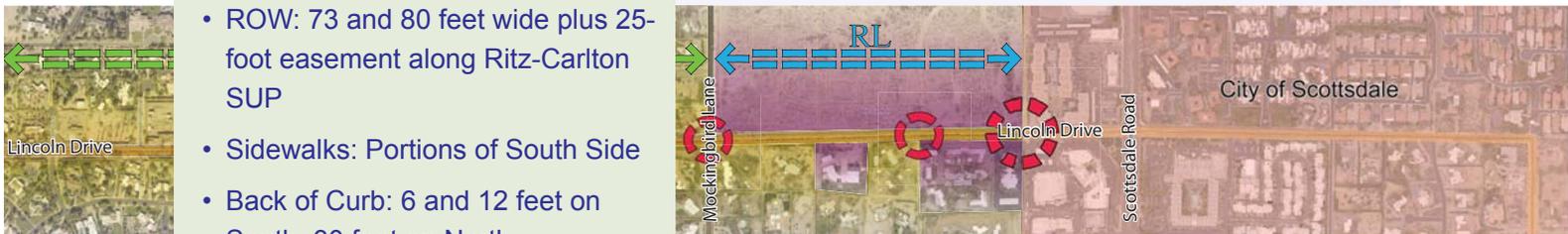
- ROW: 95 feet wide generally
- Sidewalks: South side west of Casa Blanca Drive and all along North
- Back of Curb: 5, 15, and 38 feet on South, 6 and 20 feet on North

Lincoln Drive: Mockingbird Lane to Scottsdale Road



Characteristics

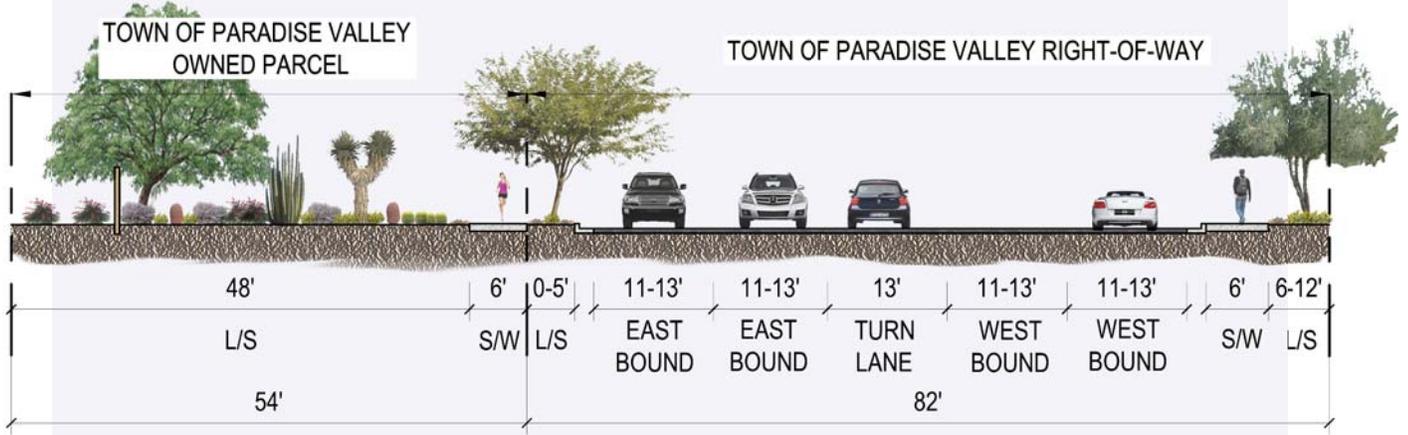
- ROW: 73 and 80 feet wide plus 25-foot easement along Ritz-Carlton SUP
- Sidewalks: Portions of South Side
- Back of Curb: 6 and 12 feet on South, 30 feet on North



Tatum Boulevard Existing Conditions

* Dimensions are approximate.

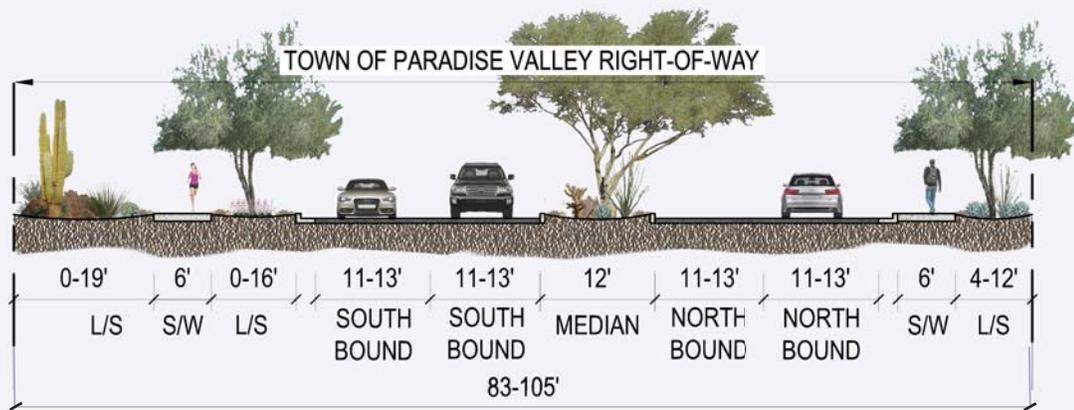
McDonald Drive: 45th Street to Tatum Boulevard



Characteristics

- ROW: 82 feet wide plus 30-foot South Easement at Heritage hills, 48 foot North easement at Camelhead Estates
- Sidewalks: South and North side
- Back of Curb: 6 and 12 feet on South, 6 on North plus Easement

Tatum Boulevard: McDonald Drive to Lincoln Drive



Characteristics

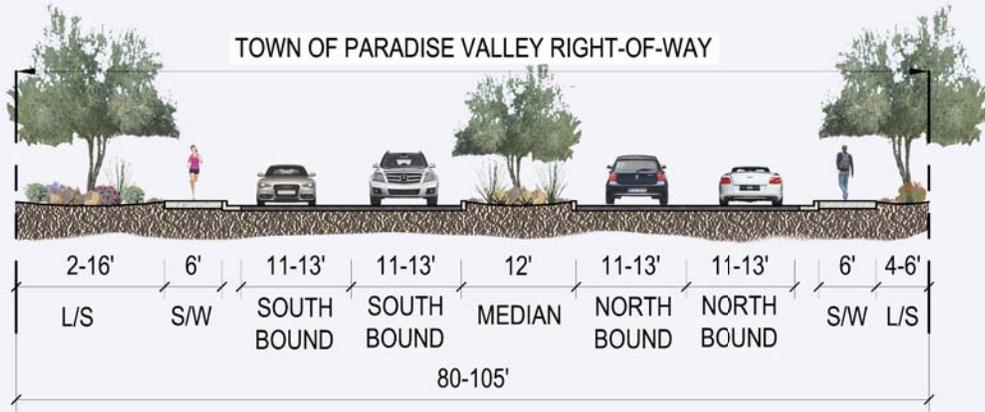
- ROW: 83 to 105 feet wide plus additional ROW at McDonald T intersection
- Sidewalks: West and East side
- Back of Curb: 6, 15 and 25 feet on West, 12 feet on East

City of Phoenix

Tatum Boulevard Existing Conditions

* Dimensions are approximate.

Tatum Boulevard: Lincoln Drive to Roadrunner Road

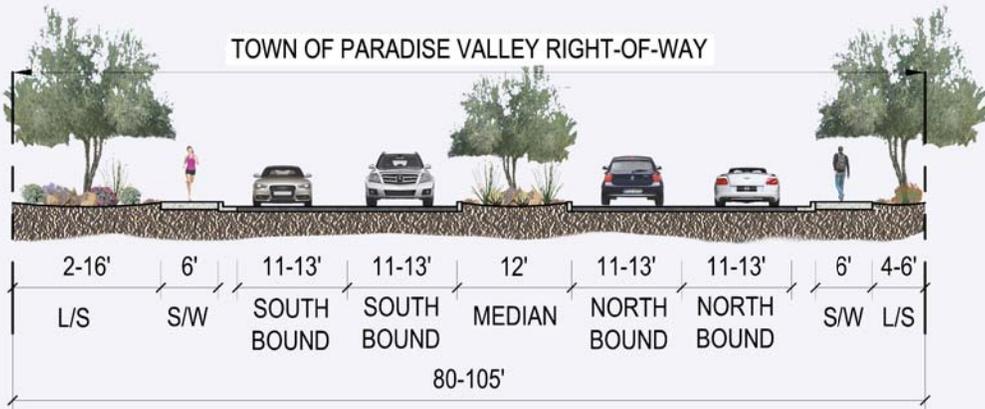


Characteristics

- ROW: 80 to 105 feet wide
- Sidewalks: West and East side
- Back of Curb: 6, 12, and 24 feet on West, 10 feet on East



Tatum Boulevard: Roadrunner Road to Caida del Sol Drive



Characteristics

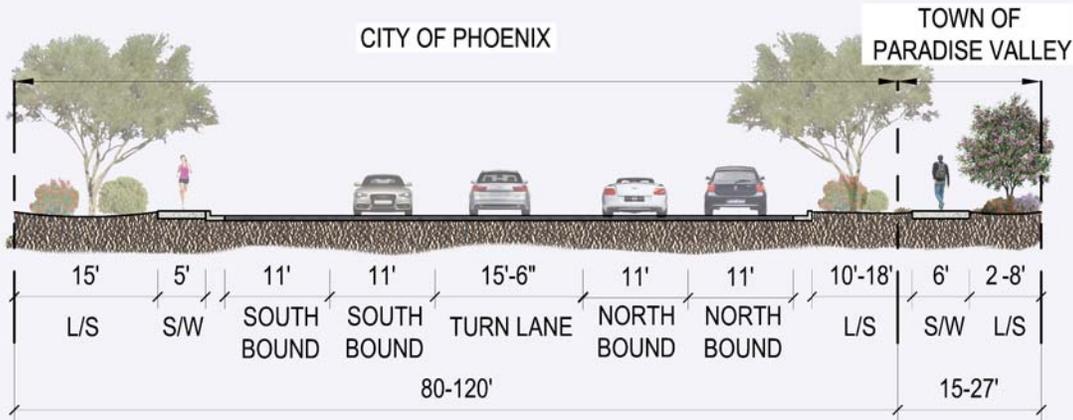
- ROW: 80 to 101 feet wide
- Sidewalks: West and East to Desert Jewel Drive, East side only North of Desert Jewel Drive
- Back of Curb: 18 feet and wider (varies) on West, 12 feet and wider (varies) on East



Tatum Boulevard Existing Conditions

* Dimensions are approximate.

Tatum Boulevard: Caida del Sol Drive to Doubletree Ranch Road

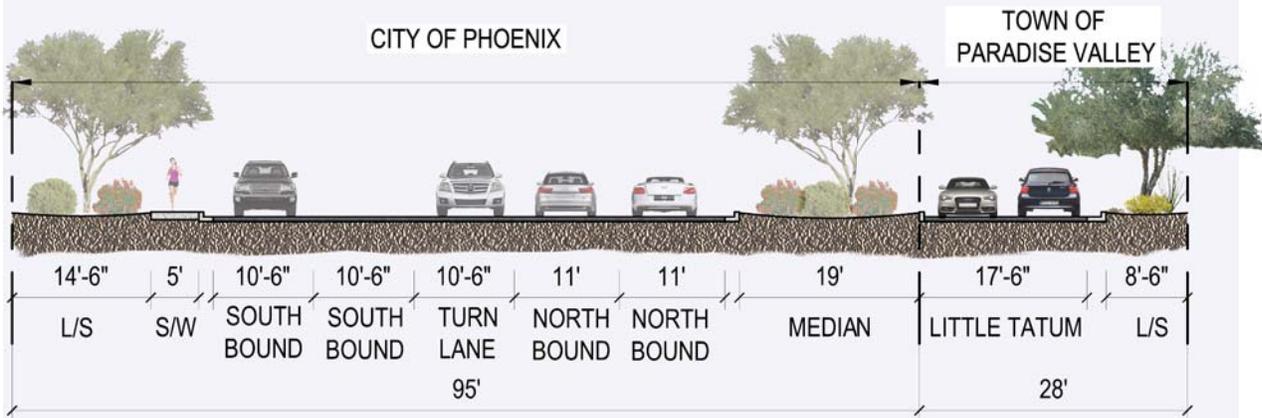


Characteristics

- ROW: 80 to 120 feet wide
- Sidewalks: All along East side, West side in City of Phoenix
- Back of Curb: 6 and 30 feet on West (City of Phoenix), 24 and 38 feet on East

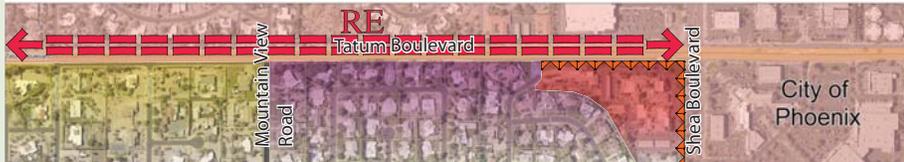


Tatum Boulevard: Double Tree Ranch Road to Shea Boulevard



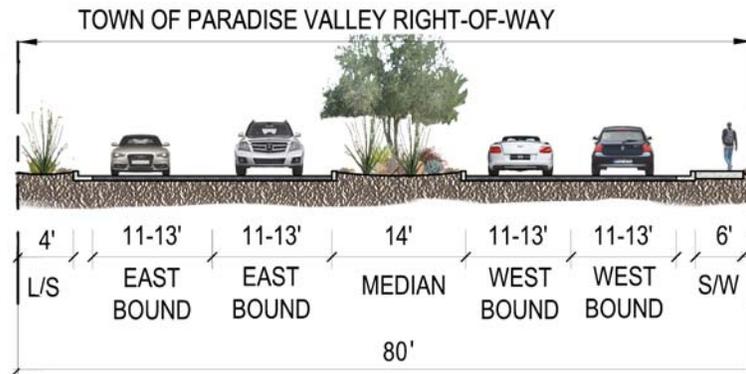
Characteristics

- ROW: 95 to 120 feet wide
- Sidewalks: North of Mountain View Court on East Side, West in C.O.P.
- Back of Curb: 12 to 24 feet on East, 44 feet on West at Frontage Road



Typical Roadway Cross Section(s)

Both Lincoln Drive and Tatum Boulevard roadways are classified as major arterials and are currently configured as two 12-foot travel lanes, one left-turn lane/median, two 12-foot travel lanes, with occasional right-turn deceleration lanes added where appropriate. Total pavement width varies from 62 feet to 67 feet. At the Lincoln Drive and Tatum Boulevard intersection, north and south bound Tatum Boulevard and west bound Lincoln are configured as two travel lanes, a left-turn, two travel lanes in the opposite direction and a right-turn deceleration lane. Westbound Lincoln Drive is configured as two travel plus two left-turn lanes, and two travel lanes in the opposite direction (with no right-turn deceleration lane). The section below is approximate and describes roadway conditions that can be found throughout the corridors. The combination of widths along the corridors will fall between the 62- to 67-foot roadway conditions at all times.



The concurrent Bicycle and Pedestrian Master Plan project is recommending a resort loop for bicyclists and pedestrians along portions of Lincoln Drive and Tatum Boulevard that will include shared use paths. These shared-use paths may be up to 10 feet wide. No in-street bicycle lanes are proposed. However, 6-foot wide sidewalks are provided or are planned for the full length of both corridors. The shared-use path and sidewalk are detached from the back of curb and are separated from vehicular traffic where possible. In many locations with narrower right-of-way, these facilities are located at the back of curb while landscaping occurs along the corridors in the remaining right-of-way width. For properties that front onto the corridors (individual residential, homeowners associations [HOA], common area, churches and businesses), the property is expected to maintain the landscaping that occurs from back of curb to the right-of-way line. The Town maintains the landscaping for all other situations, including median landscapes.

Rights-of-Way Limitations, Challenges, and Opportunities

The Town minimum standard for the width of a major arterial right-of-way is 130 feet. Much of the existing right-of-way along the two corridors fails to achieve this minimum width. The existing half-street right-of-way width is 33 feet in several locations, which originates from the original platting of 33-foot half-street widths on section lines throughout Maricopa County. Where the 33-foot half-street right-of-way still occurs, the opposite half-street right-of-way is typically 40 feet and greater. It is along these locations where sidewalks are located at the back of curb and little to no landscaping space is available.

In locations where the right-of-way exceeds the minimum standard, there are opportunities to focus special attention and detail to the Visually Significant Corridors, such as at the Lincoln Drive and Tatum Boulevard intersections and near the fire station on Tatum Boulevard. The additional width of right-of-way affords the opportunity to include additional pedestrian amenities, such as rest areas, waypoints, and landscape enhancements.



Figure 3.3: Tatum Boulevard Looking North, Demonstrating Right-of-Way Limitations

Adjacent Development Characteristics

The land use types along both Lincoln Drive and Tatum Boulevard are mixed. Predominantly, the corridors are lined with the backyards of low-density residential lots. However, along both corridors, a few homes front onto the arterials. The residential communities are a mixture of individually built homes that date back to before the Town's incorporation and HOA communities. Additionally, several churches, resorts, a few public facilities, medium density residential communities, and office complexes are located along the arterials as well. Residential development styles range from original ranch-style single-story single-family homes reminiscent of the 1950s and 1960s to contemporary-style or southwest-style multi-story single-family residences.

Streetscape/Landscape Characteristics

Most resorts maintain and enhance their properties with lush and very well maintained landscapes. Other property's landscapes are typically minimalistic xeriscapes or desert adapted plant material selections. Town maintained medians and right-of-way landscaping is composed of desert adapted plant materials. Some Town maintained landscaping does not have an automatic irrigation system.



Implementation

The following guidelines provide instruction to properly implement the recommendations of the Visually Significant Corridors Master Plan.

Implementation 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 Paradise Valley 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.

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, Paradise Valley residents and stakeholders offered guidance and support of the design elements being considered for Lincoln Dr. and Tatum Blvd. Many stakeholders felt that some of the common streetscape elements should apply to other select roadways in Paradise Valley. Should the 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

Implementation 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, ADA 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 of Paradise Valley, 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.

To further illustrate, the following question was 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 of Paradise Valley 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 of Paradise Valley 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 of Paradise Valley 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.*

A clear Town objective in the implementation of the Plan is to improve and manage the landscaping 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.

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 owner and Town of Paradise Valley 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, requirements for a roadway improvement project at the intersection of Lincoln Drive and Tatum Blvd. will be different that the requirements for a property owner requesting a permit to build an addition on his/her home.

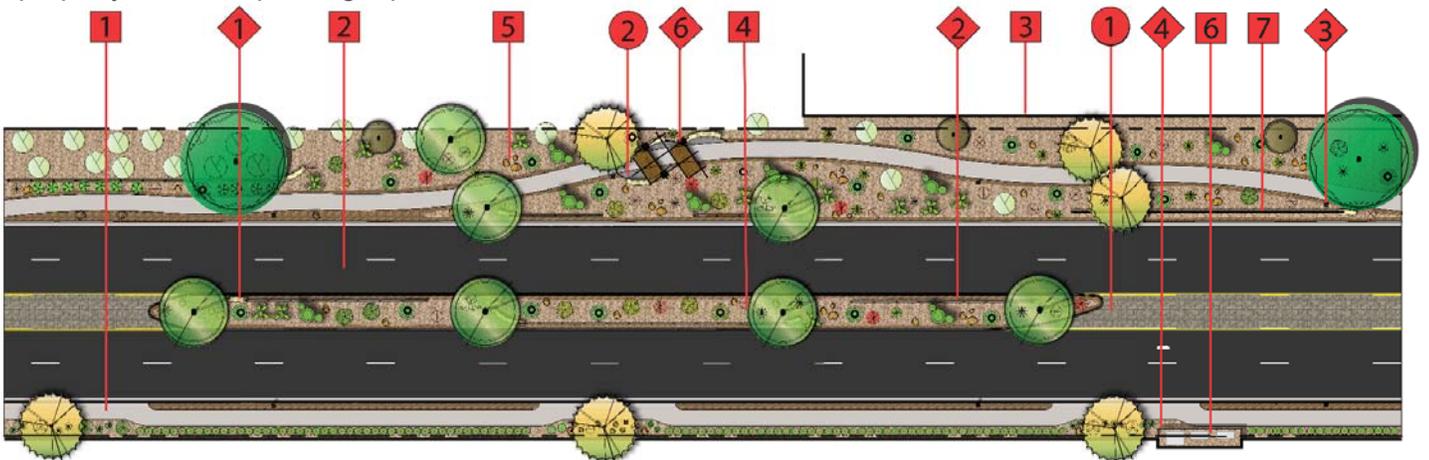


Figure 4.2: Rural Elegance “Best” Example from Chapter 2 - Guidelines

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 of Paradise Valley and how the application of the “Good,” “Better,” and “Best” implementation options would be applied to an impacted parcel, lot, tract, easement, or right-of-way within a Visually Significant Corridor. Additional guidance for utility companies, homeowners, developers and HOAs is offered in Sections 4.6 and 4.7.

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

	“Good”	“Better”	“Best”
PROJECT TYPE	Homeowners addition	Permit for new home construction	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
	HOA or individual resident to do minor repair perimeter subdivision wall	HOA or individual resident to repair (major) or replace perimeter subdivision wall.	HOA, at their discretion may incorporate as desired
	Town or utility company 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 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.*

Order of magnitude costs for each of the general items are included below for comparison purposes, recognizing that costs will vary depending on a variety of factors including but not limited to labor and material costs at the time of construction, the specific improvements included in the project scope, and economic conditions at the time of implementation.

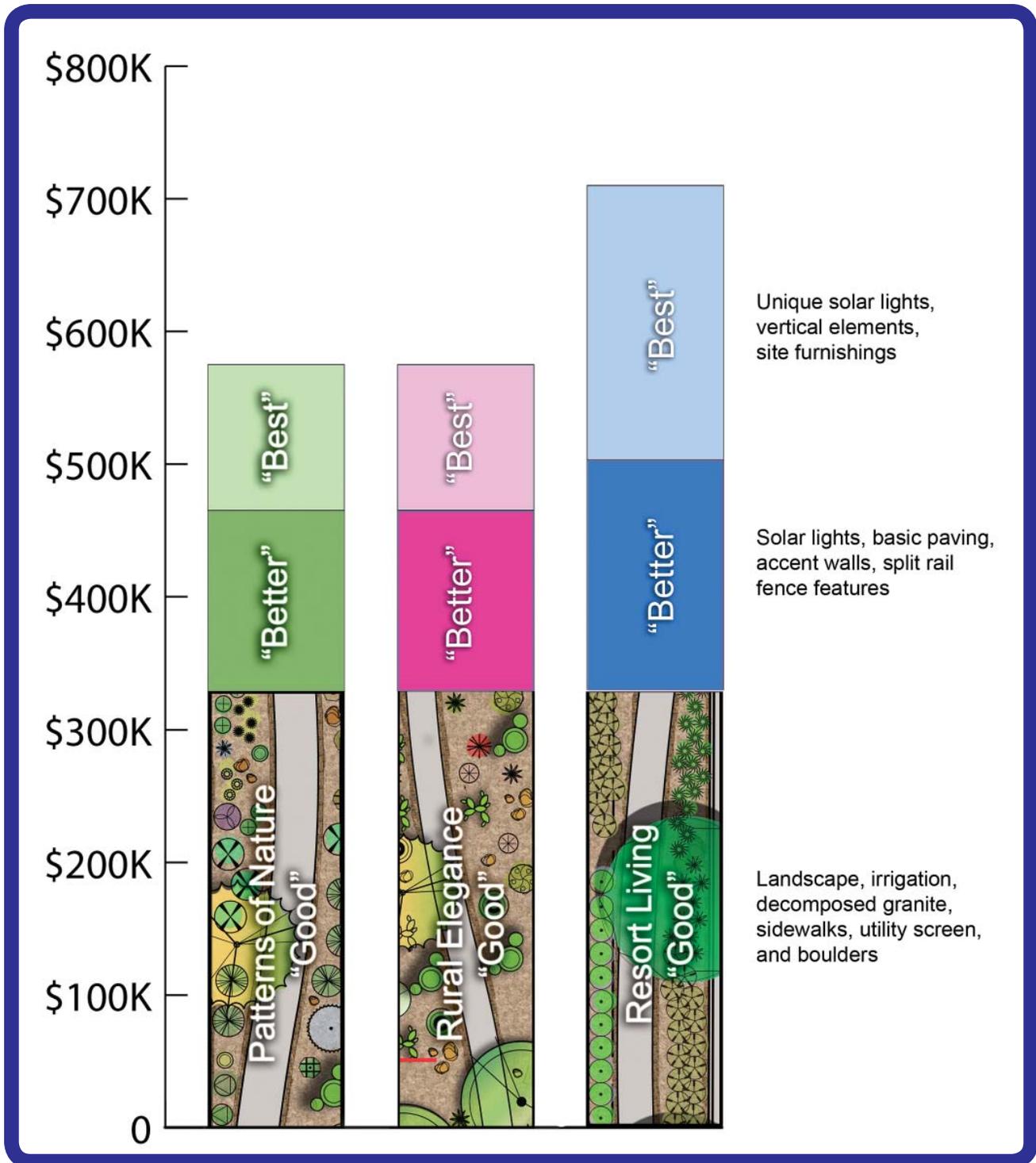


Figure 4.3: Opinion of probable cost per quarter mile, based on back-of-curb and median-only improvements as depicted in the Guidelines. Does not include pavement costs.

Potential Town Projects

During the VSC Master Plan process, Paradise Valley residents, stakeholders, Planning Commission, Town staff and the design team collectively identified and conceptualized a series of potential Town projects designed to enhance the Visual Significant Corridor experience for residents and visitors alike.

These potential Town projects are to be considered for possible implementation in the Visually Significant Corridors. They are not presented in any particular order of importance, though it is important to note that the Town Council will offer guidance on determining their preference for implementation amongst other Town budgetary and infrastructure obligations.

It is important to note that only the Contemplation Corner and the Pillars of the Community projects considered for implementation would require the possible acquisition of additional right-of-way or easements to construct the proposed improvements. No right-of-way or easement is needed for the other proposed projects.

Lincoln Drive Sidewalk Improvements

Located in the Rural Elegance Character Zone, the Town of Paradise Valley received grant funding to assist with the design and construction of a six-foot meandering sidewalk along the north side of Lincoln Drive from approximately 32nd Street east to Hillside Drive and along the south side of Lincoln Drive from Casa Blanca Drive to Mockingbird Lane. This project will help close a sidewalk gap on Lincoln Dr. in this area. Project elements include new sidewalks, driveways and sidewalk ramps per ADA requirements, retaining walls, utility relocations, and landscape restoration.

This project presents itself as a “pilot project” in that;

1. It is the first Town project that will be implemented under the Plan
2. This roadway segment along the north side of Lincoln Drive currently lacks a consistent and/or unified character
3. This project has funding through a Congestion Mitigation Air Quality (CMAQ) grant with a selected design consultant preparing plans with construction anticipated to begin in June 2019

LINCOLN DRIVE SIDEWALK IMPROVEMENTS

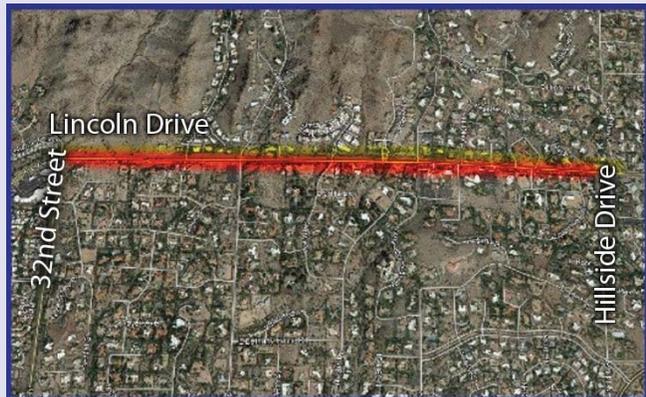
Location: North side of Lincoln: 32nd St. to Hillside Dr.

South side of Lincoln: Casa Blanca Dr. to Mockingbird Lane

Character Zone: Rural Elegance

Construction Considerations: Existing right-of-way sufficient, ADA ramps, retaining wall, landscape restoration, utility relocations

Maintenance Considerations: Slope erosion, irrigation adjustments as plants mature, decomposed granite refreshing, plant replacement, natural pruning and shaping



Town Gateway Entry Features

As introduced in Chapter 2, the Town of Paradise Valley may introduce four (4) gateways entering the Town to evoke the sense of arrival into Paradise Valley. Each of the Gateways were identified to include monument signage and common design elements such as the use of pavers (without a negative auditory impact to adjacent residential land uses), traffic calming, enhanced street furnishings and shade for nodes, and application of the “Best” option materials/elements in these areas. As introduced and thoroughly described in Chapter 2, the newly designed monument signs are enhanced versions of the existing monument signage being used by the Town today.

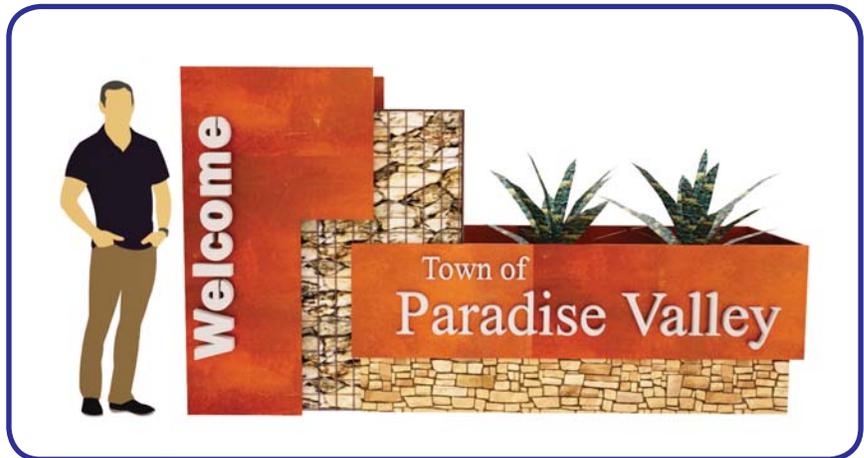


Figure 4.4: Enhanced Town of Paradise Valley Monument Sign Conceptual Design

The Town of Paradise will have two major gateways and two minor gateways recommended for implementation.

Major Gateways

The two major gateways include;

1. East Lincoln Drive and Quail Run Road (Ritz-Carlton entrance)
2. Intersection of McDonald Drive and Tatum Boulevard

The major gateway calls for the application of an enhanced version of the Town’s standard monument sign that includes COR-TEN® steel boxes with cutouts, gabion baskets, raised white lettering, and sculptural metal elements that mimic desert plant forms. Additional features include

the “Best” option concrete pavers that provide a visual distinction and threshold without the auditory impact with transition back to rubberized asphalt roadway and enhanced landscape.

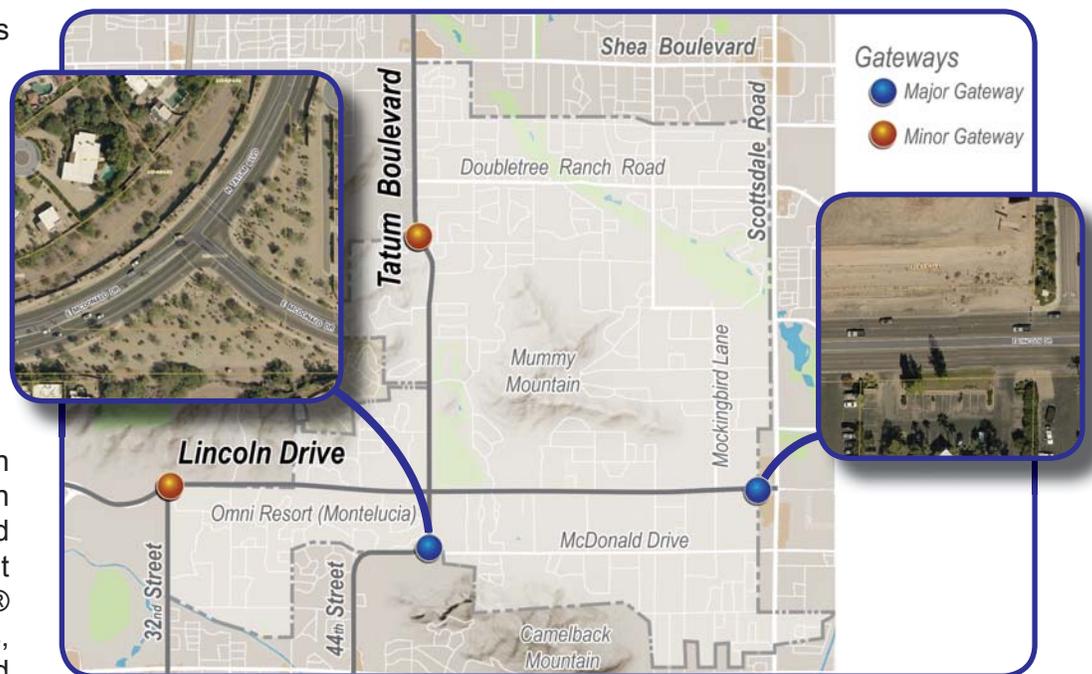


Figure 4.5: Major Gateway Locations

At the Tatum Boulevard/McDonald Drive intersection, the Town of Paradise Valley owns a 1.8 acre parcel that straddles the east side of the intersection in which there is ample room for the installation of a major gateway monument sign. For the Ritz-Carlton site on east Lincoln Drive, additional site design analysis is needed to determine an optimal location for the monument sign either within a 0.75 acre tract

MAJOR GATEWAYS

Location: NEC Lincoln Drive and Quail Run Road & SEC McDonald Drive and Tatum Boulevard

Character Zone: Patterns of Nature (East Lincoln Drive and McDonald Drive/Tatum Boulevard)

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)

adjacent to the right-of-way or within the existing right-of-way so long as it does not provide visual line of sight obstructions, safety concerns and/or interfere with the Ritz-Carlton development plans.

MINOR GATEWAYS

Location: SWC LTatum Boulevard and Sunset Drive in front of Fire House 91 & 32nd Street/Lincoln Drive to replace existing monument sign location

Character Zone: Rural Elegance (both sites)

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: \$50,000 (Sign only)

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

Minor Gateways

The two minor gateway locations include;

1. Southeast corner of 32nd Street/Lincoln Drive
2. Tatum Fire Station

As minor gateways, these locations also include the application of an enhanced entry sign that incorporate COR-TEN® steel boxes with cutouts, gabion baskets, raised white lettering and sculptural metal elements that mimic desert plant forms. Additional features such as the “Best” concrete pavers that also provide a colored, visual distinction and threshold without the auditory impact with transition back to rubberized asphalt roadway.

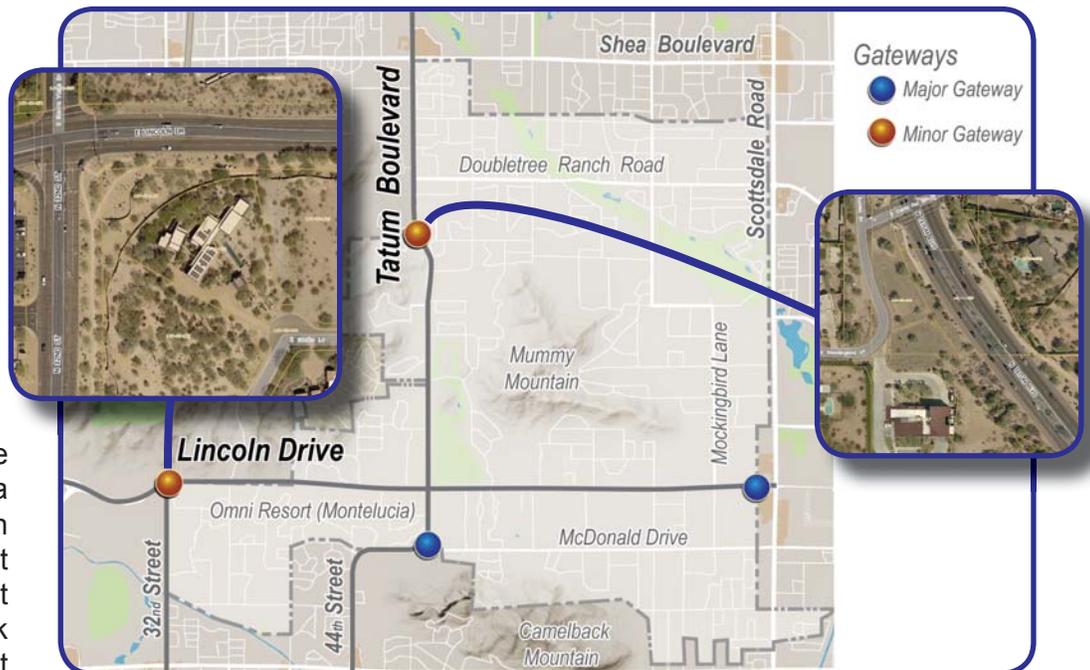


Figure 4.6: Minor Gateway Locations

At the 32nd Street and Lincoln Drive location, the intent is to replace the existing entry monument sign located on the south side of the Lincoln Drive right-of-way. The second minor gateway is intended to be located within excess right-of-way owned by the Town of Paradise Valley that offers a complementary buffer from the roadway and is well-positioned (from a design and visual perspective) to house a minor gateway monument sign. In fact, if the Town so chooses, it is recommended that additional landscaping accents and features be incorporated to complement the design to the monument sign within the surplus right-of-way area.

Lincoln Drive/Tatum Blvd. Intersection Treatment Concept

The intersection of Lincoln Drive and Tatum Blvd. represents the crossroads of the two primary Visually Significant Corridors in Paradise Valley. Implementing a decorative concrete paving pattern at this intersection would establish itself as a significant contributor to the advancement of this Plan and set the tone as a focal point for the Town’s commitment to the Plan’s objectives.

The conceptual intersection paving pattern introduced in Chapter 2 uses integral colored concrete materials that must be designed to not interfere with driver safety, withstand high traffic counts, and ease of maintenance over the long term. Enhancement of the pedestrian crossings at all four points of

LINCOLN DR./TATUM BLVD. INTERSECTION TREATMENT CONCEPT

Location: Intersection of Lincoln Drive and Tatum Boulevard

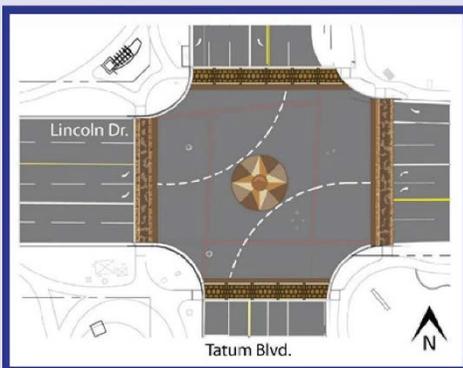
Character Zone: Rural Elegance with Resort

Construction Considerations: 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.

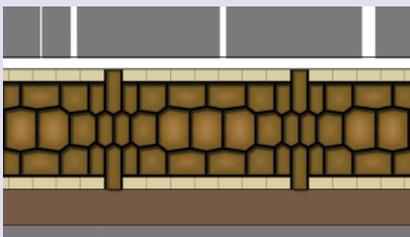
Maintenance Considerations: Assuring that materials, sealers, hardeners, and construction techniques will provide for effective maintenance through power-washing services to be procured by the Town.

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)



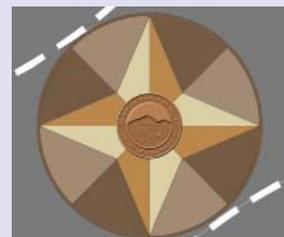
TORTOISES ON TATUM



LIZARDS ON LINCOLN



CENTER MEDALLION



the intersection are also recommended. The application of special paving treatments or pavers to create the “Lizards on Lincoln” and “Tortoise’s on Tatum” patterns as shown are one such possibility.

Town budget availability and priorities notwithstanding, there may be a short-term window of opportunity to consider the implementation of this project in conjunction with the future scheduled Lincoln Dr. and Tatum Blvd. road overlay projects.

(NOTE: This issue intended to be discussed in upcoming Council presentation; results of discussion will be used to update this text),

Pillars of the Community Garden

The Pillars of the Community was a concept that developed over the planning process as an opportunity to enhance the southwest corner of the intersection of Lincoln Drive and Tatum Blvd. As the crossroads of Paradise Valley, this intersection offers stunning views and is proximate to highly desirable and popular destinations such as the Barry M. Goldwater Memorial and the Omni Montelucia Resort.

In an effort to establish additional public gathering spaces, Pillars of the Community is a themed desert-open space garden that recognizes distinguished past and/or present community members such as Supreme Court Chief Justice William Rehnquist, who served from 1972 to his death in 2005, and Justice Sandra Day O’Conner who served from 1981 to 2005. Other notable residents could incrementally be added over time as needed. Seating areas, shade trees ,and information placards would be incorporated into the design.

Stakeholders have suggested that this project is not as high priority as the gateways and intersection projects. Accordingly, this project would most likely be initiated and implemented through philanthropic means. Relocation of the existing large and highly visible utility cabinets to enhance the aesthetics of this intersection was a motivating and contributing factor in the creation of this project. This site is challenged with limited available right-of-way for the accommodation of utility relocations and drainage mitigation needs. An additional easement and/or right-of-way acquisition is likely needed.

PILLARS OF THE COMMUNITY GARDEN

Location: SWC 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).

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.



Contemplation Corner

A Contemplation Corner is recommended for the northwest corner of the Lincoln Drive/Tatum Blvd. intersection. This project incorporates an integrated pillar and natural shade structure seating area designed in natural garden setting that orients visitors to the spectacular views of Camelback Mountain.

The project hinges on the desire and availability of utilizing the 8,100 square foot landscape tract (Tract C; APN 169-09-067) currently owned and maintained by the Lincoln at Tatum HOA. The Town of Paradise Valley would need to approach the HOA about the possible use and/or conveyance of the parcel for the Town to maintain in perpetuity.

In the event that there are available funding sources, it is recommended that this project be designed and constructed in phases. By example, a first phase could include landscaping and benches, with a second phase to include vertical elements and other design features.

The Town of Paradise Valley may also wish to consider holding local competitions for the schematic design of the site and local works of art that could be integrated into the site. Soliciting the use of sweat equity from Boy Scouts of America or other public service organizations or volunteer groups should be considered for the construction of non-structural, aesthetic elements of this site.

CONTEMPLATION CORNER

Location: NWC 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.



Lizards on Lincoln/Tortoises on Tatum

A Town of Paradise Valley geocaching history treasure hunt is recommended for the Visually Significant Corridors. Based on the successful “Mice on Main” concept in Greenville, South Carolina, this concept would implement sculptural lizard and tortoise markers at places of historic significance along Lincoln Drive and Tatum Boulevard, respectively. Participants who followed the geocached markers to the sculptures would find a QR code or other link to a website hosted by the Town that provides interesting information about the location.

Implementation of the Lizards on Lincoln/Tortoises on Tatum history treasure hunt is recommended to involve the Town’s Historic Preservation Society and Arts Commission to identify the sites, develop the associated information and website, and design the markers to be placed. The funding source for this is not determined but will be discussed with Town Council for direction on implementation.

CIP Consideration

Implementation of any of the suggested Town projects will in most cases, need to be initiated and managed by the Town of Paradise Valley. To maximize the Town's limited staff and budgetary resources, it is recommended that the Town seek alternative and creative assistance (both financially and labor) through collaborations with utility companies, faith-based organizations, community service organizations, and other philanthropic means to implement any portion of the identified Town projects.

While assistance from others is often necessary and desired, ultimately these projects are located within or immediately adjacent to Town rights-of-way and thus will require Town investment, management and maintenance of these projects. It is recommended that the Town initiate an annual budgetary line item in the Capital Improvement Plan to reserve funds for the periodic and incremental implementation of these recommended projects. Recognizing the ever-competing demands on infrastructure resources, budgetary discretion and the need to equitably balance Town resources, it is recommended that the Town initially program \$xxx,xxx in annual CIP funding for FY 2019, FY 2020 and FY 2021.

Consideration and Processes for Utility Companies

Lincoln Drive and Tatum Blvd., 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 Blvd. will periodically have to access and repair, update, and maintain their facilities.

Utility companies that own and maintain infrastructure facilities within the Lincoln Drive and Tatum Blvd. 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 earthmoving work necessary to access and repair or upgrade the utility infrastructure. For major types of repairs or updates, open trenching, saw cutting of pavement, 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 VSC) of the "Good", "Better" or "Best" suite of design options for restoration of the area being disturbed in the VSC. With respect to above ground utility cabinets, please refer to the design guidance outlined in Chapter 2.

The Town of Paradise Valley 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 at Pre-Application Meeting and/or prior to engineering plan preparation.
2. Identify the Character Zone in which the utilities are located.
3. Review the VSC Master 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 hard scape 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.

Considerations and Process for Developers, HOAs, and Homeowners During Design

Residential and non-residential property owners in Paradise Valley must seek Town-entitlements and/or building and engineering permits for most construction and improvement projects on their property and/or in the Town right-of-way. It is important to note that the application of the design guidance and implementation measures contained in the Plan only apply in circumstances when the property owner, developer, or HOA initiate a request for entitlement, building permit, engineering permit, and/or construction permit. That is to say – a property owner in a VSC will not be asked by the Town of Paradise Valley to comply or contribute to the provisions of the Plan for Town or utility company-initiated improvements that may impact the frontage of a given property located in a VSC. Please refer to Table 4.1 or an example of various project types and applicable design standards.

The Plan is a newly adopted plan offering policy guidance for the incorporation of landscaping practices for properties with VSC right-of-way frontage. The Town will strive to inform developers, property owners, businesses, SUP properties, HOAs, and individual homeowners about the design practices and requirements of the Plan. In addition to the public education and awareness provisions recommended herein, Town staff will utilize the following opportunities to offer guidance to property owners seeking construction improvements that impact the VSC.

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

1. Confer with Town Staff at Pre-Application Meeting to describe the nature of the development or permit being requested and if and how the VSC applies to the development or permit type being requested.
2. Identify the Character Zone in which the property is located.
3. Review the VSC Master Plan for design elements and materials included within your designated Character Zone.
4. Evaluate what existing landscaping and hardscape elements will be disturbed and level of restoration needed.
5. Collaborate with Town staff to determine if the “Good”, “Better” or “Best” level of design elements/features apply depending upon;
 - a. The Town application type
 - b. The property location

c. The existing landscape/hardscape materials and design elements

6. Submit design plans (or conceptual plans for entitlement requests) to the Town for review and approval.

Streetscape and Right-of-Way Maintenance Considerations

As previously introduced, the Town of Paradise Valley 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.

Public Education and Awareness Campaign

The completion of the has been a priority for Town Council and Town staff. The adoption of this Plan accomplishes a 6-year old General Plan goal for Paradise Valley's Visually Significant Corridors. With Town Council's adoption of this document, and because Lincoln Drive and Tatum Blvd. are such prominent public spaces in Paradise Valley, it is essential that information regarding the Plan's contents, purpose and how it potentially effects Town planning and permitting processes be widely disseminated to residents, business owners, utility companies, contractors, and other interested stakeholders.

The following actions are recommended to enhance the education and awareness of the Plan:

- **Develop Brochure** – create a graphically rich and easy-to-read brochure that describes and illustrates the application of “Good,” “Better,” and “Best” Character Zone options, design concepts, processes and procedures.
- **Town website** – establish a link on the Town website homepage. Provide a PDF of the entire document for easy access. Provide a copy of the brochure on the website. Develop a list of frequently asked questions and responses. Provide examples with flowcharts describing permitting process along with VSC requirements.
- **Town Zoning Counter brochure display** – Make available hard copies of the brochure and Plan at the zoning counter for use and reference.
- **Code Red subscribers** – send an email blast with an announcement and copy of the brochure to Town Code red subscribers.
- **Direct Mail to Property Owners in each VSC** – Mail a hard copy brochure directly to property owners along each VSC on at least one occasion after Town Council's adoption of the Plan.
- **Utility billing attachment** – include a copy of the brochure in utility bills on one occasion after Town Council adoption of the VSC.
- **Distribute brochure to HOAs and SUP properties along each VSC** – Mail and/or email a copy of the brochure to all registered HOAs and SUP properties along each VSC.

Necessary Updates to Other Town Codes and Regulations

With Town Council's adoption of the Plan as a policy document, it will be important for Town staff to update other Town codes and policies that may be impacted or affected by requirements brought forward by the Plan. Updates to the following are necessary:

- **Paradise Valley Landscape Design Guidelines** – the Town's current Landscape Guidelines were adopted in 1996. As a 22-year old document, a comprehensive update to the document is recommended as a short-term implementation objective. The multitude of allowed species of trees, bushes, groundcovers, etc. offered in each of the Character Zones in the Plan are much more modern and comprehensive in nature. As such, the Landscape Guidelines warrant a comprehensive rewrite.

- **Update the General Plan** – as the Town begins the process of comprehensively updating its General Plan in the next couple of years, the Plan in its entirety should be incorporated as a stand-alone element of the updated General Plan. This action will broaden the awareness of the Plan and underscore its importance as a prominent policy document for the Town.
- **Engineering Design Manual** – As the Town contemplates the creation of an engineering design manual next fiscal year, right-of-way design, restoration measures, and planting details should be carefully coordinated between the two documents to solidify engineering designs of the concepts presented in the Plan.

Visually Significant Corridors Design Guidelines Update and Maintenance

It is recommended that the review and possible update of the Plan occur every 10 years to coincide with the Town's update of the General Plan.



Appendix: Planning Process

The following information provides guidance towards how the Visually Significant Corridors Master Plan fits into the goals of the previous planning efforts by the Town of Paradise Valley.

Planning Context

While it is abundantly clear that the 2012 General Plan provides clear policy guidance establishing the need and purpose for the preparation of the Plan, there are additional Town documents, policy considerations, operational needs, and development projects that also offer support and influence the creation of the Plan.

2012 General Plan

As expressed in the 2012 General Plan, there are several goals and policies throughout the document that directly support the creation of Visually Significant Corridors themselves and/or the character elements or desired outcomes that the Visually Significant Corridors will provide the Town. In no particular order, these General Plan goals and objectives that support Visually Significant Corridors include the following:

Land Use & Development Element

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.”

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.”

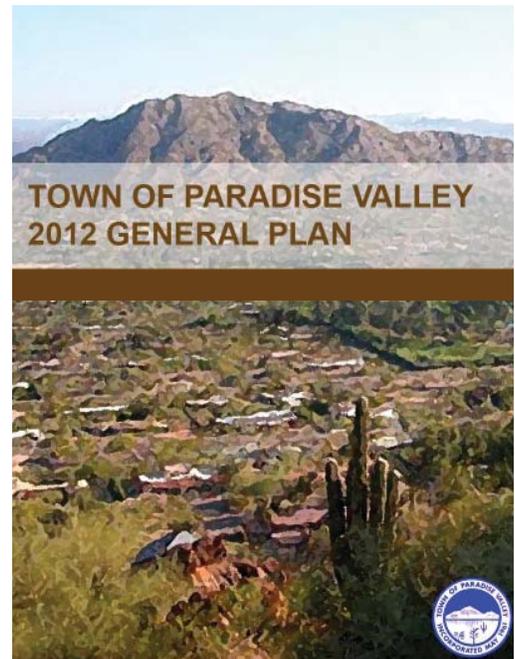


Figure 1: Town of Paradise Valley 2012 General Plan (Cover)

Land Use & Development Implementation Program - Preserve Streetscapes. “Develop and maintain a high-quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts including noise and minimizes adverse impacts to the neighborhood through the use of roadway cross sections, traffic counts, and high quality hardscaping and landscaping.”

Land Use & Development Implementation Program - Drought Tolerant Landscaping. “Continue to use drought tolerant, low-water use landscaping on Town owned land and rights-of way.”

Land Use & Development Implementation Program - Attractive Fencing. “Continue to enforce the Town’s Zoning Ordinance regulations regarding fencing including any wall visible from adjoining properties, adjacent rights-of-way, and/or open space areas shall consist of finished materials such as stucco, brick, stone, metal, rails, wood, or tile.”

Land Use & Development Implementation Program - Community Gateways. “Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

Community Character and Housing Element

Goal CC&H 3.1.3 Town of Distinctive and Memorable Places. “Promote community design that produces a distinctive, high-quality built environment whose forms and character reflect the Town of Paradise Valley’s unique historical, environmental, and architectural context, and create memorable places that enrich community life.”

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.”

Goal CC&H 3.1.4 Community Scenic Design. “Maintain and preserve the Town’s natural scenic resources including scenic and mountain views, the distinctive skyline, and dark skies that have contributed to the Town’s community legacy since its inception.”

Policy CC&H 3.1.4.1 Mountain Views.

- “The Town shall protect and maintain views of the mountains as seen from Visually Significant Corridors.”

Policy CC&H 3.1.4.3 Right-of-way Treatment.

- “The Town, with neighborhood involvement, shall form and implement streetscape design guidelines for public rights-of-way that achieve compatibility and safety between automobile traffic, pedestrians, and bicyclists, and that enhance an aesthetically pleasing transportation network while allowing a diverse range of treatments.”

CC&H Implementation program #6 - Key Gateways. “Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

CC&H Implementation program #7 – Visually Significant Corridors. “Identify visually significant roadway corridors and develop individual design plans for each roadway that will result in significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life.”

CC&H Implementation program #11 Mountain Views. “Identify and protect mountain views as seen from visually significant corridors.”

Mobility Element

Goal M 4.2.2.2 Streetscape Design. “The Town shall require that pedestrian oriented streets be designed to provide a pleasant environment for walking including shade trees; plantings; well-designed benches where appropriate; way-finding signage and other amenities.”

Goal M 4.4.3 Visual Character. “To create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town, Visually Significant Corridors will be designated to provide visual continuity through attractive, experientially rewarding, and cohesive design elements consistent with Town Landscaping Guidelines. All other roadway rights-of-way will demonstrate high-quality landscaping elements consistent with Town Landscaping Guidelines while permitting a diverse range of treatments of individual properties.”

Policy M 4.4.3.1 Visually Significant Corridor Program.

- “The Town shall create and implement a program to improve and maintain rights-of-way corridors along Lincoln Drive and Tatum Blvd. to represent the positive character and image of the Town. The Town shall occasionally evaluate the designation of additional Town rights-of-way as Visually Significant Corridors.”

Policy 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.”

Mobility Implementation Program #10. “Develop and implement Visually Significant Corridor Plans that promote the character and image of the Town, by providing specific landscape, hardscape, and infrastructure design guidelines for Town rights-of-way along Visually Significant Corridors, provides policy for the installation and maintenance of right-of-way landscaping, and carries out all other applicable goals and policies of the General Plan.”

Open Space and Recreation Element

OS 5.1.6.1 Rights-of-Way. The Town shall utilize existing street rights-of-way to provide more public open space and increase mountain views.

Town of Paradise Valley Landscape Guidelines (1996)

The Paradise Valley Landscape Guidelines were adopted in September of 1996 and are intended to “provide guidance to public and private property owners alike in the preservation and enhancement of the community’s natural environment.” Staff is to utilize the guidelines for the administration of land development applicants on private properties as well as Town projects.

A central goal of the Landscape Guidelines centers on the use of tree-shaded streets and paths throughout the Town to soften the street edges, provide shade to pedestrians, and offset harmful environmental effects of air pollutants.

The Landscape Guidelines offer a series of design expectations relating to: landscaping, maintenance, parking, recreation paths and curbs, rights-of-way, and utilities. A sampling of the most pertinent take-aways that are related to or will be affected by the Plan include:



Landscaping

1. Canopy tree plantings along existing streets should be at a required 30-foot minimum interval between the edge of pavement and adjacent path or between the roadway and adjacent property.
2. Ironwood trees should constitute at least 20% of canopy tree plantings.
3. Shrubs should be planted at 20-foot intervals.
4. Decomposed granite should be desert colored and 3/4" minimum size.
5. Maintain spiny plants at least 6 feet from pedestrian paths or roadways.

Maintenance

1. Plant materials that do not survive should be replaced within 30 days.

Recreational Paths and Curbs

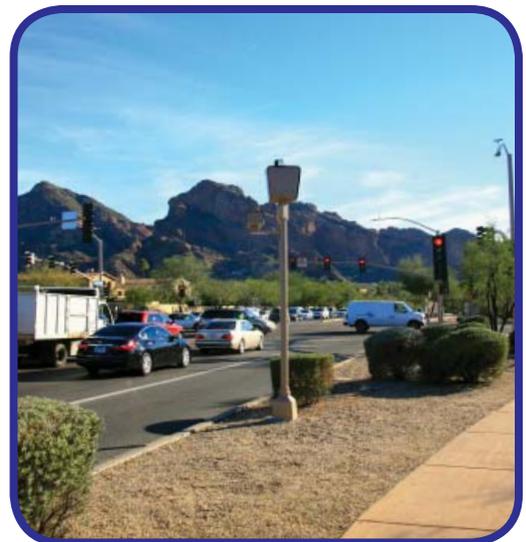
1. Where curbs are required, they should be ribbon or rolled using desert colored concrete (Davis' "San Diego Bluff").
2. Recreational paths shall be six feet wide using Davis' "San Diego Bluff" colored concrete with salt finish and slightly meandering.
3. Keep paths as far away from the roadway as the right-of-way will allow.
4. Grades or slopes of paths should not exceed 1:20 in order to comply with accessibility guidelines.

Rights-Of-Way

1. Benches under trees at bus stops should be considered when a development or lot split is on a major arterial street with a bus route.
2. Oleanders are often existing in the Town's rights-of-way. Strictly enforced pruning of height and width is essential to maintain accessible rights-of-way and view corridors.

Utilities

1. Where practical, existing transformers, utility pads, cable television, and telephone boxes should be screened with walls and/or vegetation. If visible off site, match paint color to adjacent wall or desert compatible color such as Frazee's "Asteroid."



The remainder of the Landscape Guidelines offer multiple tables of acceptable low water, desert planting species for trees, shrubs, groundcovers, vines, perennial wildflowers, and succulents. A list of species to be avoided due to allergies is also provided.

Design Charrette

A design charrette is a process for collaborative problem solving and decision-making during a multi-day design event that develops the community's ideas into graphic concepts and design alternatives.

From Monday, February 6th through Wednesday, February 8th, EPG and Michael Baker International conducted a three-day design charrette at the Town Hall in Paradise Valley. The design charrette was an intensive planning process where the public, Town staff, and the consultant collaborated to develop a broad set of concept alternatives for the corridors.

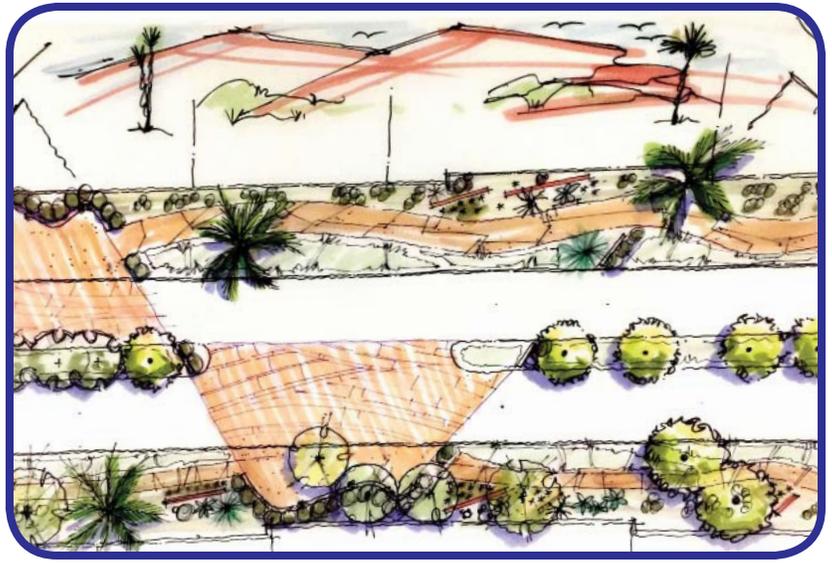


Figure 2: Initial Plan View Concept for Resort Living Character Zone



Figure 3: Consultants Collaborating on Character Zone Limits

Group was established to provide input, guidance, and to help ensure the VSC Master Plan is consistent with community values and stakeholder objectives.

Visual Preference Survey

The visual preference survey was conducted with both the public and Town Council to determine the visual preferences for different design elements throughout the town.

It included public meetings on both Monday and Wednesday evenings. Community participation was requested throughout the entire charrette.

The goal of the VSC Master Plan was to encourage visual continuity of these corridors through attractive and rewarding design elements that promote the character and image of Paradise Valley. Such elements may include landscaping, street furniture, lighting, signage, fencing and utility box screening.

Through a series of public outreach, stakeholder meetings, and planning activities, the Town and the consultants facilitated the development of the Plan. To further inform the planning process, a Stakeholder Advisory



Figure 4: Public Meeting #2

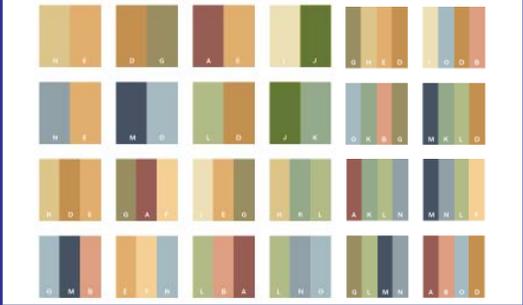
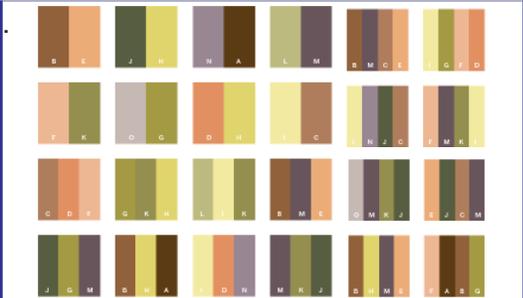
Visual Preference Survey Results

Element	Photo	Description
Benches		<p>This bench is existing in the Town of Paradise Valley at the Barry Goldwater Memorial at the intersection of Lincoln Drive and Tatum Boulevard</p>
Benches		<p>Stone veneer siding is preferred as a style for the benches in the town. This example was found at Wild Horse Pass in Phoenix, Arizona.</p>
Paving / Surface Treatment		<p>Paving pattern as implemented along 56th Street in Paradise Valley just south of Lincoln Drive.</p>
Paving / Surface Treatment		<p>Paving pattern as implemented along 56th Street in Paradise Valley at crosswalk.</p>
Lighting		<p>Solar bollards were also implemented along 56th street as part of TOPV's improvement. There is also a strong preference of no lighting in the town as part of the Dark Skies Initiative.</p>

Visual Preference Survey Results

Element	Photo	Description
Utility Screening		<p>The public and council overwhelmingly preferred the utility screening option that has been implemented along in the streetscape in the 56th Street Project in Paradise Valley.</p>
Wall Panels / Screens		<p>An alternative to unappealing walls and other features, the public preferred the use of thin gabion walls to help with the visual mitigation.</p>
Bicycle Racks		<p>Custom bike racks that reflect the Town's logo or a mountain motif are preferred, similar to these implemented in Denver, Colorado.</p>
Trash Receptacles		<p>This custom feature was implemented as part of the 56th Street project. It is composed of stone veneer walls with a custom natural patterned metal cutout.</p>
Shade Structure		<p>The shade structure was implemented as part of the 56th Street project. It provides partial shade to enhance the pedestrian and bicyclist experience along the corridor.</p>

Visual Preference Survey Results

Element	Photo	Description
Bus Stop		<p>City of Scottsdale public art/ bus stop feature.</p>
Wayfinding		<p>This wayfinding sign is existing in Paradise Valley. It was a part of the 56th Street Improvements project at the intersection of 56th Street and McDonald Drive.</p>
Entry Monument		<p>Entry monument at Desert Arroyo Park in Mesa, Arizona. Sign is composed of COR-TEN® steel and gabion baskets.</p>
Color Scheme		<p>“Beige” Color Scheme</p>
Color Scheme		<p>“Desert” Color Scheme</p>

Significant Projects Influencing the Plan

Prior to the development of the Plan and over the course of several years, the Town has improved several miles of local streets, emphasizing an approach that created visual uniqueness to the Town's local streetscape character. Curvilinear alignments, roundabouts (or traffic circles), chicanes, median enhancements, and decorative roadway paving were often used to slow traffic for safety and to provide a unique aesthetic to the Town's streets.

Most recently completed in 2015, was the 56th Street Improvements, from McDonald Drive to Lincoln Boulevard, in 2015. The project continued the use of many of the unique characteristics of the improved Town streets. As a comprehensive design approach to connect and complement the adjacent and redeveloped Mountain Shadows Resort, El Chorro Restaurant, and the Sanctuary Resort, the streetscape also included additional pedestrian amenities as well, such as a shaded seating area, soft surface path, signage, and site furnishings designed and/or selected specifically for the setting. Throughout the development of the Plan, 56th Street has been referenced as a streetscape style that the Town's residents wanted to be integrated into the Plan.

Concurrent with the development of the Plan, the Town, in association with Five Star Development and the Ritz-Carlton, is underway with the design of right-of-way improvements of Lincoln Boulevard, Mockingbird Lane, and Indian Bend Road that are adjacent to the Ritz-Carlton Paradise Valley Resort development. Additionally, the Ritz-Carlton's location is at the eastern Town gateway on Lincoln Drive. The consultants for both project teams worked together to develop a cohesive planning direction and an integrated design effort that benefits both projects and the Town. The right-of-way improvements on Lincoln Drive essentially is the pilot project developed from the Plan.

Also concurrent with the development of the Plan, the Town initiated the Lincoln Sidewalks Expansion project. The purpose of the project is to construct a six-foot meandering sidewalk on the north side along Lincoln Drive from 32nd Street to Hillside Drive. This project will also construct a six-foot attached and detached sidewalk on the south side of Lincoln Drive for a short distance between Casa Blanca Drive to Mockingbird Lane. These improvements will fill gaps within the existing sidewalk system along Lincoln Drive. Project elements include new sidewalks, driveways and sidewalk ramps per ADA requirements, retaining walls, utility relocations and landscape restoration. Construction is anticipated to begin in late spring 2019 and will last for approximately 6 months.

Image Bibliography

We thank the following groups and individuals for providing images to develop the Visually Significant Corridors Master Plan:

Cover/ Table of Contents

Cover; Chris Durham, EPG, 2017 (Upper Right); John Griffin, EPG, 2016
P. i; John Griffin, EPG, 2016 P. iii (Top); John Griffin, EPG, 2016
P. ii (Upper Left); Chris Durham, EPG, 2017 (Bottom); Chris Durham, EPG, 2017

01 - Introduction

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04 - Implementation

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05 - Appendix

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