

An aerial photograph of a desert valley. In the background, a large, rugged mountain with a brown and tan rocky surface rises against a clear blue sky. The valley floor is covered with dense green vegetation, likely trees and shrubs. In the foreground, several tall, dark green saguaro cacti are visible. The overall scene is a typical desert landscape.

# **TOWN OF PARADISE VALLEY 2012 GENERAL PLAN**









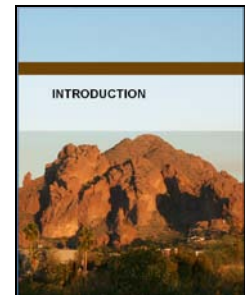


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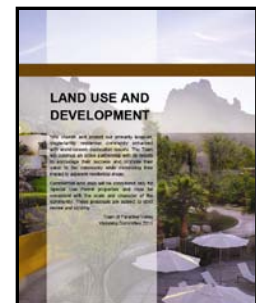
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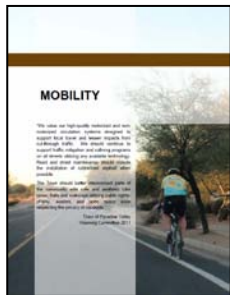
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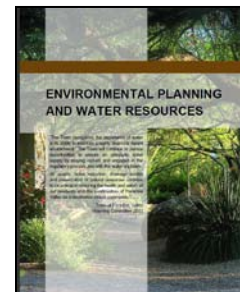
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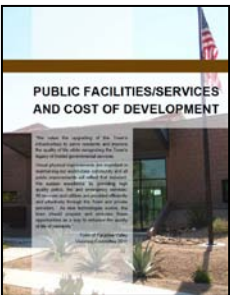
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## ACKNOWLEDGEMENTS

Our sincere thanks to the following people for contributing to the preparation of the 2012 General Plan:

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Scott LeMarr, Mayor  
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# INTRODUCTION



*Photo by Louis Werner III, Paradise Valley  
Resident and Planning Commissioner*

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# 1. Introduction

## 1.1 Preface

The Town of Paradise Valley 2012 General Plan (also referred to as “The General Plan” or “The Plan”) represents a statement by the public of what they expect their Town to become. It is a citizen-driven Plan, conforming to the letter and spirit of “Growing Smarter Plus” legislation (A.R.S. 9-461.05) established by the State of Arizona to guide municipal planning and growth management.

This 2012 Plan is an update of the 2003 General Plan with two new Elements: Community Character and Housing and Sustainability. As in 2003, this Plan emphasizes the desire of the community to remain primarily one-acre residential properties.

## 1.2 Town History

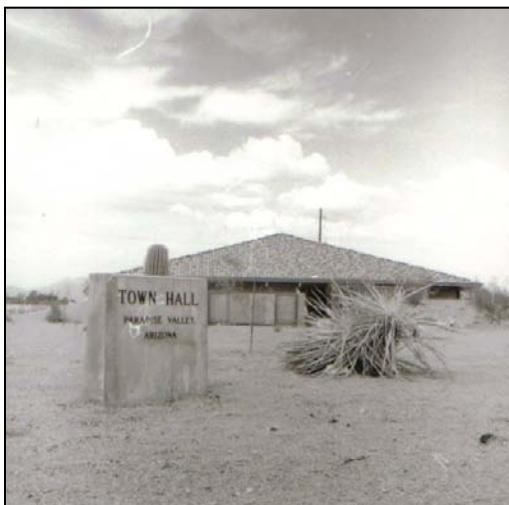
The Town of Paradise Valley (“the Town”), which lies in central Maricopa County between Phoenix and Scottsdale, was created in response to concerns that the sparsely populated desert lifestyle of their community was in danger of slipping away due to threatened annexation and the changing density and commercialization of neighboring Phoenix and Scottsdale. The incorporation effort provided a forum for direct citizen involvement in the creation of a vision for the new community. The area originally incorporated as the Town included 2.69 square miles. By 1970, the Town had incorporated contiguous parcels to increase the area to 13.3 square miles with police services, a municipal court system and an Underground Utilities Ordinance in place. The population had reached 6,637 residents.



**Groundbreaking for Town Hall**



The decade of the 1970s saw the Town prevail in court challenges to the legality of incorporation, zoning regulations and special use permits. A revised Master Plan was approved, Resort and Religious Facilities Regulations were adopted, additional land was annexed and a permanent Town Hall was built. Also, infrastructure needs were addressed including fire hydrants, the first sewer line, floodplain designations, improvement districts and improvements to Lincoln Drive, McDonald Drive and Doubletree Ranch Road. Traffic and police protection became significant Town concerns. The Town's low-density residential character was promoted by ordinances limiting outdoor lighting and excessive noise. In addition, the Town adopted the Hillside Building Regulations to provide specific guidance for developments within the hillside areas.



**Town Hall constructed in 1973**

By 1980, the Town had a population of approximately 11,000 residents and included approximately 14 square miles. That year, the Town Council adopted a General Plan under Arizona Revised Statutes, Section 9-461.05. The 1980 General Plan remained in force until 1997.

During the 1980s, large areas were annexed into the Town, including the Mountain Shadows Resort on Lincoln Drive and the Paradise Valley Country Club on Tatum Boulevard. Street improvements continued and dirt roads began to disappear. A new police facility was added to the Town Hall, and the police force was expanded. The Mummy Mountain Preserve was established to protect the natural profile and wilderness of the higher elevations of the mountain, and numerous donations of mountain land were received.

By 1990, the Town had grown to approximately 16 square miles and 11,770 residents. A Capital Improvement Fund was established by a vote of the residents to provide for needed infrastructure as the community matured. Undergrounding of utility lines continued at an increased pace, flood control and

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sewer capability were studied, and street maintenance was organized with appropriate schedules. Increased traffic throughout the Town remained an important concern of the residents. The 1990s saw a renewed market-driven interest developing the remaining vacant land of the Town for more expensive and larger homes. In limited cases, clustered housing development has been used to retain open space or natural features and to provide greater than normal residential setbacks from heavily traveled thoroughfares without reducing the number of residential lots that might otherwise be created. Many small ranches disappeared as residential developments designed for the maximum number of allowable lots took their places. A renewed commitment to desert vegetation was exemplified by the redesign of the Lincoln Drive medians.



**Lincoln Drive landscape medians, circa 1983**

By 1996, the area of the Town included 16.5 square miles and 12,500 residents. The growth and community change that had occurred since the adoption of the 1980 General Plan prompted the Town to initiate an update of the plan. That update was completed in 1997, when the Town Council adopted the “Vision 2020” General Plan, which included three elements: Land Use, Circulation and Conservation. At the time, only the Land Use and Circulation Elements were required by State law; the Town voluntarily adopted the Conservation Element to address locally important issues.

By the Year 2000, the Town’s population had increased to approximately 13,600, although the physical boundaries of the community had not changed since 1996 through annexation. According to the State of Arizona’s Growing Smarter/Plus statutes passed in 2000, every city and county in Arizona is required to adopt and maintain a general plan. In September 2001, the Town Council authorized proceeding with an update of the Town’s 1997 General Plan (Vision 2020). In

2003 the Town adopted the third General Plan which included seven elements: water resources, growth areas, cost of development, environmental planning, land use, circulation and conservation.

From 2004 through 2008 the Town was experiencing significant development. The Town saw many older, ranch style homes demolished and replaced with very large homes that often were built to the maximum square footage and lot coverage. Some of these newer homes did not integrate easily with the character and design of older established neighborhoods and resulted in residents clamoring for the Town to do something to remedy the situation. However, in 2006, the Arizona voters passed Proposition 207, touted as the Private Property Protection Act. Proposition 207 severely restricted the Town's ability to change land use regulations and, therefore, little or no action was taken to alleviate neighborhood incompatibilities.

When the economy declined in 2008, development in the Town slowed considerably. Projects stalled and the Town's revenues decreased. Severe budget cuts and staff reductions to pre-1980 levels resulted.

### 1.3 Purpose of the General Plan

A general plan is a community's "blue print" for land use and development; it serves as the basis for rational decisions regarding a community's long-term physical development. The general plan expresses the community's development goals and embodies public policy relative to the distribution of future land uses, both public and private. The policies and programs of the general plan are intended to underlie most land use decisions. Preparing, adopting, implementing, and maintaining a general plan serves to:

- Identify the community's land use, transportation, environmental, economic and social goals and policies as they relate to land use and development.
- Provide a basis for local government decision-making, including decisions on development approvals.
- Provide citizens with opportunities to participate in the planning and decision making processes of their community.
- Inform citizens, developers, decision makers and other cities and counties of the ground rules that guide development within the community.

A general plan typically has three defining qualities. *First*, it is general in nature, providing general guidance for the future, particularly regarding growth and development. More precise direction is provided in implementation documents and plans, such as annexations, zoning codes and other ordinances, design regulations, annual budgets and capital improvements program. *Second*, it is comprehensive in scope, addressing a broad range of environmental, social, and economic factors affecting the community. These factors include land use and circulation, environment and resources, economic and fiscal conditions, as well

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as a host of others. Furthermore, these factors should be addressed in an interrelated and, wherever possible, consistent manner. *Third*, it addresses the long-range future of the community. While the general plan takes immediate concerns into consideration, it focuses primarily on the future, particularly potential build out scenarios (i.e., the maximum size and population of the community and the density of development).

To clarify the role of the General Plan:

*The General Plan is:*

- An expression of citizen preferences
- A statement of Town policy
- A guide to public and private decision making
- A long-term perspective
- More than a land use map
- A blueprint to improve residents' quality of life
- A legal requirement under Arizona State Law

*The General Plan is **not**:*

- A zoning map
- A tool to promote special interests
- An unchangeable document
- A detailed policy for specific properties or areas
- A capital improvement program

## 1.4 Town Vision and Values

In recognition of the Town 50<sup>th</sup> anniversary, the Visioning Committee was formed to help guide the discussion for the General Plan update and create a vision for the future. From November 2010 until March 2011, there were 10 meetings in total, 7 committee meetings and 3 community town-hall meetings. Membership on the Visioning Committee was open to any resident interested in serving.

Two different questionnaires were used in an effort to reach different demographics. Both questionnaires were posted on the Town website, but the second questionnaire was sent via email to about 800 families with school-aged children. When combined, the response to the questionnaires was about 10%. (The percentage is based on 5700 households' not total population.)

The data gathered through the questionnaires, committee and community meetings netted six common themes:

- Primarily one-acre, residential community
- Limited government
- Creating a sense of community
- Partnerships with existing schools and resorts to enhance recreational opportunities
- Improving Aesthetics / Creating a Brand
- Preserving natural open space

Through the visioning process it became clear that the most important issue to our community is to maintain the primarily one-acre zoning. Paradise Valley is a residential community and it is important to maintain the high quality of life that residents choose when moving here. Quality of life issues included privacy, high-quality public safety services, maintaining dark skies and protection against increased noise and air pollution and blighted properties.

Residents also value the desert environment, convenient access to local amenities and the notion of limited government. Challenges and issues that were identified included providing an adequate water supply, sufficient revenue to fund police and fire services, minimizing traffic, improving code enforcement and consolidating private trash companies.

Residents said they were not interested in developing recreation centers such as a YMCA or a town library. But, there was interest in creating or improving bike paths and walking trails. Building on the successful project of undergrounding overhead utilities, improving aesthetics in the Town's rights-of-way by using consistent design palette to create a Paradise Valley brand and a sense of arrival was very important. Other important issues included promoting tourism and building a sense of community.

Since the Town's beginning, limiting the growth of government has been a way of life. However, as the Town has evolved, the Visioning Committee was asked if limited government means the same thing today that it meant fifty years ago. There was a consensus that residents don't want a strong active government except when it comes to land use issues, effective police and fire protection, effective code enforcement and controlling resort and non-residential development.

Through the course of the outreach efforts conducted for the Visioning Process update, the Town identified a series of recurring themes or core values held by Town residents. These themes or values collectively constitute the Town's Vision for its future. They are as follows:



### **Paradise Valley Vision**

#### **Visioning Committee 2011**

Paradise Valley is a premier, low density, residential community in Arizona with a national identity reflecting excellence in development and design and protection of the natural Sonoran Desert environment.

Centrally located, this desert oasis, surrounded by mountains, cacti and wildlife in the midst of the sixth largest city in the country, offers convenient access to local and regional amenities while preserving a sense of privacy, quiet, dark skies and public safety that represents an unparalleled quality of life.

The incorporation of Paradise Valley in 1961 was hard fought, and came about with a conscious decision to preserve the natural desert and provide a semi-rural, residential community with limited commercial development and limited government.

As we look to the future, we build upon our past by capturing the independent spirit that founded this community while taking prudent, reasonable and responsible actions to improve the quality of life for Town residents.

Recognizing a proper balance between the powers of local government and individual property rights, our future will be defined by the continuation of our characteristic low-density, residential housing while understanding and appreciating the role of local government in providing quality public safety and other limited services, preserving natural open space and mountain views and ensuring neighborhood-compatible land use decisions throughout the Town.

The aesthetic beauty of our community open spaces, coupled with the natural beauty of the desert, welcomes residents, their guests and resort visitors alike, letting everyone know he is in a special place.

Our world-class resorts, churches, schools and other limited non-residential community-oriented development will continue to evolve and change with the times, but will always respect the quality of life of Town residents.

## **1.5 General Plan Elements**

The balance of this document consists of the General Plan “elements,” which are the Town’s official statements of land use and development policy. The elements are organized in a way that allows the Town to address the statutory requirements of Growing Smarter/Plus in a manner that suits the unique circumstances of the Town. This includes a set of new and existing elements that collectively address the Town’s obligations for conformance with Growing

Smarter/Plus, as well as other issues that are of particular local importance. These elements are as follows:

- Land Use and Development
- Community Character and Housing
- Mobility
- Open Space and Recreation
- Environmental Planning and Water Resources
- Sustainability
- Public Facilities/Services and Cost of Development Element

Each of these elements includes a series of goals that are related to key topics. Under each goal is a set of policies intended to guide achievement of that goal. At the end of each element are several implementation measures that identify the actions necessary to effectively implement the General Plan.

## **1.6 Public Participation**

The 2012 General Plan process has emphasized and encouraged public participation throughout. At the beginning of the process, the Town Council adopted Resolution 1231 for a Public Participation Program with the following goals:

- a. Meet the requirements of the Arizona Revised Statutes.
- b. Create awareness and understanding of the General Plan. Keep the plan in the public eye throughout the process and establish programs to increase their understanding of the plan and recommendations.
- c. Receive input from a broad cross-section of the community and understand residents' attitudes and opinions regarding the direction of the Town's growth and development, key issues facing the Town, and their views regarding the Town's future.
- d. Affirm community vision and values.
- e. Identify common ground on issues where there is a diversity of perspectives.
- f. Promote intergovernmental and interagency cooperation and collaboration.

Over the course of the 2012 General Plan Update, over 50 public meetings were held and numerous press releases were issued. The Town's website was continuously updated with the working draft documents, process and schedule updates. Also, in accordance with State Statutes, copies of the draft General Plan were provided to agencies and other local governments for review and comment.

## INTRODUCTION



**Community Open House February 2011**

### 1.7 General Plan Adoption

In accordance with Arizona Revised Statutes, the Town of Paradise Valley 2012 General Plan, once ratified by the voters, is effective for up to ten years. The General Plan can be updated or readopted at any time at the discretion of the Town; however, it must be updated or readopted within ten years from the date of adoption. As conditions change (including demographic shifts or the emergence of new economic trends) the General Plan may require updates.

Town of Paradise Valley 2012 General Plan is required by Arizona law to be ratified by the voters. At a minimum every ten years, a new General Plan or the currently effective General Plan shall be submitted for voter adoption or readoption. Major amendments to the General Plan are not required to be submitted to the voters by State Statute, but must be approved by a two-thirds majority vote of the Town Council as further detailed in the Implementation section of this Plan.

The process of General Plan adoption entails four key steps.

1. The Plan is provided for a review period of at least 60 days to outside agencies including neighboring municipalities, Maricopa County, Maricopa Association of Governments, and the State Department of Commerce.
2. The Paradise Valley Planning Commission reviews the General Plan over two or more public hearings thereby enhancing citizen accessibility to review sessions.

3. The Paradise Valley Town Council holds a public hearing for final public comment.
4. The Town Council takes action to approve the Plan, and it is submitted to the voters for ratification.
5. If the voters do not approve the proposed General Plan, the current General Plan will remain in effect until a new, revised or resubmitted General Plan gains voter approval.

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The background of the page is a collage of desert-themed images. At the top, there are three horizontal panels: a blue sky with light clouds, a solid brown band, and another blue sky with light clouds. Below the brown band, the background is split into two main vertical sections. The left section shows a desert landscape with a large, rocky mountain peak in the background and a winding path in the foreground. The right section shows a desert landscape with a large, rocky mountain peak in the background and a winding path in the foreground. The title 'LAND USE AND DEVELOPMENT' is centered over the left section.

# LAND USE AND DEVELOPMENT

“We cherish and protect our primarily large-lot, single-family residential community enhanced with world-renown destination resorts. The Town will continue an active partnership with its resorts to encourage their success and promote their value to the community while minimizing their impact to adjacent residential areas.

Commercial land uses will be considered only for existing or proposed Special Use Permit properties and must be consistent with the scale and character of the community. These proposals are subject to strict review and scrutiny.”

Town of Paradise Valley  
Visioning Committee 2011

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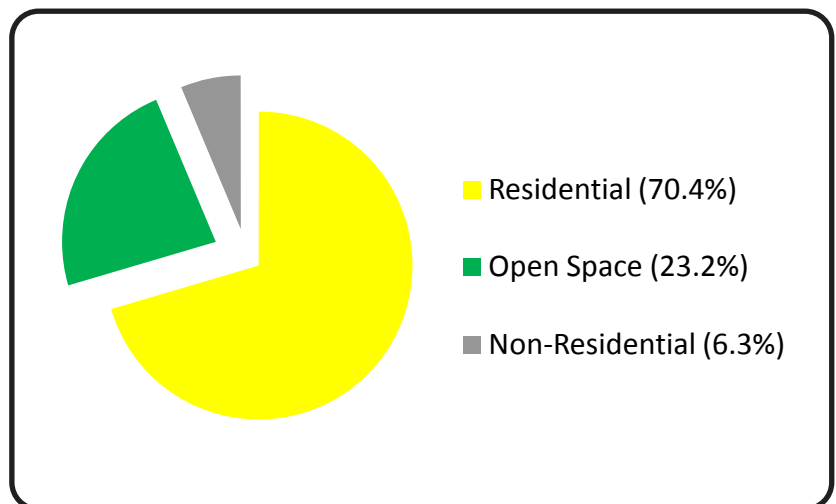
## 2. Land Use and Development

### 2.1 Land Use

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

The Town is unique in that it is zoned almost exclusively residential (70.4%) with non-residential uses (6.3%) controlled by Special Use Permits (SUPs). Open space (23.2%) is the third land use category. Figure 2-1 illustrates the land use distribution within the Town.

The vast majority of residential use is zoned at one residence per one acre. Other residential zoning is limited and ranges from 10,000 square foot residential lots within resort SUP properties to five-acre estate lots. Non-residential SUP properties contain a variety of uses including resort, medical office, school and places of worship. Open space consists of both public open space and private open space. Public infrastructure such as streets, trails, paths, water, sewer, and utilities are needed to serve these land uses.



**Figure 2-1 Land Use in the Town of Paradise Valley**

The Town should not be confused with Paradise Valley Village, an official municipal designation, in northeast Phoenix, Arizona. For instance, Paradise Valley Community College, Paradise Valley High School, Paradise Valley Hospital, Paradise Valley Mall, and Paradise Valley Golf Course are all located several miles to the north of the town, in Phoenix. The Town's name along with all the other various entities bearing the same name comes from the expansive area known as Paradise Valley, that spreads from north of the Phoenix mountains to Cave Creek & Carefree on the north and the McDowell Mountains to the east.

The Land Use and Development Element functions as a guide for Town officials (both elected and appointed), the general public, the development community, and other interested parties as to the ultimate pattern of development in the Town.

In addition to establishing the Town's development policy in broad terms, Goals and Policies of the land use element play a pivotal role in the zoning, subdivision, and public improvements decisions, as these are the primary tools for implementing the Land Use Element.

## GOAL LU 2.1.1

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**Quality of Life.** To preserve those elements or features which contribute to the Town's quality of life and character as a premiere residential community and resort destination with strong rural and historic roots.

### Policies

- LU 2.1.1.1      Preserve Residential Character.** The Town shall preserve and maintain the community's primarily one-acre-lot, single-family residential character.
- LU 2.1.1.2      Minimum One-Acre Lots.** The Town shall maintain low population density by requiring a minimum of one acre per residence outside of Special Use Permit resort properties and encouraging the preservation of lots currently in excess of one acre.
- LU 2.1.1.3      Preserve Streetscapes.** The Town shall ensure that new residential development preserves the integrity of neighborhood streetscapes and common areas.
- LU 2.1.1.4      Encourage Neighborhood Maintenance.** The Town shall encourage the maintenance and revitalization of existing neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization.
- LU 2.1.1.5      Preserve Open Space.** The Town shall preserve public open space and public wash corridors and encourage the preservation of private open space and private wash corridors.
- LU 2.1.1.6      High Quality Design.** The Town will maintain a comprehensive and up-to-date set of ordinances and codes to ensure that development is consistent with this General Plan while resulting in high quality, sensitively designed projects.
- LU 2.1.1.7      Conversion.** The Town shall consider the conversion of land from residential to non-residential uses only within Development Areas as designated on the Development Areas Map (Figure 2.3).

## LAND USE AND DEVELOPMENT

The Town shall ensure that non-residential uses shall not affect the integrity and enjoyment of adjacent residential neighborhoods.

### **LU 2.1.1.8 Consideration of Senior Lifestyle Residential Options.**

The Town should conduct a community-wide discussion on the type of senior lifestyle residential options appropriate for the Town and where they are most appropriate in order to accommodate Town residents who wish to remain residents throughout the later stages of life.

## GOAL LU 2.1.2

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**Special Use Permit Property Revitalization.** To encourage the continued revitalization and improvement of the Town's Special Use Permit properties while protecting the adjacent residential neighborhoods.

### **Policies**

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

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

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

- Increased building setbacks from rear or side yard property lines adjoining single-family residential uses;
- Building heights stepped back from sensitive adjoining uses to maintain appropriate transitions in scale and to protect privacy;
- Landscaped off-street parking areas, loading areas, and service areas screened from adjacent residential areas, to the degree feasible;
- Lighting shielded to minimize impacts on adjacent residential uses and protect dark skies; and



- Operational restrictions to limit the adverse impact of noise, light, and traffic and minimize the risk of crime to adjacent residences.

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

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

**LU 2.1.2.6 Special Use Permit Processing.** The Town shall identify and implement measures to amend or modify the Special Use Permit application process with the goal of reducing the length of time required to process a Special Use Permit application.

### GOAL LU 2.1.3

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**Community Form/Design.** To promote development in the Town that is in harmony with the natural and built environment at both the community and neighborhood levels.

#### Policies

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

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

**LU 2.1.3.3 Preserve Ridges and Slopes.** The Town shall regulate development of hillside areas to minimize disturbance and preserve natural features, including prominent ridges and slopes.

**LU 2.1.3.4 Control Disturbances.** The Town shall minimize disturbances to the residents during construction by ensuring that new development and additions do not cause or result in unnecessary outdoor light, dust, noise, and odor.

## LAND USE AND DEVELOPMENT

- LU 2.1.3.5 Drought-Tolerant Landscaping.** The Town shall use low-water use landscaping on Town-owned land and Town-maintained rights-of-way and shall encourage other public agencies to do so as well.
- LU 2.1.3.6 Subdivision Landscaping.** The Town shall encourage new residential subdivisions to incorporate low water use landscaping in the common open space areas consistent with the character of adjoining neighborhoods.
- LU 2.1.3.7 Attractive Fences.** Where walls and fences are used/necessary, the Town shall require use and effective upkeep of attractive wall and fence materials and finishes (e.g., stone, masonry, wrought iron, vegetation) and wall designs (meandering, see-through).
- LU 2.1.3.8 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.

## 2.2 Development Areas

The Development Area Element focuses on opportunities for appropriate infill development in the Town. In the 2003 General Plan, the Town chose not to include a discrete element addressing Development Areas. It instead addressed infill development policy through a variety of land use and development policies otherwise included in the 2003 plan.

Today, in the ever growing competition between municipalities for development and redevelopment investments, the designation of Development Areas is a common and widely accepted tool for municipalities. Used in this context, Development Areas in the Town of Paradise Valley are intended to focus resort development into targeted areas that are most appropriate for accommodating the variety of land uses associated with such use. Development Areas are meant to encourage new resort development and redevelopment that reflects the Town's needs for fiscal health, economic diversification, and quality of life. The Development Areas Element and Map (Figure 2-3) identify three areas of the community that are most appropriate for development focus.

Goals and policies in this section provide for limited, targeted and context-appropriate development in Development Areas that preserves existing viable neighborhoods and targets new development to infill areas that are vacant or underutilized.

## GOAL DA 2.2.1

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**Development Area Policy.** To support limited, targeted and context-appropriate development and redevelopment within Development Areas through orderly and well-planned development that provides for the needs of existing and future residents, and makes efficient use of land and infrastructure.

### Policies

**DA 2.2.1.1 Development Areas.** The Town should designate Development Areas to plan for the strategic and well-planned development and redevelopment of three vacant and/or transitioning portions of the Town as shown on the Development Areas Map (Figure 2-3).

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

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

**DA 2.2.1.4 Special Use Permit Creation.** Where necessary to facilitate orderly and well-planned development, the Town should, consistent with the land use map of this General Plan, consider allowing residentially-zoned properties in Development Areas to convert to Special Use Permit properties.

**DA 2.2.1.5 Alternative Land Use Designations.** In Development Areas where alternative land use designations are identified in this General Plan (through cross-hatching), the Town should consider allowing property owners to develop under either of the alternative land use designations.

## GOAL DA 2.2.2

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**Community Spaces.** To conserve and enhance public open spaces, access to open spaces, open space connections, and encourage the incorporation of public art in Development Areas.

## LAND USE AND DEVELOPMENT

### Policies

- DA 2.2.2.1 Open Space.** The Town shall seek to provide open spaces in Development Areas that encourage public gathering, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.
- DA 2.2.2.2 Open Space Connections.** The Town shall strengthen connections between open space areas within, and outside of, Development Areas by identifying open space corridors between these areas.
- 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.
- DA 2.2.2.4 Public Art.** The Town should encourage the integration of public art into the visual character of Development Areas.

### GOAL DA 2.2.3

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**Infrastructure and Development.** To direct orderly and well-planned development within Development Areas to support infrastructure improvements, and a concentration of development density and intensity.

### Policies

- DA 2.2.3.1 Public Infrastructure.** The Town should promote the public and private construction of timely and financially sound public infrastructure within Development Areas through the use of infrastructure funding and financing that is coordinated with development activity and funded by the developer whenever possible.
- DA 2.2.3.2 Public/Private Partnerships.** The Town should consider public/private partnerships and interagency coordination to realize capital infrastructure needs, and to foster quality development and redevelopment within Development Areas.
- DA 2.2.3.3 East Lincoln Drive Development Areas.** The Town should encourage moderate intensity, mixed-use, and context appropriate resort development within the East Lincoln Drive Development Areas that includes reasonable separation between incompatible uses and adjacent residential areas and effective buffering of unwanted noise, light, traffic and other adverse impacts.

- DA 2.2.3.4 56th Street and Lincoln Drive Development Area.** Within the 56<sup>th</sup> Street and Lincoln Drive Development Area, the Town should encourage context appropriate resort development that offers resort amenities to existing Mountain Shadows East and West residential communities and provides neighborhood-oriented commercial services that do not adversely affect adjacent residential communities.
- DA 2.2.3.5 General Plan Amendment Process.** The Town shall identify and implement a transparent application process for the consideration of General Plan amendments.

## 2.3 Implementation Measures

The Land Use and Development Element sets forth broad goals and policies related to land use and development / redevelopment within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The implementation measures in Table 2.3-1 have been identified for Land Use and Development and serve as a basis for the performance evaluation of Town staff, leadership, and volunteers in the execution of the General Plan.

## LAND USE AND DEVELOPMENT

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Residential Character</b> Maintain the Town's primarily owner-occupied, low-density residential character by continuing to require a minimum of one-acre per residence except on new and existing Special Use Permit properties where single-family owner resort housing and assisted living projects may be considered. No timeshare or fractional ownership residences shall be allowed anywhere in the Town.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.1, 2.1.1.2					
<b>Responsible Party(ies)</b>	Town Council with the support of Town Manager					
<b>2. Preserve Streetscapes</b> 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.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.3					
<b>Responsible Party(ies)</b>	Community Development with support of Town Manager					
<b>3. Neighborhood Maintenance</b> Maintain communication with the community through community meetings, the Town's website, social networking, media, and other methods deemed appropriate to actively encourage resident involvement in neighborhood maintenance and revitalization.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.4					
<b>Responsible Party(ies)</b>	Town Manager					
<b>4. Open Space Preservation</b> Identify parcels of land and solicit the owners for donations of land or easements in order to preserve and restore open space and mountain views. Also continue to preserve the Town's wash corridors through periodic code enforcement inspections and encourage the restoration of washes.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Community Development					



Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>5. High Quality Design</b> Evaluate and amend the Town's ordinances and codes where necessary to ensure all development within the Town is consistent with the General Plan while resulting in high quality, sensitively designed projects.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.1.6					
<b>Responsible Party(ies)</b>	Town Manager with support of Community Development Department					
<b>6. Senior Lifestyle Residential Option Discussion</b> Conduct a community-wide discussion on the type of senior lifestyle residential options appropriate for the Town and where they are most appropriate in order to accommodate Town residents who wish to remain residents throughout the later stages of life.		X				
<b>Implements Which Policy(ies)</b>	LU 2.1.1.7, LU 2.1.1.8					
<b>Responsible Party(ies)</b>	Planning Commission and Town Council					
<b>7. SUP Revitalization</b> Evaluate and amend the SUP Guidelines, if necessary, to encourage SUP property revitalization and improvement within their existing geographic boundaries as long as such improvements do not adversely affect the integrity and enjoyment of adjacent residential areas. Require community impact assessments that demonstrate both the positive and adverse impacts of proposed SUP projects and utilize context appropriate and responsive building and site design to ensure compatibility with adjoining uses.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.2.1, 2.1.2.2, 2.1.2.3, 2.1.2.4, 2.1.2.5					
<b>Responsible Party(ies)</b>	Planning Commission and Town Council					

## LAND USE AND DEVELOPMENT

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>8. SUP Maintenance</b> Utilize all code enforcement resources, including fines and prosecution, to require SUP property owners to remedy identified public nuisance violations and require properties be maintained to ensure health and safety.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.2.4					
<b>Responsible Party(ies)</b>	Town Manager with support of Code Enforcement and Fire Marshal					
<b>9. Visual Openness</b> Evaluate and amend, if necessary, the Zoning Ordinance limits on floor area ratio, setbacks, side yards, and building and wall heights in order to maximize the benefits of visual openness.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.1					
<b>Responsible Party(ies)</b>	Planning Commission and Town Council					
<b>10. Conservation</b> Develop incentives to encourage new development and redevelopment to be located and designed to visually compliment the natural environment and setting and require site design which uses trees to shade parking facilities, streets, and other facilities.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.2					
<b>Responsible Party(ies)</b>	Town Manager with support of Community Development					
<b>11. Ridge and Slope Preservation</b> Assess hillside code and amend if necessary to minimize disturbance and ensure the Town's prominent mountain peaks, ridges, and hillsides are minimally impacted by development.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.3					
<b>Responsible Party(ies)</b>	Hillside Committee					
<b>12. Underground Utilities</b> The Town shall encourage residents to continue participating in the cost sharing for undergrounding utilities, hosting informational meetings and facilitating discussions between residents and the utility companies.		X				X
<b>Implements Which Policy(ies)</b>	PFS 8.5.1.2					
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>13. Disturbance Control</b> Through fire department and code enforcement efforts, require private property owners meet health, safety and zoning standards and avoid the creation of unnecessary outdoor light, dust, noise and odor.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.4					
<b>Responsible Party(ies)</b>	Community Development Department					
<b>14. Drought Tolerant Landscaping</b> Continue to use drought tolerant, low-water use landscaping on Town-owned land and rights-of way.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.5					
<b>Responsible Party(ies)</b>	Community Development Department					
<b>15. Subdivision Landscaping</b> Through subdivision plat review, encourage new residential subdivisions to incorporate low water use landscaping in the common open space areas.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.6					
<b>Responsible Party(ies)</b>	Community Development Department, Planning Commission and Town Council					
<b>16. Attractive Fencing</b> 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.						X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.7					
<b>Responsible Party(ies)</b>	Community Development Department, Planning Commission and Town Council					
<b>17. Community Gateways</b> 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.		X				X
<b>Implements Which Policy(ies)</b>	LU 2.1.3.8					
<b>Responsible Party(ies)</b>	Town Manager supported by Planning Commission and Town Council					

## LAND USE AND DEVELOPMENT

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>18. Development Areas</b> Designate three development areas (as shown on Figure 2.3) to plan for the strategic and well planned development of vacant or underutilized portions of the Town. Consideration of projects in the Development Areas should balance a need for the Town's fiscal health against a steadfast commitment to the Town's low-density residential character. Development in these areas shall provide reasonable separation of incompatible land uses from adjacent residential areas.		X				X
<b>Implements Which Policy(ies)</b>	DA 2.2.1.1, 2.2.1.2, 2.2.1.3					
<b>Responsible Party(ies)</b>	Planning Commission and Town Council					
<b>19. Special Use Permit Creation</b> Allow the conversion of residentially zoned properties in Development areas to Special Use Permit properties where necessary to facilitate orderly well-planned development consistent with the Land Use Map.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.1.4					
<b>Responsible Party(ies)</b>	Town Council and Planning Commission					
<b>20. Alternative Land Use Designations</b> In Development Areas shown with alternative land uses (through cross-hatching), allow property owners to develop under either of the alternative land use designations.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.1.5					
<b>Responsible Party(ies)</b>	Town Council and Planning Commission					
<b>21. Development Area Open Spaces</b> Seek to provide open spaces in Development Areas that encourage public gathering, enhance aesthetics, serve as buffers, connect with other open space areas, integrate pedestrian amenities, traffic calming features, plazas and public areas, attractive streetscapes, shade trees, lighting, and public art.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.2.1, 2.2.2.2, 2.2.2.3, 2.2.2.4					
<b>Responsible Party(ies)</b>	Town Council and Planning Commission					
<b>22. Infrastructure Funding</b> Promote the public and private construction of public infrastructure within the three Development Areas through the use of funding/financing that is coordinated with development activity and funded by the developer wherever possible. Where not possible, the Town should consider public/private partnerships (i.e. Community Facility Districts, Special Assessment Areas) to realize capital infrastructure needs.		X				
<b>Implements Which Policy(ies)</b>						
<b>Responsible Party(ies)</b>						

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>Implements Which Policy(ies)</b>	DA 2.2.3.1, 2.2.3.2					
<b>Responsible Party(ies)</b>	Town Council with support of Town Manager					
<b>23. East Lincoln Drive Development Areas</b> Encourage moderate intensity, mixed-use, and context appropriate resort development within the East Lincoln Drive Development Areas that includes reasonable separation between incompatible uses and adjacent residential areas and effective buffering of unwanted noise, light, traffic and other adverse impacts.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.3.3					
<b>Responsible Party(ies)</b>	Town Council and Planning Commission					
<b>24. 56<sup>th</sup> Street and Lincoln Drive Development Area</b> Encourage context appropriate resort development that offers resort amenities to existing Mountain Shadows East and West residential communities and provides neighborhood oriented commercial services that do not adversely affect adjacent residential communities.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.3.4					
<b>Responsible Party(ies)</b>	Town Council and Planning Commission					
<b>25. Special Use Permit Process Revisions</b> Town staff shall prepare for Town Council consideration a list of recommendations for defining or amending the Special Use Permit application or review process with a goal of reducing the length of time required to process such applications.		X				
<b>Implements Which Policy(ies)</b>	DA 2.1.2.6					
<b>Responsible Party(ies)</b>	Community Development Department					
<b>26. General Plan Amendment Process</b> Town staff shall prepare for Town Council consideration a list of recommendations for defining or amending the General Plan amendment process with the goal of making the processes more transparent for applicants.		X				
<b>Implements Which Policy(ies)</b>	DA 2.2.3.5					
<b>Responsible Party(ies)</b>	Community Development Department					

### 2.4 Land Use Map

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

The Land Use Map of this General Plan uses eight land use designations to depict the types of land uses that are allowed in the Town. Following are brief descriptions of the intent of each of the land use designations appearing on the Land Use Map. Crosshatched areas of the map demonstrate existing and potential alternative land uses.

**Very Low Density Residential (VLDR):** This designation is intended to accommodate the lowest intensity residential uses in the Town. The permitted density ranges up to one single-family house per every four acres.

**Low Density Residential (LDR):** Low Density Residential is by far the predominant designation on the Land Use Map. It is intended to accommodate up to one single-family house per acre.

**Medium Density Residential (MDR):** The Medium Density Residential designation is applied to areas of Town that are currently zoned for less than one single-family house per acre (i.e., R-35, R-18, and R-10). The MDR designation will permit densities up to 4.5 single-family houses per acre.

**Resort/Country Club (R/CC):** The Resort/Country Club designation is applied to the Town's existing and approved resort and country club sites. The intent of the R/CC designation is to identify the built-up areas of the resorts and country clubs, rather than the recreational use areas (primarily golf course turf areas). The R/CC designation is intended to accommodate resorts and country club uses, and their integrated residential units or associated support facilities.

**Medical Office (MO):** The MO designation applies to medical office complexes and animal kennels and veterinarian uses.

**Public/Quasi Public (P/QP):** The P/QP designation is applied to the public and quasi-public facilities such as schools (both public and private), Town facilities (e.g., Town Hall) other public facilities, and places of worship.

**Public Open Space (OS-Pub):** This designation is applied to those open space areas of the Town that are publicly owned to include Town-owned roadway right-of-ways, the Barry Goldwater memorial, Mummy Mountain Trust lands, Phoenix Mountain Preserves, portions of Camelback Mountain, and other public property



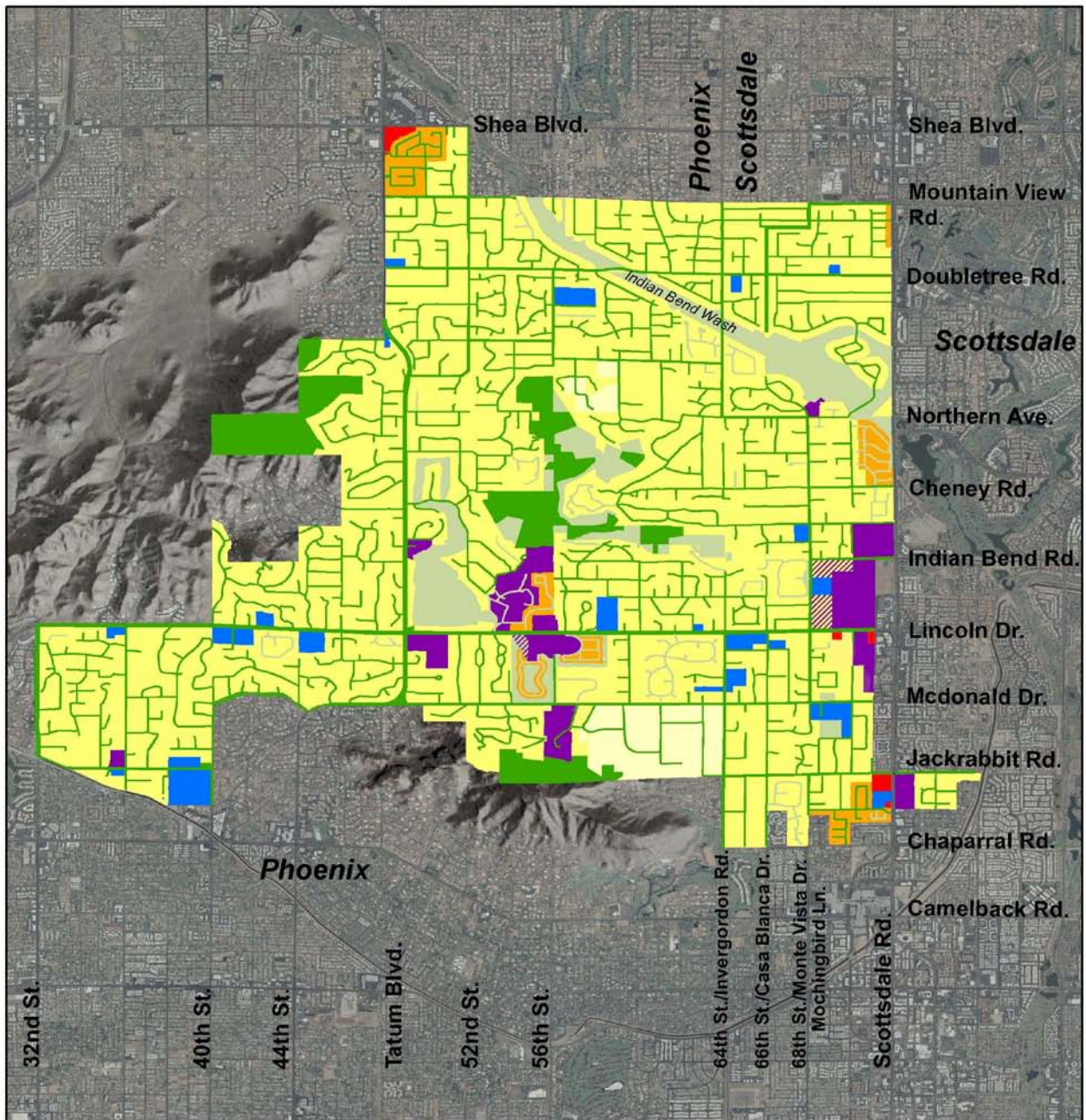
as well as those properties that are preserved through an established trust for the benefit of the public.

**Private Open Space (OS-Priv):** This designation is applied to the Kiva Field, Camelback Cemetery, privately-owned areas that are within the boundaries of a designated preserve area but not protected from development through a trust or easement, turf areas at the Town's three private golf courses, private roadway right-of-ways, and dedicated open space areas in certain subdivisions within the Town.

The Land Use Map (Figure 2-2) designates land within the Town according to the eight land use designations described above and summarized in Table 2-1. Acreage totals and percentages for each land use designation are approximate. Acreage calculations for crosshatched areas were based on existing land use.

TABLE 2-1: LAND USE DESIGNATIONS			
Designation	Density Standards	Acres	% of Total
Very Low Density Residential	Up to 1 house per 4 acres	278	2.9%
Low Density Residential	Up to 1 house per acre	6,328	65.4%
Medium Density Residential	Up to 4.5 houses per acre	209	2.2%
Resort/Country Club		367	3.8%
Medical Office		23	0.2%
Public/Quasi Public		223	2.3%
Public Open Space		1530	15.8%
Private Open Space		719	7.4%
<b>Total</b>		<b>9,677</b>	<b>100.0%</b>

Figure 2-2: Land Use



Legend

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



Planning Commission -  
Revised September 20, 2011



## 2.5 Development Areas Map

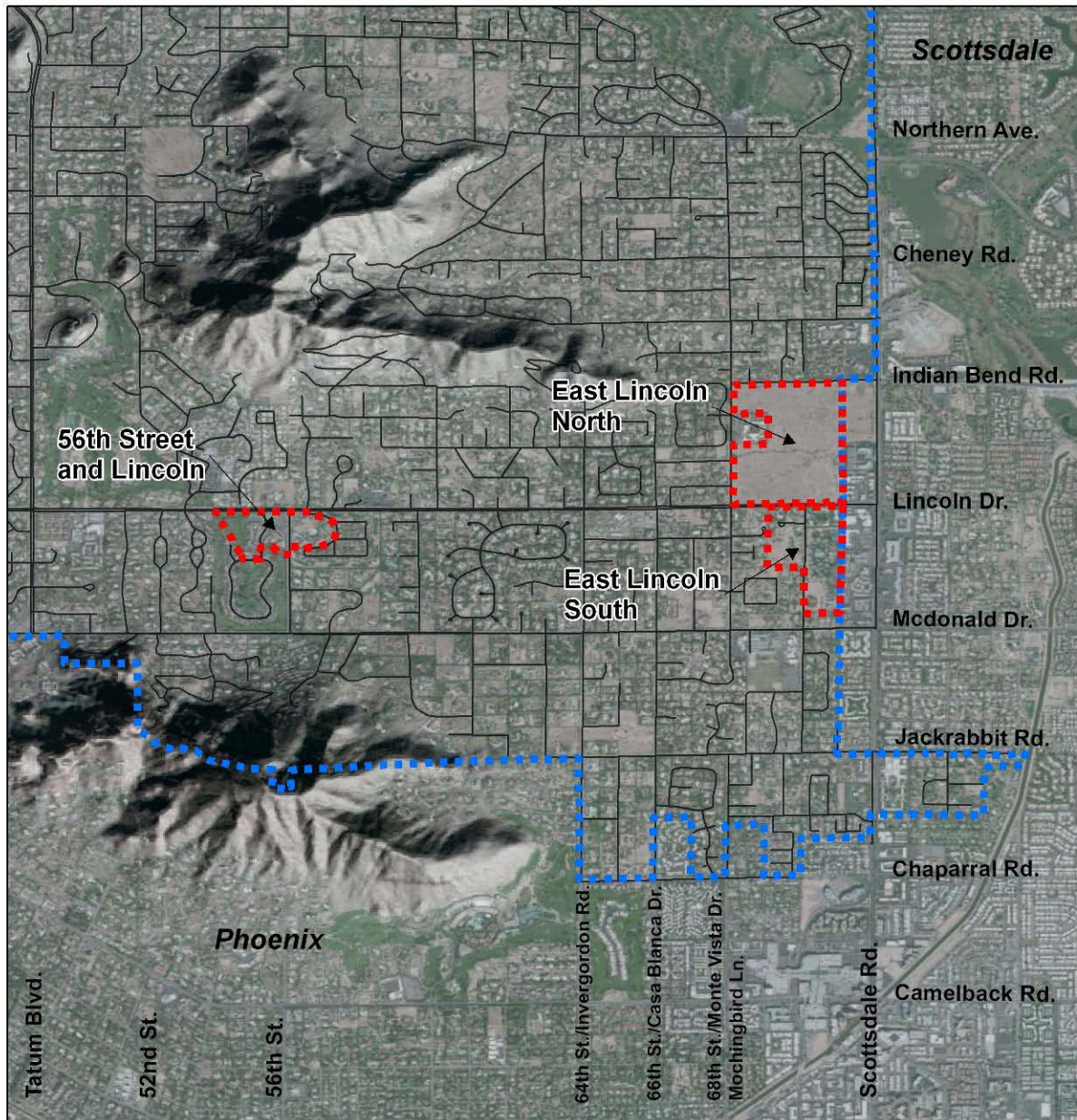
The Town of Paradise Valley has three Development Areas as shown on Figure 2-3. Each Development Area has distinct characteristics based on the role it plays within the surrounding community and its context within the Town.

The three Development Areas are:

- **56<sup>th</sup> Street and Lincoln Drive Development Area** is comprised of approximately 35 acres to include the former Mountain Shadows Resort. This former resort property was closed in 2004 and contains a number of deteriorating structures.
- **East Lincoln Drive North Development Area** is comprised of approximately 110 acres of undeveloped land approved and platted as the Paradise Valley Ritz Carlton Special Use Permit property but not constructed.
- **East Lincoln Drive South Development Area** is comprised of approximately 55 acres including Smoke Tree Resort and Bungalows, Cottonwoods Resort, Lincoln Medical Complex, and the Applewood Pet Resort. The Development Area's close proximity to the City of Scottsdale also promotes reinvestment.

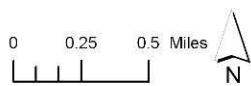


**Figure 2-3: Development Areas**



**Legend**

- Streets
- Development Areas
- Paradise Valley Boundary



Rev: 19 May, 2011







# COMMUNITY CHARACTER AND HOUSING

“We celebrate and enhance Paradise Valley as a unique brand by attention to details and quality in both public and private spaces. As valuable scenic resources, Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve provide permanent visual presences that should be protected. Opportunities exist for Lincoln Drive and Tatum Boulevard to serve as special design “showcase corridors.” Improving major and minor road entries into the Town with consistent visual elements will differentiate the Town from surrounding communities and reflect a strong sense of arrival.

We promote community activities, citizen involvement and volunteerism and we support the vitality of our resorts, schools, and places of worship that shape our character.

We recognize and appreciate the diversity of our older, single-family neighborhoods. We support strict code enforcement that addresses property blight but protects individual property rights. We support appropriately scaled, flexible, alternative housing options for our aging population.”

Town of Paradise Valley  
Visioning Committee 2011

FORMAT PAGE



## 3. Community Character and Housing

The Town of Paradise Valley is a premiere residential community defined by its unique character, natural beauty and quality of life. Nestled among the Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve, it is recognized nationwide as an aesthetically desirable location to live as well as visit.

### 3.1 Community Character

A semi-urban setting surrounded by metropolitan areas, Town of Paradise Valley has preserved its dark skies, tranquility, open spaces and mountain views while embracing a comprehensive upscale lifestyle of primarily acre residential lots.

While there is a common recognition of a larger image of community, many Town of Paradise Valley residents also see themselves as residing in a specific neighborhood. Many of these neighborhoods are named after the original development, which may have had only a few dozen homes. The size and location of these neighborhoods is a direct product of the scale and pace of development in the Town over the years.

The Community Character and Housing Element recognizes our premiere residential character alongside our long established, world class resorts that complement the natural and manmade environment. Residents and visitors alike enjoy the amenities of fine dining, golf, tennis, spa offerings, and luxury hotel accommodations hosting guests from around the globe. The Element also recognizes the places of worship and schools that add to the Town's cultural fabric. Landmarks of note include the Barry Goldwater Memorial Park, Paoli Soleri's Cosanti bell foundry and the Camelback Cemetery.

Goals and policies in the Community Character and Housing Element articulate a vision of a high quality residential lifestyle supported by natural environment, desirable location, distinctive houses, resorts and the preservation of cultural institutions and traditions integral to the town's reputation for excellence.

#### GOAL CC&H 3.1.1

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**Residential Character.** Preserve and protect the quality of residential character development within the Town while taking care to perpetuate the natural landscape, desert plants, and scenic beauty of the mountain areas of the Town.

#### Policies

**CC&H 3.1.1.1 Neighborhoods as a Basic Unit.** Recognizing that the Town of Paradise Valley is home to many smaller neighborhoods that

contribute to the Town's cultural fabric, the Town shall strive through community outreach to preserve and enhance their distinctiveness, identity, and livability.

**CC&H 3.1.1.2 Protect Established Neighborhoods.** The Town shall encourage new development and redevelopment, both private and public, to respect and respond to those existing physical characteristics, buildings, streetscapes, open spaces, and urban form that contribute to the overall character and livability of the neighborhood.

**CC&H 3.1.1.3 Residential Character.** The Town shall ensure the continued residential character of the Town by limiting the development of new commercial land uses to Special Use Permit properties.

**CC&H 3.1.1.4 Hillside Development.** The Town shall continue to promote design quality in all hillside development and ensure responsible hillside development to minimize the physical and visual disturbance and preserve natural features including prominent ridges and slopes; preserve drainage patterns and desert vegetation; eliminate fire hazards; maintain minimal night-time lighting levels; and preserve the non-suburban character.

#### Goal CC&H 3.1.2

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**Town Gathering Locations.** Promote areas throughout Town where residents and visitors alike may passively recreate or gather together thereby promoting individual physical development, creativity, and interaction among residents.

#### Policies

**CC&H 3.1.2.1 Town Campus.** The Town shall promote and maintain the Town Campus as a centrally located public gathering area with shaded outdoor seating areas, bike racks, and public art and shall identify opportunities for activities or community oriented services, such as a post office, to encourage residents to come together.

**CC&H 3.1.2.2 Passive Recreation Spots.** The Town shall promote the development of small, passive recreation spots throughout the community such as the Barry Goldwater Memorial, xeriscape gardens, or seating areas along walking paths, in an effort to provide additional community gathering locations.

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

## COMMUNITY CHARACTER AND HOUSING

CC&H 3.1.2.4 **Places of Worship and Schools.** The Town shall recognize and support the continued vitality of the places of worship and schools and the value they bring to the community.

### Goal CC&H 3.1.3

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**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.

### Policies

CC&H 3.1.3.1 **Unique Sense of Place.** The Town shall promote quality site, architectural and landscape design that incorporates those native desert and low-density residential qualities and characteristics that make the Town of Paradise Valley desirable and memorable.

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

CC&H 3.1.3.3 **Enhanced Town Gateways.** The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting.

CC&H 3.1.3.4 **Visually Significant Corridors.** The Town shall designate highly visible, prominent, streets, including Lincoln Drive and Tatum Boulevard, as Visually Significant Corridors. Streetscape design guidelines will be developed, to include a reasonable range of treatments of individual properties, to improve and manage landscape conditions as a means to demonstrate a positive and unique character and image of the Town, maintain views, and strive to mitigate the negative impact of traffic impacts while respecting private property rights.

CC&H 3.1.3.5 **Town Identity.** The Town shall articulate, promote, and maintain a consistent, unique and memorable identity and overall image for the Town that differentiates it from other communities and markets the unique character, services, history, and recreational areas of the community. The identity should

both point to the Town's future vision and remain rooted in the Town's history and should provide a conduit for residents to identify with the Town.

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

**CC&H 3.1.3.7 Historic Places.** The Town shall recognize, promote, and strive to preserve significant historic places throughout the community that contribute to the Town's overall character.

#### Goal CC&H 3.1.4

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**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.

#### Policies

**CC&H 3.1.4.1 Mountain Views.** The Town shall protect and maintain views of the mountains as seen from Visually Significant Corridors.

**CC&H 3.1.4.2 Distinctive Skylines.** The Town shall reduce adverse impacts of development on the Town's prominent mountain peaks, ridges and hillsides by continuing to administer and further refine the Hillside Development Code.

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

**CC&H 3.1.4.5 Undergrounding of Overhead Utility Lines.** The Town will complete the undergrounding of all overhead utility lines through the combined efforts of the Town, the utility companies, Special Use Permit properties, and residents.

**CC&H 3.1.4.6 Telecommunication Aesthetics.** The Town shall require telecommunications facilities be located, installed and maintained to minimize visual impact and noise and preserve

## COMMUNITY CHARACTER AND HOUSING

views. Cabling, conduit, and fiber optics shall be installed underground where possible, and the visual impact of cellular towers and antennas shall be a prime consideration of the Town's acceptance and approval.

### 3.2 Housing

Housing in the Town of Paradise Valley is primarily owner-occupied single family homes on at least an acre of land. Pockets of larger residential lots do exist in Town. Smaller residential lots also exist but typically as part of a cluster plan or associated with a Special Use Permit property.

#### Goal CC&H 3.2.1

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**Housing Types & Supply.** Maintain the Town's primarily owner-occupied low-density residential character while allowing less than one acre per residence housing only on Special Use Permit resort properties.

#### Policies

**CC&H 3.2.1.1 One-acre lots.** The Town shall require a minimum of one acre per residence and encourage the preservation of lots in excess of one acre in all areas of town except Special Use Permit resort properties.

**CC&H 3.2.1.2 Other Housing Types.** The Town shall consider less than one acre per residence housing only on Special Use Permit resort properties and to serve the Town's existing resident population, including single-owner resort housing.

**CC&H 3.2.1.3 Fractional Ownership & Timeshares.** The Town shall not allow timeshares or fractional ownership residences anywhere in the Town.

### 3.3 Implementation Measures

The Community Character and Housing Element sets forth broad goals and policies related to community character and housing within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Community Character and Housing and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.

Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Hillside Design</b> Continue to enforce and refine the Town's Hillside Code through periodic code assessments and updates.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.1.4					
<b>Responsible Party(ies)</b>	Community Development Department					
<b>2. Hillside Code</b> Assess hillside code and amend if necessary to ensure the Town's prominent mountain peaks, ridges, and hillsides are minimally impacted by development.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.4.2					
<b>Responsible Party(ies)</b>	Community Development Department					
<b>3. Neighborhood Inventory</b> Conduct an inventory of neighborhoods in Town including name, location, boundaries, and primary contact for the purposes of notification of projects requiring public notice to promote more neighborhood involvement via homeowners associations and neighborhood groups.		X				X
<b>Implements Which Policy(ies)</b>	2.1.1					
<b>Responsible Party(ies)</b>	Planning Department					
<b>4. Neighborhood Livability</b> Revise the application processes to require applicants to notify neighborhood groups on proposed development.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.1.2					
<b>Responsible Party(ies)</b>	Planning Department					



## COMMUNITY CHARACTER AND HOUSING

Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>5. Town Gathering Locations</b> Identify and promote existing and new locations and opportunities on public and private properties where residents and visitors may gather and interact.						
<b>Implements Which Policy(ies)</b>	CC&H 2.2.1, CC&H 2.2.2, CC&H 2.2.3, CC&H 2.2.4					
<b>Responsible Party(ies)</b>	Town Manager	X				X
<b>6. Key Gateways</b> 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.						
<b>Implements Which Policy(ies)</b>	CC&H 2.3.3					
<b>Responsible Party(ies)</b>	Town Manager supported by Planning Commission and Town Council	X				X
<b>7. Visually Significant Corridors</b> 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.						
<b>Implements Which Policy(ies)</b>	CC&H 2.3.4, CC&H 2.4.3					
<b>Responsible Party(ies)</b>	Town Manager supported by Planning Commission and Town Council	X				X
<b>8. Design Guidelines</b> Develop and promote voluntary design guidelines that encourage and perhaps incentivize building and site design that promote native desert and low-density qualities that respond to the local context, use local materials where feasible, respond to the desert climate, and consider the Town's cultural and historic context.						
<b>Implements Which Policy(ies)</b>	CC&H 2.3.1, CC&H 2.3.2	X				X
<b>Responsible Party(ies)</b>	Planning Department supported by Planning Commission and Town Council					

Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>9. Town Identity</b> Develop, promote and maintain a consistent and memorable identity and image for the Town to market the unique character, history and recreational opportunities of the community.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.3.5					
<b>Responsible Party(ies)</b>	Town Manager supported by Town Council					
<b>10. Important Places</b> Recognize, support and promote the churches, schools, historic places, and public buildings throughout the community and the value they bring to the community.						X
<b>Implements Which Policy(ies)</b>	CC&H 2.3.6, CC&H 2.3.7, CC&H 2.2.4					
<b>Responsible Party(ies)</b>	Town Council					
<b>11. Mountain Views</b> Identify and protect mountain views as seen from visually significant corridors.						X
<b>Implements Which Policy(ies)</b>	2.4.1					
<b>Responsible Party(ies)</b>	Town Council					
<b>12. Dark Skies</b> Assess Town lighting regulations and amend as necessary to protect the Town's unique dark skies.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.4.4					
<b>Responsible Party(ies)</b>	Town Manager supported by Town Council					

## COMMUNITY CHARACTER AND HOUSING

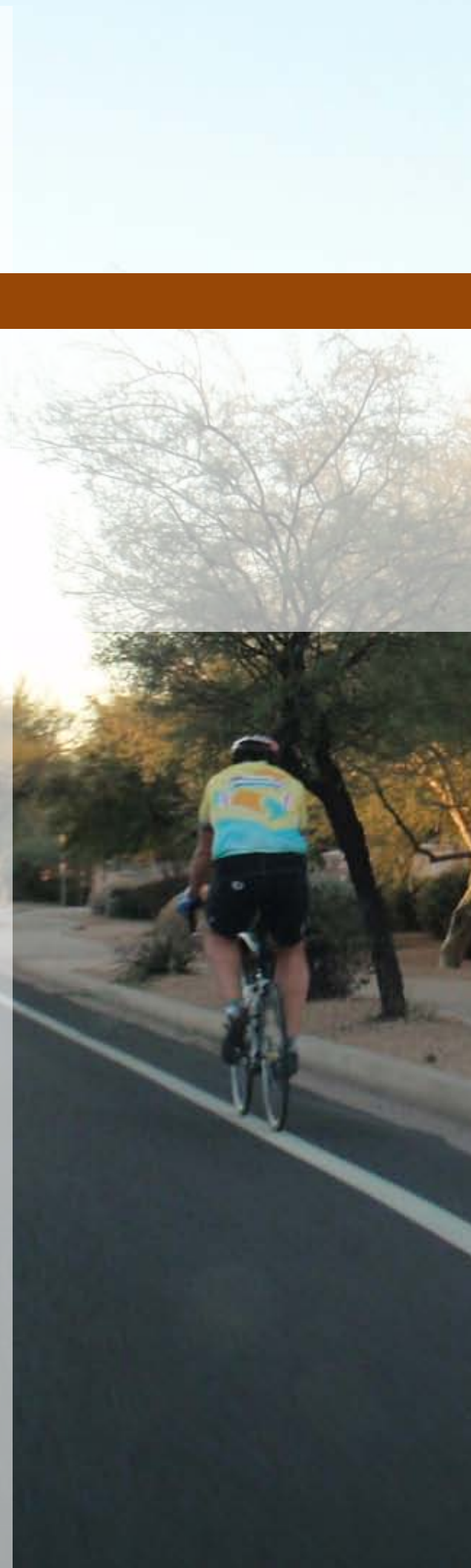
Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>13. Utility Undergrounding</b> Complete the undergrounding the APS overhead utility lines in the Town and identify and define potential SRP areas for undergrounding.		X				X
<b>Implements Which Policy(ies)</b>	CC&H 2.4.5					
<b>Responsible Party(ies)</b>	Town Council					
<b>14. Telecommunication Aesthetics</b> Continue to scrutinize telecommunication applications to minimize the visual impact on the Town.						X
<b>Implements Which Policy(ies)</b>	CC&H 2.4.6					
<b>Responsible Party(ies)</b>	Planning Commission					
<b>15. Low-Density Residential</b> Maintain the Town's primarily owner-occupied, low-density residential character by continuing to require a minimum of one acre per residence except on new and existing Special Use Permit properties, where single-owner resort housing may be considered. No timeshare or fractional ownership residences shall be allowed anywhere in the Town.						X
<b>Implements Which Policy(ies)</b>	CC&H 2.1.3, CC&H 2.6.1, CC&H 2.6.2, CC&H 2.6.3					
<b>Responsible Party(ies)</b>	Town Council					

# MOBILITY

"We value our high-quality motorized and non-motorized circulation systems designed to support local travel and lessen impacts from cut-through traffic. We should continue to support traffic mitigation and calming programs on all streets utilizing any available technology. Road and street maintenance should include the installation of rubberized asphalt when possible.

The Town should better interconnect parts of the community with safe and aesthetic bike lanes, trails and walkways utilizing public rights-of-way, washes, and open space while respecting the privacy of residents."

Town of Paradise Valley  
Visioning Committee 2011



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## 4. Mobility

The Town of Paradise Valley recognizes the importance of developing a high-quality, efficient, multi-modal transportation system that minimizes negative impacts to the environment and neighborhoods while reinforcing a positive image and character of the town.

The Mobility Element provides guidance concerning the development of all aspects of the Town's transportation system. The most prominent aspect relates to the roadway system and the Town's plans and standards for improvement of the system. These plans and standards outline the Town's strategy for providing mobility for its residents and efficiently and enjoyably moving traffic through and within the Town.

The Mobility Element contains policies that will create a connector-arterial transportation system, which promotes walking, supports bicycling, improves transit (to serve highly frequented destinations), conserves energy resources, and reduces greenhouse gas emissions and air pollution while continuing to accommodate auto mobility.

The policy content of the Mobility Element is conveyed through a combination of mechanisms. The primary mechanism is the Circulation Map (Figure 4.1), which specifies the functional roles of all streets within the Town. Each street is assigned a functional classification (e.g., major arterial, minor arterial, collector, or local) including standards addressing design capacity, landscape, right-of-way pavement width, and other improvement standards. These standards are typically depicted in tabular and graphic form. The Mobility Element also includes a Bicycle Circulation Map (Figure 4.2) that shows designated bicycle pathways through the Town and associated improvement standards.

### 4.1 Motorized Circulation

Goals and policies in this section provide a systematic plan for ongoing motorized mobility that meets the needs of residents and visitors within the context of community character.

#### GOAL M 4.1.1

**Motorized Circulation System.** To provide a high-quality motorized circulation system that is effectively planned, managed, operated and maintained.

#### Policies

**M 4.1.1.1 Circulation.** The Town shall plan for and maintain a motorized circulation system that links residents to their destinations within and beyond the boundaries of the Town in a safe and

efficient manner, and maintains liaison with the adjacent communities for the benefit of all Town residents.

- M 4.1.1.2 **Hierarchy of Streets.** The Town shall strengthen the image and perception of a clear hierarchy of streets as depicted in the Motorized Circulation Map (Figure 4.1).
- M 4.1.1.3 **Emergency Service Providers.** The Town shall coordinate the development and maintenance of all transportation infrastructure with emergency service providers to ensure continued emergency service operation and service levels.
- M 4.1.1.4 **Non-Emergency Service Providers.** The Town shall lessen the impact of non-emergency service provider vehicles on traffic volumes and roadway conditions throughout the Town.
- M 4.1.1.5 **Through-Traffic.** The Town shall direct through-traffic, including automobiles, buses, trucks, and heavy equipment, to Lincoln Drive and Tatum Blvd., which will be designed to promote safety, but not increase speed or capacity.
- M 4.1.1.6 **Cut-through Traffic.** The Town shall discourage regional “cut-through” traffic on all roadways via design, traffic controls, and enforcement.

#### Goal M 4.1.2

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**Neighborhood Traffic.** To enhance the quality of life within existing neighborhoods through the use of neighborhood traffic management techniques.

#### Policies

- M 4.1.2.1 **Neighborhood Traffic Management.** The Town shall continue to design streets and approve development applications to reduce high-traffic flows and traffic speeds within residential neighborhoods wherever possible.
- M 4.1.2.2 **Traffic Calming.** The Town shall apply the design principles of residential traffic control known as “traffic calming” to reduce speed and cut through traffic on residential streets.



## 4.2 Non-Motorized Circulation

Goals and policies in this section support the goal of making the Town of Paradise Valley a pedestrian and bicycle-friendly town. Safe, walkable environments will be maintained through an interconnected and continuous pedestrian network with sidewalks and trails that are enjoyable places to walk. A bicycle circulation system compatible with existing motorized circulation routes and local neighborhoods will be provided. Residents will be encouraged to integrate walking and bicycling into their daily activities to promote a healthier lifestyle and improve energy resource conservation.

### Goal M 4.2.1

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**Non-Motorized Circulation System.** To provide a high-quality non-motorized circulation system throughout the Town to meet the needs of residents, employees, and resort guests.

#### Policies

- M 4.2.1.1 Safe and Convenient Access.** The Town shall develop a non-motorized circulation system that promotes safe, convenient, and enjoyable access to all publicly owned parts of Town through roadways, sidewalks, paths, and trails for recreational and community social purposes.
- M 4.2.1.2 Comprehensive System.** The Town shall maintain existing sidewalks, paths, bicycle lanes, and trails, and seek ways through transfer, gift, easement, or governmental action to extend or to fill in the system, to better serve the health, welfare, aesthetic, and sociability needs of pedestrians and cyclists.
- M 4.2.1.3 Linkages.** The Town shall plan for and provide the development of non-motorized system linkages to neighboring community non-motorized networks.
- M 4.2.1.4 Right-of-Way.** The Town shall design existing and future roadway rights-of-way to provide safety for pedestrians and users of non-motorized modes of transportation.
- M 4.2.1.5 Construction Program.** The Town shall continue its long-range program for construction and maintenance of a continuous system of non-motorized circulation facilities for the benefit of the residents' health, safety, welfare, community pride, and enjoyment.

### Goal M 4.2.2

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**Integrated Pedestrian System.** Design a universally accessible, safe, experientially rewarding, convenient, and integrated pedestrian system that promotes walking, running and hiking.

#### Policies

- M 4.2.2.1 Interconnected and Continuous System.** The Town shall develop an interconnected and continuous pedestrian system of public sidewalks, paths, trails, and street crossings for convenient and safe walking free of major impediments and obstacles.
- 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.
- M 4.2.2.3 Safe Sidewalks.** The Town shall develop safe and convenient sidewalks, paths, and trails that are universally accessible, properly designed and maintained for the safety of pedestrians.
- M 4.2.2.4 Pedestrian-Friendly Streets.** The Town shall ensure that new streets in areas with high levels of pedestrian activity (e.g. mixed density areas, schools) support pedestrian travel by providing such elements as detached sidewalks, frequent and safe pedestrian crossings, and large medians to reduce perceived pedestrian crossing distances.

### Goal M 4.2.3

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**Integrated Bicycle System.** To create and maintain a safe, comprehensive, and integrated bicycle system throughout the town that is accessible and compatible with traffic patterns, local land uses, and neighborhoods.

#### Policies

- M 4.2.3.1 Bicycle Circulation.** The Town shall provide, improve, and maintain a Bicycle Circulation System of bicycle lanes and routes through the town as depicted on the Bicycle Circulation Map (Figure 4.9).
- M 4.2.3.2 Motorists, Bicyclists, and Pedestrian Conflicts.** The Town shall develop safe and convenient bikeways that reduce potential conflicts between bicyclists and motor vehicles and bicyclists and pedestrians.

## MOBILITY

- M 4.2.3.3 Bike Lanes.** The Town shall provide bike lanes in accordance with the Bicycle Circulation Map (Figure 4.9) along specific minor arterials and collector streets for efficient circulation through the town while minimizing bicycle through-traffic conflicts on major arterials and neighborhood streets.
- M 4.2.3.4 Bike Routes.** The Town shall designate bike routes in accordance with the Bicycle Circulation Map (Figure 4.9) along collector streets and neighborhood streets only where necessary to provide system interconnection, avoid travel on major arterials, or to provide linkages to neighboring community bikeways.
- M 4.2.3.5 Roundabouts.** The Town shall utilize roundabouts instead of stop signs for intersection traffic control along designated bikeways to improve safety and traffic flow, where deemed appropriate from a traffic engineering perspective.
- M 4.2.3.6 Speed Management Policies.** The Town shall develop and implement speed management policies that support safe and appropriate driving speeds on all public streets that are also designated for use by bicyclists.
- M 4.2.3.7 Regional Bikeway System.** The Town shall coordinate with regional transportation authorities to ensure that regional bikeway system designations are consistent with the Town's Bicycle Circulation Map (Figure 4.9).
- M 4.2.3.8 Connection to Schools and Community Facilities.** The Town shall ensure that its network of bicycle lanes and routes includes safe access and connection to schools and other community facilities throughout the Town, where deemed appropriate from a traffic engineering perspective.

## 4.3 Public Transit

Goals and policies in this section foster continued availability of public transit services through the Town and promote local transit opportunities for town residents that are destination-oriented.

### Goal M 4.3.1

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**Regional Transit Services.** To promote public transit services through the Town.

#### Policies

- M 4.3.1.1 Traffic Volumes.** The Town shall work closely with other jurisdictions to reduce the flow of traffic through the Town, by

reducing dependence upon the automobile, and by identifying and developing alternative routes and transit system services around and through the Town.

- M 4.3.1.2 Transit Service.** The Town shall cooperate with transit agencies and neighboring jurisdictions for the continued provision of regular public transit service along Tatum Blvd.

#### Goal M 4.3.2

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**Local Transit Services.** To promote local public transit services in and around the Town and to local destinations for residents, employees, and resort guests.

##### Policies

- M 4.3.2.1 Local Transit.** The Town shall promote local transit services for Town residents, employees, and resort guests.
- M 4.3.2.2 Special Event Transit.** The Town shall promote special event transit services for resort visitors during valley-wide events. Vehicles shall be restricted as possible to major and minor arterial streets and be absent of excessive or distracting external advertising.

## 4.4 Roadway Design

Goals and policies in this section provide for roadways designed to balance the diverse needs of pedestrians, bicyclists, transit riders, and motorists. Roadways will be categorized according to function and type with typical cross sections to be used for all future roadway reconstruction or new construction. Roadways will ensure the safe and efficient movement of people, goods, and services through the town while enhancing the quality of life for town residents and visitors. Street improvements will be designed to minimize negative environmental and neighborhood impacts and promote the image and character of the Town.

#### Goal M 4.4.1

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**Roadway System.** To create a roadway system that will ensure the safe and efficient movement of people, goods, and services that supports livable communities and reduces air pollution and greenhouse gas emissions.

##### Policies

- M 4.4.1.1 Road Closure or Abandonment.** The Town shall require proponents of abandonment or closure of any roadway to provide an analysis of potential effects on the operation of Town's roadway network.

## MOBILITY

- M 4.4.1.2 **Private Roadway Gates.** The Town shall discourage the installation of private roadway gates, but shall not require public access onto those created private roadways.
- M 4.4.1.3 **Access onto Major Arterials.** The Town shall require design of new developments to avoid direct access onto major arterial roadways where possible.
- M 4.4.1.4 **Access.** The Town shall ensure public access to all public roadways in the Town
- M 4.4.1.5 **Roundabouts.** The Town shall utilize roundabouts as an intersection traffic control option with demonstrated air quality and safety benefits, where deemed feasible and appropriate.

### Goal M 4.4.2

**Roadway Design.** To provide high-quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts, and minimizes negative impacts to neighborhoods.

#### Policies

- M 4.4.2.1 **Community Design.** The Town shall incorporate the most effective principles of community design and traffic management to ensure the safety of property and residents, and to promote a sense of community within the Town.
- M 4.4.2.2 **Scale and Character.** The Town shall design streets in scale and character supporting the residential culture of the Town, while ensuring adequate access for emergency response vehicles.
- M 4.4.2.3 **Aesthetic Standards.** The Town shall maintain all public streets consistent with community aesthetic standards and continue to refine Town guidelines and standards, including the refinement and adoption of Town Landscape Guidelines.
- M 4.4.2.4 **Landscaping.** The Town shall utilize Sonoran Desert indigenous plant materials where appropriate in landscaping associated with construction or maintenance of public property for roads, medians, paths, and lanes.
- M 4.4.2.5 **Dust and Heat Reduction.** The Town shall reduce the generation of dust by requiring streets, driveways, and parking lots to be paved or finished with a stabilized surface. In the cases of driveways and parking lots, the Town shall further utilize paving materials and/or shade trees to minimize the “heat island” effect of asphalt finishing.

- M 4.4.2.6 Noise Reduction.** The Town shall incorporate noise-reducing pavement materials in all public roadway reconstruction or new construction projects where the benefits of such action will produce a positive qualitative impact to local neighborhoods.
- M 4.4.2.7 Right-of-Way Alignment.** The Town shall retain existing rights-of-way, as measured from the centerline of the street, in order to allow roadway design to respond to the physical features of the right-of-way and to preserve visual openness, even when pavement is narrowed.
- M 4.4.2.8 Right-of-Way Abandonment.** When evaluating requests for abandonment of excess right-of-way width, the Town shall consider the alignment and location of the existing pavement, the topography of the area, and the benefit that the excess right-of-way has for preserving the open space character of the roadway corridor.
- M 4.4.2.9 Rights-of-Way Extents.** The Town shall ensure that all new public roadway projects and major reconstruction projects provide appropriate and adequate rights-of-way for all users including bicyclists, pedestrians, and motorists except where pedestrians or bicyclists are discouraged.

#### Goal M 4.4.3

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**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.

#### Policies

- 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.
- 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

## MOBILITY

unnecessary signage or utility boxes will be eliminated, or their visibility reduced.

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

**M 4.4.3.4 Undeveloped and Vacant Property.** The Town shall develop strategies for addressing landscape maintenance of public rights-of-way on undeveloped and vacant property street frontages.

## 4.5 Implementation Measures

The Mobility Element sets forth broad goals and policies related to the transportation system within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and ensuring active community participation.

The following implementation measures have been identified for Mobility and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.



Table 4.5-1. Mobility Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
1. Town Engineer will continue coordinating with adjacent communities to ensure safe and efficient linkages and review and comment on projects that affect the Town.						X
Implements Which Policy(ies)	M 4.1.1.1., M 4.1.1.3, M 4.1.1.5, M 4.2.3.7					
Responsible Party(ies)	Community Development, Engineering Division supported by Town Council					
2. Evaluate the need, application, and cost sharing for the institution of traffic calming measures on a neighborhood basis as requested by individual neighborhoods. This should include an assessment of various techniques, development guidelines, cost sharing, administrative processes for the potential installation of individual devices, and maintain a list of various traffic calming measures.						X
Implements Which Policy(ies)	M 4.1.1.6, M 4.1.2.1, M 4.1.2.2, M 4.2.3.5, M 4.2.3.6, M 4.4.1.5					
Responsible Party(ies)	Community Development, Engineering Division supported by Town Council					
3. Update the Zoning Ordinance, incorporate the key provisions of the Town's Landscape Guidelines (originally adopted in October 1992 and amended in September 1996) that will require all landscaping associated with construction or maintenance of public property for roads, medians, paths, and lanes use desert adapted plant materials.		X				X
Implements Which Policy(ies)	M 4.2.2.3, M 4.2.2.5, M 4.2.2.6, M 4.4.3.2, M 4.4.3.3, M 4.4.3.4, M 4.4.2.3, M 4.4.2.4					
Responsible Party(ies)	Community Development, Planning Division					
4. Maintain an inventory of traffic counts for Major Arterial, Minor Arterial, and Collector roadways in the Town. This inventory will assist the Town in monitoring the performance of the roadway network, including tracking levels of service (LOS). The Town should work cooperatively with the Cities of Scottsdale and Phoenix and Maricopa Association of Governments to assemble this information.						X
Implements Which Policy(ies)	M 4.1.1.1, M 4.1.1.2, M 4.1.1.3, M 4.3.1.1					
Responsible Party(ies)	Community Development, Engineering Division					

## MOBILITY

Table 4.5-1. Mobility Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
5. Promote local transit services for the Town and Special Event transit services for resort visitors; and, ensure that public transit stops in the Town are functional and attractive. Cooperate with transit agencies and neighboring jurisdictions for the continuance of regular public transit service along Tatum Blvd.		X				X
<b>Implements Which Policy(ies)</b>	M 4.3.2.1, M 4.3.2.2					
<b>Responsible Party(ies)</b>	Town Council, Town Manager supported by Public Works Department Community Development, Engineering Division					
6. Maintain and update an inventory and map of the Town's non-motorized transportation network, including sidewalks, bike lanes, bike routes, multi-use trails, recreational trails, and recreational pathways. This inventory will assist in determining priorities for ongoing improvement of the network.						X
<b>Implements Which Policy(ies)</b>	M 4.2.1.1, M 4.2.1.2, M 4.2.1.3, M 4.2.1.4, M 4.2.1.5, M 4.2.3.1, M 4.2.3.2, M 4.2.3.4, M 4.2.3.7, M 4.2.3.8					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division supported by Public Works Department					
7. Define and implement long-range program for construction and maintenance of a continuous system of non-motorized circulation facilities for the benefit of the residents' health, safety, welfare, and community pride to improve access to local and regional parks and recreation systems.		X	X			X
<b>Implements Which Policy(ies)</b>	M 4.2.1.1, M 4.2.1.2, M 4.2.1.3, M 4.2.1.4, M 4.2.1.5, M 4.2.2.5, M 4.2.3.2, M 4.2.3.3, M 4.2.3.4, M 4.2.3.5, M 4.2.3.7, M 4.2.3.8					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division, Public Works Department supported by Town Council					
8. Identify and implement policies to lessen the impact of non-emergency service provider vehicles on traffic volumes and roadway conditions throughout the Town.		X				X
<b>Implements Which Policy(ies)</b>	M 4.1.1.4, M 4.1.1.5					
<b>Responsible Party(ies)</b>	Town Manager supported by Town Council Community Development, Engineering Division					

Table 4.5-1. Mobility Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
9 Prepare, maintain and implement an adopted Pedestrian Master Plan that carries out the goals and policies of the General Plan and defines: the type and location for pedestrian-oriented streets and pathways; standards for sidewalk width, improvements, amenities, and street crossings; the schedule for public improvements; and developer responsibilities.			X			
<b>Implements Which Policy(ies)</b>	M 4.2.1.1, M 4.2.1.2, M 4.2.1.3, M 4.2.1.4, M 4.2.1.5, M 4.2.2.1, M 4.2.2.3, M 4.2.2.4, M 4.2.2.5, M 4.2.2.6					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division supported by Town Council, Public Works Department					
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 right-of-ways 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.		X				X
<b>Implements Which Policy(ies)</b>	M 4.1.1.2, M 4.4.3.1, M 4.4.3.2, M 4.4.3.3, M 4.4.3.4					
<b>Responsible Party(ies)</b>	Town Council, Town Manager supported by Community Development, Engineering Division Community Development, Planning Division Public Works Department					
11. 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, high quality hardscaping and landscaping.						X
<b>Implements Which Policy(ies)</b>	M 4.4.1.3, M 4.4.1.4, M 4.4.2.1, M 4.4.2.2, M 4.4.2.3, M 4.4.2.4, M 4.4.2.5, M 4.4.2.6					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division Public Works Department supported by Town Council					
12. Maintain existing Rights of Way cross sections and revise when necessary to allow for innovative alignments, abandonments, and shared use by non-motorized and motorized users where appropriate.						X
<b>Implements Which Policy(ies)</b>	M 4.4.2.7, M 4.4.2.8, M 4.4.2.9					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division					

## MOBILITY

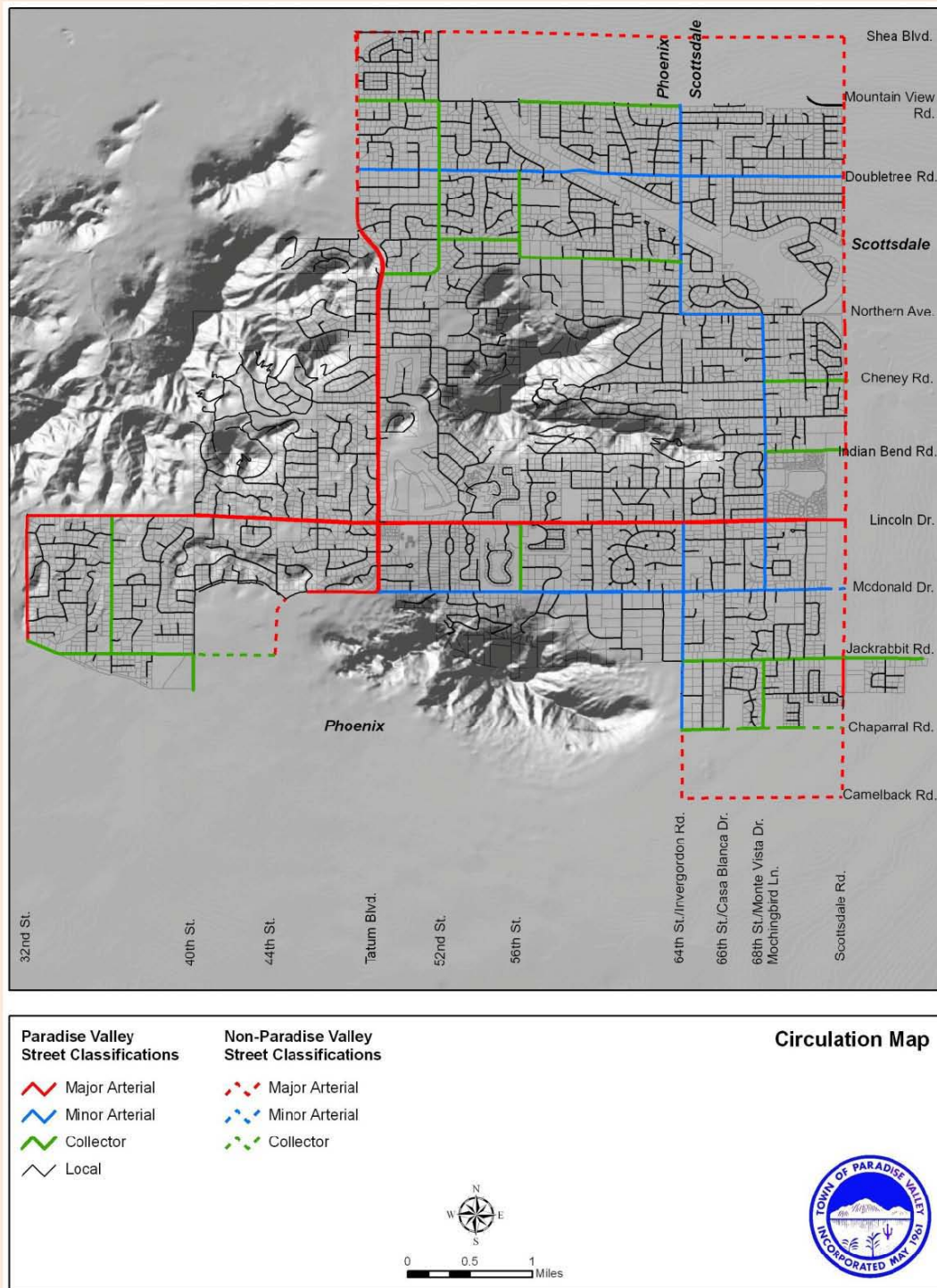
Table 4.5-1. Mobility Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
13. Develop and implement a Town notification policy for road closures and abandonments to include proper signage, neighborhood notification, and alternate routes		X				X
Implements Which Policy(ies)	M 4.4.1.1, M 4.4.1.4					
Responsible Party(ies)	Community Development, Engineering Division Public Works Department					
14. The Town shall notify gated communities as to a change in the public pedestrian and bicycle access policy and allow those communities whose Special Use Permit stipulations currently requires such access to seek and amendment for the purposes of removing any such stipulation.		X				
Implements Which Policy(ies)	M 4.4.1.2					
Responsible Party(ies)	Community Development Department					

## 4.6 Map and Standards

### Motorized Circulation

Figure 4.1 (Motorized Circulation Map) depicts four typical roadway classifications: Major Arterial, Minor Arterial, Collector, and Local. Each of these classifications is associated with a variety of functional and physical characteristics. Table 4.1 outlines the basic character of each classification and the cross-section diagrams that follow depict the standard design configurations for each classification. Figures 4.2 through 4.6 depict the typical recommended roadway cross-sections for each classification. While these cross-sections provide general guidance, the preferred solution for any particular roadway in Town will be determined by the Town Engineer with direction from the Planning Commission and Town Council, as appropriate. These standards will also apply to the Town's consideration of private roadways proposed in conjunction with special use permit applications.

**Figure 4.1: Motorized Circulation Map**

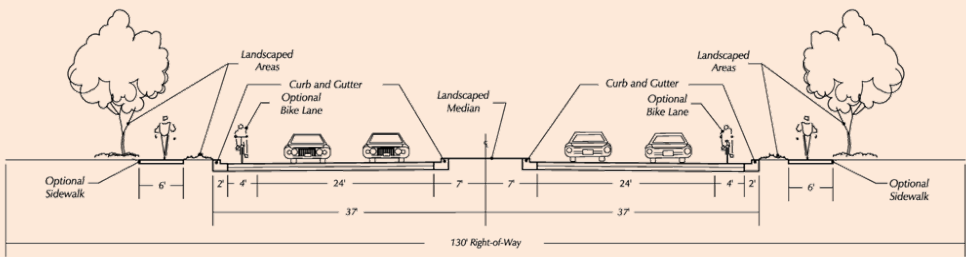


**Table 4.1: Circulation Map Classifications and Standards**

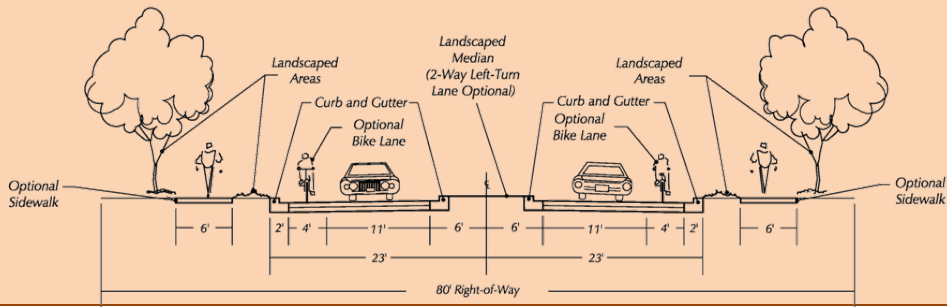
Classification	Function	Design Character (also see Cross-Sections)
Major Arterial	To provide regional unity and continuity.	<ul style="list-style-type: none"> <li>▪ Channelized intersections, limited access, crossings, and stops</li> <li>▪ Parking on rights-of-way prohibited</li> <li>▪ Landscaped medians and rights of way</li> <li>▪ Optional sidewalks on both sides, set back a minimum of 5 feet from traffic lanes</li> <li>▪ Bike lanes only where necessary to interconnect bikeway system</li> <li>▪ 4 through lanes</li> <li>▪ Full curbs and gutters</li> <li>▪ 130-foot right-of-way</li> </ul>
Minor Arterial	To serve as main feeder streets and provide linkages between major arterials.	<ul style="list-style-type: none"> <li>▪ Roundabouts encouraged for traffic control</li> <li>▪ Stop signs, if necessary, posted on intersecting side streets</li> <li>▪ Parking discouraged</li> <li>▪ Optional 4' bicycle lanes on both sides</li> <li>▪ Optional sidewalks on both sides, set back a minimum of 5 feet from traffic lanes</li> <li>▪ Optional medians/center turn lanes</li> <li>▪ 2 through lanes</li> <li>▪ Full curbs and gutters</li> <li>▪ 66- to 80-foot right-of-way (depending on median)</li> </ul>
Collector	To serve as main interior streets with limited through traffic, and they provide linkages into and out of local streets.	<ul style="list-style-type: none"> <li>▪ Stop signs, if necessary, posted on intersecting side streets</li> <li>▪ Optional 4' bicycle lanes on both sides</li> <li>▪ Limited on-street parking</li> <li>▪ Lighted signals not desirable</li> <li>▪ Optional sidewalks on both sides, set back a minimum of 5 feet from traffic lanes</li> <li>▪ 2 through lanes</li> <li>▪ Curbs (vertical, rolled and ribbon)</li> <li>▪ 60-foot right-of-way</li> </ul>
Local	To serve as interior streets intended to limit through traffic and provide access to immediate residences and other properties	<ul style="list-style-type: none"> <li>▪ Without bicycle lanes</li> <li>▪ Residential streets on the slopes of Mummy Mountain, Phoenix Mountain Preserve, and Camelback Mountain may be designed with variations to minimize cuts and fills.</li> <li>▪ 2 through lanes</li> <li>▪ 50-foot right-of-way</li> </ul> <p><b>Local A</b></p> <ul style="list-style-type: none"> <li>▪ Curbs</li> <li>▪ Optional sidewalks on one side of street</li> </ul> <p><b>Local B</b></p> <ul style="list-style-type: none"> <li>▪ Curbs</li> <li>▪ No sidewalks</li> </ul> <p><b>Local C</b></p> <ul style="list-style-type: none"> <li>▪ No improved curbs and gutters</li> <li>▪ No sidewalks</li> </ul>



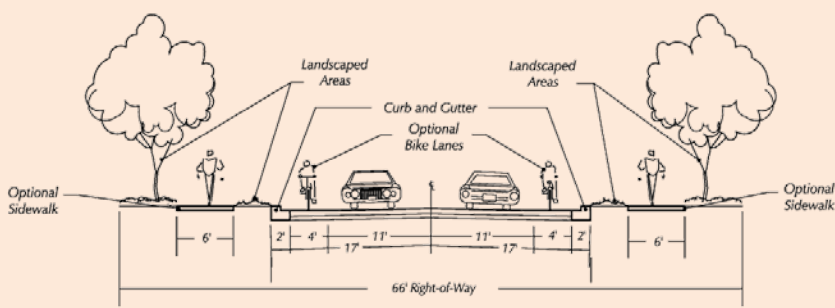
**Figure 4.2: Typical Major Arterial Cross-Section**



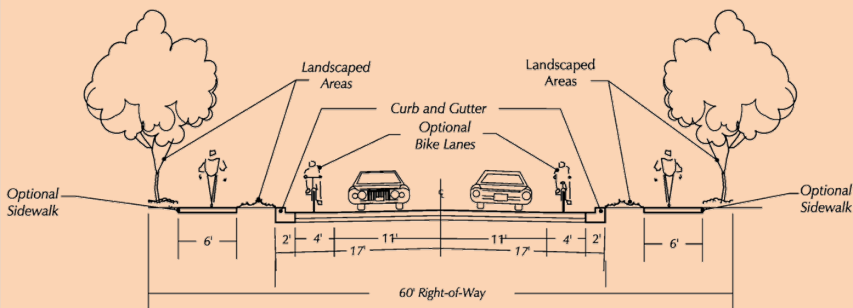
**Figure 4.3: Typical Minor Arterial Cross-Section (With Median)**



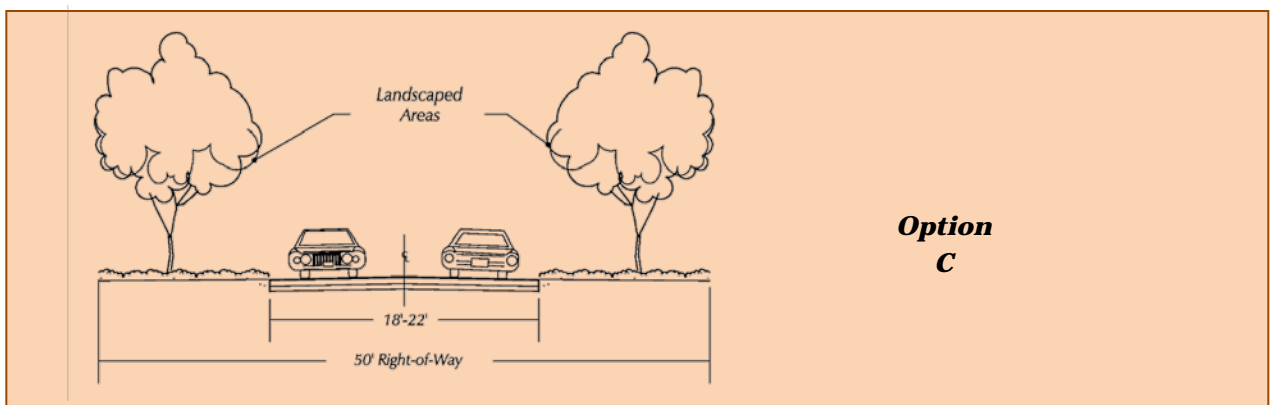
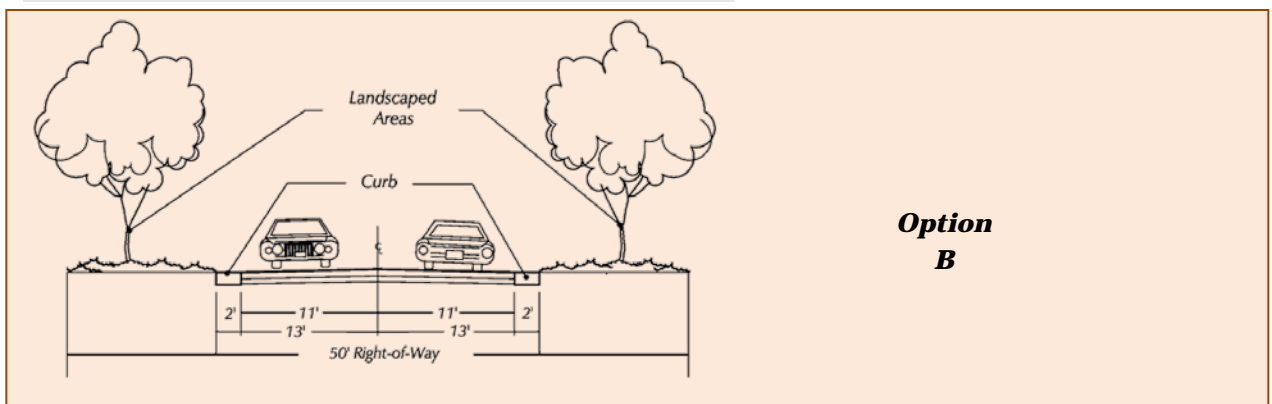
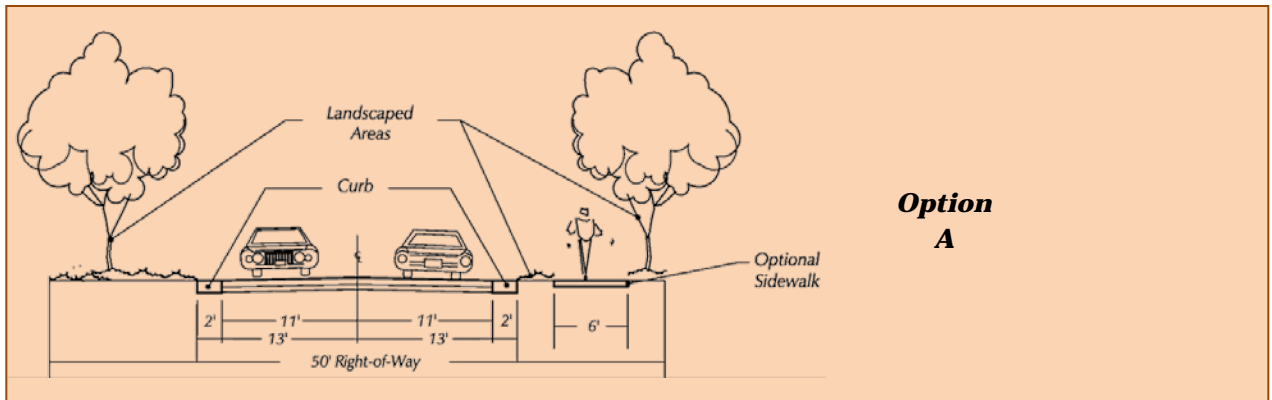
**Figure 4.4: Typical Minor Arterial Cross-Section (Without Median)**

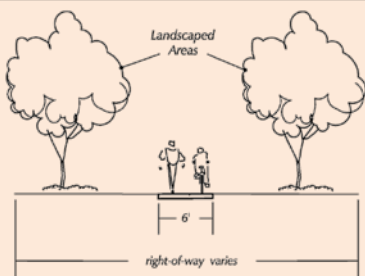


**Figure 4.5: Typical Collector Cross-Section**

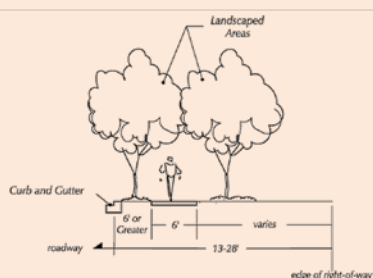


**Figure 4.6: Typical Local Cross-Sections (Options A, B, and C)**





**Figure 4.7: Typical Sidewalk Cross-Section**



**Figure 4.8: Typical Recreational Path Cross-Section**

## Non-Motorized Circulation

In addition to roadways and various forms of transit, non-motorized circulation alternatives shall be promoted in the Town. Non-motorized transportation can be for either trip-oriented travel or for recreation, and includes both pedestrian and bicycle travel. A Pedestrian Master Plan will be developed and implemented to provide walking, jogging, hiking and other non-motorized circulation options through the Town. Figures 4.7 and 4.8 depict typical recommended cross-sections for sidewalks and recreational paths. While these cross-sections provide general guidance, the preferred solution for any particular pathway in Town will be determined by the Town Engineer with direction from the Planning Commission and Town Council, as appropriate. These standards will also apply to the Town's consideration of Special Use Permit applications. A Bicycle Circulation Map (Figure 4.9) has been developed that designates bicycle lanes and routes through the Town.

### Bike Lane

On-Street Bike Lanes are established with appropriate pavement markings and signage along minor arterials and collector streets where there is significant bicycle demand. Bike lanes are designed to delineate the right-of-way assigned to motorists and to bicyclists, and to provide for more predictable movements by each.

### Bike Route

Bike Routes are established by signage only on minor arterials and collector streets. There are no special lane markings and bicycle traffic shares the roadway with motor vehicles. Pavement width should, however, be greater on roads that are designated as Bike Routes. Special regulations may be enacted and posted along such facilities to control motor vehicle speeds or restrict parking to enhance bicycling safety. Bicyclists must accommodate motorist and pedestrian crossflows at driveways and intersections.

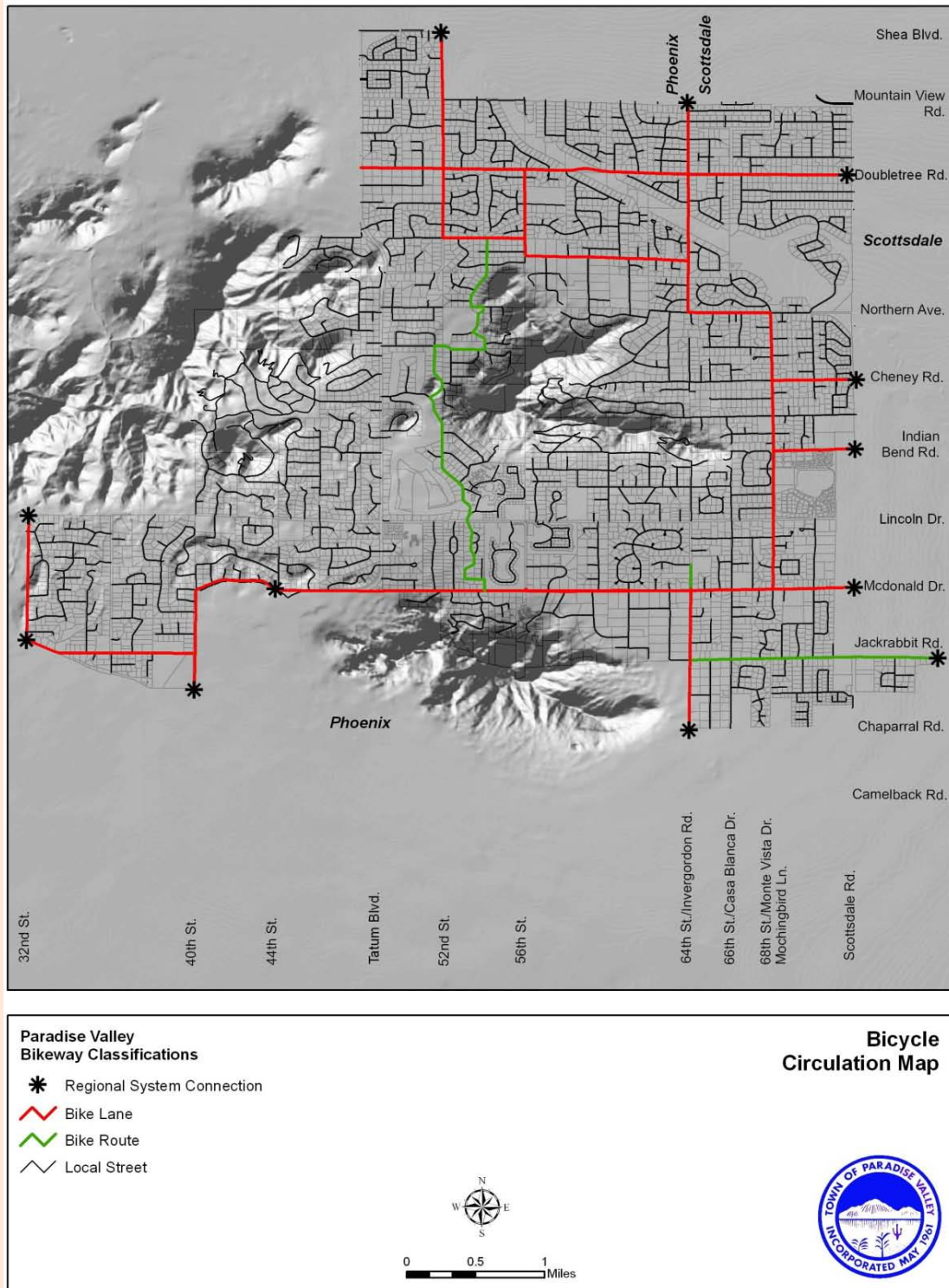
### Sidewalk

Sidewalks have their own alignments (i.e., they are not part of a roadway) and are typically a minimum of six feet wide and set-back five feet from the travel lanes. When they are adjacent to a roadway, sidewalks are usually paved and are encouraged to meander. In more natural locations (such as in hillside areas or mountain preserves), they can be unpaved with a graded compacted surface. Figure 4.8 shows the Town's generally preferred sidewalk cross-section; the actual configuration may vary depending on agreements between property owners and the Town.

### Multi-Use Trail

Multi-use trails are shared by bicyclists, pedestrians, and sometimes equestrians. These trails are sited in open space areas away from roadways and are signed and improved to identify the routes. All multi-use trails depicted on the Non-Motorized Circulation System Map are outside of the Town's jurisdiction.

**Figure 4.9 Non-Motorized Circulation Map**



### **Recreational Trail**

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Recreational trails are associated with natural setting parks and open space and are usually contoured to match the terrain. The routes up to the summit of Camelback Mountain are examples of recreational trails. Use of these trails is primarily for recreation, as opposed to destination travel. Recreational trails are typically designed for pedestrian use only, particularly where the terrain is too steep for bicycles. Recreational trails are typically natural surfaced and dimensions vary greatly, as determined by the topography.

### **Recreational Path**

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Recreational Paths are typically used to provide direct route off-street connections between popular destinations within neighborhoods. They cover short distances and are routed to suit local neighborhood planning purposes. These paths are typically six feet wide and may be striped to separate directional travel in high use locations. Recreational paths should be paved with concrete and may meander or they may be straight. Figure 4-9 shows the Town's generally preferred recreational path cross-section; the actual configuration may vary depending on agreements between property owners and the Town.

### **Design Standards**

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All non-motorized facility markings along roadways should be in conformance with the Americans with Disabilities Act (ADA) and the recommendations of the Arizona Department of Transportation (ADOT).





# OPEN SPACE AND RECREATION

“The Town celebrates and maintains the spectacular visual character of our Sonoran Desert setting and we value our open space, mountain views, washes, vegetation, and wildlife. We encourage private and public efforts to acquire, maintain, and preserve valuable open space for its intrinsic value and for its contribution in creating a strong sense of place.

We value recreational amenities and activities and seek to maximize external opportunities with neighboring communities, schools and Town resorts. As opportunities present themselves, we should identify and secure land throughout the community to provide visual relief, beautification, and enhanced community space.”

Town of Paradise Valley  
Visioning Committee 2011



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## 5. Open Space and Recreation

### 5.1 Open Space

The Town of Paradise Valley is nestled around the Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve which offer residents and visitors unparalleled mountain views, an extensive wash system, and low impact recreation opportunities in between.

In November 1997 the Town Council created the Mummy Mountain Preserve Trust in order to perpetuate the natural landscape, desert plants, wildlife and scenic beauty of the mountain areas of the Town. Residents who take special pride in the distinctive scenic panoramas can continue to enjoy them and visitors from throughout the world can continue to share this beauty. Native desert plants and wildlife within the preserve can flourish without disruption. The Town desires to maintain and protect the mountain views and natural features by acquiring, maintaining, preserving and protecting undeveloped real property and developed real property that can be returned to its natural state on and around the mountains.

The Town has four categories of open space: 1) open space preserve – trust/easement; 2) open space preserve – privately owned; 3) private open space; and 4) public open space. Open space preserve is applied to those open space areas within the Town that are within a designated preserve area as described in the paragraph above that are either publicly owned, or under the control of private trusts. Private open space is applied to the turf areas of the Town's three golf courses as well as dedicated open space areas in certain subdivisions such as Judson. Public open space applies to all of the Town's rights-of-ways and designated open spaces such as the Barry Goldwater Memorial.

Open space views from private property are not regulated by the Town but should be preserved wherever possible. The Town encourages neighbors to discuss projects that may impact private open space views and reach a mutually acceptable outcome.

The Town's open spaces provide some of the most significant views, wash areas, and wildlife habitat in the county. These public and private areas define the community and are fundamental to the Town's high quality of life.

Goals and policies in the Open Space Element identify future needs and methods to increase, conserve, protect, and promote these areas and their functions as regional connections to other cities.

#### GOAL OS 5.1.1

**Open Space Protection.** To protect and expand open spaces, mountain views and natural features throughout the Town and enhance their physical or visual accessibility by Town residents, their guests and resort visitors.

## Policies

- OS 5.1.1.1 **Public Open Space.** The Town shall create and administer a new land use category, Public Open Space, which shall include the entire Town rights-of-way and any Town owned open spaces such as the Barry Goldwater Memorial, portions of the Town Hall campus, and the Berneil Wash corridor.
- OS 5.1.2.1 **Gifts of Land or Easements.** The Town shall pursue and target gifts of land or easements for the purpose of preserving and restoring open spaces and mountain views, and to encourage adjacent jurisdictions to accomplish similar objectives.
- OS 5.1.3.1 **Mummy Mountain Trust.** The Town shall encourage the preservation of Mummy Mountain and other steeply sloped, irregularly contoured, and highly visible terrain through donation or purchase.
- OS 5.1.4.1 **Preservation of Other Lands.** The Town shall encourage the preservation of culturally or historically significant properties that may contribute to the Town's open space inventory.
- OS 5.1.5.1 **Wash Preservation and Restoration.** The Town shall require the preservation and encourage the restoration of the area's natural washes to provide storm water drainage, aesthetic view corridors, wildlife habitat, and natural open spaces.
- 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.
- OS 5.1.7.1 **Landscape Guidelines.** The Town shall adopt landscape guidelines and require they be used on all Town projects and in public rights-of-way while allowing a diverse range of treatments on individual properties. Residents and builders shall be encouraged to utilize the guidelines to further the preservation and enhancement of the community's natural environment.
- OS 5.1.8.1 **Mountain Views.** The Town shall continue to monitor the effect of, and adjust where necessary and possible, Special Use Permit guidelines and building codes intended to minimize the impact of new development on mountain views from both the public rights-of-way and neighboring properties, recognizing that those mountain views are both a community and an individual asset.
- OS 5.1.9.1 **Mountain View Consideration.** The Town shall place a high priority on the preservation and restoration of mountain views from public rights-of-way during any new, intermediate or major Special Use Permit amendment process.

## OPEN SPACE AND RECREATION

**OS 5.1.10.1 Open Space Connectivity.** The Town shall require the dedication of land or easements during new, intermediate, or major SUP amendments for the purpose of connectivity and accessibility when the property to be developed is adjacent to an existing open space, park site, or area otherwise identified as high priority for open space uses.

### Goal OS 5.1.2

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**Open Space Program.** Manage an open space program that is responsive to public need and exemplifies the Town's commitment to leadership in providing open space, mountain views, and low impact recreation opportunities to improve the quality of life of residents, their guests and resort visitors.

### Policies

**OS 5.1.2.1 Citizen Involvement.** The Town shall support and encourage active citizen involvement in the development and management of open space.

**OS 5.1.2.2 Operations and Management.** The Town shall provide consistent and effective operations and maintenance for all public open space and facilities.

**OS 5.1.2.4 Additional Open Space.** The Town shall seek to provide additional open space through acquisition, incentives, dedication, or "set aside" for natural open spaces, mountain views from public rights-of-way, and to provide areas for low impact recreational activities.

**OS 5.1.2.5 Tourism Support.** The Town shall support resort tourism in the community by preserving, restoring, creating and maintaining public open space, mountain views from public rights-of-way, and low impact recreational facilities and opportunities.

## 5.2 Recreation

Since the Town's inception in 1961, the Town of Paradise Valley has been known for ensuring limited government and services and thus, has traditionally not offered conventional recreational opportunities such as parks and other public open spaces aside from bike lanes in the streets. Instead, the Town has historically encouraged new residential subdivisions to incorporate open space preservation features in order to maintain visual openness throughout the Town.

Some residents have expressed a desire for additional recreational opportunities throughout Town. However, the unique characteristics of Paradise Valley suggest little emphasis should be placed on playgrounds and neighborhood parks with

active areas for children such as play equipment. Rather, emphasis should be placed on creating more low impact recreational opportunities at existing public facilities such as churches and schools and in existing rights-of-way such as enhanced bike lanes and pedestrian walkways.

Low impact recreational activities include hiking, biking, in-line skating, and horseback riding. High impact recreation is prohibited in open space preserve areas. High impact recreation includes activities such as soccer, football, Frisbee, softball and any other activity that may harm or impact the fragile ecosystems in the open space preserve areas. High impact recreation may be allowed on private open space tracts.

Goals and policies in the Recreation Element identify future needs and methods to provide for recreational opportunities for town residents and visitors.

### Goal R 5.2.1

**Recreational Opportunities.** To support the provision of low impact recreation facilities and activities for Town residents, their guests and resort visitors.

#### Policies

- R 5.2.1.1 Public Facilities.** The Town shall encourage the use of public and quasi-public facilities (e.g., schools, places of worship, Town Hall) for public recreation programs and activities.
- R 5.2.1.2 Resort Facilities.** The Town shall encourage the use of resort properties for private recreation programs and activities for Town residents.
- R 5.2.1.3 Citizen Involvement.** The Town shall strive for citizen involvement in all phases of the planning and delivery of recreational programs, services, and amenities.
- R 5.2.1.4 Periodic Assessment.** The Town shall conduct periodic assessments of community needs and preferences in recreation programming and services.
- R 5.2.1.5 Resident and Visitor Wellness.** The Town shall support and encourage involvement in recreation programs to improve the wellness and well-being of all residents and visitors.
- R 5.2.1.6 Trailhead Parking.** The Town shall pursue a solution that minimizes the impacts of recreational user parking on residential neighborhoods in the vicinity of the Echo Canyon and Cholla Trail trailheads.
- R 5.2.1.7 Linkages.** The Town shall encourage the linkage of open space and recreational resources within the community and with adjacent municipalities/regional networks.

### **5.3 Implementation Measures**

The Open Space and Recreation Element sets forth broad goals and policies related to open areas and recreation within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Open Space and Recreation and serve as a basis for performance evaluation of Town staff, leadership and Town volunteers in the execution of the General Plan.



Table 5.3-1. Open Space and Recreation Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Open Space Land/Easement Donations</b> Identify parcels of land and solicit the owners for donations of land or easements in order to preserve and restore open space and mountain views, Mummy Mountain, and other culturally and/or historically significant properties.		X				X
<b>Implements Which Policy(ies)</b>	O 1.1.1, O 1.1.2, O 1.1.3, O1.2.4					
<b>Responsible Party(ies)</b>	Town Council supported by Town Manager					
<b>2. Wash Preservation &amp; Restoration</b> Continue to preserve the Town's washes through periodic code enforcement inspections and encourage the restoration of washes via development incentives such as setback flexibility.		X				X
<b>Implements Which Policy(ies)</b>	O 1.1.4					
<b>Responsible Party(ies)</b>	Community Development supported by Planning Commission and Town Council					
<b>3. Right-of-way Utilization</b> Utilize existing rights-of-way to create more open space by reevaluating how the space is used and designing a universally accessible, safe, experimentally rewarding open space system that promotes passive recreation such as walking and biking.		X				
<b>Implements Which Policy(ies)</b>	O 1.1.5					
<b>Responsible Party(ies)</b>	Town Council supported by Planning Commission					

## OPEN SPACE AND RECREATION

Table 5.3-1. Open Space and Recreation Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>4. SUP Open Space</b> During the review of new, intermediate or major SUP amendments, preserve mountain views and open space from rights-of-way potentially affected by SUP development and require the dedication of land or easements for connectivity and accessibility when SUP property is adjacent to an existing open space, park site or other area identified as a high-priority open space.		X				X
<b>Implements Which Policy(ies)</b>	O 1.1.6, O 1.1.7, R 1.1.5					
<b>Responsible Party(ies)</b>	Town Council supported by Planning Commission					
<b>5. Citizen Involvement</b> Provide recommendations to the Town Council on the development and management of open space and recreational programs and services in the Town and to conduct and ongoing assessment of community needs and preferences in recreation programming and services.		X				
<b>Implements Which Policy(ies)</b>	O 1.2.1, R 1.1.2, R 1.1.3					
<b>Responsible Party(ies)</b>	Town Council supported by Town Manager					
<b>6. Open Space Operations and Maintenance</b> Continue to provide consistent and effective operations for all public open space and facilities.						X
<b>Implements Which Policy(ies)</b>	O 1.2.2.					
<b>Responsible Party(ies)</b>	Public Works supported by Town Manager					

Table 5.3-1. Open Space and Recreation Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>7. Tourism Support</b> Identify ways to preserve, restore, create and maintain low impact recreational opportunities and open space experiences for resort visitors such as publishing a trails/bike path brochure for the resorts to distribute.		X				X
<b>Implements Which Policy(ies)</b>	O 1.2.5, R 1.1.4					
<b>Responsible Party(ies)</b>	Town Manager supported by Town Council					
<b>8. Public Facility Use</b> Encourage schools and places of worship in the Town to create and promote recreation programs and activities for Town residents.						X
<b>Implements Which Policy(ies)</b>	R 1.1.1					
<b>Responsible Party(ies)</b>	Community Development, Planning, Engineering and Building Divisions supported by Town Council , Water Utility Committee					
<b>9. Trailhead Parking</b> Periodically evaluate current measures to alleviate parking problems related to the Echo Canyon and Cholla Trail, such as the trolley service and no parking signs, to ensure effectiveness and amend as necessary.		X				X
<b>Implements Which Policy(ies)</b>	R 5.2.1.6					
<b>Responsible Party(ies)</b>	Town Manager supported by Town Council					



# ENVIRONMENTAL PLANNING AND WATER RESOURCES

“The Town recognizes the importance of water in its ability to maintain a highly desirable desert environment. The Town will continue to pursue opportunities to ensure an adequate water supply by staying vigilant and engaged in the regulatory process and with the water suppliers.

Air quality, noise reduction, drainage control and preservation of natural resources continue to be critical in ensuring the health and safety of our residents and the continuation of Paradise Valley as a destination resort community.”

Town of Paradise Valley  
Visioning Committee 2011

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## 6. Environmental Planning and Water Resources

### 6.1 Environmental Planning

Environmental Planning considers the overall environmental implications of the general plan, with a specific focus on natural features and vegetation, air quality, and water quality. The Town's limited remaining development potential and the goals, policies, and implementation measures of this Element, as well as those in the Water Resources Element of this Plan, combine to ensure that local air and water quality and the Town's natural features and vegetation will not be adversely affected by development within the Town.

#### GOAL EP 6.1.1

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**Vegetation and Wildlife.** To protect the Town's native plants and animals and maintain the Town's visual landscape.

#### Policies

- EP 6.1.1.1     **Native Landscaping.** The Town shall require the use of landscaping as defined in the Town's Landscape Design Guidelines on all Town-owned properties, and promote the preservation and protection of natural vegetation and wildlife areas through the use of indigenous and compatible landscaping on private properties, especially along street frontages.
- EP 6.1.1.2     **Desert Restoration.** The Town shall strongly promote the restoration of indigenous Sonoran Desert vegetation in areas that have been disturbed or scarred by development, neglect, or improper use, especially on hillsides or in washes. The Town shall promote restoration practices that minimize potential wildfire hazards
- EP 6.1.1.3     **Mature Landscape Preservation.** The Town shall require new development and redevelopment to preserve mature indigenous and compatible landscaping on-site where feasible.
- EP 6.1.1.4     **Community Involvement.** The Town shall promote community volunteerism and stewardship to help identify, protect, rehabilitate and maintain the area's natural resources.
- EP 6.1.1.5     **Maximum Feasible Preservation.** The Town shall monitor new development and redevelopment to ensure the maximum



feasible preservation of native plants and wildlife and existing vegetation.

- EP 6.1.1.6 **Resource Preservation.** The Town shall encourage new development to preserve on-site natural elements that contribute to the community's native plant and wildlife species value and to its aesthetic character.

#### Goal EP 6.1.2

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**Community Trees.** Manage and increase the Town's inventory of trees as an environmental, economic, and aesthetic resource to improve residents' quality of life.

#### Policies

- EP 6.1.2.1 **Tree City USA.** The Town shall continue to participate in the Tree City USA program, sponsored by the Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters.
- EP 6.1.2.2 **Manage and Enhance.** The Town shall continue to plant new indigenous and compatible trees, ensure new developments have sufficient rights-of-way width for tree plantings; manage and care for all Town-owned trees including training, maintenance, removal and replacement.
- EP 6.1.2.3 **Tree Dedication.** The Town shall create and promote a program that allows property owners and builders to dedicate surplus trees from their properties that they cannot accommodate on site for use on Town-owned property.
- EP 6.1.2.4 **Urban Heat Island Effects.** The Town shall continue to promote planting indigenous and compatible shade trees with substantial canopies, and require site design which uses trees to shade, where feasible, parking facilities, streets, and other facilities to minimize heat island effects.
- EP 6.1.2.5 **Shade Tree Planting Program.** The Town shall continue to provide indigenous and compatible trees along major and minor arterials within the Town as part of right-of-way improvement projects.

#### Goal EP 6.1.3

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**Visual Resource Preservation.** Maintain and protect significant visual resources and aesthetics that define the Town of Paradise Valley.

## ENVIRONMENTAL PLANNING AND WATER RESOURCES

### Policies

- EP 6.1.3.1 Protect Scenic Views.** The Town shall continue to seek to protect views from public places to Camelback Mountain, Mummy Mountain and Phoenix Mountain Preserve with deference to private property rights.
- EP 6.1.3.2 Visually Complimentary Development.** The Town shall encourage new development and redevelopment be located and designed to visually complement the natural environment/setting.
- EP 6.1.3.3 Standards for SUP Development.** The Town shall require that Special Use Permit developments not create major adverse impacts on the town's natural and semi-urban landscapes.
- EP 6.1.3.4 Lighting.** The Town, through its Dark Sky Ordinance, shall minimize outdoor lighting that is inappropriately directed excessive, or unnecessary.
- EP 6.1.3.5 Glare.** The Town shall require, through development design features, new development avoid the creation of excessive glare that makes seeing difficult due to the presence of reflected sunlight or artificial light such as floodlights.

### Goal EP 6.1.4

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**Air Quality.** Reduce noise pollution, air pollution, and improve air quality by promoting alternative transportation, reduced emissions vehicles and equipment and discouraging cut-through traffic in order to improve air quality in the Town and the region.

### Policies

- EP 6.1.4.1 No Refuse Burning.** The Town shall prohibit burning refuse.
- EP 6.1.4.2 Alternate Transportation.** The Town shall promote walking, bicycling, car pooling, and public transit as alternatives to the use of the single-occupant automobile.
- EP 6.1.4.3 Fleet Operations.** The Town shall continue to evaluate the purchase of low-emission vehicles for the Town's fleet and the use of available clean fuel sources for trucks and heavy equipment for the provision of Town services based on operating requirements and financial feasibility.
- EP 6.1.4.4 Reduced Emissions for Town Operations.** The Town shall promote reduced idling, fuel consumption, trip reduction, routing for efficiency, and the use of public transportation, carpooling, and alternate modes of transportation.

- EP 6.1.4.5 Reduced Noise and Air Pollution.** The Town shall continue to be proactive in the protection of its airspace from noise and air pollution caused by commercial, private and military air traffic over the Town.
- EP 6.1.4.6 Zero-Emission and Low-Emission Vehicle Use.** The Town shall encourage the use of zero-emission vehicles, low-emission vehicles, bicycles and other non-motorized vehicles, and car-sharing programs by requiring sufficient and convenient infrastructure and parking facilities in new SUP developments to accommodate these vehicles.
- EP 6.1.4.7 Consideration for Reduced-Emission Equipment.** The Town shall give consideration to contractors using reduced emission equipment for Town construction projects and contracts for services (e.g., garbage collection), as well as businesses which practice sustainable operations.

## 6.2 Water Resources

Water Resources addresses a broad range of issues related to water, including water supply, water quality, wastewater, and drainage/flood control. These issues are addressed in goals, policies, and implementation measures that will ensure that the Town will have sufficient supplies of good quality water to address the Town's future development needs. The administration of these goals, policies, and measures will require continued cooperation among the Town, its residents, and local water service providers.

### Goal WR 6.2.1

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**Water Supply.** To ensure the adequacy of the Town's water supply and to support improvements to the water supply.

### POLICIES

- WR 6.2.1.1 Water Supply Assessment.** The Town shall encourage the water service providers to regularly undertake assessments of currently available and forecasted water supplies for their service areas and customers.
- WR 6.2.1.2 Meeting Future Water Needs.** The Town shall encourage the water service providers to analyze how future growth will be adequately served by the legally and physically available water supply and/or to plan to obtain additional water supplies, while ensuring that new or expanded services do not adversely affect existing water users.
- WR 6.2.1.3 Ensuring Efficient and Adequate Operational Conditions.** The Town shall encourage the water providers to

## ENVIRONMENTAL PLANNING AND WATER RESOURCES

continually make available water in the distribution system for water pressure for direct customers use and for fire suppression.

**WR 6.2.1.4 Renewable Water Resources.** The Town shall work with the Arizona Corporation Commission and/or water service providers to encourage the local water providers use renewable water resources, other than groundwater, to supply water to the Town's residents.

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

**WR 6.2.1.6 Water Delivery and Supply.** The Town shall continue to pursue documentation and understanding of water pressure and delivery, working with the Town's providers. The documentation should also identify future demand, available water sources, state of delivery system, and fire safety concerns.

### Goal WR 6.2.2

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**Water Quality.** To ensure the adequacy of the Town's water quality and support improvements to the water quality.

**WR 6.2.2.1 Coordination with Service Providers.** The Town shall coordinate with the water service providers to undertake improvements to the pressure and quality of water where necessary.

**WR 6.2.2.2 Septic Systems.** The Town shall cooperate with the Maricopa County Department of Environmental Services to ensure that new on-site wastewater storage and treatment systems (i.e., septic systems) do not jeopardize the local groundwater supply.

**WR 6.2.2.3 Groundwater Recharge.** The Town shall encourage the preservation and restoration of the area's washes to assist in natural groundwater recharge.

**WR 6.2.2.4 Stormwater Management.** The Town shall participate in Phase II of the National Pollutant Discharge Elimination System (NPDES) stormwater program.

### Goal WR 6.2.3

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**Flood Control/Drainage.** To ensure the safe and economic control of stormwater in the Town.

- WR 6.2.3.1 Flood Control.** The Town shall manage flood control and drainage facilities to have minimal impact on natural washes and their associated habitat.
- WR 6.2.3.2 Drainage and Retention.** The Town shall encourage the preservation and restoration of the area's washes to ensure that their natural drainage and stormwater retention functions are maintained.
- WR 6.2.3.3 Wash Maintenance.** The Town shall require Town property owners to properly maintain wash corridors on privately-owned land, and shall require appropriate easements for such purposes as a condition of development.
- WR 6.2.3.4 Wash Restoration.** The Town shall encourage property owners to restore or improve washes on their property to a natural state.
- WR 6.2.3.5 Regional Coordination.** The Town shall cooperate with the flood control efforts and regulations of neighboring municipalities and to coordinate with regional, state, and national flood control authorities.
- WR 6.2.3.6 On-Site Retention.** The Town shall continue to require adequate on-site retention for new development and redevelopment and require the provision of appropriately-sized facilities to retain and transport stormwater.

## 6.3 Implementation Measures

The Environmental Planning and Water Resources Element sets forth broad goals and policies related to planning for the conservation of the environment and water resources within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Environmental Planning and Water Resources and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.

## ENVIRONMENTAL PLANNING AND WATER RESOURCES

Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Desert Protection and Restoration</b>  The Town shall revise the Native Plant Preservation Ordinance to preserve and protect natural vegetation and wildlife areas, mature trees and landscaping, and to promote the restoration of indigenous Sonoran Desert vegetation that has been disturbed or scarred and on new developments. In addition, the Town shall strictly monitor new development and redevelopment through site inspections to ensure the maximum feasible protection of native plants.		X				X
<b>Implements Which Policy(ies)</b>	EP 6.1.1.1, 6.1.1.2, 6.1.1.3, 6.1.1.5, 6.1.1.6					
<b>Responsible Party(ies)</b>	Town Council with support of Town Manager					
<b>2. Community Involvement</b>  The Town shall recruit volunteers as part of an annual event to identify, protect, rehabilitate, and maintain the area's natural resources.		X			X	
<b>Implements Which Policy(ies)</b>	EP 6.1.1.4					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>3. Tree City USA</b>  The Town shall continue to apply for the Tree City USA designation on an annual basis. The Town shall ensure that all Tree City USA requirements are met before the submitting the application every year.						X
<b>Implements Which Policy(ies)</b>	EP 6.1.2.1					
<b>Responsible Party(ies)</b>	Town Manager					



Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>4. Trees</b>  The Town shall continue to plant indigenous and compatible trees along major and minor arterials as part of right-of-way improvement projects in sufficient areas to allow for growth, and shall manager and care for all Town-owned trees including training, maintenance, removal and replacement.		X				X
<b>Implements Which Policy(ies)</b>	EP 6.1.2.2, 6.1.2.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>5. Tree Dedication Program</b>  The Town shall create and promote a tree dedication program that encourages property owners and builders to donate surplus trees from their properties that they cannot accommodate for use on Town owned property.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.2.3					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>6. Urban Heat Island Reduction</b>  The Town shall revise the Zoning Ordinance to require site design which uses trees to shade parking facilities, streets, and other facilities to minimize the heat island effect.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.2.4					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>7. Scenic View Protection</b>  The Town shall explore ways to protect views from public places to Camelback Mountain, Mummy Mountain, and the Phoenix Mountain Preserve with reasonable deference to private property rights.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.3.1					
<b>Responsible Party(ies)</b>	Town Manager					

## ENVIRONMENTAL PLANNING AND WATER RESOURCES

Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>8. Visually Complimentary Development</b>  The Town shall develop incentives to encourage new development and redevelopment to be located and designed to visually compliment the natural environment and setting.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.3.2					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>9. SUP Development</b>  The Town shall revise the SUP ordinance to require SUP developments not create major adverse impacts on the Town's natural and semi-urban landscapes.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.3.3					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>10. Lighting and Glare</b>  The Town shall examine the existing Dark Sky Ordinance, and if necessary, make revisions to minimize outdoor lighting that is inappropriately directed, excessive or unnecessary. In addition, the Town shall create and implement development design standards to eliminate excessive glare created by reflected sunlight or artificial light.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.3.4, 6.1.3.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>11. Improved Air Quality</b>  The Town shall continue to prohibit the burning of refuse. In addition, the Town shall create a promotional campaign to encourage walking, biking, car pooling and alternative transportation as alternatives to the automobile in order to improve air quality. The Town shall also work with the FAA and airports to protect the airspace from noise and air pollution caused by air traffic.		X				X
<b>Implements Which Policy(ies)</b>	EP 6.1.4.1, 6.1.4.2, 6.1.4.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					

Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>12. Reduced Air Emissions</b>  The Town shall require an analysis of a low emissions vehicle option when purchasing new vehicles for the Town's fleet and if it is financially feasible, preference should be given to the low emissions vehicle option. In addition, the Town shall provide employee incentives for reduced idling, trip reduction, carpooling, and other alternatives that reduce air emissions. SUP developments shall be required to provide the infrastructure necessary to accommodate low emission vehicles, car-sharing options, and other alternative modes of transportation.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.4.3, 6.1.4.4, 6.1.4.6					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>13. Reduced Emission Equipment for Town Contracts</b>  The Town shall give consideration to contractors and service providers who use reduced emission equipment for Town construction projects and service contracts.		X				
<b>Implements Which Policy(ies)</b>	EP 6.1.4.7					
<b>Responsible Party(ies)</b>	Town Manager with support of Development Services Department					
<b>14. Water Supply</b>  The Town shall continue to pursue opportunities for an adequate water supply by staying engaged in the regulatory process and with the water suppliers. The Town should focus on water supply, meeting future water needs, ensuring efficient and adequate operational conditions, utilizing renewable water sources, and encouraging water conservation.		X				X
<b>Implements Which Policy(ies)</b>	WR 6.2.1.1, 6.2.1.2, 6.2.1.4, 6.2.1.4, 6.2.1.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Water Utility Committee					

## ENVIRONMENTAL PLANNING AND WATER RESOURCES

Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
15.	<b>Water Quality</b>  The Town shall work with the water providers to undertake improvements to the pressure and quality of water in the Town. In addition, the Town shall work with the Maricopa County Department of Environmental Services to ensure septic systems do not compromise the groundwater supply and the Town shall continue to comply with Phase II of the National Pollutant Discharge Elimination System (NPDES) storm water program. The Town shall continue to encourage the preservation and restoration of washes to assist in natural groundwater recharge.	X				X
	<b>Implements Which Policy(ies)</b> WR 6.2.2.1, 6.2.2.2, 6.2.2.3, 6.2.2.4					
	<b>Responsible Party(ies)</b> Town Manager with support of Development Services Department					
16.	<b>Flood Control/Drainage</b>  The Town shall continue to manage flood control/drainage facilities to have minimal impact on washes. At the same time, the Town shall encourage the maintenance, preservation, and restoration of the washes to maintain the natural storm water retention function.					X
	<b>Implements Which Policy(ies)</b> WR 6.2.3.1, 6.2.3.2, 6.2.3.3, 6.2.3.4					
	<b>Responsible Party(ies)</b> Town Manager with support of Development Services Department					
17.	<b>Regional Coordination</b>  The Town shall continue to cooperate with the flood control effort and regulations of neighboring municipalities and with regional, state, and national flood control authorities.					X
	<b>Implements Which Policy(ies)</b> WR 6.2.3.5					
	<b>Responsible Party(ies)</b> Town Manager with support of Development Services Department					
18.	<b>On-site Retention</b>  The Town shall continue to require on-site retention for new development and redevelopment and require the provision of adequately sized facilities to retain and transport storm water.					X
	<b>Implements Which Policy(ies)</b> WR 6.2.3.6					
	<b>Responsible Party(ies)</b> Town Manager with support of Development Services Department					
19.	<b>Water Delivery and Supply</b>  The Town shall work with the water providers to obtain documentation and understanding of the existing water infrastructure's delivery system, pressure levels, and condition while also identifying future demand needs, available water sources and fire safety concerns.	X				X

Table 6-3.1 Environmental Planning and Water Resources Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
Implements Which Policy(ies)	WR 6.2.1.6					
Responsible Party(ies)	Town Manager					

# SUSTAINABILITY

"The Town supports and respects the magnificent Sonoran Desert in which it is located and recognizes its responsibility in protecting it. The preservation and utilization of indigenous landscaping, water conservation, protection of the quiet desert lifestyle, clear dark skies and a strong economic backbone allow future generations to enjoy what has been created here."

Town of Paradise Valley  
Visioning Committee 2011



TOWN OF PARADISE  
MUNICIPAL COL  
6401 E. LINCOLN DR



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## 7. Sustainability

The definition of sustainability means maintaining a culture of stewardship to enhance the natural environment; maintaining existing stable economic interests; and maintaining and promoting an equitable quality of life for present and future generations. Given the Town of Paradise Valley's smaller size, land-locked location, primarily large residential lots, and minor quantity of commercial properties, the focus is on enhancement opportunities for the established community tapestry.

Locally, sustainability is important to ensure the social, environmental and economic systems that make up our community are providing a healthy, productive and meaningful life for residents and visitors alike. There are many benefits to prioritizing sustainability including fostering a culture of innovation and creativity; staying ahead of new environmental trends; strengthening reputation, increasing loyalty and improving stakeholder relations; retaining employees and increasing productivity; enhancing short and long term economic interests; and increasing meaningful citizen participation.

The Town of Paradise Valley has developed a comprehensive inventory of current policies, ordinances, and programs that support the Town's commitment to sustainability. The inventory revealed the Town already has many sustainable measures in place, including a hybrid vehicle fleet, audio/video conferencing, crime prevention classes and two "green" fire stations. In addition, the Town is exploring alternate energy sources to power the Town Hall campus.

The Town is committed to the environmental, economic, and social stewardship of Town operations and the Town of Paradise Valley community. Many of the following goals and policies require the Town to adhere to certain sustainable practices. By imposing sustainable measures on itself, the Town is leading the community by example. Special Use Permit properties will also be required to adhere to a higher sustainable standard as part of the legislative planning process. The Town's residents, through education and awareness, shall be encouraged to follow sustainable practices recognizing that doing so furthers the Town's vision of a healthy desert environment.

### 7.1 Social Sustainability

#### Goal S 7.1.1

**Community Education and Involvement.** Cultivate broad community participation in programs to promote sustainability and provide the information people need to live in a sustainable way.

#### Policies

**S 7.1.1.1 Town Programs.** The Town shall create and promote Town programs to inform the community about sustainability and

measures they can take to make sustainable choices and be informed on potential financial incentives and rebates.

**S 7.1.1.2 School Programs.** The Town shall create and promote enriched educational programs about sustainability for local schools.

**S 7.1.1.3 Town Demonstration Projects.** The Town shall set standards of sustainability in Town buildings and practices for purposes of education and demonstration.

**S 7.1.1.4 Sustainability Tools.** The Town shall create and promote avenues to link interested residents with sustainable products and practices such as energy efficient products, water conservation measures, and waste reduction practices such as composting so that people have the tools they need to implement sustainable lifestyles.

**S 7.1.1.5 Policy Prioritization.** The Town shall involve the community in shaping sustainability policies and in determining which measures are essential, which are desirable, and which are possible to further sustainability within our Town.

## 7.2 Sustainable Environment

### Goal S 7.2.1

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**Residential Buildings.** Encourage the use of energy efficient features and practices and the use of “green” building design standards in new projects and remodeling projects.

#### Policies

**S 7.2.1.1 Energy Audits.** The Town shall encourage residents to undertake energy audits of their homes and implement the audit recommendations to reduce energy consumption.

**S 7.2.1.2 Energy Efficiency.** The Town shall encourage an increase in energy efficiency of existing homes when they are remodeled.

**S 7.2.1.3 Reuse and Recycling.** The Town shall encourage reuse and recycling of materials when buildings are deconstructed or torn down.

### Goal S 7.2.2

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**Non-Residential Buildings.** Require, where feasible, new non-residential buildings to adhere to “green” building design standards.

## SUSTAINABILITY

### Policies

- S 7.2.2.1 Green Building Standards.** The Town shall require all new government buildings and Special Use Permit projects to achieve a minimum level of sustainability based on an accepted “green” evaluation system (i.e. LEED, or NAHB program).
- S 7.2.2.2 Project Balance.** The Town shall balance the objectives of sustainability and conservation of resources in Special Use Permit projects with the objectives of the applicant in terms of the extent and design of site and building improvements.
- S 7.2.2.3 Energy Audits.** The Town shall conduct energy audits for all public facilities and encourage energy audits for Special Use Permit properties.
- S 7.2.2.4 Energy Tracking & Management.** The Town shall implement an energy tracking and management system for Town departments and public facilities.
- S 7.2.2.5 Lighting Retrofits.** Where economically feasible, the Town shall install energy-efficient lighting retrofits and occupancy sensors on public facilities and encourage Special Use Permit properties to do the same.
- S 7.2.2.6 Renewable Energy.** The Town shall explore opportunities for Town installation of renewable energy and clean generation technologies and/or the purchase of renewable energy certificates to reduce the Town’s contribution to greenhouse gas emissions.

### Goal S 7.2.3

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**Greenhouse Gas Emissions.** Transition Town operations and non-residential operations to operations that reduce greenhouse gas emissions and work with surrounding Cities to reduce their greenhouse gas emissions produced by services provided in our community. Additionally, encourage residents to reduce their carbon emissions.

### Policies

- S 7.2.3.1 Pollution-free Town Operations.** The Town shall manage civic operations to be as pollution free as economically feasible; including landscape maintenance equipment, Town building’s maintenance, and Town use of chemicals for pest management.
- S 7.2.3.2 Energy Efficient Town Vehicles.** The Town shall transition to the use of energy efficient low or zero emission vehicles.

**S 7.2.3.3 Town Inventory and Reduction.** The Town shall complete and maintain a Greenhouse Gas Emissions Inventory for Town and non-residential operations and the community to set baselines for comparison purposes and establish goals for reduction.

**S 7.2.3.4 Carbon Footprint Calculator.** The Town shall educate residents on how to reduce their own carbon footprint and continue to provide a “carbon footprint calculator” on the Town’s website for individuals.

#### Goal S 7.2.4

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**Water Conservation.** Encourage the responsible consumption and recycling of water through various conservation practices and limiting new impervious surfaces in new and redeveloped properties in order to reduce the Town’s very high water consumption rate.

##### Policies

**S 7.2.4.1 Consumption Reduction.** The Town shall encourage the reduced consumption of water through conservation and more efficient appliances and fixtures.

**S 7.2.4.2 Low Water Use Plants.** The Town shall encourage the use of drought resistant and desert adapted plants in developments.

**S 7.2.4.3 Water Reuse.** The Town shall encourage the harvesting of rainwater and grey water for reuse and recycling of other waters when feasible.

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

#### Goal S 7.2.5

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**Solid & Hazardous Waste.** Require efforts designed to reduce the amount of solid waste generated and ensure that generated waste is recycled or efficiently disposed of in an environmentally safe manner.

##### Policies

**S 7.2.5.1 Trash Service.** The Town shall pursue efficient and responsible methods of trash collection for the Town that results in reduced solid waste production and reduced impacts on the Town’s streets and air quality.

## SUSTAINABILITY

- S 7.2.5.2 Resident Recycling.** The Town shall encourage residents to recycle when possible and review the possibility of initiating a recycling program in the Town.

## 7.3 Sustainable Economics

### Goal S 7.3.1

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**Finances.** Require efforts to ensure the Town's short and long term economic interests are sustained over time.

#### Policies

- S 7.3.1.1 Expenditures and Revenue.** The Town shall support ongoing operating expenditures by ongoing, stable revenue sources and will not be funded by debt issuance.
- S 7.3.1.2 Capital Improvement Plan.** The town shall prepare a long range capital improvement plan and update it each year. The plan shall be developed within the constraints of the Town's ability to finance improvements.
- S 7.3.1.3 Adequate Reserve.** The Town shall maintain an adequate reserve of the annual general governmental (General and HURF funds) operating expenditures for unforeseen emergencies, such as significant loss of revenues or catastrophic impacts on the Town.
- S 7.3.1.4 Fund Evaluation.** The town shall evaluate all fund designations and reserves periodically for long-term adequacy and financial sustainability.

## 7.4 Implementation Measures

The Sustainability Element sets forth broad goals and policies related to sustainability within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Sustainability and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.



Table 7.4-1. Sustainability Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Coordination with Flood Control District of Maricopa County</b>  Continue coordinating with the Flood Control District of Maricopa County to review the design and function of flood control and drainage facilities in the Town.						X
<b>Implements Which Policy(ies)</b>	S 7.1.5.1, S 7.1.5.4, 7.1.5.6					
<b>Responsible Party(ies)</b>	Community Development, Engineering Division supported by Planning Staff					
<b>2. Stormwater Management Plan</b>  Continue to comply with the Town's stormwater management plan and program in conformance with the NPDES requirements and guidelines to protect and improve stormwater quality in the Town.						X
<b>Implements Which Policy(ies)</b>	S 7.1.4.1, S 7.1.4.2, S 7.1.5.3, S 7.1.5.4, S 7.1.5.5					
<b>Responsible Party(ies)</b>	Public Works; Community Development, Engineering and Building Divisions					
<b>3. Public Outreach</b>  Maintain and update Town Website with sustainable news and practices.		X				X
<b>Implements Which Policy(ies)</b>	S 7.1.2.1, S 7.1.2.4, S 7.1.2.5, S 7.1.4.4					
<b>Responsible Party(ies)</b>	Community Development, Planning Division; Management Services supported by Information Technology					
<b>4. Public Education</b>  Continue working with local schools, Town Residents and the general public to educate all those interested on sustainable practices.						X
<b>Implements Which Policy(ies)</b>	S 7.1.2.2, S 7.1.2.3, S 7.1.3.1					
<b>Responsible Party(ies)</b>	Community Development, Planning Division supported by Town Council					

## SUSTAINABILITY

Table 7.4-1. Sustainability Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>5. Green Building</b> Encourage the use of Green Building through incentives such as reduced permit fees and minor variations from the area regulations. Acknowledge contractors who adopt green building practices. Consider feasibility of adopting green building codes. Require all new or remodeled Town owned buildings to meet an accepted green rating system.		X				X
<b>Implements Which Policy(ies)</b>	S 7.1.3.2, S 7.1.3.3, S 7.1.3.4, S 7.1.3.5, S 7.1.3.7, S 7.1.3.8, S 7.1.3.9, S 7.1.6.1, S 7.1.6.2, S 7.1.6.3, S 7.1.6.4					
<b>Responsible Party(ies)</b>	Community Development, Planning and Building Divisions supported by Town Council; Water Utility Committee					
<b>6. Greenhouse Gas Emissions Inventory</b> Maintain and complete the greenhouse gas emissions inventory for Town operations. Encourage changes to lower greenhouse gas emissions where possible.		X				X
<b>Implements Which Policy(ies)</b>	S 7.1.4.1, S 7.1.4.2, S 7.1.4.3.					
<b>Responsible Party(ies)</b>	Community Development, Planning Division; Public Works; Town Council					
<b>7. Wash Maintenance</b> Maintain and update wash inventory map and annual inspections of all washes.		X			X	
<b>Implements Which Policy(ies)</b>	S 7.1.5.1, S 7.1.5.2, S 7.1.5.3,					
<b>Responsible Party(ies)</b>	Community Development, Code Enforcement and Engineering Divisions supported by Information Technology					

Table 7.4-1. Sustainability Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>8. Sustainable Water</b> Encourage the responsible consumption and recycling of water through various conservation practices and limiting new impervious surfaces in new and redeveloped properties.						X
<b>Implements Which Policy(ies)</b>	S 7.1.6.1, S 7.1.6.2, S 7.1.6.3, S 7.1.6.4					
<b>Responsible Party(ies)</b>	Community Development, Planning, Engineering and Building Divisions supported by Town Council, Water Utility Committee.					
<b>9. Regeneration</b> Require efforts to reduce the amount of solid waste generated and require refuse companies and residents to dispose of generated waste via responsible methods. Review the possibility of a Town-wide recycling program.		X				X
<b>Implements Which Policy(ies)</b>	S 7.1.7.1, S 7.1.7.2, S 7.1.7.3					
<b>Responsible Party(ies)</b>	Town Council, Management Services supported by Community Development, Planning Division					
<b>10. Trash and Recycling</b> The Town shall require a review of the possibility of a Town wide recycling program and consolidation of solid waste collection.					X	
<b>Implements Which Policy(ies)</b>	S 7.2.5.1					
<b>Responsible Party(ies)</b>	Finance Department supported by Town Council, Town Manager, Engineering Division					
<b>11. Sustainable Economics</b> Prepare an annual budget, capital improvement plan, and long range financial forecast to ensure the Town's short and long term economic interests are sustained over time.					X	

## SUSTAINABILITY

Table 7.4-1. Sustainability Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>Implements Which Policy(ies)</b>	S 7.1.8.1, S 7.1.8.2, S 7.1.8.3, S 7.1.8.4					
<b>Responsible Party(ies)</b>	Finance Department supported by Town Council, Town Manager, Engineering Division					

The background of the slide features a photograph of a modern town building with a brick facade and large windows. An American flag flies on a tall pole to the right. The foreground shows desert landscaping with agave plants and a cactus. A solid brown horizontal bar is positioned above the title.

# PUBLIC FACILITIES /SERVICES AND COST OF DEVELOPMENT

“We value the upgrading of the Town’s infrastructure to serve residents and improve the quality of life while recognizing the Town’s legacy of limited governmental services.

Visual physical improvements are important in maintaining our world-class community and all public improvements will reflect that standard. We sustain excellence by providing high quality police, fire and emergency services. All services and utilities are provided efficiently and effectively through the Town and private providers. As new technologies evolve, the town should prepare and embrace these opportunities as a way to enhance the quality of life of residents.”

Town of Paradise Valley  
Visioning Committee 2011

FORMAT PAGE



## 8. Public Facilities/Services and Cost of Development

Public services and facilities represent the public's commitment to the design and delivery of services, and the physical facilities required, to meet the needs of the community. These systems are necessary to support and maintain the high quality of social, physical, and economic health, safety, comfort, and general well-being expected by town residents and visitors.

The Public Facilities/Services and Cost of Development element accomplishes two objectives. First, it articulates the Town's commitment to maintaining a high level of public services in the Town, particularly those related to public safety. Second, it addresses the Cost of Development Element requirements outlined in the Growing Smarter/Plus statutes. These statutes are intended to ensure that new development pays for the public infrastructure and services that are required to serve that development.

### 8.1 Public Facilities

The Public Facilities Element discusses the public structures and properties required to meet the public infrastructure needs of the community. The Town's investments in public buildings and facilities are designed to respond to the identified needs of both the existing population and those who are expected to be here in the future.

Policies in this section provide for high quality public facilities to serve the needs of town residents and visitors.

#### GOAL PFS 8.1.1

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**Public Facilities.** Provide safe, accessible, and sustainable public buildings and facilities to meet the needs of the community.

#### Policies

**PFS 8.1.1.1 Town Campus.** The Town shall focus primary community activities, town government, and administrative services in the Town Campus complex, the "heart" of the Town of Paradise Valley.

**PFS 8.1.1.2 Accessibility.** The Town shall provide accessible public buildings and facilities to all community members.

**PFS 8.1.1.3 Green Building Design and Practices.** The Town shall design, construct, and maintain public buildings and facilities in ways that reduce negative impacts on the environment and occupants by incorporating green building design and practices.

**PFS 8.1.1.4 Excellence in Design.** The Town shall design and construct town buildings and facilities that demonstrate excellence in architectural design and showcase the town's leadership in sustainability.

**PFS 8.1.1.5 Character and Context.** The Town shall design town buildings and facilities to complement the character and context of the surrounding area in particular the Sonoran Desert environment.

## 8.2 Police Services

Policies in this section provide for quality police services to serve and protect the long-term health, safety, and well-being of all areas of the Town. Cooperative programs with adjoining jurisdictions and State and Federal agencies will continue to be implemented to facilitate prompt response for a major emergency or event.

### GOAL PFS 8.2.1

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**Crime and Law Enforcement.** Work cooperatively with the community, regional law enforcement agencies, local government and other entities to provide quality police service that protects the long-term health, safety, and well-being of our Town, reduces current and future criminal activity, and incorporates design strategies into new development.

#### Policies

**PFS 8.2.1.1 Staffing Standards.** The Town shall maintain sufficient staffing levels for both sworn police officers and civilian support staff in order to provide quality police services to the community.

**PFS 8.2.1.2 Response Time Standards.** The Town shall strive to achieve and maintain appropriate response times for all call priority levels to provide adequate police services for the safety of all Town residents and visitors.

**PFS 8.2.1.3 Technology to Improve Safety.** The Town shall work in partnership with appropriate agencies to incorporate technology in public and private development to increase public and personal safety.

**PFS 8.2.1.4 Coordinate With Neighbors.** The Town shall coordinate with the public safety service providers in neighboring municipalities to provide additional public safety services when necessary.

**PFS 8.2.1.5 Monitor Data.** The Town shall monitor data for the delivery of police services in the Town.

**PFS 8.2.1.6 Communication with the Community.** The Town shall maintain communication with the community to improve

relationships and customer satisfaction, while continually exploring innovative means of communication.

## 8.3 Fire and Emergency Services

Policies in this section provide for coordinated fire protection and emergency medical services that serve all areas of the Town and support the needs of residents and businesses.

### GOAL PFS 8.3.1

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**Fire Protection and Emergency Medical Services.** Provide coordinated fire protection and emergency medical services that support the needs of residents and visitors and maintains a safe and healthy community.

**PFS 8.3.1.1 Response Time Standards.** The Town shall require its service providers to maintain appropriate emergency response times to provide optimum fire protection and emergency medical services to the community.

**PFS 8.3.1.2 Advances in Technology.** The Town shall invest in, and incorporate, future technological advances that enhance the Town's ability to deliver emergency medical response, fire-rescue, and fire prevention services more efficiently and cost-effectively.

**PFS 8.3.1.3 Regional Cooperative Delivery.** The Town shall work with other agencies to promote regional cooperative delivery of fire protection and emergency medical services.

**PFS 8.3.1.4 Water Supplied for Fire Suppression.** The Town shall continue to pursue opportunities to ensure an adequate water supply by staying vigilant and engaged in the regulatory process and with the water providers.

**PFS 8.3.1.5 Wildfire Hazards on Private Properties.** The Town shall continue to require private property owners to remove excessive/overgrown vegetation (e.g., trees, shrubs, weeds) and rubbish to prevent and minimize fire risks to surrounding properties.

**PFS 8.3.1.6 Monitor Data.** The Town shall monitor data for the delivery of fire and emergency services in the Town.

**PFS 8.3.1.7 Communication with the Community.** The Town shall maintain communication with the community to improve relationships and customer satisfaction, while continually exploring innovative means of communication.

## 8.4 Code Compliance

Policies in this section focus on enforcing code requirements and providing adequate code department facilities, services, and staffing. Properties with public nuisance violations will not be permitted, and dangerous buildings must be either repaired or demolished. Effort will be taken to remedy blighted and deteriorated properties through Code Enforcement. Maintaining communication with residents and businesses is supported to develop public outreach, provide education, and to facilitate voluntary compliance with Town ordinances.

### GOAL PF 8.4.1

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**Compliance with Health and Safety Codes.** Improve the health, safety, and visual quality of the community by ensuring compliance with health, safety and zoning codes.

**PF 8.4.1.1 Facilities, Services and Staffing.** The Town shall provide facilities and staffing to maintain an aggressive and visible code enforcement program.

**PF 8.4.1.2 Code Requirements.** The Town shall enforce code requirements to ensure that existing properties meet health and safety standards.

**PF 8.4.1.3 Public Nuisance.** The Town shall require properties with identified public nuisance violations to eliminate or remove the conditions.

**PF 8.4.1.4 Deterioration, Blight, and Deferred Maintenance.** The Town shall require that properties be maintained to ensure a safe and healthy living environment, preventing blight and deterioration resulting from extensive deferred maintenance.

**PF 8.4.1.5 Communication and Education.** The Town shall work with residents, businesses, community organizations and news outlets in conducting public outreach and educational programs to promote voluntary compliance with Town ordinances.

## 8.5 Other Services

Policies in this section provide for the effective delivery of other services by the Town, other agencies, businesses or with the support from Town residents.

### GOAL PF 8.5.1

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**Other Facilities and Services.** To ensure that other public facilities and services are adequate to meet the needs of Town residents and businesses.

**PF 8.5.1.1 Monitor Services.** The Town shall plan for, and continue monitoring, the provision by other public service agencies or

## PUBLIC FACILITIES/SERVICES AND COST OF DEVELOPMENT

businesses for gas, water, electricity, telecommunications, cable, fire protection, and trash disposal. The Town shall intervene, when necessary, to ensure that such services are provided in a manner that is consistent with this General Plan and for the benefit of Town residents.

**PF 8.5.1.2     Undergrounding Utilities.** The Town shall encourage residents to continue participating in the cost sharing for underground utility conversion districts for the undergrounding of utility lines.

**PF 8.5.1.3     Environmental Design.** The Town shall ensure that municipal buildings, public landscaped open spaces and rights-of-way, and publicly-owned native habitat areas within the Town are designed to sustain and exemplify the environmental quality promoted by this Plan.

**PF 8.5.1.4     Community Events.** The Town shall continue to host and promote community events for Town residents such as the annual art show, Vintage Car Show, the Martin Luther King Day celebration, Vehicle Identification Number etching events, and other similar events that bring the community together.

**PF 8.5.1.5     Volunteer Services.** The Town shall continue to recruit and rely on volunteers to serve on the Town Council, various boards, commissions, and committees and as judges for the municipal court to reduce the cost of government and to keep in close touch with the needs of the community.

## 8.6 Cost of Development

The Cost of Development Element's objective is to avoid public subsidies of private development. It is possible new public infrastructure will be required for new developments or redevelopments. Also, the need for ongoing maintenance and upgrading of existing infrastructure will continue. The goals, policies, and programs of this element ensure that infrastructure maintenance and upgrading is financially feasible through the combined efforts of the Town, private developers and private suppliers of services to Town residents.

### GOAL CD 8.6.1

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**Cost of Development.** To ensure the provision of high quality public services and infrastructure while maintaining the Town's fiscal sustainability.

#### Policies

**PF 8.6.1.1     Evaluate Funding.** The Town shall identify and evaluate funding mechanisms for the provision of new and public

facilities and services for the improvement of existing Town facilities and services.

**PF 8.6.1.2 Legal, Reasonable Funding.** The Town shall ensure that capital improvement and infrastructure funding mechanisms adopted by the Town are legal and reasonable to new and/or existing development.

**PF 8.6.1.3 Impact Fees.** The Town shall investigate the need and potential to adopt development impact fees covering the cost of additional Town facilities and services required to meet the needs of new development.

## 8.7 Implementation Measures

The Public Facilities/Services and Cost of Development Element sets forth broad goals and policies related to community character and housing within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Public Facilities/Services and Cost of Development and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.



## PUBLIC FACILITIES/SERVICES AND COST OF DEVELOPMENT

Table 8.7-1 Public Facilities/Services and Cost of Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>1. Public Buildings and Facilities</b> The Town shall concentrate government facilities and activities in the Town Campus complex and ensure the facilities are accessible, incorporate green building design, demonstrate architectural excellence, and complement the character and context of the Sonoran Desert environment. Also, public landscaped open spaces, rights-of-ways and native habitat areas shall be designed to sustain and exemplify environmental excellence.						X
<b>Implements Which Policy(ies)</b>	PFS 8.1.1.1, 8.1.1.2, 8.1.1.3, 8.1.1.4, 8.1.1.5, 8.5.1.3					
<b>Responsible Party(ies)</b>	Town Council with the support of Town Manager					
<b>2. Annual Report</b> The Town shall include in the Town Manager's annual report an assessment of police, fire, and emergency service levels.		X			X	
<b>Implements Which Policy(ies)</b>	PFS 8.2.1.1, 8.2.1.2, 8.3.1.1					
<b>Responsible Party(ies)</b>	Town Manager					
<b>3. Technology</b> The Town shall invest in and incorporate new technology into the Town's police, fire, and emergency services in order to enhance the Town's ability to deliver public safety services more efficiently and cost effectively.						X
<b>Implements Which Policy(ies)</b>	PFS 8.2.1.3, 8.3.1.2					
<b>Responsible Party(ies)</b>	Town Council with support of Town Manager					
<b>4. Regional Cooperation</b> The Town shall continue to coordinate with public safety service providers, including police, fire and emergency services, in neighboring municipalities, and other state and federal agencies.						X
<b>Implements Which Policy(ies)</b>	PFS 8.2.1.4, 8.3.1.3					
<b>Responsible Party(ies)</b>	Town Manager with support of Police Chief and Fire Marshal					

Table 8.7-1 Public Facilities/Services and Cost of Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>5. Monitor Police Data</b> The Town shall continue to monitor and publish in the Town Manager annual report, public safety data including but not limited to: response rates to service calls, types of service calls, number of arrests, number of moving violations, traffic fatalities, number of DUIs, and civilian complaints received against members in service.					X	X
<b>Implements Which Policy(ies)</b>	PFS 8.2.1.5					
<b>Responsible Party(ies)</b>	Town Manager with support from Police Chief					
<b>6. Monitor Fire and Emergency Data</b> The Town shall continue to monitor and publish in the Town Manager annual report, fire and emergency service data including but not limited to: fire incident outcomes, critical incident response standard, workforce safety, satisfaction rating, and financial management.					X	X
<b>Implements Which Policy(ies)</b>	PFS 8.3.1.6					
<b>Responsible Party(ies)</b>	Town Manager with support from Fire Marshall and Town's fire service provider					
<b>7. Community Communication</b> The Town shall maintain communication with the community through community meetings, the Town's website, social networking, media, and other methods deemed appropriate.						X
<b>Implements Which Policy(ies)</b>	PFS 8.2.1.6, 8.3.1.7, 8.4.1.5					
<b>Responsible Party(ies)</b>	Town Manager with support from Police Chief , Fire Marshall, and Code Enforcement					
<b>8. Water for Fire Suppression</b> The Town shall continue to stay engaged in discussions with the Town's water providers, Arizona Corporation Commission, and the Department of Water Resources to pursue opportunities for an adequate water supply.						X
<b>Implements Which Policy(ies)</b>	PFS 8.3.1.4					
<b>Responsible Party(ies)</b>	Town Manager with support from Town Council and Water Utility Committee					

## PUBLIC FACILITIES/SERVICES AND COST OF DEVELOPMENT

Table 8.7-1 Public Facilities/Services and Cost of Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>9. Code Enforcement for Health and Safety</b> The Town shall continue to require private property owners remove excessive vegetation through fire department and code enforcement efforts to prevent and minimize fire risks and shall strictly enforce code requirements to meet health and safety and zoning standards.						X
<b>Implements Which Policy(ies)</b>	PFS 8.3.1.5, 8.4.1.2					
<b>Responsible Party(ies)</b>	Town Manager with support of Code Enforcement and Fire Marshal					
<b>10. Code Enforcement Staffing</b> The Town shall provide staffing, facilities, resources, and training necessary to maintain an aggressive and visible code enforcement program.						X
<b>Implements Which Policy(ies)</b>	PFS 8.4.1.1					
<b>Responsible Party(ies)</b>	Town Manager					
<b>11. Nuisance, Blight, and Deteriorated Properties</b> The Town shall utilize all code enforcement resources, including prosecution, to require private property owners to remedy identified public nuisance violations, and shall require properties be maintained to ensure safety and health.						X
<b>Implements Which Policy(ies)</b>	PFS 8.4.1.3, 8.4.1.4					
<b>Responsible Party(ies)</b>	Town Manager with support of Code Enforcement, Fire Marshall, and Town Attorney					
<b>12. Monitor Services</b> The Town shall continue to monitor, through the Town Manager annual report, services provided by others such as gas, water, electricity, telecommunications, cable, fire protection and trash disposal and intervene when necessary.					X	X
<b>Implements Which Policy(ies)</b>	PFS 8.5.1.1					
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					
<b>13. Undergrounding Utilities</b> The Town shall encourage residents to continue participating in the cost sharing for undergrounding utilities, hosting informational meetings and facilitating discussions between residents and the utility companies.		X				X
<b>Implements Which Policy(ies)</b>	PFS 8.5.1.2					

Table 8.7-1 Public Facilities/Services and Cost of Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					
<b>14. Community Events</b> The Town shall continue to host and promote events such as the annual art show, the Vintage car show, the Martin Luther King Day celebration, and explore ideas for new events and activities.						X
<b>Implements Which Policy(ies)</b>	PFS 8.5.1.4					
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					
<b>15. Volunteer Services</b> The Town shall continue to promote volunteering for the Council, various boards, commissions and committees, and judges for the municipal court.						X
<b>Implements Which Policy(ies)</b>	PFS 8.5.1.5					
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					
<b>16. Cost of Development</b> The Town shall identify legal and reasonable funding mechanisms, including the possibility of additional impact fees, as required for new development or redevelopment for the provision of additional public facilities and services						X
<b>Implements Which Policy(ies)</b>	PFS 8.6.1.1, 8.6.1.2, 8.6.1.3					
<b>Responsible Party(ies)</b>	Town Manager with support of Town Council					





# IMPLEMENTATION

The General Plan includes an ambitious list of actions and programs. Given the large number of policies and actions and the limited resources that are available to the Town annually, it is not possible to fund every action and program in the plan at once. Effective implementation of this General Plan will require a periodic process to prioritize the actions and programs to determine the priority for funding specific actions and programs each year over the 10-year life of the General Plan.

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## 9. Implementation

To ensure that the Town's annual budget decisions are consistent with the General Plan and the community has the opportunity to prioritize General Plan actions and programs prior to the Town Council's budget decisions, the Implementation Element establishes a public process for making recommendations to the Town Council on the status of the plan and proposed budget allocations. This approach to General Plan implementation ensures that the plan remains a dynamic, responsive document and that the Town's budget decisions are consistent with the long-term goals of the Town's General Plan.

The objectives of the Implementation Chapter are to:

1. Ensure effective implementation of the General Plan by coordinating General Plan priorities with the Town Council's budget and capital improvement decisions.
2. Ensure that annual budget and capital improvement plan expenditures address current community priorities and needs as well as long-term goals for the physical development of the Town.
3. Ensure that the General Plan remains a dynamic, up-to-date, responsive guide for the physical development of the Town, and provides steps to amend the Plan if necessary.

### 9.1 Implementation Strategies

The General Plan sets forth broad goals and policies. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation. Implementation measures identified at the end of each Element will be prioritized by the Town Manager and executed by Town staff over the next several years. A number of implementation strategies are available to the Town Manager and include but are not limited to:

**Regulatory actions.** Regulations rely on government's police power to control what people can and cannot do in the interest of the public's health, safety, or welfare. The Town administers and enforces various regulations to control land use. These regulations include the zoning code, subdivision code, flood control code, grading code, sign code, and building code. The Town also administers requirements imposed by the Federal and State governments.

**Incentive measures.** Where regulatory controls are the government's "sticks", incentives are the "carrots" to encourage certain actions. Too often, regulation is the solution. Regulation can be restrictive, reactive, and divisive. Incentive measures, on the other hand, can invite creative "win-win" solutions. Examples of incentive measures include rear yard property set-back modifications for properties that front on Major Arterials, expedited permit processing, density bonuses, and discounted permit fees.

**Acquisition actions.** Where significant resources are located on private property, it may be more appropriate for government to purchase the

development rights or fee simple title rather than to severely regulate the owner's use of the property. Obviously, purchasing in reaction to development proposals is expensive.

**Capital budgeting actions.** The Town annually prepares a capital improvements budget where public facility projects (new construction or major repairs) are identified. The budget is accompanied by a five-year Capital Improvement Program (CIP). The CIP process is explained in more detail below.

**Programs.** Certain community needs do not necessarily require land or a new facility, but rather a focused commitment of time and money towards achieving specific objectives. These operational projects are referred to as programs. Too often, resources are diverted to studies that could be more effectively used for pilot programs that actually try to achieve results and provide lessons through action.

**Development/Redevelopment.** In very special situations, it may be appropriate for government to take the lead and act as developer either singly or as a public/private partnership. These situations arise when the private market fails to address certain needs or when the situation is quite large-scale or complex.

## 9.2 Capital Improvement Program (CIP)

Capital improvement projects have the potential to influence infrastructure, to more equitably distribute Town services, and to promote important objectives of the General Plan. The Town sets forth the procedure for the submittal and adoption of the CIP:

1. The various departments submit project requests and cost estimates to the Town Manager. The Town Manager reviews the lists and recommends priorities.
2. The Town Manager submits the CIP to the Town Council together with a message explaining each project proposed in the capital budget, estimated cost, and proposed method of financing.
3. The Town Manager may submit amendments together with a message that describes the changes and the circumstances, which justify the changes.
4. The Council shall adopt the capital budget. The capital budget for the upcoming fiscal year is adopted. The five-year CIP is for information purposes.

In order for the CIP to comprehensively prioritize and allocate the financial resources available to the Town within the context of the General Plan, the CIP shall be prepared as follows:

- The CIP shall be based on clear priority criteria;
- The CIP shall integrate the several sources of funding improvements;

## IMPLEMENTATION

- The CIP shall coordinate Town projects with State, City of Phoenix and City of Scottsdale CIP projects and available federal funding;
- The total Town costs for the projects selected for the CIP shall not exceed an amount that could be prudently financed;
- The CIP process shall provide opportunity for community review of the CIP proposed by the Town Manager prior to submittal to the Town Council;
- Where further study is needed to scope or prioritize projects, additional special or specific plans may be funded through the CIP;
- A system shall be established to monitor the status of appropriated projects.

### 9.3 Annual Report

The Town Manager shall prepare an annual report to monitor progress towards achieving the General Plan goals and policies. To the extent possible, the annual report should develop measurable indicators related to the policies. The Town Manager shall submit the annual report to the Town Council together with the capital and operational budgets in accordance with the budget submittal timetable. The annual report and CIP shall be the means to reconcile and prioritize competing community needs from a Town-wide perspective.

### 9.4 Major Amendments

This section of the General Plan addresses the State's Growing Smarter/Plus statutory requirements for addressing "major amendments" to the plan. The statute provides the following definition of a "major amendment" to a general plan:

For purposes of this subsection [9-461.06.G], "major amendment" means a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element. The municipality's general plan shall define the criteria to determine if a proposed amendment to the general plan effects a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element.

Once a proposed amendment is defined as major, it is subject to a higher standard of procedural review and public scrutiny than would be required of any other plan amendment. Specifically, major amendments are subject to the same review requirements outlined for the adoption of a general plan, with the exception that they are not subject to ratification by popular election, as is the case with initial general plan adoption. Changes that are not considered major amendments will be processed as minor amendments in accordance with State and Town regulations concerning timing, notice, public hearing, and action.

**9.4.1.1 General Plan Amendment Process.** The Town shall identify and implement a transparent application process for the consideration of General Plan amendments.

#### Definition

The Town is unique in terms of the factors that influence the way that a major amendment is defined, as cited above. It is a small community, both in terms of physical size and population; the existing mix/balance of uses is homogenous, with most of the community being designated for low-density residential uses; and it is a mature community with little developable land remaining. All of these factors combine to indicate that the Town is likely to be more sensitive to land use changes than other communities might be and that relatively small changes would have greater effects on the overall land use balance. Also, since traffic is such an important issue in the Town, changes in the way the roadway network operates are likely to have a more pronounced effect than they would in larger communities.

Based on the factors described above, an amendment of this plan will be major if it meets either of the following criteria:

**1. Land Use Map**

Typically, a change in the land use designation on the General Plan Land Use Map from one classification to an increased density classification shall be considered a major amendment. Table 9.4-1 illustrates changes that would be considered major amendments. The size of the area proposed for change is immaterial.

**2. Circulation Map**

A change in the functional classification of a roadway to higher capacity classification on the General Plan Circulation Map shall be considered a major amendment. This would include changing any street to a higher level in the hierarchy (e.g., Local to any other class, Collector to Minor or Major Arterial).

## IMPLEMENTATION

Table 9.4-1: Major Amendment Definition Land Use Map Changes								
Existing Map Designation	Proposed Map Designation Change							
	VLDR	LDR	MDR	R/CC	MO	PQP	OS Pub	OS Priv
Very Low Density Residential (VLDR)								
Low Density Residential (LDR)								
Medium Density Residential (MDR)								
Resort/Country Club (R/CC)								
Medical Office (MO)								
Public/Quasi-Public (PQP)								
Public Open Space (OS Pub)								
Private Open Space (OS Priv)								

Major Amendment



Minor Amendment



No Change



# **GLOSSARY**



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## 10. Glossary

**ADA:** Americans with Disabilities Act

**ADOT:** Arizona Department of Transportation.

**AZTech:** AZTech is a cooperative regional entity that is intended to develop and implement regional traffic control technology, including synchronized signalization systems and travel information systems.

**Circulation Element:** The section of the general plan that includes a circulation element map depicting roadway classifications and a non-motorized circulation map that shows bike facilities, sidewalks, and trails, as well as associated standard cross-sections.

**Cluster Housing/Cluster Development:** A development approach that retains the same house per acre proportion, but permits reduced lot size while allowing undeveloped land to be preserved as open space. This approach may preserve natural features or may provide greater than normal setbacks from heavily traveled thoroughfares.

**Development:** Any man-made change to improved or unimproved property that requires a permit or approval from the Town or other agencies, including but not limited to construction, placement, addition, or alteration of any building or structure, site grading, clearing of land, dredging, filling, grading, paving, excavation, or drainage work. The use of the term shall be taken to include redevelopment in all cases.

**Functional Classification:** A system to describe the various types of roadways by their primary purpose. Classifications typically describe not only the number of lanes, but also the types of access (e.g., curb cuts, intersections) permitted to the roadway.

**General Plan:** A municipal or county planning document consisting of text policies and corresponding maps that is general, comprehensive, and long-range in nature. The State of Arizona requires municipalities and counties in Arizona to have a general plan, with certain required elements, depending upon the size and growth rate of the municipality or county. A general plan may also be known as a “comprehensive plan,” “master plan,” “city plan,” or “county plan”.

**Goal:** The ultimate purpose of an effort stated in a way that is general in nature and immeasurable. Goals are not quantifiable, time-dependent, or suggestive of specific actions for achievement. There is at least one general plan goal per element, with more than one goal per element where appropriate or necessary. Goals often refer to one or more aspects of the vision and incorporate specific values. They are typically presented as “to” statements.

**Growing Smarter:** Legislation enacted by the State of Arizona in 1998 modifying existing general plan requirements and placing additional general plan requirements on Arizona municipalities and counties. The general plan requirements vary by population size and/or population growth rate.

**Growing Smarter/Plus:** Additional legislation enacted by the State of Arizona in 2000 that modifies and supplements the Growing Smarter legislation.

**Implementation Measure:** An action, procedure, program, or technique that carries out general plan policy. Implementation measures also specify primary responsibility for carrying out the action and a time frame for its accomplishment. Collectively, the plan's implementation measures will constitute the Town's General Plan Implementation Program.

**Land Use Designation:** The allowed type and intensity of development specified in a general plan. Typically, the land use designation is defined in the text and shown graphically on a land use map. Designations may specify residential uses (e.g., low density residential) and non-residential uses (e.g., parks/open space, resort), with each specifying land use intensity standards.

**Land Use Element:** The section of the general plan that includes the land use map, along with descriptions of permitted uses and standards of density and intensity for all of the designations that appear on the map. Also includes a separate section addressing amendments to the general plan, with a particular focus on defining what constitutes a "major amendment" per the requirements of Growing Smarter/Plus

**Land Use Intensity Standards:** Standards of population density and building intensity for each land use designation. Standards of building intensity for residential uses are stated in this *General Plan* in terms of the allowable range of dwelling units per net acre. Standards of population density for residential uses can be derived by multiplying the maximum number of dwellings per net acre by the average number of persons per dwelling unit.

**MAG:** Maricopa Association of Governments.

**Major Amendment:** According to the State's Growing Smarter/Plus statutes [9-461.06.G], "major amendment" means a substantial alteration of the municipality's land use mixture or balance as established in the municipality's existing general plan land use element. Each community's general plan defines what constitutes a "major amendment".

**Non-Motorized Transportation:** Modes of transportation other than the automobile or other motorized forms of transportation. Non-motorized modes include walking, biking, and horseback riding.

**Policy:** A specific statement in text or diagram guiding action and implying clear commitment. Typically, each policy statement corresponds to a particular goal and there may be multiple policy statements per goal. Policies are typically presented as active, affirmative statements, beginning with "The Town shall . . ."

**Roadway Classifications:** The allowed types of roadways specified in a general plan. Typically, the classification are defined in the text and shown graphically on a circulation map. Designations may range from local streets to federal highways, with each specifying roadway standards

**Roadway Standards:** For each roadway classification, there are standards prescribing the preferred right-of-way width, number of lanes, lane widths, medians, landscaped areas, bike lanes, and multi-modal paths.

**RPTA:** The Regional Public Transportation Authority.

**Streetscape:** Landscaping and other elements (e.g., street furniture, lighting) located within and adjacent to public streets and their rights-of-way.

## GLOSSARY

**Zoning District:** A specific area of a municipality or county that has prescribed land use requirements, such as land use type and development standards (e.g., minimum lot size, set-backs, building design, landscaping). The districts may also be known as zones or areas.

**Zoning, Zoning Ordinance:** The formal regulations for the administration and implementation of the general plan which divide a city or county into zones specifying allowable uses and building restrictions within the zones. The zones may also be known as districts or areas.