

TOWN OF PARADISE VALLEY

Visually Significant Corridors Master Plan

Study Session #1

September 27th, 2018



TONIGHT'S GOAL

Receive information regarding the Visually Significant Corridors Master Plan and discuss



AGENDA

- **Background on VSC Master Plan**
- **Plan elements**
- **Implementation**
- **Public Education and Engagement**
- **Policy Issues**



BACKGROUND

General Plan

Policy CC&H 3.1.3.3 Enhanced Town Gateways.

- “The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting.”

Policy CC&H 3.1.3.4 Visually Significant Corridors.

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



PLAN ELEMENTS

Guide to the Document

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

1 - INTRODUCTION

Describes the origin of the Visually Significant Corridors, which is unique to the Town of Paradise Valley (the Town), the purpose and need of the Plan, and guiding principles.



2 - GUIDELINES SUMMARY

Provides a summary of the three character zones identified for Lincoln Drive and Tatum Boulevard. Each section includes a general description, outlines the patterns and colors, and describes a catalog of materials suggested for streetscape elements and improvements for implementation.



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

3 - EXISTING LINCOLN DRIVE AND TATUM BOULEVARD CHARACTERISTICS

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



4 - IMPLEMENTATION

Identifies a series of areas and/or steps in which the Plan could be implemented. Pilot projects and those being currently implemented privately or that could occur upon allocation of public funding are discussed.



5 - APPENDIX: PLANNING PROCESS

Provides a summary of the 2012 General Plan goals and priorities and planning policy context. Offers planning process content and project scope of work efforts that occurred throughout the development of the Plan.



PLAN ELEMENTS

Requirements and Guidelines

Gateways and Focus Areas

Three Character Zones

- Patterns of Nature
- Resort Living
- Rural Elegance

“Good,” “Better,” “Best”



General Guidelines

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

Gateways + Focus Areas

Recommendations for unique, single locations within the corridors.



Character Zones Guidelines

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



“Good,” “Better,” “Best” Guidelines

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



PLAN ELEMENTS

- Understood that every property is unique
- Components:
 - Hardscape
 - Site Furnishings
 - Themed Elements
 - Privacy Screening
 - Perimeter and Screen Walls
 - Landscaping
 - Natural Resource Use
 - Security and visibility

Patterns of Nature

Patterns of Nature Character Zone limits are along McDonald Drive from south Town Limits to Tatum Boulevard. Along Lincoln Drive, the limits are from Smoke Tree Lane to Mockingbird Lane.

Resort Living

Resort Living Character Zone limits are along Tatum Boulevard from south of Lincoln Drive to Desert Fairways Drive. Along Lincoln Drive, the limits are from Tatum Boulevard to Smoke Tree Lane and from Mockingbird Lane to the east Town limits.

Rural Elegance

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

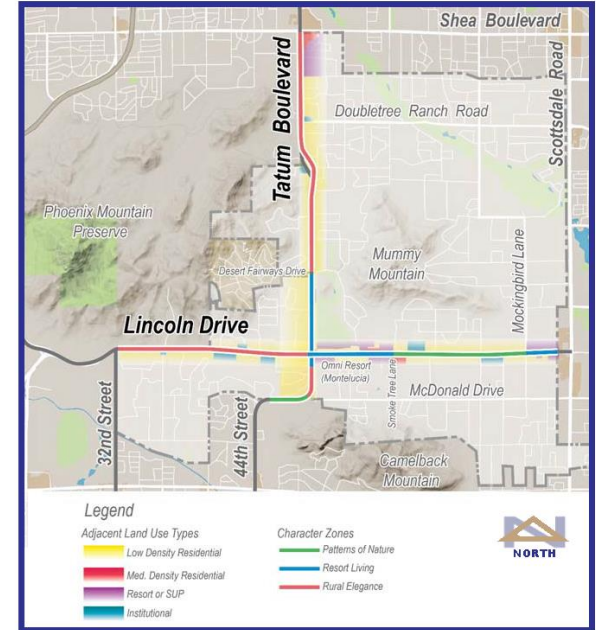


Figure 2.8: Character Zones Map



PLAN ELEMENTS

- **Good:** The baseline condition whereby the most basic elements of the Character Zone are provided
- **Better:** Builds upon the baseline condition by incorporating additional design elements and more vertical components of the Character Zone
- **Best:** Includes the composition of all design elements and materials that are suggested for the Character Zone

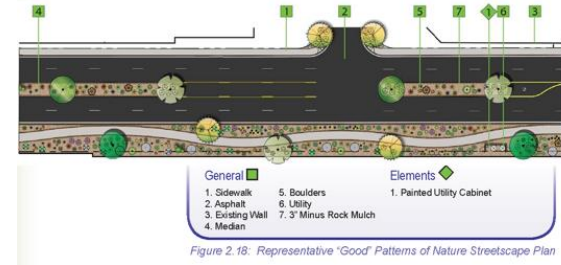
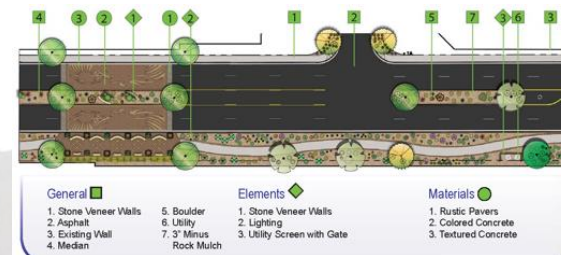
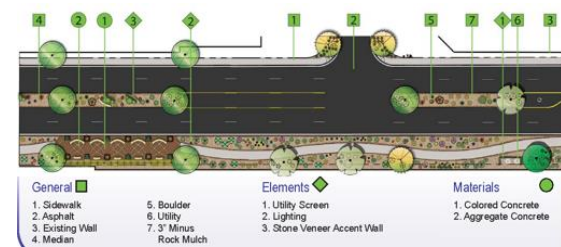


Figure 2.18: Representative 'Good' Patterns of Nature Streetscape Plan



PLAN ELEMENTS

- Tiered approach to implementation based on project type

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

		"Good"	"Better"	"Best"
PROJECT TYPE	Homeowners	Demolition/addition 25% or greater of original house square footage	Permit for new home	At homeowner's discretion
	HOAs	Minor right-of-way repairs such as to subdivision wall or dead tree replacement	Entry redesign or sign replacement, replacement of subdivision wall along right-of-way	At HOA's discretion
	Utilities	Minor repair without trenching	Installation or cabinet replacement, repairs requiring trenching	Installation or cabinet replacement with SUP property frontage
	Property Adjustment	Lot Split/Adjustment	Subdivision Plat	At owner's discretion
	SUP	N/A	Minor Amendment to existing SUP, improvements to places of worship	New SUP, Major or Intermediate Amendment to existing SUP



PLAN ELEMENTS

• Gateways

Threshold Paving

- A visual and tactile component such as the use of rustic pavers at the gateway, which transition into rubberized asphalt to create a brief change in driver awareness of crossing a threshold into the Town.

Visual Traffic Calming

- Visual narrowing of the road through the use of roadside enhancements and landscaped medians that encourage vehicle users to slow down to the 40 MPH posted speed limit on the two identified Visually Significant Corridors.



Figure 2.2: Gateway Locations

Enhanced Streetscape

- Pedestrian and bike friendly entry into Town, with shaded nodes, site furnishings and lush desert landscape selected from the appropriate Character Zone plant list.
- Enhanced versions of the standard Town of Paradise Valley entry monument as shown below in Figure 2.3.

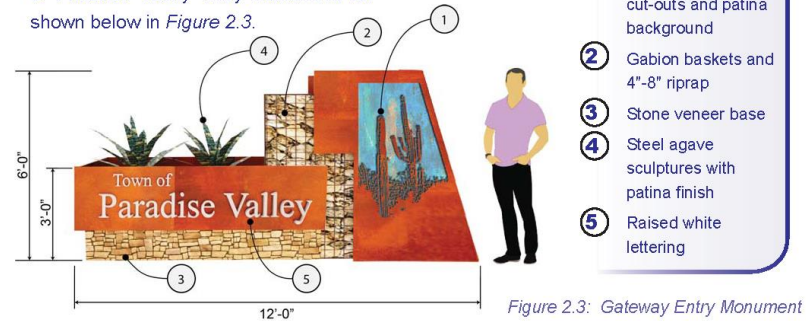


Figure 2.3: Gateway Entry Monument

- 1 Weathered steel panel with selective cut-outs and patina background
- 2 Gabion baskets and 4"-8" riprap
- 3 Stone veneer base
- 4 Steel agave sculptures with patina finish
- 5 Raised white lettering



PLAN ELEMENTS

• Tatum and Lincoln Intersection

Intersection Enhancement

- Develop an enhanced intersection paving pattern such as the, “Lizards on Lincoln, Tortoises on Tatum”-inspired pattern shown in the perspective below (*Figure 2.4*) and on page 4.13 - 4.14. Paving materials need to be able to withstand the high traffic counts at the intersection. The proposed example consists of an integral colored concrete base with colored aggregates and the use of a colored concrete hardener. Exposing the aggregate and selective removal of the concrete hardener creates a resilient surface that allows for variation in color and pattern.
- Update the sidewalk accessible ramps to directional-style ramps that allow for landscaped planter areas directly at the corners.



Figure 2.4: Tatum + Lincoln Intersection Concept Simulation Looking Southeast to Camelback Mountain



IMPLEMENTATION

Three Tiered Approach

1. Town of Paradise Valley (or Other Government Agency) Initiated Projects
2. Utility Infrastructure Installation and Maintenance Projects
3. Private Property Initiated Projects



PUBLIC EDUCATION AND ENGAGEMENT

- 3 Stakeholder Meetings
- 3 Day Design Charette
- Visual Preference Survey
- Town Safety Fair booth
- Town HOA Meeting
- 8 Planning Commission meetings
- Town's Building Community Meeting
- Town's website (<http://paradisevalleyaz.gov/VSC>)
- Several newspaper articles/press releases

You are invited!

Design Charrette for the Paradise Valley
Visually Significant Corridor Master Plan

Town
Hall

Monday, February 6th,
6:00pm to 8:00pm

Wednesday, February 8th,
6:00pm to 8:00pm

What are visually significant corridors?

Per the 2012 General Plan, visually significant corridors are prominent streets that demonstrate the character of the Town through attractive, experientially rewarding, and cohesive design elements.



Existing road right-of-way

Defining guidelines for visually significant corridors:

The Town will initially focus this master plan on Lincoln Drive and Tatum Boulevard. The project will develop consistent gateway elements and streetscape themes that reduce negative environmental and visual impacts and integrate amenities such as signage, sidewalks, street furniture, bike lanes, bus shelters, landscaping, and lighting that compliment and identify the Town.



Representative streetscape concept

What is a charrette?

A charrette is a process for collaborative problem solving and decision-making during a design event that develops the community's ideas into graphic concepts and alternatives. Community participation is requested at the Monday and Wednesday evening sessions.



POLICY ISSUES

Direction on additional data points to discuss:

- **Guidelines vs requirements**
- **Public outreach expectations before considering Visually Significant Corridors Master Plan for adoption**



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