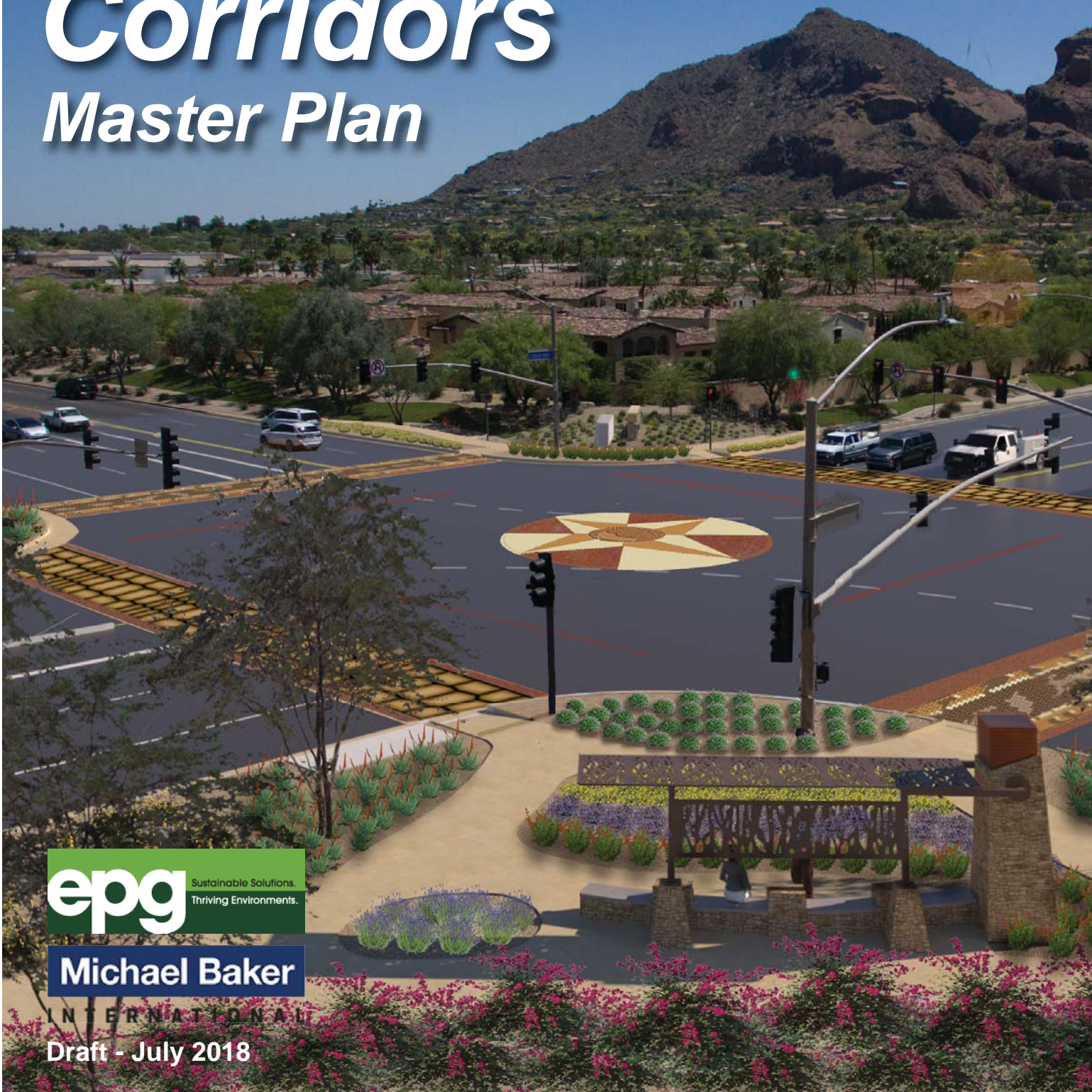


Visually Significant Corridors Master Plan



Michael Baker

INTERNATIONAL

Draft - July 2018

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Town Council:

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Scott Moore	

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Daran Wastchak, Chair	Orme Lewis, Jr.
James Anton	Richard Mahrle
Thomas Campbell	Dolf Strom
Charles Covington	Jonathan Wainwright
Pamela Georgelos	

Town of Paradise Valley Staff:

Kevin Burke, Town Manager	Andrew Miller, Town Attorney
Eva Cutro, AICP, Community Development Director	Brent Skoglund, Public Works Director
George Burton, Planner	Jeremy Knapp, AICP, Engineering Services Analyst
Paul Mood, PE, Town Engineer	

The Consultant Team:

EPG

Michael Park, PLA
John Griffin, PLA
Dave Harris, PLA
Karen Snodgrass, PLA, LEED AP
Jeff Lothner
Chris Durham

Michael Baker International

Kevin Kugler, AICP
Matthew Klyszeiko, AICP



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.

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INTRODUCTION

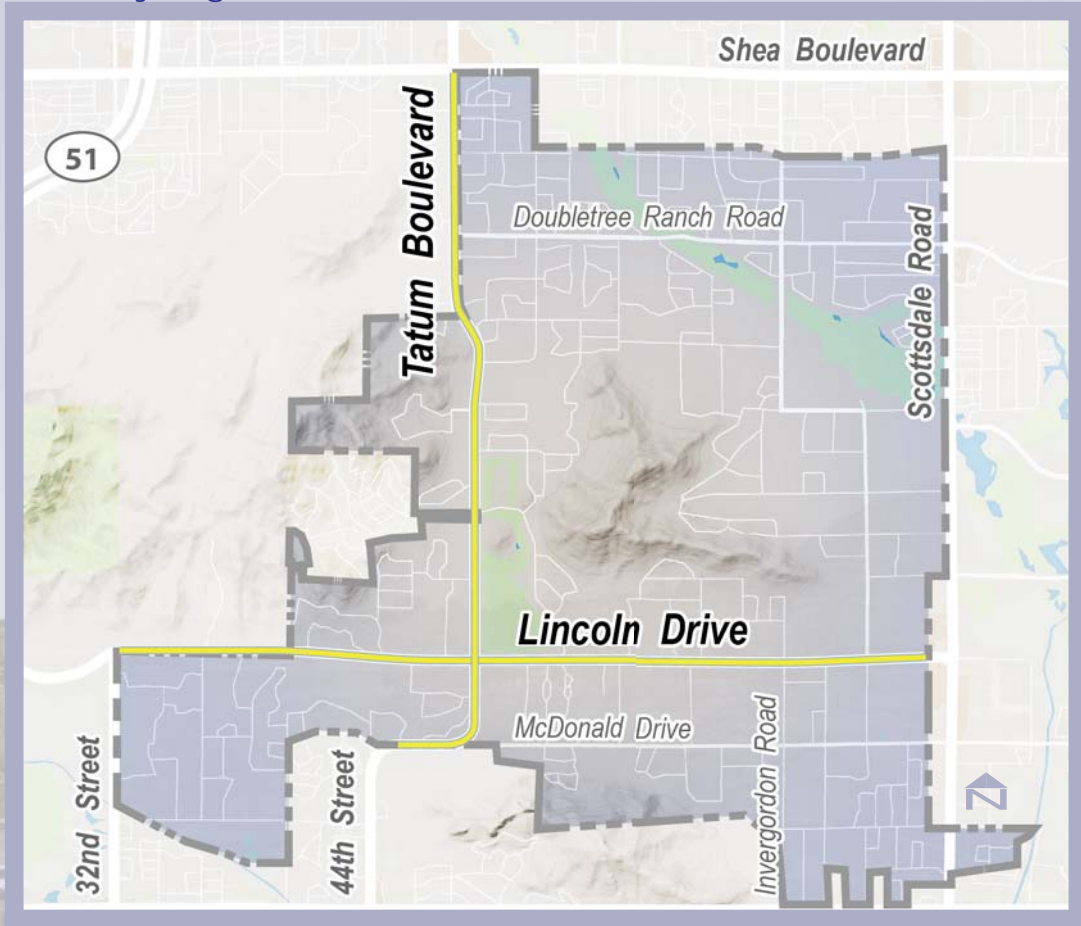
The Plan furthers several goals of the Town of Paradise Valley 2012 General Plan. A central objective of the 2012 General Plan is for the Town to

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



Town of Paradise Valley

Visually Significant Corridors



As defined by the 2012 General Plan, Visually Significant Corridors are “Designated highly visible, prominent streets, including Lincoln Drive and Tatum Boulevard.”



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

The Plan guidelines and policies:

- Define elements of the community's overall design
- Provide a framework for creating and maintaining visual continuity
- Reflect in the redevelopment and other property improvements along the Visually Significant Corridor street frontages as defined on page 1.5
- Foster connectivity between the Town's open space system, regional transportation, and the Town's identity as a premier community and world-class resort destination

PLAN

Purpose and Need

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

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

Guiding Principles

Successful Town Streetscape Corridors can:

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

What Makes a Visually Significant Corridor

At 4.9 miles from 32nd Street to near Scottsdale Road, Lincoln Drive is the only street that spans the full west-east width of the Town. Likewise, at 3.5 miles from McDonald Drive/45th Street to Shea Boulevard, Tatum Boulevard is the only street that spans the full south-north length of the Town. As identified in the 2012 General Plan, these two cross-town, highly visible, and prominent arterials are the original designated Visually Significant Corridors. However, what most contributes to their designation is the sense of place. Both anchor significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life. By raising the emphasis of visual experience and considering pedestrian/ bicyclist movement, a multi-lane thoroughway can become more than just an arterial for vehicular transportation.






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

PLAN

Components of a Streetscape




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

Components of the overall streetscape characters will include:

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

PLAN

Components of a Streetscape

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



GUIDELINES

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

The guidelines are divided into four sections: General Guidelines; Gateways + Focus Areas; Character Zone Guidelines; and “Good,” “Better,” and “Best” implementation options. The General Guidelines provide an overview of the common concepts, elements, and other information that applies to the corridors. Gateways + Focus Area Guidelines include recommendations for the entrances into the Town as well as for the Tatum Boulevard and Lincoln Drive intersection. Specific guidelines are then provided for the three Character Zones with flexible implementation options defined as “Good,” “Better,” or “Best”.

GUIDELINES ORGANIZATION

Unity with Flexibility

The Plan guidelines balance creating a cohesive, complementary streetscape for both Lincoln Drive and Tatum Boulevard with flexibility in implementation for different land uses and property types. To accomplish this, the Plan has been organized around the following hierarchy:

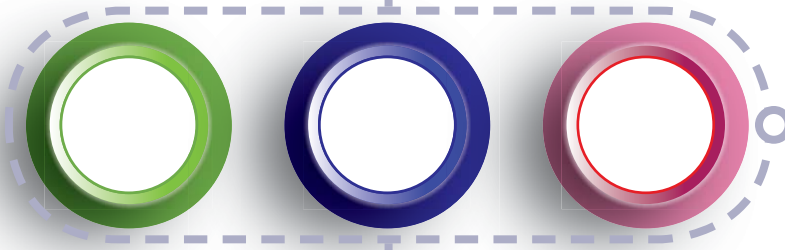


General Guidelines

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

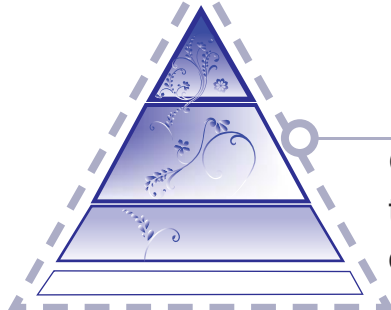
Gateways + Focus Areas

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.

GUIDELINES ORGANIZATION

Visually Significant Corridors Map

The map below (*Figure 2.1*) illustrates the locations of the gateways, focus areas, and limits of the Character Zones within the Lincoln Drive and Tatum Boulevard Visually Significant Corridors.



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

GENERAL GUIDELINES

Experience



Entering into a Visually Significant Corridor should evoke a sense of leaving the urban jungle behind and arriving someplace special, less rushed, and more tranquil.



A focus on the mountains and desert vegetation is encouraged through directing views and bringing elements of the mountains down into the streetscapes.



Pedestrians should also feel welcome in the corridors with human-scaled spaces and amenities included in the rights-of-way.



GENERAL GUIDELINES

Common Streetscape Elements

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

Meandered Sidewalk or Recreational Path

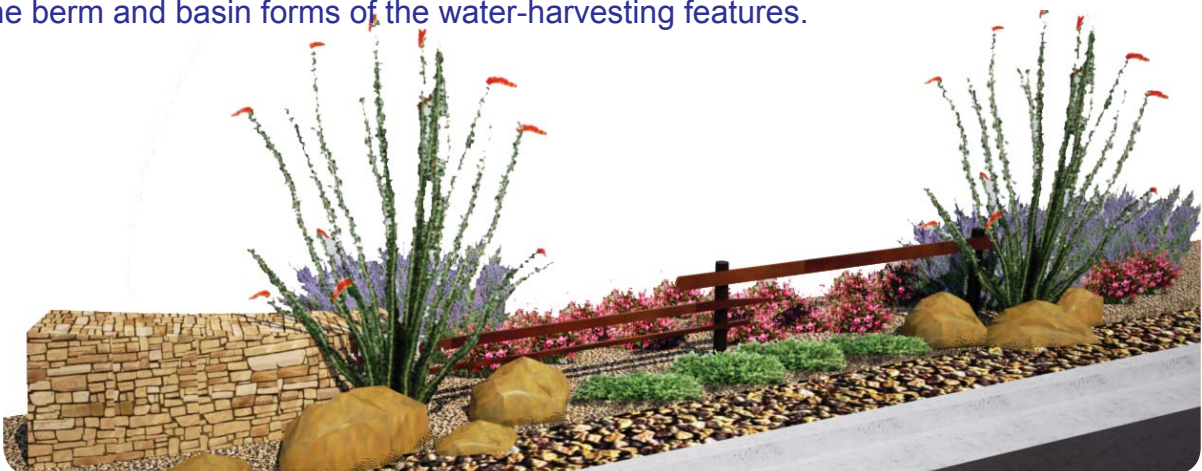
- Meandered sidewalk or recreational path as defined or recommended in the Town's *2012 General Plan* and the *Walk & Bike Plan*, separated from the back of curb where feasible.
- Sidewalk or recreational path meander should create occasional spaces between back of curb and the walk or path to allow for accent features while maintaining a minimum of 2 feet, 3 feet preferred, from the edge of the walk and adjacent features.

Streetscape: Back of Curb and Medians

- Landscape planting selected to provide year-round color. See the Character Zone Guidelines for zone-specific plant lists.
- Saguaro cactus planting is encouraged in all three Character Zones.
- Graded rock mulch as defined by the Character Zone Guidelines.
- Small boulder massings and selected accent plants located within the streetscape, in medians, between the meandered sidewalk and back of curb, as well as between the walk or path and the edge of right-of-way.
- Blended landscape in setbacks behind the right-of-way with landscape in the right-of-way to create a unified streetscape.

Medians

- Curb cuts and stormwater harvesting in streetscape medians composed of natural-appearing micro basins and berms.
- Low tapered stone-veneered walls up to 18" high located within the medians that complement the berm and basin forms of the water-harvesting features.



GATEWAYS + FOCUS AREAS

Gateways

To aid in evoking a sense of arrival, gateways have been identified for each of the four major entrances into the Town indicated on *Figure 2.2* below. These gateways should include the following:

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.

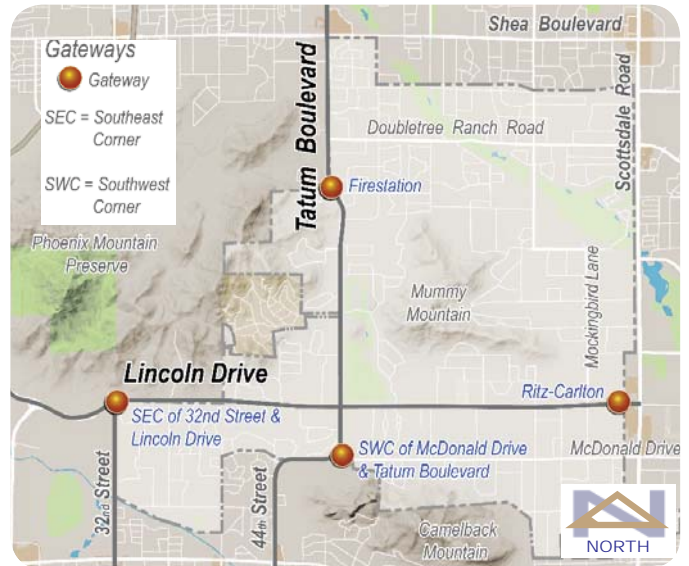
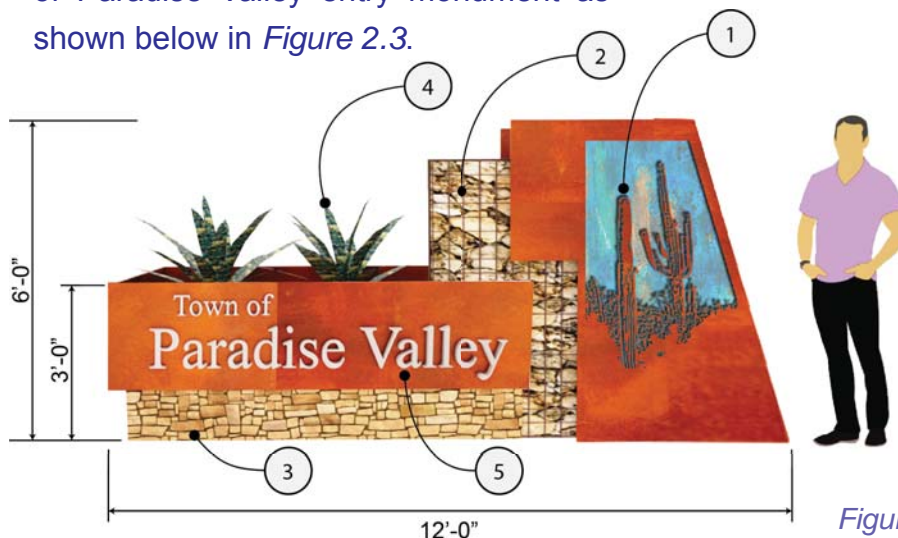


Figure 2.2: Gateway Locations

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*.



- 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

Figure 2.3: Gateway Entry Monument

Note - Graphics are conceptual in nature and do not necessarily represent the final design

GATEWAYS + FOCUS AREAS

Tatum + Lincoln Focus Area

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

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

The Plan recommends capturing the opportunities present at this major location through enhancements at the intersection itself as well as at the northwest and southwest corners, described in more detail below and in *Chapter 4 - Implementation*.

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.

Note - Graphics are conceptual in nature and do not necessarily represent the final design



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

GATEWAYS + FOCUS AREAS

Tatum + Lincoln Focus Area

“Pillars of the Community”

The Plan recommends the creation of a “Pillars of the Community”-themed open space garden (Figure 2.5) located on the southwest corner that recognizes distinguished past community members such as Supreme Court Chief Justice William Rehnquist, who served on the court from 1972 to his death in 2005, and Justice Sandra Day O’Connor, who served from 1981 to 2006.



Figure 2.5: “Pillars of the Community” Feature Concept for Public/Private Partnership Project

Contemplation Corner

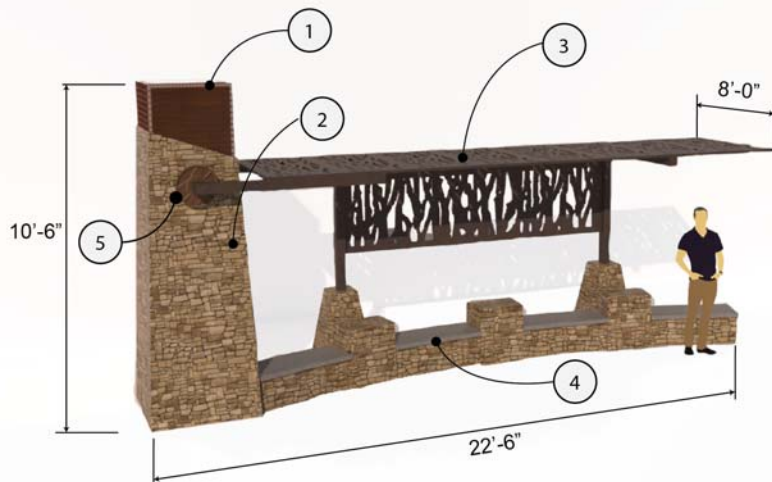
The Plan recommends developing a pedestrian-oriented hardscape and landscape plaza at the northwest corner of the intersection that incorporates a pillar and shade structure (Figure 2.7) that orients visitors towards Camelback Mountain (Figure 2.6). Development of the corner should take into consideration



Figure 2.6: Contemplation Corner Feature Concept

ways to promote appreciation of the mountain view. The feature should be developed to provide opportunities for visitors to take photographs with Camelback Mountain in the background with other iconic features of the Sonoran Desert such as Saguaro cactus.

Note - Graphics are conceptual in nature and do not necessarily represent the final design



- ① Weathered steel pillar cap with low voltage uplighting
- ② Stone veneer column
- ③ Shade trellis, weathered steel beams and slats
- ④ Stone veneer seatwalls and integrated planter
- ⑤ Weathered steel medallion

Figure 2.7: Shade Structure Concept

CHARACTER ZONES GUIDELINES

General Description

The three Character Zones were identified as a result of the design charrette meeting held early in the project. The Character Zones reflect the need to provide consistent guidelines for implementing a complementary streetscape while acknowledging the variety of land uses, varied views to the nearby mountains, and presence of churches and resorts along the Visually Significant Corridors. These Character Zones are depicted in *Figure 2.8*.

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.

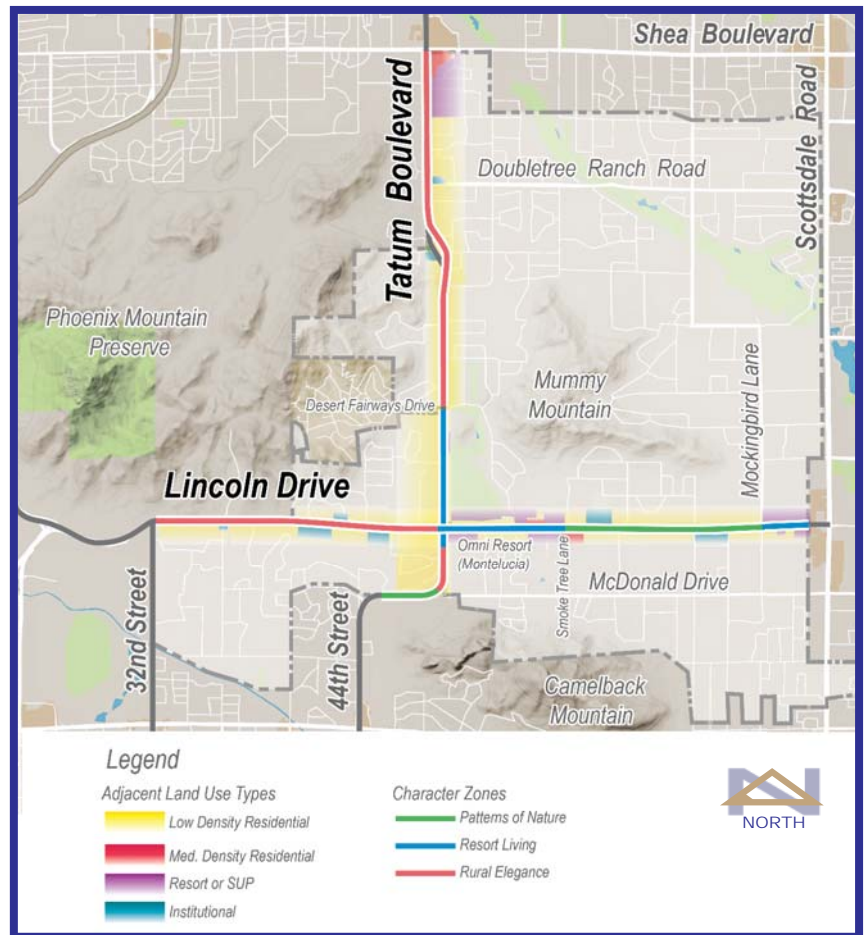


Figure 2.8: Character Zones Map

Detailed descriptions of the unique guidelines for each of the Character Zones is provided at the end of this chapter beginning on page 2.16.

"GOOD," "BETTER," "BEST" GUIDELINES

General Description

One goal of the Plan is to provide a range of options that can be implemented within the corridors that allow for variety and scalable applications from individual homeowners to large resorts while remaining cohesive. To accomplish this, tiers for implementing "Good," "Better," and "Best" options may be applied across any of the three Character Zones.

Each implementation option builds upon the previous by requiring additional design elements and/or materials from a menu of options described within each Character Zone.

The intent of each implementation option consists of the following:

GOOD: The baseline condition whereby the most basic elements of the Character Zone and General Guidelines are provided. Applies to right-of-way improvements by homeowners, minor improvements by Homeowners Associations (HOAs), utility improvements that do not require trenching, and lot splits.

BETTER: Builds upon the baseline condition by incorporating additional design elements and vertical components of the Character Zone. Applies to HOAs when replacing signs, redesigning entries or streetscape replacement, and subdivision wall improvements along the right-of-way; utility repairs that require trenching but are not associated with a Major Special Use Permit (SUP) property; improvements to places of worship; and for improvements associated with minor amendments to a Special Use Permit (SUP). The Town may also work with individual homeowners when the homeowner is interested in achieving this option to identify opportunities for cost-sharing on improvements.

BEST: Includes the composition of all design elements and materials that are suggested for the Character Zone. Applies to major SUPs, both new and seeking major amendment except for places of worship. Improvements at the Tatum Boulevard and Lincoln Drive intersection as well as at the gateway features should also seek to achieve the "Best" implementation option.

Lighting

The use of lighting within the Visually Significant Corridors is limited to maintain the Town's dark sky objectives and the overall rural feel of the community. To accomplish this, pathway lights may be included if spaced to provide wayfinding levels of light only. However, pathway lighting is not considered critical to the implementation of the Plan and omission of this element is acceptable regardless of Character Zone or implementation option level.

"GOOD," "BETTER," "BEST" GUIDELINES

General Description

Utility Screens

Reducing visual clutter in the streetscape is a high priority for the Plan, making the screening of utility boxes and above ground utilities critical to successful implementation of the "Good," "Better," and "Best" guidelines as described later in Chapter 4.

Table 2.1 is an abbreviated version of Table 4.1 found in Chapter 4, and provides a guide for determining when and to whom the "Good," "Better," or "Best" option should be applied.

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

"GOOD," "BETTER," "BEST" GUIDELINES

"Good" Criteria

Streetscape rights-of-way within the Visually Significant Corridors should include the following baseline elements to create continuity and achieve the goals of the Plan:

Landscape

Trees, shrubs, groundcovers and accents as recommended for the specific Character Zone. Use of the recommended accent plants for the Character Area is considered essential within the right-of-way planting area. Boulders are recommended but not required to achieve the "Good" level of implementation such as depicted in *Figure 2.9*.



Figure 2.9: Existing "Good" Level Landscape on Lincoln Drive

Rock Mulch

Rock mulch or decomposed granite as recommended for the specific Character Zone.

Hardscape

Meandered sidewalk or recreational path with integral colored concrete (Davis Colors "San Diego Buff") and salt finish to match the Town landscape standards.

Lighting

Lighting is not recommended in areas where the "Good" implementation option is being considered.

Utility Screening

At a minimum, above ground utilities should be painted to blend with their background as shown in *Figure 2.10*. Where multiple utility cabinets or other utilities will be located in close proximity, it is recommended that a higher-tiered option be implemented as clusters of painted cabinets would still remain visually impactful. The use of an aesthetic wrap that incorporates the character zone theme would be an option in conjunction with a painted exterior.

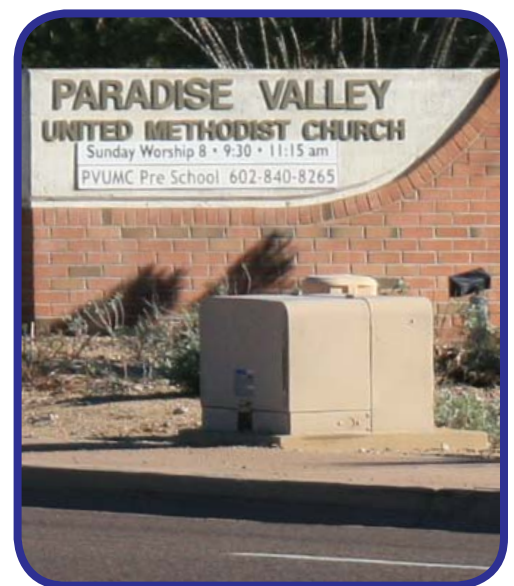


Figure 2.10: Existing Painted Utility

"GOOD," "BETTER," "BEST" GUIDELINES

"Better" Criteria

Medians and streetscapes within the Visually Significant Corridors that are required to achieve a "Better" implementation level as defined in *Chapter 4* should include the following elements such as those depicted in *Figure 2.11*:

Landscape

Trees, shrubs, groundcovers, and accents as recommended for the specific Character Zone. Boulders, arranged in random natural clusters, are to be included in the landscape.

Rock Mulch

Rock mulch or decomposed granite as recommended for the specific Character Zone.

Hardscape

Specialty paving in the landscape area may be added in combination with the meandered sidewalk or path as described in the specific Character Zone.

Site Furnishings and Features

Low, stone veneered accent walls placed within the landscape and medians.

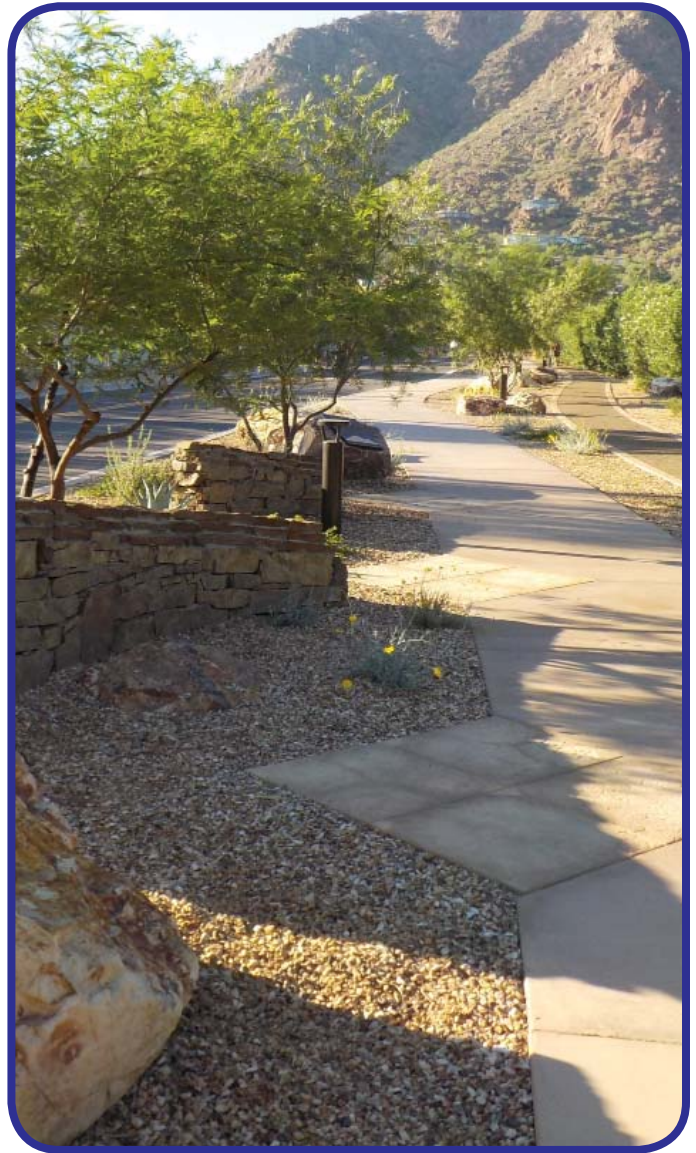


Figure 2.11: Existing Streetscape at 56th Street South of Lincoln Drive, with Low Stone Veneered Walls, Solar Lighting and Pedestrian-scaled Specialty Paving

"GOOD," "BETTER," "BEST" GUIDELINES

"Better" Criteria



Figure 2.12: Solar Lighting Bollard

Lighting

Solar pathway bollards of the type used along 56th Street south of Lincoln Drive as shown in *Figure 2.12* are recommended for most areas of the corridors where wayfinding lighting is desired, spaced within the landscape as visual “bread crumbs” that lead pedestrians through the landscape. Use of this lighting type does not require electrical service allowing for greater flexibility in implementation and providing an alternative to other low-voltage lighting options.

Utility Screening

Utility screening should incorporate the materials used elsewhere within the Visually Significant Corridors, such as stone and patterns selected from the applicable Character Zone. An example of the use of a mountain motif and stone columns is that used at 56th Street near Mountain Shadows Resort and shown in *Figure 2.13* below.



Figure 2.13: Existing Utility Screens at 56th Street, South of Lincoln

“GOOD,” “BETTER,” “BEST” GUIDELINES

“Best” Criteria

Medians and streetscapes within the Visually Significant Corridors that are required to achieve a “Best” implementation level as defined in *Chapter 4* should include the following elements, depicted in *Figure 2.14* below.

Landscape

Lush desert planting to include trees, shrubs, groundcovers, and accents as recommended for the specific Character Zone. Boulders, arranged in random natural clusters, are to be included in the landscape.

Rock Mulch

Rock mulch or decomposed granite as recommended for the specific Character Zone.

Hardscape

Specialty paving in the landscape area as well as roadway paving at nodes and gateway locations as described in the specific Character Zone. Center turn lanes between medians should also be paved with a specialty paver as defined in the Character Zone.

Site Furnishings and Features

Site furnishing and features as described in the specific Character Zone in addition to the low, stone veneered accent walls placed within the landscape and medians.



Figure 2.14: Rendering of Example “Best” Streetscape in the Rural Elegance Character Zone

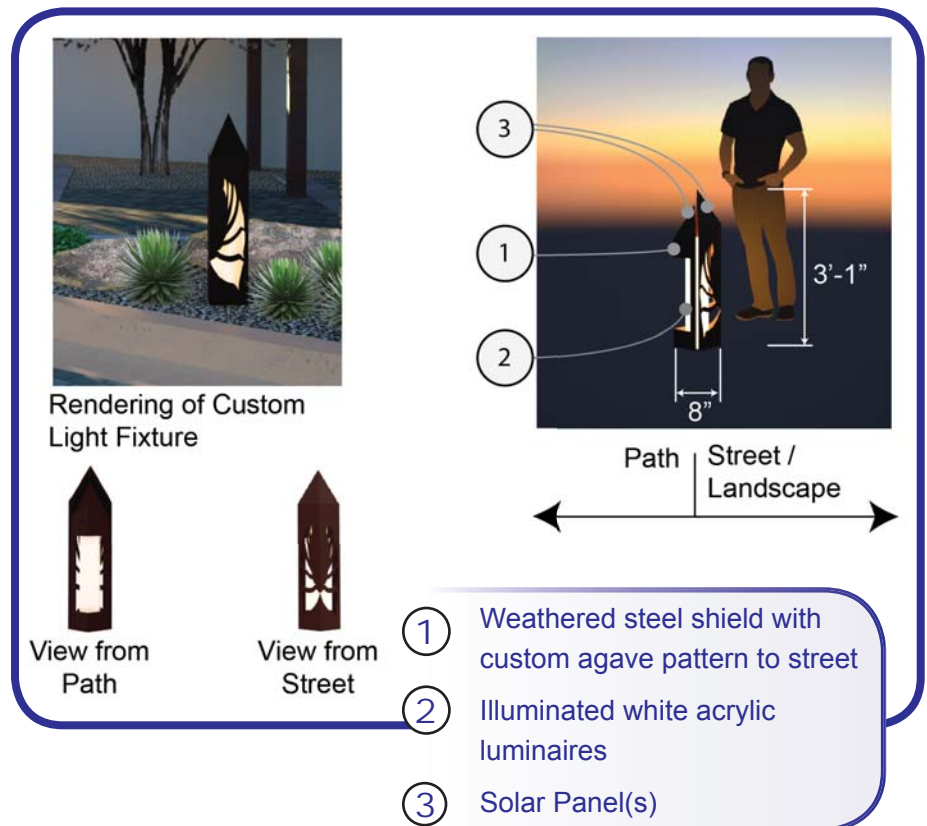
Note - Graphics are conceptual in nature and do not necessarily represent the final design

"GOOD," "BETTER," "BEST" GUIDELINES

"Best" Criteria

Lighting

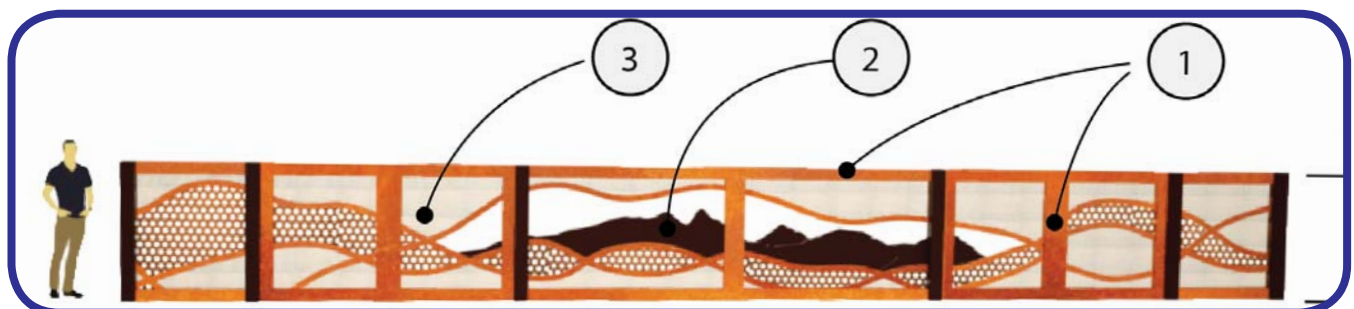
A custom light is proposed for areas where enhanced implementation of the Plan is appropriate. The custom fixture, shown in the concept graphics, incorporates symmetric agave pad patterns that cast light onto the path while creating a low-light luminaires effect overall. The preferred option by the Town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



Utility Screening

The variation between the "Better" and "Best" options for utility screening consists of providing continuous themed panels to provide a themed screen where multiple above-ground utilities are located in close proximity. The graphic below shows the inclusion of weathered steel framed panel segments which are able to be opened at multiple locations. This is combined with a layered cut-metal mountain motif and varying the opening size of a metal mesh to create layering and visual movement in the screen patterns. The option for incorporating other patterns of nature or mountain motifs in the screening with Town approval is available to allow for better blending of the screen with the theme of the adjacent development.

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



Note - Graphics are conceptual in nature and do not necessarily represent the final design

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PATTERNS OF NATURE CHARACTER ZONE

Design Guidelines

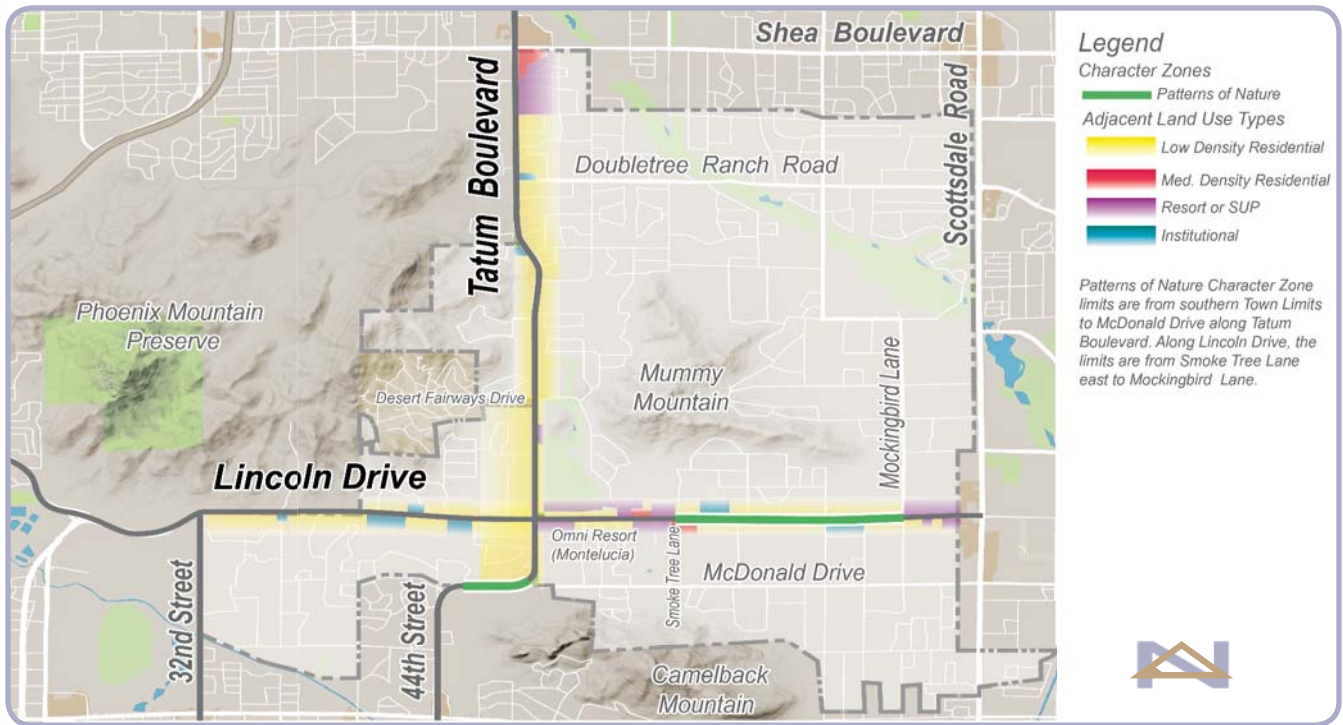


Figure 2.15: Location of Patterns of Nature Zones Highlighted in Green

Overview

The Patterns of Nature Character Zone integrates stylized nature patterns of plant forms and landforms into the corridor. This character zone is for use in areas where mountain views are currently less visible and/or blocked by development. In these areas, the mountains should be represented or “brought down” into the streetscape. Characteristics of this zone intended to accomplish this include:

- A landscape palette that emphasizes the unique plant material shapes of succulents and cacti, such as Agave, Ocotillo, Yucca, Boojum Tree, and Saguaro.
- Stylized plant forms and patterns in selectively placed roadway paving areas.
- Stylized mountain motifs in vertical art elements.



PATTERNS OF NATURE CHARACTER ZONE

Design Guidelines

Patterns and Colors

A representative pattern for this character zone is symbolized by the radial spines of the golden barrel cactus extended out from a common center. This pattern should be an example of the development of hardscape patterns, vertical screens, or other elements where artistic interpretation is an opportunity. *Figure 2.16* shows one way this can be interpreted to create a hardscape pattern.



Figure 2.16: Representative Barrel Cactus-inspired Paving Pattern

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

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

Pantone
318-7 U

Pantone
35-6 U

Pantone
301-5 U

Materials

The materials for the character zone are representative of a palette of organic materials and products that are characteristic of nature and naturally occurring patterns. The intention of the palette is to provide foreground amenity to supplant distant views that are blocked or obscured. The Davis Colors “San Diego Buff” colored concrete with a salt finish used throughout the Town is the base treatment for hardscape in this Character Zone.

PATTERNS OF NATURE CHARACTER ZONE

Design Guidelines

Accents of rustic pavers such as those pictured in *Figure 2.17* bring natural textures into the streetscape.

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

Rock mulch and boulders should be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns, such as “Express Gold”, to

bring the colors of the Character Zone into the ground plane. Rock size should incorporate larger pit run aggregates into the rock mulch to provide a more natural texture reminiscent of desert landscapes. A 3" minus graded mulch is recommended for landscape areas.

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

Plant Materials

Plant materials should be selected from the Patterns of Nature Plant List on the adjacent page to provide at least two plant species that are in bloom in each of the four seasons. The use of architectural, unique plant species is encouraged. No fountain grasses or other invasive species are to be used in the planting palette. The complete Visually Significant Corridors Plant List with photos is also included on pages 2.26 through 2.35 at the end of this section.

Recommended Accents

Include Golden Barrel Cactus and Ocotillo as part of the planting palette to create continuity within the Character Zone.



Figure 2.17: Existing Use of Rustic Pavers, Desert Plant Motifs and Landscape



PATTERNS OF NATURE CHARACTER ZONE

Design Guidelines

Patterns of Nature Plant List

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

PATTERNS OF NATURE CHARACTER ZONE

“Good” Design Guidelines

The ‘Good’ option of the Patterns of Nature includes the most basic elements of the Character Zone, as represented in *Figure 2.18*.

Planting

Planting should include a tree from the Patterns of Nature plant list in random patterns at a density of approximately one tree for every 75 feet of street frontage or equivalent groupings to provide shade over the walks. Greater tree densities may be used but trees should be clustered with attention to creating view corridors.

Native and native-adaptive flowering shrubs and groundcovers should be intermixed with succulents and boulders to provide a natural but lush planting pattern. Understory planting should seek to achieve approximately 60% live cover in all planting areas.

Ocotillo planting is encouraged to create continuity within the Character Zone.

Boulders & Rock Mulch

The use of boulders in the landscape is recommended but not required. Boulders and the use of a 3" minus rock mulch help establish the appearance of a desert mountain landscape.

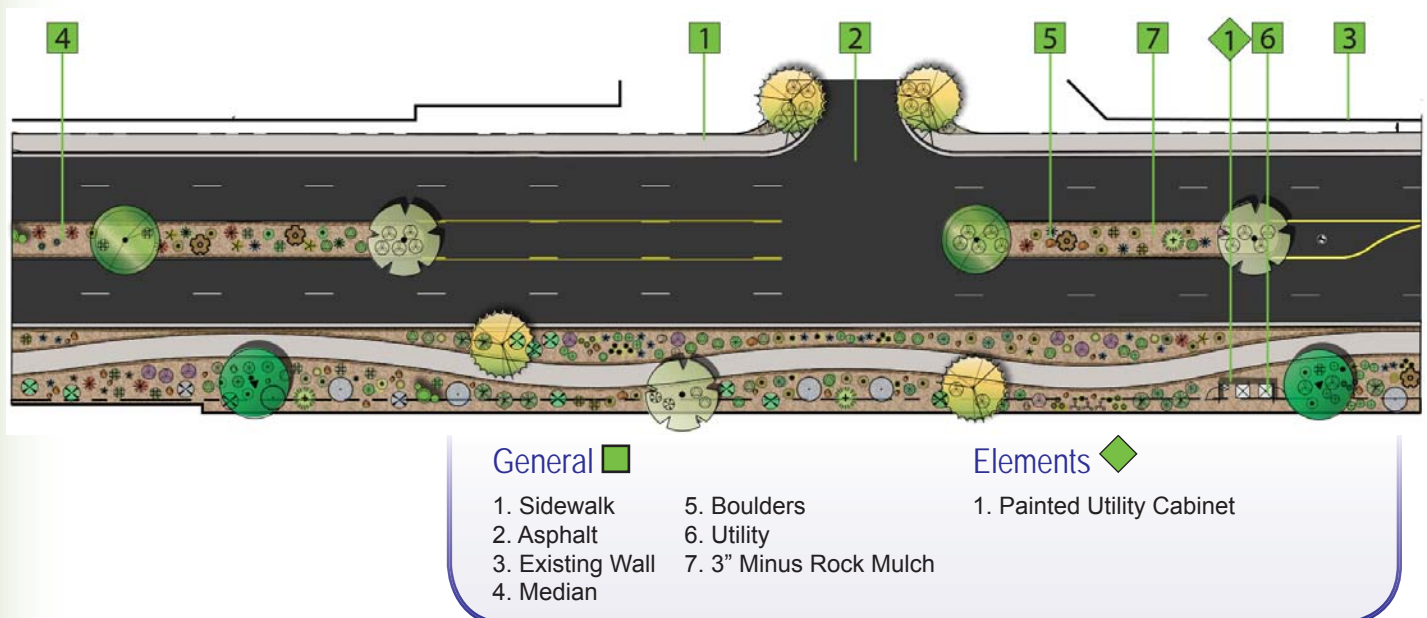


Figure 2.18: Representative “Good” Patterns of Nature Streetscape Plan

PATTERNS OF NATURE CHARACTER ZONE

“Better” Design Guidelines

The ‘Better’ option of the Patterns of Nature starts to bring in specialized hardscape and more vertical components of the Character Zone design elements, such as depicted in *Figure 2.19*.

Planting

In addition to the elements of the “Good” option, additional plant material should be added to increase the number of trees and amount of color in the landscape. Approximately 65% live cover should be provided excluding trees and hardscape.

Accent Walls

Low stone veneer accent walls should be introduced into the medians and other landscape area. Screen walls should be included to hide utilities and unattractive existing features that cannot be removed.

Lighting

Low level lighting as wayfinding along sidewalks and multi-use paths at an average distance of 75 feet may be incorporated into the landscape.

Hardscape

Integration of themed paving patterns or pavers along sidewalks and paths should be included at pedestrian-oriented locations in the streetscape.

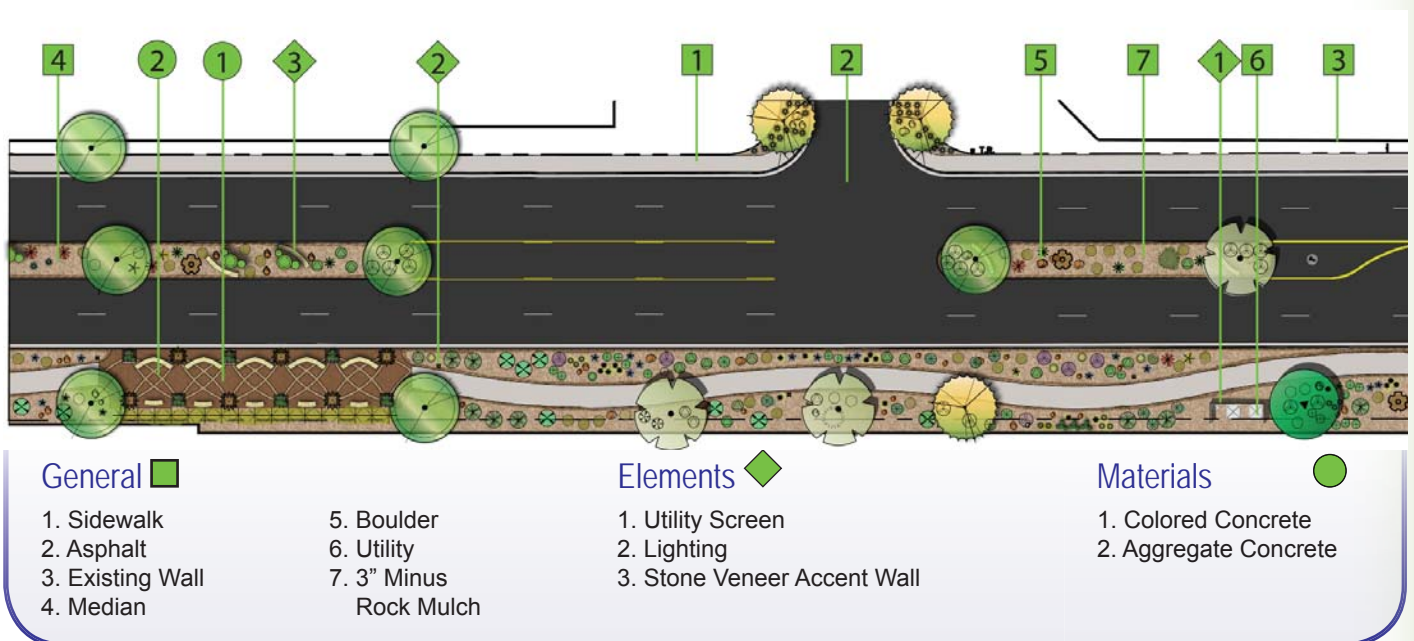


Figure 2.19: Representative “Better” Patterns of Nature Streetscape Plan

PATTERNS OF NATURE CHARACTER ZONE

“Best” Design Guidelines

The “Best” option of the Patterns of Nature Character Zone combines all elements of the “Good” and “Better” options. Patterns of Nature thematic patterns and designs should be consistently followed throughout the entire project as demonstrated in *Figure 2.20* and *Figure 2.21*.

Planting

Approximately 65% live cover should be provided excluding trees and hardscape.

Planting should incorporate unique, architectural plants such as the Boojum Tree, Coral Aloe and the Night-blooming Cereus in addition to the flowering shrubs, groundcovers, and accent plant material prescribed for the “Good” and “Better” options.

Lighting

An upgrade of lighting from the “Better” to the “Best” option should include a more thematic custom design that creates the effect of luminaires while providing wayfinding light-levels.



Figure 2.20: “Best” Patterns of Nature Conceptual Perspective

Note - Graphics are conceptual in nature and do not necessarily represent the final design

PATTERNS OF NATURE CHARACTER ZONE

"Best" Design Guidelines

Hardscape

Use of nature-inspired patterns in the streetscape as paving is encouraged to define the corridor while highlighting the beauty of the Sonoran Desert.

Accent Walls

Weathered steel sculptural split-rail should be integrated into the low stone veneer accent walls being included in the medians and the landscape zones.

Screen Walls

Screen walls that incorporate patterns from desert motifs such as mountains and plant materials should be included to hide utilities and unattractive existing features that cannot be removed.

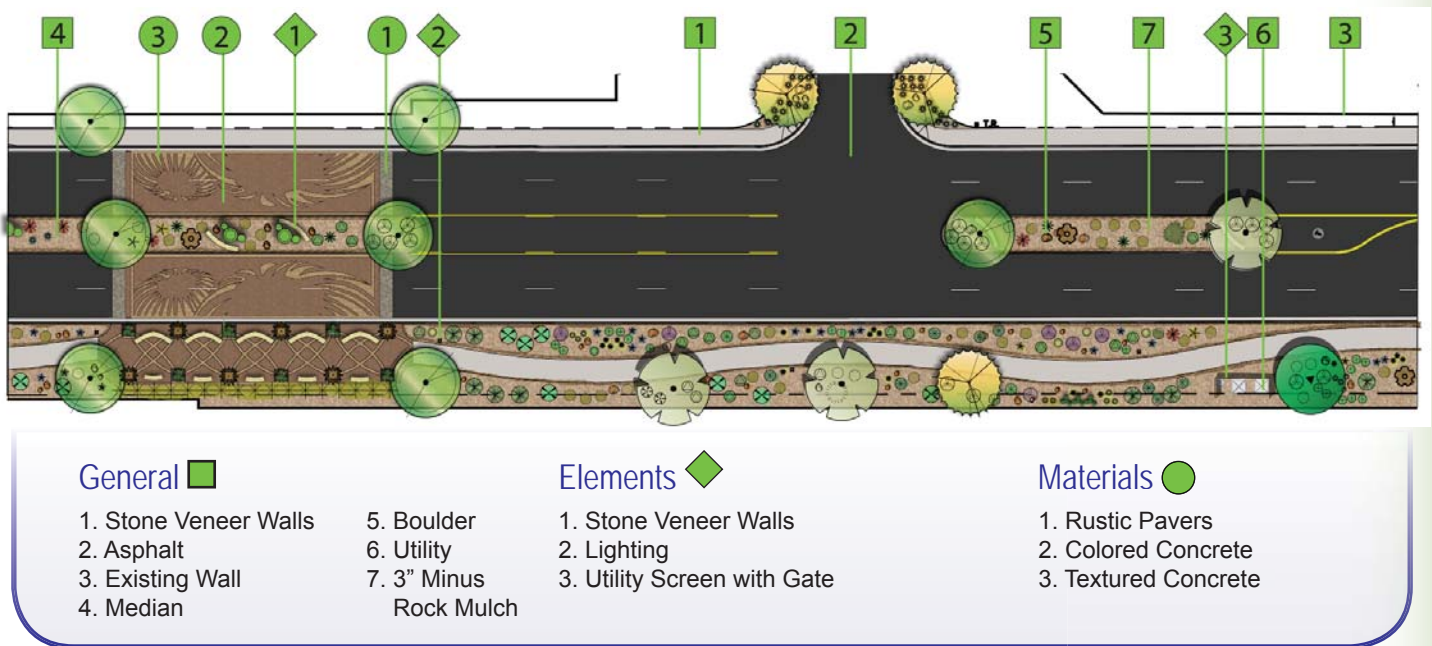


Figure 2.21: Representative "Best" Patterns of Nature Streetscape Plan

RESORT LIVING CHARACTER ZONE

Design Guidelines



Figure 2.22: Map of Resort Living Character Zones Highlighted in Blue

Overview

The Resort Living Character Zone (Figure 2.22) celebrates the higher quality and refined style of the many resorts within the Town and along the Visually Significant Corridors. This character zone is for areas adjacent to where resorts occur and along areas that connect resort properties. Characteristics of this zone include:

- Green and lush landscaping. Use of landscape materials with prominent colors and/or long-lasting flowering periods.
- Accent landscape lighting is encouraged to create a colorful, safe, and beautiful space at night that supports a vibrant nightlife at the resorts.
- Stylized accent features and furnishings that highlight a southwest resort setting. Use natural materials in a modern way.
- Pedestrian-scaled spaces that use landscape, site furnishings, tree canopies, and shade structures to create outdoor rooms that are an extension of the resort space or property.
- Landscape settings and frame views that are worthy of photographing.
- Landscape elements that visually encourage traffic to maintain slower speeds.

RESORT LIVING CHARACTER ZONE

Design Guidelines

Patterns and Colors

The intent of this Character Zone is to encourage the extension of the adjacent resort property's design character into the right-of-way's landscape/streetscape. Doing so will allow the development of resort style landscape settings that deepen the front yard, common area, and entries to the resorts.



Note - Graphics are conceptual in nature and do not necessarily represent the final design

Other patterns include the planting of landscape materials in lush massing to blend the natural planting patterns of the other Character Zones with the resort property's design style and plant palette. Plant materials used in public rights-of-way are from the Phoenix Active Management Area Low Water Use/ Drought Tolerant Plant List.

Colors that are prevalent at the adjacent resort property may be used in the character zone to strengthen the connection between the outdoor rooms and the resort properties. Other approved colors are those of the Patterns of Nature palette to establish visual continuity within the corridor, which include medium to dark reddish browns and medium greens.

Pantone
66-3 U

Pantone
47-8 U

Pantone
297-7 U

Materials

The materials for the character zone should emulate or continue the materials used at the adjacent resort property. The intention of the palette is to provide a physical and visual connection to the adjacent resort property. However, the use of water in fountains or other decorative use of water is prohibited in the public right-of-way. On-site uses of water visible from the right-of-way should be limited to focal areas such as entries and other prominent features.

RESORT LIVING CHARACTER ZONE

Design Guidelines

Rock mulch and boulders should be selected from the same quarry to ensure color compatibility. The rock color should consist of both golds and browns to bring the colors of the Character Zone into the ground plane. A 1/2" or 3/4" minus graded mulch is recommended for landscape areas.

Hardscape should be a combination of integral colored concrete and specialty concrete pavers (or similar) that are in keeping with the adjacent resort's design character such as shown in *Figure 2.23*.



Figure 2.23: Example Use of Stone Veneer and Decorative Paving at Resort Setting

Plant materials should be selected from the Resort Living Plant List on the adjacent page to provide at least two plant species that are in bloom in each of the four seasons. No fountain grasses or other invasive species are to be used in the planting palette. The complete Visually Significant Corridors Plant List with photos is also included on pages 2.43 through 2.52 at the end of this section.

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

Custom accent features, seatwalls, and site furnishings that are in keeping with the adjacent resort's design character should be integrated in the streetscape.

Recommended Accents

Include masses of Agave, Aloe, and Yucca along with flowering desert tree species in the planting palette to create continuity within the Character Zone.



RESORT LIVING CHARACTER ZONE

Design Guidelines

Resort Living Plant List

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

RESORT LIVING CHARACTER ZONE

“Good” Design Guidelines

The “Good” option of the Resort Living Character Zone includes the most basic elements required to achieve the goals of the Plan. A key feature of Resort Living is the use of landscape spaces and plant massing to create outdoor rooms in which pedestrians and motorists enter a new experience within these areas of the Visually Significant Corridors such as shown in *Figure 2.24*.

Planting

The design should provide sweeping plant massings that layer color and forms within the streetscape to complement the curves of the recreational paths or meandered sidewalk. Tree plantings should be slightly denser than in other Character Zones, with an average of one tree for every 40 feet of street frontage. Outdoor rooms created using shade trees or flowering tree species should be planned in the streetscape that extend through the median to the opposite side of the road as shown in the conceptual plan below.

Flowering shrubs, groundcovers, and visually interesting accent plants should achieve approximately 65% live cover in all planting areas. The use of vibrant flowering species is encouraged in this Character Zone.

Boulders & Rock Mulch

Boulders and the use of screened decomposed granite create a refined ground plan that can function like a canvas for the vibrant and interesting plant species.

Hardscape

Integration of themed paving patterns or pavers along sidewalks and paths should be considered at pedestrian-oriented outdoor rooms at the “Good” level, but are not required.

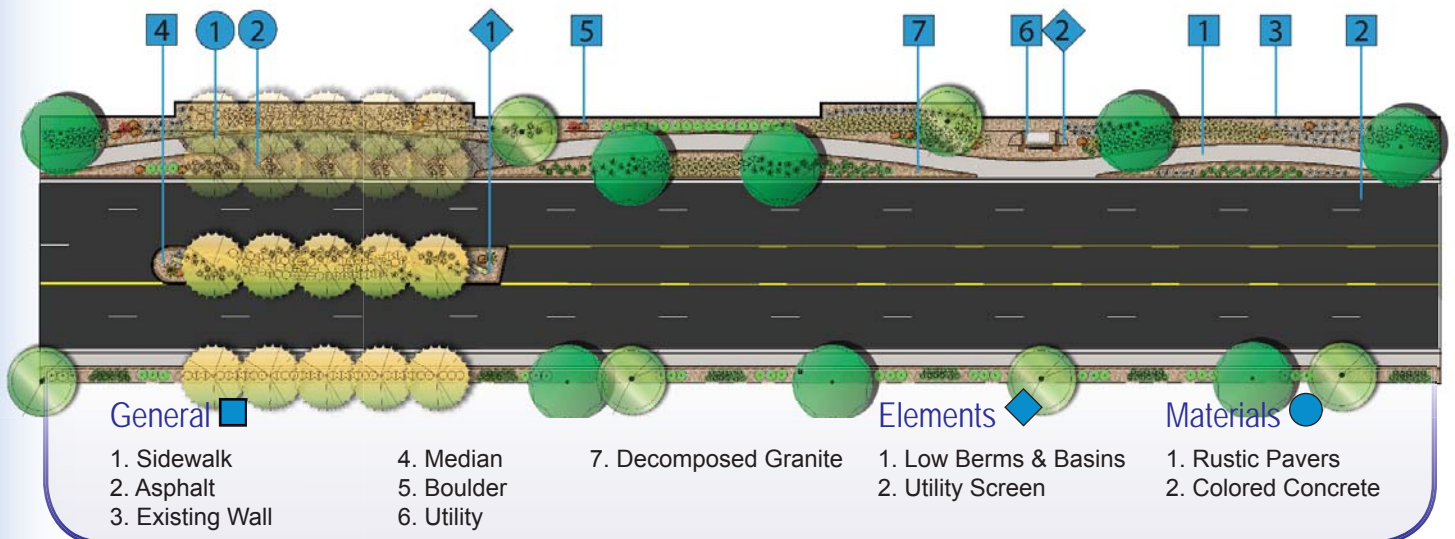


Figure 2.24: Representative “Good” Resort Living Streetscape Plan

RESORT LIVING CHARACTER ZONE

“Better” Design Guidelines

The “Better” option of Resort Living starts to bring in the more vertical components of the Character Zone design elements as shown in *Figure 2.25*.

Planting

In addition to the elements of the “Good” option, additional plant species should be added to increase the amount of color in the landscape. Approximately 70% live cover should be provided excluding trees and hardscape.

Accent Walls

Low stone veneer accent walls should be introduced into the medians and other landscape areas. Screen walls should be included to hide utilities and unattractive existing features that cannot be removed.

Lighting

Low level lighting as wayfinding along sidewalks and multi-use paths at an average distance of 75 feet may be incorporated into the landscape.

Hardscape

Integration of themed paving patterns or pavers along sidewalks and paths is required at pedestrian-oriented outdoor rooms. The use of vehicle-rated pavers or decorative concrete to extend the paving pattern of the outdoor room should be considered but is not required at the “Better” level of implementation.

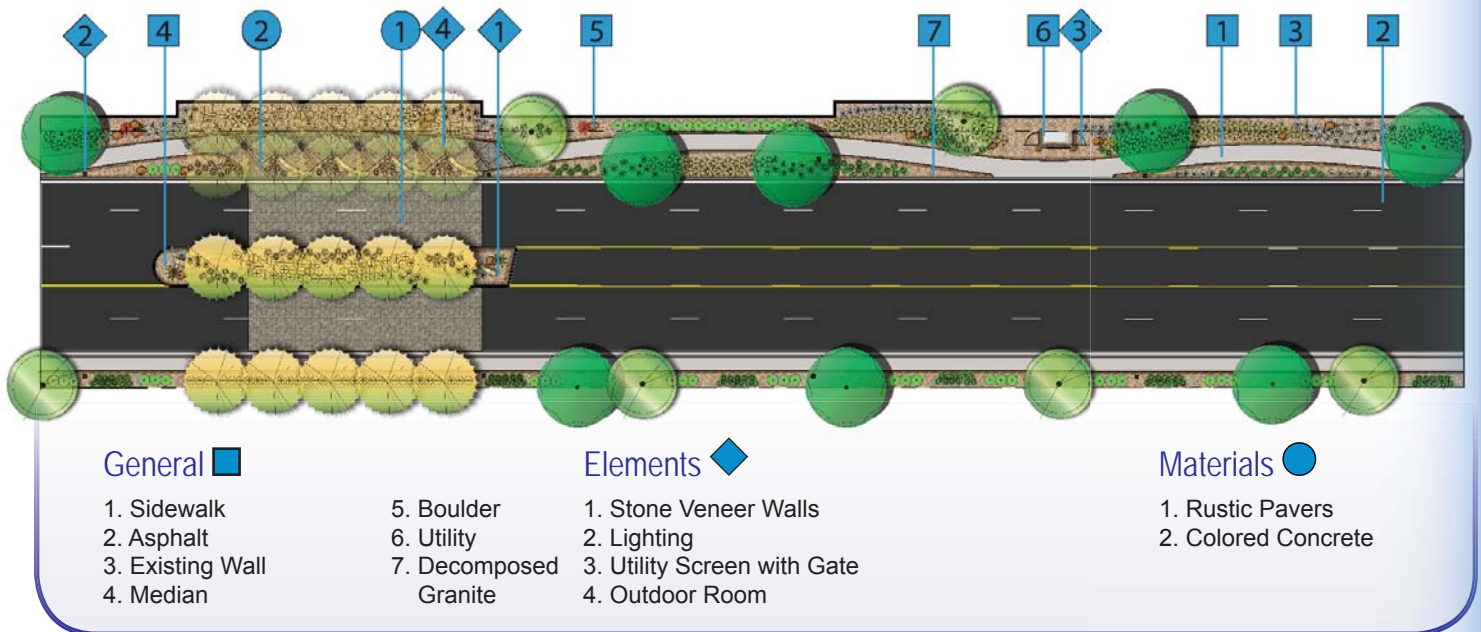


Figure 2.25: Representative “Better” Resort Living Streetscape Plan

RESORT LIVING CHARACTER ZONE

“Best” Design Guidelines

The “Best” option of the Resort Living Character Zone combines all elements of the “Good” and “Better” options with the addition of site furnishings and trellis structures that span the sidewalks or paths to further reinforce the pedestrian-areas and outdoor rooms. (See *Figure 2.26* and *Figure 2.27*.)

Planting

Approximately 75% live cover should be provided excluding trees and hardscape.

Planting should incorporate unique, architectural plants such as the Boojum Tree and the Night-blooming Cereus in addition to the flowering shrubs, groundcovers, and accent plant material proscribed for the “Good” and “Better” options.

Lighting

An upgrade of lighting from the “Better” to the “Best” option should include covers that function as luminaires while providing wayfinding light-levels, supporting the upscale appeal of the resort areas at night.

Hardscape

Use of decorative pavers that incorporate the patterns and colors of the resort or institution is required in the pedestrian areas and paving to define the groundplane of the outdoor rooms. Planting areas, seatwalls, and other site furnishings are to be fully integrated into the hardscape design.

Note - Graphics are conceptual in nature and do not necessarily represent the final design



Figure 2.26: “Best” Resort Living Conceptual Perspective

RESORT LIVING CHARACTER ZONE

"Best" Design Guidelines

Accent Walls

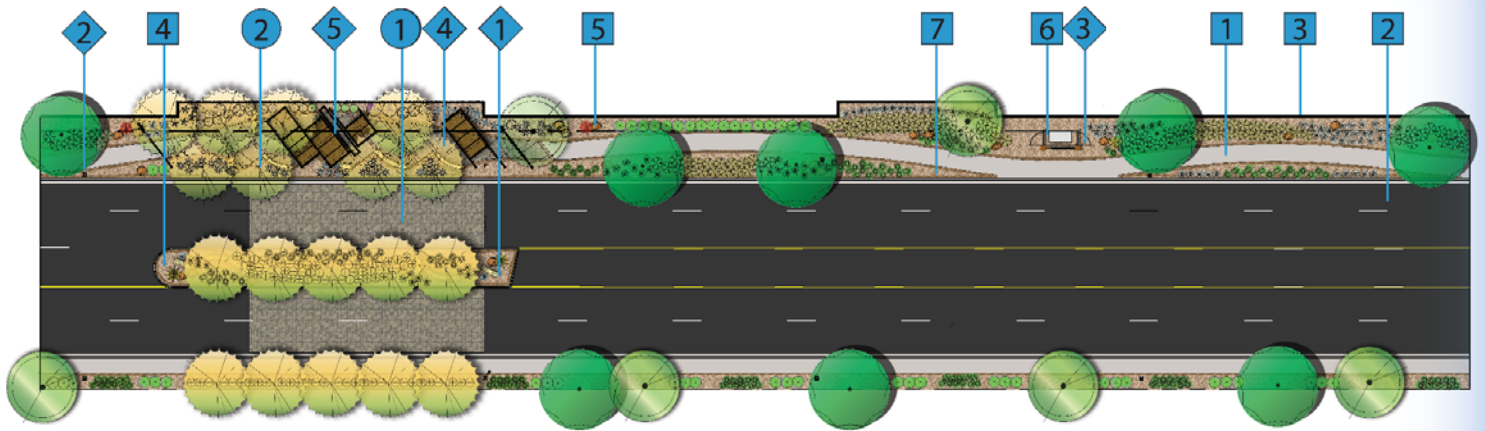
Weathered steel sculptural split-rail should be integrated into the low stone veneer accent walls in the medians.

Screen Walls

Screen walls that incorporate patterns from desert motifs such as mountains and plant materials should be included to hide utilities and unattractive existing features that cannot be removed.

Structures

Pedestrian-scaled trellis and shade structures should be considered at the outdoor room areas within the Resort Living Character Zone. The concept shown in the Plan incorporates detached sections placed in series along the path to create an experience similar to an art walk.



General ■

- 1. Sidewalk
- 2. Asphalt
- 3. Existing Wall
- 4. Median

Elements ◆

- 1. Stone Veneer Walls
- 2. Lighting
- 3. Utility Screen with Gate
- 4. Outdoor Room
- 5. Trellis and Frames
- 6. Utility
- 7. Decomposed Granite

Materials ●

- 1. Rustic Pavers
- 2. Colored Concrete

Figure 2.27: Representative "Best" Resort Living Streetscape Plan

RURAL ELEGANCE CHARACTER ZONE

Design Guidelines

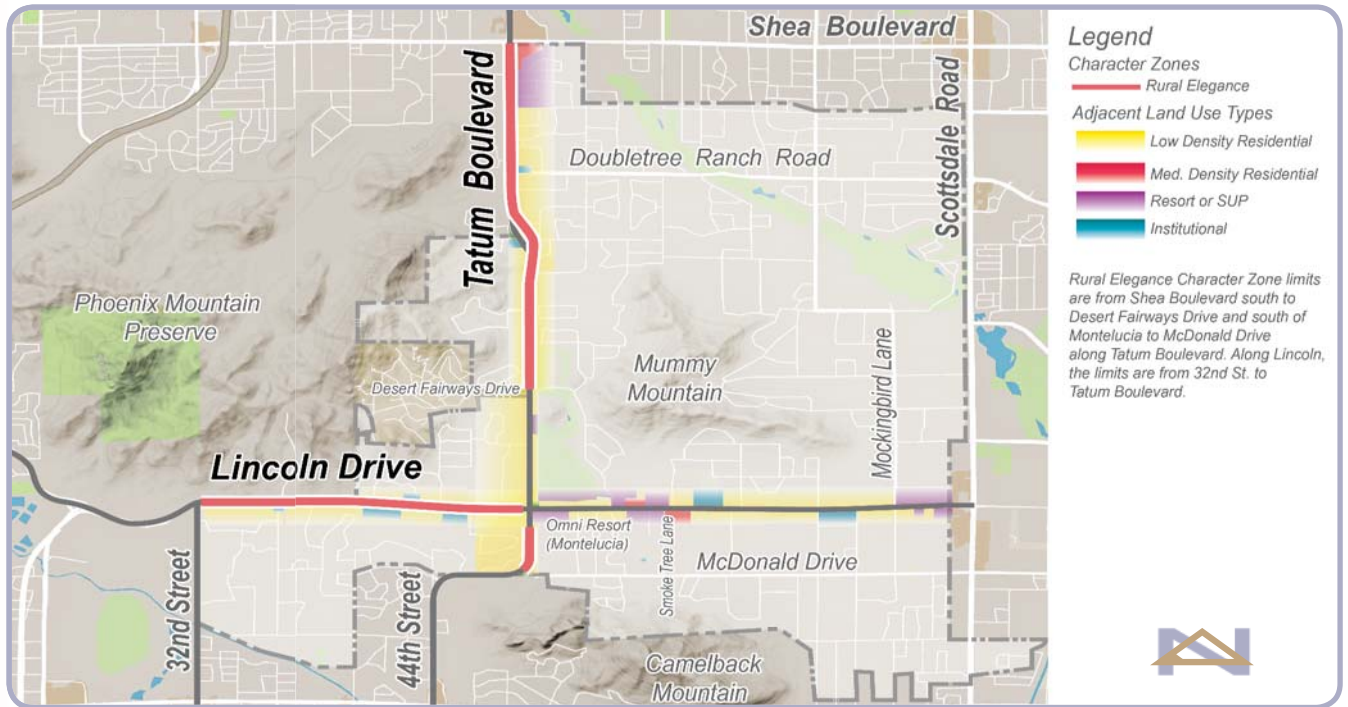


Figure 2.28: Map of Rural Elegance Character Zones Highlighted in Red

Overview

The Rural Elegance Character Zone embraces the historical setting of Paradise Valley by utilizing rural forms and motifs. This character zone is being considered for use in areas where mountain views should be preserved and emphasized. Characteristics of this zone include:

- Picturesque and expansive views of Camelback, Mummy, and Phoenix mountains.
- Accentuated horizontal forms and a rural setting. Minimize tree planting to maintain views. Emphasize horizontal, low, and colorful landscape planting. Turf where appropriate outside the right-of-way.
- Use of Saguaro and boulders to emphasize the desert character while not obstructing mountain views.



Figure 2.29: Example of Painted Metal Panel Using Mountain Motif

RURAL ELEGANCE CHARACTER ZONE

Design Guidelines

Patterns and Colors

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

Landscape materials should be selected from the Rural Elegance Plant List and planted in small massings that reflect the planting patterns of the natural desert (see *Figure 2.30*). Sonoran native trees should be intentionally located to frame the mountain views. No fountain grasses or other invasive species are to be used in the planting palette.

Saguaro should feature prominently within this Character Zone, planted among massings of desert groundcovers and accents such as in *Figure 2.31*.



Figure 2.30: Example Use of Colored Concrete, Decomposed Granite and Boulders



Figure 2.31: Example Use of Saguro Plantings

RURAL ELEGANCE CHARACTER ZONE

Design Guidelines

Base colors should include those seen in the Sonoran Desert environment: browns, medium-to dark-reddish browns, and tans, with main accents of muted reds or rust and limited accents of muted blues and muted greens.

Pantone
66-3 U

Pantone
47-8 U

Pantone
75-1 U

(Note: Colors to be muted by lowering the luminance of the primary color.)

Materials

Materials for this character zone should be a high quality and rustic in character, reflecting a rural setting. Examples include rustic cut pavers, stone veneer, and the use of weathered steel to create split rail accent

elements such as shown in *Figure 2.32*. Exposed aggregate concrete, salt finished concrete sidewalks, and colored concretes used in the other character zones are also compatible with this zone, creating continuity within the Visually Significant Corridor.

Note - Graphics are conceptual in nature and do not necessarily represent the final design

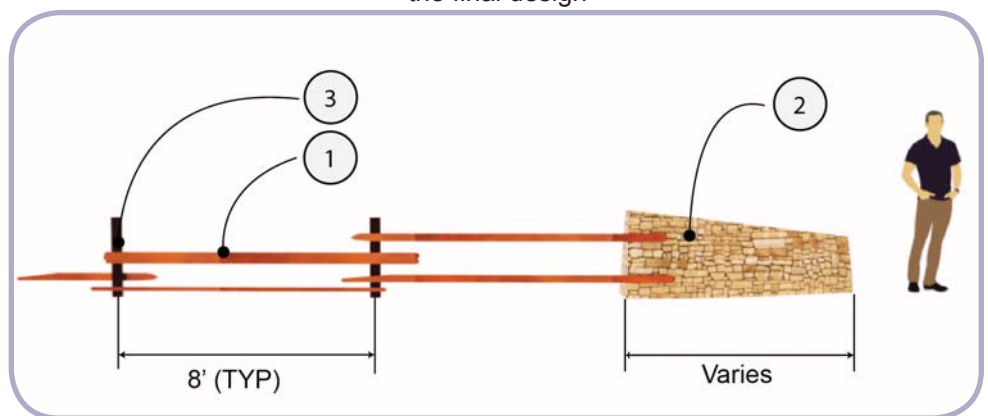


Figure 2.32: Example of Split Rail and Stone Veneer Accent Element

- 1 Weathered steel rails
- 2 Stone veneer walls
- 3 Tube steel posts

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

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

RURAL ELEGANCE CHARACTER ZONE

Design Guidelines

Rural Elegance Plant List

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

RURAL ELEGANCE CHARACTER ZONE

“Good” Design Guidelines

The “Good” option of Rural Elegance, shown conceptually in *Figure 2.33* below, is an enhancement to much of the existing natural landscape present in the Town currently and referenced in Chapter 3.

Planting

The landscape palette primarily includes native species to the Sonoran Desert augmented with flowering native-adapted plants. Landscape is arranged in natural patterns and vertical elements such as trees or cacti should be placed to bring attention to the beautiful mountain backdrops of the Town. All plants selected for use near drives and intersections must adhere to the Town’s requirements of sight visibility/corner vision requirements. Tree plantings should be less dense than in other Character Zones, with an average of one tree for every 50-100 feet of street frontage. Saguaro should be used to supplement the lower tree density.

Mostly native accents with additional flowering shrubs and groundcovers should be planted to achieve approximately 45% live cover in all planting areas.

Boulders & Rock Mulch

Boulders and the use of a 3" minus rock mulch reinforce the rural desert landscape aesthetic.

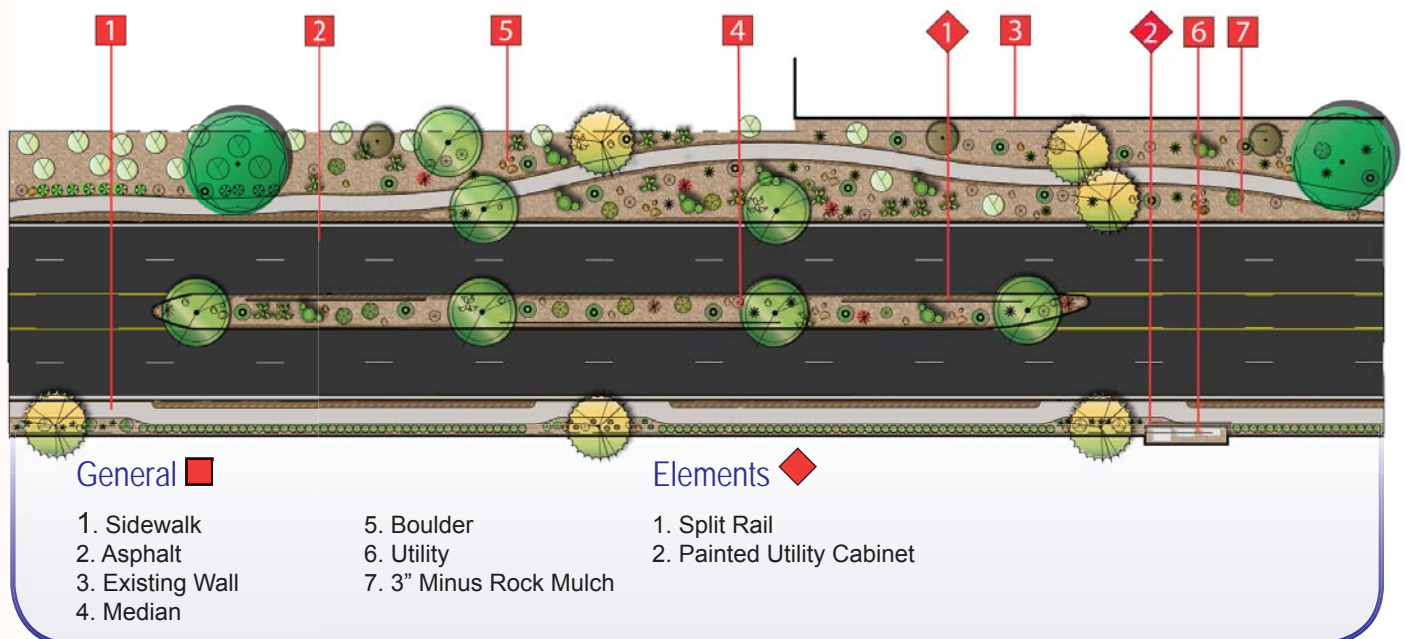


Figure 2.33: “Good” Rural Elegance Conceptual Streetscape Plan

RURAL ELEGANCE CHARACTER ZONE

“Better” Design Guidelines

The “Better” option of Rural Elegance, brings in its main design element of the split rail fence with stone veneer “bookends” in the streetscape. A higher level of density and diversity of plant material is seen in the landscape, bringing contrasting colors and heights (see *Figure 2.34*).

Planting

Additional plant material should be added to the “Good” level of implementation without increasing the number of trees. Instead, Ocotillo should be used in conjunction with saguaro to further enhance the appearance of a High Sonoran Desert landscape. Approximately 50% live cover should be provided excluding trees and hardscape. Median improvements in this level include a boulder themed accent plant arrangement.

Accent Walls

Metal split rail elements combined with low stone veneer accent walls should be used in the landscapes as well as the medians to enforce the intended rural aesthetic.

Lighting

Low level lighting as wayfinding along sidewalks and multi-use paths at an average distance of 75 feet may be incorporated into the landscape.

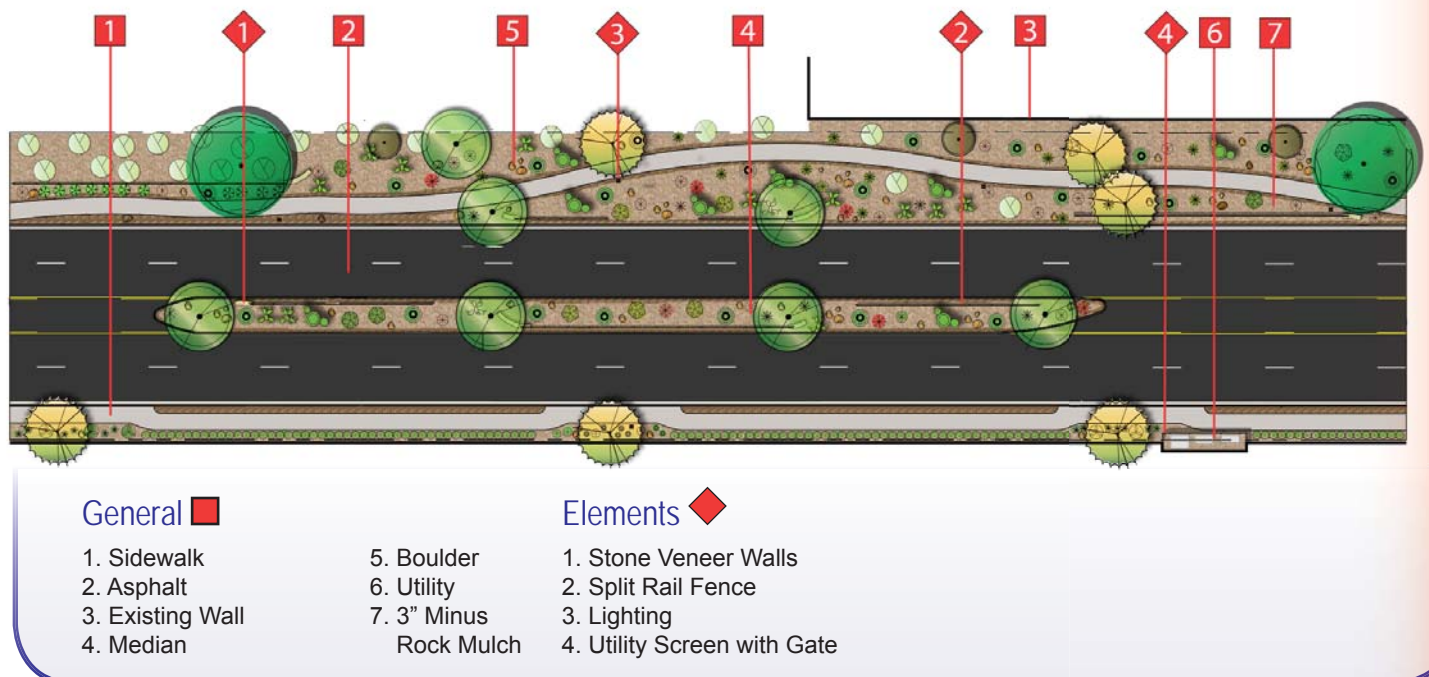


Figure 2.34: “Better” Rural Elegance Conceptual Streetscape Plan

RURAL ELEGANCE CHARACTER ZONE

“Best” Design Guidelines

The “Best” option of Rural Elegance includes all elements of the “Good” and “Better” options with the addition of small pedestrian areas and enhanced hardscape treatments (see *Figure 2.35* and *Figure 2.36*).

Planting

Approximately 55% live cover should be provided excluding trees and hardscape.

Planting should incorporate additional species to provide year-round color and flowering material in the landscape.

Lighting

An upgrade of lighting from the “Better” to the “Best” option should include a more thematic custom design that creates the effect of illuminaires integrated with the split-rail features while providing wayfinding light-levels.

Hardscape

Use of rustic pavers in the streetscape turn lanes between medians and smaller features along the sidewalk is encouraged to define the corridor which can serve to visually narrow the road and encourage slower driving speeds than might occur on full asphalt roads.



Figure 2.35: “Best” Rural Elegance Conceptual Perspective

Note - Graphics are conceptual in nature and do not necessarily represent the final design

RURAL ELEGANCE CHARACTER ZONE

"Best" Design Guidelines

Accent Walls

Weathered steel sculptural split-rail should be integrated into the low stone veneer accent walls into the medians and the landscape zones.

Screen Walls

Screen walls that incorporate patterns from desert motifs such as the interpretive barrel cactus pattern shown previously in *Figure 2.16* should be included to hide utilities and unattractive existing features that cannot be removed.

Pedestrian Areas

Integrated seatwalls should be considered at regular intervals within the Visually Significant Corridors for pedestrian comfort. A common recommended interval for seating along a recreational path is to place seating no more than 1/4 mile apart. Seating locations should consider incorporating architectural shade elements.

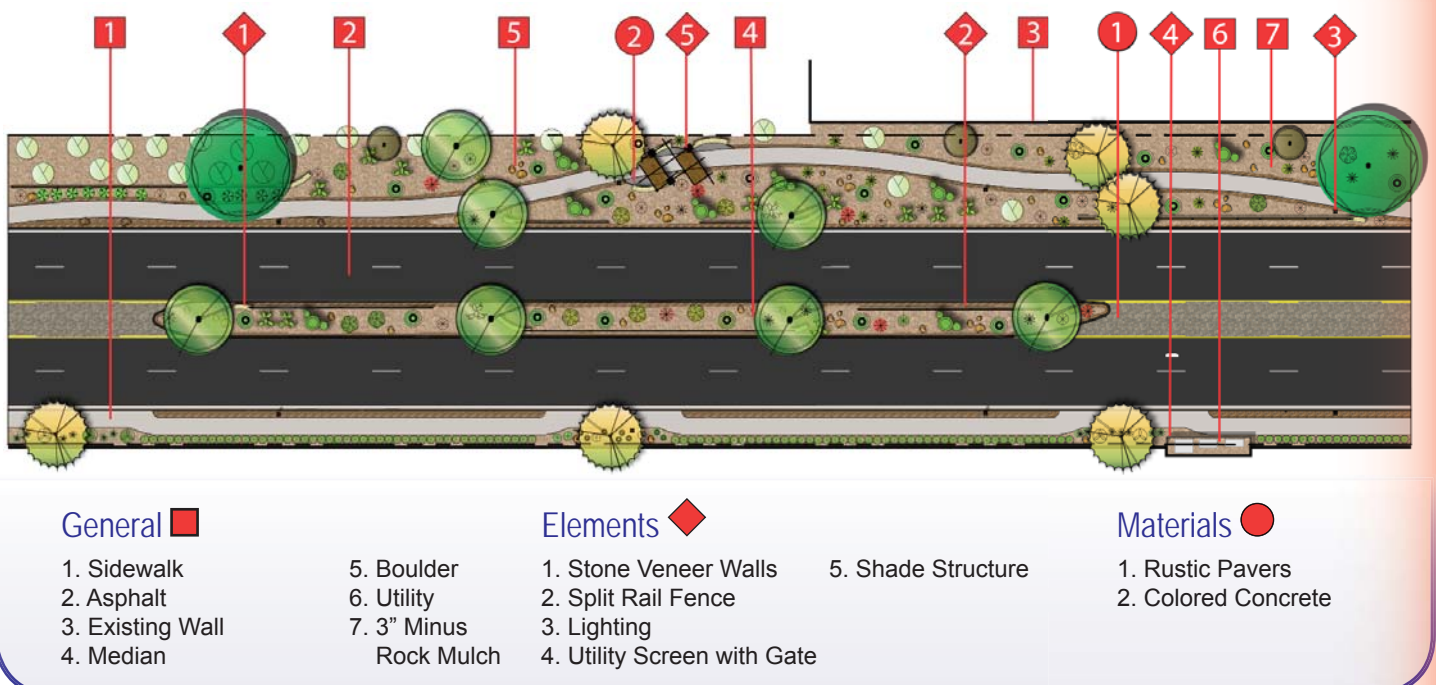


Figure 2.36: "Best" Rural Elegance Conceptual Streetscape Plan

PLANT LIST

Overview

The following pages include a comprehensive list of plant material to be used when implementing the Plan. Additional plant material not on the list may be approved for use by the Town but should include consideration for how well the plant material helps achieve the goals of the Plan and Character Zone.

The plant list includes the following information for each plant:

Photo

A photo of a distinctive part of the plant that demonstrates its character. May include the flower or form of the plant.

Botanical Name and Common Name

The current scientific name, useful for identifying the exact species of plant, and a common local name.

Height and Width (“H” and “W”)

Typical height and width plant will achieve at maturity. Plant growth and size is individual to a particular plant, and species also achieve mature size at different rates of growth.

Foliage Color

The color of the leaves of trees, shrubs, grasses, and groundcovers. May also refer to the color of a cactus pad or stalk, petal of an agave plant, or other primary photosynthesis-performing portions of the plant.

Bloom Color

The color of the flower or other primary seasonal, distinctive feature of the plant such as autumn foliage color. The Plan recommends including a mix of plant material to achieve full-year color in the landscape.

Season of Bloom & Color

Indicates the color and season when the bloom color occurs to assist in selecting plant material to provide full-year color in the landscape.

Maintenance (Maint.)

Indicates whether a plant requires low  , medium  , or high  levels of maintenance.

Character Zone

Indicates which Character Zone-specific list or lists include the plant.

 = Patterns of Nature

 = Resort Living

 = Rural Elegance

PLANT LIST

Trees with Color










<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Bauhinia lunarioides</i> Anacacho Orchid Tree	8'	6'	Medium Green	Pink or White	Spring Fall	Summer Winter		
 <i>Chilopsis linearis</i> Desert Willow*	25'	25'	Dark Green	Pink	Spring Fall	Summer Winter		
 <i>Olneya tesota</i> Ironwood*	30'	25'	Olive Green	Lavender White	Spring Fall	Summer Winter		
 <i>Parkinsonia x Desert Museum Palo Verde</i> Desert Museum Palo Verde	25'	25'	Green	Yellow	Spring Fall	Summer Winter		
 <i>Parkinsonia florida</i> Blue Palo Verde*	30'	30'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter		
 <i>Pistacia chinensis</i> Chinese Pistache	40'	35'	Green/ Red	Green	Spring Fall	Summer Winter		
 <i>Prosopis spp.</i> Mesquite*	40'	35'	Green	Green	Spring Fall	Summer Winter		

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet Arizona Municipal Water Users Association (AMWUA) and Arizona Department of Water Resources (ADWR) Low-Water Use guidelines

PLANT LIST

Trees with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Sophora secundiflora</i> Texas Mountain Laurel	25'	25'	Green/ Silver	Purple	Spring Fall	Summer Winter		
 <i>Vachellia farnesiana</i> Sweet Acacia*	35'	35'	Pale Green	Deep Gold	Spring Fall	Summer Winter		
 <i>Vitex agnus-castus</i> Chaste Tree	25'	25'	Green	Purple or White	Spring Fall	Summer Winter		

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Accents and Cacti

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Agave americana</i> var. 'Mediopicta' White Striped Century Plant*	4'	6'	Green/ Yellow	Green/ Yellow	Infrequent			
 <i>Agave desmettiana</i> Smooth Agave	3'	3'	Light Green	Chartreuse	Spring Fall	Summer Winter		
 <i>Agave murpheyi</i> <i>Hohokam Agave*</i>	3'	3'	Pale Green	Red/ Chartreuse	Spring Fall	Summer Winter		
 <i>Agave x 'Blue Glow'</i> Blue Glow Agave	2'	3'	Green- Blue	Green- Yellow	15-25 Years, Dies After			
 <i>Aloe 'Blue Elf'</i> Blue Elf Aloe	2'	2'	Green	Orange	Spring Fall	Summer Winter		
 <i>Aloe dawei</i> Dawe's Aloe	3'	3'	Green	Red	Spring Fall	Summer Winter		
 <i>Asclepias subulata</i> Rush Milkweed	4'	4'	Pale Green	Creamy Yellow	Spring Fall	Summer Winter		

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Accents and Cacti

	Botanical Name Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
	<i>Carnegiea gigantea</i> Saguaro*	20'+	4'	Olive Green	White	Spring Fall	Summer Winter		
	<i>Enchinocactus grusonii</i> Golden Barrel	1'	2'	Green/ Gold	Yellow	Spring Fall	Summer Winter		
	<i>Ferocactus cylindraceus</i> Desert Barrel*	5'	2'	Green/ Red	Yellow	Spring Fall	Summer Winter		
	<i>Fouquieria splendens</i> Ocotillo*	20'	5'	Dark Green /Brown	Red	Spring Fall	Summer Winter		
	<i>Opuntia basilaris</i> Beavertail Prickly Pear*	2'	6'	Green	Rose or Magenta	Spring Fall	Summer Winter		
	<i>Opuntia santa rita</i> Purple Prickly Pear*	5'	8'	Green/ Purple	Yellow	Spring Fall	Summer Winter		

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Grasses, Groundcover, and Vines









	Botanical Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
	Common Name					Spring	Summer		
	<i>Antigonon leptopus</i> Coral Vine*	10'	6'	Green	Pink to White	Spring Fall	Summer Winter		PN
	<i>Bougainvillea spectabilis</i> Great Bougainvillea Vine	15'	20'	Medium Green	Pink or Red	Spring Fall	Summer Winter		RL
	<i>Bulbine frutescens</i> Bulbine	18"	3'	Green	Yellow Orange	Spring Fall	Summer Winter		PN RL
	<i>Calylophus hartwegii</i> var. <i>fendleri</i> Western Primrose	1'	3'	Silver Green	Yellow & Red	Spring Fall	Summer Winter		RE
	<i>Chrysactinia mexicana</i> Damaianita	2'	2'	Green	Yellow	Spring Fall	Summer Winter		RL RE
	<i>Gaura lindheimeri</i> Gaura	16"	3'	Green	Pink/ White	Spring Fall	Summer Winter		PN RL
	<i>Hardenbergia violacea</i> Purple Coral Pea Vine	8'	15'	Dark Green	Purple/ White/ Pink	Spring Fall	Summer Winter		RL RE

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Grasses, Groundcover, and Vines

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Lantana camara</i> Western Indian Camara	6'	6'	Dark Green	Pink, Yellow, Orange, Red	Spring Fall	Summer Winter		PN
 <i>Lantana hybrid</i> Hybrid Lantana*	2'	3'	Medium Green	Yellow	Spring Fall	Summer Winter		RL RE
 <i>Muhlenbergia capillaris</i> Pink Mist Grass	3'	3'	Green	Pink-Red	Spring Fall	Summer Winter		PN RL
 <i>Tetraneuris acaulis</i> Angelita Daisy	12"	12"	Green	Yellow	Spring Fall	Summer Winter		RE

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Abutilon palmeri</i> Palmer's Indian Mallow	5'	5'	Silver Green	Gold	Spring Fall	Summer Winter		
 <i>Anisacanthus quadrifidus var. wrightii</i> Mexican Fire	4'	4'	Light Green	Red/ Yellow/ Orange	Spring Fall	Summer Winter		
 <i>Anisacanthus thurberi</i> Desert Honeysuckle	3'	4'	Green	Red/ Orange	Spring Fall	Summer Winter		
 <i>Caesalpinia gillesii</i> Desert Bird of Paradise*	6'	8'	Dark Green	Yellow	Spring Fall	Summer Winter		
 <i>Caesalpinia pulcherrima</i> Red Bird-of-Paradise*	10'	10'	Green	Red/ Orange	Spring Fall	Summer Winter		
 <i>Calliandra californica</i> Red Baja Fairyduster*	6'	5'	Dark Green	Red	Spring Fall	Summer Winter		
 <i>Callistemon citrinus</i> 'Little John' Little John Dwarf Bottlebrush	5'	5'	Bright Green	Red	Spring Fall	Summer Winter		

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Cordia parvifolia</i> Little Leaf Cordia	10'	10'	Dark Olive	White	Spring Fall	Summer Winter		PN
 <i>Duranta erecta</i> Skyflower	15'	15'	Light Green	Purple w/ Orange Fruit	Spring Fall	Summer Winter		RL
 <i>Eremophila maculata</i> <i>var. brevifolia</i> Valentine Emu Bush	6'	6'	Dark Green	Red	Spring Fall	Summer Winter		PN RL RE
 <i>Hamelia patens</i> Firebush	6'	6'	Gray Green	Red	Spring Fall	Summer Winter		PN RE
 <i>Hesperaloe parviflora</i> Red-Yucca	6'	6'	Gray Green	Red	Spring Fall	Summer Winter		PN RL
 <i>Justicia californica</i> Chuparosa*	6'	12'	Green	Red	Spring Fall	Summer Winter		RE
 <i>Justicia spicigera</i> Firecracker Plant*	3'	5'	Green	Orange	Spring Fall	Summer Winter		PN RL

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Leucophyllum frutescens</i> Texas Ranger*	10'	10'	Silver Green	Pink	Spring Fall	Summer Winter		PN
 <i>Leucophyllum langmaniae</i> Langman's Sage	5'	5'	Green	Purple	Spring Fall	Summer Winter		RL
 <i>Penstemon psuedospectabilis</i> Canyon Penstemon	2'	2'	Medium Green	Rose Purple	Spring Fall	Summer Winter		RL RE
 <i>Plumbago auriculata</i> Cape Plumbago	8'	12'	Green	Blue	Spring Fall	Summer Winter		RL
 <i>Plumbago scandens</i> White Plumbago	5'	8'	Green	White	Spring Fall	Summer Winter		PN
 <i>Salvia clevelandii</i> Chaparral Sage	5'	5'	Green	Blue/Violet	Spring Fall	Summer Winter		PN
 <i>Salvia coccinea</i> Sacret Sage	4'	4'	Green	Red	Spring Fall	Summer Winter		PN

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines

PLANT LIST

Shrubs with Color

<i>Botanical Name</i> Common Name	H	W	Foliage Color	Bloom Color	Season of Bloom & Color		Maint.	Character Zone
 <i>Salvia greggii</i> Autumn Sage*	3'	3'	Green	Pink	Spring Fall	Summer Winter		RL
 <i>Salvia leucantha</i> Mexican Bush Sage	4'	4'	Silver Green	Purple/ White	Spring Fall	Summer Winter		RL
 <i>Tecoma capensis</i> Cape Honeysuckle	8'	8'	Dark Green	Orange	Spring Fall	Summer Winter		RL
 <i>Tecoma stans</i> var. <i>angustata</i> Arizona Yellow Bells	25'	25'	Green	Orange- Yellow	Spring Fall	Summer Winter		PN
 <i>Tecoma stans</i> var. <i>stans</i> Yellow Bells*	20'	10'	Green	Yellow	Spring Fall	Summer Winter		PN
 <i>Trixis californica</i> Trixis	5'	8'	Blue- Green	Bright Yellow	Spring Fall	Summer Winter		RL RE
 <i>Vauquelinia californica</i> Arizona Rosewood*	15'	12'	Dark Green	White	Spring Fall	Summer Winter		PN RE

*Included in Town Landscape Guidelines (1996), Table 2

All plants meet AMWUA and ADWR Low-Water Use guidelines



Existing

Existing Lincoln Drive and Tatum Boulevard Characteristics

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

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

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

TOWN OF PARADISE VALLEY

Streets Classification Map

Existing Lincoln Drive and Tatum Boulevard Characteristics

Street Classification Map

The following map shows the existing street classification for the Town of Paradise Valley and is directly from the 2012 General Plan. This map only depicts major arterials, minor arterials, and collectors; the remaining roads are considered local roads.

LEGEND

- █ MAJOR ARTERIAL
- █ MINOR ARTERIAL
- █ COLLECTOR
-  RESORT
-  SCHOOL
-  TRAILHEAD
-  TOWN HALL
- CANAL

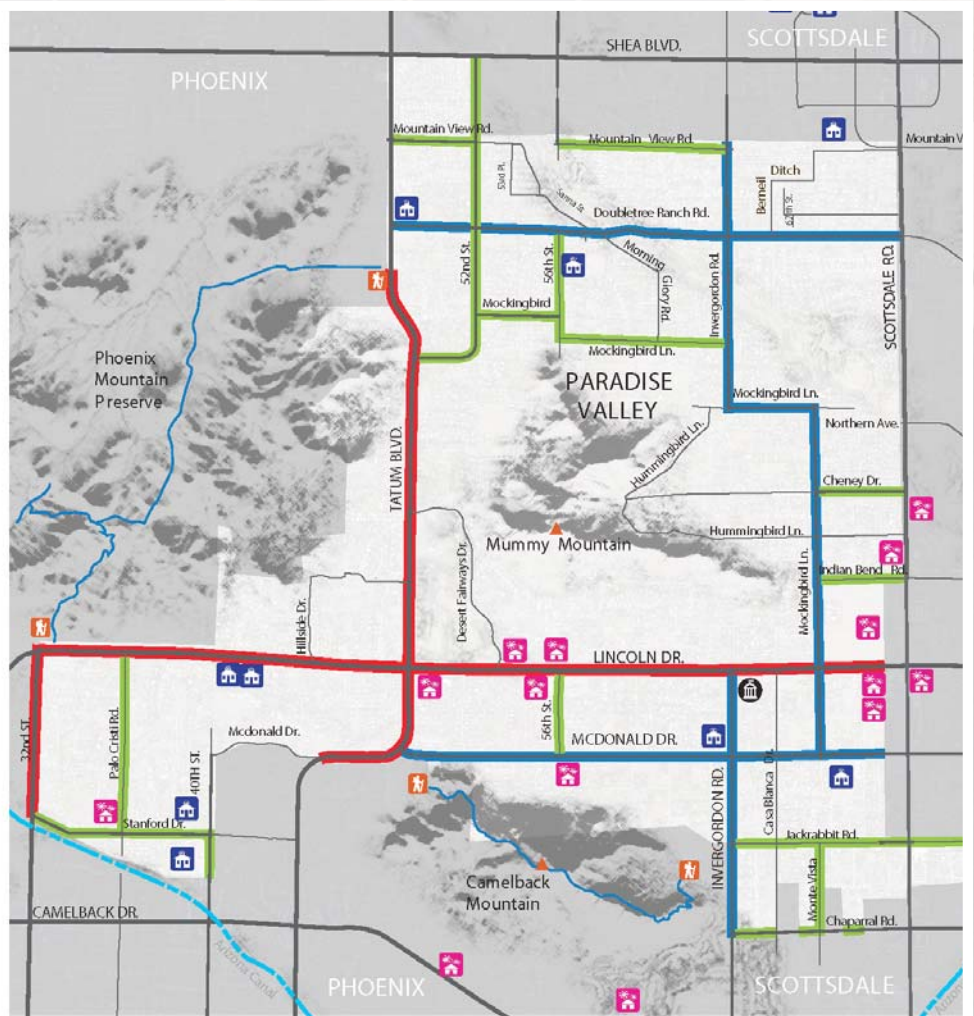


Figure 3.1: Street Classification Map, Town Walk & Bike Plan 2018

EXISTING MAJOR ARTERIALS

Description of Existing Character

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

As the most traveled corridors in the Town, the two major arterials are filled with vehicular activity throughout the weekday and lesser traffic volumes at night and on weekends.

It was mentioned several times during the project that the corridors have become throughways during the day for travelers to pass from Scottsdale to Phoenix and vice-versa.

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

Lincoln Drive and Tatum Boulevard roadways are typically configured with two 12-foot travel lanes, one left-turn lane/median, two 12-foot travel lanes, and occasional right-turn deceleration lanes added where appropriate. Total pavement width varies from 62 feet to 67 feet. At the Lincoln Drive and Tatum Boulevard intersection, north and south bound Tatum Boulevard is configured as two travel lanes, a left-turn, two travel lanes in the opposite direction and a right-turn deceleration lane. Lincoln Drive is configured as two travel plus two left-turn lanes, and two travel lanes in the opposite direction. Westbound Lincoln Drive has a single right-turn deceleration lane while Eastbound Lincoln Drive does not.

Sidewalk is intermittently located on one or both sides of the road, with extended gaps on the north side of Lincoln Drive between 40th Street and Hillside Drive, the south side of Lincoln Drive from Casa Blanca Drive to the boundary with the City of Scottsdale, and on the west side of Tatum Boulevard from Desert Jewel Drive to the end of Town right-of-way near Paradise Valley Fire Station No. 91.

EXISTING MAJOR ARTERIALS

Description of Existing Character

Streetscape/Landscape Characteristics

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

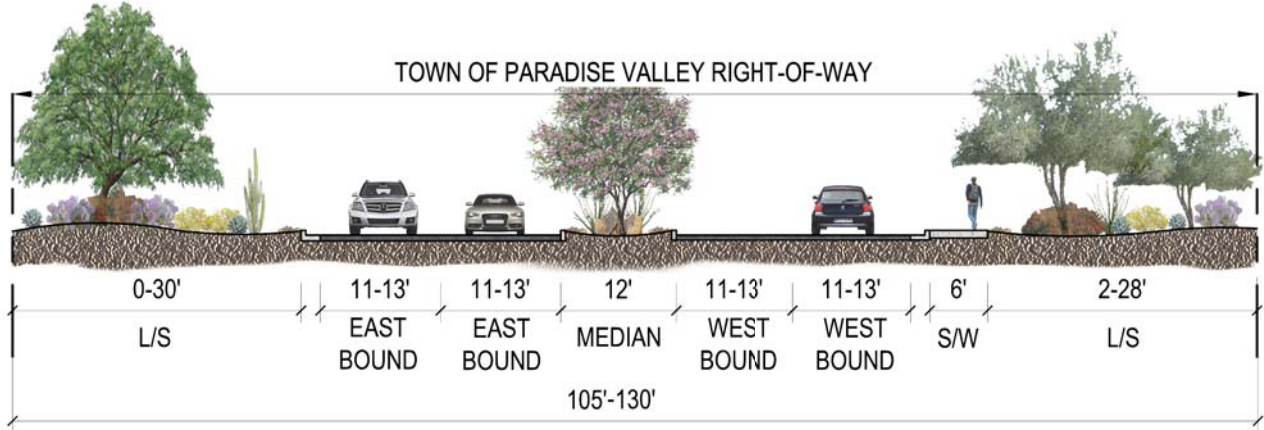
Adjacent Development Characteristics

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

The subsequent pages of this chapter illustrate the actual existing conditions within the two identified Visually Significant Corridors.

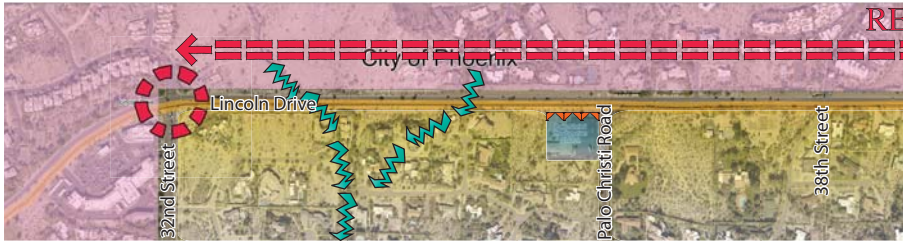
LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: 32nd Street to Palo Cristi Road

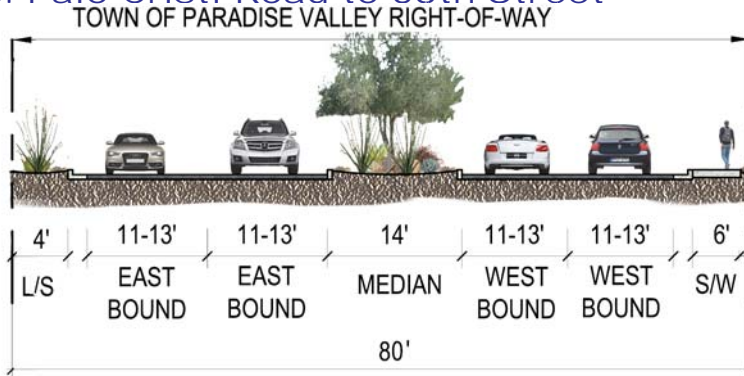


Characteristics

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



Lincoln Drive: Palo Cristi Road to 38th Street

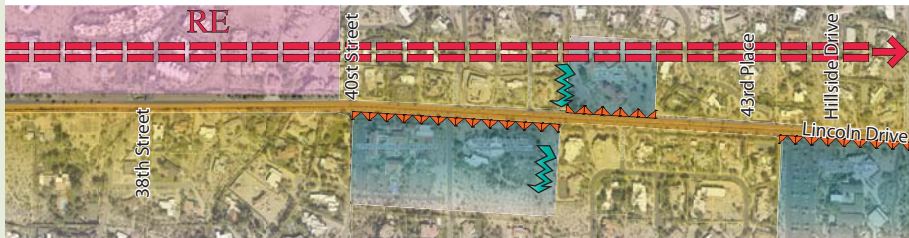
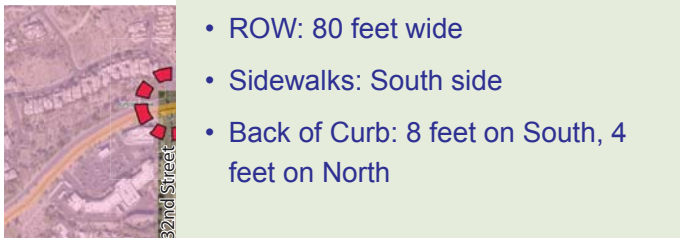


Abbreviations

- ROW = Right-of-way
- L/S = Landscape
- S/W = Sidewalk

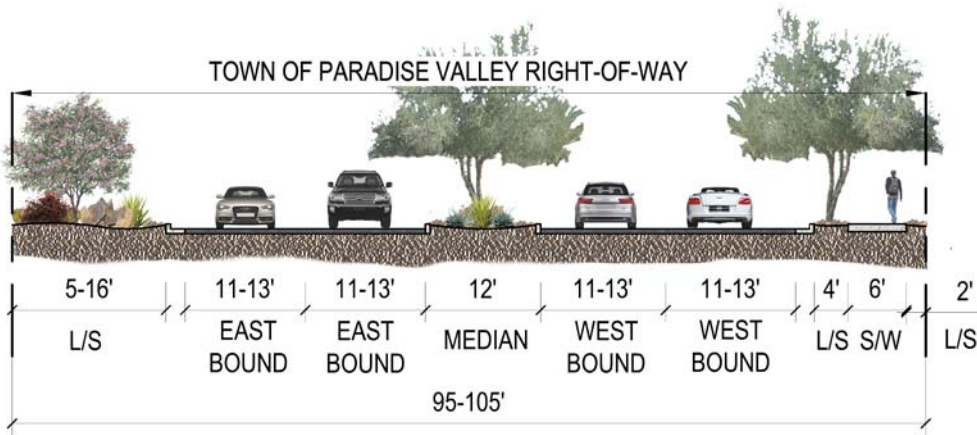
Characteristics

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



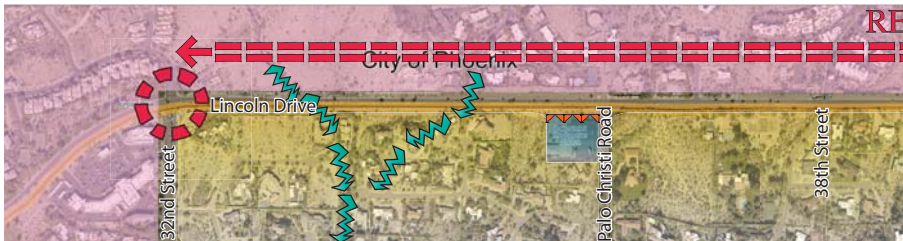
LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: 38th Street to 40th Street

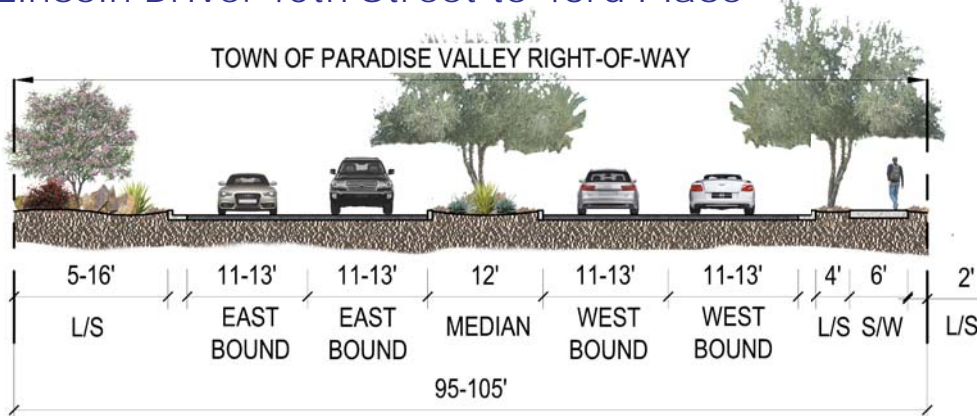


Characteristics

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



Lincoln Drive: 40th Street to 43rd Place

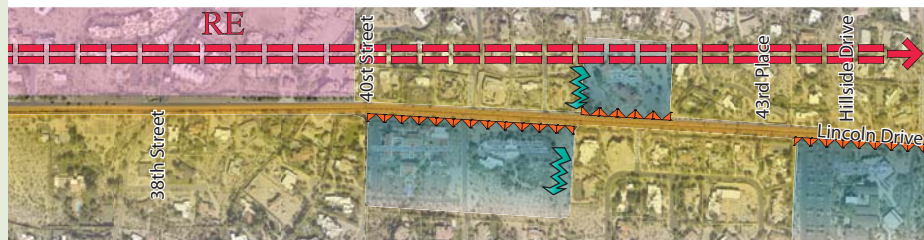


Abbreviations

- ROW = Right-of-way
- L/S = Landscape
- S/W = Sidewalk

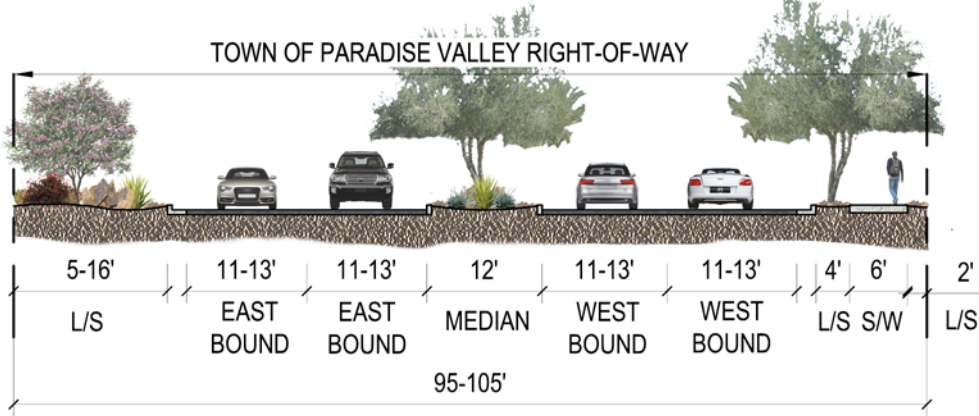
Characteristics

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



LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: 43rd Place to 46th Street

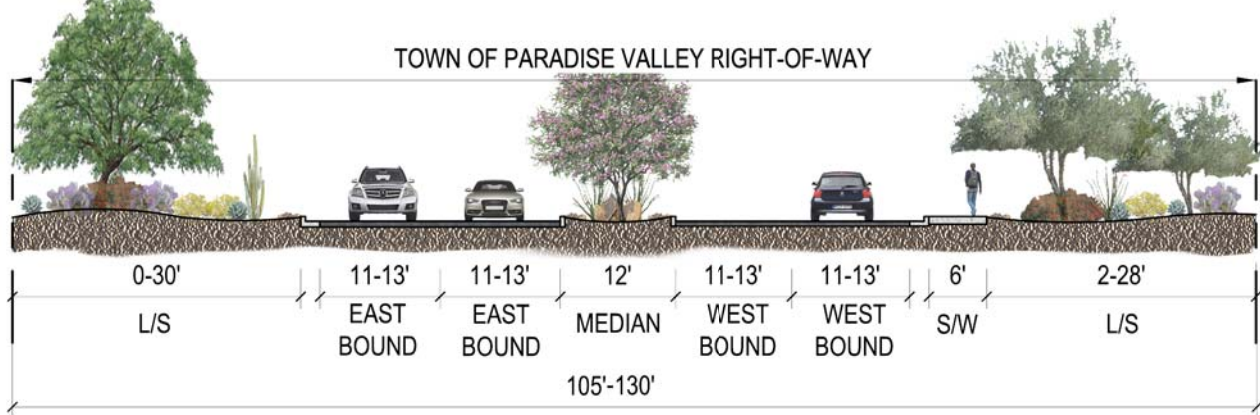


Characteristics

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

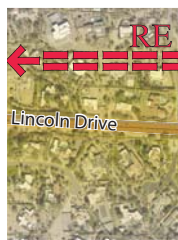


Lincoln Drive: 46th Street to Tatum Boulevard



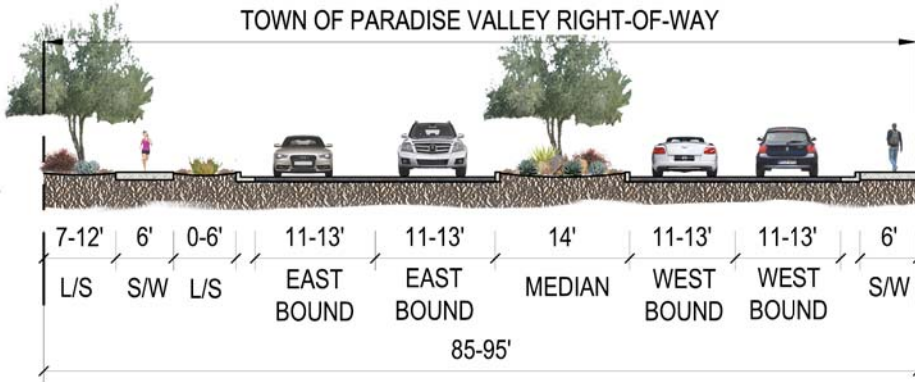
Characteristics

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



LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: Tatum Boulevard to Camelback Manor Drive



Abbreviations

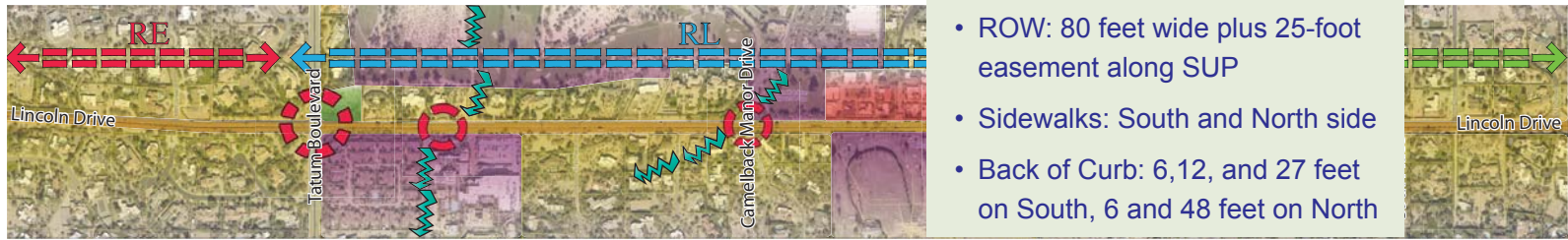
ROW = Right-of-way

L/S = Landscape

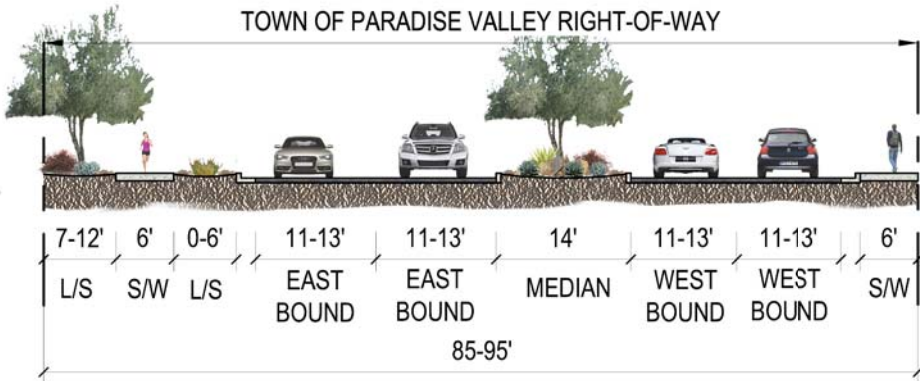
S/W = Sidewalk

Characteristics

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

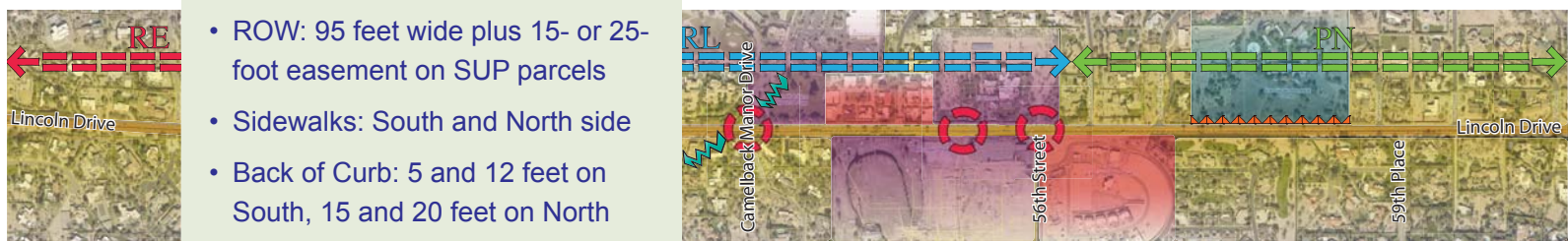


Lincoln Drive: Camelback Manor Drive to 56th Street



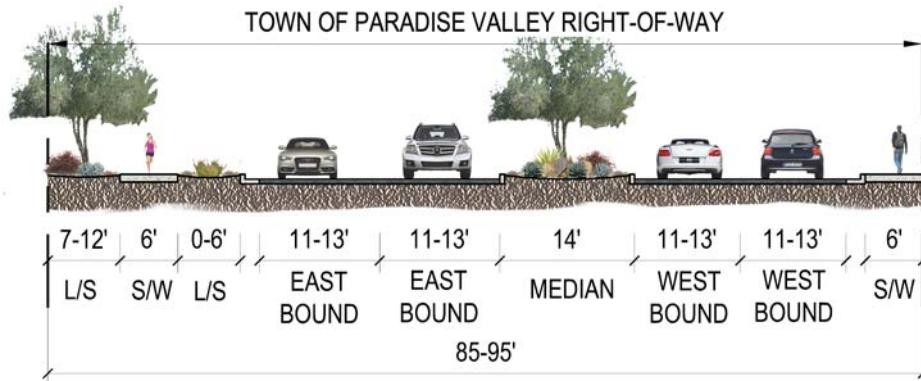
Characteristics

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



LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: 56th Street to 59th Place

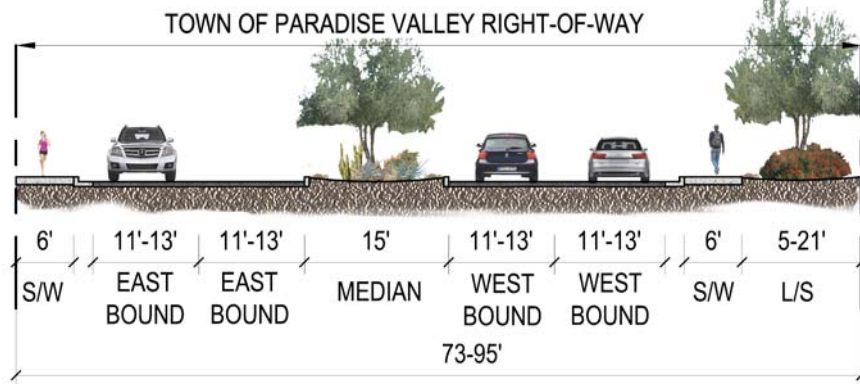


Characteristics

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

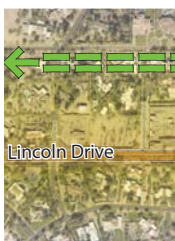


Lincoln Drive: 59th Place to Invergordon Road



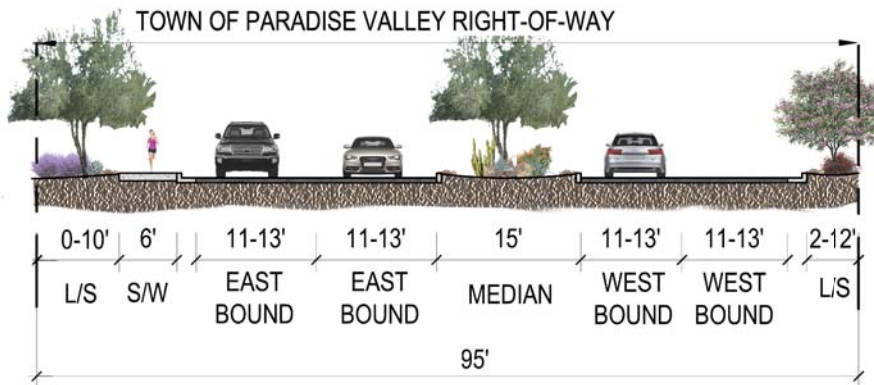
Characteristics

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

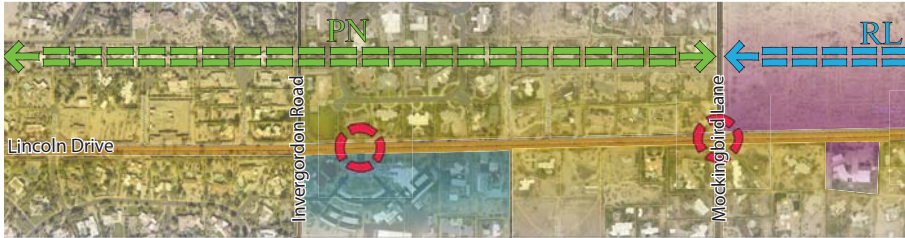


LINCOLN DRIVE EXISTING CONDITIONS

Lincoln Drive: Invergordon Road to Mockingbird Lane



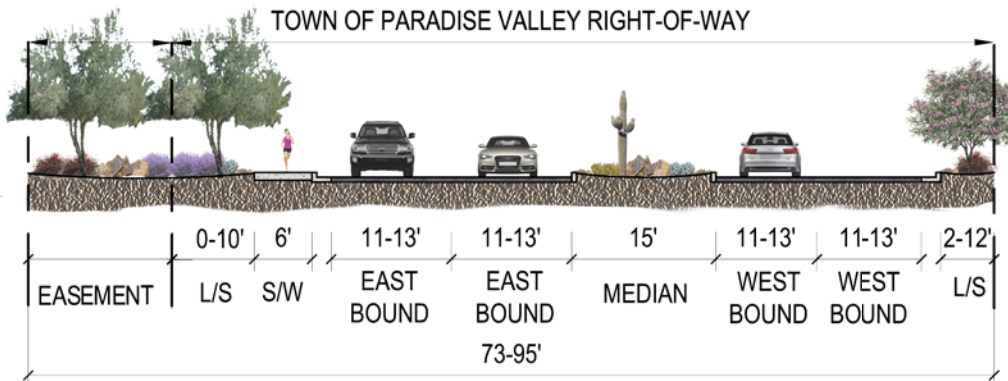
Abbreviations
 ROW = Right-of-way
 L/S = Landscape
 S/W = Sidewalk



Characteristics

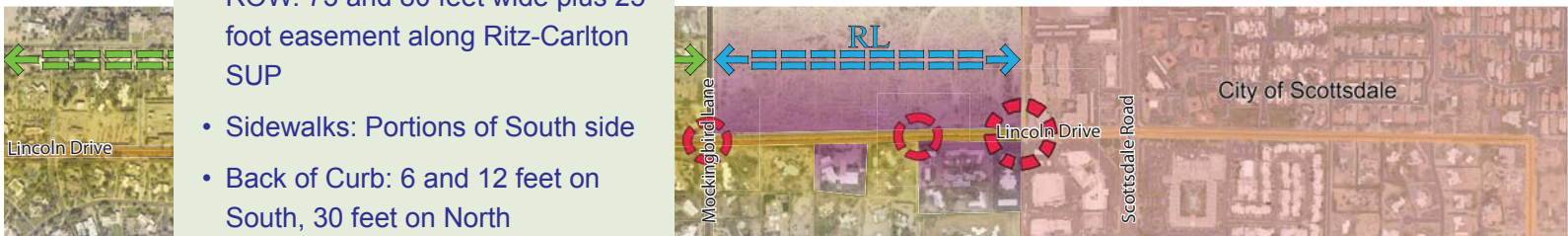
- ROW: 95 feet wide generally
- Sidewalks: South side west of Casa Blanca Drive and all along North
- Back of Curb: 5, 15, and 38 feet on South, 6 and 20 feet on North

Lincoln Drive: Mockingbird Lane to Scottsdale Road



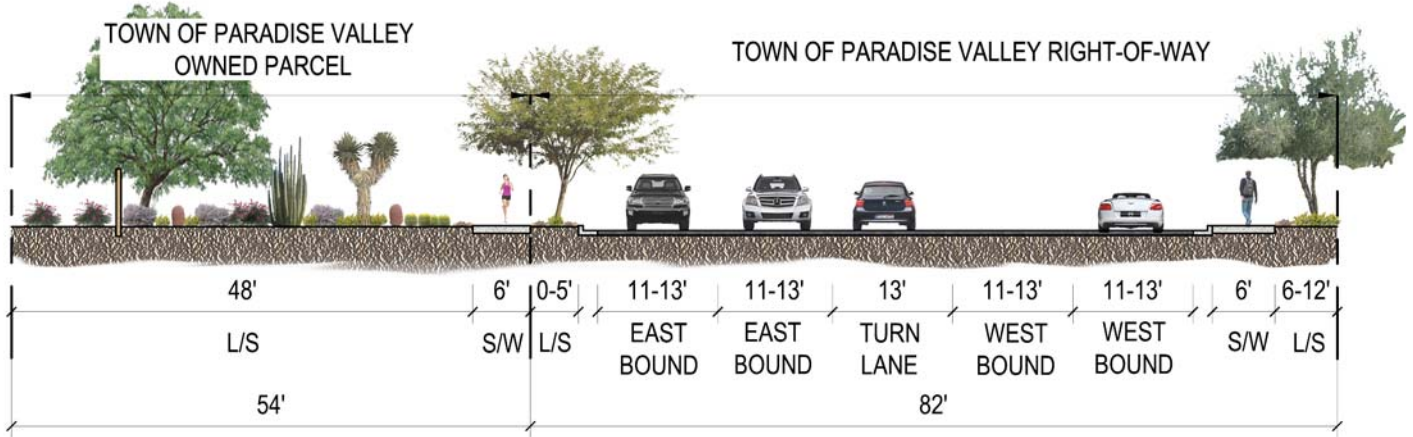
Characteristics

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



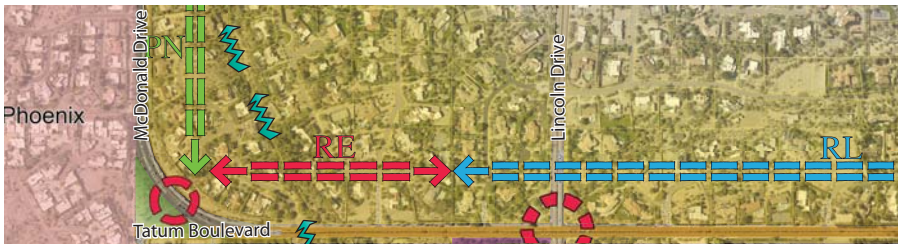
TATUM BOULEVARD EXISTING CONDITIONS

McDonald Drive: 45th Street to Tatum Boulevard

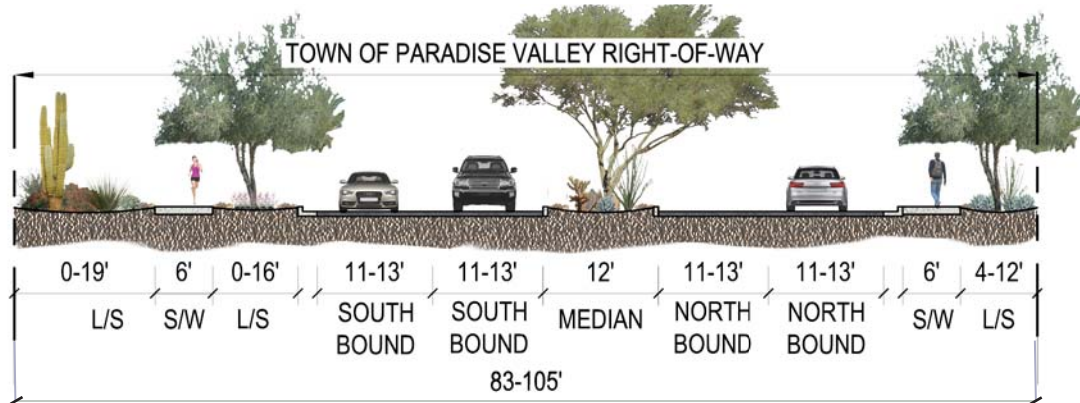


Characteristics

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



Tatum Boulevard: McDonald Drive to Lincoln Drive



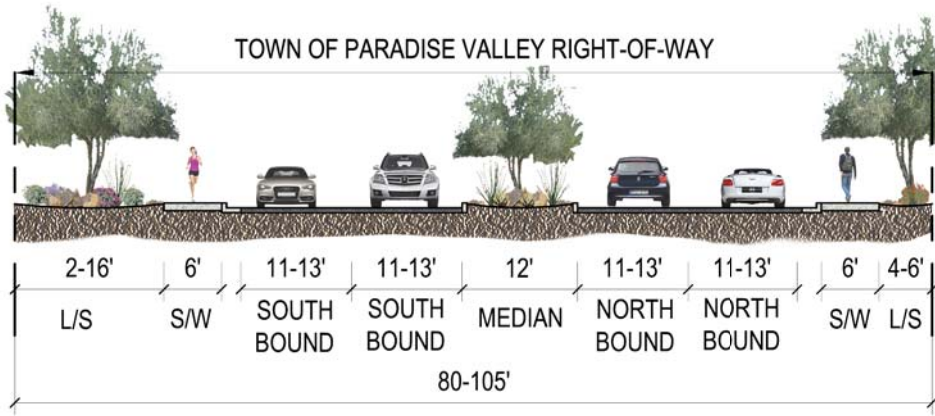
Characteristics

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



TATUM BOULEVARD EXISTING CONDITIONS

Tatum Boulevard: Lincoln Drive to Roadrunner Road



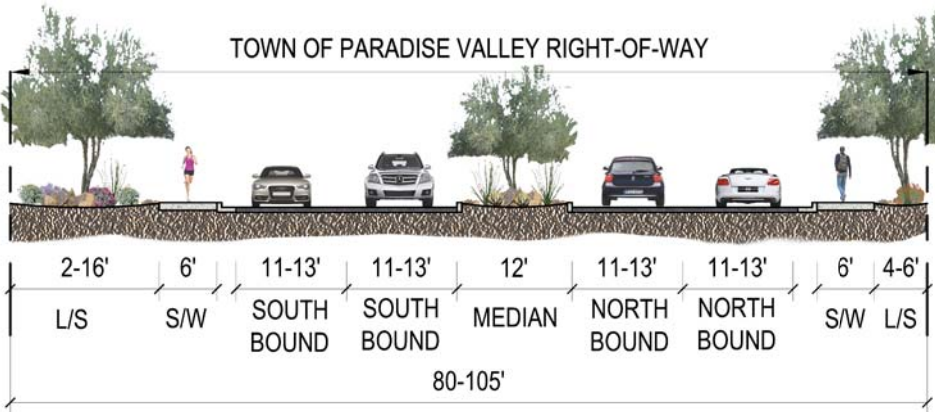
Abbreviations
 ROW = Right-of-way
 L/S = Landscape
 S/W = Sidewalk

Characteristics

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

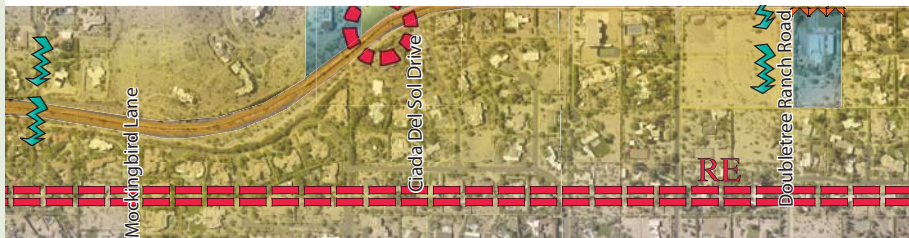


Tatum Boulevard: Roadrunner Road to Caida del Sol Drive



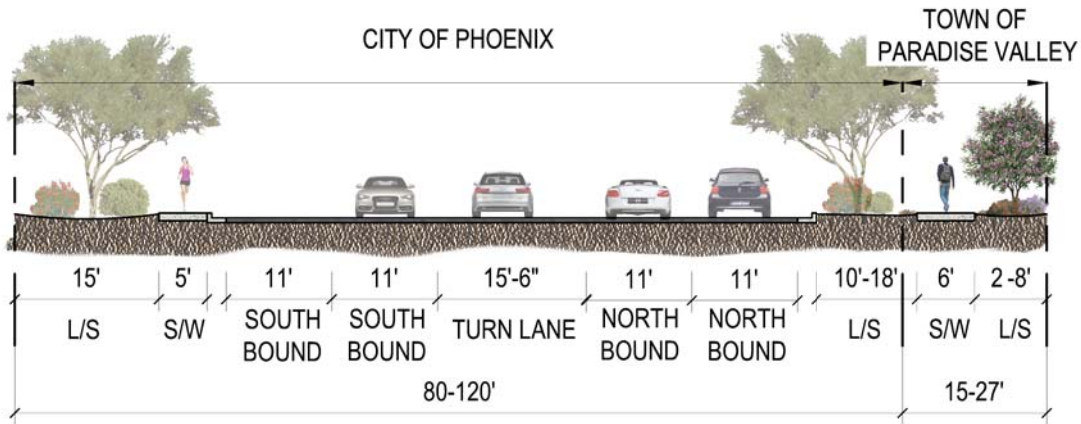
Characteristics

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



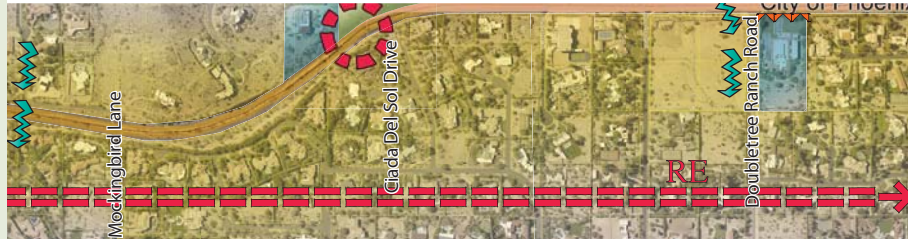
TATUM BOULEVARD EXISTING CONDITIONS

Tatum Boulevard: Caida del Sol Drive to Doubletree Ranch Road

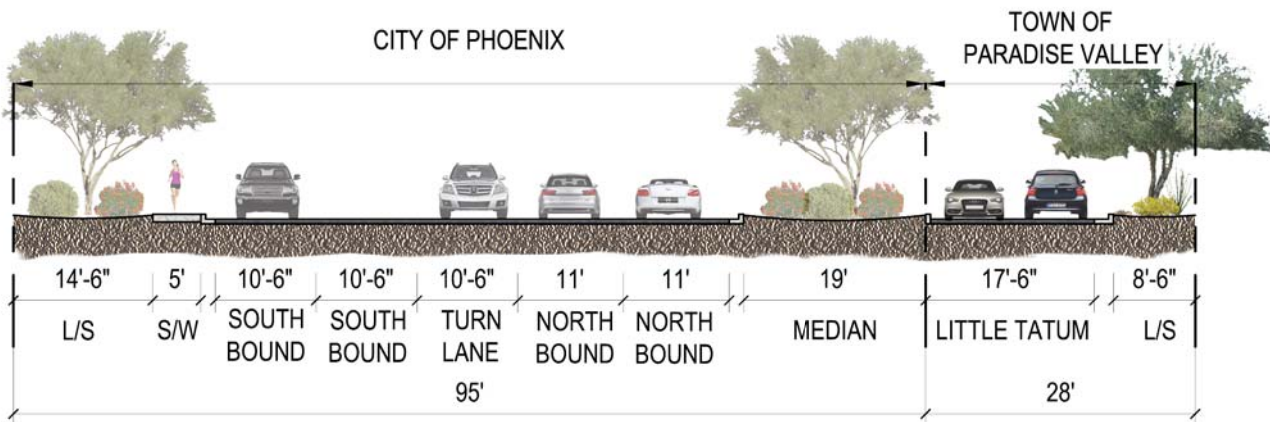


Characteristics

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

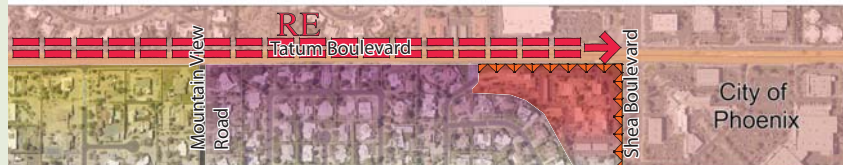


Tatum Boulevard: Doubletree Ranch Road to Shea Boulevard



Characteristics

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



MAJOR ARTERIALS

Desired Conditions

The Town's *Walk & Bike Plan* recommends a resort loop for bicyclists and pedestrians along one side of Lincoln Drive, 56th Street, McDonald Drive and Tatum Boulevard that will include a recreational path (see *Figure 3.2*). These recreational paths are typically 6 feet wide, and may be up to 10 feet wide. No in-street bicycle lanes are proposed.

The recreational path or sidewalk should be detached from the back of curb and buffered from vehicular traffic where possible. In many locations with narrower right-of-way, these facilities are located at the back of curb while landscaping occurs along the corridors in the remaining right-of-way width. For properties that front onto the corridors (individual residential areas, HOA, common areas, churches and businesses), the property is expected to maintain the landscaping that occurs from back of curb to the right-of-way line. The Town maintains the landscaping for all other situations, including median landscapes.

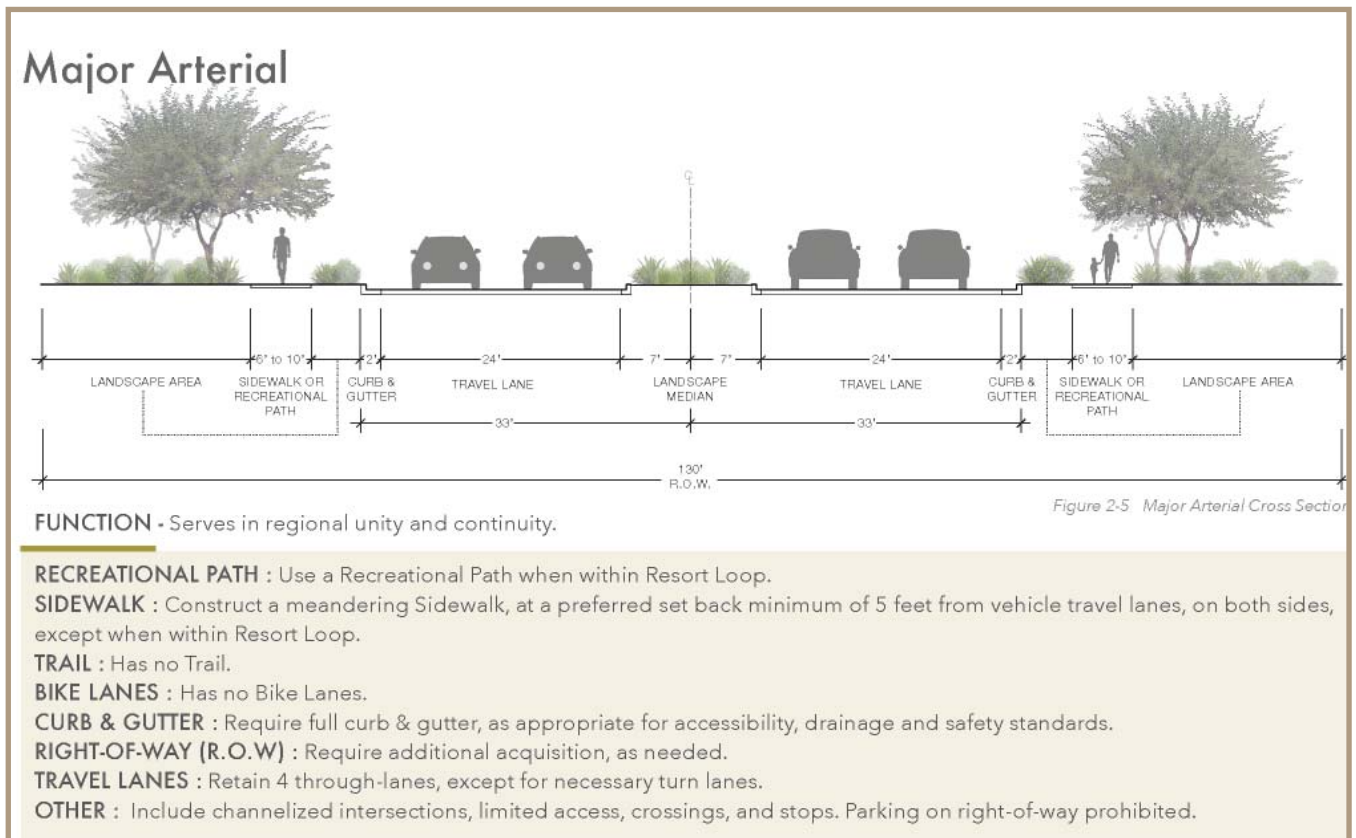


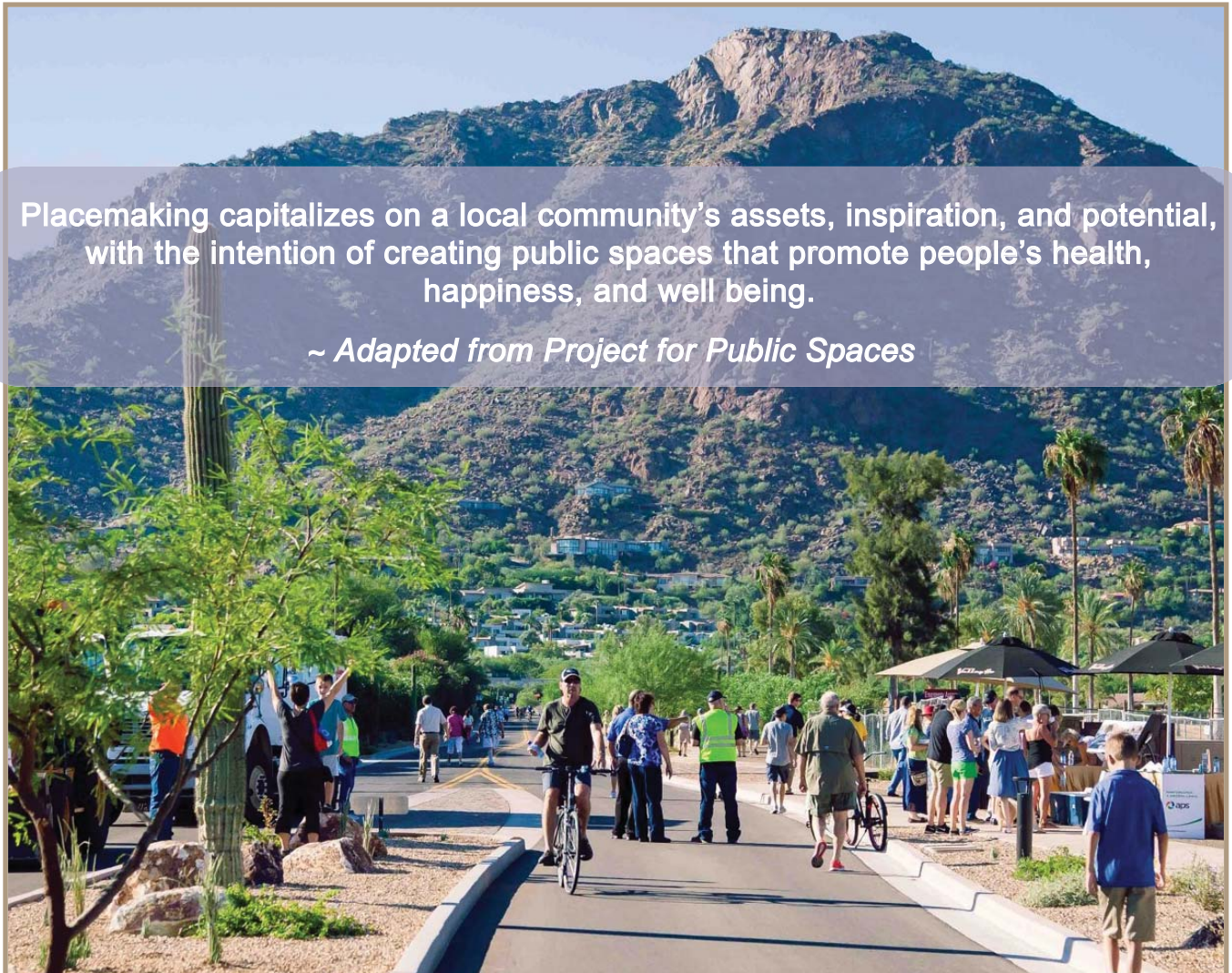
Figure 3.2: Typical Major Arterial Cross-Section, Town Walk & Bike Plan 2018

RIGHTS-OF-WAY

Limitations, Challenges, and Opportunities

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

In locations where the right-of-way exceeds the minimum standard, there are opportunities to focus special attention and detail to the Visually Significant Corridors, such as at the Lincoln Drive and Tatum Boulevard intersections as well as near Fire Station No. 91 on Tatum Boulevard. The additional width affords the opportunity to include iconic pedestrian amenities, such as rest areas, waypoints, and landscape enhancements that can serve as placemaking features to anchor the Visually Significant Corridors.



Placemaking capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

~ Adapted from Project for Public Spaces

Figure 3.3: 56th Street Iconic Corridor Ribbon Cutting

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Implementation

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

Implementation Plan includes additional guidance on the approach to applying the “Good,” “Better,” and “Best” options to streetscape improvements, construction and other considerations for each of the recommended Town projects, and order-of-magnitude costs for the proposed improvements. Other Town Plans and Ordinances affected by the Plan are also discussed.

IMPLEMENTATION PLAN

Intent and Purpose

The Plan is a testament to the Town’s commitment to preserve the elements and features that contribute to the Town’s unique quality of life and character as a premier destination with strong rural and historic roots.

As introduced in Chapter 1, and an important reminder in describing the implementation of the Plan, the 2012 General Plan defines Visually Significant Corridors as “designated, highly visible, prominent streets, including Lincoln Drive and Tatum Boulevard.”

The Plan will be used to determine the adequacy and appropriateness of streetscape improvements, including sidewalk treatments, street trees and landscaping, low-level lighting types, street furniture, and special paving treatments along the Visually Significant Corridors such as shown in *Figure 4.1*.

The implementation of the Plan is clearly intended to enhance the design and character of the streetscape and property frontages along Lincoln Drive and Tatum Boulevard. The *Patterns of Nature*, *Rural Elegance*, and *Resort Living* Character Zones have been assigned to define the common streetscape elements and materials for strategic segments of these two roadway corridors.

Over the course of the planning process and preparation of the Plan, Town residents and stakeholders offered guidance and support of the design elements being considered for Lincoln Drive and Tatum Boulevard. Many stakeholders felt that some of the common streetscape elements should apply to other select roadways in Paradise Valley. Should the 2012 General Plan or other Town policy document expand the definition of Visually Significant Corridors to include additional roadways in Paradise Valley, the design guidance provided in the Plan would then also apply to those additional roadways as well.



Figure 4.1: Landscape, Sidewalk, and Oleander Hedge Replacement Improvements on Lincoln Drive Completed in 2015

IMPLEMENTATION PLAN

Project Types

There are many types of activities that can occur within the street right-of-way in which the application of the Plan can occur. The types of projects or activities that would trigger the application of the Plan can be described as one of three project types:

1. Town of Paradise Valley (or other government agency) initiated projects

These can include roadway improvement/repair, maintenance, streetscape, or safety projects. Examples include: road widening, roadway maintenance, signal modifications, incorporating sidewalks, accessible ramps, bike lanes, streetscape improvements, transit improvements, etc.

2. Utility infrastructure installation and maintenance projects

These projects can include the installation, upgrade, and/or maintenance of water, wastewater, telecommunications, electric, and/or gas utility infrastructure by the Town, City of Phoenix, APS, SRP, Cox Communications, Southwest Gas, and/or other utility providers with infrastructure interests in Paradise Valley rights-of-way. Larger scale installation and upgrades of utility infrastructure can require above grade and/or below grade alterations and repair to the roadway and/or landscaping in the right-of-way, including utility cabinets and underground trenching. Smaller scale utility projects may not trigger physical alterations to the right-of-way.

3. Private property initiated projects

These project types include new construction and development of a vacant parcel of land with Visually Significant Corridors frontage (including their frontage landscaping in the right-of-way), major alterations or redevelopment of existing properties, and HOA or individual property owners initiated requests to alter or enhance their landscaping, signage, and/or other entry features along their property frontage.

A clear Town objective in the implementation of the Plan is to improve and manage the streetscape along the Visually Significant Corridors to demonstrate a positive and unique character of Paradise Valley as a resort community, but at the same time, be respectful of private property rights and promote traffic safety.

IMPLEMENTATION PLAN

Frequently Asked Questions

The following questions were posed by various stakeholders over the course of the Visually Significant Corridors planning process, so it seemed appropriate to formally relay the same guidance in the Implementation Section of the Plan:

QUESTION: *“Will the Town require a property owner to implement the design guidelines of the Plan on a Town-initiated project that may impact the property owner frontage?”*

ANSWER: *No, if the Town or utility company initiates a roadway or utility infrastructure improvement/maintenance project that encroaches into or impacts private property frontage, the property owner will not be required to comply with the Plan. The Town and/or any utility providers with infrastructure associated with the proposed roadway/infrastructure improvement project would be required to implement the design guidance set forth in the Plan at the Town’s or utility company’s expense. There would be no out of pocket cost for private property owners.*

QUESTION: *“Who will maintain the improvements?”*

ANSWER: *Per the Town Code, the property owner abutting the right-of-way maintains the landscape area to the back of curb. The Town maintains the landscaped street medians and in some situations the right-of-way.*

QUESTION: *“When does it get installed?”*

ANSWER: *The effort is to create a master plan for Lincoln Drive and Tatum Boulevard, which will include guidelines to give a common defined direction for how the Town wants the two arterials to look and be used by the public. The property owner will initiate an improvement to their property that would affect the street frontage or the Town will initiate a project as part of the capital improvements program (CIP). The Town will not initiate contact with a property owner to undertake improvements.*

IMPLEMENTATION PLAN

How to Apply the “Good,” “Better,” and “Best” Options of Each Character Zone

As previously introduced and described in Chapter 2, the application of three varying levels/options of Plan implementation – “Good,” “Better,” and “Best” – can be used in any of the three Character Zones. The intent is to provide scalable and equitable design guidance for both property owners and the Town that uniquely caters to the needs and conditions of each project type. There is not a “one size fits all” approach to implementing the Plan. By example, requirements for a roadway improvement project at the intersection of Lincoln Drive and Tatum Boulevard will be different than the requirements for a property owner requesting a permit to build an addition on his/her home.

How it Works

This concept is initially introduced and described in detail for each Character Zone in Chapter 2. The “Good,” “Better,” and “Best” implementation options may be applied across any of the three Character Zones. Each implementation option builds upon the previous by requiring additional design elements and/or materials from a menu of options described within each Character Zone. A brief recap of the intent of each implementation option consists of the following:

GOOD: The baseline condition whereby the most basic elements of the Character Zone are provided.

BETTER: Builds upon the baseline condition by incorporating additional design elements and more vertical components of the Character Zone.

BEST: Includes the composition of all design elements and materials that are suggested for the Character Zone.

Table 4.1 represents a partial listing of the types of projects and/or permits issued by the Town and how the application of the “Good,” “Better,” and “Best” implementation options would be applied to a parcel, lot, tract, easement, or right-of-way within a Visually Significant Corridor.

Plan-directed improvements will be required for residential improvements when permits are issued for structural additions, or remodels, alterations, or repairs of an existing house, covered by a single or multiple building permits within a thirty-six (36) month period that together involves structural addition or demolition equal to or more than twenty-five (25) percent of the original square footage of the main house.

IMPLEMENTATION PLAN

How to Apply the “Good,” “Better,” and “Best” Options of Each Character Zone

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

	“Good”	“Better”	“Best”
	Homeowners addition or demolition equal to or more than 25% of original square footage of main house	Permit for new home construction	Homeowner, at their discretion, may incorporate as desired
	HOA request to replace dead tree at entryway	HOA request to add/replace signage and/or redesign entryway landscape area	HOA, at their discretion, may incorporate as desired
PROJECT TYPE	HOA or individual resident to do minor repair to perimeter subdivision wall along right-of-way	HOA or individual resident to repair (major) or replace perimeter subdivision wall along right-of-way	HOA, at their discretion, may incorporate as desired
	Town or utility company to perform minor repair (no trenching or roadway resurfacing)	Utility company installation or repair requiring trenching or replacement/alternation to existing utility cabinet or container	Utility company installation or repair requiring trenching or replacement/alteration to existing utility cabinet or container with SUP property frontage
	Lot Split/Adjustment	Subdivision Plat	Owner discretion
	N/A	Conditional Use Permit	N/A
	N/A	Minor Amendment to SUP	New SUP, or Major or Intermediate Amendment to Existing SUP*
	N/A	N/A	Improvements/repairs to Town-designated gateways

**Applies to resort properties and government buildings. SUPs for places of worship may voluntarily apply with the “Best” suite of design options, but are permitted to apply the “Better” suite of design elements.*

IMPLEMENTATION PLAN

Opinion of Probable Costs for Half-street Improvements, 2018

Order of magnitude costs for each of the general items are included in the graph in *Figure 4.2* for comparison purposes, recognizing that costs will vary depending on a variety of factors including but not limited to labor and material costs at the time of construction, the specific improvements included in the project scope, and economic conditions at the time of implementation.

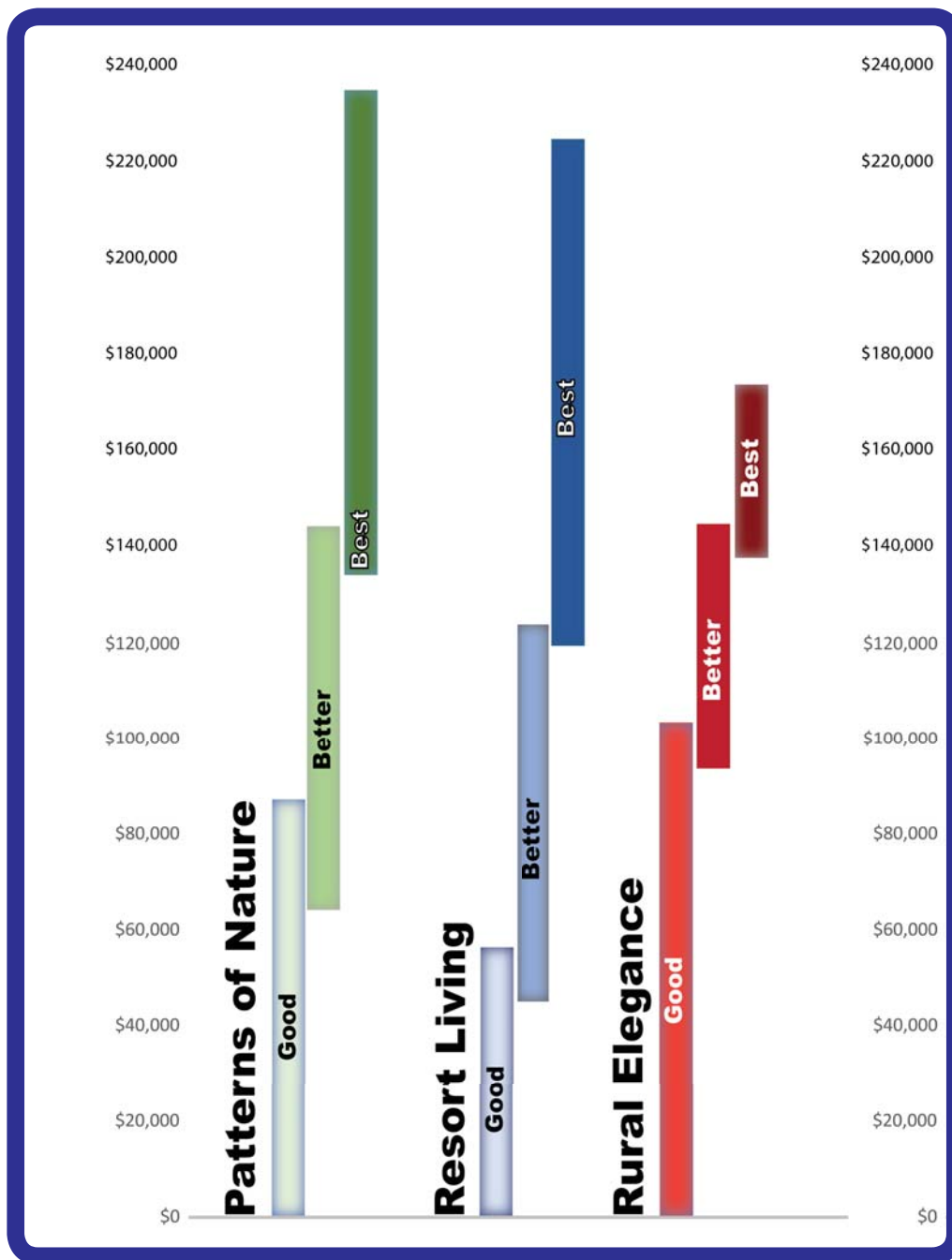


Figure 4.2: Opinion of probable cost per quarter mile, based on half-street (back-of-curb to right-of-way) improvements as depicted in the Guidelines. Does not include street pavement or median costs.

IMPLEMENTATION PLAN

Potential Town Projects

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

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

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

IMPLEMENTATION PLAN

Potential Town Projects

Lincoln Drive Sidewalk Improvements

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

This project is a “pilot project” in that

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

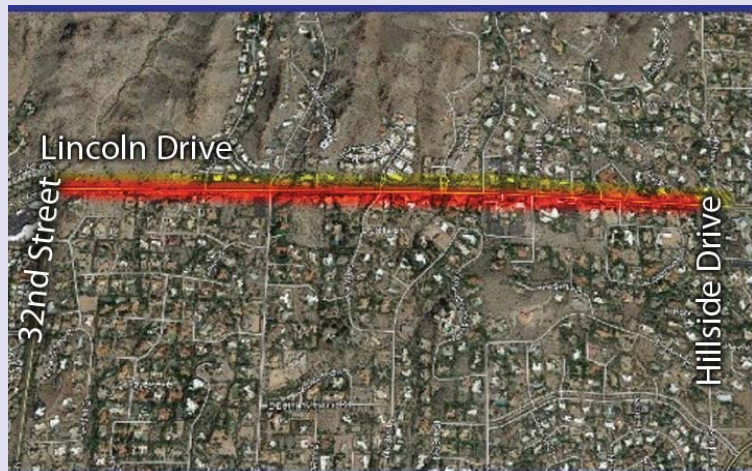
LINCOLN DRIVE SIDEWALK IMPROVEMENTS

Location: North side of Lincoln: 32nd Street to Hillside Drive
South side of Lincoln: Casa Blanca Drive to Mockingbird Lane

Character Zone: Rural Elegance

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

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



IMPLEMENTATION PLAN

Potential Town Projects

Town Gateway Entry Features

As introduced in Chapter 2, the Town may introduce four gateways entering the Town to evoke the sense of arrival into Paradise Valley.

The gateways include:

- Southeast corner of 32nd Street/Lincoln Drive
- East Lincoln Drive and Quail Run Road (Ritz-Carlton entrance)
- Tatum Fire Station No. 91
- Intersection of McDonald Drive and Tatum Boulevard

Each of the gateways were identified to include a themed monument sign such as demonstrated in *Figure 4.3*, common design elements such as the use of pavers (without a negative auditory impact to adjacent residential land uses), traffic calming, enhanced planting levels with boulders and berming, and application of the “Best” option materials/elements in these areas.

The gateways call for the application of an enhanced version of the Town’s standard monument sign that includes weathered steel boxes with cutouts reflecting natural plant or mountain themes, gabion baskets, raised white lettering, and sculptural metal elements that mimic desert plant forms. Additional features include the “Best” option concrete pavers that provide a visual distinction and threshold without the auditory impact with transition back to rubberized asphalt roadway and enhanced landscape.

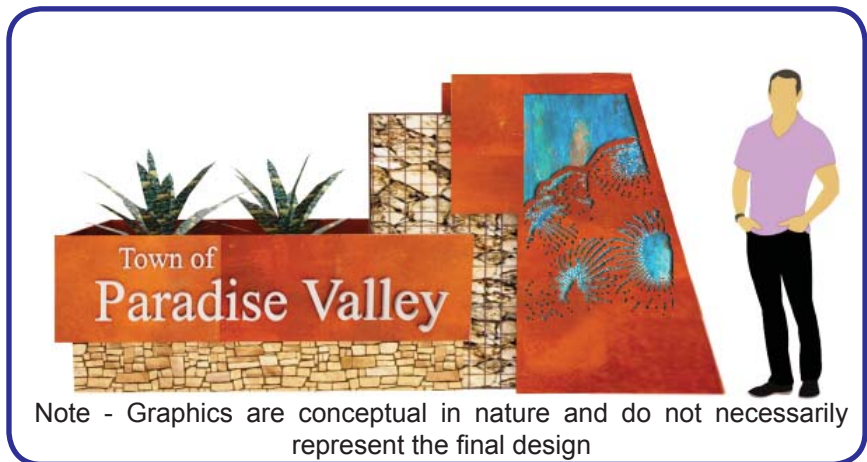


Figure 4.3: Enhanced Town of Paradise Valley Monument Sign Conceptual Design

GATEWAYS

- Location:** NEC Lincoln Drive and Quail Run Road
SEC McDonald Drive and Tatum Boulevard
SWC Tatum Boulevard and Sunset Drive in front of Fire House 91
32nd Street/Lincoln Drive

- Character Zone:** Patterns of Nature (East Lincoln Drive and McDonald Drive/Tatum Boulevard)
Rural Elegance (32nd Street and Lincoln Drive, Tatum North)

- Construction Considerations:** Existing right-of-way sufficient, use of concrete pavers with color distinction, sight visibility study needed, utility conflict investigations needed

- Maintenance Considerations:** Vandalism, paver cleaning and repair, irrigation adjustments and repair as landscape matures, plant replacement, and natural pruning and shaping

Estimated Cost: \$175,000 (Sign and Paving only).

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

IMPLEMENTATION PLAN

Town Gateways



Figure 4.4: Gateway Locations

Short descriptions of each of these areas, depicted in *Figure 4.4*, are included on the following pages.

IMPLEMENTATION PLAN

32nd Street and Lincoln Drive Gateway

At the 32nd Street and Lincoln Drive location, the intent is to replace the existing entry monument sign located on the south side of the Lincoln Drive right-of-way (see *Figure 4.6*) and enhance the landscape around the entry sign with Saguaro, boulders, and flowering plant material selected from the Rural Elegance Character Zone plant list.

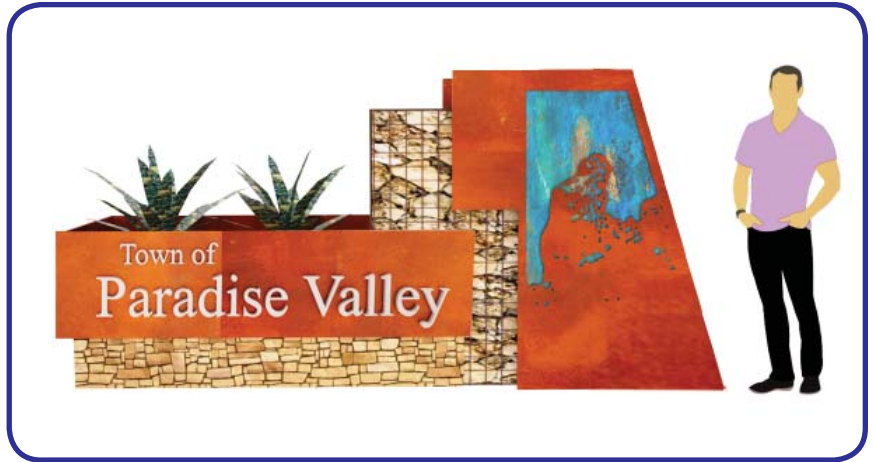


Figure 4.5: Praying Monk Themed Entry Monument Conceptual Design

Driving eastbound on Lincoln Drive from Phoenix into the Town provides one of the most striking views of the Praying Monk rock feature on Camelback Mountain. *Figure 4.6* illustrates an example of the Praying Monk used to theme the entry monument for this gateway location.

Note - Graphics are conceptual in nature and do not necessarily represent the final design.



Figure 4.6: Existing Town Entry Monument on the Southeast Corner of Lincoln and 32nd Street

IMPLEMENTATION PLAN

Lincoln Drive East Gateway

The Lincoln Drive East Gateway is planned to be implemented as part of the Ritz-Carlton site development. The SUP for the Ritz-Carlton included enhanced, larger versions of the existing Town entry monuments located on both sides of Lincoln Drive as shown in *Figure 4.7* below. Final development for the entry feature may include monumentation on both sides of the road as shown.

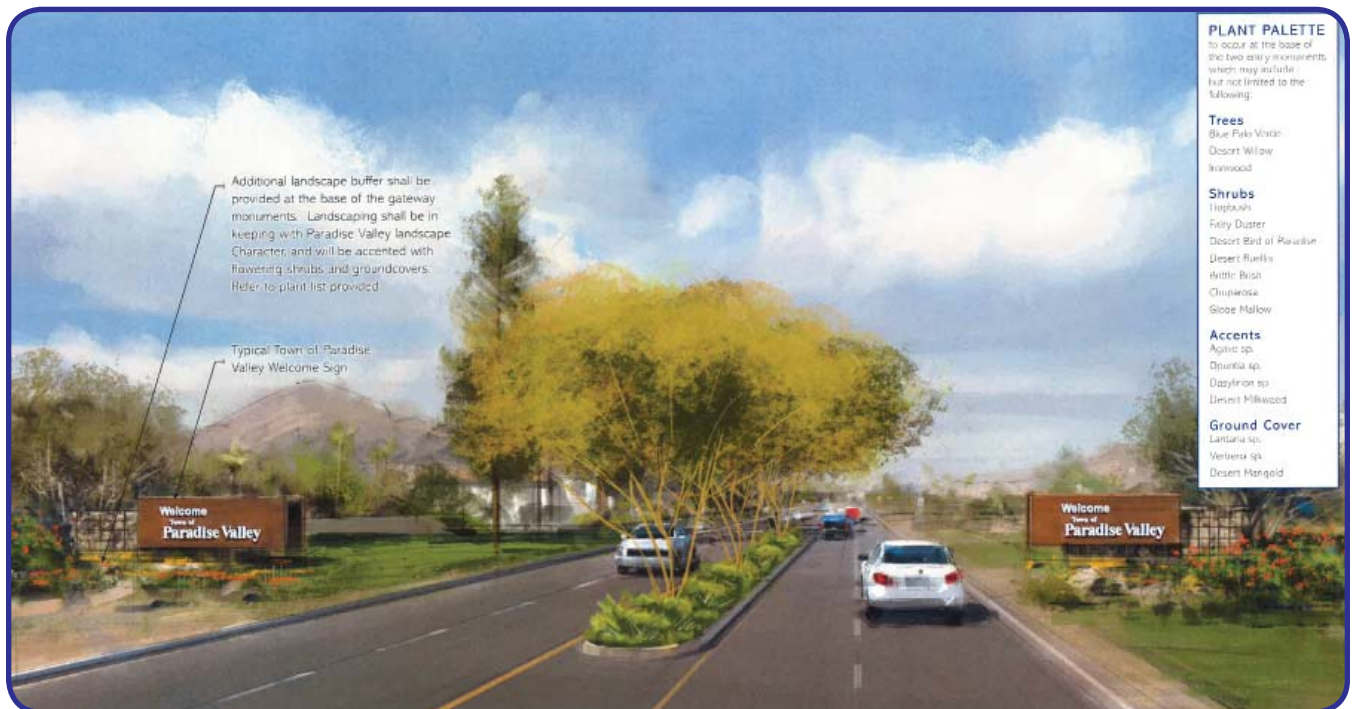


Figure 4.7: Ritz-Carlton SUP Graphic for Lincoln Drive East Gateway

Figure 4.8 illustrates the entry monument concept developed with the Plan and themed using stylized Golden Barrel Cactus cutouts over a blue patina steel background. This concept sign could be used in place of the oversized existing monumentation shown in the SUP graphic and reversed for the south side of Lincoln Drive. This is the only gateway where signage on both sides of the road is being considered.

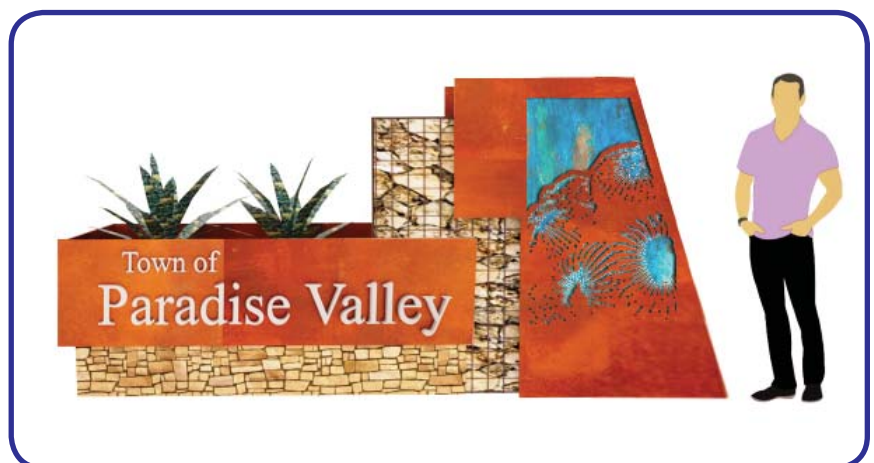


Figure 4.8: Golden Barrel Cactus Themed Entry Monument Conceptual Design

Note - Graphics are conceptual in nature and do not necessarily represent the final design.

IMPLEMENTATION PLAN

Tatum Boulevard Gateways

The Fire Station No. 91 site includes an area with excess right-of-way owned by the Town that offers a complementary buffer from the roadway and is well-positioned (from a design and visual perspective) to house a gateway monument sign and enhanced placemaking amenities. In fact, if the Town so chooses, it is recommended that a pedestrian node and open space be developed at this location to complement the design of the gateway elements within the surplus right-of-way area. *Figure 4.9* illustrates the use of a Saguaro Cactus theme for this gateway, playing off of the desert landscape found on the mountain slopes behind the fire station. Additional large salvaged Saguaro should be used in the landscape with the entry signage to further enforce the theme.

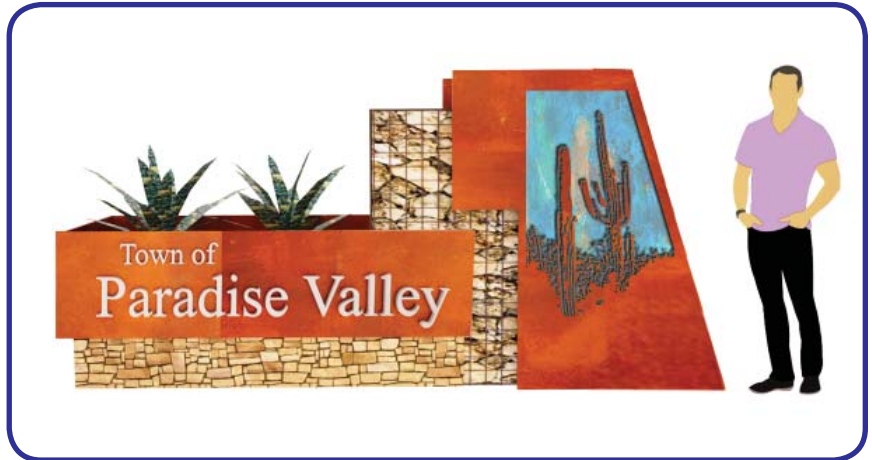


Figure 4.9: Saguaro Cactus Themed Entry Monument Sign Conceptual Design

At the Tatum Boulevard/McDonald Drive intersection, the Town owns a 1.8-acre parcel that straddles the east side of the intersection in which there is ample room for the installation of a major gateway monument sign and amenities. The theme for this gateway, depicted in *Figure 4.10*, includes the distinctive form of an agave rosette. Plantings around the sign should include extensive agave planting intermixed with boulders and flowering ground covers.

Note - Graphics are conceptual in nature and do not necessarily represent the final design

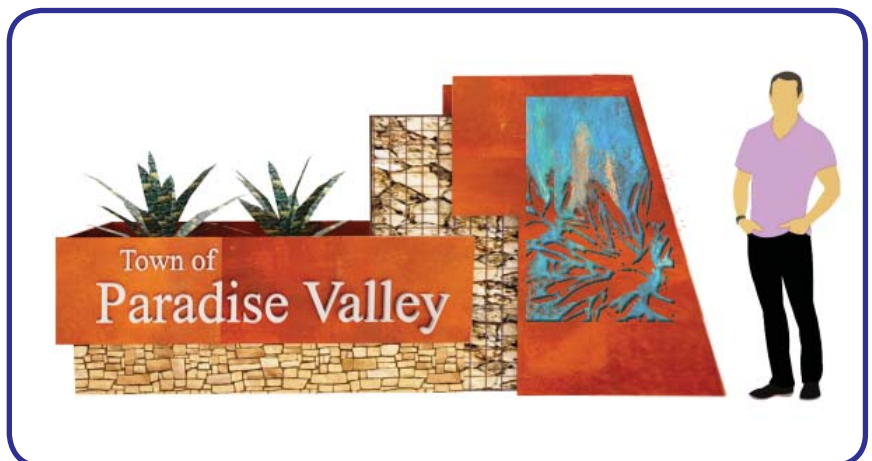


Figure 4.10: Agave Rosette Themed Entry Monument Sign Conceptual Design

IMPLEMENTATION PLAN

Lincoln Drive/Tatum Boulevard Intersection Enhancements

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

The conceptual intersection paving pattern introduced in Chapter 2 uses integral colored concrete materials that must be designed to not interfere with driver safety, withstand high traffic counts, and be easy to maintain over the long term. Enhancement of the pedestrian crossings at all four corners of the intersection are also recommended using a southwest theme. Color selection is an important consideration, focusing on using materials with integral, easily maintained colors. While the hue of the colors chosen is

Note - Graphics are conceptual in nature and do not necessarily represent the final design.

LINCOLN DRIVE/TATUM BOULEVARD INTERSECTION TREATMENT CONCEPT

Location: Intersection of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance with Resort

Construction Considerations: Existing pavement section to fit design without compromising driver safety, exposing aggregate and selective removal of the concrete hardener creates a resilient surface that allows for variation in color and pattern, integral colored concrete base with colored aggregate and colored concrete hardener

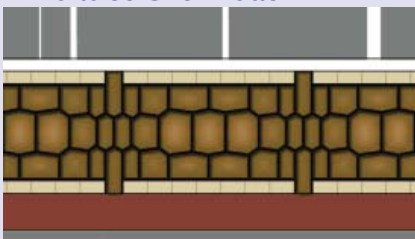
Maintenance Considerations: Assuring that materials, sealers, hardeners, and construction techniques will provide for effective maintenance through power-washing services to be procured by the Town

Estimated Cost: \$715,000 (Intersection remodel including ADA ramp replacement and pedestrian push buttons)

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

TORTOISES ON TATUM

- Integral-colored Concrete, Colored Aggregate and Colored Hardener Sandblasted to Create Desert Tortoise Shell Pattern



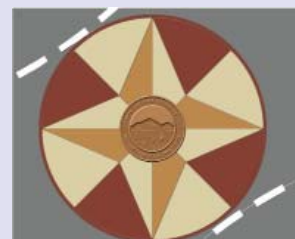
LIZARDS ON LINCOLN

- Colored Interlocking Heavy-traffic Pavers in Lizard Skin Pattern
- Colored Concrete Edge



CENTER MEDALLION

- Cast Iron Medallion
- Colored Concrete Compass



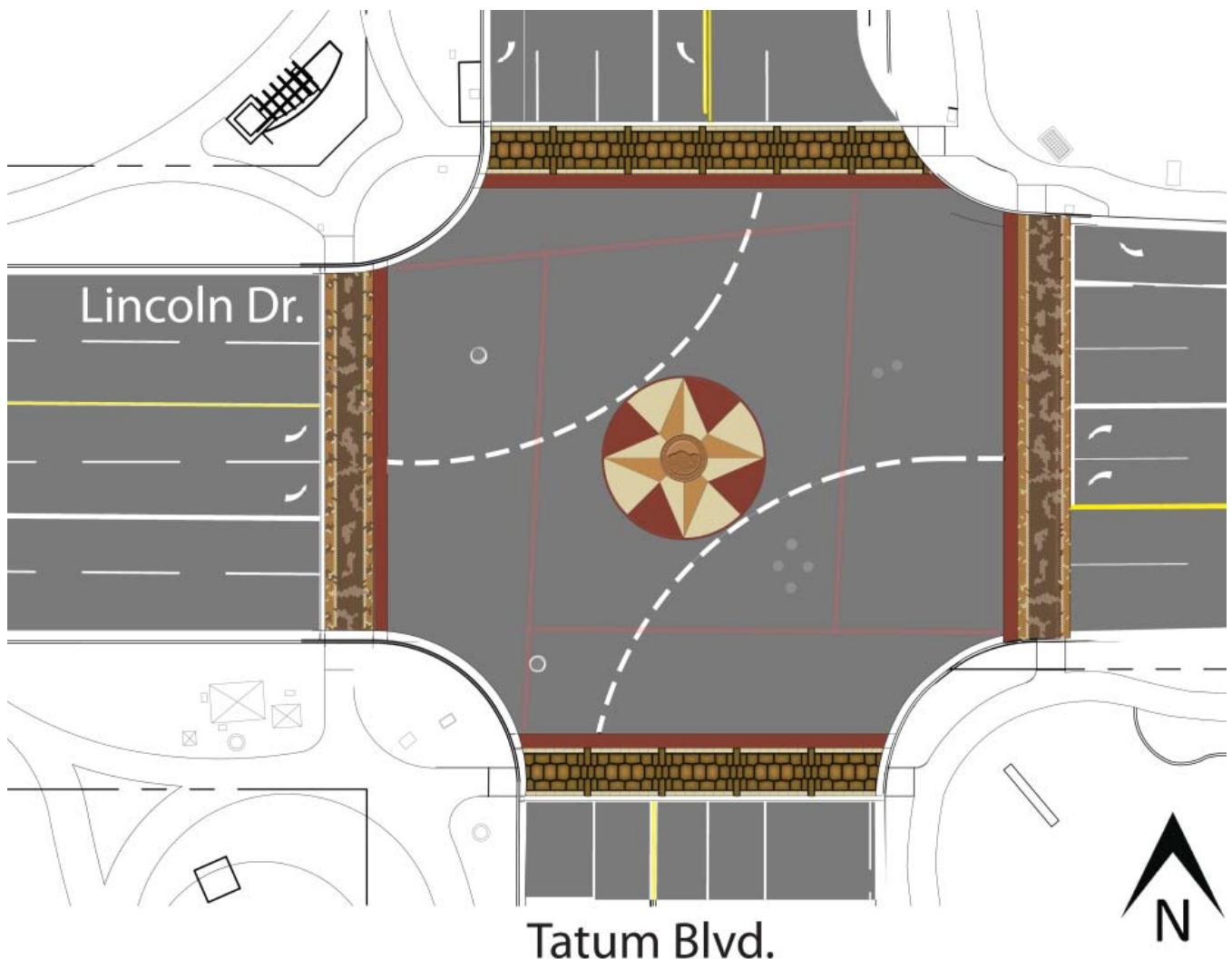
IMPLEMENTATION PLAN

Lincoln Drive/Tatum Boulevard Intersection Enhancements

considered important to successful implementation of this element, the richness of the color and materials used are critical to ensuring the final intersection represents the Town and its values. The application of special paving treatments or pavers to create the “Lizards on Lincoln” and “Tortoises on Tatum” patterns as shown are one such possibility making use of deep red concrete hardener banding to add vibrancy to the concept.

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

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



Plan View Concept

Note - Graphics are conceptual in nature and do not necessarily represent the final design.

IMPLEMENTATION PLAN

Pillars of the Community Garden

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

In an effort to establish additional public gathering spaces, Pillars of the Community is a themed desert-open space garden that recognizes distinguished past and/or present community members such as Supreme Court Chief Justice William Rehnquist, who served on the Supreme Court from 1972 to his death in 2005, and Justice Sandra Day O'Connor who served from 1981 to 2006. Other notable residents could incrementally be added over time as needed. Seating areas, shade trees, and information placards would be incorporated into the design.

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

PILLARS OF THE COMMUNITY GARDEN

Location: Southwest corner of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance

Construction Considerations: Right-of-way or easement is needed, utility conflicts and drainage studies needed, and design and construction requires joint partnership between Town and private philanthropic organization(s). Consider ability to expand to accommodate the addition of future community members over time.

Maintenance Considerations: Volunteer and Town resources combined to oversee the maintenance and security of this area

Estimated Cost: \$449,000 (Not including utility relocations and major drainage facility improvements that may be required)

Funding Source: Unidentified philanthropic means, Town contribution to long-term maintenance and security



Note - Graphics are conceptual in nature and do not necessarily represent the final design.

IMPLEMENTATION PLAN

Contemplation Corner

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

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

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

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

CONTEMPLATION CORNER

Location: Northwest corner of Lincoln Drive and Tatum Boulevard

Character Zone: Rural Elegance

Construction Considerations: Authorization and ability to utilize the common area subdivision tract adjacent to the existing right-of-way is necessary

Maintenance Considerations: Volunteer and Town resources combined to oversee the maintenance and security of this area

Estimated Cost: \$341,000 (Not including utility relocations and major drainage facility improvements that may be required)

Funding Source: Unidentified philanthropic means, Town contribution to long-term maintenance and security



Note - Graphics are conceptual in nature and do not necessarily represent the final design.

IMPLEMENTATION PLAN

Lizards on Lincoln/Tortoises on Tatum

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

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

IMPLEMENTATION PLAN

Capital Improvements Program (CIP) Considerations

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

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

IMPLEMENTATION PLAN

Consideration and Processes for Utility Companies

Lincoln Drive and Tatum Boulevard, like most arterial roadways, facilitate transportation mobility of vehicles, transit, bicyclists, and pedestrians, but they also house multiple utility infrastructure types that are essential to serving the daily needs of Paradise Valley residents and businesses. It is customary for utility companies to expand, repair, maintain, or upgrade their infrastructure based on ever-changing demand, technologies, and change in product types and/or service delivery techniques. As such, it is expected that utility companies with infrastructure located in Lincoln Drive and Tatum Boulevard will periodically have to access, repair, update, and maintain their facilities.

Utility companies that own and maintain infrastructure facilities within the Lincoln Drive and Tatum Boulevard rights-of-way include: City of Phoenix water and sewer, Town of Paradise Valley wastewater, Southwest Gas, APS, SRP, telecommunications facilities (COX, Century Link), Berneil Water Company, and EPCOR Water Company.

Repair and upgrade of existing utilities will differ in scale and complexity depending on the nature of the repair or expansion being considered. In some cases, minor repairs or upgrades do not call for trenching or other earth moving work necessary to access and repair or upgrade the utility infrastructure. For major types of repairs or updates, open trenching, saw cutting of pavement, and access to underground vaults, wells, pumps, cabinets, and similar features will be necessary. Each utility company must submit (to the Town) engineering design plans and obtain a right-of-way construction permit and inspection for any utility repair/upgrades (including alteration of pavement and sidewalks) in the Town's right-of-way.

In those instances when utility companies must undertake major utility repairs or upgrades that require the disturbance of any groundwork at or below grade, it is the intent of this Plan that the utility company consider the application (depending on the scale of improvements, nature of the restoration needed, and location within the Visually Significant Corridors) of the "Good", "Better," or "Best" suite of design options for restoration of the area being disturbed in the Visually Significant Corridors. With respect to above ground utility cabinets, please refer to the design guidance outlined in Chapter 2.

The Town has a long history of collaboration and communication with the utility companies with infrastructure interests in the Town's rights-of-way. Most utility companies with interests in Lincoln Drive and Tatum Boulevard have actively participated as stakeholders in the planning process and are supportive of the purpose and intent of the provisions of the Plan. The Town has also been conducting utility coordination meetings once a quarter. It is recommended that the Town offer a presentation at a utility coordination meeting on the design guidance and implementation expectations of this Plan.

IMPLEMENTATION PLAN

Consideration and Processes for Utility Companies

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

1. Confer with Town Staff prior to engineering plan preparation.
2. Identify the Character Zone in which the utilities are located.
3. Review the Plan for design elements and materials included within the designated Character Zone.
4. Determine if the nature of the repair/upgrade will be minor or major in nature.
5. Evaluate what existing landscaping and hardscape elements will be disturbed and level of restoration needed.
6. Collaborate with Town staff to determine if the "Good," "Better," or "Best" option of design elements and features apply, depending upon the application type, materials, and design elements that exist prior to the utility construction.
7. Submit design plans to the Town for review and approval.

Streetscape and Right-of-Way Maintenance Considerations

As previously introduced, the Town will utilize the Plan to incorporate design elements/materials for each Character Zone in conjunction with any Town or utility company infrastructure project or private property initiated request.

IMPLEMENTATION PLAN

Consideration and Processes for Developers, HOAs, and Homeowners During Design

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

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

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

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

IMPLEMENTATION PLAN

Public Education and Awareness Campaign

The completion of the Plan has been a priority for Town Council and Town staff. The adoption of this Plan accomplishes a six-year-old 2012 General Plan goal for Paradise Valley's Visually Significant Corridors. With Town Council's adoption of this document, and because Lincoln Drive and Tatum Boulevard are such prominent public spaces in Paradise Valley, it is essential that information regarding the Plan's contents, purpose, and how it potentially effects Town planning and permitting processes be widely disseminated to residents, business owners, utility companies, contractors, and other interested stakeholders.

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

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

IMPLEMENTATION PLAN

Necessary Updates to Other Town Codes and Regulations

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

- **Paradise Valley Landscape Design Guidelines** – the Town's current Landscape Guidelines were completed in 1996. As a 22-year old document, a comprehensive update to the document is recommended as a short-term implementation objective. The multitude of allowed species of trees, bushes, groundcovers, etc., offered in each of the Character Zones in the Plan are much more modern and comprehensive in nature. As such, the Landscape Guidelines warrant a comprehensive rewrite.
- **Update the 2012 General Plan** – as the Town begins the process of comprehensively updating its 2012 General Plan in the next couple of years, the Plan in its entirety should be incorporated as a stand-alone element of the updated 2012 General Plan. This action will broaden the awareness of the Plan and underscore its importance as a prominent policy document for the Town.
- **Engineering Design Manual** – As the Town contemplates the creation of an engineering design manual next fiscal year, right-of-way design, restoration measures, and planting details should be carefully coordinated between the two documents to solidify engineering designs of the concepts presented in the Plan.

Visually Significant Corridors Design Guidelines Update and Maintenance

It is recommended that the review and possible update of the Plan occur every 10 years to coincide with the Town's update of the 2012 General Plan.

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Appendix: Planning Process

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

This chapter includes summaries of the applicable or affected City Code sections that interface with the Plan. A summary of the Visual Preference Survey results, design charrette process, and public involvement timeline are also included for reference.

Planning Context

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

2012 General Plan

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

Land Use & Development Element

LU 2.1.3.8 Community Gateways.

“Major entrances into the Town should be given symbolic markers and landscaping to strengthen community identity and to highlight community design standards. Symbolic markers may include signs, monuments, landscape, and hardscape.”

DA 2.2.2.3 Public Space.

“The Town shall work with Development Area Special Use Permit properties to integrate pedestrian amenities, traffic-calming features, plazas and public areas, attractive streetscapes, shade trees, lighting, and open spaces in keeping with the character of the Town.”

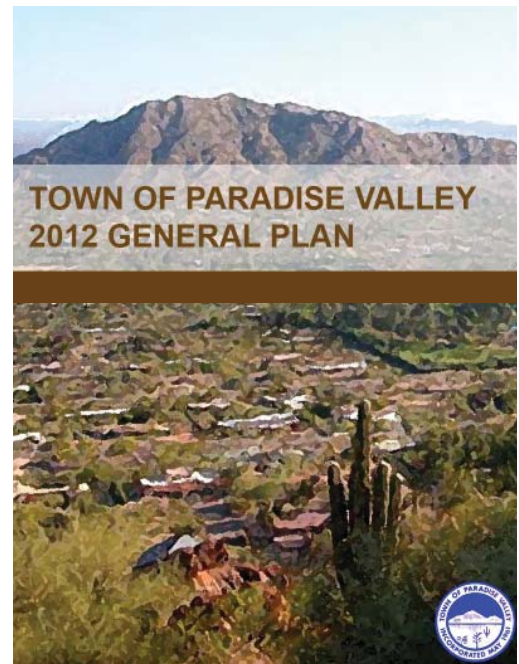


Figure 5.1: Town of Paradise Valley 2012 General Plan (Cover)

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

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

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

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

Community Character and Housing Element

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

Policy CC&H 3.1.3.3 Enhanced Town Gateways.

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

Policy CC&H 3.1.3.4 Visually Significant Corridors.

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

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

Policy CC&H 3.1.4.1 Mountain Views.

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

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

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

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

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

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

Mobility Element

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

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

Policy M 4.4.3.1 Visually Significant Corridor Program.

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

Policy M 4.4.3.2 Visually Significant Corridor Treatment.

- “Town rights-of-way along Visually Significant Corridors shall have attractive, experientially rewarding, and cohesive design elements, including signage, landscaping, medians, interchanges and sidewalks while permitting a reasonable range of treatments of individual properties. Elements that create visual clutter such as unnecessary signage or utility boxes will be eliminated, or their visibility reduced.”

Mobility Implementation Program #10. “Develop and implement Visually Significant Corridor Plans that promote the character and image of the Town, by providing specific landscape, hardscape, and infrastructure design guidelines for Town rights-of-way along Visually Significant Corridors, provides policy for the installation and maintenance of right-of-way landscaping, and carries out all other applicable goals and policies of the 2012 General Plan.”

Open Space and Recreation Element

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

Town of Paradise Valley Landscape Guidelines (1996)

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

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

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



Landscaping

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

Maintenance

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

Recreational Paths and Curbs

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

Rights-of-way

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

Utilities

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



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

Design Charrette

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

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

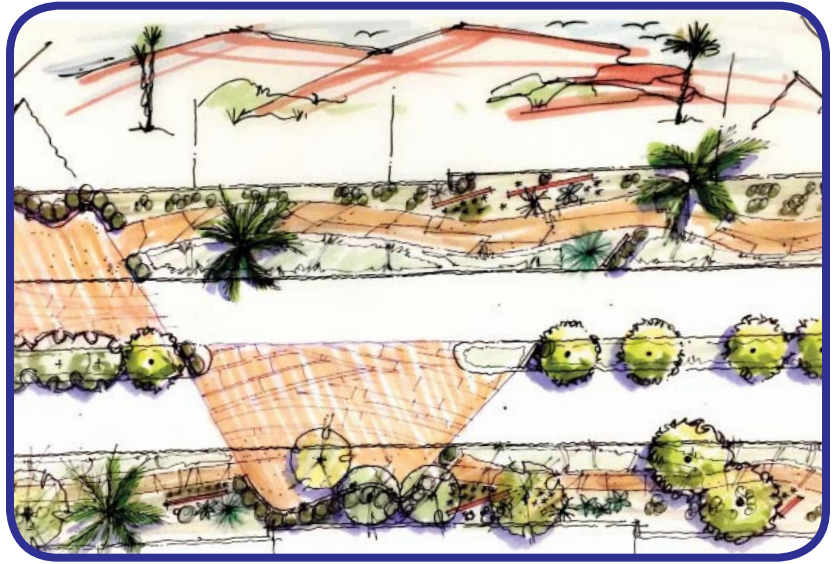


Figure 5.2: Initial Plan View Concept for Resort Living Character Zone



Figure 5.3: Consultants Collaborating on Character Zone Limits

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

Visual Preference Survey

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

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






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

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








Figure 5.4: Public Meeting #2




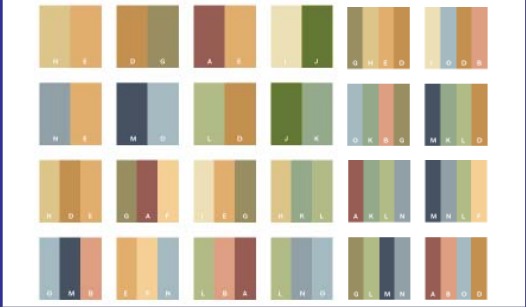
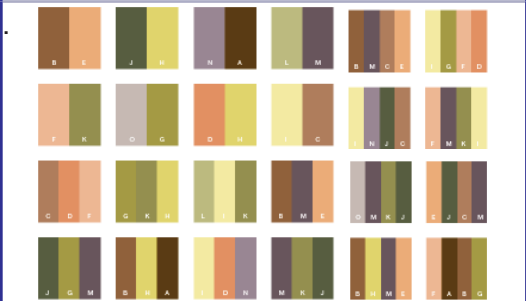
Visual Preference Survey Results

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

Visual Preference Survey Results

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

Visual Preference Survey Results

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

Significant Projects Influencing the Plan

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

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

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

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

Image Bibliography

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

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