

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

TO: Mayor Bien-Willner and Town Council Members

FROM: Jill Keimach, Town Manager
Lisa Collins, Community Development Director

DATE: September 8, 2022

DEPARTMENT: Community Development
Lisa Collins, 480-348-3522

AGENDA TITLE:

Discussion regarding areas around entry monuments including the vacant Town owned parcel at Doubletree and Scottsdale Roads.

SUMMARY STATEMENT:

The Council will discuss the areas surrounding entry monuments and provide direction to staff regarding possible minor visual improvements in line with the General Plan to the Town owned parcel or other locations.

BACKGROUND:

The Town Council approved new entryway monuments on June 28, 2012. The entryway monuments along with various landscaping are located at significant entry points that were determined when the entry monuments were approved. Each of the 17 locations have some type of landscaping and ground cover that is generally consistent with the surrounding area. Most of the locations have a desert landscape palette. The Town owned parcel at northwest corner of Doubletree and Scottsdale Roads has no improved landscaping or ground cover treatment.

NEXT STEPS:

Council to provide staff direction on any improvements they would like staff to bring back to Council for further consideration

BUDGETARY IMPACT:

If Council directs staff to recommend improvements, an associated cost will be presented.

ATTACHMENT(S):

- A. Staff Report
- B. Presentation