



# PARADISE VALLEY, TOGETHER

## 2022 General Plan

60 Day Review

Ratified:

Adopted:

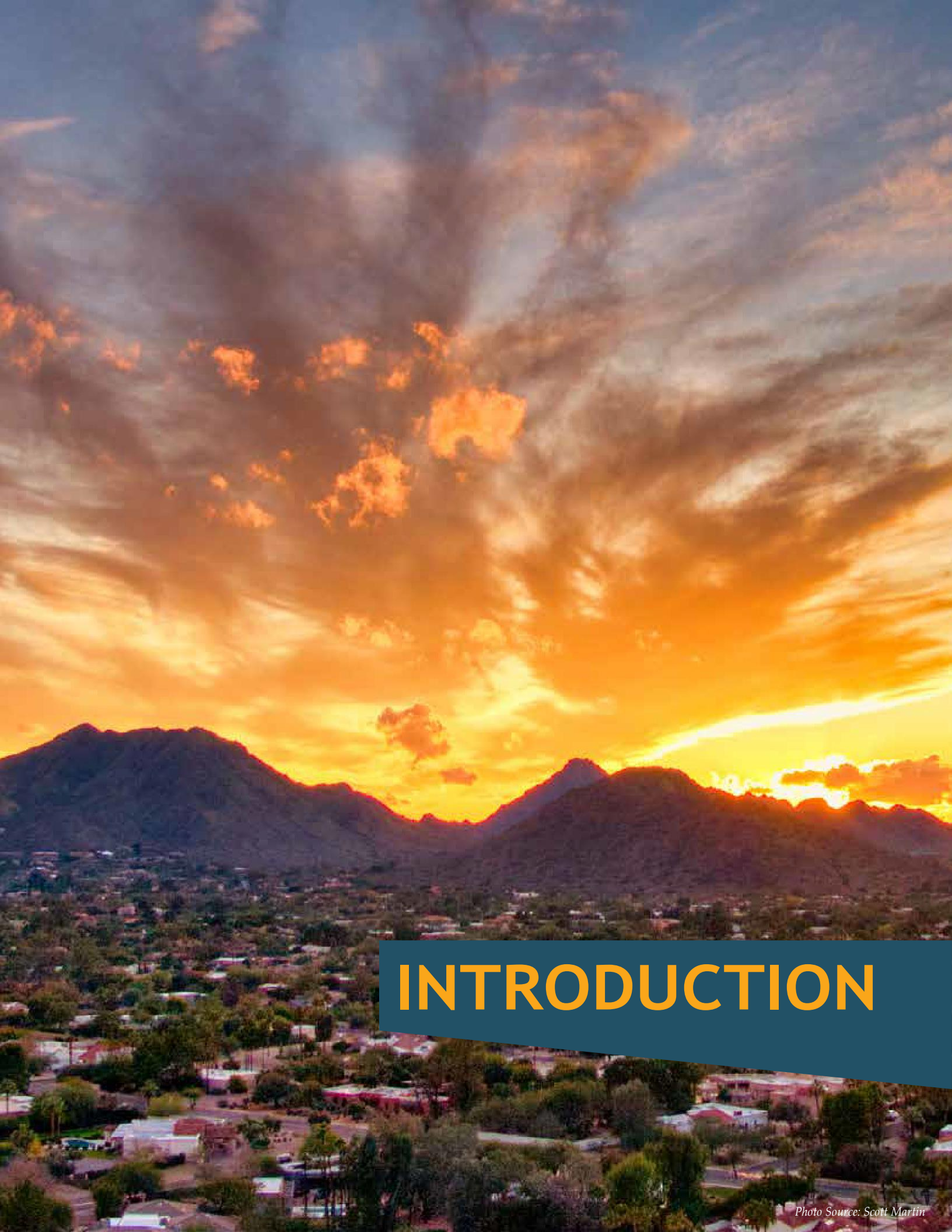
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# INTRODUCTION



# WHAT IS A GENERAL PLAN?

The Paradise Valley General Plan acts as the guiding document for future physical, economic, and social development decisions over the next 10 years and beyond. Bounded by a community vision, the plan contains a series of goals, policies, and actions, which were all established through an intentional public engagement process, that work together to map out a clear path for the plan's implementation.

State law (A.R.S. §9-461.05) requires that every Arizona city and town adopt a long-range general plan for future development that must also be updated and readopted by voters every ten years. The Town's first General Plan was adopted in 1980 with subsequent updates in 1997, 2001, 2003, and most recently in 2012. Building from the previous General Plans, the 2022 General Plan addresses key topics such as land use, growth, community character, circulation, open space, environment, sustainability and public facilities and services.

## PURPOSE OF THE GENERAL

A general plan is a community's "blue print" for land use and development; it serves as the basis for rational decisions regarding a community's long-term physical development. The general plan expresses the community's development goals and embodies public policy relative to the distribution of future land uses.

The policies and programs of the general plan are intended to underlie most land use decisions. Preparing, adopting, implementing, and maintaining a general plan serves to:

- Identify the community's land use, transportation, environmental, economic and social goals and policies as they relate to land use and development.

- Provide a basis for local government decision-making, including decisions on development approvals.
- Provide citizens with opportunities to participate in the planning and decision making processes of their community.
- Inform citizens, developers, decision makers and other cities and counties of the ground rules that guide development within the community.

A general plan typically has three defining qualities. First, it is general in nature, providing general guidance for the future, particularly regarding growth and development. More precise direction is provided in implementation documents and plans, such as annexations, zoning codes and other ordinances, design regulations, annual budgets and capital improvements program. Second, it is comprehensive in scope, addressing a broad range of environmental, social, and economic factors affecting the community. These factors include land use and circulation, environment and resources, economic and fiscal conditions, as well as a host of others. Furthermore, these factors should be addressed in an interrelated and, wherever possible, consistent manner. Third, it addresses the long-range future of the community. While the general plan takes immediate concerns into consideration, it focuses primarily on the future, particularly potential build out scenarios (i.e., the maximum size and population of the community and the density of development).

To clarify the role of the general plan:

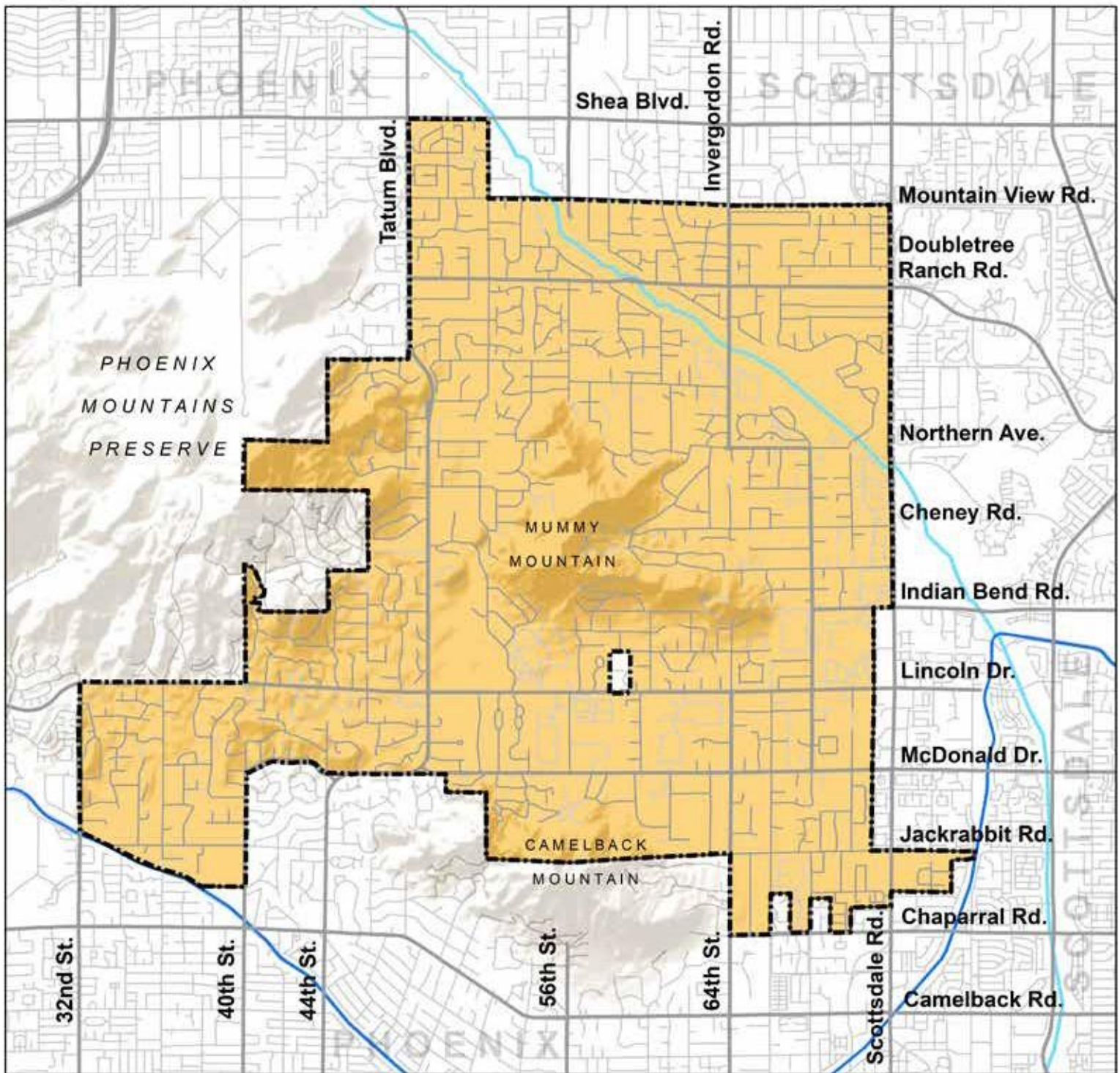
### THE GENERAL PLAN IS:

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

### THE GENERAL PLAN IS NOT:

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

Figure 1: Municipal Limits &amp; Planning Area



## Legend

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

Source:  
US Census Bureau,  
Town of Paradise  
Valley

N

0 ¼ ½ 1 Miles



# PLANNING AREA

## MUNICIPAL LIMITS & PLANNING AREA

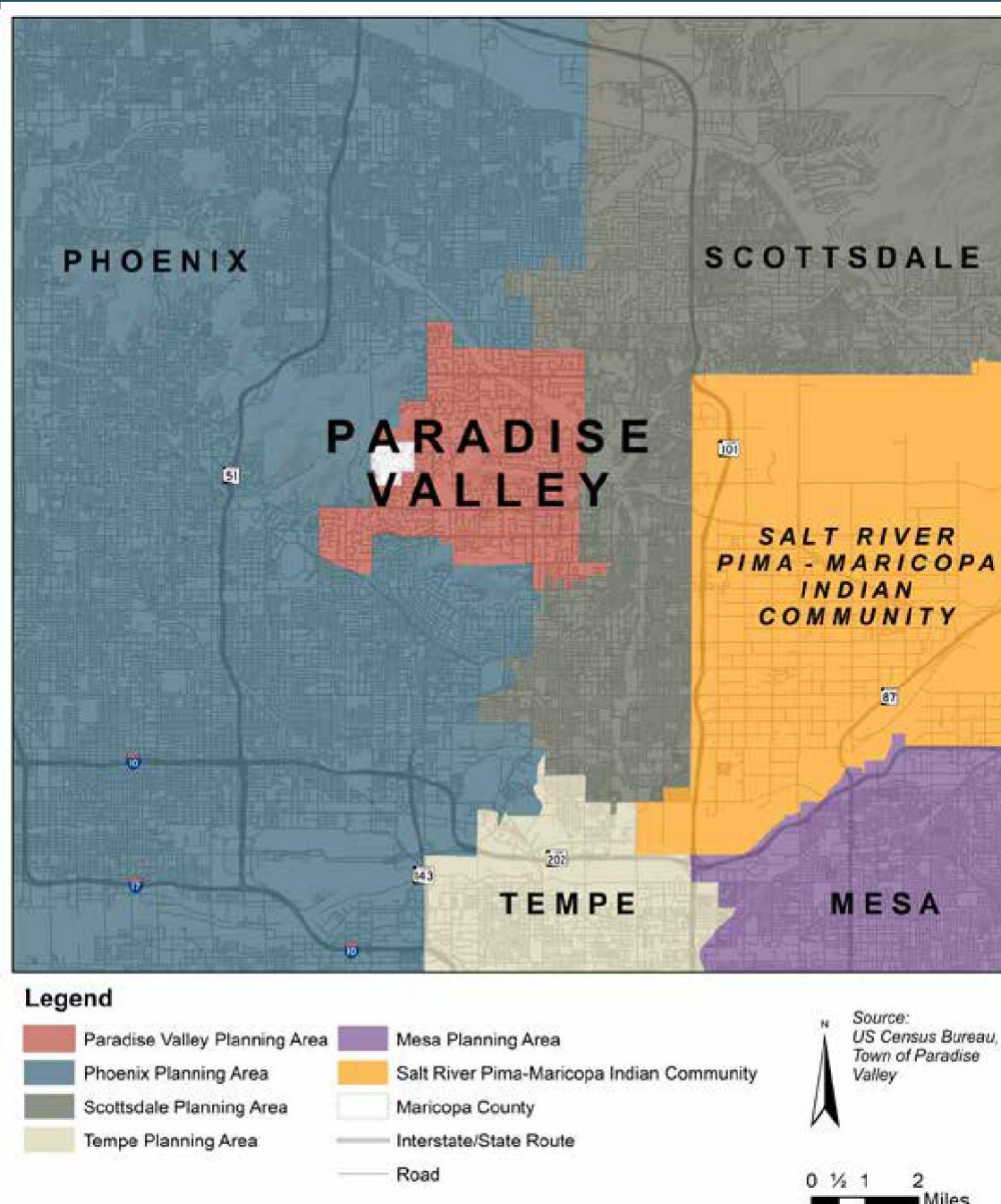
The Town's municipal boundary contains 9,852.5 acres (15.4 square miles). The Planning Area represents the furthest extent of potential annexation for the Town. As shown in Figure 1, the municipal limits nearly encompass the entire Planning Area.

## REGIONAL CONTEXT

The Town of Paradise Valley is located in the heart of the Phoenix Metropolitan area in Maricopa County and is bounded by the City of Phoenix to west and the City of Scottsdale to the east as shown in Figure 2.

Additionally, the Town of Paradise Valley is either flanked by, or near several other notable upscale neighborhoods, such as Arcadia, which is located south of Camelback Mountain in Phoenix, the Arizona Biltmore to the southwest, The Phoenician Resort to the southeast, and McCormick Ranch and Gainey Ranch to the east in Scottsdale.

*Figure 2: Regional Context*





# TOWN HISTORY

## PRE-1970

### ROAD TO ANNEXATION

The Town of Paradise Valley ("the Town"), which lies in central Maricopa County between Phoenix and Scottsdale, was created in response to concerns that the sparsely populated desert lifestyle of their community was in danger of slipping away due to threatened annexation and the changing density and commercialization of neighboring Phoenix and Scottsdale.

The incorporation effort provided a forum for direct citizen involvement in the creation of a vision for the new community. The area originally incorporated as the Town included 2.69 square miles. By 1970, the Town had incorporated contiguous parcels to increase the area to 13.3 square miles with police services, a municipal court system and an Underground Utilities Ordinance in place. The population had reached 6,637 residents.

## 1970's

### GROWING PAINS

The decade of the 1970s saw the Town prevail in court challenges to the legality of incorporation, zoning regulations and special use permits. A revised Master Plan was approved, Resort and Religious Facilities Regulations were adopted, additional land was annexed and a permanent Town Hall was built.

Also, infrastructure needs were addressed including fire hydrants, the first sewer line, floodplain designations, improvement districts and improvements to Lincoln Drive, McDonald Drive and Doubletree Ranch Road. Traffic and police protection became significant Town concerns. The Town's low-density residential character was promoted by ordinances limiting outdoor lighting and excessive noise. In addition, the Town adopted the Hillside Building Regulations to provide specific guidance for developments within the hillside areas.

## 1980's

### THE FIRST GENERAL PLAN

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

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

## 1990's

**GENERAL PLAN  
UPDATE**

By 1990, the Town had grown to approximately 16 square miles and 11,770 residents. A Capital Improvement Fund was established by a vote of the residents to provide for needed infrastructure as the community matured. Undergrounding of utility lines continued at an increased pace, flood control and sewer capability were studied, and street maintenance was organized with appropriate schedules. Increased traffic throughout the Town remained an important concern of the residents. The 1990s saw a renewed market-driven interest developing the remaining vacant land of the Town for more expensive and larger homes. In limited cases, clustered housing development has been used to retain open space or natural features and to provide greater than normal residential setbacks from heavily traveled thoroughfares without reducing the number of residential lots that might otherwise be created. Many small ranches disappeared as residential developments designed for the maximum number of allowable lots took their places. A renewed commitment to desert vegetation was exemplified by the redesign of the Lincoln Drive medians.

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

*Photo Source: Town of Paradise Valley**Photo Source: Town of Paradise Valley**Photo Source: Town of Paradise Valley*

# TOWN HISTORY

## → 2000's

### TURN OF THE CENTURY

By the Year 2000, the Town's population had increased to approximately 13,600, although the physical boundaries of the community had not changed since 1996 through annexation. According to the State of Arizona's Growing Smarter/Plus statutes passed in 2000, every city and county in Arizona is required to adopt and maintain a general plan. In September 2001, the Town Council authorized proceeding with an update of the Town's 1997 General Plan (Vision 2020). In 2003 the Town adopted the third General Plan which included seven elements: water resources, growth areas, cost of development, environmental planning, land use, circulation and conservation.

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

## → 2008-PRESENT

### PARADISE VALLEY TODAY

Coming out of the economic recession of 2008, the Town of Paradise Valley has continued to grow while preserving the character of the community. The Mountain Shadows and Andaz Resorts underwent extensive redevelopment, while the last large remaining area of vacant land within the town is actively being developed into the 5-Star Ritz Carlton Resort. The Town adopted the Visually Significant Corridors plan in 2018 to further preserve the rural and natural views of the surrounding mountains.

To further preserve the character of the community, the Town also saw the need to incorporate policies and as necessary amendments to codes, to heightened review and regulations for lots/building pads, short-term rentals, and telecommunications.

## PARADISE VALLEY, TOGETHER

### 2022 GENERAL PLAN



*Photo Source: Town of Paradise Valley*



*Photo Source: Julie Pace*



*Photo Source: Julie Pace*



# TOWN VISION & VALUES

A General Plan vision statement is intended to give direction and purpose for the document. Public input was critical to shaping the community vision established as part of the 2012 General Plan. Through the community survey and community workshop discussions the overall 2012 vision was largely supported by residents. Consequently, in development of the 2022 vision statement, only specific refinements were incorporated through thoughtful direction from the Planning Commission and Town Council to ensure the vision meets the needs of the Town today and into the future.

The following community values expressed in the previous General Plan were further reinforced with the public outreach for the 2022 General Plan update:

- Primarily one-acre, residential community
- Limited government
- Creating a sense of community

- Partnerships with existing schools and resorts to enhance recreational opportunities
- Improving aesthetics / creating a brand
- Preserving natural open space

Collectively, these values were the driving forces behind the community vision that was further refined into a more comprehensive and straightforward statement.

## VISION PREFACE

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

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

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

## VISION STATEMENT

*The aesthetic beauty of Paradise Valley attracts residents, their guests and resort visitors alike, to experience this special place we call paradise.*

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

*Our future will be defined by the continuation of our characteristic low-density, residential housing and the role of local government to ensure quality public safety and other limited services, preserving natural open space and mountain views, and making neighborhood-compatible land use decisions throughout the Town.*

*Our churches, schools, world-class resorts and other limited non-residential community-oriented development and services will continue to evolve and change with the times to allow the community to meet the social, environmental, technological, and economic needs of today, while sustaining the authentic sense of place and semi-rural character that makes the Town so unique.*

# GENERAL PLAN FRAMEWORK

The General Plan is organized into a series of topical Elements that are outlined with Goals, Policies, and Actions for Implementation. While using a more traditional format, this organization allows for a straightforward and effective methodology for achieving the statutory requirements for a General Plan

## ELEMENTS

The balance of this document consists of the General Plan “elements,” which are the Town’s official statements of land use and development policy. The elements are organized in a way that allows the Town to address the statutory requirements of Growing Smarter/Plus (A.R.S. §9-461.05) in a manner that suits the unique circumstances of the Town. As such, the following elements are required for a Town the size of Paradise Valley:

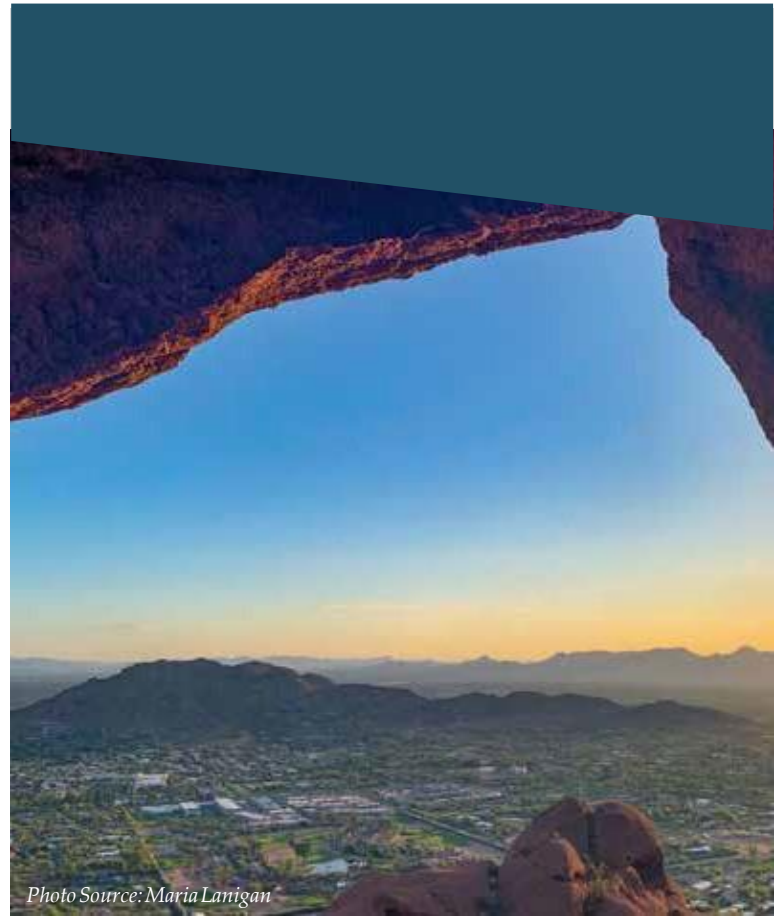
- Land Use
- Circulation (Mobility)
- Open Space
- Growth Areas
- Environmental Planning
- Water Resources
- Cost of Development Element

To address specific needs that are unique to the community, Paradise Valley has also elected the following additional elements:

- Community Character and Housing
- Sustainability
- Public Facilities/Services

## GOALS

Each element includes a series of goals that represent overarching desired outcomes related to key topics



*Photo Source: Maria Lanigan*

associated with the subject element. When combined, all goals work to achieve the desired Community Vision. Goals are also not temporal in nature but continuous and provide a guided direction for policies.

## POLICIES

Under each goal is a set of policies intended to facilitate achieving that goal. Policies inform the day-to-day operations within the town and help to guide Town decision making.

## ACTIONS

Goals and Policies are reinforced with tangible Actions inclusive of a process, technique, or strategy to help achieve the desired goals and policies. Actions are further explained in the Implementation Chapter of the General Plan. The 2022 General Plan process has emphasized and encouraged public participation throughout. At the beginning of the process, the Town Council adopted a Public Involvement Plan that operated with a series of public outreach initiatives.

# PUBLIC PARTICIPATION

Over the course of the 2022 General Plan Update, X public meetings were held, and numerous press releases and articles were issued. The General Plan website was continuously updated with the working draft documents, process and schedule updates. (pending) Also, in accordance with State Statutes, copies of the draft General Plan were provided to agencies and other local governments for review and comment.

Ultimately, the feedback received from all public involvement efforts was utilized to guide and inform the direction of the document to reflect desired community outcomes. This is reflected explicitly in the Community Vision as well as the Goals, Policies and Actions for implementation throughout the document. The majority of outreach for the 2022 General Plan Update also included virtual components in light of the COVID-19 Pandemic and consisted of the following primary outreach methods:

## COMMUNITY SURVEY

The Community Survey was open from February 2021-March 2021 and collected public feedback on community values, issues, and topics. The Survey was facilitated both virtually and in person with a Survey Pop-Up Booth at the Town Hall every Thursday in the month of February.

The survey also contained a mapping exercise that allowed participants to post comments on what they cherish about Paradise Valley as well as identify community opportunities and challenges. A total of 386 Community Surveys were completed, which

represents a 95% confidence level (the probability that results accurately reflect the entire population) with a 5% margin of error (the range results may deviate from the overall population).

## COMMUNITY WORKSHOPS

The Community Workshop #1 was held virtually in January 2021 providing more opportunities to hear from the public on identifying community values, opportunities, needs, and challenges.

The second Community Workshop worked through the first draft of the general plan and allowed the public to have further input on the initial draft of the final document.

## DISCUSSION HUBS

Two Discussion Hubs were hosted to foster more intentional conversations with the public surrounding specific community concerns.

Discussion Hub #1 was held virtually in April 2021 to explore issues around Mobility and Connectivity. Congestion, cut through traffic and multimodal safety were discussed in detail to gain more in-depth insight into community needs and understanding.

Discussion Hub # 2 was held virtually in June 2021 and centered on Quality of Life. The topics discussed included lot splits, resort development, and hillside development all of which were identified concerns from the Community survey.





Photo Source: Town of Paradise Valley



Photo Source: Town of Paradise Valley



Photo Source: Town of Paradise Valley

# DEMOGRAPHICS & SOCIOECONOMICS

## POPULATION PROJECTIONS

The Town of Paradise Valley has seen relatively steady growth for the past two decades. The most recent 2020 Decennial Census population count actually showed a slight decline in population. MAG Socioeconomic projections will most likely be updated in the near future to reflect this change. However, being landlocked by Phoenix and Scottsdale with the Town approaching buildout, the population is projected to start leveling out by 2040 as there will be little room for additional housing to accommodate growth.

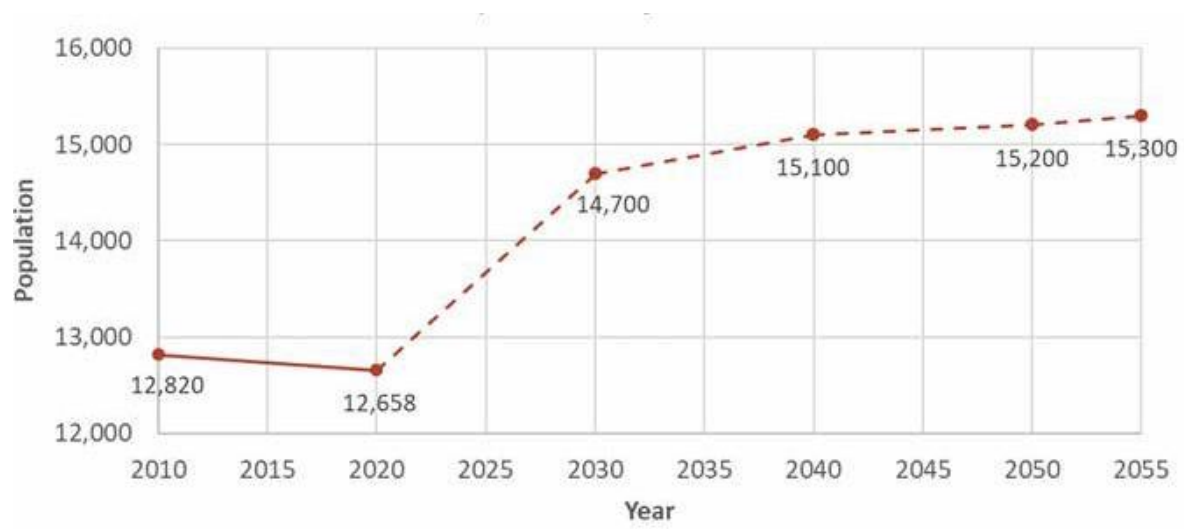
## AGE

The largest age cohorts in the Town of Paradise Valley fall within the ranges of people age 35 to 54 and 65 years and over as shown in Figure 4. This aligns with the Town's median age which is 53.5 and older than the State, County, and surrounding jurisdictions' median ages (see Table 1).

**Table 1: Median Age**

Jurisdiction	Median Age
Paradise Valley	53.5
Carefree	67.5
Cave Creek	57.7
Phoenix	33.5
Scottsdale	39.4
Maricopa County	36.1

Source: U.S. Census Bureau, 2018 ACS 5 Year Estimates

**Figure 3: Population Projections**

*Source: U.S. Census Bureau, 2020 Decennial Census, 2010 Decennial Census, MAG June 2019 Socioeconomic Projections-Population & Employment.*

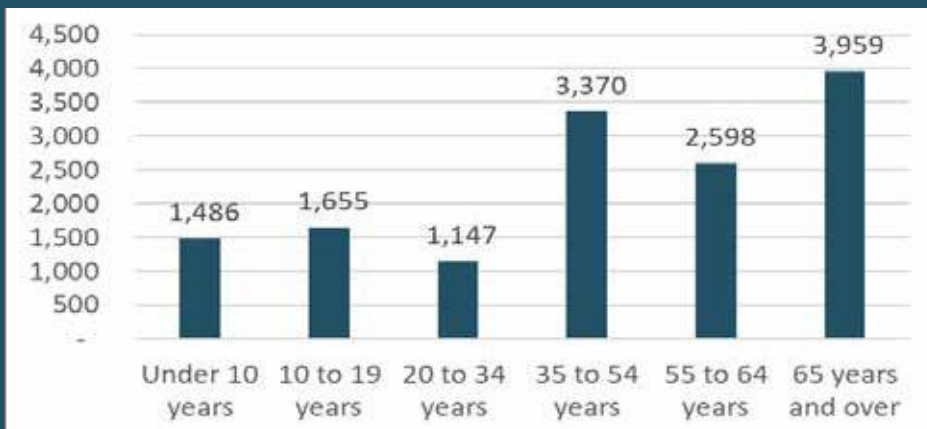
**Figure 4: Age Cohorts**



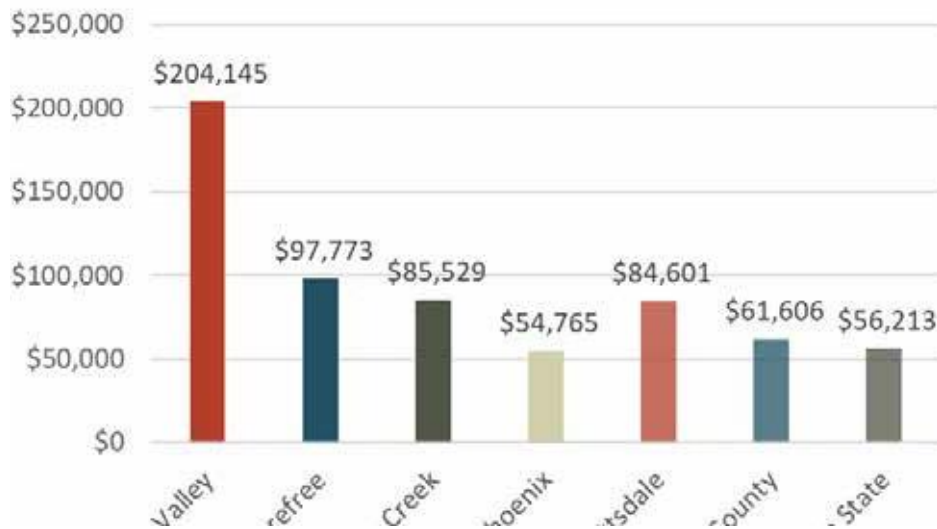


Photo Source: [www.peds.org](http://www.peds.org)

**Table 2: Educational Attainment**

Demographic Category	Paradise Valley	Carefree	Cave Creek	Phoenix	Scottsdale	Maricopa County	Arizona State
Less than High School Diploma	2%	0.1%	4%	17%	3%	12%	13%
High school Graduate	5,441	1,955	2,615	555,013	64,731	1,582,464	2,524,300
(includes equivalency)	8%	19%	12%	23%	13%	22%	24%
Some College and Associates Degree	19%	25%	30%	31%	27%	33%	34%
Bachelor's Degree	36%	39%	32%	19%	35%	21%	19%
Graduate or Professional Degree	35%	17%	22%	10%	22%	12%	11%

Source: U.S. Census Bureau, 2018 Acs 5 Year Estimates

**Figure 5: Median Household Income**

Source: U.S. Census Bureau, 2018 ACS 5 Year Estimates

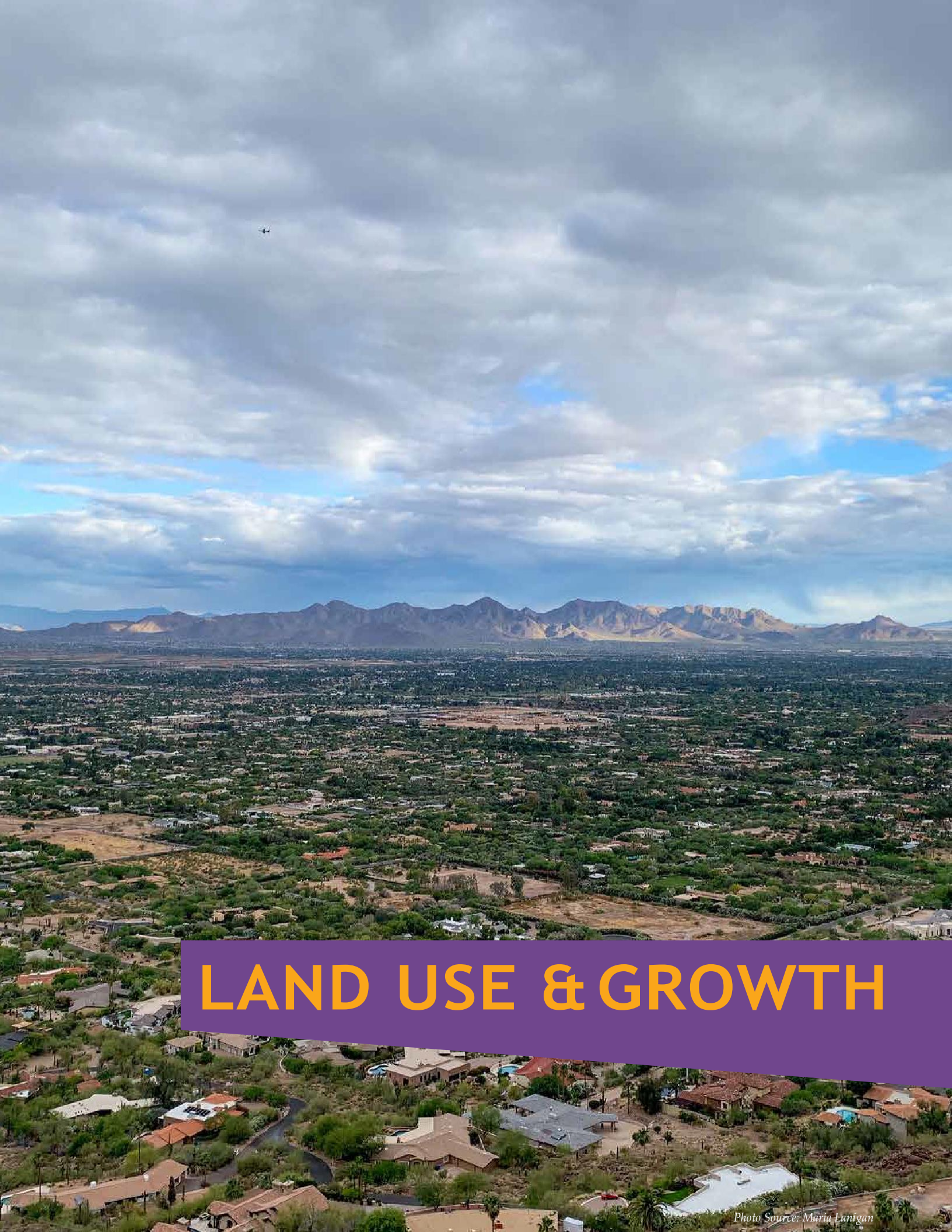
## EDUCATIONAL ATTAINMENT

Over 70% of Paradise Valley Residents have a bachelor's degree or higher, this is significantly more than the State, County, or surrounding jurisdictions. Collectively, this highlights the highly educated workforce that lives in Paradise Valley.

## HOUSEHOLD INCOME

Paradise Valley boasts the highest median household income of any town or city in the State of Arizona. At \$204,145, the Town's median household income is nearly 3.5 times larger than the State median household income as seen in Figure 5.





# LAND USE & GROWTH

*Photo Source: Maria Lantgan*



# INTRODUCTION

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

The purpose of the Land Use Element, as with other parts of the General Plan, is to address long-term needs in Paradise Valley while preserving the low-density character of the community and the overall quality of life for residents of Paradise Valley. As required by State law, this Land Use Element contains text and maps that guide and designate the future use and reuse of land within the Town.

## EXISTING LAND USE

The Town is unique in that it consists mainly of low-density, semi-rural residential development, with a minimum lot size of at least one acre. With the exception of select resort developments, there is limited commercial uses and no industrial uses within the Town limits. Other non-residential uses in Town include schools, religious facilities, medical office, and Town facilities. The remaining land uses within the Town are dedicated to open space, undeveloped land, and streets.

An examination of the Town's existing land use composition depicts what use is on the ground as it stands today. Slightly more than three fourths (7,492 acres) of the Town's approximate 9,866 acre Planning Area is currently single-family residential. With only 5.2% of the Planning Area remaining undeveloped as seen in Table 3.

**Table 3: Existing Land Use Allocation**

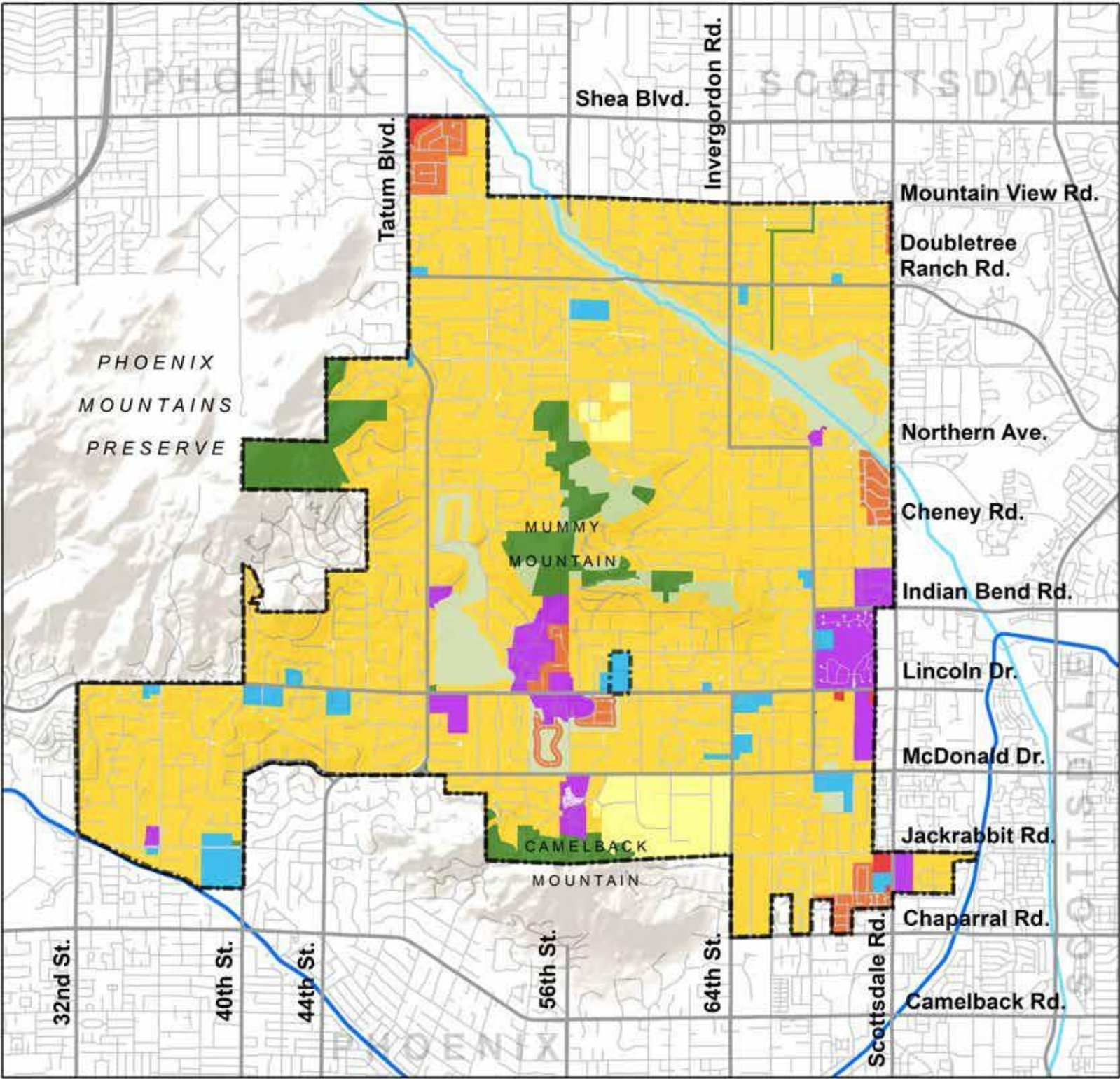
Designation	Acres	Percent of Planning Area
Single Family	7492.3	75.94%
Multi Family	8.0	0.08%
Commercial	19.0	0.19%
Office	0.1	0.01%
Other Employment	597.7	6.06%
Transportation	175.8	1.78%
Open Space	1058.4	10.73%
Undeveloped	514.5	5.20%
Total Acres	9866.0	100.00%

Source: Maricopa Association of Governments

## RELATIONSHIP TO OTHER ELEMENTS

The Land Use Element is the keystone of the General Plan. It unifies the other elements by providing an overall policy context. Many subjects reviewed here are discussed in greater detail in other elements such as the Mobility Element, Community Character & Housing Element, Environmental Planning & Water Resources Element, Open Space Element and Public Facilities/ Services & Cost of Development Element.

Figure 6: Land Use Plan



**Legend**

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

**Land Use Classifications**

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



Source:  
US Census Bureau,  
Town of Paradise  
Valley

0 1/4 1/2 1 Miles

NOTE: All public right-of-ways shall be considered Public Open Space.



## CURRENT TRENDS

Paradise Valley has gradually matured over the past 60 years, but the community still retains a semi-rural character due to the large lots and expanses of hillside open space as envisioned by the Town's founders. With no ability to expand its planning area, limited undeveloped land available for additional housing, and only a slight possibility of change on non-residential parcels, Paradise Valley is approaching build-out.

While the physical expansion of Paradise Valley is limited, the Town is still evolving. In addition to infill development on vacant lots, the Town is undergoing a remarkable turnover of housing that is likely to continue over the next several decades as older homes are replaced or remodeled to meet the needs of current owners. The current trend of this growth pattern is to develop residences that maximize the square footage allowed under floor area and development area regulations established by the Town's Zoning Ordinance.

Therefore, an important issue for today's residents continues to be how new development fits into the existing fabric of the community and how established neighborhoods should evolve overtime.

## FUTURE LAND USE

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

The Land Use Plan of this General Plan uses eight land use designations to depict the types of land uses that are allowed in the Town. See Table 4 for brief descriptions of the intent of each of the land use designations appearing on the Land Use Plan (Figure 6). The Element does not include a discussion of land used for aggregate mining uses as required by A.R.S 9-461.05 C. as there are no aggregate resources in or adjacent to Paradise Valley.

In addition to managing land use designations, emphasis will be placed on enforcing code requirements and providing adequate code department services and staffing. Properties with public nuisance violations will not be permitted, and dangerous buildings must be either repaired or demolished. Effort will be taken to remedy blighted and deteriorated properties through code enforcement. Maintaining communication with residents and businesses will also be promoted to develop positive public relationships, provide education, and to facilitate greater voluntary compliance with Town ordinances.

## LAND USE DESIGNATIONS

The following outlines the allowable land uses for each land use designation. Maximum density and intensity measures are also identified for each land use type where applicable.

**Table 4: Land Use Category Descriptions**

Category	Description
Very Low Density Residential (VLDR)	This designation is intended to accommodate the lowest intensity residential uses in the Town. The permitted density ranges up to one single-family house per every four acres.
Low Density Residential (LDR)	Low Density Residential is by far the predominant designation on the Land Use Map. It is intended to accommodate up to one single-family house per acre.
Medium Density Residential (MDR)	The Medium Density Residential designation is applied to areas of Town that are currently zoned for less than one single-family house per acre (i.e., R-35, R-18, and R-10). The MDR designation will permit densities of up to 4.5 single-family houses per acre.
Resort / Country Club (R/CC)	The Resort/Country Club designation is applied to the Town's existing and approved resort and country club sites. The intent of the R/CC designation is to identify the built-up areas of the resorts and country clubs, their integrated residential units, and associated support facilities, rather than the recreational use areas (primarily golf course turf areas).
Medical Office (MO)	The MO designation applies to medical office complexes and animal kennels and veterinarian uses.
Public / Quasi-Public (P/QP)	The P/QP designation is applied to the public and quasi-public facilities such as schools (both public and private), Town facilities (e.g., Town Hall Campus) other public facilities (e.g. Fire and Police Stations) and places of worship.
Public Open Space (OS-P)	This designation is applied to those open space areas of the Town that are publicly owned and accessible. This includes Town-owned roadway rights-of-way, the Barry Goldwater memorial, Phoenix Mountain Preserves, and portions of Camelback Mountain. This also includes those properties that are preserved through an established trust for the benefit of, but may not be accessible to, the public including but not limited to the Paradise Valley Mountain Preserve Trust.
Private Open Space (OS-Priv)	This designation is applied to the Kiva Field, Camelback Cemetery, privately-owned areas that are within the boundaries of a designated preserve area but not protected from development through a trust or easement, turf areas at the Town's three private golf courses, private roadway rights-of-way, and dedicated open space areas in certain subdivisions, resorts, and golf clubs within the Town.

Source: Town of Paradise Valley

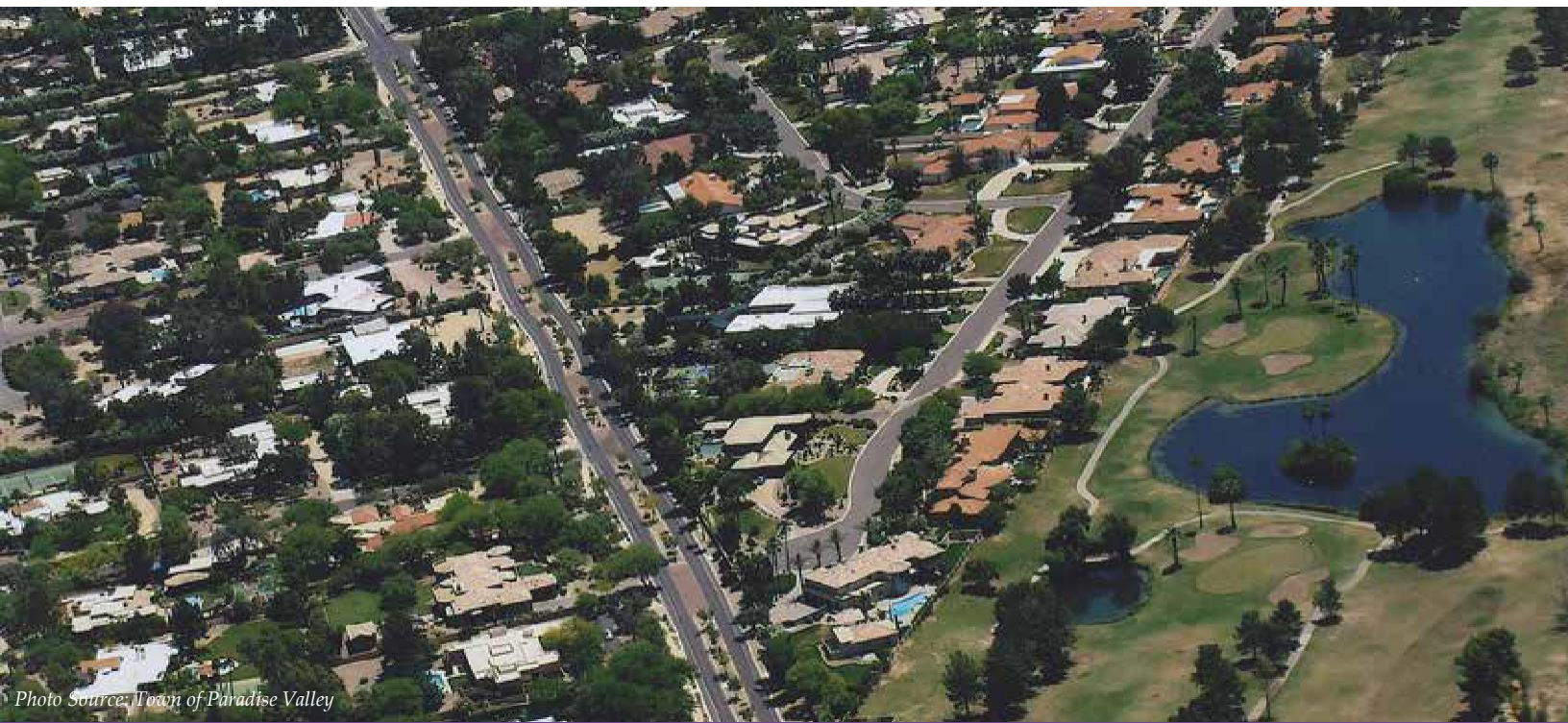


Photo Source: Town of Paradise Valley

To be aligned with the desired vision for the General Plan, the primary distribution of land use designations on the Land Use Plan is predominantly dedicated to Low and Very Low Density Residential which equates to one dwelling unit per acre and one dwelling unit per 4 acres respectively. Collectively, these two residential uses account for over 70% of the Planning Area while only 2.2% of the Town's Planning Area is Medium Density Residential (4.5 dwelling units per acre) which is generally clustered along the periphery of the Town. Resort/Country Club, Public/Quasi Public, and Medical Office uses are also mostly located along the edge of the Town as well as along Lincoln Drive and Tatum Boulevard. Table 5 displays the breakdown of each land use designation by acreage.

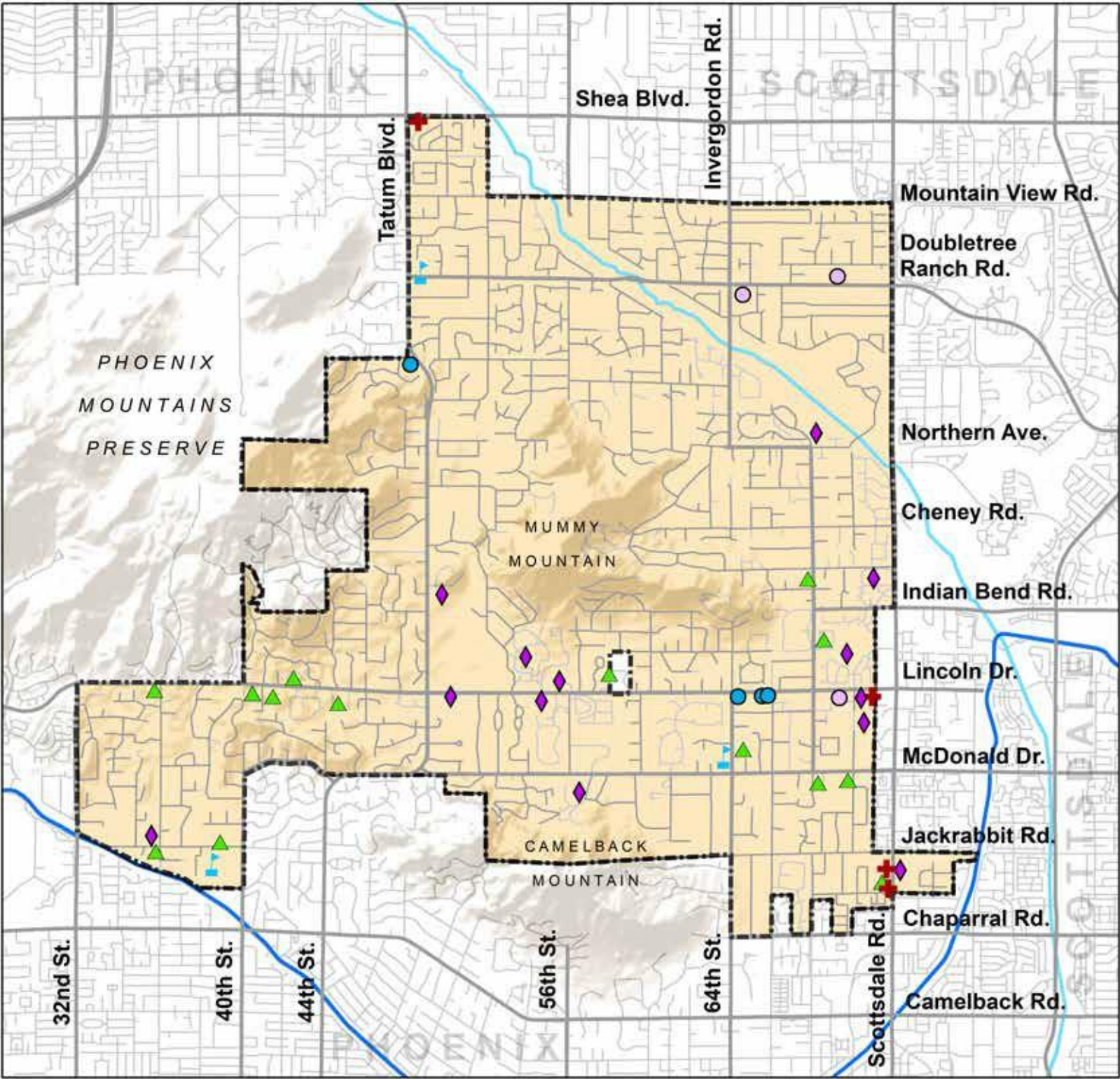
**Table 5: 2022 General Plan Land Use Allocation**

Designation	Acres	Percent of Planning Area
Very Low Density Residential	282.1	2.9%
Low Density Residential	6476.8	65.6%
Medium Density Residential	218.4	2.2%
Private Open Space	646.4	6.6%
Public Open Space	478.0	4.8%
Medical Office	23.4	0.2%
Public/Quasi Public	229.8	2.3%
Resort/Country Club	384.0	3.9%
ROW	1127.2	11.4%
Total:	9866.0	100.0%

Source: Town of Paradise Valley



Figure 7: Special Use Permits



Legend

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

SUP Category

- Church
- Medical Office
- Other
- Public
- Resort/Golf Club
- School



Source:  
US Census Bureau,  
Town of Paradise  
Valley

0 1/4 1/2 1  
Miles



# GROWTH AREA PLANNING

The provision of a Growth Area Element is a required condition of the Town's General Plan per Arizona Revised Statute 9-461.05. As a landlocked community with limited undeveloped land, Paradise Valley is restricted in its ability to physically expand the Town's municipal limits. Therefore, historically, growth has been given special consideration in Paradise Valley since most development occurs as infill or redevelopment that must be incorporated into the established low-density, residential character of the Town. To properly plan for the continued evolution of Paradise Valley, and to ensure for the protection of the Town's vision and values, this element integrates policies with issues of land use compatibility, neighborhood preservation, and project design as part of the legacy semi-rural land use planning approach for the Town.

## REALIZED DEVELOPMENT AREAS

As Paradise Valley came out of the Great Recession, the 2012 General Plan established "Development Areas" in three defined locations:

- 56th Street and Lincoln Drive
- East Lincoln Drive North
- East Lincoln Drive South

These Development Areas were intended to focus resort development and redevelopment, which were identified needs of the community at that point in time, into targeted areas that were most appropriate for accommodating the variety of land uses associated with such uses.

Today, the development and redevelopment of these Development Areas has generally been realized. The 56th Street and Lincoln Drive Development Area was redeveloped into the new Mountain Shadows Resort inclusive of 331 units; a portion of the East Lincoln Drive South Development Area was redeveloped into the 201-unit Andaz Resort and a redeveloped medical center; and the 110 acre East Lincoln Drive North Development Area is in the final stages of construction for the Five-Star Ritz Carlton Resort. Once completed, the 5-Star Ritz Carlton Resort will have 458 units making it the largest resort in Paradise Valley.

## PLANNING BY SPECIAL USE PERMIT

With the direct need for Development Areas fulfilled, the Town does not anticipate a large increase in non-residential development over the next 10-20 years. As a result, residents and Town leaders expressed a revised view that favors utilizing the Town's long-standing Special Use Permit zoning (SUP) process to guide future development outside of single-family homes.

The Town's SUP process is used more comprehensively than other communities to ensure compatibility between non-residential and residential uses, with a specific focus on preserving the principal single-family residential character of the Town. As seen in Figure 7, SUPs are utilized for public facilities and services, churches, schools, medical offices, and resort/golf club uses.

Given that all future non-residential development in Paradise Valley will be infill properties. The unique application of the SUP process will allow the Town to more effectively manage future non-residential growth by reviewing each property on a case-by-case basis.

# GOALS & POLICIES

Goals and policies in this section provide a roadmap for preserving the cherished large-lot residential land uses Paradise Valley offers while also promoting the town's economic vitality with world class resort uses. Resident's quality of life is maintained with preserving the semi-rural residential character of the town and ensuring that non-residential uses such as resorts, small commercial, or medical office development is context sensitive and compatible with surrounding uses as dictated by the SUP process. Preservation of open space and visual openness will foster a community form and design that is in harmony with nature. Targeted development and redevelopment of infill properties will be context appropriate, guided by the SUP Process, and achieved through efficient use of infrastructure and intentional public spaces.

## LAND USE

**GOAL LU.1 - ENHANCE QUALITY OF LIFE.**  
To preserve those elements or features which contribute to the town's quality of life and character as a premiere residential community and resort destination with strong rural and historic roots.

### Policies

LU 1.1 - The Town shall preserve and maintain the community's primarily one-acre-lot and larger, single-family residential character.

LU 1.2 - The Town shall preserve a streetscape that is visually open to large yards and limited walls that are set back from the road and a streetscape with preserved native desert landscaping.

LU 1.3 - The Town shall encourage the maintenance and revitalization of existing neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization.

LU 1.4 - The Town will maintain a comprehensive and up-to-date set of ordinances and codes to promote development that is consistent with this General Plan while resulting in high quality, sensitively designed projects.

LU 1.5 - The Town shall consider the conversion of land from residential to non-residential uses only when practical. The Town shall ensure that non-residential uses shall not affect the integrity and enjoyment of adjacent residential neighborhoods.

LU 1.6 - The Town shall coordinate new development and land use within adjoining jurisdictions with existing and planned development along Town boundary edges.

LU 1.7 - The Town shall retain a transparent application process for the consideration of General Plan amendments.

LU 1.8 - The Town shall ensure that land use planning, notification, and public involvement procedures and processes are inclusive and provide meaningful opportunities for engagement by all community members.





Photo Source: Town of Paradise Valley

## GOAL LU 2 - COMMUNITY FORM/DESIGN.

To promote development in the town that is in harmony with the natural and built environment at both the community and neighborhood levels.

### Policies

LU 2.1 - The Town shall maximize the benefits of visual openness throughout the Town by specific limits on floor area ratio, lot coverage, setbacks, side yards, and building and wall heights.

LU 2.2 - The Town shall encourage energy and water conservation by the appropriate orientation and design of buildings, allow for solar uses and encourage the use of drought tolerant native landscaping.

LU 2.3 - The Town shall regulate development of hillside areas to minimize disturbance and preserve natural features, including prominent ridges and slopes.

LU 2.4 - The Town shall ensure that construction projects are completed in a timely manner with minimal impact on surrounding residences, including minimizing the visual, traffic, dust, noise and odor impacts related to the on-site schedule of work, location of temporary facilities, and placement of construction materials and debris.

LU 2.5 - The Town shall use drought tolerant native landscaping on Town-owned land and Town maintained rights-of-way and shall encourage other public agencies to do so as well.

LU 2.6 - The Town shall encourage new residential subdivisions to incorporate drought tolerant native landscaping in private open space areas consistent with the character of adjoining neighborhoods.

LU 2.7 - Where walls and fences are used/necessary, the Town shall require use and effective upkeep of attractive wall and fence materials and finishes (e.g., stone, masonry, wrought iron, vegetation) and wall designs (meandering, see-through).

LU 2.8 - 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.



## GROWTH AREAS

### GOAL LU 3 SPECIAL USE PERMIT PROPERTY.

To support limited, targeted and context appropriate Special Use Permit properties through orderly and well-planned development that provides for the needs of existing and future residents, and makes efficient use of land and infrastructure.

#### Policies

LU 3.1 - Consideration of Special Use Permit applications should balance a need for the Town's fiscal health against a steadfast commitment to protecting adjacent low-density residential character and quality of life.

LU 3.2 - The Town shall require development or redevelopment within Special Use Permit properties to provide reasonable separation of incompatible land uses from adjacent residential areas through context and scale appropriate land planning and architectural design, greater setback distances, noise mitigation, resort property programming, and landscape buffering.

### GOAL LU 4 - CONTROL COMMUNITY SPACES.

To conserve and manage the use of public open spaces, access to public open spaces, connections to private open spaces, and encourage the incorporation of public art.

#### Policies

LU 4.1 - The Town shall promote the preservation of public open space and public wash corridors and encourage preservation of private open space and private wash corridors.

LU 4.2 - Encourage open spaces in Special Use Permit properties to adequately meet the needs of users and/or residents of the property, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.

LU 4.3 - The Town shall work with Special Use Permit properties to integrate pedestrian amenities, plazas and public areas, attractive streetscapes, shade trees, and lighting into open spaces in keeping with the character of the Town.

LU 4.4 - The Town should encourage the integration of art into the visual character of Town property, right of ways, and Special Use Permit properties.



**GOAL LU 5 - EFFICIENT INFRASTRUCTURE AND DEVELOPMENT.** To direct orderly and well-planned development in support of existing or planned infrastructure improvements.

#### Policies

LU 5.1 - The Town should promote the public and private construction of timely and financially sound public infrastructure within the Town through the use of infrastructure funding and financing that is coordinated with development activity and funded by the developer whenever possible.

LU 5.2 - The Town should consider public/private partnerships and interagency coordination to realize capital infrastructure needs, and to foster quality development and redevelopment, especially within Special Use Permit properties.

**GOAL LU 6 - SPECIAL USE PERMIT PROPERTY REVITALIZATION.** To encourage the continued revitalization and improvement of the Town's existing Special Use Permit properties while protecting adjacent residential neighborhoods.

#### Policies

LU 6.1 - The Town shall continue to encourage Special Use Permit property revitalization and improvement within their existing geographic boundaries as long as such improvement does not adversely affect the integrity and enjoyment of adjacent residential neighborhoods.

LU 6.2 - The Town shall require that proposals for revitalization and improvement of Special Use Permit properties include community impact assessments that address beneficial as well as adverse project impacts, including but not limited to noise, traffic, parking, open space or mountain views, and light pollution.

LU 6.3 - The Town shall ensure that development within Special Use Permit properties is compatible with adjacent land uses, particularly residential uses, by requiring buffering techniques and enhanced site design measures, such as:

- Increased building setbacks from rear or side yard property lines adjoining single-family residential uses;
- Building heights stepped back from sensitive adjoining uses to maintain appropriate transitions in scale and to protect privacy;
- Landscaped off-street parking areas, loading areas, and service areas screened from adjacent residential areas, to the degree feasible;
- Lighting shielded to minimize impacts on adjacent residential uses and protect night skies; and
- Operational restrictions to limit the adverse impact of noise, light, and traffic and minimize the risk of crime to adjacent residences.

LU 6.4 - The Town shall encourage, and where subject to redevelopment require, owners of closed or poorly maintained Special Use Permit properties to upgrade existing structures and properties to improve their physical condition to acceptable standards or require such structures to be removed or demolished.

LU 6.5 - The Town shall encourage context-appropriate and responsive building design and site planning on Special Use Permit properties that mitigates the scale of larger buildings through careful use of building massing, setbacks, facade articulation, fenestration, varied parapets and roof planes, and pedestrian-scaled architectural details.

LU 6.6 - The Town shall identify and implement measures to amend or modify the Special Use Permit regulations and application process with the goal of reducing the length of time required to process a Special Use Permit application. The Town shall maintain and periodically review the Special Use Permit application process to ensure the alignment with Town Values while not infringing on the rights of the applicant.





# COMMUNITY CHARACTER & HOUSING

*Photo Source: Town of Paradise Valley*



# INTRODUCTION

Currently Paradise Valley residents enjoy a quality of life that is unprecedented for a town of 14,000 persons. Nestled among the Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve, the Town is recognized nationwide as an aesthetically desirable location to live as well as visit. It is essential that Paradise Valley does not lose its peaceful and tranquil character in order to remain a unique destination community with a strong residential village character. It is also essential that the Town's various resorts evolve to maintain the lifestyle and economic benefits that Paradise Valley residents enjoy. Thoughtful planning can lead to a balance between the two, ensuring a place desirable for locals and tourists alike.

The Community Character and Housing Element recognizes the Town's premiere residential character alongside the long established, world class resorts that complement the Town's natural and man-made environment. Residents and visitors alike enjoy the amenities of fine dining, golf, tennis, spa offerings, and luxury hotel accommodations hosting guests

are often collectively referred to as "community character." The natural setting of Paradise Valley is dominated by iconic mountain preserves, which roll gently towards the surrounding valley floor. The resulting relationship between "hillside" and "flatland" areas within the town are very important design elements that contribute to the overall character of the community.

The first subdivisions were filed before incorporation forming the basis for subsequent development and the Town's roadway framework. Along with residential growth, small boutique and large full-service resorts also located or were annexed into the Town. As both residential and non-residential development and redevelopment has occurred within the Town, Paradise Valley has consistently maintained an importance for the preservation of its night skies, tranquility, open spaces and mountain views so as to curate an environmentally sensitive and comprehensive upscale lifestyle.

## EXISTING CONDITIONS

The design character of a community can be defined in a number of ways but is often reflected in the physical form of the built environment and its relationship to the natural environment. A community's natural setting; street pattern; the relationship of its buildings to streets; the location and design of its public spaces; and the architectural styles and landscape elements that characterize buildings, residences and open spaces

### RELATIONSHIP TO OTHER ELEMENTS

The Community Character and Housing Element presents a framework of policies that integrates directly with other General Plan elements in determining the quality and character of Paradise Valley's built environment. In particular, this Element relates to the Land Use Element by setting forth a vision for the form, character, and appearance of the community. It also correlates directly with the implementation of policies and actions included in the Mobility and Open Space Elements. By respecting the natural setting and established neighborhoods, this Element provides guidance to preserve Paradise Valley's distinct semi-rural character, while promoting new approaches to enhance future public and private development.

While there is a common recognition of a larger image of community, many Town of Paradise Valley residents also see themselves as residing in a specific neighborhood. Many of these neighborhoods are named after the original development, which may have had only a few dozen homes. However, as lots were sold and re-sold, the original lots were combined into larger holdings or often re-divided. This activity has created a mix of lot sizes and neighborhood types that are a direct product of the scale and pace of development in the Town over the years.

Approximately 6,214 total housing units exist in Paradise Valley. These units are predominantly owner occupied with only 7% of units being

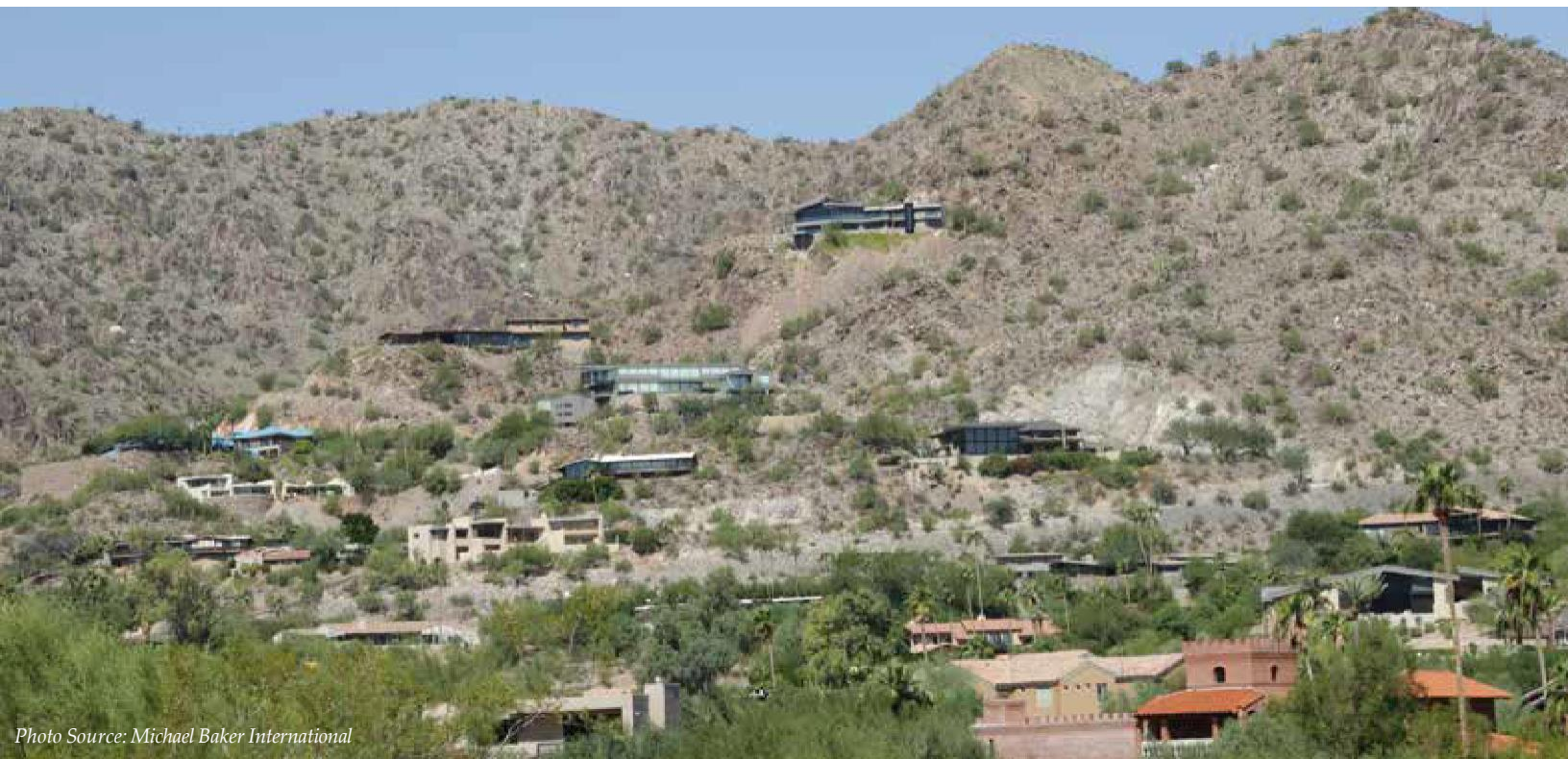
rented within the Town. Similarly, only 8% of the Town's housing units are seasonal, recreational or used occasionally. This is a stark contrast to the 88% of homes that are owner occupied, however, it is recognized that a large number of owner-occupied residences within Paradise Valley do not occupy their homes year-round (See Figure 9). Right on par with the State Average (2.69), Paradise Valley's Average Household size is 2.6 people. As defined by the U.S. Census Bureau, a "Family Household" is "a householder and one or more people living in the same household who are related to the householder by birth, marriage, or adoption." Family Households account for nearly 80% of the Town's Households, placing Paradise Valley at a higher percentage than the State, County, and City of Phoenix (See Table 6).

**Table 6: Household Data**

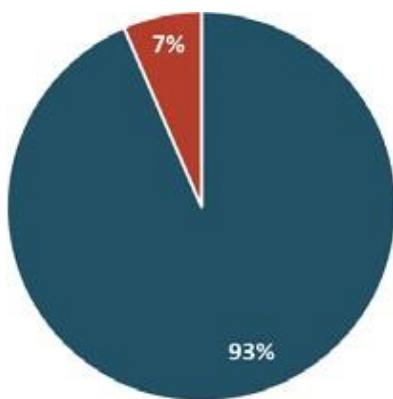
Demographic Category	Paradise Valley	Carefree	Cave Creek	Phoenix	Scottsdale	Maricopa County	Arizona State
Total Housing Units	6,214	2,669	3,149	614,870	135,092	1,719,157	2,970,935
Total households	5,441	1,955	2,615	555,013	64,731	1,582,464	2,524,300
Family Households	4,349	1,323	1,621	353,095	62,659	1,043,279	1,648,126
Percent Family Households	79.93%	67.70%	62%	63.62%	96.80%	65.93%	65.29%
Average Household Size	2.6	1.89	2.13	2.87	2.2	2.75	2.69
Median Home value	\$1,505,300	\$721,500	\$485,400	\$217,400	\$491,600	\$242,700	\$209,600

Source: U.S. Census Bureau, 2018 Acs 5 Year Estimates



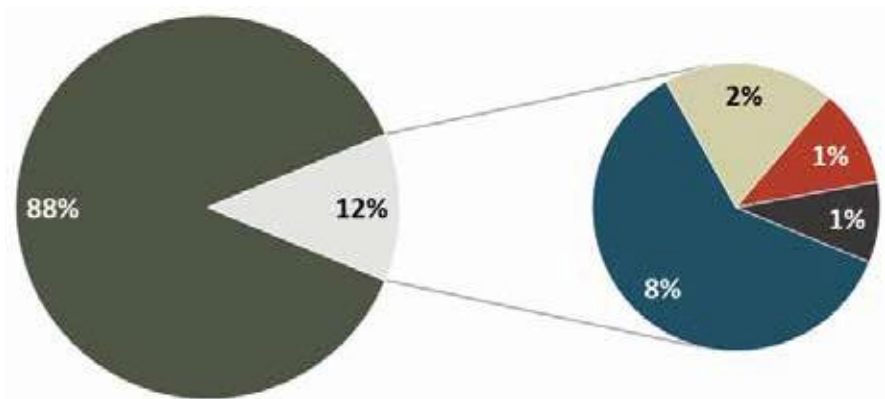


**Figure 8: Housing Tenure**



- Owner Occupied Housing Units
- Renter Occupied Housing Units

**Figure 9: Housing Occupancy**



- Occupied housing units
- For seasonal, recreational, or occasional use
- For sale only
- Other vacant
- Sold, not occupied

Source: U.S. Census Bureau, 2018 ACS 5 Year Estimates

## CURRENT TRENDS

The preservation of the residential character in Paradise Valley is central to many of the land use issues that are present within the Town. As indicated by the General Plan Community Survey, the Town's semi-rural character remains a strong point of pride within the community. More specifically, based on community input received throughout the General Plan Update process, the feeling of Paradise Valley residents is that the intensity and density of resort development and redevelopment could be detrimental to the character and residential focus of the community. Thus, the mix of non-residential uses should be carefully considered, and effort should be made to encourage a mix that is beneficial to existing residents while accommodating the needs of visitors. Attention should also be given to designing buildings, infrastructure, and other improvements in a manner that promotes health, safety and an overall high quality of life.

## FUTURE CONDITIONS

In spite of on-going change in surrounding communities, Paradise Valley seeks to respect the Town's past as a continuing legacy. The Town must plan for this future in a way that preserves Paradise Valley's primarily residential character with non-residential development subordinate to this established residential design form. This does not mean that changes should be avoided, but that when change occurs, it should not be out

of character and, indeed, can be welcomed as a neighborhood improvement. To achieve this, the Town's implementing ordinances must guide rebuilding, rehabilitation and remodeling processes to ensure that new construction fits in with the design traditions and historical character that are already established. However, one of the unique strengths of Paradise Valley has been its ability to embrace a multitude of architectural styles. Consequently, care shall be given to promote an eclectic mix of architecture that nonetheless fits well together and with the Town's environmental setting.

Existing quasi-public uses such as places of worship and schools represent both a service to the community and a potential conflict with the living environment of residential neighborhoods. Policies in the General Plan related to these uses are primarily intended to protect the values of residential neighborhoods when changes to these uses are proposed.

Part of what makes Paradise Valley so unique and attractive is the way that it has carefully balanced visitor and local needs over the years. Tourists seek destinations that have unique qualities where they can see new things and have new experiences. The character of Paradise Valley is part of the Town's attraction. For these reasons this Element includes well-established goals and policies that support existing resorts through a healthy balance in resident considerations.

# GOALS & POLICIES

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

## COMMUNITY CHARACTER

### GOAL CC&H.1 - EXISTING RESIDENTIAL CHARACTER.

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

#### Policies

CC&H 1.1 - Recognizing that the Town of Paradise Valley is home to many smaller neighborhoods that contribute to the Town's cultural fabric, the Town shall strive through outreach at the neighborhood level to address issues and work to preserve and enhance their distinctiveness, identity, and livability.

CC&H 1.2 - The Town may support new development and redevelopment, both private and public, and in such development shall respect and respond to the existing physical characteristics, drainage patterns, buildings, streetscapes, open spaces, and urban form that contribute to the overall character and livability of established neighborhoods.

CC&H 1.3 - The Town shall ensure the continued residential character of the Town by limiting the development of non-residential and new commercial land uses to Special Use Permit properties.

CC&H 1.4 - The Town shall continue to promote design quality and sustainable materials in all hillside development and ensure responsible hillside development to minimize the physical and visual disturbance and preserve natural features including prominent ridges and slopes; preserve drainage patterns and native desert vegetation; minimize fire hazards; maintain minimal night-time lighting levels; and preserve the low-density character.

### GOAL CC&H.2 - DISTINCTIVE AND MEMORABLE DESIGN.

Promote community design that produces a distinctive, high-quality built environment whose forms and character reflect the Town of Paradise Valley's unique historical, environmental, and architectural context, and create memorable places that enrich community life.

#### Policies

CC&H 2.1 - The Town shall promote quality site, architectural and landscape design that incorporates those native desert landscapes and low-density residential qualities and characteristics that make the Town of Paradise Valley desirable and memorable while preserving visually significant corridors.

CC&H 2.2 - The Town shall promote building design that respects and responds to the local context, massing and scale, including use of energy saving and sustainable materials where feasible, responsiveness to the Sonoran Desert climate, and consideration of the cultural and historic context of the Town of Paradise Valley's neighborhoods.



CC&H 2.3 - The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting.

CC&H 2.4 - The Town shall continue to support and periodically review the adopted Visually Significant Corridors Master Plan in order to maintain streetscape design guidelines that 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 while respecting private property rights.

CC&H 2.5 - The Town shall articulate, promote, and maintain a, unique and memorable identity and overall image for the Town that differentiates it from other communities. The identity should both point to the Town's future vision and remain rooted in the Town's history. The Town should promote the unique character, services, history, and recreational areas of the community and provide a conduit for residents to further identify with the Town.

CC&H 2.6 - The Town shall support the development of architecturally significant public and private buildings and resort development in key locations to create new landmarks and focal features that contribute to the Town's identity and value the Town's location, climate and historic legacy.

CC&H 2.7 - The Town shall recognize, promote, and strive to preserve significant historic places throughout the community that contribute to the Town's overall character.

**GOAL CC&H.3 - SCENIC ENVIRONMENTAL DESIGN.**  
Maintain and preserve the Town's natural scenic resources including scenic views, the distinctive mountain ridgelines, and night skies that have contributed to the Town's community legacy since its inception.

#### Policies

CC&H 3.1 - The Town shall protect and maintain views of the mountains as seen from Visually Significant Corridors.

CC&H 3.2 - The Town shall reduce adverse impacts of development on the Town's prominent mountain peaks, ridges, and hillsides by continuing to administer and further refine the Hillside Development Regulations.

CC&H 3.3 - The Town shall mitigate the impacts from the raising of lots/building pads on surrounding properties through monitoring and enforcing the Town's regulations.

CC&H 3.4 - The Town shall utilize streetscape design guidelines for public rights-of-way that achieve compatibility and safety between vehicular traffic, pedestrians, and bicyclists, and that enhance an aesthetically pleasing multimodal network while allowing a diverse range of treatments.

CC&H 3.5 - The Town shall continue to balance the low light levels of the Town with the safety and security of residents and visitors.

CC&H 3.6 - The Town will continue to promote the undergrounding of all existing and new overhead utility lines through the combined efforts of the Town, the utility companies, Special Use Permit properties, and residents.

CC&H 3.7 - The Town shall require telecommunications facilities be located, installed, and maintained to minimize visual impact and noise

and preserve views while improving overall service to all neighborhoods. Cabling, conduit, and fiber optics shall be installed underground where possible, and the visual impact of cellular towers and antennas shall be a prime consideration of the Town's acceptance and approval within the guidelines of A.R.S. § Title 9, Chapter 5, Article 8.

**Goal CC&H.4 - Places to Connect.** Preserve and maintain public spaces to promote areas throughout Town where residents and visitors alike may passively recreate or casually interact together thereby promoting individual relationships and interaction among residents.

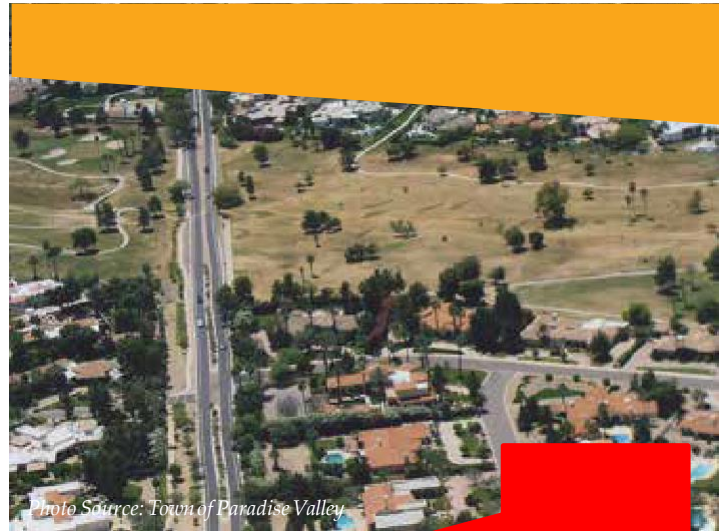
#### Policies

**CC&H 4.1** - The Town shall promote and maintain the Town Hall Campus as a centrally located public gathering area with shaded outdoor seating areas, bike racks, memorials and public art and shall identify opportunities for activities or community-oriented services, such as the existing post office, to encourage residents to come together.

**CC&H 4.2** - The Town should promote, where appropriate, the development of small, passive recreation spots throughout the community such as the Barry Goldwater Memorial, xeriscape gardens, or seating areas along walking paths, in an effort to provide additional community gathering locations.

**CC&H 4.3** - The Town shall encourage Special Use Permit properties to incorporate strategically located (e.g., accessible to surrounding neighborhoods) community gathering spaces that include small and appropriately scaled community-oriented services or amenities designed to support the interaction of Town residents.

**CC&H 4.4** - The Town shall recognize and support the continued vitality of the places of worship and schools and the added value they bring to the community.



*Photo Source: Town of Paradise Valley*

**Goal CC&H.5 - Housing Types & Supply.** Maintain the Town's primarily owner-occupied low-density residential character while allowing less than one acre per residence housing as allowed by the Town Zoning Code or on Special Use Permit resort properties.

#### Policies

**CC&H 5.1** - The Town shall require a minimum of one acre per residence and encourage the preservation of lots in excess of one acre in all areas of town except where otherwise allowed by the Zoning Code or on Special Use Permit resort properties which may have higher density residential.

**CC&H 5.2** - The Town shall consider less than one acre per residence housing as allowed by the Zoning Code or on Special Use Permit resort properties to serve the Town's existing resident population, including single-owner resort housing when deemed appropriate through the Special Use Permit zoning process.

**CC&H 5.3** - The Town shall not allow timeshares or fractional ownership residences anywhere in the Town except to the extent allowed by law.

**CC&H 5.4** - The Town shall continue to address short term rentals in the community.



# MOBILITY

*Photo Source: Town of Paradise Valley*



# INTRODUCTION

The Town of Paradise Valley recognizes the importance of developing a high quality, efficient, multi-modal transportation system that minimizes negative impacts to the environment and neighborhoods while reinforcing a positive image and character of the town. The Mobility Element supports economic, social, and environmental connections while ensuring safety. This section contains existing conditions of motorized and non-motorized networks, provisions for necessary improvements, and goals and policies to continue enhancement of facilities.

## EXISTING MOBILITY CONDITIONS

### TRANSPORTATION SYSTEM

The Town has approximately 145 miles of paved roadway that feed into the Town's limited collector and arterial roadway framework. The design prevalence for low-volume local streets, many with no curb or sidewalks, is intentional to respond to the unique topography within the community and to preserve the semi-rural character desired by residents and sought after by visitors. Paradise Valley's backbone collector and arterial street system has been generally developed within the context of the Valley's regional grid pattern transportation system and predominantly includes curbs as well as sidewalks on at least one side of the street. Lincoln Drive (east-west) and Tatum Boulevard (north-south) provide major arterial roadway access through the Town. Valley Metro provides select bus service through Paradise Valley and into portions of the larger metro area along select major arterial roadways only. Many resorts also provide commuter shuttle services to local destinations and attractions.

### TRAFFIC CONGESTION

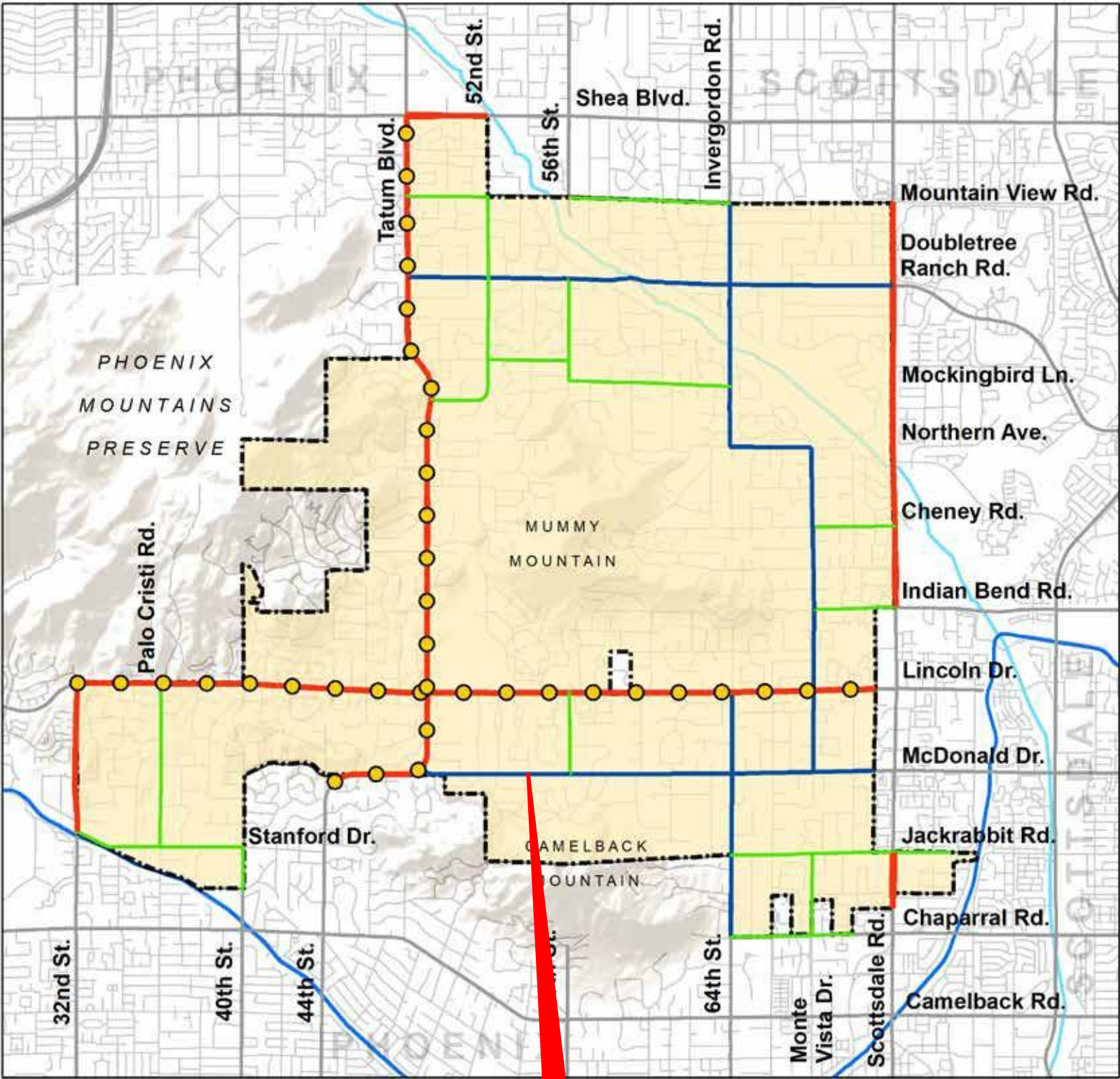
Paradise Valley traffic volumes are somewhat variable, depending upon the season, day of the week, or even time of the day. In non-summer months a larger influx of Town residents and tourists, coupled with regional traffic, cause Town-wide traffic volumes to increase, particularly on major thoroughfares like Tatum Boulevard and Lincoln Drive.

While pass-through traffic and traffic volumes on Lincoln Drive, Tatum Boulevard, and near Camelback Mountain trailheads are a commonly heard concern of stakeholders, Maricopa Association of Governments (MAG) data suggests that congestion on Lincoln Drive and Tatum Boulevard are relatively low in comparison to the Valley. Speeds are consistently low overall and Travel Time Index (TTI) is not significantly impeded. MAG data indicates the worst congestion conditions occur in the Midday, and shows only four arterial roadway sections as being impeded; eastbound Lincoln Drive between Invergordon Road and Scottsdale Road, McDonald Drive between Invergordon Road and Scottsdale Road (both directions), Chaparral Road between Invergordon Road and Scottsdale Road (both directions), and northbound Tatum Boulevard between McDonald Drive and Lincoln Drive.

### RELATIONSHIP TO OTHER ELEMENTS

The Mobility Element is a transportation plan, as well as a strategy addressing infrastructure needs for the circulation of people, goods, and services. By statute, the Mobility Element must correlate directly with the land use element, but also has direct relationships with other elements in this General Plan and can affect a community's physical, social, and economic environment, as well as its health and community character.

Figure 10: Land Use Plan



**Legend**

- Planning Area
- Municipal Limits
- Roads
- Indian Bend Wash
- Arizona Canal

**Functional Classification**

- Major Arterial
- Minor Arterial
- Collector

Visually Significant Corridor



Source:  
US Census Bureau,  
Town of Paradise  
Valley

0 1/4 1/2 1  
Miles

## NON-RESIDENT PASS THROUGH & CUT-THROUGH TRAFFIC

Pass-through traffic consists of regional trips that utilize regional arterial roadways to pass entirely through the Town without stopping. Paradise Valley experiences a significant amount of non-local, “pass-through” traffic because large numbers of commuters use Town streets to travel between Phoenix and Scottsdale or to bypass traffic congestion on SR-51.

Cut-through traffic consists of typically shorter, non-resident trips that use local and collector streets to avoid known traffic congestion due to temporary or common impacts. Local and collector streets are not designed to support this type of traffic so when it occurs, it can also be accompanied by problems of excessive speeding.

## VISUALLY SIGNIFICANT CORRIDORS

Scenic roads are an important resource to Paradise Valley for both aesthetic and recreational purposes. The 2018 Visually Significant Corridors Master Plan identified the major arterial roads of Tatum Boulevard and Lincoln Drive as “designated highly visible, prominent streets”. These roadways are planned to have improved intersections, natural drainage enhancements, landscaping with shading, security and screening walls, pedestrian facilities, as well as gateway signage at various points. Meandering sidewalks or recreational paths with pathway lighting conducive to the dark sky community initiative are integrated into each corridor design, as well as visual traffic calming to further enhance safety and the pedestrian experience.

## CURRENT TRENDS

The roadways of Paradise Valley were initially intended to connect neighborhoods and residents with adjacent municipalities. However, over the last half-century as the density and intensity of the Valley has expanded around the centrally located Town, this growth has created added pressure on the local roadway system. In addition, residential and non-residential development in Scottsdale and Phoenix has resulted in increased through traffic on Town streets. Being that the roadway system and land in the Town is substantially built out, such traffic increases are likely to continue to impact the Town’s existing residents.

Paradise Valley residents take pride in the Town’s low-volume, narrow, and often winding roadways which maintain and enhance the scenic qualities and rural ambiance of the Town while providing access to and from residential neighborhoods. Most right-of-ways allow residents to walk or bicycle within a shared roadway or along dedicated road-side sidewalks and bike lanes on certain designated non-local streets.

The Town is generally dependent on other parts of the Metro Phoenix area for a variety of commercial, cultural and recreational facilities, and employment opportunities are similarly scattered throughout the region within a reasonable commute distance of the working residents of the community. The primary mode of transportation between Paradise Valley and other parts of the Valley is the automobile, as the regional transit and non-vehicular network provides only limited service to Paradise Valley.



# PLANNED MOTORIZED CIRCULATION

The motorized circulation system in Paradise Valley winds around three mountainous and hillside areas and therefore is slower paced, frequently curvilinear, and always scenic; this is what sets the Town apart from the rest of the Phoenix Metropolitan area.

Physical planning for mobility in Paradise Valley is conveyed through a combination of mechanisms. The primary mechanism is the Circulation Map (Figure 10), which specifies the functional roles of all streets within the Town. Each street is assigned a functional classification (e.g., major arterial, minor arterial, collector, or local) including standards addressing design capacity, landscape, right-of-way pavement width, and other improvement standards. These standards are further depicted through the following sections.

## ROADWAY NETWORK

Paradise Valley's roadway network consists of four functional classifications as described below. These classifications are applied in a systematic plan to provide for the ongoing motorized mobility needs of residents and visitors. In tandem, consideration is also given to roadway design to balance the diverse needs of pedestrians, bicyclists, transit riders, and motorists. This combined focus seeks to ensure the safe and efficient movement of people, goods, and services through the town while ultimately enhancing the quality of life for town residents and visitors. As the Town ages and development occurs, subsequent street improvements will be designed to minimize negative environmental and neighborhood impacts and promote the well-established image and character of the Town.



*Photo Source: Town of Paradise Valley*

## ROADWAY NETWORK

### MAJOR (PRINCIPAL) ARTERIALS

The Town is primarily connected to Phoenix and Scottsdale via Tatum Boulevard and Lincoln Drive providing regional unity and continuity. These principal arterials are the highest speed roadways (40 mph or greater) in Paradise Valley, carrying a higher proportion of traffic volumes and serving employers and services. Characteristics of this roadway type primarily consist of:

- Channelized intersections, limited access and stops, and limited but enhanced crossings
  - Traffic signal timing coordination
  - Parking on rights-of-way prohibited
  - Landscaped medians and rights-of-way
  - Meandering sidewalks on both sides of street preferred where feasible due to topography and available right-of-way
  - No bicycle lanes, except where necessary to interconnect
  - 4 through lanes
  - Full curbs (vertical) and gutters
  - 130-foot right-of-way

### MINOR ARTERIALS

Other connections to neighboring communities include 64th Street/ Invergordon Road, McDonald Drive, Doubletree Ranch Road, and Mockingbird Lane. These roadways are intended to serve as main feeder streets and provide linkages between principal arterials such as Camelback Road, Lincoln Drive, and Shea Boulevard and Scottsdale Road and Tatum Boulevard. Minor Arterials carry less traffic volume at slightly slower speeds (maximum 35 mph) than Principal Arterials and have less intense development along the roadway. Characteristics of this roadway type primarily consist of:

- Roundabouts and traffic circles encouraged for traffic control
- Stop signs, if necessary, posted on intersecting side streets
- Parking discouraged
- Optional bicycle lanes on both sides, buffered bike lanes preferred, or bike route designation
- Optional sidewalks or multi-use paths on either or both sides, set back a minimum of 5 feet from traffic lanes
- Optional medians/center turn lanes
- 2 through lanes
- Full curbs (vertical and ribbon) and gutters
- 66- to 80-foot right-of-way (depending on median presence and width)

### COLLECTORS (MAJOR & MINOR)

These roadways are intended to serve as main interior streets with less through traffic than Minor Arterials providing linkages into and out of local streets. These roadways typically have higher speeds (25 – 35 mph) than local streets and are wider. Collectors provide greater mobility and limited access to residential properties and commercial properties. Major or minor distinction is typically based on roadway speed limit and right of way width.

Characteristics of this roadway type primarily consist of:

- Roundabouts and traffic circles encouraged for traffic control
- Stop signs, if necessary, posted on intersecting side streets
- Optional bicycle lanes on both sides or bike route designation
- Limited or no on-street parking
- Lighted signals not desirable
- Optional sidewalks or multi-use paths on one or both sides, set back a minimum of 5 feet from traffic lanes
- 2 through lanes
- Curbs (vertical, rolled and ribbon)
- 60-foot right-of-way

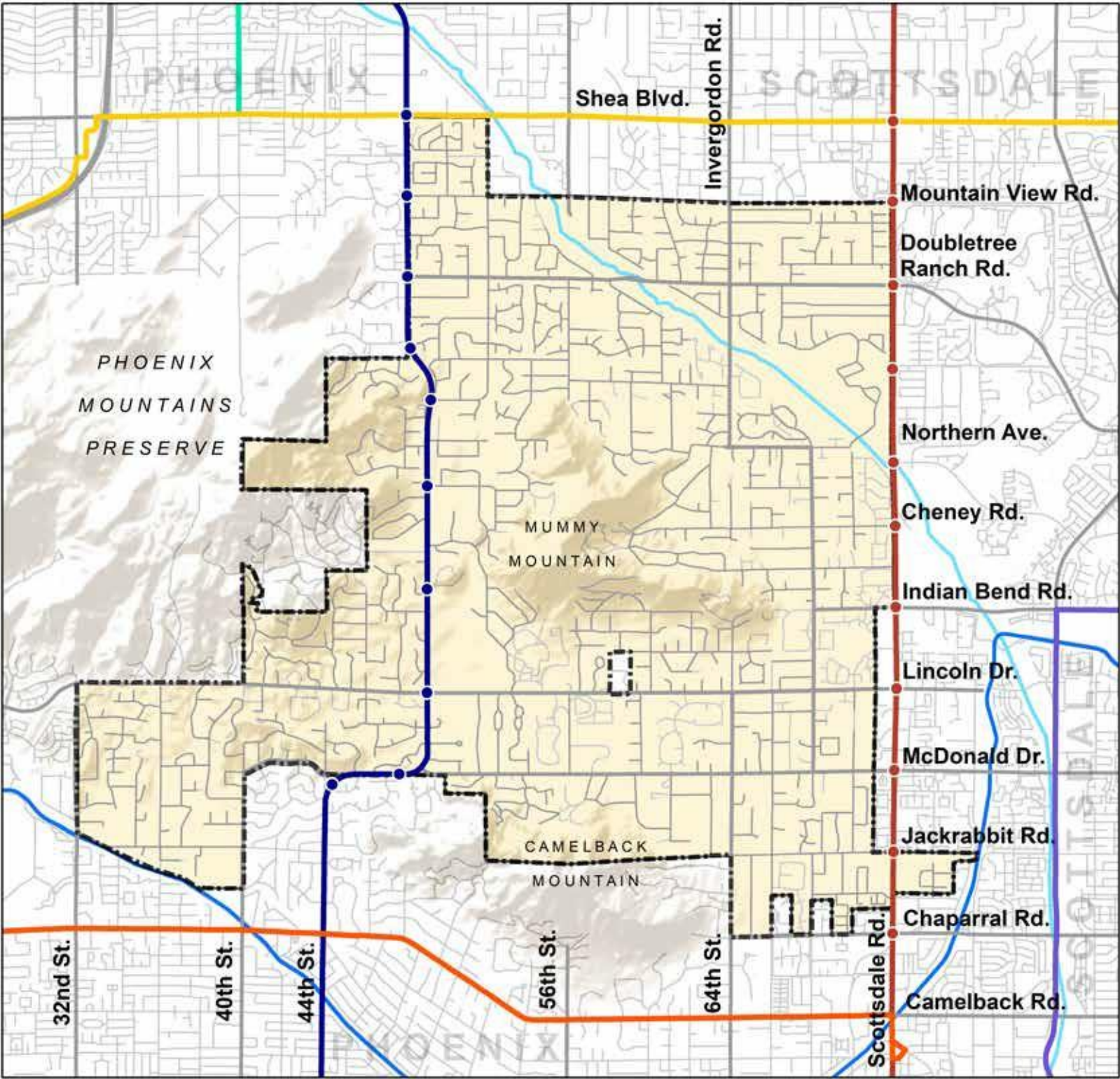
### LOCAL ROADWAYS (PUBLIC & PRIVATE)

The majority of roadways in Paradise Valley are defined as local roadways and serve as interior streets intended to carry no through traffic movement and provide access to immediate residences and non-commercial properties (i.e. Special Use Permit properties) as well as connect into collector and arterial roadways. Traffic volumes and speeds on these roadways are designed to be low (25 mph or less). Characteristics of this roadway type primarily consist of:















- No bicycle lanes
- Limited, if any, striping
- 2 through lanes
- 50-foot right-of-way
- Optional curbs
- No sidewalks preferred, if feasible optional sidewalks typically only on one side of the street
- Residential streets on the slopes of Mummy Mountain, Phoenix Mountain Preserve, and Camelback Mountain may be designed with variations to minimize cuts and fills.



Figure 11: Transit Map



**Legend**

- |   |   |  |  |
|---|---|--|--|
|  Planning Area    |  138 |  72 |  Rt. 72 Stops |
|  Municipal Limits |  39  |  80 |  Rt. 40 Stops |
|  Roads            |  40  |  81 |  |
|  Indian Bend Wash |  50  |  |  |
|  Arizona Canal    |   |  |  |



Source:  
US Census Bureau,  
Town of Paradise  
Valley, Valley Metro

0 1/4 1/2 1  
Miles



## TRAFFIC MANAGEMENT

The action of simply widening Paradise Valley streets to accommodate pass-through traffic will not solve the long-term congestion problems of the Town and the region because of the magnitude of regional influence of this problem directly impacting Town streets and traffic. Consequently, management of the overall traffic congestion issues in Paradise Valley will require surrounding regional roadway improvement solutions, including additional freeway capacity, additional effective transit services, vehicular trip reduction measures, improvements to key streets in adjacent jurisdictions, and other cooperative regional improvements.

To address the issue of cut-through traffic and the resulting excessive traffic and speeds on local and collector streets as well as balance the need to plan for alternative modes of transportation, the Town desires to establish a Neighborhood Traffic Management Program (NTMP). This program seeks to provide a comprehensive, thoughtful, and systematic program to address neighborhood traffic concerns, improve pedestrian and bicycle safety, and maintain the scenic and quiet semi-rural character of Paradise Valley neighborhoods.

## TRANSIT NETWORK

The transit system in Paradise Valley fosters continued availability of public transit services through the Town to promote local transit opportunities for town residents and visitors as well as employees of the various resorts located across the community.

There are two public transit routes operated by Valley Metro within the Town of Paradise Valley; Local Route 40 North that operates along 44th Street and Tatum Boulevard bisecting the Town, and Local Route 72 North that travels along Scottsdale Road between Vista Drive and Jackrabbit Road. There are two other routes adjacent to Town limits including Local Route 80 West on Shea Boulevard and Local Route 50 East on Camelback Road. Local Route 44 provides connections to Local Route 80 West and Local Route 50 East.

Numerous resorts with the Town of Paradise Valley also offer shuttles and other transportation options (including taxi and rideshare) to guests between the resorts, town attractions, and adjacent communities such as Phoenix and Scottsdale, as well as Phoenix Sky Harbor International Airport.

# PLANNED NON-MOTORIZED CIRCULATION

The intent of this section is to provide the community with a safe, comprehensive non-motorized network that will serve the needs and levels of a variety of users. In addition to roadways and various forms of transit, non-motorized circulation considerations will be made for the following facilities in the Town. While the facility descriptions below provide general guidance, the preferred solution for any bicycle or pedestrian facility in Town will be evaluated through a Neighborhood Traffic Management Program and determined by the Town Engineer with direction from the Planning Commission and Town Council, as appropriate.

## ON-STREET BIKE FACILITIES

Users of these facilities must adhere to the Arizona Revised Statutes (ARS) directed at cyclists. As cyclists are free to use any public roadway and legally permitted to ride on sidewalks as desired, dedicated bike facilities can help to direct them away from sidewalks and local roadways and neighborhoods, and onto key north-south, east-west alignments.

### BIKE LANES

On-Street bike lanes are established with appropriate striping, pavement markings and signage along roadways where there is significant bicycle demand and speeds safe for on-street bicycle travel. On higher speed roadways (greater than 35 mph), bike lanes must be buffered. These facilities are designed to delineate the right-of-way assigned to motorists and to bicyclists and enable bicyclists to ride at their preferred speed without impeding vehicular traffic. Bike lanes also facilitate predictable behavior and movements between bicyclists and motorists. Bicyclists may leave the bike lane to pass other bicyclists, make left turns,

avoid obstacles or debris, and avoid other conflicts with other users of the street.

### BIKE ROUTES

Bike Routes are roadways open to both bicycle and motor vehicle travel but recognized as bike friendly based on lower traffic speeds and volumes. These facilities are established by signage typically on minor arterials and major and minor collector streets. Pavement widths are typically greater on roads that are designated as Bike Routes. Special regulations may be enacted and posted along such facilities to control motor vehicle speeds or restrict on-street parking to enhance bicycling safety and reduce possible conflicts.

## ARS TITLE 26, CHAPTER 3, ARTICLE 11

The ARS Title 28, Chapter 3, Article 11 requires that bicyclists (including electric bikes and scooters) in the street or on a shoulder are granted the same rights and responsibilities as a motorized vehicle driver (this includes traffic control, travel direction and speeds). Bicyclists are also required to ride as close to the right of the roadway as possible if traveling slower than the normal speed of traffic unless they are passing, turning left, avoiding objects or hazards, or if the lane is too narrow for the vehicle and cyclist to operate side by side. This means bicyclists can "take the lane" or ride in the center of a lane. Bicyclists are not permitted to ride more than two side by side except on paths or parts of roadways set aside for the exclusive use of bicycles (i.e. bike lanes). This means cyclists can ride in a line, but not in a pack more than two riders wide.

## OFF-STREET PEDESTRIAN & BIKE FACILITIES

Off-street facilities are not just an alternative means of transportation, but within the Town are important for their use in recreation and exercise as well as community building by creating opportunities for informal social interactions.

### *SIDEWALKS*

Sidewalks have their own alignments (i.e., they are not part of a roadway) and are typically a minimum of five feet wide (with a preferred width of six feet wide) with a five-foot setback from the travel lanes where space is available. The Americans with Disabilities Act (ADA) requires that sidewalks be a minimum of 4 feet wide when in the public right of way and ramps must be provided wherever a sidewalk crosses a curb. When they are adjacent to a roadway, sidewalks are typically paved and are encouraged to meander. In more natural locations (such as in hillside areas or mountain preserves), they can be unpaved with a graded compacted surface designed to comply with ADA requirements. Sidewalk design may vary depending on agreements between property owners and the Town.

### *MULTI-USE PATHS*

Multi-Use Paths are shared by bicyclists, pedestrians, and sometimes equestrians. These paths can be paved or unpaved and are sited in open space areas away from roadways. These facilities are typically 12 feet minimum in width due to bi-directional bicycle travel (but may be less based on space availability), signed, and wayfinding is provided. While there are no multi-use paths currently within the Town's jurisdiction, the Ritz Carlton has a planned unpaved, multi-use path from Mockingbird Lane that follows the main drainage channel through the site up to Indian Bend Road. Neighboring multi-use paths which can be easily accessed from Paradise Valley include the Arizona Canal Path south and east of Town (paved and unpaved sections), the Indian Bend Wash Path east of Town (paved), and the Indian Bend Bikeway north of Town (paved).

## SAFE ROUTES TO SCHOOL

Safe Routes to School (SRTS) is an idea that has been implemented through Federal legislation and funding. The concept is to increase the number of children who walk or bicycle to school by funding projects that remove the barriers that currently prevent them from doing so. Those barriers include lack of infrastructure, unsafe infrastructure, lack of programs that promote walking and bicycling through education/encouragement programs aimed at children, parents, and the community.

Paradise Valley supports the Safe Routes to School concept and desires to obtain funding and explore projects that will increase safety, remove barriers, and enhance accessibility to children who walk or bicycle to school.



*Photo Source: Michael Baker International*



# GOALS & POLICIES

Goals and policies in this section provide a systematic plan for ongoing multimodal circulation that meets the needs of residents and visitors within the context of Paradise Valley's community character. Roadways will be designed to balance the diverse needs of users, classified according to function and type, and to ensure the safe and efficient movement of people, goods, and services throughout the town while enhancing the quality of life. Street improvements will be made with sustainability in mind to minimize negative environmental and neighborhood impacts and enhance the image of the Town. Safe, walkable environments will be maintained through a pedestrian network with sidewalks and paths that are enjoyable places to walk. Within the existing motorized circulation routes, bicycle use will be supported in areas of enhanced safety and visibility to avoid negative neighborhood impacts.

## MOBILITY

### GOAL M.1 - SAFE MULTIMODAL CIRCULATION.

To provide a high-quality multimodal circulation system that is effectively planned, managed, operated and maintained.

#### Policies

M.1.1 - The Town shall plan for and maintain a multimodal circulation system that links residents to their destinations within and beyond the boundaries of the Town in a safe and efficient manner and maintains connectivity with adjacent communities for the benefit of all Town residents.

M.1.2 - The Town shall strengthen the image and perception of a clear hierarchy of streets as depicted in the Circulation Map (Figure XX).

M.1.3 - The Town shall minimize traffic congestion on major streets by providing improved intersection design and a well-coordinated traffic/signal control system.

M.1.4 - The Town shall direct regional "pass through" traffic, including automobiles, buses, trucks, and heavy equipment, to Lincoln Drive and Tatum

Boulevard, which will be designed to promote safety, but not increase speed nor capacity.

M.1.5 - The Town shall discourage regional "cut-through" traffic on all roadways by cultivating relationships and actively participating in cross jurisdictional decision-making and policy work with other agencies to facilitate regional roadway improvement solutions.

M.1.6 - The Town shall develop an interconnected and continuous pedestrian system of universally accessible public sidewalks, paths, and street crossings for convenient and safe walking free of major impediments and obstacles.

M.1.7 - The Town shall use a variety of means to educate persons regarding laws and safe use practices of motorized and non-motorized facilities. This may include public outreach events, such as the Town-sponsored Safety Fair, and volunteer efforts from Town-sponsored groups, such as the Advisory Committee on Public Safety.

M.1.8 - The Town shall support enforcement of existing codes, and state and local statutes as they relate to traffic safety and all roadway users.



Photo Source: Julia Pace

M.1.9 - Changes in land use and development projects shall be reviewed for impacts on the adjacent circulation system. Identified impacts shall be addressed and mitigated to the greatest extent feasible.

M.1.10 - The Town shall require new development designs to avoid direct access onto major arterial roadways where possible.

M.1.11 - The Town shall ensure public access to all public roadways in the Town.

M.1.12 - The Town shall require proponents of abandonment or closure of any public roadway to provide an analysis of potential effects on the operation of the Town's roadway network.

M.1.13 - The Town shall discourage the installation of private roadway gates but may accept the development of private roads that meet the Town's minimum standards for design and maintenance.

## GOAL M.2 - ROADWAY DESIGN.

To provide high-quality roadway design that promotes the character and image of the Town, reduces negative environmental impacts, enhances safety for all users, and minimizes negative impacts to the community and neighborhoods.

### Policies

M.2.1 - The Town shall incorporate the most effective principles of roadway design and traffic management such as "traffic calming" to ensure the safety of property and residents, promote a sense of place within the Town, and to reduce speeds to discourage cut through, non-local traffic within neighborhoods and on residential streets.

M.2.2 - The Town shall design existing and future roadway rights-of-way to provide safety for users of non-motorized modes of transportation.

M.2.3 - The Town shall continue its long-range program for construction and maintenance of a continuous system of non-motorized circulation facilities for the benefit of the residents' health, safety, welfare, community pride, and enjoyment.





Photo Source: Town of Paradise Valley

M.2.4 - The Town should utilize roundabouts and traffic circles instead of stop signs for intersection traffic control along roadways to improve safety, traffic flow, and air quality where deemed feasible and appropriate from a traffic engineering perspective.

M.2.5 - The Town shall design streets in scale and character supporting the residential culture of the Town,

M.2.6 - The Town shall design streets in areas with higher levels of pedestrian activity to support pedestrian travel by providing such elements as detached sidewalks, frequent and safe pedestrian crossings, and large medians to reduce perceived pedestrian crossing distances.

M.2.7 - The Town shall ensure that pedestrian-oriented streets be designed to provide a pleasant environment for walking including for example: shade trees; landscaping; benches where appropriate; way-finding signage; pedestrian lighting; and/or other amenities.

M.2.8 - The Town shall design bike facilities that reduce potential conflicts between bicyclists, motor vehicles, and pedestrians.

M.2.9 - The Town shall coordinate with regional transportation authorities to ensure that regional bikeway system designations and designs are consistent with the Town's.

#### GOAL M.3 - REGIONAL TRANSIT SERVICES.

To support public regional transit services through the Town, as well as promote rideshare and specialized transit such as resort connectors for residents, employees, and resort guests.

##### Policies

M.3.1 - The Town shall cooperate with transit agencies and neighboring jurisdictions for the continued provision of regular public transit service along Scottsdale Rd, Tatum Blvd. and Shea Blvd.

M.3.2 - The Town shall encourage special event transit services for resort visitors during valley-wide events. Vehicles shall be restricted as possible to major and minor arterial streets and be absent of excessive or distracting external advertising.

**Goal M.4 - Environmental Systems.** To create a sustainable circulation system that will ensure the safe and efficient movement of people, goods, and services while supporting livable neighborhoods and reducing air pollution and greenhouse gas emissions.

##### Policies

M.4.1 - The Town shall reduce the generation of dust by requiring streets, driveways, and parking lots to be paved or finished with a stabilized surface. In the cases of parking lots, the Town shall further utilize paving materials and/or shade trees to minimize the "heat island" effect of asphalt finishing.



M.4.2 - The Town shall incorporate noise-reducing pavement materials in all public roadway reconstruction or new construction projects where the benefits of such action will produce a positive qualitative impact to local neighborhoods.

M.4.3 - The Town shall be mindful and open to the use of proven new technologies and materials that promote sustainable roadway design.

#### GOAL M.5 - VISUAL CHARACTER.

To create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town.

##### Policies

M.5.1 - The Town shall continue implementation of the Visually Significant Corridor Plan to improve and maintain rights-of-way corridors along Lincoln Drive and Tatum Blvd. to represent the positive character and image of the Town.

M.5.2 - The Town shall occasionally evaluate the designation of additional Town rights-of-way as Visually Significant Corridors as well as provide for edits to the plan in the future.

M.5.3 - 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.

M.5.4 - All other public roadway right-of-way corridors will demonstrate high-quality landscaping elements consistent with Town Landscaping Guidelines while permitting a diverse range of treatments of individual properties.

M.5.5 - The Town shall develop strategies for addressing landscape maintenance of public rights-of-way on undeveloped and vacant property street frontages.

M.5.6 - The Town shall maintain all public streets consistent with community aesthetic standards and continue to refine Town guidelines and standards, including the refinement and adoption of Town Landscape Guidelines.

M.5.7 - The Town shall utilize drought tolerant native landscaping where appropriate in association with construction or maintenance of public property for roads, medians, paths, and lanes.

M.5.8 - When evaluating requests for abandonment of excess right-of-way width, the Town shall consider the alignment and location of the existing pavement, the topography of the area, and the benefit that the excess right-of-way has for preserving the open space character of the roadway corridor.

M.5.9 - The Town shall retain existing rights-of-way, as measured from the centerline of the street, in order to allow roadway design to respond to the physical features of the right-of-way and to preserve visual openness, even when pavement is narrowed.

M.5.10 - The Town shall ensure that facilities be compatible to not only the individual street classifications, but each road's individual neighborhood character, avoiding overuse of urban elements such as concrete, pavement, signage, etc. and favor more rural, less intense facilities while insuring to have safe and maintainable streets.

M.5.11 - The Town shall minimize visual clutter through allowing the minimum signs needed/required, a preference for ground plane signs over vertical signs, and the selection of materials, colors, sign spacing, or other aspects that best fits into the context and character of the area.





**OPEN SPACE**



# INTRODUCTION

The Town of Paradise Valley is nestled around Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve which offer residents and visitors unparalleled mountain views, an extensive wash system, and low impact recreation opportunities in between. This panoramic natural setting in which Paradise Valley rests sets the Town apart. The quality of these resources – the integrity of the area’s hillsides and view corridors, and the accessibility to trails and lush landscaping – play an important role in shaping Paradise Valley’s sense of place.

The Open Space Element encourages private and public efforts to acquire, maintain, and preserve valuable open space, mountain views, washes, select recreational access, vegetation, and wildlife for their intrinsic value and for their contribution in creating positive resident and visitor experiences. This section contains existing conditions, current trends, provisions for necessary improvements, and goals and policies to celebrate and maintain the spectacular visual character of the Towns Sonoran Desert setting.

## EXISTING CONDITIONS

The Town has two main categories of open space: 1) PUBLIC OPEN SPACE and 2) PRIVATE OPEN SPACE. These open spaces provide some of the most significant views, wash areas, and wildlife habitat in the county. These public and private areas further define the community and are fundamental to the Town's high quality of life.

### PUBLIC OPEN SPACE

Public open space applies to all Town rights-of-ways and designated open spaces as described below:

#### OPEN SPACE PRESERVE - PUBLIC

Open Space Preserve – Public: are areas within the Town that are publicly owned, part of a trust or are provided through a recorded easement as further described below:

#### Mummy Mountain

Located in the center of Paradise Valley, and surrounded by residential development, this public open space has been actively preserved by the Town and the Paradise Valley Mountain Preserve Trust. There is no public access for Mummy Mountain.



### RELATIONSHIP TO OTHER ELEMENTS

The Open Space Element is integral to the preservation of the natural landscape of Paradise Valley and the health of Town residents. However, not all aspects of open space planning are discussed in this element, because they have equal or stronger relationships with other elements within this General Plan. For example, open space for habitat preservation is discussed in the Environmental Planning and Water Resources Element.





Photo Source: Maria Lanigan

## MUMMY MOUNTAIN PRESERVE TRUST

*Paradise Valley Mountain Preserve Trust - To acquire more open space, the Paradise Valley Mountain Preserve Trust works to preserve and protect land within the various mountain areas of Paradise Valley. The ultimate goal of the trust, formed in November 1997 and originally named the Mummy Mountain Preserve Trust, is to perpetuate the natural landscape, desert plants, wildlife and scenic beauty of the mountain areas of the Town. Residents who take special pride in the distinctive scenic panoramas can continue to enjoy them and visitors from within the state as well as abroad can continue to share in this beauty. Native desert plants and wildlife within the Open Space Reserve can flourish without disruption. The Town desires to maintain and protect the mountain views and natural features by acquiring, maintaining, preserving and protecting undeveloped real property and developed real property that can be returned to its natural state on and around the mountains.*

### Phoenix Mountain Preserve

Located along the western border of the Town limits, the Phoenix Mountain Preserve is over 41,000 acres surrounded by urban development. With over 200 miles of trails, it is a popular area for hiking, mountain biking, and equestrian use.

**Trail 100 Trailhead** - This trail access consists of a small parking lot located on the west side of Tatum Boulevard at East Tomahawk Trail. The trail leads westbound into the Phoenix Mountain Preserve and provides connection to the rest of the trail system therein.

**Quartz Ridge Trailhead** - This trail access consists of a small parking lot located on the northeast corner of Lincoln Drive and 32nd Street. The trail leads northbound into the Phoenix Mountain Preserve and provides connection to the rest of the trail system therein.



Photo Source: Maria Lanigan



Photo Source: Michael Baker International



Photo Source: Maria Lanigan

### Camelback Mountain

Located along the southern border of the Town limits, Camelback Mountain is an iconic landmark within the valley and a popular outdoor attraction that brings tourists from all over the world. It is surrounded by residential and resort development therefore access is limited, and unauthorized access can be problematic.

*Echo Canyon Recreation Area Trailhead - Echo Canyon Trailhead at Camelback Mountain is located in a quiet residential area within the City of Phoenix. In 2015, trailhead access was redesigned including enhanced parking, restrooms, and waste bins. This redesign increased the cleanliness of the park and resulted in fewer overall issues, however, there are still some challenges such as continued overflow parking in nearby residential areas and traffic congestion along McDonald near the trailhead. Although, with the advent of car-sharing services, circumstances have continued to improve as trail users are dropped off and picked up further reducing negative impacts to the neighbors of the park entrance. Visitors also face fewer lines and shorter wait times for access resulting in a more positive view of the park overall.*

*Cholla Trailhead – In 2021, the City of Phoenix closed the trail to relocate access from Cholla Lane to Invergordon Road within the City of Phoenix. Access to this trailhead at Camelback Mountain had been a point of contention in the community for years. On-street parking, noise and trash had been a continuous concern of residents. With development of a new trailhead, the Town desires to mitigate congestion and pedestrian/vehicular conflicts and improve overall safety through approaches such as signage & striping and the creation of a drop-off/pick-up zone for rideshare services.*



### Barry M. Goldwater Memorial

This memorial is located at the northeast corner of Tatum Boulevard and Lincoln Drive and is approximately 1 acre in size. The Barry Goldwater Memorial is located here to honor the former Republican American Senator from Arizona. As a former resident of Paradise Valley, a statue of him was erected here in 2004, along with a pedestrian path highlighting some of his famous quotes.

### Public Right-of-Way

The Town considers the (unpaved and undeveloped) portions of right-of-way in Paradise Valley to be public open space. In total, there is approximately 1,143 acres of right-of-way within the Town limits. The Town considers public right of way as open space given that the general public can enjoy viewsheds of the nearby mountains and engage in passive recreational activity that connects neighborhoods where residents individually enjoy their own private open space due to the typical large lots within the town.

*Access to Arizona Canal Trail - The Arizona Canal located adjacent to Paradise Valley connects numerous communities from the City of Peoria to the City of Mesa. Users can enjoy jogging, cycling, and riding horses on both paved and unpaved surfaces along its nearly 50 miles. While the Arizona Canal Trail is not within the municipal boundaries of Paradise Valley, residents have three direct access points via Jackrabbit Road (east of Scottsdale Road), 32nd Street, and 36th Street (south of Stanford Drive). Jackrabbit Road access connects to a paved portion of the Arizona Canal, while the 32nd Street and 36th Street access points connect to unpaved portions of the Arizona Canal, all of which are bicycle, pedestrian, and equestrian-friendly. The Arizona Canal Trail also provides connection to the Indian Bend Wash in Scottsdale.*



Photo Source: Town of Paradise Valley



Photo Source: Michael Baker International



Photo Source: Michael Baker International







Photo Source: Town of Paradise Valley

## PRIVATE OPEN SPACE

Private open space is applied to Kiva Field, Camelback Cemetery, select open space preserve areas, turf areas at the Town's three private golf courses, private roadway right-of-ways, and dedicated open space areas in certain subdivisions within the Town as described below:

### *OPEN SPACE PRESERVE - PRIVATE*

*Open Space Preserve – Private: are areas within the Town that are privately-owned areas that are within the boundaries of a designated preserve area but not protected from development through a trust or easement.*

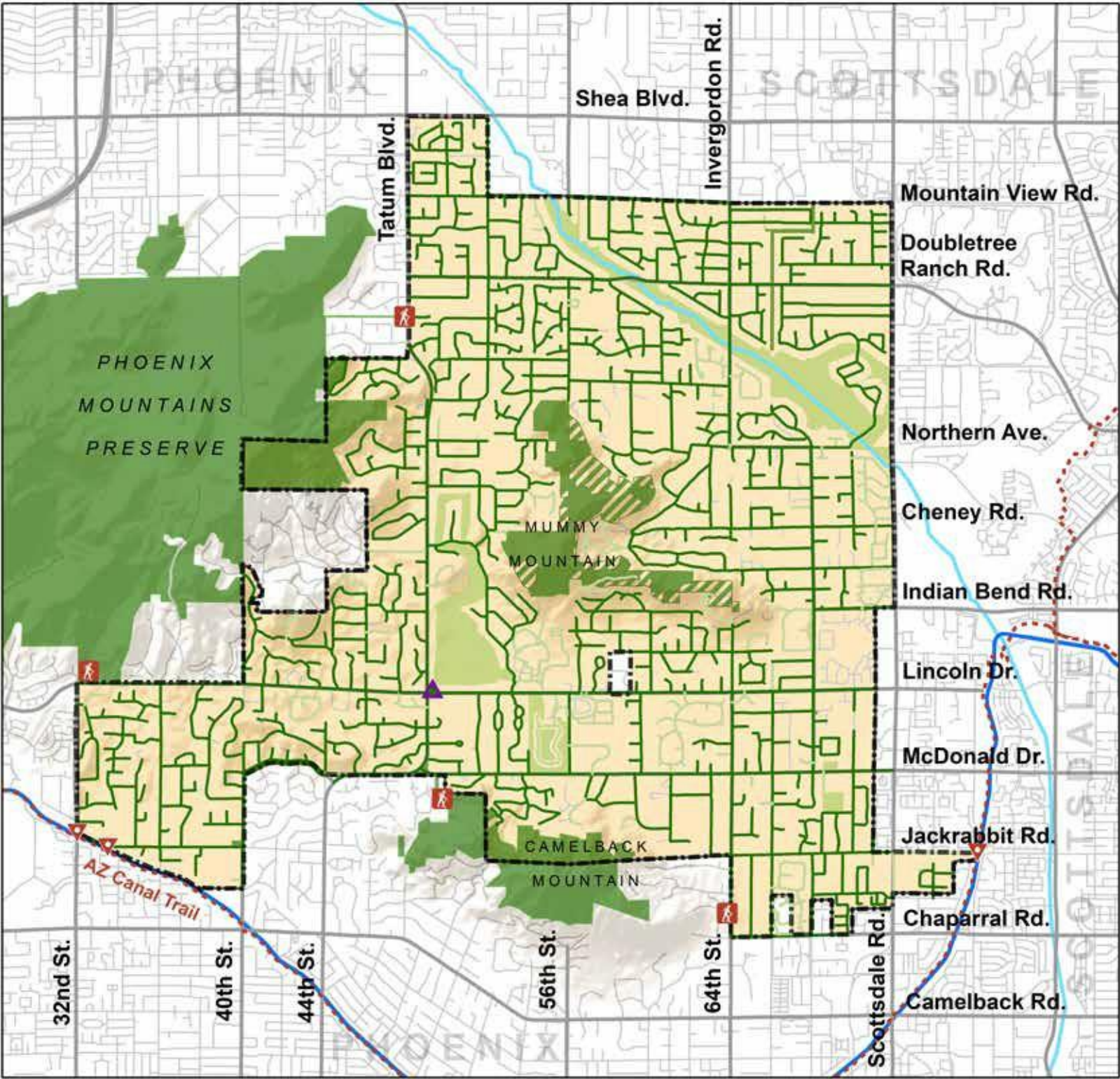
### *PRIVATE GOLF COURSES*

*The Town of Paradise Valley is home to championship, luxury golf courses, and an award-winning short-course.*

- *Paradise Valley Country Club: 18-hole parkland-style golf course; invitation/members only*
- *Camelback Golf Club: 36-holes across two courses in the Indian Bend Wash; both public use courses*
- *Mountain Shadows Golf Club: 18-hole short-course with a view of the north side of Camelback Mountain; public use course*



Figure 12: Open Space Plan



Legend

- |                  |                               |              |
|------------------|-------------------------------|--------------|
| Planning Area    | Open Space Preserve - Public  | Canal Access |
| Municipal Limits | Open Space Preserve - Private | Trailhead    |
| Roads            | Private Open Space            |              |
| Indian Bend Wash | Public Open Space             |              |
| Arizona Canal    | Regional Trail System         |              |
|                  | Barry Goldwater Memorial Park |              |

Source:  
US Census Bureau,  
Town of Paradise  
Valley, City of Phoenix,  
Maricopa County

N

0 1/4 1/2 1  
Miles

## EXISTING RECREATION CONDITIONS

Since the Town's inception in 1961, the Town of Paradise Valley has been known for ensuring limited government and services and thus, has traditionally not offered conventional recreational opportunities such as parks and other public open spaces.

Instead, the Town has historically encouraged new residential subdivisions to incorporate open space preservation features in order to maintain visual openness throughout the Town. Given that high impact recreation activities are largely supported within private residential lots, resorts, and existing public facilities such as churches and schools, emphasis has historically been placed on creating more low impact recreational opportunities in existing rights-of-way.

Low impact recreational activities include walking, hiking, biking, and horseback riding. High impact recreation is prohibited in open space preserve areas. High impact recreation includes activities such as tennis, basketball, playing fields (i.e. soccer, football, baseball, softball, frisbee golf, etc.) and any other activity that may harm or impact the fragile ecosystems in the open space preserve areas. High impact recreation may be allowed on private open space tracts.

## CURRENT TRENDS

Preserving natural open space was one of the highest-ranking core values identified during the 2022 General Plan Public Outreach process. Further, the aesthetic beauty of the natural environment was identified as one of the main reasons most residents originally moved to town. These qualities help maintain the unique character and semi-rural atmosphere of Paradise Valley and provide important balance to the more densely urbanized areas of the surrounding Phoenix Metropolitan area.

While some residents have expressed a desire for additional recreational opportunities and gathering spaces throughout Town, the majority of residents recognize the unique value Paradise Valley's large lot residential developments and world class resorts afford and thus prefer less emphasis be placed on developing playgrounds and neighborhood parks. Rather, residents support a greater emphasis be placed on creating more low impact recreational and exercise type opportunities in existing rights-of-way that may connect to existing public facilities such as churches, schools and trailheads as well as private resorts.

## FUTURE OPEN SPACE

The Open Space Map for the General Plan identifies how the Town desires to maintain and protect mountain views and natural features by acquiring, preserving and protecting undeveloped real property and developed real property that can be restored to a more natural state on and around the mountains. In addition, these areas provide significant opportunities for the enjoyment of outdoor recreation.

Although open space views from private property are not regulated by the Town, this plan also encourages the preservation of these corridors wherever possible. To this end, the Town encourages neighbors to discuss projects that may impact private open space views and reach a mutually acceptable outcome.



# GOALS & POLICIES

The goals and policies set forth below support and encourage the preservation of open space, access, mountain views, and natural features for the benefit of Town residents and visitors today and tomorrow. This framework has been structured to place residential quality of life at the forefront of all open space access and mountain view considerations, while also considering resort tourism needs and partnerships with neighboring jurisdictions.

## OPEN SPACE

**GOAL OS.1 - PROTECT OPEN SPACE & MOUNTAIN VIEWS.** Protect and expand open spaces, mountain views and natural features throughout the Town and responsibly enhance their physical or visual accessibility by Town residents, their guests and resort visitors.

### Policies

OS 1.1 - The Town shall pursue and target gifts of land or conservation easements for the purpose of expanding, preserving and restoring public open spaces and mountain views, and to encourage adjacent jurisdictions to accomplish similar objectives.

OS 1.2 - The Town shall seek to provide additional public open space through acquisition, incentives, dedication, rezoning or “set aside” to protect natural open spaces, mountain views from public rights-of-way, and to provide areas for low impact recreational activities.

OS 1.3 - The Town shall continue to support the mission and efforts of the Paradise Valley Mountain Preserve Trust in preserving the steep slopes and natural landscape, desert plants, wildlife corridors and scenic beauty of the mountain areas of the Town.

OS 1.4 - Limit public access to open space areas when public access will significantly impact the sensitivity of the habitat within the open space area

and/or will create safety or other negative impacts to adjacent neighborhoods.

OS 1.5 - The Town shall require the preservation and encourage the restoration of the area’s natural washes to provide storm water drainage, aesthetic view corridors, wildlife habitat and travel corridors, and natural open spaces.

OS 1.6 - The Town shall utilize existing street rights-of-way to provide more public open space and increase mountain views.

OS 1.7 - The Town shall continue to monitor the effect of, and adjust where necessary and possible, Special Use Permit guidelines and Town Codes intended to minimize the impact of new development on mountain views from both the public rights-of-way and neighboring properties, recognizing that those mountain views are both a community and an individual asset. (identical or minimal change)

OS 1.8 - The Town shall place a high priority on the preservation and restoration of mountain views from public rights-of-way during any new, intermediate or major Special Use Permit amendment process.

OS 1.9 - The Town shall require the dedication of land or easements during new, intermediate, or major SUP amendments for the purpose of connectivity and accessibility when the property to be developed is adjacent to an existing open space or area otherwise identified as high priority for open space.



Photo Source: Julie Pace

### Goal OS.2 - OPEN SPACE MANAGEMENT.

Manage open space to be sensitive to natural systems and responsive to public need so as to maintain a high quality of life for residents, their guests and resort visitors.

#### Policies

OS 2.1 - The Town shall support and encourage active citizen involvement in the development and management of open space.

OS 2.2 - The Town shall provide and/or distribute consistent and effective operations and maintenance for all public open space and facilities in a manner that minimizes cost and promotes safety.

OS 2.3 - The Town shall seek to establish partnerships with organizations to support and maintain public open spaces.

OS 2.4 - The Town shall support resort tourism in the community by preserving, restoring, creating and maintaining public open space, mountain views from public rights-of-way, and low impact recreational facilities and opportunities.

### GOAL OS.3 - HEALTHY LIFESTYLE.

Support and encourage an open space system that provides a healthy physical, social, and natural environment to improve the wellness and well-being of all residents and visitors.

#### Policies

OS 3.1 - The Town shall continue to develop partnerships and joint use agreements with local school districts and community organizations to promote and provide for recreation programs, activities, and facilities.

OS 3.2 - The Town shall continue to develop partnerships with resort properties to make private recreation programs, activities, and facilities available for public use to Town residents.

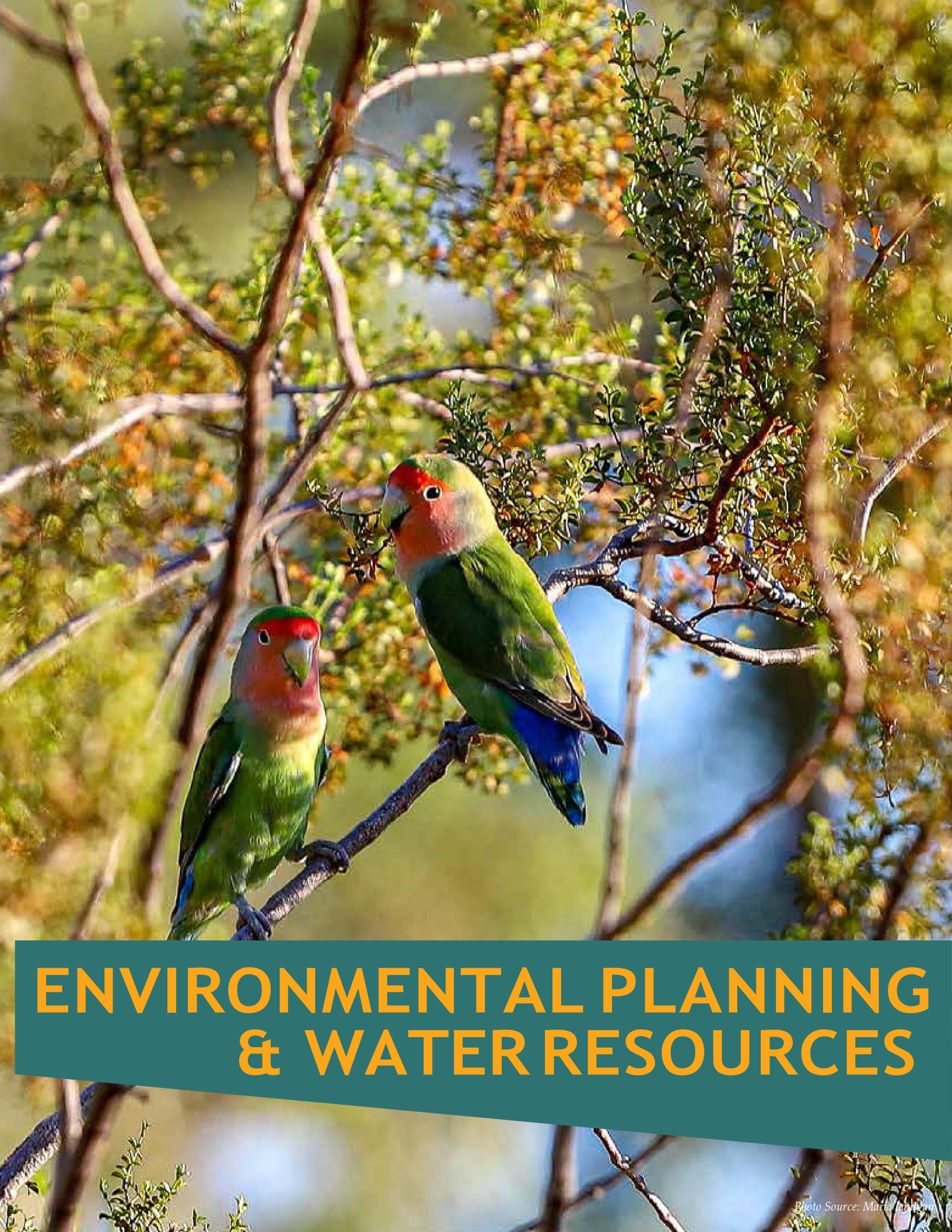
OS 3.3 - Ensure that new residential and resort developments provide adequate on-site recreational and open space amenities consistent with the values and standards of the Town and the needs of the new development.

OS 3.4 - The Town shall strive for citizen involvement in all phases of the planning, delivery, and use of recreational programs, services, and amenities.

OS 3.5 - The Town shall continue to evaluate opportunities to minimize the impacts of recreational user parking in residential neighborhoods in the vicinity of all trailheads located within or adjacent to the Town.

OS 3.6 - The Town shall encourage the linkage of open space and recreational resources within the community and with adjacent municipalities/ regional networks where such connections benefit Town residents or neighborhoods and uphold Town values and standards.





# ENVIRONMENTAL PLANNING & WATER RESOURCES



# INTRODUCTION

Paradise Valley is a community that has a history of protecting its natural resources. Today, the various mountain preserves and passive recreational amenities that exist within and around the Town contribute to the health and wellbeing of residents and draw visitors to Paradise Valley. Thus, the Town recognizes that the well-being of its human and natural communities are inseparable. Providing a safe and healthy community is paramount to meeting resident's needs, while conserving natural communities must equally be considered to protect their ecological value.

This Element is intended to lay out how Paradise Valley will preserve, provide, and restore natural features, vegetation, and air quality, as they relate to the Town. Since water resources are a component of the natural environment, the General Plan also combines these two elements into one. Combining the State-mandated Environmental Planning and Water Resources Elements avoids redundancy by allowing the similar and often overlapping aspects of these two elements to be explored in a single place in the Plan.

## EXISTING CONDITIONS

Inclusive of the Mummy Mountain Preserve conserved through the Paradise Valley Mountain Preserve Trust and surrounded by Camelback Mountain and the Phoenix Mountain Preserve conserved through the City of Phoenix, Paradise Valley supports an environmentally rich planning area. These open space preserves along with the Town's predominant large lot, semi-rural residential development pattern provides important habitat for many flora and fauna species. The built and topographic composition of the Town's

planning area also encompasses six different watersheds. While Paradise Valley is benefited by an exceptional context, it is recognized that this rich, natural and built environment does not come without threats, Paradise Valley is exposed to issues related to flooding and fire as well as light pollution and urban heat island effects.

Water resources, and more specifically water supply within Paradise Valley is controlled by four local water providers, consisting of Berneil Water Company, City of Phoenix Water Service, City of Scottsdale Water Service, and EPCOR Water Company. Where a resident lives within the Town determines their water provider. These independent public agencies or private companies' manager their water supplies and future demand allocations to ensure adequate water resources for existing and projected Town demand.

Since water moves easily across geographic boundaries, most water quality regulations are managed at the regional, State and Federal levels. However, since Paradise Valley has legal authority over development and land use, the Town does actively monitor how development affects the movement and quality of stormwater within the municipal limits.

### RELATIONSHIP TO OTHER ELEMENTS

The Environmental Planning and Water Resources Element is concerned with the conservation of natural resources, including plants, animal wildlife, air quality, water supply and watersheds. However, to truly integrate these components into the future planning of Paradise Valley, this element is further coordinated with and reinforces the policies of the Land Use and Growth, Sustainability, and Public Facilities/Services & Cost of Development Elements.

## CURRENT TRENDS

The public is highly aware of the sensitivity and importance of Paradise Valley's natural beauty and environmental context. Many comments received throughout the public engagement process identified strong support for the preservation of mountain ridges and open space as well as the need to monitor water providers and flooding concerns.



## FUTURE CONDITIONS

Proper management and protection of Paradise Valley's natural environment is essential in sustaining these resources for present and future generations. As the Town grows, it will be important to continue to monitor the environmental health of the community. This presents a challenge for the Town as it works to protect its small-town history and its desirability as a place to live in proximity to a continuously growing Phoenix metropolitan region. Although, this reality also places the community in an advantageous position: the Town can be selective about how and where it grows, and deploy the tools and resources at its disposal to achieve the community's vision of a carefully-planned semi-rural Town.

Achieving this vision requires a comprehensive and coordinated approach to balancing conservation and growth, one that guides decisions and actions in historically significant natural areas and where infill development can enhance the Town's special built fabric. The goals and policies below list the environmental planning and water resources associated with this endeavor.



# GOALS & POLICIES

This section addresses goals and policies related to environmental and water resources. Paradise Valley highly values the Town's natural setting and strives to conserve and protect its resources. Additionally, the community recognizes the challenges that come with balancing planned growth within our desert climate and desire to establish goals and policies that are long term and focus on ensuring a safe natural and man-made environment enjoyable for all.

## ENVIRONMENTAL PLANNING & WATER RESOURCES

**GOAL EPW.1 - NATURAL RESOURCE CONSERVATION.**  
Support the conservation of the Town's natural resources to preserve sensitive environmental and important habitat areas.

### Policies

EPW 1.1 - Conserve undeveloped natural land and wildlife habitat through protection of contiguous areas and corridors that mitigate habitat fragmentation.

EPW 1.2 - The Town shall preserve and encourage drought tolerant native landscaping on all Town projects and in public right of way in a manner that is consistent with the Arizona Department of Water Resources (ADWR) low water use plant list.

EPW 1.3 - The Town shall encourage new development and redevelopment to retain on-site to the maximum extent feasible the preservation of native plants and wildlife habitat.

EPW 1.4 - The Town shall require new development and redevelopment to preserve mature natural, native, and compatible landscaping on-site when it is determined to be healthy and appropriate for preservation.

EPW 1.5 - The Town shall encourage new development to preserve on-site natural elements to minimize impacts to wildlife habitat and scenic resources.

EPW 1.6 - The Town shall strongly promote the restoration of drought tolerant native landscaping in areas that have been disturbed or scarred by development, neglect, or improper use, especially on hillsides or in washes. The Town shall promote restoration practices that minimize potential wildfire hazards and invasive species propagation.

EPW 1.7 - The Town shall encourage community volunteerism and stewardship to help identify, protect, rehabilitate, and maintain the area's natural resources.

EPW 1.8 - The Town shall maintain an active relationship with adjacent communities and government agencies to encourage cooperative management of natural resources and wildlife habitat.



Photo Source: Michael Baker International

#### GOAL EPW.2 - TREE CANOPY.

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

##### Policies

EPW 2.1 - The Town shall continue to participate in the Tree City USA program, sponsored by the Arbor Day Foundation in cooperation with the USDA Forest Service and the National Association of State Foresters.

EPW 2.2 - The Town shall continue to plant new native and drought tolerant trees, ensure new developments have sufficient rights-of-way width for tree plantings; manage and care for all Town-owned trees including training, maintenance, removal and replacement.

EPW 2.3 - The Town shall encourage property owners and builders to dedicate surplus trees from their properties that they cannot accommodate on site for use on Town-owned property.

EPW 2.4 - The Town shall continue to promote planting native and compatible shade trees with

substantial canopies, and require site design for non-residential properties which uses trees to shade, parking facilities, streets, and other facilities to minimize heat island effects.

EPW 2.5 - The Town shall continue to provide drought tolerant native and compatible trees along major and minor arterials within the Town as part of right-of-way improvement projects.

#### GOAL EPW.3 - VISUAL RESOURCE PRESERVATION.

Maintain and protect significant visual resources and aesthetics that define the Town of Paradise Valley.

##### Policies

EPW 3.1 - The Town shall continue to seek to protect views from public places to Camelback Mountain, Mummy Mountain and Phoenix Mountain Preserve with deference to private property rights.

EPW 3.2 - The Town shall require that Special Use Permit developments not create major adverse impacts on the town's natural landscapes and semi-urban development patterns.

EPW 3.3 - The Town, through its Outdoor Lighting and Illumination and Hillside Development zoning



regulations, shall minimize outdoor lighting pollution and uses that are inappropriately directed or excessive illuminated, or found to be unnecessary.

EPW 3.4 - The Town, through its Hillside Development zoning regulations, shall require new development and remodel/additions to avoid the creation of excessive glare that makes seeing difficult due to the presence of reflected sunlight from material types and paint color or artificial light from outdoor lighting fixtures and landscape floodlights.

#### GOAL EPW.4 - AIR AND NOISE QUALITY.

Reduce noise pollution, air pollution, and improve air quality within the Town and across the region.

##### Policies

EPW 4.1 - The Town shall prohibit burning refuse.

EPW 4.2 - The Town shall continue to evaluate the purchase of low-emission vehicles for the Town's fleet and the use of available clean fuel sources for trucks and heavy equipment for the provision of Town services based on operating requirements and financial feasibility.

EPW 4.3 - Continue to promote strategies aimed at lowering the Town's operation emissions and localized points of concentrated emissions, or "hot spots".

EPW 4.4 - The Town shall continue to be proactive in the protection of its airspace from noise and air pollution caused by commercial and private air traffic over the Town.

EPW 4.5 - Cooperate with the Maricopa Association of Governments (MAG), and other agencies to coordinate air quality planning and management.

EPW 4.6 - The Town shall encourage the use of electric vehicles by supporting the development of

charging infrastructure within SUP developments and at Town facilities.

#### GOAL EPW.5 - WATER SUPPLY.

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

##### Policies

EPW 5.1 - The Town shall encourage the water service providers to regularly undertake assessments of currently available and forecasted water supplies for their service areas and customers.

EPW 5.2 - The Town shall encourage and share data with water service providers to analyze how future growth will be adequately served by the legally and physically available water supply and/or to plan to obtain additional water supplies, while ensuring that new or expanded services do not adversely affect existing water users.

EPW 5.3 - The Town shall encourage water providers to continually maintain adequate water pressure for direct customer use and for fire suppression.

EPW 5.4 - The Town shall work with the Arizona Corporation Commission and/or water service providers to encourage local water providers use of renewable water resources, other than groundwater, to supply water to the Town's residents.

EPW 5.5 - The Town shall encourage water conservation for new and existing developments through the use of water-conserving fixtures and devices, conversion and installation of drought tolerant native landscaping, and other conservation techniques.

EPW 5.6 - The Town shall continue to pursue documentation and understanding of water pressure and delivery, working with the Town's providers. The documentation should also identify future demand, available water sources, state of delivery system, and fire safety concerns.

**GOAL EPW.6 – WATER QUALITY.**

Promote a high-quality and safe water supply that meets or exceeds federal and state regulatory requirements.

**Policies**

EPW 6.1 - The Town shall coordinate with water service providers to undertake improvements to the pressure and quality of water where necessary.

EPW 6.2 - The Town shall continue to encourage septic system users to connect to wastewater provider services and shall cooperate with the Maricopa County Department of Environmental Services to ensure that new on-site septic systems do not jeopardize the local groundwater supply.

EPW 6.3 - The Town shall encourage the preservation and restoration of the area's washes to assist in natural groundwater recharge.

EPW 6.4 - The Town shall participate in Phase II of the National Pollutant Discharge Elimination System (NPDES) stormwater program and require the implementation of Best Management Practices (BMPs) to minimize erosion, sedimentation, and water quality degradation resulting from construction and operational activities.

EPW 6.5 - Encourage and/or incentivize the use of Low-Impact Development (LID) or Green Infrastructure techniques as a viable alternative to traditional BMPs for stormwater management.

**GOAL EPW.7 - FLOOD CONTROL/DRAINAGE.**

Minimize risk of damage or injury from known flood hazards.

**Policies**

EPW 7.1 - Continue to manage Town-owned flood control and drainage facilities to have minimal impact on natural washes and their associated habitat.

EPW 7.2 - The Town shall encourage the preservation and restoration of the area's washes to ensure that their natural drainage and stormwater retention functions are maintained.

EPW 7.3 - The Town shall require Town property owners to properly maintain wash corridors on privately-owned land and shall require appropriate easements for such purposes as a condition of development.

EPW 7.4 - The Town shall encourage property owners to restore or improve washes on their property to a natural state.

EPW 7.5 - The Town shall cooperate with the flood control efforts and regulations of neighboring municipalities and to coordinate with regional, state, and national flood control authorities.

EPW 7.6 - The Town shall continue to require adequate on-site retention for new development and redevelopment and require the provision of appropriately sized facilities to retain and transport stormwater.

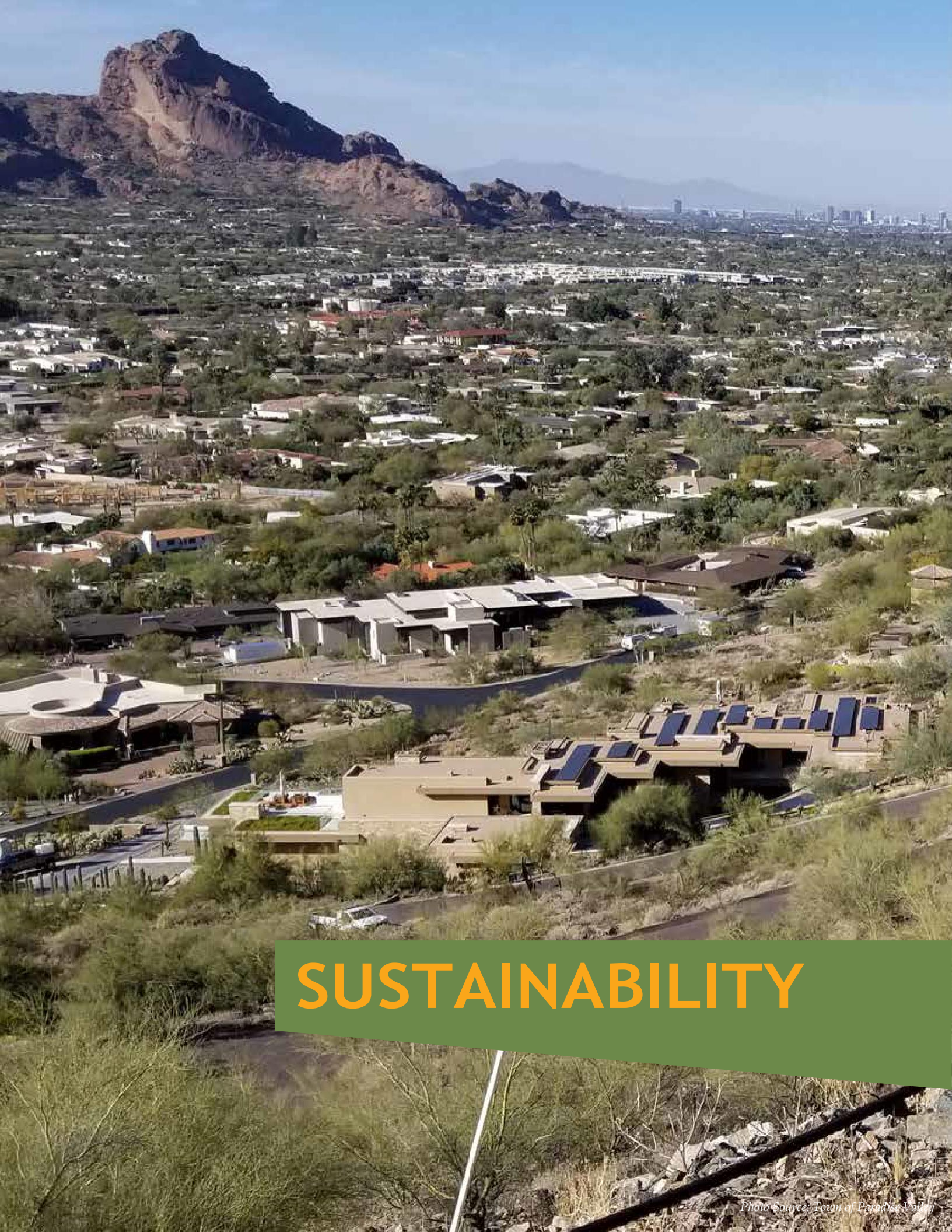
EPW 7.7 - As maintenance requires, the Town shall consider roadway improvements that reduce the impact of stormwater on traffic and adjacent properties.





Photo Source: Town of Paradise Valley





# SUSTAINABILITY



# INTRODUCTION

The term “sustainability” has become widely used across various applications within society today, resulting in a broad range of potential definitions and interpretations. For Paradise Valley, sustainability is focused not only on protecting natural resources, but also on ensuring a high quality of life for all residents. Ultimately, sustainability in Paradise Valley involves continued and expanded efforts to preserve resident’s quality of life and meet their needs without compromising the ability of future generations to do the same, and to maintain Town service levels while maintaining reasonable municipal costs.

The Sustainability Element is an optional element of the General Plan and is not mandated by the State of Arizona. Its inclusion in the General Plan demonstrates the Town of Paradise Valley’s commitment to the long-term health and viability of the community. The challenge is to incorporate the three components of sustainability — the environment, the economy, and the social community — into Town efforts and actions. Therefore, the purpose of this chapter is to describe through goals and policies how the Town is committed to this challenge.

## EXISTING CONDITIONS

Historically, given the Town of Paradise Valley’s smaller size, landlocked location, primarily large residential lots, and minor quantity of commercial properties, sustainability efforts have largely focused on enhancement opportunities for the established community development pattern. The Town of Paradise Valley has carried out this focus through development of a comprehensive inventory of current policies, ordinances, and programs that support the

Town’s commitment to sustainability. The Town already has many sustainable measures in place, including the application of low water-use landscaping, a hybrid vehicle fleet, audio/video conferencing, and two “green” fire stations.



*Photo Source: Michael Baker International*

## RELATIONSHIP TO OTHER ELEMENTS

All Elements of the General Plan contribute policies and actions that either directly or indirectly further the Town’s sustainability goals; there is therefore some amount of repetition across several other chapters of this Plan. For example, the Land Use Element includes policies to promote development that is in harmony with the natural environment, the Mobility Element promotes a sustainable multimodal circulation system, the Environmental Planning and Water Resources Element supports preservation of natural features and vegetation, air quality, and water quality, and the Public Facilities/ Services and Cost of Development Element includes policies to provide high-quality services to all residents while exercising fiscal responsibility.



## CURRENT TRENDS

Through public outreach efforts a great deal about what Paradise Valley residents support and oppose in relation to sustainability were identified and are in part covered throughout this Plan, but most specifically, residents expressed a desire to ensure the local social, environmental and economic systems that make up the Town are providing a healthy, productive and meaningful life for residents and visitors alike. Residents shared that they expect future growth to reflect the semi-rural feel that they cherish, to be mindful of enhancing short- and long-term economic interests of the Town; and to further an equitable Town that is welcoming and inclusive of all people.

## FUTURE CONDITIONS

The Town is committed to the social, environmental, and economic stewardship of Town operations and the Town of Paradise Valley community overall. The town will not grow for the sake of growth, but instead will grow and change intentionally and create new special places — both natural and built — for current generations and the many that will follow.

To this end, many of the goals and policies expressed in this Element require the Town to adhere to certain sustainable practices. By imposing sustainable measures on itself, the Town desires to lead the community by example. More precisely, growth areas like Special Use Permit properties



*Photo Source: Maria Lanigan*

will be required to adhere to a higher sustainable standard as part of the legislative planning process. The Town's residents, through education and awareness, shall then be encouraged to follow these sustainable practices, recognizing that doing so furthers the Town's vision of a healthy desert environment.

# GOALS & POLICIES

The following goals and policies support the principle of sustainability and resiliency. Creating and maintaining a social, environmental, and economic sustainable community requires integrating sustainable principles into the Town's everyday actions and decisions, adapting positively to changing conditions and technologies, and staying informed of innovations and current best practices. Therefore, decisions that are consistent with the goals, policies, and actions identified in this chapter of the General Plan will be made through a holistic approach that balances varying needs and applications to live and thrive in a way that does not compromise future generations' ability to also live and thrive and in doing so achieves a desired sustainable outcome.

## SOCIAL SUSTAINABILITY

**GOAL S.1 - COMMUNITY EDUCATION AND INVOLVEMENT.** Cultivate broad community participation in programs to promote sustainability and provide the information people need to live in a sustainable way.

### Policies

S1.1 - The Town shall promote Town programs to inform the community about sustainability and measures they can take to make sustainable choices and be informed on potential financial incentives and rebates.

S1.2 - The Town shall encourage and support local public and private school educational programs about sustainability.

S1.3 - The Town shall pursue recognized best practices for sustainability and resiliency in town-developed projects and internal policies and practices.

S1.4 - The Town shall promote, where feasible, avenues to link interested residents with sustainable products and practices such as energy efficient products, water conservation measures, and waste reduction practices such as composting so that people have the tools they need to implement sustainable lifestyles.

S1.5 - The Town shall involve the community in shaping sustainability policies and in determining which measures are essential, which are desirable, and which are possible to further sustainability within our Town.

S1.6 - Work cooperatively with the public and agencies to align local sustainability efforts with regional plans and strategies.



## SUSTAINABLE ENVIRONMENT

### GOAL S.2 - BUILDING PRACTICES.

Support increased use of renewable energy and sustainable building practices and remove obstacles to their application.

#### Policies

S2.1 - The Town shall implement organizational improvements that will better enable the Town to provide its residents and development community with the most up-to-date information on energy saving and green building technologies using a variety of methods.

S2.2 - The Town shall conduct energy audits for all public facilities and develop adaptation strategies for long-term resiliency and vitality.

S2.3 - Provide, a streamlined process and reduced permitting fees to encourage energy-efficiency upgrades and green building standards in new and existing buildings.

S2.4 - The Town shall design and construct town buildings and facilities that demonstrate excellence in architectural design and showcase the town's leadership in sustainability.

S2.5 - The Town shall require all new government buildings and encourage Special Use Permit projects to utilize a minimum level of sustainability based on an accepted "green" evaluation system (i.e. LEED, or NAHB program).

S2.6 - The Town shall encourage adaptive reuse and recycling of materials when buildings are renovated, deconstructed or torn down.

S2.7 - Encourage the use of sustainable and innovative materials that minimize heat gain on outdoor surfaces such as parking lots, roadways, and sidewalks when appropriate maintenance is assured, and adjacent properties are not impacted.

S2.8 - Where economically feasible, the Town shall install energy-efficient lighting retrofits and occupancy sensors on public facilities and encourage Special Use Permit properties to do the same.

S2.9 - The Town shall explore opportunities for Town installation of renewable energy and clean generation technologies.

### GOAL S.3 - GREENHOUSE GAS EMISSIONS.

Transition Town operations to operations that reduce greenhouse gas emissions and work with surrounding municipalities to reduce their greenhouse gas emissions produced by services provided in our community.

#### Policies

S3.1 - The Town shall manage civic operations to be as pollution free as economically feasible; including landscape maintenance equipment, Town building's maintenance, and Town use of chemicals for pest management.

S3.2 - The Town shall transition the various departments to the use of energy efficient low or zero emission vehicles where operationally feasible.



Photo Source: Town of Paradise Valley

#### GOAL S.4 - WATER CONSERVATION.

Encourage the responsible consumption and recycling of water through a variety of conservation and low impact development (LID) practices.

##### Policies

S4.1 - The Town shall encourage the reduced consumption of water for municipal operations through water-efficient landscaping, bioswales/retention, maintenance of irrigation equipment, replacement of inefficient plumbing fixtures, and using recycled water where available and practical.

S4.2 - Work with water providers and other regional and state organizations to promote water conservation programs and incentives.

S4.3 - Promote the economic and environmental benefits of water-efficient retrofit improvements to existing private buildings.

S4.4 - The Town shall encourage the harvesting of rainwater and grey water for reuse and recycling of other waters when feasible.

Goal S.5 - Solid & Hazardous Waste. Require efforts designed to reduce the amount of solid waste generated and ensure that generated waste is recycled or efficiently disposed of in an environmentally safe manner.

##### Policies

S5.1 - The Town shall support efficient and responsible methods of trash collection for the Town that results in reduced solid waste production and reduced impacts on the Town's streets and air quality.

S5.2 - Work with solid waste providers to ensure that recycling is available and convenient for residential and non-residential users.

S5.3 - Support waste diversion by encouraging construction and demolition debris recycling for construction and demolition projects.

S5.4 - Work with local solid waste providers, private business, adjacent municipalities and the county to provide for locally held annual events such as neighborhood clean-up days, household hazardous waste collection, recycling and document shredding events.



## SUSTAINABLE ECONOMICS

### GOALS.6 - FINANCES.

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

#### Policies

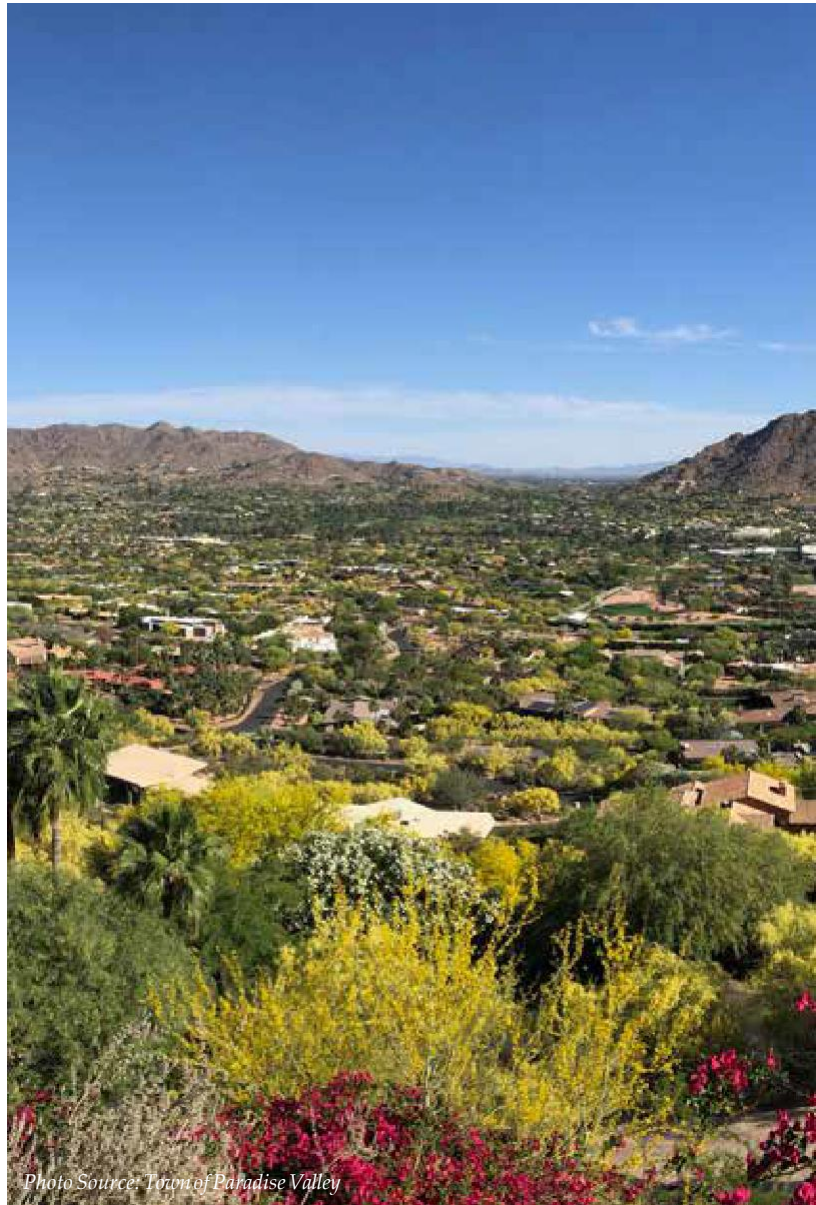
S6.1 - The Town shall support ongoing operating expenditures by ongoing, stable revenue sources and will not be funded by debt issuance.

S6.2 - The Town shall prepare a 5-year capital improvement plan and update it each year. The plan shall be developed within the constraints of the Town's ability to finance improvements.

S6.3 - The Town shall maintain an adequate reserve of the annual general governmental (General and HURF funds) operating expenditures for unforeseen emergencies, such as significant loss of revenues or catastrophic impacts on the Town.

S6.4 - The Town shall evaluate all fund designations and reserves periodically for long-term adequacy and financial sustainability.

S6.5 - Seek additional grant funding to support Town efforts, programs and projects.




*Photo Source: Town of Paradise Valley*



*Photo Source: Donna Velcio*



A large, rectangular, rusted metal sign with white lettering that reads "Welcome Town of Paradise Valley". The sign is mounted on a gravel surface. To the right of the sign is a decorative structure made of stacked stones within a metal grid. The background features lush green trees and several tall saguaro cacti under a clear blue sky.

**Welcome**  
Town of  
**Paradise Valley**

# **PUBLIC FACILITIES/SERVICES & COST OF DEVELOPMENT**

# INTRODUCTION

The Public Facilities and Services element highlights the Town's commitment to the design and delivery of services, the physical facilities required to meet the needs of the community, and the cost of development required to ensure a sustainable future for Paradise Valley. These systems are necessary to support and maintain the high quality of social, physical, and economic health, safety, comfort, and general wellbeing expected by town residents and visitors. This section contains existing conditions of Public Facilities and Services current trends, provisions for necessary improvements, and goals and policies to ensure ample provisions for the Town and potential development therein.

## EXISTING CONDITIONS

This section discusses the public facilities, services and partners that currently exist to meet the public infrastructure needs of the community. The Town's investments along with investment from their strategic partners in public facilities and services are designed to respond to the identified needs of both the existing population and those who are expected to be here in the future. An examination of the Town's existing land use composition depicts what use is on the ground as it stands today. Slightly more than three fourths (7,492 acres) of the Town's approximate 9,866 acre Planning Area is currently single-family residential. With only 5.2% of the Planning Area remaining undeveloped as seen in Table 3.

## INFRASTRUCTURE

### UTILITIES

#### Electric & Gas

Electric providers include Salt River Project Power (SRP) and Arizona Public Service (APS) Electric. Gas is exclusively provided by Southwest Gas.

#### Water

The following water providers operate within the Town of Paradise Valley. Service areas are determined by property location. These public or private companies have specific service areas, and user rates that are determined & regulated by the Arizona Corporation Commission.

- Berneil Water Company
- City of Phoenix Water Services
- EPCOR Water Company
- City of Scottsdale Water Services

## RELATIONSHIP TO OTHER ELEMENTS

Public facility and service decisions have widespread impact on safety, housing, development, investment patterns, and overall quality of life. Consequently, it is imperative that harmony exists between the primary topics of this element and the areas they influence or impact within all other Elements of this General Plan. For example, land use development must align with infrastructure and public utility capacity, so demands are adequately met. At the same time, the economic impacts associated with building and maintaining infrastructure must be balanced with other Town services to ensure all desired levels of service can be maintained for residents with limited government.



### Sewer/Wastewater

The Town of Paradise Valley has two wastewater service providers. Paradise Valley generally provides the eastern portions of the community with sewer services while the City of Phoenix provides sewer services to the western portions of the Town. Many homes however continue to remain on individual septic systems due to the predominately large lot sizes in the community. These public or private companies also have specific service areas, and user rates that are determined & regulated by the Arizona Corporation Commission.

- City of Phoenix
- Paradise Valley, operated and maintained by the City of Scottsdale (facilitated by an Inter-Governmental Agreement (IGA))

### Solid Waste/Recycling

The Town of Paradise Valley made a conscience decision to not establish a Town Sanitation Department. Rather the Town leaves the solid waste and recycling services to private companies that operate under a Town Ordinance. These companies are required to adhere to Ordinance 2016-12 which consists of detailed noise restrictions and ensures low emissions. Individual property owners are free to contract with the Town approved provider of their choice.

The Town is divided into two collection areas with separate dates and times to prevent sporadic collection cycles which can result in increased noise and traffic impediments. All residents are required to store collection containers behind screens away from the street.

### Cellular Communications

As of 2021, there are six Macro Cell Sites and 42 Micro Cell sites within the Town of Paradise Valley with another seven micro cell sites on the outskirts of the Town. Due in part to the mountainous surroundings and the citizen's dislike of large cellular towers, cellular coverage is a challenge for some residents and visitors.



## PUBLIC SAFETY

### POLICE SERVICES

Crime in Paradise Valley should not be compared to the surrounding communities due to the large variances in economic makeup and population. That said, the community consistently experiences very low crime. The Police Department has committed to crime prevention by preparing annual reports and updating its PVPD Strategic Plan (2021-2026), which has the following goals:

- Reduce Crime and the Fear of Crimes
- Encourage Community Empowerment
- Develop and Empower Department Personnel
- Incorporate Technology into the Department
- Review and Improve Work Product

### FIRE SERVICES

The City of Phoenix provides fire service to the Town of Paradise Valley facilitated by an Inter-Governmental Agreement (IGA); however, the Town creates its fire regulations, handles investigations internally, and inspects buildings for fire code compliance. Emergency Medical Services are provided by PMT Ambulance and Rural Metro through a contract administered by the Town.



Photo Source: Michael Baker International

## COMMUNITY SERVICES

### SCHOOLS

Educational facilities within the Town of Paradise Valley fall within three public school districts as well as include four private schools:

Creighton Elementary School District

- Biltmore Preparatory Academy

Phoenix Union High School District

- Camelback High School

Scottsdale Unified School District

- Cherokee Elementary School\*
- Kiva Elementary School\*
- Cocopah Middle School
- Mohave Middle School
- Chaparral High School
- Saguaro High School

Private K-12 Schools

- Phoenix Country Day School\*
- Desert View Learning Center\*
- The Jones Gordon School\*
- Montessori Academy\*

\*School physically located within Paradise Valley

### PLACES OF WORSHIP

There are fourteen places of worship within the Town that provide faith-based community services for residents of Paradise Valley. These places of worship function as gathering places within the community and provide recreational facilities and programs for many residents. The placement of places of worship are regulated under Special Use Permits and as such are tightly controlled in order to mitigate negative impacts to the surrounding neighborhoods in which they are located near.

### MEDICAL FACILITIES

As of 2021, there are four medical centers within the Town; Mountain View Medical Center at Shea Boulevard and Tatum Boulevard, Paradise Valley Medical Plaza at Jackrabbit Road and Scottsdale Road, Lincoln Plaza Medical Center at Lincoln Drive west of Scottsdale Road, and Van Dyke Aesthetics on Scottsdale Road north of Vista Drive. These facilities are mostly general practice physician offices for family physicians, dental clinics, veterinary clinics, cosmetic surgery places or specialty facilities like cancer treatment centers or dialysis centers. Due to its central location within the east valley, Paradise Valley is in close proximity to a wide variety of advanced and emergency level medical services that meet the needs of residents.



# CURRENT TRENDS

During outreach efforts Town residents widely agreed that some of the most positive recent trends that have occurred over the recent past included the undergrounding of overhead utilities, public safety services, and continued Town fiscal sustainability. While residents captured several areas of success, they also expressed areas that require continued improvement. There is strong support within the community to support improvement of telecommunications and mobile networks. There is also recognition for the need to monitor sewer providers and support the integration of smart technologies into Town and Town provider services.

# FUTURE CONDITIONS

In the future, the Town will continue to provide high-quality services to all residents while exercising fiscal responsibility. By taking the specific steps outlined below, the Town can ensure facilities will be available for the next generation.

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



*Photo Source: Town of Paradise Valley*



*Photo Source: Town of Paradise Valley*

Further, it is understood possible new public infrastructure will be required to accommodate new development, redevelopment, or new technologies within the Town in the future. Also, the need for ongoing maintenance and upgrading of existing infrastructure will continue. Infrastructure maintenance and upgrading is financially feasible through the combined efforts of the Town, private developers and private suppliers of services to Town residents. This growth will be managed in a manner that ensures new development will not have a negative fiscal impact and will contribute to Town resources so broader development objectives and the future envisioned by the residents of Paradise Valley can be achieved.

## COST OF DEVELOPMENT

Providing quality municipal services to the residents and businesses of the Town of Paradise Valley is of critical importance. As growth occurs, resources need to be allocated to maintain existing systems and services, while simultaneously making necessary increases to accommodate new demand. The Town has historically favored growth in a manner that is congruent with the semi-rural character of the Town and that requires little or no extension of services. Development that occurs within or directly adjacent to existing infrastructure or service areas is the most cost-effective since much of the investment in providing those services has already been made. Building outside of existing service areas is very expensive to the community unless the vast majority of costs are borne by the development entity that prompts the need for expansion.

State law requires municipalities to identify within the General Plan various funding and financing mechanisms that may be used to finance additional public services and infrastructure necessary, beneficial, and useful to serve new development. The following items outline several options commonly used for funding public

projects (i.e. Capital Improvement Projects), as well as mechanisms to ensure any private developer whose project shares in the benefit of such improvement would be responsible for repayment of a determined proportionate amount of the overall cost. Additionally, the Town has flexibility to adjust funding strategies as alternative methods become available or legislative changes occur. Currently available funding options include: Pay-As-You-Go Out Of Current Revenues, In Lieu Of Fees, General Obligation Bonds, Revenue Bonds, Improvement Districts, Certificates Of Participation/ Municipal Property Corporations, Special Tax Districts, and Loans.







# GOALS & POLICIES

Policies in this section provide for high quality public facilities and services to serve the needs of town residents and visitors including quality police services, cooperative programs with adjoining jurisdictions and State and Federal agencies, fire protection and emergency medical services, and the effective delivery of other services by the Town, other agencies, businesses or with the support from Town residents.

Policies in this section provide for high quality public facilities and services to serve the needs of town residents and visitors including quality police services, cooperative programs with adjoining jurisdictions and State and Federal agencies, fire protection and emergency medical services, and the effective delivery of other services by the Town, other agencies, businesses or with the support from Town residents.

## PUBLIC FACILITIES/ SERVICES & COST OF DEVELOPMENT

### GOAL PFS.1 - PUBLIC FACILITIES.

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

#### Policies

PFS 1.1 - The Town shall focus primary community activities, town government, and administrative services in the Town Hall Campus complex, the "heart" of the Town of Paradise Valley.

PFS 1.2 - The Town shall provide accessible public buildings and facilities to all community members.

PFS 1.3 - The Town shall design town buildings and facilities to complement and showcase the character and context of the surrounding area in particular the Sonoran Desert environment.

### GOAL PFS.2 - CRIME AND LAW ENFORCEMENT.

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

#### Policies

PFS 2.1 - The Town shall maintain sufficient staffing levels for both sworn police officers and civilian support staff in order to provide quality police services to the community.

PFS 2.2 - The Town shall strive to achieve and maintain appropriate response times for all call priority levels to provide adequate police services for the safety of all Town residents and visitors.

PFS 2.3 - The Town shall work in partnership with appropriate agencies to incorporate technology in public and private development to increase public and personal safety.

PFS 2.4 - The Town shall coordinate with the public safety service providers in neighboring municipalities to provide additional public safety services when necessary.





Photo Source: Michael Baker International

PFS 2.5 - The Town shall monitor data for the delivery of police services in the Town.

PFS 2.6 - The Town shall maintain communication with the community to improve relationships and customer satisfaction, while continually exploring innovative means of communication.

**GOAL PFS.3 - FIRE PROTECTION AND EMERGENCY MEDICAL SERVICES.** Provide coordinated fire protection and emergency medical services that support the needs of residents and visitors and maintains a safe and healthy community.

#### Policies

PFS 3.1 - The Town shall require its service providers to maintain appropriate emergency response times to provide optimum fire protection and emergency medical services to the community.

PFS 3.2 - The Town shall invest in, and incorporate, future technological advances that enhance the Town's ability to deliver emergency medical response, fire rescue, and fire prevention services more efficiently and cost effectively.

PFS 3.3 - The Town shall work with other agencies to promote regional cooperative delivery of fire protection and emergency medical services.

PFS 3.4 - The Town shall continue to pursue opportunities to ensure an adequate water supply for fire suppression by staying vigilant and engaged in the regulatory process and with water providers.

PFS 3.5 - The Town shall continue to require private property owners to remove overgrown/dead vegetation (e.g., trees, shrubs, weeds) and rubbish and shall promote awareness of Firewise defensible space and home-ignition zones to prevent and minimize fire risks to residents' homes and surrounding properties.

PFS 3.6 - The Town shall monitor data for the delivery of fire and emergency services in the Town.

PFS 3.7 - The Town shall maintain communication with the community to improve relationships and customer satisfaction, while continually exploring innovative means of communication.



Photo Source: Michael Baker International

**GOAL PFS.4 - COMPLIANCE WITH HEALTH AND SAFETY CODES.** Improve the health, safety, and visual quality of the community by ensuring compliance with health, safety and zoning codes.

#### Policies

PFS 4.1 - The Town shall provide facilities and staffing to maintain an aggressive and visible code enforcement program.

PFS 4.2 - The Town shall enforce code requirements to ensure that existing properties meet health and safety standards.

PF 4.3 - The Town shall require properties with identified public nuisance violations to eliminate or remove the conditions.

PFS 4.4 - The Town shall require that properties be maintained to ensure a safe and healthy living environment, preventing blight and deterioration resulting from extensive deferred maintenance.

PFS 4.5 - The Town shall work with residents, businesses, community organizations and news outlets in conducting public outreach and educational programs to promote voluntary compliance with Town ordinances.

**GOAL PFS.5 - OTHER FACILITIES AND SERVICES.**

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

#### Policies

PFS 5.1 - The Town shall plan for, and continue monitoring, the provision by other public service agencies or businesses for gas, water, electricity, telecommunications, cable, fire protection, and trash disposal. The Town shall intervene, when necessary, to ensure that such services are provided in a manner that is consistent with this General Plan and for the benefit of Town residents.

PFS 5.2 - The Town shall promote the undergrounding of utility lines by encouraging residents to continue participating in cost sharing for underground utility conversion districts.

PFS 5.3 - The Town shall pursue and support targeted telecommunication facilities that improve specific infrastructure and/or service deficits in a manner that preserves views and minimizes impact to surrounding properties.

PFS 5.4 - The Town shall continue to host and promote community events for Town residents included, but not limited to, art, culture, and public safety events.

PFS 5.5 - The Town shall continue to recruit and rely on volunteers to serve on the Town Council, various boards, commissions, and committees and as judges for the municipal court to reduce the cost of government and to keep in close touch with the needs of the community.

**GOAL PSF.6 – Cost of Development.** To ensure the provision of high-quality public services and infrastructure while maintaining the Town’s fiscal sustainability.

#### Policies

PFS 6.1 - The Town shall identify and evaluate funding mechanisms for the provision of new public facilities and services for the improvement of existing Town facilities and services.

PFS 6.2 - The Town shall ensure that capital improvement and infrastructure funding mechanisms adopted by the Town are legal and reasonable to new and/or existing development.

PFS 6.3 - The Town shall investigate the need and potential to adopt development impact fees covering the cost of additional Town facilities and services required to meet the needs of new development.



Photo Source: [www.azcentral.com](http://www.azcentral.com)





# IMPLEMENTATION



# IMPLEMENTATION

Paradise Valley will realize its long-term Vision through a coordinated and continuous program of Plan implementation, evaluation, and update. The following subsections provide guidance relative to the comprehensive application of these three components.

All three components work cohesively together to ensure the Town is able to prioritize implementation efforts while maintaining fiscal responsibility.

Ultimately, the purpose of this Chapter is to:

1. Identify high-priority action steps that align with and advance Plan Goals
2. Ensure that annual budget and capital improvement plan expenditures address current community priorities and needs as expressed in this Plan
3. Describe the criteria for subsequent amendments to the General Plan.

## ACTIONS

The following detailed implementation table provides a list of major actions to further implement this Plan. Each action is identified by the General Plan goal or goals it aligns with, followed by an indication of whether the action is a one-time Project Specific effort or a continuous Ongoing Effort. These three indicators shall be used to assist the Town in evaluating and prioritizing individual actions for the General Plan's ultimate implementation.

While this table helps to promote achieving the desired vision of the Town, these actions should not be treated as a static checklist but as "recommendations" for implementation that identify strategies and projects that, under current conditions, represent a high degree of conformance between community needs and values. As such, as conditions change, so too should the timing and slate of actions.

### PURPOSE:

The General Plan outlines a series of comprehensive goals and policies targeted at achieving a desired vision or future for the Town of Paradise Valley. While broad in nature, these goals and policies are further supported with intentional actions and tactful strategies outlined in this chapter. Collectively, the following actions provide a more specific framework with steps for the Town to take while the strategies act as a series of tools to initiate the actions. The progression of Goals, Policies, Actions, and Strategies outlines a clear path for implementation that allows flexibility to adjust and adapt to the Town's needs and priorities over the next 10 years and beyond.

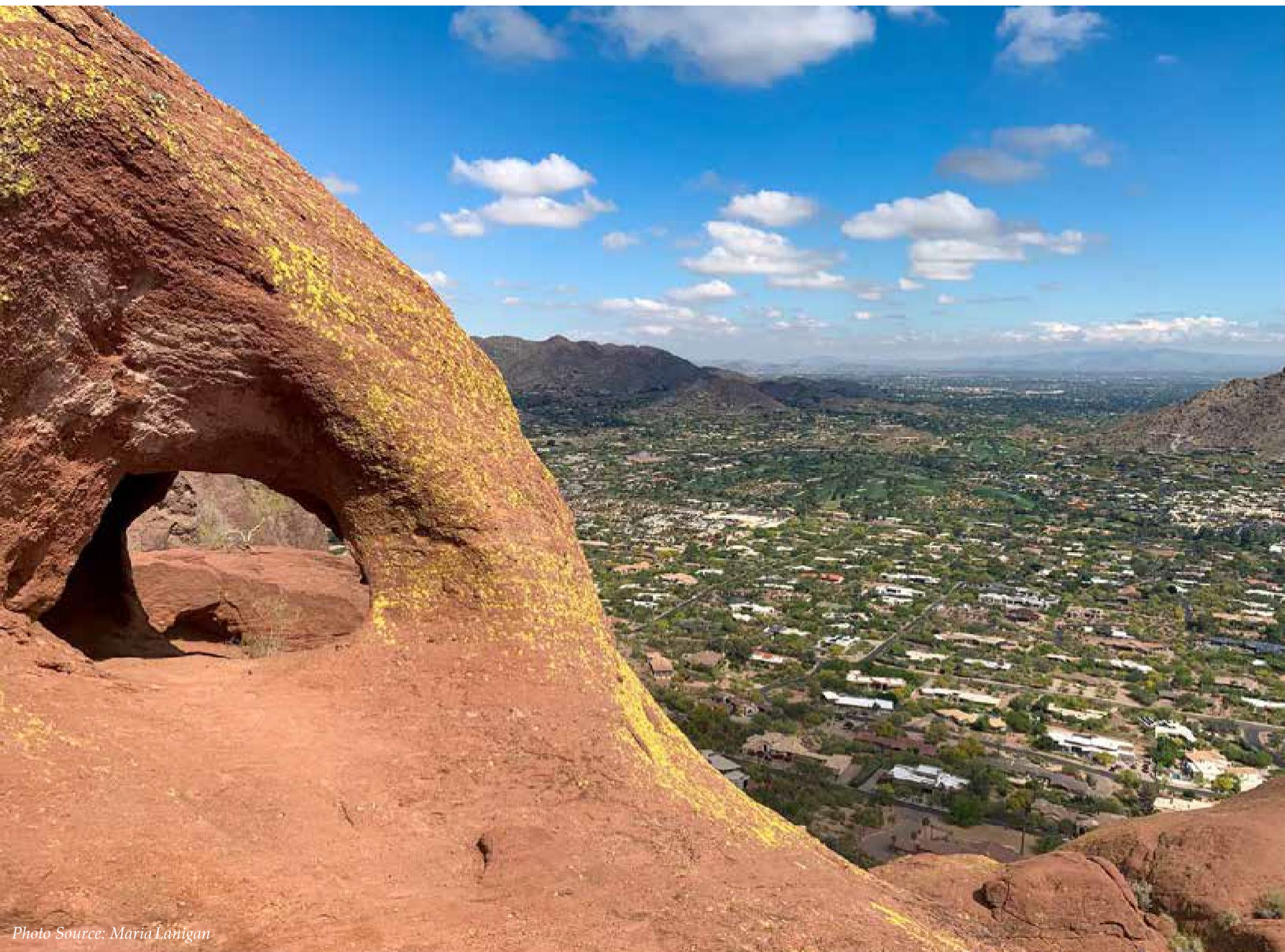
Actions		Implementing Goal(s)	Specific Project	Ongoing Effort or Program
1	Routinely evaluate and amend the SUP Guidelines, as necessary, to encourage SUP property revitalization and improvement within their existing geographic boundaries as long as such improvements do not adversely affect the integrity and enjoyment of adjacent residential areas and natural and semi-urban landscapes. Require community impact assessments that demonstrate both the positive and adverse impacts of proposed SUP projects and utilize context appropriate and responsive building and sitedesign to ensure compatibility with adjoining uses, views and open space.	LU 3, LU 6, CC&H 1, CC&H 2		X
2	Routinely evaluate, amend, and codify code enforcement resources to establish clear nuisance and maintenance measures to further require property owners to remedy identified public nuisance violations and require properties be maintained to ensure health and safety.	LU 1, LU 2, CC&H 1, EPW 1, PFS 4		X
3	Continue to monitor land use and development conditions within the Town to ensure all Codes and regulations are effectively addressing and/or mitigating identified issues of community concern (i.e., building pad heights, walls and fences, short term rentals, etc.).	LU 1, LU 2, CC&H 1, CC&H 5		X
4	Continue to initiate, monitor, and support legislation that will help to address the unique conditions and negative impacts of short-term rentals within the Town.	CC&H 5		X
5	Continue to enforce and refine the Town's Hillside Development Regulations through periodic code assessments and updates to ensure the Town's prominent mountain peaks, ridges, and hillsides are minimally impacted by development.	EPW 1, EPW 3, PFS 4		X
6	Encourage residents to continue participating in the cost sharing for undergrounding utilities, hosting informational meetings and facilitating discussions between residents and the utility companies.	CC&H 3, PFS 5		X
7	Assess the subdivision ordinance and identify measures to encourage new residential subdivisions to incorporate native, drought tolerant, low water use landscaping in common open space areas.	LU 1, LU 2, CC&H 1, CC&H 2, OS 2	X	
8	Utilize the Visually Significant Corridor Master Plan to identify key gateways and roadways to the Town and apply 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.	M 2, M 4, M 5	X	
9	Implement neighborhood outreach efforts to improve notification to residents and for neighborhoods to provide input to the Town (e.g., continue neighborhood association inventory, Town-sponsored HOA forums, use of website/social media, Town Reporter newsletter and Resident Guide).	CC&H 1, M 1		X
10	Routinely evaluate and amend the Town lighting regulations as necessary to protect the Town's night skies.	CC&H 1, CC&H 3, LU 6		X
11	Continue Town Administration and Task Force efforts to increase opportunities for telecommunications and broadband services in the community by identifying community needs and suitable providers as well as assessing suitable locations for infrastructure in a manner that minimizes the visual impact on the Town and private property.	CC&H 3, PFS 5		X



	Actions	Implementing Goal(s)	Specific Project	Ongoing Effort or Program
12	Create a Town Engineering Standards Manual to address roadway design specifications, street cross sections that promotes the Town character and reduces adverse environmental impacts, emergency vehicle and non-emergency service providers accommodations, and consolidate accepted Town engineering regulations.	M 1, M 2	X	
13	Continue coordinating with adjacent communities (i.e. Scottsdale and Phoenix) and regional agencies (i.e. MAG) to coordinate improvements, ensure safe and efficient linkages, and review and comment on planning or active projects that affect the Town. Specific focus should be given to coordinating regional congestion and local cut through traffic mitigation, non-vehicular mobility routes, and identification of potential funding sources.	M 1, M2, M 3		X
14	Conduct roadway safety assessments by maintaining an inventory of traffic counts for all mobility types on Major Arterial, Minor Arterial, and Collector roadways in the Town. This inventory will assist the Town in monitoring the performance of the roadway network, including tracking levels of service (LOS). The Town should work cooperatively with the Cities of Scottsdale and Phoenix and Maricopa Association of Governments to assemble this information.	M 1, PFS 5		X
15	Continuously maintain the Town's GIS mapping inventory that includes all aspects of land use, mobility, open space, public services and facilities, hillside, and environmental areas to assist in determining priorities for ongoing management, as well as prioritizing maintenance needs.	LU 1, M 1, OS 1, PFS 1		X
16	Establish a Neighborhood Traffic Management Program (NTMP) to provide a comprehensive, thoughtful, and systematic program to address neighborhood traffic concerns (i.e. traffic calming and traffic control measures), improve pedestrian and bicycle safety, and maintain the scenic and quiet semi-rural character of Paradise Valley neighborhoods.	M 1, M2	X	
17	Create and implement a Safe Routes to School Plan.	M 1, M2	X	
18	Use tools such as partnerships, donations, easements and the purchase of development rights to preserve open space and visually significant ridgelines and peaks.	OS 1, EPW 3		X
19	Continue to preserve and encourage the restoration of the Town's washes through periodic fire and code enforcement inspections.	EPW 1, EPW 7		X
20	Periodically evaluate current measures to alleviate parking problems related to regional trailheads, to ensure effectiveness and amend as necessary.	CC&H 1, M 2		X
21	Continue to work with Scottsdale Unified School District to promote the joint use of educational facilities.	OS 3		X
22	Evaluate and amend as necessary the Native Plant Preservation Ordinance to ensure it preserves and protects natural vegetation and wildlife areas, mature trees and landscaping, and promotes the restoration of indigenous Sonoran Desert vegetation that has been disturbed or scarred by new developments. In addition, such review shall include any process changes in how the Town monitors new development and redevelopment to ensure the maximum feasible protection of native plants.	CC&H 3, EPW 1	X	

	Actions	Implementing Goal(s)	Specific Project	Ongoing Effort or Program
23	Evaluate and amend as necessary the Landscape Design Guidelines to address landscape design along our public right-of-ways and associated open spaces, integrate applicable components of the Visually Significant Corridor Master Plan, and incorporate a native, drought tolerant, low water use plant list. In addition, consider incorporation of the key provisions of the Landscape Guidelines into the Zoning Ordinance.	OS 2, EPW 1, EPW 3	X	
24	Update the Zoning Ordinance, evaluate current best practices for organization, remove conflicting language, and incorporate provisions to be consistent with Town, State and Federal regulations.	LU 1, M 1, OS 1, PFS 1	X	
25	Continue to apply for the Tree City USA designation on an annual basis. Support exceeding Tree City USA requirements by initiating efforts such as promoting a tree dedication program that encourages property owners and builders to donate surplus trees from their properties that they cannot accommodate for use on Town owned property.	EPW 2		X
26	Continue to require on-site retention for applicable new development and redevelopment and require the provision of adequately sized facilities to retain and transport storm water. In addition, promote low impact development (LID) methods during the site design review process.	EPW 5, EPW 6, EPW 7, S 4		X
27	Examine opportunities to provide or promote technology upgrades (i.e. smart meters, smart trafficsignals, smart lighting, etc) that can improve the efficiency and efficacy of public or private facilities and services within the Town.	S 6, PFS 1, M 1, PSF 6		X
28	Evaluate environmentally sustainable efforts, incentives, and outreach programs such as, staff training, Green Building measures/codes, demonstration projects, award programs, reduced permit fees and minor variations from certain development standards.	S 1, S 2		X
29	Continue to coordinate with Town public safety service providers, including police, fire and emergency services, along with neighboring municipalities, and other state and federal agencies to identify ways to enhance the Town's ability to deliver public safety services more efficiently and cost effectively.	PFS 2, PFS 3		X
30	Continue to monitor and publish public safety, fire and emergency, and public utility data including but not limited to: response rates to service calls, types of service calls, number of arrests, number of moving violations, traffic fatalities, number of DUIs, civilian complaints received against members in service, fire incident outcomes, critical incident response standard, workforce safety, satisfaction rating, and financial management.	PFS 2, PFS 3		X
31	Continue to promote volunteering for the Council, various boards, commissions and committees, or Town services and programs and judges for the municipal court.	S 1		X
32	Monitor grant funding opportunities, particularly those applicable to health and safety improvements.	LU 1, M 1, OS 1, PFS 1		X





*Photo Source: Maria Lanigan*



# STRATEGIES

The preceding Action measures will be prioritized by the Town over the next several years. The following implementation strategies act as a toolbox available for the Town Manager, Town Staff, and Town Council to initiate and execute the Actions that effectively implement the General Plan:

## REGULATORY ACTIONS

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

## INCENTIVE MEASURES

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

## ACQUISITION MEASURES

Where significant resources are located on private property, it may be more appropriate for government to purchase the development rights or fee simple title rather than to severely regulate the owner's use of the property. Obviously, purchasing in reaction to development proposals is expensive.





## CAPITAL BUDGET ACTIONS

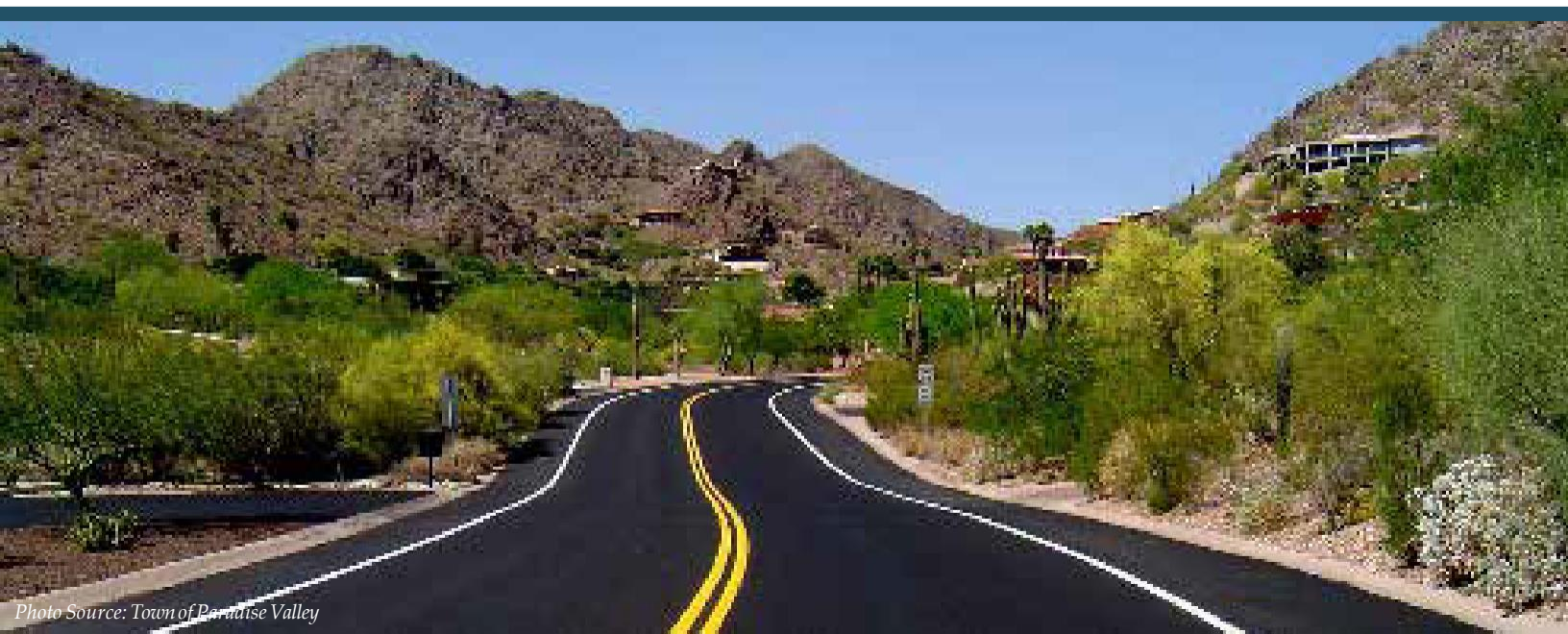
The Town annually prepares a capital improvements budget where public facility projects (new construction or major repairs) are identified. The budget is accompanied by a five-year Capital Improvement Program (CIP). The CIP process is explained in more detail below.

## PROGRAMS

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

## DEVELOPMENT/REDEVELOPMENT

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



# MAJOR AMENDMENTS

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

## ARIZONA REVISED STATUTES

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

Once a proposed amendment is defined as major, it is subject to a higher standard of procedural review and public scrutiny than would be required of any other plan amendment. Specifically, major amendments are subject to the same review requirements outlined for the adoption of a general plan, with the exception that they are not subject to ratification by popular election, as is the case with initial general plan adoption.

Changes that are not considered major amendments will be processed as minor amendments in accordance with State and Town regulations concerning timing, notice, public hearing, and action.

## GENERAL PLAN AMENDMENT PROCESS

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

### DEFINITION

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

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

### 1. Land Use Map

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

### 2. Circulation Map

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



Photo Source: Michael Baker International

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

Major Amendment

Minor Amendment

No Change

