

LAND USE AND DEVELOPMENT

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

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

Town of Paradise Valley
Visioning Committee 2011

FORMAT PAGE

2. Land Use and Development

2.1 Land Use

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

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

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

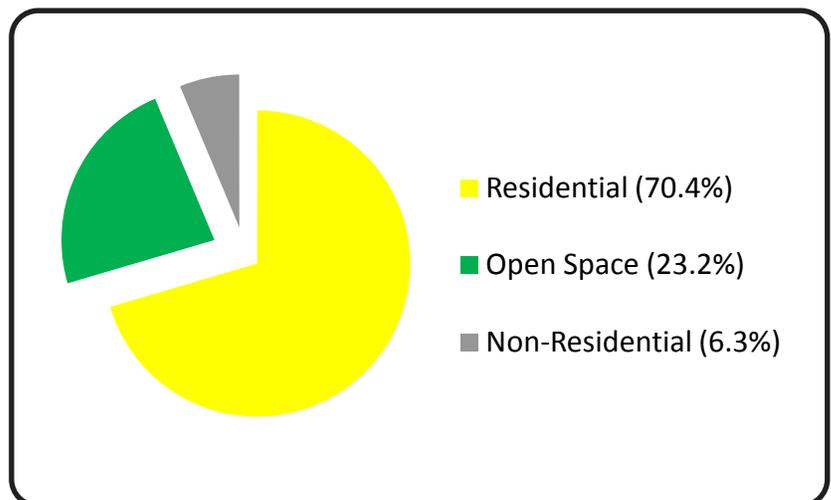


Figure 2-1 Land Use in the Town of Paradise Valley

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

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

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

GOAL LU 2.1.1

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

Policies

LU 2.1.1.1 Preserve Residential Character. The Town shall preserve and maintain the community's primarily one-acre-lot, single-family residential character.

LU 2.1.1.2 Minimum One-Acre Lots. The Town shall maintain low population density by requiring a minimum of one acre per residence outside of Special Use Permit resort properties and encouraging the preservation of lots currently in excess of one acre.

LU 2.1.1.3 Preserve Streetscapes. The Town shall ensure that new residential development preserves the integrity of neighborhood streetscapes and common areas.

LU 2.1.1.4 Encourage Neighborhood Maintenance. The Town shall encourage the maintenance and revitalization of existing neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization.

LU 2.1.1.5 Preserve Open Space. The Town shall preserve public open space and public wash corridors and encourage the preservation of private open space and private wash corridors.

LU 2.1.1.6 High Quality Design. The Town will maintain a comprehensive and up-to-date set of ordinances and codes to ensure that development is consistent with this General Plan while resulting in high quality, sensitively designed projects.

LU 2.1.1.7 Conversion. The Town shall consider the conversion of land from residential to non-residential uses only within Development Areas as designated on the Development Areas Map (Figure 2.3).

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

LU 2.1.1.8 Consideration of Senior Lifestyle Residential Options.

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

GOAL LU 2.1.2

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

Policies

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

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

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

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

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

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

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

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

GOAL LU 2.1.3

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

Policies

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

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

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

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

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- LU 2.1.3.5 Drought-Tolerant Landscaping.** The Town shall use low-water use landscaping on Town-owned land and Town-maintained rights-of-way and shall encourage other public agencies to do so as well.
- LU 2.1.3.6 Subdivision Landscaping.** The Town shall encourage new residential subdivisions to incorporate low water use landscaping in the common open space areas consistent with the character of adjoining neighborhoods.
- LU 2.1.3.7 Attractive Fences.** Where walls and fences are used/necessary, the Town shall require use and effective upkeep of attractive wall and fence materials and finishes (e.g., stone, masonry, wrought iron, vegetation) and wall designs (meandering, see-through).
- LU 2.1.3.8 Community Gateways.** Major entrances into the Town should be given symbolic markers and landscaping to strengthen community identity and to highlight community design standards. Symbolic markers may include signs, monuments, landscape, and hardscape.

2.2 Development Areas

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

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

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

GOAL DA 2.2.1

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

Policies

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

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

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

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

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

GOAL DA 2.2.2

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

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Policies

- DA 2.2.2.1 Open Space.** The Town shall seek to provide open spaces in Development Areas that encourage public gathering, enhance aesthetics, and serve as buffers between uses of significantly differing function and intensity.
- DA 2.2.2.2 Open Space Connections.** The Town shall strengthen connections between open space areas within, and outside of, Development Areas by identifying open space corridors between these areas.
- DA 2.2.2.3 Public Space.** The Town shall work with Development Area Special Use Permit properties to integrate pedestrian amenities, traffic-calming features, plazas and public areas, attractive streetscapes, shade trees, lighting, and open spaces in keeping with the character of the Town.
- DA 2.2.2.4 Public Art.** The Town should encourage the integration of public art into the visual character of Development Areas.

GOAL DA 2.2.3

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

Policies

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

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

2.3 Implementation Measures

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

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

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

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

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

Table 2.3-1. Land Use and Development Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<p>13. Disturbance Control</p> <p>Through fire department and code enforcement efforts, require private property owners meet health, safety and zoning standards and avoid the creation of unnecessary outdoor light, dust, noise and odor.</p>						X
Implements Which Policy(ies)	LU 2.1.3.4					
Responsible Party(ies)	Community Development Department					
<p>14. Drought Tolerant Landscaping</p> <p>Continue to use drought tolerant, low-water use landscaping on Town-owned land and rights-of way.</p>						X
Implements Which Policy(ies)	LU 2.1.3.5					
Responsible Party(ies)	Community Development Department					
<p>15. Subdivision Landscaping</p> <p>Through subdivision plat review, encourage new residential subdivisions to incorporate low water use landscaping in the common open space areas.</p>						X
Implements Which Policy(ies)	LU 2.1.3.6					
Responsible Party(ies)	Community Development Department, Planning Commission and Town Council					
<p>16. Attractive Fencing</p> <p>Continue to enforce the Town's Zoning Ordinance regulations regarding fencing including any wall visible from adjoining properties, adjacent rights-of-way, and/or open space areas shall consist of finished materials such as stucco, brick, stone, metal, rails, wood, or tile.</p>						X
Implements Which Policy(ies)	LU 2.1.3.7					
Responsible Party(ies)	Community Development Department, Planning Commission and Town Council					
<p>17. Community Gateways</p> <p>Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.</p>		X				X
Implements Which Policy(ies)	LU 2.1.3.8					
Responsible Party(ies)	Town Manager supported by Planning Commission and Town Council					

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

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

2.4 Land Use Map

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

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

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

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

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

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

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

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

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

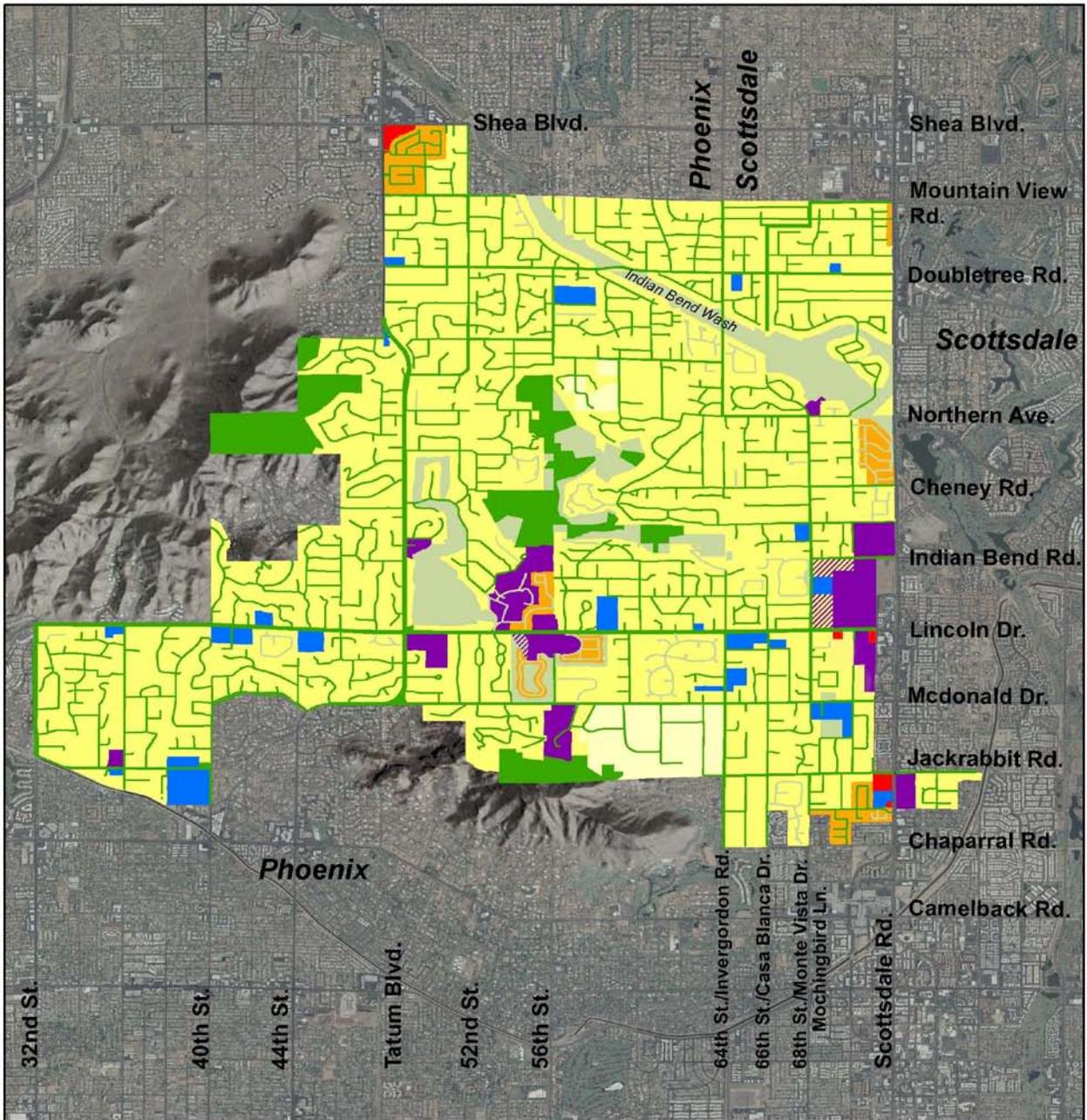
as well as those properties that are preserved through an established trust for the benefit of the public.

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

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

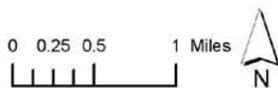
TABLE 2-1: LAND USE DESIGNATIONS			
Designation	Density Standards	Acres	% of Total
Very Low Density Residential	Up to 1 house per 4 acres	278	2.9%
Low Density Residential	Up to 1 house per acre	6,328	65.4%
Medium Density Residential	Up to 4.5 houses per acre	209	2.2%
Resort/Country Club		367	3.8%
Medical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

Figure 2-2: Land Use



Legend

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



Planning Commission -
Revised September 20, 2011



2.5 Development Areas Map

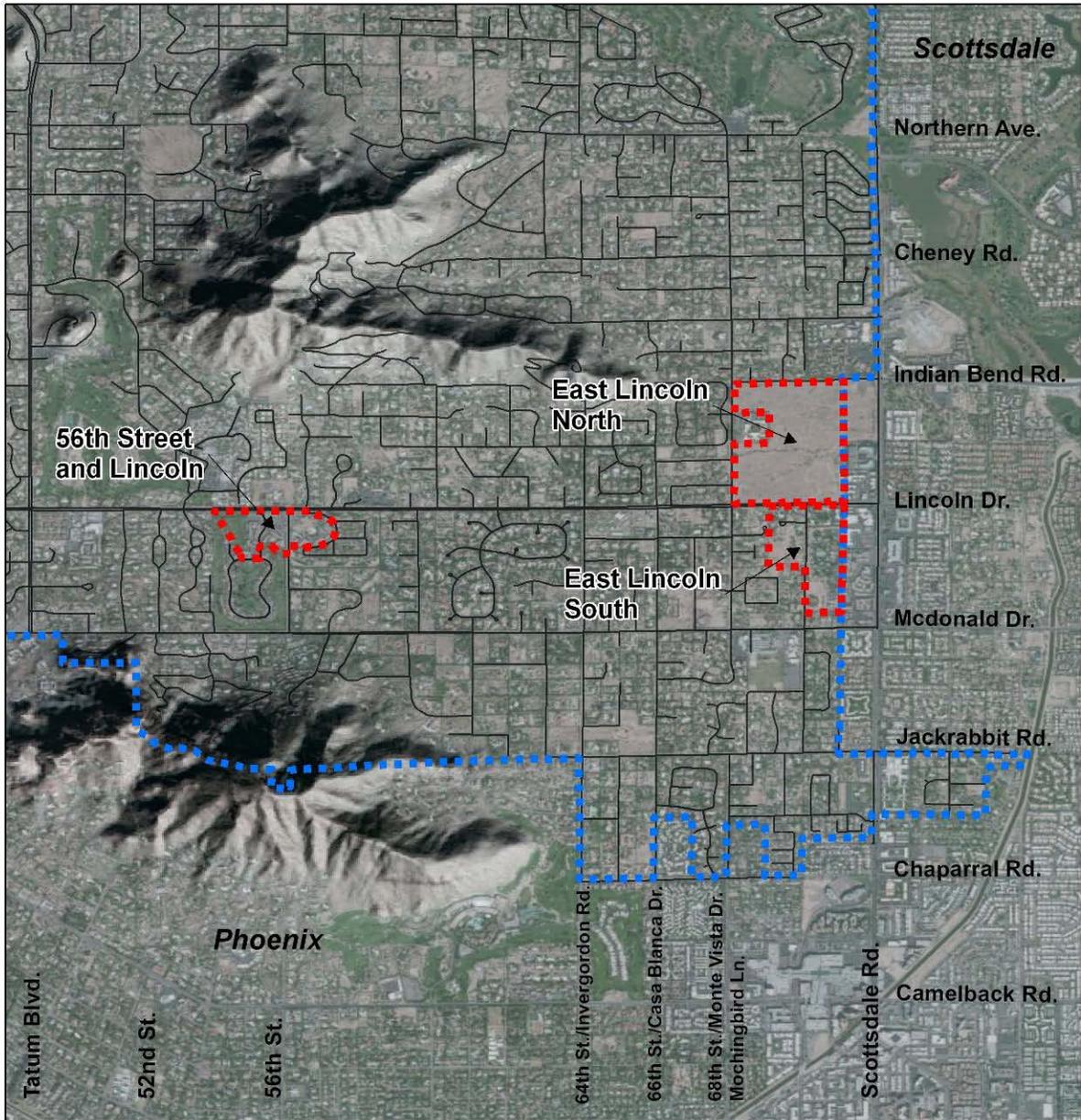
The Town of Paradise Valley has three Development Areas as shown on Figure 2-3. Each Development Area has distinct characteristics based on the role it plays within the surrounding community and its context within the Town.

The three Development Areas are:

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

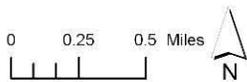
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Figure 2-3: Development Areas



Legend

- Streets
- Development Areas
- Paradise Valley Boundary



Rev: 19 May, 2011