



COMMUNITY CHARACTER AND HOUSING

“We celebrate and enhance Paradise Valley as a unique brand by attention to details and quality in both public and private spaces. As valuable scenic resources, Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve provide permanent visual presences that should be protected. Opportunities exist for Lincoln Drive and Tatum Boulevard to serve as special design “showcase corridors.” Improving major and minor road entries into the Town with consistent visual elements will differentiate the Town from surrounding communities and reflect a strong sense of arrival.

We promote community activities, citizen involvement and volunteerism and we support the vitality of our resorts, schools, and places of worship that shape our character.

We recognize and appreciate the diversity of our older, single-family neighborhoods. We support strict code enforcement that addresses property blight but protects individual property rights. We support appropriately scaled, flexible, alternative housing options for our aging population.”

Town of Paradise Valley
Visioning Committee 2011

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3. Community Character and Housing

The Town of Paradise Valley is a premiere residential community defined by its unique character, natural beauty and quality of life. Nestled among the Camelback Mountain, Mummy Mountain and the Phoenix Mountain Preserve, it is recognized nationwide as an aesthetically desirable location to live as well as visit.

3.1 Community Character

A semi-urban setting surrounded by metropolitan areas, Town of Paradise Valley has preserved its dark skies, tranquility, open spaces and mountain views while embracing a comprehensive upscale lifestyle of primarily acre residential lots.

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. The size and location of these neighborhoods is a direct product of the scale and pace of development in the Town over the years.

The Community Character and Housing Element recognizes our premiere residential character alongside our long established, world class resorts that complement the natural and manmade environment. Residents and visitors alike enjoy the amenities of fine dining, golf, tennis, spa offerings, and luxury hotel accommodations hosting guests from around the globe. The Element also recognizes the places of worship and schools that add to the Town's cultural fabric. Landmarks of note include the Barry Goldwater Memorial Park, Paoli Soleri's Cosanti bell foundry and the Camelback Cemetery.

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 cultural institutions and traditions integral to the town's reputation for excellence.

GOAL CC&H 3.1.1

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 3.1.1.1 **Neighborhoods as a Basic Unit.** 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 community outreach to preserve and enhance their distinctiveness, identity, and livability.

CC&H 3.1.1.2 Protect Established Neighborhoods. The Town shall encourage new development and redevelopment, both private and public, to respect and respond to those existing physical characteristics, buildings, streetscapes, open spaces, and urban form that contribute to the overall character and livability of the neighborhood.

CC&H 3.1.1.3 Residential Character. The Town shall ensure the continued residential character of the Town by limiting the development of new commercial land uses to Special Use Permit properties.

CC&H 3.1.1.4 Hillside Development. The Town shall continue to promote design quality 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 desert vegetation; eliminate fire hazards; maintain minimal night-time lighting levels; and preserve the non-suburban character.

Goal CC&H 3.1.2

Town Gathering Locations. Promote areas throughout Town where residents and visitors alike may passively recreate or gather together thereby promoting individual physical development, creativity, and interaction among residents.

Policies

CC&H 3.1.2.1 Town Campus. The Town shall promote and maintain the Town Campus as a centrally located public gathering area with shaded outdoor seating areas, bike racks, and public art and shall identify opportunities for activities or community oriented services, such as a post office, to encourage residents to come together.

CC&H 3.1.2.2 Passive Recreation Spots. The Town shall promote 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 3.1.2.3 Community Gathering Spots. The Town shall encourage Special Use Permit properties to incorporate strategically located (e.g., accessible to surrounding neighborhoods) community gathering spots that include small and appropriately scaled community-oriented services or amenities designed to support the interaction of Town residents.

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CC&H 3.1.2.4 **Places of Worship and Schools.** The Town shall recognize and support the continued vitality of the places of worship and schools and the value they bring to the community.

Goal CC&H 3.1.3

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

Policies

CC&H 3.1.3.1 **Unique Sense of Place.** The Town shall promote quality site, architectural and landscape design that incorporates those native desert and low-density residential qualities and characteristics that make the Town of Paradise Valley desirable and memorable.

CC&H 3.1.3.2 **Responsiveness to Context.** The Town shall promote building design that respects and responds to the local context, and scale, including use of local 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 and centers.

CC&H 3.1.3.3 **Enhanced Town Gateways.** The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting.

CC&H 3.1.3.4 **Visually Significant Corridors.** The Town shall designate highly visible, prominent, streets, including Lincoln Drive and Tatum Boulevard, as Visually Significant Corridors. Streetscape design guidelines will be developed, to include a reasonable range of treatments of individual properties, to improve and manage landscape conditions as a means to demonstrate a positive and unique character and image of the Town, maintain views, and strive to mitigate the negative impact of traffic impacts while respecting private property rights.

CC&H 3.1.3.5 **Town Identity.** The Town shall articulate, promote, and maintain a consistent, unique and memorable identity and overall image for the Town that differentiates it from other communities and markets the unique character, services, history, and recreational areas of the community. The identity should

both point to the Town's future vision and remain rooted in the Town's history and should provide a conduit for residents to identify with the Town.

CC&H 3.1.3.6 Architecturally Significant Buildings. The Town shall encourage 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 structure and identity and value the Town's location, climate and historic legacy.

CC&H 3.1.3.7 Historic Places. 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 3.1.4

Community Scenic Design. Maintain and preserve the Town's natural scenic resources including scenic and mountain views, the distinctive skyline, and dark skies that have contributed to the Town's community legacy since its inception.

Policies

CC&H 3.1.4.1 Mountain Views. The Town shall protect and maintain views of the mountains as seen from Visually Significant Corridors.

CC&H 3.1.4.2 Distinctive Skylines. 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 Code.

CC&H 3.1.4.3 Right-of-way Treatment. The Town, with neighborhood involvement, shall form and implement streetscape design guidelines for public rights-of-way that achieve compatibility and safety between automobile traffic, pedestrians, and bicyclists, and that enhance an aesthetically pleasing transportation network while allowing a diverse range of treatments.

CC&H 3.1.4.4 Dark Skies. The Town shall continue to balance the low light levels of the Town with the safety and security of residents and visitors.

CC&H 3.1.4.5 Undergrounding of Overhead Utility Lines. The Town will complete the undergrounding of all overhead utility lines through the combined efforts of the Town, the utility companies, Special Use Permit properties, and residents.

CC&H 3.1.4.6 Telecommunication Aesthetics. The Town shall require telecommunications facilities be located, installed and maintained to minimize visual impact and noise and preserve

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views. 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.

3.2 Housing

Housing in the Town of Paradise Valley is primarily owner-occupied single family homes on at least an acre of land. Pockets of larger residential lots do exist in Town. Smaller residential lots also exist but typically as part of a cluster plan or associated with a Special Use Permit property.

Goal CC&H 3.2.1

Housing Types & Supply. Maintain the Town's primarily owner-occupied low-density residential character while allowing less than one acre per residence housing only on Special Use Permit resort properties.

Policies

CC&H 3.2.1.1 One-acre lots. 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 Special Use Permit resort properties.

CC&H 3.2.1.2 Other Housing Types. The Town shall consider less than one acre per residence housing only on Special Use Permit resort properties and to serve the Town's existing resident population, including single-owner resort housing.

CC&H 3.2.1.3 Fractional Ownership & Timeshares. The Town shall not allow timeshares or fractional ownership residences anywhere in the Town.

3.3 Implementation Measures

The Community Character and Housing Element sets forth broad goals and policies related to community character and housing within the Town. Implementation requires translating these broad statements to specific actions, systematically evaluating progress, and active community participation.

The following implementation measures have been identified for Community Character and Housing and serve as a basis for the performance evaluation of Town staff, leadership and other Town volunteers in the execution of the General Plan.

Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
1. Hillside Design Continue to enforce and refine the Town's Hillside Code through periodic code assessments and updates.		X				X
Implements Which Policy(ies)	CC&H 2.1.4					
Responsible Party(ies)	Community Development Department					
2. Hillside Code Assess hillside code and amend if necessary to ensure the Town's prominent mountain peaks, ridges, and hillsides are minimally impacted by development.		X				X
Implements Which Policy(ies)	CC&H 2.4.2					
Responsible Party(ies)	Community Development Department					
3. Neighborhood Inventory Conduct an inventory of neighborhoods in Town including name, location, boundaries, and primary contact for the purposes of notification of projects requiring public notice to promote more neighborhood involvement via homeowners associations and neighborhood groups.		X				X
Implements Which Policy(ies)	2.1.1					
Responsible Party(ies)	Planning Department					
4. Neighborhood Livability Revise the application processes to require applicants to notify neighborhood groups on proposed development.		X				X
Implements Which Policy(ies)	CC&H 2.1.2					
Responsible Party(ies)	Planning Department					

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Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
5. Town Gathering Locations Identify and promote existing and new locations and opportunities on public and private properties where residents and visitors may gather and interact.						
Implements Which Policy(ies)	CC&H 2.2.1, CC&H 2.2.2, CC&H 2.2.3, CC&H 2.2.4					
Responsible Party(ies)	Town Manager	X				X
6. Key Gateways Identify key gateways to the Town and develop a comprehensive and consistent design plan that differentiates the Town from surrounding communities and reflects the quality brand and positive image of the community with deference to private property rights and residential quality of life.						
Implements Which Policy(ies)	CC&H 2.3.3					
Responsible Party(ies)	Town Manager supported by Planning Commission and Town Council	X				X
7. Visually Significant Corridors Identify visually significant roadway corridors and develop individual design plans for each roadway that will result in significant visual elements that differentiate the Town from surrounding communities and reflect the quality brand and positive image of the community with deference to private property rights and residential quality of life.						
Implements Which Policy(ies)	CC&H 2.3.4, CC&H 2.4.3					
Responsible Party(ies)	Town Manager supported by Planning Commission and Town Council	X				X
8. Design Guidelines Develop and promote voluntary design guidelines that encourage and perhaps incentivize building and site design that promote native desert and low-density qualities that respond to the local context, use local materials where feasible, respond to the desert climate, and consider the Town's cultural and historic context.						
Implements Which Policy(ies)	CC&H 2.3.1, CC&H 2.3.2	X				X
Responsible Party(ies)	Planning Department supported by Planning Commission and Town Council					

Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
9. Town Identity Develop, promote and maintain a consistent and memorable identity and image for the Town to market the unique character, history and recreational opportunities of the community.		X				X
Implements Which Policy(ies)	CC&H 2.3.5					
Responsible Party(ies)	Town Manager supported by Town Council					
10. Important Places Recognize, support and promote the churches, schools, historic places, and public buildings throughout the community and the value they bring to the community.						X
Implements Which Policy(ies)	CC&H 2.3.6, CC&H 2.3.7, CC&H 2.2.4					
Responsible Party(ies)	Town Council					
11. Mountain Views Identify and protect mountain views as seen from visually significant corridors.						X
Implements Which Policy(ies)	2.4.1					
Responsible Party(ies)	Town Council					
12. Dark Skies Assess Town lighting regulations and amend as necessary to protect the Town's unique dark skies.		X				X
Implements Which Policy(ies)	CC&H 2.4.4					
Responsible Party(ies)	Town Manager supported by Town Council					

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Table 3.3-1. Community Character & Housing Implementation Program		2012-2015	2016-2020	2021-2030	Annual	Ongoing
<p>13. Utility Undergrounding</p> <p>Complete the undergrounding the APS overhead utility lines in the Town and identify and define potential SRP areas for undergrounding.</p>		X				X
Implements Which Policy(ies)	CC&H 2.4.5					
Responsible Party(ies)	Town Council					
<p>14. Telecommunication Aesthetics</p> <p>Continue to scrutinize telecommunication applications to minimize the visual impact on the Town.</p>						X
Implements Which Policy(ies)	CC&H 2.4.6					
Responsible Party(ies)	Planning Commission					
<p>15. Low-Density Residential</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-owner resort housing may be considered. No timeshare or fractional ownership residences shall be allowed anywhere in the Town.</p>						X
Implements Which Policy(ies)	CC&H 2.1.3, CC&H 2.6.1, CC&H 2.6.2, CC&H 2.6.3					
Responsible Party(ies)	Town Council					