

# Paradise Valley. Together

## About the General Plan



## What is the Purpose of the General Plan?

The General Plan is a community's long-range vision for the next 20+ years. The document acts to inform future social, economic, and physical development decisions through the plan's application.

### The General Plan is:

- An expression of resident 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, nor does it rezone land or change development standards
- A tool to promote special interests
- An unchangeable document
- A detailed policy for specific properties or areas
- A capital improvement program

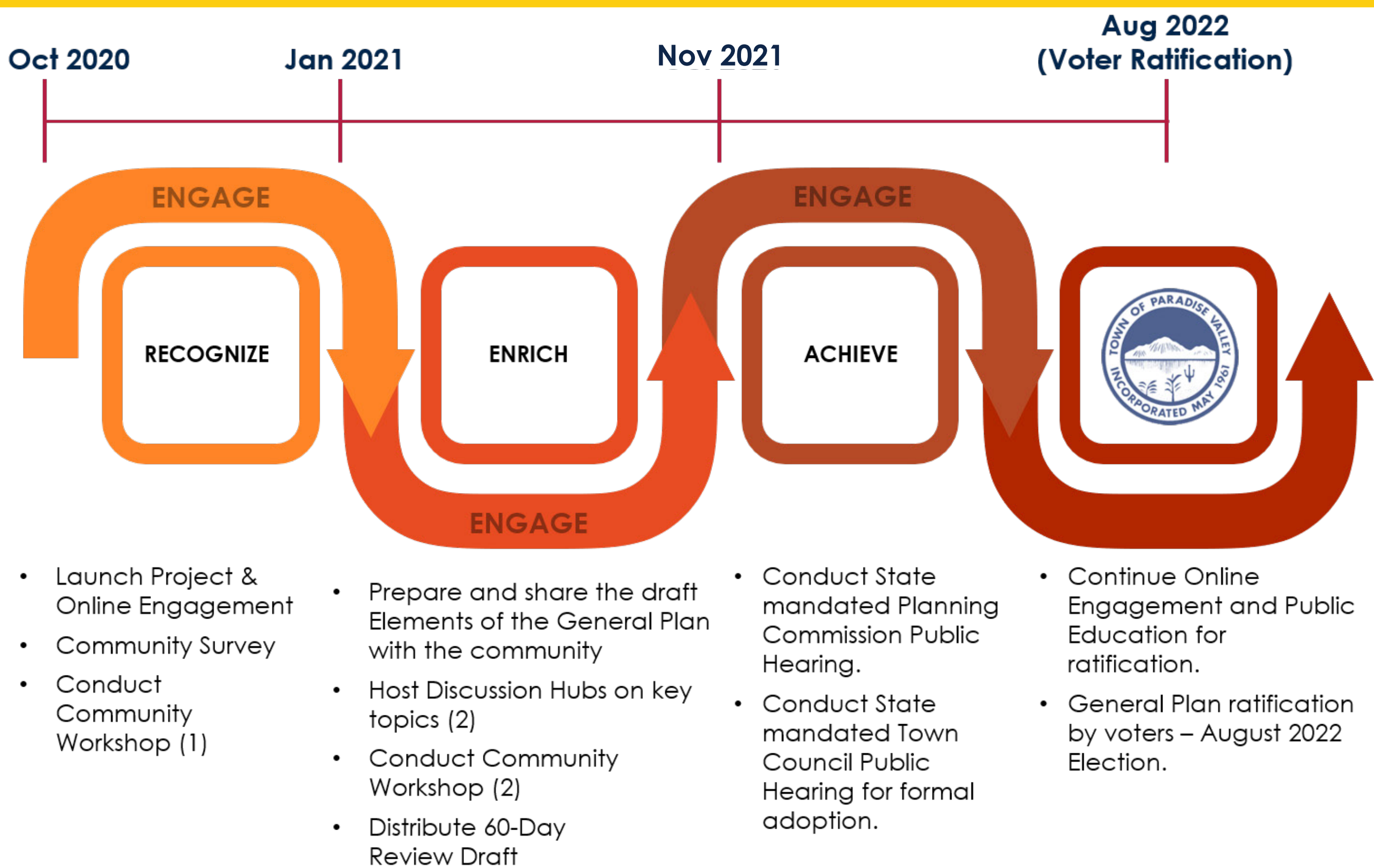
## Why Update Now?

State law mandates that each city and town in Arizona adopt a "long-range general plan for the development of the municipality." These plans must also be updated and adopted by voters every ten years. The Town's current General Plan was last ratified by voters in 2012.

## What topics does the General Plan address?

There are both State-mandated and optional "elements," or topics, that go into a General Plan. State law requires that a General Plan for a community the size of Paradise Valley address the following core elements: **Land Use, Circulation, Open Space, Growth Areas, Environmental Planning, Water Resources, and Cost of Development.** In addition, **Community Character** and **Housing, Sustainability, and Public Facilities** were added elective elements in the 2012 General Plan.

## What is the Process & Schedule?





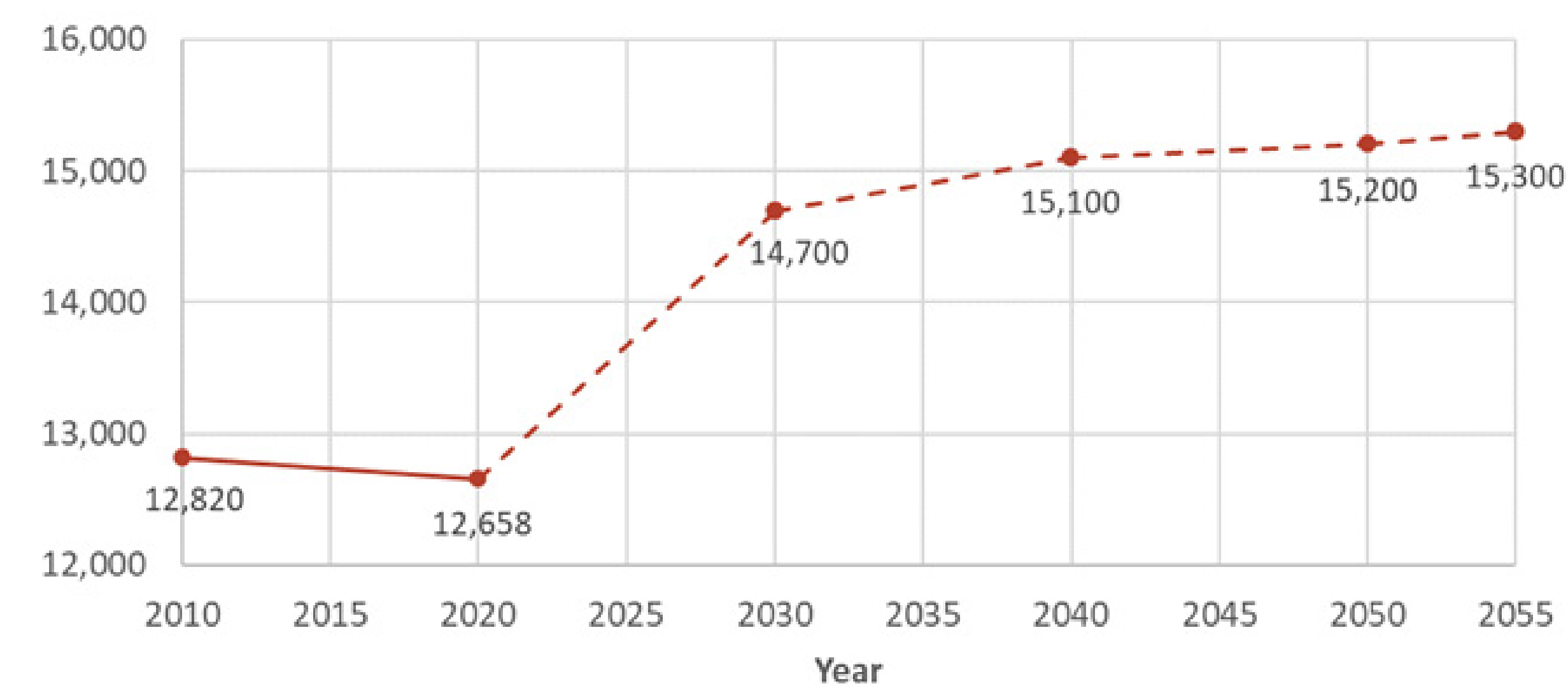
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## What We Learned

An integral first step in the General Plan update process is understanding the current status of the Town as it exists today. A comprehensive overview of Paradise Valley is presented in a Community Assessment Report, key statistics from this report can be found below. To review more in-depth details on the existing conditions of the Town, please review the Community Assessment Report on the “Documents” tab of the project website ([www.pvtogether2022.com](http://www.pvtogether2022.com)).

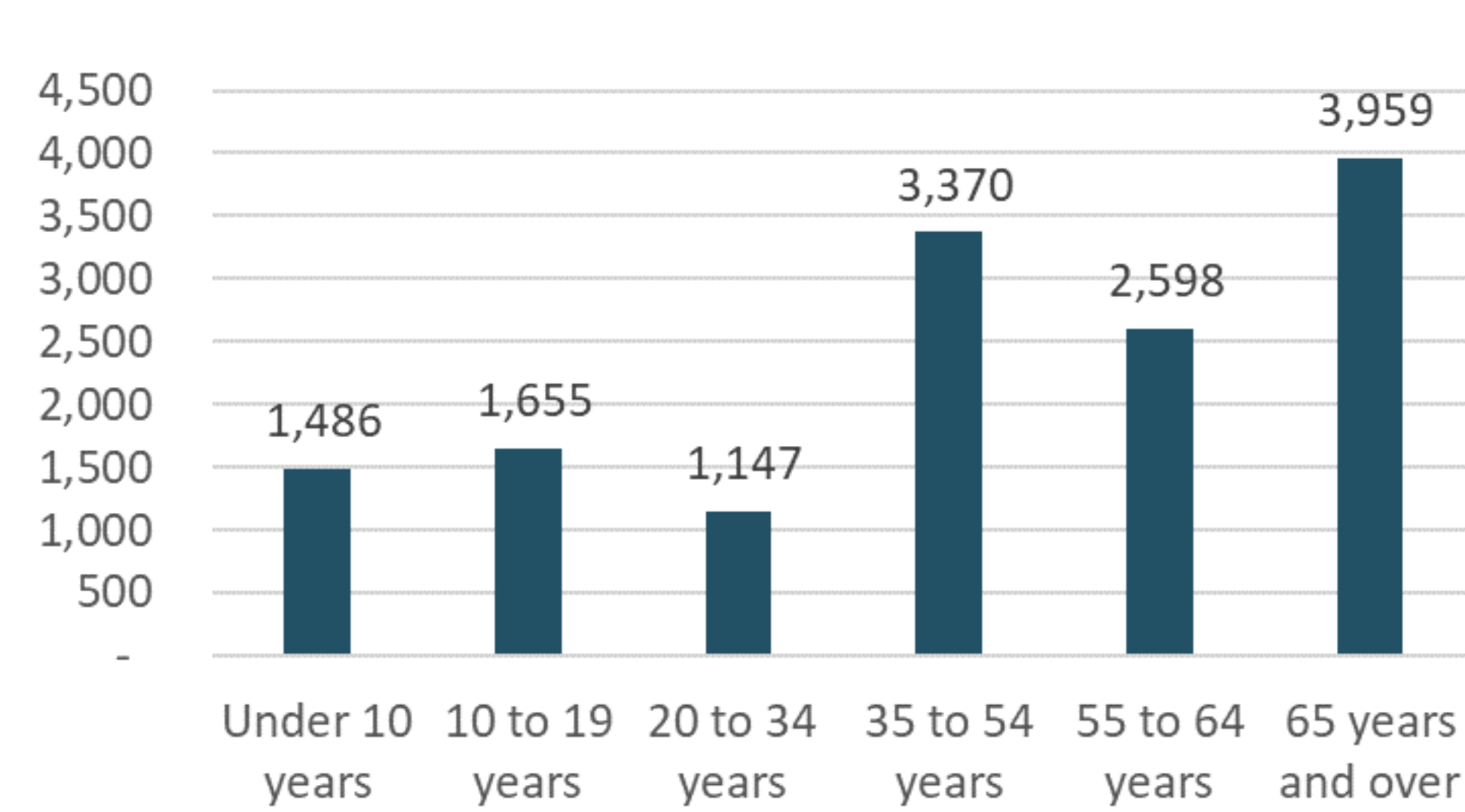
## Key Community Statistics

### Population Projection



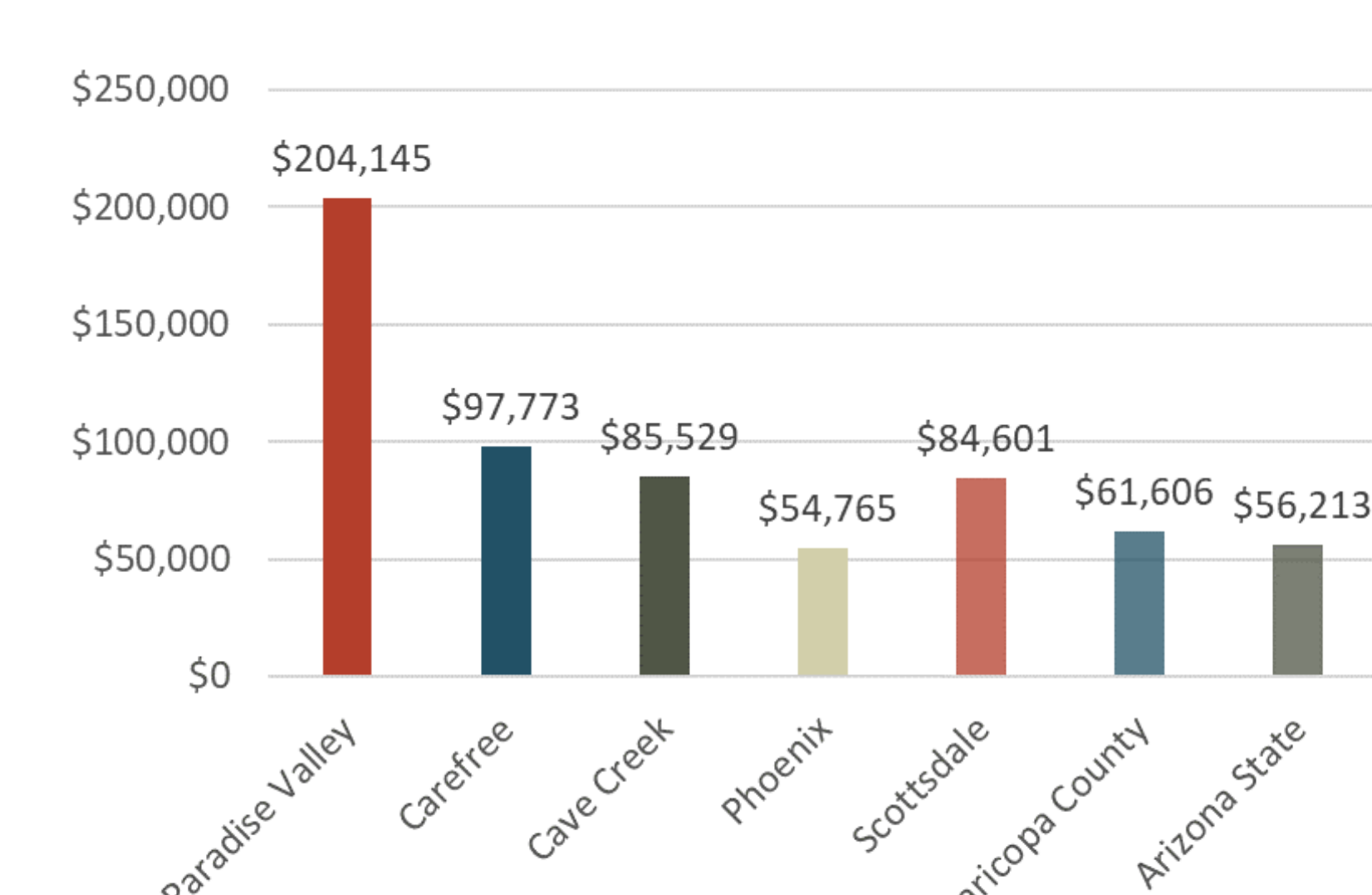
Source: U.S. Census Bureau, 2010 & 2020 Decennial Census, MAG Socio-Economic Projections 2019

### Age Cohorts



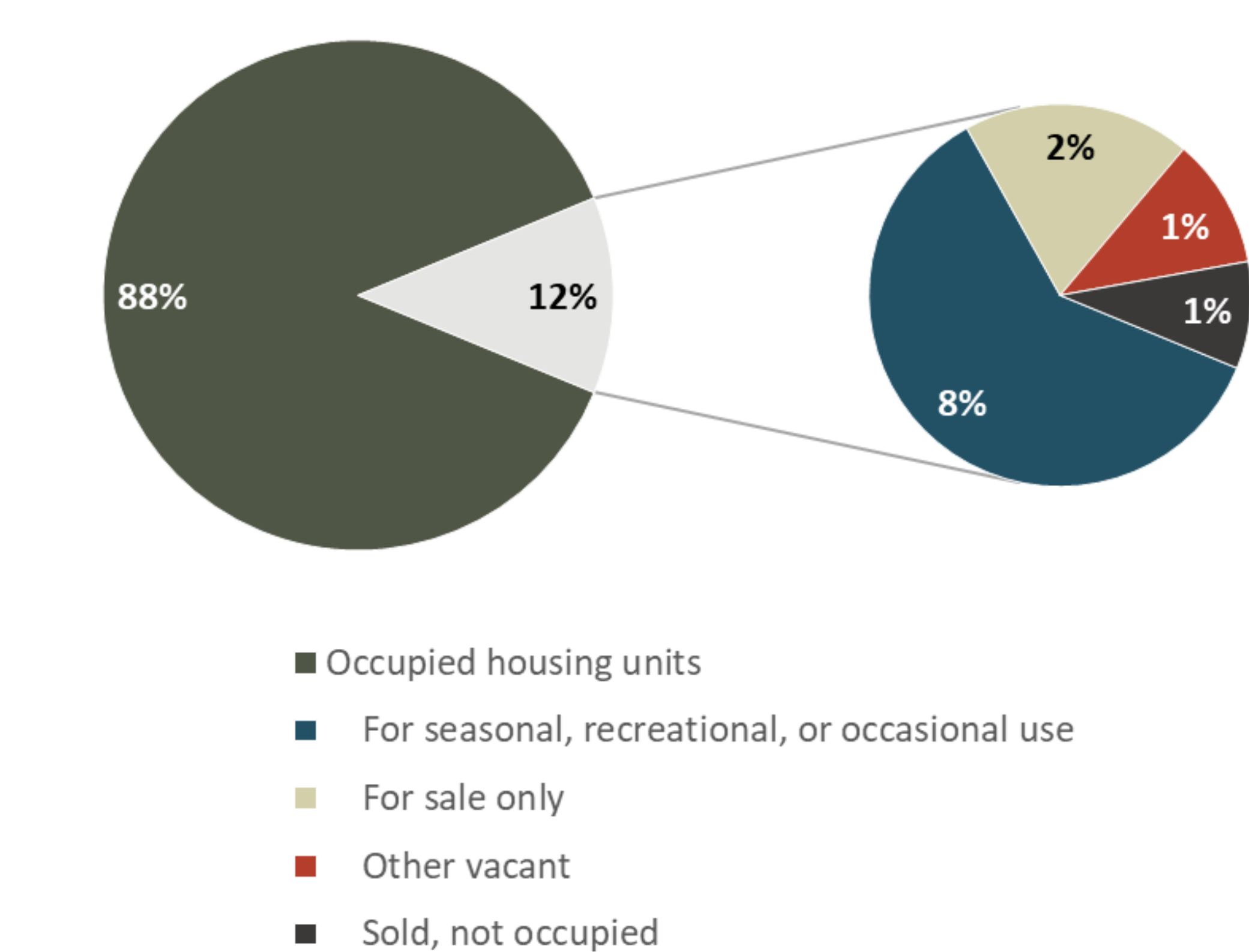
Source: U.S. Census Bureau, 2018 ACS 5 Year Estimates

### Median Household Income



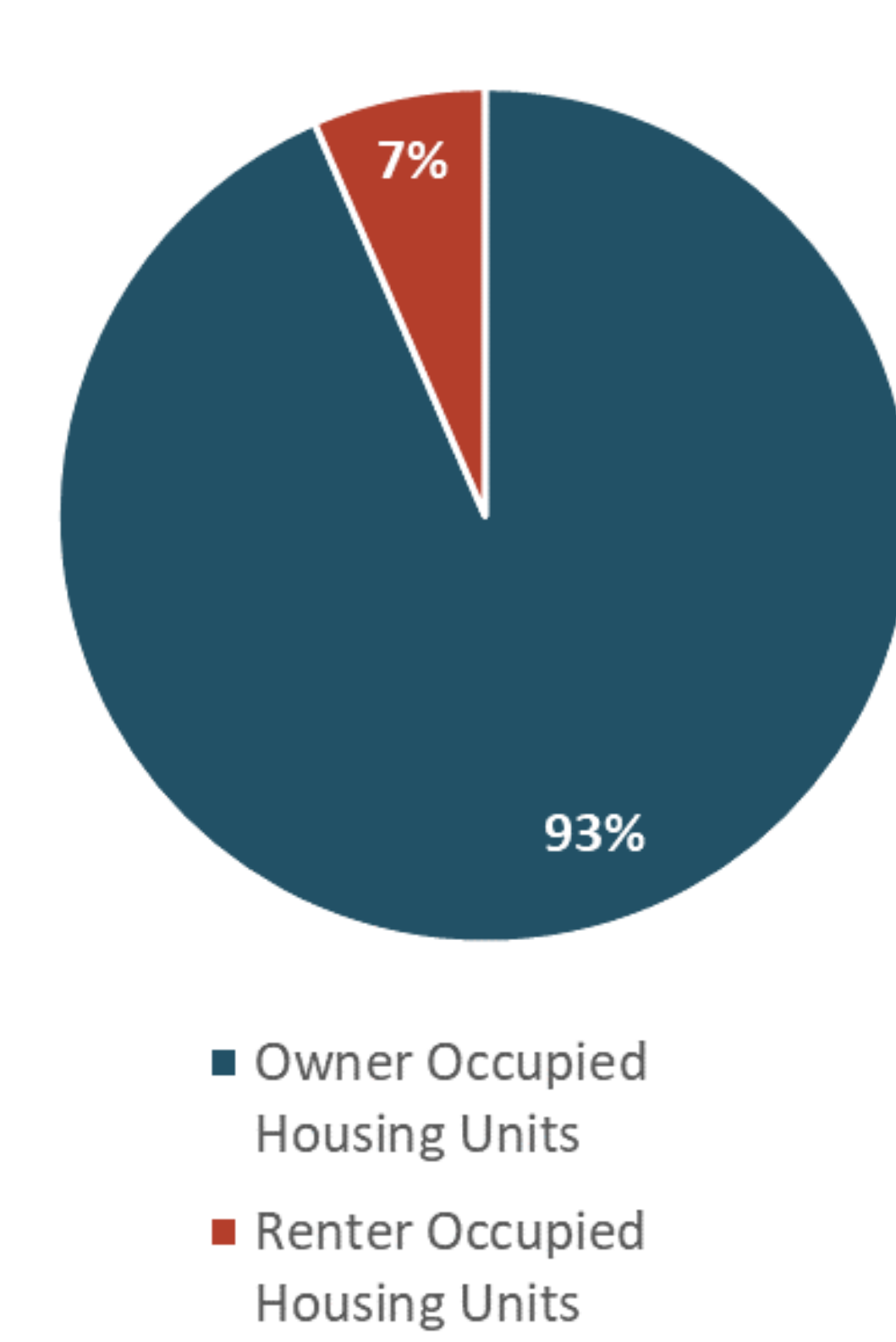
Source: U.S. Census Bureau, 2018 ACS 5 Year Estimates

### Housing Occupancy



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

### Housing Tenure



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

### 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 (includes equivalency)	5,441	1,955	2,615	555,013	64,731	1,582,464	2,524,300
Some College and Associates Degree	8%	19%	12%	23%	13%	22%	24%
Bachelor's Degree	19%	25%	30%	31%	27%	33%	34%
Graduate or Professional Degree	36%	39%	32%	19%	35%	21%	19%

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

## Unique to Paradise Valley

### Special Use Permit Planning

The Town utilizes the Special Use Permit (SUP) process 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. SUPs are utilized for public facilities and services, places of worship, schools, medical offices, and resort/golf club uses.

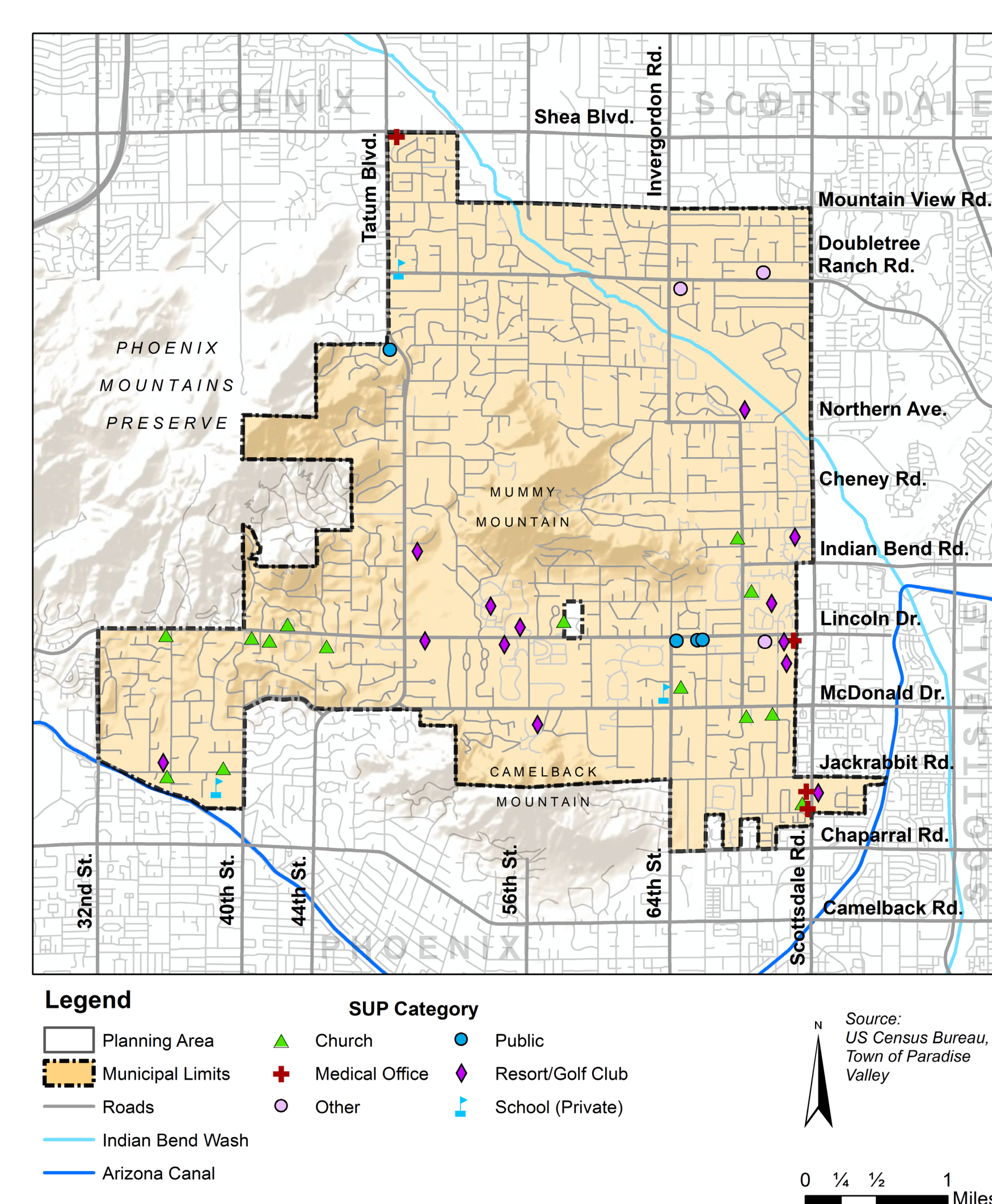
### Development Areas

The current Paradise Valley 2012 General Plan outlines 3 Development Areas managed through the Towns Special Use Permit Planning Process:

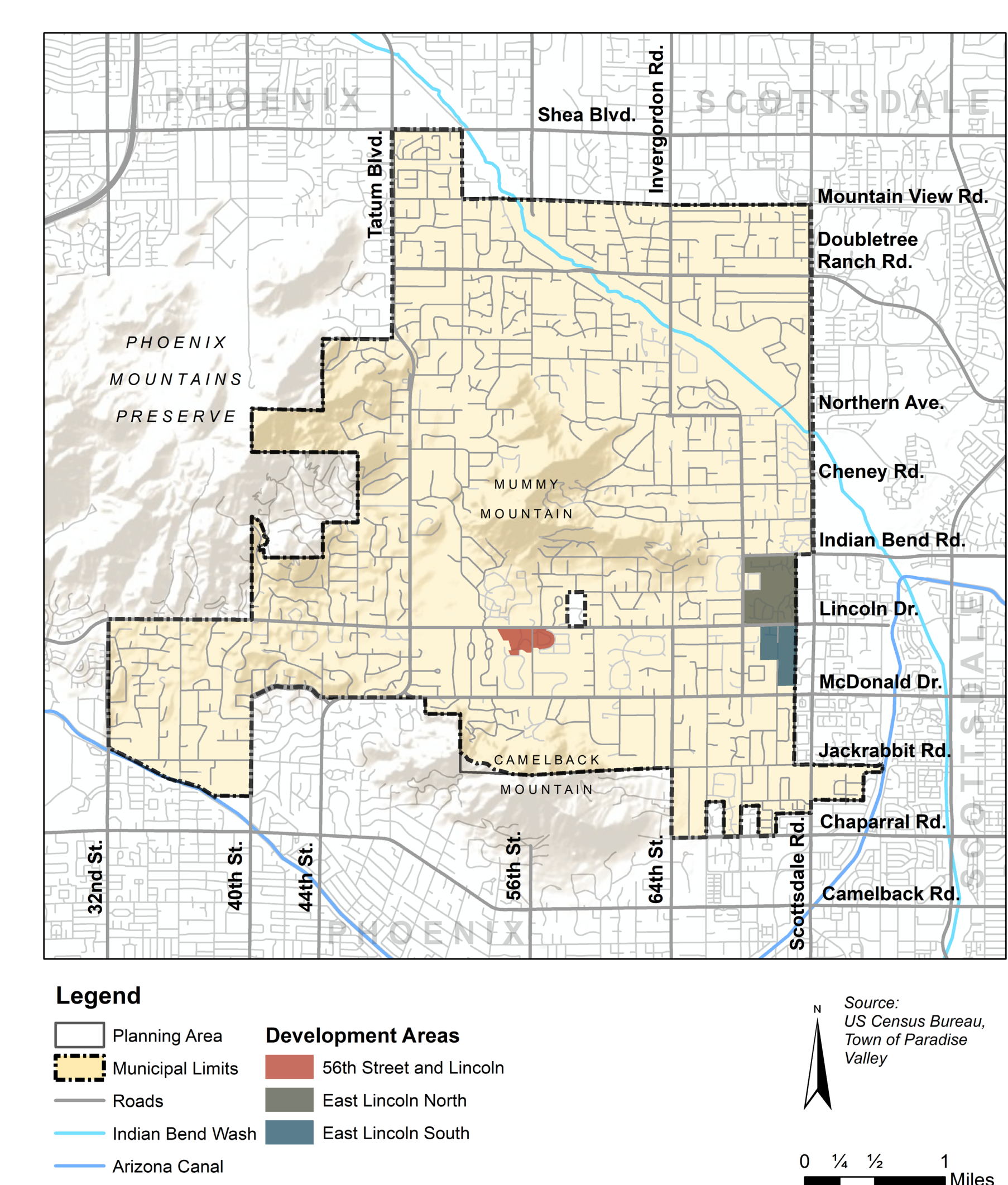
- 56th Street and Lincoln Drive
- East Lincoln Drive North
- East Lincoln Drive South

These areas were originally identified to encourage development and redevelopment of resort uses in targeted areas of the Town. Today, these areas have largely been developed and/or redeveloped into residential and resort uses. As a result, residents and Town leaders expressed a revised view that favors utilizing the Town's long-standing SUP zoning process to guide future development outside of single-family homes.

### Special Use Permits Map



### Development Areas Map





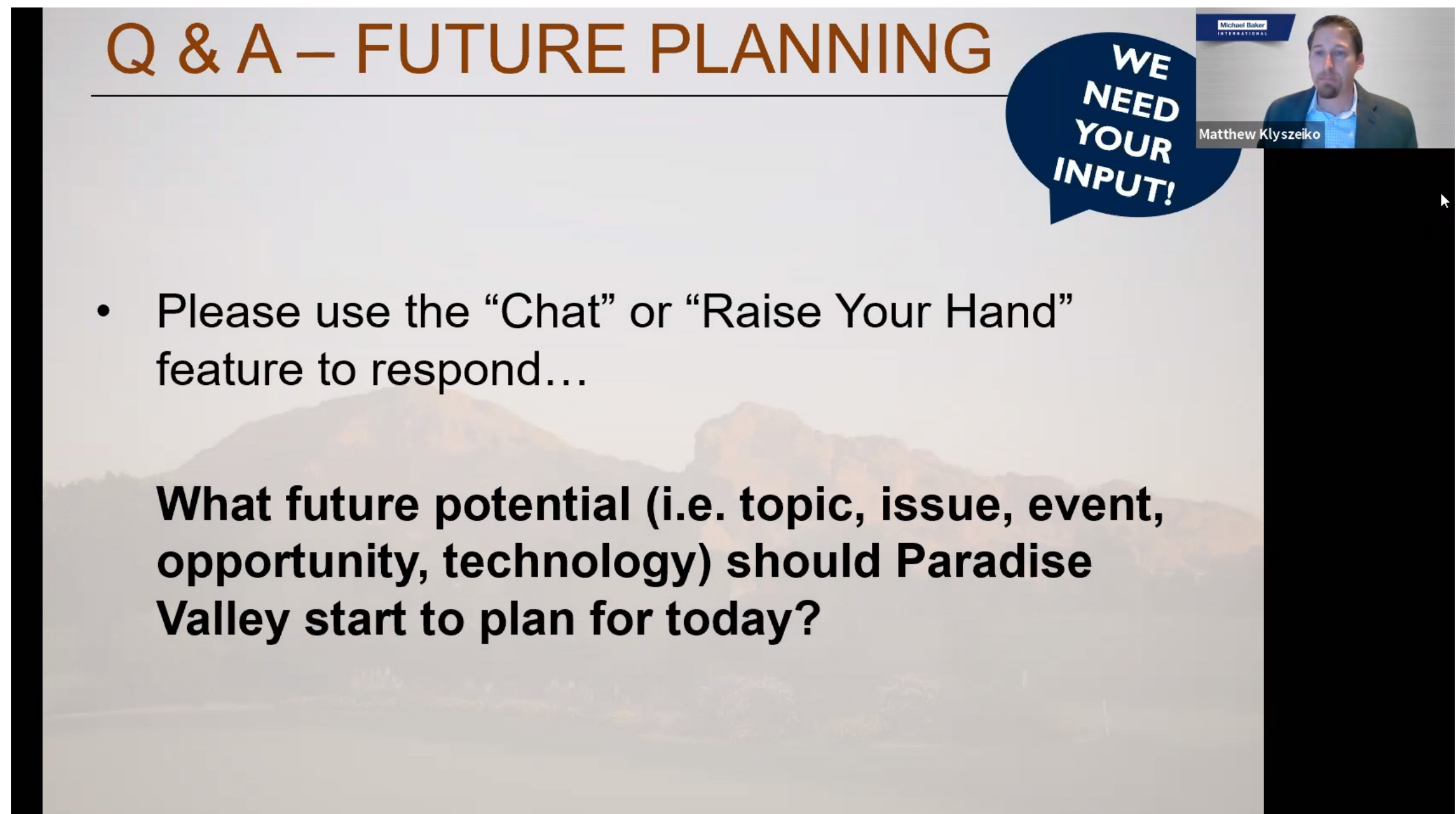
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## What We Heard

Public input is vital to the development of the General Plan. Over the past year multiple methods have been utilized to elicit feedback from Town residents. The following information provides a broad summary of the outreach efforts conducted as well as some of the feedback received from residents. For a more in-depth review of survey results or to watch meeting recordings please visit the project website at [www.pvtogether2022.com](http://www.pvtogether2022.com).

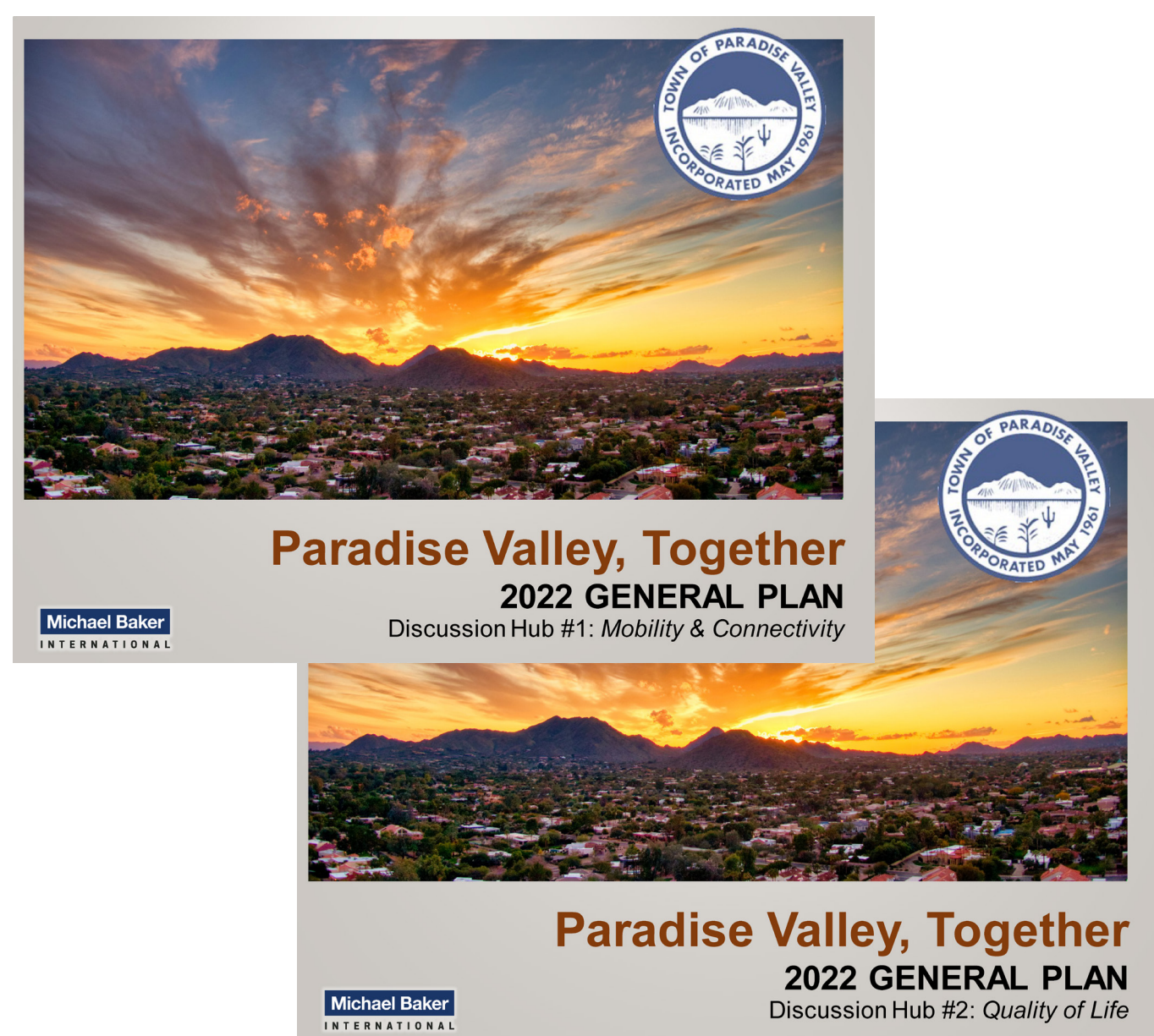
## Community Outreach

### Community Workshop



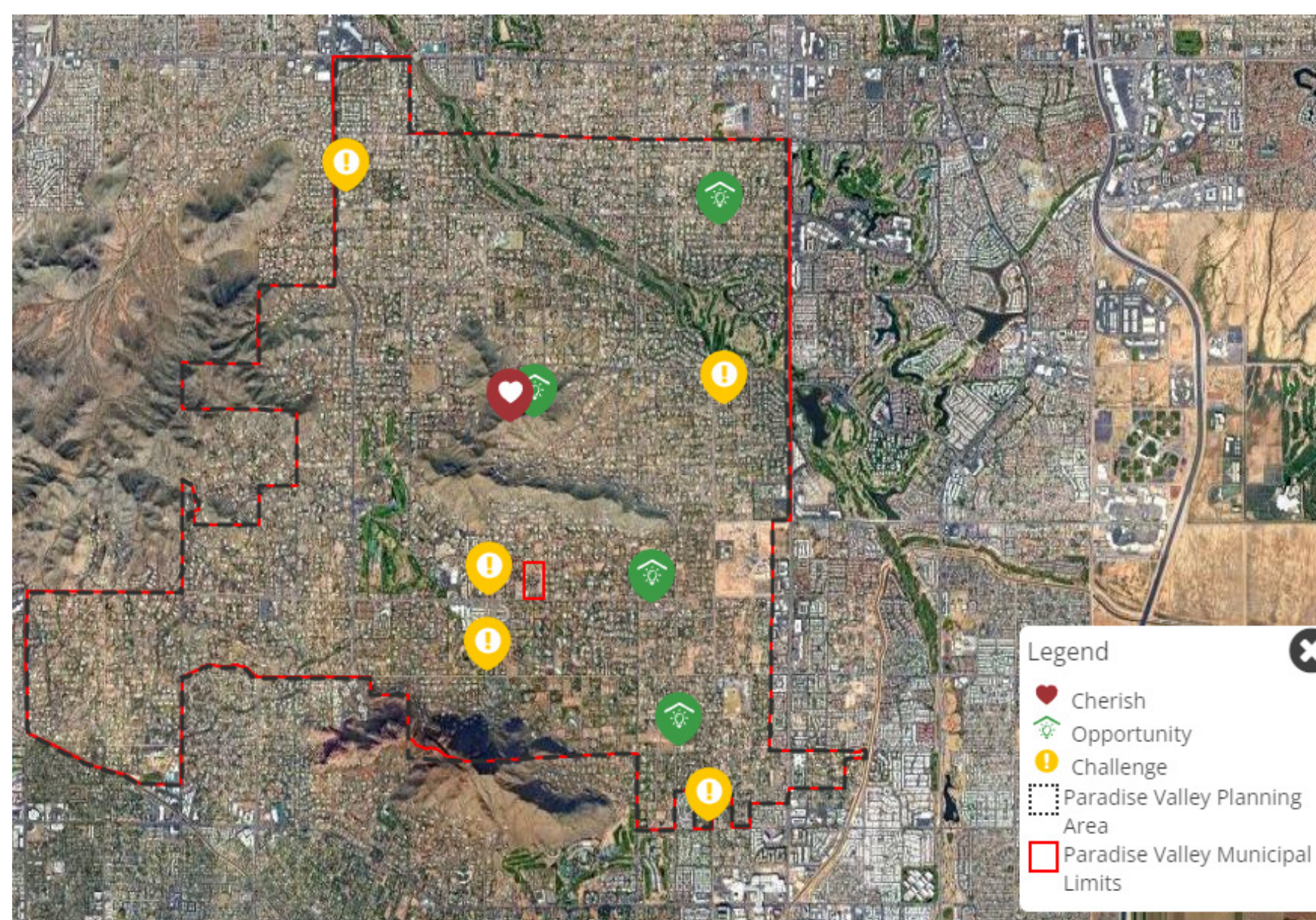
The First Community Workshop occurred virtually on January 22, 2021 due to the COVID-19 pandemic. This public meeting introduced the project, process, and provided an opportunity for residents to voice concerns, challenges, and input for the future of the community. Key topics from the workshop were further developed into topics for Community Discussion Hubs.

### Discussion Hub #1 & #2



Two Discussion Hubs were held virtually to host more comprehensive conversations on topics of great importance to the Town. Discussion Hub #1 focused on Connectivity and Mobility. Key topics discussed were congestion and cut through traffic as well as vehicle, pedestrian, and bike safety. Discussion Hub #2 focused on Quality of Life. The topics discussed included lot splits, resort development, and hillside development. See the project website for recordings of these meetings.

### Community Survey & Mapping Activity



A General Plan Community Survey was open for nearly two months at the beginning of 2021. Residents were able to complete the survey online or submit printed copies. The 22 question survey was designed to understand background information on resident's experience living in Paradise Valley as well as examine the Vision, Values and Goals

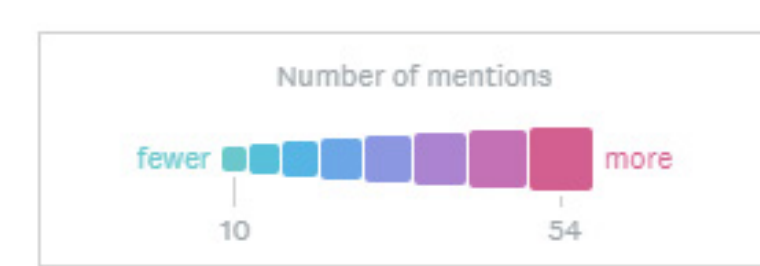
from the current 2012 General Plan. The Survey gained over 386 unique responses representing a 95% confidence level that results accurately reflect the entire population. Residents were also able to utilize an online mapping tool to identify areas they cherish, see opportunity, or present a challenge. Survey respondents overwhelmingly reaffirmed the Town's Vision and Values, other key survey takeaways have been identified below. To view a complete summary of the survey please review the Survey Summary Report on the "Documents" tab of the project website ([www.pvtogether2022.com](http://www.pvtogether2022.com)).

### Community Values & Word Cloud

Impression of values used to create current 2012 General Plan Town Vision

	KEEP	REMOVE	REVISE	TOTAL
Preserving natural open space	96.44% 217		1.33% 3	2.22% 5
Primary one-acre, residential community	97.32% 218		0.89% 2	1.79% 4
Creating a sense of community	94.57% 209		2.71% 6	2.71% 6
Limited government	85.38% 181		4.25% 9	10.38% 22
Improving aesthetics/creating a brand	80.09% 169		7.58% 16	12.32% 26
Partnerships with existing schools and resorts to enhance recreational opportunities	73.13% 147		9.95% 20	16.92% 34

Preserve open spaces  
Maintain Neighborhoods  
Keep PV Character  
Residential Community  
Restrict Short Term Rentals



### Top 3 “Most Important” Land Use & Community Character Statements from the current 2012 General plan

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	TOTAL
Address short-term rentals	83.17% 168	13.37% 27	3.47% 7	202
Address group homes for less than 10 residents	67.01% 132	26.40% 52	6.60% 13	197
Address assisted living facilities for less than 10 residents	53.61% 104	36.60% 71	9.79% 19	194

### Top 3 “Most Important” Circulation Statements from the current 2012 General Plan

	VERY IMPORTANT	SOMEWHAT IMPORTANT	NOT IMPORTANT	TOTAL
Continue to ensure the conservation of open space and mountain lands (i.e., Paradise Valley Mountain Preserve Trust)	89.8% 246		7.7% 21	2.6% 7
Continue speed management policies	68.0% 185		24.6% 67	7.4% 20
Address neighborhood cut-through traffic	63.6% 173		26.8% 73	9.6% 26

General Plan  
Community Outreach  
Totals:

4 Community Meetings

8 Pop-Up Booths at Town Hall/events and small group presentations

14 Town Council and Planning Commission Work Sessions

386 Community Survey Responses



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## What's Our Plan

The Vision Statement of the General Plan expresses the overarching direction and desired future for the Town. Overwhelmingly, the public reaffirmed the existing community values and vision statement from the current 2012 General Plan. As a result, the vision statement in the 2022 General Plan has largely been kept the same. The document is further broken down into Elements or chapters that outline specific topics. Community Goals are identified per Element and are supported by Policies and Actions for implementation.

## 2022 General Plan Structure

### Vision Statement

The Town of 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, containing mountains, cacti and wildlife 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, dark/night skies, and public safety that represents an unparalleled quality of life.

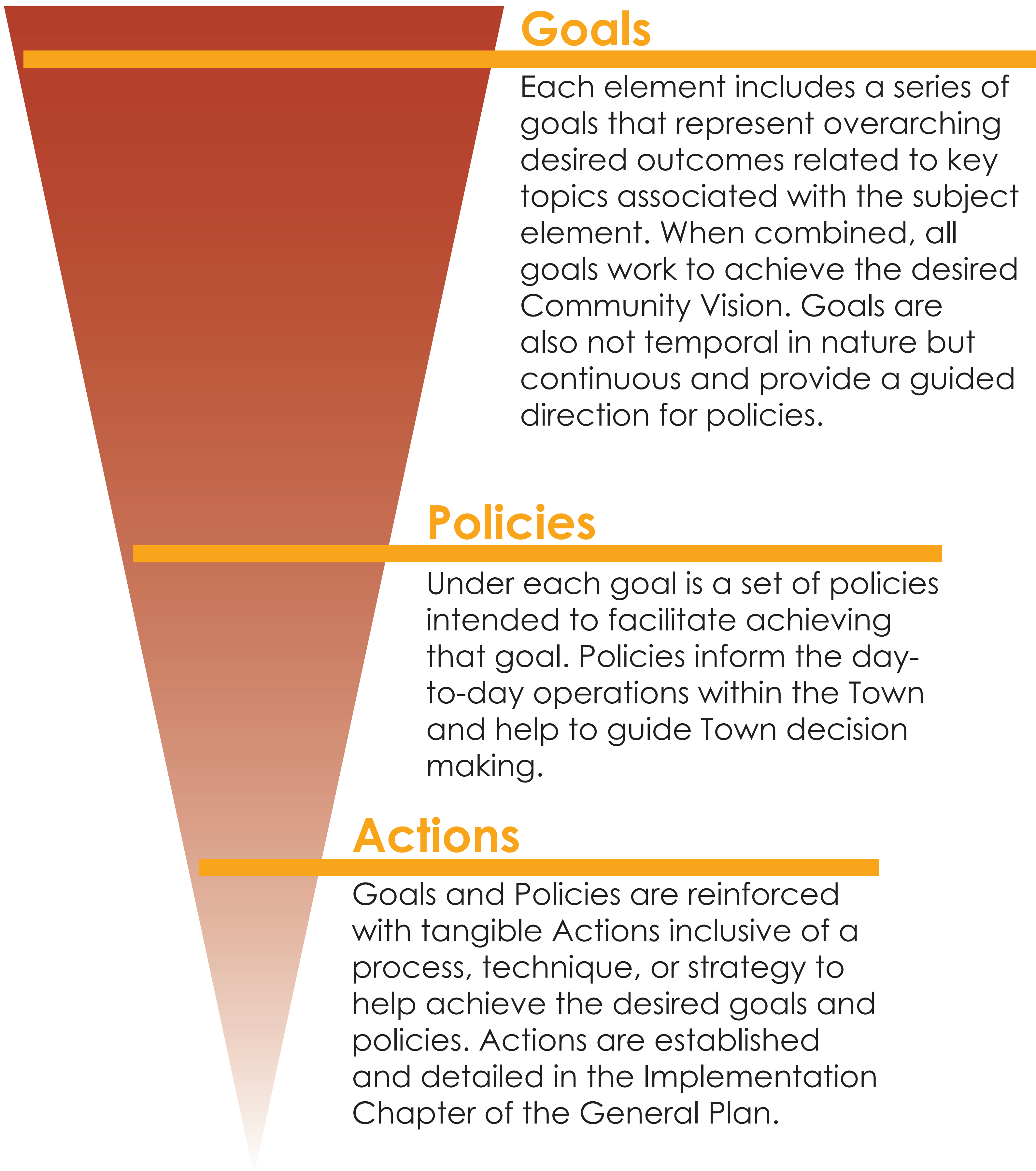
The incorporation of the Town in 1961 was hard fought, and came about with a conscious decision to preserve the natural desert and provide a semi-rural, residential community with limited commercial development and limited government.

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

Recognizing a proper balance between the powers of local government and individual property rights, our future will be defined by the continuation of our characteristic low-density, residential housing while understanding and appreciating the role of local government in providing quality public safety and other limited services, preserving natural open space and mountain views and ensuring neighborhood-compatible land use decisions throughout the Town.

The aesthetic beauty of our community open spaces, coupled with the natural beauty of the desert, welcomes residents, their guests and resort visitors alike, letting everyone know they are in a special place.

Our world-class resorts, places of worship, schools and other limited non-residential community-oriented development will continue to evolve and change with the times, but will always respect the quality of life of Town residents.



### Community Values

- Primarily one-acre, residential community
- Limited government
- Creating a sense of community
- Improving aesthetics
- Preserving natural open space
- Partnerships with existing schools and resorts to enhance recreational opportunities

### Elements

Arizona Revised Statutes requires the following elements for a Town the size of Paradise Valley:

- Land Use
- Circulation (i.e. Mobility)
- Open Space
- Growth Areas (i.e. Special Use Permit Planning)
- Environmental Planning
- Water Resources
- Cost of Development

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

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



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## What's Changed With Our 2022 Plan

A review of the overall text changes that were made in the 2022 General Plan are identified below. In addition, three key components of the General Plan, the Land Use Plan, Circulation Map, and Open Space Plan are also displayed. Overall, the land use and circulation plans stayed the same from the current 2012 General Plan, with minor revisions made to reflect development over the past decade. An Open Space Plan was also created to further emphasize the importance of this environmental feature within the community.

### Review of Overall Changes by Element

#### Land Use & Community Character

Within the Land Use Element, the Development Area text and map were removed and replaced with the Town's Special Use Permit process, select edits were also made to the Land Use Plan to remove unnecessary land uses associated with past Development Areas and a 1/3 acre landlocked parcel adjacent to El Chorro Lodge was changed from Low Density Residential to Resort/Country Club. Specific goals and policies were consolidated, added and/or removed to be consistent with community feedback. Revisions within the Community Character and Housing Element focused on clarification of terminology and intent of specific phrasing along with the incorporation of specific policies to address the adverse impacts of important issues such as raising of lots/building pads, short term rentals and telecommunication facilities.

#### Environmental Planning & Water Resources, Sustainability

Many of the goals and policies in each of these Elements are a carry-over from the Town's current General Plan with changes focused on consistency and language updates. Within the Environmental Planning/Water Resources Element, key changes clarified references, especially related to drought tolerant native landscaping and refreshed water policy to reflect current terminology and practices (i.e. stormwater management, low impact development). Within the Sustainability Element, edits removed references to outdated policy direction, repeat policies found in other elements as well as defined more cost appropriate policy efforts (i.e. water conservation, energy consumption and greenhouse gas emission measures).

#### Mobility & Open Space

The Circulation Map was preserved from the previous General Plan, meaning all roadways will keep their same roadway classifications (arterial, collector, etc.)

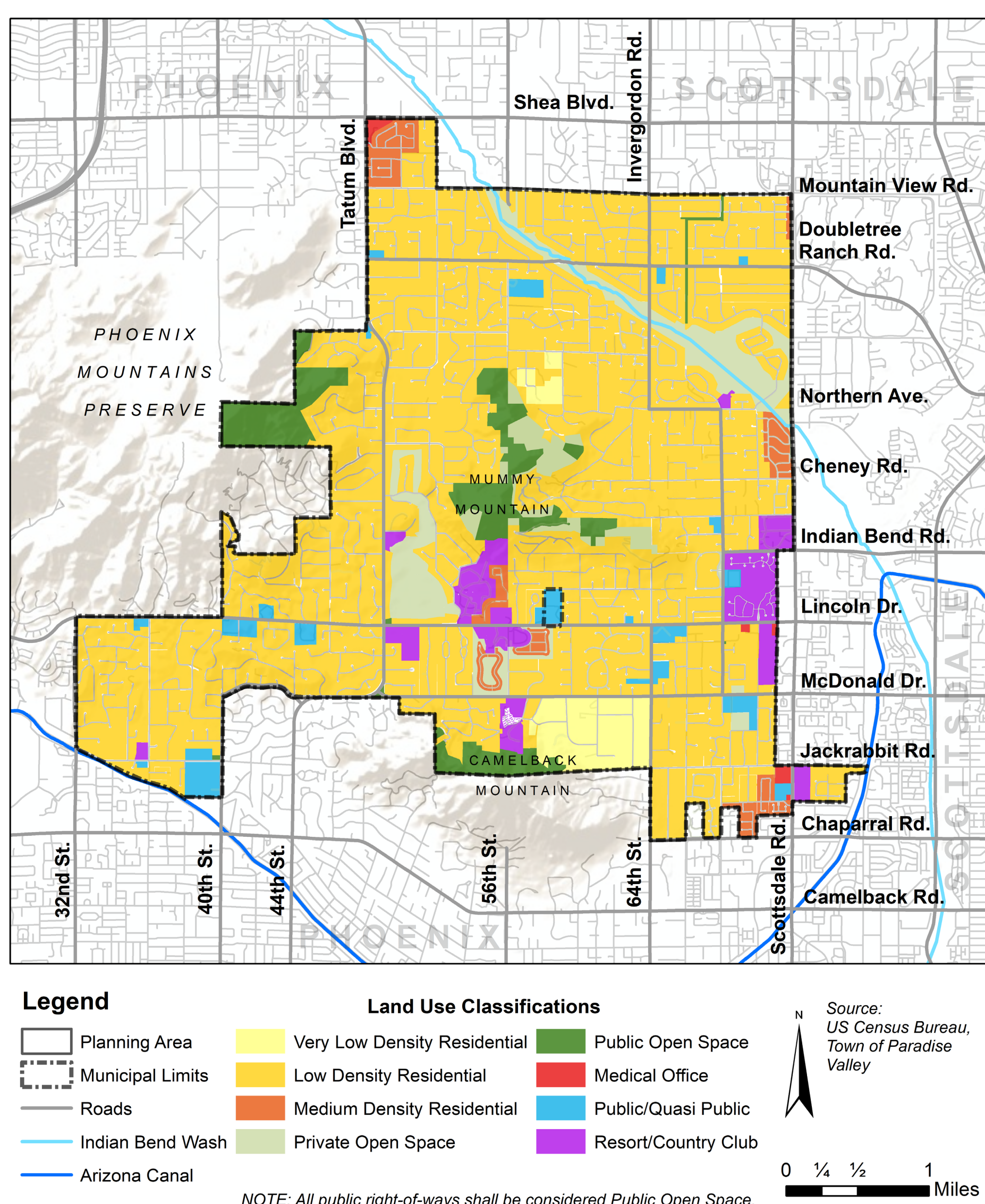
While the Town currently has policies that address all mobility types independently (i.e. vehicular, pedestrian, bicycle), the Mobility Element takes this topic in a more strategic multi-modal planning approach that seeks to support the creation of a program to evaluate placement of such facilities on a case-by-case basis. The Element also removes overly specific roadway cross-sections and design elements and provides policy framework that addresses community feedback related to safety, congestion, and cut-through/pass-through traffic. The Open space element added an Open Space Plan as well as removed and/or clarified overly descriptive references, especially related to recreation and preferred use of existing open space.

#### Public Facilities & Cost of Development

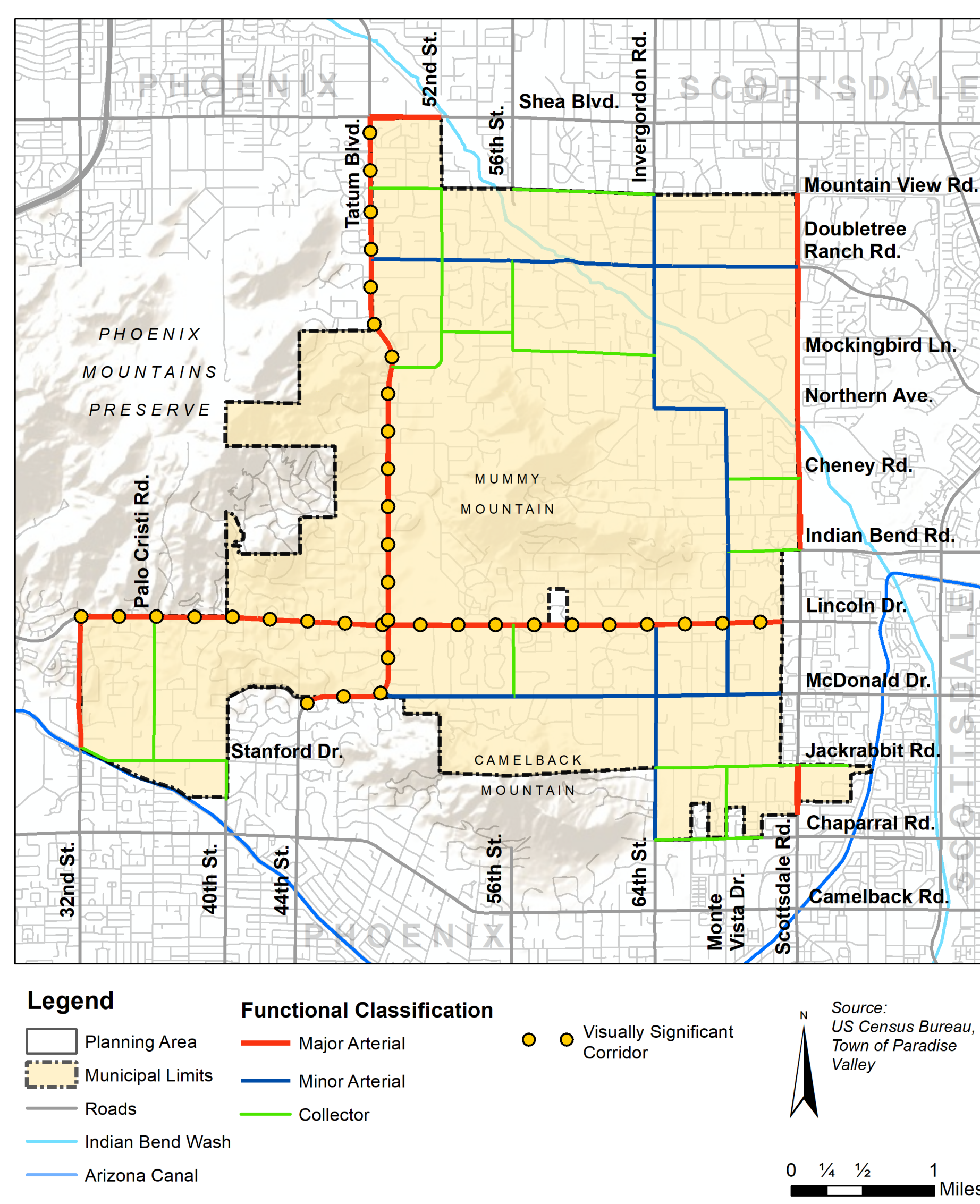
Overall, much of this element is a reflection of current policies and programs for the Town, with updates primarily done to provide consistency in form and clarify intent. A select number of policies were reorganized/relocated to better reflect associated goals and align with community feedback.

### Review of Key Plans

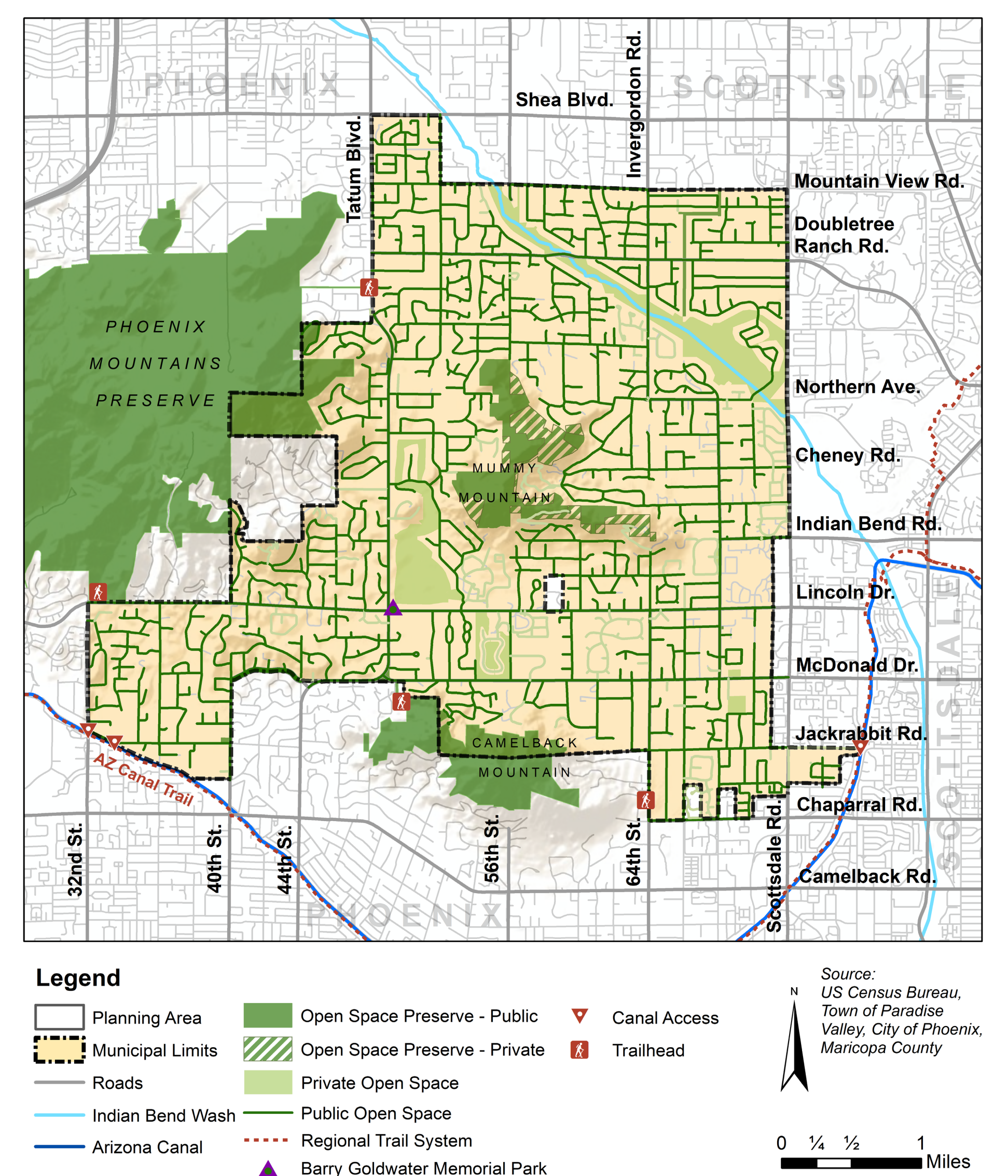
#### Land Use Plan



#### Circulation Map



#### Open Space Plan





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## 2022 General Plan Goals

The following text reflects the individual Goals that have been drafted for each Element of the 2022 General Plan. The drafting of these goals utilized the current 2012 General Plan as a framework and then incorporated select revisions based on community feedback. Each Goal is further supported by a series of policies. To view supporting policies, please review the 60-Day Public Review Draft of the 2022 General Plan on the project website ([www.pvtogether2022.com](http://www.pvtogether2022.com)).

Please review the draft Goals below and use your comment card to share any thoughts or comments you may have on a specific Goal or the entire Plan overall.

### Draft 2022 General Plan Goals

Land Use Element
<b>GOAL LU.1 - ENHANCE QUALITY OF LIFE.</b> 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. <i>(supported by 8 policies)</i>
<b>GOAL LU.2 - COMMUNITY FORM/DESIGN.</b> Promote development in the town that is in harmony with the natural and built environment at both the community and neighborhood levels. <i>(supported by 8 policies)</i>
<b>GOAL LU.3 - SPECIAL USE PERMIT PROPERTY.</b> 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. <i>(supported by 2 policies)</i>
<b>GOAL LU.4 - CONTROL COMMUNITY SPACES.</b> Conserve and manage the use of public open spaces, access to public open spaces, connections to private open space preserves and rights-of way, and encourage the incorporation of public art. <i>(supported by 4 policies)</i>
<b>GOAL LU.5 - EFFICIENT INFRASTRUCTURE AND DEVELOPMENT.</b> Direct orderly and well-planned development in support of existing or planned infrastructure improvements. <i>(supported by 2 policies)</i>
<b>GOAL LU.6 - SPECIAL USE PERMIT PROPERTY REVITALIZATION.</b> Encourage the continued revitalization and improvement of the Town's existing Special Use Permit properties while protecting the Town's low-density residential character and quality of life. <i>(supported by 6 policies)</i>
Community Character & Housing Goals
<b>GOAL CC&amp;H.1 - EXISTING RESIDENTIAL CHARACTER.</b> 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. <i>(supported by 4 policies)</i>
<b>GOAL CC&amp;H.2 - DISTINCTIVE AND MEMORABLE DESIGN.</b> Encourage 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. <i>(supported by 7 policies)</i>
<b>GOAL CC&amp;H.3 - SCENIC ENVIRONMENTAL DESIGN.</b> Maintain and preserve the Town's natural scenic resources including scenic views, the distinctive mountain ridgelines, and dark/night skies that have contributed to the Town's community legacy since its inception. <i>(supported by 7 policies)</i>
<b>GOAL CC&amp;H.4 - PLACES TO CONNECT.</b> Preserve and maintain public spaces, such as the Barry Goldwater Memorial, to provide areas where residents and visitors alike may enjoy. <i>(supported by 3 policies)</i>
<b>GOAL CC&amp;H.5 - HOUSING TYPES &amp; SUPPLY.</b> 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. <i>(supported by 4 policies)</i>
Mobility Element
<b>GOAL M.1 - SAFE MULTIMODAL CIRCULATION.</b> Provide a high-quality multimodal circulation system that is effectively planned, managed, operated and maintained. <i>(supported by 14 policies)</i>
<b>GOAL M.2 - ROADWAY DESIGN.</b> 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. <i>(supported by 8 policies)</i>
<b>GOAL M.3 - REGIONAL TRANSIT SERVICES.</b> Continue to support limited and appropriate public regional transit services through the Town, as well as promote rideshare to popular destinations in Town and specialized transit such as resort connectors for residents, employees, and resort guests. <i>(supported by 2 policies)</i>
<b>GOAL M.4 - ENVIRONMENTAL SYSTEMS.</b> 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. <i>(supported by 3 policies)</i>
<b>GOAL M.5 - VISUAL CHARACTER.</b> Create high-quality street rights-of-way that shall demonstrate the positive character and image of the Town. <i>(supported by 11 policies)</i>
Open Space Element
<b>GOAL OS.1 - PROTECT OPEN SPACE &amp; MOUNTAIN VIEWS.</b> 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. <i>(supported by 9 policies)</i>
<b>GOAL OS.2 - OPEN SPACE MANAGEMENT.</b> 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. <i>(supported by 4 policies)</i>
<b>GOAL OS.3 - HEALTHY LIFESTYLE.</b> Support and encourage an open space system that provides a healthy physical, social, and natural environment to improve the wellness and wellbeing of all residents and visitors. <i>(supported by 6 policies)</i>



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The following text reflects the individual Goals that have been drafted for each Element of the 2022 General Plan. The drafting of these goals utilized the current 2012 General Plan as a framework and then incorporated select revisions based on community feedback. Each Goal is further supported by a series of policies. To view supporting policies, please review the 60-Day Public Review Draft of the 2022 General Plan on the project website ([www.pvtogether2022.com](http://www.pvtogether2022.com)).

Please review the draft Goals below and use your comment card to share any thoughts or comments you may have on a specific Goal or the entire Plan overall.

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Environmental Planning & Water Resources Element
<b>GOAL EPW.1 - NATURAL RESOURCE CONSERVATION.</b> Support the conservation of the Town’s natural resources to preserve sensitive environmental and important habitat areas. <i>(supported by 8 policies)</i>
<b>GOAL EPW.2 - TREE CANOPY.</b> Manage and maintain the Town’s inventory of trees as an environmental, economic, and aesthetic resource to improve residents’ quality of life. <i>(supported by 5 policies)</i>
<b>GOAL EPW.3 - VISUAL RESOURCE PRESERVATION.</b> Maintain and protect significant visual resources and aesthetics that define the Town of Paradise Valley. <i>(supported by 4 policies)</i>
<b>GOAL EPW.4 - AIR AND NOISE QUALITY.</b> Reduce noise pollution, air pollution, and improve air quality within the Town and across the region. <i>(supported by 6 policies)</i>
<b>GOAL EPW.5 - WATER SUPPLY.</b> Ensure the adequacy of the Town’s water supply and to support improvements to the water supply. <i>(supported by 6 policies)</i>
<b>GOAL EPW.6 – WATER QUALITY.</b> Promote a high-quality and safe water supply that meets or exceeds federal and state regulatory requirements. <i>(supported by 5 policies)</i>
<b>GOAL EPW.7 - FLOOD CONTROL/DRAINAGE.</b> Minimize risk of damage or injury from known flood hazards. <i>(supported by 7 policies)</i>
Sustainability Element
<b>GOAL S.1 - COMMUNITY EDUCATION AND INVOLVEMENT.</b> Cultivate broad community participation in programs to promote sustainability and provide the information people need to live in a sustainable way. <i>(supported by 6 policies)</i>
<b>GOAL S.2 - BUILDING PRACTICES.</b> Support increased use of renewable energy and sustainable building practices and remove obstacles to their application. <i>(supported by 9 policies)</i>
<b>GOAL S.3 - GREENHOUSE GAS EMISSIONS.</b> 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. <i>(supported by 2 policies)</i>
<b>GOAL S.4 - WATER CONSERVATION.</b> Encourage the responsible consumption and recycling of water through a variety of conservation and low impact development (LID) practices. <i>(supported by 4 policies)</i>
<b>GOAL S.5 - SOLID &amp; HAZARDOUS WASTE.</b> 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. <i>(supported by 4 policies)</i>
<b>GOAL S.6 - FINANCES.</b> Require efforts to ensure the Town’s short- and long-term economic interests are sustained over time. <i>(supported by 5 policies)</i>
Public Facilities & Cost of Development Element
<b>GOAL PFS.1 - PUBLIC FACILITIES.</b> Provide safe, accessible, and sustainable public buildings and facilities to meet the needs of the community. <i>(supported by 3 policies)</i>
<b>GOAL PFS.2 - CRIME AND LAW ENFORCEMENT.</b> 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. <i>(supported by 6 policies)</i>
<b>GOAL PFS.3 - FIRE PROTECTION AND EMERGENCY MEDICAL SERVICES.</b> Provide coordinated fire protection and emergency medical services that support the needs of residents and visitors and maintains a safe and healthy community. <i>(supported by 7 policies)</i>
<b>GOAL PFS.4 - COMPLIANCE WITH HEALTH AND SAFETY CODES.</b> Improve the health, safety, and visual quality of the community by ensuring compliance with health, safety and zoning codes. <i>(supported by 5 policies)</i>
<b>GOAL PFS.5 - OTHER FACILITIES AND SERVICES.</b> Ensure that other public facilities and services are adequate to meet the needs of Town residents and businesses. <i>(supported by 5 policies)</i>
<b>GOAL PSF.6 – COST OF DEVELOPMENT.</b> Ensure the provision of high-quality public services and infrastructure while maintaining the Town’s fiscal sustainability. <i>(supported by 3 policies)</i>