



# Paradise Valley

VILLAGE CHARACTER PLAN

[phoenix.gov](http://phoenix.gov)



# Narrative



Paradise Valley Village is known for its open space character created by the surrounding mountains, Indian Bend Wash greenbelt and trail systems. The surrounding Phoenix Mountains, part of the city of Phoenix Mountain Preserve system, provide the area residents with biking, equestrian and hiking trails, and other recreational opportunities within a natural Sonoran Desert environment. Recreational opportunities are also available along the Indian Bend Wash, which was designed as a flood control greenbelt. The Village core, Paradise Valley Mall and surrounding area, provide a successful blend of shopping, housing, and employment. Paradise Valley Mall and Kierland Commons attracts shoppers from throughout the Valley. The Paradise Valley Village is also made up of a number of established residential neighborhoods. With a number of assets, the Village remains a desirable place to live, shop, and play within the City of Phoenix.

# Paradise Valley Village

## BY THE NUMBERS

---



### Population

Existing: 173,740 (2015)  
Projected: 187,840 (2030)

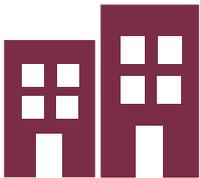
---



## 60%

Residential  
0-5 du/acre

---



## 8%

Commercial

---



## 6.2%

Parks/Open Space

---



## 71,250

Households (2015)

---



## 104 Miles

of bike lanes

---



# Paradise Valley Village **CHARACTER**

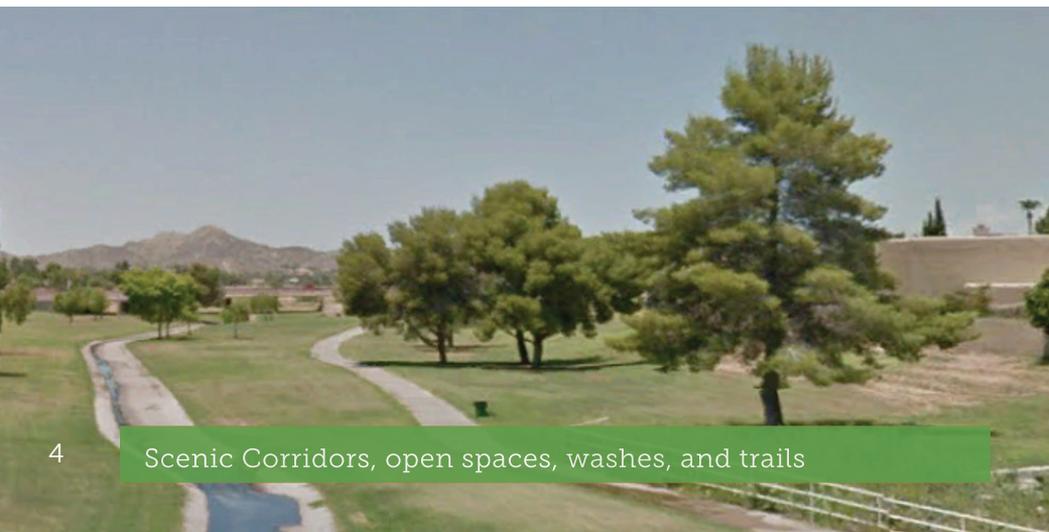
Visual and accessible linkages to open space



Lush native desert flora and fauna

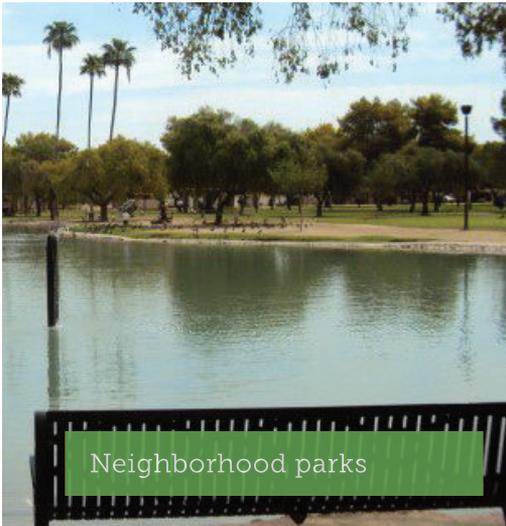


Established residential neighborhoods





Transportation Options



Neighborhood parks



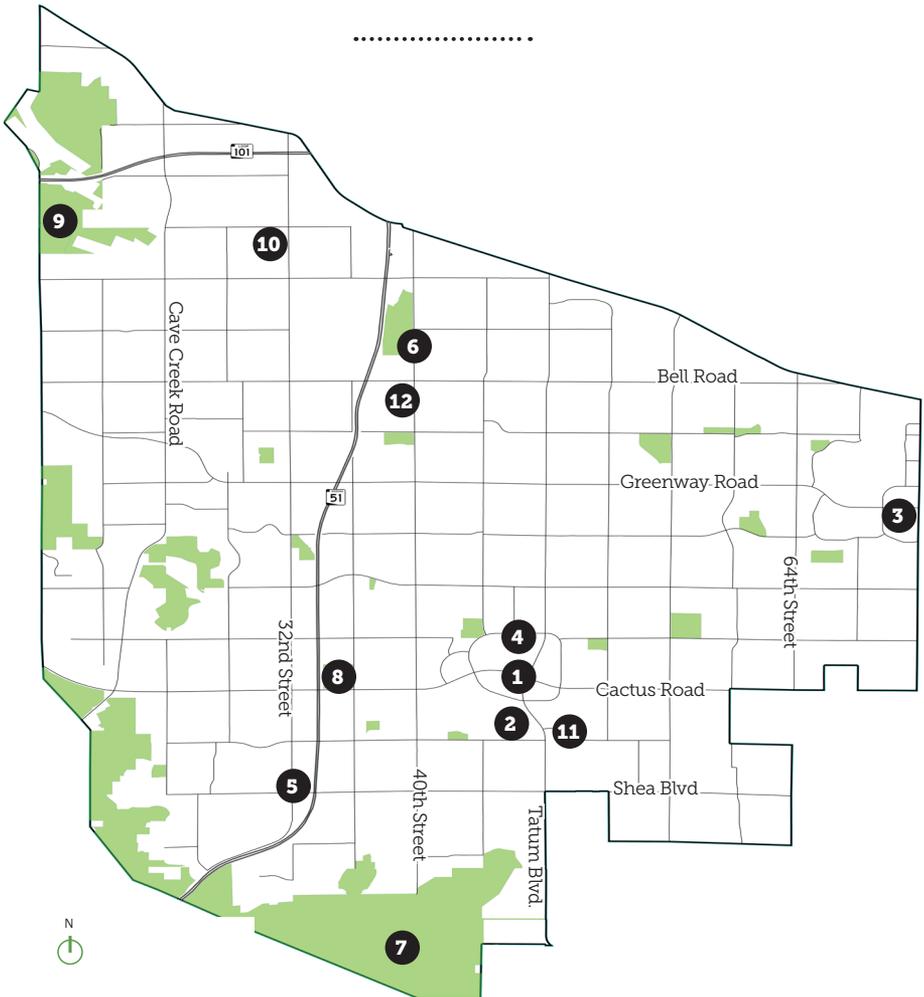
Growing small businesses



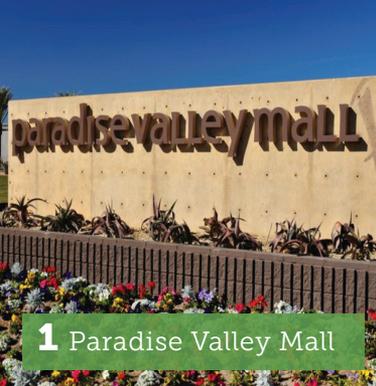
Regional malls and commercial centers

# Paradise Valley Village

## ASSETS



1. Paradise Valley Mall
2. Stonecreek Golf Club
3. Kierland Commons
4. Mesquite Library
5. 32nd Street Corridor
6. Paradise Valley Community Center
7. Phoenix Mountain Preserve
8. Roadrunner Park
9. Buffalo Ridge Park
10. Paradise Valley Community College
11. Indian Bend Wash
12. Abrazo Hospital



**1** Paradise Valley Mall



**2** Stonecreek Golf Club



**3** Kierland Commons



**4** Mesquite Library



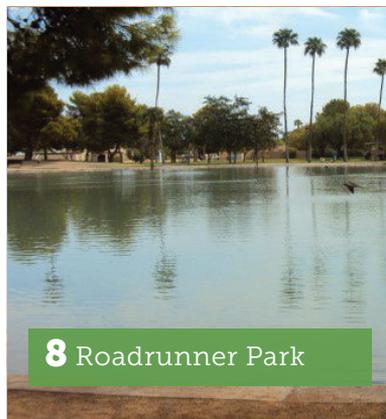
**5** 32nd Street Corridor



**7** Phoenix Mountain Preserve



**10** Paradise Valley Community College



**8** Roadrunner Park

# PLANS & CODES:

## A Strategic Set of Tools

---

Already established plans and codes throughout the Village help guide investment and growth. It is important to continually evaluate these previously desired plans and codes as they relate to the character, assets, and goals of today. There is also opportunity to evaluate and establish new plans and codes for areas that have yet to be addressed.

### Plans

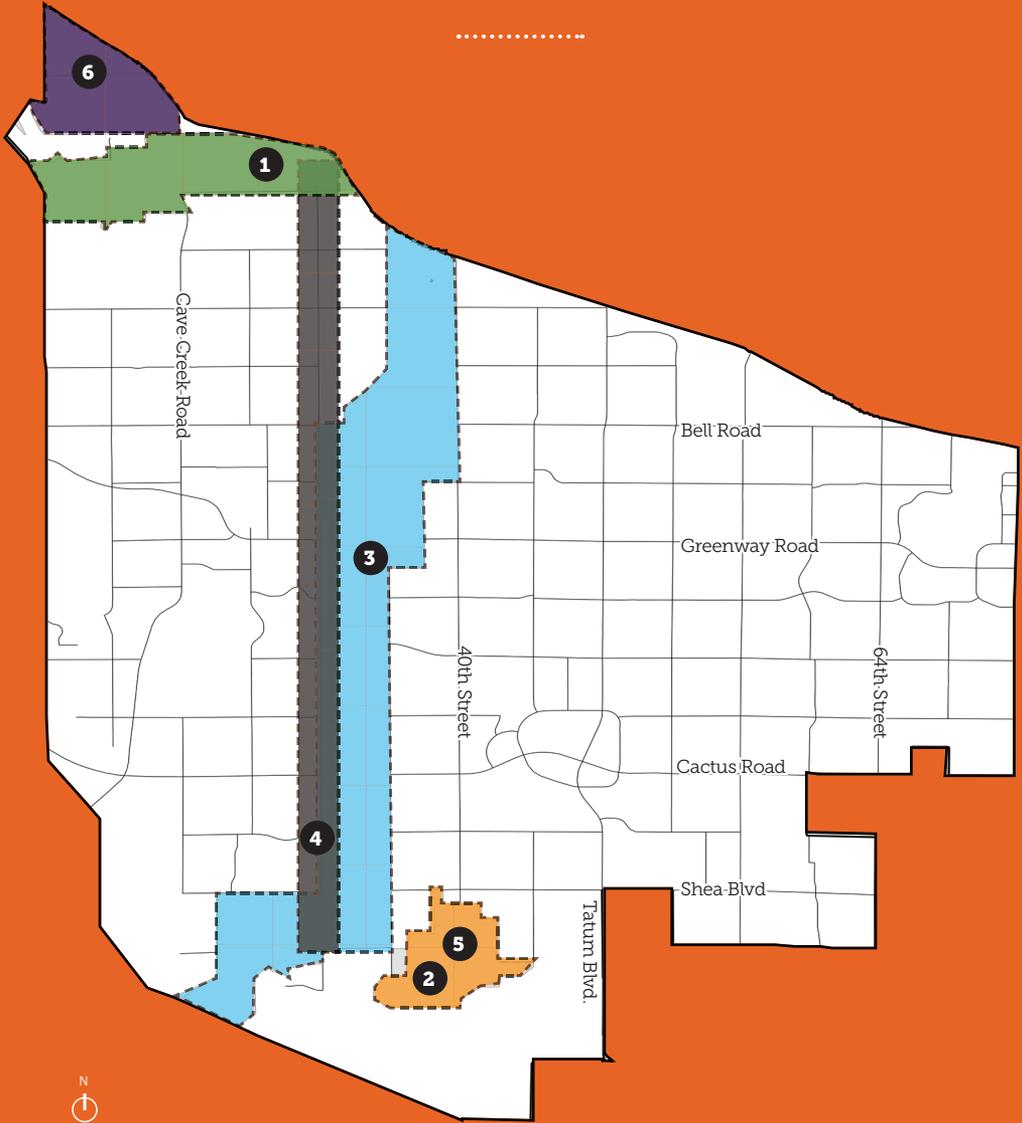
1. Outer Loop Specific Plan
2. Sahuaro Neighborhood Conservation Plan
3. Piestewa Peak Freeway Specific Plan
4. 32nd Street Corridor Policy Plan

### Codes

5. Sahuaro Neighborhood Special Planning Overlay District
6. Deer Valley Airport Overlay District

For more information on Paradise Valley Village Plans & Codes, please visit [phoenix.gov/villages/Paradise-Valley](https://phoenix.gov/villages/Paradise-Valley)

# Paradise Valley Village Planned Areas



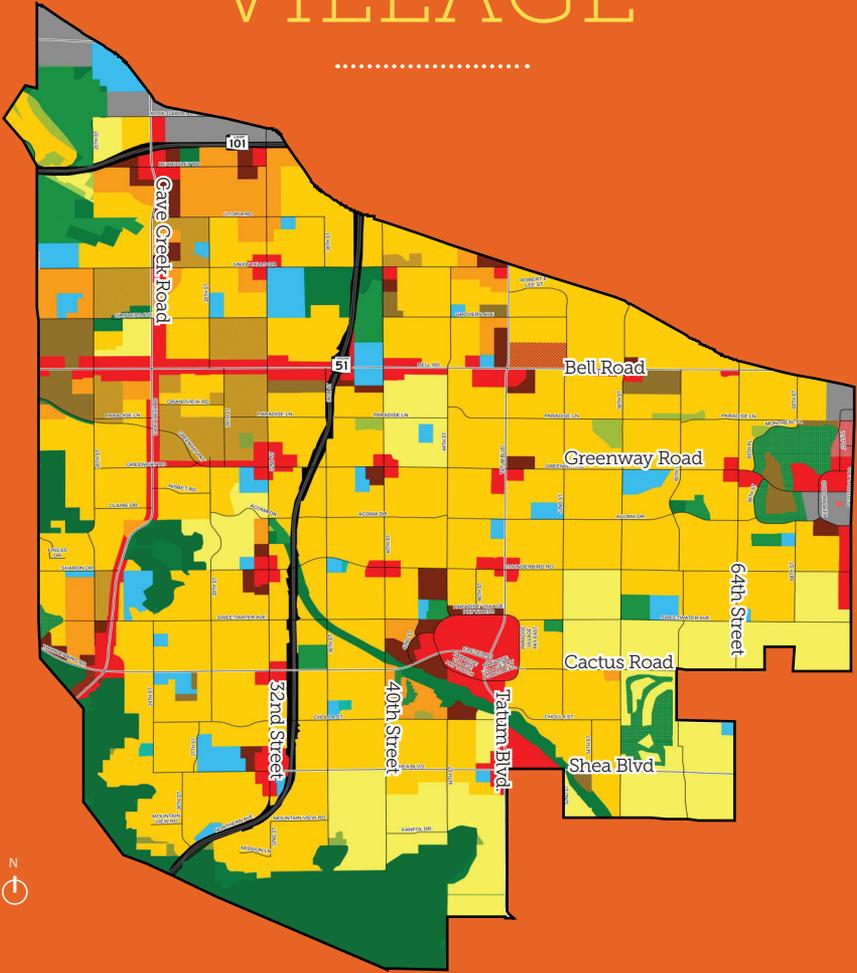
# LAND USE



The Paradise Valley Village Planning Committee helped to identify specific land use principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- Plan cores, centers, and corridors to include a variety of land uses: office, retail shopping, entertainment and cultural, housing, hotel and resort, and where appropriate, some types of industry. **(Desert Ridge, Kierland Commons)**
- Communities should consist of a mix of land uses to provide housing, shopping, dining and recreational options for residents. **(Downtown Phoenix, Desert Ridge, Kierland Commons)**
- New development and expansion or redevelopment of existing development in or near residential areas should be compatible with existing uses and consistent with adopted plans. **(North 32nd, Paradise Valley Mall, Kierland Commons)**
- Locate land uses with the greatest height and most intense uses within limits based on Village character, land use needs, infrastructure and transportation system capacity. **(Downtown Phoenix, Camelback Corridor, Kierland Commons)**
- Preserve natural washes coming from the preserve and promote access and views of the preserves by the public. **(Piestewa Peak, Stonecreek Golf Course)**

# PARADISE VALLEY VILLAGE



## LEGEND

 Parks/Open Space	 Residential 1 to 2 du/acre
 Industrial	 Residential 3.5 to 5 du/acre
 Commercial	 Residential 5 to 10 du/acre
 Public/Quasi-public	 Residential 10 to 15 du/acre
	 Residential 15+ du/acre

# DESIGN

.....

The Paradise Valley Village Planning Committee helped to identify specific design principles from the approved 2015 General Plan and representative examples to better equip all stakeholders with the ability to preserve and protect the Village Character while encouraging growth and investment.

- Encourage centers to provide a pedestrian environment with plazas, common open space, shaded walkways, separation of pedestrian and vehicular traffic, bicycle parking, and vehicle parking in architecturally disguised structures or underground where feasible. **(Kierland Commons, Roosevelt Row)**
- Design and locate new neighborhoods to promote access (both physical and visual) to parks and open space. New developments should also provide convenient pedestrian and bicycle access to transit stops, schools, and other neighborhood amenities. **(Sunnyslope, Aviano Neighborhood, Fireside, North 32nd)**
- Encourage bicycle and pedestrian amenities in new major development projects in high density, mixed-use areas or near transit stations and employment centers. **(North 32nd, Arcadia, Fireside)**
- Provide seamless connection between significant regional parks and public open spaces, with utility corridors, bike paths, light rail/public transit access points, canals, rights-of-way, and recreation areas managed by city, county, state, and federal agencies. **(Sunnyslope, North 32nd)**



- Design public infrastructure to include pedestrian and bicycle amenities. **(North 32nd, Kierland Commons, Greenbelt)**
- Integrate trees and shade into the design of new development and redevelopment projects throughout Phoenix. **(Triple Crown development/neighborhood near 52nd and Grovers, Kierland Commons)**
- Development should be designed to include increased amenities for transit, pedestrian and bicyclists, such as shade, water, seating, bus shelters, wider sidewalks, bike racks, pedestrian scale lighting and way-finding. **(Light Rail Station along Central Avenue)**
- Promote development in compact cores, centers and corridors that are connected by roads and transit, and are designed to encourage walking and bicycling. **(Kierland Commons)**
- Protect open space, mountains, and man-made or natural landmarks. **(North 32nd)**

Paradise Valley Village

---

# **OPPORTUNITIES FOR GROWTH & INVESTMENT**

---

Using the community's feedback from General Plan Update activities and outreach, as well as working with the Paradise Valley Village Planning Committee. The following opportunities for growth and investment have been identified and are to be addressed by urban planning.

# Opportunities for Growth & Investment

## **Promoting Mixed-use Development**

There is an opportunity to promote mixed-use development that will provide additional opportunities to live, work, and play within the Paradise Valley Village.

## **Empty Retail Malls - Overbuilt**

Due to the 2009 economic recession, this Village has been left slightly overbuilt with commercial space. There is an opportunity to re-evaluate the land use distribution and consider alternative uses to activate empty retail spaces.

## **Preserve Our Character**

With an abundance of open space, residential, and commercial development, this Village has an opportunity to strategically encourage growth without disrupting the established character.

## **Lack of Public Transportation to and from Downtown**

As a peripheral Village there is a desire to strengthen the connectivity to our vibrant downtown to allow a healthy and prosperous relationships at the city scale.

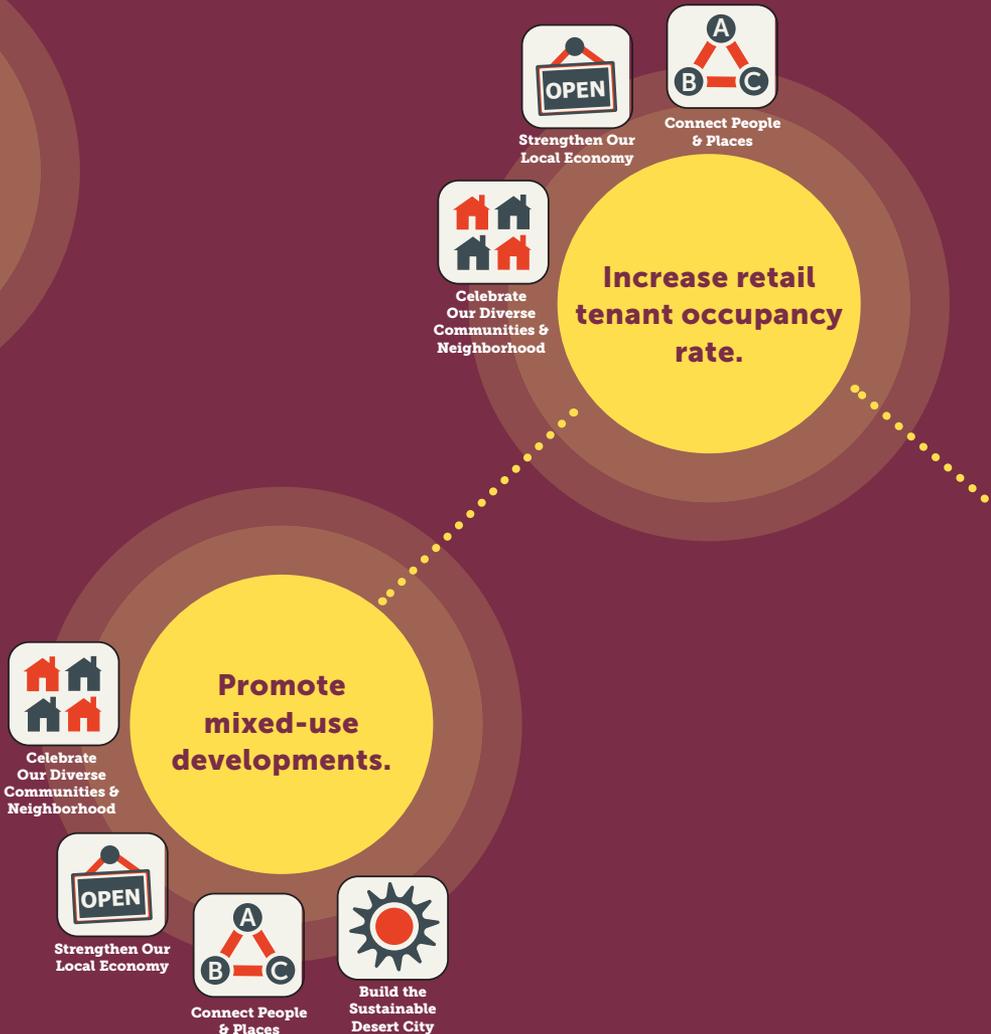
## **Lack of bike connectivity**

With adjacencies to other jurisdictions it is critical to collaborate on much needed infrastructure improvements throughout the Village to ensure local connectivity is not overlooked.

# NEXT STEPS GOALS



Goals set a strategic path to growth, preservation and investment all with the desire to sustain the established Village character and assets while advancing Village identified opportunities for growth and investment. This Village has identified the following top Goals:





Build the Sustainable Desert City



Connect People & Places



Strengthen Our Local Economy

Improve local bike and pedestrian connectivity.



Create an Even More Vibrant Downtown



Celebrate Our Diverse Communities & Neighborhood



Connect People & Places



Build the Sustainable Desert City

Improve public transportation to Downtown.



Create an Even More Vibrant Downtown



Strengthen Our Local Economy



Celebrate Our Diverse Communities & Neighborhood

Encourage growth near the Core.



Create an Even More Vibrant Downtown



Strengthen Our Local Economy



Connect People & Places



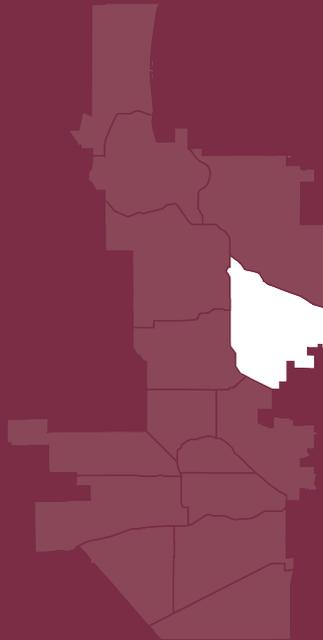
Build the Sustainable Desert City



## Paradise Valley Village

---

For more information, or to view the electronic version of the document please visit **[phoenix.gov/villages](http://phoenix.gov/villages)**. This publication can be made available in alternative format upon request. Contact the Planning and Development Department at 602-262-7131 TTY: Use 7-1-1



**PDD**