

Urban Villages

The urban villages are based on the Phoenix General Plan which was adopted to guide the urban form of the city while meeting the community's desires for a well-planned city with a sense of place. Three key principles of the General Plan are:

- ✓ balance housing and employment
- ✓ concentrate intensity in village cores
- ✓ promote the unique character of each village

Each village has a core which serves as the focal point of the village by combining the most intense land uses with a great variety of uses. By providing a mix of employment, housing and retail opportunities, this village "downtown" creates a physical identity for the residents. It should also serve as a gathering place with pedestrian activity and a focus for the local transportation system. The core should reflect the character and land use intensity of the village it supports.

Village Planning Committees

Each village has its own village planning committee which represents the interests of local residents. The village planning committees helped develop the General Plan for Phoenix. They review and comment on General Plan amendments, zoning ordinance text amendments, and rezoning requests and sometimes assist the City of Phoenix Planning Department in developing plans for areas within the village. The committees are a vital link between the community and city decision makers.

Village planning committees are volunteers appointed by City Council and their recommendations are advisory in nature. The Council strives to create well-balanced committees which represent the people who live and work in all segments and geographic areas of the village. The 15-21 members of each village committee typically meet once a month in the evening. Some also have active subcommittees.

How to Participate

All village committee meetings are open to the public. Their agendas can be found on the Internet at: www.ci.phoenix.az.us (Public Meeting Notices and Agendas). Each committee is staffed by a planner who can provide additional information about attending meetings or becoming a member. For more information call the Phoenix Planning Department at: **(602) 262-6882**.

Jan. 1998

PARADISE VALLEY VILLAGE

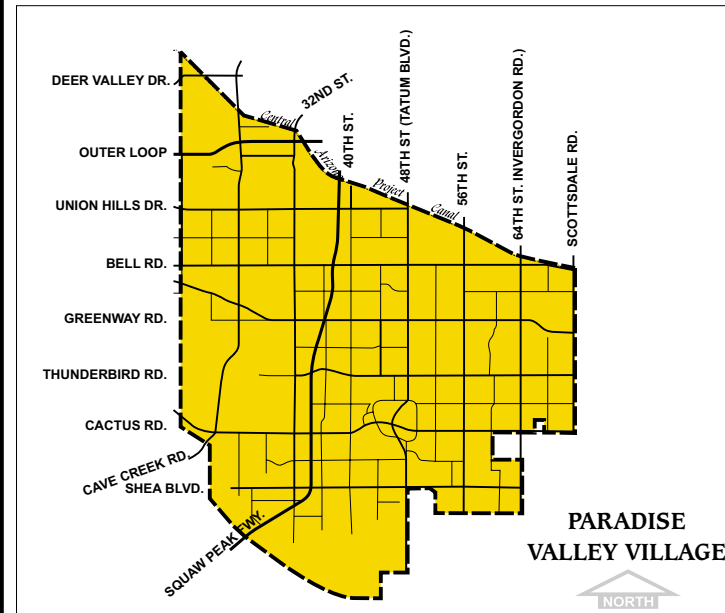
VILLAGE SIZE: 42.9 sq. miles

VILLAGE CORE: Paradise Valley Mall area

PRESENT & PROJECTED* SOCIO-ECONOMIC PROFILE

Population		Households		Employment	
1995	2020	1995	2020	1995	2020
155,200	192,800	58,100	73,200	39,000	47,900

*Source: Village Size - Village GIS Coverage, Phoenix Planning Department, October 1997
Projections - Whole Traffic Analysis Zones, Maricopa Association of Governments, July 1997



PARADISE VALLEY VILLAGE

Land of Desert Enchantment

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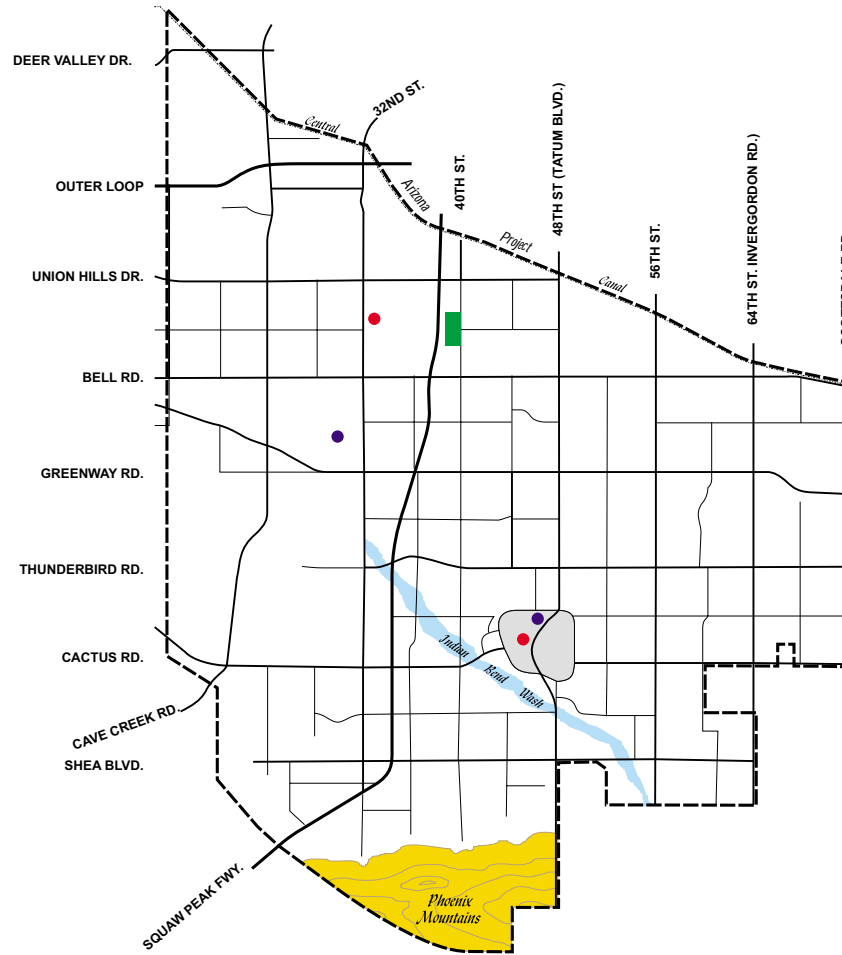
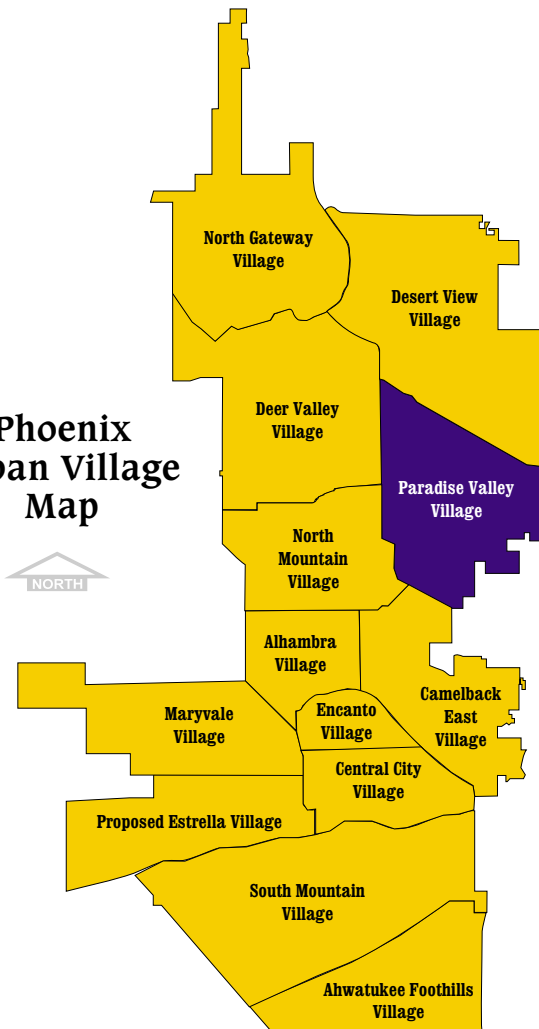
City of Phoenix

Prepared by
City of Phoenix Planning Department

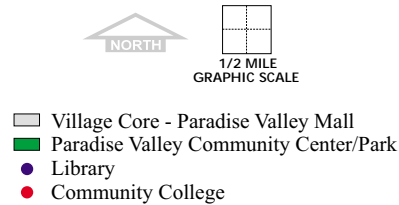


Phoenix is a growing city with a population of over one million people and a planning area of over 600 square miles. Meeting the demands of a diverse and increasing population takes thoughtful planning and active citizen participation. The Phoenix City Council and Planning Commission have divided the city into twelve planning areas called urban villages in order to work better with the community on planning and development issues. The goal for each village is to offer a variety of housing, job opportunities, education, recreation, and shopping facilities.

Phoenix Urban Village Map



PARADISE VALLEY



PARADISE VALLEY VILLAGE

Paradise Valley Village extends from the Phoenix Mountains to the Central Arizona Project. The City of Scottsdale forms the eastern boundary and 16th Street forms the boundary on the west. The Village is noted for its open space character created by the surrounding mountains, Indian Bend Wash greenbelt, and trail systems.

The Village Core, Paradise Valley Mall and surrounding area, provides a successful blend of shopping, housing and employment. This regional mall attracts shoppers from throughout the Valley. Other distinctive features of the Paradise Valley Village include the following:

- ✓ Paradise Valley is distinguished by well-maintained, residential areas.
- ✓ As part of the City of Phoenix Mountain Preserve system, the Phoenix Mountains provide the area residents with biking, equestrian and hiking trails, as well as picnicking and other recreational opportunities within a pristine Sonoran Desert environment.
- ✓ Designed as a flood control greenbelt, the Indian Bend Wash provides recreational opportunities such as walking, jogging, rollerblading, and biking.
- ✓ Community facilities in Paradise Valley Village include two libraries, two public swimming pools, neighborhood and community parks, golf courses, theaters and other means for recreation.
- ✓ The Paradise Valley Community Center, located north of Bell Road at 17402 N. 40th Street, offers diverse activities for teens, seniors and everyone in-between.
- ✓ In addition to recreational activities, adult education may be furthered through the associate of arts degree and community education programs offered by Paradise Valley and Rio Salado Community Colleges. Both are part of the Maricopa County Community College District. Specific bachelors degrees accredited by Northern Arizona University are also offered through Paradise Valley Community College.
- ✓ The Squaw Peak Freeway links Paradise Valley Village to downtown making travel around the Phoenix Mountains easy and convenient. The freeway also provides Valley residents access to the countless activities in Paradise Valley.