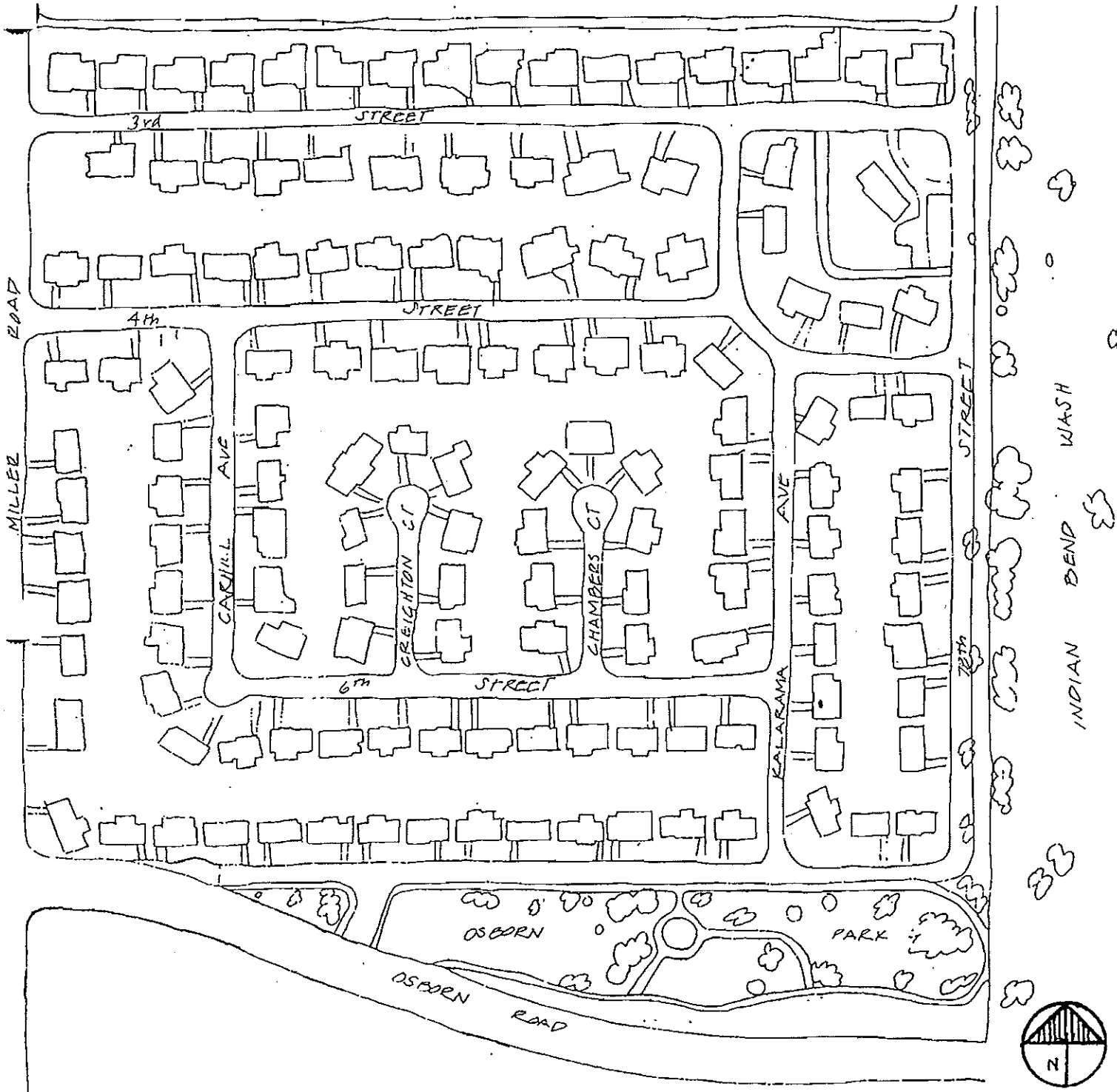


PEACEFUL

VALLEY



NEIGHBORHOOD PLAN

JULY

1992

July 10, 1992

Dear Peaceful Valley Neighbor:

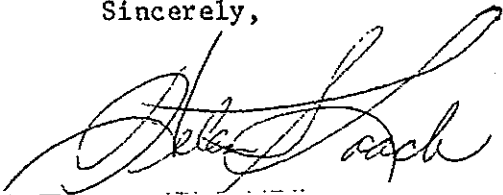
We would like to thank you and your neighbors for participating in Scottsdale's Neighborhood Planning program. Attached is a draft plan for Peaceful Valley. This is only a draft plan. We urge all of you to read the plan, and comment on the ideas that you think are workable, and those that need to be changed.

The final plan will contain only what you and your neighbors want it to contain. As we talked about in our meeting earlier this year, the draft plan was designed to address the concerns raised at that meeting and also to share the ideas that our committee has had. Again, ideas that do not work for Peaceful Valley will not be part of the final report.

Our committee will schedule a meeting for your neighborhood the end of July or early August. This meeting will be your opportunity to ask questions and to comment on the draft plan. Carla will soon send you a letter to let you know the meeting date, time, and location. Carla will also collect comments and ideas from people who cannot attend the meeting. Her telephone number is 994-3195.

Thank you for inviting us into your neighborhood, and we hope to see you at the meeting.

Sincerely,



Helen Laack
Co-Chair
Neighborhood Enhancement
Advisory Committee

Sincerely,



Robert C. Bigler
Co-Chair
Neighborhood Enhancement
Advisory Committee

HL/RCB/js/jf
01-36/III

Attachment

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I. Introduction

This is a Draft plan for the residents of Peaceful Valley. The residents should carefully review this plan and make suggestions or modifications to it. The hard work of the residents, with the help of this plan will help build confidence and pride in the Peaceful Valley neighborhood.

The health and vitality of a neighborhood is dependent on the ability to plan for its future. If the neighborhood is viewed as a continuing home for the family and as a continuing investment for your money, then steps need to be taken to address changes that will occur in the neighborhood. A neighborhood plan should be viewed as a guide for the future which provides a framework for decision making. The success of this plan will rest upon the self-help efforts of the residents and the continued support from the city.

Several neighborhoods have expressed an interest in participating in the Enhancement Program. One neighborhood, Peaceful Valley, took the additional steps to organize and communicate their desire to become the city's first neighborhood planning project. Their desire is to have a plan which will address the issues and goals identified by the residents and which will provide a range of options to assist in achieving the desired results.

Throughout the process, the level of interest and participation by the Peaceful Valley residents has been excellent. The success of this plan is based on the critical element in neighborhood planning, the commitment of neighborhoods to be actively involved in the enhancement of their part of the community.

II. Description of Neighborhood

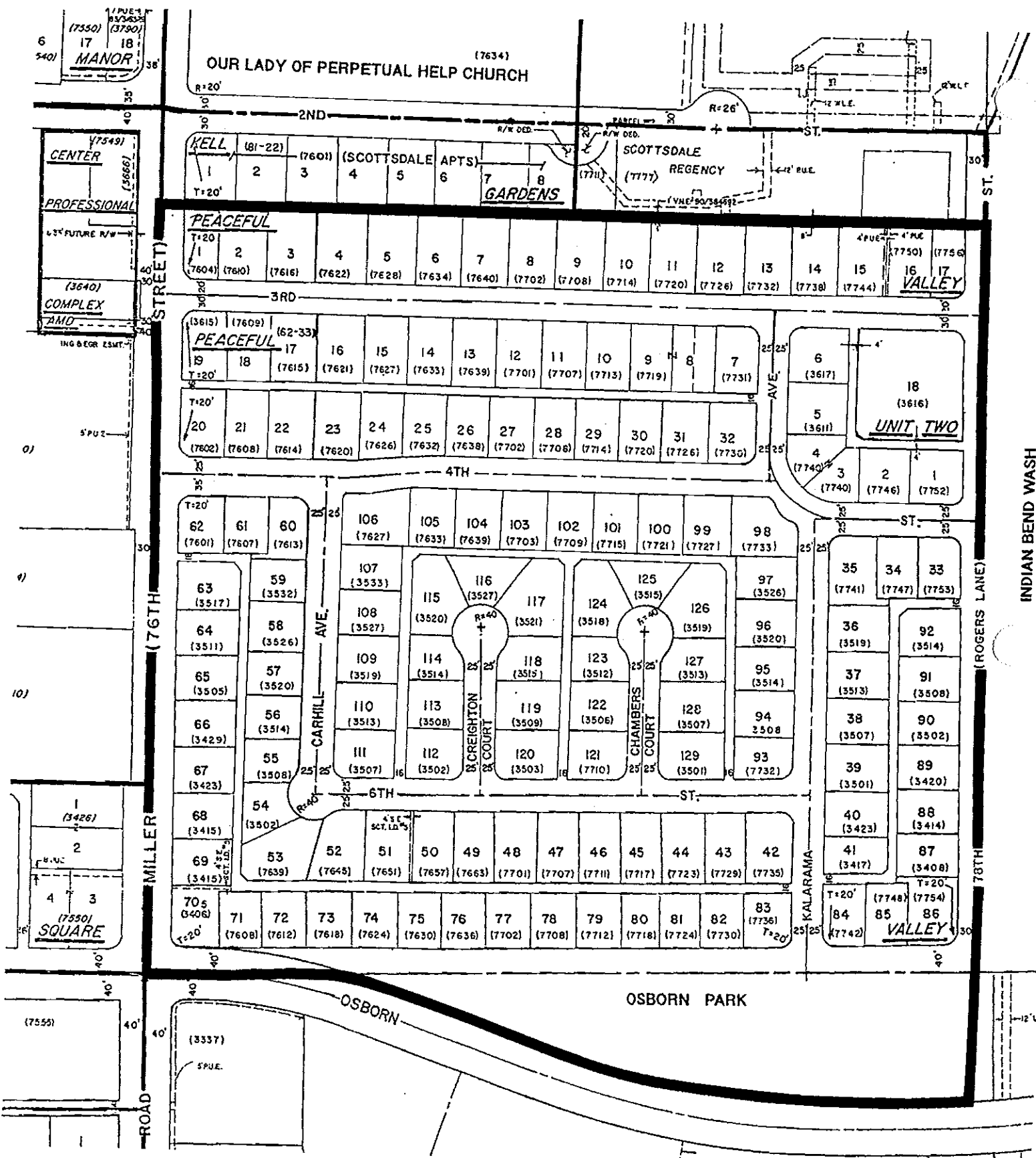
The Peaceful Valley neighborhood is located near downtown Scottsdale and is generally bounded by Miller Road, Indian Bend Wash, Osborn Road and 2nd Street. Figure 1, the Peaceful Valley Neighborhood Boundary Map, indicates the plan boundaries.

The 141 homes which make up the Peaceful Valley neighborhood are all zoned R1-7, single-family residential. Formerly a dairy farm, Peaceful Valley originally consisted of a couple dozen homes along the bank of the Indian Bend Wash in 1954 when there were only about 5000 residents in the city.

Many of the Peaceful Valley homes are still occupied by the same people who bought them in the 1950s and have never found a reason to move anywhere else. The demographics of the neighborhood suggest that there is a good mixture of young and old people with a total population of 334 according to the 1990 U.S. Census. Figure 2, the Peaceful Valley Demographic chart, shows that Peaceful Valley is much like other neighborhoods in Scottsdale in terms of age of the residents and the ratio of renter compared to owner occupied households. This is one of the true strengths of the neighborhood. Figure 3, the Peaceful Valley Residency Chart, indicates the number of years some of the residents have lived in Peaceful Valley.

Many residents like the character and personality of their neighborhood and believe it's a caring and friendly place to live and raise a family. The Peaceful Valley residents enjoy both their proximity to the urban activities of Downtown and the Civic Center area, and the residential character of their "in-town" location, as well as the nearby recreational opportunities provided by the Indian Bend Wash. Because of its location and convenience, the Peaceful Valley neighborhood has been and will continue to be a desirable place to live.

In January of 1992, a survey was distributed to every home in Peaceful Valley to help determine what the goals were for the neighborhood. Appendix A is the survey that was distributed and Appendix B is a summary of the results of that survey which formed the basis for this plan. Generally, the residents of Peaceful Valley are happy with their neighborhood. However, the survey did indicate some areas that should be addressed such as improving the street lighting, the lack of sidewalks, and the desire to improve neighborhood pride.



PEACEFUL VALLEY NEIGHBORHOOD BOUNDARY MAP

FIGURE 1



NTS

NEIGHBORHOOD ENHANCEMENT PROGRAM			
1990 DEMOGRAPHIC DATA FOR PEACEFUL VALLEY NEIGHBORHOOD			
Source: 1990 U. S. Census of Population and Housing			
	Number	%	Citywide %
Population	334		
Housing Units	141		
Owner Households	119	84.40	86.70
Renter Households	22	15.60	13.30
Persons Over 18 Years Old:	265	79.34	82.18
Persons Under 18 Years Old:	69	20.66	17.82
Land Area in Acres	33		

Figure 2

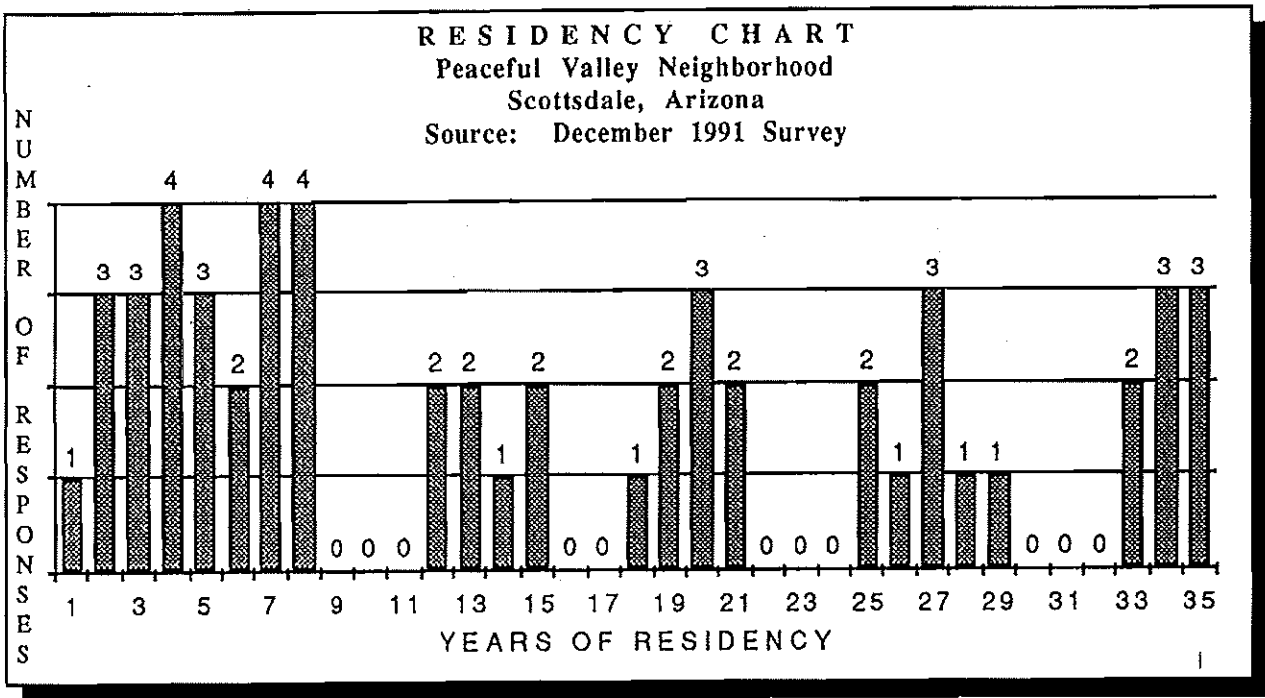


Figure 3

III. Neighborhood Goals and Objectives

A goal is a broadly defined statement of the neighborhood's needs and desires. Objectives describe how a goal can be achieved. The goals and objectives for Peaceful Valley were arrived at through a series of meetings with the residents.

A. LAND USE

Goals

- . Preserve and enhance the existing life-style in the neighborhood.
- . Protect the integrity of the residential neighborhood by preventing the expansion of non-single family uses.
- . Ensure adequate buffering between existing residential uses, and commercial and multifamily redevelopment.

Objectives

- . Maintain the existing R1-7 zoning throughout the neighborhood.
- . Improve homeowner confidence by discouraging blighting influences such as unkempt yards, disabled vehicles and structures needing exterior maintenance.
- . Encourage home ownership.
- . Maintain open and effective communication between the neighborhood and the city.

B. HOUSING

Goals

- . Maintain and upgrade the quality of housing within the Peaceful Valley Neighborhood.
- . Maintain the value of the housing in the neighborhood.

Objectives

- . Ensure neighborhood stability through implementation of a neighborhood plan for Peaceful Valley.
- . Promote neighborhood efforts for home maintenance and encourage home improvements.

C. CIRCULATION

Goals

- . Ensure residential privacy on interior streets of the neighborhood by discouraging cut-thru traffic.
- . Maintain traffic flow on the interior streets at a level safe for disabled mobility, walking, riding bicycles and driving.
- . Provide residents with convenient and safe access through the Peaceful Valley neighborhood.
- . Keep on-street parking at a level that does not interfere with the free flow and safety of pedestrian and vehicular traffic.
- . Design street improvements so they maintain the quality of life of the neighborhood.

Objectives

- . Restrict parking in the neighborhood during events at Scottsdale Stadium.
- . Prohibit the use of 78th Street as vehicular access to and from the multifamily development to the north.
- . Provide a network for pedestrians to traverse the neighborhood other than in the street.
- . Install landscaped median islands at an entrance to the neighborhood.
- . Explore ways to reduce on-street parking.
- . If a street in the area is widened, creative buffering techniques should be used to minimize impacts to adjoining residents.

D. PUBLIC AND EMERGENCY SERVICES

Goals

- . Ensure the adequate provision of police, fire and other emergency services and reduce the incidence of crime and fire.
- . Ensure the safe and adequate delivery of electricity and water, and to encourage energy and water conservation and waste reduction.
- . Ensure adequate night time lighting of the public streets.
- . Reduce visual blight caused by utility lines and fixtures.
- . Ensure the availability of social services to meet resident's needs.

Objectives

- . Expand the Block Watch Program and other crime prevention programs.
- . Promote fire prevention measures including smoke detectors, sprinklers and fire extinguishers.
- . Develop a perception of neighborhood identity, belonging and responsibility.
- . Support programs which educate residents about how to save energy and conserve water.
- . Establish a convenient recycling program for the neighborhood residents.
- . Consider the undergrounding of existing utility lines.
- . Increase night time illumination in the neighborhood by upgrading or adding new street lights.

E. NEIGHBORHOOD CHARACTER

Goals

- . Capitalize on the history and location of the Peaceful Valley Neighborhood.
- . Enhance the sense of pride and identity for the neighborhood.
- . Build neighborhood stability through self-help programs.
- . Prompt home and property owners to invest in their own properties.

Objectives

- . Explore the desire to become the city's first historically designated neighborhood.
- . Publicize "Peaceful Valley Neighborhood" name including distinctive signs, markers or entry features within the neighborhood.
- . Design workable streetscape/ landscape plans requiring minimal upkeep by the residents and/or the city, but providing a unifying character to the neighborhood.
- . Show residents how minor home improvements can be done at reasonable costs.

IV. Neighborhood Action Plan

The Peaceful Valley Neighborhood Plan has been prepared to describe the neighborhood at this time including both its problems and strengths, and to make recommendations in an attempt to solve the problems and build upon the strengths.

There are a range of strategies, tools and programs available to implement neighborhood plans. Selection of the appropriate methods should be tailored to the chosen plan objectives. Some of the implementation tools include the zoning ordinance, development review, improvement districts and neighborhood self-help activities. The following options are designed to assist in the enhancement of the Peaceful Valley neighborhood.

1. Request the city to inform the neighborhood of any rezoning and development review requests for properties adjacent to the neighborhood.

Rationale: This will provide the residents with the greatest amount of information regarding proposals adjacent to Peaceful Valley.

2. Request the city to adopt a policy as part of this plan that prohibits development to the north from using 78th Street as vehicular access, except for public utilities, refuse collection, and emergency vehicles.

Rationale: This will ensure residential privacy and maintain traffic flow on interior streets at a safe level for the residents.

3. Continue the current policy of prohibiting parking in the neighborhood by attendees of major stadium events by placing signage and traffic cones at 3rd Street, 4th Street and Osborn Road prior to the start of the event.

Rationale: This will prevent the hardship imposed on the neighborhood by the overflow parking for events at Scottsdale Stadium.

4. Request the city to help develop a design manual for improvements to older homes emphasizing the special characteristics of the neighborhood. These improvements could include safety precautions such as lighting and locks to help prevent crime.

Rationale: In order for Peaceful Valley to continue its desire to qualify as an historic neighborhood, the architectural integrity should be preserved when physical improvements are made to the houses.

5. Encourage voluntary compliance with the city's blight ordinance.

Rationale: Rather than request the city to conduct a zoning enforcement "sweep" of the neighborhood, voluntary compliance with education programs is encouraged to foster neighborhood pride.

6. Accomplish the following improvements through neighborhood financing, an Improvement District and/or a matching program with the city. Please note that all figures are approximate and include both the installation and incidental administrative costs for an Improvement District.

- o 5' wide sidewalk along one side of 3rd Street, 4th Street, and Kalarama Avenue. Approximate cost--\$25,000 or \$178.00 per house.

Rationale: In order to provide convenient and safe pedestrian access through the neighborhood, as well as connections to Osborn Park and the Indian Bend Wash, a sidewalk network on strategic streets in the neighborhood should be installed. Note: so as to not disrupt the existing front yards, the sidewalk could be located completely within the existing street pavement. (See Exhibit A and Exhibit B.)

- o Upgrade 12 of the existing street lights at an approximate cost of \$300 per fixture. Approximate cost--\$3600 or \$26.00 per house. And the installation of a 9500 lumen high-pressure sodium light fixture on Chambers Court. Approximate cost--\$2500 or \$18.00 per house. Total--\$44.00 per house.

Rationale: Several lights throughout the neighborhood are not bright enough to adequately light the neighborhood at night. Upgraded fixtures direct more light onto the street and are of higher quality. In addition, no street light currently exists on Chambers Court, a potentially dangerous situation. (See Exhibit C.)

- o Construction of a decorative neighborhood entry feature identifying Peaceful Valley at an entrance to the neighborhood. Approximate cost--\$10,000 or \$71.00 per house.

Rationale: Neighborhood entry features can provide the area with a sense of identity and can help foster neighborhood pride. It could also assist the neighborhood with their desire to become a historic neighborhood by memorializing the Peaceful Valley name. (See Exhibit D.)

- o Installation of landscaped median islands in 4th Street and in Osborn Road. Approximate cost--\$1500 per median island including landscaping or \$27.00 per house.

Rationale: This would give the Peaceful Valley neighborhood a "small town" look and feel with a greater sense of identity and would also tend to slow traffic as it enters the neighborhood. (See Exhibit E.)

- o Undergrounding of existing overhead utility lines throughout the neighborhood. Approximate cost--\$2200 per house. There is a possibility that the costs could be reduced by using SRP matching funds. In addition and separate from the above costs, each homeowner would be responsible to place their own line from their house to the alley underground at a cost of approximately \$800 to \$1000 per house.

Rationale: To help reduce visual blight, the undergrounding of existing overhead utility lines, and/or the painting of transformer boxes and poles should be considered.

7. Establish a recycling support group to volunteer to take recyclables to designated facilities.

Rationale: Many Peaceful Valley residents participate in the recycling effort, but some are unable to because of illness or lack of mobility prevents them from making the deliveries themselves. This would provide a convenient way for all of the residents to help each other.

8. Continue to work with Our Lady of Perpetual Help Church in establishing an area on the church property for recycling containers for glass and aluminum. Note: a container for newspapers already exists.

Rationale: This could assist the Peaceful Valley neighborhood in achieving their goal of establishing a convenient recycling program.

9. Participate in the "Take Pride in Scottsdale-Adopt an Alley" program for periodic alley maintenance.

Rationale: Although property owners are responsible for the maintenance of the alley adjacent to them, this type of program will encourage them to routinely clean up the alleys and make it less of a chore.

10. Maintain an active Block Watch program by being alert to strangers, helping to make all residences appear to be lived in, and encouraging residents to turn their front porch light on at night.

Rationale: Although statistics indicate that crime in the Peaceful Valley neighborhood is extremely low when compared to other similar areas, no crime is desirable. Preventive measures are encouraged by all residents.

11. Use Osborn Park for neighborhood based activities such as picnics, block parties and street fairs.

Rationale: These types of activities tend to bring the neighborhood together, they also provide opportunities to get to know the residents better and provides a convenient way to share information.

12. Maintain Osborn Park at it's current level with no additional improvements or modifications.

Rationale: This will help to retain Osborn Park as a true "neighborhood" park primarily for the use of Peaceful Valley residents.

13. Maintain an on-going relationship with Continental Golf Course to mitigate potential negative impacts with the following recommendations:

- o Relocate the existing loudspeaker so as to be directed away from the neighborhood. This could occur as part of improvement activities by the golf course, or it could be required as a stipulation of any rezoning, use permit or development review request.
- o Hire security guards to keep players and spectators out of the neighborhood during special day and night time events. This could be required as a stipulation of any permits or approvals from the city prior to the event.
- o Plant drought resistant, low water use ground cover along the length of the berm separating Peaceful Valley from the golf course and return the watering system to a functional condition.

Rationale: These modifications and improvements will help foster a "good neighbor" policy. The neighborhood and city should maintain an open line of communication with the golf course. In addition, the neighborhood should keep the city aware of any special problems that may occur and suggest possible solutions.

14. Request the city to install special street signs to provide a theme or a unifying character to the neighborhood.

Rationale: Special street signs can promote the unique qualities of a neighborhood much like it does in Phoenix in the Encanto and Willo neighborhoods.

15. Explore neighborhood interest in establishing a street tree program for Peaceful Valley.

Rationale: With the help of local nurseries, this could be a relatively low cost way to provide a theme or character, as well as providing additional shade in the neighborhood.

16. Work towards qualifying as an Historic District.

Rationale: Although the structures in Peaceful Valley won't qualify as "Historic" until after the year 2000, many of the options listed above will help retain the original character of the neighborhood and assist the residents in their goal to become Scottsdale's first historically designated neighborhood.

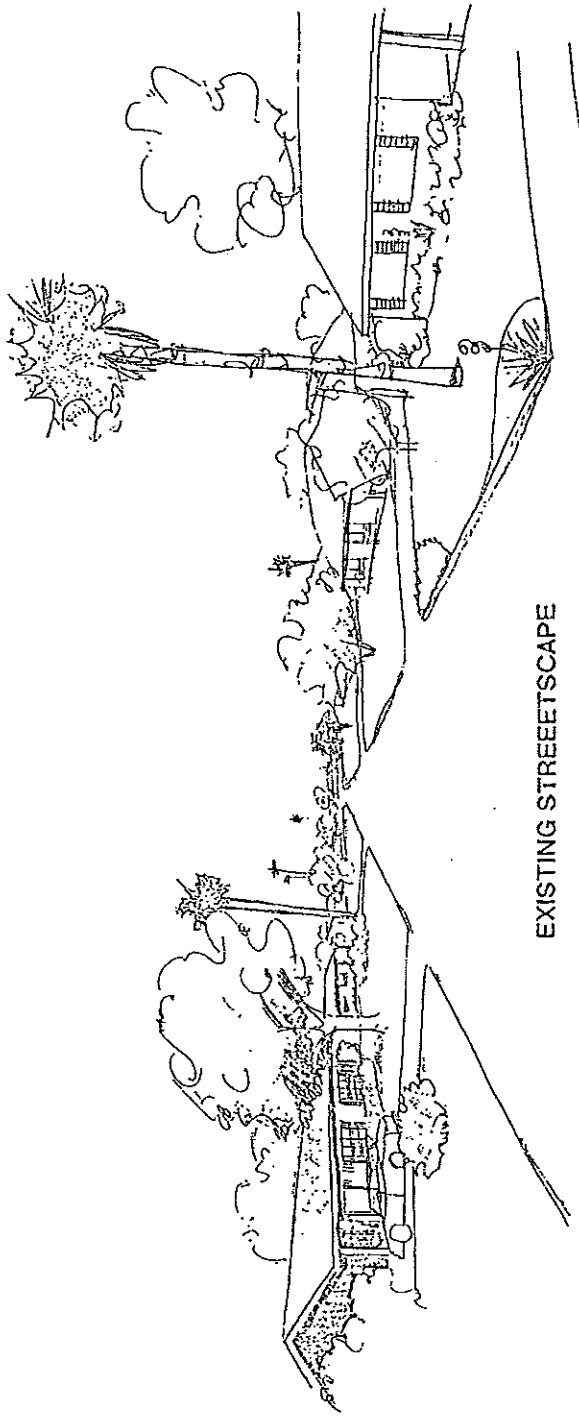
V. Implementing the Plan

Implementation of the Peaceful Valley Neighborhood Plan must be a cooperative effort between the neighborhood residents and the city. Many of the recommendations will require involvement of staff from the Planning & Community Development Department, Transportation Department, Municipal Services Department and the Police Department. Other city departments may also participate in specific aspects of management and implementation as needed.

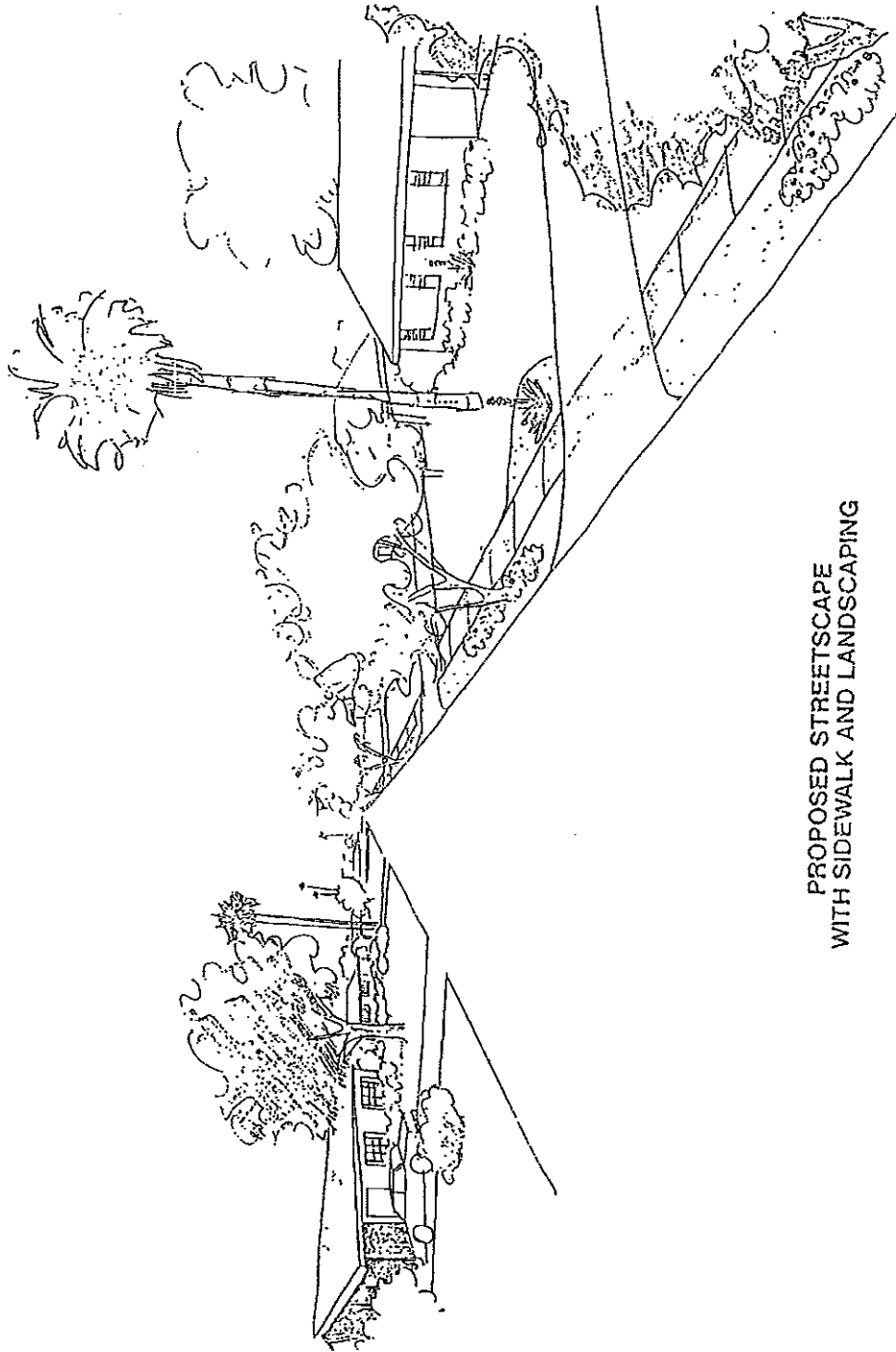
The Peaceful Valley residents should establish an organization and meet on a regular basis. The purpose of the meetings will be:

- . to encourage and maintain neighborhood involvement in implementation of the plan
- . to review the plan and make recommendations for changes or improvements
- . to establish committees, as needed, to work on various components of the plan with appropriate city departments (e.g. the recycling committee will continue to work with the Office of Environmental Affairs to achieve public service goals.)

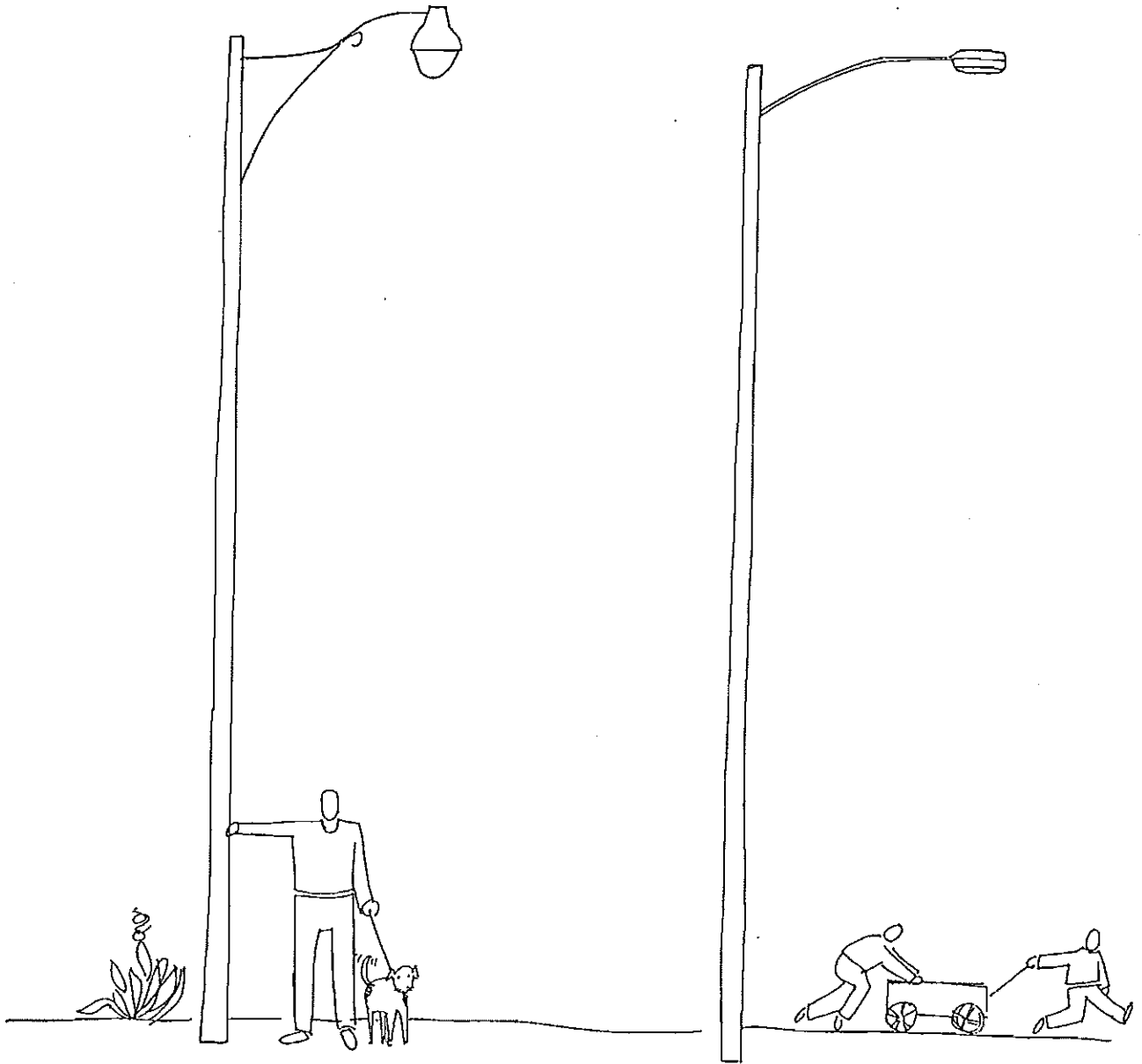
The city's involvement in management and implementation is critical to insure that actions are coordinated over time, and directed toward the results that are consistent with the neighborhood plan. Residents can contribute to the plan by being aware of the provisions of the plan, becoming involved with committees and meetings, and encouraging other residents to be active.



EXISTING STREETScape



PROPOSED STREETSCAPE
WITH SIDEWALK AND LANDSCAPING

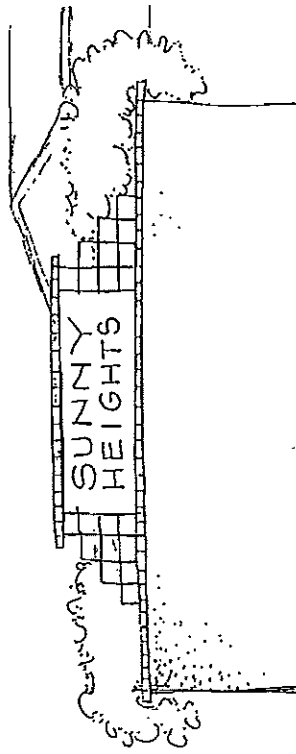
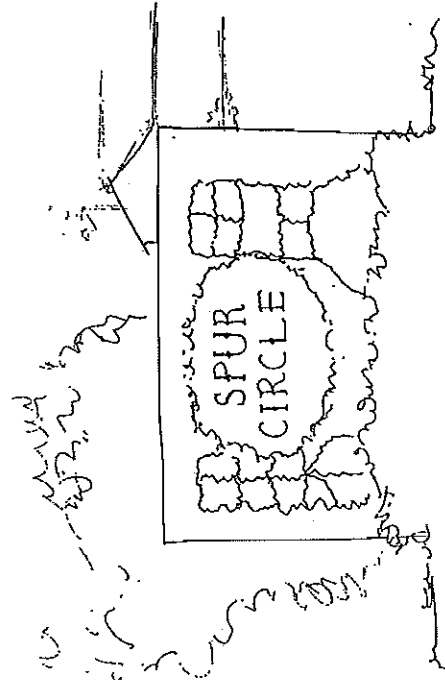
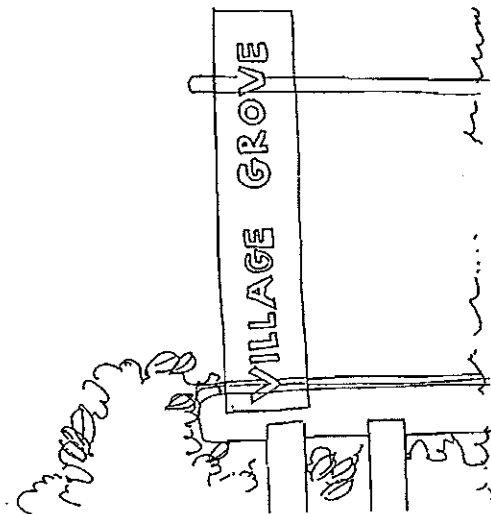
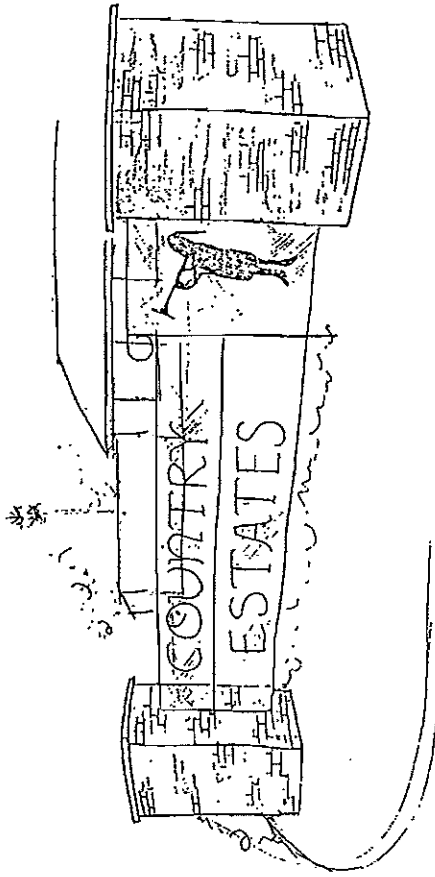
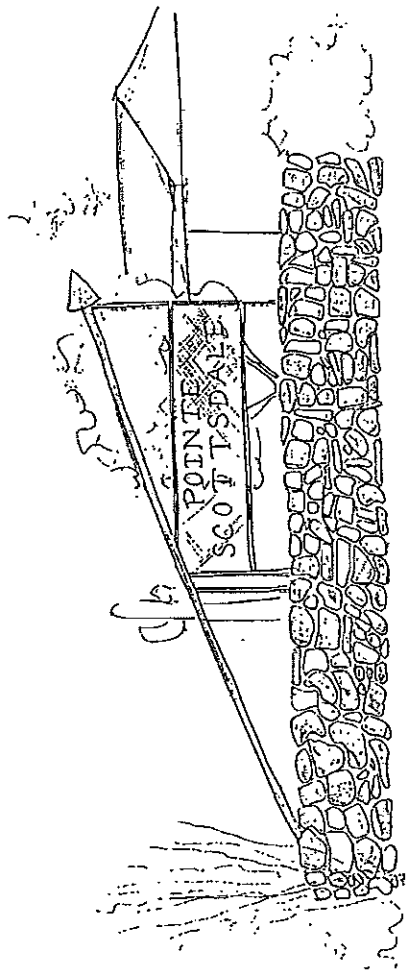


ORIGINAL

UPDATED

· STREET LIGHTS ·
PEACEFUL VALLEY
· NEIGHBORHOOD ·

EXHIBIT C



Neighborhood Entry
Features

EXHIBIT D



NEIGHBORHOOD SURVEY

1. Does your neighborhood have a special name? _____
Is it a name easily identified by people outside the neighborhood? _____

2. How long have you lived in this neighborhood? _____

3. What are the boundaries of your neighborhood? _____

4. In your opinion, which of the following are the five most important improvements that can be made to your neighborhood? Please mark a "1" next to the most important, "2" to the next, etc.

- _____ Develop neighborhood pride
- _____ Reduce crime
- _____ Stabilize the neighborhood
- _____ Provide youth recreational activities
- _____ Reduce noise
- _____ Reduce on-street parking
- _____ Encourage better housing maintenance
- _____ Improve and maintain landscaping
- _____ Restrict recreational vehicle parking
- _____ Improve street lighting
- _____ Reduce traffic
- _____ Bring zoning violations into compliance
- _____ Other(s) _____

5. How would you classify the condition of the following features on your street?

	EXCELLENT	GOOD	FAIR	POOR
Housing	_____	_____	_____	_____
Sidewalks	_____	_____	_____	_____
Alley Surface	_____	_____	_____	_____
Alley Maintenance	_____	_____	_____	_____
Street Pavement	_____	_____	_____	_____
Street Lighting	_____	_____	_____	_____
Yards & Landscape	_____	_____	_____	_____
Other _____	_____	_____	_____	_____

6. How would you react to a neighborhood problem? (check as many as applicable)

- _____ Report it to the appropriate agency
- _____ Wouldn't know who to call
- _____ Work with neighbors to solve the problem
- _____ Report it if did not have to give name
- _____ Wouldn't do anything



7. Listed below are some common neighborhood improvements. Which of these are the **three** most important improvements that your neighborhood could immediately benefit from? Please mark a "1" next to the most important, "2" to the next, etc.

- Upgrade housing _____
- Improve street lighting _____
- Improve street pavement condition _____
- Slow the traffic through the area _____
- Restrict on-street parking _____
- Improve sidewalks _____
- Clean up yards, streets and alleys _____
- Create identity with entry features _____
- Place overhead lines underground _____

8. Listed below are some common reasons for living in a neighborhood. Do you agree or disagree that these are advantages of living in your neighborhood?

	<u>AGREE</u>	<u>DISAGREE</u>	<u>NO OPINION</u>
Good investment	_____	_____	_____
Convenient to downtown Scottsdale	_____	_____	_____
Near shopping	_____	_____	_____
Good housing	_____	_____	_____
Quiet neighborhood	_____	_____	_____
Friendly neighbors	_____	_____	_____
Near recreation facilities	_____	_____	_____
Good public transit	_____	_____	_____
Scottsdale address	_____	_____	_____
Good schools	_____	_____	_____
Near family and friends	_____	_____	_____
Nice looking area	_____	_____	_____

9. What do you like most about your neighborhood? _____

10. What do you like least about your neighborhood? _____

11. List any special neighborhood activities that your neighborhood participates in together (neighborhood clean-up, block watch, street fairs, block parties, etc.) _____

10. Do you know your neighbors? _____

Would you like to get to know them better? _____

Do you have any additional comments? Feel free to use the back. _____

PEACEFUL VALLEY

Prepared by Neighborhood Enhancement Unit of the Advance Planning Section - January, 1992
 Department of Planning and Community Development
 City of Scottsdale, Arizona

RESIDENCY DATA:

1-10 Yrs	11-20 Yrs	21-30 Yrs	31-35 Yrs			
24	13	10	8			
1-5 Yrs	5-10 Yrs	10-15 Yrs	15-20 Yrs	20-25 Yrs	25-30 Yrs	30+ Yrs
14	10	7	8	4	6	8
Average Years of Residency:			15.6			

NEIGHBORHOOD IMPROVEMENT PRIORITIES:

	Priority Ranking
Develop neighborhood pride	1
Improve street lighting	2
Reduce crime	3
Encourage better housing maintenance	4
Improve and maintain landscaping	5
Recycling	6
Reduce noise	7
Stabilize the neighborhood	8
Bring zoning violations into compliance	9
Restrict recreational vehicle parking	10
Provide sidewalks	11
Reduce on-street parking	12
Enhance golf berm	13
Provide youth recreational activities	14
Reduce traffic	15
Place overhead utilities underground	16
Alley lighting	17
Basketball Court at Osborn Park & better equipment	18
Construct entry feature	19
Change name of Old Osborn Road	20
Enforce leash laws	21
Protection from golf balls	22
Become historic neighborhood	23
Begin Block Watch program	24

STREETSCAPE FEATURES:

	Excellent/ Good %	Fair/ Poor %
Housing	89	11
Alley surface	40	60
Alley maintenance	32	68
Street pavement	74	26
Street lighting	40	60
Yards & landscape	61	39

METHOD OF REACTING TO NEIGHBORHOOD PROBLEM:

	Responses
Report it to the appropriate agency	43
Work with neighbors to solve the problem	34
Report it if did not have to give name	12
Wouldn't do anything	3
Wouldn't know who to call	2

NEIGHBORHOOD IMPROVEMENTS PROVIDING IMMEDIATE BENEFITS:

	Priority Ranking
Improve street lighting	1
Clean up yards, streets and alleys	2
Place overhead lines underground	3
Create indentity with entry features	4
Improve sidewalks	5
Slow the traffic through the area	6
Upgrade housing	7
Restrict on-street parking	8
Improve street pavement condition	9

NEIGHBORHOOD ADVANTAGES:

	Agree %	Disagree %	No Opinion %
Good investment	81	11	8
Convenient to downtown Scottsdale	98	2	0
Near shopping	100	0	0
Good housing	98	0	2
Quiet neighborhood	94	4	2
Friendly neighbors	100	0	0
Near recreation facilities	96	2	2
Good public transit	15	64	21
Scottsdale address	62	19	19
Good schools	81	4	15
Near family and friends	74	11	15
Nice looking area	77	21	2

MOST LIKED NEIGHBORHOOD FEATURES:

	Response %
Location/convenience	46
Friendly neighbors	27
Small & quiet	14
Osborn Park	5
Neighborhood involvement	4
Everything	4

LEAST LIKED NEIGHBORHOOD FEATURES:

	Response %
Poor proprerty maintenance	26
Lack of sidewalks	9
Poor street lighting	9
Number of rental homes	9
Miller Road traffic speed	7
Poor alley maintenance	6
On-street parking	6
New stadium lights	6
Poor maintenance of golf course berm	6
Noise	4
Potential adjacent development	4
Crime	2
Barking dogs	2
Speeding vehicles	2
Overhead utility lines	2
Kids in street	2

