



## Welcome to Paradise Valley, Arizona

County: Maricopa  
Population: 14,355  
Founded: 1961  
Square Miles: 16  
Distance from  
Sky Harbor Airport: 10 Miles  
Approx. Drive Time: 20 Minutes  
City Sales Tax: 2.5%  
State Sales Tax: 5.6%  
Average Sales Price: \$1,737,800



Paradise valley, JW Marriott Pool

Paradise Valley combines a vast area of northeast Phoenix and the town of Paradise Valley. The name was inspired by the beautiful wildflowers found in the spring. In the 1890s, the Rio Verde Canal Co. planned to turn open grazing land into irrigated farmland. The farming scheme was abandoned, but the area later witnessed a boom in home building. Today Paradise Valley is generally an upscale residential community known for its excellent school system. It has the highest median income and the largest percentage of college graduates in the area. Zoning has restricted commercial development to posh resort hotels and single family homes to a minimum of one-acre lots.

The Phoenix Mountain Preserve is a large area of natural desert landscape that includes Squaw Peak, North Mountain and Camelback Mountain. Bike trails and hiking combine with picnicking as the most popular activities. Boating, fishing and other water sports can be enjoyed just north of Paradise Valley at Lake Pleasant, Horseshoe Lake or Bartlett Lake. The Phoenix area has many attractions: professional football and basketball, as well as baseball, tennis and golf. In addition, cultural events include a symphony, an opera, theater companies, historical, Indian, art and specialty museums and several state-of-the-art entertainment facilities.

## Paradise Valley, AZ History

In April 1961, the Citizens Committee for Incorporation presented their petition to the Maricopa County Board of Supervisors. On May 24, 1961, incorporation was granted and the Town of Paradise Valley was established. With a population of approximately 2,000, the first Town Council was formed.