

	Assisted Living Home Text Amendment (MI-25-03) Comments		
	Date	Comment	Type
1	11/30/2025	Correspondence from Bob and Jeanne Sterrett (residents) regarding a specific Assisted Living Home regarding specific incidents and supports limiting the occupancy	Email
2	11/28/2025	Correspondence from Kathleen Monheit (resident) supports limit to 6 occupancy	Email
3	11/28/2025	Correspondence from Bryan Brady (resident) supports limit to 6 occupancy	Email
4	11/26/2025	Correspondence from Jean Pederson supporting keeping the 10-bed occupancy with additional information	Email
5	11/26/2025	Correspondence from Marel Brady (resident) supports limit to 6 occupancy	Email
6	11/24/2025	Correspondence from Jean Pederson supporting keeping the 10-bed occupancy and information on State Statute	Email
7	11/20/2025	Correspondence from Lida Cubillas (owner of Assisted Living Homes in Town) supporting keeping the 10-bed occupancy	Email
8	11/19/2025	Independent Newspaper article forwarded to the Planning Commission on behalf of Council Member Pace	Email
9	11/18/2025	Citizen Review Work Session at Planning Commission Meeting. There were approximately 10 people that spoke (with several others in attendance that did not speak). These people included Town residents, family members of people in these homes, owners of Town Assisted Living Homes, and other Assisted Living Home representatives. Comments brought up included wanting to understand reasons for making these amendments, stories from family members on the benefits these homes have for the family members living in these homes, statements that the percentage of older age groups in the Town creates demand for these homes, concerns that reducing the occupancy will negatively impact cost to the resident and/or the staffing and financial feasibility of these homes, clarification on the status of existing homes to operate under existing regulations, anecdotal accounts regarding that noise and parking are not impactful (particularly compared to other uses like an Airbnb, Short Term Rental or resort or construction activity), statements that smaller group homes provide various benefits compared to larger occupancy facilities (items mentioned included more tailored social activities, ease in managing safety, illness, and other factors), and concerns that the amendment will effectively cap the number of these homes. For more information refer to the minutes and/or video of the meeting (available on the Town website. The Planning Commission also asked for more information regarding parking and noise at these group homes.	Meeting
10	11/18/2025	Email from a family member (Linda Heavilin) with a current resident living in a home to support retaining the 10-resident occupancy.	Email

11	11/17/2025	Phone call from Jean Pederson who owns several Assisted Living Homes (including in Town). She had several of the same questions and comments noted.	Phone
12	11/6/2025	Phone call from the owner of the home located at 4810 E Hummingbird Lane within the Town (Brett Weisel). He had questions on the upcoming meeting dates, impact to existing Assisted Living Homes if these homes can remain in operation with 10 residents (which text amendments when adopted allows for existing uses to remain and preliminary discussion by Council at their September 11th study session acknowledged an allowance for the existing operation), concern that a limit of 6 residents make operating an Assisted Living Home economically unfeasible, deadline for when the new Assisted Living Home regulations would take effect (which is 30 days after the adoption of an ordinance), and what action would be needed to secure compliance to the existing regulations before the new regulations go into effect (which would be an active business license or building permit for an Assisted Living Home).	Phone

From: [Pamela Georgelos](#)
To: [Chad Weaver](#); [Paul Michaud](#); [Cherise Fullbright](#)
Subject: Fwd: Proposed Amendments to Article XVII - Assisted Living Homes
Date: Sunday, November 30, 2025 4:17:47 PM

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email: use
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Forwarding re above matter.

----- Forwarded message -----

From: **Jeanne Sterrett** <[REDACTED]>
Date: Sun, Nov 30, 2025, 3:11 PM
Subject: Proposed Amendments to Article XVII - Assisted Living Homes
To: ViceMayor Ellen Andeen <eardeen@paradisevalleyaz.gov>, Bob Brown <rbrown@paradisevalleyaz.gov>, Charles Covington <ccovington@paradisevalleyaz.gov>, Timothy Dickman <tdickman@paradisevalleyaz.gov>, Pamela Georgelos <pgeorgelos@paradisevalleyaz.gov>, Craig Curtis <ccurtis@paradisevalleyaz.gov>, William Nassikas <wnassikas@paradisevalleyaz.gov>, James Rose <jrose@paradisevalleyaz.gov>
Cc: Council Member Anna Thomasson <athomasson@paradisevalleyaz.gov>, Karen Liepmann <kliemann@cox.net>

We would like to comment on the proposed number of residents allowed in the Paradise Valley Group Homes or Assisted Living Homes.
You are considering whether the number of residents should be limited to 6 or 11.
We would like to provide you with some important information regarding this decision.

We have lived in Town of PV since 1977 and have experienced MANY changes; some good; some NOT so good. Around the year of 2017 or 2018, this address 8635 N (or East) [Via La Serena, Paradise Valley, AZ 85253](#) corresponds to an assisted living care home operating under the name "Simply Together Assisted Living" or "Simply Together ALH LLC." Public listing and licensing information describe it as a small residential assisted living facility (roughly 10 beds) providing 24/7 care and licensed in Arizona as an assisted living home.
The home was remodeled into a business.

What is publicly listed about this address

Multiple senior-care directories and business listings show "Simply Together Assisted Living" or "Simply Together ALH LLC" at [8635 N Via La Serena, Paradise Valley, AZ 85253](#), with state assisted-living license numbers such as AL11044H or AL11237H.

Real-estate and facility descriptions characterize the property as a 10-bed residential care/assisted living home on about an acre in Paradise Valley, marketed specifically as an assisted-living care home rather than a typical single-family residence.

What we noticed about this property

Shortly after the remodel, **a whole shipping container** appeared outside the exterior wall of this home. The **"shipping container"** is not visible from the street (Via La Serena) but is visible to our neighbors and to us from our street, Avenida Del Sol. This container must hold all supplies needed to operate the Assisted Living business as the garage and other storage areas have been expanded to facilitate residents living in this home. Eventually **an air conditioner** was placed on the shipping container which is also visible to those of us who live behind this business. We have contacted many Council Members as : Anna Thomasson, Karen Liepmann, Mary Hamay and even Jerry Bien-Willner. The conclusion is that this business does NOT break any codes of the Town, yet we as residents of the Town, are left looking at, yes, a huge shipping container that belongs in Rotterdam Harbor!

Incident at this property

In the year 2020, there was an incident at this Assisted Care Facility. Below is what was written in the Town of Paradise Valley's Independent Newspaper.

Elderly Woman Found After Wandering from Group Home

An 84-year-old woman, ****Laleah "Jo" Ebentier****, who wandered away from her group home near ****[8535 E Via La Serena](#)**** in Paradise Valley, was tragically found deceased on April 16, 2020.

Incident Details

- ****Disappearance Date:**** She was reported missing on April 8, 2020-
- ****Health Condition:**** Ebentier suffered from ****dementia**** and had ****impaired mobility****.
- ****Searching Efforts:**** Efforts included aerial searches and K-9 units, but initial searches yielded no results.
- ****Last Seen:**** She left around 10 a.m., last wearing specific clothing that included gold glasses, a green long-sleeved shirt, and dark blue Crocs.

This case highlights the importance of monitoring vulnerable individuals and ensuring their safety, especially in group home settings. If you have any specific questions about this incident or need further information, feel free to

ask!

Summary

This case is just an example of what can happen within our Town when we have Assisted Living Care Homes. The resources that are used for these businesses are extensive. The police, fire, and safety services are extremely imperative and necessary.

When these businesses are embedded within our residential neighborhoods, it increases the daily average road usage as well as changes the social nature of our neighborhoods. Instead of residential neighbors, we now have neighboring commercial businesses.

The placement of full-sized shipping containers into our neighborhoods dramatically alters our views and creates the feeling of living in a coastal shipping harbor rather than our beloved Town of Paradise Valley.

This specific incident really disrupted the serenity of our living environment for approximately 8 days. We had helicopters flying overhead; K-9 units and police searching our area; nursing attendants walking our property; people knocking on our doors to hand us brochures on this missing person and an atmosphere of panic. All of this was really necessary as someone's loved one was missing....that we understand. However, given that the number of residents in these homes is now up for discussion, the commission needs to understand the importance of this decision. The more people that are cared for in this environment of our Town, **the HIGHER the risk for tragic incidents as described in this email. Our residents expect quiet and peaceful environments which have made our town so unique, so please consider your decision and what burden you place on our community by increasing the number to 11 residents. Please.....limit the number of residents to only six!**

Thank you for volunteering your time,

Bob and Jeanne Sterrett

[REDACTED]

[Paradise Valley, AZ 85253](#)

From: [Pamela Georgelos](#)
To: [Chad Weaver](#); [Paul Michaud](#); [Cherise Fullbright](#)
Subject: Fwd: Proposed Amendments to Article XVII - Assisted Living Homes
Date: Friday, November 28, 2025 2:46:15 PM

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Additional Comments

----- Forwarded message -----

From: **Kathleen Monheit** <[REDACTED]>
Date: Fri, Nov 28, 2025, 2:17 PM
Subject: Proposed Amendments to Article XVII - Assisted Living Homes
To: ViceMayor Ellen Andeen <eandeen@paradisevalleyaz.gov>, Bob Brown
<RBrown@paradisevalleyaz.gov>, Charles Covington <CCovington@paradisevalleyaz.gov>,
Timothy Dickman <TDickman@paradisevalleyaz.gov>, Pamela Georgelos
<PGeorgelos@paradisevalleyaz.gov>, Craig Curtis <CCurtis@paradisevalleyaz.gov>,
William Nassikas <WNassikas@paradisevalleyaz.gov>, James Rose
<JRose@paradisevalleyaz.gov>

It has come to my attention that the Planning Commission is reviewing the number of residents allowed in senior group housing. As I understand it, the current number of residents allowed is 10 but that it may be reduced to 6. The more residents the more traffic is incurred in the neighborhood.

This is a fairly important issue, especially for any family living in the immediate area, and more of an effort should be made to alert the Paradise Valley residents for a discussion before any ruling is passed.

Kathleen Monheit

Sent from my iPad

From: [Chad Weaver](#)
To: [Pamela Georgelos](#); [Paul Michaud](#); [Cherise Fullbright](#)
Cc: [Planning Commission Chair Pamela Georgelos](#)
Subject: Re: Assisted Living Homes
Date: Sunday, November 30, 2025 12:38:44 PM
Attachments: [1000003087-id-b2370a25-75a6-4c00-beff-2a99114efe9b.png](#)

Thank you for forwarding these comments.



Chad Weaver
Community Development Director
Town of Paradise Valley
cweaver@paradisevalleyaz.gov
480-348-3522

From: Pamela Georgelos <pgeorgelos@gmail.com>
Sent: Friday, November 28, 2025 6:04:11 PM
To: Chad Weaver <cweaver@paradisevalleyaz.gov>; Paul Michaud <pmichaud@paradisevalleyaz.gov>; Cherise Fullbright <cfullbright@paradisevalleyaz.gov>
Cc: Planning Commission Chair Pamela Georgelos <pgeorgelos@paradisevalleyaz.gov>
Subject: Fwd: Assisted Living Homes

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FYI...

----- Forwarded message -----

From: bryan [REDACTED]
Date: Fri, Nov 28, 2025, 5:38 PM
Subject: Assisted Living Homes
To: Vice Mayor Ellen Andeen <eandeen@paradisevalleyaz.gov>, pmichaud@paradisevalleyaz.gov <pmichaud@paradisevalleyaz.gov>, PGeorgelos@paradisevalleyaz.gov <pgeorgelos@paradisevalleyaz.gov>, TDickman@paradisevalleyaz.gov <tdickman@paradisevalleyaz.gov>, CCovington@paradisevalleyaz.gov <ccovington@paradisevalleyaz.gov>, RBrown@paradisevalleyaz.gov <rbrown@paradisevalleyaz.gov>, CCurtis@paradisevalleyaz.gov <ccurtis@paradisevalleyaz.gov>, <WNassikas@paradisevalleyaz.gov>
Cc: <JRose@paradisevalleyaz.gov>, <MStanton@paradisevalleyaz.gov>

Good evening,

At your most recent planning commission meeting, there was discussion around the number of occupants in assisted living group homes in the Town. The question seems to be whether that number should be restricted to 10 or 6 occupants. Please represent me by supporting setting the limit at 6 occupants, to minimize the disruption of all kinds, within the Town.

Respectfully yours,

Bryan Brady

From: [Jean Pederson](#)
To: [Mayor Mark Stanton](#); [Vice Mayor Ellen Andeen](#); [Councilmember Christine Labelle](#); [Councilmember Karen Liepmann](#); [Councilmember Scott Moore](#); [Councilmember Julie Pace](#); [Councilmember Anna Thomasson](#); [Andrew Ching](#); [Chad Weaver](#)
Cc: [Paul Michaud](#); [Planning Commissioner Charles Covington](#); [Planning Commissioner Craig Curtis](#); [Planning Commission Chair Pamela Georgelos](#); [Planning Commissioner Robert Brown](#); [Planning Commissioner Tim Dickman](#); [Planning Commissioner William Nassikas](#)
Subject: Please Vote NO on Reducing Assisted Living Home Occupancy — Protect Paradise Valley Seniors
Date: Wednesday, November 26, 2025 11:28:26 AM
Importance: High

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Dear Mayor, Vice Mayor and Council Members,

I want to begin by acknowledging each of you for your exceptional professional backgrounds and years of service to the Town of Paradise Valley. Your résumés and accomplishments reflect a deep commitment to solving complex issues, enhancing our community, and upholding the character of our Town.

However, the proposal to reduce occupancy for Assisted Living Homes (ALHs) from 10 residents to 6 directs focus in the wrong direction and places unintended harm on our most vulnerable Paradise Valley seniors.

We Are Not Group Homes — We Are Licensed Assisted Living Homes Assisted Living Homes are not governed under the Group Home statutory category.

Under A.R.S. 36-401, ALHs are a separate, licensed category with clear standards—including licensure capacity up to 10 residents.

All 17 licensed 10-resident Assisted Living Homes in Paradise Valley meet every requirement in Article XVII of the Town's Assisted Living Home Zoning Ordinance, including spacing, operational standards, and neighborhood compatibility.

These homes have faithfully served the Paradise Valley community since 2006, providing consistent, high-quality care safely and respectfully for nearly two decades.

Who We Serve — Your Residents, Your Neighbors, Your Families Our ALHs serve:

- Seniors
- Frail adults
- Memory-care residents

These are Paradise Valley residents—the individuals who built this Town, supported its

institutions, raised families here, and contributed to generations of community identity.

These are our Town's grandmothers, grandfathers, mothers, fathers, husbands, and wives.

The Aging Population Is Growing — Substantially Population data clearly shows a rapidly increasing need for senior care:

- United States: 18% aged 65+ in 2025 → ~23% by 2050
- Arizona: ~[19.3](#)% aged 65+ now → ~25% by 2055 •
- Paradise Valley: Already approx. 23% aged 65+ → projected 32% by 2055 Paradise Valley is aging faster than both the state and national averages.

Our Existing 10-Bed ALHs Serve 170 Vulnerable Seniors The 17 licensed ALHs collectively serve 170 seniors who are no longer able to remain at home or who cannot function safely in a large facility. Reducing occupancy to 6 creates:

- A 40% loss of available senior care
- Displacement of current residents
- Higher financial burdens, since individuals needing 24/7 care cannot simply “scale up” to home care or larger communities without paying tens of thousands more annually.

There is no realistic alternative to fill this gap.

Who Will Meet These Needs If We Don't?

Your decisions today determine whether seniors in Paradise Valley can continue to live safely, affordably, and with dignity in their community.

Quality of life, safety, enrichment, and compassion for our aging residents should never be in question.

This is a responsibility our Town should be embracing, not restricting.

A Vote to Reduce ALH Occupancy Sends a Message Reducing occupancy from 10 to 6 says:

- We do not support our elderly
- We do not support affordable, safe residential options for seniors
- We are willing to limit essential care in a Town that is aging rapidly

This would be the wrong message—and the wrong decision.

Please Vote NO on Reducing Assisted Living Home Occupancy Maintaining occupancy at 10 is:

- The right decision
- The compassionate decision

- The data-supported decision
- The decision that protects Paradise Valley residents in their most vulnerable years

Your leadership and wisdom on this matter will shape the dignity and safety of hundreds of current and future Paradise Valley seniors.

Thank you for your service, your attention to these concerns, and for supporting the residents who depend on you.

Sincerely,

Jean Pederson

Serving the senior community since 2015

|

From: [Pamela Georgelos](#)
To: [Cherise Fullbright](#); [Paul Michaud](#); [Chad Weaver](#); [Planning Commission Chair Pamela Georgelos](#)
Subject: Fwd: Group Homes
Date: Wednesday, November 26, 2025 12:05:57 PM

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Hi,

I am forwarding the correspondence, below.

Happy Thanksgiving!

Pamela

----- Forwarded message -----

From: **marel brady** <marel_brady@yahoo.com>
Date: Wed, Nov 26, 2025 at 11:58 AM
Subject: Group Homes
To: Vice Mayor Ellen Andeen <eandeen@paradisevalleyaz.gov>, pmichaud@paradisevalleyaz.gov <pmichaud@paradisevalleyaz.gov>, PGeorgelos@paradisevalleyaz.gov <pgeorgelos@paradisevalleyaz.gov>, TDickman@paradisevalleyaz.gov <tdickman@paradisevalleyaz.gov>, CCovington@paradisevalleyaz.gov <ccovington@paradisevalleyaz.gov>, RBrown@paradisevalleyaz.gov <rbrown@paradisevalleyaz.gov>, CCurtis@paradisevalleyaz.gov <ccurtis@paradisevalleyaz.gov>, WNassikas@paradisevalleyaz.gov <wnassikas@paradisevalleyaz.gov>, JRose@paradisevalleyaz.gov <jrose@paradisevalleyaz.gov>

Attention:

Planning Commission Chair
Planning Commissioners
Planning Manager
Vice Mayor

Good morning,

Much to my surprise, when watching the video of the most recent planning commission meeting, I discovered a "citizen review" in process. Unfortunately, residents of the Town were not aware of this opportunity... so the "feedback" from the floor was, predominately, from operators in the industry... rather than residents whose aim is the best interests of our

Town.

Already, we have (probably) 16 of these establishments, in our Town... some of which are under construction.

My concerns are many, in relation to this "industry" which (incidentally) charges \$11,000 per month to 10 residents... giving the operator an income of more than \$1.3 million dollars per annum. This is big business in a small Town!

The purpose of my message is to urge you, in your dual role as planning commissioners and residents who (truly) care about our Town, to limit the number of inmates in these establishments to six clients.

As you consider my initial concerns (there are many more) I trust that future opportunities for "citizen review" can be well advertised... perhaps in the Town Manager newsletter.

Respectfully yours,

Marel Brady

From: [Pamela Georgelos](#)
To: [Paul Michaud](#); [Andrew McGuire](#)
Cc: [Planning Commission Chair Pamela Georgelos](#)
Subject: Fwd: hank You for Supporting 10-Bed Assisted Living Homes - under A.R.S. 36-401 ADHS licensing rules
Date: Monday, November 24, 2025 5:52:32 PM

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Hi Andrew and Paul,

Paul, attached is correspondence sent to the commissioner.

We are going to need some legal advice before our hearing on Dec 2nd.

Andrew, please plan to attend.

Please call me with any questions (602) 318-7927.

Thank you,

Pamela

Pamela Georgelos

----- Forwarded message -----

From: **Jean Pederson** <cjpederson4@centurylink.net>

Date: Mon, Nov 24, 2025, 9:59 AM

Subject: hank You for Supporting 10-Bed Assisted Living Homes - under A.R.S. 36-401 ADHS licensing rules

To: <rbrown@paradisevalleyaz.gov>, <ccovington@paradisevalleyaz.gov>, <tdickman@paradisevalleyaz.gov>, <ccurtis@paradisevalleyaz.gov>, <pgeorgelos@paradisevalleyaz.gov>, <wnassikas@paradisevalleyaz.gov>, <jrose@paradisevalleyaz.gov>

Cc: <[REDACTED]>

Dear Planning Commission Members,

I want to personally thank you for your thoughtful review and strong support of maintaining the 10-bed occupancy for licensed Assisted Living Homes in Paradise Valley.

Your careful consideration and commitment to the needs of disabled adults, memory-care residents, and vulnerable seniors demonstrates true leadership and advocacy for those who cannot speak for themselves.

Your recommendation to the Town Council is critical in ensuring that Paradise Valley continues to provide safe, feasible, and fair housing for our most vulnerable residents.

We are grateful for your dedication, your attention to due process, and your willingness to stand up for the residents who rely on these homes.

Your support gives families hope and stability and ensures the community remains inclusive and compassionate. Thank you again for your service and leadership.

Warm regards,

Jean Pederson



PS:

Commission Dickman we appreciate your reference to the September 11, 2025 Town Council Minutes which after the Citizens Hearing on 11/18/25 we went back to reference to figure out who our Assisted Living 10 bed homes under Article XVII has been targeted.

A few comments to point out:

1) September Minutes address "Group Homes" which are residential settings for persons with developmental disabilities or other protected classes, providing room, board and habitation services. Please reference A.R.S 36-551 & 36-582 for Statutory Reference. The occupancy is up to 6 residents (excludes staff) to persons <8 per A R S 36-582 for zoning purposes, The zoning is treated as a single family residence if <-6 residents, local zoning cannot pose stricter rules. The Licensing Authority is AZ DES/Division of Developmental Disabilities.

2) We received a mailer in our mailboxes in late October for Article XVII Assisted Living Homes occupancy consideration for a reduction from 10 to 6. Assisted Living Homes follow Statutory rule A R S 36-401. Occupancy is up to 10 residents for "home" classification: 11+ residents is an Assisted Living Center. Your Article XVII Assisted Living Home zoning ordinance for occupancy follow statutory rules. Assisted Living Homes follow Arizona Dept of Health Services. These ALH's are home like settings to serve the seniors, frail adults and memory care. residents or those needing supportive supervision. There are current restrictions as laid out in Article XVII that we follow.

3). Based on the Minutes there was a 3rd party secured by Chad Weaver. In the Minutes 25-202 pointed out potential code amendments regarding Large Vehicle Parking, "Group Homes" and Noise.

- as it was pointed out during the 11/18/25 meeting Parking and Noise are not issues with our Assisted Living Homes

- the comment by Mr Weaver on the occupancy is inaccurate. Group Homes a separate class has occupancy of 6 not Assisted Living Homes of we are 10. This information seems

- 1) Misleading as there is no current code nor "New" code to reduce ALH's occupancy from 10 to 6

2) Someone did not follow Due Process who likely would have caught this and would not have caused so much concern and issue that has placed us in a position to advocate for our elder vulnerable adults in Paradise Valley.

From: [Lida Cubillos](#)
To: [Mayor Mark Stanton](#); [Vice Mayor Ellen Andeen](#); CLabelle@paradisevaellaz.gov; [Councilmember Karen Liepmann](#); [Councilmember Scott Moore](#); [Councilmember Julie Pace](#); [Councilmember Anna Thomasson](#); [Paul Michaud](#)
Subject: Opposition to Proposed Regulation Reducing Assisted Living Home Capacity
Date: Thursday, November 20, 2025 1:47:35 PM

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Dear Mayor and Council Members,

I hope this message finds you well. As a resident and an Assisted Living Home owner I am writing to respectfully express my opposition to the proposal to reduce the assisted living home (ALH) capacity threshold in Paradise Valley from 10 beds to 6 beds and under.

This change would have significant negative consequences not only for assisted living providers, but also for the residents and families who rely on these essential services. Small assisted living homes are an integral part of Arizona's senior-care system. They provide high-quality, personalized care in residential settings without creating noise, traffic, or disruption to neighborhoods.

At the recent public meeting, owners, families, and community members made it clear that these homes are beneficial to local residents and do not pose any harm to the town. Reducing the capacity threshold would limit access to care, increase costs for families, and set a precedent that could impact cities across the state.

Most importantly, assisted living homes allow seniors to age safely in community-based environments that feel like home—something large facilities often cannot offer. Restricting their capacity would only reduce options for the very people we aim to support.

I respectfully ask the Town Council to reconsider advancing this proposal and to keep the current 10-bed threshold in place. Doing so would preserve access to care, support local families, and maintain the high quality of life that Paradise Valley is known for.

Thank you for your time, consideration, and continued commitment to the well-being of our senior community.

Sincerely,

" Providing the best care to the elderly since 2000 "

<https://sunrisecarehomes.com/>

Lida Cubillos, Founder. MBA, GB. PA

Sunrise Care Homes Inc.

Best Care Investments, LLC



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Daily Independent Article



Cherise Fullbright

To

Cc Paul Michaud; Cherise Fullbright



Residents rally against unregulated Paradise Valley sober-living facility - Daily Independent.pdf
2 MB

Good morning, Chair, Commissioners, and staff (Bcc),

Council Member Pace has asked that the attached article from the Daily Independent concerning living facilities be distributed to the Commission. Please let me know if you have any questions.

Thank you,



Cherise Fullbright

Lead Management Specialist

Community Development Department

6401 E. Lincoln Drive, Paradise Valley, AZ 85253

Office: 480-348-3539

cfullbright@paradisvalleyaz.gov

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Residents rally against unregulated Paradise Valley sober-living facility

Posted Wednesday, September 6, 2017 5:33 pm

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INDEPENDENT
at YourValley.net

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* indicates required

A view of the intersection of Invergordon Road and Fanfol Drive in the Town of Paradise Valley where a sober-living facility has emerged. (Independent Newsmedia/Terrance Thornton)

A collection of residents are raising concerns regarding an alleged sober-living facility operating outside of established zoning privileges at 6710 E. Fanfol Drive in the Town of Paradise Valley. "I have lived in the same house for 47 years," said Paradise Valley resident Sande Simon in a Sept. 5 phone interview. "My husband was on the town council and what has been going on he would have never allowed --- we have a sober-living house at the end of our street." A sober-living facility, or sober home, as classified by both state and federal guidelines, seeks to help drug and alcohol addicts achieve sobriety and reintegrate into society at large. The 1968 Fair Housing Act was created to eliminate discrimination, allowing housing choices for all Americans despite, among other things, race, color, religious preference or gender. The civil rights-era act established the Office of Fair Housing & Equal Opportunity at the U.S. Department of Housing and Urban Development, which funnels grant dollars for outreach efforts to cities across the nation. The law's 1988 amendments seeks to ensure all Americans, including recovering drug addicts and alcoholics, are treated fairly when seeking a place to call home. However, records show operations at 6710 E. Fanfol Drive are outside of established bounds for the home-based business, according to Paradise Valley Town Manager Kevin Burke. "There are 11 individuals in this home, with a maximum capacity of 14, and as such, my clients will be submitting a request for reasonable accommodation to request an accommodation to the requirement that five or less reside in this home," said Amie Mendoza, a Phoenix-based attorney representing Pinnacle Peak Recovery, the operator of the sober-living facility, in an Aug. 11 letter to Paradise Valley Town Clerk's Office. Ms. Mendoza's response came on the heels of a July 14 notice from the Town of Paradise Valley alerting the owner of the property --- Sanja Moser --- there appears to be code violations specific to a home-based business operating in a single-family neighborhood. Outlined in Resolution 1252, which was adopted by Paradise Valley Town Council in 2012, are provisions --- things like the proposed uses for the property, how it could impact the existing neighborhood and safety standards --- for what is understood as "reasonable accommodations" for the disabled in an assisted-living or sober-living situation. On Tuesday, Aug. 29 the Town of Paradise Valley declined the entity's request for a reasonable accommodation citing an incomplete form that was hand-delivered a day earlier. "This email is to inform you that the application for a reasonable accommodation that was hand-delivered to the Town of Paradise Valley on August 28, 2017 is incomplete and not in compliance with the requirements established by Resolution No. 2017-15," said Town Clerk Duncan Miller in an email to Pinnacle Peak Recovery officials. "The Request for Reasonable Accommodation application form you provided is out-of-date. A complete application is required before the application is deemed submitted, and any time frames for issuing a decision do not begin to run until a complete application is submitted." A call to a Pinnacle Peak Recovery representative --- Tyler Tisdale --- was not returned for comment.

At the end of this dead-end street is a sober living facility run by Pinnacle Peak Recovery to the chagrin of nearby neighbors. (Independent Newsmedia/Terrance Thornton)

A perplexing issue

Municipal leaders across Arizona say the regulation of sober-living facilities is a malaise of legality but local jurisdictions are entitled --- through both state and federal law --- to regulate the operations within a sober-living facility. Fueling regulation pursuits here in Arizona was the adoption of HB 2107, which provides legal framework to provide checks and balances to who is inside and how a sober-living facility is allowed to operate. In the Town of Paradise Valley, the reasonable accommodation process was established in 2012 to better manage and regulate local sober-living facilities following the letter of the law with stipulations including zoning rules specific to the criteria of

an assisted-living facility. "There has been a recent proliferation of sober group homes in Arizona and throughout the country," said Paradise Valley Councilwoman Julie Pace in a Sept. 6 statement. "Part of the reason is the monies made available by the Affordable Care Act to support such facilities operating in residential settings. Prescott had 170 sober group homes community one year ago. During the past six months, Paradise Valley has experienced its third sober group home seeking to operate in a neighborhood."

Councilwoman Pace says local zoning stipulations have built-in protections for neighborhoods when a legitimate operation emerges. "When a new business wants to operate next to a home in an established neighborhood, concerns naturally arise regarding

the number of vehicles present at the site, the flow of vans, type of services being provided, hours of operation, potential zoning code compliance issues from lighting to trash to noise, transparency of the operations, security concerns, application of deed restrictions and HOA rules, background regarding owner of property and the operator of the facility, applicability of licensing and TPT and rental tax rules, and more," she said. Councilwoman Pace also points out Paradise Valley zoning only allows for five non-related people to live under one roof.

"The town zoning ordinance provides that a maximum of five unrelated persons can live in a residence," she said. "For an operator to start a sober group home, it must seek an exception from the town to the five-person rule. For example, Pinnacle Peak Recovery seeks a maximum of 14 unrelated people to live at the sober group home facility."

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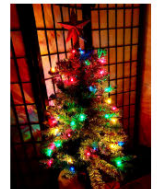
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MOST RECENT

Julie Pace

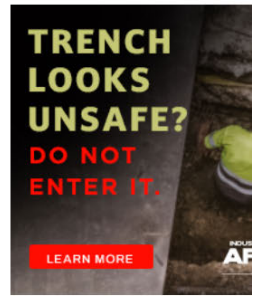
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Councilwoman Pace also outlines the weight neighborhood chagrin often carries. "A large part of the success or failure of whether a reasonable accommodation will be granted to allow the operation of a sober group home will depend on the neighbors, the evidence they present and their participation in the process," she said. "Neighbors --- not the town --- tend to have the most influence on whether the sober group home obtains approval to operate. Operators who are transparent and run a high quality, first-class operation have the best chance of winning over neighbors to quietly fit into a low density residential neighborhood." Councilwoman Pace contends a happy medium can be struck between sober-living facility and neighborhood. "Education about the complex context in which sober group homes operate is critical," she said. "Neighbors are surprised to learn the town cannot ban sober group homes. Neighbors who are concerned about a particular operator or location need to become actively involved and organized." Councilwoman Pace explains an Aug. 10 community meeting was held regarding the operations at 6710 E. Fanfol Drive. "After a number of communications, I requested our town manager and town attorneys to hold a community meeting with the neighbors to help explain what the town can and cannot do to assist neighbors with concerns regarding a sober group home operating in their neighborhood," she explained. "The meeting occurred on Aug. 10 and was well-attended with a good robust discussion. The town manager did a great job in facilitating this community discussion and providing information and explaining the town's role and limitations." Town leaders say no reasonable accommodation hearing has been set regarding operations at 6710 E. Fanfol Drive.



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MOST RECENT

Payne scores 14 as College defeats Hampton 63-52

Fred Payne scored a team-high 14. Kapke added 10 off the bench, and Aidan Shaw grabbed eight rebound for the Eagles (3-2), who ...

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Georgia jumps to cover in CFP rankings; Ohio State, Texas A&M

Strack's 17 points, 13 rebounds, 5 blocks help No. 20 Iowa State women beat Purdue

Grant's double-double, Rutgers beat American International 70-51 for first time since 2020-21

No. 17 Michigan State Spartans beat ...

From: [Chad Weaver](#)
To: [Paul Michaud](#)
Subject: FW: PV Assisted Living 10-person Care Home Citizen Review and Public Hearing Testimony
Date: Tuesday, November 18, 2025 2:35:54 PM
Attachments: [PV Homes Testimony 1125.pages](#)
[image001.png](#)



Chad Weaver
Community Development Director
Town of Paradise Valley
cweaver@paradisevalleyaz.gov
480-348-3522

From: Gale Heavilin [REDACTED]
Sent: Tuesday, November 18, 2025 2:31 PM
To: Chad Weaver <cweaver@paradisevalleyaz.gov>
Subject: PV Assisted Living 10-person Care Home Citizen Review and Public Hearing Testimony

External email: use caution with links & attachments

Please accept this eleventh hour testimony for the upcoming Citizen Review and Public Hearing sessions, along with my apologies for its late submission. I had planned to be in attendance for tonight's 11/18/25 session but have had a last minute conflict arise. I hope that you will nonetheless be able to share my opinions with the Council members entrusted with making this important decision. Sincerely, Linda Heavilin

Thank you, Mayor, and Council Members. My name is Linda Heavilin and I am here to speak in support of your continuing to allow the licensing of 10-resident assisted living homes in Paradise Valley.

I'm sure there has already been and likely may continue to be debate over the zoning for, legality of and maybe even the wisdom of allowing these homes to continue, but as the wife of a current resident living in one of these homes I want to speak to the human impacts with a very brief description of my own family's experience. I short, our entire family, spanning three states and over 6000 miles, have been the grateful beneficiaries of the existing format. It would be devastating to see it change. Or to go away completely.

Almost 6 years ago, my now 82 year old spouse was diagnosed with a very rare form of Alzheimer's that initially only impacted his expressive and receptive speech abilities. Six years later this is one of the most widely-known varieties as it has recently and tragically been made famous by Bruce Willis and Wendy Williams. After 4 years caring for him alone by myself, my husband's disease progressed to a level beyond my ability to continue to care for him safely in our home. Our two sons and I made the difficult, actually gut-wrenching, decision to place him. He spent the following year in the memory care area of one of Scottsdale's premier 3-tiered IL, AL and MC facilities that it turned out could not meet his ever-changing needs. So three months ago, after an unexpected hospitalization requiring 24/7 1:1 follow-up care, we were faced again with seeking a new placement. We were fortunate to be able to relocate him to one of PV's wonderful, quiet but very limited-in-quantity, assisted living homes. Emphasis on 'home'. Not a business with shareholders expecting to make money from their investment like he had been in, but an actual 10-person family home with caring and compassionate, highly-trained and very skilled administrators and staffing, in excess of required staff:resident levels.

This option for his care has not only extended his life and added to its quality but it has also extended mine knowing that this lifelong US Marine Colonel who flew combat planes, administered global budgets and developed Pentagon policies and plans to keep our country safe for over 50 years is being treated with the dignity and respect he deserves despite no longer being capable of recognizing basic numbers and letters. Please do not vote to reduce or eliminate this essential service for an ever-growing population of vulnerable members of our own community who deserve the kind of protective care only these homes can provide. Thank you.

Linda Heavilin. [REDACTED]

NOTICE OF PUBLIC HEARING TOWN OF PARADISE VALLEY

Notice is hereby given that the Town of Paradise Valley Planning Commission will hold two meetings regarding proposed amendments to Article XVII, Assisted Living Home, of the Town of Paradise Valley Zoning Ordinance, related to the occupancy and parking for Assisted Living Homes to align with current State of Arizona law. The proposed modification will change the occupancy from not exceeding 10 residents (not including staff) to not exceeding 6 residents (not including staff). With operators and staff included, occupancy cannot exceed 8 persons. Parking is proposed to change from all parking by staff associated with such home shall be on site, to all parking associated with such home, staff or otherwise, shall be on site.

1. A **Citizen Review Session** at **6:00 p.m. on Tuesday, November 18, 2025**, at Town Hall, 6401 East Lincoln Drive, Paradise Valley, Arizona, 85253 in accordance with Article 2-5, Section 2-5-2.G of the Town Code to gather information and provide opportunity for comment regarding the proposed amendments to Article XVII, Assisted Living Home, of the Town of Paradise Valley Zoning Ordinance.
2. A **Public Hearing** at **6:00 p.m. on Tuesday, December 2, 2025**, at Town Hall, 6401 East Lincoln Drive, Paradise Valley, Arizona, 85253 in accordance with Section 2-5-2 of the Town Code and pursuant to A.R.S. § 9-462.04 to receive public comment and make a recommendation to the Town Council on the proposed amendments to Article XVII, Assisted Living Home, of the Town of Paradise Valley Zoning Ordinance.

If you have questions about this application, please contact the Community Development Department, 6401 E. Lincoln Drive, Paradise Valley, Arizona, 480-348-3692.

The Town of Paradise Valley endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can be provided for disabled persons at public meetings. Please call 480-948-7411 (voice) or 483-1811 (TDD) to request accommodation.

All agendas are subject to change. You can view the agenda, find application material, and provide your input via eComment approximately 4-6 days prior to the meeting date at <https://paradisevalleyaz.legistar.com/Calendar.aspx>. You may also contact the staff liaison, Chad Weaver, at cweaver@paradisevalleyaz.gov or at 480-348-3522 at any time before the scheduled meeting date.



PO Box 632099, Cincinnati, OH 45263-2099

AFFIDAVIT OF PUBLICATION

Megan McMahon
Duncan Miller
Town Of Paradise Valley
6401 E Lincoln DR
Paradise Valley AZ 85253-4328

STATE OF WISCONSIN, COUNTY OF BROWN

The Arizona Business Gazette Republic Edition, a newspaper published in the city of Phoenix and general circulation in the counties of Pima, Maricopa, Coconino and Pinal, State of Arizona, and personal knowledge of the facts herein state and that the notice hereto annexed was Published in said newspapers in the issue:

PNI AZ Business Gazette Rep Ed 11/01/2025

and that the fees charged are legal.

Sworn to and subscribed before on 11/01/2025

Legal Clerk

Notary, State of WI, County of Brown

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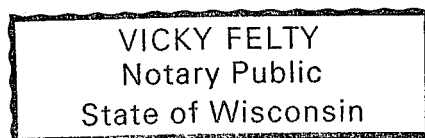
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AFFIDAVIT OF MAILING NOTIFICATION

STATE OF ARIZONA)

) ss:

County of MARICOPA)

I, Cherise Fullbright, hereby certify that a Notice of Hearing regarding the proposed amendments to Article XVII, Assisted Living Home, of the Zoning Ordinance has been mailed to the 12 assisted living homes located within the Town of Paradise Valley. Such notification has been mailed on the following date: October 21, 2025.

Cherise Fullbright
Signature

The foregoing instrument was acknowledged by me this 30th day of
October, 2025, by Cherise Fullbright.
Name



Kristi M. Hillebert

NOTARY PUBLIC

My commission expires:

September 25, 2026