

From: [George Burton](#)
To: [REDACTED]
Cc: [Paul Michaud](#); [REDACTED]
Subject: RE: Questions Upcoming Planning commission - PCDS
Date: Monday, March 23, 2026 5:34:00 PM

Hi Ms. Bloom,

Please reference the responses below and let me know if you have any questions.

George Burton

Senior Planner

Community Development Department

6401 E. Lincoln Drive

Paradise Valley, AZ 85253

O – 480-348-3525

gburton@paradisevalleyaz.gov

Sign up to receive emergency alerts & notifications from Alert PV: www.paradisevalleyaz.gov/AlertPV

Disclaimer:

All messages contained in this system are the property of the Town of Paradise Valley and are considered a public record subject to disclosure under the Arizona Public Records Law (A.R.S. 39-121). Town employees, public officials, and those who generate e-mail to and from this e-mail domain should have no expectation of privacy related to the use of this technology.

From: Teale Bloom [REDACTED]
Sent: Monday, March 23, 2026 1:29 PM
To: George Burton <gburton@paradisevalleyaz.gov>
Cc: Travis Bloom [REDACTED]
Subject: Questions Upcoming Planning commission - PCDS

External email: use caution with links & attachments

Hi George,

We got your letter in regards to APN 170-09-001B and 170-09-001A (PCDS) letter that was sent out.

We will not be able to attend on April 7, but did have some questions that we feel should be addressed to everyone that received the letter.

The detail seemed a little vague in terms of impact to the neighborhood traffic (day, night and weekends) on both topics.

Look forward to the details in terms of the below. I am happy to share out to our neighborhood as we get more detail.

First, thank the police for reprimanding the crazy out of control e-bike “kids” that blow through on Stanford over to 44th doing wheelies!

The incidents of witnessing have decreased in this corridor!!!

Reader Boards- digital signs can be very advantageous in helping with traffic problems and directing traffic, alerting to hazards and general traffic/ safety messages.

Is that the intent since we have several traffic issues where it is backed up that the roundabout is at a full stop?

Or what is the intent they are requesting to have them on both streets? The digital information signs will be located in each parking lot and will be setback approximately 200’ away from the property lines adjoining 40th St and Stanford Drive. The signs will be installed near the drop-off and pickup areas of each parking lot to display school-related announcements. Currently, the school uses aluminum frames signs to convey announcements. The signs will display static text messages, pictures, and graphics that will cycle through with unobtrusive transitions in a similar way to a slide show on a computer screen. The signs will be illuminated Monday-Friday between 7am and 7pm on a regular basis. If events (e.g. a school band concert) take place during evening hours, the signs will be operational during those events, not to go past 10pm under any circumstances. The signs will be operational on weekends only if there is a school event taking place over a weekend. In such circumstances, PCDS will adhere to the same hour restrictions during the week.

Below is a copy of the draft stipulation regarding the digital information signs:

2. The digital information signs shall be limited to two signs in compliance with the approved plans and documents. The signs may be illuminated on Monday through Friday from 7:00 a.m. to 7:00 p.m. on a regular basis:
 - a. During evening events, the digital information signs may operate during those events but must be turned off 30 minutes after the conclusion/end of the event (and must not operate past 10:00 p.m.).
 - b. During weekend events, the digital information signs may operate in conjunction with the event. These signs cannot operate before 7:00 a.m. and must be turned off 30 minutes after the conclusion/end of the weekend event (and must not operate past 10:00 p.m.).
 - c. If the Town receives a complaint from an offsite owner that the signs are too bright, the Town Community Development Director or designee may inspect

the signs and require the Owner to adjust the brightness of these signs and/or adjust the operational hours of these signs.

You may review all proposed stipulations associated with these improvements in draft Ordinance 2026-01.

The Planning Commission reviewed this request at the March 17th work session and you may download a copy of the plans and documents from the Town's website at:

<https://paradisevalleyaz.legistar.com/Calendar.aspx> (just select "Planning Commission" and "2026" from the drop down boxes). All meeting materials are posted on the Town's website at the link above (and the meeting agendas are posted on the Town's website approximately a week prior to the meeting date).

If they are just providing information on happenings at the school, I think it will further slow the distracted parent drivers at pick up and drop off.

I am not sure if there has been proper documentation of the traffic that is halted north bound on 40th street due to parents not knowing how to move over and allow for local traffic to flow. I am sure residents have sent in images or called when it has been blocked.

There is already a lot of confusion with the hours or their traffic signs being posted outside of school hours on Stanford.

It seems like it would add to the confusion.

Would they be on in the night time? **Yes, see response above.**

Stanford especially is a peaceful corridor and I definitely don't think we need lights coming off a reader board.

Residents fight this on main corridors, let alone residential quieter neighborhoods.

Wellness Center-

Where would the new wellness center be, size (new or replacing a structure) located and would it bring additional traffic and parking issues on weekends? **The Wellness Center building is located on the west side of the campus next to the baseball field. Its 7,756 sq ft in size. It will be used to provide a workout facility for students and faculty, be used as a multi-purpose room for dance classes and other physical education programs, will have a concession stand for athletic events, and will have 2 locker rooms used by PCDS teams and visiting teams.**

We want to make sure it is not being built for outside PCDS rental use. Will it increasing additional traffic to the school for their own use and / or for others outside of the school using the facility? Who is this new center going to be used by and what are the hours?

Are there any limitations for outside use other than the school? Draft Stipulation No. 5. states that “the new Wellness Center Building may only be used by Phoenix Country Day School and the rental of all or part of the Wellness Center Building shall be prohibited.” The applicant’s traffic engineer noted that the improvements (including the Wellness Center building) will not generate more traffic nor require additional parking since it serve the existing students, faculty, and administrative personnel. As a result, the new Wellness Center will not increase the number of students, the number of faculty, or the number of administrative personnel. Therefore, the new Wellness Center will not increase the number of vehicles entering and exiting the campus nor the campus parking demand.

We already battle the swim meet parking and traffic flow.

I know a zoning attorney I can ask to find out if she knows anything more on the impact of electronic reader boards in neighborhoods.

I would like to know more detail about what is proposed first, if you could send that.

Teale Bloom

[REDACTED]
[REDACTED]
[REDACTED]

[REDACTED]