



Action Report

File #: 16-033



Office of the Town Manager

MEMORANDUM

TO: Mayor Collins and Members of the Town Council
FROM: Kevin Burke, Town Manager
DATE: January 28, 2016
SUBJECT: QUALITY OF LIFE INITIATIVES

The number one Value Oriented Goal of the 2015-2016 Mayor & Council is “maintaining and improving the Paradise Valley quality of life.” To that end, over the course of 2015 several issues have revealed themselves as detracting from that quality of life. Mayor, Council and staff are aligned in wanting to address those as soon and as thoroughly as possible. The purpose of this study session is three fold:

1. Identify/complete the list of quality of life initiatives;
2. Define the scope of work or desired outcomes associated with those initiatives; and,
3. Prioritize these initiatives.

Below is a list that staff has compiled over the previous year. Thanks to feedback from the Leadership Team (Mayor, Vice Mayor & rotating Councilmember) I have tried to provide greater framework to these initiatives.

I have broken the list into three categories. The first is policy issues. These items have at their heart a decision regarding the degree of government involvement desired to affect a quality of life issue. On the remaining topics, a decision has already been made by the Town to get involved. It is now a question of degree and/or the effectiveness of the tools. To that extent, one thought was to have some of our citizen commissions do a majority of the work with a statement of direction from the Mayor & Council. Now all initiatives require staff work of some degree and cannot be accomplished simultaneously. Thus the need for prioritization.

Therefore, I would recommend that you think about what you want to and believe could be accomplished by the Summer recess and what might be accomplished between September and December of 2016.

Please review the list below and be prepared to discuss them relative to the three purposes noted above.

Policy Issues

1. Franchise trash collection
 - a. Reduce frequency of large, heavy vehicles on local streets.
2. Short Term Rentals (VRBO, Airbnb, etc)
 - a. Reduce disruption of short term rentals in stable neighborhoods; and/or
 - b. Level playing field and ensure financial parity with resorts that are the heart of the Town's revenue stream.
3. Sustainability Committee.
 - a. Consider creating a Council appointed commission or Mayor task force to advance "Part 7 Sustainability" of the General Plan.
4. Water Commission - What to do with?

Potential Issue for Advisory Committee on Public Safety (ACOPS)

1. Charter School Traffic School Zones
 - a. Should they exist
 - b. How are they enforced
2. Sign Clutter (with help of Engineering)
 - a. Revisit traffic sign policies to reduce number of signs.
 - b. Clarify use of smart speed signs
3. Neighborhood Parking/Traffic Issues (with help of Engineering)
 - a. Criteria for traffic calming
 - b. Criteria for signage

Potential Issues for Planning Commission

1. Complete Bicycle and Pedestrian Master Plan
2. Complete design criteria for Visually Significant Corridors.
3. Clarify Noise Ordinance
 - a. reduce construction noise on weekends
 - b. reduce noise associated with leaf blowers

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4. Update Hillside Code
5. Update Lighting Code to reflect change from wattage to lumens.
6. Review Wall Policy
7. Review Sign Code on Private Property

Potential Issues for Town Staff

1. Explore ways to improve Cell Phone coverage; update PWSF Code
2. Instruct citizens on how to use Town technology.

Lastly, the Leadership Team felt there was value in identifying one or two members of the Council who might be interested in championing each issue. If that is something you might be interested in, please reach out to Mayor Collins or make that known during the study session.

ZONING ORDINANCE

Section 1023 Outdoor Lighting and Illumination. 65 repealed 201 374

All types of outdoor electrical lighting and electrical illumination are subject to the following limitations:

1. No lamp or lighting or illumination device shall provide light in excess of 0.75 foot candles of projected brightness measured at the nearest property line. When a light source is indicated as twenty-five (25) watt incandescent, it shall not exceed two hundred fifty (250) lumens and when a light source is indicated as seventy-five (75) watt incandescent, it shall not exceed seven hundred fifty (750) lumens.
2. Each lighting or illuminating device shall be set back from the nearest property line a minimum of ten (10) feet or a distance equal to or greater than the height of the device above natural or excavated grade, whichever is greater.

EXCEPTION: A lighted entry marker may be placed on each side of a driveway entrance. The entry markers shall not be placed within the Town right-of-way or private road areas and the total height of the marker and light shall not exceed four (4) feet above finished grade adjacent to the driveway. The light source shall not exceed the equivalent projected brightness of a twenty-five (25) watt incandescent bulb.

3. The following light sources shall not exceed a height of thirty-six (36) inches above natural or excavated grade, whichever is lower, and shall not exceed the equivalent projected brightness of a twenty-five (25) watt incandescent bulb:
 - a. All lighting or illumination of landscape;
 - b. Accent or aesthetic lighting of buildings or structures;
 - c. Any illumination device that directs light above a horizontal plane.
4. Lighting used for security and safety shall be an integral part of and attached to the building. The light source and reflecting device shall be shielded or hooded with an opaque cover so that it is not visible from off the property and shall not be higher than twenty (20) feet above natural or excavated grade, which ever is lower. Each security/safety light is limited to the equivalent projected brightness of a seventy-five (75) watt incandescent bulb. Limited use of security/safety lighting is encouraged to prevent excessive ambient light.
5. Tennis court lighting shall be hooded or shielded so that the light source and reflecting device is not visible from off the property. No lighting or illumination device shall project light in excess of 0.75 foot candles of brightness measured at the nearest property line. The maximum height of tennis court lighting shall not exceed twenty (20) feet above the court surface or natural grade whichever is lower.
6. On Hillside lots there shall be no lighting permitted in the undisturbed areas of the property. Exterior lighting shall be kept to the minimum amount needed for the safe use of the property and all permitted lighting shall comply with all terms of this section.

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- I. A detailed outdoor lighting plan indicating the proposed luminaire locations on the building and on the site (if applicable); the type of illuminating devices including; the manufacture's catalog cut sheets and drawings; and photometrics that describe the illuminating devices; the fixtures, lamps, lumens and wattages, supports, the aiming angles, and other devices.
- J. A Study Model: Including all proposed improvements, at not less than (1/16) inch = (1) foot showing the relationship of all proposed improvements to the contours of the lot. The model must accurately represent the massing of all structures and roof forms as well as the following:
1. All windows, exterior doors and skylights.
 2. The model shall include enough of the property to visually relate the proposed structure and accessory uses to the natural terrain.
 3. The Applicant's name, architect's name, builder's name, lot number, scale, and north arrow.
- K. An accurate oblique view architectural rendering in color or a computer generated 3-dimensional picture shall be submitted showing the appearance of the building, lot, landscaping, and skyline. The rendering or computer generated picture, and the model may remain in the custody of the Town Engineer until a Certificate of Occupancy is issued or until released by the Town Engineer.
- L. Exterior Material Samples: Include samples of all colors, materials, and material specifications mounted on rigid board with all materials identified with the manufacture's name, color, and LRV number where applicable. Material samples or color specifications are required for all exterior materials and finishes including but not limited to:
- Roof
 - Metal
 - Hardscape
 - Stone
 - View fencing
 - Wall color and texture (8½" x 11" sample size)
 - Masonry
 - Glass
 - Driveway and terrace paving
 - Garage doors
- M. The Applicant shall install a marker to designate the location of the house at the major building corners. The markers should be at least 3 feet in height with a colored ribbon at the top of the marker. The applicant shall install markers at least two (2) weeks prior to the Formal Hillside Committee meeting and remove immediately following the formal committee meeting.

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Security lights must be on timers that regulate their operation time to a maximum of 10 minutes and limited to lamps with a maximum of 750 lumens.

5. Rope lighting shall not exceed 3.6 watts per lineal foot for an incandescent rope light.

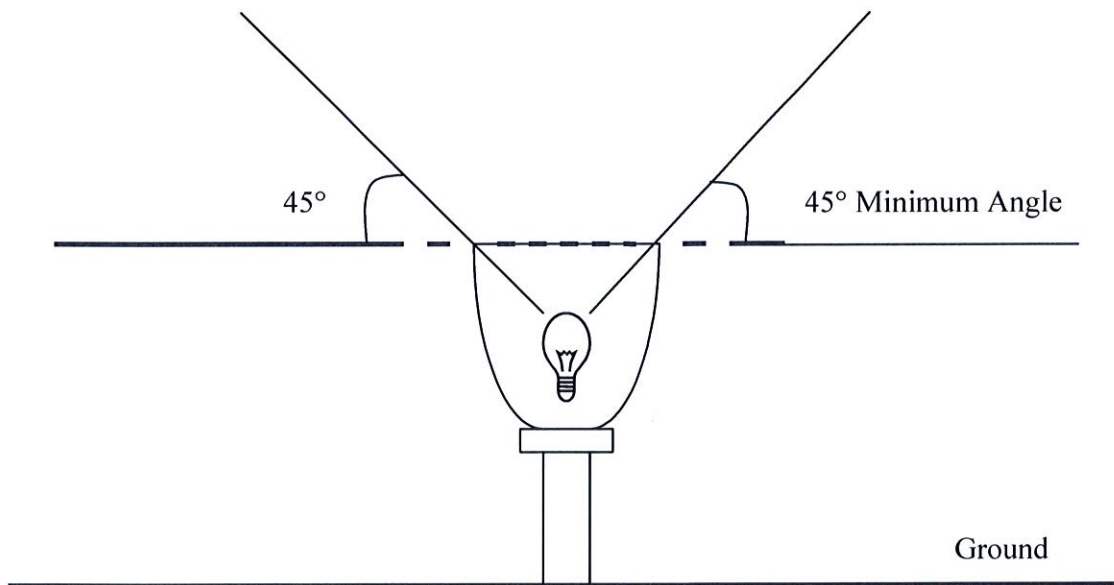
E. Mounting Exterior fixtures shall be mounted:

1. In the ground or on a post not to exceed 36 inches above the ground. When exterior fixtures are affixed to existing trees, the height of the fixture shall not exceed 8 feet above the finished grade.
2. In or on a building wall not to exceed 8 feet above finished grade and shielded in such a manner as to avoid creating concentrated light (hot spots) on the structures to which they are mounted. Security lighting may be mounted on the structure to a height of not more than twelve (12) feet.

F. Landscape Up-lighting:

1. The number of fixtures is limited to one fixture per 1000 square feet of allowable disturbed area.
2. The lamp must be recessed to provide a minimum 45° cut-off from the vertical plane.

FIGURE 9 - TYPICAL UPLIGHT WITH 45° CUT-OFF



- C. Indirect lighting of signs shall be limited to two (2) seventy-five (75) watt incandescent bulbs per sign. If the sign is double faced, the same type and amount of lighting may be used on each side. The seventy-five (75) watt incandescent bulbs shall be limited to seven hundred fifty (750) lumens per bulb, and shall be completely shielded from view at the nearest property line, and shall not exceed 0.75 foot candles of projected illumination measured at the nearest property line.
- D. Signs that are internally illuminated shall not exceed 0.75 foot candles of projected brightness measured at the nearest property line.

Section 2507. Audible Signs:

Signs shall not include public address capability nor any other means of producing speech or music.

Section 2508. Permits Required:

Prior to erection all temporary signs must receive a permit issued by the Town.

Section 2509. Duration:

All temporary signs must be removed each day no later than sunset.

Section 2510. Banner Signs: ²⁰⁰

Banner signs may be exhibited only on properties currently subject to a Special Use Permit, in compliance with the following terms:

1. Size: Maximum three feet in height, and no longer than ten feet.
2. Faces: Banner signs may be two sided.
3. Setback: Banner signs shall be set back at least ten (10) feet from all property lines and must be placed so that they do not block traffic vision to or from the driveway. Compliance with Zoning Ordinance Section 1022 regarding corner vision at intersection is required.
4. Lighting: Banner signs shall not be separately lighted or illuminated. If existing approved landscape lighting provides illumination of the banner without alteration of the existing lights, it shall not be considered a violation of this section.
5. Quantity: Banner signs shall be limited to no more than one at a time.



SPECIAL USE PERMIT GUIDELINES

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Section 1 **General Purpose**

The following guidelines should not be construed as an ordinance. These guidelines are a result of joint discussions between the Town Planning Commission and Town Council to provide a generally-accepted vision of appropriate site, bulk, density, perimeter, parking, sign, lighting, and other related standards during the review of a new or amended Special Use Permit for a non-residential development in the Town of Paradise Valley. The nature of the request, the architecture of the development, the unique characteristics of the site, among other factors; may merit less or more restrictive standards as determined during a complete review of each individual request. It should be noted that meeting all the guidelines listed below does not obligate the Town to grant a Special Use Permit or amendment thereto. These guidelines supplement the regulations as set forth in Article XI, Additional Use Regulations and Special Uses, of the Town Zoning Ordinance.

Section 2 **Lighting**

The following lighting guidelines shall apply to all non-residential properties requiring a Special Use Permit.

a. Outdoor lighting shall be permitted so long as:

- i. the light emitting element is shielded so that no beam of light extends above a horizontal plane placed at the lowest level of any exposed portion of the light emitting element; and
- ii. the light emitting element and reflecting device of all lighting or illumination units is hooded or shielded so that it is not visible from any adjacent lot or real property; and
- iii. such outdoor lighting or illuminating units do not direct light, either directly or through a reflecting device, upon any adjacent real property.
- iv. uplighting shall be permitted so long as no light emitting device is greater than 25 watts or emits more than 250 lumens.

b. Outdoor pole lighting shall be permitted subject to the provisions of subsection A.8.a of this section so long as:

- i. the height of such lights or illumination does not exceed 16 feet measured from the natural ground level; and