

EXISTING NOTIFICATION BACKGROUND

05-14-20

OFF-SITE NOTIFICATION

Mailing notification is mostly by policy. With the exception of administrative land modifications approved at the staff level (e.g. lot line adjustment), all the listed planning applications in the table of Attachment A require mailing notification via first class mail prior to rendering a recommendation or decision of an application. This mailing notification is mostly by Town policy. Exceptions include annexation and Major General Plan amendment mailing to certain agencies by Arizona revised Statutes (A.R.S.) and Town Code/Zoning Ordinance; mailing notice for combined, concept, and formal hillside applications by Zoning Ordinance, and Community Development Director administrative relief applications by Town Code as described in Attachment A..

Mailing notice is supplemented with electronic notification. Notification by first class mail is the primary source of mailing notification used by the Town and other nearby communities. However, there are other electronic sources currently available to residents and those persons interested in notification of a planning application. This includes AlertPV to sign up for notification of agendas and placing the agenda on the Town's website. Also, the staff liaison for the proposed application will email and/or phone persons interested throughout the planning application. Such notification requires the interested person to know there is an application request and to provide contact information.

Newspaper notification reaches a broader audience. Newspaper notification is another written form of notice prior to an action hearing. Newspaper notification required by A.R.S. is in a newspaper of general circulation for the area, being the Arizona Republic. Newspapers include the notice on their electronic format. Such notice is sometimes viewed as less effective than more targeted notice such as mailings. However, newspaper notice provides notice to a broad range of persons. A.R.S. requires newspaper notice for rezoning and Zoning Ordinance text amendments, which the Town applies to Major and Intermediate Special Use Permit amendments. A.R.S. also requires newspaper notice for Major General Plan amendments, annexations, and appeals/variances to the Board of Adjustment. By policy, staff prepares a newspaper notice for a Minor General Plan amendment, a Minor Special Use Permit amendment, and a Conditional Use Permit. By policy, staff typically includes notice(s) in the Paradise Valley Independent for special projects like the General Plan Update and Visually Significant Corridors Plan.

Primary focus is to notice nearby property owners. The mailing notice is sent to property owners mailing address based on the Maricopa County Assessor website. Mailing address is not always the site address as the property owner may own multiple properties or rents out the home. Assessor data is the typical source for ownership information used by the Town and neighboring communities since it is the most up-to-date data. A property owner would contact the Maricopa County Assessor staff or use the county website to make changes. Mailing notice is not typically sent to renters or homeowner associations as this information is more difficult to collect or incomplete. Many communities have a specific program to track and collect homeowner association this information. Currently, the Town's homeowner association information and process lacks complete information to uniformly rely upon for notification purposes.

Notification rests with both the applicant and the Town. Over time, the applicant has taken on more responsibility and cost for noticing. This is the cost of the material (e.g. envelopes),

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labor cost, and postage. Town staff is responsible for meeting agendas, any newspaper notice, and managing electronic notification such as AlertPV. The mailing notification cost, mailing, and providing the Town an affidavit of mailing rests with the applicant. However, the planner handling the application reviews the mailing list and provides or reviews the mailing notice.

ON-SITE NOTIFICATION

Used the same posting sign for decades, constraining the amount and size of text to maintain visibility. The notification sign used for many decades now is 11" x 14" and posted approximately 3' high. Staff provides the sign posting, stake, and content. None of the nearby communities use signs of this size, they all use larger signs. Unlike larger signs, the Town's current sign has limited sign area to include text or text that is large enough to read off-site. The typical test from A.R.S for a rezoning is to be able to read the word "zoning", the zoning district, and date and time of the hearing from 100 feet. The existing sign is also not sturdy or mounted securely. These signs tend to get damaged by the weather and blow off-site. The small size and height of the sign furthers the Town's general goal to minimize visual clutter and impact of signage.

Number of meeting notification signs at any one time is generally low. Total applications requiring notification signs for Town Council, Planning Commission, Board of Adjustment, and Hillside Committee run about 15 to 55 annually. About three-quarters of these signs are hillside applications. The Town reviews approximately 3 to 10 Town Council/Planning Commission applications annually requiring sign posting under the present procedures. These applications are generally Major SUP, Intermediate SUP, Minor SUP, and CUP applications. Other common applications processed do not presently require any site posting. These include the average two text amendments done annually and the approximate 3 to 5 land modifications requiring public body approval. Many applications include several work sessions and/or continuances that do not necessarily require a new posting. Postings are generally on a site for one or two times at a duration of 15 to 25 days prior to the first noticed action meeting. Board of adjustment applications average between 4 to 8 annually. Hillside applications average between 15 and 40 annually. Early notification signs would increase the duration signs are on a subject property.

Notification rests with both the applicant and the Town. Over time, the applicant has taken on more responsibility and cost for posting. This is similar in nearby communities who chiefly provide a sign spec sheet and have the applicant go to a sign vender to make and post the sign(s). Presently, the Town staff makes the sign and provides the applicant the sign mounted on a stake for the applicant to post and provide back an affidavit of posting and photo. The recommendation for larger signs make this process more difficult to do at a Town staff level with the available material, storage, and staffing. As such, the direction would be for the applicant to take a sign spec to a sign vender or person of their choice.