

# TOWN OF PARADISE VALLEY

## **Planning Application Process & Outreach Work Session**



Town Council  
May 28, 2020

# TODAY'S GOAL

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2

**Discuss planning application process and outreach, including early notification, applicant interaction, and improving noticing on planning applications**

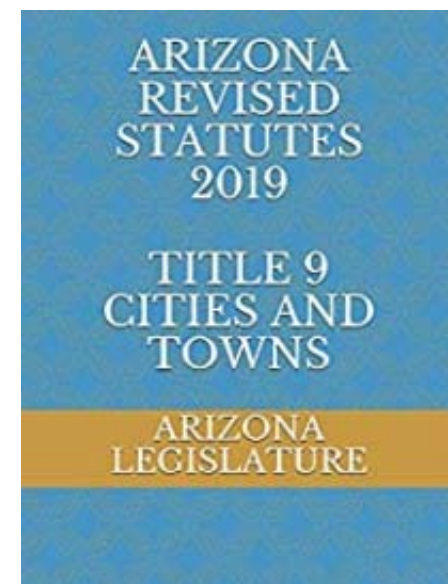


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# BACKGROUND

3

- Public outreach/applicant interaction
  - Raised by Commission & Council
  - Heard at January 2020 Council Retreat
- Possible goals identified
  - Provide earlier noticing to residents
  - Match the outreach based on application type
  - Re-evaluate sign posting metrics
- Notice methods based on different sources
  - Arizona Revised Statutes (A.R.S.)
  - Town Code/Zoning Ordinance
  - Policy direction by Town Council, Town Manager, and/or Community Development Director
- Process to modify
  - A.R.S. regulations cannot be modified by the Town
  - Town Code requires only Council approval to modify
  - Zoning Ordinance requires Planning Commission recommendation and Council approval
  - Policy requires no formal action to modify



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# EXISTING OFF-SITE NOTIFICATION

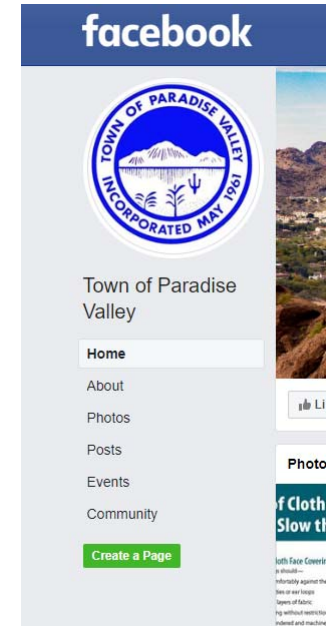
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## ■ Mailing

- Except admin land modifications by staff, all applications have some type of mailing notice – (presently 1,500' radius most applications)
- Almost all the mailing notice is via policy, not A.R.S. or code
- Done by first class mail, generally mailed 15 days before action
- Focus on property owners within a certain radius of subject site
- Data source is the Maricopa County Assessor records
- Generally not mailed to renters or HomeOwner Associations (HOAs)

## ■ Electronic

- Supplement to mailing
- Dependent upon the resident/concerned person to reach out to Town
  - AlertPV, Facebook, and Twitter sign up
  - Direct contact staff on specific case to email/phone



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## 5

- Responsible Parties

- Town staff manages the agendas, newspaper notice, and electronic notice
- Applicant manages the mailing, including cost for envelopes, labor cost, and postage. Town staff verifies and gets affidavit

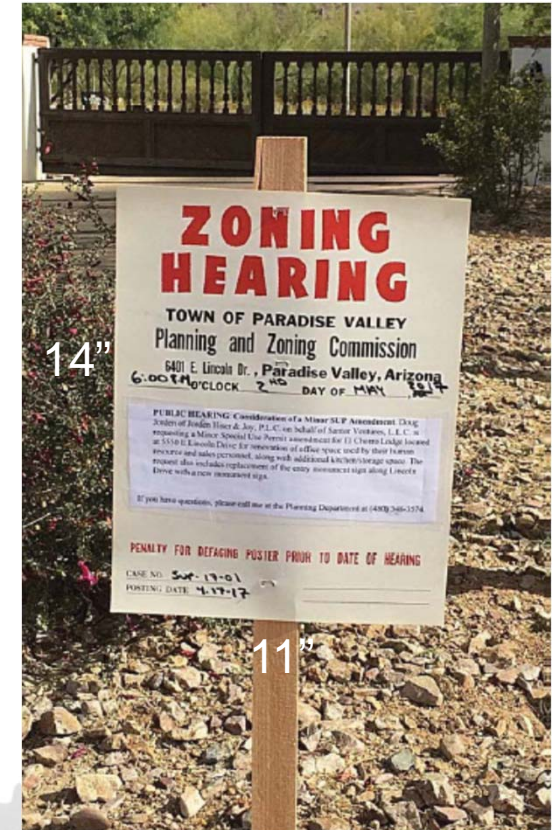
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# EXISTING ON-SITE NOTIFICATION

6

- **Site Posting**
  - Used the same 11" x 14", 3' tall sign for decades
  - A.R.S. requires certain words/content visible from 100' for rezoning applications
  - Sign easily gets damaged/blown away
  - Size minimizes visual clutter & impact of signage
- **Sign Impact**
  - 3 to 10 applications annually requiring posting for PC or TC (e.g., SUP and CUP)
  - 15 to 40 hillside applications annually
  - 4 to 8 Board of Adjustment applications annually
  - Generally posted on the site 1 or 2 times at a duration of 15 to 25 days
- **Responsible Parties**
  - Town staff prepares and supplies the sign and stake
  - Applicant posts the sign and takes photo. Town staff verifies and gets affidavit



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# PLANNING COMMISSION DISCUSSION

7

- Planning Commission focus
  - Mailing notice radius
  - Sign posting
- Apr 7, 2020 recommendation
  - 6 to 0 vote
  - Refer to Attachment A, Noticing Table
- Discussed Feb 18, 2020 and Mar 3, 2020
- Applications in 3 groups
  - Legislative
  - Administrative approved by public body
  - Administrative approved by staff

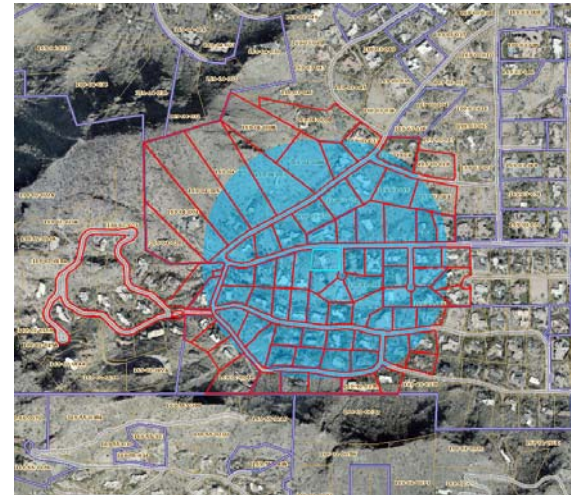


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# MAILING RADIUS PC RECOMMENDATIONS

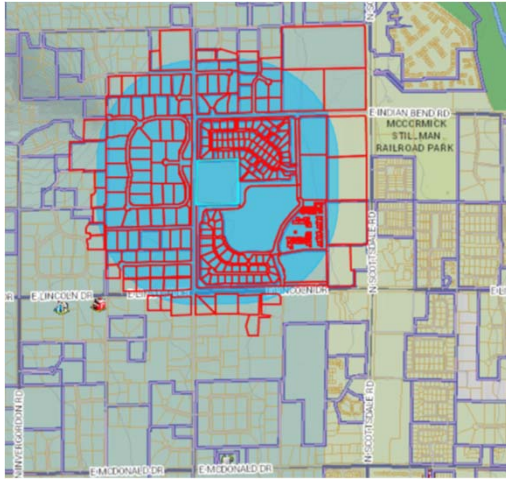
8

- Lower radius when outside Town limits to match neighboring jurisdiction
  - 300' Maricopa County & Phoenix
  - 750' Scottsdale
- Maintain the typical 1,500' radius policy for most legislative applications
- Have a smaller radius for most of the administrative applications to public body
  - 1,000' CUP, Minor SUP, & Non-administrative land modifications for SUPs
  - 500' for residential plat/land modifications
- Maintain radius policy on administrative applications to staff
  - Adjacent notice on CDD admin relief and Managerial SUP
  - No mailing on administrative land modifications (e.g. lot line adjustments)

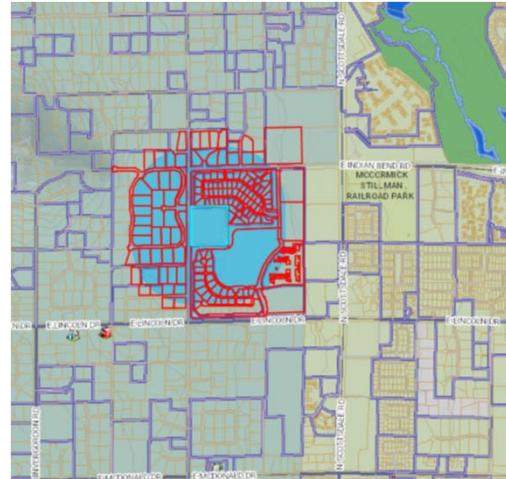


05/28/2020

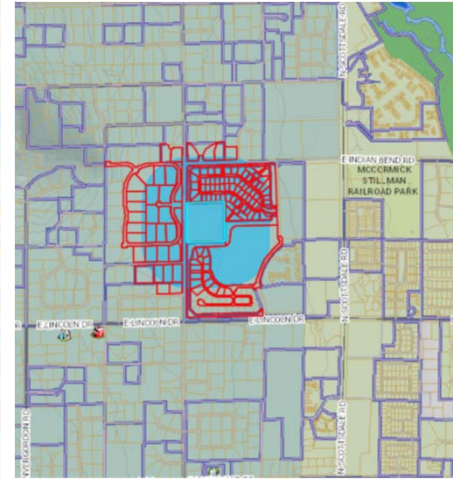




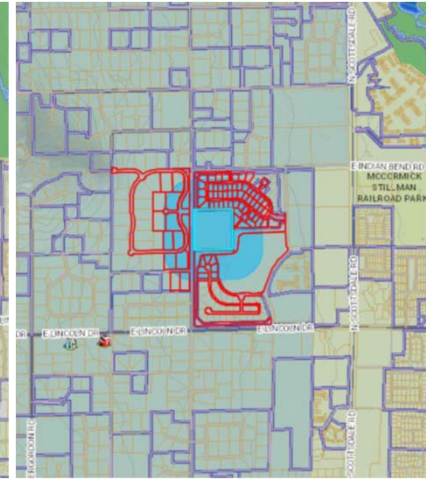
1,500' Mailing Radius  
340 total  
4 in Scottsdale  
336 if apply 750'



1,000' Mailing Radius  
205 total  
0 in Scottsdale  
205 if apply 750'  
40% reduction from 1,500'



750' Mailing Radius  
140 total  
0 in Scottsdale  
140 if apply 750'  
60% reduction from 1,500'



500' Mailing Radius  
90 total  
0 in Scottsdale  
90 if apply 750'  
75% reduction



Water Booster  
7310 N 61<sup>st</sup> Pl

## CUP RADIUS EXAMPLE

10



1,500' Mailing Radius  
125 total  
0 in outside jurisdiction  
125 if apply 300' or 750'



1,000' Mailing Radius  
80 total  
0 in outside jurisdiction  
80 if apply 300' or 750'  
35% reduction from 1,500'

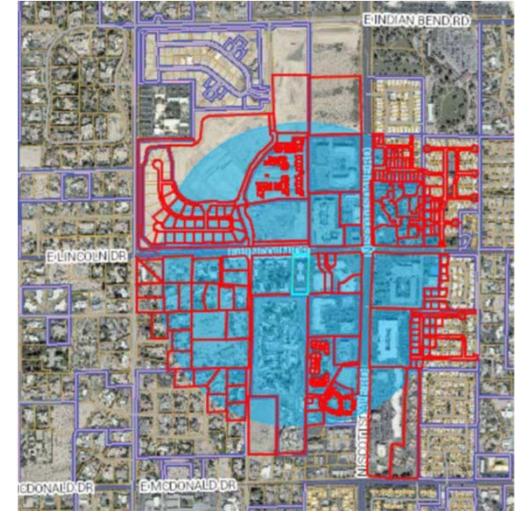


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# LEGISLATIVE APPLICATIONS

11

- Radius
  - Keep 1,500' policy (e.g. Intermediate/Major SUP)
  - Retain 2,000' policy Major General Plan (site specific)
  - Retain adjoining properties for abandonment/easement release
  - Add policy on annexation (500')
- Reasons given to support radius
  - Major changes to existing condition
  - Changes to General Plan
  - Non-residential in nature
  - A.R.S. only requires a mailing notice to agencies/nearby jurisdictions Major GPA & annexation
  - Town Code/Zoning Ordinance has no provisions



1,500' Mailing Radius  
395 total  
170 in Scottsdale  
285 if apply 750'



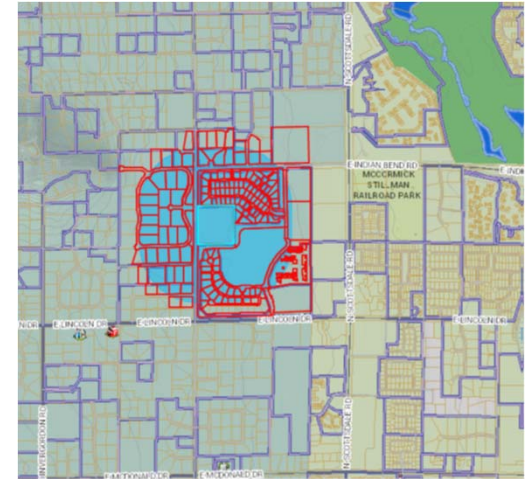
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# ADMIN APPLICATIONS – PUBLIC BODY

12

- Radius
  - Retain 1,500' hillside required by Zoning Ordinance
  - Use 1,000' policy for CUP, Minor SUP, & Non-administrative land
  - Use 500' policy for most others
  - Retain within plat on subdivision sign
- Reasons to support radius
  - Higher radius is generally for non-residential and hillside applications
  - Lower radius is for residential or plat-land modifications that had some prior legislative process and more ministerial in nature



1,000' Mailing Radius  
205 total  
0 in Scottsdale  
205 if apply 750'  
40% reduction from 1,500'



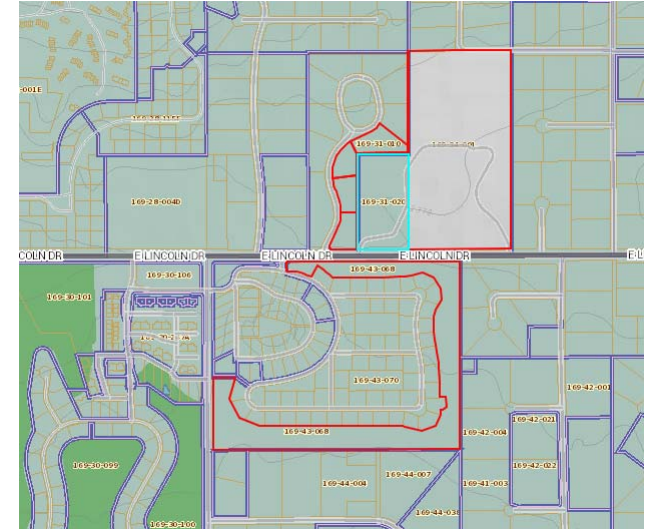
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# ADMIN APPLICATIONS – STAFF

13

- Radius
  - Retain adjoining lot owners radius on admin relief by CD Director per the Town Code
  - Retain adjoining lot owners radius policy for Managerial SUP
  - Retain no notification policy on administrative land modifications (e.g. lot line adjustment)
- Reasons to support radius
  - No A.R.S. provisions for noticing required
  - Minor in nature or ministerial
  - Consistent with nearby communities



Adjoining Mailing Radius

6 total

1 in Maricopa County

6 if apply 300'



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# SITE POSTING PC RECOMMENDATIONS

14

- Recommend stop using 11" x 14", 3' tall signs
- Recommend using 2' x 3', 6' tall sign when required for application
  - Place in front yard and/or street frontage
  - Not place in right-of-way
- Recommend using 4' x 4', 6' tall sign for Major & Intermediate SUP applications
- Reasons to support sign size
  - 2' x 3' sign matches building permit policy construction sign metrics
  - 4' x 4' sign same as neighboring Scottsdale
  - Larger sign is for more intense non-residential applications
  - Easier to comply with A.R.S. rules certain items visible



Building Permit Construction Sign



05/28/2020

# SIGN POSTING CONTENT

15

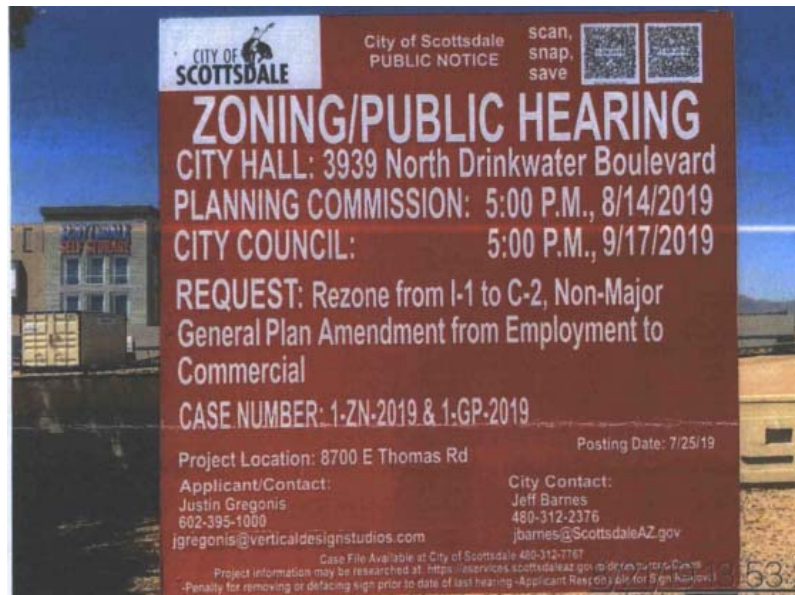
- Possible content for an action meeting
  - Large font “ZONING/PUBLIC HEARING’ (something similar)
  - Meeting body(ies)
  - Time, place, and meeting date(s)
  - Site address
  - Summary of the application request
  - Case number
  - Sign posting date
  - Applicant contact (name, phone number, email)
  - Town contact (name, phone number, email)
  - QR Code or content to direct where get more info
  - Town name and/or seal
  - Disclaimers (e.g. penalty to remove sign etc.)



05/28/2020

# 4' X 4' SIGN EXAMPLE

16



CITY OF SCOTTSDALE		Site Posting Requirements	
		For Planning Commission and City Council (Red Sign)	
<b>SITE POSTING SPECIFICATIONS</b> 		<b>Lettering Size</b> 1" Bold Letters 5"x5" QR Code 4" Bold Letters 2.5" Bold Letters 3/4" Bold Letters	<b>SITE POSTING INSTRUCTIONS</b> 1. Post the sign on site approximately 20 days prior, but not less than 15 days prior to the Planning Commission Hearing date. 2. The sign shall be updated with the City Council hearing date and time approximately 20 days prior, but not less than 15 days prior to the hearing date. Please call your Project Coordinator if you have questions. 3. <u>Provide the following proof of posting in the Citizen Review/ Neighborhood Involvement Report:</u> a) Notarized affidavit of posting b) Date/Time stamped photo of sign 4. Sign may be removed after the City Council hearing date that a determination has been made, or after the withdrawal of an application.  <b>Possible Sign Vendors</b> You may use the sign vendor of your choice. This list is not an endorsement. You may use any sign provider. 1. Dynamite Signs 480-585-3031 2. Scottsdale Signs (Sign-A-Rama) 480-994-4000 Revision Date: 6/27/2019
<b>ZONING/PUBLIC HEARING</b> <b>CITY HALL: 3939 North Drinkwater Boulevard</b> <b>PLANNING COMMISSION: 5:00 P.M., (DATE)</b> <b>CITY COUNCIL: 5:00 P.M., (DATE)</b> <b>REQUEST:</b> <b>CASE NUMBER:</b> Project Location: Applicant Contact: (name) (phone number) (email) City Contact: (name) (phone number) (email) Case File Available at City of Scottsdale, 480-312-7767 Project information may be researched at: <a href="https://eservices.scottsdaleaz.gov/bldgresources/Cases">https://eservices.scottsdaleaz.gov/bldgresources/Cases</a> Penalty for removing or defacing sign prior to date of last hearing. Applicant responsible for sign removal. Posting Date: (DATE)			
1. 4' x 4' in size 2. Laminated plywood, MDO board, or other weather resistant material 3. Front, back, and all edges painted with two coats of red acrylic exterior enamel, or an integral red color 4. White lettering sized per above (decals) 5. Sign attached with 6 screws to 2 - 4" x 4" x 8' wood posts, or 2 - 2" metal posts Planning and Development Services ♦ 7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 ♦ <a href="http://www.ScottsdaleAZ.gov">www.ScottsdaleAZ.gov</a>			



05/28/2020



# SITE POSTING SIGN EXAMPLE (NEW)

17



DRAFT ONLY

## Site Posting Requirements – Hearing/Public Meeting

For Planning Commission, Town Council, and Board of Adjustment (Blue Sign)

### SITE POSTING SIGN EXAMPLE



**Town of Paradise Valley**  
**PUBLIC NOTICE**

Scan,  
Snap  
save



**ZONING  
HEARING**

**TOWN HALL: 6401 E Lincoln Drive**  
**(TOWN COUNCIL)**

**(TIME) (DATE)**

**CASE NO: (SUP-20-01)**

**REQUEST: (MAJOR SUP)**

(Insert description of request) (e.g. Consideration of SUP-20-01, a Major Special Use Permit Amendment application for the resort which includes, but is not limited to: 1) Refurbishing the existing resort guest units, 2) adding a new lobby/fitness/pool bar/restaurant building, and 3) adding a new tennis court.)

PROPERTY ADDRESS: (Site Address or Location Description)  
APPLICANT: (Name) TOWN CONTACT: (Name/Title)  
PHONE: (Applicant's Phone Number) PHONE: (Staff Phone Number)  
EMAIL: (Applicant's Email) EMAIL: (Staff Email)

Case file available at Town of Paradise, (480) 348-3693  
Agenda, application material, and input via eComment available approximately 4-6 days prior to meeting date at <https://paradisvalleyaz.legistar.com/Calendar.aspx>  
Penalty for removing or defacing sign prior to hearing date  
Applicant responsible for sign removal  
POSTING DATE: (Date)

### LETTERING SIZE

1" Bold Letters

½" Bold Letters

4" x 4" QR Code (if applicable)

4" x 4" Town Logo

3" Bold Letters

1" Bold Letters

1 ½" Bold Letters

½" Bold Letters

### POSSIBLE SIGN VENDORS

You may use the sign vendor of your choice. This list is not an endorsement.

1. Dynamite Signs  
480-585-3031
2. Signarama  
480-994-4000

### SITE POSTING INSTRUCTIONS

1. Contact Town staff handling the request for placement instructions, text shown in "()", and number of signs.
2. Post the sign on the site approximately 20 days prior, but not less than 15 days prior to the public meeting/hearing date.
3. Update sign with meeting body, date, and time approximately 20 days prior, but not less than 15 days prior to the public meeting/hearing date.
4. Provide proof of posting and sign updates with photo and affidavit as required on the application form no less than 15 days prior to the public meeting/hearing date.
5. Applicant must remove sign within 10 calendar days after final determination, withdrawal, or request by Town staff.

### SITE POSTING SPECIFICATIONS

1. Sign 2' x 3' in size, 6' tall from finished grade to top of sign.
2. Laminated plywood, MDO board, or other weather resistant material.
3. Front, back, and all edges painted with two coats of flat blue acrylic exterior enamel, or an integral flat blue color.
4. Black lettering sized per above (decals), Calibri or similar font.
5. Sign attached to 2 wood or metal posts on sign right and left sign edge (posts not to exceed 4" x 4").
6. Sign not to be located within the right-of-way or 50' x 50' corner vision at street intersections.
7. Sign(s) to be setback not more than 10' back of property line.

# TIMING PC RECOMMENDATIONS

18

- Encourage Council examine signage earlier in application process

## **LEGISLATIVE APPLICATIONS – PUBLIC BODY**

- Maintain current policies and/or code
  - Maintain legislative applications minimally post 15 days prior action meeting
  - Exception, removal from hillside at 7 days to match 7 day posting for concept/formal/combined
  - Exception, General Plan amendments only if site specific
  - Exception, use 15-day notice instead of Town Code requirement of 7 days on ZO Ord text amendment if site specific
- Reasons to support posting date
  - A.R.S. requires a minimum 15-day posting for Board of Adjustment actions & rezoning (Major/Intermediate SUP)
  - Consistent with other valley communities for action meeting



05/28/2020

# TIMING PC RECOMMENDATIONS

19

## **ADMINISTRATIVE APPLICATIONS – PUBLIC BODY**

- Maintain current policies and/or code
  - CUP & Minor SUP applications minimally post 15 days prior action meeting by policy
  - Maintain hillside concept/formal/combined applications minimally post 7 days per Zoning Ordinance
  - Maintain no posting of action meeting for plat/land modification applications by policy
- Reasons to support posting date
  - A.R.S. requires no posting requirements for these application types
  - Consistent with other valley communities
  - Ministerial decisions



05/28/2020

# TIMING PC RECOMMENDATIONS

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20

## **ADMINISTRATIVE APPLICATIONS – STAFF**

- Maintain current policies and/or code
  - No posting for admin relief by Community Development Director
  - No posting for admin land modifications (e.g. lot line adjustment)
- Reasons to support posting date
  - A.R.S. requires no posting requirements for these application types
  - Consistent with other valley communities
  - Ministerial decisions



05/28/2020



# EARLY NOTIFICATION

21

- Presently voluntary by the applicant
- Several valley communities require early notification
  - Typically for certain legislative applications (e.g., rezoning)
  - Varies from during pre-application to after formal application deemed complete
- Ideas discussed
  - Sign posting after formal application deemed complete
  - Limited focus mailing after formal application deemed complete
- Direction
  - Identify the applications early notice applies
  - Discuss impact of more signs for longer duration on a site
  - Other matters



05/28/2020

# DRAFT EARLY NOTIFICATION SIGN

22



DRAFT ONLY

## Site Posting Requirements – Early Notification

For Early Notification of Project Under Consideration (White Sign)

### SITE POSTING SIGN EXAMPLE

**Town of Paradise Valley**  
**EARLY NOTICE**

**PROPOSED PROJECT**

**UPCOMING MEETINGS**  
(MEETING TYPE e.g., CITIZEN REVIEW)  
(LOCATION ADDRESS)  
(MEETING TIME, DATE)  
**CASE NO: (SUP-20-01)**  
**REQUEST: (MAJOR SUP)**

(Insert description of request) (e.g. Consideration of SUP-20-01, a Major Special Use Permit Amendment application for the resort which includes, but is not limited to: 1) Refurbishing the existing resort guest units, 2) adding a new lobby/fitness/pool bar/restaurant building, and 3) adding a new tennis court.)

PROPERTY ADDRESS: (Site Address or Location Description)  
APPLICANT: (Name) TOWN CONTACT: (Name/Title)  
PHONE: (Applicant's Phone Number) PHONE: (Staff Phone Number)  
EMAIL: (Applicant's Email) EMAIL: (Staff Email)

Case file available at Town of Paradise, (480) 348-3693  
Agenda, application material, and input via eComment available approximately 4-6 days prior to meeting date at <https://paradisevalleyaz.legistar.com/Calendar.aspx>  
Penalty for removing or defacing sign prior to hearing date  
Applicant responsible for sign removal  
POSTING DATE: (Date)

Scan, Snap save



### LETTERING SIZE

- 1" Bold Letters
- ½" Bold Letters
- 4" x 4" QR Code (if applicable)
- 4" x 4" Town Logo
- 3" Bold Letters
- 1" Bold Underline Letters
- 1" Bold Letters
- 1 ½" Bold Letters
- ½" Bold Letters

### POSSIBLE SIGN VENDORS

You may use the sign vendor of your choice. This list is not an endorsement.

1. Dynamite Signs  
480-585-3031
2. Signarama  
480-994-4000

### SITE POSTING INSTRUCTIONS

1. Contact Town staff handling the request for placement instructions, text shown in "()", and number of signs.
2. Post the sign on the site within 10 calendar days after formal application submittal request deemed complete.
3. Update sign with any upcoming meeting type, date, and time approximately 15 days prior, but not less than 10 days prior to the meeting date (e.g. Citizen Review). If no meetings, leave blank.
4. Provide proof of posting and sign updates with photo and affidavit as required on the application form within 2 working days of posting.
5. Applicant must replace sign with Hearing/Public Meeting sign or remove sign within 10 calendar days after final determination, withdrawal, or request by Town staff.

### SITE POSTING SPECIFICATIONS

1. Sign 2' x 3' in size, 6' tall from finished grade to top of sign.
2. Laminated plywood, MDO board, or other weather resistant material.
3. Front, back, and all edges painted with two coats of flat white acrylic exterior enamel, or an integral flat white color.
4. Black lettering sized per above (decals), Calibri or similar font.
5. Sign attached to 2 wood or metal posts on sign right and left sign edge (posts not to exceed 4" x 4").
6. Sign not to be located within the right-of-way or 50' x 50' corner vision at street intersections.
7. Sign(s) to be setback not more than 10' back of property line.

# APPLICANT-RESIDENT INTERACTION

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23

- Existing Condition

- Applicant provides material throughout process
- Generally no new material submitted once packet out
- Staff and public body guide the applicant
- Applicant encouraged to reach out to interested parties early and often
- Public input/comments taken throughout

- Ideas Discussed/Direction

- Submit complete application materials for a study/work session within a specified period before the meeting date
  - Submit items for staff review 10 working days before packet out
  - Packet out 4 working days before meeting
- Provide written guidance via policies in the public body rules and procedures on acceptable ways to address unanticipated new material and comments
  - Specific timing per code
  - Hold meeting if notices already sent
  - Continuance option



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# APPLICANT-RESIDENT INTERACTION

24

- Ideas Discussed/Direction (Continued)
  - Allow for applicant input during the Statement of Direction (SOD) process.
    - Unlike a study/work session, a SOD includes an action component
    - Preliminary direction is to integrate the following steps with the staff presentation of (1) staff technical presentation, (2) applicant vision and narrative, and (3) staff/Council question and answer
  - Consider requiring the Citizen Review Session earlier in the process
    - Town Code/Zoning Ordinance requires rezoning, Major/Intermediate SUP, and text amendments have Citizen Review Session
    - 10 days before the PC recommendation action
    - Consideration to change 10 days to 28 days



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# APPLICANT-RESIDENT INTERACTION

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25

- Ideas Discussed/Direction (Continued)
  - Evaluation of technological means for notification and/or engagement
    - Presently use live stream, E-Comment
    - Electronic packets
    - Remote participation during pandemic
    - Short-term/long term direction



05/28/2020

## DIRECTION / NEXT STEPS

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26

- Identify other items not addressed
- Schedule next meeting



25

05/28/2020

# TODAY'S GOAL

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27

**Discuss planning application process and outreach, including early notification, applicant interaction, and improving noticing on planning applications**



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