



Expenditure Limitation Adjustment Considered for November Ballot

The Town Council is considering placing a question on the november 2016 ballot to make a permanent base adjustment to the Expenditure Limitation Rule.

Here is a quick Q&A.

What is the state-imposed Expenditure Limitation?

- Limits city/town spending to the amount budgeted in 1980 increased by population and inflation, unless adjusted by a vote of the people.
- If the limitation is adjusted, all state statutes governing Town expenditures still apply.

Why is an adjustment needed?

- Paradise Valley is unique; our expenditure limitation doesn't keep up with our growth even though our revenues do.
- Our growth is not reflected in census population for two main reasons: 1) our world class resorts are our primary driver of revenue growth but don't increase the population; and 2) many residents claim another location as their primary residence so don't count in Town census population.

Will this result in a new tax or a tax increase?

- No, this will not result in a new tax or a tax increase.
- Resorts and seasonal residents cover their share of utility costs as they pay their own utility bills.
- Resorts also generate sales tax revenues that contribute to public safety, capital projects, and tourism efforts



Mayor Michael Collins
Photo by Terrance Thornton

As we begin a new year, I look forward to working with the entire Town Council in tackling important quality of life initiatives for Paradise Valley residents. These initiatives will address some issues that disrupt or threaten our Paradise Valley lifestyle. My council colleagues and I have been contacted by many residents asking the Town's help to address their concerns that include poor cell phone coverage; trash collection vehicles on our roads every day of the week; online short term rentals (Airbnb and VRBO) in owner occupied neighborhoods; excessive noise from construction and leaf blowers; insufficient pedestrian and bicycle linkages; and others. This issue of the Town Reporter is dedicated to exploring these topics further and providing residents with our understanding of the problem and our paths toward improving their situation.

Some of these "Quality of Life Initiatives" have been plaguing our community for years while others are new and part of a rebounding economy. Cell phone coverage has been substandard for many years. Previous attempts were well reasoned with lots of effort; however, we are still not at the level of service Paradise Valley residents should expect. While I will be involved in varying degrees with all of the initiatives, I am taking the lead on this issue.

The impacts of trash trucks has been a long discussed item in Paradise Valley. The fact is that the status quo produces some very real and serious impacts to our quality of life. The Council is focused on solving the problems and not simply adopting a pre-conceived solution.

Our rebounding and new economy has brought some impacts into neighborhoods. Along with construction of our new or renovated resorts, we are also seeing quite a bit of residential construction. We saw a 15% increase in building permits and a 36% increase in permit values in 2015 over 2014. Construction is back and robust. However, so is the associated noise. We don't want to stop this economic vein, but let's lessen the quality of life impacts where we can. Same with those pesky leaf blowers at 6 a.m. on Saturday morning. Also disrupting some of our neighborhoods is the increased practice of short term residential rental properties. We are primarily an owner occupied community. Our transient population has typically been the guests of our premier resorts; however, we are finding some houses being bought up and converted to permanent short term rentals. With that comes associated noise, parking and safety concerns for neighbors. Figuring out the right balance is our new challenge.

Please join us in study sessions and online conversations (www.paradisevalleyaz.gov/550/Quality-of-Life-Initiatives) as we tackle these issues to protect your property values and maintain the outstanding quality of life PV residents have come to expect.

Yours in service,

Michael Collins, Mayor

Cell Phone Coverage

Do you have poor cell phone reception at home, or have a story of how poor cell phone reception has impacted your quality of life here in Paradise Valley? If so please share your story with Mayor Collins at mcollins@paradisevalleyaz.gov.

Operations at Town Hall have been impacted for years by poor cell phone coverage. Whether it's dropped calls by contractors waiting for permits at the front counter, Public Works employees reporting street challenges back to the office, or Police Officers losing coverage on their laptops in the patrol cars, cell phone service is having a negative impact on the Town of Paradise.

This is not a new issue. In 2008 the Town faced the same problem and approved the installation of 42 faux cacti mini cell towers (called a distributed antenna system (DAS)) around our community. The carriers took advantage of these locations to varying degrees. Unfortunately, they haven't solved the problem.

Many residents have purchased additional equipment just to get reliable cell phone coverage at home. That should not be necessary.

Resort visitors and guests complain about poor cellular reception. That should not be our brand.

The Town has reached out to the major carriers in an effort to better understand the challenge and build a foundation for offering potential solutions. Are there technical solutions within our existing zoning codes and aesthetic standards? Are there changes in the industry that are making this worse or will solve this in the near future? The Town is committed to improving this situation and will keep you posted on our findings and activities.



Short Term Rentals



Many visitors come to Paradise Valley every year to enjoy our climate, natural beauty, and numerous world class events. Traditionally visitors stay in one of the Town's existing eight resorts (with three more resorts planned and/or under construction). However, there is a recent and growing trend where visitors rent out private residences in the Town through a variety of online rental websites. Renting of residential homes, or even rooms within a home, is not a new concept. But the increasing popularity of short term home rentals may lead to undesired impacts on neighborhoods.

Often renters are on vacation and their enjoyment of these residences may include unwanted noise, parties, or even the use of homes for large events. This introduction of commercial uses into a residential zone can create parking and safety concerns and generally disrupt the residential character of the neighborhood.

While renting a home for single family uses is not prohibited, short term home rentals are subject to certain limitations. Those limitations include restrictions on the rental or use of homes as commercial venues for weddings, luncheons, dinners, auctions, sales or similar events, and require all event parking on site. Private short term rentals are also subject to sales tax requirements and should be reporting and paying the associated sales and bed taxes. Finally, the current Town Zoning Ordinance prohibits renting a guest home separate from a main home, or renting a main home separate from a guest home.

A goal of the current Town Council is to maintain and improve the quality of life in Paradise Valley. To this end, the Town will be researching short term rental activities in the Town and may introduce new regulations or enforce existing regulations more strictly in order to maintain its high quality of life. Residential districts are intended to promote and preserve a low-density residential character. The Town continues to strive to protect this residential character and to restrict uses that detract from that character. If you are experiencing problems with a short term residential rental property in your neighborhood, please contact Tina Brindley, Code Enforcement Officer, (480) 348-3523 or tbrindley@paradisevalleyaz.gov, so that Town Staff can review the concerns for potential Town Code issues.

COMMUNICATION OPTIONS

www.paradisevalleyaz.gov

Here are ways residents can find out what's going on in the Town.

| COMMUNICATION OPTION | NAME OF SERVICE | DESCRIPTION | HOW COMMUNICATION IS RECEIVED |
|---|---|--|---|
| Police and Public Safety | | | |
| Emergencies and Public Safety Alerts | CodeRed | Register with CodeRed online to receive emergency and critical alerts from the Town by phone, text, and/or emails. You can also select an option to receive non-emergency notices that may include Town events and community meetings. | Telephone, Text, Email, Mobile App |
| Crime Bulletins and Safety Tips | News Flash PVPD Press Release | Subscribe to receive notices and press releases from the Police Department regarding criminal activity and safety tips. | Email |
| Provide Information to Police, Fire, EMS Prior to Emergencies | Smart911 | Register with Smart911 to provide police, fire, and EMS the information they need to more quickly help you in an emergency. Information may include the number of family members living in the house and if any family members have special medical needs. | Information provided once for use in an emergency |
| News and Notifications | | | |
| Town News and Information | News Flash In the News | Subscribe to receive general notices and press releases about current events, pending or newly adopted ordinances, and community activities. | Email, Website |
| Calendar of Events | Main Town Calendar | Subscribe to receive notices of upcoming Town events via email. | Email, Website |
| Meeting Notices and Agendas | Notify Me Town Meeting Notices | Subscribe to receive notices and links to agendas for Town Council and Planning Commission meetings via email. | Email |
| Storm and Flood Planning | Notify Me Storm Water Management | Subscribe to receive notices and information regarding community meetings related to flooding issues and storm water master planning | Email |
| Meeting Participation and Engagement | | | |
| Agendas, Minutes and Videos | Legistar | Agendas, reports, summaries, minutes, and meeting videos for all public meetings are posted on the Town's website. Users are able to sort meetings and search for specific information. | Website |
| Submit Comments on a Council Agenda Item | eComment | Have a question, concern, or comment about an agenda item? Click on eComment next to that item to submit your feedback on that item. Your comments will be delivered electronically to the Mayor and Council Members, or Planning Commissioners. | Website |
| Search Town Records | Transparency Portal | The Transparency Portal (link located on the homepage) provides a wealth of information including current and historical budget and financial records, elections, codes, zoning, and a searchable database of all minutes, ordinances, and resolutions. Your feedback is always welcome regarding other types of information to be included. | Website |
| Request Public Records | Public Records Request | If you cannot find the specific document online, you may submit a public records request to the Clerk's Office electronically. | Website |
| Contacts | | | |
| Report a Violation/Concern | | | |
| Staff Telephone and Email Directory | Staff Directory | Staff directory provides a list of departments and functions. Click on the department to get a list of staff members along with their email and direct telephone numbers. | Website |
| Code Violations, Concerns, or Request for Service | Request Tracker Report a Concern | The Town uses a program called Request Tracker to catalog and respond to code violations and other concerns reported by residents. | Website |
| Social Media | | | |
| Town Hall Twitter | Twitter | @ParadiseVallAZ | |
| PVPD Twitter | Twitter | @PVPolice | |
| PVPD Facebook | Facebook | /PVPolice | |
| Town YouTube | YouTube | /Paradi5eValleyAZ | |
| PVPD YouTube | YouTube | /ParadiseValleyPDAZ | |

quality of life initiatives

Visually Significant Corridors

The character of a town and its neighborhoods is largely determined by the appearance of its streetscape. Streetscape includes elements such as vehicle and bike lanes, sidewalks, bus shelters, street furniture, utility enclosures, landscaping, lighting, and decorative signage.

To encourage high-quality streets that demonstrate the character and image of Paradise Valley, the concept of Visually Significant Corridors has been included in the Town's General Plan. These corridors will have design elements consistent with the Town's landscaping guidelines. An example of such a project is the newly constructed portion of 56th Street joining McDonald and Lincoln Drives. This handsome stretch of road includes decorative pavers, desert landscaping, informational signage, screened utility boxes, and an impressive pedestrian node.

Going forward, the Town will be preparing a Visually Significant Corridors study. This study will include ways to beautify and the two major arterials in Paradise Valley, Tatum Boulevard and Lincoln Drive. The study will also address fundamental ways to improve the streetscape, such as safety, accessibility, and Town identity, while promoting attractive treatments that reflect the Paradise Valley "brand." The final product will be a user-friendly manual, which will include design objectives and guidelines, diagrams, photographs and other information necessary to clearly illustrate appropriate design principals for the Town's Visually Significant Corridors.

Bicycle and Pedestrian Master Plan

Take in the beauty that Paradise Valley has all around the Town. Get ready to dust off that bike and put on those walking shoes. One of the Town Council's Quality of Life Initiatives is to complete a Bicycle and Pedestrian Master Plan for the Town.

This initiative is one of several implementation actions residents of the Town ratified as part of the 2012 General Plan Update. The Town is currently seeking a consultant to assist in this Master Plan process. The consultant will also determine ways to engage the public. The goal is to have the consultant on board by this April or May. It is expected that the process to develop this Master Plan will take approximately nine months to complete. Components of the plan will include identifying existing conditions, identifying gaps in the bicycle-pedestrian network, developing standards for the design of this network, considering destinations and linkages to encourage use of these facilities, ways to improve safety, developing a schedule to phase in improvements, and other aspects that may come out of the public engagement.



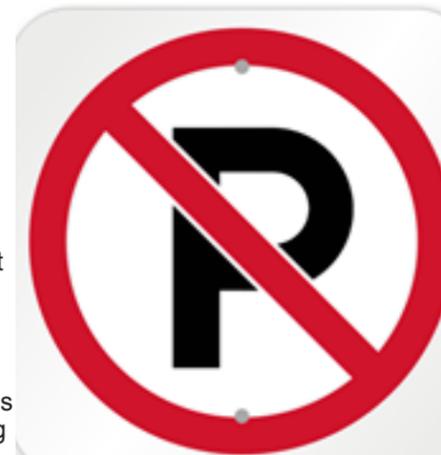
A couple of the Quality of Life Initiatives were tasked to the Advisory Committee on Public Safety (ACOPS). These initiatives have a public safety element and broaden the participation of our community towards improving Paradise Valley.

Signage in School Zones

Arizona State law allows for public schools to petition the Town Council to reduce the speed limit to 15 miles per hour during weekdays when classes are in session. Although it would seem natural for private or charter schools to also petition the Town Council to keep their students safe, the law does not take these institutions into account. As a result, there is no clear process for a private or charter school to reduce the speed limit near their campus. Some of the private schools in Paradise Valley have approached past Town Councils to get the speed reduced. ACOPS will work on a clear process and set of conditions that would be beneficial to maintaining the safety of our most precious resource.

Neighborhood Parking and Traffic Concerns

The Police Department receives several requests per month to deploy resources in order to reduce the number of vehicles parked on the streets in a neighborhood. Parking issues are usually short term as a result of a neighborhood gathering, which rectify themselves within a few hours. Occasionally, the parking and associated traffic issues have a more lasting impact, such as in neighborhoods around Camelback Mountain during hiking season. The simple solution is to place no parking signs as far as the eye can see. But this can create visual clutter, pull limited law enforcement resources, and just push the problem to the next neighborhood. Further, there may not be neighborhood unanimity about the solution. Developing a set of analysis tools and remedies that look at the larger problem and form some criteria for implementing parking restrictions and traffic calming measures is the goal of this initiative.



Trash Collection

Trash, garbage, rubbish, waste. Just as it goes by many names, it can have many impacts and many opinions on how it is managed.

Currently, the Town licenses five trash collection providers: Area Disposal, Greenline Waste, Republic Services, Scott Waste Services, and Waste Management. This means there are trash bins out and trucks rolling through neighborhoods six days a week generating noise and dust. Moreover, the added wear and tear on residential streets reduces the operational life of the road surface. Some residents express safety concerns both for vehicles and pedestrians of having such an active commercial operation in a neighborhood.



On the other hand, some neighbors express a deep satisfaction for the personalized service they receive from their trash haulers.

There are many options to reduce the negative impacts and improve efficiencies. The Town could restrict the days of collection, issue a license agreement to one provider to service the entire Town, or divide the Town into districts and bid them separately. It could require additional axles to distribute the weight of the trucks and reduce wear and tear on streets or demand all CNG vehicles. The Mayor and Council have tasked Town staff to develop a range of options and present them at a community conversation in the spring. Also, a community forum and poll has been set up on the Town's website to engage and collect resident feedback and suggestions. Go to www.paradisevalleyaz.gov/550/Quality-of-Life-Initiatives. Help us improve the quality of life in Paradise Valley.

Planning Commission

The Planning Commission has further agreed to explore QOL initiatives including:

- Hillside Code Revisions
- Lighting Code Revisions
- Private Signage Regulation
- Blight
- Noise Ordinance



Pedestrian node with decorative powder coated metal and stackstone at 56th Street



PRSR STD
US POSTAGE
PAID
UNITED
PRINTING & MAILING

Town of Paradise Valley
640I East Lincoln Drive
Paradise Valley, AZ 85253-4399
www.paradisevalleyaz.gov

| | | |
|--|----------------|-----------------------------------|
| Mayor | | |
| Michael Collins | O 480-348-3534 | mcollins@paradisevalleyaz.gov |
| Vice Mayor | | |
| Dave Sherf | C 310-729-2982 | dsherf@paradisevalleyaz.gov |
| Council Members | | |
| Jerry Bien-Willner | O 480-442-3532 | jbienwillner@paradisevalleyaz.gov |
| Paul Dembow | C 480-650-9940 | pdembow@paradisevalleyaz.gov |
| Mary Hamway | C 602-315-4635 | mhamway@paradisevalleyaz.gov |
| Mark Stanton | C 602-799-2401 | mstantonf@paradisevalleyaz.gov |
| Maria Syms | C 602-430-0472 | msyms@paradisevalleyaz.gov |
| Court | | |
| J. Tyrell Taber, Presiding Judge | 602-248-8203 | jtt@ashrlaw.com |
| Jeanette Wiesenhofer, Municipal Court Director | 480-404-7020 | jwiesenhofer@paradisevalleyaz.gov |
| Staff | | |
| Kevin Burke, Town Manager | 480-348-3533 | kburke@paradisevalleyaz.gov |
| Andrew M. Miller, Town Attorney | 480-348-3691 | amiller@paradisevalleyaz.gov |
| Peter Wingert, Chief of Police | 480-948-7418 | pwingert@paradisevalleyaz.gov |
| James P. Shano, Public Works Director/Town Engineer & Assistant to the Town Manager for Strategic Planning | 480-348-3573 | jshano@paradisevalleyaz.gov |
| Eva Cutro, Community Development Director | 480-348-3522 | ecutro@paradisevalleyaz.gov |
| Dawn Marie Buckland, Director of Administration & Government Affairs | 480-348-3555 | dbuckland@paradisevalleyaz.gov |