

June 5, 2015

Paul Michaud, AICP
Senior Planner
Town of Paradise Valley
6401 E. Lincoln Drive
Paradise Valley, AZ 85283

Re: Review of Minor SUP Amendment for Phoenix Country Day School (Signs)

Dear Mr. Michaud,

Below is an explanation of our enclosed revisions in response to comments received from you and the engineering department on April 28, 2015 (Applicant responses in blue italics). Please let me know if you have any additional comments or require any additional information.

- Please resubmit a completed pre-application form.

A completed application form has been included with this submittal.

- All the sign details shall either be drawn at scale or properly dimensioned (i.e., the horizontal dimensions of the text)

Dimensions have been included on all signs details.

Lighting

- Provide a photometric plan around each proposed lighted sign and clearly indicate the projected brightness level at the nearest property line. Please reference the SUP Guidelines for the recommend maximum brightness/foot candles.

A photometric plan has been provided showing the levels near the property lines. The building identification signage for the Aquatic Center and the Gymnasium are not bright enough to have any significant impact on the levels shown. An additional letter has been provided from the engineer to certify this.

- Provide the cut sheets and lighting details (wattage, lumens, height from the ground) for the sign.

Cut sheets for all fixtures have been provided as requested.

- Identify the hours of operations of the lighting of the signs (e.g. days and times of operation).

Hours of operation have been provided as requested. Lights will not be on between the hours of 930pm and 530am.

Donor Monument Sign

- Provide an assessment of all existing monument signs (total number, where are they located, sign area, type of illumination). Staff considers this sign as an entry monument sign and finds it subject to the existing SUP stipulation that limits signage to three signs at 45 square feet each. Staff interprets that the monument sign in this case is the area of the lettering and logo that is separate from the donor wall.

There is only one monument sign in addition to the proposed donor monument sign. That sign is located on the corner of Stanford Drive and 40th Street and has existed for many years. That sign has 19.5 square feet of sign area in the center, 4.25 square feet on the left sign area and 5.5 square feet of sign area for the right sign area. This creates a combined sign area of 29.25 square feet.

- The SUP Guidelines allow up lighting at 25 watts/250 lumens. It is unclear if the proposed lighting will comply with said SUP Guideline.

The L light fixtures are in compliance with the SUP Guidelines. The lights have 8.5 watts / 236 lumens.

Tennis Center Sign

- Generally, this proposed sign is supported by staff. It has a large setback from the public right-of-way, has a pedestrian level height at three feet and is not illuminated. Preference would be to remove the 'Phoenix Country Day School' text. However, since this sign complies with the SUP Guidelines (it is under 12 square feet in size and under five feet in height for direction signage), staff is comfortable supporting the proposed sign. This sign has approximately 10 square feet of sign area and is at a height of three feet.

This sign has not been modified from the previous submittal.

Aquatic Center and Najafi Gym Signs

- These signs are considered building identification signs. The PCDS SUP has no provisions for this type of signage. The SUP Guidelines call out traffic and directional signage being under five feet in height and not more than 12 square feet in area. The proposed signs are approximately ten feet in height to the top of the signs and 25-50 square feet in sign area.

The sign details have been revised to clearly show the square footage of sign area for both signs. The Aquatic Center sign has 12.75 square feet of sign area, and the Najafi Gym sign has 13.42 square feet of sign area.

- Staff will support either compliance with the aforementioned SUP Guideline or use of only the name of the building without the text "Phoenix Country Day School" (e.g. "Aquatic Center" or "Najafi Gymnasium") or the exact signage approved with the 2013 SUP.

The sign size, height and location for the Aquatic Center were approved as a part of the Minor SUP Amendment that approved the new aquatic center. The request for this sign is merely to change the sign type from freestanding letters to cutout letters that are slightly smaller than what was approved.

The name of the school in the Najafi Gym sign is an integral and important part of the sign and to be in keeping with the approved signage for the Aquatic Center. As such, it has been left in the current request. If this "Phoenix Country Day School" text requires that this sign be considered a form of monument sign, it would still be in keeping, combined with the Donor Monument Sign and existing corner monument sign, with the existing stipulation 18 that limits monument signs to three total with no more than 45 square feet each.

- The back lighting of these signs is permissible. However, the submittal must clearly show how this lighting complies with Section 2506, Lighting, of the Zoning Ordinance of a maximum of 100 lumens per square feet of sign area and the light source not being visible from off the property.

The included photometric plan and letter regarding the impact of these lights for these signs will comply with the Ordinance. The light source (shown on included cut sheets) will not be visible from on or off the property. The max lumens are well below the max allowed.

- Clearly show where the light source will be located. For instance, is the light source running across the full metal sheet or only above the cut outs of the letters?

The light source will be located internally along the length of the metal sign cabinet at the top and bottom and will not be seen.

Mural

- Staff is comfortable supporting approval of this mural administratively. Illumination of the mural on the wall is permissible provided the light cannot be seen off the school property. Using the indirect lighting section of the Town Sign Code, the total lumen count for the light fixture is 1,500 lumens. Please clarify if the 1590.96 lighting output on the cut sheet is the total lumen count.

The cut sheet for the proposed lighting for the wall mural has been included. The proposed lighting is in compliance with the Town Sign Code. A new fixture has been selected that is similar but has a lower max output of 1253.38 lumens.

- The submitted corner monument sign at Stanford Drive and 40th Street shows the existing condition. Identify if there are proposed changes for this sign and the parameters of any proposed changes (e.g. size, height, lighting and content of a new or modified sign).

There are no current plans to modify the existing corner monument sign at this time.

Thank you,

Nicholas Labadie



Phoenix Country Day School

Minor Special Use Permit Amendment Application

Submitted: April 16, 2015

Resubmitted: June 1, 2015

Representative:	Jordan Rose, Rose Law Group pc
Address:	3901 East Stanford Drive
APN:	170-09-001A, 170-09-001B
Proposal Summary:	Site and building signage

Background

Phoenix Country Day School (PCDS) was founded in 1961, on its current property (see Sheet SUP-8) at the southwest corner of 40th St. and Stanford Drive (Property). Subsequently incorporated into the Town, the first Special Use Permit (SUP) was issued in 1972. Over the years, the Town has granted several amendments to the SUP, as the school has upgraded its facilities and evolved into a distinct model of educational excellence, reflecting the unique culture of the region. Its graduates have advanced to the best universities and become leading citizens who make a positive difference in our nation and all over the world. A recent amendment to the SUP (SUP-14-01) approved a new gymnasium, shade structure, perimeter fencing and landscaping.

Purpose

The primary purpose of this application is to allow for the installation of a monument recognizing significant donors to the school adjacent to the existing gymnasium and four other signs, none of which are planned to be viewed from any public street. The recent improvements to the campus, including the approved aquatic center and gymnasium, have been made possible by the generous donation of many families. PCDS would like to recognize those contributions with a monument between the new gymnasium and aquatic center visible from the interior parking lot area. Additionally, four other signs are included in this request. Three identify buildings and the fourth is a school spirit mural internal to the property. Details of all signs are shown on the attached plans. All proposed lighting will be off from the hours of 9:30 pm to 5:30 am in coordination with other lighting approved as a part of the school's SUP.

Uses Proposed on the Property

Each of the signs proposed as a part of this request are described below:

Donor Recognition Monument

As shown on Sheet SUP-9, the proposed donor monument would be located on the northwest corner of parking lot #6 and 196' from the property line (almost 2/3 of a football field) west of 40th Street. Currently, there is only one other monument sign, located at the corner of Stanford Drive and 40th Street as shown on Sheet SUP-15. As shown on Sheet SUP-12, overall dimensions will be 24'-10" long, 3' wide and 4'-9" high with glass panels on the top showing the donor names. The name of the school in approximately 1' aluminum letters will sit just above those panels and the school's logo will be attached to the north end of the monument. The monument is designed to be read by visitors coming from the parking lot and returning to the parking lot from the Walk

of Champions between the old and new gymnasiums. At just under 200' from 40th Street with 12" lettering, it is clearly not directed at traffic along 40th Street and would be very difficult to read from that distance. This sign is proposed to be illuminated by four ground mounted lights.

Tennis Center Facility Identification Sign

This sign is proposed at the northeast corner of the tennis facility 206' west of 40th Street as shown on Sheet SUP-9. The lettering will be a max of 4.5" in height as shown on Sheet SUP-10. The sign will be mounted on a previously approved block wall 28" above the ground. This sign is not illuminated.

Aquatic Center Facility Identification Sign

This sign is proposed on the east wall of the aquatic center 243' west of 40th Street as shown on Sheet SUP-9. This sign was approved as a part of SUP-13-10. The sign was actually constructed with smaller lettering than was approved. The letters are a combination of 7" and 8" instead of the approved 10" but are cut out of an aluminum panel instead of being individually mounted to the wall (see Sheet SUP-11). This sign is internally illuminated by low voltage LEDs mounted behind the panel shining down against the wall and not visible directly from any angle.

Gymnasium Building Identification Sign

This sign is proposed at the southeast corner of the gymnasium approved as a part of SUP-14-01 and faces south as shown on SUP-9. The lettering on this sign matches the size of other building identification signs on the site with a mix of 8" and 7" letters cut out of an aluminum panel as shown on Sheet SUP-13. This sign is internally illuminated by low voltage LEDs mounted behind the panel shining down against the wall and not visible directly from any angle.

School Spirit Mural

This painted mural is proposed on the south side of the auditorium (building V) facing south as shown on SUP-9. The mural will be 297' west of 40th Street and not visible from off the property. As shown as a detail on Sheet SUP-14, the view from 40th Street of the sign will be at such an oblique angle that the sign, which will not protrude from the wall at all, will not be visible. The mural is intended to be an inspirational backdrop to the Walk of Champions, which is the open area between the two gymnasiums. The mural itself will be 12'-2" wide by 17'-6" high. This sign will be illuminated by flush ground mounted up-lighting.

Site Development Phasing

All of the signs proposed are either existing today or are proposed to be constructed in one phase.

Compatibility with Adjoining Properties

As none of the signs are oriented off-site or meant to be read off-site there will be no impact whatsoever on the adjoining properties.

Conformity with and Deviation from Town Standards and Guidelines

As required by Section 1102.2.C.3 of the Zoning Ordinance, the proposed improvements are in conformance with Article XXV of the Zoning Ordinance and the previously approved Special Use Permit. In addition, this request is in conformance with the requirements of Section 6.4a – d of the Town's Special Use Permit Guidelines.

Ownership, Maintenance, and Management of Common Facilities and Open Space

The entire Property and all buildings are owned and maintained by PCDS including open space, sports fields, parking areas, landscaped areas.

Conclusion

Phoenix Country Day School is on the perimeter of the Town, a buffer between the large commercial structures in the City of Phoenix, and the surrounding residences, most of which were constructed after the school. Ever since incorporation by the Town, PCDS has been a good member of the Paradise Valley community, and a good steward of the environment. All previous amendments have involved a large financial commitment by PCDS parents to improve the campus and, therefore, the value of surrounding properties. The current proposed amendment will do the same as well. In addition, none of the proposed signs will have any negative impact on surrounding owners or passerby's. The signs are informational for those visiting PCDS.