



# Town of Paradise Valley

6401 E Lincoln Dr  
Paradise Valley, AZ 85253

## Meeting Notice and Agenda Planning Commission

*Commissioner Thomas G. Campbell  
Commissioner Charles Covington  
Commissioner Pamela Georgelos  
Commissioner Karen Liepmann  
Commissioner William Nassikas  
Commissioner James Rose*

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Tuesday, June 1, 2021

6:00 PM

Council Chambers

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**IN-PERSON ATTENDANCE AT PUBLIC MEETINGS HAS BEEN SUSPENDED UNTIL  
FURTHER NOTICE. WATCH LIVE STREAMED MEETINGS AT:**

**<https://paradisevalleyaz.legistar.com/Calendar.aspx>**

### 1. CALL TO ORDER

### 2. ROLL CALL

*THIS MEETING WILL BE HELD BY REMOTE PARTICIPATION ONLY*

#### *PUBLIC PARTICIPATION IN THE MEETING*

*Members of the public are encouraged to participate in the meeting via the following options:*

- 1. View the live stream at <https://paradisevalleyaz.legistar.com/Calendar.aspx>
    - (a) Click on Calendar Tab*
    - (b) Look for Planning Commission meeting (you may have to select it from the dropdown list) and find the meeting date*
    - (c) Click the "In Progress" link in the column titled Video**
  - 2. Zoom Conference*
    - (a) Computer: <https://zoom.us/j/6678902153>*
    - (b) Telephone: 1 669 900 6833 Meeting ID 667 890 2153*
  - 3. Submitting questions and comments:*
    - (a) Visit <https://paradisevalleyaz.legistar.com/Calendar.aspx>, search for the meeting date, and click "eComment". Locate the agenda item you are interested in and click "Comment" (Please submit comments at least 1 hr prior to meeting)*
    - (b) Email [pmichaud@paradisevalleyaz.gov](mailto:pmichaud@paradisevalleyaz.gov) (Please submit comments at least 1 hr prior to meeting)*
  - 4. Speaking during Call to the Public / Public Hearings*
    - (a) Visit <https://paradisevalleyaz.legistar.com/Calendar.aspx>, search for the meeting date, and click "eComment". Locate the agenda item and click "Register to Speak". Join the meeting by dialing 1 669 900 6833 Meeting ID 667 890 2153*
    - (b) If attending by Zoom Video Conference, click the chat button and enter your name and the agenda item you would like to address*
- (These meeting participation guidelines are pursuant to Town Council Resolution 2020-08 adopted March 17, 2020.)*
- Notice is hereby given pursuant to A.R.S. §38-431.02. that members of the Planning Commission will attend by audio/video conference call.*

*Notice is hereby given that members of the Public Body will attend either in person or by telephone conference call, pursuant to A.R.S. §38-431(4).*

### 3. EXECUTIVE SESSION

*The Public Body may convene into an executive session at one or more times during the meeting as needed to confer with the Town Attorney for legal advice regarding any of the items listed on the agenda as authorized by A.R.S. §38-431.03.A.3.*

### 4. STUDY SESSION AND CITIZEN REVIEW SESSION ITEMS

*Work/Study is open to the public however the following items are scheduled for discussion only. The Public Body will be briefed by staff and other Town representatives. There will be no votes and no final action taken on discussion items. The Public Body may give direction to staff and request that items be scheduled for consideration and final action at a later date. The order of discussion items and the estimated time scheduled to hear each item is subject to change.*

A. [21-201](#) **Citizen Review Session Discussion of a Zoning Ordinance text amendment regarding regulations for Wall and Fences**

Staff Contact: Lisa Collins, 480-348-3522

Attachments: [A. Staff Report](#)  
[B. Presentation](#)

### 5. PUBLIC HEARINGS

*The Public Body may take action on this item.*

A. [21-197](#) **Consideration of a minor amendment request to the Special Use Permit for the Lincoln Plaza Medical Center to modify the comprehensive signage package and to rename the center (SUP 21-01). 7125 E. Lincoln Drive.**

Staff Contact: Loras Rauch, 480-348-3595

Attachments: [A. Staff Report](#)  
[B. Project Narrative](#)  
[C. Sign Criteria Plan](#)  
[D. Approved Landscape Plan](#)  
[E. Resolution 2021-06 COVID Relief - Temporary Signage](#)

### 6. ACTION ITEMS

*The Public Body may take action on this item.*

### 7. CONSENT AGENDA

*All items on the Consent Agenda are considered by the Public Body to be routine and will be enacted by a single motion. There will be no separate discussion of these items. If a Commissioner or member of the public desires discussion on any item it will be removed from the Consent Agenda and considered separately.*

**A.     [21-180](#)           Approval of the May 4, 2021 Planning Commission Minutes**

Attachments:     [050421 MN Draft](#)

**8. STAFF REPORTS****9. PUBLIC BODY REPORTS****10. FUTURE AGENDA ITEMS****11. ADJOURNMENT**

*AGENDA IS SUBJECT TO CHANGE*

*\*Notice is hereby given that pursuant to A.R.S. §1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the Planning Commission are audio and/or video recorded, and, as a result, proceedings in which children are present may be subject to such recording. Parents in order to exercise their rights may either file written consent with the Town Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the Town will assume that the rights afforded parents pursuant to A.R.S. §1-602.A.9 have been waived.*

*The Town of Paradise Valley endeavors to make all public meetings accessible to persons with disabilities. With 72 hours advance notice, special assistance can also be provided for disabled persons at public meetings. Please call 480-948-7411 (voice) or 480-483-1811 (TDD) to request accommodation to participate in the Planning Commission meeting.*



## Action Report

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**File #:** 21-201

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**AGENDA TITLE:**

**Citizen Review Session Discussion of a Zoning Ordinance text amendment regarding regulations for Wall and Fences**

**STAFF CONTACT:**

TOWN  
*Of*  
PARADISE VALLEY

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**STAFF REPORT**

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**TO:** Chair and Planning Commission Members

**FROM:** Lisa Collins, Community Development Director

**DATE:** June 1, 2021

**AGENDA TITLE:**

**Discussion of Regulations for Walls / View Fences / Combination View Fences**

**RECOMMENDATION:**

Provide the opportunity for citizens to gather further information regarding the proposed text amendments and to express any issues or concerns they may have with the proposed text amendment.

**SUMMARY STATEMENT:**

At a prior Town Council Study Session on January 28, 2021 staff presented current code requirements and possible amendments that would result in consistency and clarity of side and front yard regulations for walls, view fences and combination view fences.

The Council directed staff to proceed with a process to draft a text amendment to review with the Planning Commission and residents as required by the Town's Code.

**DISCUSSION:**

During demolition, reconstruction, and a lot combination on a corner lot, a code clarity issue arose related to walls and fences. A more in-depth review lead to a need to consider all aspects of front and side yard areas.

Currently, landscape hedges are allowed in front and side yard areas that create a dense screen. However, open view fences are not allowed. This code amendment would allow property owners with an option to have security and a level of privacy that provides a more open feel to the streetscape.

TOWN

*Of*

PARADISE VALLEY

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## STAFF REPORT

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The current code differentiates between Major Arterials and all others, allowing higher and closer fencing for Major Arterials only. This proposal would differentiate between Local Streets and all others, allowing higher and closer fencing on Major Arterials AND Minor Arterials and Collectors.

Because arterials and collectors are more traveled, a dense hedge is sometimes used as a screen or barrier to allow more use of the front yard area and a greater sense of security. A taller fence closer to the street could provide the same desired result of the property owner and provide the openness that is also desired in the Town.

This Planning Commission Study Session will be followed by a future Planning Commission hearing where a proposed ordinance on this subject will be presented to the Planning Commission for a recommendation to be forward to the Town Council for their consideration.

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### **ATTACHMENTS:**

- A. Staff Report
- B. Presentation

# TOWN OF PARADISE VALLEY

## **Wall and Fence Ordinance Study Session June 1 , 2021**



June 1, 2021

## TODAY'S GOAL

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Provide an opportunity for citizens to gather further information regarding the proposed text amendment and to express any issues or concerns.



June 1, 2021

# PURPOSE FOR THE CODE AMENDMENT?

- **Clarity**

- on corner lots, there is often confusion regarding front and side yard determination

- **Simplicity in code language**

- the code language is complex and could be simplified to avoid misunderstandings

- **Option to achieve more Open streetscapes**

- the code currently allows hedges, but not other barriers that would provide a more open streetscape

- **Privacy & Security**

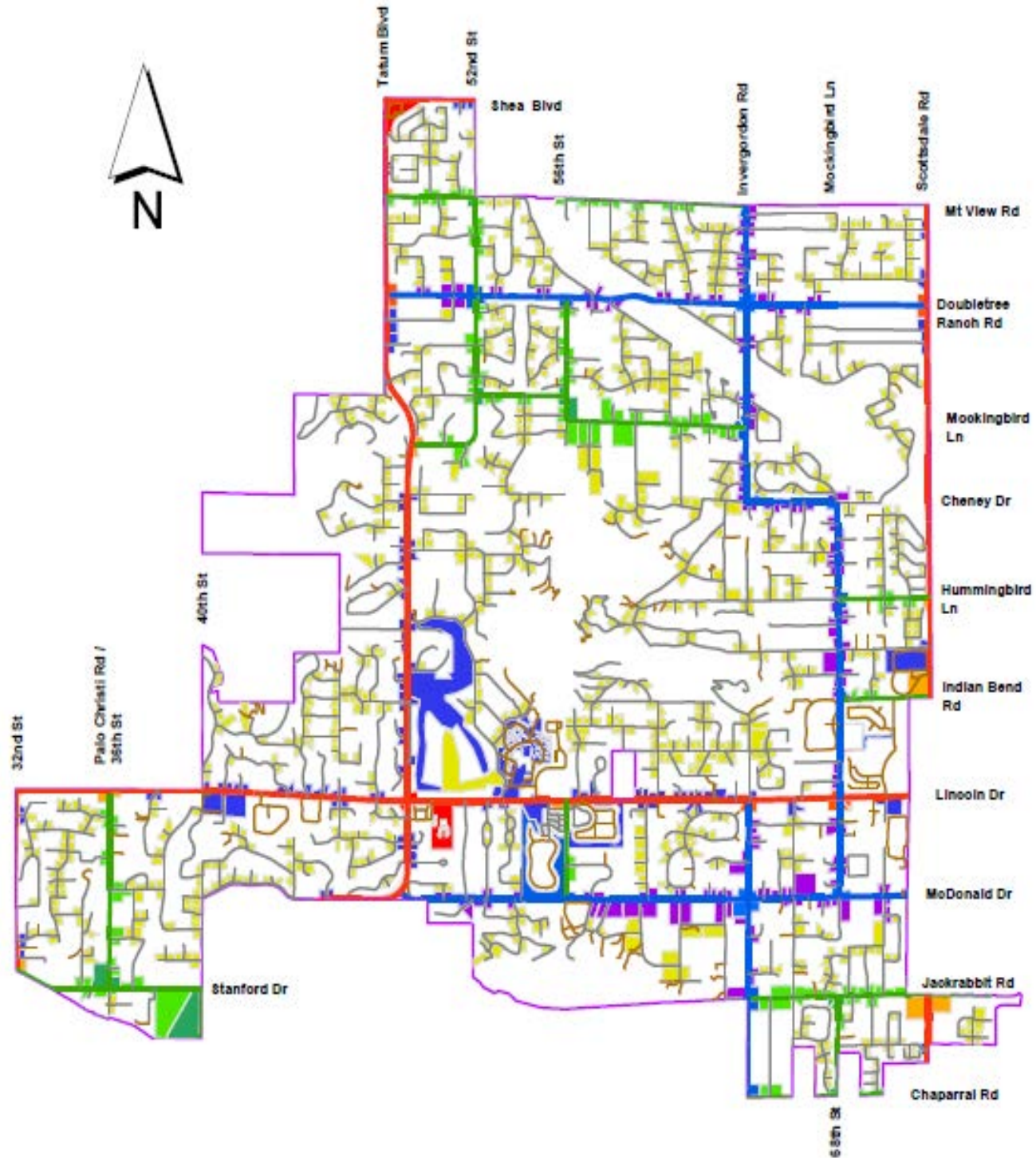
- the desire for an enhanced level of security and privacy could be achieved



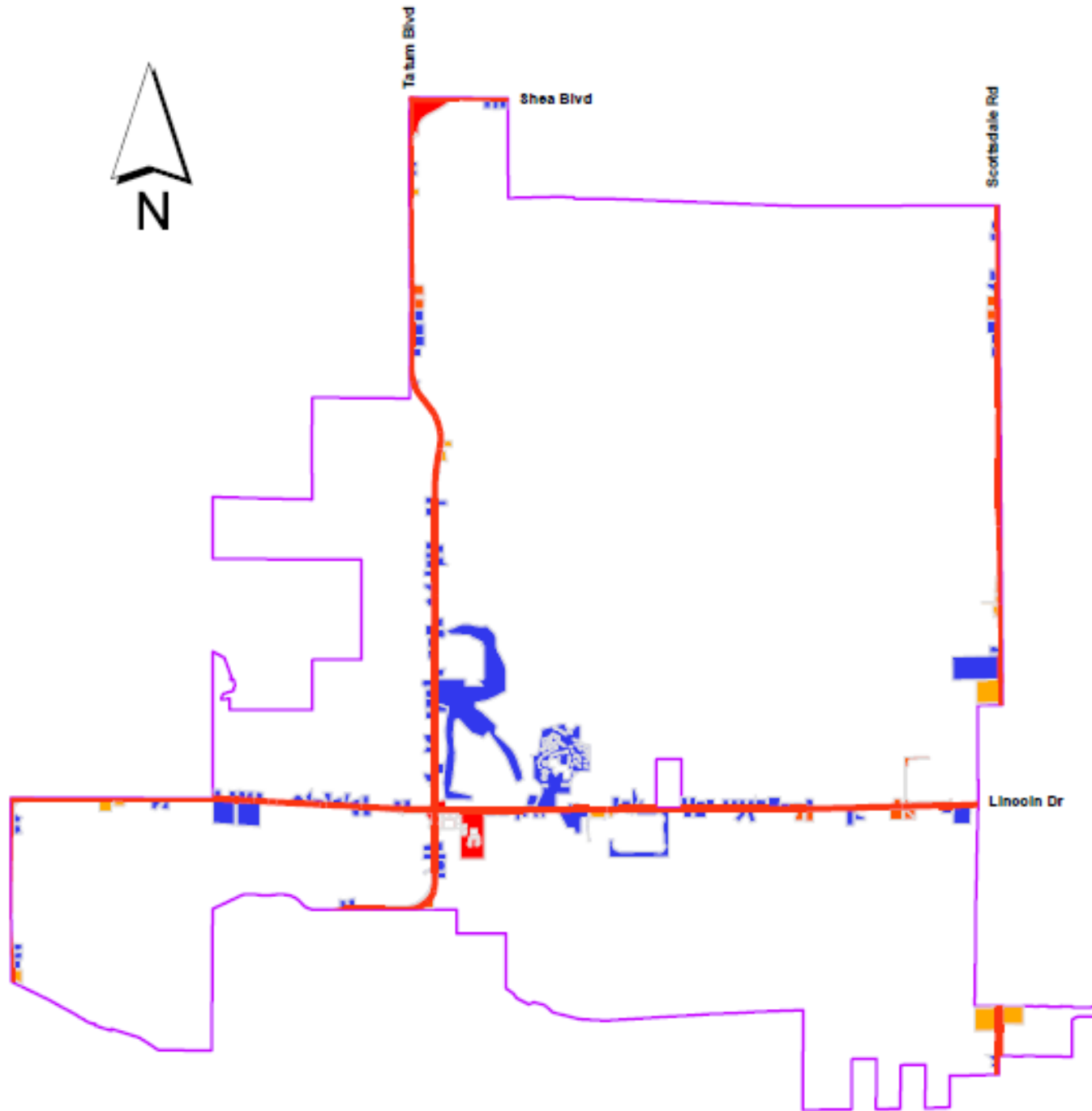
# CURRENT CODE & PROPOSAL SUMMARY

<u>STREET TYPE</u>	<u>WALL/FENCE TYPE – SETBACK &amp; HEIGHT</u>			
	<u>VIEW FENCE</u>	<u>MEANDERING WALL</u>	<u>COMBINATION VIEW FENCE</u>	<u>ANY WALL OR FENCE</u>
<u>MAJOR ARTERIAL</u>  Front/Side/Rear	10 ft min. setback; 8 ft height	15 ft avg setback; 8 ft height	20 ft min. setback; 8 ft height	20 ft min. setback; 8 ft height 10 ft min. setback; 3 ft height
<u>MINOR ARTERIAL</u>  Front	<del>20-10</del> ft min. setback; 6 ft height	NA	20 ft min. setback; 6 ft height	10 ft min. setback; 3 ft height 40 ft min. setback; 6 ft height
Side or Rear	10 ft min. setback; 6 feet height	15 ft avg. setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height
<u>COLLECTOR</u>  Front	<del>20-10</del> ft min. setback; 6 ft height	NA	20 ft min. setback 6 ft height	10 ft min. setback; 3 ft height 40 ft min. setback; 6 ft height
Side or Rear	10 ft min. setback; 6 ft height	15 ft avg setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height
<u>LOCAL</u>  Front	20 ft min. setback; 6 ft height	NA	20 ft min. setback 6 ft height	10 ft min. setback; 3 ft height 40 ft min. setback; 6 ft height
Side or Rear	10 ft min. setback; 6 ft height	15 ft avg setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height	10 ft min. setback; 3 ft height 20 ft min. setback; 6 ft height
Note: All wall/fence types may be constructed on interior side and rear yards with no setbacks and 6 ft maximum height when adjoining residential property and 8 ft maximum height when adjoining non-residential property				

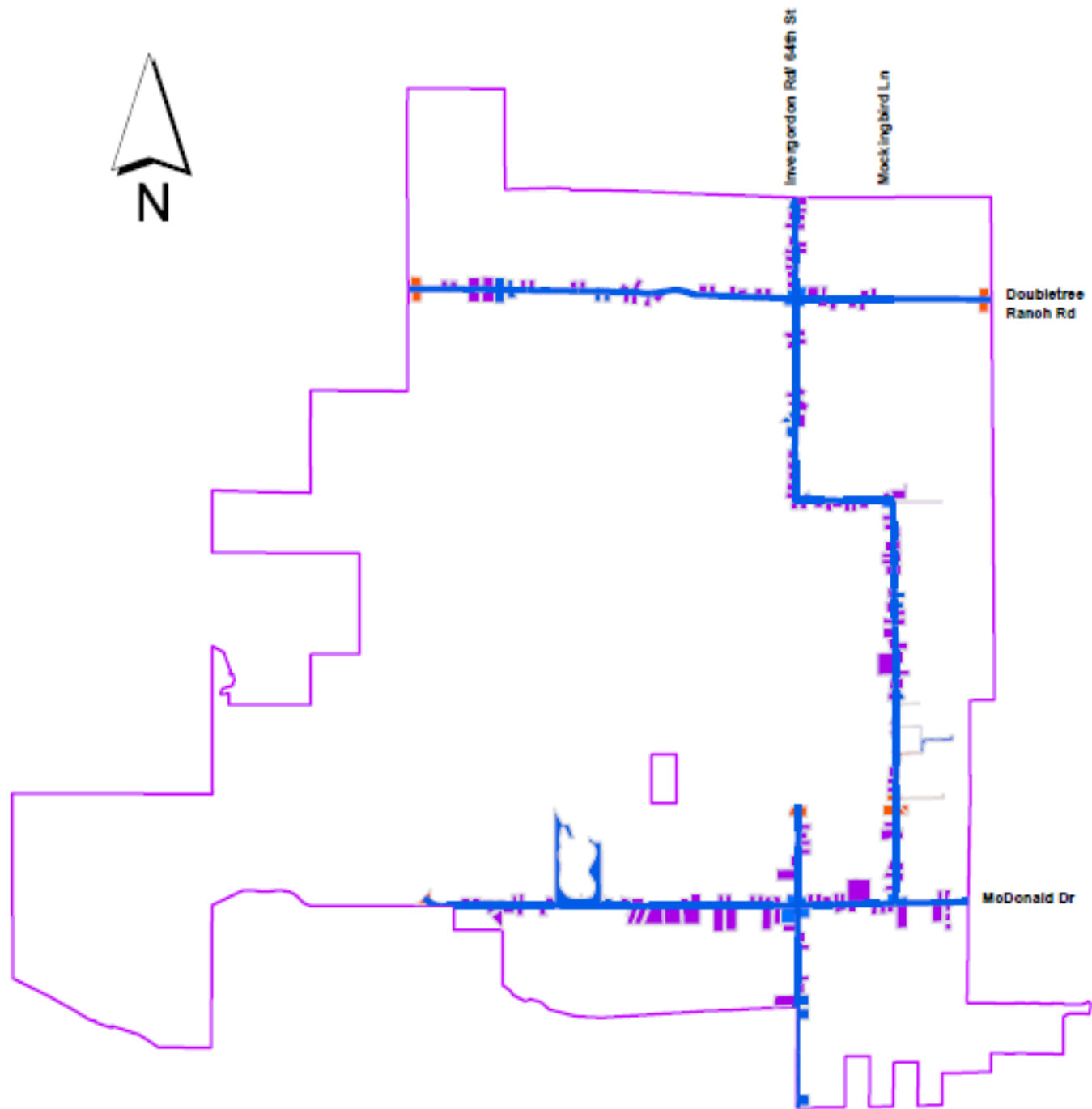
# STREET CLASSIFICATIONS



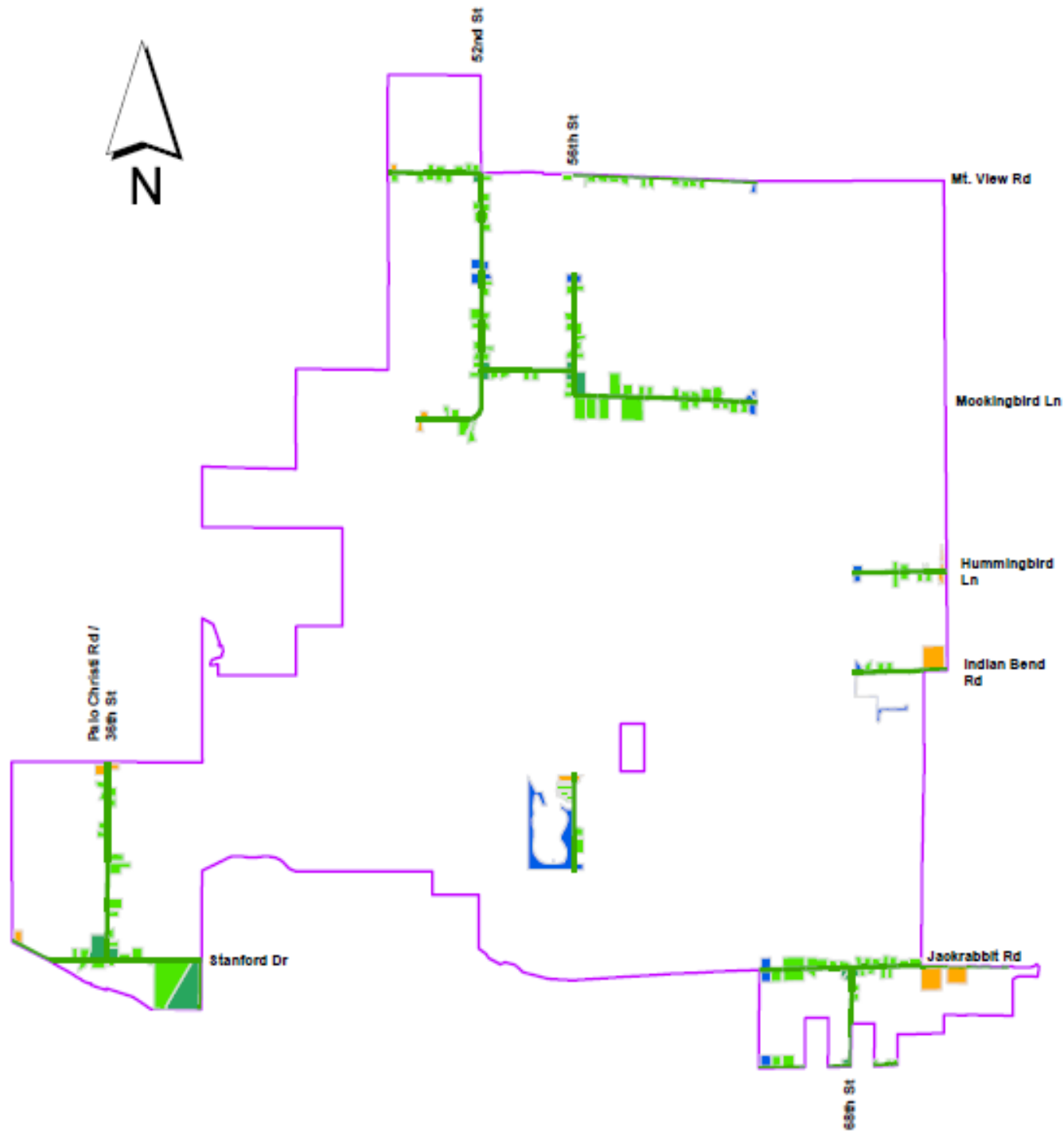
# MAJOR ATERIALS STREETS



# MINOR ARTERIAL STREETS



# COLLECTOR STREETS



## WHAT IS CURRENTLY ALLOWED IN FRONT & SIDE YARDS ADJACENT TO ROADWAYS?

- View Fence
- Meandering Wall
- Combination view Fence
- Walls
- Landscape Hedges



# VIEW FENCE



June 1, 2021

# MEANDERING WALL



June 1, 2021

# OLEANDER HEDGE



June 1, 2021

# WALL



June 1, 2021

# FENCE



June 1, 2021

# COMBINATION VIEW FENCE



June 1, 2021

# DISCUSSION

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Input and discussion regarding the  
proposed text amendment



June 1, 2021



## Action Report

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**File #:** 21-197

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**AGENDA TITLE:**

**Consideration of a minor amendment request to the Special Use Permit for the Lincoln Plaza Medical Center to modify the comprehensive signage package and to rename the center (SUP 21-01). 7125 E. Lincoln Drive.**

**RECOMMENDATION:**

The Commission should consider this application to amend the SUP for new signage and the proposed name change for this Medical Center as a minor amendment as outlined in Section 1102.7 B. of the Zoning Code.

**STAFF CONTACT:**

TOWN  
*Of*  
PARADISE VALLEY



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**STAFF REPORT**

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**TO:** Chair and Planning Commissioners

**FROM:** Lisa Collins, Community Development Director  
Paul Michaud, Planning Manager  
Loras Rauch, Special Projects Planner

**DATE:** June 1, 2021

**DEPARTMENT:** Community Development Department, Planning Division  
Loras Rauch, 480-348-3595

**AGENDA TITLE:**

**Discussion of a minor amendment request to the Special Use Permit for the Lincoln Plaza Medical Center to modify the comprehensive signage package and to rename the center (SUP 21-01). 7125 E. Lincoln Drive.**

**SUMMARY STATEMENT:**

This specific request is for a Minor Amendment to the Special Use Permit (SUP) to rename the center from Lincoln Medical Center to Paradise Valley Surgical & Medical Center and to approve the comprehensive sign plan for the recently renovated site and buildings.

**RECOMMENDATION:**

Recommendation A:

It is recommended the Planning Commission deem the application to amend the SUP for new signage and the proposed name change for this Medical Center as a Minor Amendment per the criteria outlined in Section 1102.7 B. of the Zoning Code.

Recommendation B:

It is recommended that the Planning Commission approve the application, subject to the following stipulations:

1. The project name may be changed from Lincoln Plaza Medical Center to Paradise Valley Surgical & Medical Center. Nothing in this Special Use Permit or otherwise shall require the operation of the medical center under said name or any similar or other name. No further consent shall be required to enable the owner to transfer the property, name or rename the medical center, or select or reselect property management companies for the property.
2. All signage on the property shall be in compliance with the Narrative, Plans, and Documents:

- a. The Project Narrative; dated May 18, 2021 (Attachment B)
  - b. Sign Criteria Plans, prepared by Trademark dated May 17, 2021 and included herein as (Attachment C);
3. Tenant Suite ID Sign changes or additional Suite ID Signs necessitated by the further subdivision of tenant space shall adhere to the standards for size, location, font, color and design specifications outlined in the Sign Criteria Plans, prepared by Trademark dated May 17, 2021 without further SUP approval.
  4. Monument sign shall be limited to no more than 3 tenant panels with said tenant panel content changes being permitted without future SUP approval.
  5. The property owner, Mr. Jamel Greenway PVMOB LLC, and the Town shall sign and record a Waiver of Rights and Remedies agreement under A.R.S. § 12-1134 (Proposition 207 Waiver) in the form provided by the Town Attorney within 10 calendar days of the approval of this amendment to the Special Use Permit.
  6. All existing Special Use Permit stipulations shall remain in full force and effect, unless changed or modified by a future action approved by the Town.
  7. Upon revocation or lapse of Resolution 2021-06, which allows for the use of temporary banners/signage due to COVID and social distancing requirements, all banners and temporary signage shall be removed from the property.

**BACKGROUND:**

Planning Commission Discussion

This application was presented to the Commission as a study session item at the Commission's May 4, 2021 meeting. At that meeting the Commission discussed and had the following questions:

- Has the applicant contacted or obtained an approval letter from the owner of Paradise Valley Medical Center (Scottsdale & Jackrabbit Roads) with regards to the similarity in names if the proposed project name change to "Paradise Valley Plaza Medical Center" were approved?
  - ✓ *Staff reached out to the other projects representative to explain the name change being proposed. The owner has not submitted anything official but his representative informed staff that they were against the proposed name change on the basis that they believe the similarity of names would cause confusion to their clients as well as the public in general. Staff relayed this information to the applicant.*
  - ✓ *The applicant has now amended their name change request to: Paradise Valley Surgical & Medical Center.*
- What other examples of wall signs has the Town ever approved?
  - ✓ *Staff reported that the only approved wall signs similar to what the applicant was requesting were the building wall signs at the Phoenix Country Day School and Paradise Valley United Methodist church. These two SUP projects are the only approved with wall signs that are visible from the public right-of-way. Several of the SUP Resorts have wall signage that is interior to their projects and not visible from the public right-of-way.*

- ✓ *The applicant has since amended their application and deleted all (4) Tenant Building Wall Signs and (1) of the two Building Address Numeral Signs. They have added the (2) Building Alpha sign (A & B) which are required by the Fire Department.*
- What are the landscape plans for this project and is this site in compliance?
  - ✓ *The approved landscape plan for this project site has been included herein as (Attachment D). The project is still under construction and the site has not been finalized yet. The frontage landscape area where the monument sign is proposed is finished and is in compliance with the approved Landscape Plan.*

## **DISCUSSION/FACTS**

### Minor Amendment Criteria

Per Section 1102.7 B of the Zoning Ordinance to qualify as a Minor Amendment to a Special Use Permit the request shall not:

1. Change or add any uses; or
  - *This request maintains the use of the project as a medical office building.*
2. Increase the floor area of the project by more than 5,000 square feet et al.; or
  - *This request does not include a request for an increase in the floor area of the project.*
3. Have any material effect on the adjoining property owners that is visible, audible, or otherwise perceptible from adjacent properties that cannot be sufficiently mitigated; or
  - *This request does not have a material impact on the surrounding property owners that cannot be sufficiently mitigated.*
4. Change the architectural style of the existing Special Use Permit.
  - *This request does not change the architectural style of the project and remains consistent with what has already been approved through previous Minor Amendments approved for the medical center architectural renovations.*

### Special Use Permit Guidelines

The Special Use Permit Guidelines for Medical Office have the following regulations for signage:

1. One (1) ground sign that is no higher than (8) feet and no larger than (40) square feet in area shall be permitted at each principal entrance to the property.
  - *This request is proposing (1) double-faced monument sign that measures (7) feet high by (8) feet wide and a sign area of 39.75 square feet for each sign face. A double-faced sign is considered as two (2) signs. As proposed the sum area of this double-faced sign is 79.5 square feet.*

2. No moving or animated signs shall be permitted
  - *This request proposes no moving or animated signs.*
3. Traffic and directional signs within the site shall not exceed (12) square feet in area or (5) feet in height.
  - *This request is proposing (1) non-illuminated directional monument sign that measures (5) feet high and a sign area of 11.98 square feet. This is consistent with code requirements.*

#### Article XXV (Sign)

The sign regulations of the Zoning Code do not specifically address the various types of on-site signs often utilized by commercial development. However, Section 2506 addresses the lighting used for signage. The standards that apply to this application are as follows:

- A. Signs may be illuminated. Such illumination shall be confined to the area of the sign.
  - *This request is proposing to illuminate only the monument sign; which will be internally illuminated and thus confined to the area of the sign.*
- E. Backing lighting of freestanding letters mounted on a wall shall be limited to 100 Lumens per square foot of sign area and the illumination source is not visible.
  - *The amended application no longer has illuminated building mounted wall signs.*
- F. Signs that are internally illuminated shall not exceed 0.75 foot candle or equivalent Lux of projected brightness measured at the nearest property line.
  - *The monument sign complies with this standard and so noted on the submitted plans.*
- H. Signs may be illuminated only during the hours that the associated establishment is open for business.
  - *The monument sign complies with this standard and noted on the submitted plans.*

#### Project History:

The original Special Use Permit was issued in 1974 to allow a medical center at 7125 E. Lincoln Drive. The Special Use Permit for this medical center, known as Lincoln Plaza Medical Center, has been amended several times throughout the years.

In 2018, there was a Statement of Direction (SOD) for a Major SUP Amendment which was ultimately withdrawn by the applicant after the Planning Commission recommendation. In 2019 the owner began renovations to the existing buildings and the site. Additional right-of-way on Lincoln Drive was dedicated and the Town

completed its Lincoln Drive paving project including the construction of a meandering sidewalk along the property frontage.

This site used to have two (2) driveways off Lincoln Drive. In conjunction with the paving project, the applicant agreed to eliminate their easternmost driveway and allow their westernmost driveway to become a shared driveway with the adjacent Smoke Tree Resort. Site renovations include new frontage landscaping and the lowering of the frontage site/screen wall and the landscape berm. These frontage improvements required the removal of the existing monument sign centered in this frontage landscape area and that portion of the site wall containing the signage at the western driveway. Both monument signs were approved prior to 2011 and were a sum of 13.5 square feet in area. This Minor SUP Amendment for approval of a Comprehensive Sign Plan addresses the replacement of these two monument signs.

Approved renovations of the existing two (2) buildings include interior tenant improvements, exterior painting, and Administrative SUP Amendments for the addition of an elevator. The project has been re-tenanted from its original tenant base with three (3) tenants and the building is 100% leased. The three (3) tenants in the building and the division of building space are as follows:

- Paradise Valley Multi-Specialty Surgery Center; located on 2<sup>nd</sup> floor (15,500 sf).
- Clear Dermatology; located on the 1<sup>st</sup> floor of the north building (6,131 sf).
- Benessair; located on the 1<sup>st</sup> floor of the south building (6,131 sf).

#### **APPLICATION INFORMATION:**

The Commission reviewed this application at their May 4, 2021 work session. The application has since been amended and the current request includes both “development signs” and “tenant signs” as further discussed below. Staff is in support of the comprehensive signage plan as re-submitted following the May 4, 2021 Commission Work Session.

1. Project Name Change: Per the Project Narrative submitted by the applicant: “This name stresses the project’s surgery center which occupies over 50% of the floor area while also identifying the building’s medical use. The inclusion of “Paradise Valley” in the project name is important for identification purposes and to assist clients in searching for the correct location of the building as well as distinguishing the tenants’ locations in this project from their other locations in the Valley. Clear Dermatology has two other locations in Scottsdale and in most cases, doctors using the surgery center will also use other surgery center facilities throughout the Valley. The town name identification is important to assist doctors in directing their patients to this location. Many patients will only visit the surgery center on the day of their surgery so there will not be prior visit experience to assist them in locating the surgery center.”
2. Development Signs (96.12 square feet total sign area proposed)
  - Monument Sign (Multi-Tenant): As proposed this sign is an aluminum freestanding structure internally illuminated double-faced sign containing the center identification and 3 tenant panels per sign face. As defined this sign structure is two (2) signs. The code allows for one (1) sign per driveway

entrance. This applicant, at the Town's request, eliminated one of their two (2) driveway entrances. For this reason, staff is supportive of this double-faced sign. All other aspects of this sign as proposed (size, height, illumination) comply with code requirements.

- Directional Monument Sign: This sign meets code requirements.
- Address Numerals: Per Section 201 these are not computed as part of the total sign area. Since the May 4<sup>th</sup> Commission Work Session one (1) of these address numeral signs has been eliminated. The applicant feels it necessary to continue to have one (1) such sign on the building to provide some advance notice to drivers on Lincoln Drive given that this site has only one (1) driveway entrance.
- Door ID & ADA Door: These are small signs attached to the door to indicate that the door is not for public use (private entry or ADA Room)
- Suite Directional: Two (2) signs (1 square feet each) located near the elevator or building entry point to direct patrons to the tenant suites.
- Building Alpha ID Sign: Per the Fire Department a building identification number or alpha sign needs to be provided for each building to aid in emergency response.

### 3. Tenant Signage (1.26 square feet total sign area proposed)

- Suite ID Sign: Total of (3) signs placed on wall adjacent to suite entry (under ½ square feet each).

### **PUBLIC COMMENT:**

Public notification has complied with Town requirements.

- The Town received only verbal objection to the previously proposed project name of "Paradise Valley Plaza Medical Center" from the owner of the "Paradise Valley Medical Plaza" located at Jackrabbit and Scottsdale Road.
- When informed of the new proposed name of "Paradise Valley Surgical & Medical Center" this same owner's email response was that there is a "Paradise Valley Surgery Center" on their site with a monument sign on Jackrabbit Road so that might still be very confusing".

### **ATTACHMENT(S):**

- A. Staff Report
- B. Project Narrative
- C. Sign Criteria Plan
- D. Approved Landscape Plan
- E. Resolution 2021-06 COVID Relief - Temporary Signage

**MINOR AMENDMENT TO SPECIAL USE PERMIT  
5/18/2021 UPDATE TO SUP 21-01**

**SIGNAGE FOR:  
PARADISE VALLEY SURGICAL & MEDICAL CENTER  
(FORMERLY KNOWN AS LINCOLN PLAZA MEDICAL CENTER)  
7125 E LINCOLN DRIVE, PARADISE VALLEY**

**Updated Narrative**

**A request for a Minor Amendment to the Special Use Permit was submitted on March 18, 2021, and amended on April 9, 2021, requesting approval to change the name of the above project and approval of a comprehensive sign plan. Based on comments and suggestions from the Town Planning Commission, the comprehensive sign plan and requested name change for this project have been amended to more closely align with the Planning Commission's comments. Below is the narrative on the amended request as further detailed in the Sign Criteria Package covering monument, directional, safety, internal building identification, and tenant identification signage being requested.**

The request meets the requirements for a minor amendment because it: (a) maintains the use of the project as a medical office building; (b) does not include a request for an increase in the floor area of the project; (c) does not have a material impact on the surrounding property owners; and (d) does not change the architectural style of the project.

Over the last 18 months the project has been re-tenanted from its original tenant base and the building is currently 100% leased. The building will house three tenants as follows: Benessair Wellness Clinic consisting of approximately 6,100 square feet on the first floor, Clear Dermatology consisting of approximately 6,100 square feet on the first floor, and Paradise Valley Multi-Specialty Surgery Center consisting of approximately 15,500 square feet on the second floor. The Surgery Center encompasses the entire second floor of the project. Currently the Benessair Wellness Clinic is open for business, the Clear Dermatology tenant opened for business the week of May 17<sup>th</sup>, and the Paradise Valley Multi-Specialty Surgery Center is scheduled to open for business in late June or early July 2021. All three of these tenants are owned by well-respected members of the medical community and bring their many years of medical experience to Paradise Valley.

As a historical recap of the building signage approved in previous SUP Amendments for this property, in 2011 the inclusion of pharmacy and urgent care facilities in the building was approved along with specific criteria for signage for these uses. The pharmacy and urgent care facilities will not be included in the project and the signage which has been approved for these facilities will not be needed.

**Name Change:** In consideration of the comments from the Planning Commission, the requested name change for the project has been amended to the following:

**Paradise Valley Surgical & Medical Center**

This name stresses the project's surgery center which occupies over 50% of the floor area while also identifying the building's medical use. The inclusion of "Paradise Valley" in the project name is important for identification purposes and to assist clients in searching for the correct location of the building as well as distinguishing the tenants' locations in this project from their other locations in the Valley. Clear Dermatology has two other locations in Scottsdale and in most cases, doctors using the surgery center will also use other surgery center facilities throughout the Valley. The town name identification is important to assist doctors in directing their patients to this location. Many patients will only visit the surgery center on the day of their surgery so there will not be prior visit experience to assist them in locating the surgery center.

**Signage:** The current request includes the following sign types related to the building and its operations and are detailed in the Sign Criteria Package. These signs are important to the efficient operation of the medical office building by providing important directional, identification and safety information to patients and community service providers such as fire and police.

### **Building Signage**

- **Monument Sign** - One double-sided, free-standing, illuminated multi-tenant monument sign containing 35 square feet of signage area on each side plus 4.75 square feet of post support. The sign will be located in the front grassy area of the property near the buffer wall (see MM on pages 6 and 7 of the Sign Criteria package for specific sign location and pages 8 and 9 for the sign prototype). The monument sign will contain the building name identification and address and three tenant panels to accommodate the three tenants in the building. There are no plans to expand the monument sign to include additional tenant panels. In the event that future tenant leases replacing the current tenants increase the number of tenants in the building, monument sign panels will be available only to the three largest tenants. Because there is only one monument sign on the property, it is important that this sign be double-sided to be visible to vehicles traveling both east and west on Lincoln Drive. The project has only one entrance/exit drive on the property as a result of an agreement between the property owner and the Town to create a single shared drive to access the project. The double-sided monument sign is necessary to assist patients in locating this single shared drive. The monument sign will be illuminated during the hours the tenants are open for business. The current tenant mix has operating hours from 6 am to 7 pm Monday through Saturday. The lights will be controlled by a time clock.

The total square footage of the proposed monument structure is 39.75 square feet per side resulting in a total of 79.5 square feet.

When comparing the number of square feet of the requested monument sign to those allowed by code in municipalities such as Carefree and Scottsdale, it may appear that this request exceeds those municipalities' allowable amounts. However, it should be noted that square footages are measured differently in both Carefree and Scottsdale where only the square footage of the tenant text areas and building name are counted against the square footage allowance and only the square footage of one side of a double-sided monument sign is included. The calculations provided for the requested

monument sign include the entire sign structure including supporting posts and address posts.

- **Directional Parking Lot Sign** - One non-illuminated directional free-standing sign consisting of 11.98 square feet to be located south of the shared drive. The purpose of this sign is to direct vehicles onto the Paradise Valley Surgical & Medical Center property (and away from the adjacent Smoke Tree Resort property). Because there is a single shared drive for both properties, it is crucial to provide highly visible directional signage to vehicles entering the shared drive and pedestrians walking along Lincoln Drive to direct patients and other visitors to the project and assist them in making immediate decisions on which direction to turn to access the Paradise Valley Surgical & Medical Center. See DM on page 6 of the Sign Criteria package for the specific location and page 10 for the sign prototype.
- **Suite Directional/Tenant Signs** - Two wall-mounted non-illuminated suite directional signs with one to be located on the north side of the building and one to be located in the center of the building. These signs total 2.16 square feet (1.08 SF each). The suite directional signs will list each tenant and provide directional instructions (via arrows) to assist patients in locating each tenant. See SD on page 6 of the Sign Criteria package for the locations of the signs and page 15 for the sign prototypes. These signs will also provide directional information for locating the elevators. These signs are not visible from the street or the right of way.
- **Address Numerals/Building Letters** – One non-illuminated building address numeral sign to be located on the north facing side of the building totaling 2.95 square feet as well as the letters “A” and “B” totaling 1.81 square feet to be located on the respective buildings. Although the building address will also be on the monument sign, the placement of the address on the building is important to provide better visibility and early identification to drivers approaching the building. If drivers miss the only entry drive into the building, they are forced to turn around which encourages U-turns and other maneuvers which could cause traffic-safety issues. This is a particular issue for east-bound traffic since the monument sign is east of the drive. By providing a second address location near the roofline, drivers are more likely to recognize the building from a sufficient distant to allow extra time to locate the entrance driveway. The Fire Department has requested the inclusion of the letters “A” and “B” on the buildings as a life safety requirement. See page 6 of the Sign Criteria package for the location of the address numbers (AD) and building letters and pages 11 and 12 for the prototypes. The address numbers and letters are mounted flush to the building exterior and are 3” deep.
- **Door ID/Entry Identification Signs** - Five non-illuminated door entry identification signs. These signs identify non-patient, non-public entrances to assist patients in correctly locating the tenant entrances. The signs contain the words “Private Entrance” and total 2.1 square feet. There are 4 such signs on the south building and 1 on the north building. See page 6 of the Sign Criteria package for the sign locations (DID) and page 13 for the sign prototype.

- ADA/Room Identification Signs - Two non-illuminated building support system identification signs (Electrical Room and Staff Elevator) to assist in identifying these rooms. The signs total .38 square feet (.19 SF each). See page 6 of the Sign Criteria package for the sign locations (ADA) and page 14 for the sign prototypes.

The total square footage of all signs detailed above is 56.37 square feet although if both sides of the monument sign are included, the total square footage is 96.12 square feet. (Note: the square footage of the building address and letters is not included as these identification signs are life-safety requirements.)

### Tenant Suite Identification

The building does not contain a central interior lobby and each tenant's entrance is located in a different section of the building (Benessair is on the south end of the building; Clear Dermatology in on the east side of the building and Paradise Valley Multi-Specialty Surgery Center's entrance is on the north side of the building). Each tenant's entrance door must be clearly marked to assist patients and visitors in locating the entrances. The current Minor Amendment to the SUP includes the following suite identification tenant signage:

- Suite Identification Signage – There will be an aluminum plaque containing .42 square feet located at each tenant's entrance door. The plaque will contain the tenant's name and suite number (also in braille). See page 18 of the Sign Criteria package for location (SID) and page 19 for sign prototype.
- Exterior Building Tenant Signs – No individual exterior building tenant signage is being requested at this time.

The total signage requested for the project is broken down as follows:

Building identification, directional and safety	96.12 SF*
Tenant specific identification	1.26 SF
Total	97.38 SF

\*Assumes the double-sided monument sign is counted twice

Exhibits Include:

- Sign Criteria Package dated May 17, 2021
- Mailing list of property owners located within a 1,500 foot radius of the property

# PARADISE VALLEY **SURGICAL & MEDICAL CENTER**

7125 E. LINCOLN DRIVE | PARADISE VALLEY, AZ 85253

PROJECT OVERVIEW .....3

DEVELOPMENT SIGNS .....4

    DEVELOPMENT SIGN MATRIX ..... 5

    SIGN LOCATION PLAN ..... 6

    DEVELOPMENT SIGN TYPES ..... 8

TENANT SIGNS .....16

    TENANT SIGN MATRIX .....17

    SIGN LOCATION PLAN .....18

    TENANT SIGN TYPES .....19

PROJECT NAME & ADDRESS

PARADISE VALLEY SURGICAL & MEDICAL CENTER  
7125 E. Lincoln Drive  
Paradise Valley, AZ 85253

PROPERTY OWNER / LANDLORD

Jamel Greenway PVMOB, LLC  
4771 N. 20th Street  
Suite B22  
Phoenix, AZ 85016

Nick Roe  
nickroe@cox.net

PARCEL INFORMATION

PARCEL NUMBERS  
174-64-003B

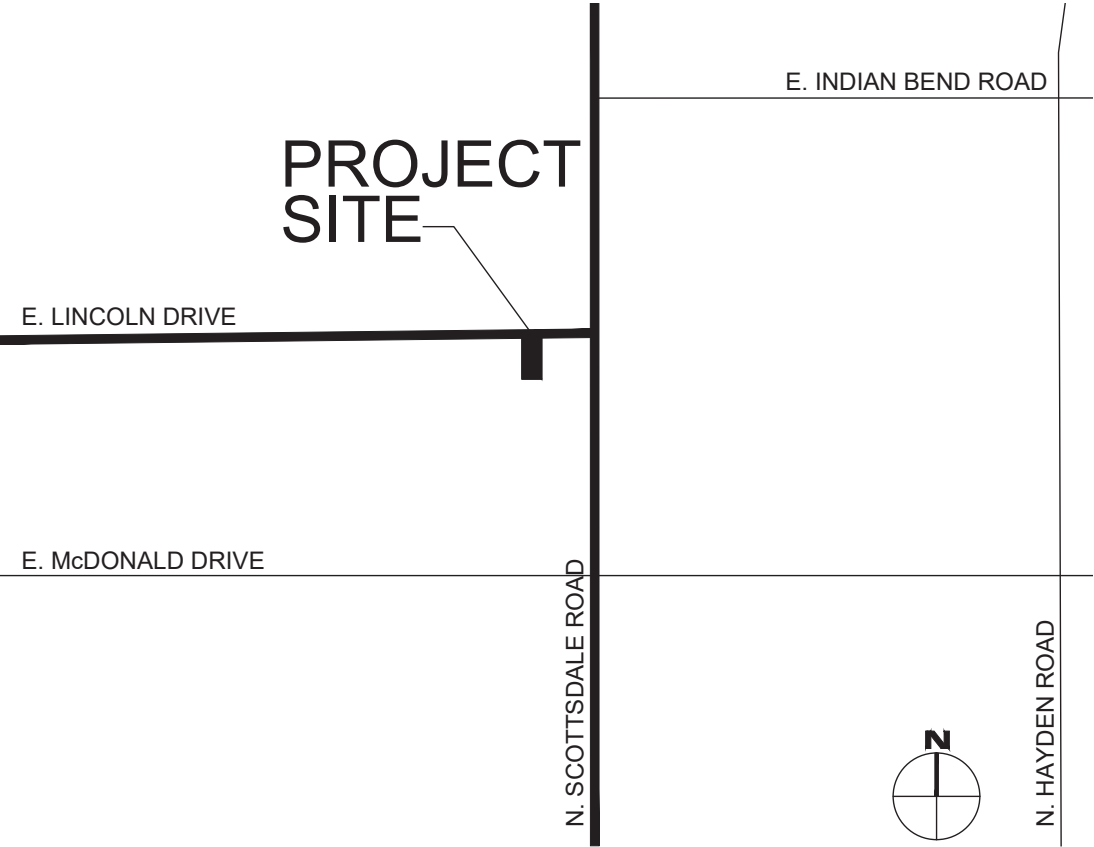
AREA IN ACRES  
GROSS: 2.29  
NET: 2.13

ZONING  
SUP-0

SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3825 S. 36th St.  
Phoenix, AZ 85040  
602-272-5055  
-----  
Jim Bacher  
JBacher@trademarkvisual.com

VICINITY MAP



# SECTION 2 | DEVELOPMENT SIGNS

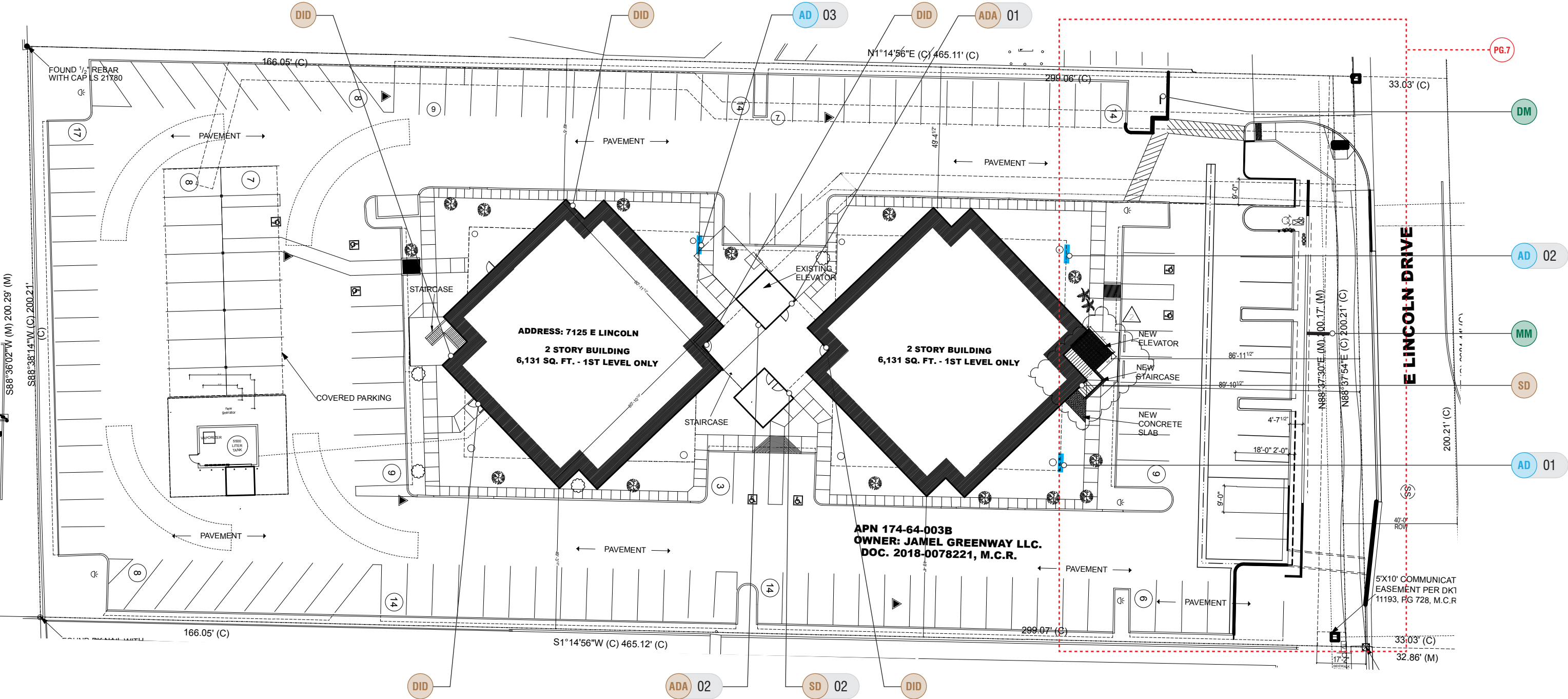
SIGN TYPE	FUNCTION	QTY	ILLUMINATION	SQUARE FEET
MM - MULTI-TENANT MONUMENT	Development & Tenant Identification	1	Internal LED Illumination; Development ID & Tenant Panels  <i>See Notes at Right</i>	39.75 SF per Side  39.75 x 2 = 79.5 Total SF (If you count both sides)
DM - DIRECTIONAL MONUMENT	Direct Pedestrian and Vehicular Traffic Through the Site	1	Non-Illuminated	11.98 SF
AD - ADDRESS NUMERALS & BUILDING LETTERS AD.01, AD.02, & AD.03	Building Identification	1 Address  2 Building Letters	Non-Illuminated	2.95 SF (Address Numerals)* 1.81 SF (Building Letters)* <div>(addressing not included in square footage totals)</div>
DID - DOOR ID	Entry Identification	5	Non-Illuminated	2.1 SF Total (.42 SF Each)
ADA - ADA ROOM ID ADA.01 & ADA.02	Room Identification	2	Non-Illuminated	.38 SF Total (.19 SF Each)
SD - SUITE DIRECTIONAL SD.01 & SD.02	Wayfinding	2	Non-Illuminated	2.16 SF Total (1.08 SF Each)
				56.37 TOTAL SF

NOTES ON FREESTANDING SIGN ILLUMINATION:

- No signs are to be located on public property
- No movement/animation is allowed
- Illumination is to be confined to area of sign
- All light sources shall be fully shielded
- Back lighting of freestanding letters limited to 100 lumens per square foot of sign area
- Backlit non-opaque panels not permitted, 0.75 at property line, 3000 Kelvins
- Signs may be illuminated only during hours the establishment is open for business
- All illuminated signage will be turned off when the establishments are closed for business

\* Address Numerals & Building Letters are not included in square footage totals

96.12 TOTAL SF (If you count both sides of monument)

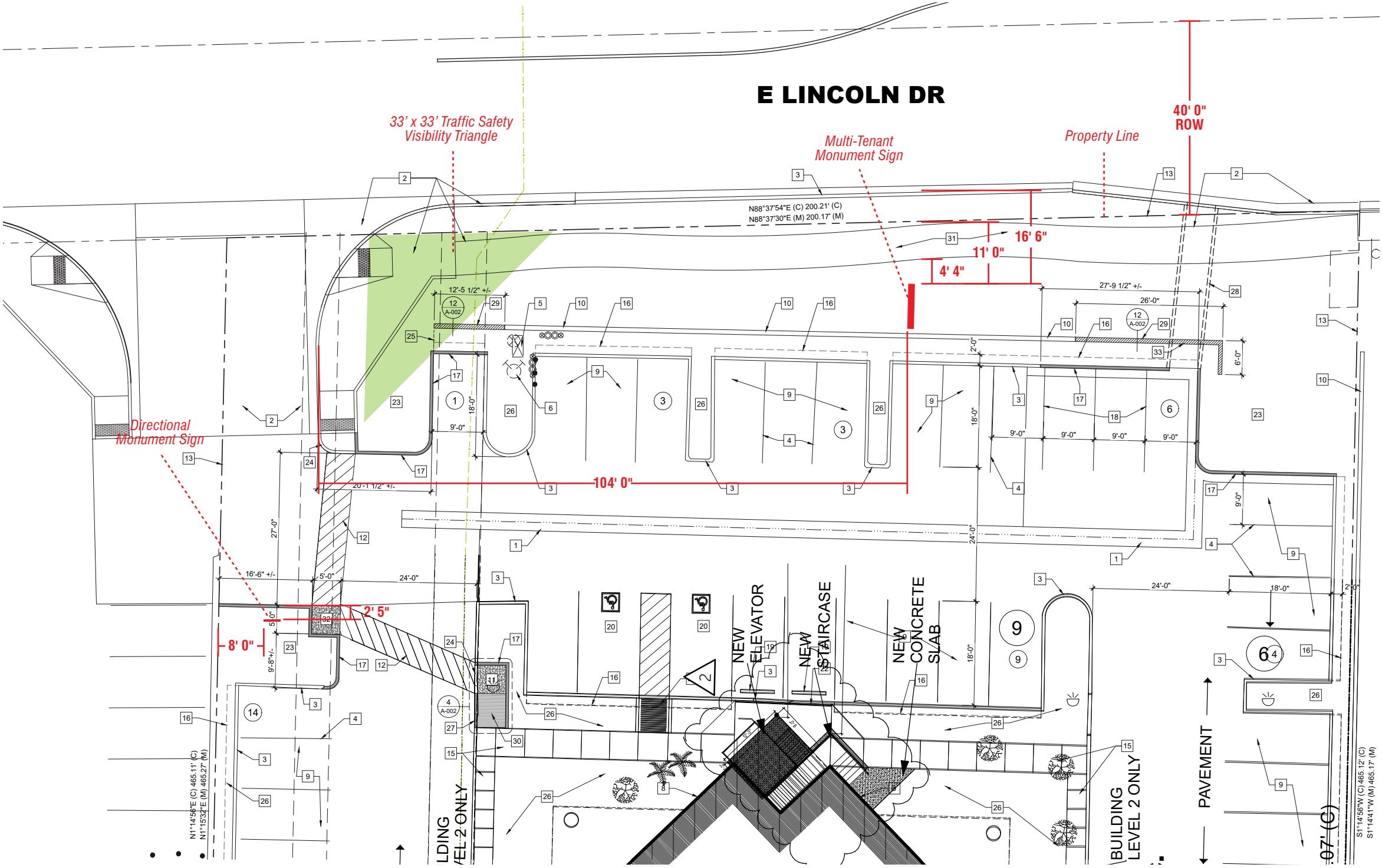


KEY

- FREESTANDING SIGNS**

  - MM** Multi-Tenant Monument
  - DM** Directional Monument
- ATTACHED BUILDING SIGNS**

  - AD** Address Numerals & Building Letters
  - ADA** ADA Room ID
  - DID** Door ID
  - SD** Suite Directional

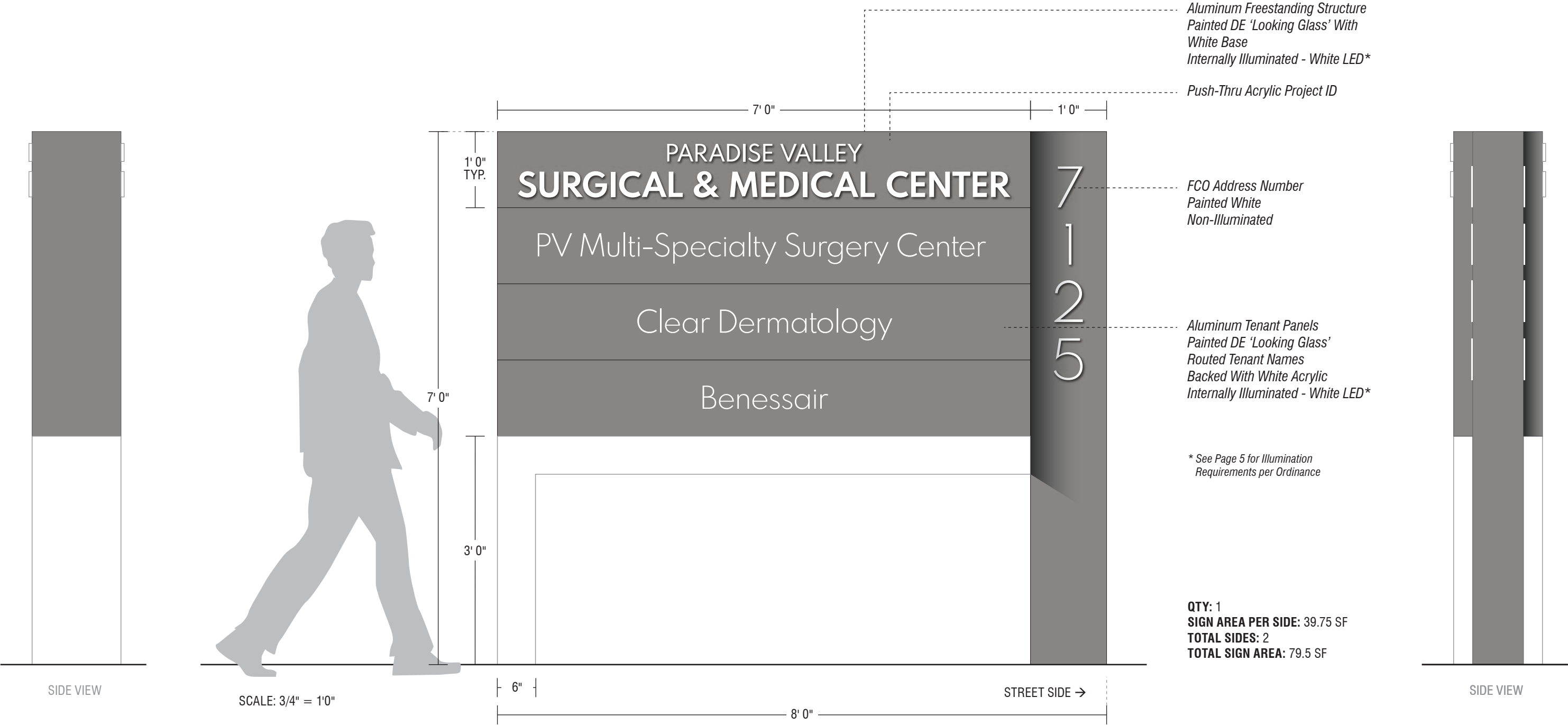


NOTE: Sidewalk was adjusted to avoid Cox and Century Link utility boxes. Monument will be placed in the grassy area as shown.

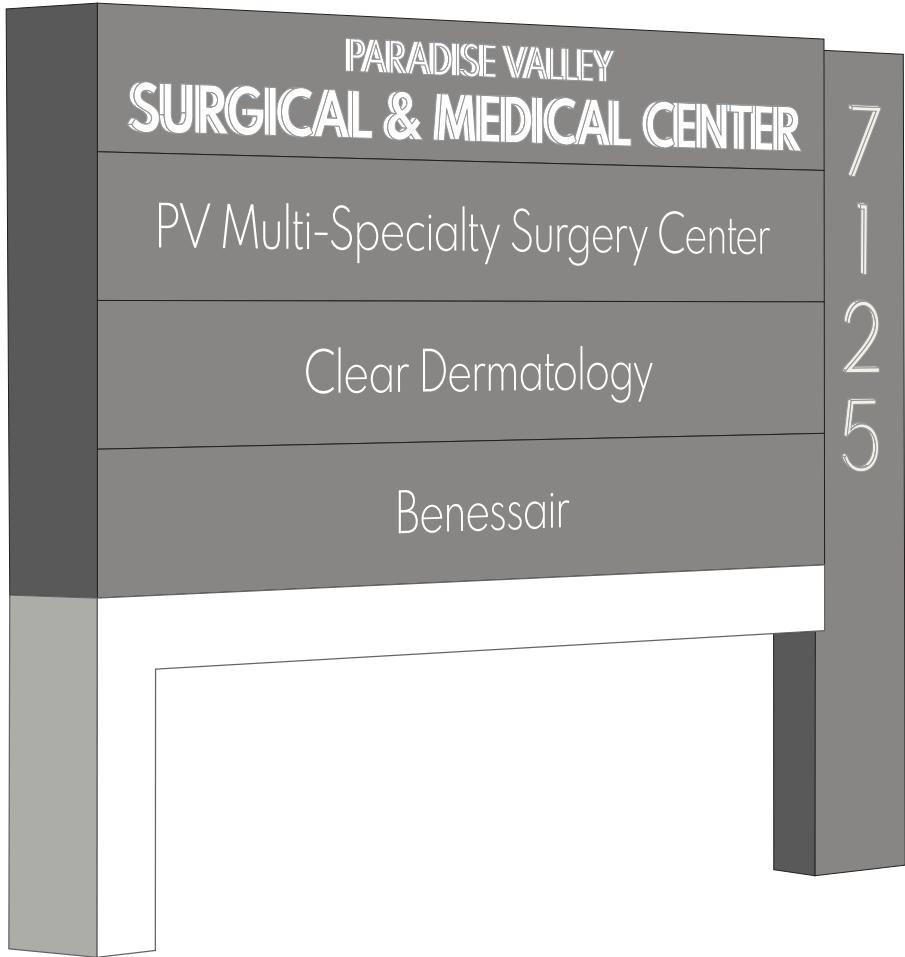
MM Multi-Tenant Monument



PLAN VIEW



MM Multi-Tenant Monument

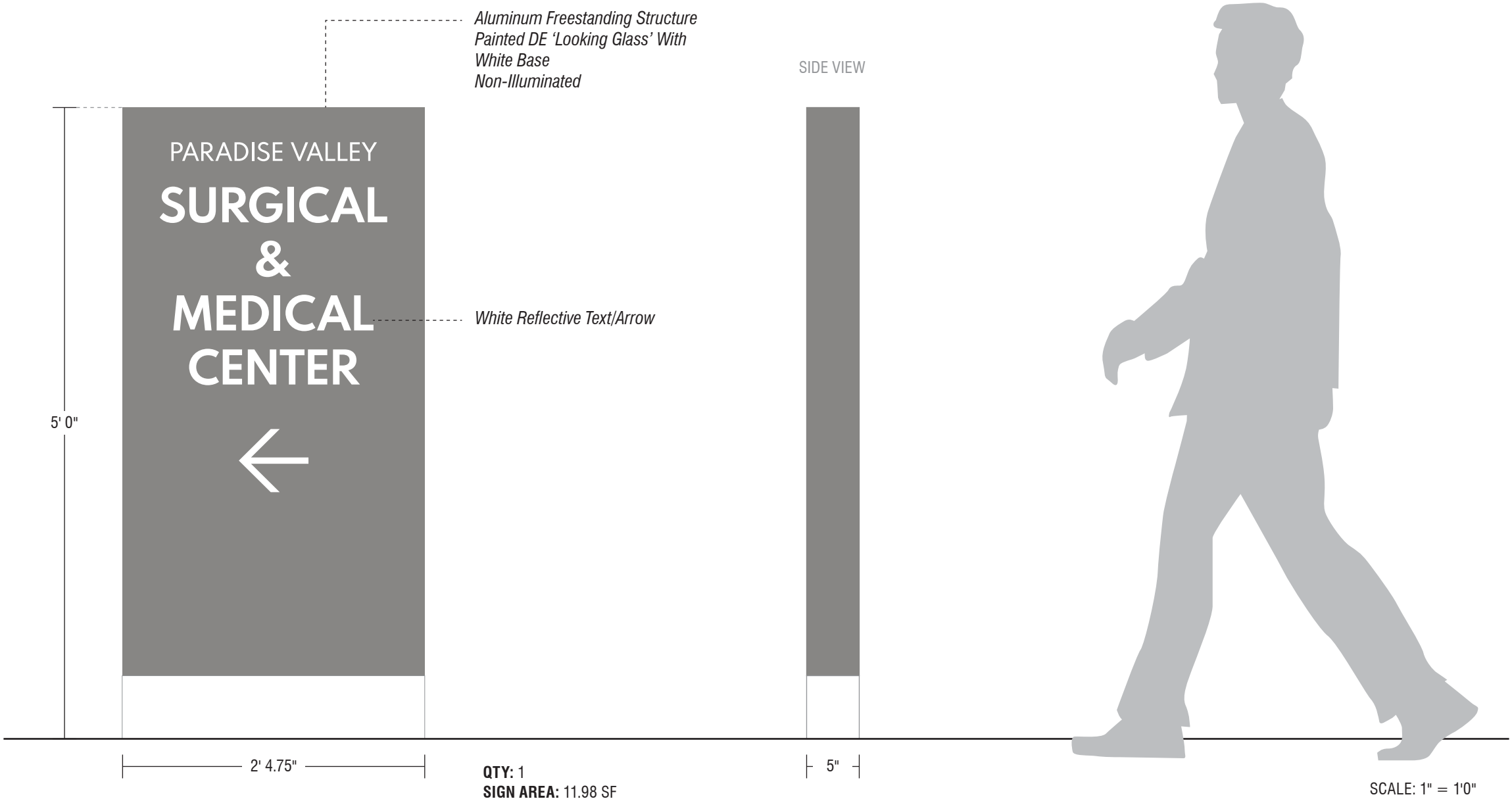


ISOMETRIC VIEW

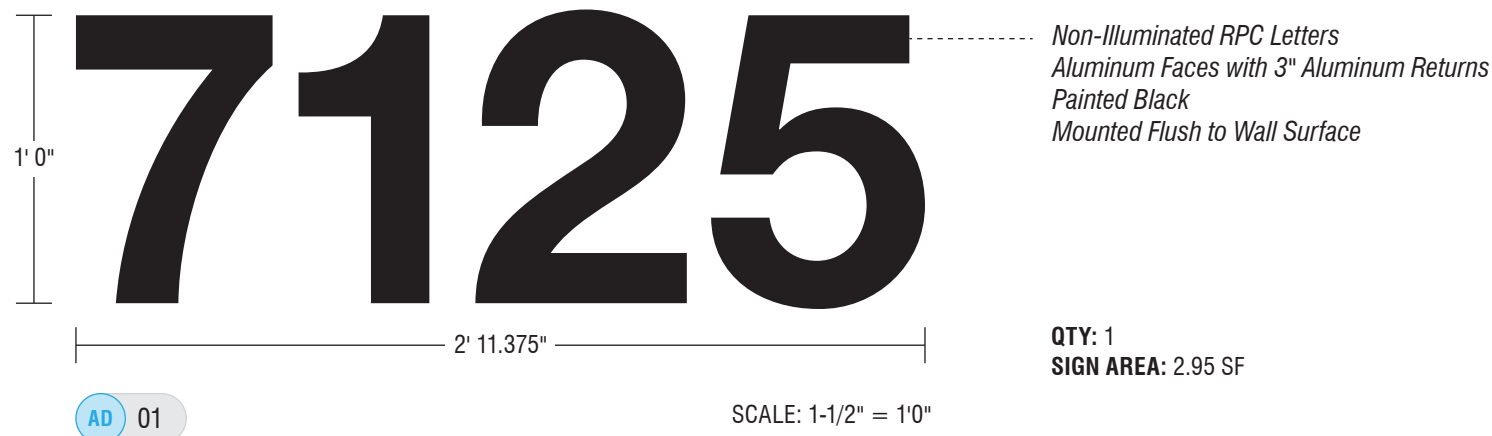


SIMULATED NIGHT VIEW

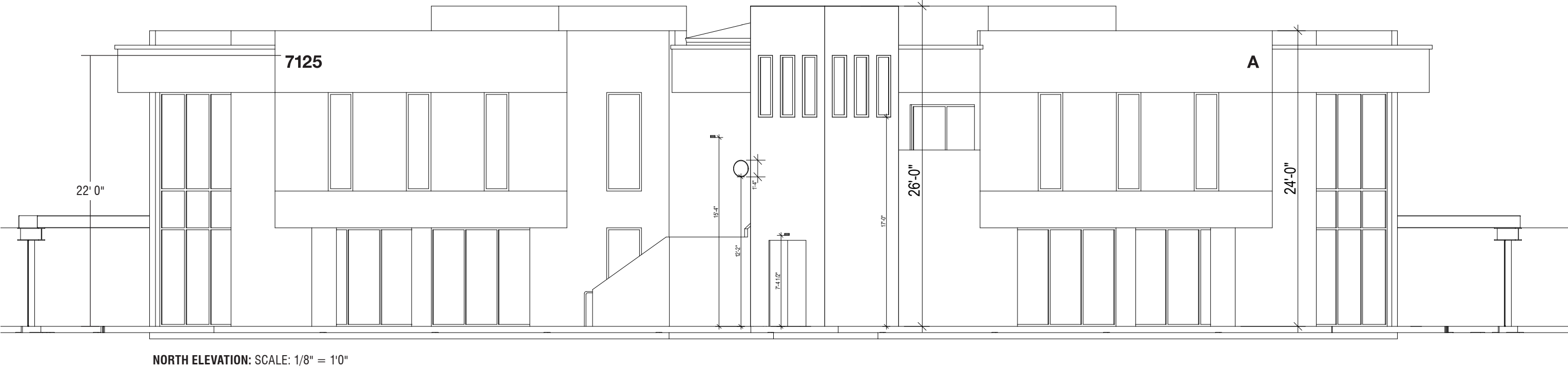
DM Directional Monument



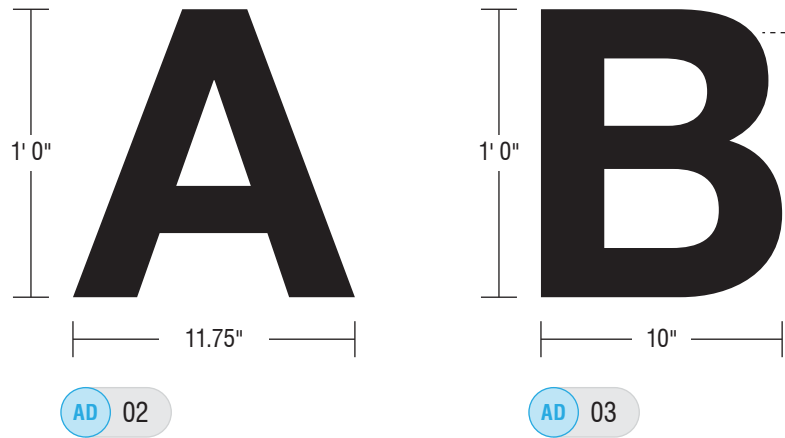
AD Address Numerals & Building Numbers



Sample Elevation View



AD Address Numerals & Building Numbers



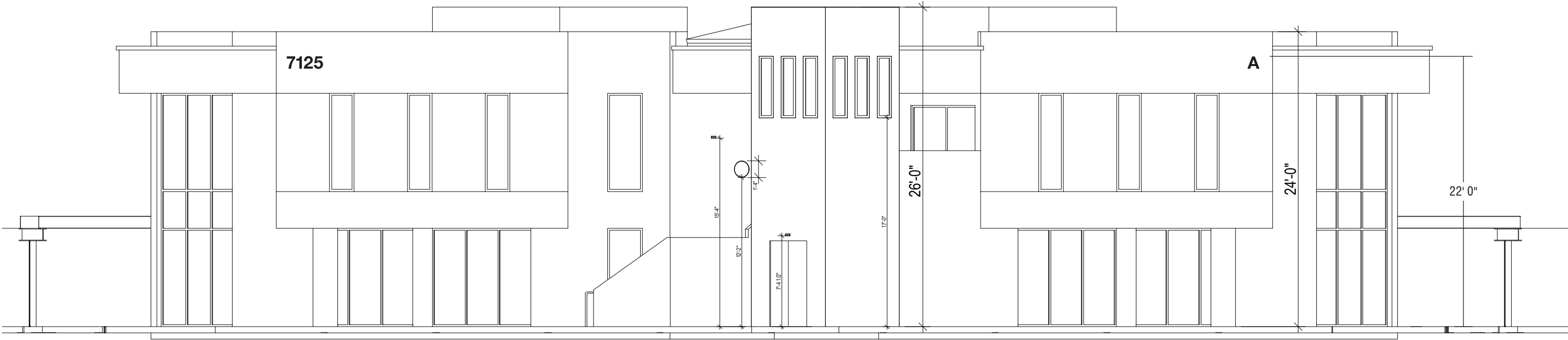
Non-Illuminated RPC Letters  
Aluminum Faces with 3" Aluminum Returns  
Painted Black  
Mounted Flush to Wall Surface

QTY: 2 (One Each)  
'A' SIGN AREA: 0.98 SF  
'B' SIGN AREA: 0.83 SF  
TOTAL SIGN AREA: 1.81 SF

SCALE: 1-1/2" = 1'0"

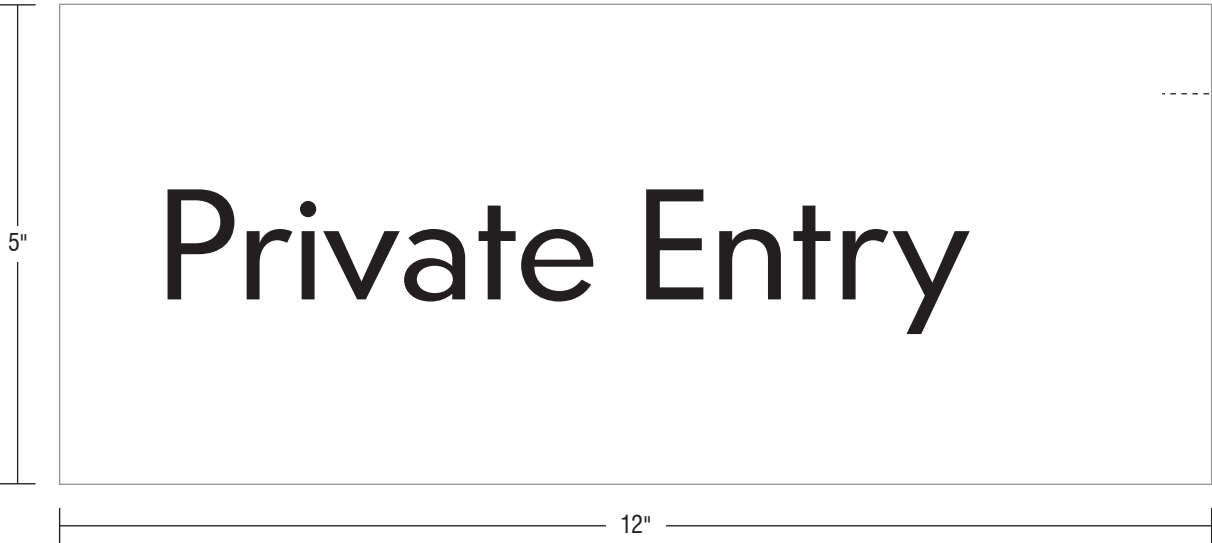


Sample Elevation View



NORTH ELEVATION: SCALE: 1/8" = 1'0"

D Door ID

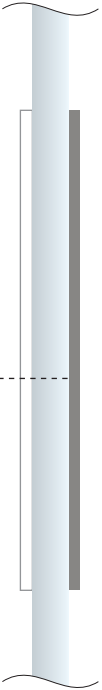


SCALE: 6" = 1'0"

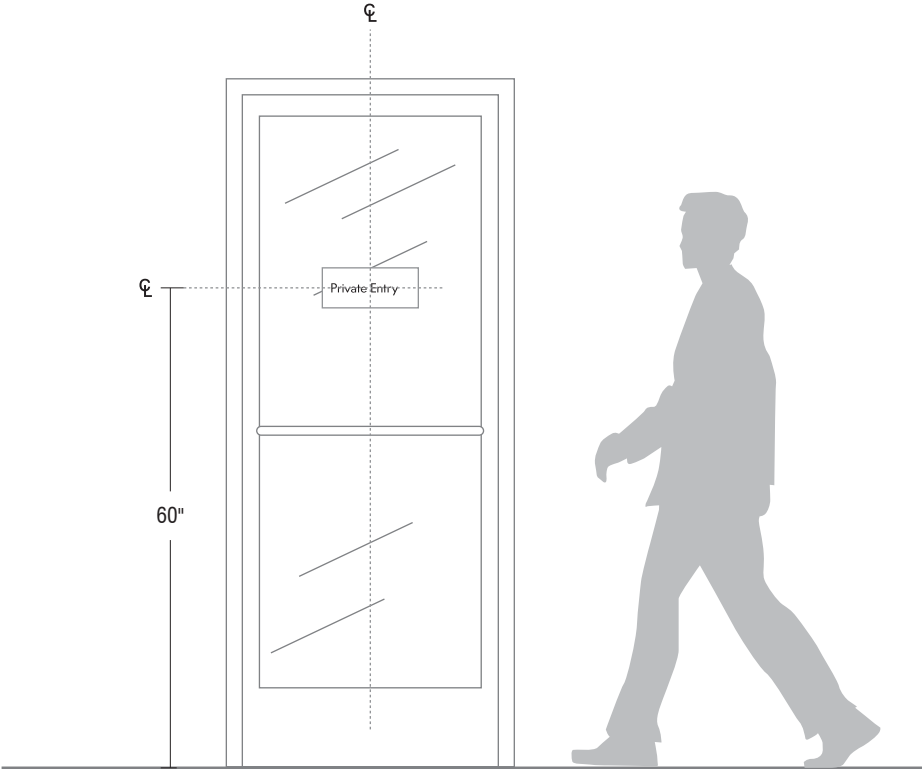
1/8" Aluminum Plaque  
Painted White  
Vinyl Text  
Applied 1st Surface to Glass

1/8" Acrylic Backer  
Painted DE 'Looking Glass'  
Applied 2nd Surface to Glass

QTY: 5  
SIGN AREA: .42 SF EACH  
TOTAL SIGN AREA: 2.1 SF

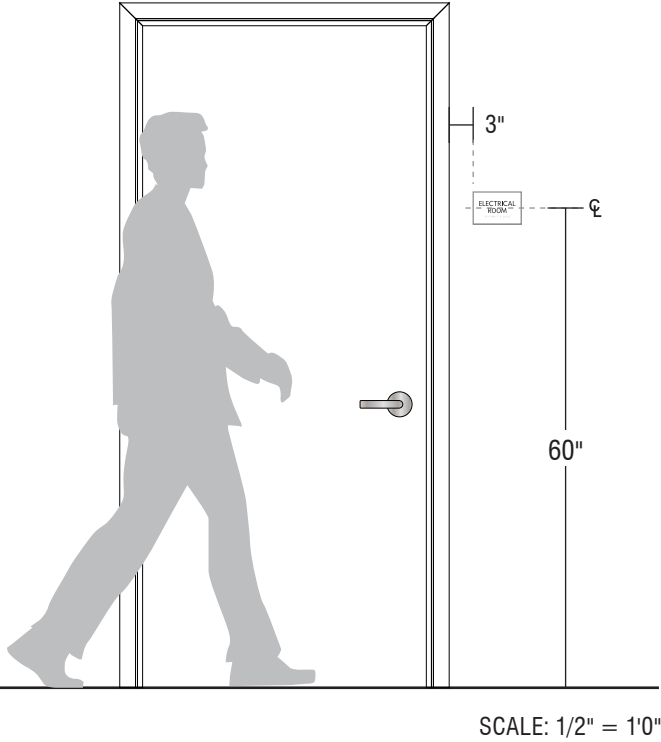
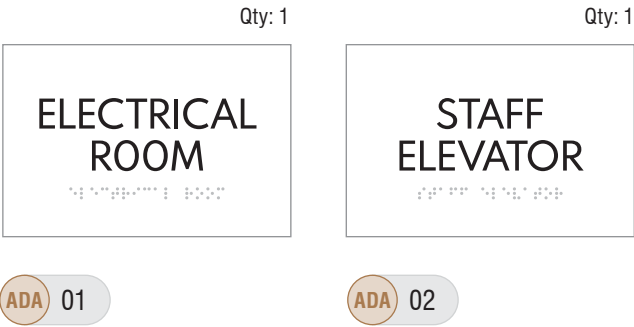
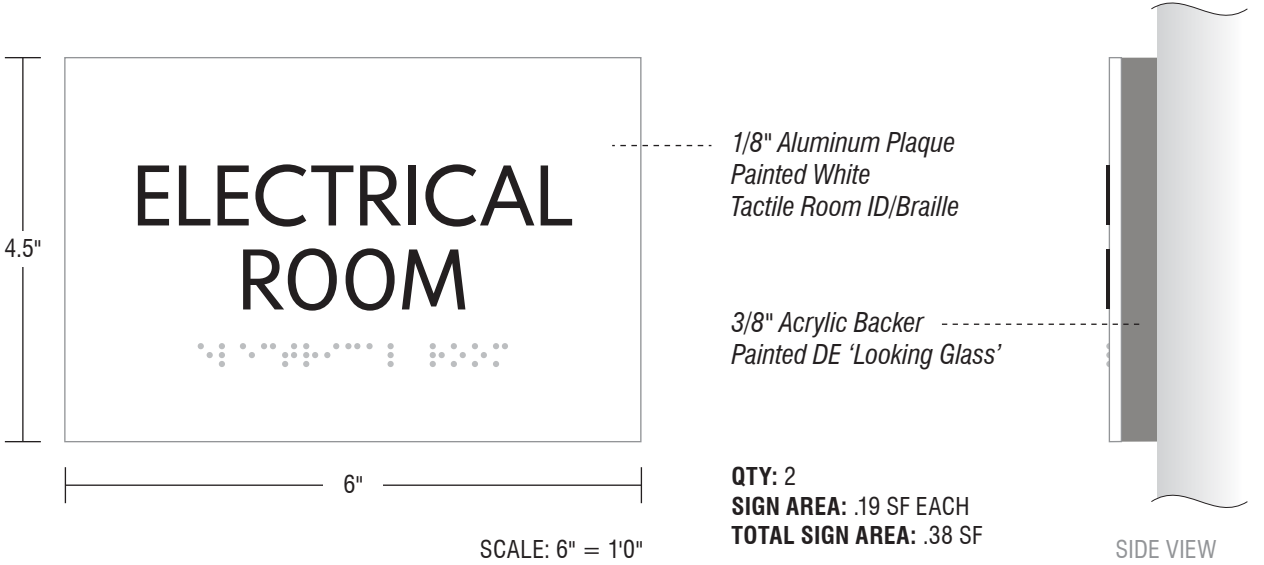


SIDE VIEW

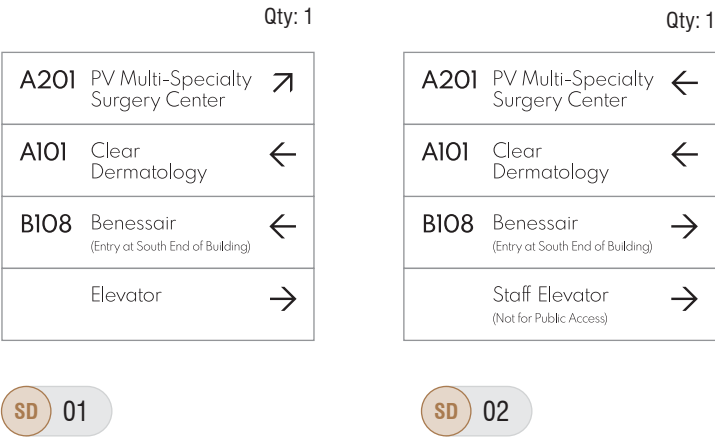
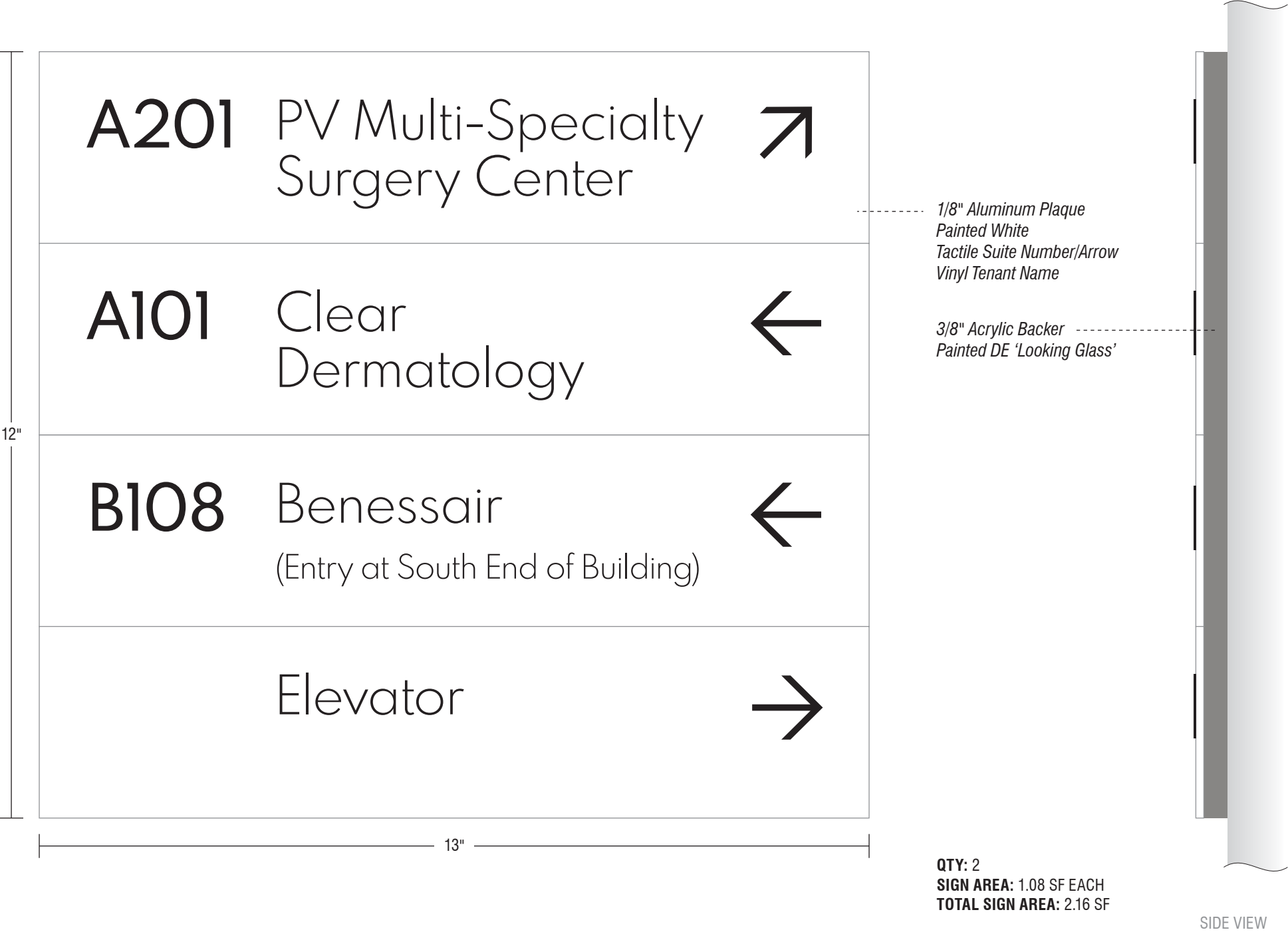


SCALE: 1/2" = 1'0"

ADA ADA Room ID

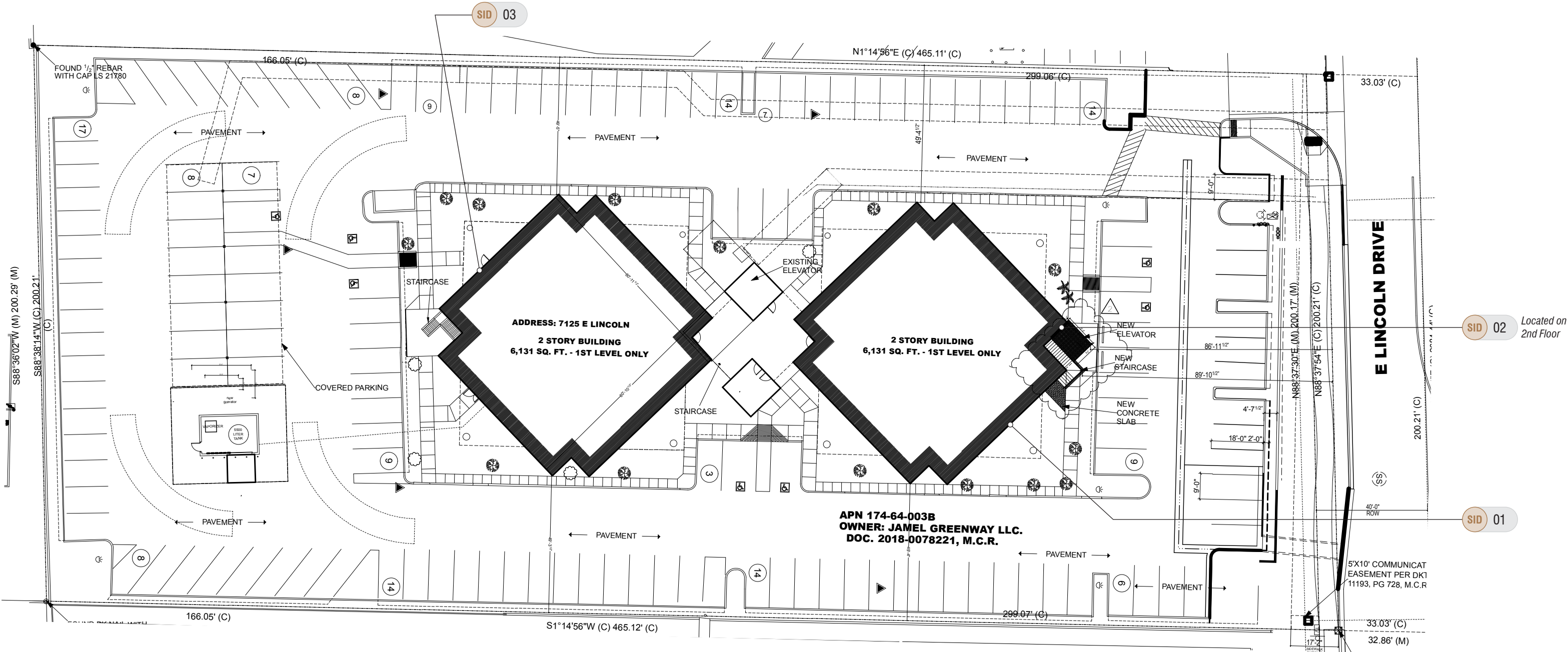


SD Suite Directional



# SECTION 3 | TENANT SIGNS

SIGN TYPE	FUNCTION	QTY	ILLUMINATION	SQUARE FEET
<b>SID - SUITE ID</b> SID.01, SID.02, & SID.03	Suite Identification	3	Non-Illuminated	1.26 SF Total (.42 SF Each)
				<b>1.26 TOTAL SF</b>

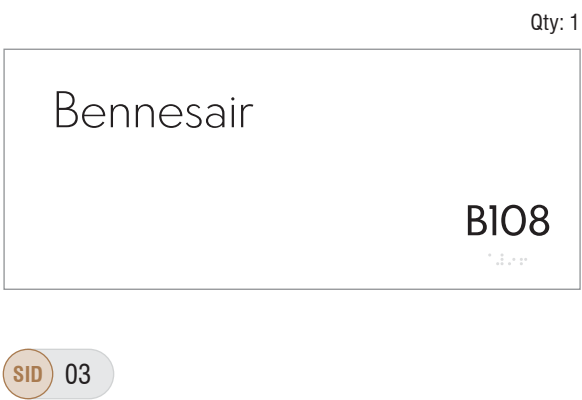
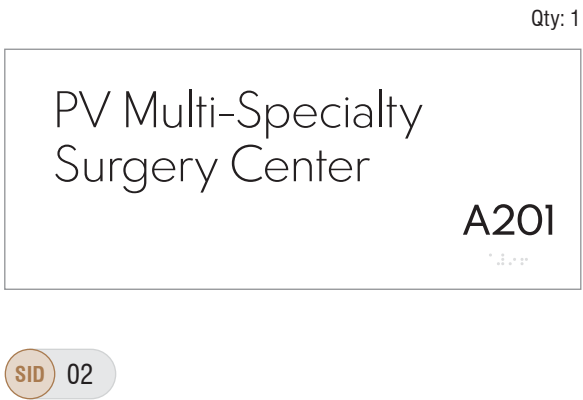
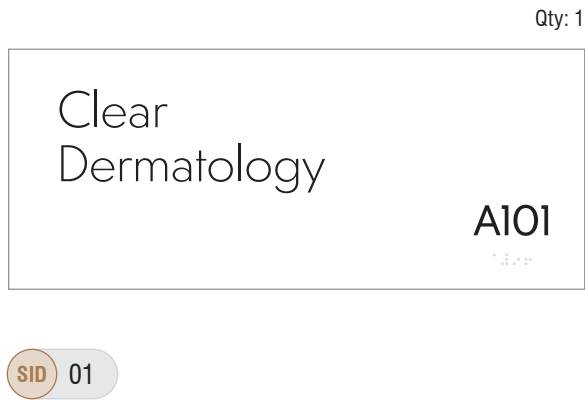
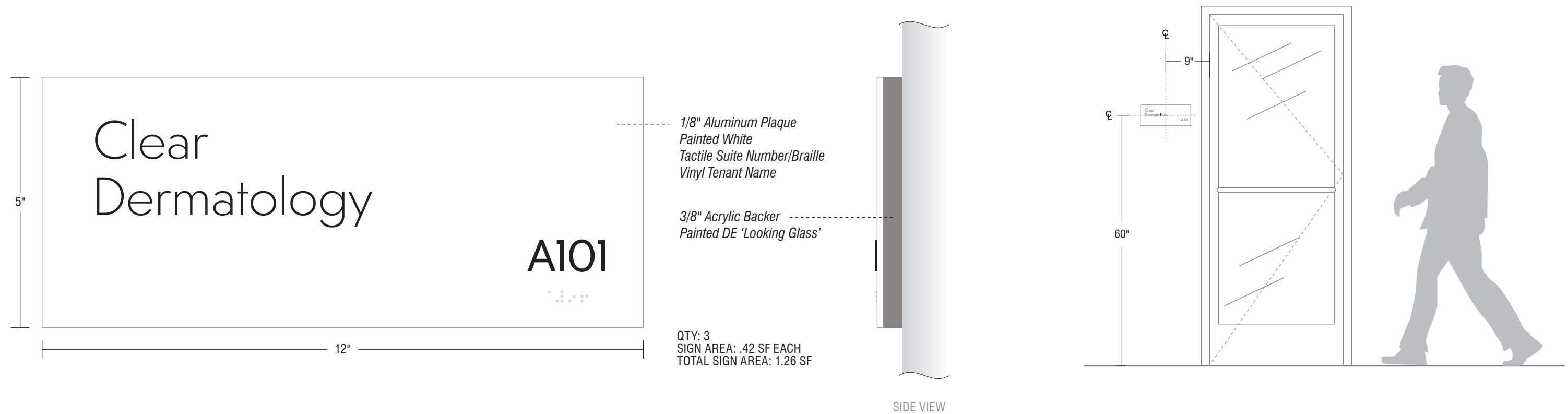


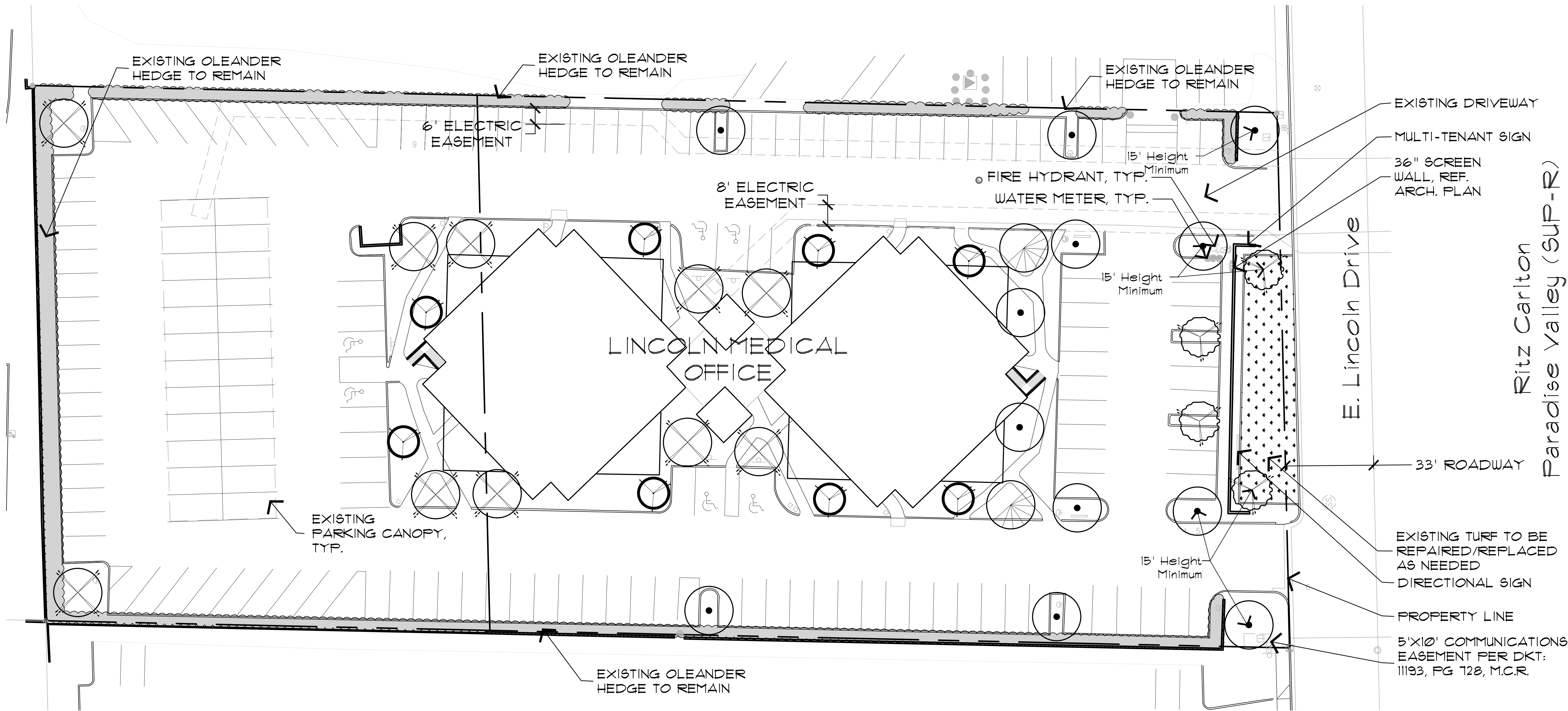
KEY

ATTACHED BUILDING SIGNS

SID Suite ID

SID Suite ID





## PLANT SCHEDULE

BOTANICAL NAME	COMMON NAME	QTY	SIZE	NOTES
TREES/PALMS				
Prosopis sp. 'Rio Salado'	Rio Salado Mesquite	10	2" Cal.	Standard Trunk Upright Form
Prosopis sp. 'Rio Salado'	Rio Salado Mesquite	2	2" Cal.	Multi Trunk Dense Canopy
Parkinsonia x 'Desert Museum'	Desert Museum Palo Verde	12	4" Cal.	Standard Trunk Dense Canopy
Pistacia x 'Red Flash'	Red Flash Pistache	4	4" Cal.	Standard Trunk Dense Canopy
Bauhinia Lunaroides	Anacacho Orchid Tree	8	2" Cal.	Multi Trunk Dense Canopy

### AMENDED SUP. LANDSCAPING NOTES (1914)

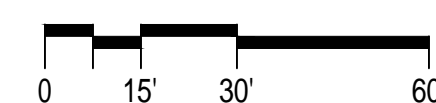
- THE SIX (6) TREES TO BE LOCATED IN THE FRONT OF THE PROPERTY SHALL HAVE A MINIMUM HEIGHT OF FIFTEEN FEET, AND PALM TREES SHALL BE EXCLUDED FROM THESE PLANTINGS.

### AMENDED SUP. LANDSCAPING NOTES (1916)

- TREES SHALL BE PROVIDED AT THE RATE OF ONE PER 500 SQ. FT. OF LANDSCAPED AREA (36 TREES).
- 50% OF THE TREE REQUIREMENT SHALL BE PROVIDED IN MATURE TREES.
- MATURE TREES SHALL BE THE FOLLOWING MIN. SIZE 10'-12' HT. X 8'-10' WIDE OR 4" SINGLE TRUNK CALIPER OR 2" AVERAGE TRUNK CALIPER FOR A MULTIPLE TRUNK TREE OR 10' TRUNK HEIGHT FOR PALMS.

## LANDSCAPE PLAN

SCALE: 1"=30'-0"



Landscape Plan

## LANDSCAPE IMPROVEMENTS

# 7125 Lincoln Medical Office

Paradise Valley, Arizona



Collaborative V  
Design Studio Inc.  
7116 East 1st Ave.,  
Suite 103  
Scottsdale, Arizona  
85251  
Office: 480-347-0590  
Fax: 480-656-6012



EXPIRES 06/30/2022

DESIGNED BY: MD/CP

DRAWN BY: CP

CHECKED BY: MD/PV

DATE: August 7, 2019

REVISIONS:

Lincoln Medical Office  
Construction Documents

L1.0

1 When recorded, return to:  
2 Paradise Valley Town Attorney  
3 6401 East Lincoln Drive  
4 Paradise Valley, Arizona 85253  
5  
6

7 **RESOLUTION NUMBER 2021-06**  
8  
9

10 **A RESOLUTION OF THE MAYOR AND TOWN COUNCIL OF THE**  
11 **TOWN OF PARADISE VALLEY, ARIZONA, EXTENDING THE**  
12 **AUTHORIZATION OF TEMPORARY RESCISSION AND**  
13 **AMENDMENTS TO CERTAIN ZONING ORDINANCE PROVISIONS**  
14 **IN RESPONSE TO THE COVID-19 PANDEMIC AND RELATED TOWN**  
15 **PRACTICES TO STOP THE SPREAD OF COVID-19**  
16

17 **NOW THEREFORE BE IT RESOLVED** BY THE MAYOR AND TOWN COUNCIL OF  
18 THE TOWN OF PARADISE VALLEY, ARIZONA AS FOLLOWS:

19 WHEREAS, on May 14, 2020, the Paradise Valley Town Council approved  
20 Resolution 2020-15 to make, amend, and rescind certain regulations in response to the  
21 COVID-19 pandemic; and

22 WHEREAS, social distancing and other measures to help stop the spread of COVID-  
23 19 continue to be recommended by government and health care organizations; and

24 WHEREAS, the provisions implemented by Resolution 2020-15 continue to be  
25 important to facilitate efforts to help stop the spread of COVID-19; and

26 WHEREAS, the Council of the Town of Paradise Valley seeks to extend the provisions  
27 implemented in Resolution 2020-15 as set forth herein; and

28 WHEREAS, given continuing public health concerns this Resolution should take  
29 effect immediately upon its adoption.

30 NOW, THEREFORE, BE IT RESOLVED by the Town Council that:

31 1. Pursuant to Town Code Section 3-7-4, the Town Council hereby amends the  
32 provisions of Town Zoning Ordinance Sections 2510(7) and 1104 *et seq.* as follows:

33 a. From March 17, 2020, until the earlier to occur of (i) the Town Council

1 rescinding or modifying the terms of this Resolution, or (ii) April 1, 2022  
2 (the “Pandemic Period”), the use of banner signs at Special Use Permit  
3 properties is hereby modified and amended as follows: (1) banner signs  
4 installed and used during the Pandemic Period shall not be counted towards  
5 the limitation in Zoning Ordinance Section 2510(7) of sixty (60) days of  
6 banner sign usage for SUP properties; (2) the requirement in Zoning  
7 Ordinance Section 2510(7) that a banner sign that is displayed for more  
8 than seven (7) consecutive days “not be displayed until 14 days have  
9 elapsed” shall not be enforced during the Pandemic Period; and (3) the  
10 limitation on banner signs per SUP property in Section 2510(5) “to no  
11 more than one at a time” shall be modified to now allow up to two banner  
12 signs; provided, however, that all other Zoning Ordinance provisions  
13 related to banner signs shall remain in effect during the Pandemic Period.

14 b. During the Pandemic Period, notwithstanding any provision in the Town  
15 Code or Zoning Ordinance, the use of On-Site Signage at SUP properties  
16 shall be permitted with approval by the Community Development Director,  
17 provided that the On-Site Signage is limited to only those signs necessary  
18 to direct members, guests, students and patrons regarding social distancing  
19 policies and processes for directing, parking, creating spacing in lines or  
20 check-in points, and other related advisory signage.

21 c. During the Pandemic Period the installation of temporary storage  
22 containers at SUP properties shall be permitted as an additional temporary  
23 use under Sections 1104 and 1104.3, provided such containers are used to  
24 store furniture and equipment so that classrooms, cafeterias, restaurants,  
25 lobbies, meeting rooms, or office space can be arranged with appropriate

spacing consistent with the CDC recommendations; and further provided that the usage of temporary storage containers shall be limited to the minimum needed in order to temporarily store necessary furniture. The location of the temporary storage containers shall first be approved by the Town Manager and located such that their impacts on adjoining residential properties are objectively minimized, with respect to setback, height, visibility from the right-of-way or adjoining residential homes, color of the storage container, screening, etc.

d. During the Pandemic Period the installation of temporary tents on any SUP property required to better promote social distancing shall be permitted as an additional temporary use under Sections 1104 and 1104.3, provided that such temporary tent uses are limited to a showing that the temporary tents and/or other temporary facilities are needed to promote social distancing regulations, facilitate the operation of existing businesses that desire to meet social distancing regulations by serving customers outside, are limited to the minimum needed in order to address the impacts of social distancing, and are first approved by the Town Manager and located such that their impacts on adjoining residential properties are minimized.

2. The Town Manager is hereby authorized to waive the temporary use permit application fees for temporary storage containers, temporary tents and other temporary facilities as needed during the Pandemic Period. The Town Manager shall notify the Council of each temporary approval made hereunder.

3. The regulations amended pursuant to this Resolution are consistent with regulations promulgated by the Governor, are necessary for civil preparedness, and shall have the full effect of an Ordinance when a copy of this Resolution is filed in the office of the

1 Town Clerk and posted by the Town Clerk.

2 4. In the event that this Resolution is rescinded or modified, those SUP properties that  
3 have erected banners, temporary on-site signage, temporary storage containers, tents  
4 or other temporary facilities shall have thirty (30) days after the effective date of the  
5 rescission or modification to bring their properties into compliance.

6 5. An emergency is hereby declared to exist such that this Resolution shall take effect  
7 immediately upon its adoption and filing.

8 PASSED AND ADOPTED by the Mayor and Council of the Town of Paradise Valley,  
9 Arizona, this \_\_\_\_ day of \_\_\_\_\_, 2021.

10  
11  
12  
13 \_\_\_\_\_  
14 Jerry Bien-Willner, Mayor

15 ATTEST:

16  
17  
18 \_\_\_\_\_  
19 Duncan Miller, Town Clerk  
20  
21  
22  
23  
24

25 APPROVED AS TO FORM:

26  
27  
28 \_\_\_\_\_  
29 Andrew J. McGuire, Town Attorney  
30  
31  
32



# Town of Paradise Valley

6401 E Lincoln Dr  
Paradise Valley, AZ 85253

## Action Report

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**File #:** 21-180

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**Approval of the May 4, 2021 Planning Commission Minutes**



# Town of Paradise Valley

6401 E Lincoln Dr  
Paradise Valley, AZ 85253

## Minutes - Draft

### Planning Commission

*Commissioner Thomas G. Campbell*  
*Commissioner Charles Covington*  
*Commissioner Pamela Georgelos*  
*Commissioner Karen Liepmann*  
*Commissioner William Nassikas*  
*Commissioner James Rose*

---

Tuesday, May 4, 2021

6:00 PM

Council Chambers

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**IN-PERSON ATTENDANCE AT PUBLIC MEETINGS HAS BEEN SUSPENDED UNTIL  
FURTHER NOTICE. WATCH LIVE STREAMED MEETINGS AT:  
<https://paradisevalleyaz.legistar.com/Calendar.aspx>**

#### 1. CALL TO ORDER

Chairman Rose called the meeting to order at 6:03 p.m. once Commissioner Covington joined the meeting.

#### **STAFF MEMBERS PRESENT**

Town Attorney Andrew J. McQuire  
Community Development Director Lisa Collins  
Planning Manager Paul Michaud

#### 2. ROLL CALL

Chairman Rose thanked Commissioner Lewis and noted that there would be a replacement by June 10, 2021. Five Star had invited the Commission to tour their property. They decided to meet in smaller groups and there not be a single date. The groups would be 2, no more than 3 people.

Council Member Mark Stanton noted he felt this was a great opportunity to go on the tour. They are hoping to do this in the next 10-14 days.

The Commission thanked him and this was to be an informative tour.

Commissioner Nassikas asked if he knew when the resort will open.

Council Member Stanton did not know, and the Commissioners would have to check with Five Star.

**Present** 6 - Commissioner Thomas G. Campbell  
Commissioner Charles Covington  
Commissioner Pamela Georgelos  
Commissioner Karen Liepmann  
Commissioner William Nassikas  
Commissioner James Rose

### 3. EXECUTIVE SESSION

None

### 4. STUDY SESSION ITEMS

- A. [21-159](#) Discussion of a minor amendment request to the Special Use Permit for 7125 E. Lincoln Drive aka the Lincoln Plaza Medical Center to modify the comprehensive signage plan and to rename the center (SUP 21-01)..

Loras Rauch, Special Projects Planner, presented. She stated that the desired name change would be from Lincoln Plaza Medical Center to Paradise Valley Plaza Medical Center. She explained that the property has been undergoing renovations and has new tenants. She stated that this request meets all the requirements needed to grant a Special Use Permit (SUP), with the possible exception of the proposed wall signage. The architectural structure will not change. She asked for questions regarding the name change.

Chairman Rose asked whether there was another medical center named Paradise Valley Medical Center.

Mr. Michaud stated that there is a medical center with a very similar name, but it's not the exact name located on Scottsdale Road.

Chairman Rose asked whether the Town could influence the name of the project.

Ms. Rauch stated that there isn't anything in the SUP or code that says one way or the other.

Mr. Michaud noted that resorts and other places often change their name without going through the Planning Commission or Town Council.

Commissioner Georgelos asked whether it might be confusing to the public to have two medical centers with such similar names.

Commissioner Liepmann stated that she's in the business of trademarking and naming. She stated that the name "Paradise Valley" should be in the public domain, and that if there is confusion or the likelihood of confusion, then the other medical center can reach out.

Chairman Rose agreed that the similarity in names should be worked out between the medical centers.

Mr. Michaud stated that staff would reach out to the other medical center before the next meeting.

Ms. Rauch stated that the second request is for the comprehensive signage plan. There is a number of different signage types proposed, which fall into two categories: development signs and tenant signs. She explained the regulations for signage. She stated that the double-faced sign is technically two signs, whereas the regulation states that it be limited to one. However, as the property has a shared driveway at the request of the Town, staff feels a double-faced sign is an appropriate compromise. She stated that the project meets the SUP guidelines. She stated that all of the signs the project is proposing comply with lighting standards. She stated that the SUP guidelines and the sign code does not address wall building signs. This is not something that Paradise Valley has done in the past; however, it is not prohibited. She stated that staff is supportive of the development signs, but not of the four tenant wall signs as proposed. She provided a list of possible modifications.

Commissioner Campbell asked for a review of the sign placements on the property and what the operating hours are of the tenants.

Ms. Rauch reviewed the sign placements and stated the opening hours of tenant.

Mr. Michaud explained that this SUP is from the 1970s and does not include some information and specifications as on other similar properties. He stated that for the previous SUP done in 2011, more specifications were included, but they were specific to allowance of a pharmacy and urgent care, not for the medical center itself.

Ms. Rauch stated that there is no pharmacy or urgent care in this medical center at this point in time or proposed.

Commissioner Campbell asked why there are two identical addresses on the same elevation of the building.

The applicant stated that it's due to the architecture of the building.

Commissioner Campbell asked why the sign for dermatology is on the opposite side of the building from the door where patients would ideally enter. He stated that the building signage seems counterproductive. He also asked about landscaping.

Mr. Michaud stated that the landscaping approval goes back to the 1976 SUP approval which was later modified in substantial compliance by staff in 2019 due to changes made by the owner. He noted that this application isn't proposing any new landscaping.

Commissioner Nassikas stated that the building signage height is inconsistent with other signage he's seen. He stated that he doesn't feel it's necessary in Paradise Valley. He stated that he understands having the address at a height of 24 feet for purposes of emergency location but doesn't think that tenant signs

need to be that high up.

Commissioner Liepmann stated she is concerned about being consistent with other buildings in Paradise Valley.

Ms. Rauch stated that there are at least two other buildings in Paradise Valley with similar signage.

Mr. Michaud stated that Phoenix Country Day School has a couple wall signs low in height and illuminated named for donors. Additionally, he noted a recent approval by the Commission of a cross emblem on the steeple of a church.

Ms. Rauch stated that staff can provide a list of other buildings with similar signage before the June meeting.

Commissioner Covington agreed with all of the comments stated so far about the signage being too much. He stated that anytime signage is on a building, it should be consistent and have a similar typeface. He stated that he does have a problem with the size of the signage.

Commissioner Campbell stated that he'd like to look at how the patients navigate the building. He stated that the signs should be there to help the patients find their way around. He'd rather see more directional signage to the doors than on the front of the building.

Ms. Rauch reminded the Commissioners about some of the modifications staff came up with to the signage including the relocation and size of the signs and prohibiting illumination of the signs.

Commissioner Campbell proposed moving the signs nearer to the doors in which the patients would enter for the specific tenants.

Commissioner Georgelos stated that she does not support the tenant signs on the building. She stated that the other locations with signage on the buildings are much smaller than the proposed signage. She stated that the signage on the building feels very commercial and feels like advertising. She stated that patients likely will not be relying on the building signs to find their way as there will be other directional signs.

Chairman Rose stated that he would like to echo what has been said. He stated that patients will be relying on signs that are ground level and on doors. He stated that the signs are not representative of the town and are unnecessary. He stated that he is open to seeing another iteration of this that's less invasive.

Commissioner Campbell asked whether it would be productive to poll the Commission on the issue.

Chairman Rose asked whether there was anyone who would like to see the wall signage stay or if the applicant should incorporate more wayfinding signs.

Commissioner Covington stated that he agrees that there should be more

wayfinding signs.

Commissioner Nassikas stated that he is also in agreement.

Commissioner Liepmann stated that she is also in agreement.

Commissioner Georgelos stated that she is also in agreement. She is not supportive of the signage on the buildings. She stated that appropriate signage should be located at ground level and should satisfy SUP guidelines and Town ordinances.

Chairman Rose stated that the Commission believes that the wall signage is not representative of what is desired in Paradise Valley and suggests that the applicant re-evaluate the proposal.

Commissioner Nassikas asked about the signage in relation to the code.

Ms. Rauch stated that the signs are code compliant. She stated the wall signage is not addressed under the SUP guidelines or under the zoning code in relation to signage. She stated that if it's not addressed, it doesn't necessarily mean it's not allowed.

Commissioner Nassikas asked about life safety signage such as handicap parking signage or fire signage.

Ms. Rauch stated that such signs would be part of the building plans, which would have been done in the renovation project from 2019.

Mr. Michaud added that such signs are regulated by the building code or fire code, so there's no discretion at the Commission level.

Commissioner Campbell stated that he thinks that the Commission has made their desires clear. He asked what the procedural elements are for the approval.

Ms. Rauch stated that this is a Minor SUP amendment, but no action would be taken until June.

Mr. Michaud stated that there would be two actions taken on this issue in June, one to deem the request a minor amendment and the other action to approve or deny.

Commissioner Campbell stated that the applicant has gotten some good feedback in relation to where the Commission stands.

Chairman Rose stated that many of the signs are acceptable, but the exterior wall signs and duplicate addresses on the building may be too much. He stated that they'd like to see more wayfinding signs.

Mr. Michaud stated that the applicant may decide to remove the wall signs and address signs and give a revised packet. They may also decide to make an appeal to Council. There are a few ways things could play out at the June

meeting.

Chairman Rose stated that he would like to give the applicant feedback and go from there.

Ms. Rauch stated that the applicant is present and has heard all of the comments.

Commissioner Campbell stated that, presumably, how to get to the building and the designated suite would be part of the information given to the patient before they even get to the medical center.

Chairman Rose agreed. He stated that the directional signs should be closer to the ground.

Commissioner Georgelos stated that she's not sure they need additional signage. She stated that it's a fairly small area and the directional signage is there to help patients find their way. She stated that she thinks they just don't need the wall signage.

**No Reportable Action**

## 5. PUBLIC HEARINGS

None

## 6. ACTION ITEMS

None

## 7. CONSENT AGENDA

### A. [21-160](#) Approval of the April 6, 2021 Planning Commission Minutes

**A motion was made by Commissioner Campbell, seconded by Commissioner Georgelos, to approve the minutes with the addition of "for Lot 1B" in Condition 4 on page 5 after the text "The Certificate of Occupancy." The motion carried by the following vote:**

**Aye:** 6 - Commissioner Campbell, Commissioner Covington, Commissioner Georgelos, Commissioner Liepmann, Commissioner Nassikas and Commissioner Rose

**Absent:** 1 - Lewis

## 8. STAFF REPORTS

Mr. Michaud reminded that there is a Board of Adjustment, Planning Commission, and Hillside Building Committee member training session on May 12, 2021 via remote participation.

Commissioner Campbell asked whether all the committees would be in that session at the same time.

Mr. Michaud stated that it would just be the three committees previously stated.

Chairman Rose noted that session would be a good time to address solar panels on sloped roofs.

Commissioner Georgelos stated that she agrees that the solar panels should be addressed during that time as well. She stated that there will be a new commissioner in early June and asked about the timing of the session in relation to the new commissioner's attendance.

Chairman Rose asked whether they could adjust the scheduling of the meeting.

Mr. Michaud stated that staff could certainly look at that and reconsider the timing.

## 9. PUBLIC BODY REPORTS

None

## 10. FUTURE AGENDA ITEMS

Mr. Michaud reported that the next scheduled meeting would be May 18, 2021; however, there are no agenda items for that meeting, so it will be canceled. The next regular scheduled meeting after that is June 1, 2021, where the Commission will have a hearing on the item they discussed today and an item related to walls and fences.

## 11. ADJOURNMENT

**A motion was made by Commissioner Nassikas at 7:38 p.m., seconded by Commissioner Covington, to adjourn the meeting. The motion carried by the following vote:**

**Aye:** 6 - Commissioner Campbell, Commissioner Covington, Commissioner Georgelos, Commissioner Liepmann, Commissioner Nassikas and Commissioner Rose

**Absent:** 1 - Lewis

## Paradise Valley Planning Commission

By: \_\_\_\_\_  
Paul Michaud, Secretary