

# TOWN OF PARADISE VALLEY

## Lincoln Medical Plaza Statement of Direction

Town Council Meeting  
May 31, 2018



# UPDATE

- Council discussion on May 24, 2018
  - Staff is awaiting word from the applicant regarding the ownership of AJs and potential improvements on that site
  - Council stressed that the Commission shall focus their review on:
    - **Height** - with compelling reason over 30', measurement taken from finished grade, white roofing material discouraged
    - **Use** – Hours of operation shall be reviewed and retail use shall be discouraged
    - **Landscaping/Buffering** - Attention to Lincoln Drive, proper balance related to not obscuring building, pedestrian linkages
    - **Traffic, Parking, and Circulation** – Safety for all persons and attention shall be beyond the subject site



# REQUEST

- Statement of Direction (SOD) for Major Special Use Permit (SUP) amendment for Lincoln Medical Plaza at 7125 E Lincoln Drive
  - SOD Action (Tentative) June 14<sup>th</sup>
- Points to keep in mind
  - Several aspects of project do not meet SUP Guidelines and/or may be in conflict with General Plan policies
  - Height, traffic and circulation, and depth of the perimeter landscape buffers are of particular concern
  - Many application submittal items are not fully complete, but do provide the nature of the proposed redevelopment





# GENERAL PLAN

- Several policies apply (refer to attachment)
- Primary policies include:
  - Policies in Goal LU 2.1.2, Special Use Permit Property Revitalization
  - Policies of Goal DA 2.2.1, Development Area Policy

**LU 2.1.2.1 Encourage Revitalization.** The Town shall continue to encourage Special Use Permit property revitalization and improvement within their existing geographic boundaries as long as such improvement does not adversely affect the integrity and enjoyment of adjacent residential neighborhoods.

**DA 2.2.1.2 Balanced Consideration.** Consideration of Development Area Special Use Permit applications should balance a need for the Town's fiscal health against a steadfast commitment to protecting adjacent low-density residential character and quality of life.

**M 4.4.3.2 Visually Significant Corridor Treatment.** Town rights-of-way along Visually Significant Corridors shall have attractive, experientially rewarding, and cohesive design elements, including signage, landscaping, medians, interchanges and sidewalks while permitting a reasonable range of treatments of individual properties. Elements that create visual clutter such as unnecessary signage or utility boxes will be eliminated, or their visibility reduced.

# SOD CODE PROVISIONS

- SOD provides general guidelines and/or project parameters Council wants Commission to review and/or not review
- SOD issuance begins the SUP review process
- The SOD is not a final decision of the Council
- It creates no vested right to a SUP approval
- Applicant shall not rely on the SOD as the same as what may be part of an approved SUP
- Commission, by majority vote, can request clarification and/or expansion of SOD to Council



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# TIMING CODE PROVISIONS

- Commission must hear, approve or disapprove, and forward the SUP within time period specified in SOD or the lesser of 90 days from SOD or 150 days from the SUP filing
  - 90-day period falls early Sept 2018
  - Suggest Commission date of Oct 16<sup>th</sup>
- Council must issue SOD within 45 days from the date of staff presentation
  - Dependent upon application completeness
  - If use May 24<sup>th</sup>, then issuance is by July 8<sup>th</sup>

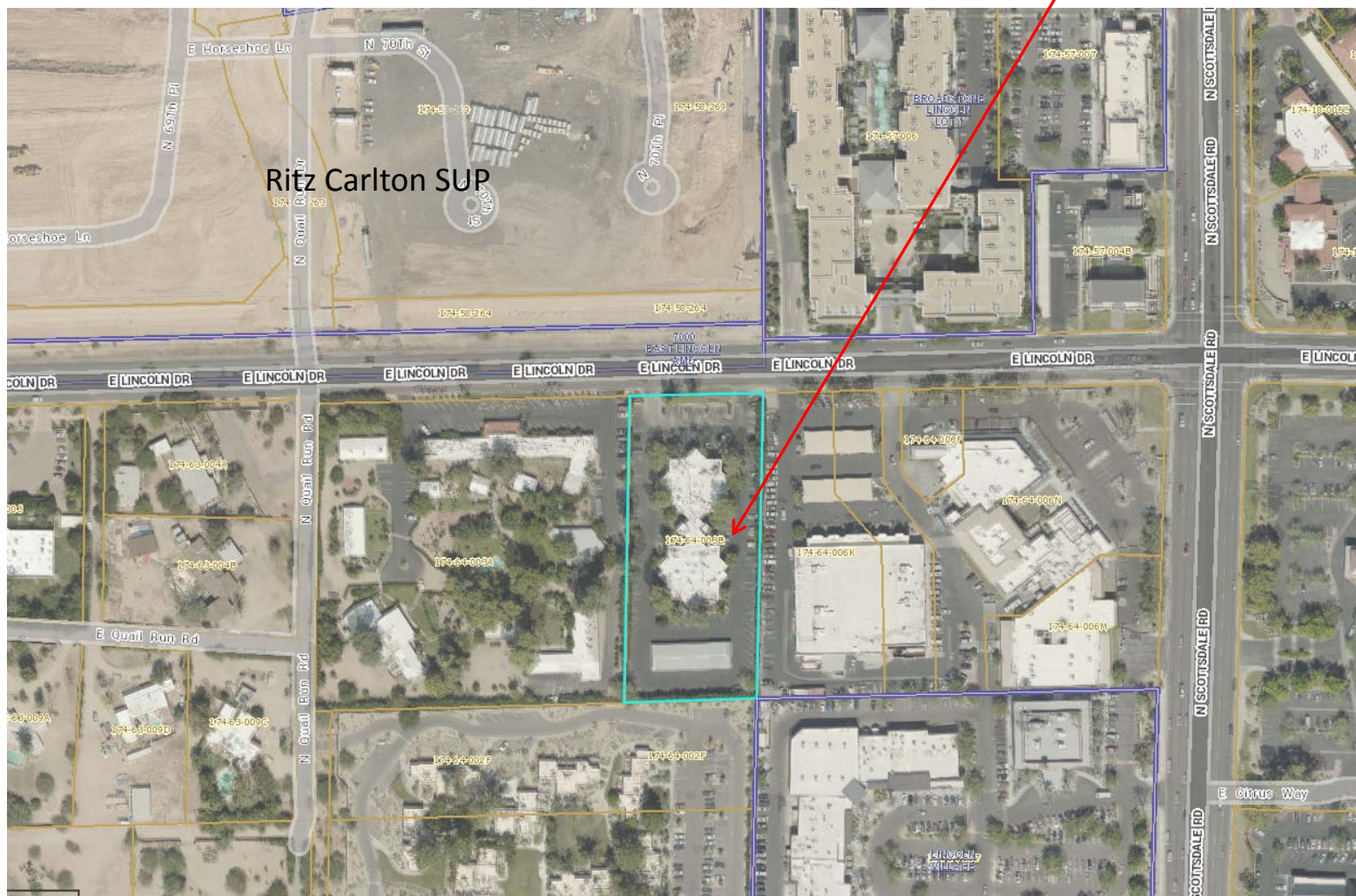


# SOD CONSIDERATION POINTS — TIMING



As per Section 1102.3.C.3.c of the Zoning Ordinance, at any time during the review process, the Planning Commission may request clarification and/or expansion of this Statement of Direction based on additional information that has evolved. However, the Planning Commission shall complete their review of this application no later than October 16, 2018.

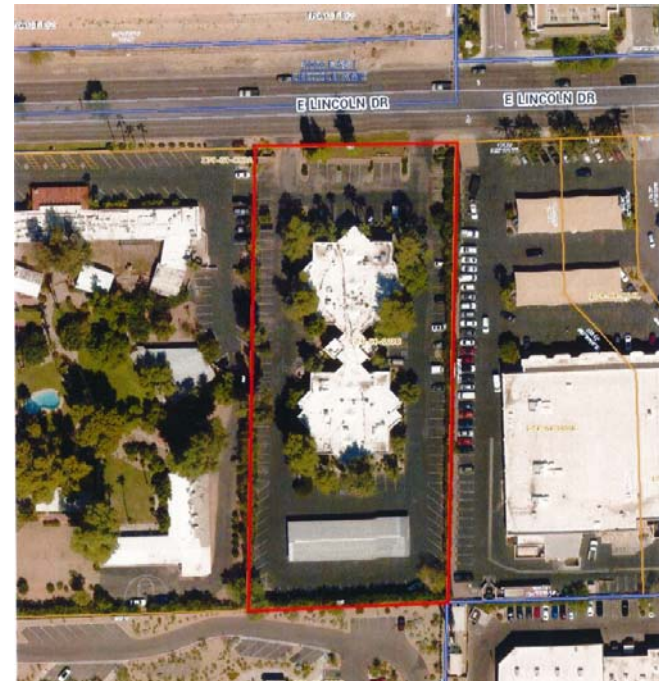
# VICINITY MAP





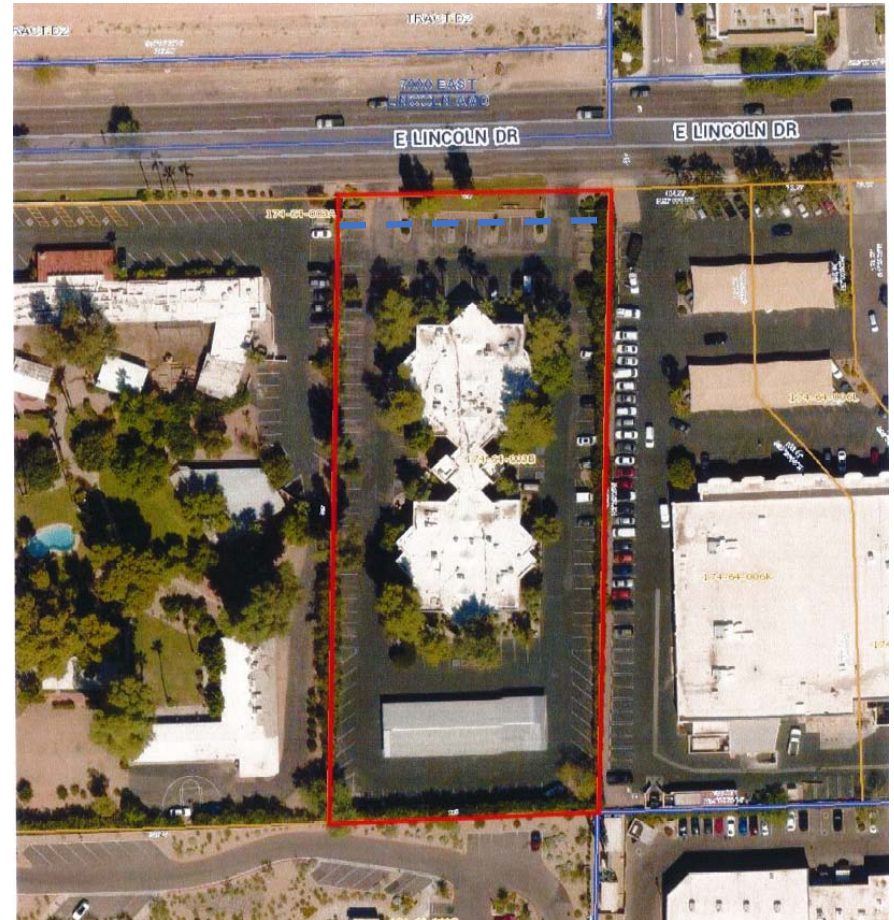
# EXISTING CONDITIONS

- 25,444 square foot medical facility
- Essentially the same buildings/condition since 1974
- Last SUP amendment in 2011 for a pharmacy and urgent care
- Site designated for SUP-Medical and zoned SUP-Medical
- 2012 General Plan designating site in a Development Area
- Development area is encouraged to have moderate intensity, mixed-use, and context-appropriate development



# EXISTING RIGHT-OF-WAY (ROW)

- Lincoln Drive
  - Major Arterial
  - General Plan suggests 130' ROW
  - Existing 65' dedication on north side (Ritz)
  - Existing 33' ROW on south side (Lincoln Medical)
    - Clarification needed if 33' ROW dedicated
  - Unclear if applicant desires to dedicate additional 32' of ROW
  - Town typically requires dedication/easement



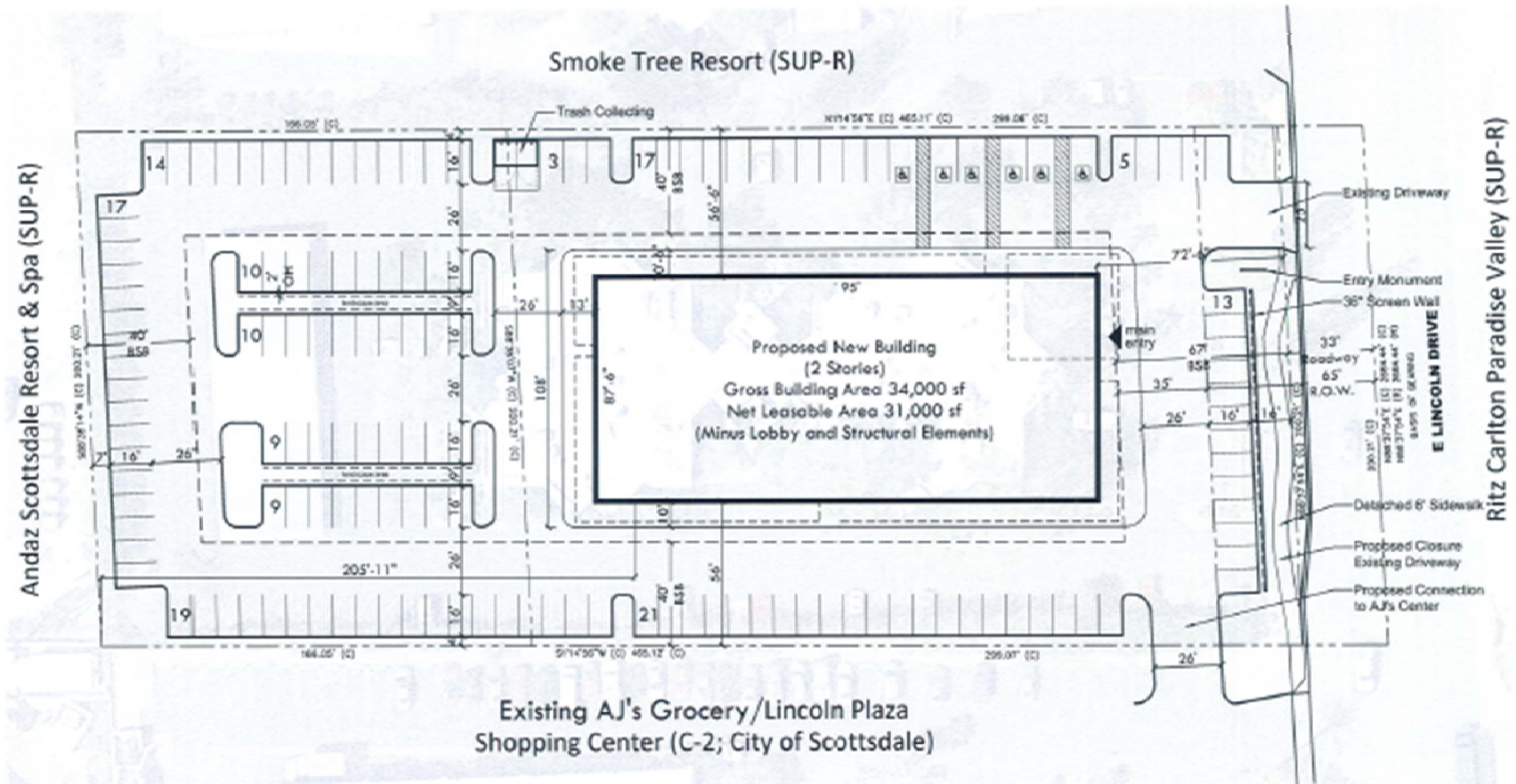


# COMPONENTS – PROPOSED MAJOR SUP AMENDMENT

- Complete demolition of existing structures
- New, single-tenant medical office building
- 34,000 sf
- Two-story, 36' high structure
- 18.7% lot coverage
- 37% FAR
- Building mounted and ground-mounted signage
- 147 Parking spaces (some may be covered)



# SITE PLAN





# ALLOWABLE COVERED ITEMS IN SOD

## General Items

- Anticipated time frame for completion
- When and if drafts should be referred back to Council
- Expectations for public participation
- Process for new policy considerations
- Policy preferences, undesired outcomes, or areas where no further review is necessary

## SUP Items

- Uses
- Lot coverage/density
- Massing/Scale
- Perimeter setbacks
- Maximum heights
- View Corridors
- Circulation
- Known issues, if any

# SOD CONSIDERATION POINTS — INTENSITY-USE

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Intensity-Use	<p>Section 1102.2 of the Zoning Ordinance identifies allowable uses.</p> <ul style="list-style-type: none"> <li>• Offices for medical practitioners</li> <li>• Outpatient surgical facilities where patient stays do not exceed 48 hours</li> <li>• Medical laboratories</li> <li>• Physical therapy facilities</li> <li>• Pharmacies, subject to specific criteria</li> </ul>	<p>The proposed use is for medical office and will be leased to a single tenant</p>
	<p>The property is currently utilized as a medical office</p>	<p><b>Suggested SOD Language</b>  <b>While the use will not change, more information is needed on the type of medical office uses targeted for the site including overnight stays, urgent care, or other late hour use of the facility. Type of security measures should be reviewed. Any medical marijuana use or retail uses are discouraged. Hours of operation for the facility shall also be reviewed and limited. Weekend hours may be a concern.</b></p>

# SOD CONSIDERATION POINTS — HEIGHT

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Height	<p>The Special Use Permit Guidelines for medical office suggest a maximum height of 30'0" for principal structures, with possible consideration for higher height to accommodate architectural features</p> <p>SOD to address heights (SUP Section 1102.3.B.4 Zoning Ordinance)</p> <p>Existing heights</p>	<p>Plans show a maximum height of 36'0" to the top of the mechanical screening, 30'0" height to the top of the roof, and height measured from the finished floor elevation versus natural grade.</p>
	<p>24'0", with some portion to mechanical screening at 27'0"</p>	<p><b>Suggested SOD Language</b></p> <p>It is recommended that the Planning Commission evaluate the proposed height as to its impact to adjacent properties and the operational needs for medical office use; minimizing height where possible through means such as articulation of the roofline, reducing the area of the roof mechanical equipment screening, and reduction of the overall height. A compelling reason must be given for height proposed over 30'.</p> <p>Finished floor is not an appropriate measurement point. It is recommended that all heights be taken from finished grade and that finished grade cannot be raised more than two feet above existing grade. <b>Fill shall (or shall not) be counted in height measurement.</b> If any portion of the rooftop is visible off-site, care should be taken to minimize the impact. White roofing material is discouraged if visible off-site.</p>



# Height

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4771 N. 20th Street  
Suite 522  
Phoenix, AZ 85016

Phoenix, AZ 85016

**7125 Lincoln  
Medical Office**  
Paradise Valley, Arizona

Paradise Valley, Arizona

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# SOD CONSIDERATION POINTS — VIEWSHEDS

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Open Space Criteria - Viewshed	Open Space Criteria is reviewed as a means to preserve viewsheds, encouraging the massing of tall structures in the center of the site (SUP Guideline).	Applicant did not provide any Open Space Diagram Site Sections. However, based on the proposed setback, height, and right-of-way dedication; the proposed structure will be more out of compliance with the open space criteria.
	SOD to address massing/scale (SUP Section 1102.3.B.4 Zoning Ordinance)	
	Existing structures do not fully comply. A setback of 60' is required to have a 24' height and 75' for a 27' height. If the full 65' half width right-of-way dedication is provided, this further makes the existing structures out of compliance with the open space criteria.	<p><b>Suggested SOD Language</b></p> <p><b>The Planning Commission shall evaluate the impact to adjoining properties by the additional encroachment outside of the imaginary plane suggested by the Open Space Criteria. However, due to the small size of this lot, it's location adjoining other commercial uses, and that the existing structures do not meet the Open Space Criteria, a heavy focus on preserving view corridors is not necessary. If Open Space Criteria is applied the measurement may be taken from the existing property line along Lincoln Drive.</b></p>

# SOD CONSIDERATION POINTS — SETBACKS

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Setbacks	This site is unique in that the adjoining properties are all non-residential. As such, the only Special Use Permit Guideline that applies on setback is the suggested 40' setback from a public street.	The proposed setbacks of 67' front yard (35' with full right-of-way dedication), 56' side yards, and 185' rear yard is consistent with Town Special Use Permit Guidelines
	The existing structure is setback 94' from Lincoln Dr (62' with full right-of-way dedication).	Applicant will need to provide plans for the proposed covered parking.
	The existing covered parking is south of the existing building, setback well beyond 40' from Lincoln Dr.	<p><b>Suggested SOD Language</b></p> <p><b>Setbacks meet SUP Guidelines but may need to be increased along Lincoln Drive to accommodate the recommended 50-foot wide landscape buffer adjoining a major arterial. If covered parking is provided, setbacks from these structures will also need to be reviewed.</b></p>

## A1.0

# SOD CONSIDERATION POINTS — IMPACT TO ADJACENT USES

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Adjacent Uses	Several General Plan policies relate to mitigation of nuisances to residential neighborhoods and adjacent land uses	Adjacent uses include resort guest units to the south and future resort guest uses/residences proposed to the west of the site
	Existing site meets the lot coverage guideline, has hedges buffering the site, and a height within the SUP guideline	<p><b>Suggested SOD Language</b></p> <p><b>The Planning Commission shall consider how the proposed setbacks, building heights, location of uses, and any other related design aspect of the project may negatively impact nearby properties located outside the subject site. Of particular concern, is any outdoor employee areas and service uses such as maintenance, trash collection, mechanical equipment (roof/ground), etc. They should be explained or shown. In particular, trash pickup/storage shall be studied</b></p>



# SOD CONSIDERATION POINTS — DENSITY-LOT COVERGE

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Density-Lot Coverage	SUP Guideline 25% lot coverage No FAR Guideline	<p>The proposed lot coverage increases from 13.5% to 18.7%</p> <p>The floor area ratio increases from 27.8% to 37%</p>
	Lot coverage 13.5% FAR 27.8%	<p><b>Suggested SOD Language</b></p> <p><b>Density and lot coverage is not a major concern</b></p>

# SOD CONSIDERATION POINTS — LANDSCAPE/BUFFERING

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Landscape/ Buffering	<p>50' buffer along major roads (SUP Guideline)</p> <p>General Plan Policy EP 6.1.1.3 Mature Landscape Preservation. The Town shall require new development and redevelopment to preserve mature indigenous and compatible landscaping on-site where feasible. Several large trees on the site.</p>	<p>16' and 30' along Lincoln Dr (includes portion of future right-of-way) 4' buffer on sides and 7' buffer in rear</p> <p>Based on the proposed building design, the large trees in the center of the site will be removed</p>
	<p>Existing buffers 34' Lincoln Dr (16' in existing ROW) 3'6" sides and rear yard Existing tall hedges and 3' to 6' tall block wall act as perimeter buffers</p>	<p><b>Suggested SOD Language</b> Particular attention shall be paid to the buffer along Lincoln Drive based on the proposed Visually Significant Corridor study and the improvements proposed at the Ritz property just to the north. A stipulation may be considered to ensure replacement of any buffer should the landscaping die. A landscape plan shall be required. The Commission shall evaluate the proper balance of landscaping to soften the building while not obscuring it from the street. Hardscaping and pedestrian access shall be considered with the landscape plan.</p>



# SOD CONSIDERATION POINTS — INFRASTRUCTURE-UTILITY

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Infrastructure-Utility	Drainage and related improvements are reviewed with redevelopment projects	The material provided to-date does not give enough information to evaluate these improvements
	Existing utilities to the site	<p><b>Suggested SOD Language</b></p> <p>The applicant shall address and identify the location of on-site retention and identify how the on-site retention may affect parking and circulation. Utility improvements that may have a visual impact or service level impact should be explained and mitigated. Water impact service study, utility information, and hydrology report shall be reviewed.</p>



# SOD CONSIDERATION POINTS — TRAFFIC/PARKING/CIRC

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Traffic, Parking, and Circulation	<p>Parking space calculations and parking lot screening guidelines in the SUP Guidelines.</p> <p>3' screening of parking lots</p> <p>Parking calcs by use (i.e. 1 space for each 200 sf interior floor space)</p> <p>No guidelines for landscape islands in parking lots or setback for load/unloading/trash.</p>	<p>Need to submit study</p> <p><b>Suggested SOD Language</b></p> <p><b>Considerations for review should include:</b></p> <ul style="list-style-type: none"> <li>• Number of access points in/out of the site</li> <li>• Fire access to the site</li> <li>• Design of entry/exit and roadway medians related to restriction of vehicular movements in/out of site</li> <li>• Deceleration turn lane for eastbound traffic entering the site</li> <li>• Any cross-access easement(s) with AJ's, Andaz, and Smoke Tree</li> <li>• Sidewalk and other pedestrian circulation</li> <li>• Roadway dedication/easement, with consideration of what may be necessary in the short term and long-term</li> <li>• Number of parking space, use of shared parking, and ride-share</li> <li>• Full build-out of the Ritz SUP</li> <li>• Coordination of improvements/impacts with neighboring non-residential properties</li> <li>• Coordination with Town improvements along Lincoln Drive</li> </ul>
	<p>169 existing parking spaces</p> <p>2 driveways onto Lincoln Drive</p>	

# SOD CONSIDERATION POINTS — SIGNAGE

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Signage - Gateway	<p>1 ground-mounted sign at a maximum height of 8' and sign area of 40 square feet (SUP Guideline)</p> <p>Ritz SUP - an entry monument sign on the south side of Lincoln near Lincoln Medical</p> <p>CC&amp;H 3.1.3.3 Enhanced Town Gateways. The Town shall ensure that public improvements and private development work together to enhance the sense of entry at key gateways to the Town through consistent decorative elements such as signage, landscaping, and art that captures the values of the Town and its setting</p>	<p>The elevation shows a sign on the front elevation of the building and the site plan shows an entry monument that is ground mounted</p> <p><b>Suggested SOD Language</b>  <b>Planning Commission review shall focus on the impact of project sign location, dimensions, and illumination. The Commission shall look at the broader signage plan for the whole of this area of Lincoln Drive including proposed gateway signs, identification signs, and Ritz-Carlton and Smoketree signage, as well as any Andaz signage that may be re-located to Lincoln Drive. Particular attention shall be paid to any building mounted signage and the resulting impact to the streetscape.</b></p>
	<p>Existing identification</p> <ul style="list-style-type: none"> <li>• Monument sign between two entrances</li> <li>• Name of plaza on columns at each entry</li> </ul>	



# SOD CONSIDERATION POINTS — PUBLIC BENEFIT

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Community Spaces Public Benefit	There are General Plan policies that address Development Areas providing public gathering areas, pedestrian amenities, and public art. (Refer to attached General Plan Policies attachment)	There is no defined connection from the future sidewalk on Lincoln Drive to the building
	There is no defined connection from the future sidewalk on Lincoln Drive to the building	<p><b>Suggested SOD Language</b></p> <p><b>More review and information shall be explored regarding community spaces/services that will provide public benefit(s) to Town residents. There is no defined connection from the future sidewalk on Lincoln Dr. to the building and pedestrian circulation shall be addressed, as well as any hardscape improvements.</b></p>

# SOD CONSIDERATION POINTS — CONTEXT-DESIGN

Topic	Town Code/Special Use Permit Guideline/Town Policy Existing Condition	Proposal by Applicant Suggested SOD Focus
Context-Design	Several General Plan policies encourage context-appropriate and responsive building design and site planning on Special Use Permit properties that mitigates the scale of larger buildings through careful use of building massing, setbacks, facade articulation, fenestration, varied parapets and roof planes, and pedestrian-scaled architectural details. The applicant provided several visuals on conceptual architectural design, material, and colors.	<p>The applicant provided several visuals on conceptual architectural design, material, and colors</p>
	Context and design were considered when Town approved medical plaza in 1974	<p><b>Suggested SOD Language</b></p> <p><b>As necessary, the Planning Commission may require that the applicant provide more precise information to verify how the project meets the vision and policies of the General Plan related to context-appropriate design. This includes impact related to exterior lighting, screening of mechanical equipment, and the choice of material pallet of the improvements. This may include providing at least one west-east and one north-south building cross section and updating provided renderings.</b></p>



# NEXT STEPS

- June 14, 2018 action on SOD



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# QUESTIONS?



# VICINITY MAP

