



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

**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