

**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 17th, 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