

TOWN *Of* **PARADISE VALLEY**



STAFF REPORT

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 2nd floor (15,500 sf).
- Clear Dermatology; located on the 1st floor of the north building (6,131 sf).
- Benessair; located on the 1st 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 4th 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