

**CITY OF GOODYEAR
CITY COUNCIL ACTION REPORT**

SUBJECT: Comprehensive Sign Package Amendment for the Palm Valley Medical Campus	STAFF PRESENTER: Steve Careccia, Planner III CASE NUMBER: 19-630-00001 APPLICANT: Tim Herzer, Airpark Signs & Graphics, representing Adelante Healthcare and Abrazo West Campus
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PROPOSED ACTION:

Approve an amendment to the Palm Valley Medical Campus Comprehensive Sign Package dated September 25, 2006 with a revision date of August 19, 2013 subject to the following stipulations:

1. All signs shall be in conformance with the Palm Valley Medical Campus Comprehensive Sign Package dated September 25, 2006 with a revision date of August 19, 2013 except as expressly modified herein; and,
2. The following standards in the Palm Valley Medical Campus Comprehensive Sign Package dated September 25, 2006 with a revision date of August 19, 2013 are modified solely as applied to the building shown on the attached Final Plan – Adelante Healthcare Goodyear;
 - a. The maximum area allowed for a wall-mounted sign on the south elevation shall be increased to 1.64 square feet of signage for every linear foot of building elevation;
 - b. The maximum height for a double line sign layout shall be increased to 72 inches;
 - c. The total aggregate wall sign area of all wall-mounted signs shall be increased to 372 square feet; and,
 - d. Wall mounted signs shall be allowed only on the west and south elevations of the building.

BACKGROUND AND PREVIOUS ACTIONS:

The Palm Valley Medical Campus is located south of McDowell Road, east of Litchfield Road. The medical campus contains several medical related offices, including the Abrazo West Campus hospital and Adelante Healthcare facility.

The Palm Valley Medical Campus is zoned PAD (Planned Area Development). The master plan and design guidelines for the campus were approved in 1997. The first phase of the hospital opened in 2003. In 2005, the medical campus was expanded with the addition of 18 acres, which included the property now partially developed with the Adelante Healthcare facility.

A comprehensive sign package (CSP) for the medical campus was approved on October 23, 2006. An amendment to the CSP was subsequently approved on October 7, 2013 to allow a hospital identification icon to be placed on the hospital building.

The Planning and Zoning Commission considered this item at their regular meeting of March 13, 2019. No one from the public spoke on this item and there was no opposition to the project voiced at the meeting. The Commission unanimously voted (5-0) to forward a recommendation of approval to the City Council.

STAFF ANALYSIS:

Current Policy:

An amendment to a CSP that requests an increase in the number, size or height of signage above what was allocated with the initial CSP approval is considered a major amendment. A major amendment to a CSP requires review and approval from the Planning and Zoning Commission and City Council.

Details of the Request:

The applicant is requesting an amendment to the CSP for the Palm Valley Medical Campus. The amendment would increase the allowable wall sign allocation for a large building within the medical campus that is currently occupied by Adelante Healthcare.

The Palm Valley Medical Campus CSP currently contains the following provisions related to wall-mounted signage:

- Front elevation – one square foot of signage per linear foot of building frontage
- All other elevations – one-half square foot of signage per linear foot of building frontage
- Maximum height of two feet for a single line layout
- Maximum height of 2.5 feet for a double line layout
- Maximum aggregate of 200 square feet for all wall-mounted signage

The amendment is requesting the following modifications to the Palm Valley Medical Campus CSP for the building shown on the Final Plan – Adelante Healthcare Goodyear, a copy of which is attached hereto:

- South elevation – 1.64 square feet of signage per linear foot of frontage in lieu of the allowed one-half square foot
- Double line of copy with a maximum height of 5.5 feet in lieu of the allowed 2.5 feet
- Maximum aggregate of 371.2 square feet in lieu of the allowed 200 square feet

The above requested modifications will only apply to the building shown on the Final Plan – Adelante Healthcare Goodyear, a copy of which is attached hereto. All other uses within the medical campus will need to comply with the current standards as established in the CSP.

Evaluation Criteria:

Article 7-10 (Special Sign Areas) of the Zoning Ordinance requires CSPs, and any amendments thereto, to be evaluated based on the following criteria:

- **Size and Height:** The comprehensive sign package shall demonstrate that all proposed signage is no larger than necessary for sufficient visibility and legibility. Factors to be considered in determining allowed size and height may include, but are not limited to, topography, traffic volumes, traffic speeds, visibility ranges, copy size and impact on adjacent property.

There are no monument signs available for use by this building on the subject property. The applicant is relying on wall-mounted signage for customer wayfinding. The applicant is also placing wall-mounted signage on only two elevations (west and south) instead of all four elevations. As such, the applicant would like to ensure that customers are able to see these signs and locate the healthcare facility, and the larger size should help with this endeavor.

- **Location and Orientation:** Signs should be located and oriented to allow sufficient visibility and legibility for pedestrian and vehicle traffic. Factors that may be considered in reviewing the appropriateness of the sign location and orientation may include, but are not limited to, location relative to the surrounding streets and land uses, traffic volumes and access points, visibility angles and topographic features.

The applicant believes that wall-mounted signage on the west and south elevations will best serve their customers. Such placement will allow visibility for customers coming in from McDowell Road and for those traveling on I-10.

- **Design, Colors and Materials:** Signs proposed under the comprehensive sign package shall be harmonious with and enhance the architecture and theme of the specific development in which the signs are located. Compatibility with the specific development shall include the use of complementary colors, materials and architectural style.

The design, colors and materials of the signage have been designed to be compatible with the healthcare facility building. The proposed signage will be consistent with the design configuration and installation provisions established in the Palm Valley Medical Campus CSP. Other than the deviations requested with this amendment, no other modifications are proposed.

- **Surrounding Land Uses:** Signs shall not adversely impact adjacent land uses, especially adjacent residential land uses. The comprehensive sign package shall demonstrate the measures that will be taken to ensure the proposed signage will not adversely impact adjacent land uses in terms of lighting, size, location and orientation.

The adjacent land uses are commercially zoned and developed with similar medical or retail commercial uses. These uses will not be adversely impacted by the proposed signage, as the signage is consistent with the signage permitted for these adjacent uses. There is

also no residential development adjacent to the subject property. As such, there will not be any adverse impacts related to light trespass or glare onto residential properties.

FISCAL ANALYSIS:

Although a fiscal impact analysis has not been conducted on this specific project, all new development will have an ongoing fiscal impact on the city. The development is responsible for construction of infrastructure necessary to serve the site and will generate one-time revenue for the city through payment of permits, construction sales tax and development impact fees. Longer term fiscal impacts include increased demands for municipal services, the costs of which may or may not be offset by increased property values/tax levies, city sales tax, state shared revenues and the increased demand for commercial and retail development.

RECOMMENDATION:

Staff and the Planning and Zoning Commission recommend approval of an amendment to the Palm Valley Medical Campus Comprehensive Sign Package dated September 25, 2006 with a revision date of August 19, 2013 as set forth above.

ATTACHMENTS:

1. Aerial Photo
2. Project Narrative
3. Final Plan – Adelante Healthcare Goodyear
4. Sign Rendering