

AGENDA ITEM #: _____

DATE: October 16, 2019

CAR #: 2019-6776



PLANNING AND ZONING COMMISSION ACTION REPORT

SUBJECT: Airport Gateway at Goodyear Comprehensive Sign Program Amendment

CASE NUMBER: 19-630-00003

STAFF PRESENTER(S): Karen Craver, AICP, Planner III

OTHER PRESENTER(S): Paul Bleier, Bleier Industries, Ltd.

Summary: An amendment of the approved Airport Gateway at Goodyear Comprehensive Sign Program (CSP) submitted on behalf of the Cancer Treatment Centers of America (CTCA) hospital to add approximately 40.33 acres to the CSP and to allow a CTCA off-premise monument sign on the 40.33 acres.

Recommendation:

Recommend approval of the amendment (Case No. 19-630-00003) dated October, 2019, to the Airport Gateway at Goodyear Comprehensive Sign Program (Case No. 08-630-00007) approved November 6, 2008, subject to the following stipulations:

1. The CTCA off-premise sign, identified as a type ST-2A sign in the amended CSP and located at the northwest corner of Litchfield Road and Celebrate Life Way, shall be utilized for CTCA hospital identification and as a multi-tenant sign for future development of the 40-acre addition to the CSP; and,
2. Future development of the 40-acre addition will utilize design, colors and materials similar to the existing CTCA and Airport Gateway PAD entry signage, pursuant to the specifications of the amended CSP.

Fiscal Impact: 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.

Background and Previous Actions

The Cancer Treatment Centers of America (CTCA) hospital is located on the easternmost portion of the 212-acre Airport Gateway at Goodyear PAD, which is located at the northeast corner of Bullard Avenue and Van Buren Street and extends north to the I-10 and east to 143rd Avenue. Specifically, the 25-acre hospital site is at the northeast corner of 143rd Avenue and Celebrate Life Way, which runs parallel to Van Buren Street.

The Airport Gateway at Goodyear PAD was approved by City Council on October 9, 2007, and the Airport Gateway at Goodyear Comprehensive Sign Program (CSP) was approved by staff on November 6, 2008. Since approval of the CSP, CTCA has purchased the approximately 40.33 acres at the northwest corner of Litchfield Road and Celebrate Life Way on the hospital's eastern boundary. The 40.33 acres is currently being farmed by CTCA as part of its efforts to improve the diet of its patients and guests.

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 by the Planning and Zoning Commission and approval by the City Council.

Details of the Request:

CTCA, with the consent of Cheyenne Valley LLC (aka EJM Development Company), the other property owner within the Airport Gateway at Goodyear PAD, has submitted this CSP Amendment to add the 40.33 acres to the CSP and to request approval of an off-premise monument sign. The sign, to be located at the northwest corner of Litchfield Road and Celebrate Life Way, will be 20 feet high and 19 feet 9 inches wide and will depict the CTCA name and logo on the top half, and will provide four locations for tenants of future development to occur on the 40.33 acres.

The sign is considered off-premise because although it is on property owned by CTCA, it is not on the actual CTCA hospital site. Off-premise signs are not typically allowed pursuant to the Sign Code. However, because the property is owned by CTCA, and CTCA has agreed to utilize the sign as a multi-tenant sign for future development on the 40.33 acres, the allowance of an off-premise sign in this case is supportable.

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.

The proposed off-premise monument sign is taller than the existing on-site CTCA monument sign; 20 feet high vs. 12 feet 6 inches. However, because it will be used as a multi-tenant sign and because it will be located on a high-volume section of Litchfield Road, the size is appropriate.

- 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 proposed off-premise monument sign will be located on the northwest corner of Litchfield Road and Celebrate Life Way, and will be oriented to allow sufficient visibility and legibility for pedestrian and vehicle traffic on both north and southbound Litchfield Road, as well as on Celebrate Life Way.

- 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 proposed off-premise monument sign have been designed in the same manner as the existing CTCA and Airport Gateway PAD entry signage. Signage for future development on the 40-acre parcel will also be designed in a similar manner.

- 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 proposed off-premise monument sign will be located on the northwest corner of Litchfield Road and Celebrate Life Way in a highly commercialized area with similar signage. As such, there will not be any adverse impacts related to light trespass or glare onto residential properties.

RECOMMENDATION:

Staff recommends approval of the amendment to the approved Airport Gateway at Goodyear Comprehensive Sign Program (CSP) submitted on behalf of the Cancer Treatment Centers of America (CTCA) hospital to add approximately 40.33 acres to the CSP and to allow a CTCA off-premise monument sign on the 40.33 acres at the northwest corner of Litchfield Road and

Celebrate Life Way, subject to the recommended stipulations and the evaluation criteria as set forth above.

Attachments

1. Aerial Photo
2. Sign Rendering
3. Amended Comprehensive Sign Program