

AGENDA ITEM #: _____

DATE: February 24, 2020

CAR #: 2020-6894



CITY COUNCIL ACTION REPORT

SUBJECT: Palm Valley Pavilions (East) Comprehensive Sign Package

STAFF PRESENTER(S): Christian M. Williams, Planner II

OTHER PRESENTER(S):

Summary: Request to amend the sign standards in the Palm Valley Pavilions (East) Development Guidelines to allow for the addition of a monument sign for Goodyear Medical Plaza at Palm Valley Pavilions.

Recommendation:

1. ADOPT RESOLUTION NO. 2020-2034 DECLARING AS PUBLIC RECORDS THOSE CERTAIN DOCUMENTS FILED WITH THE CITY CLERK AND TITLED “LEGAL DESCRIPTION”, “1996 SIGN STANDARDS”, “1998 TENANT SIGNAGE CRITERIA”, “GOODYEAR MEDICAL PLAZA AT PALM VALLEY PAVILIONS AMENDMENT”, AND “COMPREHENSIVE SIGN PACKAGE FOR PALM VALLEY PAVILIONS (EAST) MAP”; AMENDING THE PALM VALLEY (EAST) DEVELOPMENT GUIDELINES BY THE ADOPTION OF THE 1996 SIGN STANDARDS, THE 1998 TENANT SIGNAGE CRITERIA, THE GOODYEAR MEDICAL PLAZA AT PALM VALLEY PAVILIONS AMENDMENT AND THE COMPREHENSIVE SIGN PACKAGE FOR PALM VALLEY PAVILIONS (EAST) MAP AS THE COMPREHENSIVE SIGN PACKAGE APPLICABLE TO PALM VALLEY (EAST) AND PROVIDING FOR AN EFFECTIVE DATE.

Fiscal Impact: There is no direct budget impact associated with the approval of this Comprehensive Sign Package Amendment.

Background and Previous Actions

The Palm Valley master planned development began its development efforts in October 1989. As part of the initial 1,475-acre development, commercial was contemplated near the intersection of Interstate-10 (Papago Freeway) and North Litchfield Road. To facilitate the development of a quality commercial center, the Palm Valley (East) Development Guidelines were approved in 1996 by City Council when the preliminary plat was approved. These guidelines allowed for the construction of a wall sign for the overall Palm Valley development (northeast corner of North Litchfield Road and West McDowell Road) as well as two (2) Palm Valley Pavilions wall signs (North Litchfield Road and Palm Valley Pavilions main driveway). In addition to the three wall signs, a freeway pylon sign was approved (just east of North Litchfield Road adjacent to Interstate-10 (Papago Freeway)) and a 32-foot monument sign was approved (in the median of Palm Valley Pavilions main driveway).

As the center expanded northward towards West McDowell Road and added tenants, Council approved an amendment to the Palm Valley Pavilions Sign Standards and Tenant Signage Criteria in October/November 1998. This amended sign package allowed for an additional freeway pylon sign (North 135th Avenue alignment and Interstate-10 (Papago Freeway)), allowed for two (2) 32-foot monument sign (on West McDowell Road west of North Litchfield Road and on North Litchfield Road north of Interstate-10 (Papago Freeway)), a reduced the height of the previously approved 32-foot monument sign down to a height of 15 feet (in the median of Palm Valley Pavilions main driveway). The amendment also added more detail to the overall sign package such as the inclusion of window graphics and canopy signs.

In 2019, the former Palm Valley Cinemas was redeveloped to a multi-tenant office building primarily catering to medical office users. Since the building consists of multiple tenants, they are requesting an additional monument sign on North Litchfield Road.

Staff Analysis

Current Policy:

The Goodyear Zoning Ordinance Chapter 7, Article 7-8 on Permitted Signage by Zoning District, provides guidance in Section B on Commercial Districts. Staff evaluated the existing and proposed number of monument signs compared to the number of driveways in the center. Given the long distances between existing driveways and the proposed number of monument signs compared to the total count of driveways, staff finds the proposal to be compatible with the guidance provided in the Ordinance. Additionally, the proposed amendment will not adversely impact the surrounding area.

Details of the Request:

The applicant is seeking to amend the sign standards in the Palm Valley Pavilions (East) Development Guidelines to allow a 10-foot monument to be constructed along North Litchfield Road approximately 150 feet north of the existing 32-foot Palm Valley Pavilions monument sign on the Chili's restaurant parcel. The Goodyear Medical Plaza is located in the former Palm Cinemas building; the newly renovated building has been converted into medical offices. The new monument sign will have six (6) panels, will not be illuminated and will be shorter than the existing and approved. The sign will incorporate design elements currently found in the center and on existing Palm Valley Pavilion signs while adding more modern design enhancements. In addition, to centralize the sign standards in one place to allow for the efficient administration of the adopted sign standards for Palm Valley Pavilions (East), the proposed resolution provides for the adoption of all sign standards as the comprehensive sign package for the Palm Valley Pavilions (East).

Evaluation Criteria:

Per the city of Goodyear Zoning Ordinance, the city's review and recommendation on a comprehensive sign package is to be guided by the following criteria:

1. Size and Height

The proposed sign will be 22 feet shorter than the existing monument signs thus it will be visually less impactful than existing signage.

2. *Location and Orientation*

The sign will be located 150 feet north of an existing Palm Valley Pavilions monument sign. It will face north and south at an angle and orientation similar to the existing monument sign to the south.

3. *Design, Color and Materials*

The proposal is consistent with other medical centers within the city and consistent with the character of signs within the Palm Valley area.

4. *Surrounding Land Uses*

This proposal does not change the underlying zoning of the property; the proposal helps bring visibility to the added commercial and office uses that are found within the zoning category and commercial center.

North – Palm Valley Planned Area Development (PAD) within Palm Valley Pavilions (East) Development Guidelines;

South – Palm Valley Planned Area Development (PAD) within Palm Valley Pavilions (East) Development Guidelines;

East – Palm Valley Planned Area Development (PAD) within Palm Valley Pavilions (East) Development Guidelines;

West – Palm Valley Planned Area Development (PAD) within Palm Valley Pavilions (West) Development Guidelines;

Planning and Zoning Commission Meeting:

At the regular Planning and Zoning Commission meeting on February 12, 2020, staff made a presentation to the Commission regarding the amendment request. Based upon the staff findings presented in the Commission staff report, and repeated in this Council Action Report, the Commission recommended approval of the amendment by a vote of 5-0.

Attachments

1. Resolution No. 2020-2034

- a. Exhibit A – “DEVELOPMENT LEGAL DESCRIPTION”
- b. Exhibit B – “1996 SIGN STANDARDS”
- c. Exhibit C – “1998 TENANT SIGNAGE CRITERIA”
- d. Exhibit D – GOODYEAR MEDICAL PLAZA AT PALM VALLEY PAVILIONS AMENDMENT”

- e. Exhibit E – COMPREHENSIVE SIGN PACKAGE FOR PALM VALLEY PAVILIONS
(EAST) MAP”
- 2. Project Narrative