



October 8, 2018

Steven Williams  
Town Planner  
Town of Superior  
124 E. Coal Creek Drive  
Superior, CO 80027

Re: Superior Town Center Final Development Plan  
Superior Medical Center ("SMC")  
3 Superior Drive  
Narrative of FDP Amendment Request

Dear Mr. Williams,

We appreciate the opportunity to work with the Town of Superior as a part of the Development of the SMC. As the first Commercial Office Development in Downtown Superior, we understand how important the success of our project is to the future phases of the Master Plan. We believe that this FDP Signage Amendment will provide the building, town and current/future tenants the recognition it deserves as a destination for health and wellness.

We are requesting to modify the existing FDP to provide more signage opportunities on the medical office building and parking structure because of the trends in medical office development as a result of the national healthcare policy changes and the SMC's physical site characteristic:

- **The Retailization of Healthcare** – According to the Advisory Board Company, a national healthcare consulting firm, "the retail market for health care delivery seems to have arrived. Across the health care industry, we've seen ample evidence of new "retail purchasers"— patients shopping for lowest-price imaging exams; primary care purchasers opting for convenient care options; employees carefully selecting their own plans on insurance exchanges." This phenomenon has been broadly labeled as the "Retailization of Healthcare" because patients now have an increased choice when deciding between providers, services and sites of care just like when they go to a shopping center or restaurant.

**This focus on consumer-oriented care has made branding, convenience and patient experience paramount for providers when deciding on new medical office space. For many providers, each individual site of care represents a well distributed strategic approach aimed at caring for an entire population. Healthcare Providers are starting to think about strategy like Costco or Starbucks by going where the growth in population is and is why many of them are attracted to the Superior market. Critical to their decision is signage and branding which provides wayfinding for elderly or stressed patients, piece of mind for the patients in the neighborhood and an announcement to the community that they have arrived.**



- **Convenience and less environmental impact-** Patient satisfaction and outcomes increase when receiving services in convenient locations rather than forcing patients to travel farther to hospital campuses. The Advisory Board Company’s research shows that convenient access is one of the top priorities for discerning consumers when making a healthcare decision which has made improving access to care critically important. Providers now need to have a broad suite of access points, so they can proactively coordinate care for their patients. When it’s easier for patients to get care, or even just information, they are more likely to follow care plans. That means better outcomes and lower total costs.
- **Branding** – The SMC represents an opportunity for expansion into a growing Boulder County market and without adequate building naming signage, the prospective provider’s business case for expansion is weakened. We have experienced that providing signage for prominent tenants creates a sense of ownership and keeps them in the community for the long-term and leads to renewals. Providing tenant signage on our buildings also helps counter act the rising trend of traditional medical office providers migrating to retail strip centers because of the better access, cheaper rents and branding opportunities that these retail centers afford.
- **Cost** – Outpatient healthcare is cheaper than in an inpatient setting. Increasingly, more services are being moved from the inpatient setting into the outpatient setting which provides an increased opportunity for services and providers to locate in the SMC.
- **Healthcare Consolidation** - Providers are getting larger and more strategic in their planning, making building signage and branding more important. Touchstone, Cornerstone and one of our prospective tenants have a strategic affiliation aimed at reducing cost and increasing quality. The tenancy of these groups will make up 58% of the building.
- **Wayfinding** – Elderly and new patients need help finding the SMC in this new location. The medical center is located in a new development and many patients are unfamiliar with the SMC.

#### **Response to Planning Commission Recommendations and Comments Meeting:**

We proposed the following changes to our Amendment Request based on feedback we received from the Louisville neighbors and Superior Planning Commission at the September 18<sup>th</sup> and October 2<sup>nd</sup> Planning Commission Meetings. The following are changes reflected in the FDP Amendment and justifications based on the Commission’s and public’s comments:

- Per the conditions recommended by the Planning Commission, all current and future requested illuminated signs subject to the SMC shall turn on no earlier than dusk and shall turn off thirty minutes after close of business. On September 20<sup>th</sup>, we started implementing this procedure by setting the existing Urgent Care and Boulder Community Health signs to turn off at 9:30 PM. Per the current FDP, all US 36 signs are permitted to be illuminated indefinitely.
- We reduced the size of all Tier 1 Superior Medical Center signs from 80 square feet to 60 square feet.



- We reduced the size of all Tier 2 tenant signs from 50 square feet to 35 square feet which is the same size as the approved signs (previously Tier 3 signs)
- We reduced the number of additional parking structure signs by two.
- We changed the location of the building tenant signs to the front southwest corner of the building to help with wayfinding.
- We are proposing the current backlit signage standards for the tenant signs to conform with the current Downtown Superior masterplan standards and current existing building signage.
- We are proposing to keep the East Elevation parking structure signs because they are vital to our tenant's success.
- We are proposing to provide Touchstone Medical Imaging and Cornerstone Orthopedics parking structure and medical office building signage. Touchstone Medical Imaging and Cornerstone Orthopedics are the original anchor tenants for Downtown Superior do not currently have building signage.
- We are proposing to provide building and parking structure signs for a large Undisclosed Healthcare System that is interested in taking the entire fourth floor of the SMC.
- We have reached out to Anthony Lovato at CDOT to explore Specific Information Building Signs (LOGO) found near exits and have not received definitive feedback on their availability as it pertains to the Superior Medical Center. We feel that these signs can be effective in letting patients know that the Superior Medical Center exit is approaching but are limited in their ability to assist in wayfinding (such as "turn left on McCaslin and then Left on Mainstreet").

## **FDP Amendment Justification:**

### **Medical Office Building:**

#### **Tier 1 Signage – 60 sf (3' X 20') – "Superior Medical Center"**

The Superior Medical Center sign will help with wayfinding from McCaslin and other components of Downtown Superior. The branding of the Superior Medical Center will provide name recognition for smaller tenants that will not have signage on the building.

**We are proposing the Tier 1 signage modifications of naming the "Superior Medical Center" on the West and North elevations to better identify our multi-tenant building as the center for healthcare in the Town of Superior.**

#### **Tier 2 Signage – 35 sf (2'-6" x 14'-0") – Reserved for existing building tenants and large floorplate users taking up ½ of the floor or greater.**

The current number of signs allowed (3) by the FDP (See chart below and signage plan elevations) does not provide the opportunity for existing large tenants and future large tenants to have signage. As it stands, the two remaining sign locations on the MOB are reserved for future, large floorplate tenants. The additional Tier 2 signs allows both future and existing or larger tenants adequate signage.

We have received complaints that many of the current tenant's existing patients are having trouble with wayfinding and identifying the location of our tenants and the Superior Medical Center. Currently only



one existing tenant has rights to signage. Our existing provider tenants (Touchstone Medical Imaging and Cornerstone Orthopedics) have requested additional signage so that their patients can easily locate the Superior Medical center. Some of our patients that are less mobile and in need of clinical care, are walking into Impact Sports or the Sports Stable before being sent across the street to the Superior Medical Center.

Many large providers like Touchstone Medical Imaging and Cornerstone Orthopedics are taking a more retail-based approach to their delivery strategy by locating in urban areas rather than requiring patients to visit hospital campus. These large providers also take a corresponding “retail approach” to branding and marketing. Without adequate tenant signage, the providers business case for expansion is weakened.

**We are proposing to add the additional Tier 2 building signage modifications for large floorplate users. We are currently in lease negotiations with a full floor tenant that requires Tier 2 signage before they will make a long-term commitment to Downtown Superior.**

### **Summary**

The Proposed FDP Amendment is consistent with the current sign sizes (35 sf) and locations of signs above the entry (Tier 2 sign). We are looking The Proposed FDP Amendment creates additional Tier 1 signs to give the SMC its proper identity (Tier 1).

## **Parking Structure**

### **Tier 1 Signage – 60 sf (3' X 20") – “Superior Medical Center”**

Exterior signage facing US 36 provides the opportunity to market Superior and the Superior Medical Center as a destination for outpatient healthcare. We have received feedback from prospective tenants that because Superior does not have a strong existing medical presence, they are not interested in relocating to the Superior Medical Center. In multi-tenant buildings many providers rely on inter-building referrals to help justify a new tenancy. We believe that adding the Tier 1 Signage program on the parking structure will help providers expand or relocate to our new medical center. The branding of the Superior Medical Center will provide name recognition for smaller tenants that will not have signage on the building.

**We are proposing the Tier 1 signage modifications to the parking structure naming the “Superior Medical Center” on the North and East elevations to better identify our multi-tenant building as the center for healthcare in the Town of Superior.**

### **Tier 2 Signage – 35 sf (3'-4"x 10' – 6" and 1' - 10.5" x 18'8") – Reserved for building tenants**

The Superior Medical Center provides Class A medical space and access to the US 36 which is why many of the prospective tenants are requesting additional signage on US 36 to properly showcase their commitment to Downtown Superior. We are currently in lease negotiations with multiple tenants that are interested in receiving parking structure signage before they will make a long-term commitment to Downtown Superior by signing a lease. These signs will be reserved for tenants with building signage as



well. Many tenants and prospective tenants are interested in North and East elevations so that they will be viewed by drivers in both directions.

**We are proposing the additional Tier 2 signage on the East and North elevations. This is the same size (35 sf) as the existing BCH and Urgent Care signs. We are proposing to have 8 signs and the current FDP allows 3.**

**Note: All building and parking structure signage shall be limited to associated hours of business or to within ½ hour of business opening/closure.**

### Signage chart:

SMC Building Elevation	No. of Signs (existing)	No. of Signs (proposed)	Sq. ft. of Signs (existing)	Sq. ft. of Signs (total proposed)
South	2	3	(2) Tier 2 - 35 sq. ft. (2'x 4" x 14'11")	(3) Tier 2 – 35 sq. ft. (2'X 6" x 14")
West	1	3	(2) Tier 2 - 35 sq. ft. (2'x 4" x 11")	(1) Tier 1 - 60 sq. ft., (3' X 20') (2) Tier 2 - 35 sq. ft., (2'X 6" x 14")
North	0	2	N/A	(1) Tier 1 – 60 sq. ft., (3' X 20') (1) Tier 2 - 35 sq. ft., (2'X 6" x 14")
East	0	0	N/A	N/A

SMC Garage Elevation	No. of Signs (existing)	No. of Signs (proposed)	Sq. ft. of Signs (existing)	Sq. ft. of Signs (total proposed)
North	2	4	(2) Tier 2 – 35 sq. ft. (3' X 4" x 10' – 6")	(1) Tier 1 - 60 sq. ft., (3' X 20') (3) Tier 2 – 35 sq. ft. (2'X 6" x 14")
East	1	4	(1) Tier 2 – 35 sq. ft. (1' - 10.5" x 18'8")	(1) Tier 1 - 60 sq. ft., (3' X 20') (3) Tier 2 – 35 sq. ft. (1' - 10.5" x 18'8")



## Current Tenant Profiles:

Tenant	Square Footage	Floor	% of Floor	% of Building	Lease Term	Approx. Total Investment (Rent and TI's)	Has Signage (Yes/No)
Boulder Community Health	8,000 SF	1 <sup>st</sup>	54%	13.3%	10 years	\$4,700,000	Yes
Touchstone Medical Imaging	7,000 SF	1 <sup>st</sup>	46%	11.6%	7 years	\$5,000,000	No
Cornerstone Orthopedics	13,000 SF	2 <sup>nd</sup>	87%	21.6%	10 years	\$6,000,000	No
Undisclosed Healthcare System	15,000 SF	4 <sup>th</sup>	100%	25%	7.5 years	\$6,200,000	

Thank you for your careful consideration of our FDP amendment request.

To Your Success,

Ben Rosenfeld  
PMB LLC  
HSRE-Superior MOB LLC