



#15

MAY 12 2011



MEMORANDUM

Transportation & Development – CC Memo No. 11-043

DATE: APRIL 25, 2011

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, ACTING CITY MANAGER *RD*
PATRICK MCDERMOTT, ASSISTANT CITY MANAGER *[Signature]*
R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *[Signature]*
JEFF KURTZ, PLANNING ADMINISTRATOR *[Signature]*

FROM: KEVIN MAYO, PLANNING MANAGER *[Signature]*

SUBJECT: PDP10-0016 CHANDLER FREEWAY CROSSING

Request: Preliminary Development Plan (PDP) approval for a freestanding freeway monument sign as part of an office and light industrial business park

Location: Northwest corner of Pecos Road and Ellis Street, just north of the Loop 202 Santan Freeway

Applicant: Pat Jones
Mark IV Capital

Project Info: Approximately 40-acres, 60-foot tall freeway monument sign

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and the approved Planned Area Development (PAD) zoning, Planning Commission and Staff recommend approval of the Preliminary Development Plan (PDP) subject to conditions.

BACKGROUND

The request is for Preliminary Development Plan (PDP) approval for a freestanding freeway monument sign as part of the Chandler Freeway Crossing office and light industrial business park. The property received PAD zoning in 1989 as part of the larger 156-acre Gateway Park master plan. The PAD zoning, most recently revised in 2001 and extended in June of 2005, identified the approximately 40-acre subject site for a Business Park development. Permitted uses include all standard industrial and employment uses including but not limited to general

office, wholesaling, light manufacturing, assembly, distribution and/or warehousing, and packaging.

The subject site is located on the northeast side of the Santan and Price Freeways interchange in West Chandler. The property is surrounded to the north by an industrial (business park) area that includes vacant land as well as existing industrial buildings. West of the Price Freeway is the southern end of the Chandler Fashion Center. East of the site is a mixed-use area that includes a concentration of multi-family residential, industrial and commercial uses. South of the Loop 202 Santan Freeway is the balance of the Gateway Park development.

The subject site received PDP approval in October 2005 for building architecture, site design and landscape design. The PDP identified a multi-staged development that included two 42,000 square-foot buildings as part of Phase I with a master plan that included a total of 9 individual buildings. Currently Phase I is complete with the two office buildings, fully developed industrial collector street, and associated landscaped improvements as part of Phase I. The buildings have remained vacant since construction due to the economic recession.

The approved PDP included a comprehensive sign package in terms of building mounted signage, freestanding monument signage, as well as a proposed 49-foot tall 5-tenant panel freeway monument sign. At the time of approval, it was identified that tenants typical to a business park of this nature did not require the type of visibility afforded by a freeway monument sign. As such, a condition was added requiring the applicant to work with Staff to redesign the sign to remove the tenant panels. The applicant has submitted the current PDP request citing the types of businesses typically locating in business parks of this nature are evolving, and although these business park tenants continue to generate minimal customer traffic, their identification requirements have evolved as well. The majority of corporate tenants seeking space along a freeway locate within business parks that provide freeway monument signage. The lack of monument signage at Chandler Freeway Crossing has discouraged numerous tenants from pursuing leases.

The subject request includes a single 60-foot tall 7-tenant panel freeway monument sign. While the previously proposed 5-tenant panel sign was only 49-feet in height, the applicant requests the current 60-foot height explaining that further studying the site revealed a visibility issue due to the fact that the Loop 202 Santan Freeway was depressed at the Loop 101 Price Freeway interchange, as well as the elevated interchange ramps from this freeway intersection. The proposed sign is located along the 202 Santan Freeway at the site's south eastern side. The sign's design reflects elements and materials found on the buildings' simple yet refined architectural style. The sign includes a unique triangular shape that is intended to provide not only increased freeway visibility, but a striking visual appeal as well. Simple yet effective plane changes break down the signs massing, with simulated aluminum divisions used to separate the tenant panels. The center identification name at the sign's top is proposed as individual mounted pan-channel lettering that includes the black perforated vinyl that appears white at night. The tenant panels will include internal illumination, with routed push-through lettering. Consistent with the building mounted signage, corporate colors and logos are permitted.

DISCUSSION

Staff supports the proposed freeway monument sign finding the sign's unique design compliments the building architecture. Since the business park's construction, numerous business parks within Chandler have been approved with multi-tenant freeway monument signs such as Chandler Freeway Business Park, Chandler Airport Center and Lincoln 10 to name a few. Staff continues to promote higher levels of integrated design and finds this sign to achieve that goal. The proposed 60-foot height is right in line with previously approved heights along the 202 as well as the proposed 7 tenant panels. Additionally, Staff acknowledges that Chandler Freeway Crossing's anticipated higher concentration of office users versus light industrial users warrant the visibility provided by the proposed freeway monument sign.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A Neighborhood meeting was held on March 1, 2011 at the Chandler Community Center. No neighboring property owners attended the meeting.

Staff has not received any correspondence in opposition to this request.

PLANNING COMMISSION VOTE REPORT

Motion to approve.

In Favor: 6 Opposed: 0 Absent: 1 (Veitch)

RECOMMENDED ACTION

Upon finding consistency with the General Plan and PAD zoning, Planning Commission and Staff recommend approval of the Preliminary Development Plan, subject to the following conditions:

1. Development shall be in substantial conformance with exhibits entitled "Chandler Freeway Crossing" kept on file in the City of Chandler Planning Services Division, in File No. PDP10-0016, except as modified by condition herein.
2. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
3. All future signage shall be consistent with the signage contained within the attached exhibits with regards to sign type and quality. Any deviations shall require separate Preliminary Development Plan approval.

PROPOSED MOTION

Motion to approve the Preliminary Development Plan in case PDP10-0016 CHANDLER FREEWAY CROSSING subject to the conditions recommended by Planning Commission and Staff.

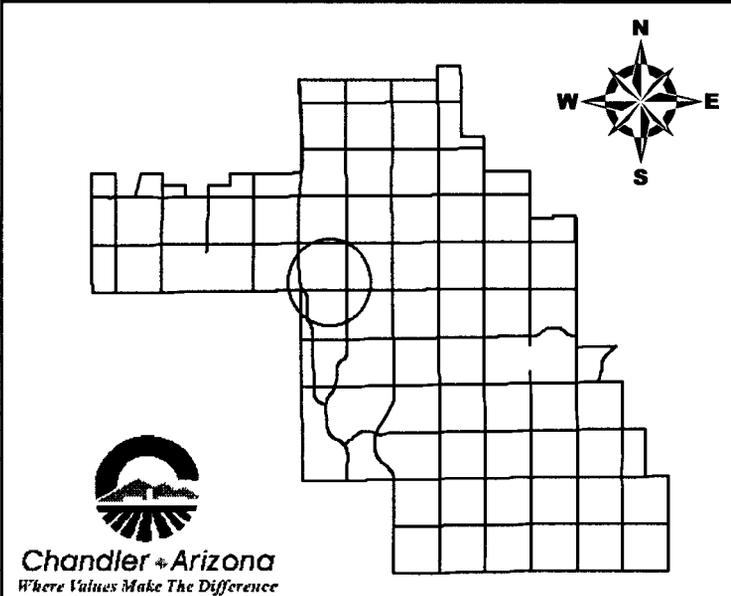
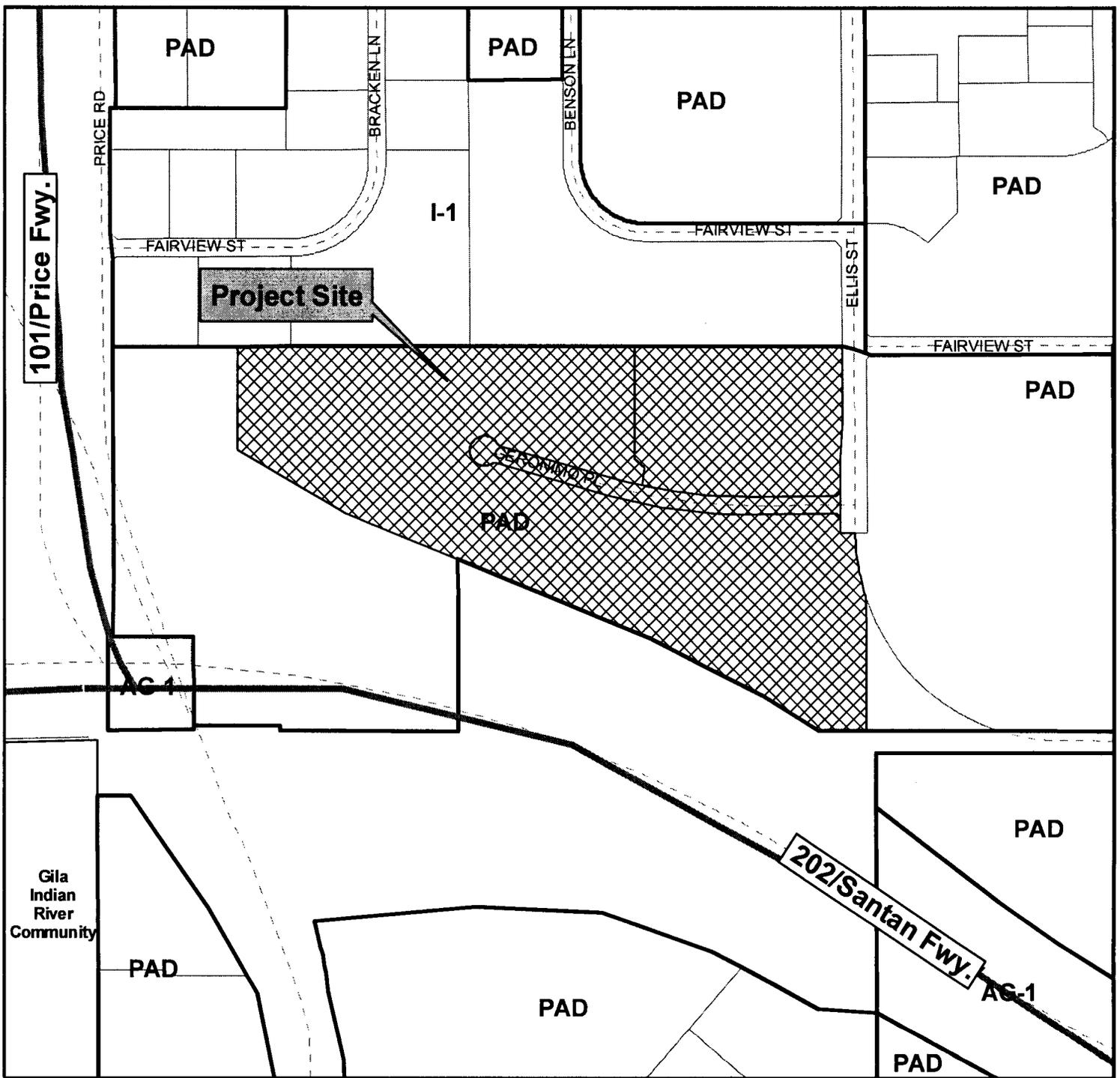
CC MEMO 11-043

April 25, 2011

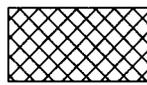
Page 4

Attachments

1. Vicinity Map
2. Site Plan
3. Sign exhibits

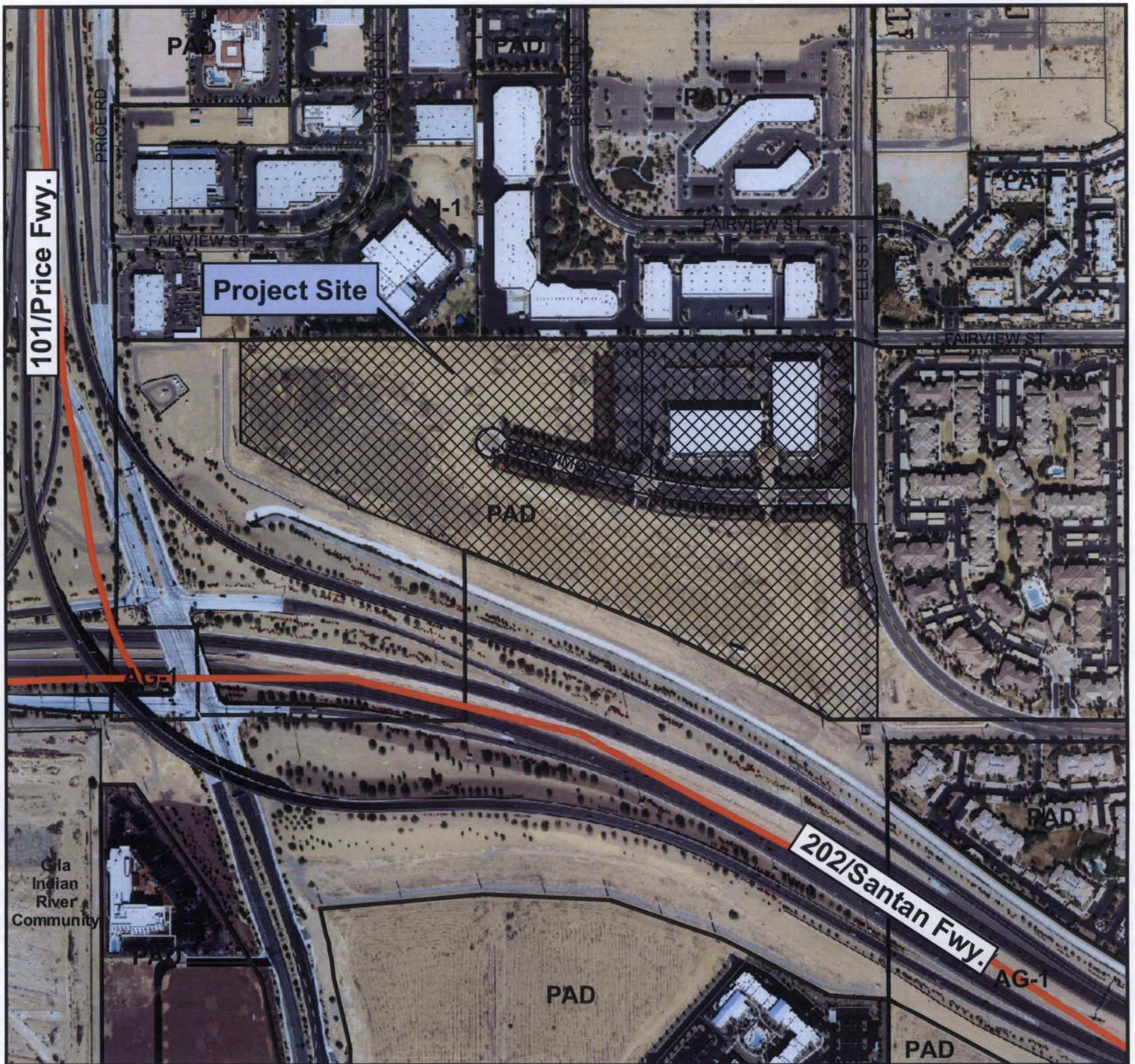


Vicinity Map



PDP10-0016

Chandler Freeway Crossing

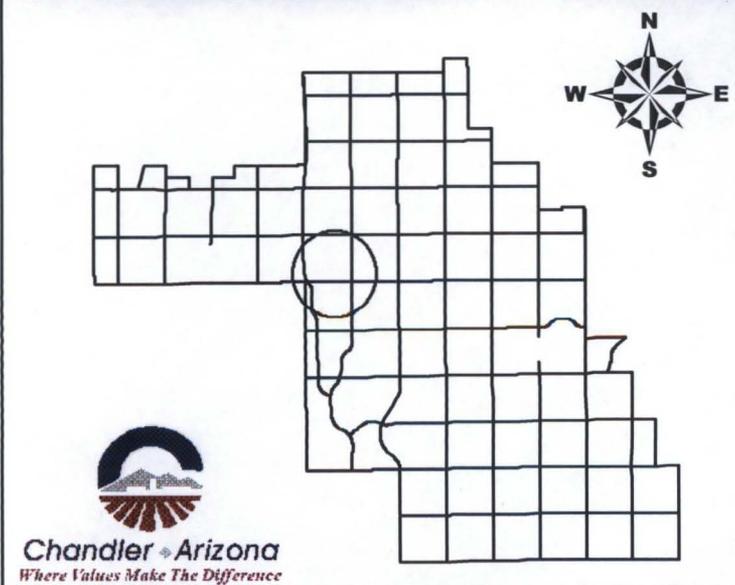


101/Price Fwy.

Project Site

202/Santan Fwy.

Gila Indian River Community

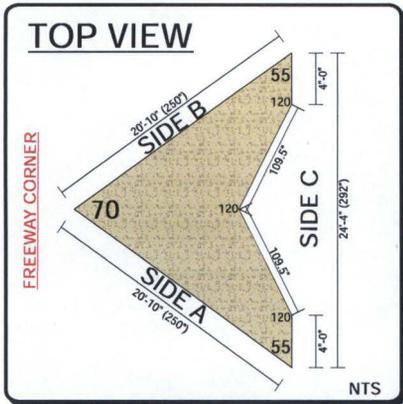


Vicinity Map

 PDP10-0016

Chandler Freeway Crossing





One (1) Multi-Tenant Internally Illuminated Freeway Pylon
 Scale: 1/8" = 1'-0"

FABRICATE & INSTALL
 ONE (1) DOUBLE FACED INTERNALLY
 ILLUMINATED MULTI-TENANT PYLON
 DISPLAY.

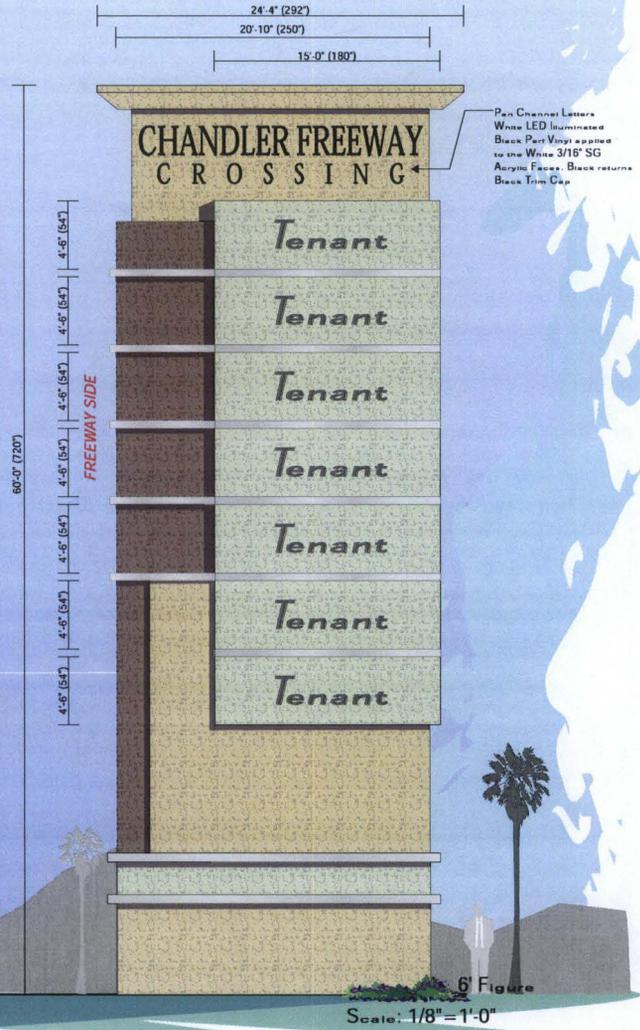
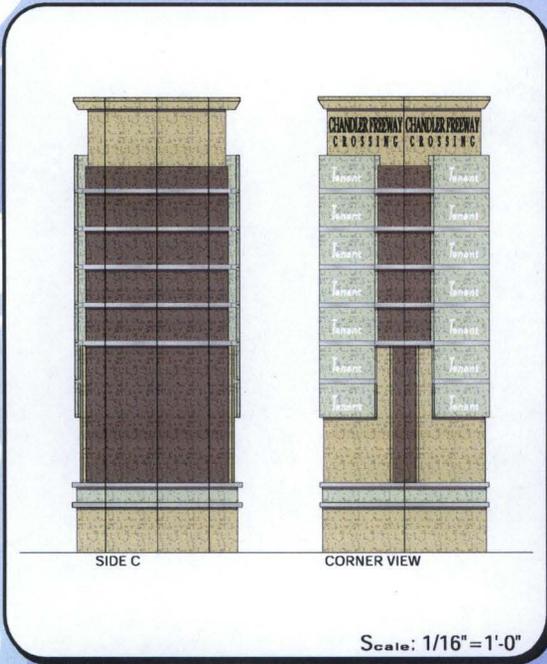
INTERNAL STEEL ANGLE FRAMING
 FOR PROPER SUPPORT

TENANT PANELS TO BE .125 ALUMINUM
 WITH TENANT COPY ROUTED OUT, 1" CLEAR
 ACRYLIC PUSH-THRU/VINYL OVERLAY WITH
 3/16" WHITE LEXAN BACKER PANELS.

FRANCE 400 HID LAMPS FOR
 INTERNAL ILLUMINATION

BASE TO BE CONSTRUCTED FROM
 ALUMINUM WITH INTERNAL ANGLE
 FRAMING AS NEEDED FOR PROPER
 SUPPORT

PAINT COLORS TO MATCH THE BUILDING



Chaparral DEC #745 medium matte finish	Mathews Brush Aluminum smooth satin finish	Wheat Wheat DE-6124 medium matte finish	Discovery 8710W medium matte finish

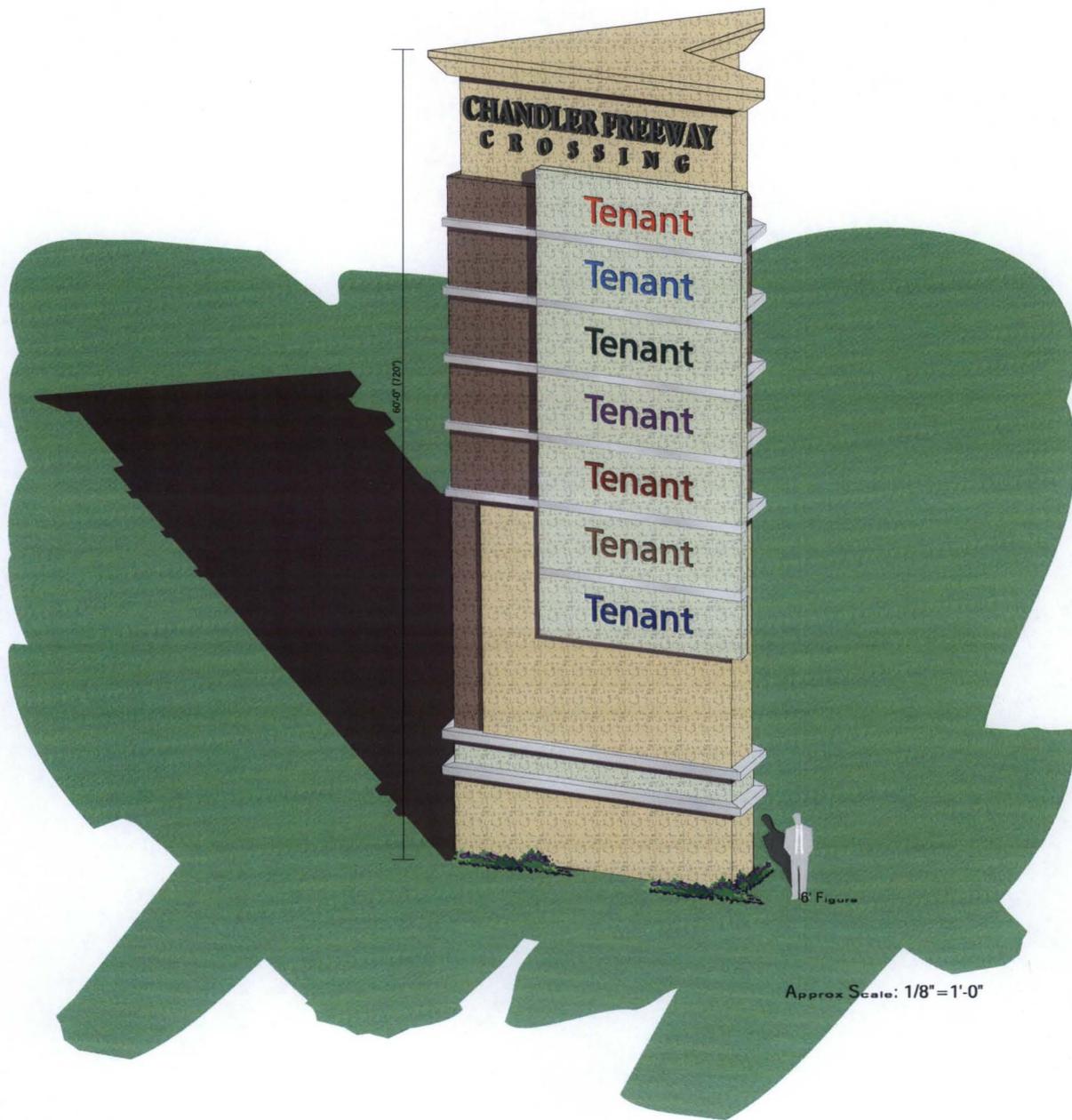
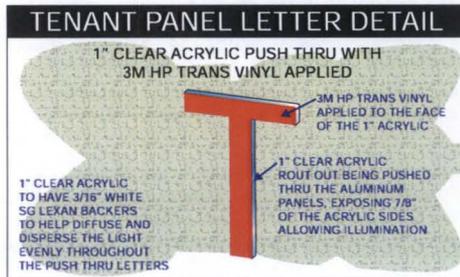
Engineering Specifications
 All Signs Fabricated as per
 A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications
 All Signs Fabricated as per
 2005 N.E.C. Specifications

CLIENT: Chandler Freeway Crossing			REVISIONS
ADDRESS: Chandler, Arizona			△
SALESMAN: Brent VanDamen			
DESIGNER: AVMorales	DESIGN #:	A-1183-10 R5	
DATE: 09-10-10	SCALE: AS NOTED	PAGE:	

ADDRESS: 4028 W. WHITTON PHX, AZ. 85019
 PHONE: (602)-272-9356
 FAX: (602)-272-4608
 E-MAIL: www.bootzandduke.com
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 ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING**



"Chandler" DEC #745 medium montex finish	"Marble" "Business Aluminum" smooth satin finish	"White Walnut" DE-8124 medium montex finish	"Dovegray" 8710W medium montex finish

Engineering Specifications
All Signs Fabricated as per A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications
All Signs Fabricated as per 2005 N.E.C. Specifications

CLIENT: Chandler Freeway Crossing		REVISES:
ADDRESS: Chandler, Arizona		
SALESMAN: Brent VanDaman		
DESIGNER: AVMorateall	DESIGN #:	A-1183-10 R5
DATE: 09-10-10	SCALE: AS NOTED	PAGE:

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Signs

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**CHANDLER
FREEWAY
CROSSING**

**PHASE II
THREE STORY**

+ - 120,000SF

+ - 629 CARS 5.24/1000

RETENTION PARK

+ - 72,000SF

POSSIBLE 61
ADDITIONAL CARS
WITH ADDED UG RET



PHASE ONE

FREEWAY SIGN

Boottz & Duke
Signs Group

MP 100
CHANDLER
AZ 85207

CHANDLER FREEWAY CROSSING
CHANDLER, ARIZONA
PRELIMINARY SITE PLAN PHASE II



Scale: 1/8" = 1'-0"
Date: 07-26-2010
Author: Brent VanDeman
Check: Brent VanDeman
Title: Professional Engineer
No. 12345
Exp. 12/31/2011

CLIENT: Chandler Freeway Crossing		REVISIONS:
ADDRESS: Chandler, Arizona		
SALESMAN: Brent VanDeman		
DESIGNER: AVMorales	DESIGN #: A-1183-10 R2	
DATE: 07-26-2010	SCALE: AS NOTED	PAGE:

ADDRESS: 4028 W. WHITTON PHX, AZ. 85019
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