

# 10

JAN 26 2012  
Chandler



**Chandler • Arizona**  
*Where Values Make The Difference*

**MEMORANDUM                      Transportation & Development – CC Memo No. 12-007**

**DATE:**            JANUARY 11, 2012

**TO:**                MAYOR AND CITY COUNCIL

**THRU:**            RICH DLUGAS, CITY MANAGER *RD*  
                         PATRICK MCDERMOTT, ASSISTANT CITY MANAGER *m*  
                         R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *RJZ*  
                         JEFF KURTZ, PLANNING ADMINISTRATOR *JK*  
                         KEVIN MAYO, PLANNING MANAGER *KA*

**FROM:**            BILL DERMODY, SENIOR CITY PLANNER *BD*

**SUBJECT:**        DVR11-0041 WESTERN STATE BANK  
                         Introduction and tentative adoption of Ordinance No. 4344

- Request:            Amend Planned Area Development (PAD) zoning with Preliminary Development Plan (PDP) approval for modified building signage
- Location:           976 W. Chandler Boulevard, the northeast corner of Chandler Boulevard and Alma School Road
- Applicant:           Royal Sign Co.
- Owner:              WSA Properties
- Zoning:              Planned Area Development (PAD)

**RECOMMENDATION**

Planning Commission and Staff, finding consistency with the General Plan, recommend approval of the PAD zoning amendment and PDP for modified building signage.

**BACKGROUND**

The application requests the ability to use “black/white” regular pan-channel building signage in place of the previously mandated reverse pan-channel style upon a new bank building at the northeast corner of Chandler Boulevard and Alma School Road. Two actions are required to make this change: (1) a PAD zoning amendment to eliminate Condition No. 11 of Ordinance No.

4088 that required building signage to use reverse pan-channel letters; and (2) PDP approval for the new signage design. No changes are requested to monument signage or any other details of the previous approval.

The subject site received PAD zoning and PDP approval in 2008 for a bank that is currently under construction. The monument signage and building signage were both proposed to use “black/white” technology, meaning that the letters would appear black during the day and white at night when lighted by an internal source. The monument signage was proposed with routed out letters, and the building signage was to be regular pan-channel individual letters. The proposed signage met (and still would meet) the Commercial Design Standards for signage quality and design. However, Planning Commission added a stipulation that building signage be changed to reverse pan-channel, perhaps because that style of signage is usually seen to be of a higher quality than the regular pan-channel style. The bank agreed to that condition at that time, but now wishes to eliminate the condition after more closely examining their signage plans.

The requested building signage uses the relatively new “black/white” technology that makes the letters appear black during the day and white at night. This effect is accomplished by covering the letter faces with black acrylic perforated by many small holes. Those small holes are imperceptible in daylight, but are sufficiently sized and numbered to allow white light to escape at night. The black/white pan-channel letter is generally seen to be of a higher quality and more sophisticated appearance than regular pan-channel lettering.

The subject site is surrounded to the north and east by office uses that share similar architectural elements with the bank. The intersection’s other three corners are developed with commercial uses, including two other banks.

### **DISCUSSION**

Planning Commission and Staff recommend approval of the request, finding that the requested signage conforms to the Commercial Design Standards and represents a quality appearance appropriate to the area. Planning Commission and Staff also note that reverse pan-channel building signage is not prevalent in the immediate area, with the surrounding offices featuring unlit individual letters and the other commercial corners featuring mostly regular pan-channel letters or internally illuminated cabinets for building signage.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held December 8, 2011 at the Downtown Community Center. No neighbors attended.
- At the time of this writing, Staff is not aware of any opposition to the request.

### **PLANNING COMMISSION VOTE REPORT**

Motion to approve:

In Favor: 4    Opposed: 0    Absent: 3 (Baron, Cunningham, Rivers)

Commission discussed the sign technology details and whether additional conditions were necessary to ensure quality signage. Ultimately, no new conditions were added.

### **RECOMMENDED ACTIONS**

#### **Rezoning**

Upon finding consistency with the General Plan, Planning Commission and Staff recommend approval of the rezoning request to eliminate the zoning condition, Condition No. 11 in ordinance No. 4088, requiring building signage to be reverse pan-channel.

#### **Preliminary Development Plan**

Planning Commission and Staff recommend approval of the PDP request to amend approved building signage, subject to the following condition:

1. Substantial conformance with application materials kept on file in the City of Chandler Planning Division, in File No. DVR11-0041, except as modified by condition herein.

### **PROPOSED MOTIONS**

#### **Rezoning**

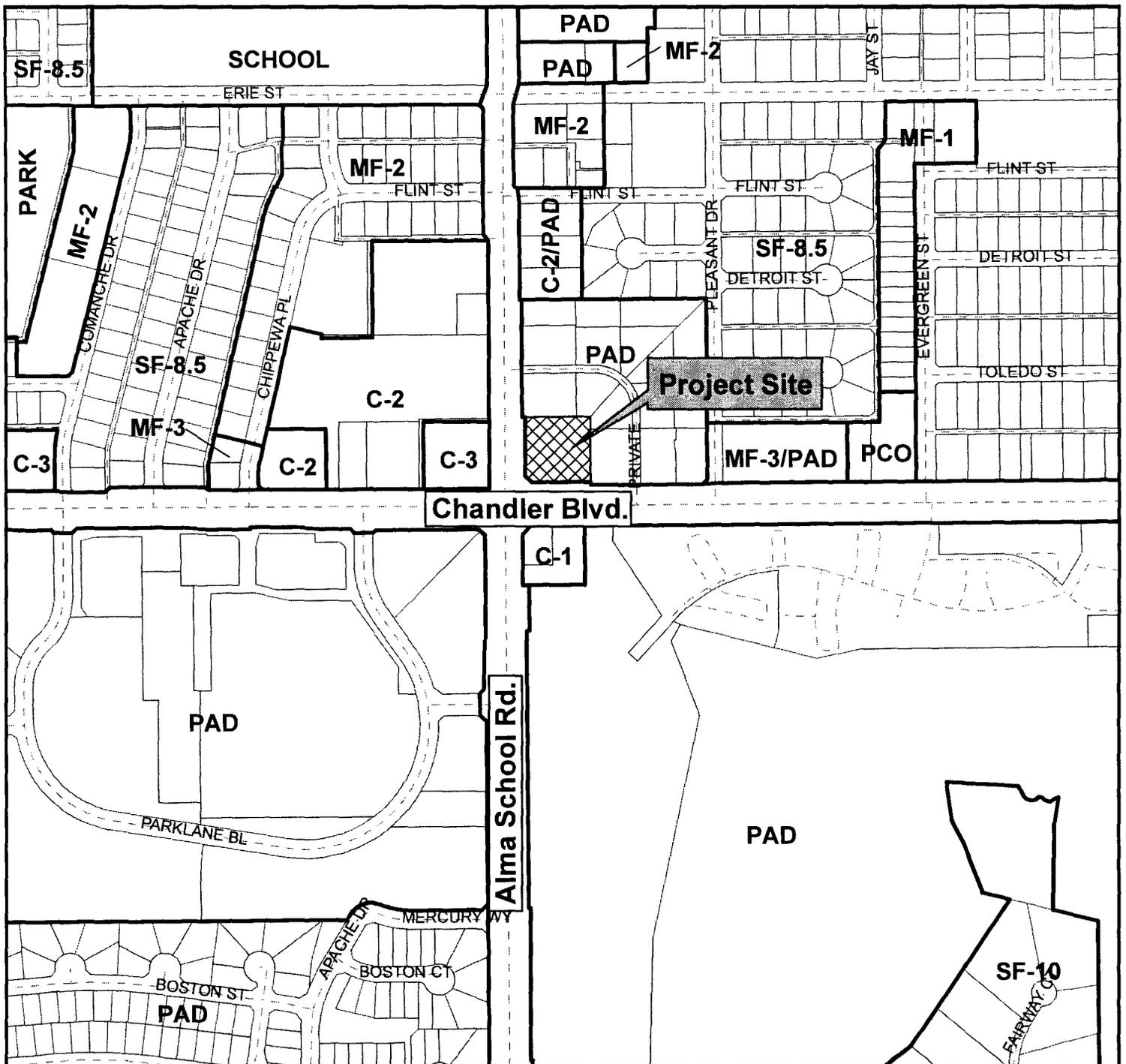
Move to introduce and tentatively adopt Ordinance No. 4344 approving rezoning from PAD to PAD amended in case DVR11-0041 WESTERN STATE BANK in order to eliminate the requirement for building signage to be reverse pan-channel, as recommended by Planning Commission and Staff.

#### **Preliminary Development Plan**

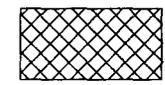
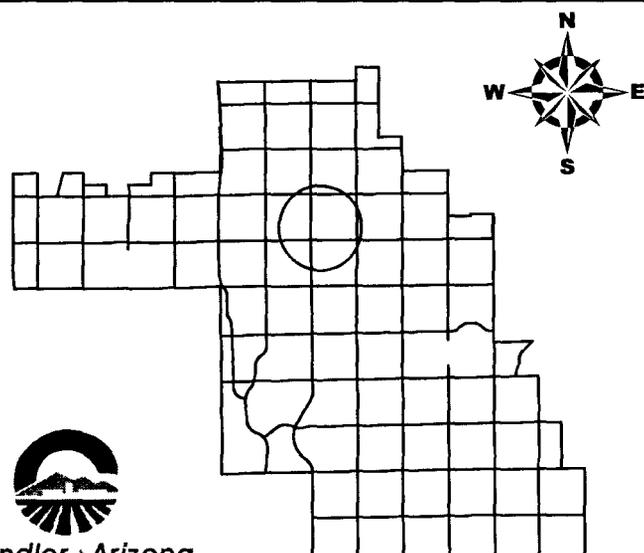
Move to approve the PDP in case DVR11-0041 WESTERN STATE BANK subject to the condition recommended by Planning Commission and Staff.

#### **Attachments**

1. Vicinity Maps
2. Sign Plan
3. Building Signage (3 elevations)
4. Narrative
5. Ordinance No. 4344
6. Ordinance No. 4088



**Vicinity Map**

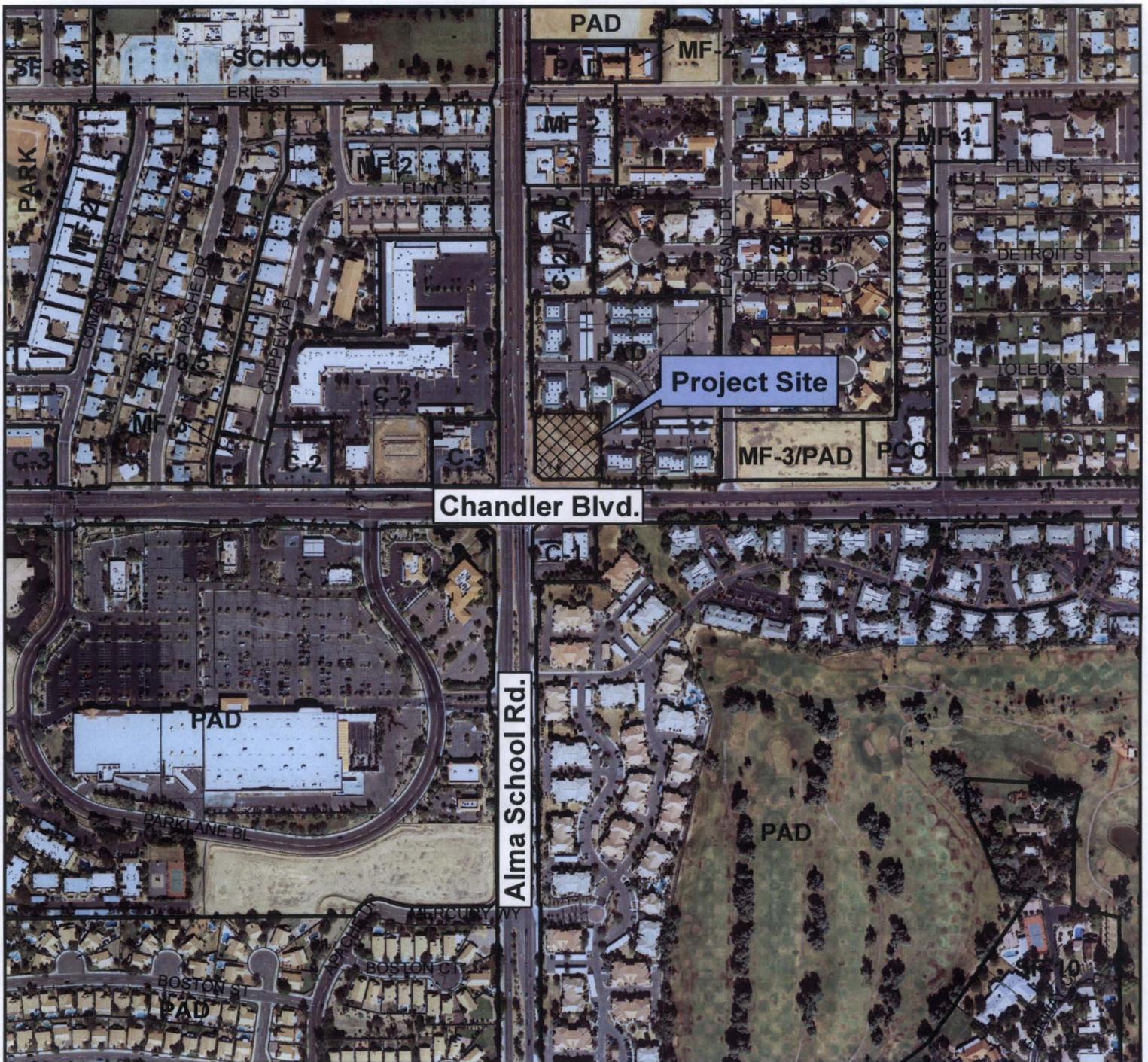


**DVR11-0041**

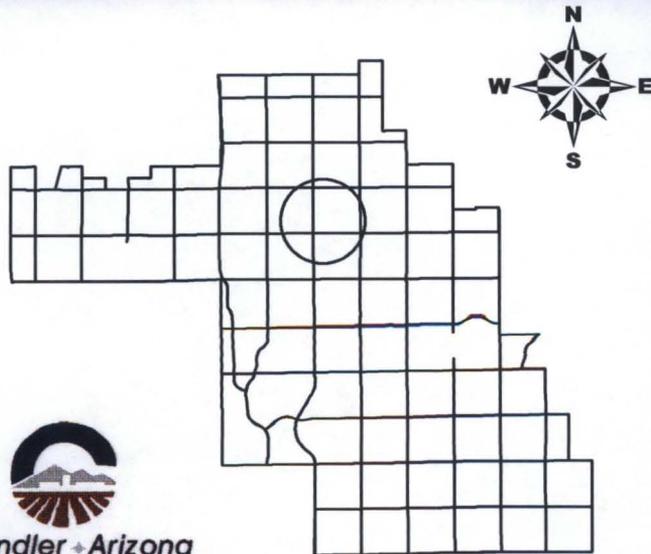
**Western State Bank**



**Chandler + Arizona**  
Where Values Make The Difference



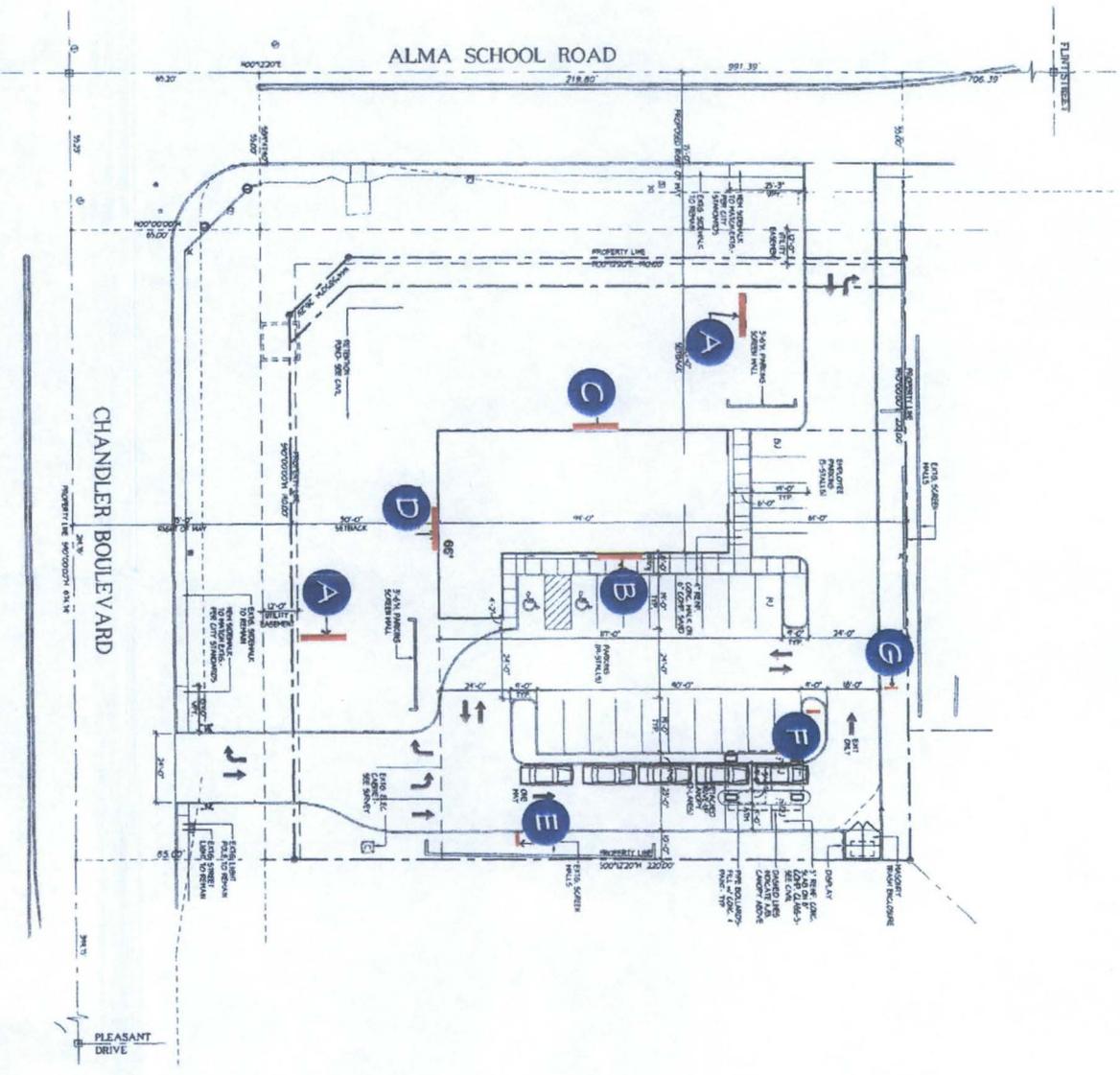
## Vicinity Map



DVR11-0041

**Western State Bank**

**SITE PLAN**



**Cart:**  
**Western Farm Bank**  
 Location:  
 976 W. Chandler Blvd.  
 Chandler, AZ

**royal**  
**signco**  
 2831 N. 31st Ave.  
 Phoenix, AZ 85018  
 Tel: 480-278-8288  
 Fax: 480-278-0284  
 E-mail: (Art Dept)  
 royalsign@royalsign.net

**2010 National Award**  
 09 123C  
 11-1201  
 11-1269  
 11-1289  
 11-1297

**Project Description:**  
 Glen View  
 SDC  
 Design by: Signco  
 16 SEP 11  
 RCP  
 SDC: RCP  
 SDC: RCP  
 Date Used:  
 Fire Quarters 11ed.

**Project Expenses:**

**Project:**

**Location:**

**Site:**

**Location:**  
 Exterior  
 Site  
 see drawing

**Drawing Number:**  
**11-2957**

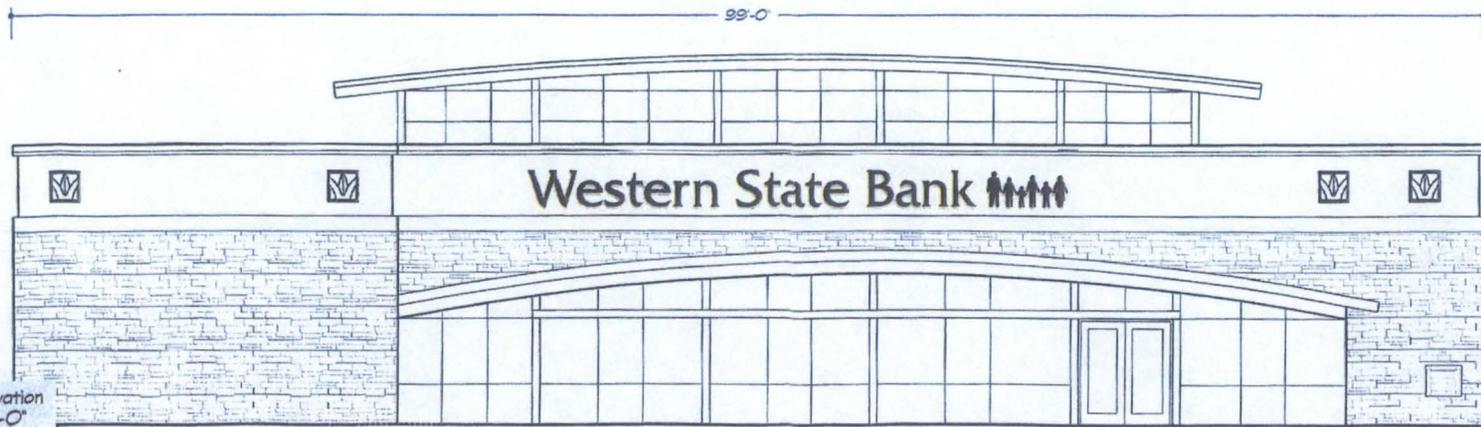
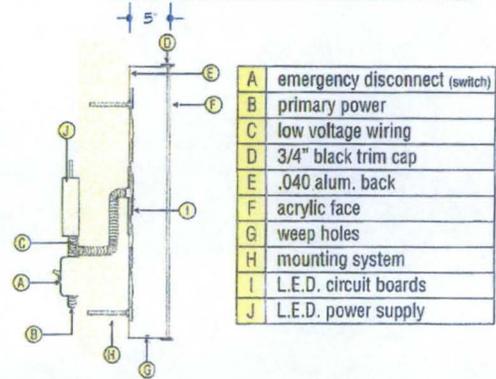


**B** PAN CHANNEL LETTER DISPLAY

Scale: 3/8" = 1'-0"  
SQ. FT. 86.20

Fabricate & install one (1) set of internally-illuminated, aluminum, pan channel letters. 5" deep returns pointed semi-gloss Black (outside), White (inside). Letter faces to be White Plex overlaid with perforated black vinyl w/ 3/4" Black trim cap. Logo faces to be White Plex; overlaid with perforated black vinyl w/ 3/4" Black trim cap illuminate with white LED's. (See Detail)

PC Letter / LEDs - Cross Section Detail



East Elevation  
1/8" = 1'-0"

Client:  
Western State Bank

Location:  
876 W. Chandler Blvd.  
Chandler, AZ



2651 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

File Number/Revision:  
08-1215  
11-1916  
11-2644  
11-2953

Sales Representative:  
Glen Zwick

E-Post:  
glen@royalsign.net

Drawing or Revision Date:  
16 SEP 11

Drawn By:  
RCP

Revised By:  
SRC, RCP

Print Used:  
Fitz Quadrant Med.

Approval Signature:  
Glen

Checked:  
Glen

Scale:  
see drawing

Estimating:  
see drawing

The design and construction of this sign system shall be in accordance with the International Building Code, and all applicable local, state and federal codes. The design and construction of this sign system shall be in accordance with the International Building Code, and all applicable local, state and federal codes. The design and construction of this sign system shall be in accordance with the International Building Code, and all applicable local, state and federal codes.

Sheet Title

Location

Exterior

Scale:

see drawing

Drawing Number

11-2953





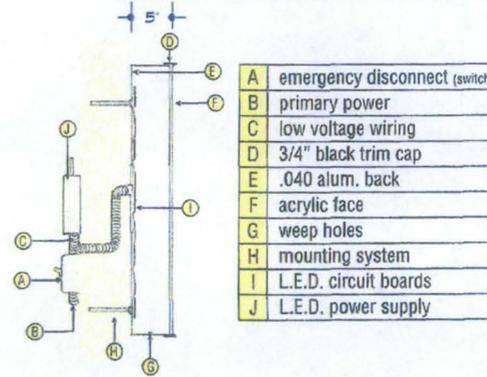
**D**

**PAN CHANNEL LETTER DISPLAY**

Scale:  $3/8" = 1'-0"$  SQ. FT. 86.20

Fabricate & install one (1) set of internally-illuminated, aluminum, pan channel letters. 5" deep returns painted semi-gloss Black (outside), White (inside). Letter faces to be White Plex overlaid with perforated black vinyl w/ 3/4" Black trim cap. Logo faces to be White Plex overlaid with perforated black vinyl w/ 3/4" Black trim cap illuminate with white LED's. (See Detail)

**PC Letter / LEDs - Cross Section Detail**



A	emergency disconnect (switch)
B	primary power
C	low voltage wiring
D	3/4" black trim cap
E	.040 alum. back
F	acrylic face
G	weep holes
H	mounting system
I	L.E.D. circuit boards
J	L.E.D. power supply



South Elevation  
 $1/8" = 1'-0"$

Client:  
Western State Bank

Location:  
976 W. Chandler Blvd.  
Chandler, AZ



2631 N. 31st Ave.  
Phoenix, AZ 85008  
602-278-6286  
fax: 602-278-6284  
E-mail (Art Dept):  
royalsign@royalsign.net

CS-1217  
11-1958  
11-2160  
11-2646  
11-2955

By: Representative  
Glen Zwick

By: glen@royalsign.net

Drawing or Revision Date:  
16 SEP 11

Drawn By:  
RCP

Checked By:  
SRG, RCP

Scale Used:  
Fritz Quadrato Med.

Approval Signature:  
Client:

Location:

Scale:

Revision:

The client has authorized the design of this sign system. It is the responsibility of the client to provide all necessary information and approvals. The client has agreed to pay for the design and fabrication of the sign system. The client has agreed to provide all necessary information and approvals. The client has agreed to pay for the design and fabrication of the sign system. The client has agreed to provide all necessary information and approvals. The client has agreed to pay for the design and fabrication of the sign system.

Sheet Title

Location  
Exterior

Scale:  
see drawing

Drawing Number

11-2955



P.O. BOX 11329, PHOENIX, AZ 85061 \* 2631 N. 31 ST AVE., PHOENIX, AZ 85009 \* PHONE (602) 278-6286 \* FAX (602) 278-0234

October 31, 2011

Bill Dermody, AICP  
Senior City Planner  
CITY OF CHANDLER  
215 E. Buffalo Street  
Chandler AZ 85225

Dear Mr. Dermody:

We are requesting the elimination of Condition No. 11 of Case No DVR08-0020 Western State Bank of August 28, 2008 that the building signs be reverse pan channel letters. Western State Bank has adopted the new method of black perforated vinyl overlay on white acrylic. This makes the letters read black during the daytime hours and white when illuminated at night. This is a very new thing in the sign market and is very appealing for institutions such as banks.

Regards,

A handwritten signature in black ink, appearing to read "Glen V. Zwick". The signature is fluid and cursive, with a long horizontal stroke at the end.

Glen V. Zwick

GVZ/dh

**ORDINANCE NO. 4344**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY AMENDING A PARCEL ZONED PLANNED AREA DEVELOPMENT (PAD) TO ELIMINATE ZONING CONDITION NO. 11 OF ORDINANCE NO. 4088 REQUIRING BUILDING SIGNAGE TO BE REVERSE PAN-CHANNEL AS APPROVED IN CASE DVR08-0020 WESTERN STATE BANK, LOCATED WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA.

WHEREAS, application for rezoning involving certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to said public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

**SECTION I. Legal Description of Properties:**

See Attachment 'A'.

Said parcel is hereby rezoned to delete Condition No. 11 of Ordinance No. 4088 requiring building signage to be reverse pan-channel in case DVR08-0020 Western State Bank.

**SECTION II. Except where provided, nothing contained herein shall be construed to be an abridgment of any other ordinance of the City of Chandler.**



**ORDINANCE NO. 4088**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM PLANNED AREA DEVELOPMENT (PAD) TO PAD AMENDED (DVR08-0020 WESTERN STATE BANK) LOCATED WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA.

WHEREAS, application for rezoning involving certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to said public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

SECTION I. Legal Description of Property:

See Attachment 'A'

Said parcel is hereby rezoned from Planned Area Development (PAD) to PAD Amended subject to the following conditions:

1. Right-of-way dedications to achieve full half-widths, including turn lanes and deceleration lanes, per the standards of the Chandler Transportation Plan.
2. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Western State Bank", kept on file in the City of Chandler Planning Services Division, in File No. DVR08-0020, except as modified by condition herein.
3. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
4. Future median openings shall be located and designed in compliance with City adopted design standards (Technical Design Manual # 4).

5. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals.
6. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
7. Approval by the Director of Planning and Development of plans for landscaping and perimeter walls and the Director of Public Works for arterial street median landscaping.
8. The landscaping shall be maintained at a level consistent with or better than at the time of planting. The site shall be maintained in a clean and orderly manner.
9. The applicant shall work with staff to improve the landscape design near the intersection corner.
10. Landscaping shall comply with the Commercial Design Standards.
11. Building signage shall be reverse pan-channel.

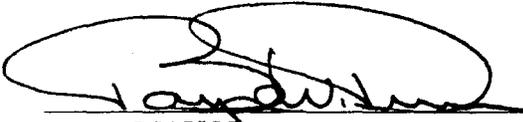
SECTION II. Except where provided, nothing contained herein shall be construed to be an abridgment of any other ordinance of the City of Chandler.

SECTION III. The Planning & Development Department of the City of Chandler is hereby directed to enter such changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this ordinance.

INTRODUCED AND TENTATIVELY APPROVED by the City Council of the City of Chandler, Arizona, this 14<sup>th</sup> day of August 2008.

ATTEST:

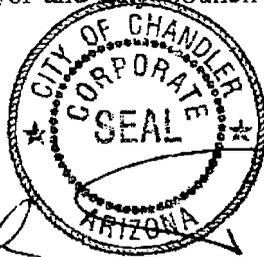
  
CITY CLERK

  
MAYOR



PASSED AND ADOPTED by the Mayor and City Council of the City of Chandler, Arizona, this 28<sup>th</sup> day of August 2008.

ATTEST:



  
CITY CLERK

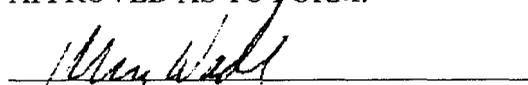
  
MAYOR

CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Ordinance No. 4088 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 28<sup>th</sup> day of August 2008, and that a quorum was present thereat.

  
CITY CLERK

APPROVED AS TO FORM:

  
CITY ATTORNEY

PUBLISHED in the Arizona Republic on September 5 and 12, 2008.

**Superior Surveying Services, Inc.**

*Professional Land Surveying* □ Arizona □ California □ Nevada

21415 North 23<sup>rd</sup> Avenue □ Phoenix, Arizona 85027  
Phone: (623)869-0223 □ Fax: (623)869-0726  
info@ssincaz.com

Randy S. Delbridge, President  
A. J. Wadsworth, Vice President  
David S. Klein, Vice President

Job No.: 270541

February 25, 2008

**DESCRIPTION OF 976 W. CHANDLER  
BOULEVARD, CHANDLER, AZ 85225**

A portion of the Southwest quarter of the Southwest quarter of the Southwest quarter of Section 28, Township 1 South, Range 5 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the Southwest corner of Section 28;  
Thence East, an assumed bearing, along the Southerly line of Section 28 for a distance of 55.24 feet;  
Thence North for a distance of 65.00 feet to the POINT OF BEGINNING;  
Thence North 0 degrees 12 minutes 20 seconds East, parallel with and 55.00 feet East of the West line of said Section 28 for a distance of 220.00 feet to a point;  
Thence East, parallel with said South line of said Section 28, for a distance of 220.00 feet to a point;  
Thence South 0 degrees 12 minutes 20 seconds West, parallel with the West line of said Section 28 for a distance of 220.00 feet to a point;  
Thence West parallel with and 65 feet North of the South line of said Section 28, for a distance of 220.00 feet to the POINT OF BEGINNING.

EXCEPTING THEREFROM a portion of land for right-of-way on Alma School Road and Chandler Boulevard situated in the Southwest quarter of the Southwest quarter of the Southwest quarter of Section 28, Township 1 South, Range 5 East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona, more particularly described as follows:

COMMENCING at the Southwest corner of said Section 28;  
Thence North 00 degrees 11 minutes 10 seconds East along the West line of said Section 28, same being the centerline of Alma School Road, a distance of 65.20 feet;  
Thence South 89 degrees 48 minutes 50 seconds East to a point on the East right-of-way line of Alma School Road, a distance of 55.00 feet to the POINT OF BEGINNING;  
Thence North 00 degrees 11 minutes 10 seconds East along said 55.00 foot right-of-way line and parallel to the centerline of Alma School Road, a distance of 220.00 feet;  
Thence North 89 degrees 58 minutes 50 seconds East, a distance of 10.00 feet;  
Thence South 00 degrees 11 minutes 10 seconds West parallel to and 65.00 East of the centerline of Alma School Road, a distance of 190.00 feet;  
Thence South 44 degrees 55 minutes 00 seconds East, a distance of 28.23 feet;  
Thence North 89 degrees 58 minutes 50 seconds East parallel and 75.00 feet North of its centerline of Chandler Boulevard, a distance of 190.00 feet;  
Thence South 00 degrees 11 minutes 10 seconds West to a point on the North 65.00 foot right-of-way line of Chandler Boulevard, a distance of 10.00 feet;  
Thence South 89 degrees 58 minutes 50 seconds West along the said 65.00 foot right-of-way line, a distance of 220.00 feet to the POINT OF BEGINNING as conveyed to the City of Chandler, an Arizona Municipal Corporation by Warranty Deed recorded in Document No. 97-0614863, Maricopa County Records.

