



**MEMORANDUM                      Transportation & Development – CC Memo No. 12-062**

**DATE:**            JUNE 11, 2012

**TO:**                MAYOR AND CITY COUNCIL

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

**FROM:**            JODIE M. NOVAK, MEP, SENIOR CITY PLANNER *JMN*

**SUBJECT:**        DVR11-0028 CHANDLER PLAZA  
                         Introduction and Tentative Adoption of Ordinance No. 4377

**Request:**           Rezoning from C-2 to C-2/PAD to allow additional freestanding monument signage

**Location:**           Northwest corner of Chandler Boulevard and Alma School Road; 1072, 1068, and 1076 W. Chandler Blvd.

**Applicant:**           Luis Alcantara, Just in Time Sign for owner Aldy Damian

**Project Info:**        Approximately 4.62 acres of a larger commercial center, proposing additional height and tenant panels on two freestanding monument signs

**RECOMMENDATION**

Upon finding the request to be consistent with the General Plan, Planning Commission and Planning Staff recommend approval subject to conditions.

**BACKGROUND**

The subject site is an existing commercial center platted in 1960 as part of the Arrowhead Meadows Unit II residential subdivision to the west and north. The commercial parcel extended further north with the northern portion developing with multi-family and offices. The commercial center fronting Chandler Boulevard and Alma School Road includes five separately owned lots. There are two banks, a retail building, a retail/restaurant building, and a main

commercial inline shops center. The overall center size is approximately 7.48 acres with 77,000 square feet in building area. The main center has approximately 49,000 square feet of building area.

The request is to rezone the main commercial center's parcel from C-2 to C-2/PAD (Community Commercial zoning with a Planned Area Development overlay) to request additional freestanding monument signage specifically additional tenant panels and increased height. The PAD overlay would allow a deviation from Sign Code for additional tenant panels. The proposed sign heights are allowed by Sign Code.

There are three existing monument signs for the main center; one located along Chippewa Place 6-foot high with 1 tenant panel, one along Chandler Boulevard 10-foot high with 2 tenant panels, and one along Alma School Road 9-foot high with 2 tenant panels. Sign Code regulations for property zoned C-2 permit a maximum of two (2) tenant panels per sign. With the property at the intersection of two arterial streets and an arterial and collector street intersection, Sign Code allows one 6-foot high sign and one 14-foot high sign for the Alma School Road and Chandler Boulevard intersection, and one 10-foot high sign and one 6-foot high sign along the Chippewa Place and Chandler Boulevard intersection.

The request is to keep the existing 6-foot high sign with 1 tenant panel along Chippewa Place as is. Along Chandler Boulevard, the existing 10-foot high sign with 2 tenant panels would increase in height to 14-feet with 3 tenant panels. Along Alma School Road, the existing 9-foot high sign with 2 tenant panels would increase in height to 10-feet with 3 tenant panels. Due to limited visibility of tenants in the main center's inline shops located at the property's northern end, which is blocked by the bank buildings and two retail buildings, the property owner is requesting additional signage to provide business name exposure for tenants.

The two bank pads, Chase and Wells Fargo Bank, have their own freestanding monument sign approximately 6-feet and 8-feet high with 1 tenant panel respectively. The newest retail/restaurant building with Sweeties Candies and Rally's Burgers is part of the main center's ownership and has an existing 10-foot high sign with 2 tenant panels.

The architectural design of the signs is proposed to match the existing newer building for the Sweetie's Candies and Rally's Burgers. The design is more modern and incorporates design materials and colors matching the Sweetie's building. While the main center's building materials and colors are different, the upgraded signs will enhance the streetscape and add visibility to the center. The monument sign's center identification name is internally illuminated with routed-out push-through lettering. The tenant panel names and logos are represented as acrylic lettering. Planning Staff is recommending a condition requiring internally illuminated, routed-out push-through lettering for tenant name panels and logos. This will provide dimension to sign panels versus a flat panel appearance. This is consistent with recently approved signage lettering for other commercial centers.

The main inline shops buildings are occupied primarily by medical office users including imaging, physical therapy, hearing aid, pain center, and a medical doctor. There are two

restaurants, a cake shop, hair salon, and a pool table store. The newest building has a candy store and fast-food restaurant with a drive-through. A fitness gym intends to occupy the vacant retail building along Chandler Boulevard.

### **DISCUSSION**

The proposed increase in sign height from existing heights is minor and commensurate with other retail shopping centers. An increase in sign panels to a maximum of three per sign with center identification name is appropriate for a center this size and similar to other centers.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- The request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on April 17, 2012. The applicant was the only one at the meeting as there were no attendees.
- As of the date of this memo, Staff is not aware of any opposition or concerns with this request.

### **PLANNING COMMISSION VOTE REPORT**

Motion to Approve.

In Favor: 5    Opposed: 0    Absent: (Baron, Donaldson)

### **RECOMMENDED ACTIONS**

#### **Rezoning**

Planning Commission and Planning Staff, upon finding consistency with the General Plan and PAD zoning, recommend approval of the Rezoning request subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Chandler Plaza", kept on file in the City of Chandler Planning Services Division, in File No. DVR11-0028, except as modified by condition herein.
2. All signage shall be consistent with the signage contained within the attached exhibits with regards to sign type, quality, and quantity.

#### **Preliminary Development Plan**

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

1. Tenant panel names and logos in addition to the center identification name shall be push-through routed-out lettering.

### **PROPOSED MOTIONS**

#### **Rezoning**

Move to introduce and tentatively adopt Ordinance No. 4377 approving DVR11-0028 CHANDLER PLAZA rezoning from C-2 to C-2/PAD to allow additional freestanding

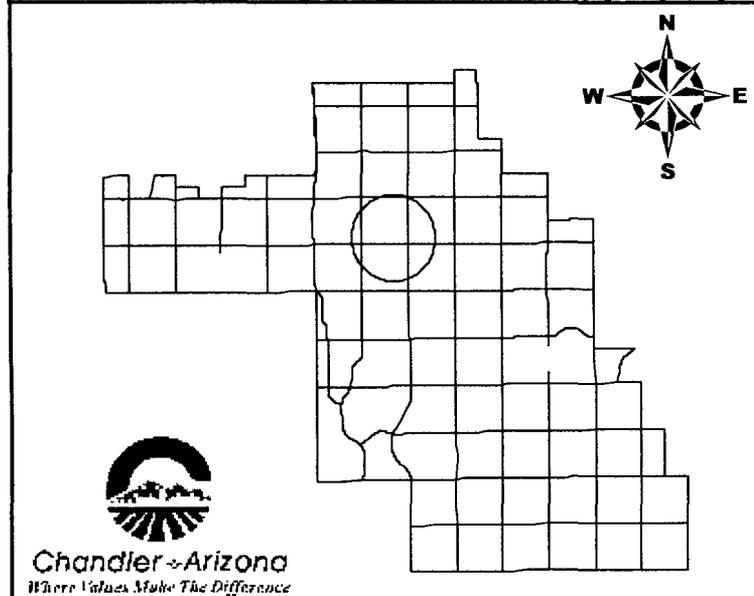
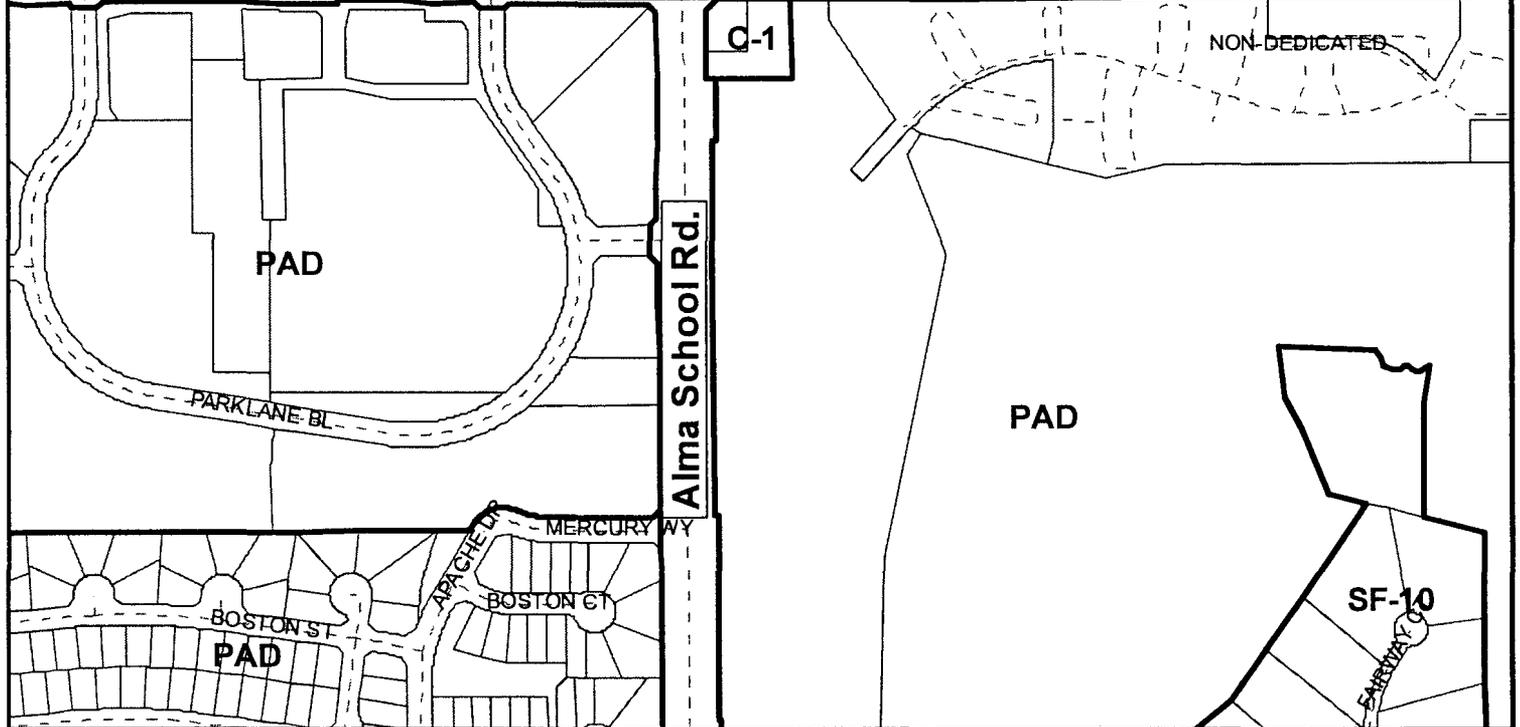
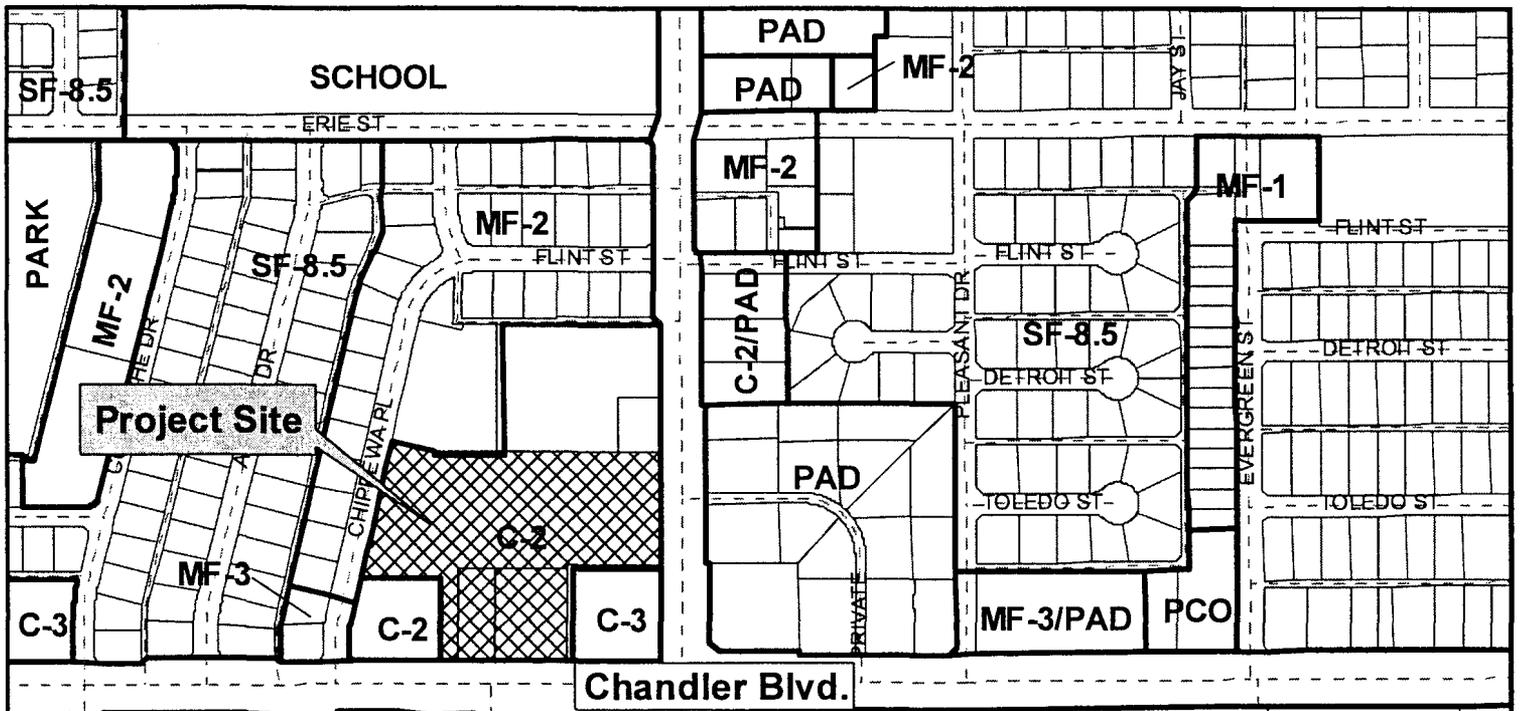
monument signage subject to the conditions recommended by Planning Commission and Planning Staff.

**Preliminary Development Plan**

Move to recommend approval of Preliminary Development Plan request DVR11-0028 CHANDLER PLAZA to allow additional freestanding monument signage subject to the conditions as recommended by Planning Commission and Planning Staff.

**Attachments**

1. Vicinity Maps
2. Narrative
3. Sign Site Map
4. Sign Elevations
5. Ordinance No. 4377
6. Development Booklet, Exhibit A



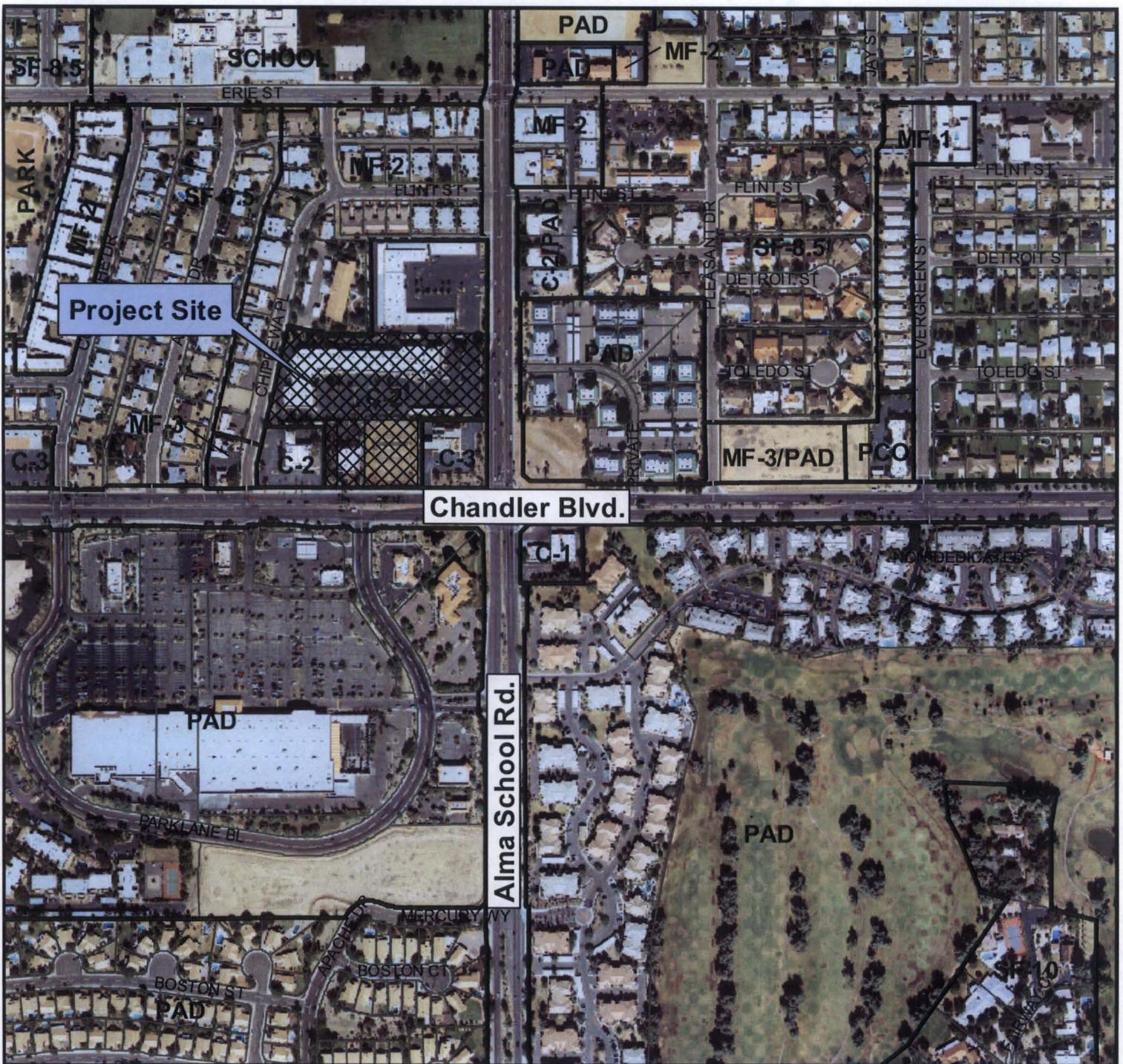
## Vicinity Map

DVR11-0028

Chandler Plaza



CITY OF CHANDLER 7/26/2011



**Project Site**

**Chandler Blvd.**

**Alma School Rd.**

## Vicinity Map



**DVR11-0028**  
**Chandler Plaza**

## Chandler Plaza Shopping Center

Project Narrative – 1068 – 1076 West Chandler Blvd,  
Chandler, Arizona

A Request to Rezone the above mentioned property from C-2 to C-2/PAD (Community Commercial with a planned Area Development Overlay) Specifically to allow three (3) tenant panels vs. two (2) permitted by City of Chandler's Sign Code for C-2 zoning.

Currently there are one 10' x 11' monument sign with two tenant panels on Chandler Blvd. and one 10' x 9' monument sign on Alma School rd. These signs will be replaced by the new monument signs proposed in this document.

The proposed signs will be internally illuminated with H.O. fluorescent lamps including the Plaza name and address numbers, each new sign will have three illuminated tenant panels on each side of the monument as described on the drawings included.

The New 14 ft sign with three tenant panels will be located on Chandler Boulevard.

The New 10 ft sign with three tenant panels will be located on Alma School Rd.

An existing 6 ft sign is located on Chippewa Place behind Chase Bank and will remain as is.

There are four Wall Mounted Signs, two 22" h x 79" w for Chase bank and two 24" h x 120" w for Wells Fargo Bank. (see pictures provided)

Electrical connections for the new signs will meet UL 48 Standards and NEC 600 article.

Proposed signage will fully comply with the C-2/PAD Zoning requirements.

The Design and Manufacturing of the new monument signs would be as follow;

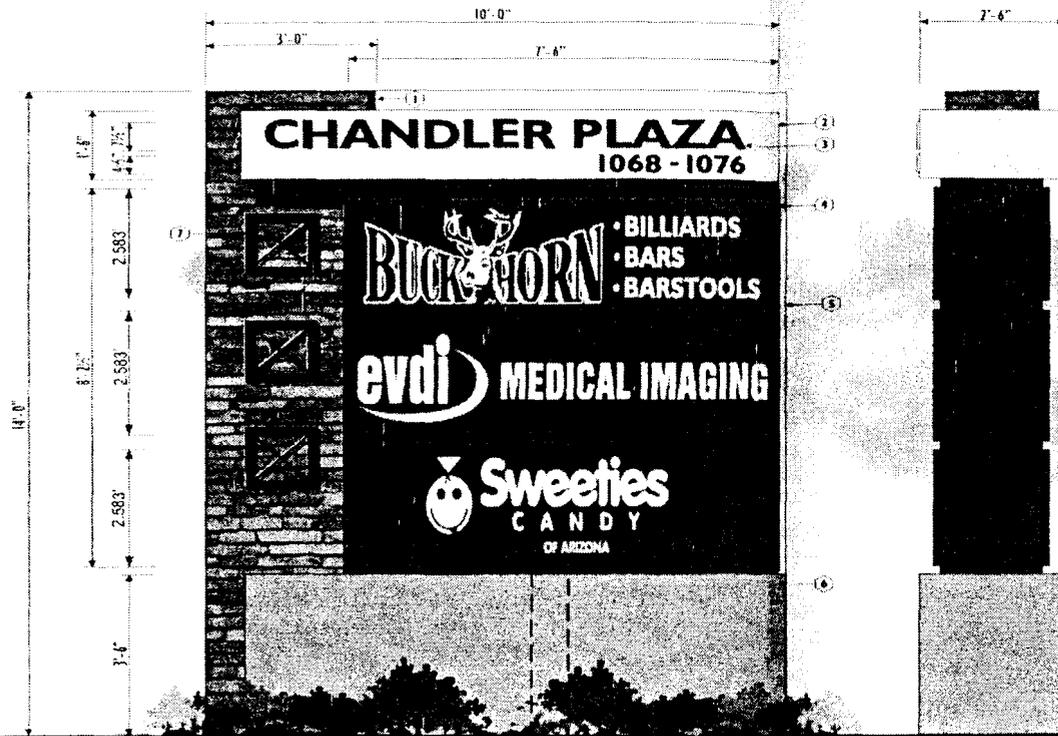
- 1- A three foot wide block column wrapped with Kashmir Tivoli Cultured Stone to match the newest building addition to the plaza, three iron architectural accents painted Francesca MSL279 to match the ones on the existing building, (see Rallys Burger and Candy Store picture)
- 2- A masonry base with # 1 stucco finish painted Ash Bark MSL211 Martha Stewart.
- 3- Exhibit A; 1.3' x 9.5' x 1.5' .063 Aluminum illuminated ID cabinet with #1 stucco finish painted Ash Bark MSL211 Martha Stewart, with a routed out Aluminum face with the name of the plaza "CHANDLER PLAZA" 7" h and 4"h Address numbers made out of Clear Acrylic with 3M Dual Illumination Film

overlay.

- 4- Exhibit A 10 Ft. Monument with an 88" x 73 x 18" illuminated Tenant Cabinet made out of Aluminum painted Francesca MSL279 Martha Stewart.
- 5- Three blank 24" x 87" x 1.5" raised .063 Aluminum panels on each side of the monument painted Francesca MSL 279, only copy shall be illuminated
- 6- Exhibit C 10 Ft. tenant panels, the panels shall be manufactured as follow; Routed .063 Aluminum painted Francesca MSL 279 with Acrylic backing, only the routed part shall illuminate, a maximum of two lines of copy, text and logos shall not occupy more than 80% of the Panel face side to side and top to bottom, company logos and or custom text will be allowed at landlord's sole discretion, Any color might be used but most be approved by the landlord.
- 7- Exhibit C 14 Ft. Monument with a 890" x 103" x 18" illuminated Tenant Cabinet made out of Aluminum painted Francesca MSL279 Martha Stewart.
- 8- Three blank 33.6" x 88.7" x 1.5" raised .063 Aluminum panels on each side of the monument painted Francesca MSL 279, only copy shall be illuminated.
- 9- Exhibit D; 14 Ft. tenant panels, the panels shall be manufactured as follow; Routed .063 Aluminum painted Francesca MSL 279 with Acrylic backing, only the routed part shall illuminate, a maximum of two lines of copy, text and logos shall not occupy more than 80% of the Panel face side to side and top to bottom, company logos and or custom text will be allowed at landlord's sole discretion, Any color might be used but most be approved by the landlord.
- 10- Architectural features, accents will be fabricated to match the existing on new building painted "Francesca" MSL279, see pictures provided.



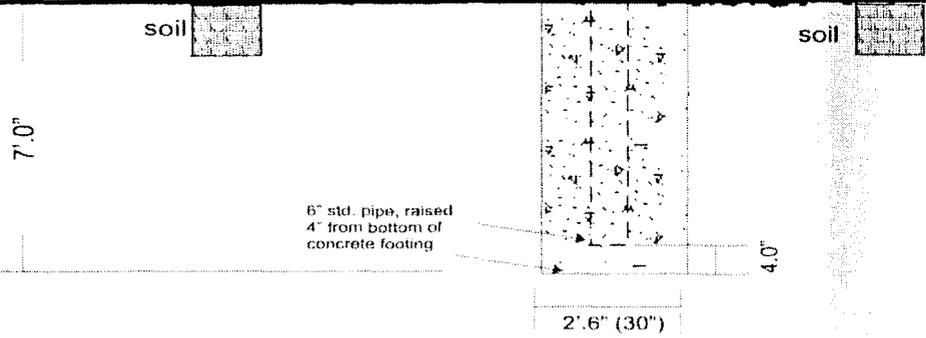
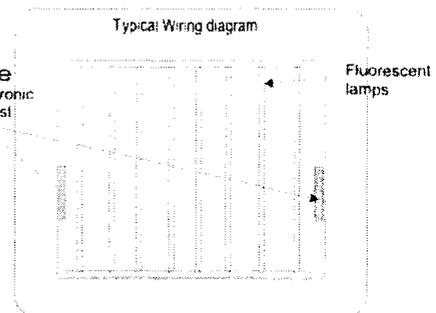
Exhibit C 14 Ft. Monument, Chandler Blvd.



**SCOPE OF WORK:**  
 Manufacture / Install ( 1 ) One internally illuminated Double Faced display.

- SPECIFICATION KEY**
- (1) Block column wrapped with Thotl Stone name "Kashmir"
  - (2) Plaza ID, internally illuminated Aluminum cabinet painted "Bone Fcolor MSL255"
  - (3) Routed Aluminum face with Pushed thru Acrylic overlay with Dual Led 3M Film
  - (4) 1-1/2" Raised Blank Aluminum Panels painted "Francesca" MSL278
  - (5) Monument Aluminum cabinet frame and reveal painted "Francesca" MSL279
  - (6) Masonry Base with #1 stucco finish painted "Ash Bark" MSL211
  - (7) Architectural Accents/Embellishments Aluminum painted "Francesca" MSL279

Note:  
 All Footings Post Contractor  
 \* Illuminated displays will be wired for 120 volt power unless otherwise noted.  
 \* Cost for providing necessary electrical wiring to sign area is not included in sign proposal

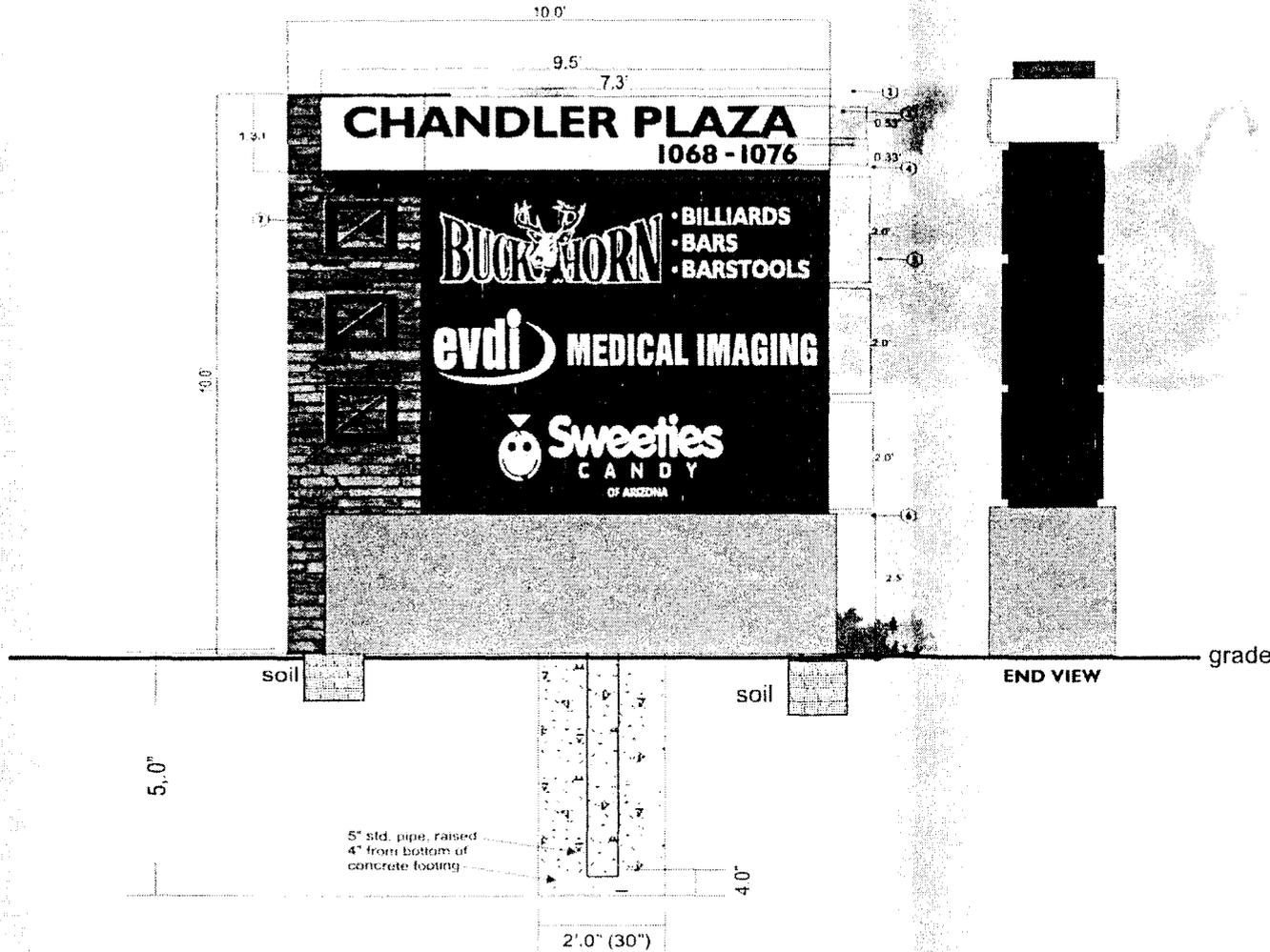


**KWIK SIGN LETTERS**  
 FABRICATION .com  
 UL LISTED SIGN FABRICATORS  
 UL File # E.319798  
 401 West Hatcher Rd., Phoenix Az, 85021

CUSTOMER: Aldy Damian / Chandler Plaza  
 ADDRESS: 1068-1076 W . Chandler Blvd. Chandler Az  
 PHONE: 1 310-717-6932

Approved by: \_\_\_\_\_  
 signature required  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_

Exhibit A 10Ft. Monument, Alma School Rd.



**SCOPE OF WORK:**

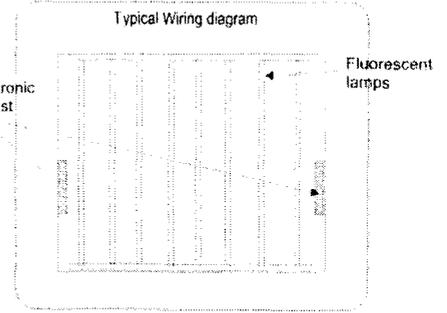
Manufacture / Install ( 1 ) One internally illuminated Double Faced display.

**SPECIFICATION KEY**

- ① Block column wrapped with Tivoli Stone color "Kashmir"
- ② Plaza ID, internally illuminated Aluminum cabinet painted "Bone Folder" MSL255
- ③ Routed Aluminum face with Pushed thru Acrylic overlay with Dual Lit 3M Film
- ④ 1/2" Raised Blank Aluminum Panels painted "Francesca" MSL279
- ⑤ Mounting Aluminum cabinet frame and reveal painted "Francesca" MSL279
- ⑥ Masonry Base with #1 stone finish painted "Ash Bark" MSL211
- ⑦ Architectural Accents/Finishes Aluminum painted "Francesca" MSL279

Note: All Footings, Pole, base and Column by General Contractor

- \* Illuminated displays will be wired for 120 volt power unless otherwise noted.
- \* Cost for providing necessary electrical wiring to sign area is not included in sign proposal.



**KWIK SIGN LETTERS**  
 .COM  
 FABRICATION  
 401 West Hatcher Rd., Phoenix Az, 85021

UL LISTED SIGN FABRICATORS  
 UL File # E31979R

CUSTOMER: Aldy Damian / Chandler Plaza  
 ADDRESS: 1068-1076 W . Chandler Blvd. Chandler Az  
 PHONE: 1 310-717-6932

Approved by: \_\_\_\_\_  
 signature required  
 Name: \_\_\_\_\_ Title: \_\_\_\_\_

**ORDINANCE NO. 4377**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM C-2 TO C-2/PAD (DVR11-0028 CHANDLER PLAZA) 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 C-2 to C-2/PAD, subject to the following conditions:

**Rezoning:**

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Chandler Plaza", kept on file in the City of Chandler Planning Services Division, in File No. DVR11-0028, except as modified by condition herein.
2. All signage shall be consistent with the signage contained within the attached exhibits with regards to sign type, quality, and quantity.



**Legal Description**

Parcel Numbers APN 302-74-701, APN 302-74-702, and APN 302-74-663

Section 1, Lot 1 Tract A MLD MCR 1036-05