



**MEMORANDUM                      Transportation & Development - CC Memo No. 12-123**

**DATE:**            OCTOBER 5, 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:**            ERIK SWANSON, CITY PLANNER *ES*

**SUBJECT:**        PDP12-0001 BOARDWALK AT ANDERSON SPRINGS

Request:            Preliminary Development Plan approval for additional tenant panels on new monument signs

Location:           Southeast corner of Dobson and Ray roads

Applicant:           Ray Murchison; Royal Sign Company

**RECOMMENDATION**

The request is for Preliminary Development Plan approval for additional tenant panels on new monument signs. Planning Commission and Staff, upon finding consistency with the General Plan and Planned Area Development zoning, recommend approval with conditions.

**BACKGROUND**

The subject site is located at the southeast corner of Dobson and Ray roads, and includes the entire Boardwalk at Anderson Springs commercial shopping center; the Arco at the intersection corner is not included in the request. Developed commercial corners are located north and northwest of the site. West, across Dobson Road, is the Capriana single-family residential subdivision.

The site was originally zoned and received Preliminary Development Plan (PDP) approval for the majority of the center in 1987; a second PDP was approved in early 1997 for the pad building located east of the fuel station. At the time of approval, monument signage was approved consistent with Zoning Code. As designed, two monument signs were provided; one along each

arterial. Each sign provides the name of the shopping center and a single tenant; two tenant panels are allowed however one tenant panel is utilized to state "Restaurants and Specialty Shops".

The request is to modify the monument signs to allow for a total of four tenant panels per sign. In order to accommodate the additional tenant panels, the monument signs will be increased from a height of eight feet to 14-feet for the monument sign along Ray Road, and from a height of eight feet to 10-feet along Dobson Road. As part of the design, the signs will be reduced in width from 15-feet to 10-feet and will stay in the same general location as they are currently. The signs will be slightly modified in design to incorporate more of the architectural motifs of the site (specifically the metal tubing and cross-hatched wiring) to highlight the development name. As part of the review, Staff has to determine that the request for additional signage is consistent with intent of the additional quality standards for signage. As proposed, the signage meets the requirements. The new monument signs will utilize routed with 1/2-inch push-through lettering. Additional landscaping will also be provided at the base of the signs.

### **DISCUSSION**

Planning Commission and Staff support the request for additional tenant panels, citing that the proposed design complements the center and is improved over the existing design, that the request is consistent with development in the area, and the proposal is consistent with the additional quality standards.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

This request was noticed in accordance with the requirements of the Chandler Zoning Code.

- A neighborhood meeting was held on Monday, September 10, 2012. One neighbor from a nearby HOA attended, and was in general support of the request.

At the time of this writing, Staff has received one telephone call from a tenant seeking general information; the tenant was in support of the request. Staff is unaware of any opposition to this application.

### **PLANNING COMMISSION VOTE REPORT**

Motion to Approve:

In Favor: 7    Opposed: 0

### **RECOMMENDED ACTION**

Planning Commission and Staff, upon finding consistency with the General Plan, recommend approval of PDP12-0001 BOARDWALK AT ANDERSON SPRINGS, subject to the following conditions:

1. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
2. Landscaping shall be in compliance with current Commercial Design Standards.

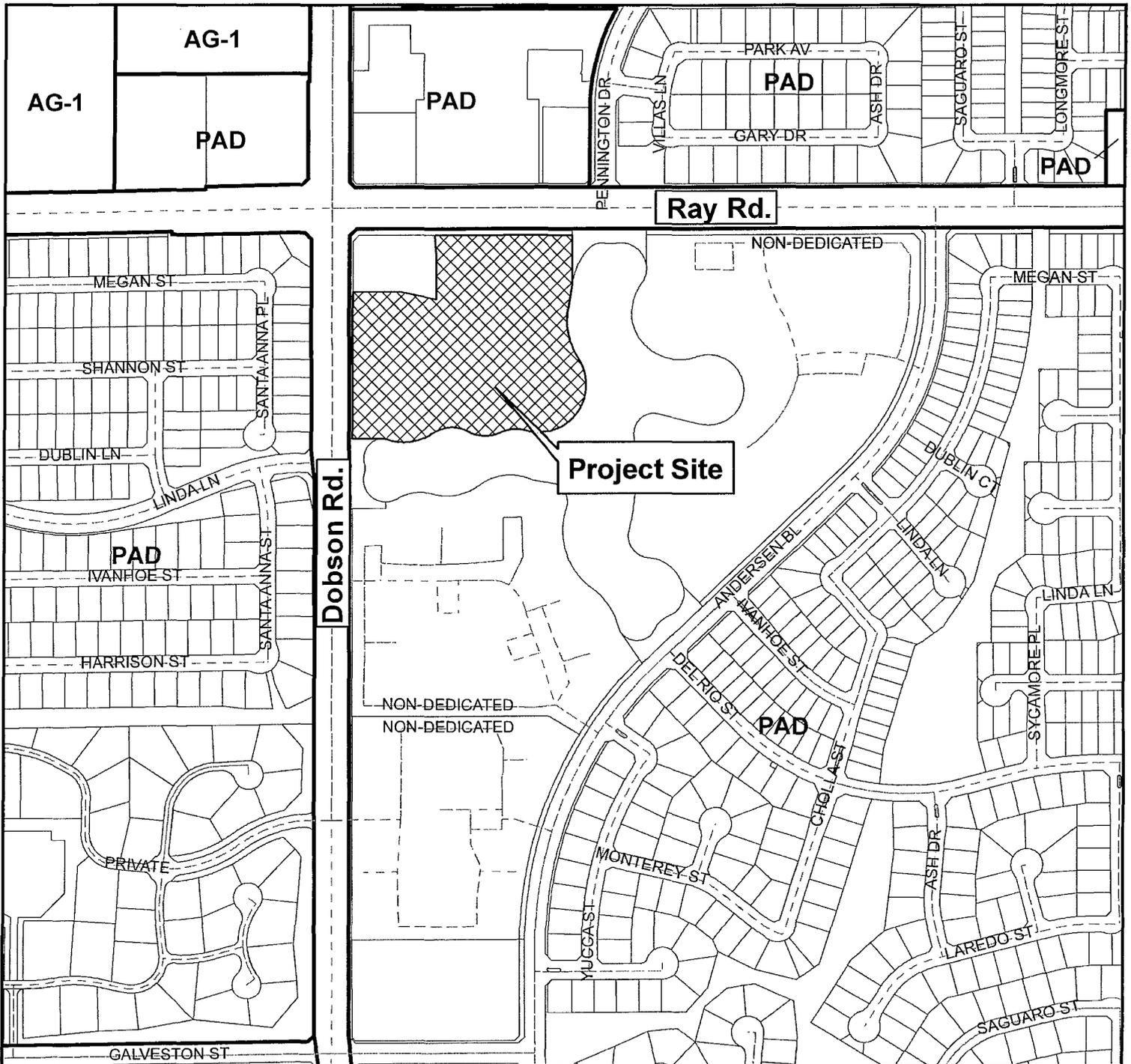
3. Monument signs shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
4. The monument signs shall be in substantial conformance with the attached site plan and sign elevation exhibits, kept on file in the City of Chandler Current Planning Division, in File PDP12-0001 BOARDWALK AT ANDERSON SPRINGS, except as modified by condition herein.

**PROPOSED MOTION**

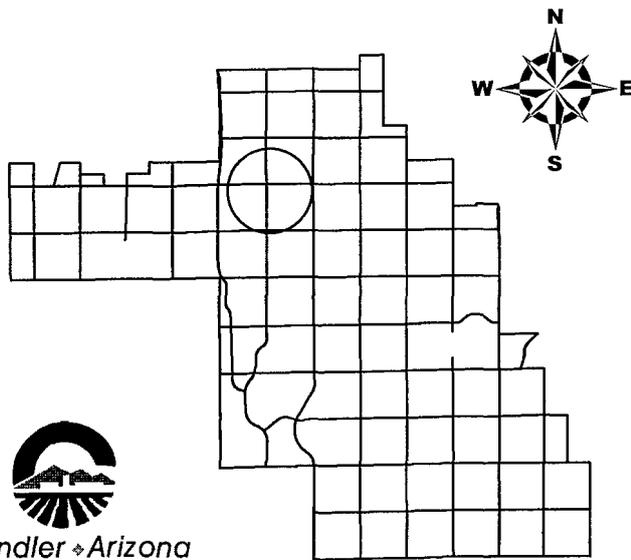
Move to approve PDP12-0001 BOARDWALK AT ANDERSON SPRINGS, Preliminary Development Plan for additional tenant panels, subject to the conditions recommended by Planning Commission and Staff.

**Attachments**

1. Vicinity Maps
2. Sign Location Plans
3. Sign Elevations



## Vicinity Map

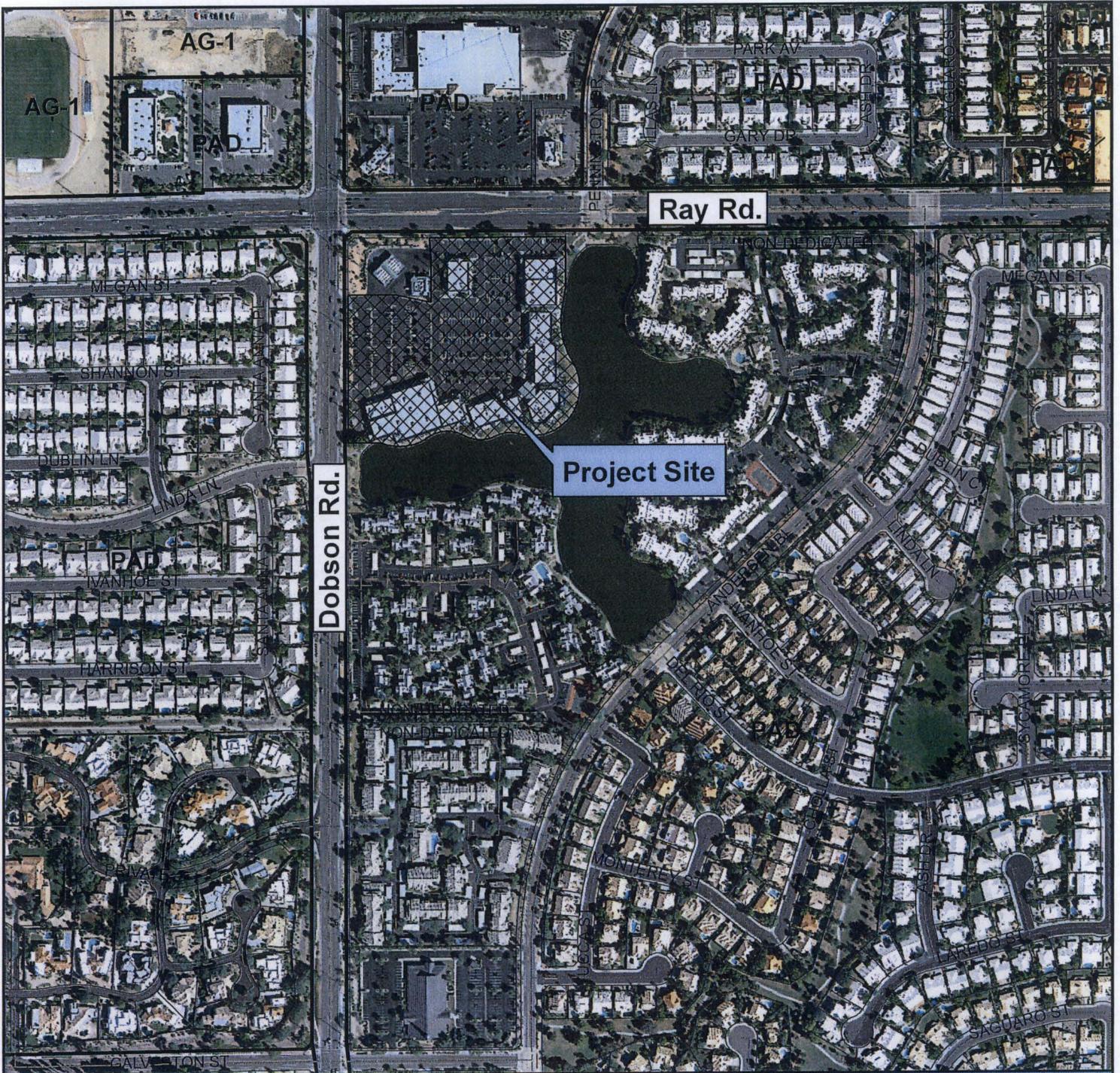


PDP12-0001

**Boardwalk @ Anderson Springs**

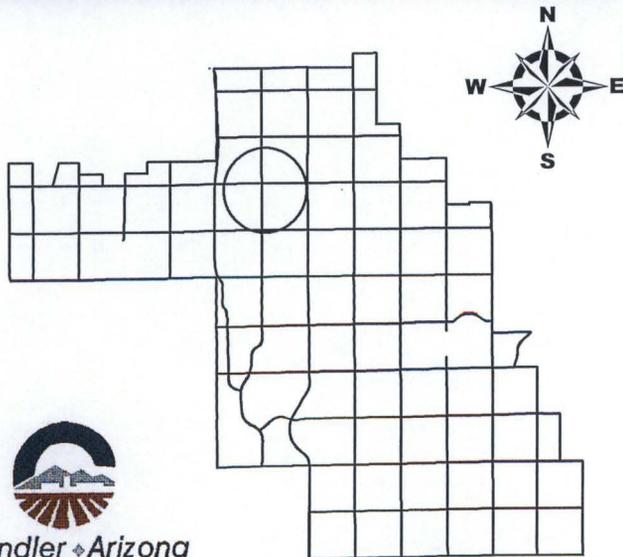


Chandler Arizona  
Where Values Make The Difference



**Project Site**

## Vicinity Map

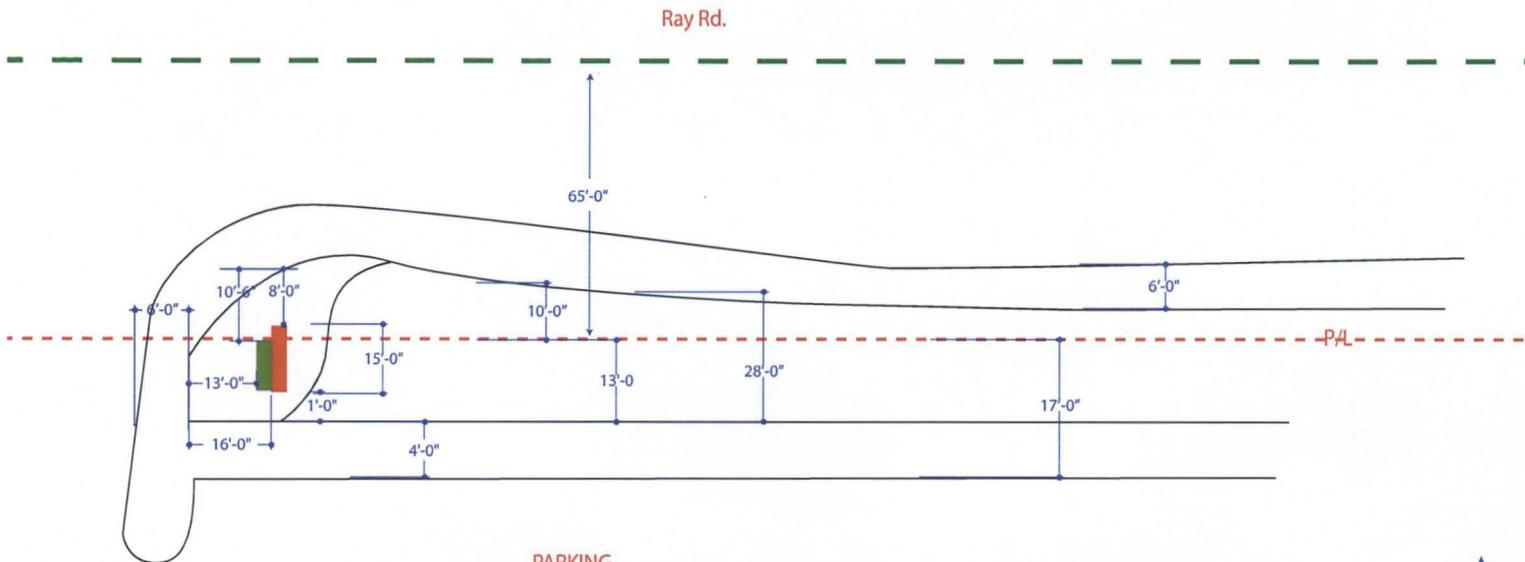


**PDP12-0001**

**Boardwalk @ Anderson Springs**



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



PARKING



EXISTING

 new sign ( see drawing 11-3818)

 Existing sign

**A** SITE PLAN NTS

New Sign- 10'-0" long.  
Existing sign-15"-0" long  
New sign must be behind P/L.p.

Client:  
The Boardwalk at Anderson  
1949 W. Ray Rd.  
Chandler, AZ



2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

12-2171

Sales Representative:  
Ray Murchison

E-Mail:  
ray@royalsign.net

Drawing or Revision Date:  
7/22/12

Drawn By:  
CE

Revised By:  
n/a

Fonts Used:  
n/a

Approval Signatures  
Client:

Landlord:

Customer is responsible for providing a dedicated electrical circuit within six feet of each sign location and any desired electrical timing devices.

This original unpublished drawing is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from ROYAL SIGN COMPANY. All approvals on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. ROYAL SIGN COMPANY will do the best to honor the design intent of these drawings in relation to the materials and methods used in the fabrication. However, ROYAL SIGN COMPANY is not responsible for any errors or omissions in these drawings. This drawing is not to be used for any other project without the express written consent of ROYAL SIGN COMPANY. This drawing is not to be used for any other project without the express written consent of ROYAL SIGN COMPANY.

Sheet Title  
Exterior

Scale:  
see drawing

Drawing Number

12-2171

SIGN LOCATION ALONG RAY RD.

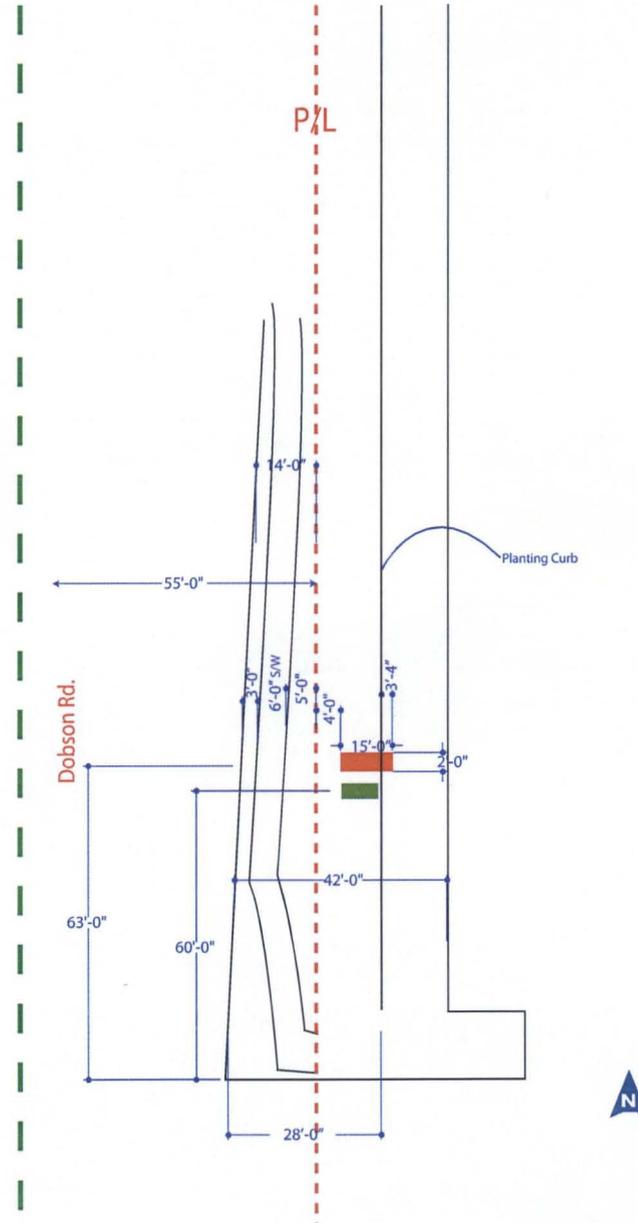


EXISTING

**B** SITE PLAN NTS

New Sign- 10'-0" long.  
Existing sign-15'-0" long'  
New sign must be behind P/L

- new sign ( See Drawing 11-3819 )
- Existing sign



SIGN LOCATION ALONG DOBSON RD.

Client:  
The Boardwalk at  
Anderson

Location:  
1949 W. Ray Rd.  
Chandler, AZ



2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

12-2172

Sales Representative:  
Ray Murchison

E-Mail:  
ray@royalsign.net

Drawing or Revision Date:  
7/22/12

Drawn By:  
CE

Revised By:  
n/a

Fonts Used:  
n/a

Approval Signatures:  
Client:

Landlord:

Customer is responsible for  
providing a dedicated  
electrical circuit within six  
feet of each sign location  
and any desired electrical  
timing devices.

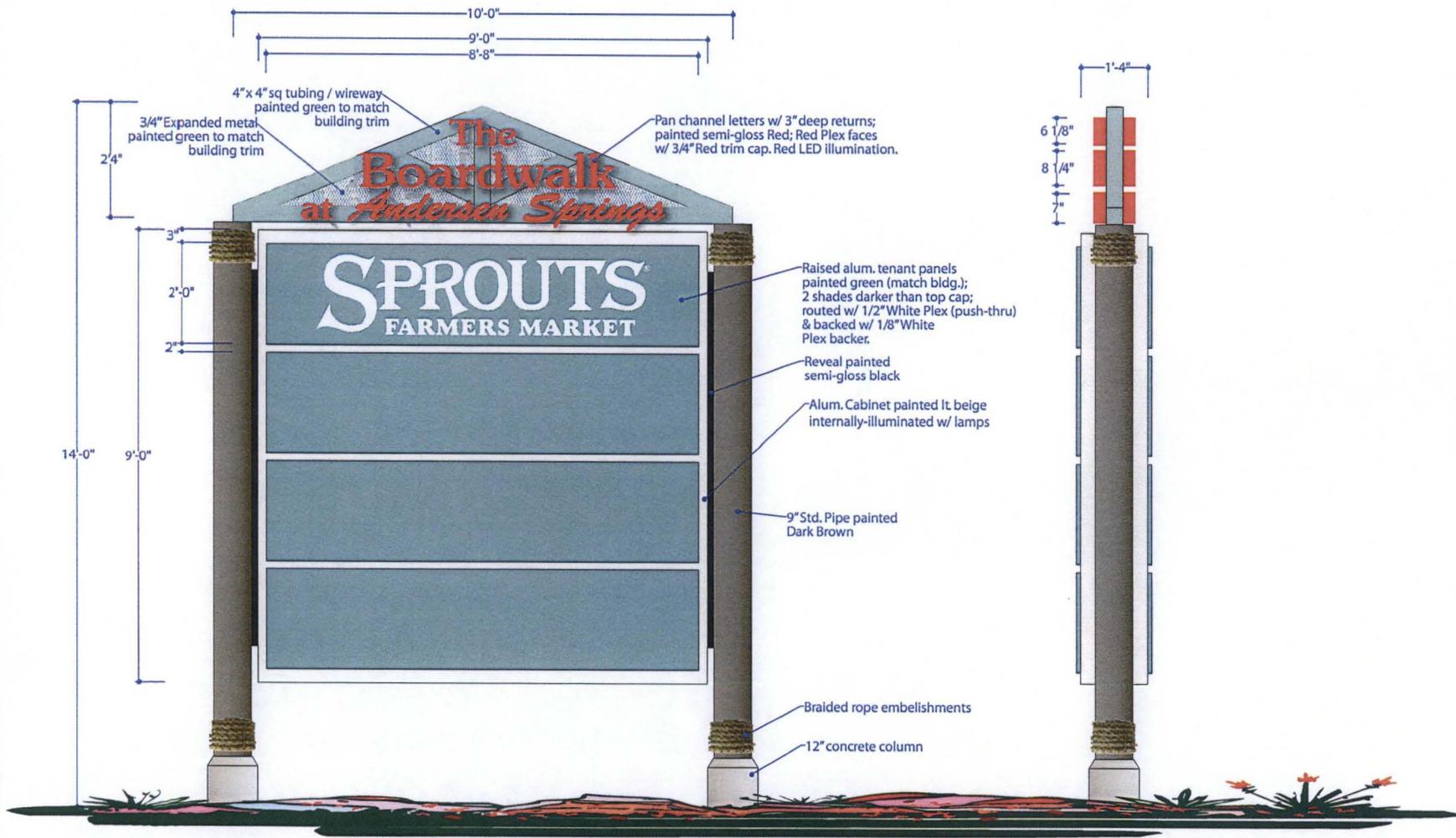
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due to the availability of materials  
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fabrication. ROYAL SIGN  
COMPANY will not be held  
responsible for any errors or  
omissions in this drawing or any  
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process. ROYAL SIGN COMPANY  
should be notified in writing prior to  
any changes to the drawing.

Sheet Title  
Exterior

Scale:  
see drawing

Drawing Number

12-2172



**A**

**INT-ILLUM CABINET & PAN CHANNEL LETTER DISPLAY**

Scale:  
1/2" = 1'-0"

Fabricate & install one (1) aluminum construction, internally-illuminated, D/F monument display. See drawing 12-2171 for location of sign

Client:  
The Boardwalk  
at Andersen Springs

Location:  
S/E Corner  
Dobson & Ray Rd.  
Chandler, AZ



2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6289  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

08-3021  
10-2458  
10-2754  
11-3818

Sales Representative:  
Ray Murchison

E-Mail:  
ray@royalsign.net

Drawing or Revision Date:  
06 DEC 11

Drawn By:  
RKP

Revised By:  
RKP

Forms Used:  
n/a

Approval Signatures

Client:

Contract:

Specs:

Estimating:

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Sheet Title

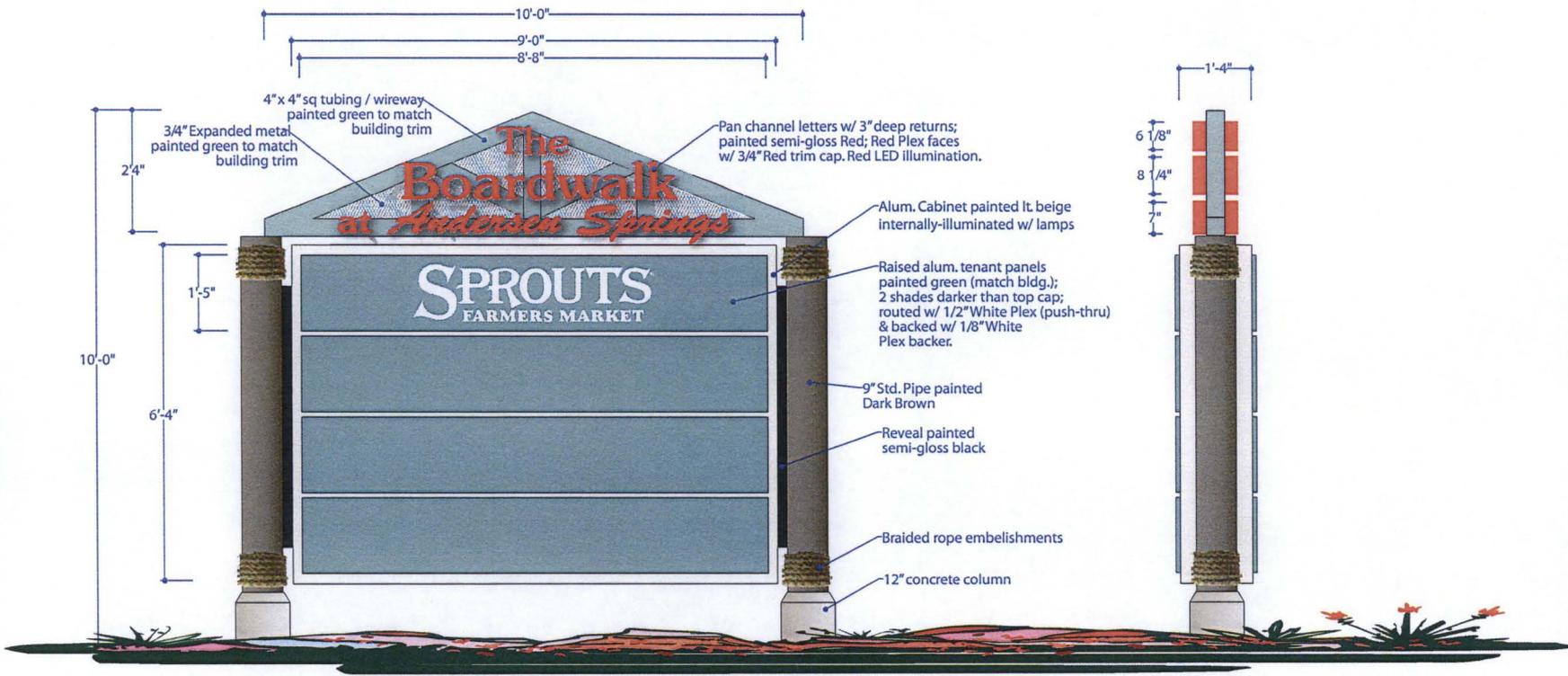
Location  
Exterior

Scale:  
see drawing

Drawing Number

**11-3818**

PROPOSED SIGN ALONG RAY RD.



**B** INT- ILLUM CABINET & PAN CHANNEL LETTER DISPLAY Scale: 1/2" = 1'-0"

Fabricate & install one (1) aluminum construction, internally-illuminated, D/F monument display. See Drawing 12-2172 for location of sign.

**Client:**  
The Boardwalk at Andersen Springs

**Location:**  
S/E Corner  
Dobson & Ray Rd.  
Chandler, AZ

**royal sign co**

2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-8289  
fax: 602-278-0234  
E-mail (Art Dept): royalsign@royalsign.net

**The Boardwalk**

08-3021  
10-2458  
10-2754  
10-2755  
11-3819

**Sales Representative:**  
Ray Murchison  
E-Mail: ray@royalsign.net

**Drawing or Revision Date:**  
06 DEC 11

**Drawn By:**  
RKP

**Revised By:**  
n/a

**Forms Used:**  
n/a

**Approval Signatures**

**Client:**

**Location:**

**Scale:**

**Estimating:**

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**Sheet Title**  
Location  
Exterior  
Scale:  
see drawing  
Drawing Number  
**11-3819**

PROPOSED SIGN ALONG DOBSON RD.