



MEMORANDUM Transportation & Development – CC Memo No. 13-057

DATE: JUNE 13, 2013

TO: MAYOR AND COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *RD*
MARSHA REED, ASSISTANT CITY MANAGER *MR*
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: PDP12-0023 ARIZONA-ELLIOT CENTER

Request: Preliminary Development Plan (PDP) approval for freestanding monument signage and building signage within the planned Arizona-Elliot Center

Location: Southwest corner of Arizona Avenue and Elliot Road

Applicant: Trademark Visual and MD Partners, LLC

Project Info: Approximate 6.62 acre site including 3 parcels and 6 buildings/structures for a commercial center with a gas station and convenience store, car wash, self-storage mini-warehouse, and two retail/restaurant pads

RECOMMENDATION

Upon finding the Preliminary Development Plan (PDP) to be consistent with the General Plan, Planning Commission and Planning Staff recommend approval of this request.

BACKGROUND

In 2011, the Arizona-Elliot Center was approved Planned Area Development (PAD) zoning with PDP for a multi-use commercial parcel. The development includes a Circle K convenience store and gas station, a car wash, self-storage mini-warehouse, and two retail/restaurant pads. While conceptual signage was represented, the approval did not include a comprehensive sign package. This request is for signage approval on all buildings/structures and freestanding monument signage.

The property is located at an arterial street intersection and includes five freestanding monument signs one of which is an intersection corner center identification sign, two gas station signs, one car wash sign, and one sign for the clustered pads. Each building façade has wall signage except for walls facing residential property to the west and south elevations.

The property is divided into 3 parcels with a total of 6 buildings and structures. The center identification sign at the intersection includes two walls at varied heights. The taller wall includes the center name with cut-out lettering and will be illuminated by ground mounted lighting. Freestanding monument signs include the following:

- Parcel 1 Buildings A, B, and C – One monument sign, 14 feet high with 3 tenant panels
- Parcel 2 Building D & Structure E – Two monument signs, 6 feet high with one tenant panel displaying digital gas prices, logo, and product
- Parcel 3 Building F – One monument sign, 6 feet high with 2 tenant panels for car wash

Sign Code permits one arterial street sign at 14 feet in height and one at 6 feet in height with opportunity to increase the number of tenant panels to four. The request meets this requirement and signs have less than four tenant panels. Also, the request includes allowing two additional signs specifically for the gas station parcel for a total of two signs per arterial street frontage. Code allows one monument sign per street frontage. Through a PDP request, when the parcel has an excess of 300 feet of street frontage, one additional sign is permitted for each additional 300 feet, not to exceed two signs per street. The property was granted additional pads along each street frontage through the initial zoning case, thus triggering the request for more signage. The property does not have an additional 300 feet of street frontage. Along Elliot Road, the property is under 600 feet of street frontage and under 500 feet along Arizona Avenue; however, the freestanding signs meet separation requirements.

Lettering and logos on multi-tenant signs are routed-out push-through projecting up to a ¼-inch which provides dimension to each panel. The gas station signs include digital gas pricing and panels with applied translucent vinyl. Building wall sign lettering and logos are pan channel from 3 to 5 feet in height depending on the building. The gas canopy has a Circle K logo on three sides.

DISCUSSION

Planning Staff finds the request for additional freestanding monument signage to be appropriate given the site was approved with an additional pad. Signage is architecturally integrated with the buildings through paint colors and materials. The site is a relatively small infill commercial parcel in an older, developed area. The proposed pan channel lettering is consistent with existing building lettering in the surrounding area. Additional quality standards for signage are not fully applied due to the parcel being considered an infill site that would not develop as a traditional commercial shopping center. The comprehensive sign package represents signage that meets the intent for design techniques and quality signs that complement the arterial street frontages.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting is being held on May 13, 2013. No area property owners attended the meeting.
- As of the date of this memo, Planning Staff is not aware of any opposition to this proposal.

PLANNING COMMISSION VOTE REPORT

Motion to Approve.

In Favor: 7 Opposed: 0

Planning Commission recommended the addition of Condition No. 4 related to adding more stone on the 14 foot sign.

RECOMMENDATIONS

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

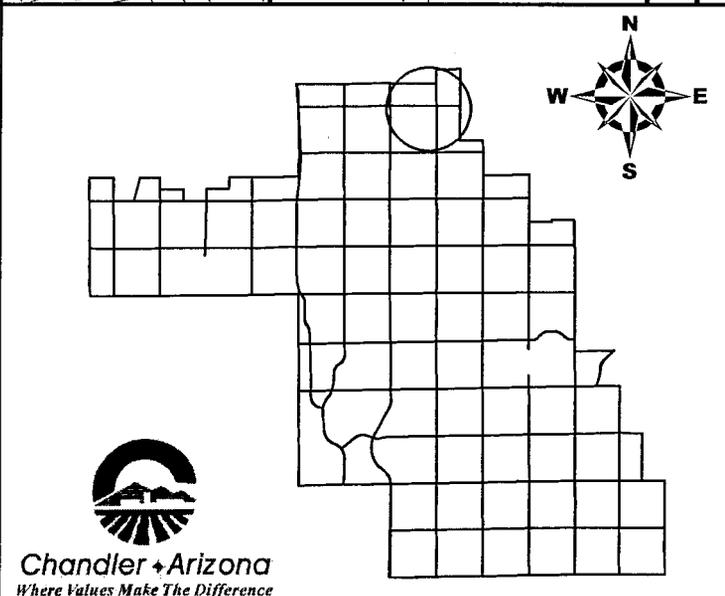
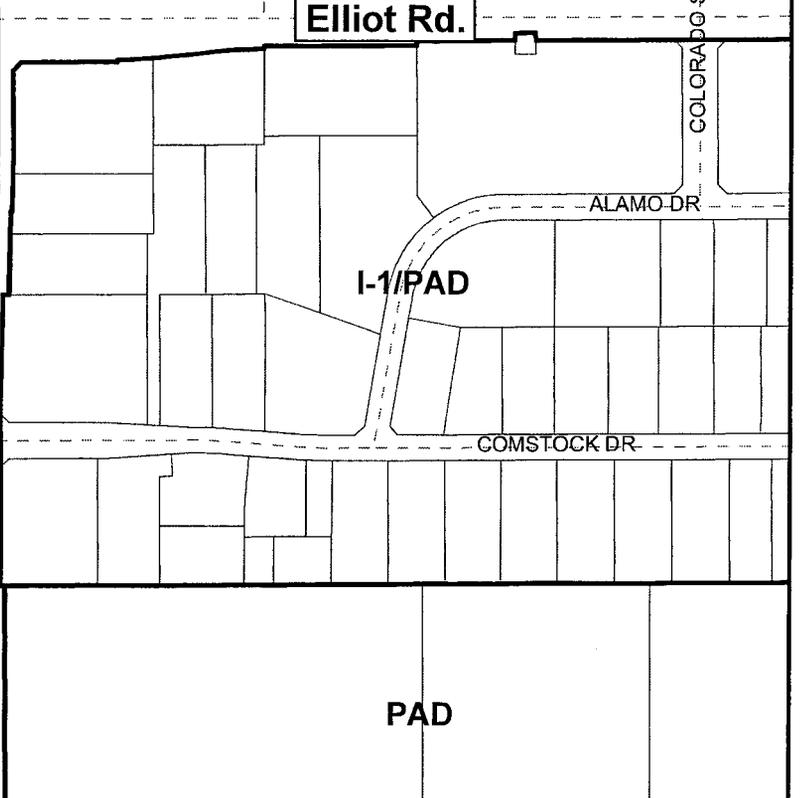
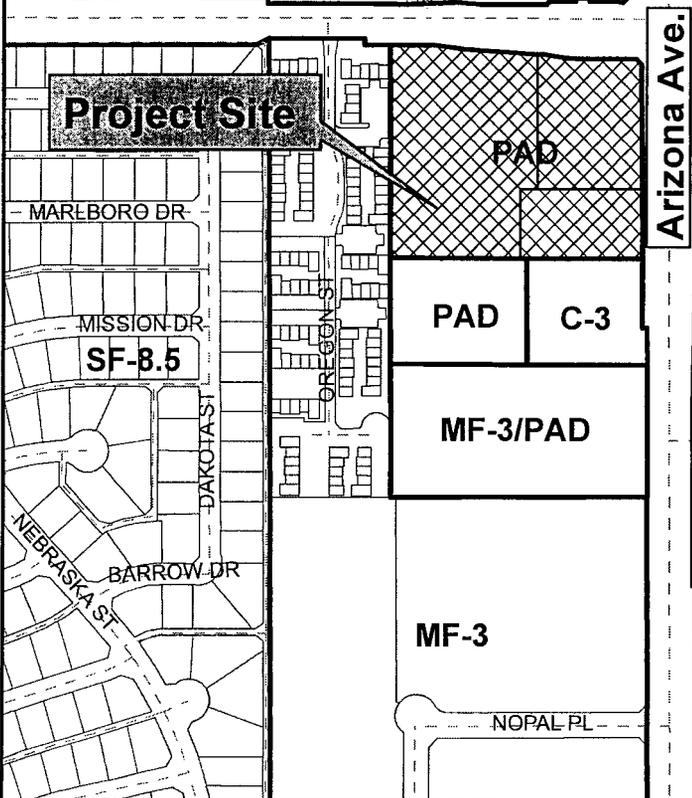
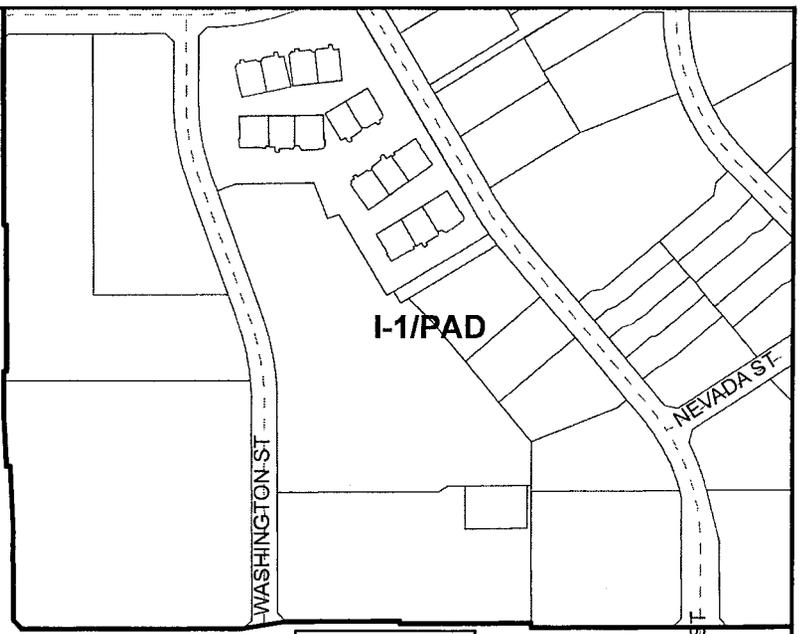
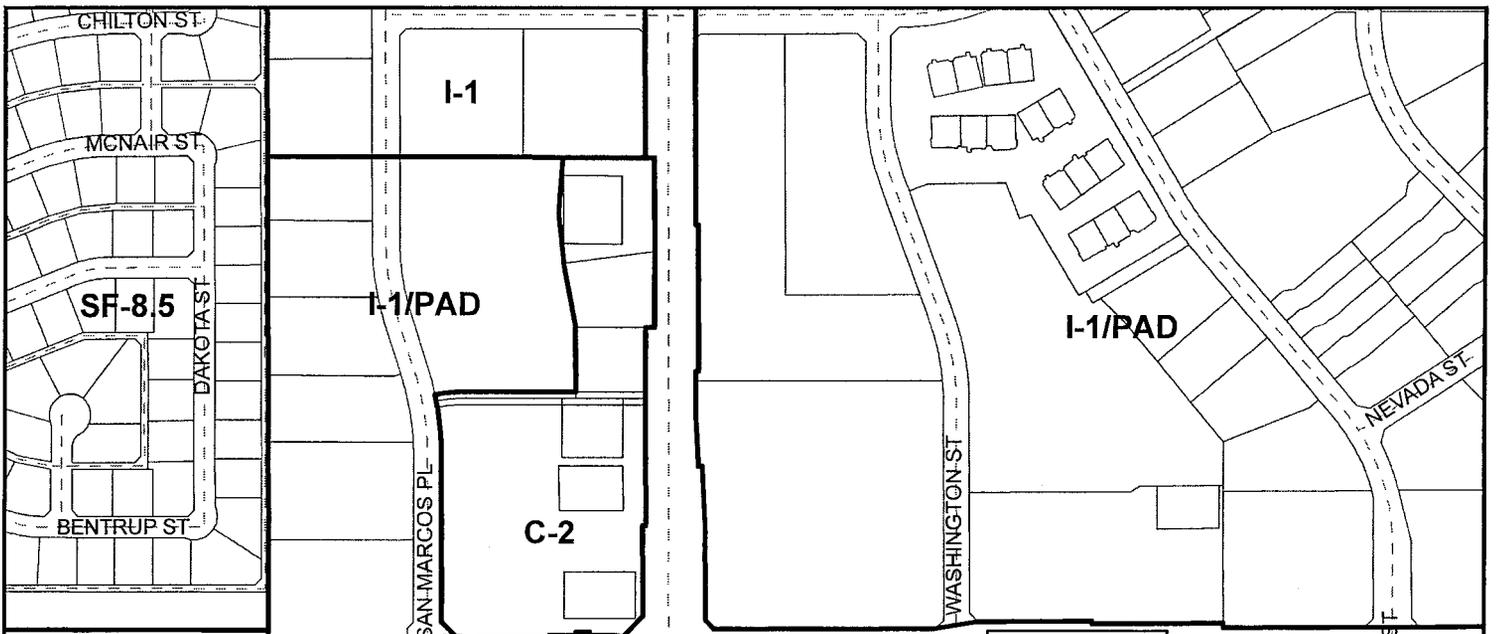
1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "ARIZONA-ELLIOT CENTER", kept on file in the City of Chandler Planning Division, in File No. PDP12-0023, except as modified by condition herein.
2. Sign packages, including free-standing signs as well as 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. Multi-tenant panel lettering and logos shall be routed-out push-through creating dimension from the face of the sign approximately a 1/4-inch.
4. Extend cultured stone element to base of 14 foot sign.

PROPOSED MOTIONS

Move to approve Preliminary Development Plan request PDP12-0023 ARIZONA-ELLIOT CENTER for freestanding monument signage and building signage, subject to the conditions as recommended by Planning Commission and Planning Staff.

Attachments

1. Vicinity Maps
2. Site Plan
3. Sign Elevations
4. Development Booklet, Exhibit A



Vicinity Map

PDP12-0023

Arizona-Elliot Center

CITY OF CHANDLER 11/7/2012





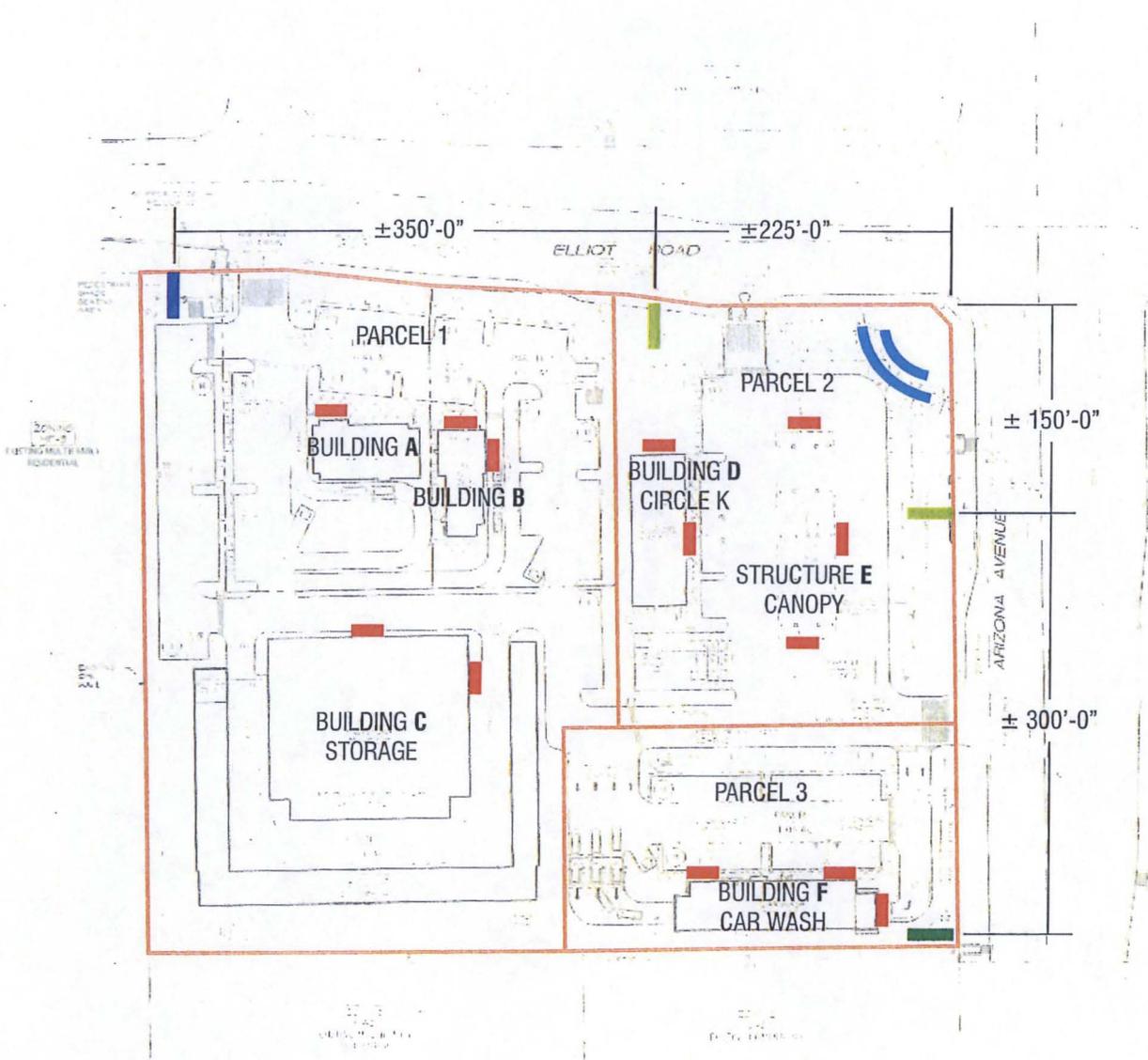
Vicinity Map



PDP12-0023

Arizona-Elliot Center

SIGN LOCATION PLAN



- CORNER MONUMENT
- PAD ENTRY SIGN
- ID WALL SIGNS
- GAS STATION SIGN
- CAR WASH SIGN

CENTER IDENTIFICATION SIGN

CORNER MONUMENT SIGN

Small Sign Wall:

Masonry construction with a painted concrete cap. End pillars to be masonry construction with a stone veneer.

Large Sign Wall:

Masonry construction with a light sand stucco finish, and a concrete cap. Wall and cap to be painted and display the Center's identification. End pillars to be masonry construction with a stone veneer.

Center ID:

Masonry construction with a light sand stucco finish, scored with pattern, and painted. ID letters to be 1/2" thick aluminum, painted, and stud mounted flush to face of wall.

Illumination:

Corner monument is to have ground installed uplighting. Adequate lighting to be installed for easy visibility of center identity.



PAD ENTRY MONUMENT SIGN

FREESTANDING PAD ENTRY SIGN

Sign Cabinet:

Double faced aluminum framed cabinet and cap, with a light sand stucco finish, scored with pattern, and painted accordingly. Center ID letters to be 1/2" thick aluminum, painted, and stud mounted flush to face of cabinet.

End Pillar:

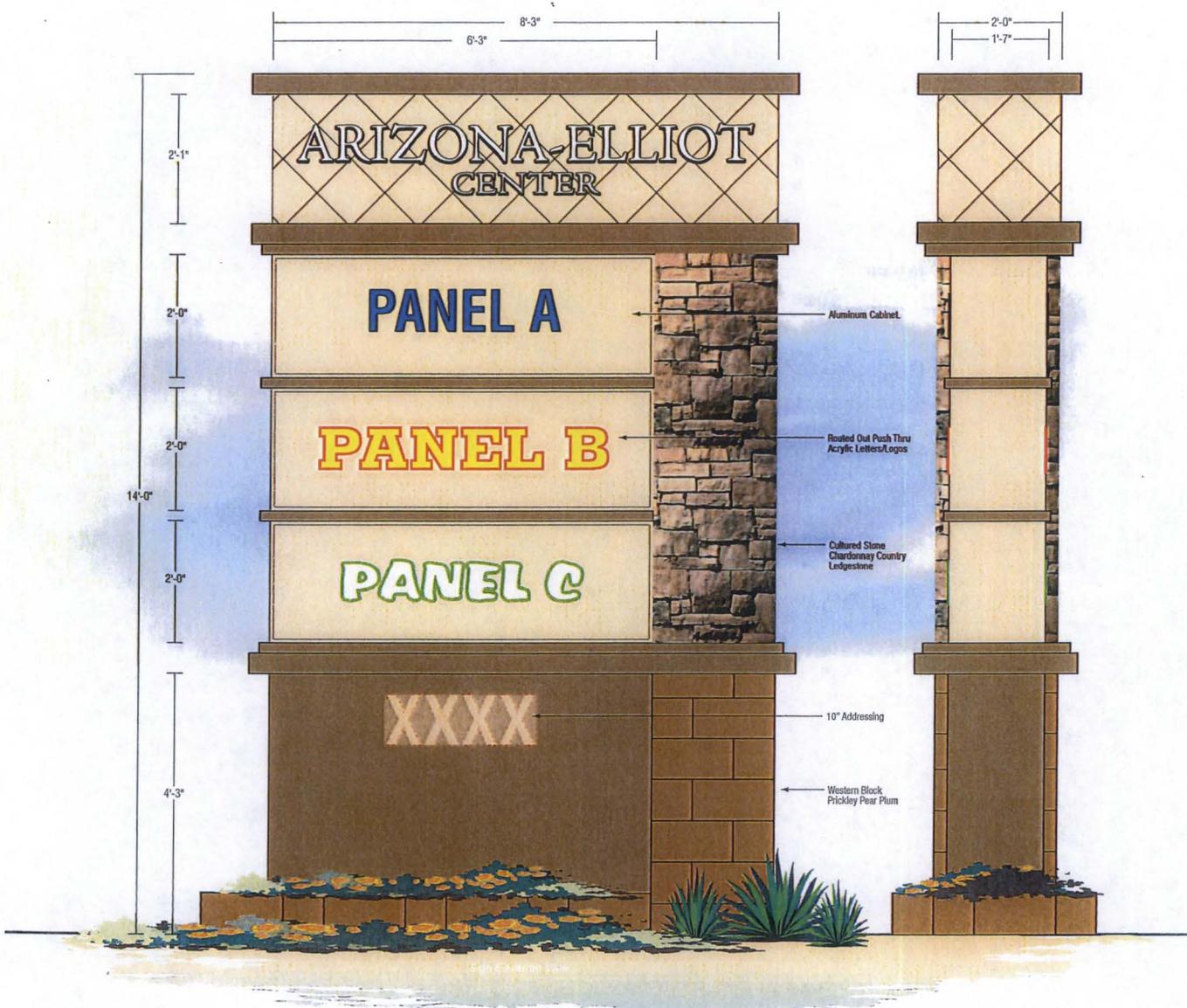
Masonry construction with a stone veneer and painted aluminum cap.

PAD ID:

All ID letters/logos to be routed out push thru acrylic projecting from the aluminum cabinet panel face approximately 1/8"-1/4". Faces of the push thru letters and logos to be painted aluminum.

Illumination:

PAD entry monuments will be internally illuminated with fluorescent tubing or LED lights, to adequately display the PAD Occupant name and identity.



GAS STATION MONUMENT SIGN

FREESTANDING GAS STATION SIGN

Sign Cabinet:

Double faced aluminum framed cabinet and cap construction with a light sand stucco finish to the cabinet. To be painted to match ICI #410 Nutty Brown, and internally illuminated with fluorescent tubing.

Logo and Advertisement Panels:

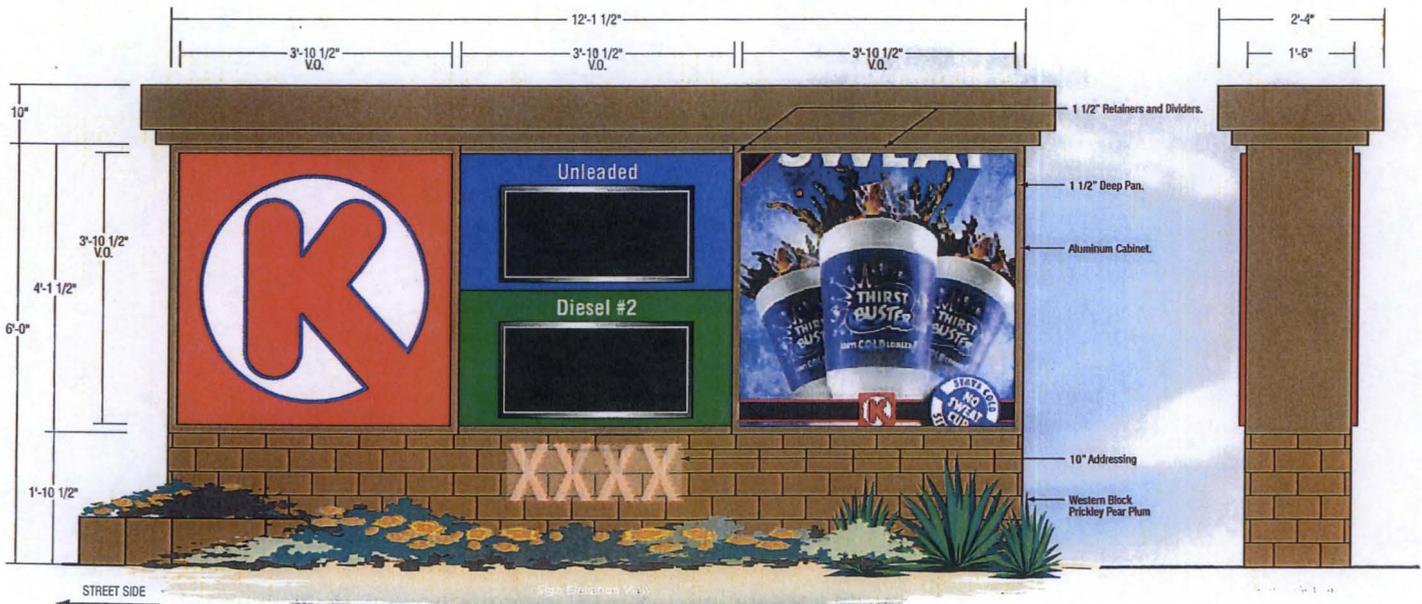
Acrylic panels with first surface applied translucent vinyl. Panels to be back lit and easily accessible so as to update panel artwork.

Digital Panels:

Aluminum cabinet construction with LED displays.

Base:

Masonry construction to be Western Block - Prickley Pear Plum.



CAR WASH MONUMENT SIGN

FREESTANDING CAR WASH SIGN

Sign Cabinet:

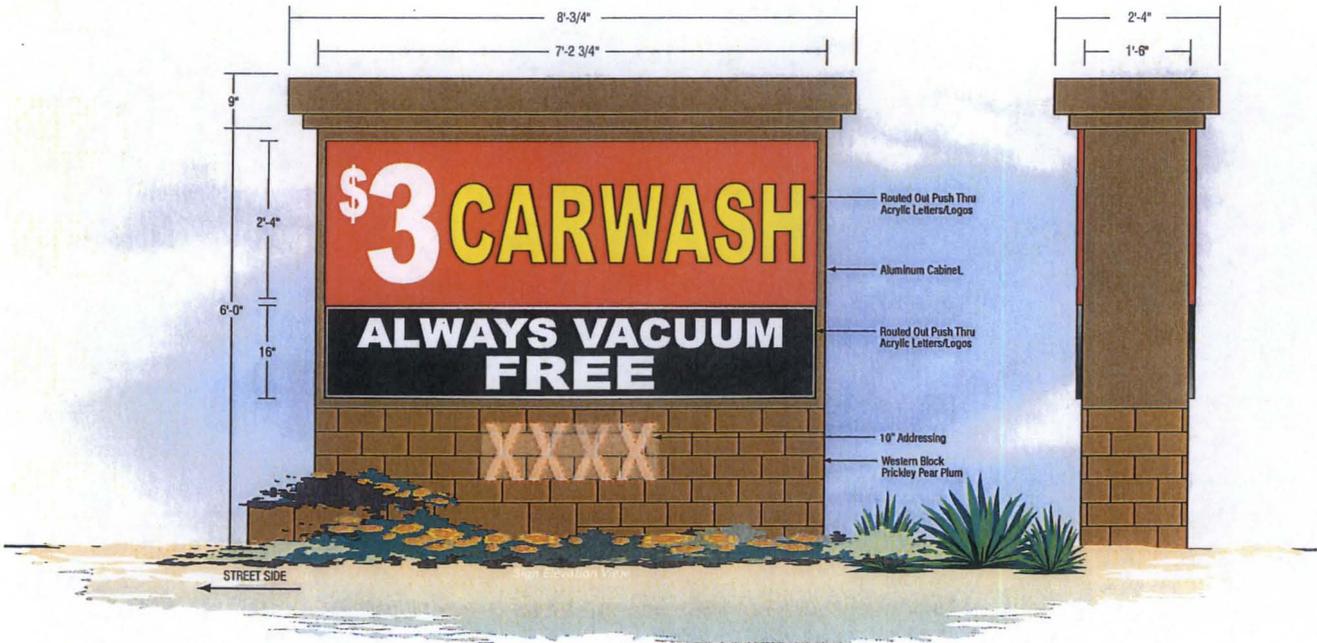
Double faced aluminum framed cabinet and cap construction with a light sand stucco finish to the cabinet. To be painted to match ICI #410 Nutty Brown, and internally illuminated with flourescent tubing.

PAD ID:

All letters/logos to be routed out push thru acrylic projecting from the aluminum cabinet panel face approximately 1/8"-1/4". Faces of the push thru letters and logos to be painted aluminum.

Base:

Masonry construction to be Western Block - Prickley Pear Plum.



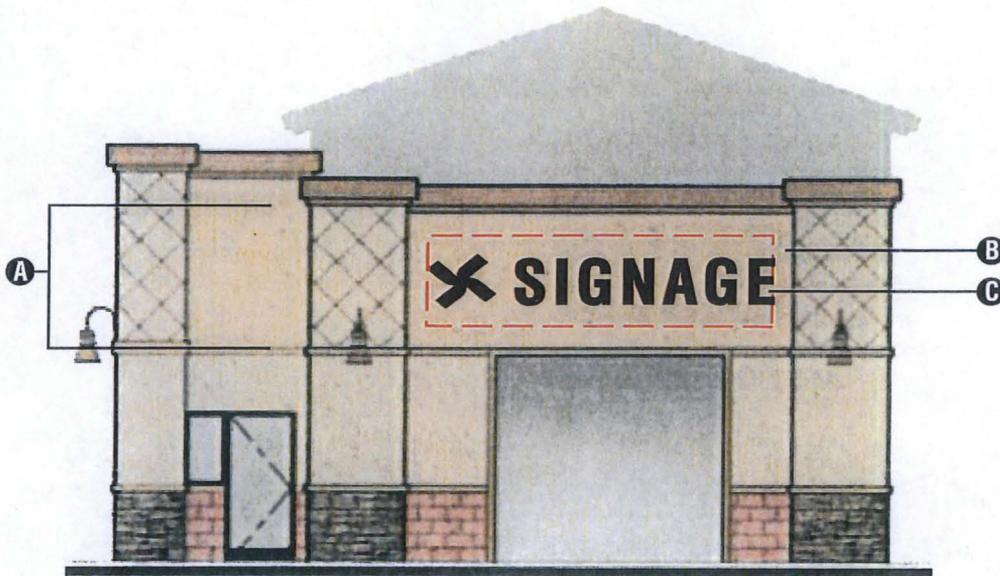
ID WALL SIGNS

ID WALL SIGN STANDARDS

- › **SIGN BAND** Existing building facade.
- › **SIGN ENVELOPE** Designated area on building for sign locations.
Height: 5'-1 1/2" max; Length: varies per location
- › **PAD ID LOGO/LETTERS**
Building A - Max Height: 3'-0"
Building B - Max Height: 3'-0"
Building C - Max Height: 5'-0"
Building D - Max Height: 5'-1 1/2"
Structure E - Max Height: 3'-6"
Building F - Max Height: 5'-0"
Construction: Aluminum Pan Channel (PC); 5" max return depth
Finish: Acrylic faces; painted aluminum surfaces.
Attachment: Drilled wall fasteners and silicone, specifics vary per location.

ALLOWABLE SIGN AREA

ID Wall Signs have a maximum allowable sign area based on the sign envelope. No ID Wall Sign may have a horizontal or vertical measurement that exceeds the prescribed sign envelope. Wall Sign locations shall be limited to those locations shown on the building elevations on pages 3.60-3.65. All ID Wall Signs must adhere to City of Chandler sign ordinances.



TYPICAL ELEVATION - REFER TO THE PAGES THAT FOLLOW FOR SIGN SIZE AND LOCATION DETAILS.