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SEP 26 2013
Chandler
All-America City
2010

MEMORANDUM Transportation & Development - CC Memo No. 13-114

DATE: SEPTEMBER 26, 2013
TO: MAYOR AND COUNCIL
THRU: RICH DLUGAS, CITY MANAGER *RD*
 MARSHA REED, ASSISTANT CITY MANAGER *MR*
 R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR *RJ*
 JEFF KURTZ, PLANNING ADMINISTRATOR *JK*
FROM: KEVIN MAYO, PLANNING MANAGER *KM*
SUBJECT: PDP13-0006 SANTAN BREWING COMPANY

Request: Preliminary Development Plan (PDP) approval amending the comprehensive sign package for Lot 2 of Warner Commerce Park
Location: 495 E. Warner Road, east of the southeast corner of Warner Road and Delaware Street
Applicant: Clark Lynch
 Precise Sign

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and in conformance with the site's Planned Area Development (PAD) zoning, Planning Commission and Planning Staff recommend approval subject to conditions.

BACKGROUND

The subject site is located within the Warner Commerce Park business park. The business park is surrounded to the north by the Biscayne Bay apartment complex and industrial land uses as part of the Westech Corporate Center. To the west are existing industrial uses on property zoned General Industrial District (I-2). To the east, across the railroad tracks, is an existing self-storage facility. Adjacent to the proposed site on the south is property zoned PAD for a modular trailer storage, service, and sales facilities.

Warner Commerce Park received zoning and Preliminary Development Plan approval in February 2005 and amended in 2007, for the development of a business/industrial park designated for light industrial manufacturing, warehouse, office, commercial and showroom uses with ancillary outdoor storage, as well as recreational, instructional and/or training uses. The development's construction occurred in multiple stages. The 1st Stage, consisting of buildings 1 through 6 totaling approximately 104,153 square-feet, constructed first. The 2nd Stage consisting of buildings 7 and 8 containing approximately 85,182 square-feet, constructed later.

A comprehensive sign package was approved for the entire business park as part of the original 2005 PDP. At the time the applicant's focus remained on Stage 1 consisting of the smaller multi-tenant buildings 1 through 6. Accordingly, the sign package was tailored to those buildings. For reference, the building mounted signage was limited to a maximum sign area of 80 square feet, a maximum height of 36", consisting of halo-illuminated reverse pan-channel lettering painted predominantly dark bronze. The size limitations were appropriate and balanced for the 6 smaller buildings.

The request is for PDP approval to amend the comprehensive sign package for Lot 2. The subject site, known as Lot 2, contains the approximate 35,000 square foot Building 8. The building was constructed approximately 4 years ago and has remained vacant. SanTan Brewing Company acquired the building in late 2012 moving the majority of their production brewing operations to this location from their Downtown Chandler location. The request is to amend the sign package to not only increase the maximum permitted sign area and sign height for Building 8, but allow a combination of halo-illuminated reverse pan-channel lettering and face/halo illuminated pan-channel lettering. The proposed sign would have an overall height of 10 feet, and sign area of approximately 140 square feet. The sign would be constructed of black individual mounted halo-illuminated reverse pan-channel lettering, with the phoenix/flame logo proposed as face and halo-illuminated pan-channel construction. Ultimately the applicant may pursue a future distressed-paint logo to be placed on the silo. Planning Staff will work with the applicant administratively when that concept comes to fruition.

DISCUSSION

Planning Staff supports the request finding the proposed signage to maintain the high quality image established by the original PDP, while adjusting the sign to a scale that is more balanced on the much larger Building 8. Additionally, the logo proposed as a combination of face and halo-illumination will provide a striking flame-illumination appearance. Finally, in the event the logo is to be placed (painted) upon the silo, Planning Staff will ensure it too maintains the high quality image the business park evokes.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood notice letter was sent in lieu of a neighborhood meeting. Planning Staff has not received any correspondence since the letters were sent out.

At the time of this writing, Staff has received no phone calls or letters in opposition to this request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve:

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

RECOMMENDED ACTION

Upon finding consistency with the General Plan, Planning Commission and Planning Staff recommend approval of the Preliminary Development Plan (PDP) to amend the comprehensive sign package for Lot 2 of Warner Commerce Park, subject to the following conditions:

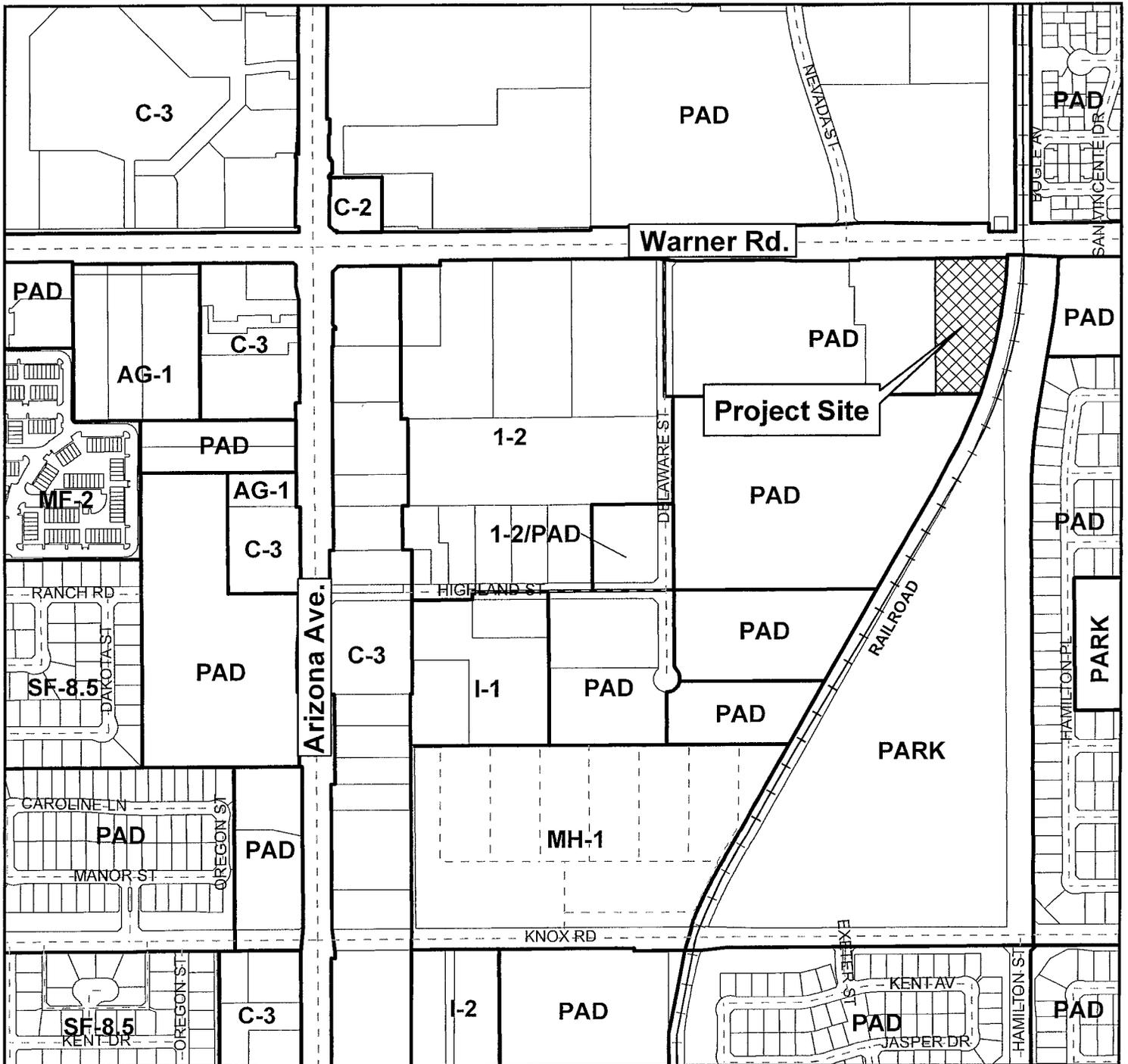
1. Development shall be in substantial conformance with the attached exhibits, entitled "SANTAN BREWING COMPANY" kept on file in the City of Chandler Planning Services Division, in File No. PDP13-0006, except as modified by condition herein
2. Compliance with the original stipulations adopted by the City Council as Ordinance 3653, case DVR04-0036 WARNER COMMERCE PARK, except as modified by condition herein.
3. 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.

PROPOSED MOTION

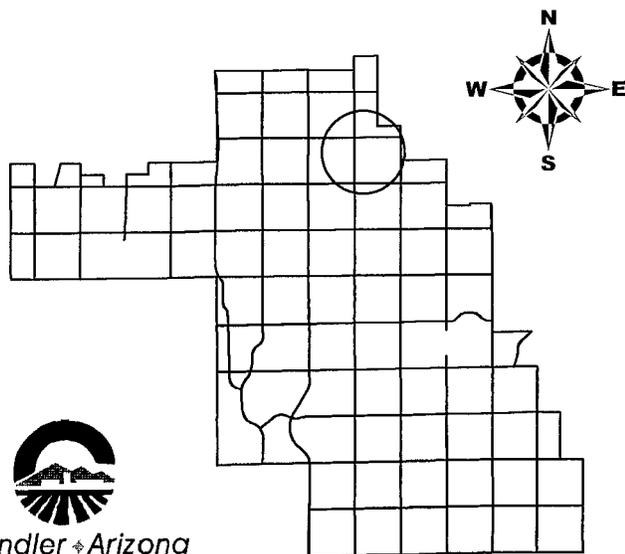
Move to approve the Preliminary Development Plan PDP13-0006 SANTAN BREWING COMPANY, as recommended by Planning Commission and Planning Staff.

Attachments

1. Vicinity Maps
2. Applicant Narrative
3. Site Plan
4. Sign Exhibits



Vicinity Map



PDP13-0006

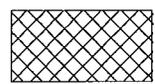
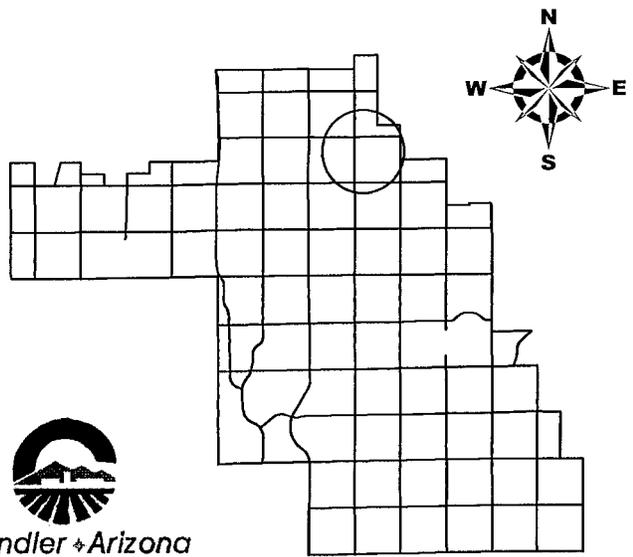
Santan Brewing Company



Chandler Arizona
Where Values Make The Difference



Vicinity Map



PDP13-0006

Santan Brewing Company



Chandler + Arizona
Where Values Make The Difference

P r e c i s e S i g n



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phoenix, arizona 85009
602.278.2906
fax 602.278.2523
email: precisesigninc@aol.com

Submittal Narrative

April 12, 2013

Project: San Tan Brewing Company
495 E. Warner Rd.
Chandler, AZ 85225

The San Tan Brewing Company is located at 495 E. Warner Rd., Chandler, AZ 85225. They occupy a separate 35,000 sq. ft. building at the East end of the center. This specialty property is occupied by one tenant and has 140'-0" of building frontage facing Warner Rd.

We are requesting a modification to the existing Preliminary Development Plan. A 10'-0" sign height is needed to support the presence of a single large tenant in the building without the 25% logo restriction. Face illumination is requested to improve the illumination of detailed sign elements.

The proposed sign as submitted is 137.5 sq. ft. in area with white LED halo-illuminated 3'-2" / 2'-6" / 2'-0" & 7" reverse pan channel letters. The 10'-0" x 7"-8" bird logo is white LED face and halo- illuminated lighting with a full clear lexan rear cover.

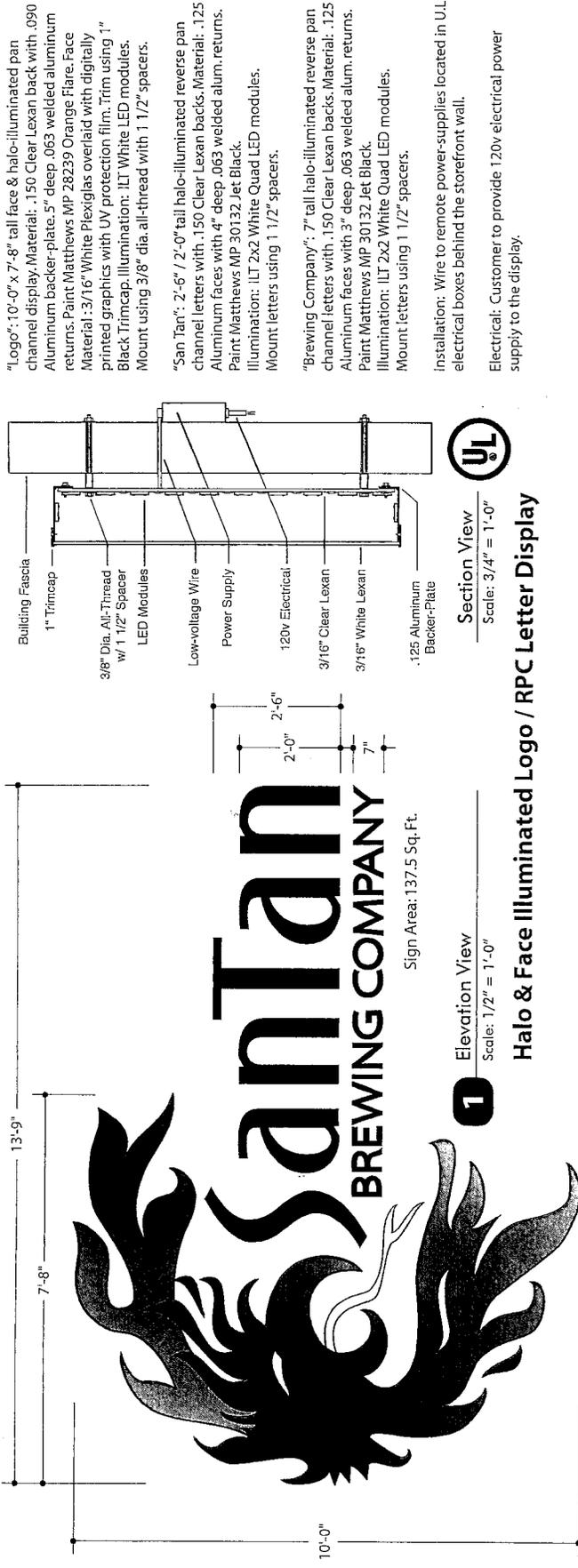
The display size fits the building fascia nicely and blends well with the theme of the property. The letter construction is the highest quality with a five (5) year warranty on the LED Lighting Modules.

The sign design is in conformance with the intent of the City Code, the General Plan, and all other specified plans or Council policies, and will be compatible and not detrimental to the surrounding properties and will further enhance the beauty and style of this center.

This is a very large step in the growth and expansion of the San Tan Brewing Company. The owners are proud to bring this facility to the community and thank you, for your consideration.

Sincerely,

Clark Lynch
Sign Project Coordinator
C: 480.363.9166
clark@precisesign.com



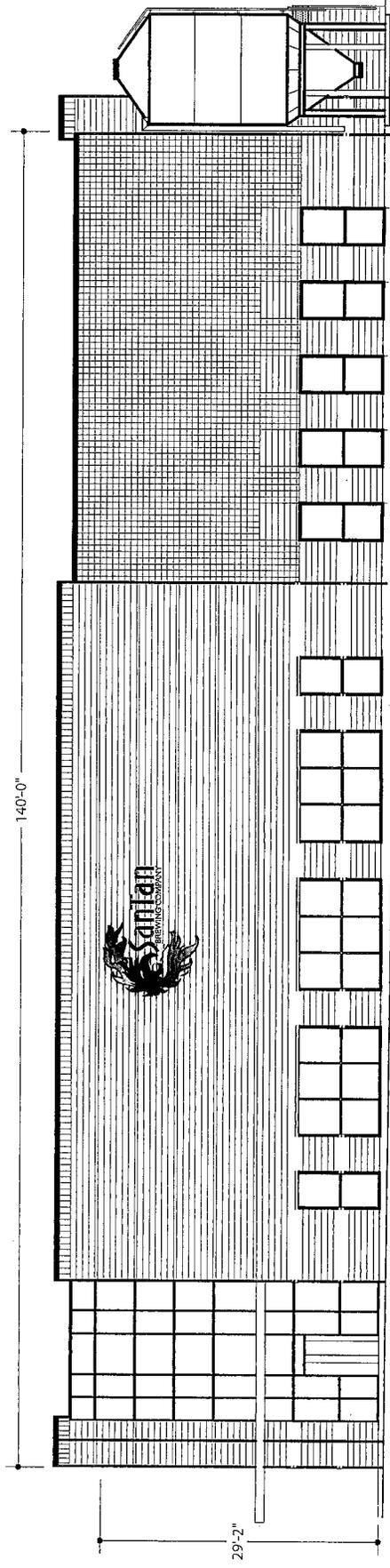
Logo: 10'-0" x 7'-8" tall face & halo-illuminated pan channel display. Material: .150 Clear Lexan back with .090 Aluminum backer-plate. 5" deep .063 welded aluminum returns. Paint Matthews MP 28239 Orange Fire. Face Material: 3/16" White Plexiglas overlaid with digitally printed graphics with UV protection film. Trim using 1" Black Trimcap. Illumination: 1LT White LED modules. Mount using 3/8" dia. all-thread with 1 1/2" spacers.

"San Tan": 2'-6" / 2'-0" tall halo-illuminated reverse pan channel letters with .150 Clear Lexan backs. Material: .125 Aluminum faces with 4" deep .063 welded alum. returns. Paint Matthews MP 30132 Jet Black. Illumination: 1LT 2x2 White Quad LED modules. Mount letters using 1 1/2" spacers.

"Brewing Company": 7" tall halo-illuminated reverse pan channel letters with .150 Clear Lexan backs. Material: .125 Aluminum faces with 3" deep .063 welded alum. returns. Paint Matthews MP 30132 Jet Black. Illumination: 1LT 2x2 White Quad LED modules. Mount letters using 1 1/2" spacers.

Installation: Wire to remote power-supplies located in U.L. electrical boxes behind the storefront wall.

Electrical: Customer to provide 120v electrical power supply to the display.



North Elevation
 Scale: 3/32" = 1'-0"