

Replacement #29

MAR 14 2016



Chandler · Arizona
Where Values Make The Difference



MEMORANDUM

Planning Division – CC Memo No. 16-026a

DATE: MARCH 17, 2016

TO: MAYOR AND COUNCIL

THRU: MARSHA REED, ACTING CITY MANAGER *MR for*
JEFF KURTZ, PLANNING ADMINISTRATOR *AC*
KEVIN MAYO, PLANNING MANAGER *MR for EM*

FROM: SUSAN FIALA, CITY PLANNER *JMM for SF*

SUBJECT: DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK)

Introduction and Tentative Adoption of Ordinance No. 4691

Request: Rezoning from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards along with a Preliminary Development Plan (PDP) for two 70 foot tall digital billboards

Location: Northeast corner of 56th Street and Loop 202 Santan Freeway

Applicant: Adam Baugh, Withey Morris PLC

Project info: Tract A, Retention Area, approximately 2.4 acres

RECOMMENDATION

The applicant is requesting to withdraw the application.

RECOMMENDED ACTION

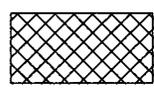
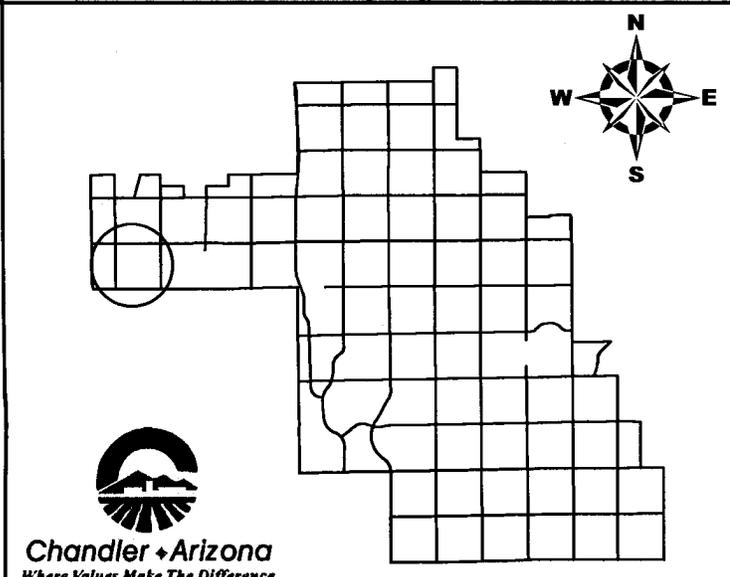
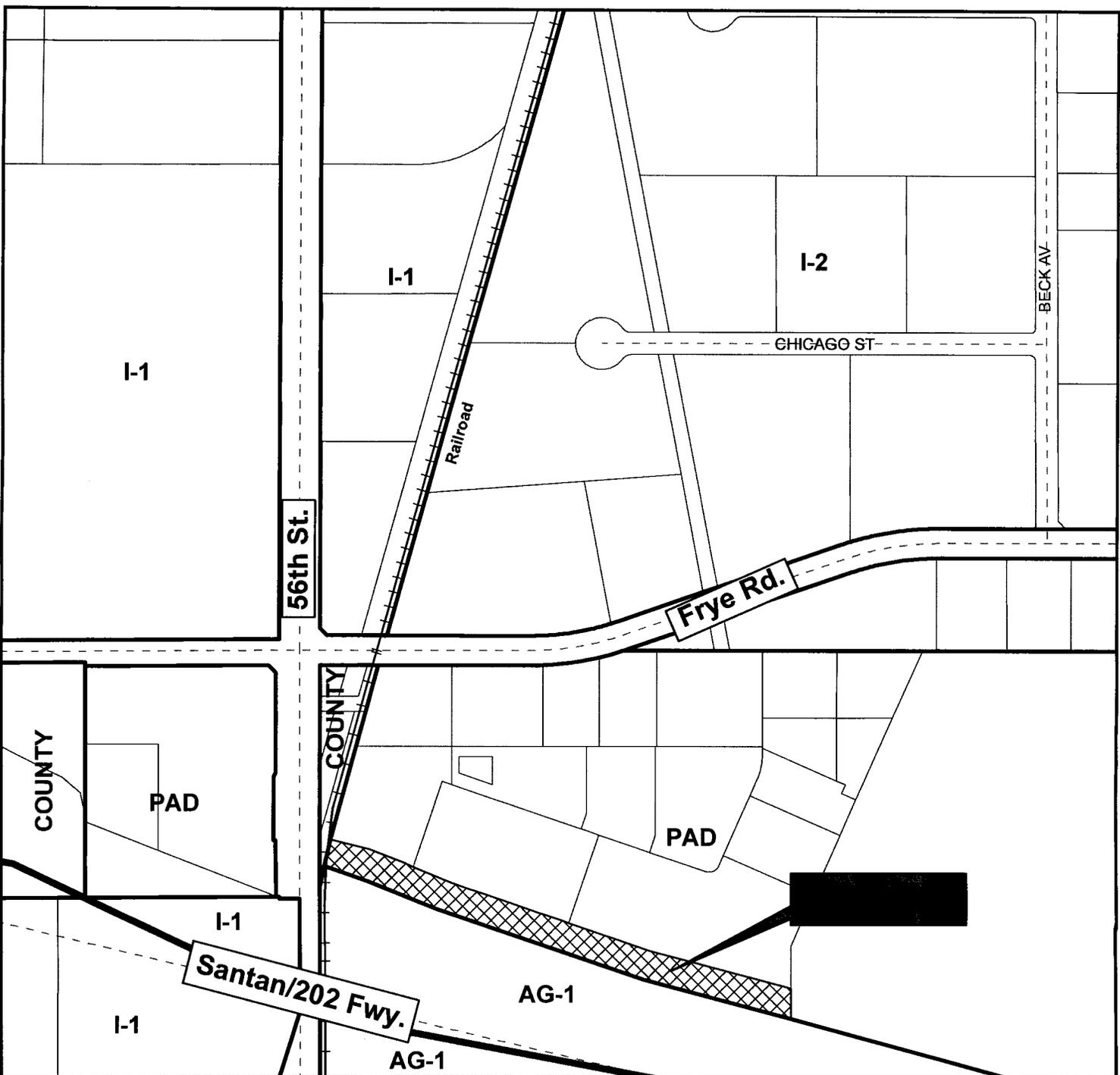
Planning Staff recommends City Council withdraw the request.

PROPOSED MOTION

Move City Council withdraw case DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK) as recommended by Planning Staff.

Attachments

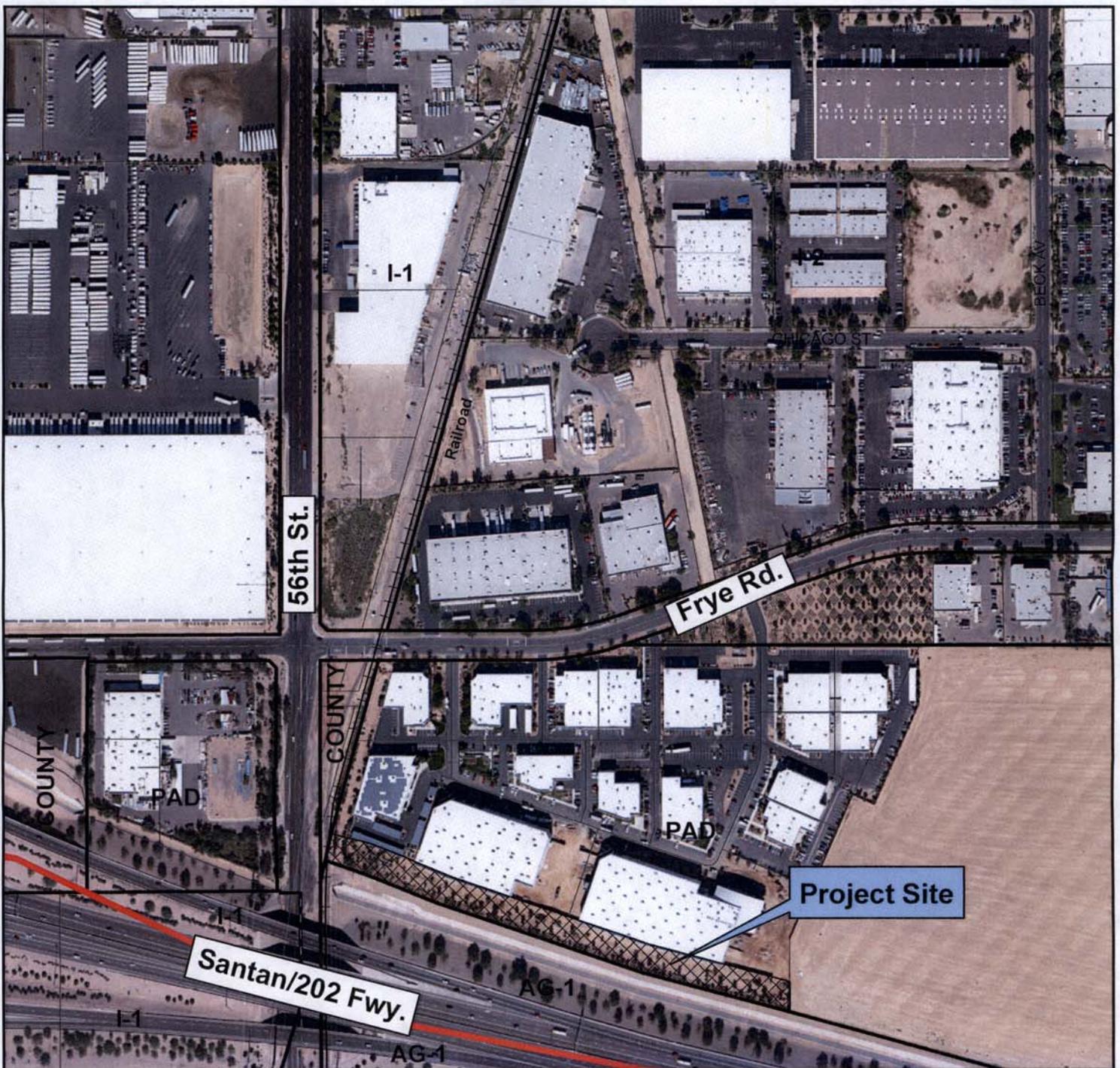
1. Vicinity Maps
2. Applicant's withdrawal email



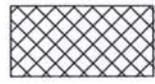
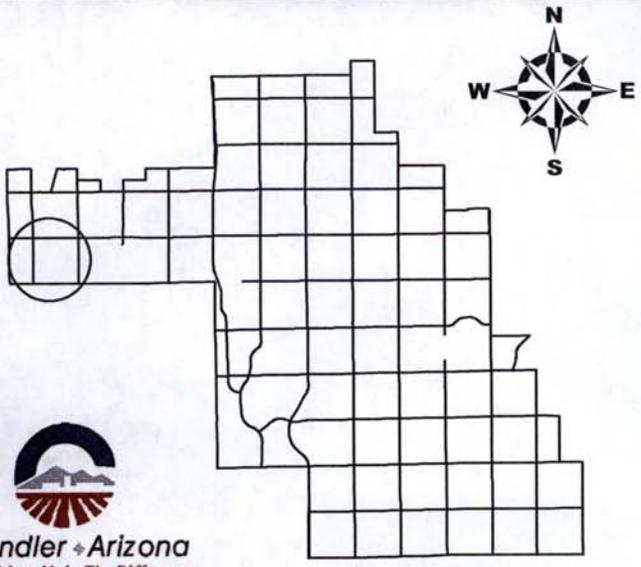
DVR15-0033

**Frye Road Business Park
(Santan Technology Park)**





Vicinity Map



DVR15-0033

**Frye Road Business Park
(Santan Technology Park)**





DVR15-0033 withdrawal

Adam Baugh

to:

Jodie.Novak@chandleraz.gov

03/15/2016 09:29 AM

Cc:

"Kevin.Mayo@chandleraz.gov", "Bradford Terry (bterry@lamar.com)"

Hide Details

From: Adam Baugh <adam@witheymorris.com>

To: "Jodie.Novak@chandleraz.gov" <Jodie.Novak@chandleraz.gov>

Cc: "Kevin.Mayo@chandleraz.gov" <Kevin.Mayo@chandleraz.gov>, "Bradford Terry (bterry@lamar.com)" <bterry@lamar.com>

History: This message has been replied to.

Jodie,

Please accept this notice of withdrawal for case DVR15-0033.

G. Adam Baugh, Esq.

Withey Morris PLC

2525 E Arizona Biltmore Circle #A-212

Phoenix, AZ 85016

Ph: (602) 230-0600

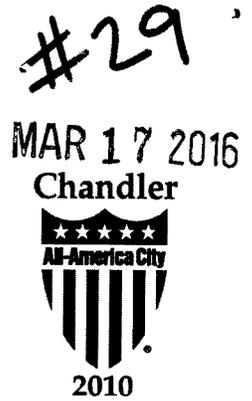
Fax: (602) 212-1787



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MEMORANDUM

Planning Division – CC Memo No. 16-026

DATE: MARCH 17, 2016

TO: MAYOR AND COUNCIL

THRU: MARSHA REED, ACTING CITY MANAGER *MR*
JEFF KURTZ, PLANNING ADMINISTRATOR
KEVIN MAYO, PLANNING MANAGER *KJC*

FROM: SUSAN FIALA, CITY PLANNER *SF*

SUBJECT: DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK)

Introduction and Tentative Adoption of Ordinance No. 4691

Request: Rezoning from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards along with a Preliminary Development Plan (PDP) for two 70 foot tall digital billboards

Location: Northeast corner of 56th Street and Loop 202 Santan Freeway

Applicant: Adam Baugh, Withey Morris PLC

Project info: Tract A, Retention Area, approximately 2.4 acres

RECOMMENDATION

Planning Commission and Planning Staff, upon finding the request to be inconsistent with the General Plan, recommend denial.

BACKGROUND

The subject site is located at the northeast corner of 56th Street and Loop 202 Santan Freeway, within the Frye Road Business Park, also known as the Santan Technology Park. The approximately 30-acre industrial development was approved by Council in May, 1999. The site is Tract A and identified as a retention area. Businesses within the industrial park include Botanicare and AvAir, located directly north of the tract. Arizona Department of Transportation right-of-way, for the Loop 202 Santan Freeway is south, and various industrial businesses are west and north. Four static message billboards are to the west and southwest of the site, located

on lands under the jurisdiction of Maricopa County. Another 12 billboards are located south of the freeway, within the Gila River Indian Community.

The request is for rezoning from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards along with a Preliminary Development Plan (PDP) for two 70 foot tall digital billboards. Each billboard would have two faces with digital message displays. Proposed development standards, related to setbacks, spacing, height, sign area, and illumination, are described in the Development Booklet.

The regulations for signs are established in the following sections of Chapter 39 of the Zoning Code:

39-3. - Definitions. *Billboard:* A structure portraying information not related to a business, commodity, service, entertainment or product existing on the premises upon which the sign is located.

39-9.9.F. Billboards are permitted along Chandler Boulevard and Arizona Avenue. Such signs are permitted only by a use permit.

39-9.12 - Planned area development designations. For such properties zoned with a planned area development (PAD) designation, all signing shall be subject to the standards specified for the C-3 zoning district unless otherwise governed by sign criteria specified either as part of a preliminary development plan approval by the Planning Commission and City Council, or other previous sign package approval by the City.

DISCUSSION

Planning Staff finds the request is inconsistent with the goals and policies of the General Plan. The Zoning Code is clear on the two conditions for consideration of billboards within the City of Chandler, Arizona Avenue and Chandler Boulevard, permitted only through a Use Permit. Additionally, the proposed 70 foot height exceeds that of the 45 feet maximum height permitted for billboards along Chandler Boulevard and Arizona Avenue. Furthermore, this western employment area is in close proximity to the future South Mountain Freeway. Growth opportunities and enhancement of this employment area should be preserved and allow for future intensification of employment along these major transportation corridors.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood letter was sent in lieu of a meeting on December 8, 2015. One property owner called to inquire about the request and obtain general information.
- Planning Staff received several phone calls from business owners who are opposed to the request. The concerns included: visual impacts, additional driver's distraction along the freeway, too many billboards exist on the south side of the freeway, and shading of solar panels. A letter of opposition is attached.

PLANNING COMMISSION VOTE REPORT

Motion to Deny.

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

Planning Commission unanimously denied the request with a recommendation for City Council to give Planning Staff direction to conduct a comprehensive review of billboards. Commissioners discussed the proposal at length and conveyed that the exhibits within the Development Booklet do not adequately portray nor tell the story of the request and what the public benefit of billboards is. Discussion also related to the scale and proportion of the billboards to the location and the design is not integrated with the development's design as do freeway monument signs. Further comments related to other jurisdictions process, as well as, directing staff to take a comprehensive review of potential locations, design criteria, and revenue sharing to obtain an overall picture and potential impacts of billboards.

RECOMMENDED ACTIONS

Rezoning

Planning Commission and Planning Staff recommend City Council deny DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK).

Preliminary Development Plan

Planning Commission and Planning Staff recommend City Council deny DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK).

PROPOSED MOTIONS

Rezoning

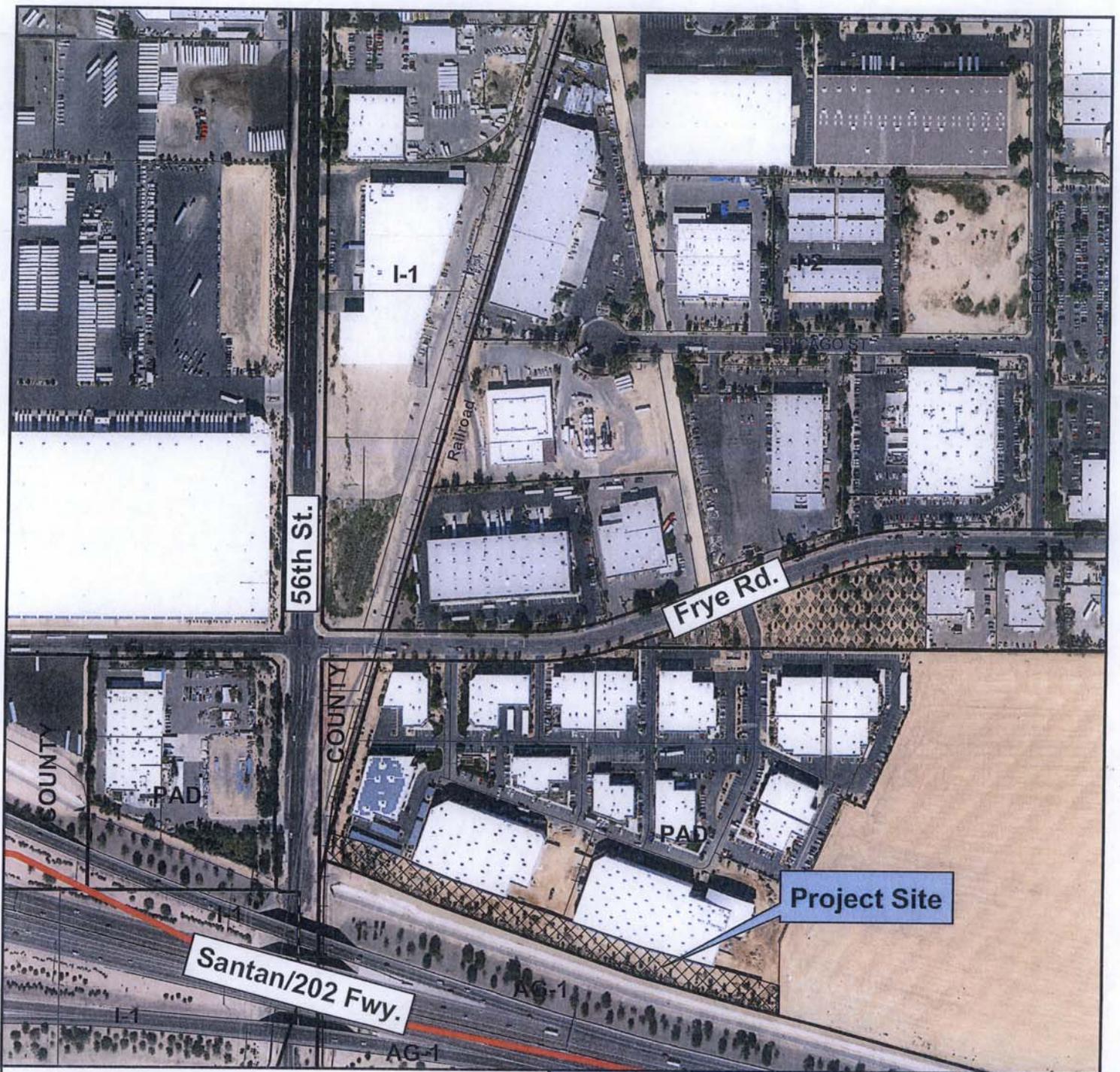
Move City Council deny Rezoning request DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK) from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards.

Preliminary Development Plan

Move City Council deny Preliminary Development Plan request DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK) for two 70 foot tall digital billboards.

Attachments

1. Vicinity Maps
2. Site Plan
3. Enlarged Plan
4. Billboard Elevation
5. Letter of opposition
6. Ordinance No. 4691 [if needed]
7. Development Booklet, Exhibit A

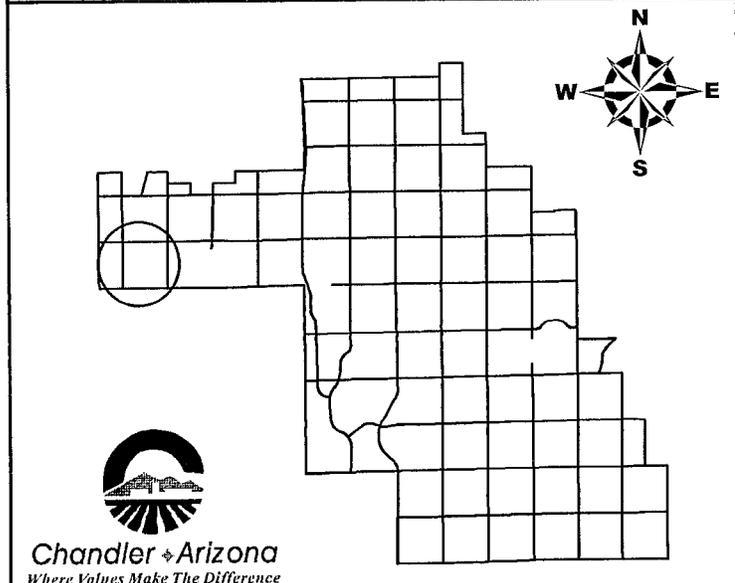
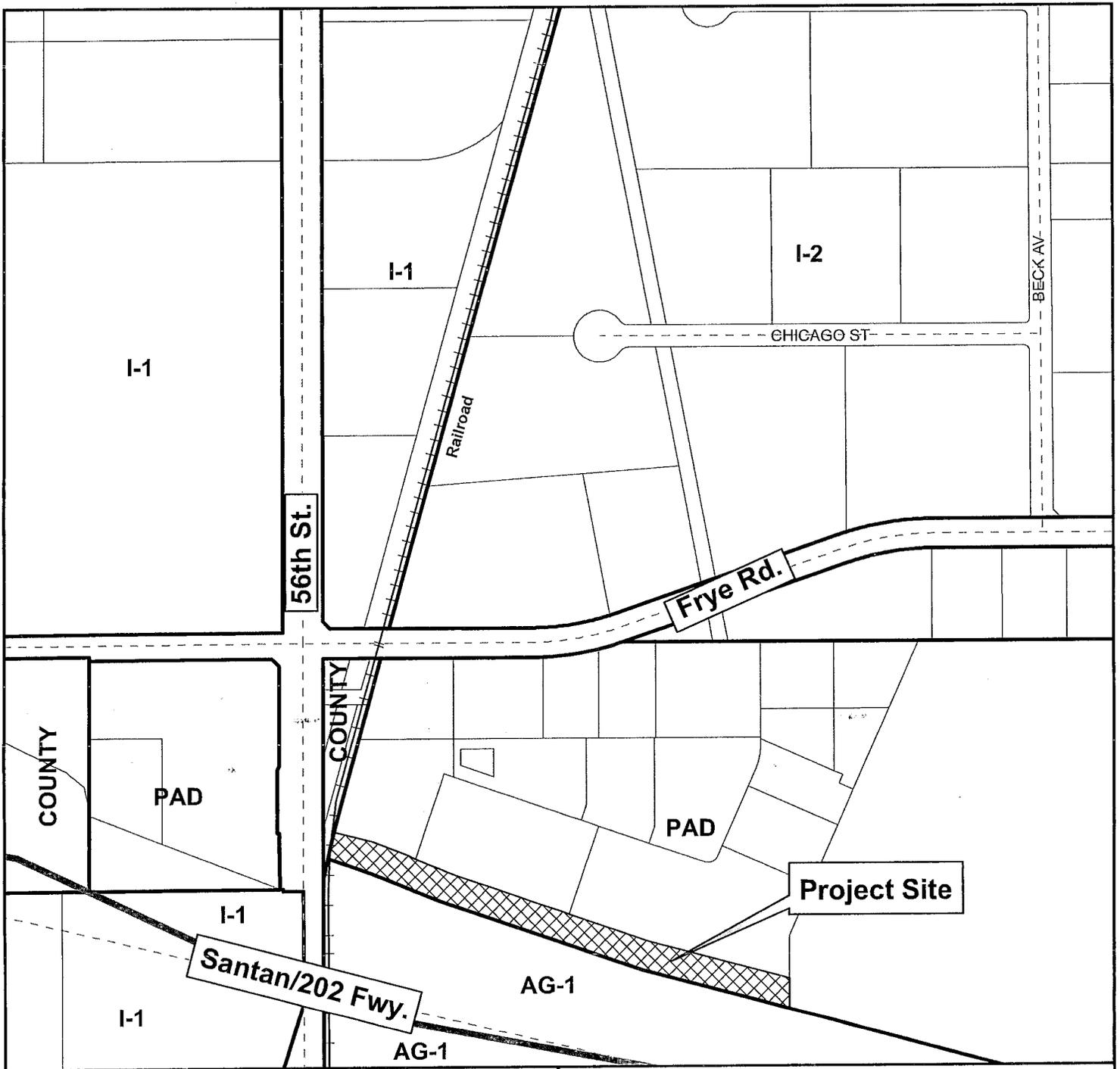


Vicinity Map

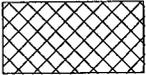


 DVR15-0033

**Frye Road Business Park
(Santan Technology Park)**

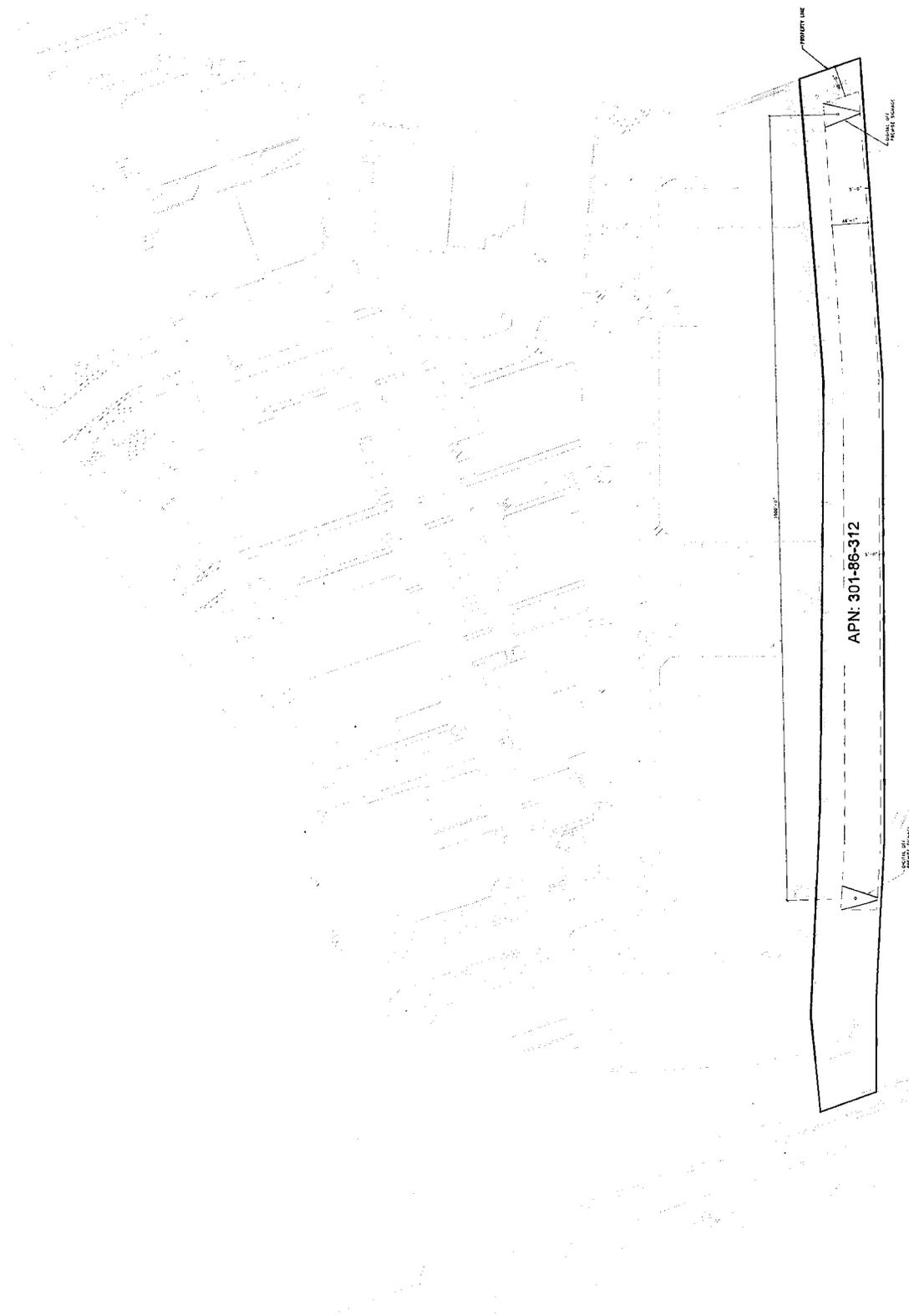


Vicinity Map


DVR15-0033

**Frye Road Business Park
(Santan Technology Park)**

CITY OF CHANDLER 12/17/2015



APN: 301-86-312

APN: 301-86-312

1000'-0"

APN: 301-86-312

PROPERTY
LINE

30'-0"

5'-0"

46'-1"

5'-0"

DIGITAL OFF PREMISE
SIGNAGE

DIGITAL OFF PREMISE
SIGNAGE





48'

14'

70'

\$2.99



THE EVERYDAY COLLECTION

EXPECT MORE. PAY LESS.

LAMAR

LAMAR

ADDRESS 202 & I-10
DATE 1-18-15
DRAWING NUMBER lamar-

14' x 48' Display area
70' overall height to top of display

February 9, 2016

Ms. Susan Fiala
City Planner
215 E. Buffalo St.
Chandler, AZ 85225

RE: DVR15-0033

Susan,

I own the building known as 6895 W. Frye Rd., located in the Frye Rd. Business Park. Please be advised that I am opposed to the request to install digital billboards in our business park. I feel the billboards will be detrimental for three primary reasons:

- 1) Eyesore: We are proud of our park and I can't imagine any of us building owners wanting these huge billboards within our park.
- 2) Property Devaluation: I believe these billboards would have a negative impact on the investments we have made in our respective properties.
- 3) Safety: These signs would be adjacent to the 202 & I-10 interchange. This is a very congested area already. The distraction to the drivers would definitely result in a safety issue.

Please feel free to call me if I can provide any further insights or opinions.

Thanks so much.

Dave Harris
6895 W. Frye Rd.
Chandler, AZ 85226

ORDINANCE NO. 4691

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) FOR LIGHT INDUSTRIAL TO PAD FOR LIGHT INDUSTRIAL AND BILLBOARDS IN CASE (DVR15-0033 FRYE ROAD BUSINESS PARK ((SANTAN TECHNOLOGY PARK)) 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:

TRACT A OF SANTAN TECHNOLOGY PARK, ACCORDING TO THE PLAT OF RECORD IN THE OFFICE OF THE COUNTY RECORDER OF MARICOPA COUNTY, ARIZONA, RECORDED IN BOOK 754 OF MAPS; PAGE 33.

Said parcel is hereby rezoned from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards, subject to the following condition:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Frye Road Business Park Off-Premise Signage", kept on file in the City of Chandler Planning Division, in File No. DVR15-0033, except as modified by condition herein.

