



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



**MEMORANDUM                      Transportation & Development - PZ Memo No. 12-090**

**DATE:**                      SEPTEMBER 25, 2012

**TO:**                              PLANNING AND ZONING COMMISSION

**THRU:**                      R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR  
                                    JEFF KURTZ, PLANNING ADMINISTRATOR  
                                    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. Staff, upon finding consistency with the General Plan and Planned Area Development zoning, recommends 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 ½-inch push-through lettering. Additional landscaping will also be provided at the base of the signs.

### **DISCUSSION**

Staff supports 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.

### **RECOMMENDED ACTION**

Staff, upon finding consistency with the General Plan, recommends 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

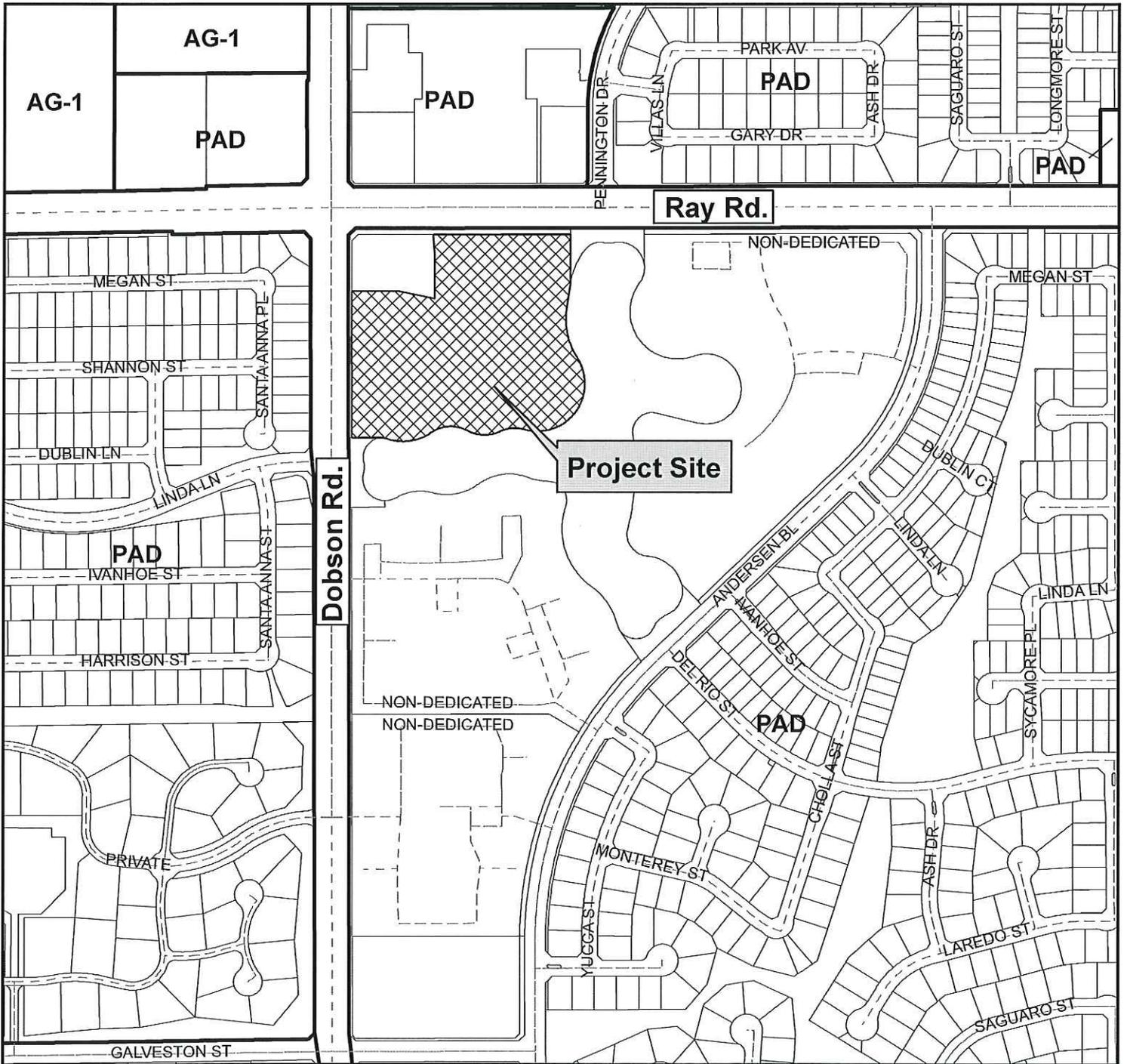
File PDP12-0001 BOARDWALK AT ANDERSON SPRINGS, except as modified by condition herein.

**PROPOSED MOTION**

Motion to recommend approval of PDP12-0001 BOARDWALK AT ANDERSON SPRINGS, Preliminary Development Plan for additional tenant panels, subject to the conditions recommended by Staff.

**Attachments**

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

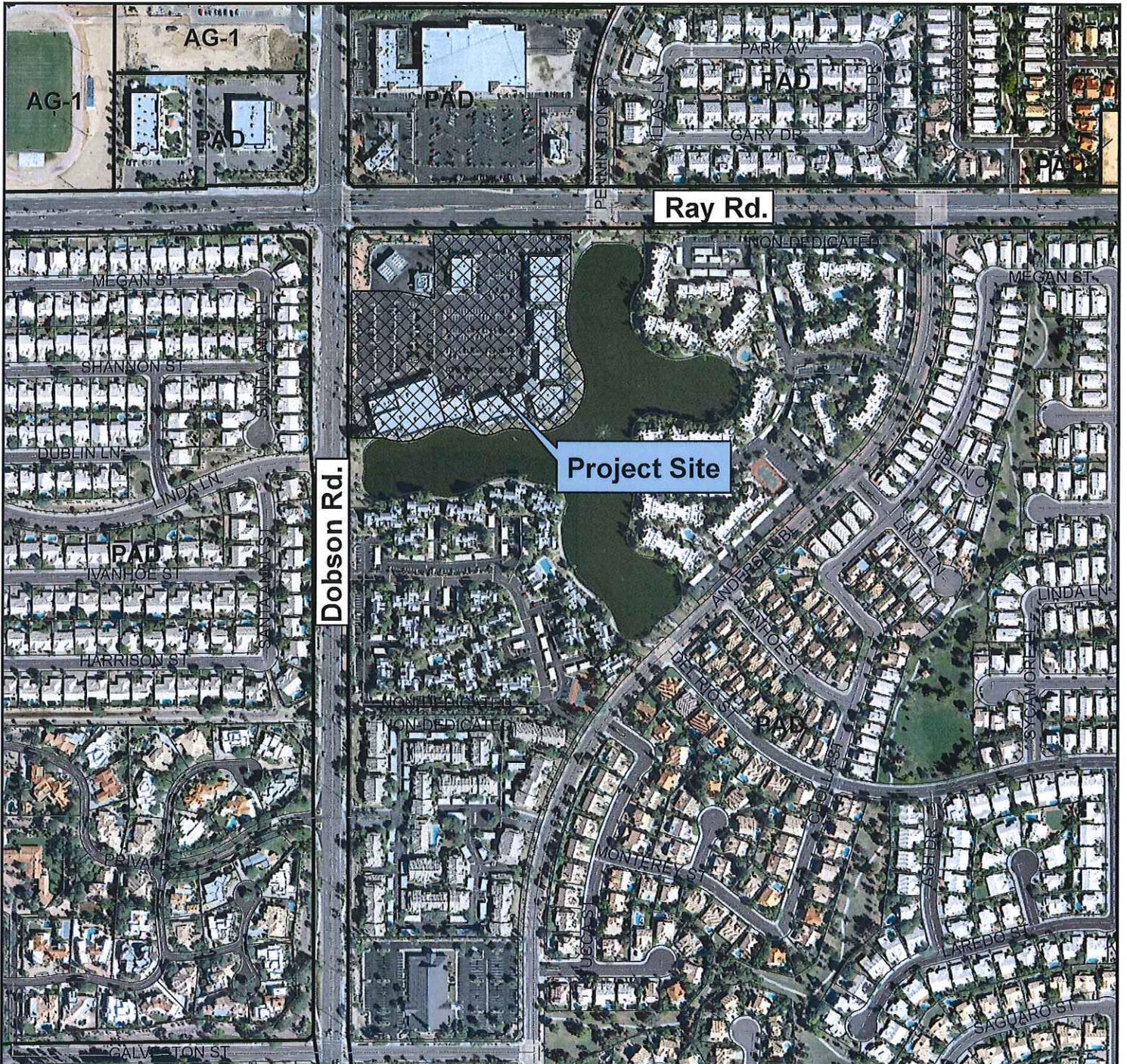


## Vicinity Map



PDP12-0001

**Boardwalk @ Anderson Springs**

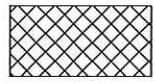


**Project Site**

**Ray Rd.**

**Dobson Rd.**

**Vicinity Map**



**PDP12-0001**

**Boardwalk @ Anderson Springs**



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

12-2171

Sales Representative:  
Ray Murchison

E-Mail:  
ray@royalsign.net

Drawing or Revision Date:  
7/22/12

Drawn By:  
CE

Reviewed 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.

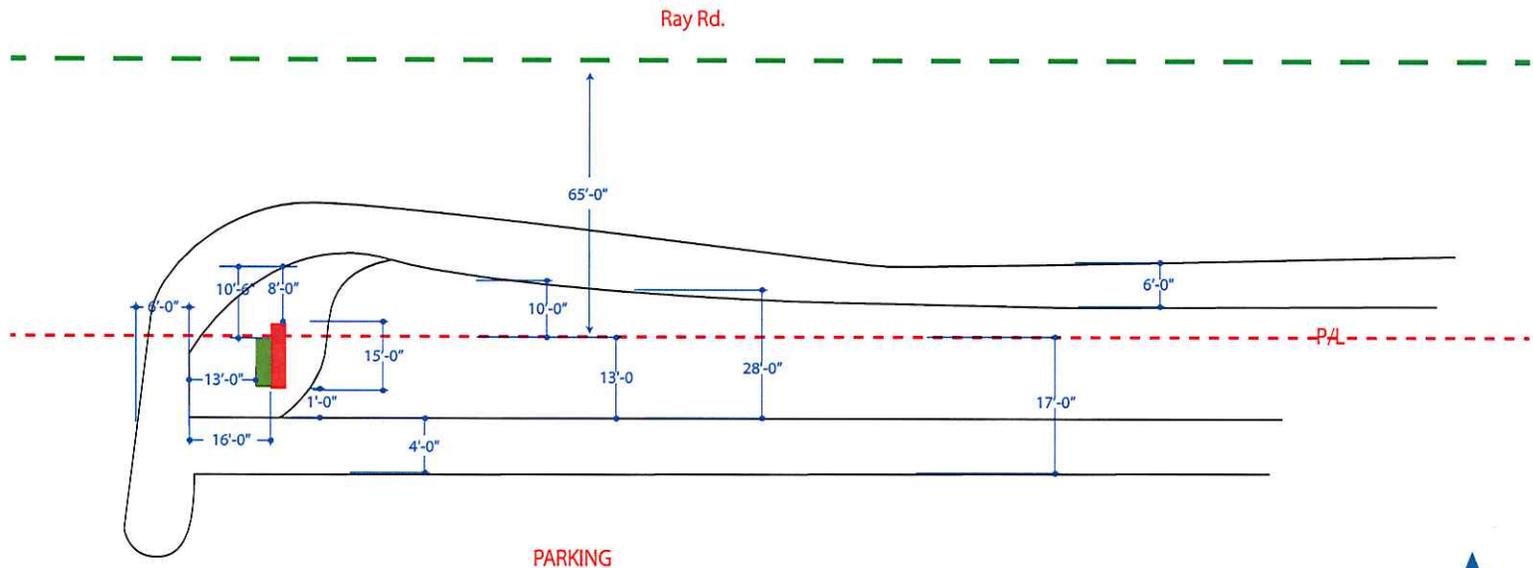
This original unpublished drawing  
is submitted solely for the project  
being planned. It is not to be  
reproduced or shown to persons  
outside of your organization  
without express written  
authorization from ROYAL SIGN  
GO COMPANY.

All applicable codes on these  
drawings are subject to change  
due to the availability of the latest  
local ordinances in the jurisdiction  
of installation. ROYAL SIGN  
GO COMPANY will not be held  
responsible for the sign design  
if it does not conform to the  
local jurisdiction's code. The  
customer is responsible for  
obtaining all applicable codes  
and for their compliance with  
the local jurisdiction's code.

Sheet Title  
Exterior

Scale:  
see drawing

Drawing Number  
12-2171



PARKING



- new sign
- Existing sign

**A** SITE PLAN NTS

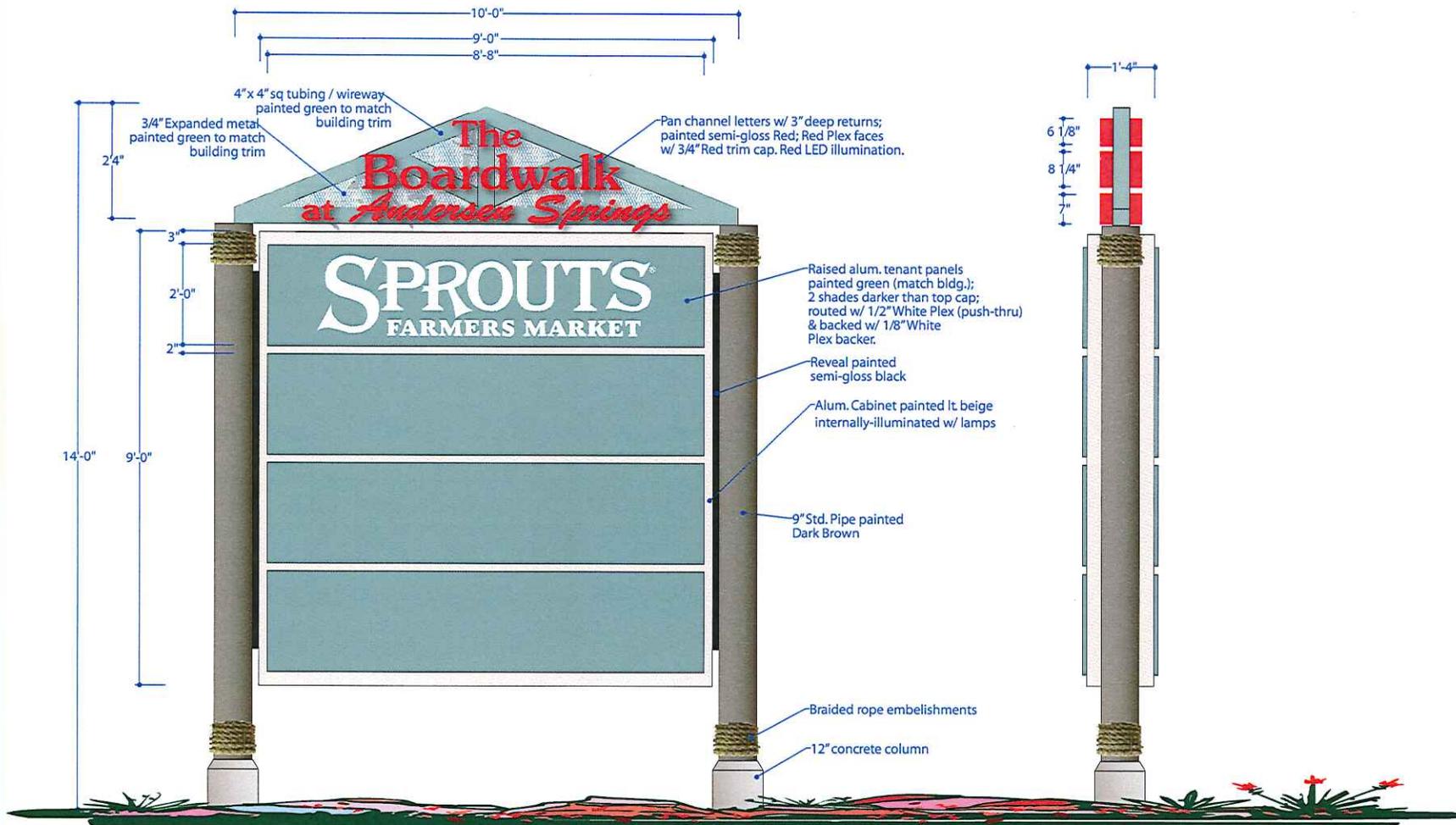
New Sign- 10'-0" long.  
Existing sign-15'-0" long'  
New sign must be behind P/L.p.



EXISTING

NEW SIGN ALONG RAY ROAD





**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



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

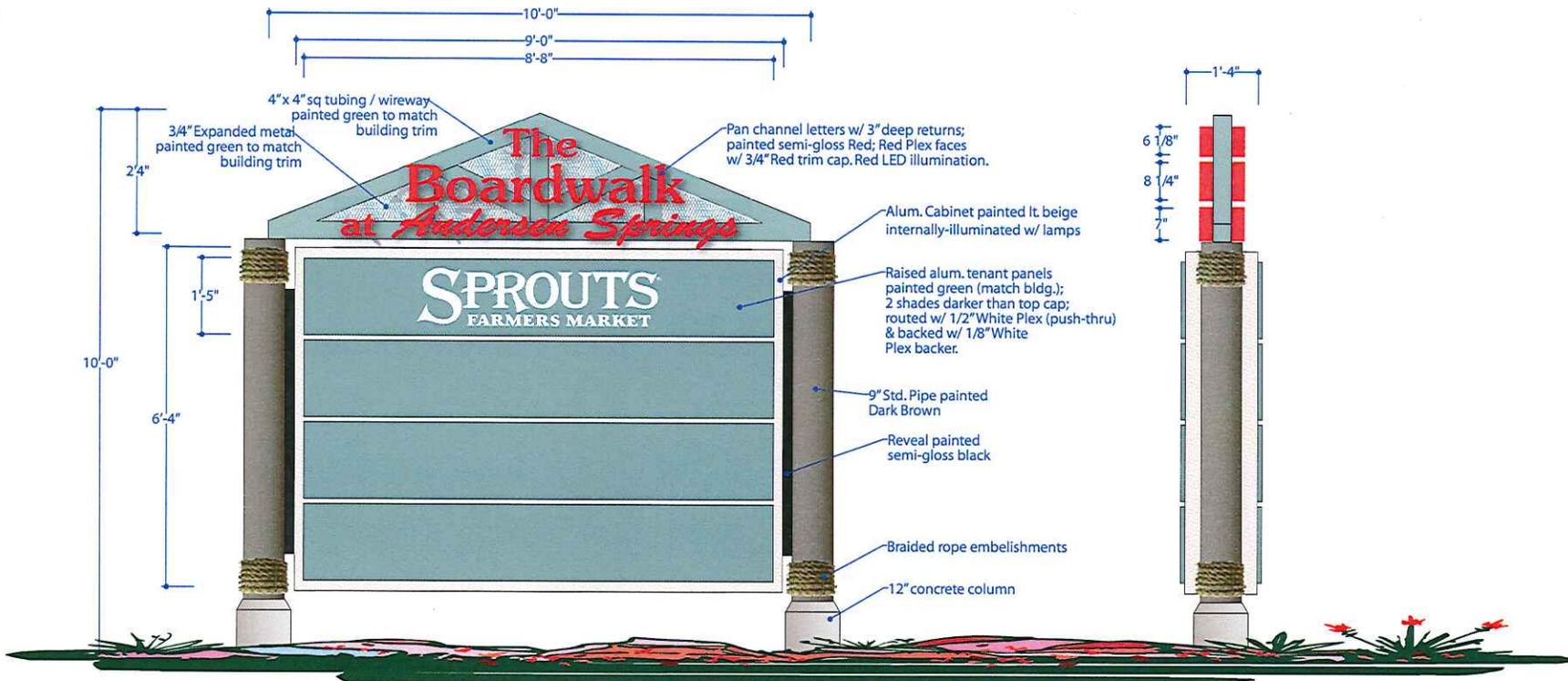
Sales Representative:  
**Ray Murchison**  
ray@royalsign.net  
Drawing or Revision Date:  
06 DEC 11  
Drawn By:  
RKP  
Revised By:  
RKP  
Comps Used:  
n/a

Approval Signatures  
Client:  
Contract:  
Sales:  
Estimating:

The original unpublished drawing is submitted solely for the project being prepared. It is not to be copied or shown to persons outside of your organization without express written permission from ROYAL SIGN COMPANY. All specified details on these drawings are subject to change without notice and the manufacturer of materials and methods of fabrication. ROYAL SIGN COMPANY will do their best to maintain the design details and appearance of all items. If the client is unable to meet the schedule for the project, the manufacturer will be notified and the project will be delayed or cancelled at the discretion of the manufacturer.

Sheet Title  
Location  
Exterior  
Scale:  
see drawing

Drawing Number  
**11-3818**



**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



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

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

Fonts Used:  
n/a

Approval Signatures

Client:

Location:

Sales:

Fabricator:

This original unpublished drawing is submitted solely for the project being prepared. It is not to be copied or shown to persons outside of your organization without written authorization from ROYAL SIGN COMPANY.  
All specified details 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 their best to maintain the design intent of these drawings at all times. If the owner or architect requires changes to be made, please contact the designer in writing. The designer will be responsible for any changes to the drawings. All drawings must be approved in writing prior to fabrication.

Sheet Title

Location  
Exterior

Scale:  
see drawing

Drawing Number

11-3819