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MEMORANDUM **Planning and Development – CC Memo No. 07-046**

DATE: FEBRUARY 22, 2007

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER
DOUG BALLARD, PLANNING & DEVELOPMENT DIRECTOR
JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR
BOB WEWORSKI, PRINCIPAL PLANNER

FROM: BILL DERMODY, CITY PLANNER

SUBJECT: DVR07-0004 FOOD CITY MONUMENT SIGN
Introduction of Ordinance No. 3897

Request: Rezoning existing Regional Commercial (C-3) zoning to Regional Commercial with a Planned Area Development overlay (C-3/PAD) with Preliminary Development Plan (PDP) approval for new monument signage

Location: Northeast corner of Ray Road and Arizona Avenue

Applicant: Affiliated Property Management, Donna Powell

Owner: Mitten Limited Partnership

RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Planning Commission and Staff recommend approval subject to conditions.

BACKGROUND

The application requests rezoning from Regional Commercial (C-3) zoning to Regional Commercial with a Planned Area Development overlay (C-3/PAD) with Preliminary Development Plan (PDP) approval for new monument signage in the shopping center anchored by Food City at the northeast corner of Ray Road and Arizona Avenue. Rezoning and PDP approval is necessary because the requested signage exceeds the maximum height and number of panels allowed by code.

The application requests permission to construct one 16-foot high monument sign with three sign panels and center identification to replace the previous two monument signs: one 14-foot high sign with two panels and center identification plus one 6-foot high sign with two panels. The request is prompted by the recent CIP work performed by the City of Chandler at the Ray Road and Arizona Avenue intersection. In the course of improving the intersection, the city removed the two shopping center monument signs along Arizona Avenue to allow for road widening. After the road widening, there will only be sufficient space to replace one of the monument signs.

The proposed monument sign is similar in design to the larger of the signs it is replacing. Like its predecessor, the proposed sign features internally illuminated aluminum cabinets with routed-out acrylic letters. The sign includes a decorative metal cap and several blue horizontal bands that are drawn from the center's architecture. Additionally, new landscaping will be provided at the sign's base.

This rezoning and PDP request addresses the center monument signage and is not intended to affect the center's land uses.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- At the time of this writing, Staff has received no telephone calls or letters from citizens opposed to this request.

COMMISSION VOTE REPORT

Motion to approve.

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

Recommended Conditions Nos. 2 through 5 were added in response to Planning Commission concerns regarding sign quality.

RECOMMENDED ACTION

Planning Commission and Staff, upon finding consistency with the General Plan, recommend approval of DVR07-0004 FOOD CITY MONUMENT SIGN subject to the following conditions:

1. Development shall be in substantial conformance with existing Regional Commercial (C-3) zoning except as modified by the application materials of this request (narrative, site plan, and illustrations) and associated conditions of approval.
2. The monument sign shall feature push-through acrylic letters.
3. A raised landscape planter shall be installed at the sign's base.
4. The sign shall be limited to 14' in height.

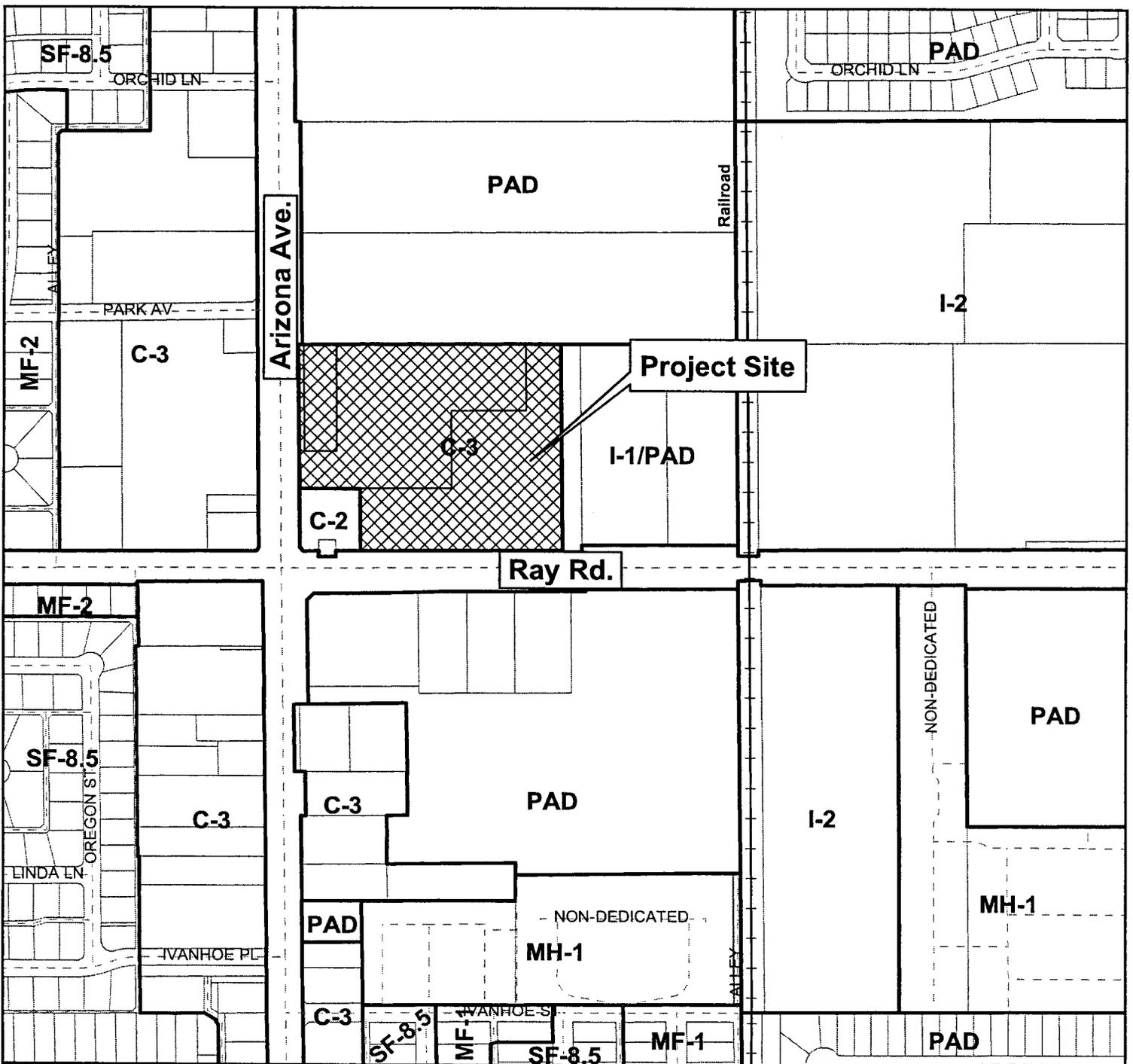
5. The Food City anchor tenant portion of the sign shall feature reverse pan-channel, halo-illuminated letters.

PROPOSED MOTION

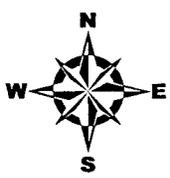
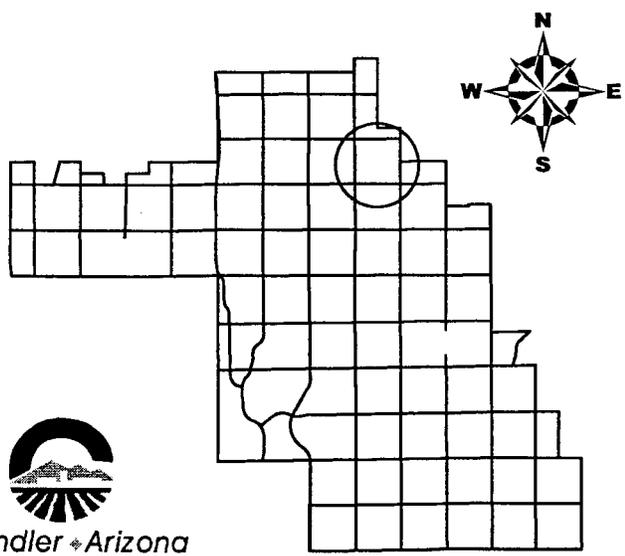
Move to introduce and tentatively adopt Ordinance No. 3897 approving the Planned Area Development zoning and Preliminary Development Plan in case DVR07-0004 FOOD CITY MONUMENT SIGN subject to the conditions recommended by Planning Commission and Staff.

Attachments:

1. Vicinity Map
2. Site Plan
3. Applicant Narrative
4. Sign Illustration
5. Photos of Old Signs (for comparison)
6. Ordinance No. 3897



Vicinity Map



DVR07-0004

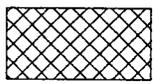
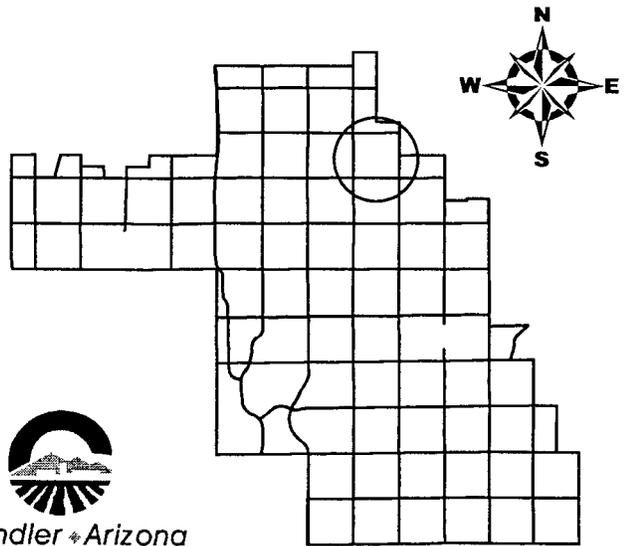
Food City Marketplace



Chandler Arizona
Where Values Make The Difference



Vicinity Map



DVR07-0004

Food City Marketplace

PLANT SCHEDULE

SYMBOL	BOTANICAL/Common NAME	SIZE
(Symbol: Circle with 'T')	EXISTING PLANT MATERIAL	
(Symbol: Circle with 'T')	EXISTING PALM	
(Symbol: Circle with 'T')	EXISTING TREE	
(Symbol: Circle with 'T')	EXISTING SHRUB	
(Symbol: Circle with 'T')	TREES	
(Symbol: Circle with 'T')	ACACIA SMALL	8 GAL
(Symbol: Circle with 'T')	ACACIA MEDIUM	10 GAL
(Symbol: Circle with 'T')	ACACIA LARGE	12 GAL
(Symbol: Circle with 'T')	ACACIA VERY LARGE	14 GAL
(Symbol: Circle with 'T')	ACACIA JUBILEE	16 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	18 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	20 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	22 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	24 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	26 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	28 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	30 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	32 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	34 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	36 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	38 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	40 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	42 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	44 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	46 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	48 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	50 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	52 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	54 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	56 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	58 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	60 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	62 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	64 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	66 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	68 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	70 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	72 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	74 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	76 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	78 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	80 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	82 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	84 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	86 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	88 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	90 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	92 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	94 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	96 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	98 GAL
(Symbol: Circle with 'T')	ACACIA MONSIEUR	100 GAL

CITY OF CHANDLER NOTES:

ALL PLANT MATERIALS SHALL BE MAINTAINED IN HEALTH AND SHALL BE REPLACED UNDER TERMS OF THE AGREEMENT WITH THE CITY OF CHANDLER. ANY PLANT MATERIALS WHICH ARE DAMAGED OR DESTROYED BY THE CONTRACTOR SHALL BE REPLACED WITHIN 90 DAYS OF THE DATE OF THE CONTRACT. ANY PLANT MATERIALS WHICH ARE DAMAGED OR DESTROYED BY THE CONTRACTOR SHALL BE REPLACED WITHIN 90 DAYS OF THE DATE OF THE CONTRACT. ANY PLANT MATERIALS WHICH ARE DAMAGED OR DESTROYED BY THE CONTRACTOR SHALL BE REPLACED WITHIN 90 DAYS OF THE DATE OF THE CONTRACT.

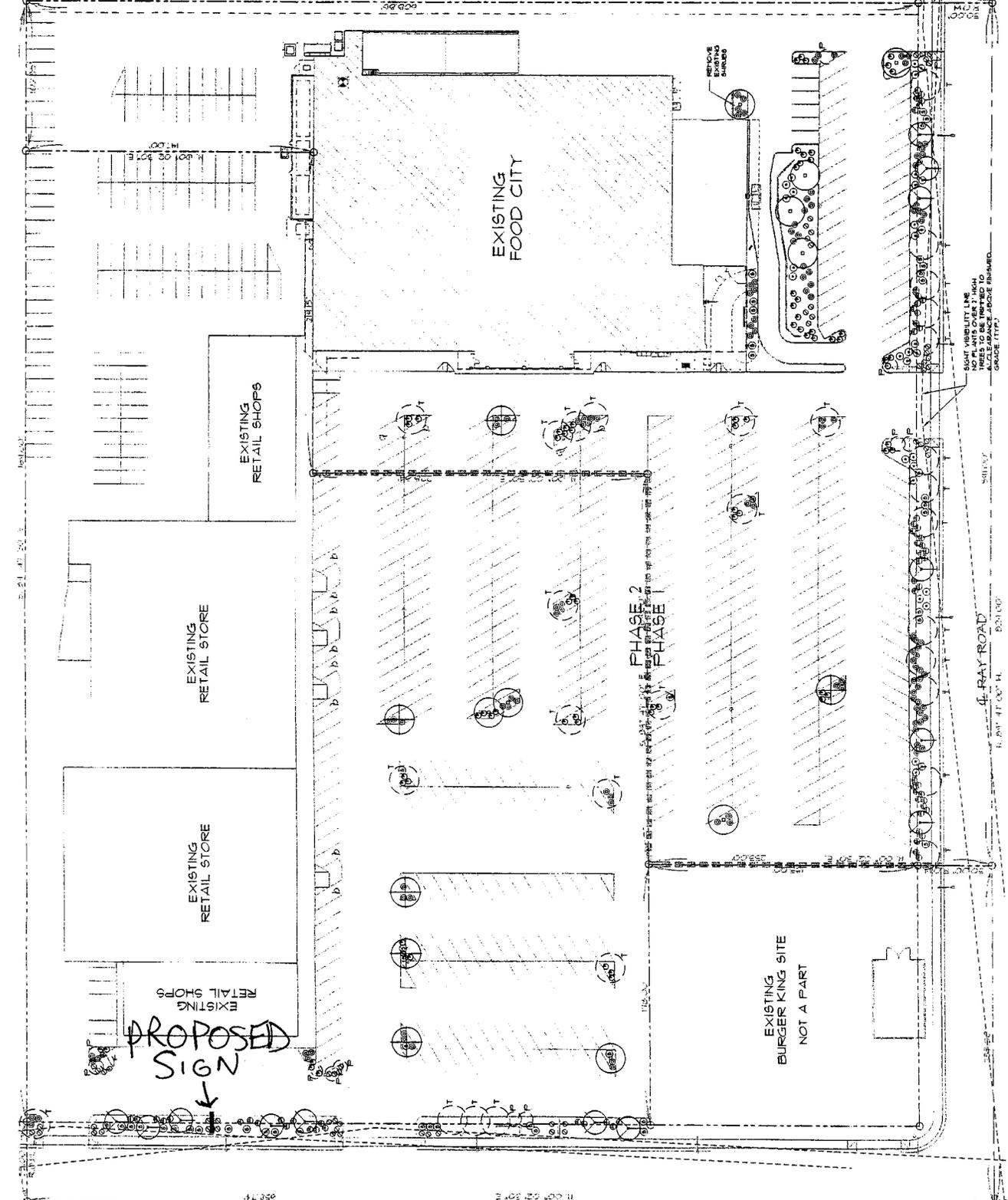
LANDSCAPE PLAN

SCALE: 1" = 30'

DATE: 10/1/11

REVISIONS:

SHEET: _____ OF _____



FOOD CITY MARKETPLACE
1001 NORTH ARIZONA AVENUE
CHANDLER, AZ 85225

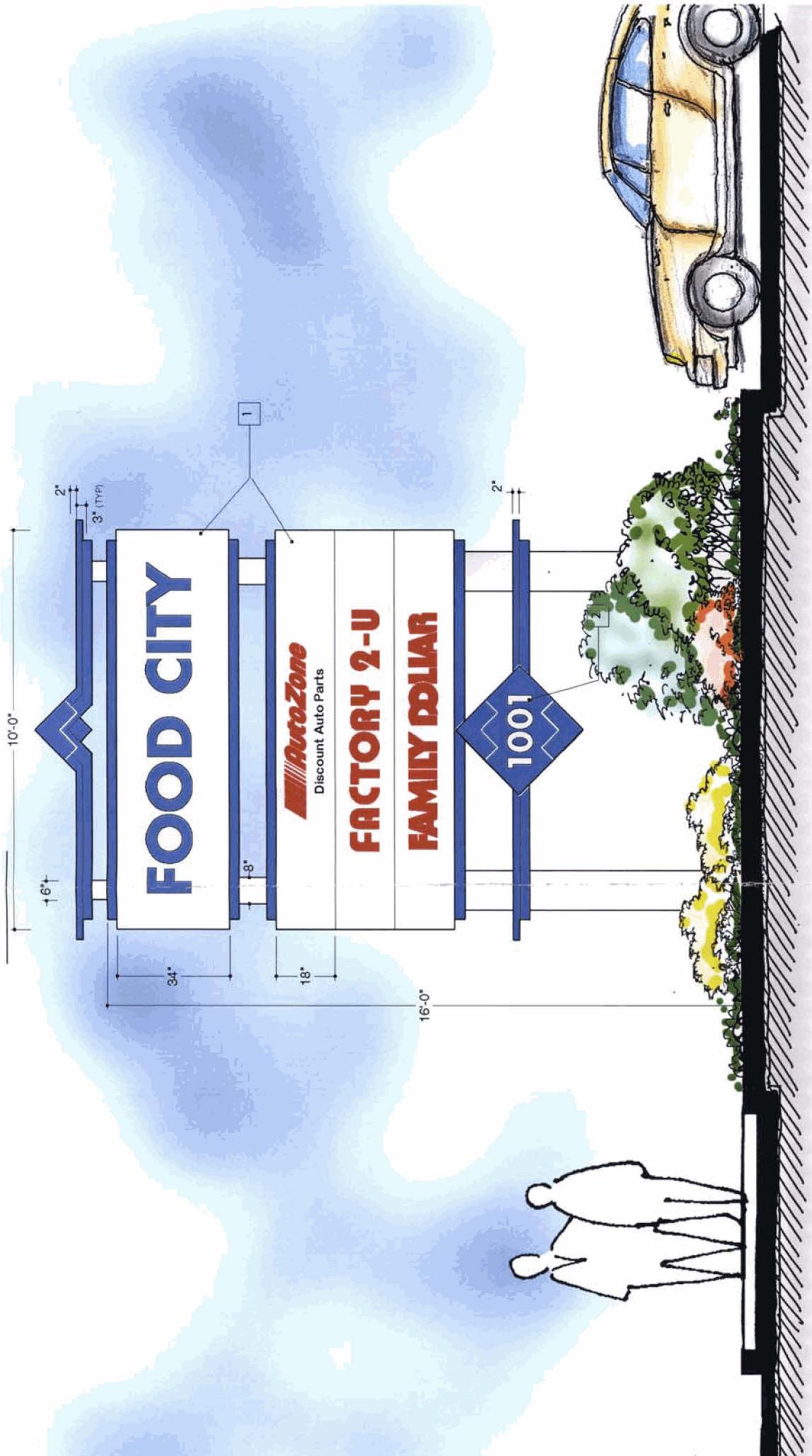
APPLICATION FOR REZONING AND PDP

Please accept this application for the rezoning of parcels 302-40-004J, 302-40-004L and 302-40-004M.

Application is made for a rezoning from C-3 to C-3 with a PAD overlay for the shopping center signage only and will not affect the property's rights and entitlements under its current C-3 zoning. In conjunction with this rezone application a request for approval of the proposed monument sign is made.

Prior to the City of Chandler street improvement project this property had two monument signs located along Arizona Avenue, our primary monument sign and a secondary monument sign. This monument sign request is for the replacement of the signs removed as a result of the street improvements. The proposed sign is of a design more in keeping with the exterior of the center, incorporating similar color and architectural features as the building. A new monument sign of three panels replaces the previous two signs of two panels each. The new sign is the same width (10 feet) as the original sign. It will need to be moved a minimal amount to the east to accommodate the new city easement.

Additional landscape will be incorporated around the base of the new monument sign in keeping with current sign requirements. It is our understanding that upon completion of the street improvement work landscape material will be return along Arizona Avenue where enough space exists for plantings by the City of Chandler.



Architectural Elevation



ORDINANCE NO. 3897

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM C-3 REGIONAL COMMERCIAL DISTRICT TO C-3/PAD REGIONAL COMMERCIAL DISTRICT WITH PLANNED AREA DEVELOPMENT OVERLAY (DVR07-0004 FOOD CITY MONUMENT SIGN) 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:

See Attachment 'A'

Said parcel is hereby rezoned from C-3 Regional Commercial District to C-3/PAD Regional Commercial District with Planned Area Development overlay subject to the following conditions:

1. Development shall be in substantial conformance with existing Regional Commercial (C-3) zoning except as modified by the application materials of this request (narrative, site plan, and illustrations) and associated conditions of approval.
2. The monument sign shall feature push-through acrylic letters.

3. A raised landscape planter shall be installed at the sign's base.
4. The sign shall be limited to 14' in height.
5. The Food City anchor tenant portion of the sign shall feature reverse pan-channel, halo-illuminated letters.

SECTION II. Except where provided, nothing contained herein shall be construed to be an abridgment of any other ordinance of the City of Chandler.

SECTION III. The Planning & Development Department of the City of Chandler is hereby directed to enter such changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this ordinance.

INTRODUCED AND TENTATIVELY APPROVED by the City Council this ____ day of _____, 2007.

ATTEST:

CITY CLERK

MAYOR

PASSED AND ADOPTED by the City Council this ____ day of _____, 2007.

ATTEST:

CITY CLERK

MAYOR

CERTIFICATION

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 3897 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the _____ day of _____, 2007, and that a quorum was present thereat.

CITY CLERK

APPROVED AS TO FORM:

CITY ATTORNEY *GAB*

PUBLISHED: