

#14

APR 12 2007



Chandler • Arizona
Where Values Make The Difference

MEMORANDUM

Planning and Development – CC Memo No. 07-066

DATE: MARCH 22, 2007

TO: MAYOR AND CITY COUNCIL

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

FROM: KEVIN MAYO, SENIOR CITY PLANNER

SUBJECT: PDP07-0003 THE PARK AT SANTAN

Request: Preliminary Development Plan (PDP) approval amending a comprehensive sign package for a Mixed-Use Office and Retail development

Location: SWC Ray Road and the Loop 101 (Price Freeway)

Applicant: Mike Withey
Withey Anderson & Morris, P.L.C.

Project Info: 18.2-acre site, 241,000 total square-feet of office space; 5-story 214,000 square-foot office building, 27,000 square-feet of single-story office space, 35,000 square-feet of retail space

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and the approved Planned Area Development (PAD) zoning, Planning Commission and Staff recommend approval of the Preliminary Development Plan (PDP) Amendment subject to conditions.

BACKGROUND

The request is for Preliminary Development Plan (PDP) approval amending a comprehensive sign package for an office and retail development located at the southwest corner of Ray Road and the Loop 101 Price Freeway. The site is bordered to the north by the San Tan Corporate

Center office development. To the west is the existing single-family residential neighborhood, D'Arcy Ranch. Adjacent on the south is the Pinnacle Terrace apartment complex, and to the east is the Loop 101 (Price Freeway). The subject site received PAD zoning approval for a commercial office and retail development in October 2004, including Preliminary Development Plan (PDP) approval for a 5-story office building, a 4-level parking garage, 27,000 square-feet of single-story office space, and 35,000 square-feet of retail space. The development is currently under construction.

A comprehensive sign package was approved on October 26, 2006 that included the sign criteria for all building mounted signage as well as the freestanding monument signs and freestanding on-site directional signage. The comprehensive sign package continued the development's high-quality image by maintaining a uniform look for the building mounted signage for the various future tenants. All building mounted signage upon not only the single-story office and retail buildings, but also the five-story office building was approved as individual reverse pan-channel lettering. The letters have a uniform brushed aluminum finish in the 'Gill Sans' typeface. The tenants have the option of either non-illuminated signage, or an amber colored halo illumination. All signage facing the residential neighborhood west of Federal Street is strictly non-illuminated.

The site plan contained within the attached Development Booklet indicates the locations of the various approved freestanding monument signs. Overall, the freestanding monument signage design incorporates numerous architectural elements and materials found upon the buildings providing for a compatible integration within the development. Two 12-foot tall 8-tenant panel freestanding monument signs are located along Ray Road. A single 4-foot tall 4-tenant panel freestanding monument sign is located along the Price Frontage Road at the site's southeast corner. The freestanding monument signs include a stone veneer base with a 2-inch sandstone cap, stucco column, and ¼-inch thick painted steel plates separating the tenant panels. The tenant panels are routed out letters from a black anodized metal panel, with a uniform white translucent acrylic backing, and internally illuminated. The design theme found upon the freestanding monument signs continues upon the various project identification walls located at major entry points. Finally, the sign package included the on-site directional signage that incorporates similar design elements.

The applicant has represented difficulties with tenant occupancy due to the very restrictive approved sign package. Tenants that would otherwise locate at this site have gone elsewhere due to the lack of ability to utilize corporate colors, fonts and logos on the building mounted signage. The requested Preliminary Development Plan Amendment seeks to amend the building mounted signage component to allow the flexibility to utilize a company's corporate colors, fonts and logos. The previously approved sign criteria for building mounted signage regarding sign location, letter size, and letter type remain. The letters will continue to be a maximum 24-inch high, 2-inch thick brushed aluminum reverse pan-channel lettering either non-illuminated, or amber-color halo-illuminated, however are proposed to allow the various tenants flexibility to utilize their corporate colors, fonts and/or logos. All signage facing Federal Street will remain non-illuminated. The request does not include any proposed amendments to the freestanding monument signage along the street rights of way. The monument signs will maintain the uniform size, color and font lettering maintaining the high-quality image for the development.

Staff supports the Preliminary Development Plan Amendment finding the comprehensive sign package continuing to represent a high quality design. The freestanding monument signs are highly stylized and integrate well with the approved architectural theme. The proposed building mounted signage will continue to maintain a uniform look for all future tenants, while allowing corporate color, font and/or logo flexibility. Finally, the non-illuminated signage facing the residential homes prevents future incompatibilities.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood meeting was held on 02/26/07 at the Sheraton San Marcos Resort. Two neighbors attended the meeting. No neighbors offered any opposition to the proposed Preliminary Development Plan.

Staff has received the attached letter of opposition from an adjacent homeowner of D'Arcy Ranch. The homeowner cites the previously approved sign package as a 'higher' quality sign package compared with the proposed amendment seeing no warrant in the perceived lowering of quality.

PLANNING COMMISSION VOTE REPORT

Motion to approve:

In Favor: 4 Opposed: 0 Absent: 3 (Anderson, Creedon, Gulsvig)

RECOMMENDED ACTION

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

1. Compliance with the original stipulations adopted by the City Council as Ordinance 3622, case DVR04-0048 SANTAN MIXED USE AMENDED, except as modified by condition herein.
2. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "The Park at Santan" kept on file in the City of Chandler Planning Services Division, in File No. PDP07-0003, 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.
4. All building mounted signage facing Federal Street shall be non-illuminated.
5. All raceway signage shall be prohibited within the development.

6. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
7. All future signage shall be consistent with the signage contained within the attached exhibits with regards to sign type and quality. Any deviations shall require separate Preliminary Development Plan approval.
8. Building mounted signage shall occur upon the building facades in an orderly manor.

PROPOSED MOTION

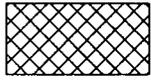
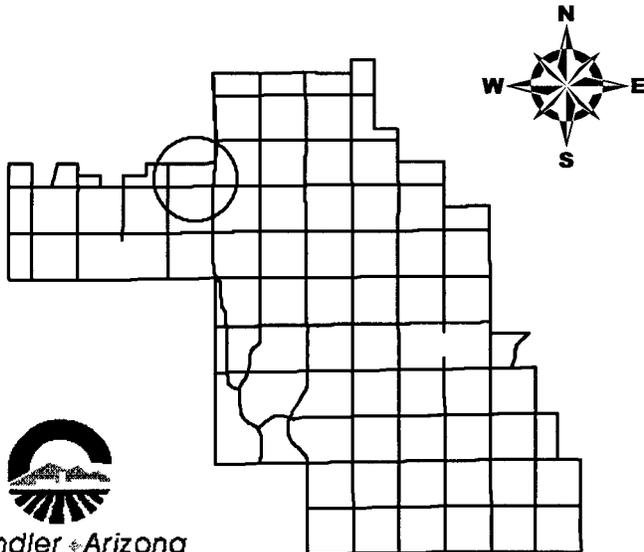
Move to approve the Preliminary Development Plan in case PDP07-0003 THE PARK AT SANTAN subject to the conditions recommended by Planning Commission and Staff.

Attachments

1. Vicinity Map
2. Ordinance No. 3622
3. Site Plan
4. Sign exhibits
5. Letter of Opposition



Vicinity Map



PDP07-0003

The Park at San Tan



Chandler Arizona
Where Values Make The Difference

ORDINANCE NO. 3622

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) MIXED USE TO PLANNED AREA DEVELOPMENT (PAD) MIXED USE AMENDED (DVR04-0048 SANTAN MIXED USE AMENDED) 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 PAD Mixed Use to PAD Mixed Use Amended, subject to the following conditions:

- 1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "San Tan Mixed Use Amended" kept on file in the City of Chandler Planning Services Division, in File No. DVR04-0048, except as modified by condition herein.**
- 2. Right-of-way dedications to achieve full half width for Ray Road and Federal Street, including turn lanes and deceleration lanes, per the standards of the Chandler Transportation Plan.**
- 3. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals.**
- 4. The developer shall be required to install landscaping in the arterial street median adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.**

5. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
6. Approval by the Director of Planning and Development of plans for landscaping (open spaces and rights-of-way) and perimeter walls.
7. 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.
8. All perimeter landscaping along Federal Street and Ray Road shall be installed as a part of Phase I.
9. Retail A1, Retail A2 and Retail E are shown at a conceptual level only. Future PDP approval for building architecture is required.
10. The proposed median break on Ray Road shall be deleted or as otherwise approved by the Director of Public Works and ADOT.
11. The office building will be limited to five (5) stories in height. The building will be approximately 75-feet in height, with no more than a 10% variance allowed. This height is measured from the finished grade to the top of the roof deck. The building will have approximately the same square-footage as was originally approved in the PAD application of November 2003.
12. The parking structure will be no more than four (4) levels, and no higher than 37.5-feet, measured from the finished grade to the top of the spandrel panel. The stair elements are excluded from this limitation.
13. The parking structure will have no car shade canopies on the fourth (4th) level. This restriction does not apply to the canopies over the stairwells.
14. The parking garage will follow the same architectural theme as was outlined in the PAD document, dated November 2003.
15. A northbound right-turn lane will be installed on Federal Street at Ray Road by the project developer as part of the first phase of the project. The design of this turn lane will be approved by the City.
16. The parking garage will have the same landscape buffer as was contained in the zoning approval of May 13, 2004; case number DVR03-0036.

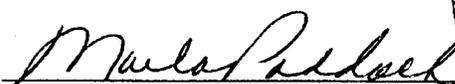
17. The developer shall post the westbound exit onto Federal Street at Ross Drive as Left-Turn and Right-Turn only.

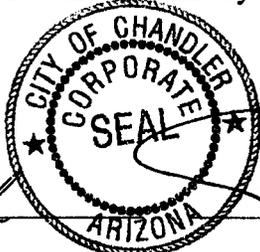
SECTION II. Except where provided, nothing contained herein shall be construed to be and abridgment of any other ordinance of the City of Chandler.

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 25th day of October 2004.

ATTEST:


CITY CLERK


MAYOR

PASSED AND ADOPTED by the City Council this 28th day of October 2004.

ATTEST:


CITY CLERK


MAYOR

CERTIFICATION

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 3622 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 28th day of October 2004, and that a quorum was present thereat.

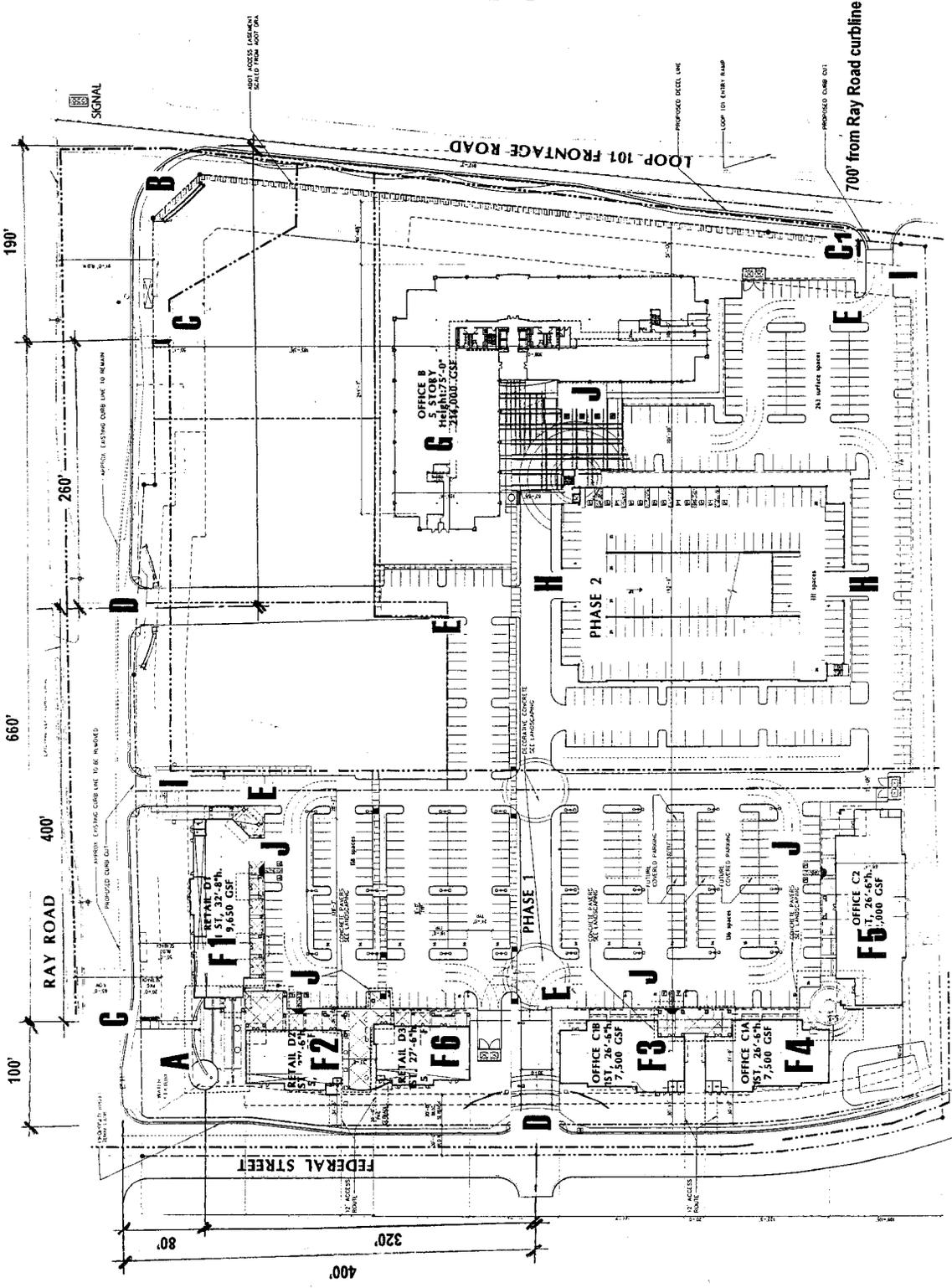

CITY CLERK

APPROVED AS TO FORM:


CITY ATTORNEY

SIGN ELEMENT LEGEND

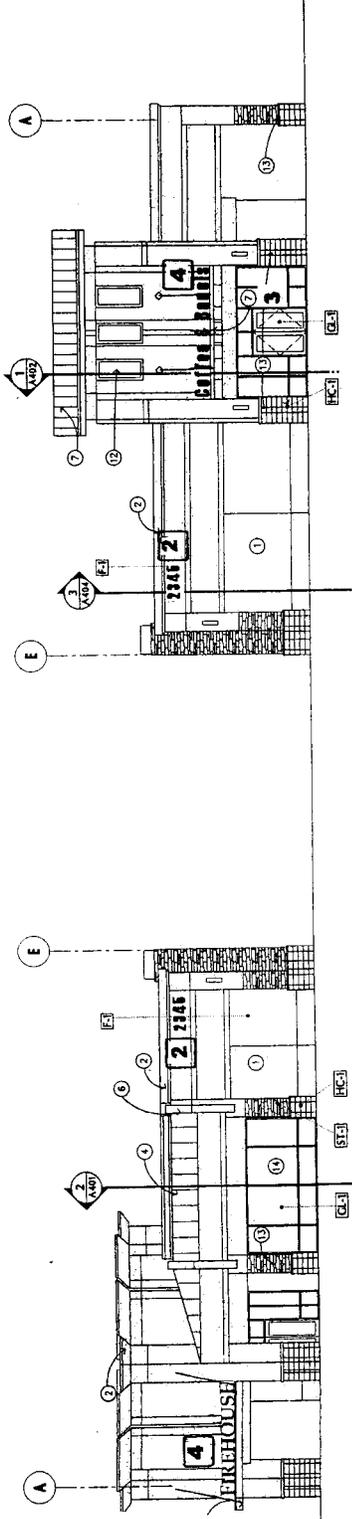
- A** fountain wall project ID sign
- B** corner wall project ID sign
- C** vertical tenant street directory
- C1** secondary tenant street directory
- D** primary entry project ID sign
- E** tenant site interior directory
- F** office and retail building signage
- G** 5 story office building signage
- H** garage entry signage
- I** regulatory signage (varies by location)
- J** accessible parking signage



the **PARK at SAN JUAN**
MASTER SIGN CRITERIA PLAN

**building-mounted
signage criteria**

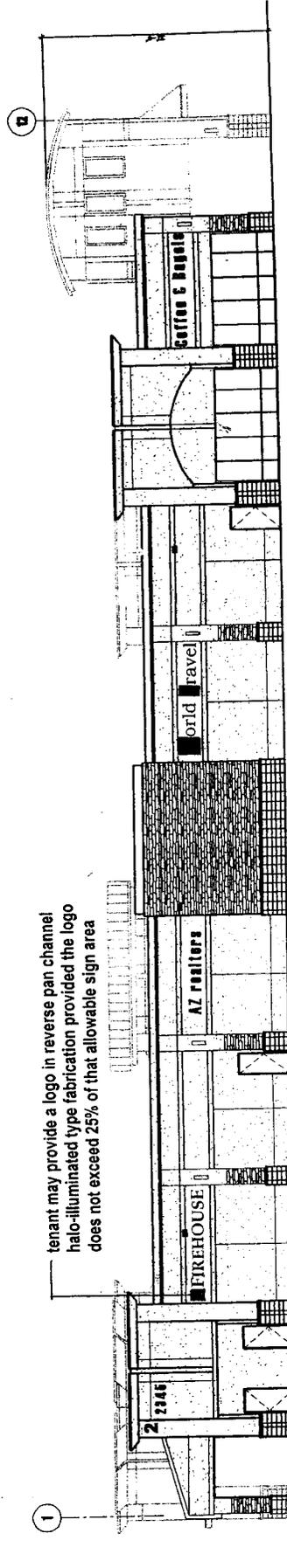
1. tenant names shall be a maximum of 24" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface with an option for tenants to install amber color halo illumination (no illuminated signage permitted along Federal Street)
2. addresses shall be a maximum of 18" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface in accordance with City of Chandler fire requirements
3. glass applied signage location (see detail)
4. 24" maximum x 1/2" thick brushed aluminum plate letters attached to leading edge of canopy element



C EAST ELEVATION - D1

B WEST ELEVATION - D1

tenant may provide a logo in reverse pan channel halo-illuminated type fabrication provided the logo does not exceed 25% of that allowable sign area



A NORTH ELEVATION - D1

NOTE

tenants may incorporate brand logos and/or logotypes and brand colors within the maximum size indicated above

F1 office and retail building signage

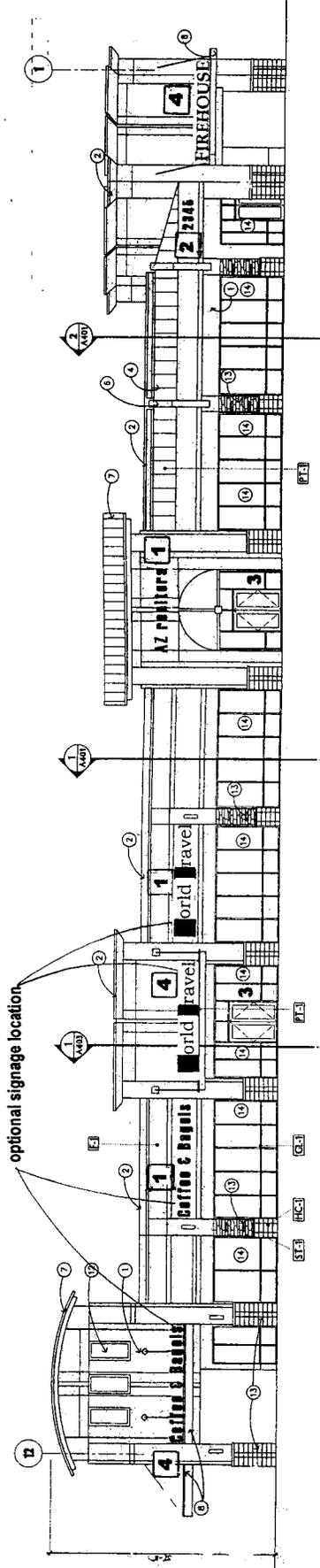
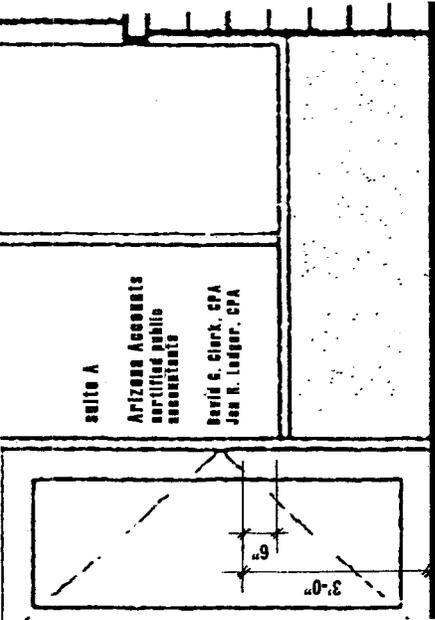
scale: 1/16" = 1'-0"

building-mounted signage criteria

1. tenant names shall be a maximum of 24" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface with an option for tenants to install amber color halo illumination (no illuminated signage permitted along Federal Street)
2. addresses shall be a maximum of 18" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface in accordance with City of Chandler fire requirements
3. glass applied signage location (see detail)
4. 24" maximum x 1/2" thick brushed aluminum plate letters attached to leading edge of canopy element

glass-applied signage detail elevation

scale: 1/2" = 1'-0"
 {business name, suite number, names of principals, owner, proprietor, business hours, emergency numbers & regulatory information such as NO smoking}



D SOUTH ELEVATION - D1

NOTE

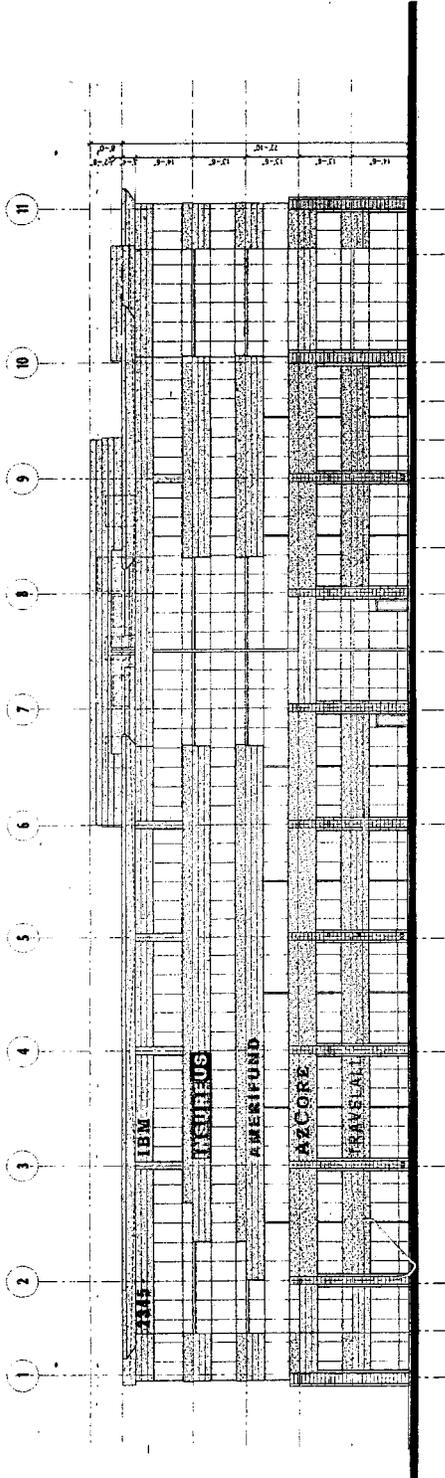
tenants may incorporate brand logos and/or logotypes and brand colors within the maximum size indicated above

F1 office and retail building signage

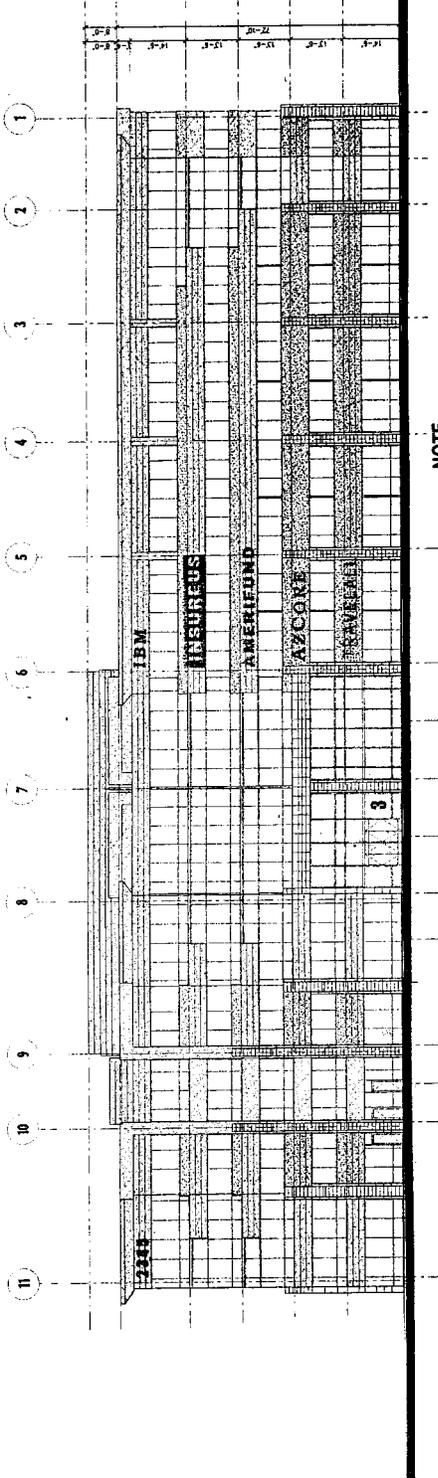
scale: 1/16" = 1'-0"

**building-mounted
signage criteria**

1. tenant names shall be a maximum of 36" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface with an option for tenants to install amber color halo illumination (no illuminated signage permitted along Federal Street)
2. addresses shall be a maximum of 24" high 2" reverse pan channel brushed aluminum finish letters in the Gill Sans typeface in accordance with City of Chandler fire requirements
3. glass applied signage location (see detail)



EAST ELEVATION



WEST ELEVATION

NOTE

signage for this building may be located in locations that may not necessarily correspond to the tenant space either horizontally or by floor location at the discretion of ownership and management.

NOTE

tenants may incorporate brand logos and/or logotypes and brand colors within the maximum size indicated above

6 5 story office building signage
scale: 1/32" = 1'-0"

Planning & Zoning Commission,

I am writing to voice my **opposition** to the proposed sign amendment to the Park at San Tan.

Last year a sign package was approved, below is an excerpt.

"The comprehensive sign package continues the development's high-quality image by maintaining a uniform look for the building mounted signage for the various future tenants."

I ask, why should we lower the quality? I will see these lower quality signs everyday, as they will be visible if I look out my back windows or from my back yard.

A handwritten signature in black ink, appearing to read "Holly Hall". The signature is written in a cursive style with a large initial "H".

Holly Hall
480-821-2122
Darcy Ranch