

# 15  
APR 12 2007



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

**MEMORANDUM**

**Planning and Development – CC Memo No. 07-084**

**DATE:** APRIL 4, 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:** PDP07-0005 CHANDLER AUDI MONUMENT SIGN

**Request:** Preliminary Development Plan (PDP) approval of freestanding monument signs as part of an automotive sales and service development

**Location:** 7460 W. Orchid Lane  
West of the northwest corner of 54<sup>th</sup> Street and Orchid Lane (1/4 mile north of Ray Road)

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

**Project Info:** Approximately 24.14-acres, three automobile dealerships

**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) subject to conditions.

**BACKGROUND**

The request is for Preliminary Development Plan (PDP) approval of freestanding monument signs as part of an automotive sales and service development. The approximate 24-acre site currently includes the existing Lexus of Chandler and Mercedes of Chandler automobile dealerships. At the

time the site received zoning approval, a third future dealership was conceptually shown. The dealership has now been identified as Chandler Audi, currently under construction. The subject site is bordered by commercial land incorporated within the City of Tempe to the north, Freeway Chevrolet and future Chandler BMW on the south, and Earnhardt Ford on the east. Interstate 10 abuts the property's west side.

The subject site received zoning approval for the multi-dealer automotive sales and service development in December 2004. The accompanying Preliminary Development Plan approved the site layout, landscape plans, and building architecture for the dealerships, as well as a comprehensive sign package for the entire site. The comprehensive sign package included a single multi-dealer digital reader board freeway monument sign, a freestanding Mercedes Benz monument sign along Orchid Lane, and three-tenant freestanding monument sign at the cul-de-sac end of Orchid Lane. Upon construction completion of Mercedes Benz and Lexus, the approved three-tenant freestanding monument sign was constructed as a single-tenant Lexus sign, due to corporate requirements prohibiting shared signage.

The request includes the relocation of the existing Mercedes Benz freestanding monument sign from its current location within the primary entrance drive median, to the east side of the primary entrance drive. The proposed Audi freestanding monument sign would be located on the west side of the primary entrance drive, complimenting and balancing the Mercedes Benz sign. The sign Code does not permit this sign by right, due to the site's relatively small 330-feet of street frontage. The Sign Code requires a minimum 300-foot separation between freestanding monument signs, thus the requested Preliminary Development Plan. Additionally, the request includes the proposed 15-foot tall 'Certified Pre-Owned' flag sign located within the site. The Sign Code does not permit this sign by right as well.

The freestanding Audi monument sign along Orchid Lane is proposed as a 6-foot high sign with a routed aluminum tenant panel with molded 1-inch thick red vinyl push-through lettering. Additionally, the sign includes the molded dimensional Audi '4-rings'. The Audi chrome rings are backlit giving a halo-illuminated effect at night. The sign is consistent with the various freestanding automotive dealership signs within the area. The 15-foot tall flag sign includes a curved aluminum face with routed plex-backed internally illuminated lettering. This flag sign includes the same 4 Audi chrome rings as well. The flag sign is not intended to serve as a freeway monument sign. The flag sign is simply intended to identify the 'Pre-Owned' vehicles within the lot.

Staff supports the proposed signage finding it to represent a quality compatible addition to the automotive dealership area. The relocation of the Mercedes Benz freestanding monument sign along Orchid Lane will maintain an appropriate balance and spacing for the monument signs. Additionally, Staff finds the proposed design reflective of the high level of quality present within the area. The proposed signage is consistent with the existing Mercedes Benz and Lexus signage.

#### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.

Staff has received no phone calls or letters from neighboring property owners in opposition.

**PLANNING COMMISSION VOTE REPORT**

Motion to approve:

In Favor: 7    Opposed: 0

**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 3642, case DVR04-0056 MERCEDES BENZ & LEXUS OF CHANDLER, except as modified by condition herein.
2. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "CHANDLER AUDI MONUMENT SIGN" kept on file in the City of Chandler Planning Services Division, in File No. PDP07-0005, 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 raceway signage shall be prohibited within the development.
5. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
6. 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.

**PROPOSED MOTION**

Move to approve the Preliminary Development Plan in case PDP07-0005 CHANDLER AUDI MONUMENT SIGN subject to the conditions recommended by Planning Commission and Staff.

**Attachments**

1. Vicinity Map
2. Ordinance No. 3642
3. Site Plan
4. Sign exhibits
5. Applicant narrative

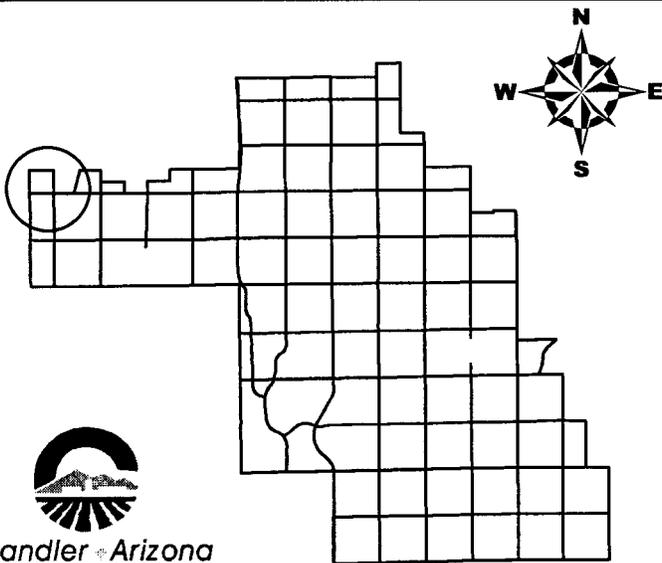


**Project Site**

**Ray Rd.**

**I-10 Fwy.**

## Vicinity Map



**PDP07-0005**

**Audi Chandler**



**Chandler Arizona**  
Where Values Make The Difference

CITY OF CHANDLER 3/2/2007

#9

JAN 13 2005

APPROVED BY  
CHANDLER CITY COUNCIL

JAN 13

**ORDINANCE NO. 3642**

CITY CLERK'S OFFICE

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM GENERAL INDUSTRIAL DISTRICT (I-2) AND PLANNED AREA DEVELOPMENT (PAD) TO PLANNED AREA DEVELOPMENT (PAD) (DVR04-0056 MERCEDES-BENZ & LEXUS OF CHANDLER) 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'

Except the north 40-feet of said property

Said parcel is hereby rezoned from I-2 and PAD to PAD, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "MERCEDES-BENZ & LEXUS OF CHANDLER" kept on file in the City of Chandler Current Planning Division, in file number DVR04-0056, except as modified by condition herein.

2. Right-of-way dedications to achieve half width for Orchid Lane, including turn lanes and deceleration lanes, per the standards of the Chandler Transportation Plan.
3. The landscaping in all open spaces and rights-of-way shall be maintained by the adjacent property owner or property owners association, excluding rights-of-way medians.
4. Approval by the Director of Planning and Development of plans for landscaping (open spaces and rights-of-way) and perimeter walls.
5. 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.
6. 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.
7. Completion of the construction, where applicable, 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, as set forth in the Development Agreement.
8. Sign panels on the monument signs shall have a decorative panel consistent with the frame finish, until a tenant name is located on the sign.
9. The canopy support columns shall be constructed of a fluted stone material such but not limited to limestone. Details to be worked out with Staff.
10. In regards to the freeway monument sign, the applicant shall work with Staff to integrate the future third dealership sign onto the sign, ensure the overall height of the sign be consistent with the existing adjacent monument signs, reduce the height of the digital reader board on the sign to 20-feet tall, and analyze the light intensity of the digital reader board to verify consistency with the other existing digital reader boards along I-10.

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



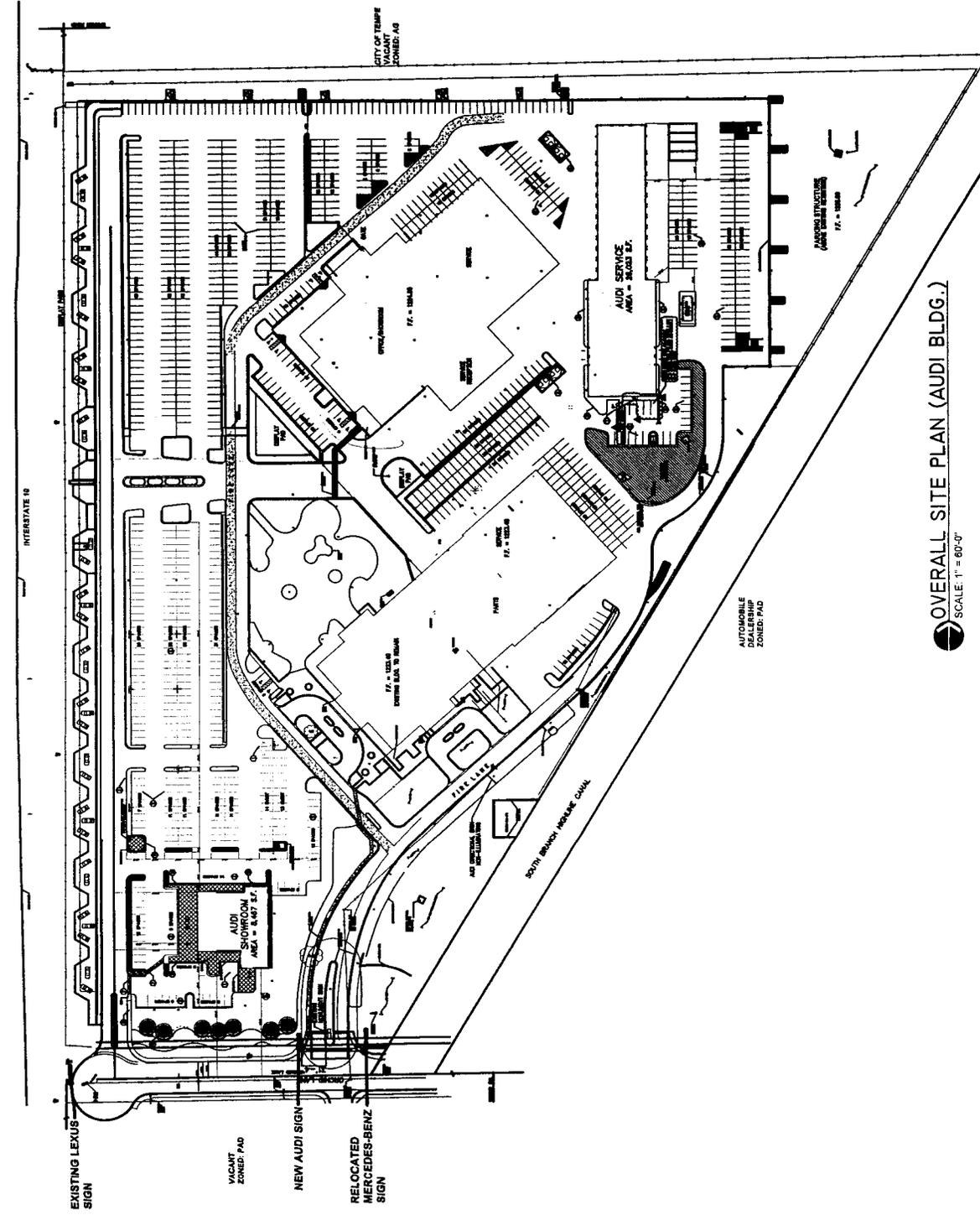
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**AUDI OF CHANDLER**  
 SERVICE BUILDING  
 PART OF AUTOMALL 8740 W. ORCHARD LANE  
 CHANDLER, AZ 85226

**MARCA TECTS**  
 ARCHITECTS  
 441 N. 10th Street, Phoenix, AZ 85004  
 Tel: 602.254.1100  
 Fax: 602.254.1101  
 www.marca-itects.com

PROJECT NO. 2502238  
 DATE: 11/15/11  
 DRAWING NO. SP-0  
 SHEET NO. 1 OF 1  
 OVERALL SITE PLAN



**OVERALL SITE PLAN (AUDI BLDG.)**  
 SCALE: 1" = 60'-0"



555 Ellismere Road  
 Toronto, Ontario, Canada M1R 4E8  
 Tel: (416) 769-1111  
 Fax: (416) 769-4965  
 Toll Free: 1-800-268-6536  
 www.pattisonsign.com

A Division of Jim Pattison Industries Ltd.

June 24, 2006	Date
R. Barnard	Sales Rep
C. Kosteck	Designer
N.T.S.	Scale
06 0616 R10	Design No.
March 21 2007	Revision Note
	Job No.
	Customer Approval
	Date

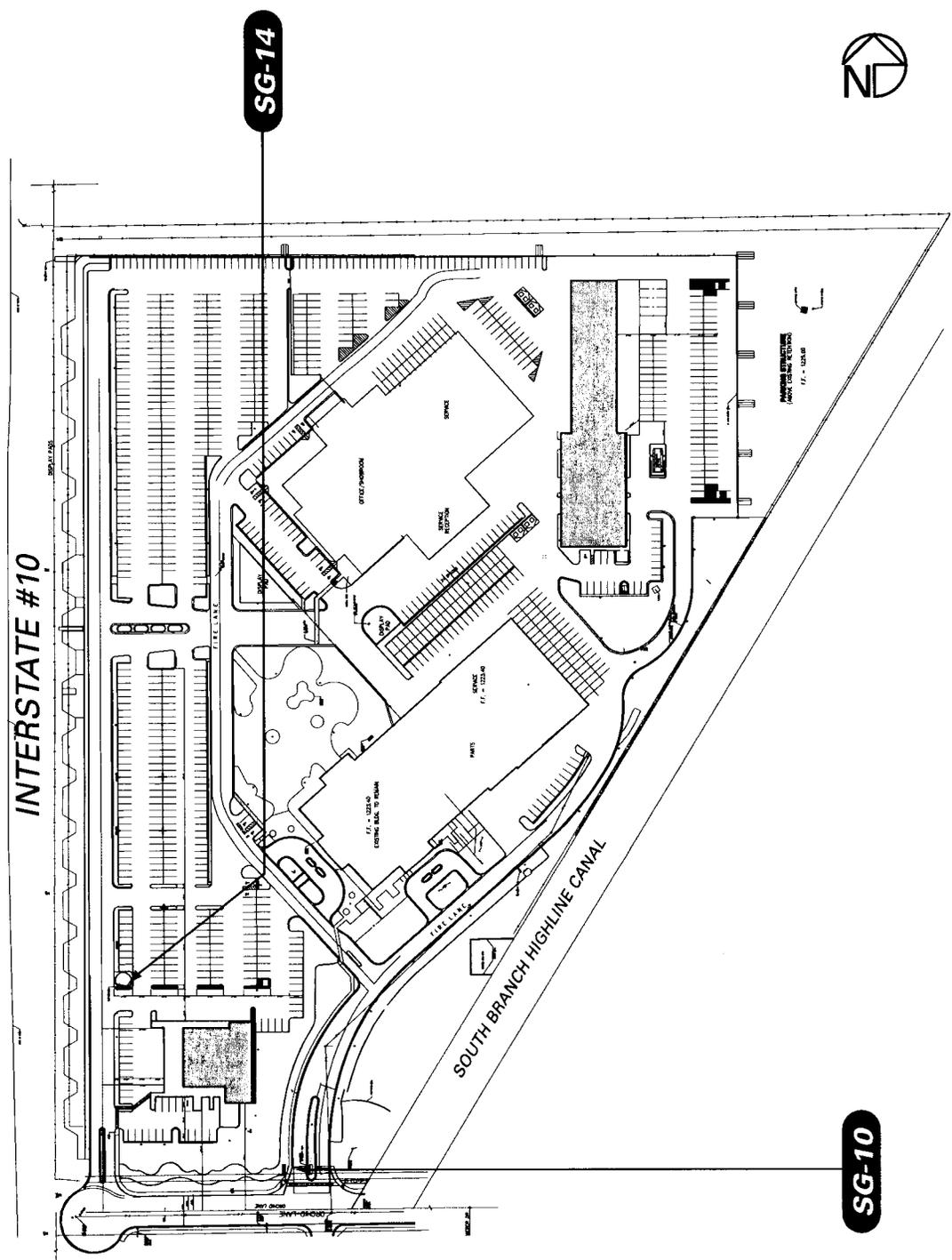
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**Audi**  
 Audi Chandler  
 7450 West Orchid Lane  
 Chandler, AZ  
 85226

<b>DEALER #</b>
<b>OP85226</b>
<b>SITE PLAN</b>
<b>N.T.S.</b>

Order 2



**SG-14**

**SG-10**



555 Ellesmere Road  
 Toronto, Ontario, Canada M1R 4E8  
 Tel (416) 759-1111  
 Fax (416) 759-4965  
 Toll Free 1-800-268-6536  
 www.pattisonsign.com

A Division of Jim Pattison Industries Ltd.

June 24, 2006 Date

R. Bernard Sales Rep

C. Kostecki Designer

3/8" - 1/0" Scale

06 0816 R11 Design No.

March 22 2007 Revision Note

Job No.

Customer Approval

Date

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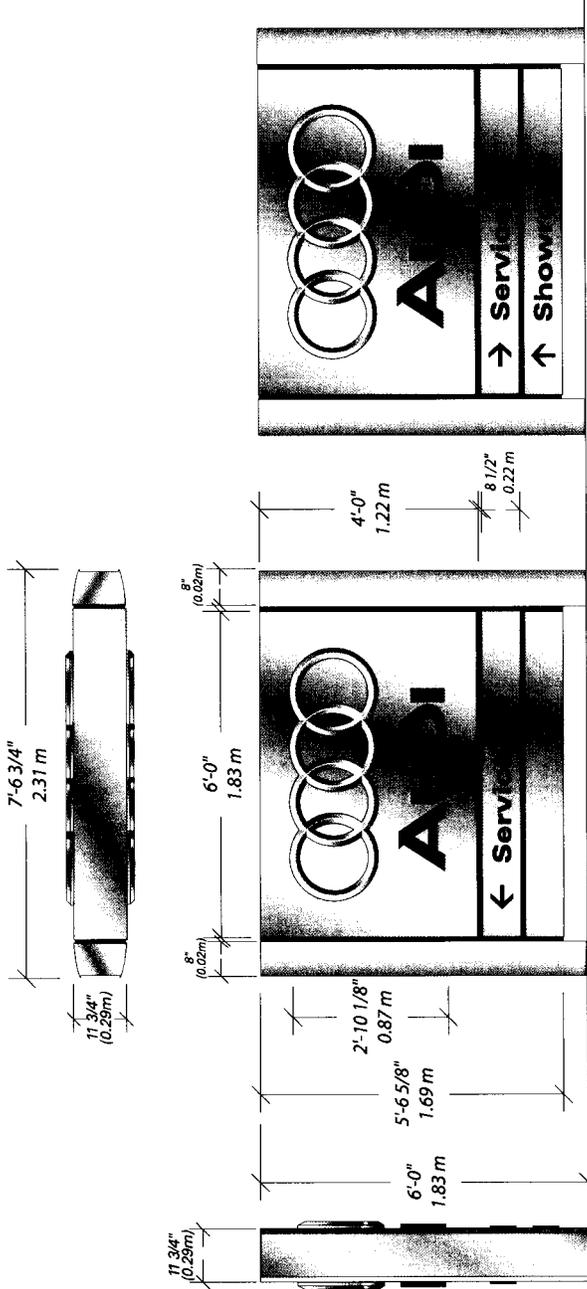


**Audi**

**Audi Chandler**  
 7450 West Orchid Lane  
 Chandler, AZ  
 85226

<b>DEALER #</b>	<b>OP85226</b>
<b>PART #</b>	<b>VA-A283C</b>
<b>SIGN ITEM</b>	<b>SG 10</b>

**Order 2**



**Supply & Install**

**Audi Monument Pylon**

- Aluminum construction through-out
- Supplied by others
- Audi rings size C (1.44m) part #40130500 & #40130400
- Supplied by PSG
- Routed out aluminum faces painted PMS 877C metallic silver
- "Service - Showroom" panels
- Routed out aluminum faces painted PMS 877C metallic silver
- Graphics incised & pushed thru with 1/2" clear acrylic
- Face applied 3630-22 black vinyl with no keyline
- H. O. fluorescent illumination
- Audi Copy
- Backed up with molded letters (second surface 3M 3630-73 dark red vinyl)
- Break-formed aluminum collar
- Painted PMS 877C metallic silver
- Extruded aluminum poles
- Painted PMS 877C metallic silver
- Illumination
- H.O. daylight fluorescent illumination



<b>COLOR LEGEND</b>
PMS 877 C Metallic silver
3M 3630-22 black
clear acrylic with 3M 3630-73 dark red

<b>SIGN AREA</b>
33.27 ft <sup>2</sup>
3.10 m <sup>2</sup>
<b>Overall height</b>
6'-0" ft
1.83 m

<b>ELECTRICAL REQUIREMENT</b>
<b>VOLTAGE: 277</b>
<b>AMPS: T.B.D.</b>



CHANDLER AUDI  
MOUMENT SIGN  
PROJECT NARRATIVE

During the initial PAD approval process for the addition of Chandler Lexus and the Chandler Mercedes Service Building, in an attempt to stay within the constraints of the local sign code, one new monument sign was proposed for the project, in addition to the existing Mercedes-Benz monument sign. The code states that in addition to the base detached sign allowed for a site that a bonus sign may be erected for each additional 300' of street frontage, not to exceed 2 detached signs per city block, and that the bonus signs should not be located closer than 300' to each other. The project site has approximately 330' of frontage on Orchid Lane.

The PAD depicted a future building location for a third dealership and showed the new monument sign as a multi-brand sign for Mercedes-Benz, Lexus, and the third point. As this project was nearing completion, it was determined that Mercedes-Benz and Lexus corporate requirements specifically prohibited shared signs. Additionally, Lexus required a particular monument sign, as did Mercedes-Benz previously, in order to comply with all the branding specifications necessary to operate a store on their behalf. And, at that time a third dealership had yet to be identified. Therefore, the new sign became a Lexus specific monument sign.

Now, with the addition of Audi, which also has a particular monument sign needed in order to comply with the branding specifications necessary to operate a store on their behalf, a third monument sign is being requested. This monument sign being requested would be in addition to the 2 allowed for the 330' of frontage and would be within the 300' specified separation. Due to the fact that the site is over 24 acres, yet has only 330' of city street frontage, we feel the additional sign is a reasonable request.

Also, due to the limited size of the property at the Orchid Lane end of the site the Showroom building was placed in the location of the future building depicted on the PAD but the Service operation needed to be relegated to a previously utilized service building at the northeastern end of the site. With this separation of operations, the proposed monument sign has been designed with associated directional information.