



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

# 14  
MAY 10 2007

**MEMORANDUM**

**Planning & Development - CC Memo No. 07-100**

**DATE:** April 20, 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

**FROM:** BOB WEWORSKI, PLANNING MANAGER

**SUBJECT:** DVR07-0008 SERRANO BUILDING  
Introduction and Tentative Adoption of Ordinance No. 3919

**Request:** Request rezoning from City Center District (CCD) to CCD with a Planned Area Development (PAD) overlay for additional building height for a new building

**Location:** Southwest corner of Boston and Washington Streets

**Applicant:** Michael S. Flanders, architect

**Owner:** Serrano's Mexican Restaurants

**RECOMMENDATION**

Planning Commission and Staff recommend approval of the request upon finding consistency with the General Plan Downtown Redevelopment Plan.

**BACKGROUND**

The application requests rezoning from City Center District (CCD) to CCD with a Planned Area Development (PAD) overlay for additional building height to accommodate a new building development. A zoning application for a PAD overlay is required to allow the building height to extend above 30 feet, the maximum height permitted in the CCD zoning district. The proposed building is approximately 46 ft. tall to the top of the parapet. The architectural building design has already been reviewed and approved by the Downtown Architectural Review Committee (ARC). A similar zoning action was approved for another property in 2005 for a CCD zoned portion of the planned San Marcos Commons development, located at the northwest corner of Arizona Avenue and Buffalo Street, whereby a PAD overlay was granted for three-story buildings up to 45 feet in height.

The new building is located at the southwest corner of Boston and Washington Streets. The site is located within the City Center District (CCD). The property is currently vacant, except for a sidewalk along Boston Street, utility boxes along Washington Street, and a remnant concrete pad from a former building area. The site was originally occupied by the first Bashas grocery store. The new building will be constructed directly adjacent to the Inspirador building (former Daymart).

The proposed development features a three-story retail and office building with pedestrian colonnades and balconies. The proposed building takes full advantage of the site. The ground floor will occupy 90 percent of the site area, with the south side (alley) of the building housing areas for deliveries, trash enclosures, and screened areas for electrical equipment. Consistent with uses allowed in the CCD zoning, retail and potential restaurant space will occupy the first floor with office space above on the upper floors. The site area is 11,416 sq. ft. (.262 acres) in area. The proposed three-story building will encompass approximately 29,252 sq. ft., with 10,233 sq. ft. at the ground level.

The building reflects the Early Twentieth Century Spanish Mission Revival architectural style that is desired for Downtown and meets the CCD zoning requirements. The main building entrance and lobby is located at the intersection corner and is accented by slate tile on the columns, two sets of wrought iron gates with glass, and large arched windows. Pre-cast concrete columns support the colonnade and balconies. Arched elements are incorporated in the building design through the use of arched openings at the colonnade, rounded arched entry windows, and arched parapet features at the third story balcony facades. The building signage will conform to code requirements in the CCD district.

### **DISCUSSION**

Staff supports the additional building height given the site's location within the Downtown area, proximity to adjacent existing and planned buildings, and the design techniques used to mitigate the overall building height and mass. Multiple pitched and parapet roof elements help to transition the overall building mass at the street level and provide visual diversity.

The subject site is located in a transitional area between existing historical and planned developments. The lot is located at the southeast boundary of the Downtown Historic Square along Boston Street and adjacent single-story buildings. The 75-foot tall, five-story First Credit Union building (Rocky Mountain Financial Center) and four-story parking garage is located to the north. The vacant site located to the east across Washington Street is planned for the future Fire Administration complex and may potentially include multi-story buildings and parking. The future City Hall complex is planned to the south and may include up to five-story structures and an associated parking garage.

Many height reducing techniques have been incorporated on the building architecture to help mitigate and soften the building height and its impact to the surrounding area. A "step-up" affect is produced by reducing the building mass and area on the upper floors. The colonnade and second floor balcony extend approximately 12 feet out from the main building structure to help mitigate the overall building mass. The corner building entrance is a single story structure that is capped off with balconies above. The west side of the building is also stepped back at the third floor to provide a better transition next to the existing historic building along Boston Street. The

roof is broken up by a combination of pitched roof and parapet roof features. Also, Date Palm trees along the street frontage help to provide a better pedestrian scale presence.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- The Downtown Architectural Review Committee (ARC) approved the building design on March 26, 2007.
- The proposed building was presented to and received unanimous support from the Downtown Chandler Community Partnership (DCCP) and the Downtown Merchants group.

To date, Staff has received one phone call inquiry from a neighbor.

### **PLANNING COMMISSION VOTE REPORT**

Move to approve. In Favor: 5 Opposed: 0 Absent: 1 (Anderson) Abstain: 1 (Flanders)

Planning Commissioners were very supportive of the application and believed the proposed building height was appropriate. Discussions were held about parking and building signage.

### **RECOMMENDATION**

Planning Commission and Staff recommend approval in case DVR07-0008 SERRANO BUILDING subject to the following condition:

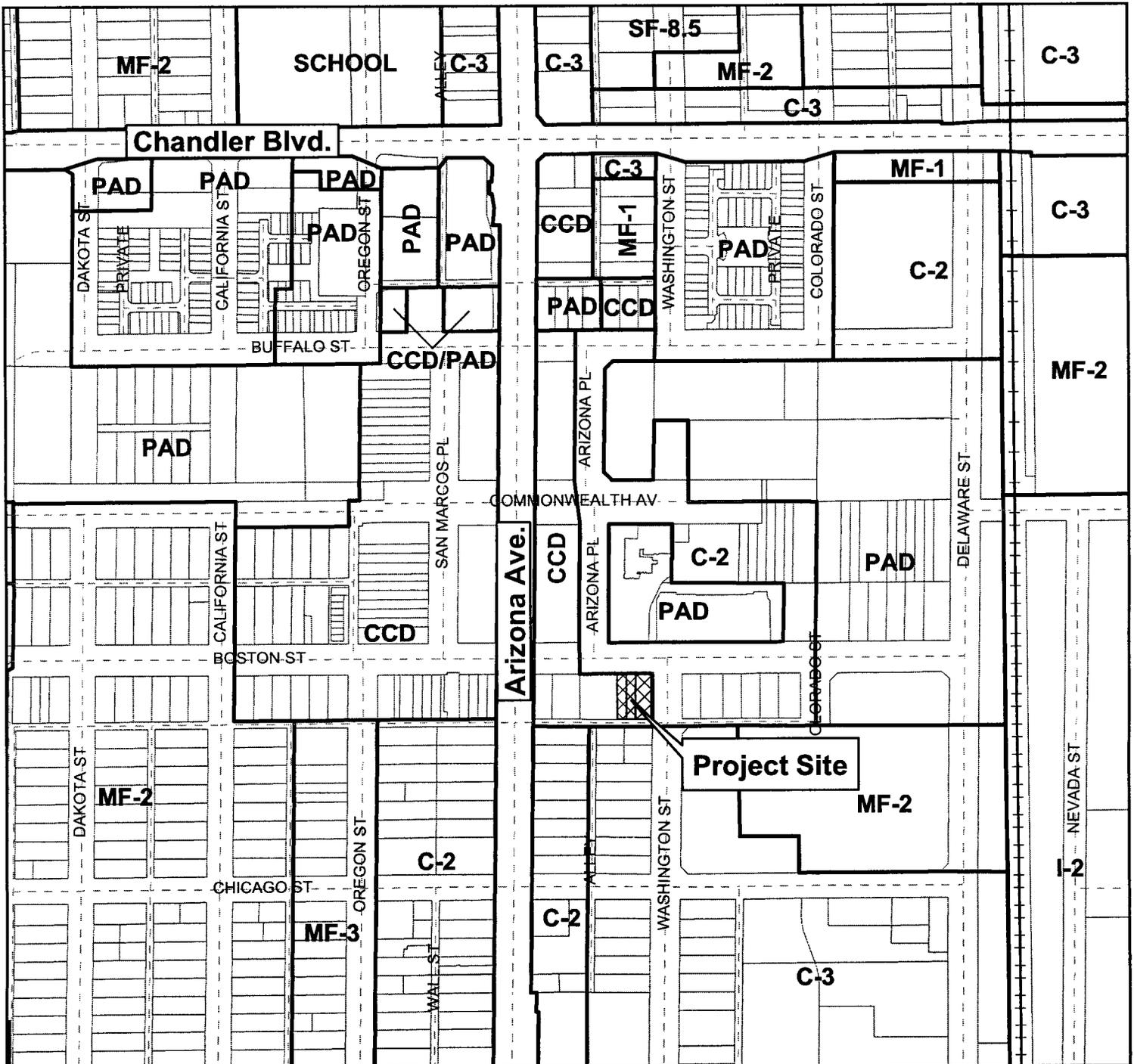
1. Development shall be in substantial conformance with the building exhibits, entitled "The Serrano Building", kept on file in the City of Chandler Planning Services Division, in File No. DVR07-0008 SERRANO BUILDING, except as modified by condition herein.

### **PROPOSED MOTION**

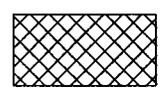
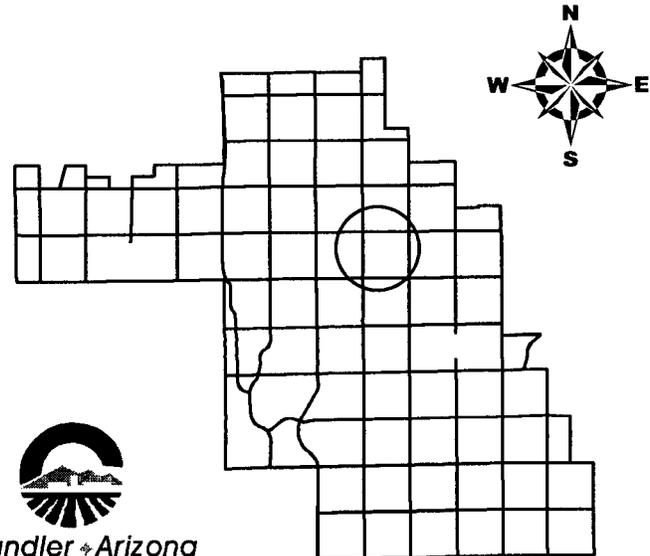
Move to Introduce and Tentatively Adopt Ordinance No. 3919, approving DVR07-0008 SERRANO BUILDING subject to the condition recommended by Planning Commission and Staff.

### **ATTACHMENTS:**

1. Location Map
2. Site Plan
3. Building Perspective Rendering
4. Building Elevations
5. Ordinance No. 3919



## Vicinity Map

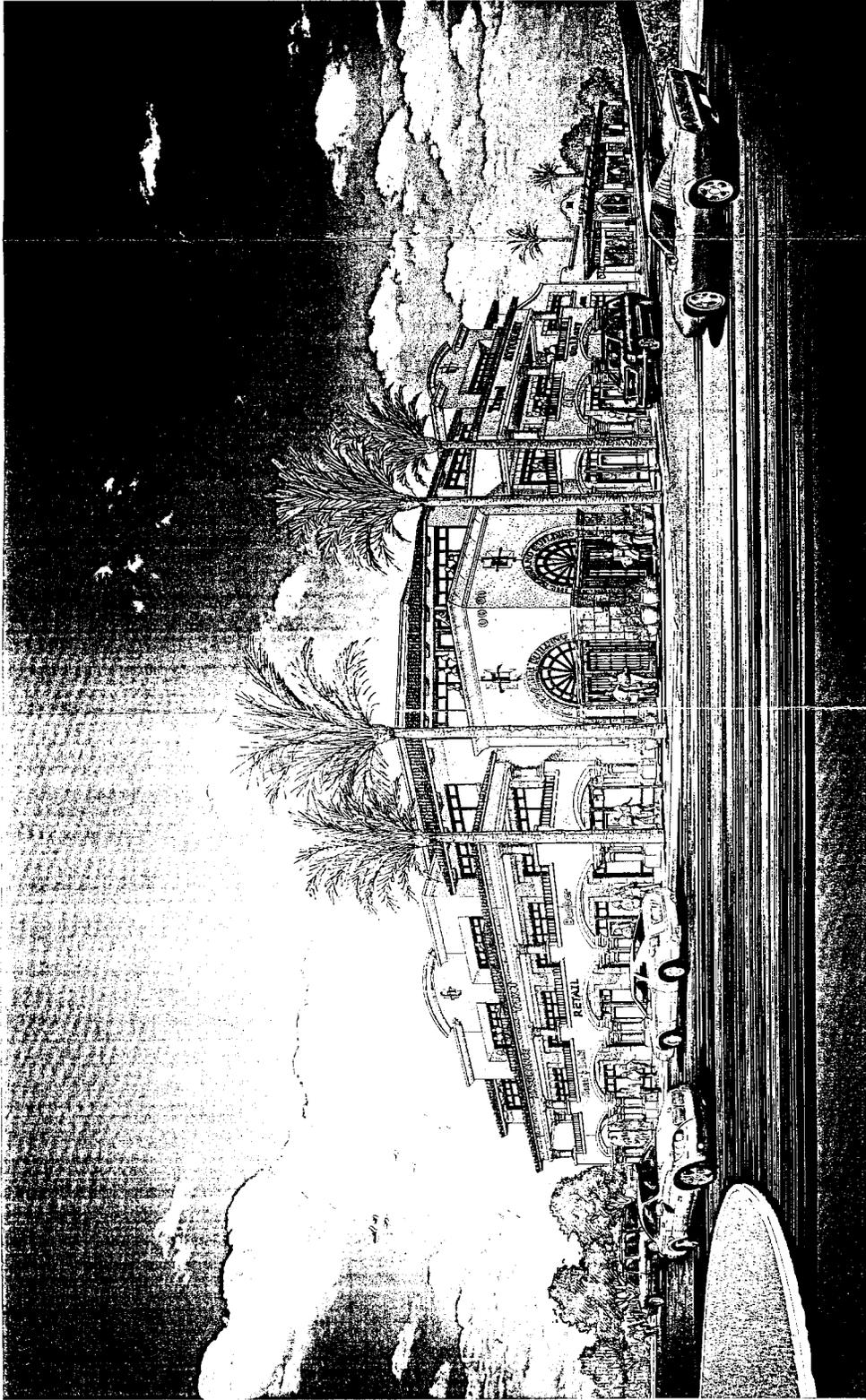


DVR07-0008

The Serrano Building







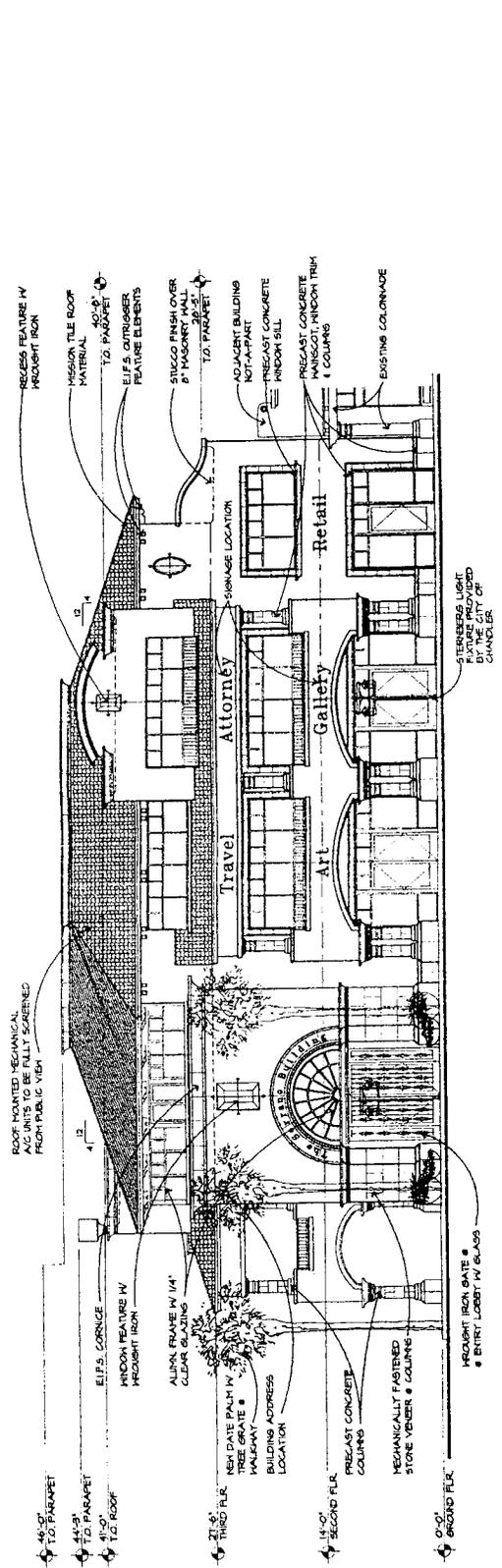
THE SERRANO BUILDING  
300 BOSTON & WASHINGTON STREETS  
CHANDLER, ARIZONA 85225

Michael S. Flanders Architect

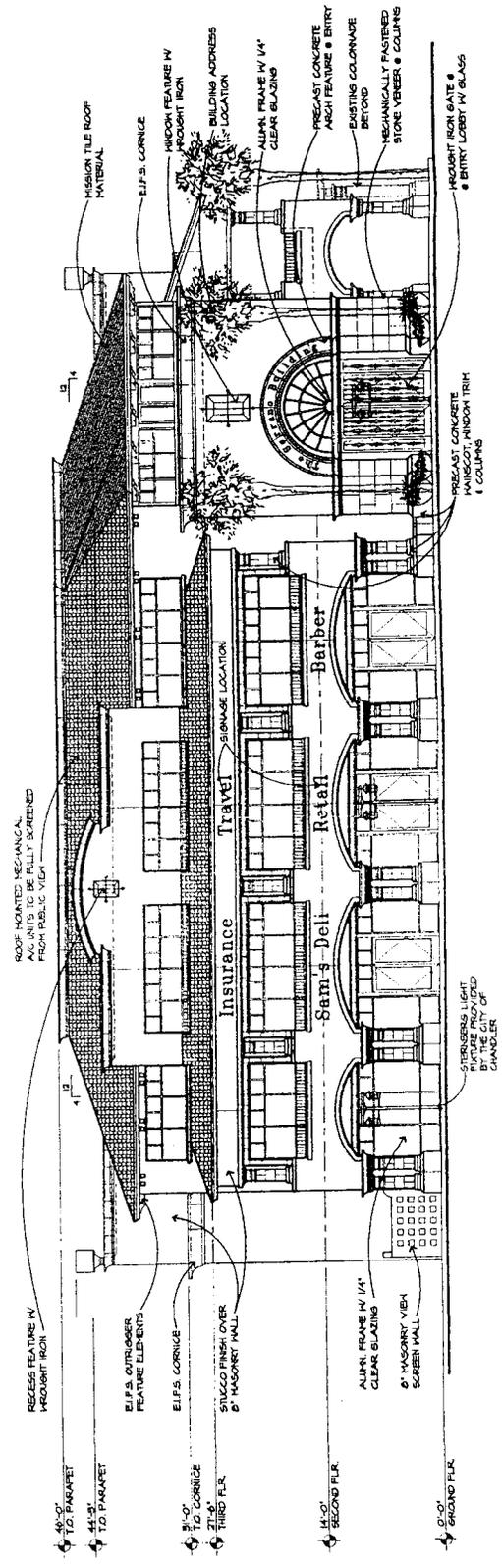
• SCHEMATIC - NOT FOR CONSTRUCTION USE  
• ALL DIMENSIONS ARE APPROXIMATE

1225 PIZCURELLE DRIVE • CHANDLER, ARIZONA • 65218  
TEL. 471-5555 • FAX 471-180 • 788 • 1995

DATE: 01/15/97  
PROJECT #: 08-208



NORTH ELEVATION (BOSTON STREET)  
SCALE: 1/8"=1'-0"



EAST ELEVATION (WASHINGTON STREET)  
SCALE: 1/8"=1'-0"

THE SERRANO BUILDING  
SVC BOSTON & WASHINGTON STREETS  
CHANDLER, ARIZONA 85225

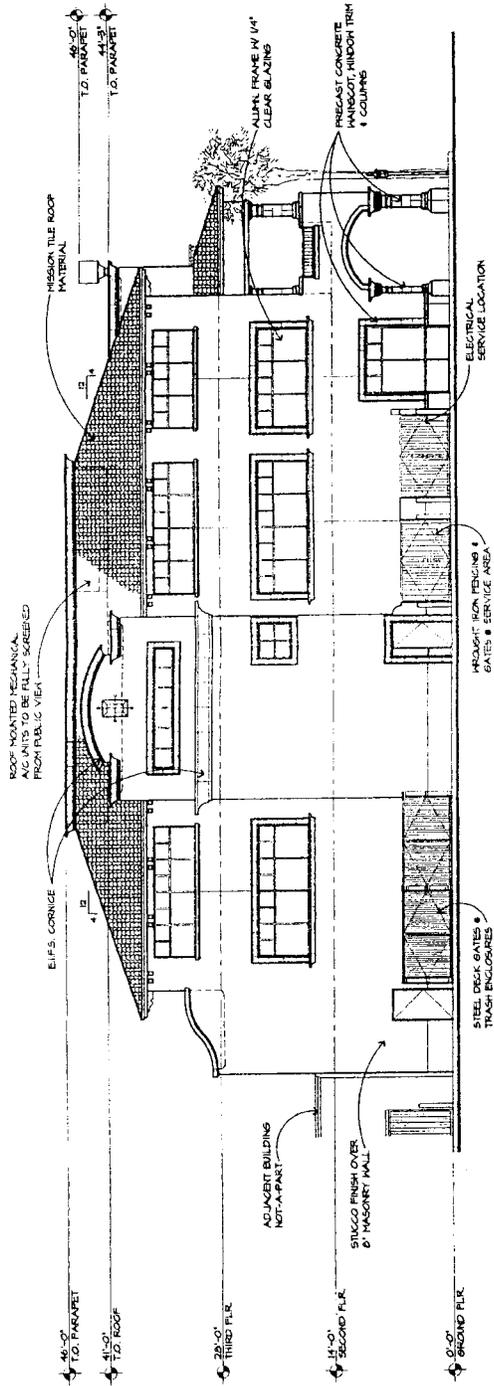
Michael S. Flinders Architect

3933 WEST RENE DRIVE • CHANDLER, ARIZONA • 85226  
PH: 480.444.4000 FAX: 480.444.1033

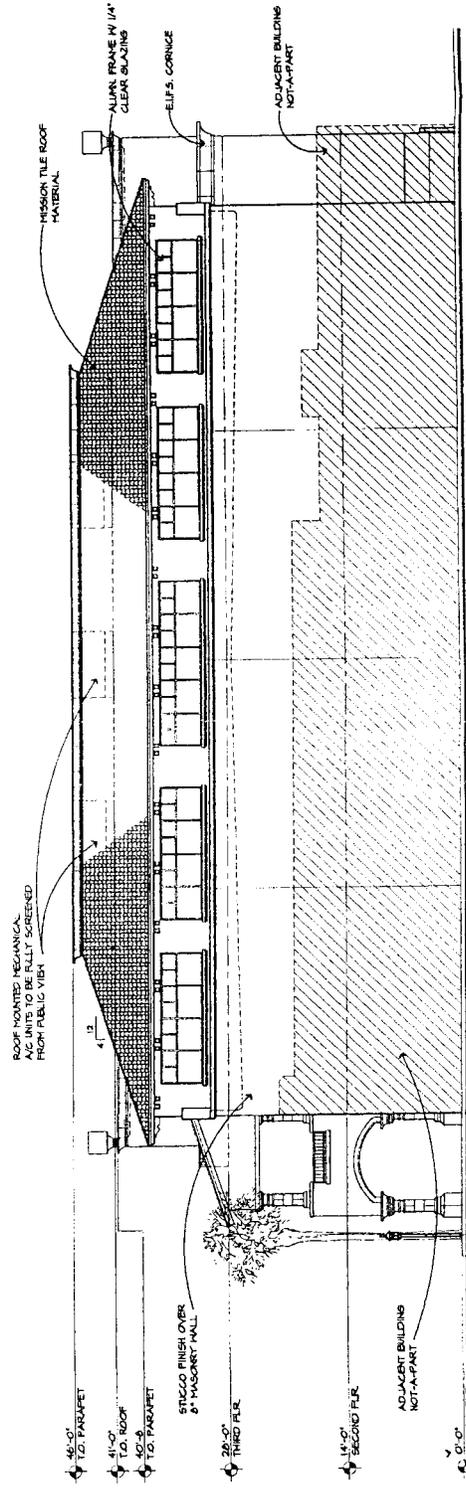


SHEET: 4

DATE: 01/19/07  
PROJECT #: 06-000



SOUTH ELEVATION (EXISTING ALLEY)  
SCALE: 1/8" = 1'-0"



WEST ELEVATION  
SCALE: 1/8" = 1'-0"

THE SERRANO BUILDING  
SWC BOSTON & WASHINGTON STREETS  
CHANDLER, ARIZONA 85225

Michael S. Flinders Architect

3838 WEST RENE DRIVE • CHANDLER, ARIZONA • 85226



DATE: 01.16.07

SHEET: 5

**ORDINANCE NO. 3919**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM CITY CENTER DISTRICT (CCD) TO CITY CENTER DISTRICT (CCD) WITH PLANNED AREA DEVELOPMENT (PAD) OVERLAY (DVR07-0008 SERRANO BUILDING) 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 City Center District (CCD) to City Center District (CCD) with a Planned Area Development (PAD) overlay subject to the following condition:

1. Development shall be in substantial conformance with the building exhibits, entitled "The Serrano Building", kept on file in the City of Chandler Planning Services Division, in File No. DVR07-0008 SERRANO BUILDING, except as modified by condition herein.



**CERTIFICATION**

I, HEREBY CERTIFY, that the above and foregoing Ordinance No. 3919 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:

# LEGAL DESCRIPTION

LOTS 47, 48 AND 49, TOWN SITE OF CHANDLER, ACCORDING TO BOOK 5 OF MAPS,  
PAGE 34, RECORDS OF MARICOPA COUNTY, ARIZONA.

## Assessor Parcel Numbers

LOT #47 - 303-10-010 - 25'-0" X 120'-0"  
LOT #48 - 303-10-011 - 25'-0" X 120'-0"  
LOT #49 - 303-10-012 - 45'-0" X 120'-0"