

Repl #19  
JUN 28 2007



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

**MEMORANDUM**

**Planning and Development – CC Memo No. 07-149W**

**DATE:** JUNE 28, 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, PRINCIPAL PLANNER

**SUBJECT:** PDP07-0012 CHANDLER MIDWAY CORPORATE CENTER

**Request:** Preliminary Development Plan (PDP) approval of a comprehensive sign package for an office development

**Location:** Northeast corner of Chandler Boulevard and Gila Springs Boulevard (1/4 mile east of Kyrene Road)

**Applicant:** Jeff Wissler  
PH Architecture

**Project Info:** Nine office buildings totaling approximately 133,200 square-feet, approximate 20-acre site

**RECOMMENDATION**

The applicant requests the Preliminary Development Plan be withdrawn for the purposes of re-advertising. The applicant intends to modify the proposed sign package to allow additional sign color flexibility for the various tenants. Staff recommends the withdrawal of the Preliminary Development Plan for the purposes of re-advertising.

**PROPOSED MOTION**

Move to withdraw the Preliminary Development Plan in case PDP07-0012 CHANDLER MIDWAY CORPORATE CENTER for the purposes of re-advertising, as recommended by Staff.

CC MEMO 07-149W

June 28, 2007

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**Attachment**

1. Letter from Applicant



"Jeff Wissler"  
<jwissler@mdgusa.com>  
06/28/2007 10:12 AM

To <kevin.mayo@chandleraz.gov>  
cc "Turtchin, John" <jturtchin@pharchitecture.com>, <mike@calibersigns.com>  
bcc

Subject Chandler Midway Corporate Center-Sign Package

Per our discussion this morning, I am requesting that you withdraw our sign package item (Consent) from tonight's meeting so that we may modify the proposal to provide for flexibility in colors for future tenants. We have two high profile tenants that will be located in the project that have specific color requirements as part of their logo and corporate identity. Qualcomm has signed a lease for 21,000 s.f. in our project, and require a blue color in their signage in order to meet their corporate requirements. We also have Orbital Sciences scheduled to occupy 56,000 s.f. in the project, and their corporate color is red. The proposal as submitted provides for a standard grey color throughout. This does not give us the flexibility of working with national tenants who have colors as part of their corporate identity. Most of these tenants also have a font that is part of their corporate identity. This creates a great hardship for us in going forward and marketing our project. I have tenants in occupancy now that are anxious to get their signage on the building. Your help and consideration in this matter is greatly appreciated. Please feel free to call me with any questions. I am providing you with the proposed sign for Qualcomm in our project. As you can see, color and font are part of their corporate identity.

Regards,

Jeff

**Jeff Wissler**  
**Director of Project Development**  
**McMahon Development Group**  
**500 Stevens Ave. #200**  
**Solana Beach, CA 92075**  
**Phone: 858-350-0200 Ext. #209**  
**Cell: 619-884-6470**  
**FAX: 858-350-0220**  
**E-Mail: [jwissler@mdgusa.com](mailto:jwissler@mdgusa.com)**  
**Web Page: [www.mdgusa.com](http://www.mdgusa.com)**



7265 Qualcomm 3.pdf

#19  
JUN 28 2007



**Chandler • Arizona**  
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**MEMORANDUM                      Planning and Development – CC Memo No. 07-149**

**DATE:**            JUNE 12, 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:**        PDP07-0012 CHANDLER MIDWAY CORPORATE CENTER

**Request:**            Preliminary Development Plan (PDP) approval of a comprehensive sign package for an office development

**Location:**            Northeast corner of Chandler Boulevard and Gila Springs Boulevard (1/4 mile east of Kyrene Road)

**Applicant:**            Paul Schmidt  
                         PH Architecture

**Project Info:**        Nine office buildings totaling approximately 133,200 square-feet, approximate 20-acre site

**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 subject site is located on the southwest portion of the Intel Gila Springs campus at Chandler and Gila Springs Boulevards. The site is bounded by light industrial development to the north with the Intel campus to the east. South of Chandler Boulevard is an assisted living facility, currently under construction. Gila Springs Boulevard abuts the subject site to the west, with a

fast food restaurant (Pizza Hut/Taco Bell) and a recently approved townhouse development located west of Gila Springs Boulevard. A Preliminary Development Plan was approved in June 2005 for the construction of the Chandler Midway Corporate Center commercial office development. The project is currently under construction and once completed, will entail nine office buildings totaling 133,200 square-feet on the 20-acre site.

The proposed comprehensive sign package includes the sign criteria for all building mounted signage as well as the freestanding on-site directional signage. 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. All building mounted signage is restricted to individual mounted reverse pan-channel halo-illuminated lettering and logos of aluminum construction. All lettering and logos are to be painted the same ICI 1051 Etching color, a grayish color. Letter style is encouraged to be limited to Humanist 521 Bold font, however corporate logo/identity fonts can be utilized. All building mounted signage must occur within the identified sign band areas, as shown within the attached exhibits.

The site plan contained within the attached Development Booklet indicates the locations of the previously approved center identification wall mounted signage, as well as the four proposed way-finding directional signs. For reference, the approved wall mounted center identification signage includes halo-illuminated reverse pan-channel lettering. The four six-foot tall way-finding signs are located within the complex along the main drive isle from Chandler Boulevard. The signs include architectural features and materials found upon the office buildings. The individual tenant identification panels include non-illuminated reflective black vinyl lettering.

Staff supports the Preliminary Development Plan finding the comprehensive sign package to represent a high quality design. The lack of freestanding monument signage along the adjacent street frontages maintains a clean street scene, while the proposed building mounted signage will maintain a uniform look for all future tenants.

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

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood meeting was held on 05/30/07 at the Chandler Community Center. No neighbors attended the meeting.

Staff has received no phone calls or letters from neighbors in opposition.

#### **PLANNING COMMISSION VOTE REPORT**

Motion to approve:

In Favor: 5    Opposed: 0    Absent: 2 (Anderson, Irby)

**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. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Chandler Midway Corporate Center" kept on file in the City of Chandler Planning Services Division, in File No. PDP07-0012, except as modified by condition herein.
2. 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.
3. Any future freestanding monument signs will require separate Preliminary Development Plan approval.
4. All raceway signage shall be prohibited within the development.

**PROPOSED MOTION**

Move to approve the Preliminary Development Plan in case PDP07-0012 CHANDLER MIDWAY CORPORATE CENTER, subject to the conditions recommended by Planning Commission and Staff.

**Attachments**

1. Vicinity Map
2. Site Plan
3. Sign exhibits

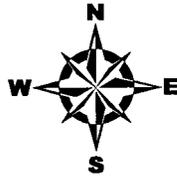
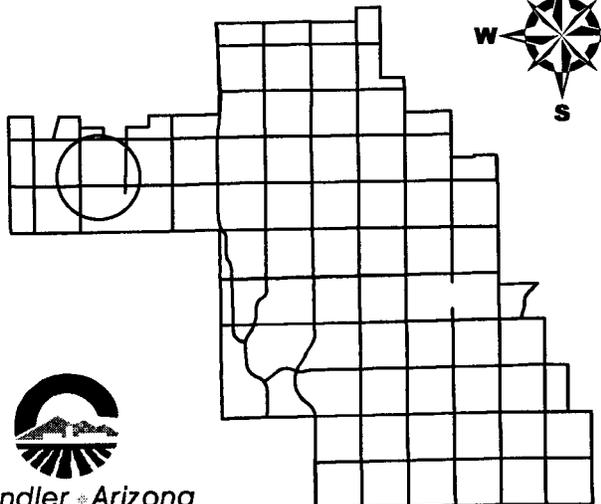


Project Site

Chandler Blvd.

Kyrene Rd.

### Vicinity Map



PDP07-0012

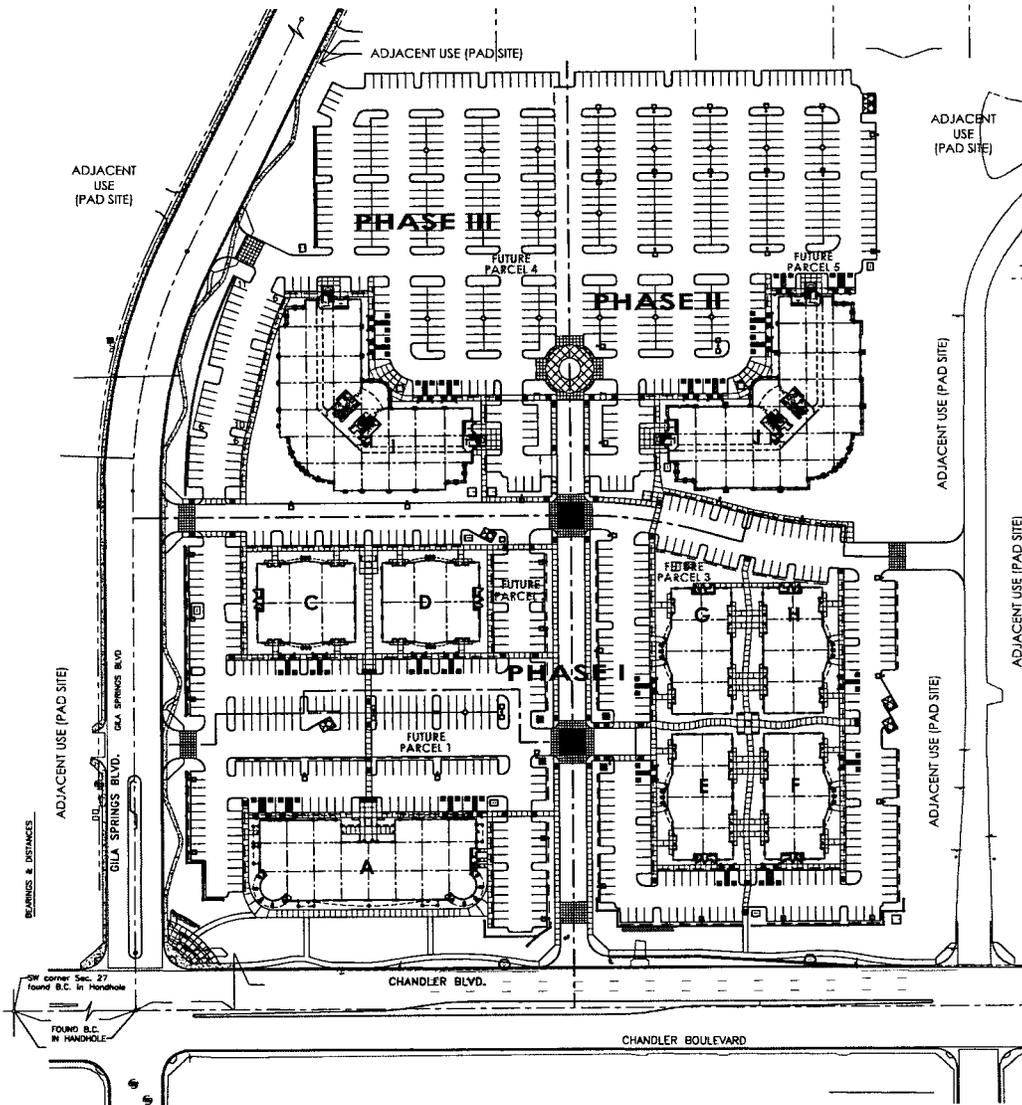
**Chandler Midway Corporate Center**



Chandler Arizona  
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CITY OF CHANDLER 4/19/2007

**EXHIBIT H**  
Property Plan and Sign Placements



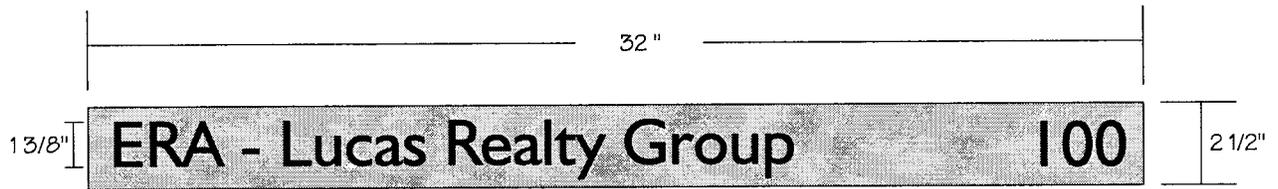
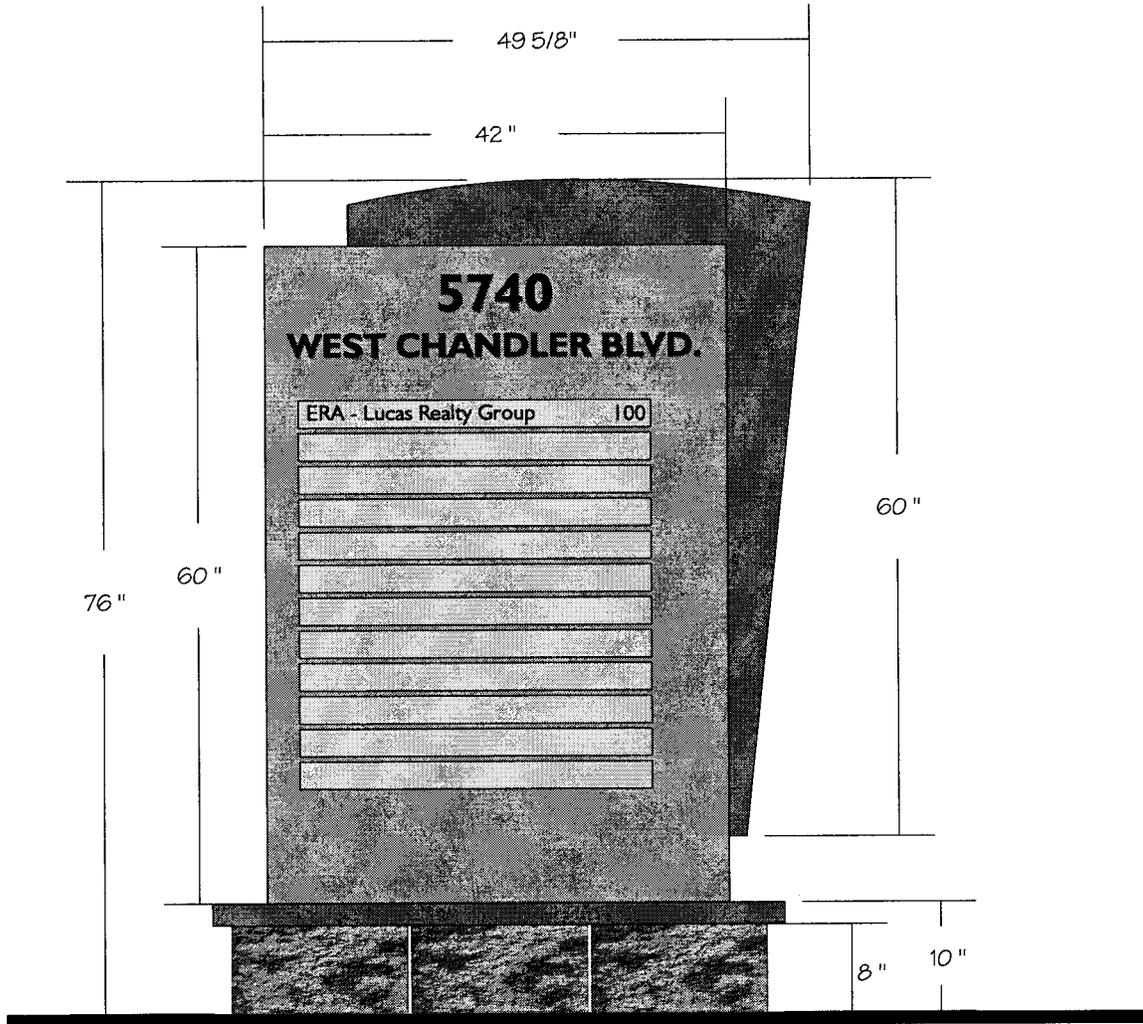
- ✓ Proposed Placement for Center ID / Halo Illuminated RPC Letters
- Proposed placement for directory / way finding signs

# CHANDLER MIDWAY CORPORATE CENTER

North East Corner of Gila Springs & Chandler Boulevards, Chandler, AZ

May 31st, 2007 **CALIBER SIGNS**

**EXHIBIT E**  
Typical Way Finding Sign



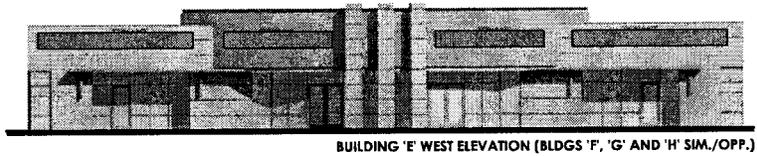
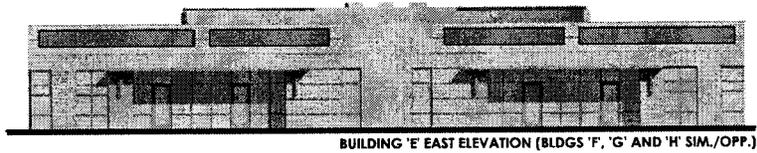
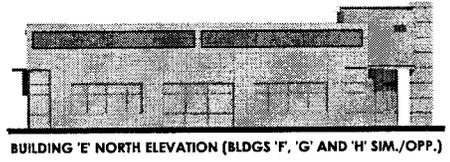
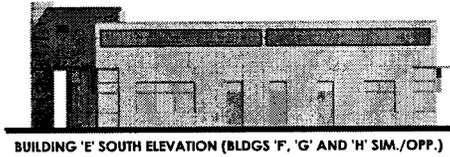
Company Name and Suite Number to be 3M Black Reflective Vinyl

**CHANDLER MIDWAY CORPORATE CENTER**

North East Corner of Gila Springs & Chandler Boulevards, Chandler, AZ

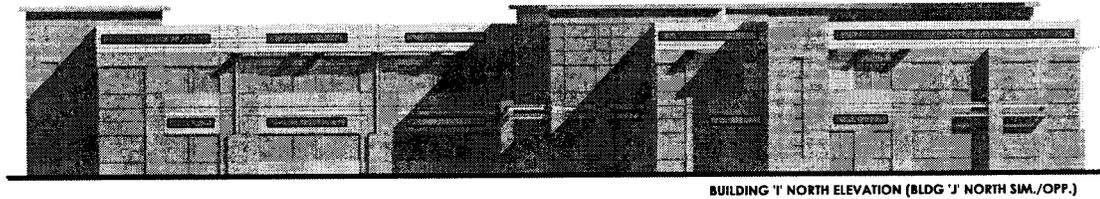
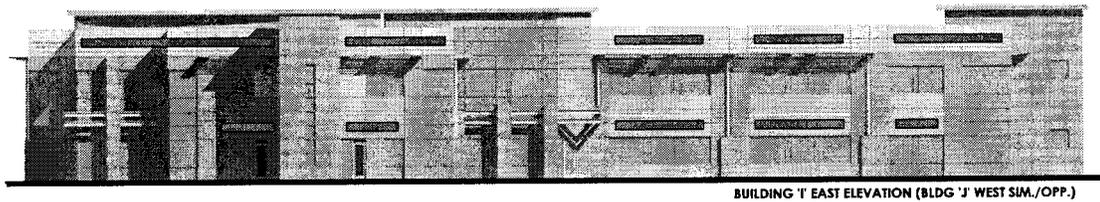
May 31st, 2007 **CALIBER SIGNS**

**EXHIBIT F3**  
Elevations and Sign Bands



Sign bands shown above indicate allowed sign placement area and are not indicative of maximum sign size

**EXHIBIT F4**  
Elevations and Sign Bands



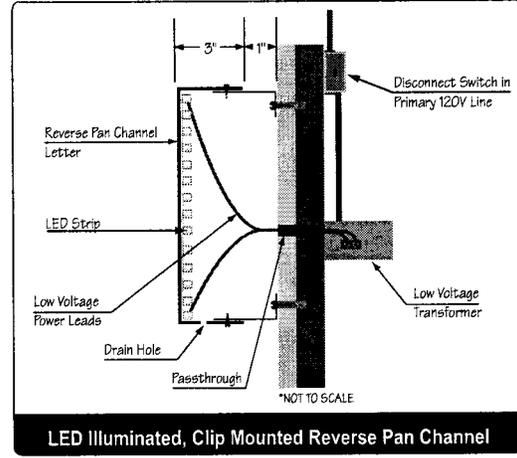
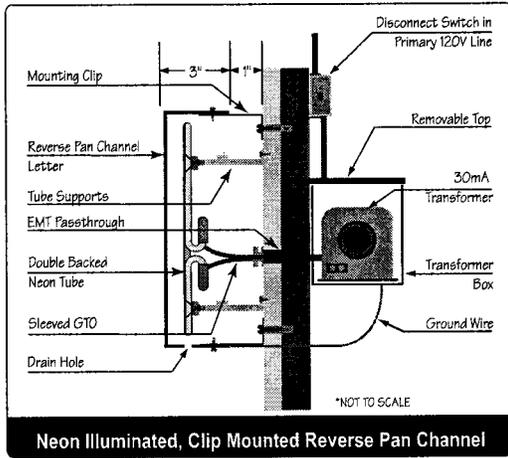
Sign bands shown above indicate allowed sign placement area and are not indicative of maximum sign size

**CHANDLER MIDWAY CORPORATE CENTER**

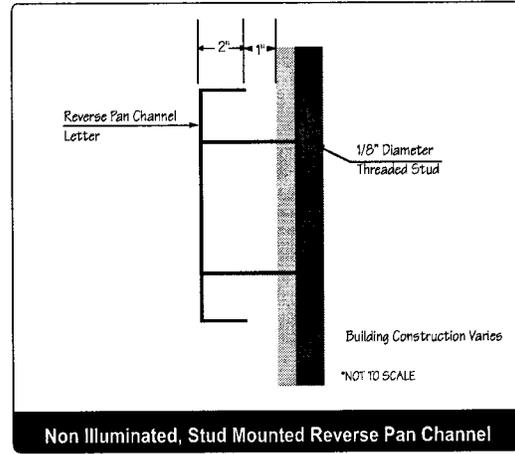
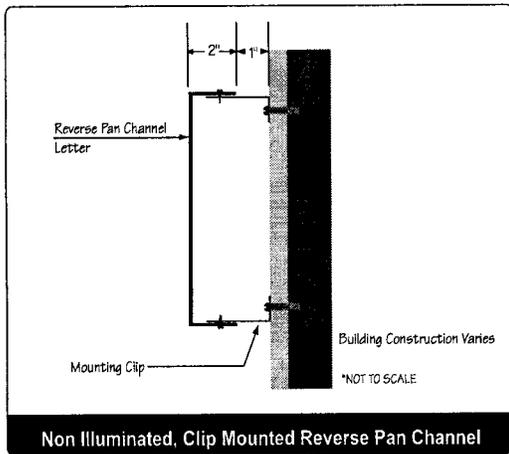
North East Corner of Gila Springs & Chandler Boulevards, Chandler, AZ

May 31st, 2007 **CALIBER SIGNS**

**EXHIBIT C**  
Illuminated Reverse Pan Channel



**EXHIBIT D**  
Non-Illuminated Reverse Pan Channel



**CHANDLER MIDWAY CORPORATE CENTER**  
 North East Corner of Gila Springs & Chandler Boulevards, Chandler, AZ  
 May 31st, 2007 **CALIBER SIGNS**