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JUL 26 2007



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Where Values Make The Difference

MEMORANDUM Planning & Development - CC Memo No. 07-161

DATE: JUNE 21, 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, PLANNING MANAGER

FROM: ERIK SWANSON, CITY PLANNER

SUBJECT: PDP07-0015 THE BOULEVARD

Request: Preliminary Development Plan approval for a sign package

Location: The Boulevard Shopping Center
Northwest corner of Chandler Boulevard and Dobson Road

Applicant: Garry Hays, The Hendersen Law Firm

RECOMMENDATION

The request is for comprehensive sign package approval for monument signs within an existing commercial shopping center. The subject site is located at the northwest corner of Chandler Boulevard and Dobson Road. Planning Commission and Staff, finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommend approval with conditions.

BACKGROUND

The application requests comprehensive sign package approval for monuments signs in order to exceed maximum sign height, and to allow for additional tenant panels. Building signage is not a part of the sign package. The subject site is located at the northwest corner of Chandler Boulevard and Dobson Road. To the north of the subject site is the Home Place single-family residential neighborhood. East, across Dobson Road is the Andersen Fiesta at Andersen Springs shopping center. South, across Chandler Boulevard is the recently approved Portico Place shopping center. West of the subject site, is a Veteran's of Foreign Wars center, with the Castille single-family residential neighborhood beyond that.

In 1974, ten acres were rezoned to allow for a commercial shopping center. In 1985, an additional eight acres on the west side of the site was rezoned. A Preliminary Development Plan (PDP) for the entire shopping center was approved along with the rezoning. In 1986, a new PDP was approved for the current site layout. As part of the approved site plan there was a request to locate a center identification sign at the intersection corner, and a monument sign along Chandler Boulevard.

The current proposal is to renovate the center identification sign located at the intersection and the monument sign along Chandler Boulevard. In addition, the current proposal is to add two additional monument signs, one along Chandler Boulevard at the western entrance, and one along Dobson Road at the access point, as well as to allow for additional tenant panels.

Current code requires that the center identification sign not exceed six feet in height, and allows for one monument sign at 14 feet in height, and any additional monument signs not exceed six feet in height. Code allows for up to two tenant panels per monument sign.

The current center identification sign is approximately ten feet tall, and the proposed center identification sign will be 11'-6" tall. The existing monument sign is approximately 14'-6" tall, and has two tenant panels. The proposed monument sign is 18 feet tall and will provide four tenant panels. The tenant panels will not exceed 14'-6" in total height. In addition, there are two new proposed minor monument signs. The minor monument signs will be ten feet tall, and also provide four tenant panels each, with the tenant panels not exceeding eight feet in total height. Staff supports the additional heights and tenant panels finding the comprehensive sign package to represent a high quality design.

The center names will be one-inch clear acrylic push-thru with a vinyl overlay. The tenant panels will be painted aluminum with routed copy and acrylic backing. The center identification sign located at the intersection will be face and halo illuminated letters with a clear back and vinyl overlay.

The monument sign design and style will be compatible with the planned building facade improvements as part of the City's Commercial Reinvestment Program. The sign design is contemporary in style and includes an arch feature at the height of the sign, as well as a ledge stone base, features that will be throughout the site. The materials will also include aluminum support embellishments, highlighting the contemporary design. Landscaping at the base of the signs will accentuate the landscaping throughout the site.

PUBLIC/NEIGHBORHOOD NOTIFICATION

This request was noticed in accordance with the requirements of the Chandler Zoning Code.

- Notices were mailed to all property owners within a six-hundred (600') foot radius and all Registered Neighborhood Organizations (RNO's) within one ¼ mile.
- A legal notice was advertised in the newspaper.
- An 11" by 17" public hearing sign was installed on the property.
- A neighborhood meeting was held on Thursday, May 24, 2007. No neighbors were in attendance.

To date, Staff has received two phone calls with general questions regarding the PDP request. Both callers were in support of the request.

PLANNING COMMISSION VOTE REPORT

Motion to Approve: In Favor: 6 Opposed: 0 Absent: 1 (Cason)

RECOMMENDED ACTION

Planning Commission and Staff, upon finding consistency with the General Plan and PAD zoning, recommend approval of the Use Permit subject to the following conditions:

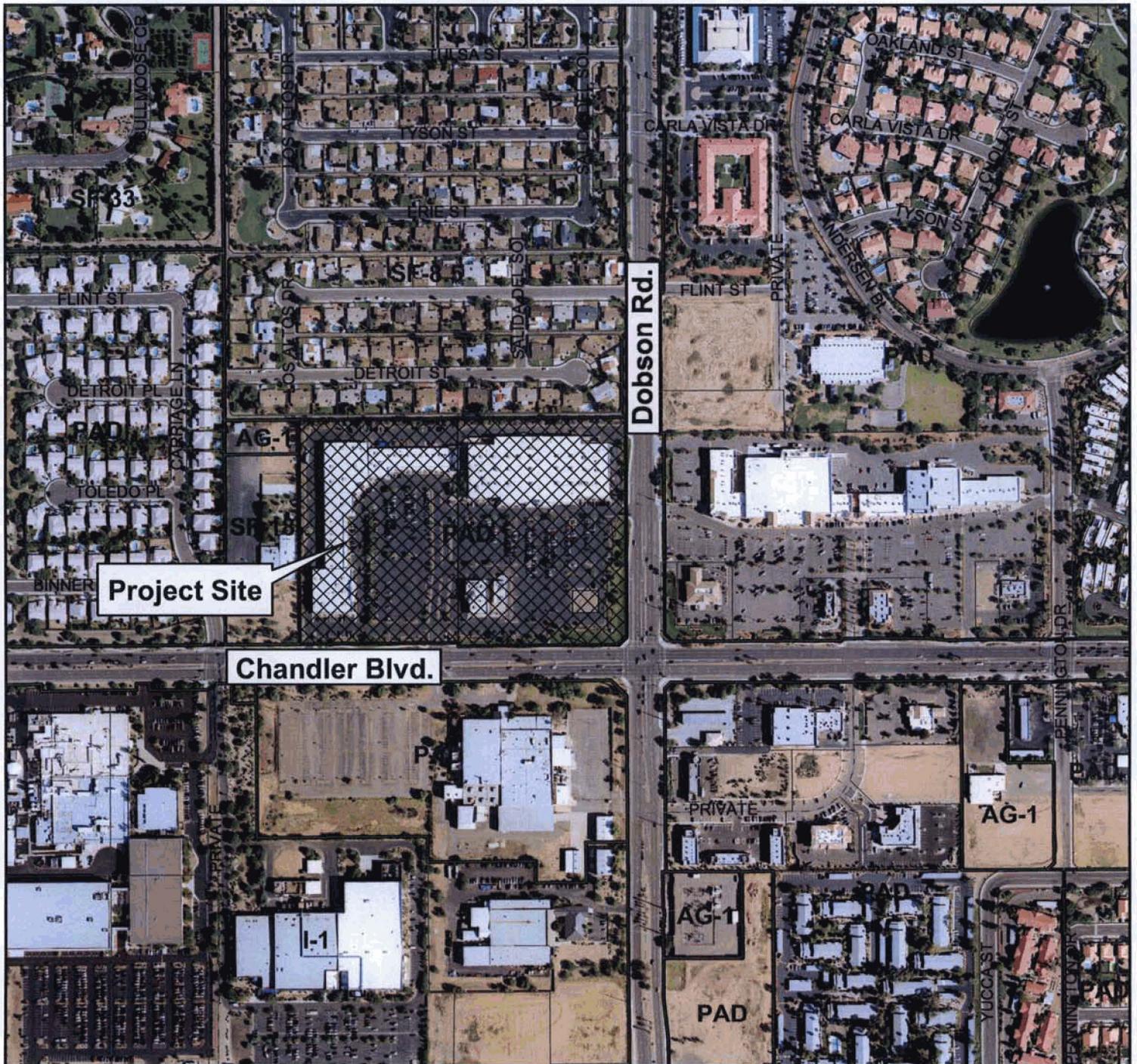
1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "The Boulevard Shopping Center" kept on file in the City of Chandler Planning Services Division, in File No. PDP07-0015, except as modified by condition herein.
2. Sign packages, including free-standing signs 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. All raceway signage shall be prohibited within the development.
4. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
5. Accent landscaping shall be provided at the center identification and monument sign bases. Details to be worked out with Staff.

PROPOSED MOTION

Move to approve Preliminary Development Plan PDP07-0015 THE BOULEVARD, subject to the conditions recommended by Planning Commission and Staff.

Attachments:

1. Vicinity Map
2. Exhibits of monument signs
3. Exhibit of center Identification sign
4. Site plan for sign locations
5. Applicant Narrative
6. Development Booklet



Project Site

Chandler Blvd.

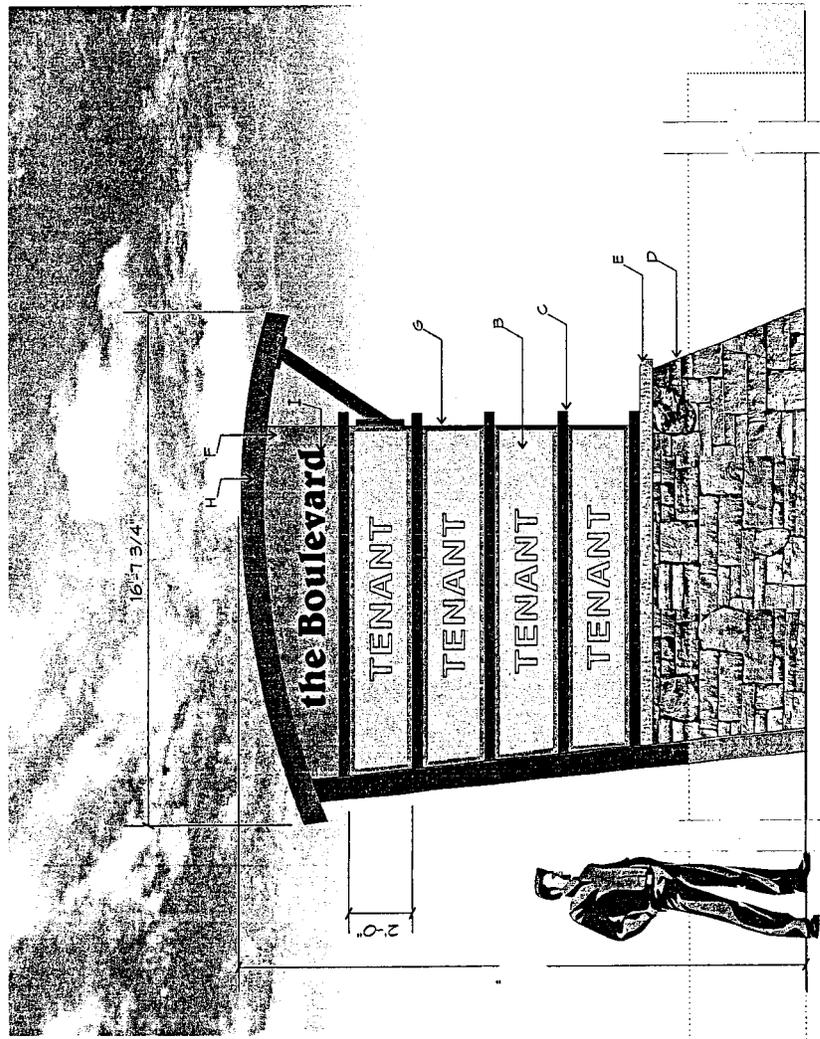
Dobson Rd.

Vicinity Map



PDP07-0015

The Boulevard



NTS



A NEW "MAJOR" MULTI TENANT SIGN

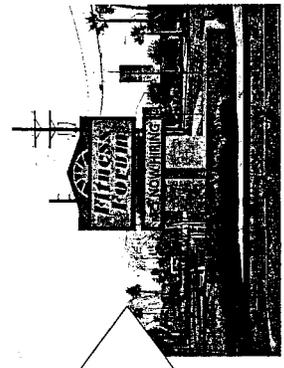
SCALE: 1/4" = 1' - 0"

CUSTOMER TO REMOVE EXISTING MULTI-TENANT DISPLAY.

YESCO TO MANUFACTURE & INSTALL NEW DISPLAY.

CENTER NAME IS 1" CLEAR ACRYLIC PUSH-THRU WITH 3M RUST BROWN VINYL OVERLAY.

TENANT PANELS ARE PAINTED ALUMINUM W/ ROUTED COPY AND ACRYLIC BACK-UP.

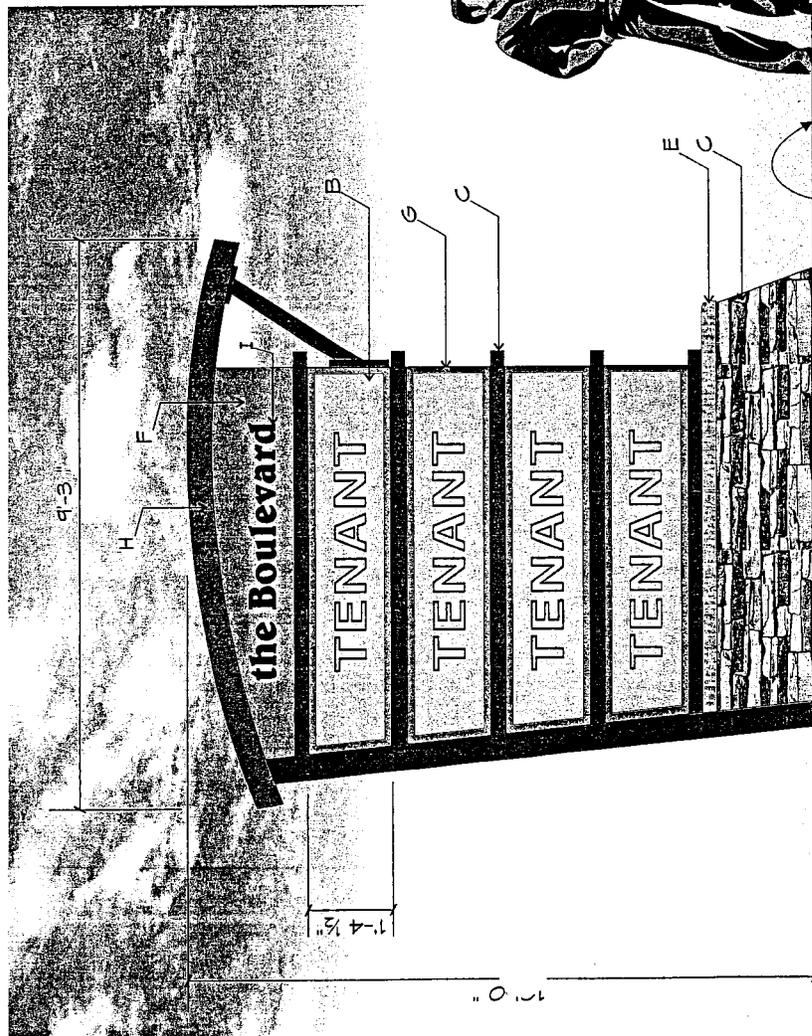
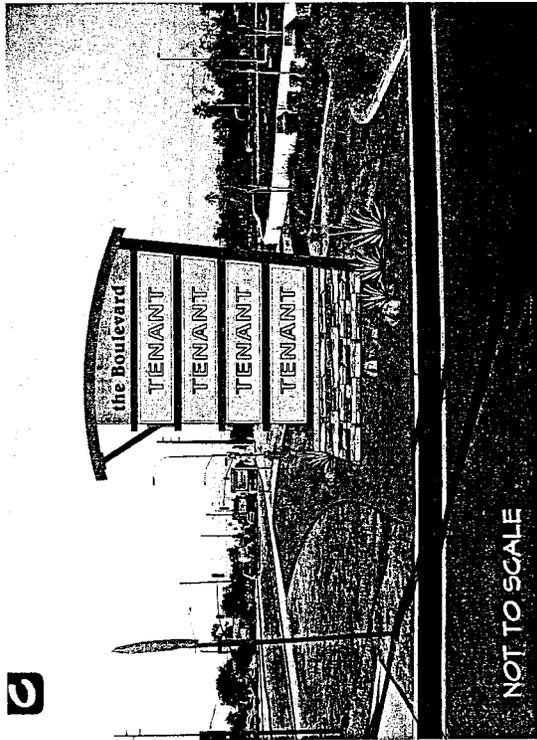


△ Increase size (A), select △ Change colors & textures
 □ Option on (B), Change colors, △ Change colors & textures
 □ Add wrapping

the Boulevard Shopping Center

MAJOR MULTI TENANT SIGN

6



Indicates grade from SIDEWALK.

NEW "MINOR" MULTI TENANT SIGNS

SCALE: 1/2" = 1' - 0"

YESCO TO MANUFACTURE & INSTALL NEW DISPLAYS.

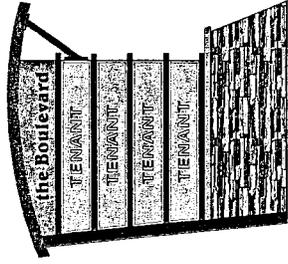
CENTER NAME IS 1" CLEAR ACRYLIC PUSH-THRU WITH 3M RUST BROWN VINYL OVERLAY.

TENANT PANELS ARE PAINTED ALUMINUM W/ ROUTED COPY AND ACRYLIC BACK-UP.

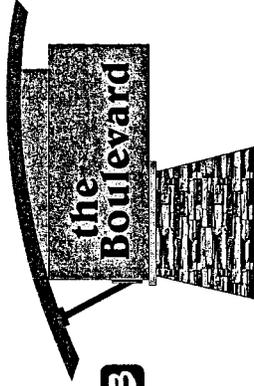
CUSTOMER TO PROVIDE DESERT LANDSCAPE W/ CURBING AT BASE OF BOTH SIGN LOCATIONS.

MINOR MULTI TENANT SIGN

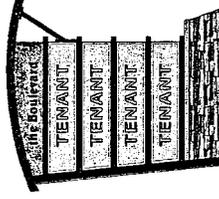
SITE PLAN



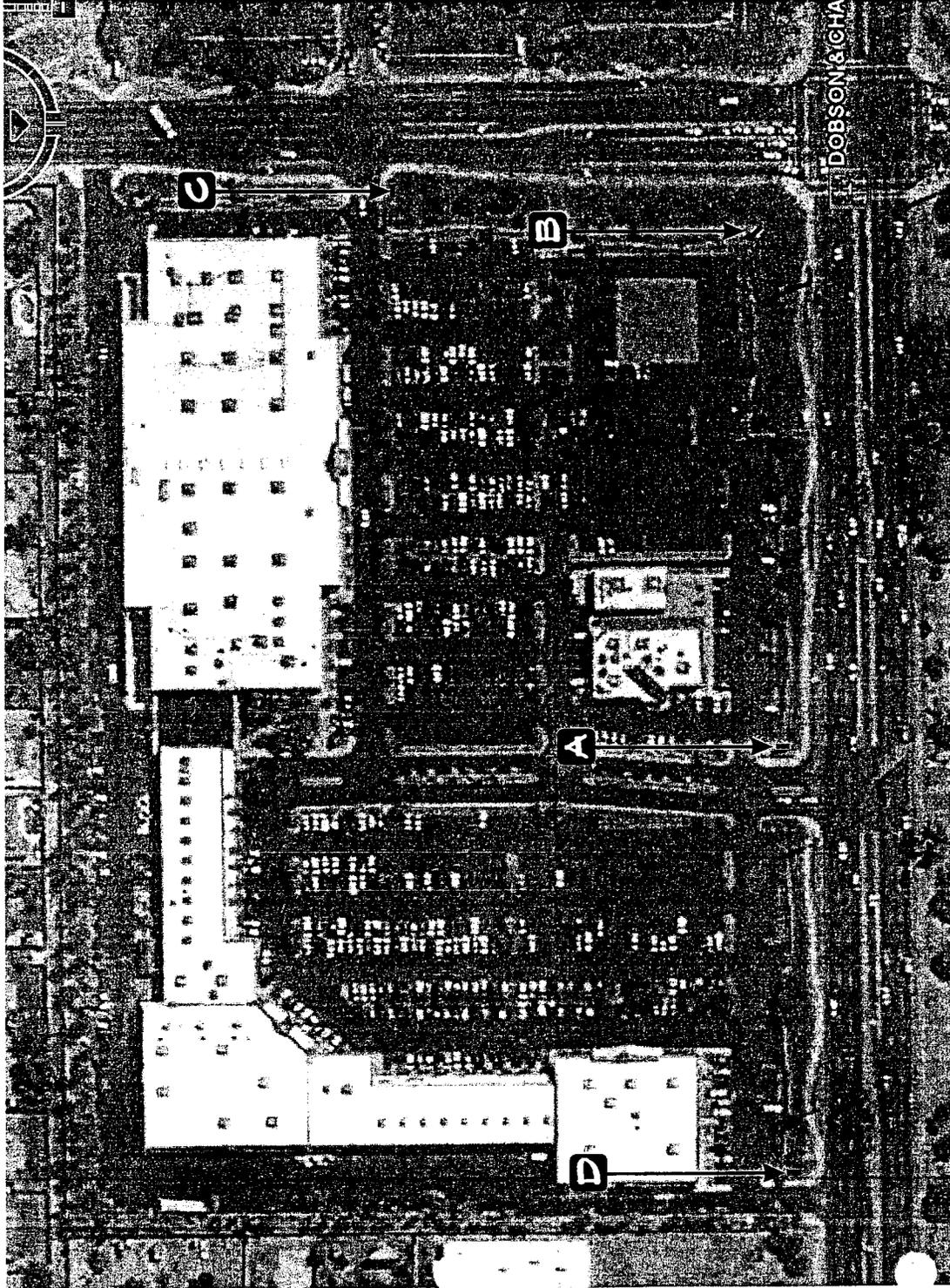
A



B



C



the Boulevard Shopping Center

SITE PLAN

Purpose of Request

This Application is a Preliminary Development Plan Approval request for The Boulevard Shopping Center (the “Center”) which is located in Township 1 South, Range 5 East in Chandler, Arizona, on the Northwest Corner of Dobson Road and Chandler Boulevard. The Center is in compliance with the existing PAD. This request is to allow new freestanding monument signs. This narrative briefly describes the Center and provides the background information necessary to support the Preliminary Development Plan Approval.

Location

The Center has addresses that range from 2020 W. Chandler Boulevard to 2160 W. Chandler Boulevard. There is a residential development to the immediate north and west of the Center. To the immediate west of the center are two parcels owned by the American Legion. A six-foot wall separates the Center from these developments. There are other commercial developments across Dobson Road to the east and southeast and across Chandler Boulevard to the south and southwest.

Landscaping

Well manicured, green grass, trees and shrubs (the “Landscaping”) provide a buffer between the sidewalk running parallel to Dobson Road and the Center. The Landscaping is contiguous and therefore also runs along the border of the Center parallel to Chandler Boulevard. A 2½ foot wall separates the Landscaping from the parking area of the Center, and runs along the whole Center.

Buildings; Uses; Hours of Operation

The Center is approximately 742,741 square feet. Shops ‘A’ East is the building located at the furthest northeast corner of the Center and is approximately 10,000 sf. Attached and adjacent to the west of Shops ‘A’ East is Building ‘A’, which is approximately 56,885 sf. Attached and adjacent to the west of Building ‘A’ is Shops ‘A’ West which is approximately 12,492 sf. – Executive Offices = 2800 sf.

Access

There are two points of access from Dobson Road into the Center. Off of Dobson, the first is for service vehicles, which allows access to the rear of the Development. The other is located approximately halfway between the north driveway and the intersection. This entrance is used by the general public to access the Center. Currently, there is no sign at the service driveway or public driveway off Dobson Road.

In the southeast portion of the Center there is a corner monument on the landscaping that says “The Boulevard.” This sign will be renovated.

From Chandler Boulevard, there is a public driveway approximately 600 feet west of Dobson Road. There is a sign at this entrance that lists tenants. There is also a service drive from Chandler Boulevard at the southwest corner that does not currently have a sign.

Signs

The proposed improvements to the Center are as follows: (i) addition of a sign at the public driveway off of Dobson Road; (ii) renovation of the monument at the corner of the Center near the intersection of Dobson Road and Chandler Boulevard; (iii) renovation of the sign at the public driveway off Chandler Boulevard; (iv) addition of a sign at the service driveway off of Chandler Boulevard.

The addition of the signs at the public driveways off of Dobson Road and Chandler Boulevard will allow tenants to better inform motorists of the businesses in the Center. Such notice helps increase business and therefore contributes to the economic prosperity of the Center. Moreover, better notice reduces confusion and searching by motorists, thus increasing safety.

The renovation of the monument at the corner of Dobson Road and Chandler Boulevard renews the look of the Center.

The signs will have a “cultured stone” base, and be similar in design and color to the buildings within the Center. The design changes do not offend the purposes behind sign regulations.