

#20

SEP 20 2007



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

**MEMORANDUM                      Planning & Development - CC Memo No. 07-215**

**DATE:**                      SEPTEMBER 6, 2007

**TO:**                              MAYOR AND CITY COUNCIL

**THRU:**                      W. MARK PENTZ, CITY MANAGER  
   *for* DOUG BALLARD, PLANNING & DEVELOPMENT DIRECTOR *DKD*  
   JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR  
   BOB WEWORSKI, PLANNING MANAGER *BW*

**FROM:**                      ERIK SWANSON, CITY PLANNER *ES*

**SUBJECT:**                      PDP07-0020 TCF NATIONAL BANK

Request:                      Preliminary Development Plan (PDP) approval for a comprehensive sign package

Location:                      1990 E. Ray Road  
   Northwest corner of Ray and Cooper Roads

Applicant:                      Charly Carpenter, HTG Architects

**RECOMMENDATION**

The request is for Preliminary Development Plan amendment approval for a comprehensive sign package. Planning Commission and Staff, upon finding consistency with the General Plan and Planned Area Development (PAD) zoning, recommend approval with conditions.

**BACKGROUND**

The approximate 1.43-acre site is located at the northwest corner of Ray and Cooper Roads, at the intersection corner, within the Cooper Crossing commercial center. North of the subject site is a proposed drive-thru retail with commercial retail buildings. North of the commercial center is the Countywalk II single-family residential neighborhood. West of the subject site are parking spaces and office buildings. West of the commercial center is the Pelham Manor single-family residential neighborhood. South, across Ray Road is a Basha's anchored retail center with a Chevron gas station located directly at the corner. East, across Cooper Road is a shopping center located within the Town of Gilbert.

The subject site was zoned PAD for commercial C-1 uses as part of the 1984 Provinces Master Plan. In January of 2005, Council approved a PDP that changed the site layout on the western portion, to include two, 2-story office buildings and five, 1-story garden office buildings. The PDP for Cooper Crossing Phase II (the eastern portion of the site) was approved in January of this year. The Cooper Crossing Phase II site layout included a total of seven buildings for commercial office, retail shops, a restaurant with drive-thru, and a bank pad. This PDP request is specifically for the TCF Bank. Details for the TCF National Bank signage were not provided with the Cooper Crossing Phase II PDP.

### **SIGNAGE**

TCF Bank is a Minnesota-based bank. This location will be the second TCF Bank in Arizona, with the first being in the City of Mesa. TCF Bank is proposing a total of nine signs. There will be four signs mounted on the bank building, one monument sign located at the intersection corner, and four signs to direct traffic throughout the site.

Current Sign Code allows for sign square footage to be two times the length of building frontage. Buildings located at intersection corners are allowed to use two building frontages to calculate allowable sign square footage. The TCF Bank has approximately 130 linear feet of building frontage, allowing for approximately 260 square feet of signage. The proposal includes approximately 168 square feet of building signage.

The building mounted signs are proposed as pan channel letters utilizing aluminum backing with vinyl covering. The signage approved with the Cooper Crossing Phase II PDP utilized halo-aluminum reverse pan-channel lettering. The building sign located on the front of the building is approximately 60 square feet. The remaining three building mounted signs: one on each side, and one on the rear, will be approximately 36 square feet each. Staff has added a condition requiring that the building mounted signage be halo-illuminated to match the remainder of the Cooper Crossing development.

The intersection corner monument sign will match the monument signage design approved with Phase I of Cooper Crossing in 2005. The monument sign's main portion will match the same materials used in the building construction, as well as match the color of the TCF Bank building. The monument sign's base will utilize river rock to match the requirements established in the Provinces Master Plan. The monument sign will also include attached wing planter boxes to accent the monument sign. The metal architectural wing feature at the top of the monument sign is a feature found on the other monument signs, as well as throughout the site.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on Thursday, August 16, 2007. No neighbors were in attendance.
- The meeting scheduled with the Providence's Architectural Review Board was cancelled with no opposition against the proposal.

**PLANNING COMMISSION VOTE REPORT**

Motion to Approve:

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

There was some discussion regarding Condition No. 4 requiring that all signage be pan-channel halo-illuminated. TCF Bank was concerned that requiring pan-channel halo-illumination signage would hinder bank recognition. Planning Commission felt that with the proposed pan-channel internally illuminated signage there would not be consistency with the remainder of the site's signage. Planning Commission added Condition No. 5 to allow for the corporate 'swoosh' to be internally illuminated.

**RECOMMENDED ACTION**

Planning Commission and Staff, upon finding consistency with the General Plan and PAD zoning, recommend approval of PDP07-0020 TCF NATIONAL BANK, Preliminary Development Plan amendment for a comprehensive sign package, subject to the following conditions:

1. Development shall be in substantial conformance with the Development Booklet, entitled "TCF NATIONAL BANK" kept on file in the City of Chandler Planning Services Division, in File No. PDP07-0020, 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. All signage shall be reverse pan-channel halo-illuminated.
5. The applicant shall work with Staff to develop an internal translucent illumination with halo-illumination for the corporate 'swoosh' logo.

**PROPOSED MOTION**

Move to approve case PDP07-0020 TCF NATIONAL BANK, Preliminary Development Plan amendment for a comprehensive sign package, subject to the conditions recommended by Planning Commission and Staff.

**Attachments:**

1. Vicinity Map
2. Building Elevations
3. Monument Sign Elevation
4. Applicant Narrative
5. Development Booklet

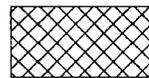
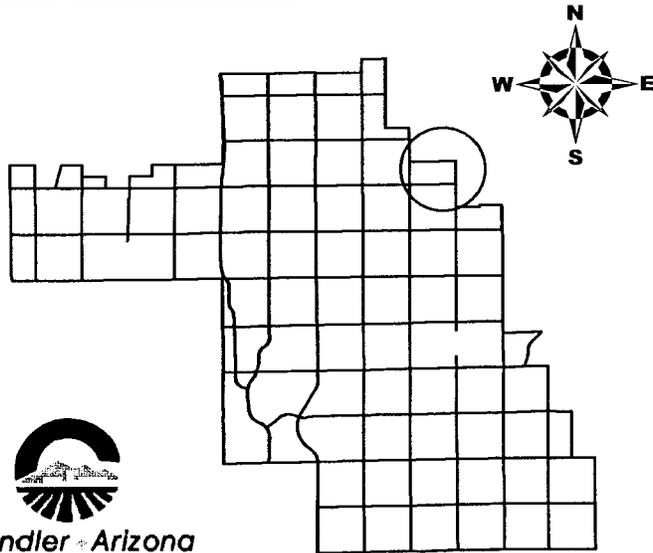


Project Site

Ray Rd.

Cooper Rd.

## Vicinity Map



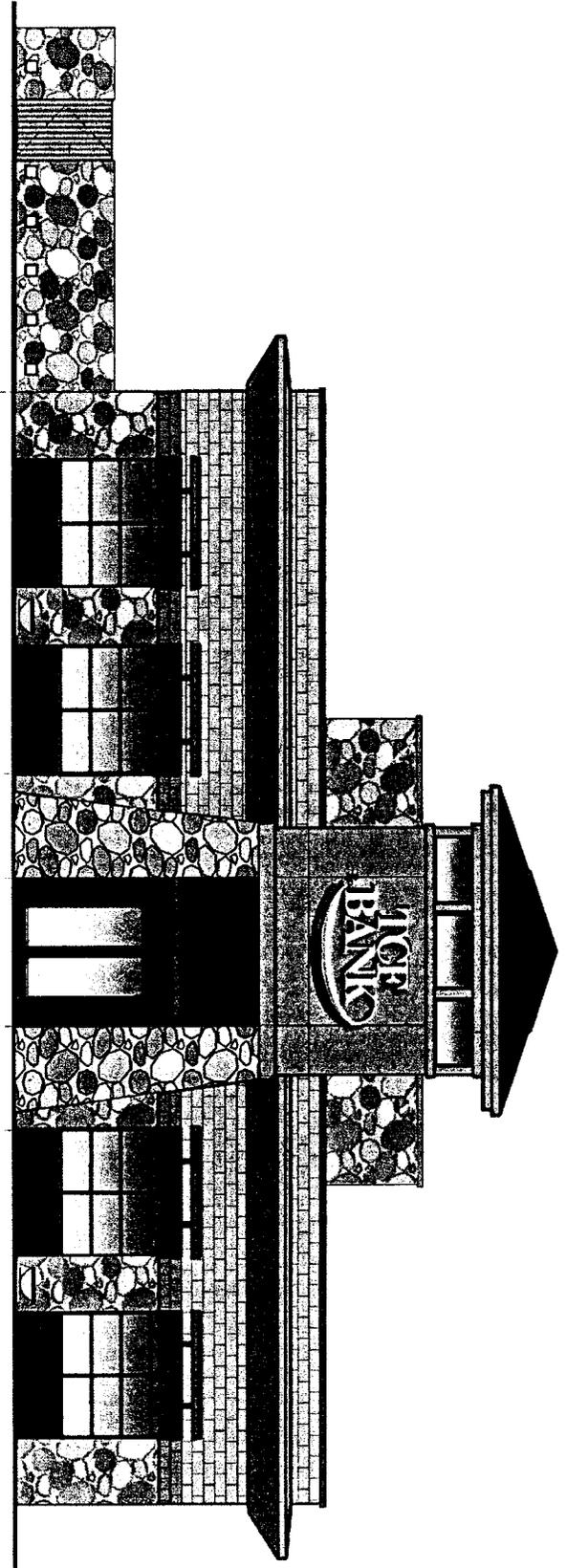
PDP07-0020

TCF National Bank



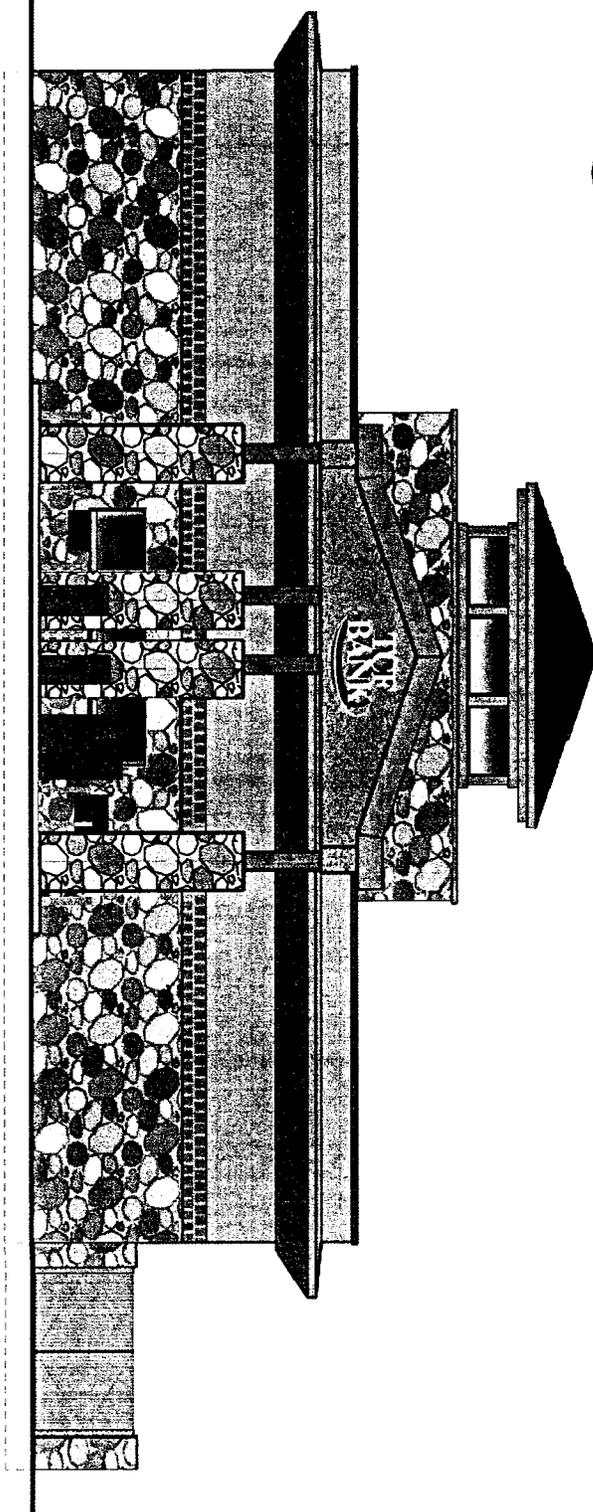
Chandler Arizona  
Where Values Make The Difference

CITY OF CHANDLER 6/5/2007



1  
A3.1

SOUTH ELEVATION  
3/32"=1'-0"



2  
A3.1

NORTH ELEVATION  
3/32"=1'-0"

FE-05236.dwg May 6, 2007 - 0:47am

SHEET:  
**4**

PROJECT #: 05236  
DATE: 05-16-07

TCF NATIONAL BANK  
1990 EAST RAY ROAD  
CHANDLER, ARIZONA

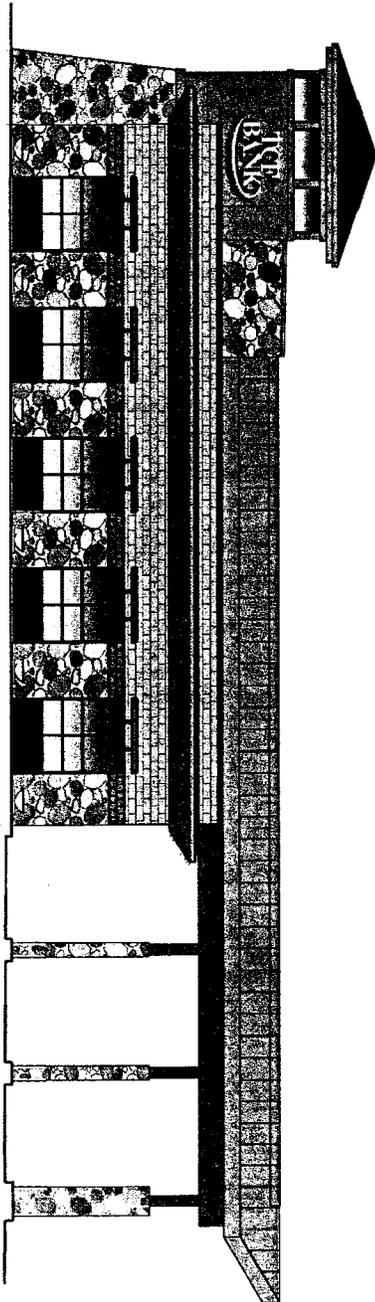
9300 Hennepin Town Road  
Eden Prairie, MN. 55347

Tel: 952.278.8880 Fax: 952.278.8822



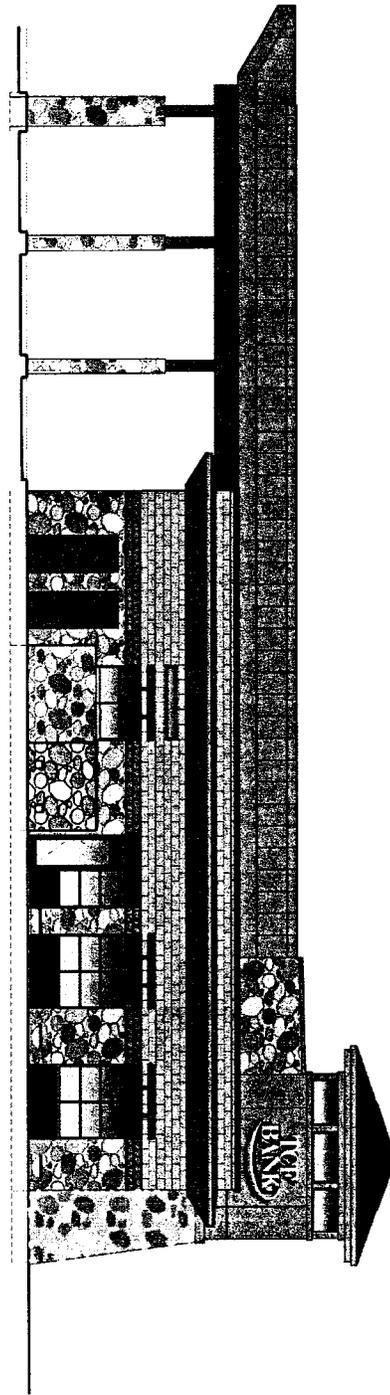
4  
A31

EAST ELEVATION  
3/32"=1'-0"



3  
A31

WEST ELEVATION  
3/32"=1'-0"



IB: 05/16/07.dwg, Rev. 6, 11.5.07, 10/16/07

SHEET:  
**5**

PROJECT #: 05236  
DATE: 05-16-07

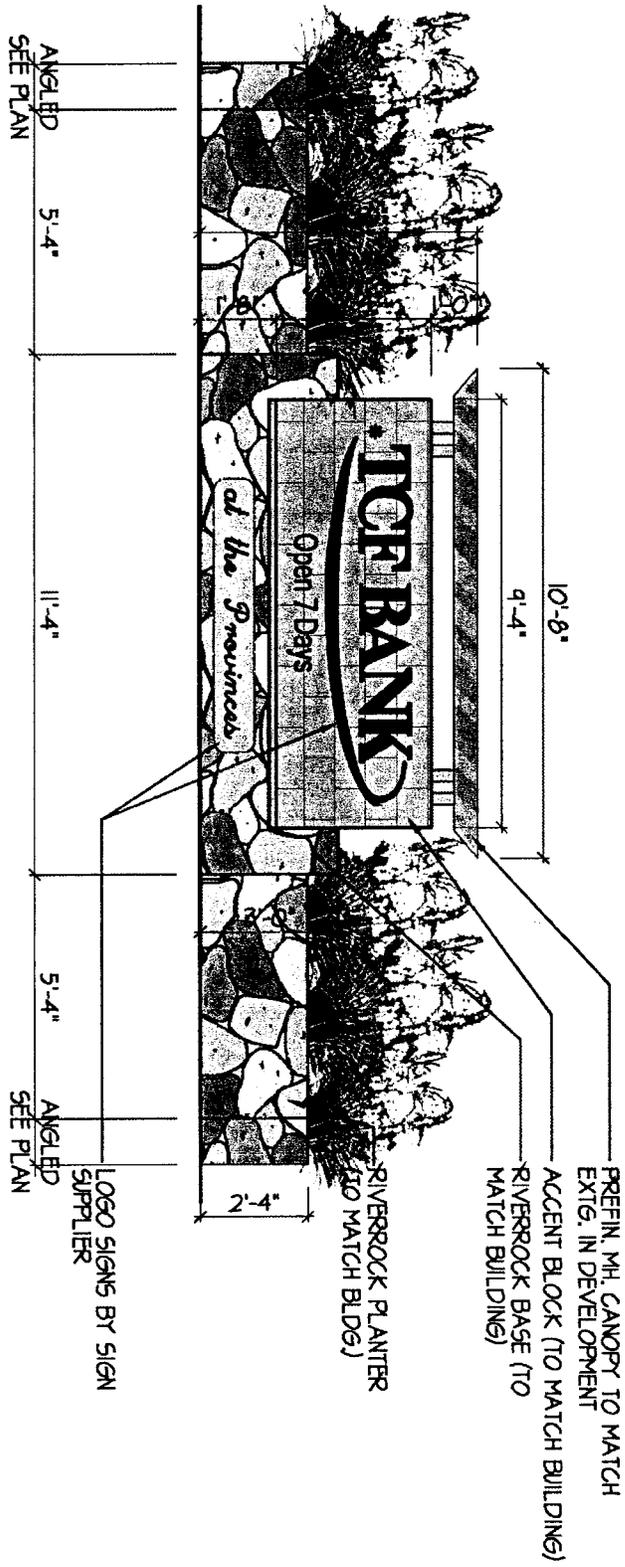
TCF NATIONL BANK  
1990 EAST RAY ROAD  
CHANDLER, ARIZONA

9300 Hennepin Town Road  
Eden Prairie, MN. 55347

Tel: 952.278.8880 Fax: 952.278.8822



MONUMENT SIGN  
1/4" = 1'-0"





9 August 2007

Planning and Development Department  
City of Chandler  
215 East Buffalo Street  
Chandler, Arizona 85225

**Re: TCF National Bank, Cooper Crossing  
Chandler, Arizona  
PDP Amendment**

As requested, below is a brief summary of the proposed building design, material selection, and signage for your use. The requested application type is for a PDP Amendment Submittal. The information is based on the enclosed exterior building elevations and site plan.

TCF National Bank is planning a new branch bank facility to be located in the Cooper Crossing development at 1990 East Ray Road, parcel number 302-39-208. The new 4,400 square foot building will be one story on 1.43 acres. The interior use will be for general bank operation, with a proposed building design providing an image that is consumer-friendly, elegant, and warm. TCF is a Minnesota-based bank and is currently operating its first Arizona branch bank in Mesa at 4330 East Juanita Avenue. The Mesa building set the Southwest design precedent with entry tower, stone base and earthy colors.

The TCF at Cooper Crossing will be block with stone to blend with the development's style. The development's PDP package, dated August 18, 2006, was approved with TCF only having (1) 42"x 60" logo sign. We are submitting this PDP amendment application to receive approval for additional signage.

The proposed exterior signage will consist of (1) freestanding monument sign located at the southeast corner of the site, (4) wall mounted back-lit logo signs on the building and (4) directional signs for safety and wayfinding on the site. The signage dimensions, material and locations were designed in accordance to City of Chandler requirements. The building wall signs will be less than 80% of the wall length and will meet the 42" maximum letter height requirements set by the City. The directional signs will not exceed the three foot height maximum and six square foot allowance. The monument sign presents character emulated from the development's overall theme. The site will contain one monument sign per the City's allowance within the C1 zoning guidelines.

Sincerely,

A handwritten signature in black ink that reads "Vaishali Carpenter". The signature is written in a cursive style with a long horizontal flourish extending to the right.

Vaishali P. Carpenter  
Partner, Project Manager  
HTG Architects

Enclosure