

#16  
OCT 30 2008



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

**MEMORANDUM**

**Planning and Development – CC Memo No. 08-186**

**DATE:** SEPTEMBER 18, 2008

**TO:** MAYOR AND CITY COUNCIL

**THRU:** W. MARK PENTZ, CITY MANAGER  
JEFF KURTZ, ACTING PLANNING & DEVELOPMENT DIRECTOR  
KEVIN MAYO, ACTING PLANNING MANAGER

**FROM:** JODIE M. NOVAK, MEP, SENIOR CITY PLANNER

**SUBJECT:** PDP08-0019 RYAN OFFICE COMPLEX

**Request:** Preliminary Development Plan (PDP) approval to amend the allowed signage on the existing monument sign

**Location:** Northwest corner of Ryan Road and Arizona Avenue; 2450 S. Arizona Avenue

**Applicant:** Bill Ryan

**Project Info:** 12,517 square foot office building on 2.09 gross acres

**RECOMMENDATION**

Upon finding the request to be consistent with the General Plan, Planning Commission and Staff recommend approval of the request with conditions.

**BACKGROUND**

The office development is adjacent to the Ryan Estates single-family residential subdivision off of Arizona Avenue and Ryan Road. In October 2005, City Council approved an office building for the subject site. The building is single-story and approximately 12,517 square feet in size. As a part of the rezoning and PDP request, signage for the building and a freestanding monument sign was approved. The approved signage included one monument sign on Arizona Avenue with three business names on each side.

This application requests approval to increase the number of business names on the monument sign from three to five names on each side. Five business names are currently on the monument sign and require a sign permit to be maintained, pending approval of this PDP amendment.

The sign includes ReMax Elite, State Farm Insurance, Arizona Title, Love Development, and People's Mortgage business names. The business names, lettering, and location are appropriately designed and proportionate on the sign. The letters are approximately 7 to 8-inches in height, non-illuminated, and flat cutout dark bronze aluminum. The sign is indirectly illuminated with ground lighting. The monument sign is designed with stone veneer columns that frame the painted block sign face to harmonize with the building design.

The sign includes one main business name at the top with four additional business names below. The main business name lettering is one-line of copy and a maximum letter height of 8 inches. The four other business names are one-line of copy and a maximum letter height of 7 inches. There is an 8-inch separation between signs and the sign names are no closer than 4.5-inches from the edge of the sign wall. The sign band area for each set of two signs, State Farm/Love Dev. and Arizona Title/Peoples Mtg. is approximately 22-inches in height by 55-inches in width.

In the event there are less than five business names on the sign, the lettering size may be increased and two lines of copy considered as long as the sign is compatible and proportionate with existing signs. Staff will review the change administratively and determine if a new PDP is required.

The monument sign currently does not permit logos; however, State Farm has a logo adjacent to the business name. Logos can be considered as a part of the business name in meeting the sign area and lettering size as represented. The logos shall be designed to match the business name sign as a flat cutout aluminum letter painted with vinyl logo. Illuminated business names and logos are not permitted.

### **DISCUSSION**

Staff is of the opinion the proposed additional tenant names on the sign are appropriate and consistent with other approved office complex signs. The business names locations and style compliment the office complex signage and maintain the individual, flat cutout lettering style with indirect ground illumination. Logos may be added to the sign in compliance with the above criteria.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on August 19, 2008. No one attended other than the applicant.

### **PLANNING COMMISSION VOTE REPORT**

Motion to Approve.

In Favor: 6    Opposed: 0    Absent: 1 (Kelley)

**RECOMMENDED ACTION**

Upon finding consistency with the General Plan, Planning Commission and Staff recommend approval of the Preliminary Development Plan amendment with the following conditions:

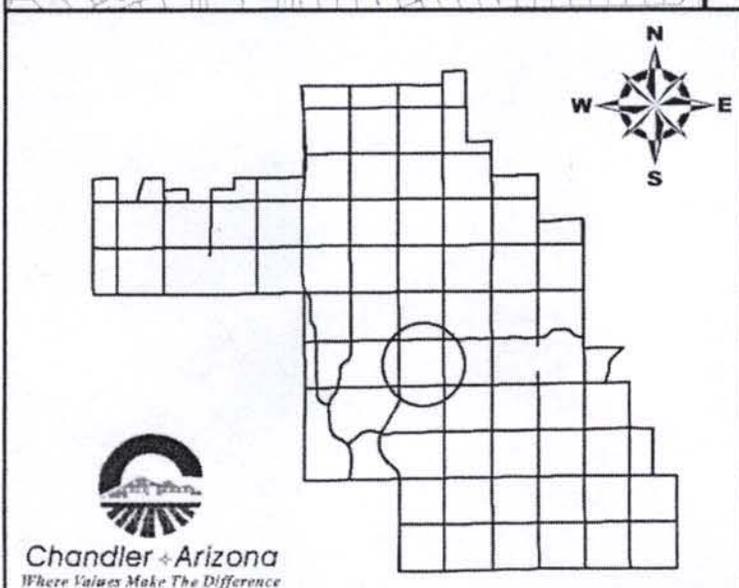
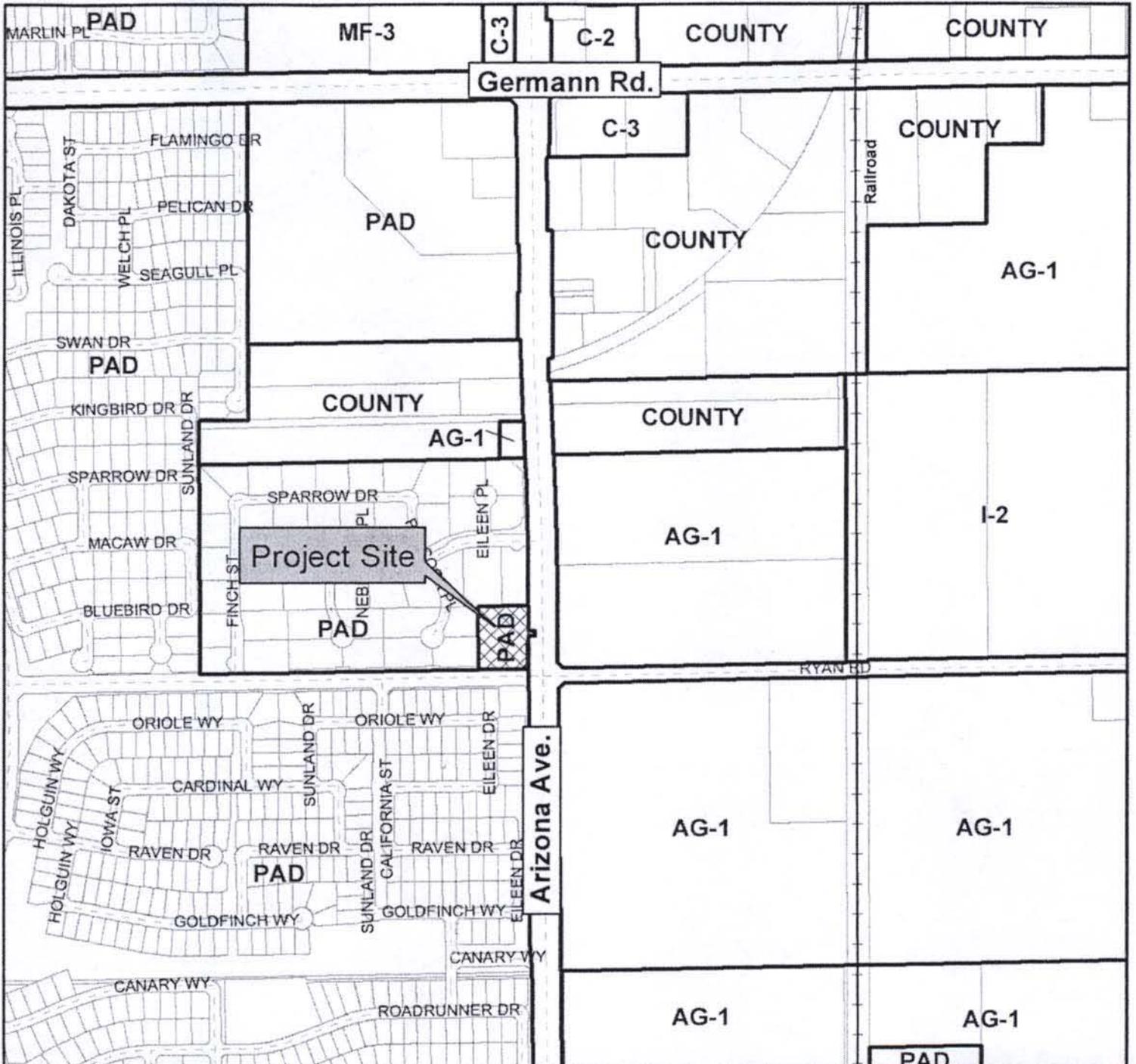
1. Business name and logos shall be non-illuminated.
2. Logos are permitted as individual, flat cutout letters with vinyl located within the designated sign band area and meet all other separation dimensions as represented.
3. The monument shall have no more than five (5) business names including associated logos at any time on each side of the sign.
4. Business names are limited to a single-line of copy; two-lines of copy is not permitted.
5. Lettering style, height, and location shall be as represented.

**PROPOSED MOTION**

Move to approve PDP amendment case PDP08-0019 RYAN OFFICE COMPLEX, subject to the conditions recommended by Planning Commission and Staff.

**Attachments**

1. Vicinity Maps
2. Site Plan
3. Propose signage
4. Approved sign in case DVR05-0018



**Vicinity Map**

**PDP08-0019**

**Ryan Office Complex**

CITY OF CHANDLER 6/23/2008





NORTH



1451 S. Heron Ln.  
Gilbert, AZ  
85296  
Phone: 480.861-5822  
Office & Fax: 480-840-3188  
ROC # 213462  
matt@mattscustomsigns.com  
www.mattscustomsigns.com

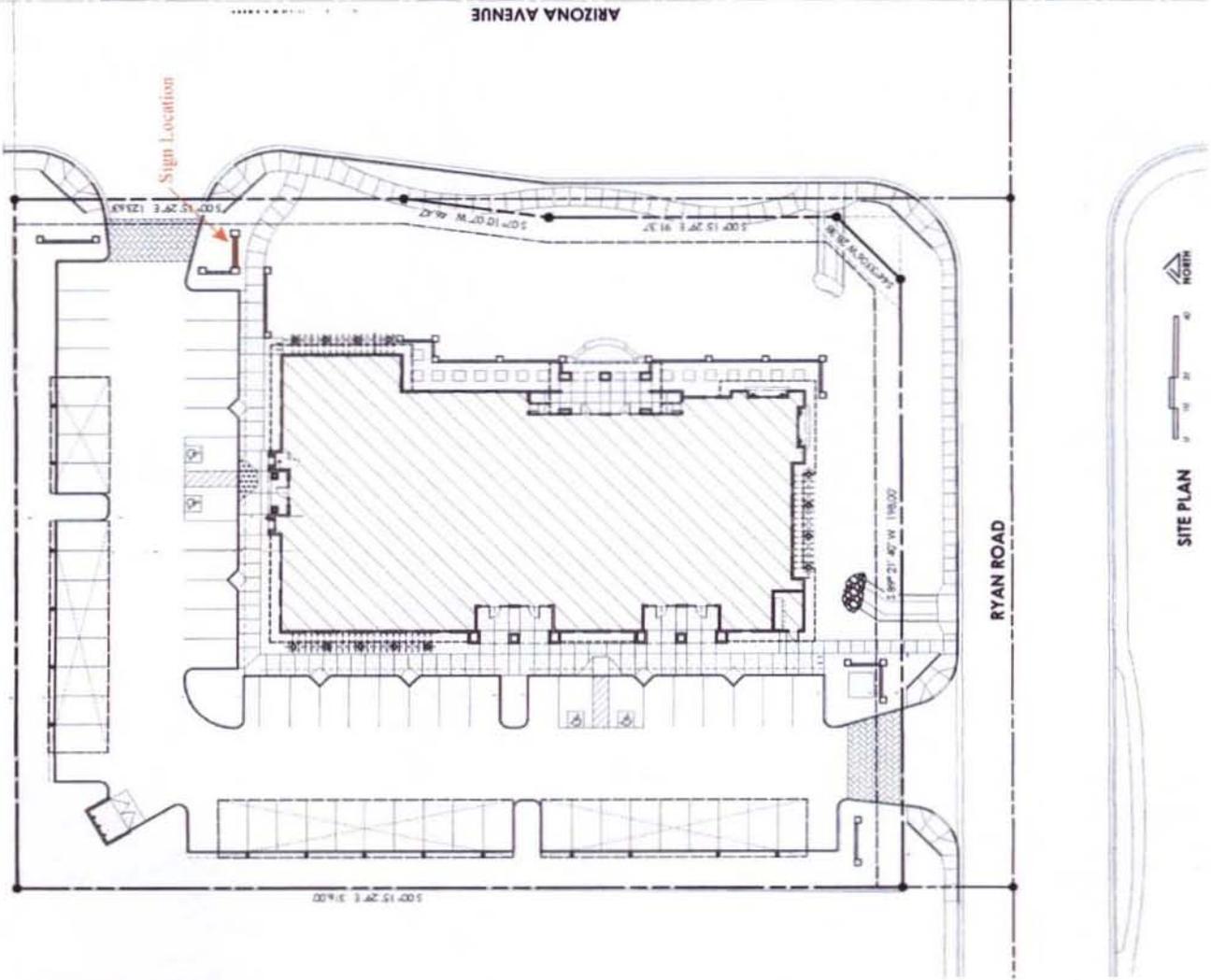
Location:  
2450 S. Arizona Ave.  
Suite 1  
Chandler, AZ  
Contact:  
Matt Elkins  
480-861-5822

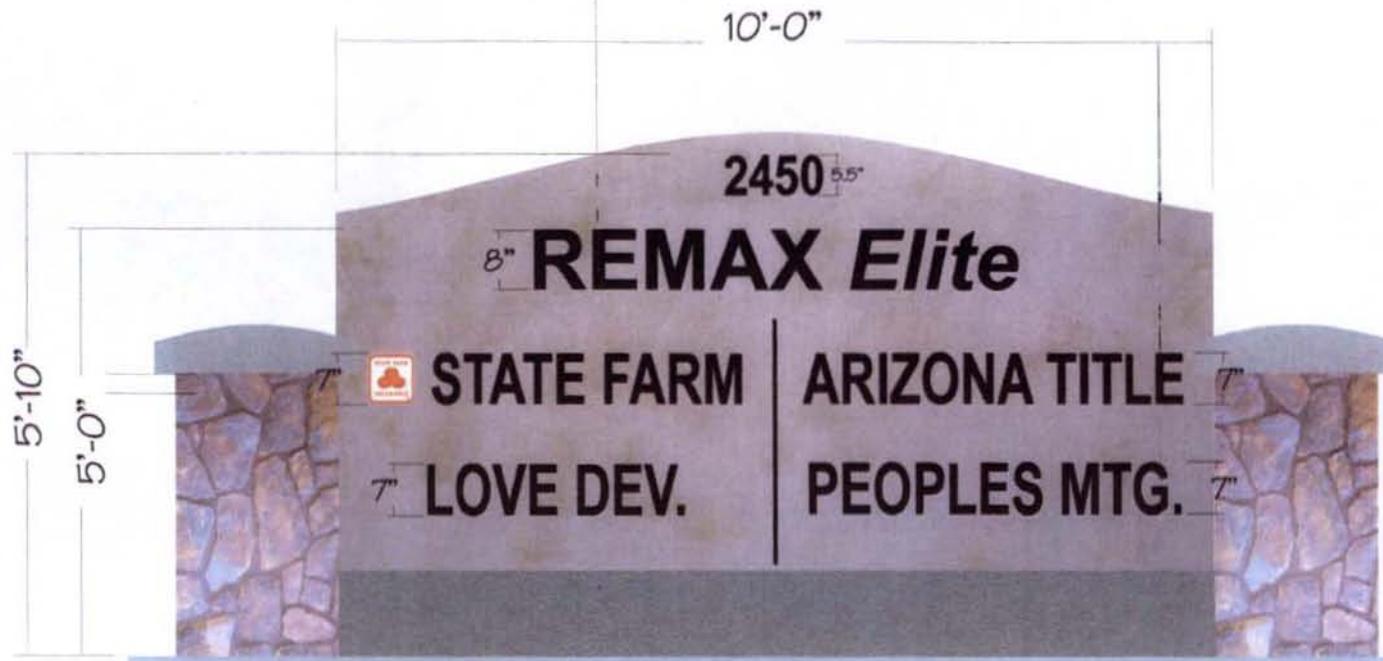
Drawing By:  
Matt Elkins

Date: 05/12/08

Drawing Rev - N/A

01-12/01





Layout B w/7" X 1/4" Letters To fit in area

Layout A: Monument wall & columns made by others

Letters on wall to be made by Matt's Custom Signs & Graphics Inc.

**SIGN A**

Layout B: Double Faced (Letters to be on both sides of Sign)  
 REMAX Elite @ 8" Letters & all others to be 7" X 1/4"  
 Painted Duranotic match customers preference.

Matt's Custom  
**Signs**  
 & Graphics, Inc.

1451 S. Heron Ln.  
 Gilbert, AZ  
 85296  
 Phone: 480.861-5822  
 Office & Fax 480-840-3188  
 ROC # 213462  
 matt@mattecustomsigns.com  
 www.mattecustomsigns.com

Location:  
 2450 S. Arizona Ave.  
 Suite 1  
 Chandler, AZ  
 Contact:  
 Matt Elkins  
 480-861-5822

Drawing By:  
 Matt Elkins

Date: 05/12/08

Drawing Rev - N/A

08-12/01

Existing Wall



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Matt Elkins

Date: 05/12/08

Drawing Rev - N/A

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Letters on wall to be made by Matt's Custom Signs & Graphics Inc.

SIGN  
**A**

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Letters to fit in area

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Drawing By:  
Matt Elkins

Date: 05/12/08

Drawing Rev - N/A



Layout B w/7" X 1/4" Letters To fit in area

1/4" Alum FCO



CHANNEL LETTER EXAMPLE  
NOT TO SCALE

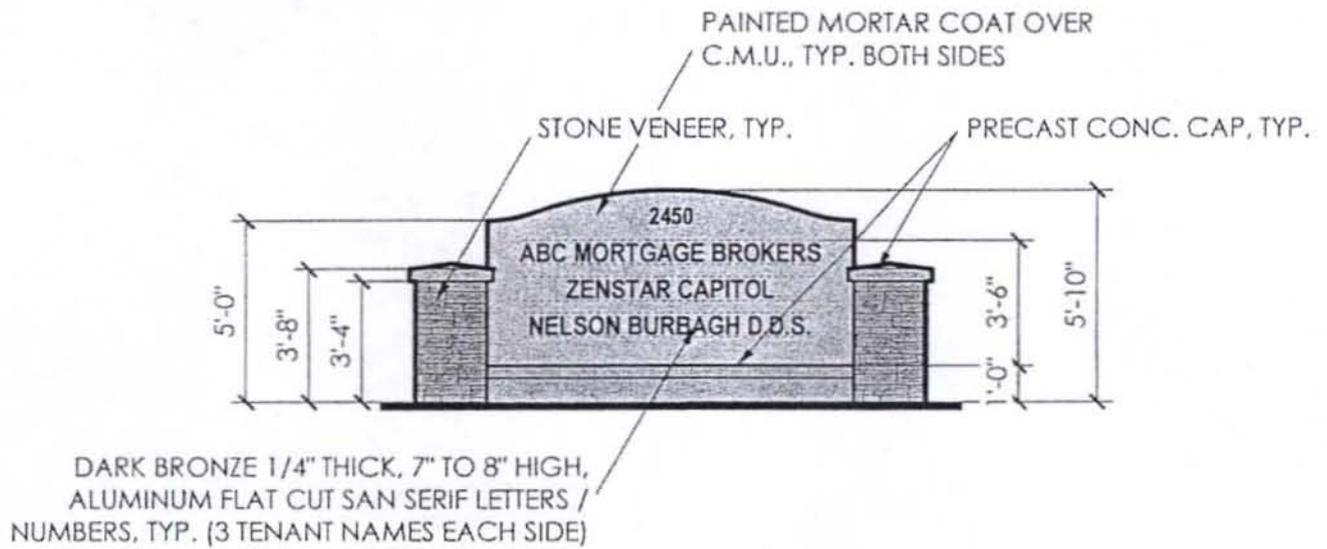
Face of FCO  
Made of 1/4" Alum.

Mounted with 3/16" X 4" Studs



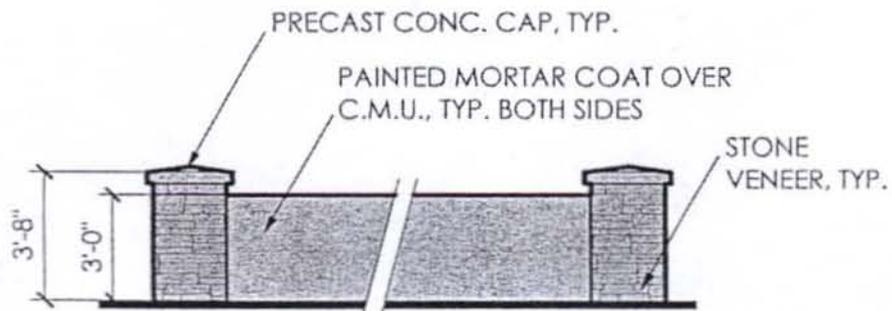
FLAT CUT OUT TYPICAL CROSS SECTION  
NOT TO SCALE

01-12101



ILLUMINATION TO BE ACCOMPLISHED BY FOREGROUND LANDSCAPE LIGHTS EACH SIDE

### MONUMENT SIGN ELEVATION



### TYPICAL PARKING SCREEN WALL ELEVATION

FWR 05-0018 sign approval

aluminum letters in a dark bronze color are being proposed. With this application we are requesting relief from the code limitation of two tenant names on the monument sign. We are proposing three tenant names on each side of the monument. The monument design has been upgraded by incorporating stone pilasters each side with stone caps and colors and materials that integrate with the building architecture. The monument sign will be illuminated by foreground landscape lights. There will be no sign illumination for the building mounted signs.

The architectural theme is Mediterranean. Materials and features used consist of a pitched tile roof, integrally colored E.I.F.S. walls, stone veneer accents, and pre-cast concrete moldings, and cornice. Additionally, pre-cast columns are incorporated as accent features and as supports for shaded trellis at portions of the west, east, and south elevations. The massing, scale, and materials are consistent with those of the existing residential buildings located in the adjacent Ryan Estates.

The landscaping proposed will provide a lush and dense green setting. Tree themes consist of Fan-Tex Ash, Swan Hill Olive, Brazilian Pepper, and accents of White Orchid along the street frontages. Parking island trees proposed are Fan-Tex Ash and Bradford Pear. Along the north and west property boundaries, the tree used is Indian Laurel Fig spaced at 15 feet on center. Mid-iron sod is used extensively in the landscape setback along both Ryan Road and Arizona Avenue. Flowering shrubs are placed to provide colorful accents.

Ryan Office Development will become a unique and rich contribution to this property and its surrounding neighbors.

DUP05-0018 sign approval