

#13

JAN 08 2009



Chandler • Arizona
Where Values Make The Difference

MEMORANDUM

Planning and Development – CC Memo No. 08-224

DATE: DECEMBER 18, 2008

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER *WMP*
JEFF KURTZ, ACTING PLANNING & DEVELOPMENT DIRECTOR *J*
BOB WEWORSKI, PLANNING MANAGER *BW*

FROM: BILL DERMODY, SENIOR CITY PLANNER *BD*

SUBJECT: PDP08-0032 LAGUNA VILLAGE

Request: Preliminary Development Plan (PDP) approval for an additional monument sign

Location: Southeast corner of Ray and Kyrene Roads

Applicant: YESCO

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and C-2/PAD zoning, Planning Commission and Staff recommend approval subject to conditions.

BACKGROUND

The request is for Preliminary Development Plan (PDP) approval for an additional monument sign in the Laguna Village shopping center at the southeast corner of Kyrene and Ray Roads. The center was primarily developed in 1986 and featured a movie theater, inline shops, and restaurants. Walgreen's and Fresh & Easy occupy pads more recently constructed in 2008. The movie theater space is currently vacant. The center is surrounded to the south and east by single-family homes. Single-family homes also occupy the intersection's other three corners.

The site received C-2/PAD zoning and PDP approval in 1986 that did not address signage, thereby requiring adherence to Sign Code requirements. A variance approved in 1987 allowed an 18'-high sign with 10 tenant panels for use by the movie theater. This sign is now approximately the same height, but now includes only two tenant panels. The variance approval stipulated that no other monument signs be allowed along Ray Road in order to prevent a

cluttered streetscape appearance. The Zoning Administrator has determined that the proper way to amend the variance stipulation is through a new PDP rather than another variance.

The request is for a new two-tenant, 6'-high monument sign located along Ray Road, 298'-6" east of the existing 18'-high sign. The sign would match the appearance of an existing 6'-high monument sign along Kyrene Road and be complementary to the more ornate 18'-high sign. The requested sign features an aluminum cabinet treated to look like stucco with illuminated push-through acrylic letters. The sign is set upon a 2'-high masonry base and has a three-tone paint scheme and a cornice cap drawn from the center's building architecture.

DISCUSSION

Planning Commission and Staff support the request, finding it to be a complementary and attractive addition to the shopping center. The request is for a sign located 1'-6" short of the required Sign Code spacing from other monument signs (300') that otherwise complies with the Sign Code. The clutter anticipated at the time of the 1987 variance is no longer an issue due to reduction of tenant panels on the existing Ray Road sign from 10 to two.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting was held on December 4, 2008 at the Chandler Library Sunset Branch. One neighbor attended who asked general questions and supports the request.
- At the time of this writing, Staff has been contacted by one neighbor in opposition to the request who feels that extra signage will lower his residential property value and is not needed for a shopping center that is already rather active.

PLANNING COMMISSION VOTE REPORT

Motion to approve.

In Favor: 4 Opposed: 0 Absent: 3 (Kelley, McClendon, Veitch)

RECOMMENDED ACTION

Planning Commission and Staff, upon finding consistency with the General Plan and PCO/PAD and PAD zoning, recommend approval of PDP08-0032 LAGUNA VILLAGE subject to the following conditions:

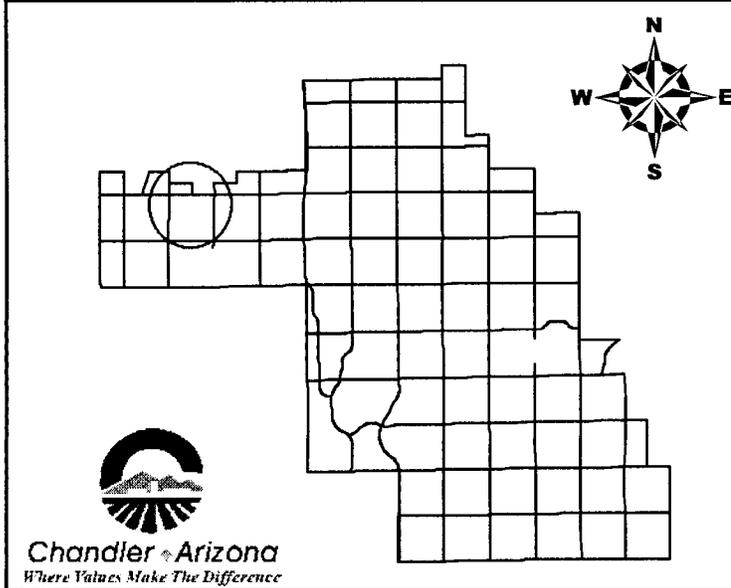
1. Development shall be in substantial conformance with the application materials (site plan, elevations, narrative), except as modified by condition herein.
2. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
3. The monument sign package 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.

PROPOSED MOTION

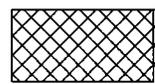
Move to approve Preliminary Development Plan case PDP08-0032 LAGUNA VILLAGE subject to the conditions recommended by Planning Commission and Staff.

Attachments

1. Vicinity Map
2. Narrative
3. Elevation
4. Site Plan



Vicinity Map



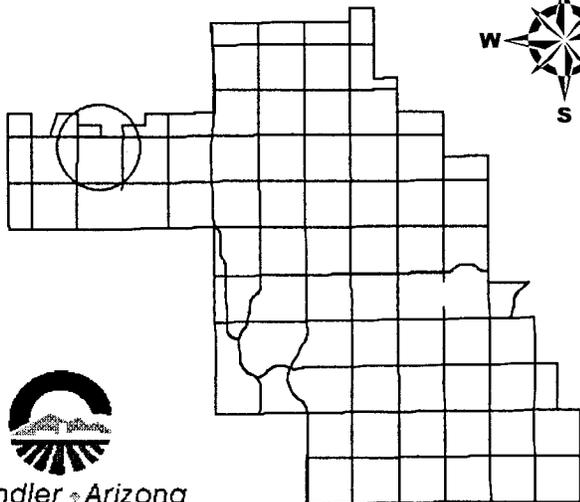
PDP08-0032

Laguna Village





Vicinity Map



PDP08-0032

Laguna Village



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CITY OF CHANDLER 9/10/2008

Project Narrative Laguna Village PDP Amendment

Summary of Request

We are requesting an additional ground sign 6' in height, adjacent to Ray Road. On July 23, 1987 the Board of Adjustment approved an 18' sign on Ray Road subject to no additional signs on Ray Road. We are seeking relief from this requirement by requesting the 6' tall additional sign on Ray Road.

Summary of Sign

The overall height of the sign is 6' and the square footage of the tenant panels are 15.66 square feet. The sign is located 14'5" back from the property line. The sign includes a 6" cornice and reveal as an embellishment to the top of the structure. In addition, the base of the sign is CMU, with a 4" masonry cap on top of the base. The copy of the sign shall be 1" clear acrylic push through, overlaid with vinyl and/or laminate. The colors are as follows: the cornice, base and tenant panels are # 1 texture Dunn Edwards DE 6128 "Sand Dune"; the cabinet is #2 texture Dunn Edwards DEC 717 "Baked Potato."

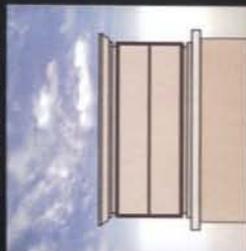


NORTH

AERIAL SITE PLAN SIGN LOCATION

SCALE: NONE

PROPOSED SIGN



A

6'-0" H x 7'-0" W



A

SEE DETAIL ON SHEET 3

B

10'-0" H x 12'-3" W



C

6'-0" H x 7'-0" W



DAY STREET

RAY ROAD

KYRENE ROAD

6080139 8
FILE NUMBER SHEET NUMBER 2 OF 3
P15837

FIRM NAME / PROJECT ADDRESS
FRESH & EASY
SWC RAY ROAD & KYRENE ROAD
CHANDLER, ARIZONA
SCALE: As Noted
CADD DESIGNER: DULK
ORIGINAL DATE: 07/29/08
SALES/PERSON: KELLY CHIPPMAN

REV #	DATE	BY	DATE	BY
1	06/02/08	JB		
2	10/01/08	JW		
3	10/28/08	JW		

* Illuminated displays will be wired for 120 volt power unless otherwise noted.
 * Cost for providing necessary electrical wiring to sign area is not included in sign proposal.
 SALES APPROVAL: _____ DATE: _____

PHOENIX DIVISION
 6725 W. Chicago Street, Chandler, AZ 85226-3225 (480) 449-3724
 ARIZONA CONTRACTORS LICENSE NO. 97353-001 APPROVED FOR PHOENIX ELECTRICAL, INC. APPROVAL

PRODUCTION READY

YBSCO - YOUNG ELECTRIC SIGN COMPANY

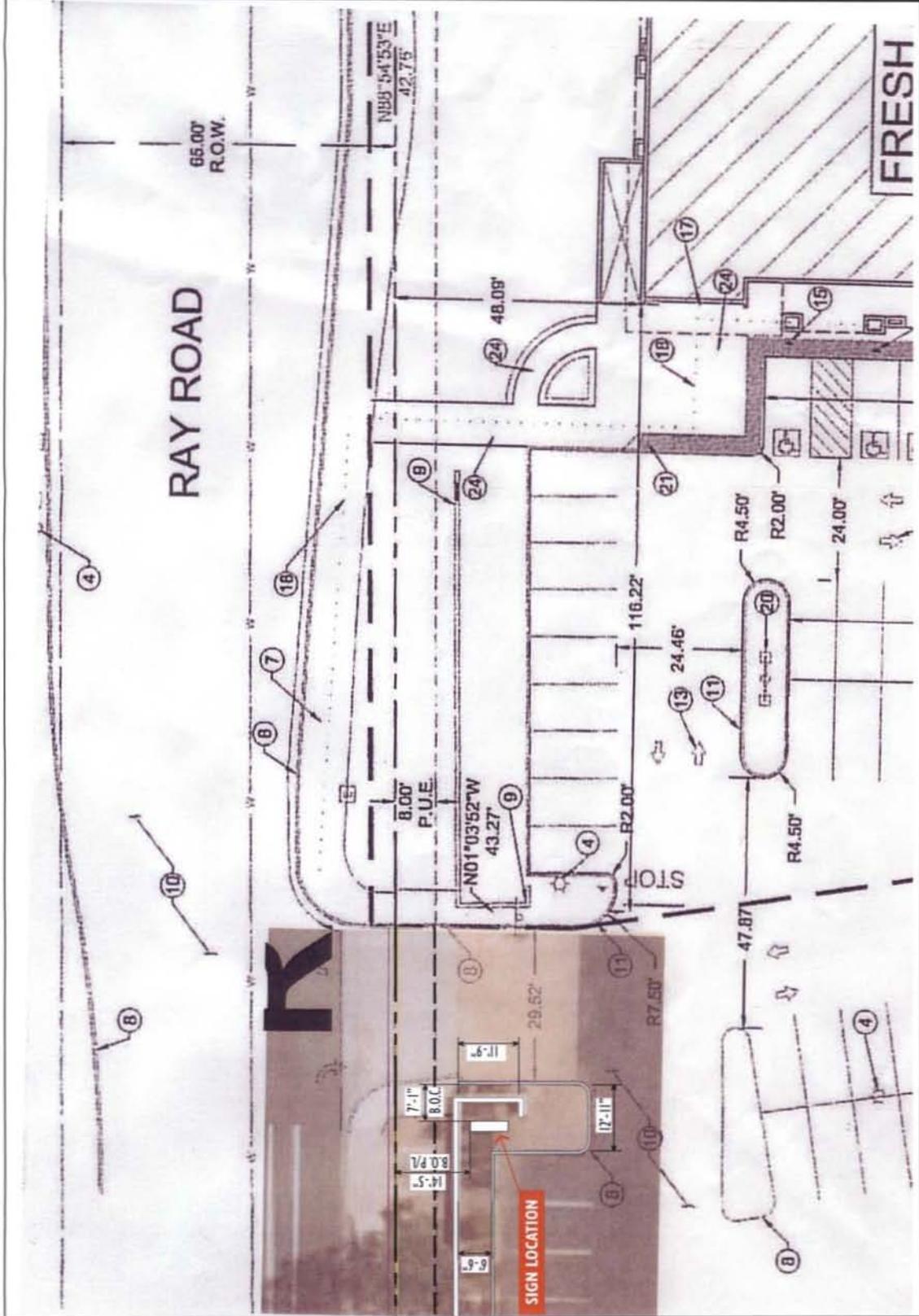




NORTH

SITE PLAN SIGN LOCATION

SCALE: 1" = 20' - 0"



6080139 8
 FIELD NUMBER SECTION
 SHEET NUMBER 3 OF 3
 P15837
 PLOT NUMBER

FIRM NAME / PROJECT ADDRESS
 FRESH & EASY
 SWC RAY ROAD & KYRENE ROAD
 CHANDLER, ARIZONA
 SALESPERSON KELLY CHIPMAN

DATE BY
 06/02/08 JB
 10/01/08 JIW
 10/28/08 JIW

REVISIONS
 02/05/08 LSD
 02/09/08 LSD
 03/04/08 LSD
 03/05/08 LSD
 03/07/08 LSD

DATE BY
 02/05/08 LSD
 02/09/08 LSD
 03/04/08 LSD
 03/05/08 LSD
 03/07/08 LSD

DATE
 02/05/08
 02/09/08
 03/04/08
 03/05/08
 03/07/08

* Illuminated displays will be wired for 120 volt power unless otherwise noted.
 * Cost for providing necessary electrical wiring to sign area is not included in sign proposal.
 SALES APPROVAL: _____ DATE: _____

PHOENIX DIVISION
 8725 W. Chicago Street, Chandler, AZ 85226-3315 (480) 649-3728
 Arizona's leading sign company. We are your sign, electrical, and service partner.

PRODUCTION READY

YESCO, YOUNG ELECTRIC SIGN COMPANY