

Add #65

FEB 12 2009



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MEMORANDUM

DATE: FEBRUARY 12, 2009

TO: MAYOR AND CITY COUNCIL

FROM: RICK HEUMANN, COUNCILMEMBER

SUBJECT: ACTION ITEM #65 PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE

I have been in ongoing dialogue with the applicant regarding Item No. 65 on tonight's Action agenda, with the intention to reduce the overall sign area of the fuel-station monument signs. Based upon the dialogue, it is my understanding that the applicant is in agreement with the addition of Condition Nos. 15-17 being added to the Planning Commission's recommendation. The additional conditions address the fuel-station monument signage, and signage for the carwash. With the additional conditions I recommend that Item No. 65, PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE be moved to tonight's Consent agenda. The additional conditions shall read as follows:

Condition No. 15 shall read:

15. The applicant shall work with Staff to locate the carwash logo at an appropriate location on the carwash building.

Condition No. 16 shall read:

16. The Chevron logo and lettering shall be routed aluminum push-thru.

Condition No. 17 shall read:

17. The fuel-station monument sign within the development booklet labeled as monument sign 'D', shall be replaced with the monument sign 'D1' exhibit, as attached.

February 12, 2009

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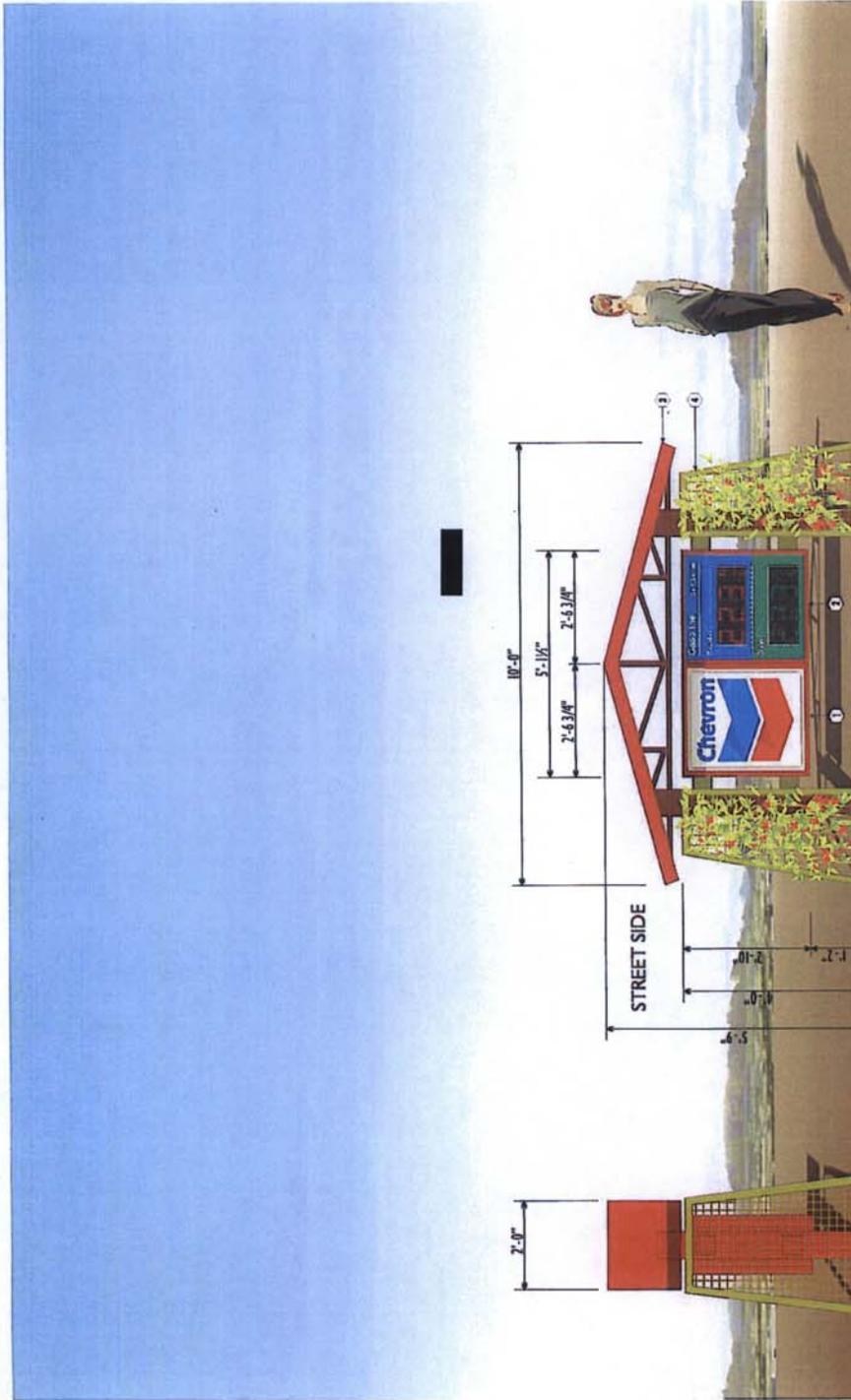
PROPOSED MOTION

I move to approve PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE, subject to the conditions as recommended by Planning Commission, with the additional conditions proposed by the applicant.

Attachment

1. Fuel-station Monument Sign 'D1'

EXHIBIT D
CAR WASH
MONUMENT
SIGN D



D1 ILLUMINATED DOUBLE FACED DISPLAY QTY. 2
SCALE: 3/8" = 1'-0"
14.49 SQUARE FEET

SPECIFICATION KEY

- TWO 'CHEVRON' HALLMARK SIGN FACES:** Custom polycarbonate with second surface decoration and Fluorescent full face internal illumination. All Chevron elements shall be the customer's responsibility to purchase from an authorized dealer and shall be installed by Yesco.
- TWO FUEL PRICE CHANGERS:** CPC 8" Regular gas and Diesel price changers shall be Chevron spec'd. All copy shall be full face internally illuminated. The fuel price changers shall display the cost of fuel and shall have no other function.
- ALUMINUM TOP AND SUPPORTS:** Painted Frazee #FAC113N "Sprayd Num" stain finish.
- STEEL TUBE FRAMING:** Painted Frazee #8165D "Antique Pine". New steel mesh inserts.

CONSTRUCTION MATERIALS FOR ALL SIGNS

STEEL FRAME SUPPORT STRUCTURE.
CABINETS ARE STEEL FRAME STRUCTURES COVERED WITH ALUMINUM SKIN.
ALL ELEMENTS ARE PRIMED AND PAINTED WITH FINISHES SPECIFIED.

#65

FEB 12 2009



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MEMORANDUM

Planning & Development - CC Memo No. 08-214c

DATE: JANUARY 27, 2009

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER
for JEFF KURTZ, ACTING PLANNING & DEVELOPMENT DIRECTOR Det
BOB WEWORSKI, PLANNING MANAGER BW

FROM: ERIK SWANSON, CITY PLANNER ES

SUBJECT: PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE

Request: Preliminary Development Plan approval for a comprehensive sign package for a commercial shopping center

Location: Northeast corner of Chandler Heights Road and Arizona Avenue

Applicant: Lindsay Schube, Beus Gilbert

Project Info: 19.57 gross site acres,
114,442 square feet of building area

This request was continued at the December 11, 2008 City Council hearing to allow the applicant time to further develop design alternatives for the comprehensive sign package.

RECOMMENDATION

The request is for Preliminary Development Plan approval for a comprehensive sign package for a commercial shopping center located at the northeast corner of Chandler Heights Road and Arizona Avenue. Planning Commission and Staff, upon finding consistency with the General Plan, and Planned Area Development zoning, recommends approval with conditions. Planning Commission recommends approval with modifications to Staff recommended condition no.1, reducing the number of tenant panels on monument sign 'A', and the elimination of Staff recommended conditions 2 and 4, addressing the number of tenant panels on monument sign 'B', and the number of monument signs along Arizona Avenue.

BACKGROUND

The subject site is located at the northeast corner of Chandler Heights Road and Arizona Avenue. North and east, adjacent to the subject site is vacant land zoned for medium-density residential. South, across Chandler Heights Road is vacant land zoned PAD for commercial and multi-family development. West, across Arizona Avenue is the Fulton Ranch Marketplace commercial development. The subject site received Rezoning and PDP approval in March 2008 for a commercial shopping center and fuel station, and is currently under construction. At the time of Council approval a comprehensive sign package was not represented in the request, and therefore required a later PDP action.

SIGNAGE

The comprehensive sign package requests a total of five monument signs. Proposed are two fuel station monument signs, two four-tenant panel monument signs, and one five tenant-panel monument sign. A center identification sign is represented at the intersection corner.

The monument signs include design features found within the site architecture. The monument signs utilize an arch feature that is found on the El Paso restaurant, green screen elements that are used along the intersection frontages, and aluminum panels that will be painted to reflect the wood elements found throughout the site. The same paint palette utilized for the buildings will also be used on the signage. The fuel station monument sign differs architecturally from the main monument signs to reflect the architecture found on the fuel station canopy and convenience store. The design of the fuel station monument sign incorporates an open pitched roof rough-sawn timber design, and includes green screens on the support pillars; incorporating a design found on the other monument signs.

The building mounted signs will be internally illuminated pan channel letters. The monument sign tenant panels are white acrylic back up with vinyl overlay. The "Shoppes at Chandler Heights" sign panel on monument sign 'A' is aluminum routed push-thru lettering with vinyl overlay. Staff has added a condition requiring that all monument sign tenant panel lettering shall be 1" routed aluminum push-thru lettering.

DISCUSSION

The comprehensive sign package requests two deviations from the Sign Code. For this request the applicable deviations are allowing more than two monument signs along an arterial street, and exceeding more than two tenant panels per monument sign

Sign Code allows for the location of one monument sign per arterial street. Where there is an excess of 300' of street frontage, code allows for one additional sign along the frontage. The sign package request includes three monument signs along the Arizona Avenue frontage. Planning Commission is comfortable with the number of monument signs along Arizona Avenue as represented in the development book. However, Staff is not in support of the number of monument signs along Arizona Avenue, and has added a condition reducing the number of monument signs along Arizona Avenue to two monument signs.

Furthermore, the sign code requires that all monument signs be limited to two tenant panels per side per monument sign. Currently sign 'A' is requesting five tenant panels per side, and sign

'B' four tenant panels per side. Planning Commission is in support of the number of tenant panels for both signs 'A' and 'B'. Staff is not in support of the five tenant panels for sign 'A' or the four tenant panels for sign 'B'. Staff has added a condition reducing the number of tenant panels on sign 'A' to four tenant panels per side, and on sign 'B' to two tenant panels per side.

As part of the review of the request, Staff compared a number of sign packages that were approved in the surrounding area in relation to the requested, desiring to keep some conformity with the area; and based upon the number of deviations being requested the various sites were reviewed to see if deviations were also requested in those instances. The commercial developments that were compared include: the Fulton Ranch Towne Center, Fulton Ranch Marketplace, Fulton Ranch Promenade, and the Southshore Town Center. All of the developments are either fully developed or are nearing completion. The average gross acreage of the four sites is 26.5-acres. The average square footage of building area is 204,761. And the average number of tenant panels per site total 20 tenant panels, this includes panels on both the front and back of the monument signs.

The subject site has a gross acreage of 19.57, provides 114,442 square feet of building area, and requests a total of 34 tenant panels (including the fuel station signs). While there were some deviations requested for the commercial centers (primarily number of tenant panels – maximum of four), the current sign package does not warrant the scope of deviations being requested. Comparing the number of tenant panels with the other commercial sites, this request is a 70% increase above the average number of tenant panels. In addition, comparing the amount of linear feet of street frontage per square foot of signage this request exceeds the average of the four other commercial centers by more than 20%. Furthermore, a request of this magnitude is unprecedented for the size of the development, location, and amount of occupiable tenant space. While Staff has identified the deviations being requested with the current proposal, Staff is in support of the sign package with the additional conditions recommended by Staff addressing the identified deviations.

PUBLIC/NEIGHBORHOOD NOTIFICATION

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

- A neighborhood meeting was held on Wednesday, October 29, 2008. No neighbors were in attendance.

At the time of this writing, Staff has received no telephone calls or letters opposed to this application.

PLANNING COMMISSION VOTE REPORT

Motion to Approve:

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

There was much discussion regarding the number of tenant panels and monument signs being requested. Planning Commission voted to approve the request with modifications to the Staff recommended conditions. Planning Commission changed condition number 1 to read as is

represented in the Planning Commission Recommended Action, and eliminated condition nos. 2 and 4 found in the Staff recommended conditions.

PLANNING COMMISSION RECOMMENDED ACTION

Planning Commission, upon finding consistency with the General Plan, and PAD zoning recommends approval of PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE, subject to the follow conditions:

1. The number of tenant panels on monument sign type ‘A’ shall be limited to five.
2. The cabinet signs located on the fuel station monument sign shall be limited to illumination of the business logos and lettering only.
3. The comprehensive sign package shall be in substantial conformance with Exhibit D, Development Booklet, entitled “Shoppes at Chandler Heights – Master Sign Plan”, kept on file in the City of Chandler Planning Services Division, in File No. PDP08-0016, except as modified by condition herein.
4. Signage shall be prohibited on the northwest and southeast elevations of the proposed daycare building.
5. All tenant panel and center identification lettering on the monument signs shall be 1” routed aluminum push-thru lettering.
6. The monument sign’s sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
7. Raceway signage shall be prohibited within the development.
8. 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.
9. The two potential sign locations on the east end of the north elevation of Retail D/E/F shall be eliminated.
10. Signage on the fuel station canopy shall be limited to the fuel company logo.
11. The building mounted signage located on the east side of Retail ‘A’ shall be non-illuminated.
12. The applicant shall work with Staff to provide ample visibility of the street addressing on the monument signs.

13. Monument sign 'D' shall be reduced in height to provide an overall separation between the ground level and the bottom of the sign to a height of 18-inches.
14. The signage located over the entrance and exit of the carwash shall be eliminated.

STAFF RECOMMENDED ACTION

Staff, upon finding consistency with the General Plan, and PAD zoning recommends approval of PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE, subject to the following conditions:

1. The number of tenant panels on monument sign type 'A' shall be limited to four.
2. The number of tenant panels on monument sign type 'B' shall be limited to two.
3. The cabinet signs located on the fuel station monument sign shall be limited to illumination of the business logos and lettering only.
4. The number of monument signs along Arizona Avenue shall be reduced to two. Details for the locations shall be worked out with Staff.
5. The comprehensive sign package shall be in substantial conformance with Exhibit D, Development Booklet, entitled "Shoppes at Chandler Heights – Master Sign Plan", kept on file in the City of Chandler Planning Services Division, in File No. PDP08-0016, except as modified by condition herein.
6. Signage shall be prohibited on the northwest and southeast elevations of the proposed daycare building.
7. All tenant panel and center identification lettering on the monument signs shall be 1" routed aluminum push-thru lettering.
8. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
9. Raceway signage shall be prohibited within the development.
10. 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.
11. The two potential sign locations on the east end of the north elevation of Retail D/E/F shall be eliminated.
12. Signage on the fuel station canopy shall be limited to the fuel company logo.

13. The building mounted signage located on the east side of Retail 'A' shall be non-illuminated.
14. The applicant shall work with Staff to provide ample visibility of the street addressing on the monument signs.
15. Monument sign 'D' shall be reduced in height to provide an overall separation between the ground level and the bottom of the sign to a height of 18-inches.
16. The signage located over the entrance and exit of the carwash shall be eliminated.

PLANNING COMMISSION PROPOSED MOTION

Move to approve PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE, subject to the conditions recommended by Planning Commission.

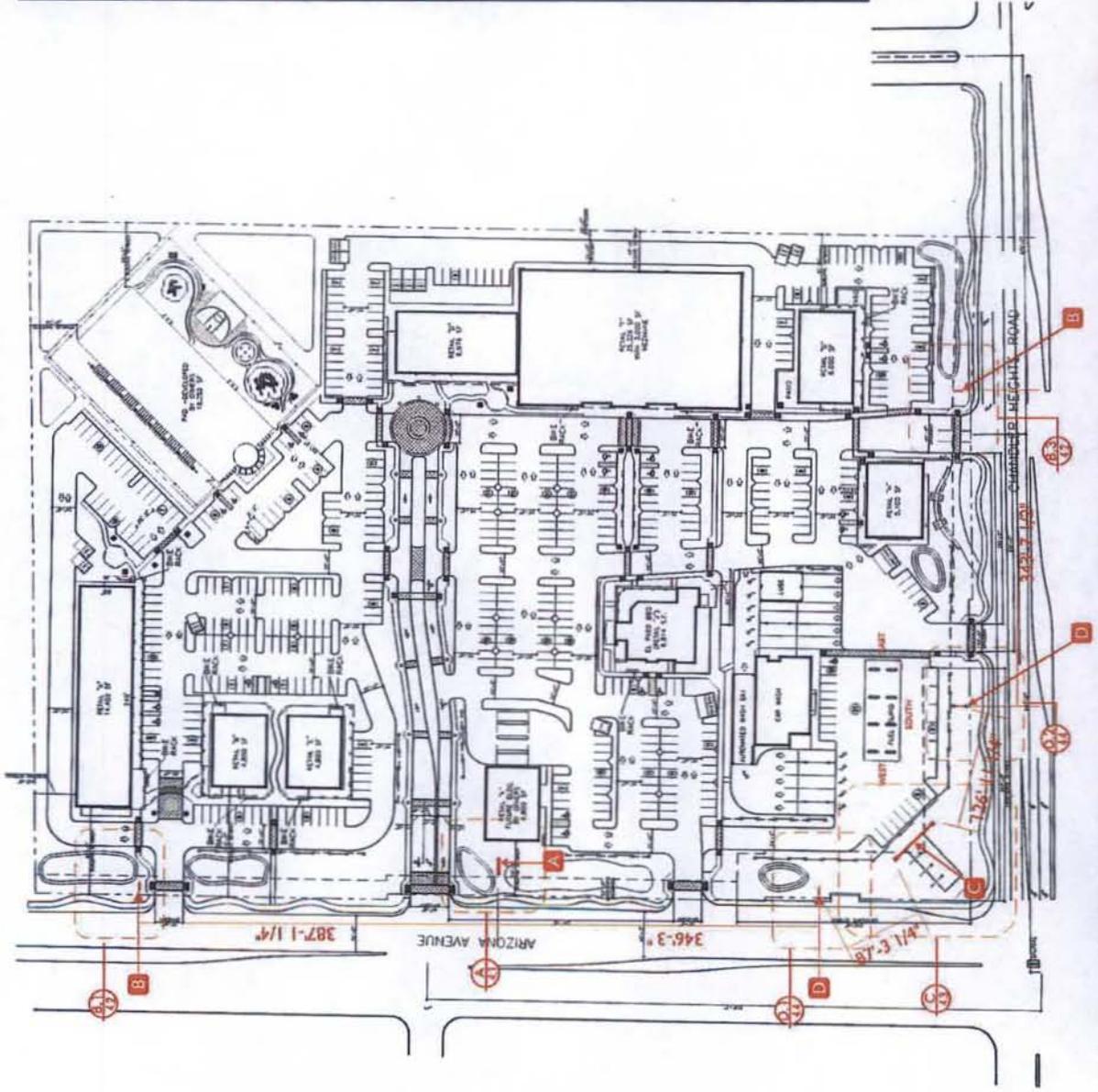
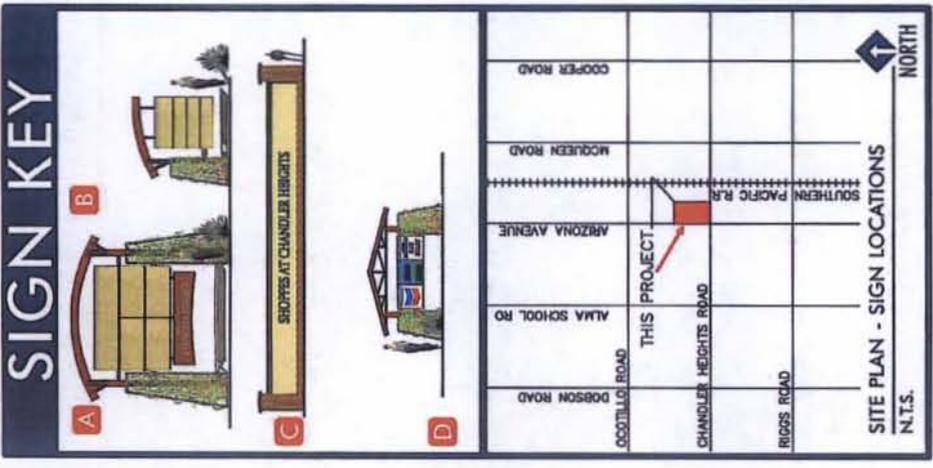
STAFF PROPOSED MOTION

Move to approve PDP08-0016 THE SHOPPES AT CHANDLER HEIGHTS COMPREHENSIVE SIGN PACKAGE, subject to the conditions recommended by Staff.

Attachments

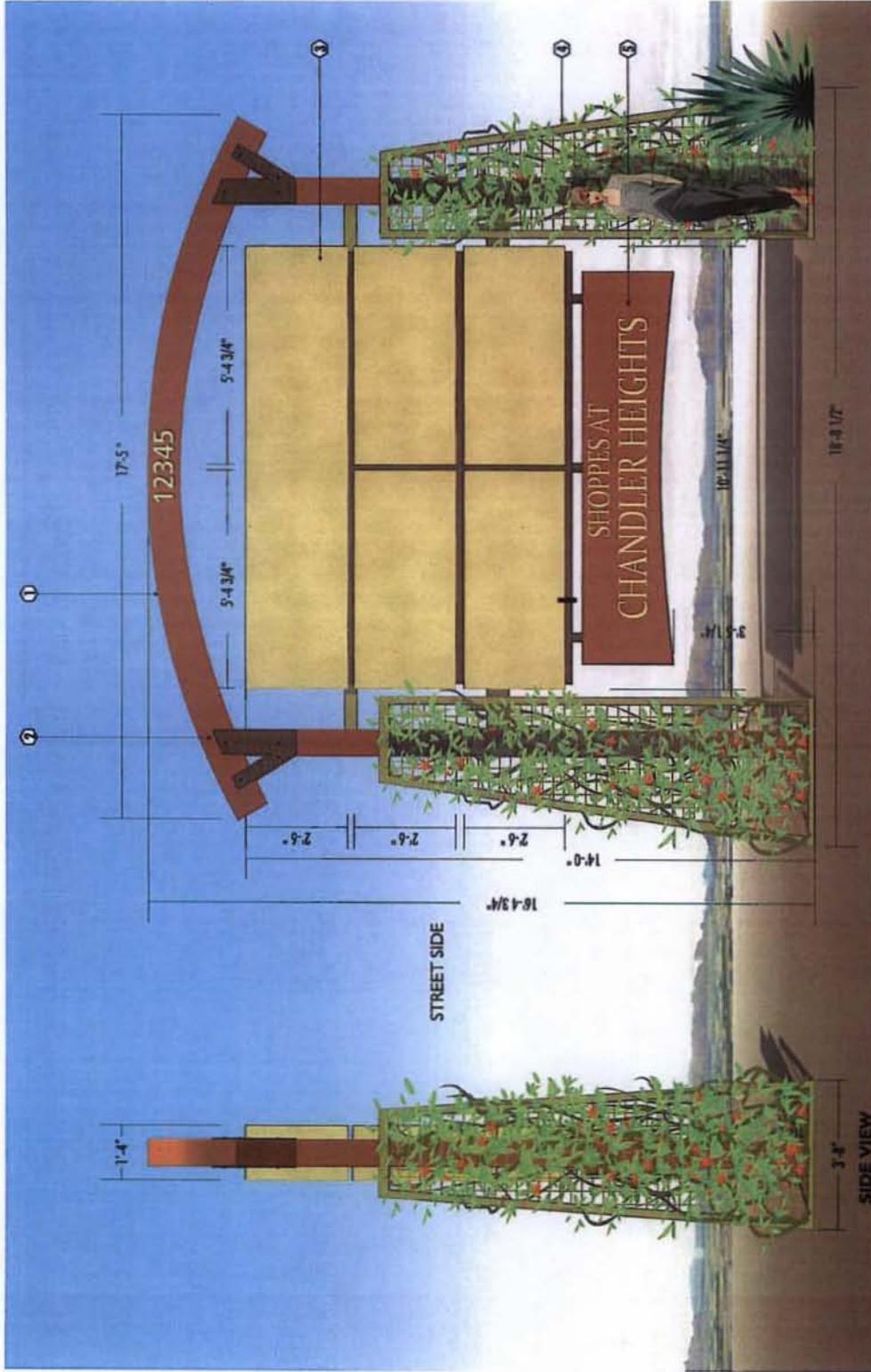
1. Vicinity Map
2. Sign Location Site Plan
3. Monument Sign Elevations
4. Comprehensive Sign Package Booklet, Exhibit 'D'

SITE PLAN
SIGN LOCATIONS



MONUMENT SIGN LOCATION MAP

EXHIBIT A
PRIMARY
MONUMENT
SIGN A



SPECIFICATION KEY NOTES	
1	ALUMINUM TOP PAINTED "SPICED RUM" #A121N (PRAZE) STAIN FINISH.
2	STEEL BRACKET PAINTED A FAUX RUST HAMMERSTONE FINISH. BOLTS PAINTED FLAT BLACK.
3	ALUMINUM SUPPORTS AND TENANT CABINET PAINTED "WINTER GARDEN" #F190 M (FRAZER). TENANT COPY WILL BE WHITE ACRYLIC BACK UP W/ VINYL OVERLAY. CABINET ILLUMINATED W/ 10 FLUORESCENT TUBES.
4	STEEL TUBE FRAMING... PAINT "ANTIQUE PINE" #R165D (PRAZE), RAW STEEL MESH INSERTS.
5	ALUMINUM CABINET ROUTED AND PUSH THRU W/ 1" CLEAR ACRYLIC W/ VINYL OVERLAY. INTERNAL ILLUM. CABINET WITH FLUORESCENT TUBES. CABINET PAINTED "SPICED RUM" #A121N (PRAZE) STAIN FINISH.

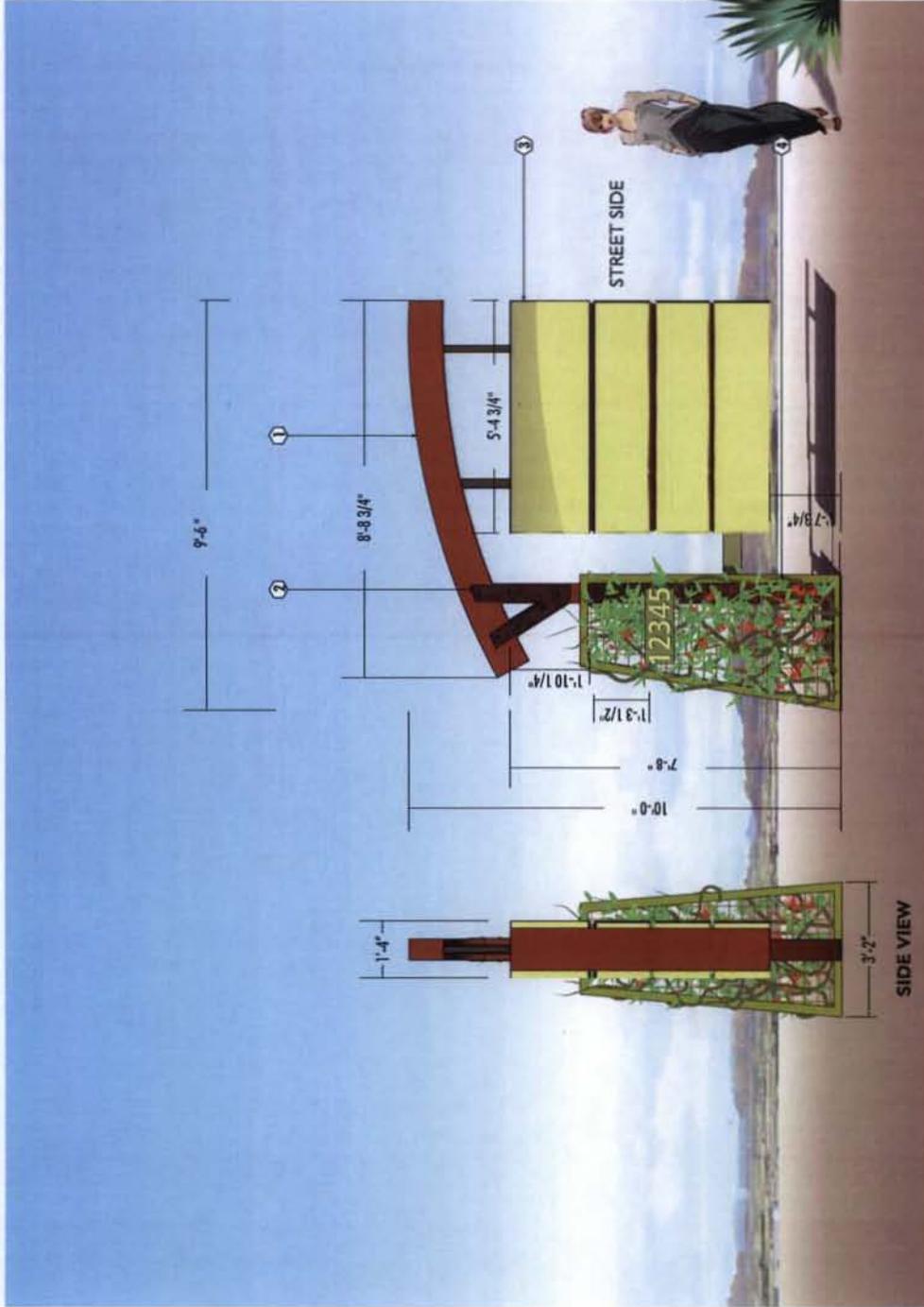
CONSTRUCTION MATERIALS FOR ALL SIGNS	
STEEL FRAME SUPPORT STRUCTURE.	
CABINETS ARE STEEL FRAME STRUCTURES COVERED WITH ALUMINUM SKIN.	
ALL ELEMENTS ARE PRIMED AND PAINTED WITH FINISHES SPECIFIED.	

A D/F ILLUMINATED DISPLAY QTY. 1
SCALE 3/8" = 1'-0"

B CENTER 21.70'
TENANT 65.6'

MONUMENT SIGN 'A'

**EXHIBIT B
SECONDARY
MONUMENT
SIGN B**



SPECIFICATION KEY NOTES

- ① ALUMINUM TOP PAINTED "SPICED RUM" #ACT13N (FRAZEE) STAIN FINISH.
- ② STEEL BRACKET PAINTED A FAUX RUST HAMMERTONE FINISH. BOLTS PAINTED FLAT BLACK.
- ③ ALUMINUM SUPPORTS AND TENANT CABINET PAINTED "WINTER GARDEN" #100A (FRAZEE). TENANT COPY WILL BE WHITE BACKLIT BLACK UP WITH FLUORESCENT CABINET ILLUMINATED W/ HO FLUORESCENT TUBES.
- ④ STEEL TUBE FRAMING - PAINT "ANTIQUE PINE" #816SD (FRAZEE). RAW STEEL MESH INSERTS.

CONSTRUCTION MATERIALS FOR ALL SIGNS

STEEL FRAME SUPPORT STRUCTURE.
CABINETS ARE STEEL FRAME STRUCTURES COVERED WITH ALUMINUM SKIN.
ALL ELEMENTS ARE PRIMED AND PAINTED WITH FINISHES SPECIFIED.

B D/F ILLUMINATED DISPLAY QTY. 3
SCALE 3/8" = 1'-0"
TENANT 22.44^B

MONUMENT SIGN 'B'

EXHIBIT D
CAR WASH
MONUMENT
SIGN D



D D/F ILLUMINATED DISPLAY QTY:2
SCALE 3/8" = 1'-0" 21.9'

- SPECIFICATION KEY NOTES**
- ① TWO "CHEVRON" HALLMARK SIGN FACES... CUSTOM POLYCARBONATE WITH 2ND. SURFACE DECORATION AND FLUORESCENT FULL FACE INTERNAL ILLUMINATION. ALL CHEVRON ELEMENTS SHALL BE THE CUSTOMER'S RESPONSIBILITY TO PURCHASE FROM AN AUTHORIZED DEALER AND SHALL BE INSTALLED BY YESCO.
 - ② TWO FUEL PRICE CHANGERS... CPC 8" REGULAR GAS AND DIESEL PRICE CHANGERS SHALL BE CHEVRON SPEC'D. ALL COPY SHALL BE FULL FACE INTERNALLY ILLUMINATED. THE FUEL PRICE CHANGERS SHALL DISPLAY THE COST OF FUEL, AND SHALL HAVE NO OTHER FUNCTION.
 - ③ TWO "CAR WASH" SIGN FACES POLYCARBONATE FACES WITH FIRST SURFACE DECORATION PER FRANCIS & SON'S FRANCHISE STANDARDS. FLUORESCENT FULL FACE INTERNAL ILLUMINATION.
 - ④ ALUMINUM TOP AND SUPPORTS PAINTED "SPICED RUM" #A113N (FRAZEE) STAIN FINISH.
 - ⑤ STEEL TUBE FRAMING... PAINT "ANTIQUUE PINE" #B1650 (FRAZEE), RAW STEEL MESH INSERTS.

- CONSTRUCTION MATERIALS FOR ALL SIGNS**
- STEEL FRAME SUPPORT STRUCTURE.
 - CABINETS ARE STEEL FRAME STRUCTURES COVERED WITH ALUMINUM SKIN.
 - ALL ELEMENTS ARE PRIMED AND PAINTED WITH FINISHES SPECIFIED.

FUEL STATION MONUMENT SIGN