

#13

FEB 26 2009



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MEMORANDUM

Planning and Development – CC Memo No. 09-023

DATE: FEBRUARY 10, 2009

TO: MAYOR AND CITY COUNCIL

THRU: W. MARK PENTZ, CITY MANAGER
JEFF KURTZ, ACTING PLANNING AND DEVELOPMENT DIRECTOR
BOB WEWORSKI, PLANNING MANAGER

FROM: KEVIN MAYO, PRINCIPAL PLANNER

SUBJECT: PDP08-0039 CARMEL VILLAGE PLAZA

Request: Preliminary Development Plan (PDP) approval amending a comprehensive sign package as part of an approximate 20-acre commercial development

Location: Southwest corner of Gilbert and Queen Creek Roads

Applicant: John Newcomb
National Sign Fabricators, Inc.

Project Info: Approximate 12.5-acre retail component of a 20-acre development

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and the approved Planned Area Development (PAD) zoning, Planning Commission and Staff recommend approval of the Preliminary Development Plan (PDP) amendment subject to conditions.

BACKGROUND

The request is for Preliminary Development Plan (PDP) approval amending a comprehensive sign package as part of an approximate 20-acre commercial development to permit a proposed freestanding monument sign to be located less than 300-feet from an existing monument sign. Sign Code requires a minimum 300-foot separation between freestanding monument signs. No other amendments to the comprehensive sign package are proposed.

The subject site is surrounded to the west by the residential subdivision Abralee Meadow. The site is bordered to the north by Queen Creek Road with vacant land zoned PAD for light industrial, office and retail uses located north of Queen Creek Road. Gilbert Road is located on the site's east side. East of Gilbert Road is the future Layton Lakes development. Markwood Drive is located on the site's south side, with the Santana Ridge Apartment development located south of Markwood Drive.

The subject 12.5-acre site received PAD zoning for commercial uses in April 2006, as part of the larger 20-acre Carmel Village development. The balance of the 20-acre site is zoned for general/medical office uses within nine single-story office buildings totaling approximately 54,000 square-feet. In April 2007 the immediate 2-acre corner parcel was rezoned to allow the sale of fuel. The entire development, with the exception of one pad site along Gilbert Road, is completed. Examples of uses within the retail component include the Circle K fuel station at the corner, a fitness facility, a daycare facility, retail shops space and restaurants.

The previous zoning approvals included comprehensive sign packages for the retail and office components of Carmel Village. Building mounted signage and the freestanding monument signage for both components was approved. For the retail component specifically, two five-tenant panel six-foot tall signs were approved along Queen Creek Road. Along Gilbert Road a five-tenant panel six-foot high monument sign and a five-tenant panel fourteen-foot high monument sign were approved. The freestanding monument signs include architectural elements and materials found on the buildings, including tiled sloped-roof elements, exposed structural steel and stone accents. Tenant panels on the monument signs are routed aluminum panels with acrylic-backed lettering. Exhibits of the approved monument signs are attached to this memo.

With the construction of the Circle K fuel station, one of the two six-foot tall monument signs along Queen Creek Road was modified to allow the Circle K logo and fuel price thus turning the sign into a 4-tenant panel sign. The sign was ultimately located 124-feet east of the main driveway center line due to site constraints regarding retention basins, power poles, SRP transformer boxes, and a policy of maintaining a minimum 100-foot distance from the sign to the intersection corner. See attached photos. Studying the site in regards to the proposed second monument sign, maintaining a Code required 300-foot separation, reveals that the second sign's location is again impacted by a retention basin, two SRP transformer boxes, a road-drainage spillway, and a power pole. The sign could not be located further west due to the second driveway and the property line. The request is to amend the comprehensive sign package to allow the second six-foot tall five-tenant panel freestanding monument sign to be located approximately 165-feet west of the existing monument sign along Queen Creek Road.

Typically Staff does not support reducing the separation between monument signs by 135-feet. However, in this specific example, the site is impacted by various utility items that the applicant does not control. The locations of the multiple transformer boxes, retention spill way, and large transmission power poles restrict the site's opportunity for viable visible sign locations that comply with Code. The proposed location of the second sign maintains a visual balance for the two monument signs along Queen Creek Road while not appearing crowded. Additionally, the

proposed location will help direct patrons to the primary entrance drive minimizing noise impacts behind the adjacent residential homes. Staff supports the proposed PDP amendment.

PUBLIC/NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood meeting was held on December 23, 2008 at the Chandler Community Center. No one attended the meeting other than the applicant.

Staff is not aware of any opposition to this request.

PLANNING COMMISSION VOTE REPORT

Motion to approve:

In Favor: 5 Opposed: 0 Absent: 2 (Irby, Rivers)

RECOMMENDED ACTION

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

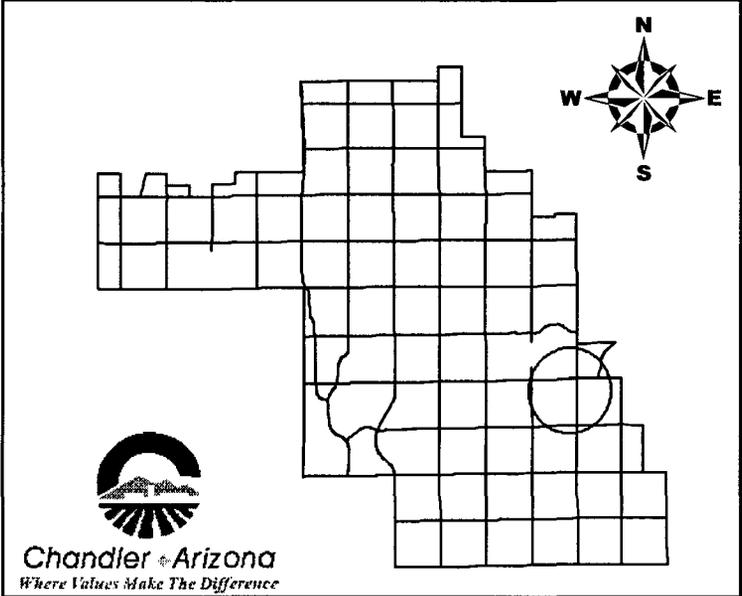
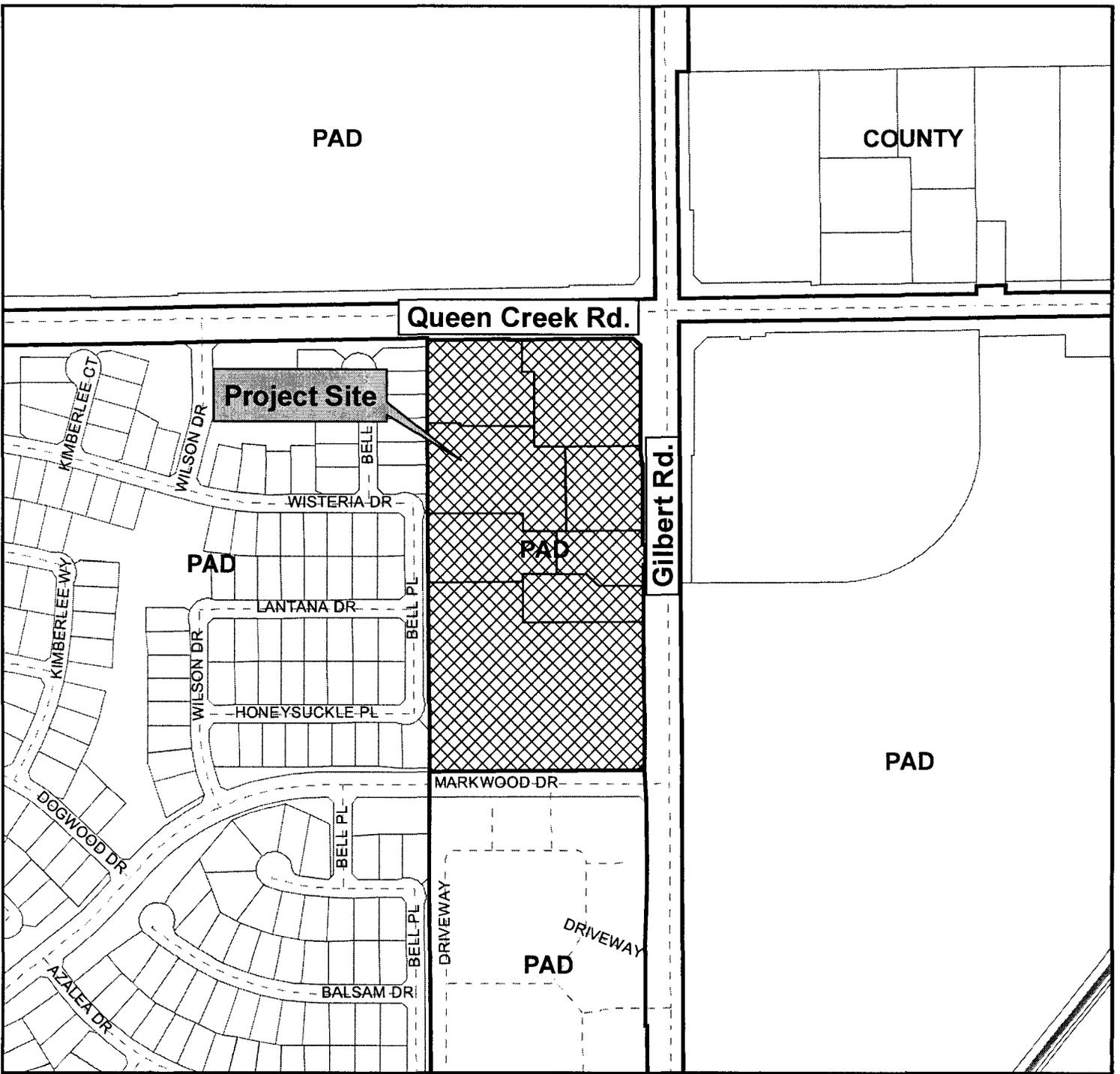
1. Development shall be in substantial conformance with the exhibits and representations, entitled "Carmel Village Plaza" kept on file in the City of Chandler Planning Services Division, in File No. PDP08-0039, except as modified by condition herein.
2. All future signage shall be consistent with the signage contained within the attached exhibits with regards to sign type and quality. Any deviations shall require separate Preliminary Development Plan approval.

PROPOSED MOTION

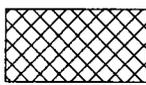
Move to approve the Preliminary Development Plan in case PDP08-0039 CARMEL VILLAGE PLAZA subject to the conditions recommended by Planning Commission and Staff.

Attachments

1. Vicinity Map
2. Narrative
3. Site Plan
4. Site Photographs
5. Sign exhibits



Vicinity Map



PDP08-0039

Carmel Village Plaza



Vicinity Map



PDP08-0039

Carmel Village Plaza





FABRICATORS INC. 2934 West Windsor Avenue, Phoenix, AZ 85009

October 24, 2008

City of Chandler
Planning and Development
216 East Buffalo Street
Chandler, AZ 85225

Re: PDP Request for Carmel Village, SWC of Queen Creek and Gilbert Roads.

NARRATION

This is a Preliminary Development Plan (PDP) request on behalf of the property owners to allow a monument sign on Queen Creek Road only, to be less than 300' apart from another monument sign as required by the sign code. This request is brought about due to a set of marketplace conditions that makes this separation requirement burdensome to the use of the land as zoned and permitted for mixed use.

BACKGROUND HISTORY

Property owners paid to have a comprehensive sign plan developed for this mixed use project. The CSP was approved and provided for a monument sign at the west side of the Queen Creek Road main driveway entrance. However, on the east side of this driveway was Lot 2, a vacant Pad site at the time, with an unknown user. No provision was made for future sign placement due to the unknown end user in the CSP.

This Lot 2 was eventually sold to the Circle K retail chain which has corporate sign standards, some of which are required by state law in ADOT standards. That is the requirement for gasoline retail providers to post its pricing in "prominently displayed" locations and in a size to be readily understood by the traveling public. (Re: Title 20, Chapter 2, R20-2-704)

The development timing of this project presented Circle K with the need to permit their signs first. It became apparent at that time there was a conflict with the approved owner's monument sign location and the need of Circle K to be reasonably near the driveway entrance on Queen Creek Road to have its sign function as intended and as required by state law. To locate the Circle K sign 300' away from the approved CSP location put it within 35' of the corner center monument sign. So given the conflict the Circle K sign was located at its present position.

Discussions with the appropriate City of Chandler personnel and departments provided no solution to this problem other than to pursue an exception to the 300' rule through the PDP process. Since time was of the essence and the PDP process is lengthy, owner agreed to allow the permitting of the Circle K sign and to pursue the PDP route to restore its approved location at the west side of the Queen Creek Road driveway.

Member Arizona Sign Association

Design Fabricate Install Service Surveys Permits Licensed: L38-206696

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FABRICATORS INC. 2934 West Windsor Avenue, Phoenix, AZ 85009

Page2

CONDITIONS AND CHOICES

The current Circle K monument sign on Queen Creek Road is located 124' east of the main driveway centerline, which is also the property line. The approved location for the center I.D monument is 43' west of the driveway centerline. This would make a separation of 167'.

To achieve 300 feet separation would require the proposed sign be moved 176' to the west which would put it in conflict with a drainage channel, landscaping and a driveway visibility triangle. City staff has allowed a possible 20' reduction but this still puts the sign in an inappropriate location, too far from the main driveway. Since there are raised landscape berms, it creates an additional conflict with the height of the signs as measured from the adjacent sidewalk.

Owner strongly requests the sign be allowed to stand at the previously approved location. At 165' of separation there are no safety issues to the traveling public. With the amount of landscaping and trees and the driveway in between, any aesthetic issues are mitigated. There is precedence for it at the Gilbert Crossing retail center. The center I.D. sign on Gilbert Road was allowed to be less than 300' from the corner service station sign and was also separated by the driveway.

No one is served by locating a sign poorly to comply with a general spacing requirement. Not the owner of the retail center, not the tenant's business and not the City or the traveling public. I quote the following:

"Signs are valuable wayfinding devices, guiding customers safely through traffic to their intended destination... In many instances, the sign is the primary way that consumers learn that a business exists at a given location. A sign that is of adequate size, height and illumination, and that is properly placed, will give the drivers sufficient time to see the sign, determine whether they wish to respond to it, and maneuver through traffic without having to go around the block."

On-Premise Signs as Storefront Marketing Devices and Systems by Charles R. Taylor, Thomas A. Claus and Susan L. Claus.

SUMMARY

Signs are crucial to the identification of a business. Street signs provide that identification. A poorly placed sign essentially means lost recognition and lost sales for the business and the City. Directory signs function best at or near driveway entrances to alert a driver to a business or product and the location of the driveway for making safe traffic decisions.

The communities economic well being is paramount to the needs of a general spacing requirement.

This request is to utilize the flexibility provision of the code to correct a conflict between the general design standards and the public's need for correctly placed signs

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QUEEN CREEK ROAD

GILBERT ROAD

SIGN

SIGN

SIGN

2
CIRCLE K

3
VACANT
PAD
50,000 Sq. Ft.

SHOPS 'B'

OFFICE

OFFICE

OFFICE

EXISTING
SIGN

PROPOSED SIGN LOC.

165'

SHOPS 'C'

OFFICE

OFFICE

SHOPS 'A'

FITNESS WORKS

LA PETITE
ACADEMY

OFFICE

OFFICE

OFFICE

OFFICE

1

30,066 s.f.

7

6

300' SEPARATION LOCATION
PER SIGN CODE

OVERALL
PRELIMINARY
SITE PLAN





Potential sign location 300-feet from existing sign. Shows site constraints.



Existing six-foot tall monument sign east of main driveway.

MAIN CABINET TO BE
TEXTURED AND PAINTED

ALL TENANT FACES ARE BLANK

6" & 3.5" ROUTE OUT COPY WITH
1 IN. PUSH THROUGH ACRYLIC LETTERS
FACED WITH BLACK ACRYLIC, ILLUMINATED
BY CWHO FLUORESCENT LAMPS

SIGN CABINET, ROOF, AND TRIM TO BE
ALUMINUM CONSTRUCTION

ICI 410 NUTTY BROWN

ICI 420 TANTALIZING TAN

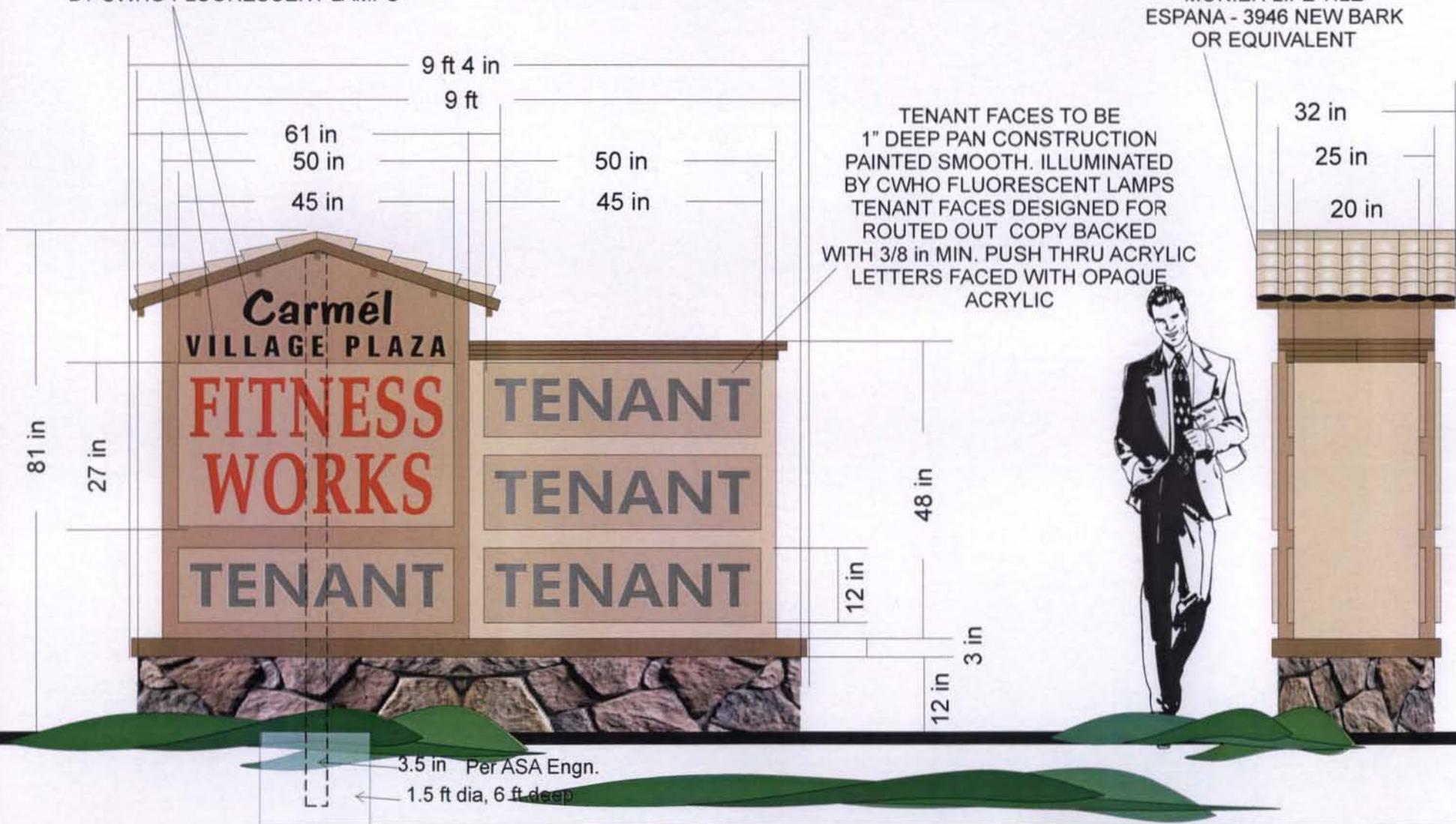
ICI 472 FORTRESS STONE

FRAZEE 8232W LULLED BEIGE

STONE WORKS -
COUNTRY LEDGESTONE CHARDONNAY

MONIER LIFE TILE
ESPANA - 3946 NEW BARK
OR EQUIVALENT

TENANT FACES TO BE
1" DEEP PAN CONSTRUCTION
PAINTED SMOOTH. ILLUMINATED
BY CWHO FLUORESCENT LAMPS
TENANT FACES DESIGNED FOR
ROUTED OUT COPY BACKED
WITH 3/8 in MIN. PUSH THRU ACRYLIC
LETTERS FACED WITH OPAQUE
ACRYLIC



NATIONAL
sign
FABRICATORS INC.
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CLIENT: Glenwood Development	CLIENT APPROVAL:
ADDRESS: SWC Queen Creek & Gilbert Chandler AZ	APPROVAL DATE:
SALES REP: A. Bonas	WORK ORDER #:
DATE: 8-4-2008	FILE NAME: glenwood/carmelvillage/carmel village plaza 2.odt



SCALE:
REVISION:
DATE: 10-14-08
PAGE: