

#15

MAY 14 2009



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

**MEMORANDUM**

**Planning & Development - CC Memo No. 09-043**

**DATE:** APRIL 21, 2009

**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:** PDP09-0002 MAMMOTH CHANDLER I PROFESSIONAL BUILDING

**Request:** Preliminary Development Plan (PDP) approval for building signage on an existing office building

**Location:** Northwest corner of Price and Willis Roads

**Applicant:** Brett Files, Mammoth Equities LLC

**Project Info:** Approximately 4 acres. Multi-tenant office building, 59,638 sq. ft., 3-stories

**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 for building signage subject to conditions.

**BACKGROUND**

The request is for Preliminary Development Plan (PDP) approval for building signage on an existing office building. There are no changes requested for the existing freestanding monument sign.

The subject site is located at the northwest corner of Price and Willis Roads. The site is bounded by properties zoned and planned for light industrial and office. North of the property are two reception/event businesses by Ashley Manor. The site was rezoned to PAD with PDP approval in March 2006 for the construction of an office building. In May 2008, the project completed construction of a three-story, multi-tenant office building at approximately 59,638 square feet in size on 4 acres.

The office building currently includes 48 individually built-out office suites ranging in size from 480 square feet to 2,400 square feet in size. The development allows general office uses, no medical or dental offices. Typical office hours of operation are Monday through Friday from 8 a.m. to 5 p.m.

The building's footprint is unique in that it surrounds an interior landscape courtyard. The courtyard is visible from each office space and includes a water feature, decorative pavers, and desert landscaping.

The PDP approval only included a single, freestanding monument sign with the project name. There was no request or approval for individual tenant name signage on the monument sign or the building. The rezoning/PDP approval included a zoning condition, Condition No. 14, that states, "Wall-mounted building signage shall be reviewed and approved through a separate Preliminary Development Plan application."

This application requests approval for building mounted signage. The business name signs are proposed only on the 3<sup>rd</sup> Floor of the office building. There is no signage proposed on the 1<sup>st</sup> and 2<sup>nd</sup> Floors. The proposal includes a request to deviate from Sign Code to allow signage for tenants on a portion of the building façades that are not on the individual tenants business frontage. Sign Code permits 2 square feet of wall-mounted signage for each lineal foot of business frontage.

The office building has a unique, varied building footprint and wall angles that provide for each single office suite on all three building floors to have building frontage. This would amount to 48 individual business name signs. The proposal is to limit the maximum amount of business name signs on the entire building to 12 signs, limited only to the 3<sup>rd</sup> Floor. The signs will be located on the most visible building elevations and available to all tenants on a first come first serve basis. In doing so, a tenant could have signage located on a building façade that is not their lineal business frontage. For example, the request would allow a tenant with office space along Price Road signage on the building's northwest/west side providing business name sign visibility from the Loop 202 Santan Freeway.

The Development Booklet includes the specific locations for all 12 building signs along the building's 3<sup>rd</sup> Floor. The proposed Sign Code deviation to allow a tenant to have signage in a location other than their business frontage alleviates locating signage that could potentially be only facing the western parking with no street frontage or limit a 1<sup>st</sup> Floor tenant to ground floor signage only. Signage on the 3<sup>rd</sup> Floor provides more visibility. One of the building signs for immediate installation is the project name, Mammoth Professional Building. This sign will comply with proposed sign criteria.

Sign lettering and logos are permitted up to a maximum of 36-inches in height for both single-line or two-lines of copy. Business name signage and logos are individual reverse pan channel lettering with internal LED illumination providing a halo-illuminated sign. Lettering style and face color is the tenant's choice with landlord approval. The proposed building signage is in

compliance with the Commercial Design Standards for signage in that all signage is halo-illuminated, all letters are reverse pan channel, and less than 15% of the building height.

Staff supports the proposed sign package for building mounted signs finding the signage provides greater flexibility for the future tenants while continuing to provide a high quality looking office building. Additionally, the proposed sign location limitation ensures that the future building mounted signage will maintain appropriate proportions with the available sign area.

#### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- The request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood notice letter was mailed in early March 2009 to all property owners in the surrounding industrial business park. The applicant and Planning Staff have not received any inquiries to this request.
- As of the date of this memo, Staff is not aware of any opposition or concerns with this request.

#### **PLANNING COMMISSION VOTE REPORT**

Motion to Approve.

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

#### **RECOMMENDED ACTION**

Upon finding consistency with the General Plan and PAD zoning, Planning Commission and Staff recommend approval of PDP09-0002 MAMMOTH CHANDLER I PROFESSIONAL BUILDING, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Mammoth Professional Building – Chandler, Arizona", kept on file in the City of Chandler Planning Services Division, in File No. DVR05-0034, and Ordinance No. 3777, except as modified by condition herein.
2. All signage shall be in substantial conformance with the exhibits and representations, entitled "Mammoth Chandler I Professional Building – Master Sign Program" kept on file in the City of Chandler Planning Services Division, in File No. PDP09-0002, except as modified by condition herein.
3. All signage shall be consistent with the signage contained within the attached exhibits with regards to sign type, quality, and quantity. Any deviations shall require separate Preliminary Development Plan approval.

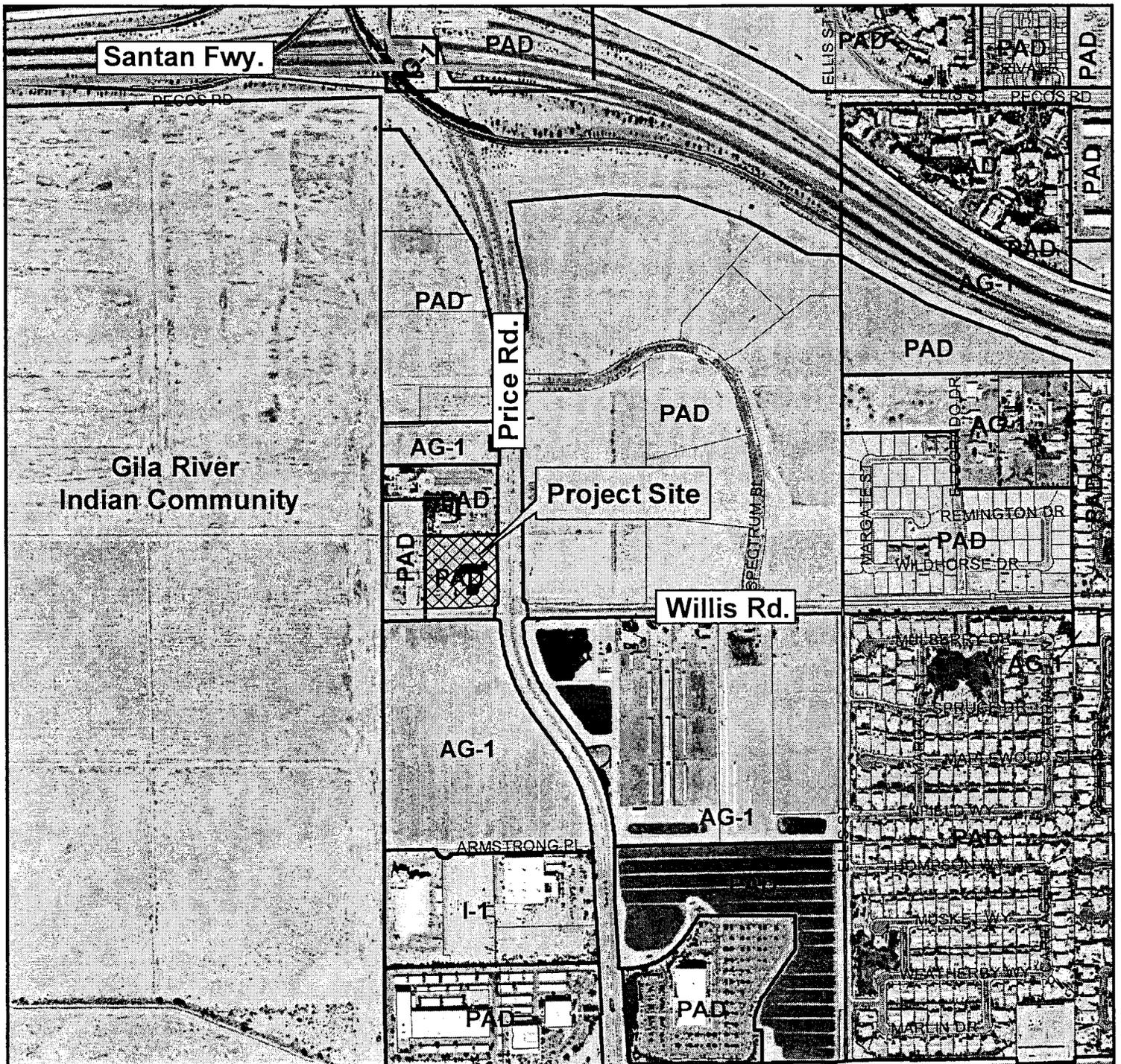
**PROPOSED MOTION**

Move to approve Preliminary Development Plan case PDP09-0002 MAMMOTH CHANDLER I PROFESSIONAL BUILDING, subject to the conditions recommended by Planning Commission and Staff.

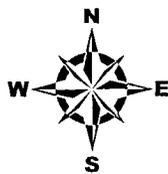
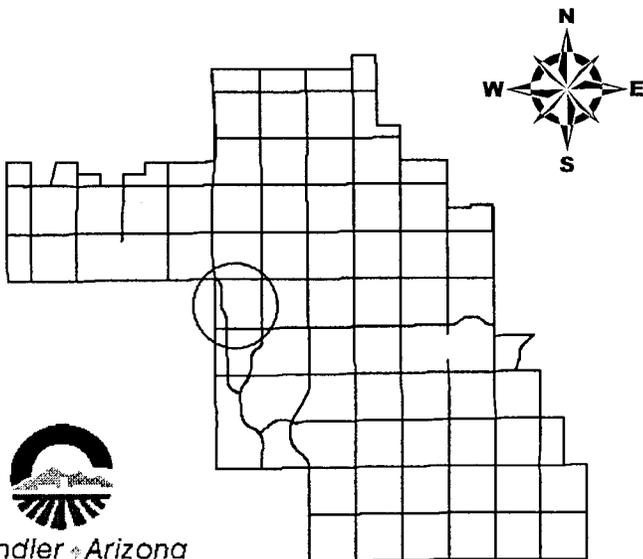
**Attachments**

1. Vicinity Maps
2. Applicant Narrative
3. Site Plan
4. Proposed Sign Locations
5. Ordinance with conditions
6. Development Booklet, Exhibit A





## Vicinity Map



PDP09-0002

**Mammoth Chandler I  
Professional Building**

March 25, 2009

City of Chandler  
 Community Development Department  
 215 East Buffalo St.  
 Chandler, AZ 85225

RE: Mammoth Chandler I Professional Building - 1490 S. Price Road  
 Project Narrative for Master Sign Plan/PDP Submittal

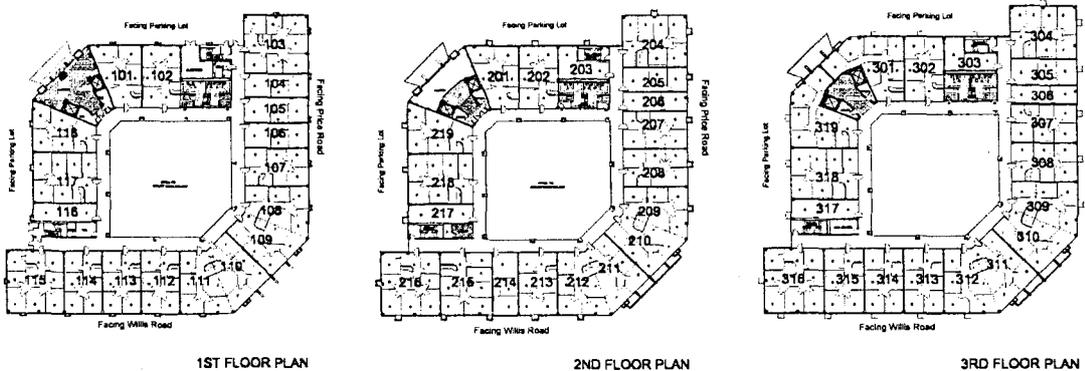
PROJECT DESCRIPTION/HISTORY

The Mammoth Chandler I Professional Building is a contemporary 59,638 sf, three story office building situated on a 4.07 acre site with a central landscaped courtyard. This unique office building contains a total of 48 Individually built out office suites ranging from 480 sf to 2,400 sf in size. Construction commenced on this project in March of 2007 and was completed in May of 2008. We were granted occupancy on May 23, 2008. The zoning for this property is PAD.

PROPOSED BUILDING SIGNAGE

The intent of this criteria is to obtain approval for wall mounted building signage through a professional sign program that is beneficial to the City of Chandler, AZ, Mammoth Professional Building tenants, and the general public alike.

Per our PAD zoning, signage regulations for the Mammoth Chandler I Professional Building fall under the City of Chandler Sign Code Section C-3; which generally allows 2 square feet of wall mounted signage for each lineal foot of business frontage. Due to the unique design of our building, every single office suite on all 3 floors has business frontage; thus creating 48 potential sign locations (see layouts below).



We firmly believe that a deviation from the sign code is a necessity to accommodate a reasonable sign criteria for our building. When the current sign code is applied to our building it requires 48 sign locations which, I am sure you will agree, would be very excessive. Therefore, we are proposing to have all building signs limited to the designated premier sign locations outlined in the attached criteria (max. 12 total). These will be on the third floor of the most visible elevations and will be open to all tenants on a first come first serve basis.

In addition, this deviation will eliminate several scenarios where the current sign code inhibits certain tenants from having highly visible signage. For instance, if a large tenant occupied suites 217, 218 & 219, the current sign code would restrict them to only having a sign facing the west parking lot where there is no street visibility. Or, if a large tenant were to lease the entire first floor, the current sign code would restrict their sign height to the first floor, causing the sign to be much less visible. The proposed deviation would alleviate both of these instances, as it would allow us to offer them a prominent location on the Price Road or Willis Road frontages.

Furthermore, the building will achieve a much more professional look with the proposed deviation. Signage will only be located around the top band of the building, rather than scattered over all three floors. Each tenants' allowable sign area will still be calculated by their actual occupied frontage and they will be required to comply with all City of Chandler sign codes and regulations.

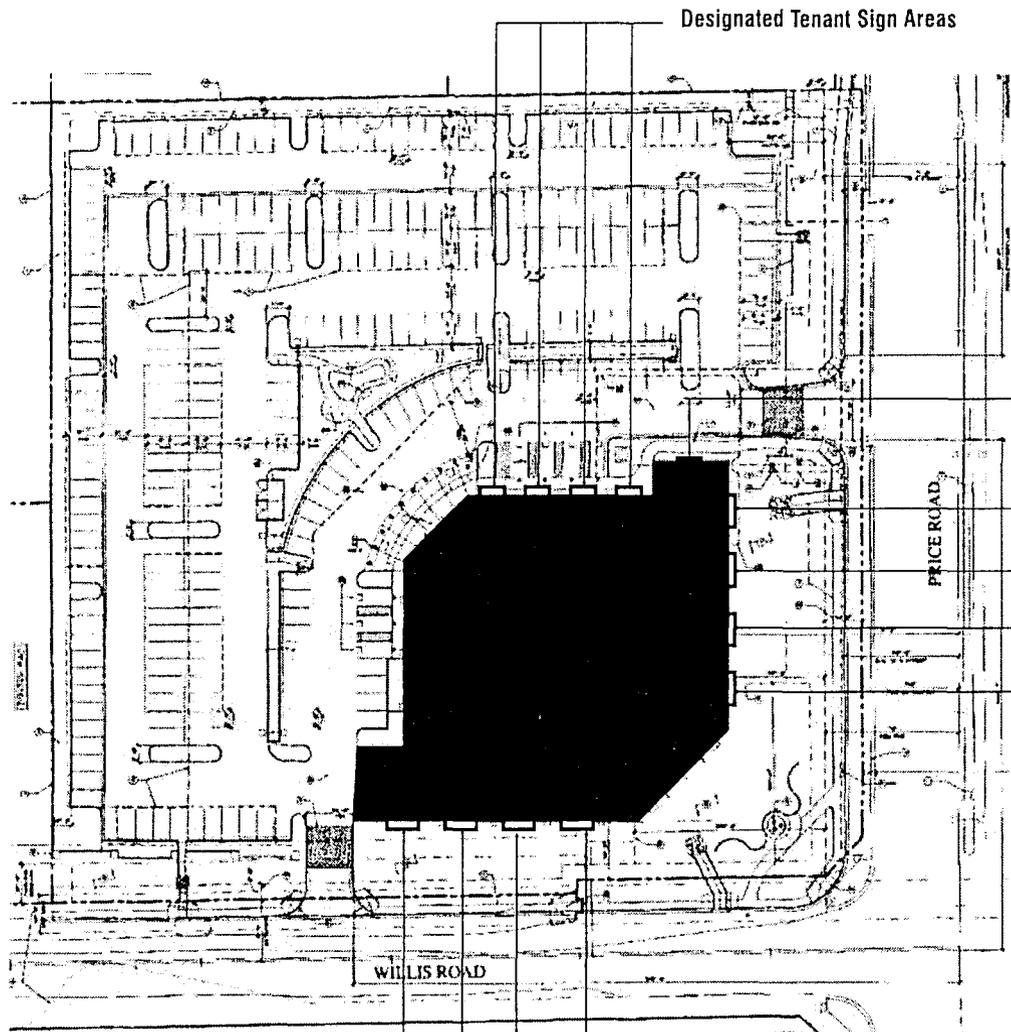
Within this criteria we are also proposing a wall mounted building identification sign to read "Mammoth Professional Bldg." This sign will be done in a professional manner, consistent with the building design and architecture, and will serve as additional identification to new visitors and clients. For your reference, we have enclosed an example picture showing a similar building where we have used this type of sign (see Exhibit "A").

We are concurrently submitting a signage program for our second office development in the City of Chandler located at 2050 S. Stearman Drive. The project's name is Mammoth Chandler II Professional Building and it is quite similar to the Mammoth Chandler I development, as is the sign criteria. We are confident that both of these signage programs will add to the aesthetic of the buildings and will be an asset that will help attract more users to our offices in the great City of Chandler.

Sincerely,

Brett Files  
Mammoth Equities, LLC





Designated Tenant Sign Areas

**B** Tenant Building Letter Location

Designated Tenant Sign Area

Designated Tenant Sign Area

Designated Tenant Sign Area

**A** "MAMMOTH" Building Letter Location

SITE PLAN



NOTE: Designated tenant sign areas. Maximum four ( 4 ) signs per building elevation.

Designated Tenant Sign Area  
 Designated Tenant Sign Area  
 Designated Tenant Sign Area

**C** Tenant Building Letter Location

**ORDINANCE NO. 3777**

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM AG-1 TO PAD (DVR05-0034 MAMMOTH PROFESSIONAL BUILDING) LOCATED WITHIN THE CORPORATE LIMITS OF THE CITY OF CHANDLER, ARIZONA.

WHEREAS, application for rezoning involving certain property within the corporate limits of Chandler, Arizona, has been filed in accordance with Article XXVI of the Chandler Zoning Code; and

WHEREAS, the application has been published in a local newspaper with general circulation in the City of Chandler, giving fifteen (15) days notice of time, place and date of public hearing; and

WHEREAS, a notice of such hearing was posted on the property at least seven (7) days prior to said public hearing; and

WHEREAS, a public hearing was held by the Planning and Zoning Commission as required by the Zoning Code

NOW, THEREFORE, BE IT ORDAINED by the City Council of the City of Chandler, Arizona, as follows:

SECTION I. Legal Description of Property:

See Attachment 'A'.

Said parcel is hereby rezoned from AG-1 to PAD, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Mammoth Professional Building – Chandler, Arizona", kept on file in the City of Chandler Planning Services Division, in File No. DVR05-0034, except as modified by condition herein.
2. Construction shall commence above foundation walls within three (3) years of the effective date of the ordinance granting this rezoning or the City shall schedule a public hearing to take administrative action to extend, remove or determine compliance with the schedule for development or take legislative action to cause the property to revert to its former zoning classification.
3. Right-of-way dedications to achieve full half-widths, including turn lanes and deceleration lanes, per the standards of the Chandler Transportation Plan.
4. The development shall provide a permanent traffic signal at the Price Road/Willis Road intersection. This improvement is eligible for a buy-in agreement.
5. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner. Right-of-way dedications to achieve full half-widths, including turn lanes and deceleration lanes, per the standards of the Chandler Transportation Plan.

6. Undergrounding of all overhead electric (less than 69kv), communication, and television lines and any open irrigation ditches or canals located on the site or within adjacent right-of-ways and/or easements. Any 69kv or larger electric lines that must stay overhead shall be located in accordance with the City's adopted design and engineering standards. The aboveground utility poles, boxes, cabinets, or similar appurtenances shall be located outside of the ultimate right-of-way and within a specific utility easement.
7. Future median openings shall be located and designed in compliance with City adopted design standards (Technical Design Manual # 4).
8. Completion of the construction of all required off-site street improvements including but not limited to paving, landscaping, curb, gutter and sidewalks, median improvements and street lighting to achieve conformance with City codes, standard details, and design manuals.
9. The developer shall be required to install landscaping in the arterial street median(s) adjoining this project. In the event that the landscaping already exists within such median(s), the developer shall be required to upgrade such landscaping to meet current City standards.
10. Approval by the Director of Planning and Development of plans for landscaping (open spaces and rights-of-way) and perimeter walls and the Director of Public Works for arterial street median landscaping.
11. The source of water that shall be used on the open space, common areas, and landscape tracts shall be reclaimed water (effluent). If reclaimed water is not available at the time of construction, and the total landscapable area is 10 acres in size or greater, these areas will be irrigated and supplied with water, other than surface water from any irrigation district, by the owner of the development through sources consistent with the laws of the State of Arizona and the rules and regulations of the Arizona Department of Water Resources. If the total landscapable area is less than 10 acres in size, the open space common areas, and landscape tracts may be irrigated and supplied with water by or through the use of potable water provided by the City of Chandler or any other source that will not otherwise interfere with, impede, diminish, reduce, limit or otherwise adversely affect the City of Chandler's municipal water service area nor shall such provision of water cause a credit or charge to be made against the City of Chandler's gallons per capita per day (GPCD) allotment or allocation. However, when the City of Chandler has effluent of sufficient quantity and quality which meets the requirements of the Arizona Department of Environmental Quality for the purposes intended available to the property to support the open space, common areas, and landscape tracts available, Chandler effluent shall be used to irrigate these areas.

In the event the owner sells or otherwise transfers the development to another person or entity, the owner will also sell or transfer to the buyer of the development, at the buyer's option, the water rights and permits then applicable to the development. The limitation that the water for the development is to be owner-provided and the restriction provided for in the preceding sentence shall be stated on the final plat governing the development, so as to provide notice to any future owners. The Public Report, Purchase Contracts, and Final Plats shall include a disclosure statement outlining that the Mammoth Professional Building development shall use treated effluent to maintain open space, common areas, and landscape tracts.

- 12. Landscaping shall be in compliance with current Commercial Design Standards and Zoning Codes including all quantity and size restrictions.
- 13. All raceway signage shall be prohibited within the development.
- 14. Wall-mounted building signage shall be reviewed and approved through a separate Preliminary Development Plan application.
- 15. The applicant shall work with Staff on the covered parking canopies to introduce building forms, materials, and colors used on the office building.

SECTION II. Except where provided, nothing contained herein shall be construed to be and abridgment of any other ordinance of the City of Chandler.

SECTION III. The Planning & Development Department of the City of Chandler is hereby directed to enter such changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this ordinance.

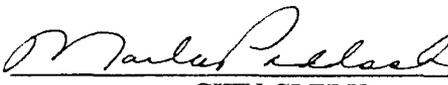
INTRODUCED AND TENTATIVELY APPROVED by the City Council this 6<sup>th</sup> day of March 2006.

ATTEST:

  
 CITY CLERK
 
  
 MAYOR

PASSED AND ADOPTED by the City Council this 23<sup>rd</sup> day of March 2006.

ATTEST:

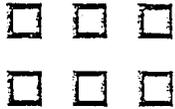
  
 CITY CLERK
 
  
 MAYOR

I HEREBY CERTIFY that the above and foregoing Ordinance No. 3777 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 23<sup>rd</sup> day of March 2006, and that a quorum was present thereat.

  
 CITY CLERK

APPROVED AS TO FORM:

  
 CITY ATTORNEY



NOGLE

ONUFER

ASSOCIATES

ARCHITECTS

### Chandler Professional Office Building Legal Description

The South 450.52 feet of the Southwest quarter of the Northwest quarter of Section 6, Township 2 South, Range 5 East of the Gila River and Salt River Base and Meridian, Maricopa county, Arizona;

EXCEPT the West 241.71 feet thereof; and

EXCEPT the East 543.21 feet thereof; and

EXCEPT that portion commencing at the West quarter corner of said Section 6; thence North 89 degrees 06 minutes 03 seconds East along the south line of said Southwest quarter of the Northwest quarter of Section 6, a distance of 519.99 feet; thence North 00 degrees 53 minutes 57 seconds West, a distance of 33.06 feet to a point on the North right-of-way line of WILLIS ROAD; thence North 89 degrees 06 minutes 03 seconds East along the North right-of-way of WILLIS ROAD, a distance of 265.05 feet to the TRUE POINT OF BEGINNING; thence North 00 degrees 10 minutes 52 seconds West, a distance of 27.00 feet; thence South 45 degrees 32 minutes 39 seconds East, a distance of 28.11 feet; thence North 89 degrees 06 minutes 03 seconds East, a distance of 114.86 feet; thence South 00 degrees 53 minutes 57 seconds East, a distance of 7.00 feet; thence South 89 degrees 06 minutes 03 seconds West, a distance of 134.95 feet to the TRUE POINT OF BEGINNING;

and

EXCEPT that portion Commencing at the West quarter corner of said Section 6; thence North 89 degrees 06 minutes 03 seconds East along the South line of said Southwest quarter of the Northwest quarter of Section 6, a distance of 519.99 feet; thence North 00 degrees 53 minutes 57 seconds West, a distance of 33.00 feet to the TRUE POINT OF BEGINNING; thence continuing North 00 degrees 53 minutes 57 seconds West, a distance of 7.00 feet; thence North 89 degrees 06 minutes 03 seconds East, a distance of 130.09 feet; thence North 44 degrees 27 minutes 35 seconds East, a distance of 28.46 feet; thence North 00

ORD. NO. 3777  
ATTACHMENT "A"

degrees 10 minutes 52 seconds West, a distance of 390.42 feet; thence North 89 degrees 06 minutes 03 seconds East, a distance of 115.05 feet; thence south 00 degrees 10 minutes 52 seconds East, a distance of 417.42 feet; thence South 89 degrees 06 minutes 03 seconds West, a distance of 265.05 feet to the TRUE POINT OF BEGINNING.