

# 14

OCT 22 2009



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

**MEMORANDUM**

**Planning & Development – CC Memo No. 09-131**

**DATE:** OCTOBER 8, 2009

**TO:** MAYOR AND CITY COUNCIL

**THRU:** W. MARK PENTZ, CITY MANAGER  
PATRICK MCDERMOTT, ASSISTANT CITY MANAGER  
JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR

**FROM:** KEVIN MAYO, ACTING PLANNING MANAGER

**SUBJECT:** PDP09-0017 THE SHOPS AT PECOS RANCH

**Request:** Preliminary Development Plan (PDP) approval amending a comprehensive sign package as part of an approximate 12-acre commercial development

**Location:** Northeast corner of Dobson and Germann Roads

**Applicant:** Ron Volk  
Nautica Development

**Project Info:** Approximate 12-acre commercial 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 12-acre commercial development, increasing the number of tenant panels upon the freestanding monument signs from two panels to four panels. No other amendments to the comprehensive sign package are proposed.

The subject site is bordered to the north by Gatling Way, with single-family residential homes located to the north. Dobson and Germann Roads abut the subject site on the west and south respectively. The Pecos Ranch Apartments are directly east. The subject 12-acre site received PAD commercial zoning in 1983 as part of the larger Pecos Ranch master planned development. A Preliminary Development Plan was approved in February 2006 for The Shops at Pecos Ranch neighborhood shopping center. The neighborhood shopping center consists of a series of in-line retail shops, restaurant pads, a daycare facility, a corner bank and a two-story retail/office building. With the exception of certain Pad buildings, the majority of the shopping center is nearing completion.

The 2006 PDP approval included a comprehensive sign package. Two six-foot tall two-tenant panel freestanding monument signs were approved along Germann Road, with a single fourteen-foot tall two-tenant panel sign approved along Dobson Road. A corner center identification sign was also approved. The signs included a stone base with arching top feature matching the center's building architecture, as well as tenant panels featuring routed acrylic-backed lettering.

The request is to increase the number of tenant panels upon the two six-foot tall and single fourteen-foot tall monument signs from two-panels to four-panels. In essence, the approved panels would be cut in half creating two from one. No changes are proposed to the over all size and design of the three monument signs. The applicant cites the request is prompted based upon similar recent approvals for nearby commercial shopping centers. The attached Development Booklet includes pictures of the nearby centers' existing four-tenant panel signs.

The applicant has taken steps that merit the increase in tenant panels. First, as previously mentioned, the approved tenant panels feature routed acrylic-backed lettering. The applicant has agreed to upgrade the lettering to a proposed routed push-through acrylic lettering. This lettering will provide a greater level of dimensionality to the signs increasing the visual appeal. The exhibits indicate an incorrect acrylic-backed specification. Staff has added a condition clarifying the use of routed push-through lettering. Second, the applicant has provided an upgraded corner center identification sign. The approved sign included a curved wall with the center's name. The Development Booklet includes an exhibit indicating the approved curved wall sign, as well as the enhanced sign. The enhanced sign now includes a multi-layered water feature with seven fountains, columns with four planter pots, and significantly more stonework. This sign will provide the neighborhood shopping center a much greater intersection focal point. This sign is currently under construction.

Staff supports the proposed sign package amendment. The increase from two tenant-panels to four is consistent with the number of tenant panels recently approved for nearby commercial centers. Additionally, the upgrade from acrylic-backed to push-through acrylic lettering will provide the signs with greater visual interest. Finally, the upgraded corner identification sign is a significant upgrade.

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

- This request was noticed according to the provisions of the City of Chandler Zoning Code.

- A neighborhood meeting was held on September 8, 2009 at Bogle Junior High school. Approximately 7 neighboring residents attended the meeting. No one offered any opposition to the request.

At the time of this writing, Staff is not aware of any opposition to this request.

### **PLANNING COMMISSION VOTE REPORT**

Motion to approve:

In Favor: 7    Opposed: 0

### **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:

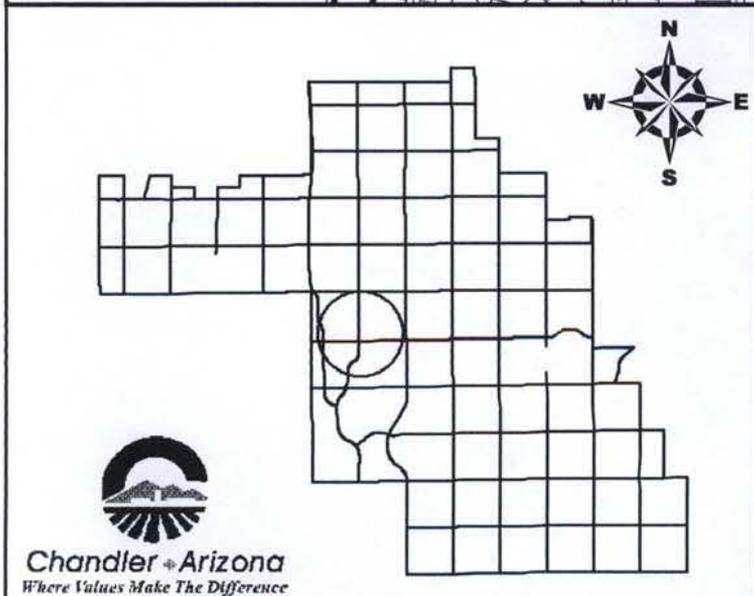
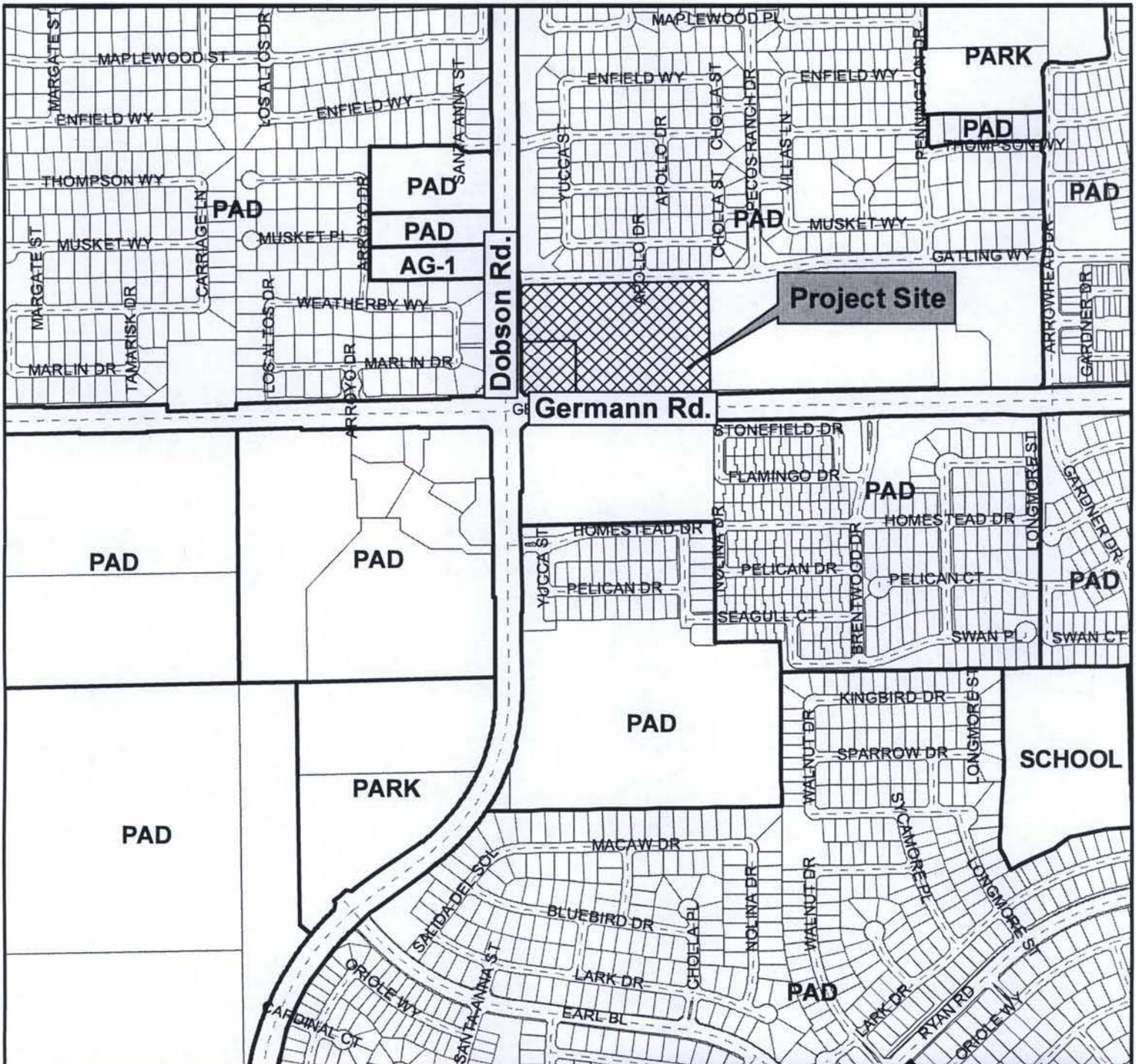
1. Development shall be in substantial conformance with the exhibits and representations, entitled "The Shops at Pecos Ranch" kept on file in the City of Chandler Planning Services Division, in File No. PDP09-0017, except as modified by condition herein.
2. All future signage shall be consistent with the signage contained within the attached exhibits with regards to sign type and quality. Any deviations shall require separate Preliminary Development Plan approval.
3. The freestanding monument signs shall utilize routed push-through lettering.

### **PROPOSED MOTION**

Move to approve the Preliminary Development Plan amendment in case PDP09-0017 THE SHOPS AT PECOS RANCH subject to the conditions recommended by Planning Commission and Staff.

### **Attachments**

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

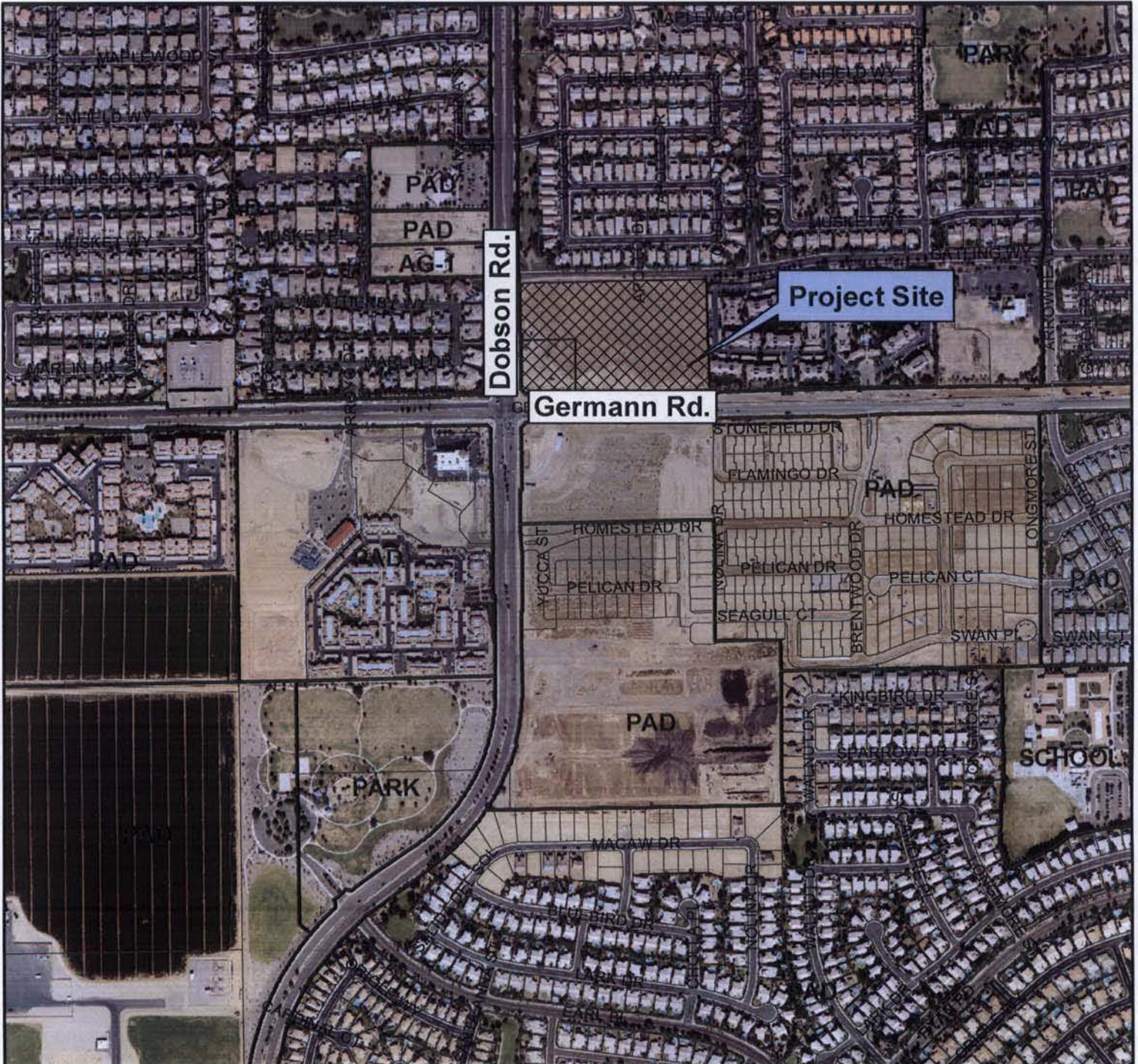


## Vicinity Map


PDP09-0017

### The Shops at Pecos Ranch

CITY OF CHANDLER 6/24/2009



**Vicinity Map**



**PDP09-0017**

**The Shops at Pecos Ranch**



# *THE SHOPS AT PECOS RANCH*

## *PDP AMENDMENT*

### *Narrative*



The Shops at Pecos Ranch is requesting a sign package amendment from the original PDP approval. Currently the signs only have 2 plaques per side. We are proposing 4 plaques per side, which is exactly what our competitors have. The changes would not increase the size or take away from the over all feel of the center. Every tenant we are working with has requested monument signage on either Dobson or Germann. We are only asking to have the same amount of monument signage as our competitors. I have included several pictures of our neighboring shopping centers for reference.

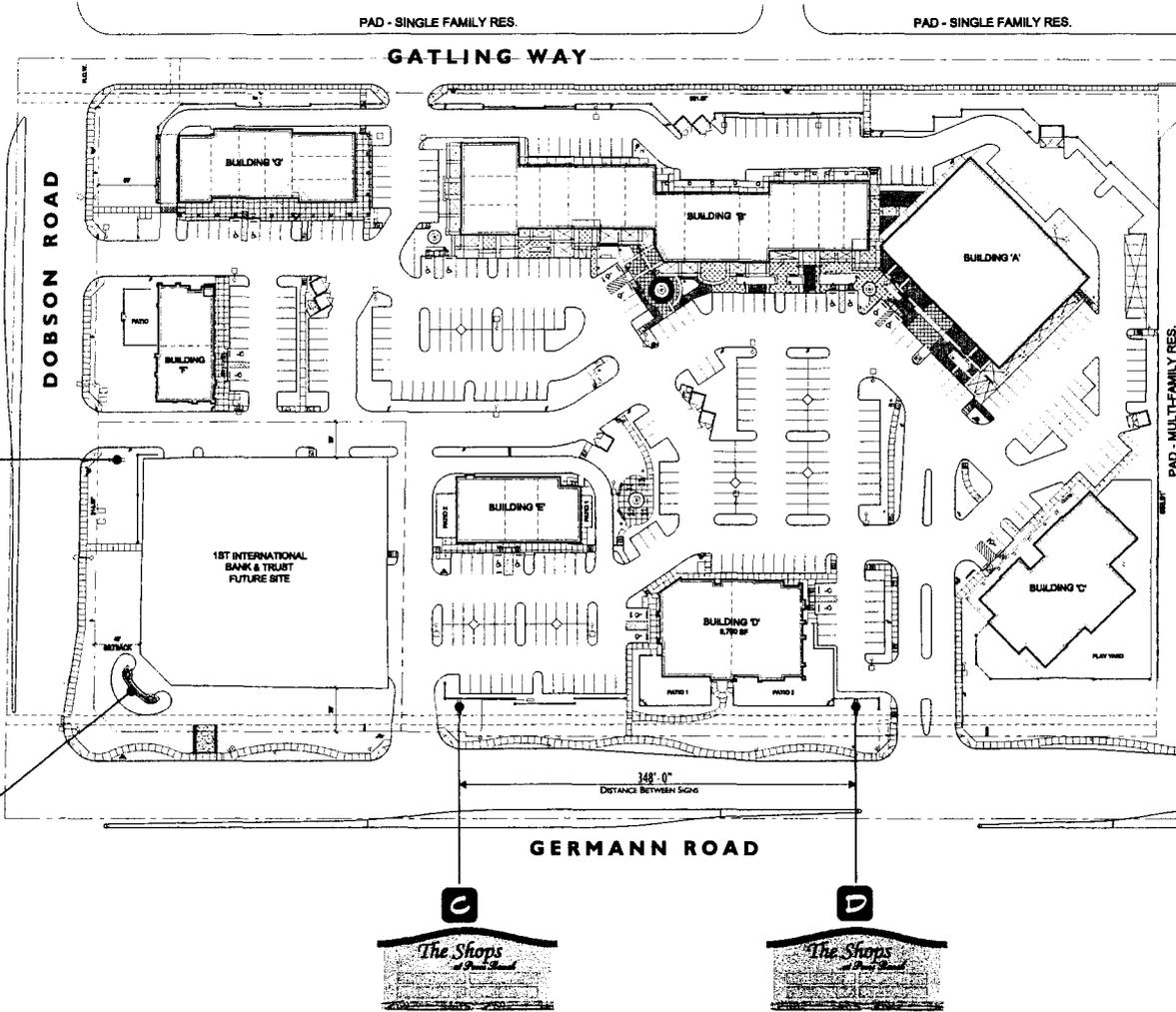
We have continuously made improvements through out construction to ensure this will be a beautiful and vibrant center that will attract quality tenants and benefit both the city and the community. We have changed the monument sign on the corner to include a very nice water feature and beautiful stonework. I have included a picture of the original sign that was approved and a rendering of the new sign.

In challenging economic times we must have the same sign criteria as our competitors so we can continue to compete and bring great tenants to Chandler. Through the combined work of our team along with staff we believe the finished project will be one of the most beautiful retail centers in Chandler.



# SITE PLAN - SIGN LOCATIONS

SCALE: NONE



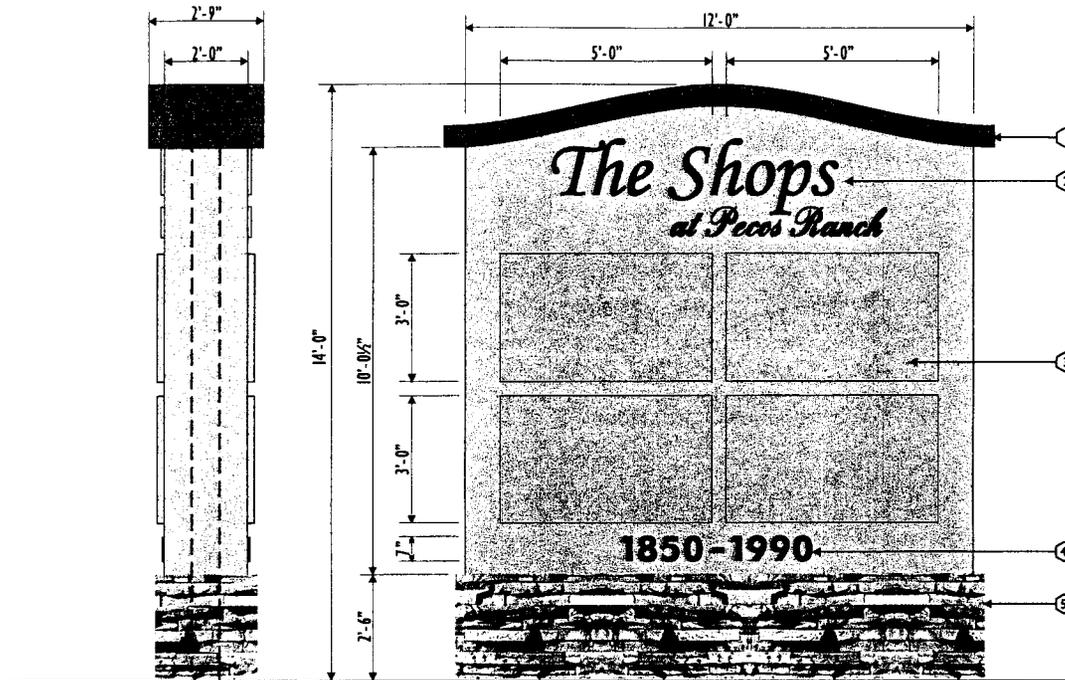
**YESCO** PHOENIX DIVISION  
 3728 W. Chandler Street  
 Chandler, AZ 85226-3315  
 (480) 448-3728  
 Custom Electric Signs®

\* 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: \_\_\_\_\_

REV. #	DATE	BY	REV. #	DATE	BY
△ 02/04/08		MVS	△ 05/04/08		TALL
△ 02/13/08		MVS			
△ 04/01/08		TALL			
△ 04/07/08		DB			
△ 04/27/08		TALL			

FIRM NAME / PROJECT ADDRESS	
SHOPS AT PECOS RANCH	
1900 W. GERMANN ROAD	
CHANDLER, ARIZONA	
SALESPERSON	JEREMY GALLOWAY
SCALE:	As Noted
ORIG. DESIGNER:	J.Wallace
ORIGINAL DATE:	02/25/09

<b>P30100</b>	<b>7</b>
FILE DESIGN NUMBER	REVISION
SHEET NUMBER	4 OF 7
<b>6080931</b>	
ORIGINAL DESIGN NUMBER	



**SCOPE OF WORK:**  
 Manufacture and install ( 1 ) One internally illuminated double faced display as noted.

**SPECIFICATION KEY**

- ① Cap : #2 Texture finish, painted Dunn Edwards flat #DE6133 "Old Boot".
- ② Aluminum cabinet : #3 Texture finish, painted Dunn Edwards flat #DE6130 "Wooded Acre". Routed with 1" clear acrylic ( second surface White diffuser ) pushed thru with 3M #3630-222 Black perforated overlay. Illuminate with H.O. fluorescent lamps.
- ③ 2" Deep removable tenant panels : #2 Texture finish, painted Dunn Edwards flat #DE6215 "Wooden Peg" ( Future tenant copy to be routed out with 3/16" White acrylic back up with vinyl overlay.
- ④ FCO .125 aluminum address numerals, painted satin Black finish. Stud mounted flush to cabinet.
- ⑤ Stacked stone base to match building, supplied and installed by customer after installation of display by Yesco. Backerboard ( flush with cabinet ) by Yesco.

**ELECTRICAL SPECIFICATIONS**

- U.L. REQUIRED  OTHER \_\_\_\_\_
- NON U.L. REQUIRED \_\_\_\_\_
- ( 1 ) 20 AMP CIRCUITS REQUIRED
- ACTUAL AMP LOAD 7.0
- 120 VOLTS  277 VOLTS
- OTHER \_\_\_\_\_

THE OVERALL HEIGHT AS ILLUSTRATED IS BASED ON ESTABLISHED GRADE PER THE LOCAL AUTHORITY HAVING JURISDICTION. A FLAT AND LEVEL SURFACE IS TO BE PROVIDED BY CUSTOMER PRIOR TO INSTALLATION.

**INTERNAL ILLUMINATED DOUBLE FACED DISPLAY**  
 SCALE: 3/8" = 1'-0"

3'-0" Dia. x 8'-0" deep  
 Concrete footing per A.S.A.

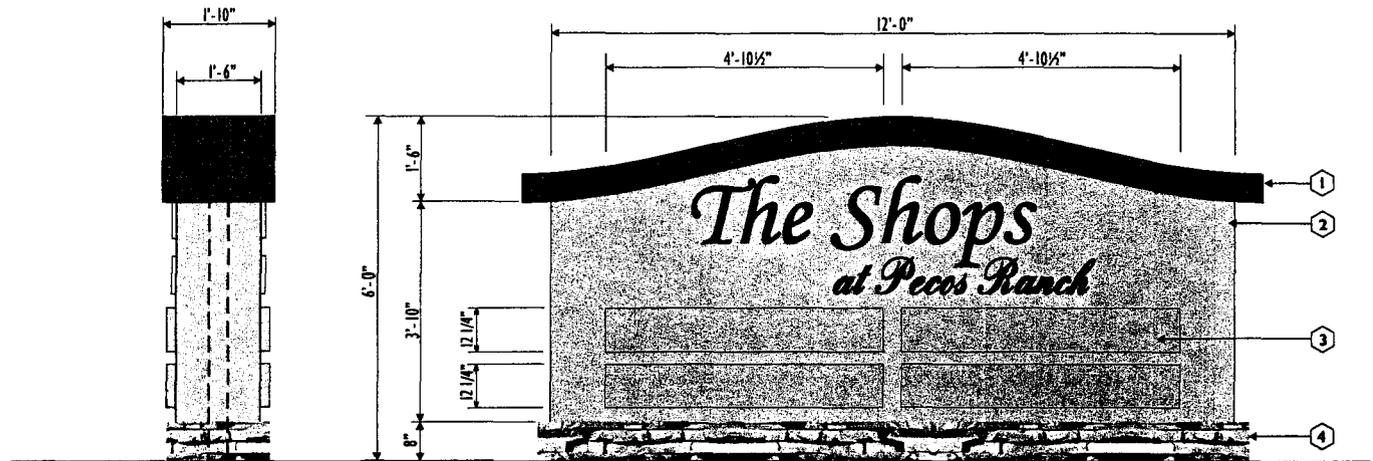
8" Dia. x .322 steel support  
 per A.S.A.

PROJECT MGR.	1	WELD/FRAMING	1
PRODUCTION MGR.	1	PAINT	1
METAL	1	NEON	
LAYOUT/VINYL	1	SHIPPING/RCVG.	1
LETTER DEPT.		ASSEMBLY	1
PLEX	1	INSTALL	1
ROUTING	1	ELECTRICAL	1
<b>PROJECT MANAGER JAMES MCKAUGHAN</b>			
<b>ELECTRICAL LETTER <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO</b>			

<p><b>YESCO</b>          Custom Electric Signs™</p>	<p><b>PHOENIX DIVISION</b>          6725 W. Chicago Street          Chandler, AZ 85226-3336          (480) 448-3728</p>	<p>* Illuminated displays will be wired for 120 volt power unless otherwise noted.</p> <p>* Cost for providing necessary electrical wiring to sign area is not included in sign proposal.</p>	<table border="1"> <tr> <th>REV. #</th> <th>DATE</th> <th>BY</th> <th>REV. #</th> <th>DATE</th> <th>BY</th> </tr> <tr> <td>△</td> <td>03/04/00</td> <td>MVS</td> <td>△</td> <td>05/04/00</td> <td>TALL</td> </tr> <tr> <td>△</td> <td>03/13/00</td> <td>MVS</td> <td></td> <td></td> <td></td> </tr> <tr> <td>△</td> <td>04/01/00</td> <td>TALL</td> <td></td> <td></td> <td></td> </tr> <tr> <td>△</td> <td>04/07/00</td> <td>DB</td> <td></td> <td></td> <td></td> </tr> <tr> <td>△</td> <td>04/27/00</td> <td>TALL</td> <td></td> <td></td> <td></td> </tr> </table>	REV. #	DATE	BY	REV. #	DATE	BY	△	03/04/00	MVS	△	05/04/00	TALL	△	03/13/00	MVS				△	04/01/00	TALL				△	04/07/00	DB				△	04/27/00	TALL				<p>FIRM NAME / PROJECT ADDRESS</p> <p>SHOPS AT PECOS RANCH          1900 W. GERMANN ROAD          CHANDLER, ARIZONA</p>	<p>SCALE: As Noted</p> <p>ORIG. DESIGNER: JLV/MSB</p> <p>ORIGINAL DATE: 02/25/00</p>	<p><b>P30100</b> <b>7</b></p> <p>FILE #/REV. NUMBER / REVISION</p> <p>INSERT NUMBER <b>1</b> OF <b>7</b></p> <p><b>6080931</b></p> <p>ORIGINAL DESIGN NUMBER</p>
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<p>SALES APPROVAL: _____</p> <p>DATE: _____</p>		<p>SALESPERSON JEREMY GALLOWAY</p>																																								

△ CUSTOMER'S OPTION FOR "A/C/D" TENANT PANELS.

△ "X" WIDEN TENANT PANEL. "S" ADD CLIENTS ILLUSTRATION OF THE WALL. CHANGE LTS. TO NON-ILLUM. I.C. "C/D" CHANGE TO 4 TENANT PANELS. △ "A/C/D" ADD STONE NOTES. ADD BLDG NUMERALS. △ PRODUCTION READY. △ CHANGED COLOR OF BODY OF SIGNS "A/C/D". CHANGED CALLOUT - TO PAINTED ACRYLIC ON "B". △ CHANGED QUANTITY OF TENANT PANELS FOR "A/C/D". △ RELOCATE "B" DUE TO WALL PLACEMENT.



**ED INTERNAL ILLUMINATED DOUBLE FACED MONUMENT**  
SCALE: 1/4" = 1'-0"

**SCOPE OF WORK:**  
Manufacture and install ( 2 ) Two internally illuminated double faced displays as noted.

2'-0" Dia. x 6'-0" deep  
Concrete footing per A.S.A.

4" Dia. x .237 steel support  
per A.S.A.

**ELECTRICAL SPECIFICATIONS**

U.L. REQUIRED  OTHER \_\_\_\_\_  
 NON U.L. REQUIRED \_\_\_\_\_

( 1 ) 20 AMP CIRCUITS REQUIRED  
 ACTUAL AMP LOAD 7.0

120 VOLTS  277 VOLTS  
 OTHER \_\_\_\_\_

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<b>PHOENIX DIVISION</b> 5725 W. Chicago Street Chandler, AZ 85226-5935 (480) 449-3726	* 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.	REV. #	DATE	BY	REV. #	DATE	BY	FIRM NAME / PROJECT ADDRESS <b>SHOPS AT PECOS RANCH</b> 1900 W. GERMANN ROAD CHANDLER, ARIZONA SCALE: As Noted ORIG. DESIGNER: J.W. White ORIGINAL DATE: 02/25/09	<b>P30100</b> <small>FILE DESIGN NUMBER</small>	<b>7</b> <small>REVISION</small>
		SALES APPROVAL:	DATE:	02/04/09 MVS 02/12/09 MVS 04/01/09 TALL 04/07/09 DB 04/27/09 TALL	05/04/09 TALL	SALES PERSON <b>JEREMY GALLOWAY</b>	<b>3 OF 7</b> <small>SHEET NUMBER</small>		<b>6080931</b> <small>ORIGINAL DESIGN NUMBER</small>	

## Corner Monument Sign at Dobson and Germann

The first sign is what was originally approved as our corner monument sign. It was very basic with just the centers name. The second sign is our new corner monument sign with seven fountains, four flowerpots, and a lot more stonework, that matches the stone accents through out the center.

