



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

A.

JUL 21 2010

**MEMORANDUM - Transportation & Development - PZ Memo No. 10-067a**

**DATE:** JULY 12, 2010

**TO:** PLANNING AND ZONING COMMISSION

**THRU:** R.J. ZEDER, TRANSPORTATION & DEVELOPMENT DIRECTOR  
JEFF KURTZ, PLANNING ADMINISTRATOR  
KEVIN MAYO, PLANNING MANAGER *KM* *JK*

**FROM:** ERIK SWANSON, CITY PLANNER *ES*

**SUBJECT:** PDP09-0023 TRI-CITY BAPTIST CHURCH MINISTRIES

**Request:** Preliminary Development Plan approval for an electronic monument sign

**Location:** 2211 W. Germann Road,  
West of the southwest corner of Dobson and Germann Roads

**Applicant:** Josh Goins, YESCO Sign Company

The request was continued from the July 7, 2010 Planning Commission hearing to allow the applicant additional time to work with the surrounding neighborhood to develop design alternatives.

**RECOMMENDATION**

The request is for Preliminary Development Plan approval for an electronic monument sign. Staff, finding consistency with the General Plan and Planned Area Development zoning, recommends approval with conditions.

**BACKGROUND**

The subject site is located west of the southwest corner of Dobson and Germann Roads. North, across Germann Road is the Germann Country Estates single-family residential subdivision. West, adjacent to the site is Ellis Gateway Apartments. East is vacant land zoned for commercial uses as part of the Chuparosa commercial center.

The subject site includes the main sanctuary building along with a college campus and associated structures south of the main sanctuary building. The church campus was approved in 2003 as part of the larger Chuparosa master planned development that included the subject site, existing CVS Pharmacy at the intersection corner, and existing multi-family residential development located south of the intersection corner. The commercial parcel surrounding the existing CVS has yet to be developed.

As part of the 2003 approval, all signage for the church was approved, including a monument sign. The monument sign approved was generic in design and did not include specifics for the church. The request is to allow for an electronic reader monument sign. The monument sign is approximately eight feet tall and a little less than eight feet wide. The electronic reader portion is approximately two and one-half feet tall and six feet ten-inches wide, and occupies the bottom half of the monument sign. The monument sign incorporates a number of design features found in the surrounding site including the earth tone colors, arched element, and stepping parapet.

### **DISCUSSION**

Staff has heard from a number of residents concerning the overall design of the sign and illumination. Staff recommends approval of the electronic reader monument sign citing that the design is attractive and compliments the architecture of the site, the request is consistent with other requests for electronic reader signs, and the sign is in general conformance with the allowances provided in the Sign Code.

Staff has heard from a number of the residents with concerns about the entire Tri-City Baptist Church campus sign package. While staff has heard from a couple of residents who oppose the proposed monument sign, a majority of the residents that staff has heard from have no concerns with the monument sign, but rather the existing building mounted sign on the north side of the sanctuary building. The concerns regarding the building mounted signage are that the letters are too large and out of character, and are a visual nuisance. At the second neighborhood meeting, representatives from the sign company and church were present, as well as two neighbors that attended the first meeting. The residents were in support of the monument sign but still expressed concern of the building mounted sign. Staff informed them that the church had received approval for the building mounted signage and were not obligated to modify the building mounted signage. It was discussed that the letters could be painted in an effort to make it less conspicuous. Following the second meeting the church decided to paint the building mounted signage an accent color; blending the lettering in more, as well as change the lettering to a smaller font reducing the height from three and one-half feet tall to a little over two feet tall. The sign will also be reduced from a width of 50-feet to 30-feet.

Additionally, the intensity of illumination was a concern of the neighborhood to the north. As a result the sign company brought a 3-foot by 4-foot LED sign to the site as part of the second neighborhood meeting to show the proposed level of illumination. Illumination during daylight hours will be at 90% (typical level for small reader boards) and will be reduced in the evening to 10%. The building mounted signage is not illuminated. The neighbors supported the level of illumination proposed during the second neighborhood meeting.

### **PUBLIC/NEIGHBORHOOD NOTIFICATION**

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

- A neighborhood meeting was held on Tuesday, June 8, 2010. Seven neighbors attended the meeting and expressed concern over the proposed sign as well as concern over the existing building mounted signage. Primary concerns expressed included brightness of the sign, speed of animation, and hours of operation for the sign.
- A second neighborhood meeting was held on Thursday, June 24, 2010 at the subject site. The meeting was held so that the sign company could provide an example of what the electronic portion of the sign would look like, the brightness of the sign, its location, and height relative to the Germann Country Estates subdivision. Two neighbors attended the meeting and expressed support for the sign, although concerns were expressed for the existing building mounted signage.

At the time of this writing, Staff has heard from two residents opposed to the request citing the concern of brightness of the sign and overall sign. The neighbors did not attend the second neighborhood meeting.

### **RECOMMENDED ACTION**

Staff, upon finding consistency with the General Plan and Planned Area Development zoning, recommends approval of PDP09-0023 TRI-CITY BAPTIST CHURCH MINISTRIES, with the following conditions:

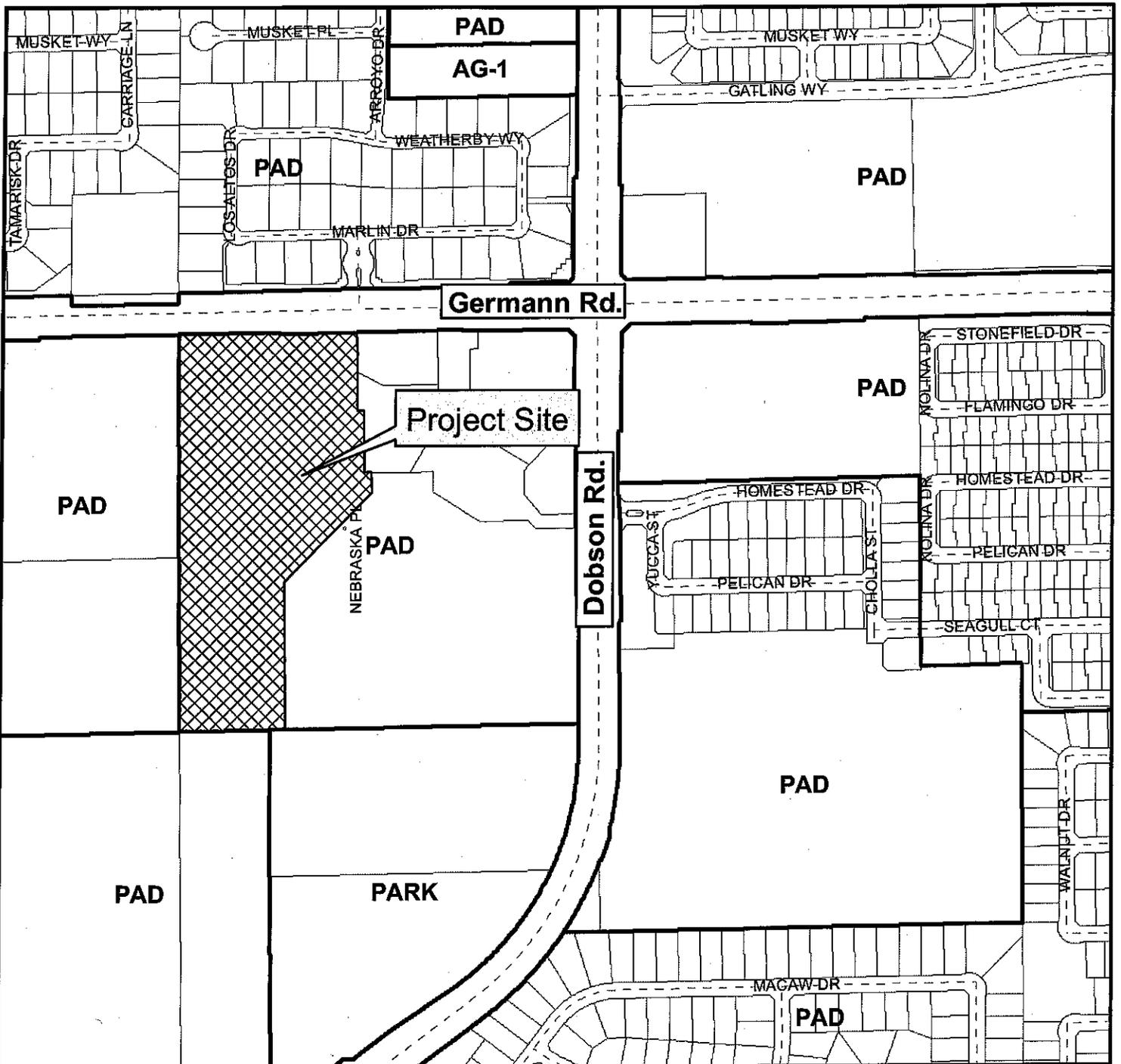
1. The monument sign shall be designed in coordination with landscape plans, planting materials, storm water retention requirements, and utility pedestals, so as not to create problems with sign visibility or prompt the removal of required landscape materials.
2. The monument sign shall be in substantial conformance with the attached site plan and sign elevations exhibits, kept on file in the City of Chandler Planning Services Division, in File PDP09-0023 TRI-CITY BAPTIST CHURCH MINISTRIES, except as modified by condition herein.
3. The illumination of the monument sign shall be reduced to 10% illumination from 10 p.m. to 6 a.m.
4. L.E.D. messages will not be changed more frequently than once every fifteen (15) seconds. Animation, scrolling, or flashing of messages is prohibited.

### **PROPOSED MOTION**

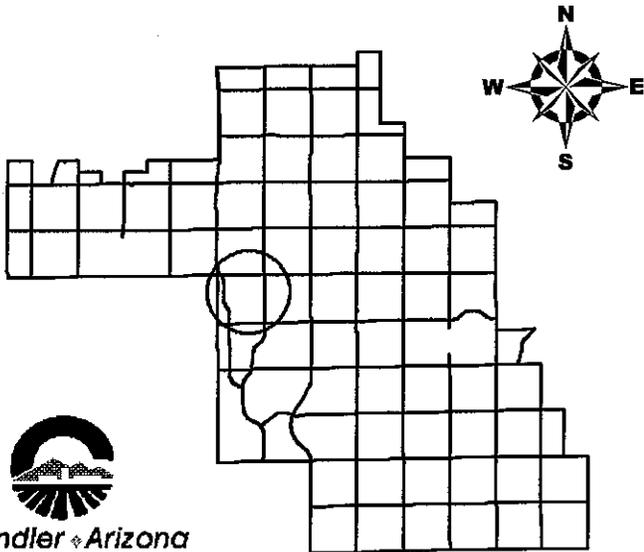
Motion to recommend approval of PDP09-0023 TRI-CITY BAPTIST CHURCH MINISTRIES, request for Preliminary Development Plan approval for an electronic monument sign, with conditions as recommended by Staff.

### **Attachments**

1. Vicinity Maps
2. Site Plans
3. Sign Elevation



## Vicinity Map



PDP09-0023

**Tri-City Baptist Church  
Signage**



Germann Rd.

Project Site

Dobson Rd.

HOMESTEAD DR

PELICAN DR

PAD

PARK

MACAW DR

PAD

## Vicinity Map

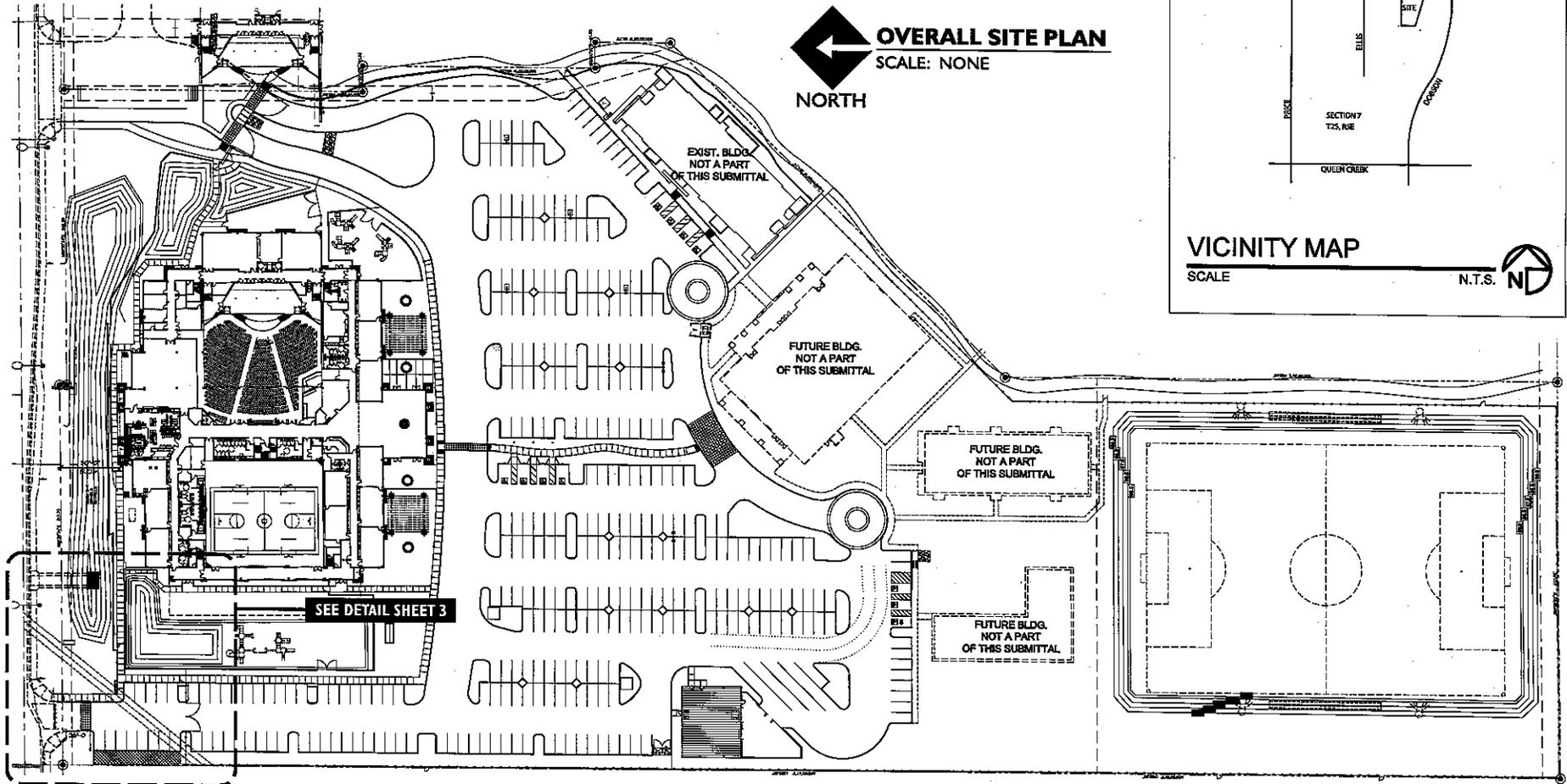


PDP09-0023

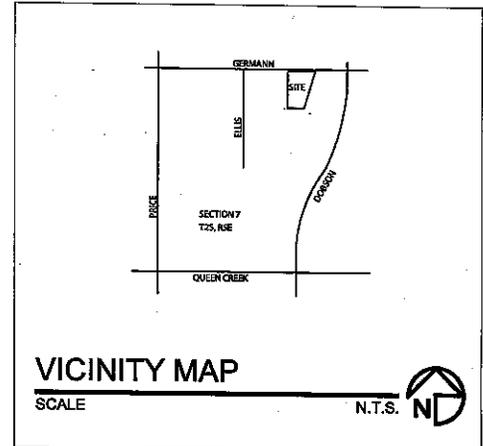
Tri-City Baptist Church  
Signage



GERMANN ROAD



**OVERALL SITE PLAN**  
SCALE: NONE

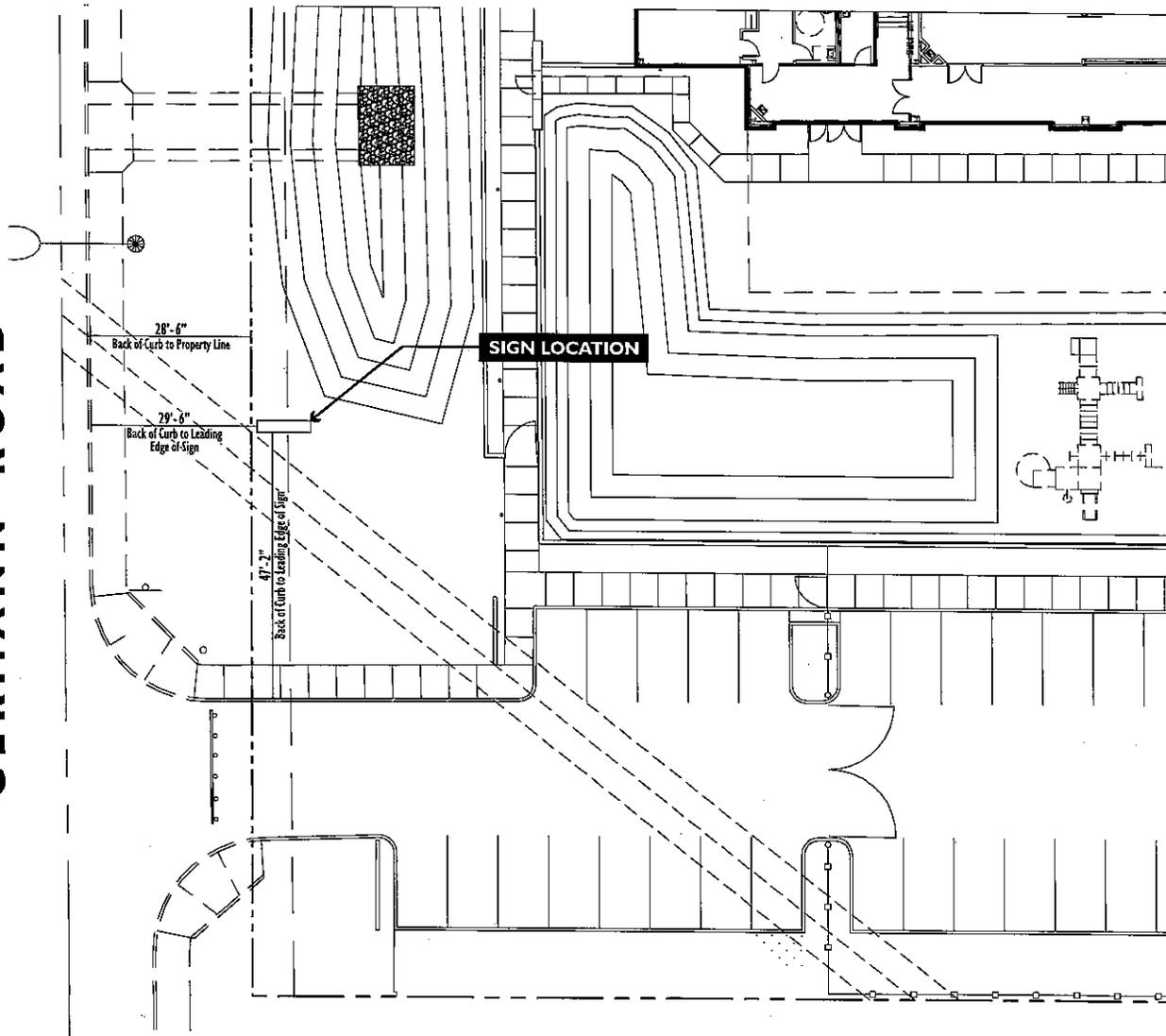


SEE DETAIL SHEET 3

<b>YESCO</b> <sup>®</sup> PHOENIX DIVISION 6725 W. Chicago Street Chandler, AZ 85226-3335 (480) 449-3726 Custom Electric Signs™ <b>PRODUCTION READY</b>	<ul style="list-style-type: none"> <li>* Illuminated displays will be wired for 120 volt power unless otherwise noted.</li> <li>* Cost for providing necessary electrical wiring to sign area is not included in sign proposal.</li> </ul>	REV. #	DATE	BY	REV. #	DATE	BY	FIRM NAME / PROJECT ADDRESS <b>TRI-CITY BAPTIST CHURCH MINISTRIES</b> 2211 W. GERMAN ROAD CHANDLER, ARIZONA SALESPERSON MATT ANDERSON	SCALE: As Noted ORIG. DESIGNER: JWeadock ORIGINAL DATE: 15/18/08	6081550	11
		SALES APPROVAL:	DATE:	△	12/19/08	TALL	△			05/14/09	LSD
		△	01/09/09	TALL	△	09/21/09	LSD		SHEET NUMBER	3 OF 4	
		△	02/20/09	LSD	△	07/01/09	TALL		NO. NUMBER	P16371	
		△	02/27/09	LSD	△	07/16/09	LSD				
		△	04/29/09	LSD	△	08/26/09	LSD				

MASTER SITE PLAN

GERMANN ROAD



**SITE PLAN - SIGN PLACEMENT**  
SCALE: 1" = 20' - 0"

**YESCO** PHOENIX DIVISION  
6725 W. Chicago Street  
Chandler, AZ 85226-3335  
(480) 449-3726  
Custom Electric Signs™ **PRODUCTION READY**

\* 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
△	12/19/08	TALL	△	05/14/09	LSD
△	01/09/09	TALL	△	05/21/09	LSD
△	02/20/09	LSD	△	07/01/09	TALL
△	02/27/09	LSD	△	07/16/09	LSD
△	04/23/09	LSD	△	08/26/09	LSD

FIRM NAME / PROJECT ADDRESS	
TRI-CITY BAPTIST CHURCH MINISTRIES	
2211 W. GERMAN ROAD	
CHANDLER, ARIZONA	
SALESPERSON	MATT ANDERSON
SCALE:	As Noted
ORIG. DESIGNER:	Wesbeck
ORIGINAL DATE:	15/10/08

6081550	11
FILE DESIGN NUMBER	REVISION
SHEET NUMBER	4 OF 4
W.D. NUMBER	P16371

SITE PLAN

**SCOPE OF WORK:**

Manufacture and install ( 1 ) One 800ma internal illuminated double faced aluminum display.

Rendered with LED display shown for reference only.

**SPECIFICATION KEY**

- ① Cornice, #1 texture, painted flat to match ICI #416 "Sandy Cove".
- ② Fabricated aluminum, #2 texture, painted flat to match ICI #672 "Tusk Tusk".
- ③ Cross embellishment: Routed, backed with White polycarbonate overlaid with #3630-53 Cardinal Red vinyl.
- ④ "Tri-City Baptist Church Ministries": Routed, backed with White polycarbonate overlaid with #199-0 Black vinyl, leaving a outline of White to show thru.
- ⑤ FCO .125 Aluminum, painted satin Black. Stud mounted flush.
- ⑥ Fabricated aluminum, #2 texture, painted flat to match ICI #421 "Onionskin Tan".
- ⑦ Full color 20mm 32 x 96 LED message unit

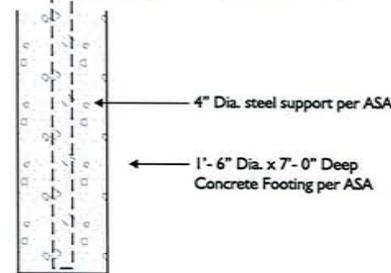


STREET VIEW

BUILDING VIEW

**DOUBLE FACED MONUMENT DISPLAY WITH LED**

SCALE: 1/8" = 1'-0"



The overall height as illustrated is based on established grade per City of Chandler jurisdiction. A flat and level surface shall be provided by customer prior to installation.

**NOTE:** Customer to re-contour berm to be level with sidewalk grade.

**ELECTRICAL SPECIFICATIONS**

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

**YESCO** PHOENIX DIVISION  
6725 W. Chicago Street  
Chandler, AZ 85226-3335  
(480) 449-3726  
Custom Electric Signs™ **PRODUCTION READY**

\* 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
△	12/19/08	TALL	△	05/14/09	LSD
△	01/09/09	TALL	△	05/21/09	LSD
△	02/20/09	LSD	△	07/01/09	TALL
△	02/27/09	LSD	△	07/16/09	LSD
△	04/29/09	LSD	△	08/26/09	LSD

FIRM NAME / PROJECT ADDRESS	
TRI-CITY BAPTIST CHURCH MINISTRIES	
2211 W. GERMAN ROAD	
CHANDLER, ARIZONA	
SALESPERSON MATT ANDERSON	

SCALE: As Noted  
ORIG. DESIGNER: Wleadock  
ORIGINAL DATE: 12/18/08

<b>6081550</b>	<b>11</b>
FILE DESIGN NUMBER	REVISION
SHEET NUMBER 2 OF 4	
W.C. NUMBER P16371	

SIGN ELEVATION