

A.

FEB 17 2016



**MEMORANDUM**                      **Planning Division – PZ Memo No. 16-007**

**DATE:**                      FEBRUARY 17, 2016

**TO:**                              PLANNING AND ZONING COMMISSION

**THRU:**                      JEFF KURTZ, PLANNING ADMINISTRATOR  
                                    KEVIN MAYO, PLANNING MANAGER *KM* *J*

**FROM:**                      SUSAN FIALA, CITY PLANNER *SF*

**SUBJECT:**                  DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK)

**Request:**                  Rezoning from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards along with a Preliminary Development Plan (PDP) for two 70 foot tall digital billboards

**Location:**                  Northeast corner of 56th Street and Loop 202 Santan Freeway

**Applicant:**                  Adam Baugh, Withey Morris PLC

**Project info:**              Tract A, Retention Area, approximately 2.4 acres

**RECOMMENDATION**

Planning Staff, upon finding the request to be inconsistent with the General Plan, recommends denial.

**BACKGROUND**

The subject site is located at the northeast corner of 56th Street and Loop 202 Santan Freeway, within the Frye Road Business Park, also known as the Santan Technology Park. The approximately 30-acre industrial development was approved by Council in May, 1999. The site is Tract A and identified as a retention area. Businesses within the industrial park include Botanicare and AvAir, located directly north of the tract. Arizona Department of Transportation right-of-way, for the Loop 202 Santan Freeway is south, and various industrial businesses are west and north. Four static message billboards are to the west and southwest of the site, located on lands under the jurisdiction of Maricopa County. Another 12 billboards are located south of the freeway, within the Gila River Indian Community.

The request is for rezoning from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards along with a Preliminary Development Plan (PDP) for two 70 foot tall digital billboards. Each billboard would have two faces with digital message displays. Proposed development standards, related to setbacks, spacing, height, sign area, and illumination, are described in the Development Booklet.

The regulations for signs are established in the following sections of Chapter 39 of the Zoning Code:

**39-3. - Definitions.** *Billboard:* A structure portraying information not related to a business, commodity, service, entertainment or product existing on the premises upon which the sign is located.

**39-9.9.F.** Billboards are permitted along Chandler Boulevard and Arizona Avenue. Such signs are permitted only by a use permit.

**39-9.12 - Planned area development designations.** For such properties zoned with a planned area development (PAD) designation, all signing shall be subject to the standards specified for the C-3 zoning district unless otherwise governed by sign criteria specified either as part of a preliminary development plan approval by the Planning Commission and City Council, or other previous sign package approval by the City.

### **DISCUSSION**

Planning Staff finds the request is inconsistent with the goals and policies of the General Plan. The Zoning Code is clear on the two conditions for consideration of billboards within the City of Chandler, Arizona Avenue and Chandler Boulevard, permitted only through a Use Permit. Additionally, the proposed 70 foot height exceeds that of the 45 feet maximum height permitted for billboards along Chandler Boulevard and Arizona Avenue.

Furthermore, this western employment area is in close proximity to the future South Mountain Freeway. Growth opportunities and enhancement of this employment area should be preserved and allow for future intensification of employment along these major transportation corridors.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood letter was sent in lieu of a meeting on December 8, 2015. One property owner called to inquire about the request and obtain general information.
- Planning Staff received several phone calls from business owners who are opposed to the request. The concerns included: visual impacts, additional driver's distraction along the freeway, too many billboards exist on the south side of the freeway, and shading of solar panels. A letter of opposition is attached.

### **RECOMMENDED ACTIONS**

#### **Rezoning**

Planning Staff recommends Planning Commission motion to recommend denial of DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK).

**Preliminary Development Plan**

Planning Staff recommends Planning Commission motion to recommend denial of DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK).

**PROPOSED MOTIONS**

**Rezoning**

Motion Planning Commission to recommend denial of rezoning request DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK) from Planned Area Development (PAD) for light industrial to PAD for light industrial and billboards.

**Preliminary Development Plan**

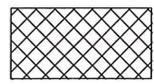
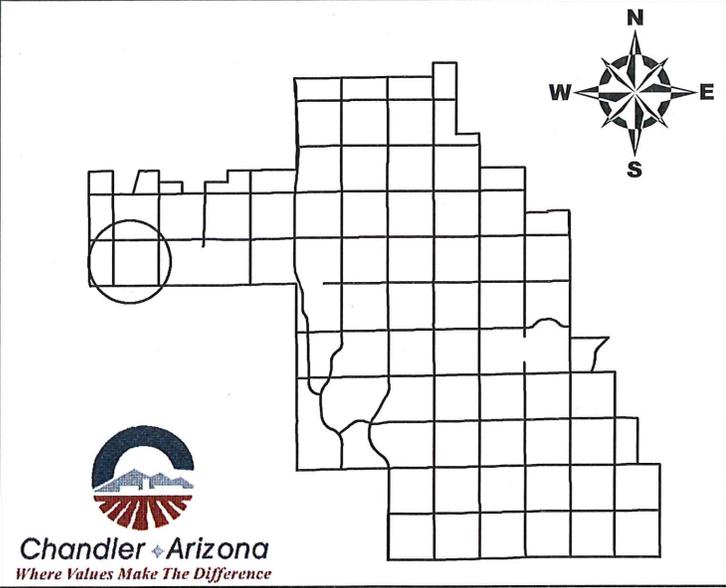
Motion Planning Commission to recommend denial of Preliminary Development Plan request DVR15-0033 FRYE ROAD BUSINESS PARK (SANTAN TECHNOLOGY PARK) for two 70 foot tall digital billboards

**Attachments**

1. Vicinity Maps
2. Site Plan
3. Enlarged Plan
4. Billboard Elevation
5. Letter of opposition
6. Development Booklet, Exhibit A



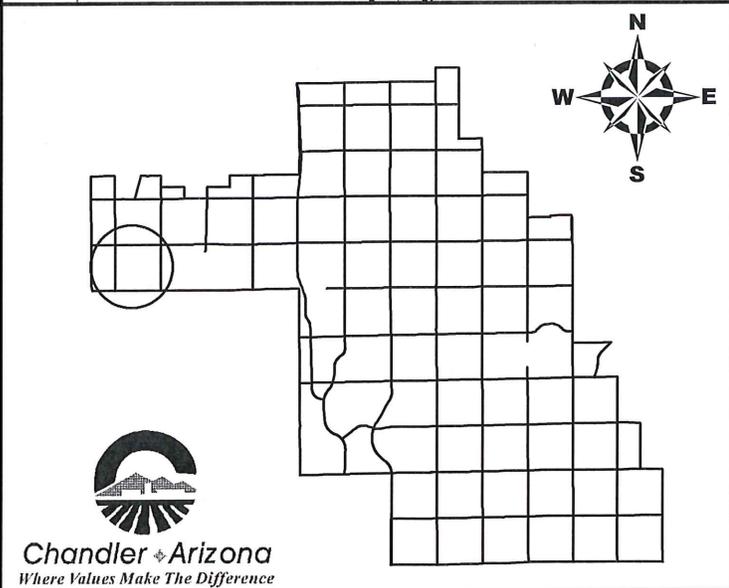
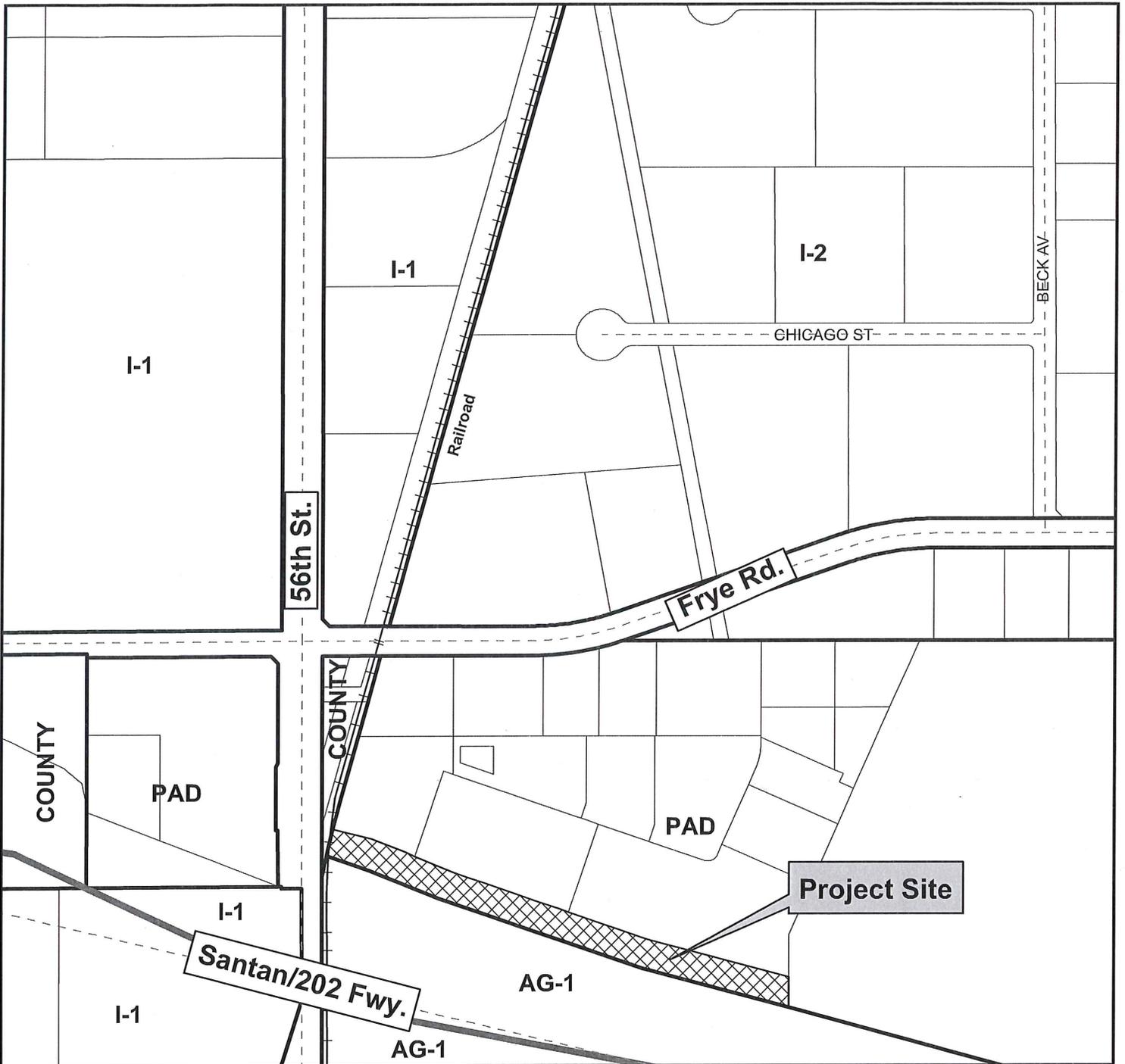
**Vicinity Map**



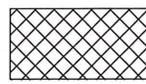
**DVR15-0033**

**Frye Road Business Park  
(Santan Technology Park)**



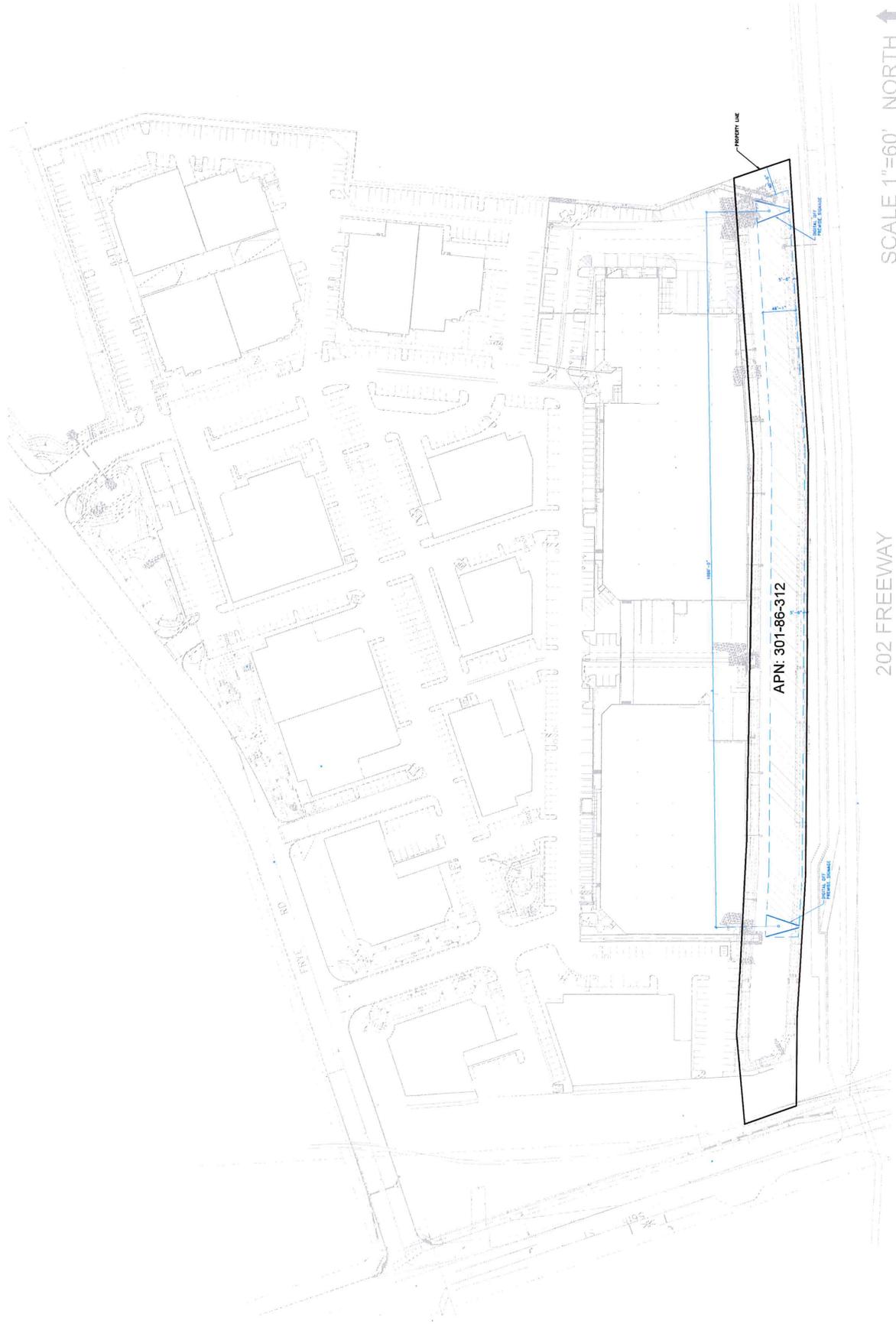


**Vicinity Map**



DVR15-0033

**Frye Road Business Park  
(Santan Technology Park)**

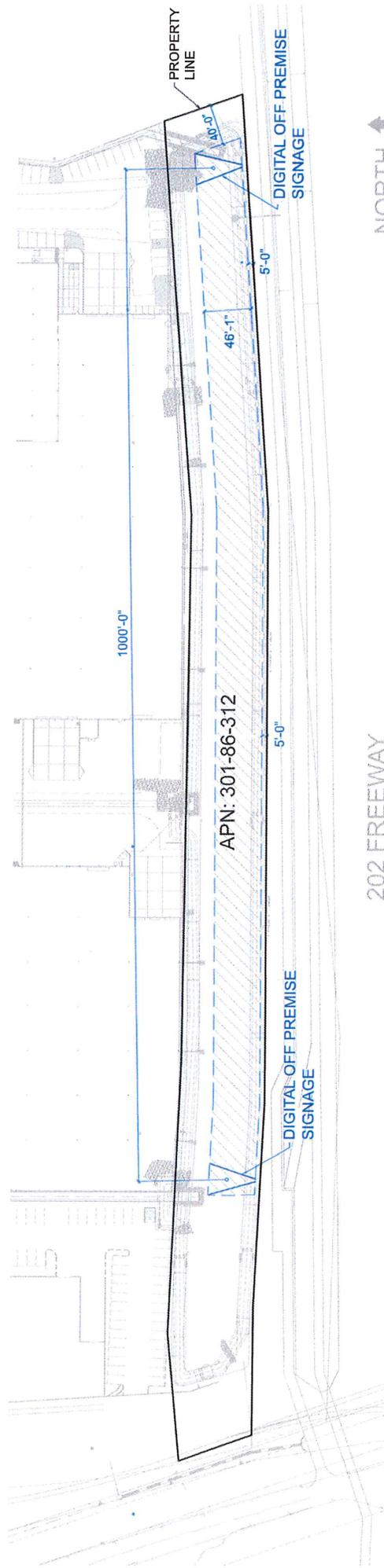


PROPERTY USE

APN: 301-86-312

202 FREEWAY

SCALE 1"=60' NORTH ↑





**LAMAR**

ADDRESS 202 & I-10  
 DATE 1-18-15  
 DRAWING NUMBER Lamar-

14' x 48' Display area  
 70' overall height to top of display

February 9, 2016

Ms. Susan Fiala  
City Planner  
215 E. Buffalo St.  
Chandler, AZ 85225

RE: DVR15-0033

Susan,

I own the building known as 6895 W. Frye Rd., located in the Frye Rd. Business Park. Please be advised that I am opposed to the request to install digital billboards in our business park. I feel the billboards will be detrimental for three primary reasons:

- 1) Eyesore: We are proud of our park and I can't imagine any of us building owners wanting these huge billboards within our park.
- 2) Property Devaluation: I believe these billboards would have a negative impact on the investments we have made in our respective properties.
- 3) Safety: These signs would be adjacent to the 202 & I-10 interchange. This is a very congested area already. The distraction to the drivers would definitely result in a safety issue.

Please feel free to call me if I can provide any further insights or opinions.

Thanks so much.

Dave Harris  
6895 W. Frye Rd.  
Chandler, AZ 85226