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DEC 16 2009



Chandler • Arizona
Where Values Make The Difference

MEMORANDUM **Planning and Development – PZ Memo No. 09-137**

DATE: DECEMBER 7, 2009

TO: PLANNING & ZONING COMMISSION

THRU: PATRICK MCDERMOTT, ASSISTANT CITY MANAGER *PM*
 JEFF KURTZ, ASSISTANT PLANNING & DEVELOPMENT DIRECTOR *JK*
 KEVIN MAYO, ACTING PLANNING MANAGER *KM*

FROM: JODIE M. NOVAK, MEP, SENIOR CITY PLANNER *JMN*

SUBJECT: PDP09-1005 SAFEWAY #1566

Request: Preliminary Development Plan (PDP) approval to amend signage on the fuel station canopy

Location: 4910 S. Alma School Road, the southwest corner of Alma School Road and Powell Way, north of Chandler Heights Road

Applicant: Lynne Lagarde with Earl, Curley, Lagarde

Project Info: Approximately a 1.14-acre corner parcel developed with a Safeway fuel station in conjunction with an existing Safeway grocery store

RECOMMENDATION

Upon finding the request to be consistent with the General Plan and the approved Planned Area Development (PAD) zoning, Planning Staff recommends approval of the Preliminary Development Plan for the fuel station canopy signage subject to conditions.

BACKGROUND

The Safeway fuel station and convenience store “c-store” is located at the immediate southwest corner of Alma School Road and Powell Way, just north of Chandler Heights Road. The Safeway shopping center received Preliminary Development Plan (PDP) approval in June 1997, which included a future fuel station pad. The architectural designs for the fuel station pad were included; however, there were no specific sign exhibits provided for the fuel station pad. Planning Staff reviewed the fuel station site layout, building architecture, and signage administratively in 2001. The fuel station was constructed and sign permits were issued for the fuel station canopy and its associated sales booth in 2002

The signage on the fuel canopy was reviewed administratively in accordance with our Zoning/Sign Codes and commercial design standards' quality expectations for signage in which logos are allowed but no corporate branding such as color bands around the fuel canopy, no business name signage on canopy, gas canopies need to be integrated with adjacent building architecture, and gas canopy lights shall be flush with the bottom of the canopy. At that time, the logo only policy had been typical of gas station signage approved through the PDP zoning process.

This application proposes a change to the existing fuel canopy signage only; there is no request to change signage on the convenience store or grocery store buildings. The change includes adding the Safeway business name to the fuel canopy along with the new company logo. The business name only is proposed on the east and west fuel canopy elevations. The logo only is proposed on the north and south fuel canopy elevations. Both the business name and logo are located at the ends of each fascia. The new signs are proposed in order to match the updated business name and logo signage on the grocery store.

Current signage on the fuel canopy includes a Safeway logo on each elevation located at the ends of each fascia, 15.88 square feet in area (1.83 ft high x 2.17 feet wide), and pan channel illuminated. Proposed signage on the fuel canopy includes a Safeway logo at 7.98 square feet in area (1.33 ft high x 1.50 ft high), pan channel illuminated. The Safeway business name is reverse pan channel halo-illuminated lettering 22.64 square feet in area (1.00 ft high x 5.66 ft wide).

DISCUSSION

Since this Safeway fuel station's development, the City has allowed fuel stations a combination of logos, business name, and corporate banding on fuel canopies. The types of signage proposed by fuel companies varies in that some do not request a business name or corporate color bands. Examples of fuel canopy signage approved on developed and undeveloped sites are below.

- *Costco (Chandler Fashion Center)* has "Costco Gasoline" on the elevations, no logos or corporate color bands.
- *Sam's Club (54th Street and Ray Road)* has a corporate logo and business name; however, Planning Staff was made aware of a blue corporate band with indirect lighting was added to the canopy, which are not permitted.
- *QuikTrip* has two sites approved (Arizona Avenue and Germann Road, Chandler Boulevard/McQueen Road), but yet to develop, with the logo only and a reduced length illuminated corporate color band.
- *ARCO AM/PM* at the southeast corner of Loop 202 and Cooper Road is under construction and was approved a logo only with no corporate color band.
- *Chevron* (northwest corner of McQueen and Germann Roads), but yet to develop, was conditioned to process a separate PDP for signage. The zoning case had represented a business name on one elevation and a logo on two other elevations along with a continuous blue corporate color band. Signage has yet to be approved through a separate PDP.

- Chevron (Chandler Boulevard and Coronado Street, east of Loop 101 Price Freeway) includes the business name on certain elevation ends and the logo on the other elevation ends. There are blue illuminated corporate bands on the three elevations.

The proposed fuel canopy sign changes are similar in nature to other fuel canopy signs on existing and approved projects. Signage proposed does not include a corporate color band as has been approved on other fuel canopies. The request to use reverse pan channel lettering for the business name is consistent with desired lettering for commercial developments, and the logo remains pan channel in its design with an updated corporate logo style. The sign changes are deemed minor and consistent with other signage allowed on fuel canopies, therefore, Planning Staff recommends approval of this request.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- The request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting notice was mailed by the applicant in lieu of a neighborhood meeting as approved by the Zoning Administrator per the applicant's request due to the minor nature of the sign changes.
- As of the date of this memo, Staff is not aware of any opposition or concerns with this request.

RECOMMENDED ACTION

Upon finding consistency with the General Plan and PAD zoning, Planning Staff recommends approval of PDP09-1005 SAFEWAY #1566, subject to the following conditions:

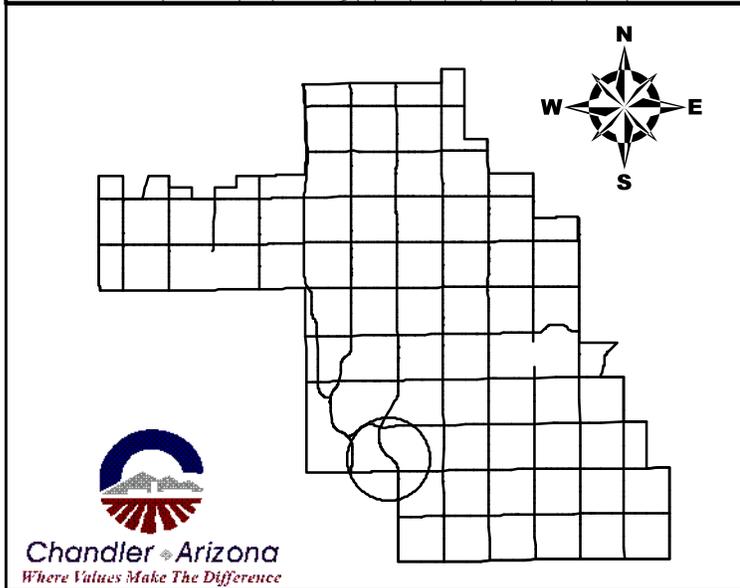
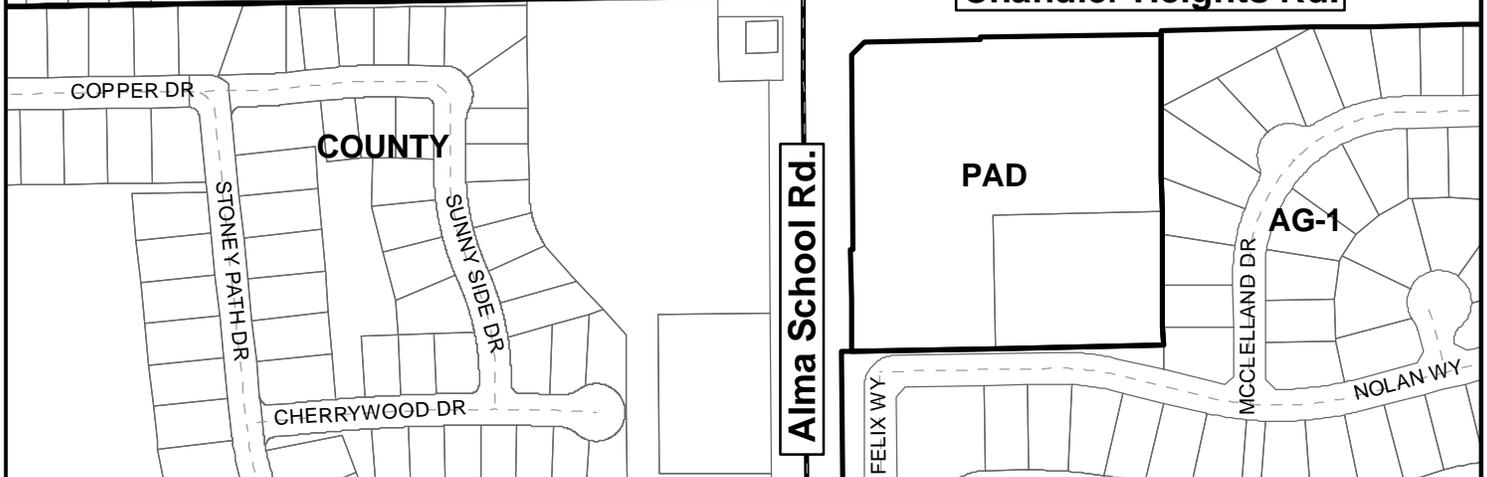
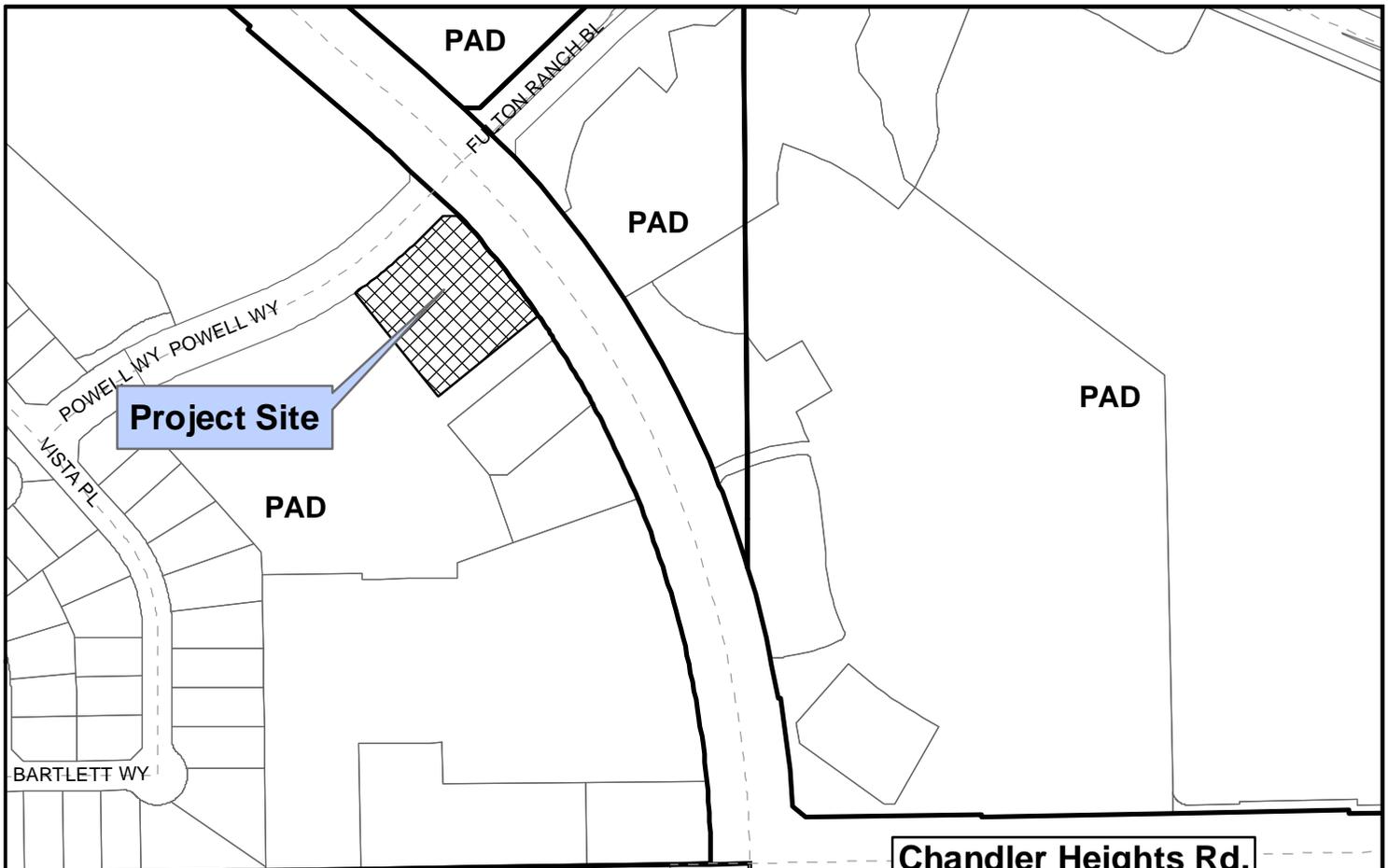
1. Development shall be in substantial conformance with Exhibit A, Narrative and Exhibits, for Safeway #1566, kept on file in the City of Chandler Planning Services Division, in File No. PDP09-1005, except as modified by condition herein.

PROPOSED MOTION

Motion to recommend approval of Preliminary Development Plan case PDP09-1005 SAFEWAY #1566, subject to the conditions recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Original Sign Exhibits
3. Narrative
4. Sign Exhibits



Vicinity Map



PDP09-1005

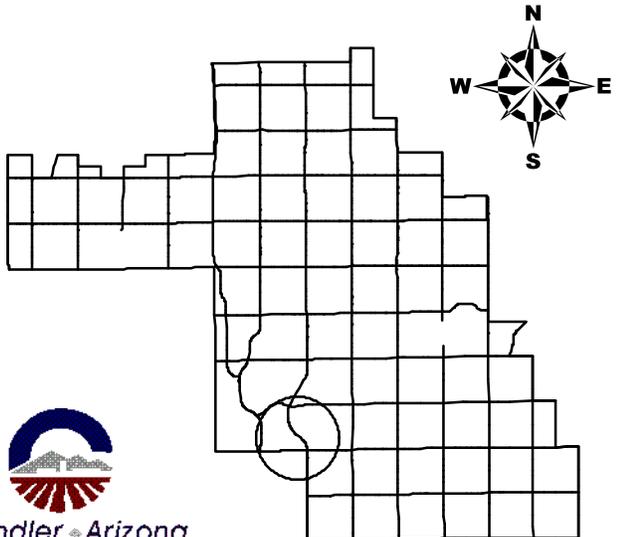
Safeway Fuel #1566



Chandler Heights Rd.

Alma School Rd.

Vicinity Map



PDP09-1005

Safeway Fuel #1566



EARL, CURLEY & LAGARDE, P.C.
ATTORNEYS AT LAW

Telephone (602) 265-0094
Fax (602) 265-2195

3101 North Central Avenue
Suite 1000
Phoenix, Arizona 85012

October 22, 2009

Jeff Kurtz
Assistant Director, Planning & Development
City of Chandler
Planning Department
55 North Arizona Place #301
Chandler, AZ 85225-5540

Re: Safeway / Alma School & Powell

Dear Jeff:

After our last discussion about the replacement logo on the Safeway fuel station canopy at the above-referenced location, we consulted with Safeway, as we said we would, and were advised that Safeway considers the ability to use their trademarked Safeway logo on the fuel canopies as important to the continued success of their store at this location as well as essential in maintaining the integrity and purpose of the trademarked logo. No other community has denied Safeway the right to use its federally trademarked logo for signage purposes. In these economically distressed times when other grocers are closing stores, Safeway has renovated its store at this center, which is the second renovation by Safeway at this center over the years. Safeway has invested over \$5 million in these center renovations. The renovation was sorely needed and makes the center a more attractive and economically viable retailing location. This type of reinvestment in Chandler shopping centers is critical to avoiding deteriorating, troubled centers that lose both tenants and shoppers.



Safeway has updated its store with a new color scheme, stone and wrought iron detailing and its new signage.

Safeway's fuel canopy signage is being replaced as part of the center renovation to match the new design and updated signage on the store as well as on the fuel station monument sign. Since the center was last renovated, Safeway has changed its logo and signage and is changing out signage in its stores nationwide. Identification of the fuel station as the Safeway brand is particularly necessary when the fuel station is remote from the Safeway store itself as it is in this center. It is important to Safeway both for customer safety and way-finding purposes within the center and for helping assure the economic success of its store and fuel station to have the fuel station signage easily recognizable as Safeway. Safeway would like to have this new fuel canopy sign in place for their early November grand reopening at the center.



The old Safeway signage has already been replaced on the storefront and Safeway needs consistent signage on the fuel canopy.

As a result of Safeway's critical need for this signage, we have undertaken additional research on fuel canopy signage in the City of Chandler as shown on the photos that follow. Safeway recognizes the City's concern with appropriate application of its Sign Code relative to logos and is therefore proposing a compromise solution. As the attached resubmittal of the fuel station sign package shows, the logo is proposed on two corners of the canopy with the lettering on the left façade corner and the S graphic around the corner to the right so that the integrity of the logo is maintained. As can be seen by these photos, there is considerable precedent for application of the Sign Code to allow the signage in the compromise format that Safeway is requesting. Clearly the City of Chandler does not want to discriminate against fuel station providers in allowing lettering that identifies the brand on some canopies and not on others, leaving fuel stations like Safeway's at a competitive disadvantage.



Both Costco and Sam's Club have fuel canopy signage that includes lettering and a graphic logo design.



Although several fuel stations in Chandler do have a graphic logo design only and no lettering, most of these, like Shell and Circle K, are readily identifiable symbols for their brands, which is not the case with the Safeway S.



The Chevron fuel canopy near the 101 and Chandler Boulevard is exactly the logo symbol together with lettering at the corner that is being proposed by Safeway for its fuel canopy signage.

There is no definition of the term logo in the City of Chandler Sign Code. Logos, such as the Starbucks logo, often include copy or lettering in addition to a symbol. Other jurisdictions have recognized copy and lettering as appropriate components of logos and specifically include lettering and graphic design as permitted logo elements. Staff's concern that businesses could get carried away with excessively lengthy corporate logos can be handled in the application of the code to a specific request. Staff is responsible for applying the Sign Code provisions and can recognize unreasonably large logo copy as well as take into consideration the quality of signage proposed.

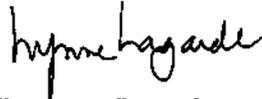


Jeff Kurtz
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The success of retailers is as important to the economic vitality of the community as appropriately designed quality signage is to community aesthetics. Communities need to balance the two interests which are by no means mutually exclusive. The compromise fuel station signage proposed by Safeway meets the community's aesthetic goals by maintaining only one sign element on each façade, rather than the lettering and symbol on the same façade as was permitted by Sam's Club and Costco, and by incorporating quality sign design features such as the push-through acrylic letters on the monument sign and the reverse pan channel halo illuminated letters on the canopy. The fuel canopy logo signage as proposed will contribute to the economic success of both Safeway and the center as a whole.

We would appreciate your reconsideration and approval of this revised signage submittal.

Very truly yours,



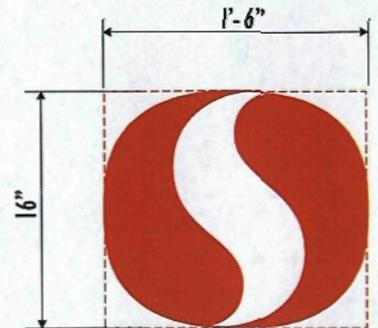
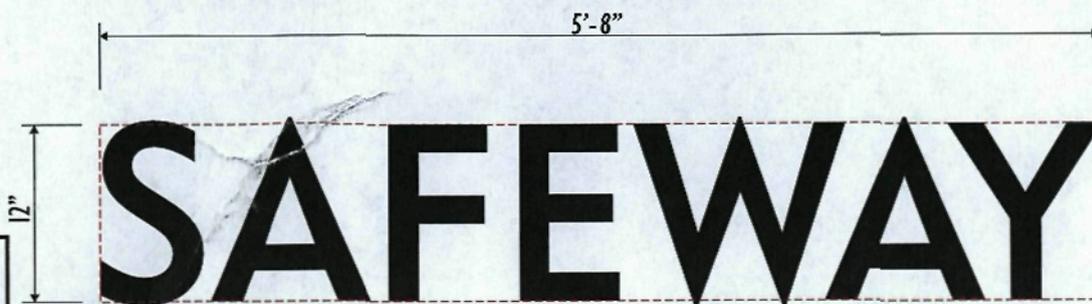
Lynne A. Lagarde

LAL/mr

Cc: Jan Martin
Jennifer Paddison
Kelly Chipman
Mayor Boyd Dunn
Councilman Rick Huemann

ELECTRICAL SPECIFICATIONS

- U.L. REQUIRED OTHER _____
- NON U.L. REQUIRED
- () 20 AMP CIRCUITS REQUIRED
- ACTUAL AMP LOAD 1.0
- 120 VOLTS 277 VOLTS
- OTHER _____

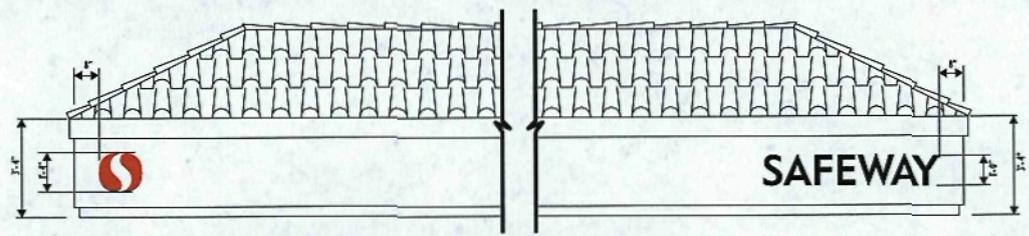
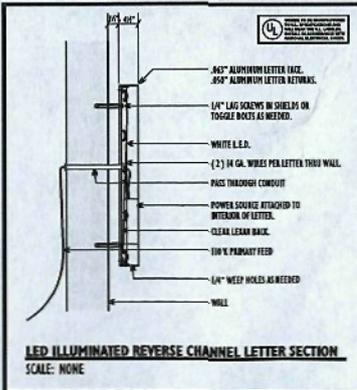
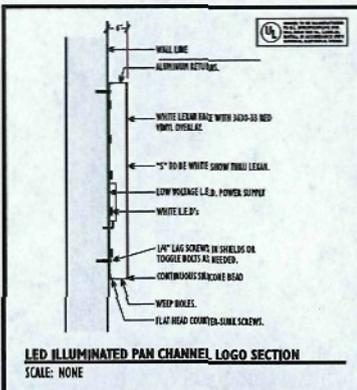


A **HALO-ILLUMINATED LETTERS & FACE ILLUMINATED LOGO - #SLH12/16**
 SCALE: 1 1/2" = 1' - 0" 5.67 SQ.FT.

C **SCOPE OF WORK:**
 Receive and Install from National Sales (2) Two sets of Letters and Logos.

LETTERS:
 Reverse channel White LED's halo-illumination.
 Aluminum .050 returns and .063 faces.
 Painted semi-gloss Black.
 Mounted with 1/4" x 1 1/2" standoffs.

B
D
LOGO:
 Aluminum .050 returns, painted PMS 186C Red.
 White lexan face with #3630-33 Red vinyl overlay.
 Illuminated with White LED's.
 Mounted flush to canopy.



LETTERS & LOGO PLACEMENT ON CANOPY - TYPICAL
 SCALE: 1/4" = 1' - 0"

PHOENIX DIVISION
 6725 W. Chicago Street, Chandler, Az 85226-3335 (480)449-3726
 YESCO, YOUNG ELECTRIC SIGN COMPANY

* 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: _____

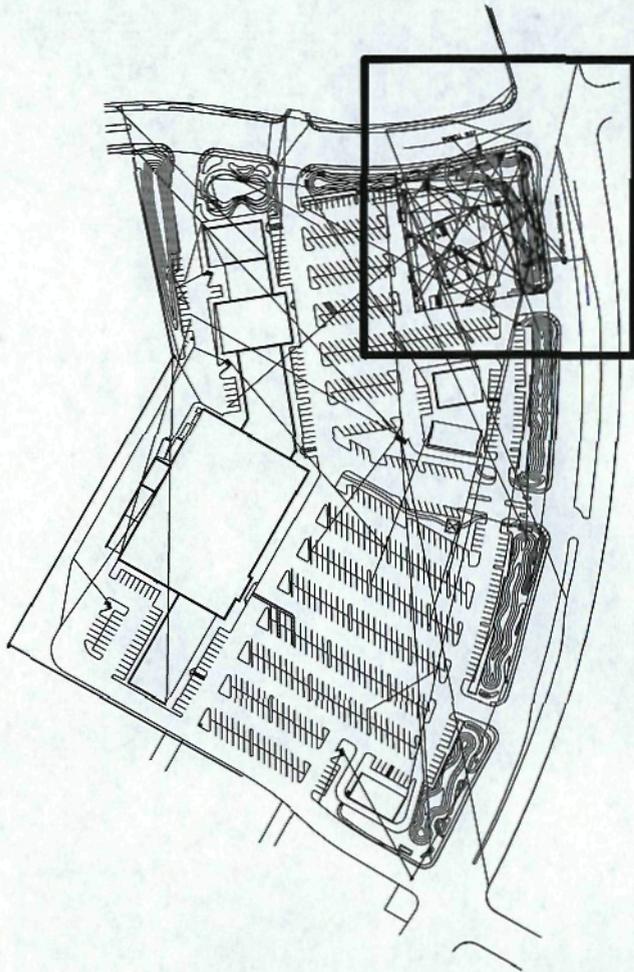
REV #	DATE	BY	REV #	DATE	BY
1	08/01/08	JJW			
2	12/16/08	JJW			

FIRM NAME / PROJECT ADDRESS	
SAFEWAY FUEL 1566	4901 S. ALMA SCHOOL ROAD
CHANDLER, ARIZONA	
SALESPERSON	KELLY CHIPMAN

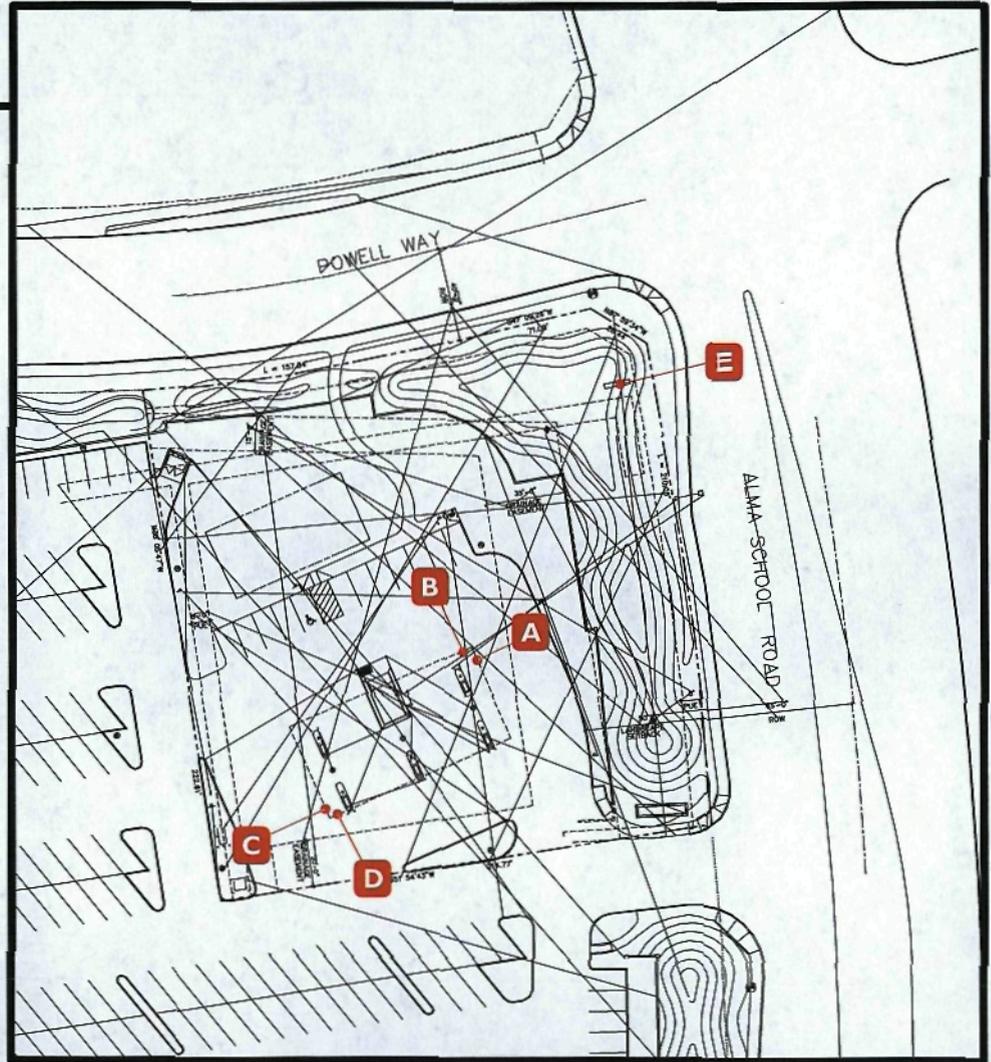
F1566-R3
 FILE DESIGN NUMBER

SCALE: As Noted
 ORIG. DESIGNER: J.Woodcock
 ORIGINAL DATE: 04/11/06

1 OF 4
 SHEET NUMBER



SITE PLAN - SIGN LOCATIONS
SCALE: NONE



PHOENIX DIVISION
6725 W. Chicago Street, Chandler, Az 85226-3335, (480) 449-3726
YESCO: YOUNG ELECTRIC SIGN COMPANY
ARIZONA CONTRACTOR LICENSE NO. 491332207, ARIZONA REG. ELECTRICAL NO. 491332207

* 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
1	06/01/08	JLW			
2	12/16/08	JLW			

FIRM NAME / PROJECT ADDRESS
SAFeway FUEL 1566
4901 S. ALMA SCHOOL ROAD
CHANDLER, ARIZONA

SCALE: As Noted
ORIG. DESIGNER: JWeadock
ORIGINAL DATE: 04/11/06

SALESPERSON: KELLY CHIPMAN

F1566-R3
FILE DESIGN NUMBER

4 OF 4
SHEET NUMBER