



Chandler · Arizona
Where Values Make The Difference



MEMORANDUM

Transportation & Development – PZ Memo No. 11-103

DATE: NOVEMBER 7, 2011

TO: PLANNING AND ZONING COMMISSION

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

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

SUBJECT: PDP11-0007 RAINTREE RANCH CENTER

Request: Preliminary Development Plan approval to allow a freestanding freeway monument sign for an existing commercial shopping center

Location: Southeast corner of Ray Road and the Loop 101 Price Freeway

Applicant: Bootz & Duke Signs Co. on behalf of Weingarten Realty

Project Info: 65-foot high, 5 tenant name panels freeway sign for an approximate 17-acre retail site with approximately 144,317 square feet of commercial space anchored by Whole Foods 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 (PDP) subject to conditions.

BACKGROUND

The request is for Preliminary Development Plan (PDP) approval for a freestanding freeway monument sign as part of the Raintree Ranch Center, a commercial shopping center. The property is located at the southeast corner of Ray Road and the Loop 101 Price Freeway. The freeway monument sign is proposed along the northbound Price Freeway frontage road within the commercial centers property. The property received PAD zoning that was amended in 1986 and 1993. The 1993 zoning amendment approved a single-family subdivision on 40 acres along with a 23 acre commercial retail and office parcel allowing C-2 (Community Commercial) uses. In 2005, a rezoning was approved for approximately 3.5 acres from PAD Business Hotel with a mid-rise overlay to PAD for C-2 uses along with a PDP for the 17-acre shopping center. Following this zoning approval, three separate PDP requests were approved for three pads along

Ray Road with approximately 144,317 square feet of retail space including a grocery store anchor major/minor tenants, inline retail shops, freestanding retail shops, and pads. The Raintree Ranch Center developed with retail, restaurant, and some office uses. The shopping center is anchored by a Whole Foods grocery store.

The property is adjacent to Ray Road and Price Road (Loop 101) as well as two collector streets, Linda Lane and Coronado Street. The northeast corner of the freeway intersection is Crossroads Church of the Nazarene and Sterling House Assisted Living. At the northwest corner of the intersection is San Tan Corporate Center. The southwest corner of the intersection is Park at San Tan with offices, restaurants, and retail. Immediately south of the site is a charter school. The site is bordered by existing single-family residential to the east and southeast.

The development's PDP included a comprehensive sign package which requested waivers from Sign Code. The development was granted the waivers which included increased height for three signs, a second 14-foot high sign in lieu of providing four additional 6-foot high signs along Coronado Street and Linda Lane as permitted by Sign Code, and additional tenant panels on the monument signs.

Along both Ray and Price Roads there are 14-foot high signs and 8-foot high signs. The 14-foot high sign along Ray Road includes 6 tenant panels. The second 14-foot high sign along Price Road includes 4 tenant panels. The 8-foot high signs have 3 tenant panels each.

The proposal is to remove the existing 8-foot high sign with 3 tenant panels from the Price Road frontage and replace it with a new freestanding 65-foot high, 5 tenant panel freeway monument sign. The 14-foot high sign with 4 tenant panels along Price Road would remain. The proposed freeway sign is approximately 190 feet south of Ray Road along the northbound Price Freeway frontage road. This is measured from the site's property line to the sign. The Development Booklet incorrectly measures the distance within ADOT right-of-way which is 20-feet north of the property line. The sign would be located on the south side of an existing stormwater retention basin. The existing 14-foot high sign is located further south near the Whole Foods building. Any landscaping displaced by the proposed sign is required to be replaced elsewhere in the immediate landscape area.

The freeway sign is being requested to gain signage visibility for southbound Loop 101 traffic and also provide a more visible sign for northbound traffic exiting the frontage road up to Ray Road. The request conveys that due to the design of the freeway being recessed near Ray Road, there is limited visibility to see the shopping center prior to and after exiting at Ray Road. Furthermore, the development believes that lack of visibility has resulted in lower than expected sales for tenants and higher turnover. As of November 2011, the shopping center is mostly occupied with tenants with only three tenant spaces available for lease. The freeway monument sign's primary tenant name Whole Foods is the top panel. The shopping center's name is at the bottom of the four smaller tenant panels. The maximum number of tenant name panels requested is five.

The freeway monument sign design includes aluminum tube accents, an arch, cornice cap, and stone veneer base. The tube design creates air spaces on the sides and six-inch reveals create groups of sign panels. The freeway sign is constructed with materials, paint colors, and textures to match the existing signs and building architecture as approved with the development's PDP's. The sign's total height including architectural features is 65-feet tall. The sign's support columns and base is approximately 24-feet high from grade to the shopping center and developer name identification. The lettering for the identification is constructed with flat cut out letters, flush mounted to the stucco fascia. These letters are not illuminated. The five tenant panels are constructed with painted and textured aluminum. Each panel is internally illuminated. The lettering is routed then backed with a clear acrylic push-thru and backed with a white acrylic panel and translucent vinyl overlay. Tenant names and logos will be per corporate tenant specifications for design and colors.

The top tenant panel, shown with Whole Foods Market, represents up to three lines of copy while all other tenant panels are limited to two lines of copy. A four-inch clearance from edge of tenant panels is required and in no case shall a name and/or logo exceed 80% of the overall area of the tenant panel itself.

There are no freeway monument signs at the Ray Road and Price Road freeway interchange intersection. All four corners have typical freestanding monument signage for a commercial retail, office, and church site. The nearest freeway monument sign is one-mile away at the northeast corner of Price Road and Chandler Boulevard freeway interchange intersection as part of a regional commercial power-center development near the mall area.

Estimated buildings heights for the other three Ray Road and Loop 101 Price Freeway corners include 30-feet for the church site at the northeast corner, 60-feet for San Tan Corporate Center center at the northwest corner, and 70-feet for Park at San Tan at the southwest corner. Along Ray Road, the three SRP power poles west and east of the freeway intersection are approximately 75-feet tall. Other poles are 65 feet tall with the second pole east of the freeway intersection at 80-feet tall.

DISCUSSION

This freeway sign will be the first in Chandler as part of a neighborhood or community commercial shopping center. Existing freeway monument signs in Chandler are in association with regional commercial centers and employment centers such as a power center, a mall, an auto complex, and industrial business parks located along a freeway. For example, Chandler Fashion Center Mall area, Crossroads Towne Center, Santan Gateway, Chandler Festival, Chandler Pavilions, Southeast Valley Auto Mall, Chandler Auto Mall, Ryan Chandler Business Park, and the recently approved Chandler Freeway Crossing which the sign has yet to be built. The nearest freeway signs are one mile south at the Chandler Boulevard and Loop 101 interchange as part of the Chandler Fashion Center mall area and the Chandler Festival power center.

Planning Staff recommends approval of the request for a freestanding freeway monument sign based on two key factors. One is that this is the only existing neighborhood or community

commercial shopping center located immediately at a freeway interchange intersection in Chandler. Secondly, this community commercial shopping center only has one arterial street frontage, whereas most centers of this type are along two arterial street frontages. The shopping center's location in relation to the existing freeway is subject to visibility constraints.

These constraints are due to the interchange at Ray Road with the freeway recessing below in both north and southbound directions. The monument signage of 14-feet and 8-feet tall is not clearly visible from the northbound freeway south of Ray Road due to the width of the freeway right-of-way, sign building setback within the property, and the design of the off-ramp with frontage road. Southbound freeway traffic does not see the shopping center until already exited and turning west onto Ray Road. The freeway sign will provide additional visibility for traffic along the Loop 101 Price Freeway.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- The request was noticed in accordance with the requirements of the Chandler Zoning Code.
- The applicant's neighborhood meeting was held on October 3, 2011. No one attended other than the applicant. One area resident contacted the property owner to state their support for this request.
- At the time of the memo, Planning Staff is not aware of any opposition to this request.

RECOMMENDED ACTION

Planning Staff, upon finding consistency with the General Plan and PAD zoning, recommends approval of the Preliminary Development Plan case PDP11-0007 RAINTREE RANCH CENTER, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Raintree Ranch Center", kept on file in the City of Chandler Planning Division, in File No. PDP11-0007, except as modified by condition herein.
2. Compliance with original conditions adopted by the City Council as Ordinance No. 3744 in case DVR05-0041, except as modified by condition herein.
3. The sign height shall be a maximum of 65-feet to top of all architectural elements measured from grade.
4. The sign shall have a maximum of five (5) tenant panels as represented in the Development Booklet.

PROPOSED MOTION

Motion to recommend approval of Preliminary Development Plan case PDP11-0007 RAINTREE RANCH CENTER, subject to the conditions recommended by Planning Staff.

Attachments

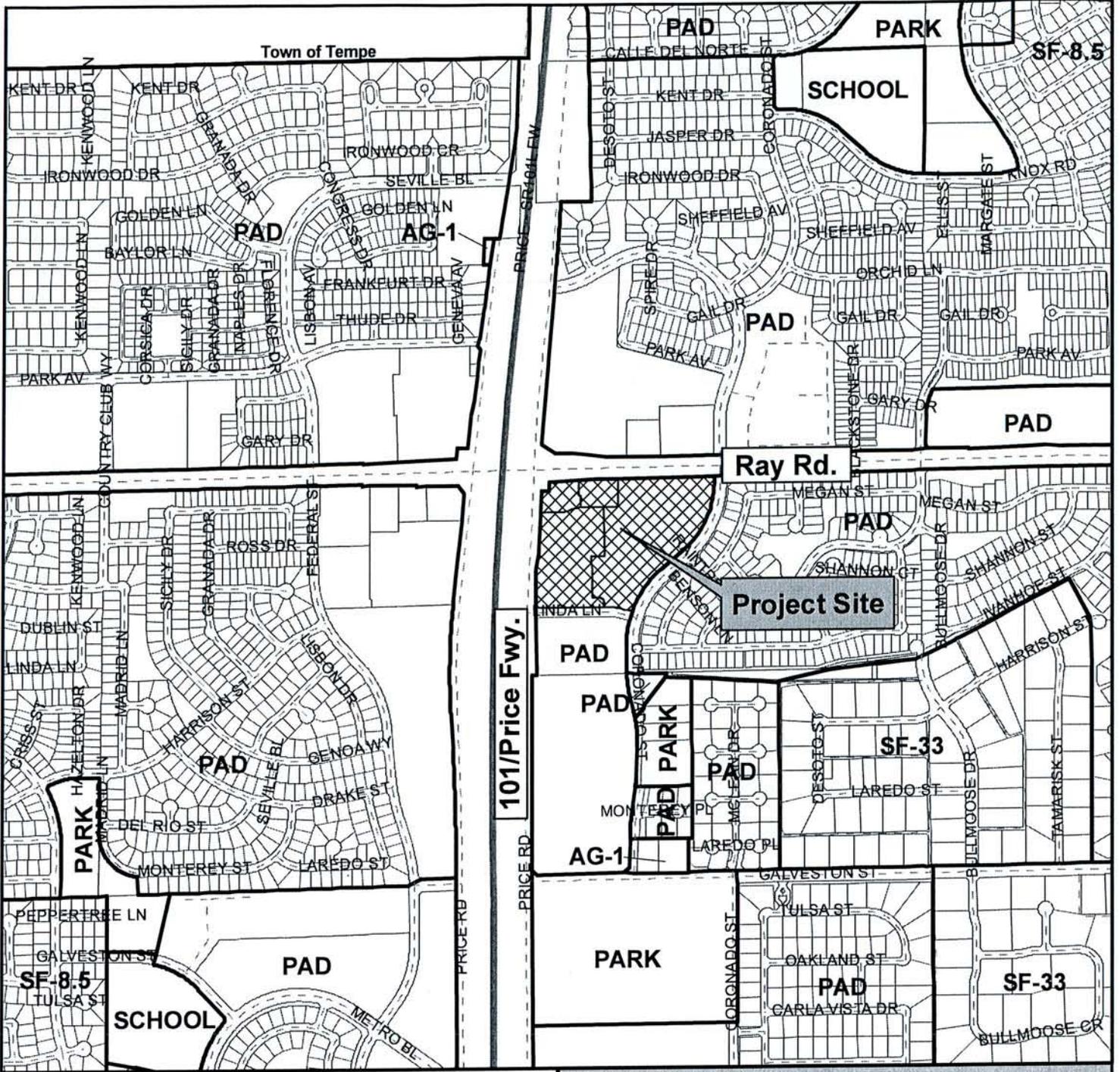
1. Vicinity Maps
2. Applicant Narrative

PZ Memo No. 11-103

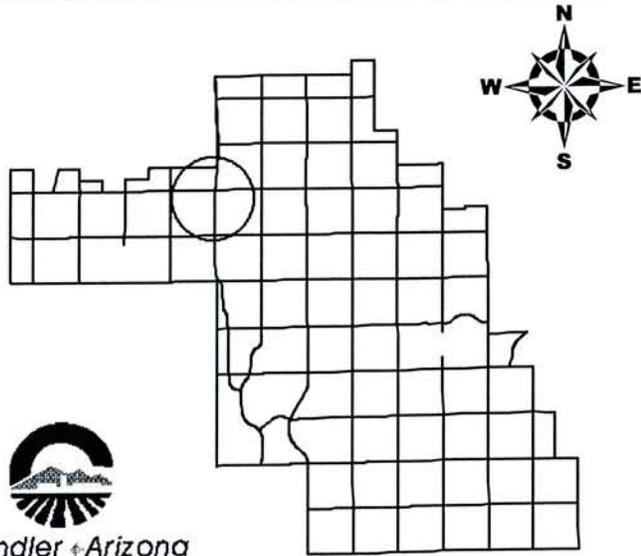
November 7, 2011

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3. Freeway monument sign elevation
4. Ordinance No. 3744
5. Development Booklet, Exhibit A

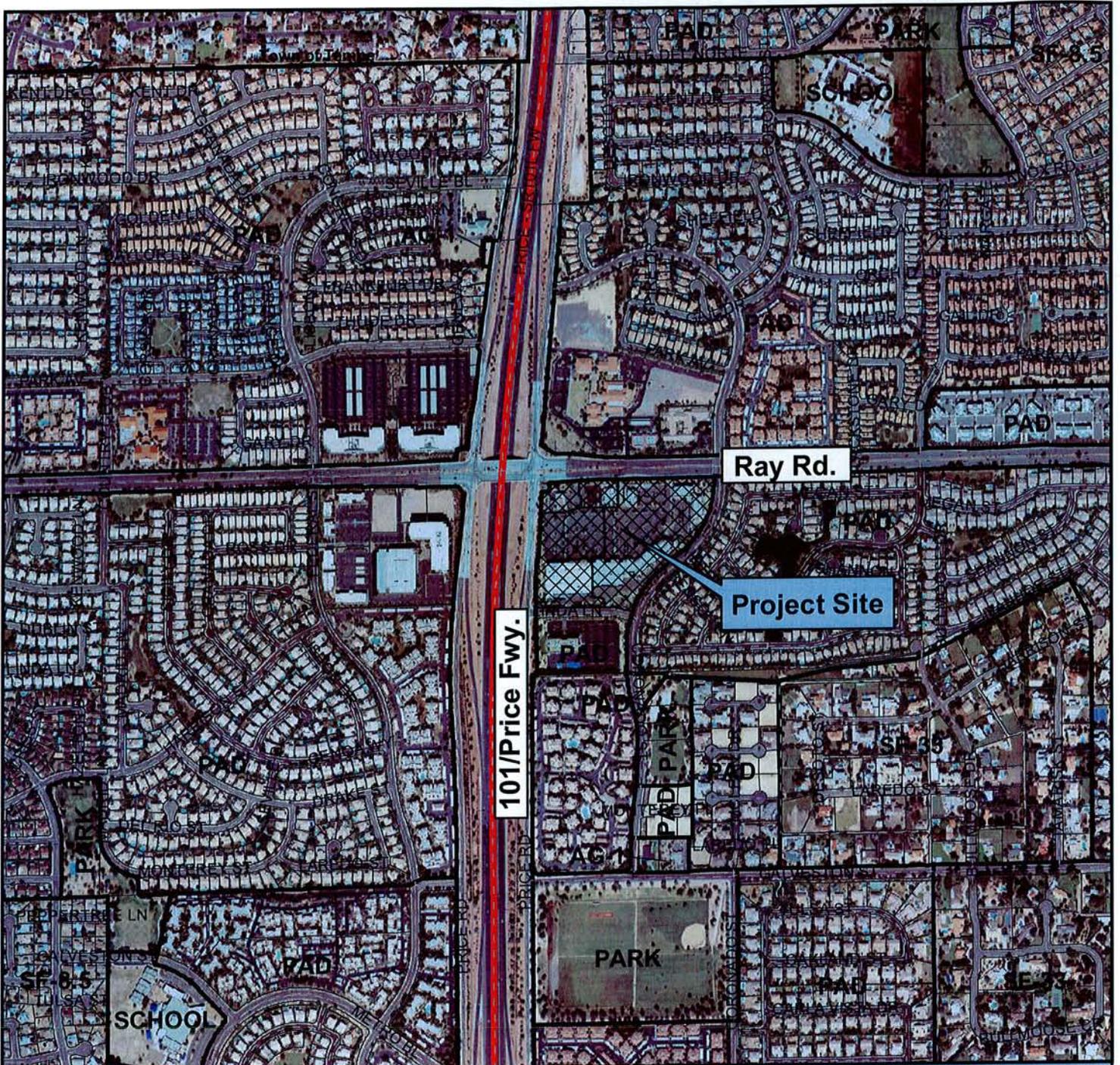


Vicinity Map



PDP11-0007

Raintree Ranch Center



101/Price Fwy.

Ray Rd.

Project Site

Vicinity Map



PDP11-0007

Raintree Ranch Center





9.14.11

Raintree Ranch Center
SEC Ray & Price
Chandler, AZ 85224

RE: Narrative for PDP Application

Raintree Ranch Center is a Whole Foods anchored retail shopping center on the southeast corner of Ray Road and Loop 101 Freeway in Chandler, AZ. Additional tenants include Paradise Bakery, Starbucks, and Am Trust Bank among others. The total gross acreage is 17.5 acres +/-.

Although this development won the 2008 Excellence in Architecture Award from the City of Chandler, one aspect has had a detrimental effect on the shopping center, that being the lack of visibility from the Loop 101. The Loop 101 freeway begins to descend as you approach the site from both the North and the South. The angle of descent increases as you get closer to the underpass rapidly decreasing visibility of the shopping center until it is completely obstructed. Visibility is critical to any retail project. We believe the lack of visibility has resulted in lower than expected sales for our tenants and as a result, we have experienced higher than average turnover at the center.

In an effort to remedy this situation, Weingarten Realty respectfully requests approval to allow a freeway pylon for Raintree Ranch Center as depicted in the drawings submitted. The new pylon is consistent with the award-winning design and will complement the existing aesthetic. The proposed sign will be 65' in overall height, accommodate 5 tenants and identify the center. It will be constructed from aluminum and will be painted and textured using colors from the original architectural palette. The sign will be internally illuminated and will incorporate "Red Rock" cultured stone to match the other site signs. All tenant panels will be constructed using .125 aluminum painted and textured as detailed on the sign exhibit. All tenant copy will be routed and backed with 1/2" clear acrylic push-thru with 3/16" white acrylic backer panel and 3M translucent vinyl overlay as per tenant corporate specifications. Corporate logos and lettering will be allowed, but must be reviewed by Landlord for aesthetic approval. Top "Major Tenant" panel will be allowed up to three lines of copy, all other tenant panels will be limited to two lines of tenant copy. All tenant copy must maintain a minimum 4" clearance from edge of tenant panel and in no case shall exceed 80% of the overall area of the tenant panel upon which it is placed. The Center ID lettering will be non-illuminated routed 1/4" plate aluminum, stud mounted flush and painted as detailed on the sign exhibit.

The freeway pylon sign will be located approximately 208' south of the Ray Road/Loop 101 interchange intersection. Based on the slope of the freeway and viewing angles, we feel this location will offer the best visibility for both northbound and southbound freeway travelers. Other buildings and structures in the area include approximately 70' buildings on the southwest corner, 60' buildings on the northwest corner, 30' buildings on the northeast corner, 40' buildings on the southeast corner, 75' power transmission poles, 75' freeway light poles, and 50' street light poles. This freeway pylon sign would have no residential visibility from west of

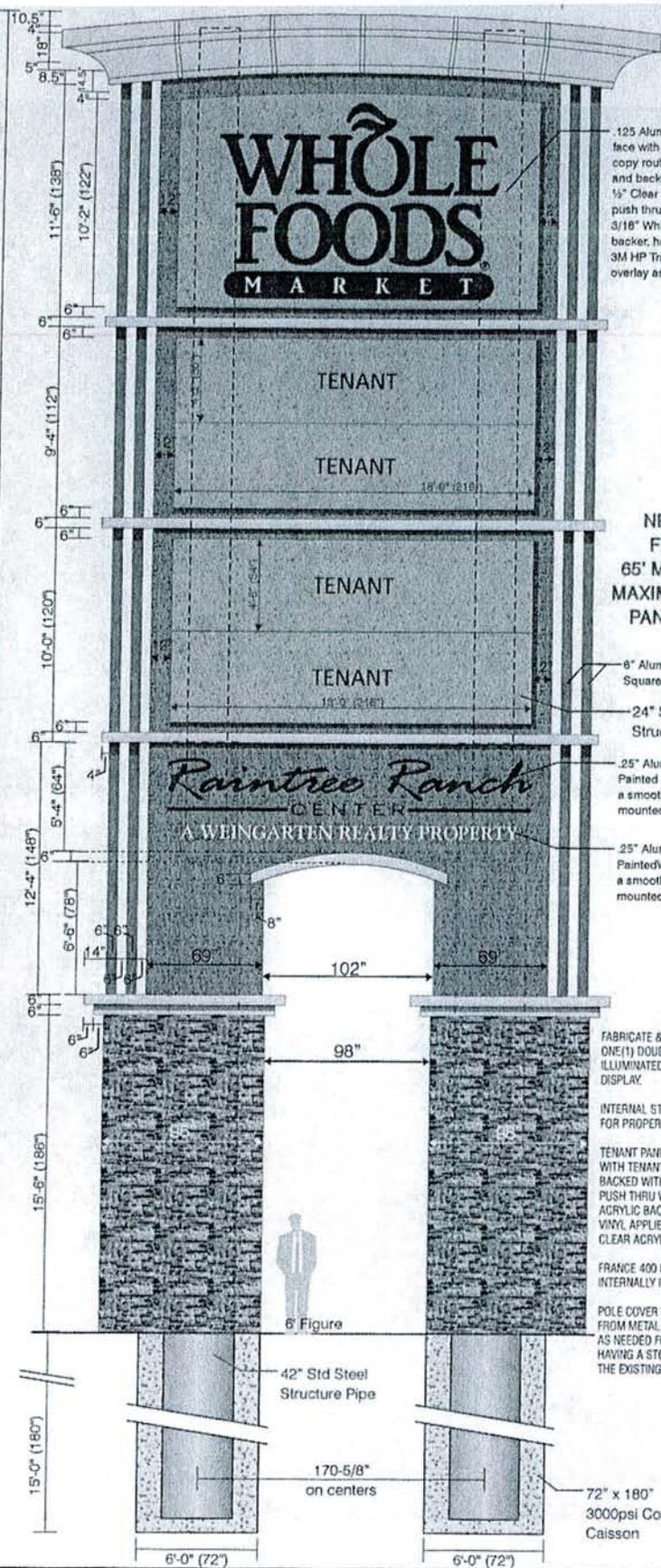
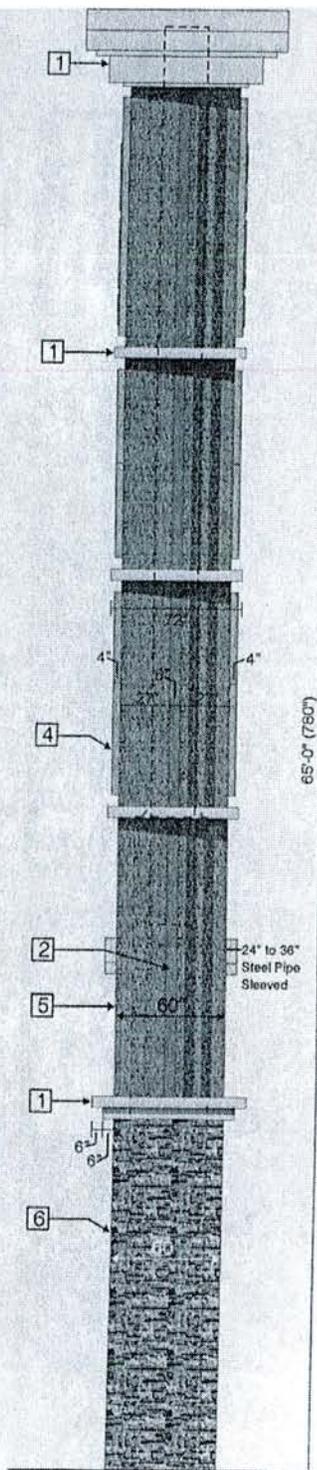




the Loop 101 and very limited visibility if at all from the residential just east of Coronado Street/Mission Park Blvd. In an effort to reduce sign clutter, should the City approve this plan for a new Freeway sign located on the northwest section of the property, Weingarten will remove the existing Type A-1 8' high multi-tenant sign as indicated on the site map.

We believe the addition of this pylon sign will greatly improve tenant sales and in turn provide the City of Chandler with additional sales tax revenues.

Weingarten Realty greatly appreciates the consideration by the City of Chandler.



- 125 Aluminum face with tenant copy routed out and backed with 1/2" Clear acrylic push thru with a 3/16" White acrylic backer, having a 3M HP Trans vinyl overlay as shown.
- "Wooded Acacia" Duranodic Bronze
- "Hubbard Squash" Duranodic Bronze
- "Sage Sage" Duranodic Bronze
- "Factory Bronze" Duranodic Bronze
- "Sage Sage" Duranodic Bronze

NEW PROPOSED FREEWAY SIGN
65' MAXIMUM HEIGHT
MAXIMUM OF 5 TENANT PANELS AS SHOWN

- 8" Aluminum Square tube
- 24" Std Steel Structure Pipe
- .25" Aluminum Flat Cut Out Painted Duranodic Bronze with a smooth satin finish being flush mounted to the monument fascia
- .25" Aluminum Flat Cut Out Painted White with a smooth satin finish being flush mounted to the monument fascia

FABRICATE & INSTALL ONE(1) DOUBLE FACED INTERNALLY ILLUMINATED MULTI-TENANT PYLON DISPLAY.

INTERNAL STEEL ANGLE FRAMING FOR PROPER SUPPORT

TENANT PANELS TO BE .125 ALUMINUM WITH TENANT COPY ROUTED OUT & BACKED WITH 1/2" CLEAR ACRYLIC PUSH THRU WITH A 3/16" WHITE SG ACRYLIC BACKER, HAVING 3M HP TRANS VINYL APPLIED TO THE FACE OF THE CLEAR ACRYLIC PUSH THRU

FRANCE 400 HID LAMPS FOR INTERNALLY ILLUMINATION

POLE COVER TO BE CONTRACTED FROM METAL WITH ANGLE FRAMING AS NEEDED FOR PROPER SUPPORT HAVING A STONE VENEER TO MATCH THE EXISTING BUILDINGS

One(1) Multi-Tenant Internally Illuminated Freeway Pylon
 Scale: 3/16" = 1'-0"

Engineering Specifications
 All Signs Fabricated as per A.S.A. Specifications & 2006 I.B.C.

Electrical Specifications
 All Signs Fabricated as per 2005 N.E.C. Specifications

CLIENT	Raintree Ranch Center
ADDRESS	SEC Price & Ray Rd - Chandler, AZ
SALESMAN	Brent VanDeman
DESIGNER	AVMoralesll
DATE	06-28-2011
SCALE	AS NOTED
PAGE	

ADDRESS: 4028 W. WHITTON PKY, AZ, 85019
 PHONE: (602) 272-9356
 FAX: (602) 272-4608
 E-MAIL: www.bootzandduke.com

BOOTZ & DUKE Signs

NOTE: ALL SIGNS MANUFACTURED BY BOOTZ & DUKE SIGNS ARE 120 VOLT ANY OTHER VOLTAGE REQUIREMENTS MUST BE IN WRITING

ORDINANCE NO. 3744

AN ORDINANCE OF THE CITY OF CHANDLER, ARIZONA, AMENDING THE ZONING CODE AND MAP ATTACHED THERETO, BY REZONING A PARCEL FROM PAD TO PAD (DVR05-0041 RAINTREE RANCH CENTER) 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 PAD to PAD, subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "Raintree Ranch Center", kept on file in the City of Chandler Planning Services Division, in File No. DVR05-0041, 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 developer shall be required to design and construct a traffic signal at the intersection of Ray Road and Coronado Street. The developer shall contribute 92% of the total cost for this traffic signal.
5. Compliance with Ray Road Streetscape Standards to include landscaping, streetscape, provision of staggered and decorative walls and planters.
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. 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.
9. 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.
10. 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.
11. The landscaping in all open-spaces and rights-of-way shall be maintained by the adjacent property owner.
12. Landscaping shall be in compliance with current Commercial Design Standards and Zoning Codes including all quantity and size restrictions.
13. Sign packages, including free-standing signs as well as wall-mounted signs, 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.
14. Freestanding pads A, B, and C shall be reviewed and approved through a separate Preliminary Development Plan. The freestanding pads shall carry an architectural level of detail similar to front facades of main buildings within the commercial center, architectural designs set forth in the Development Booklet, and in accordance with the Commercial Design Standards.
15. Freestanding tenant identification monument signs shall be at least 150 feet from the street corner.
16. Freestanding tenant identification monument signs are not permitted along Linda Lane and Coronado Street.
17. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
18. The applicant shall work with Staff on Anchor A west elevation to incorporate a trellis and other architectural features found on north elevation main entrance with the addition of green screens to break up wall plane. For Shops A southeast elevation, raise the wall height at certain locations to provide a varied roofline.
19. Provide landscape areas including planters or planter pots with trees to provide vertical relief along Anchor A and Major A's north side.

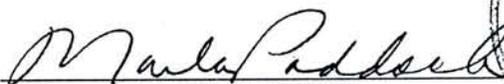
- 20. Provide a six-foot screen wall within the landscape median between the two drives along Linda Lane.
- 21. Relocate some shade trees on perimeter of the Ray Road and Coronado Street pedestrian plaza area to the plaza's interior.

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

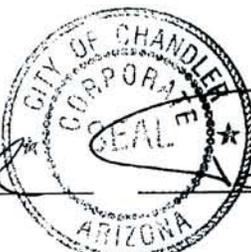
SECTION III. The Planning & Development Department of the City of Chandler is hereby directed to enter such changes and amendments as may be necessary upon the Zoning Map of said Zoning Code in compliance with this ordinance.

INTRODUCED AND TENTATIVELY APPROVED by the City Council this 15th day of December 2005.

ATTEST:

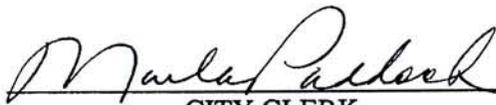

CITY CLERK


MAYOR



PASSED AND ADOPTED by the City Council this 12th day of January 2006.

ATTEST:

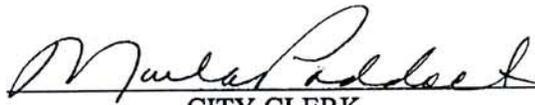

CITY CLERK


MAYOR



CERTIFICATION

I HEREBY CERTIFY that the above and foregoing Ordinance No. 3744 was duly passed and adopted by the City Council of the City of Chandler, Arizona, at a regular meeting held on the 12th day of January 2006, and that a quorum was present thereat.


CITY CLERK

APPROVED AS TO FORM:


CITY ATTORNEY

Published in the Republic on February 1 & 8, 2006

Ord. 3744
Attachment 'A'

LEGAL DESCRIPTION

A PORTION OF LOT 1, RAIN TREE RANCH, ACCORDING TO BOOK 313 OF MAPS, PAGE 40, RECORDS OF MARICOPA COUNTY, ARIZONA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE NORTHWEST CORNER OF SECTION 30, TOWNSHIP 1 SOUTH, RANGE 5 EAST OF THE GILA AND SALT RIVER BASE AND MERIDIAN, MARICOPA COUNTY, ARIZONA; THENCE ALONG THE NORTH LINE OF SAID SECTION 30, NORTH 89° 22' 57" EAST 686.93 FEET; THENCE SOUTH 00° 57' 48" EAST 65.00 FEET TO THE POINT OF BEGINNING ON THE EXISTING SOUTHERLY RIGHT OF WAY LINE OF RAY ROAD;

THENCE ALONG SAID SOUTH RIGHT OF WAY SOUTH 87° 32' 09" WEST 497.81 FEET;

THENCE LEAVING SAID SOUTH RIGHT OF WAY SOUTH 00° 20' 45" WEST 60.19 FEET;

THENCE NORTH 89° 30' 35" WEST 49.56 FEET TO THE EAST RIGHT OF WAY OF STATE ROUTE 101;

THENCE ALONG SAID EAST RIGHT OF WAY SOUTH 03° 05' 21" WEST 300.00 FEET;

THENCE LEAVING SAID EAST RIGHT OF WAY NORTH 80° 00' 00" EAST 244.52 FEET TO A POINT OF TANGENT CURVATURE TO THE LEFT;

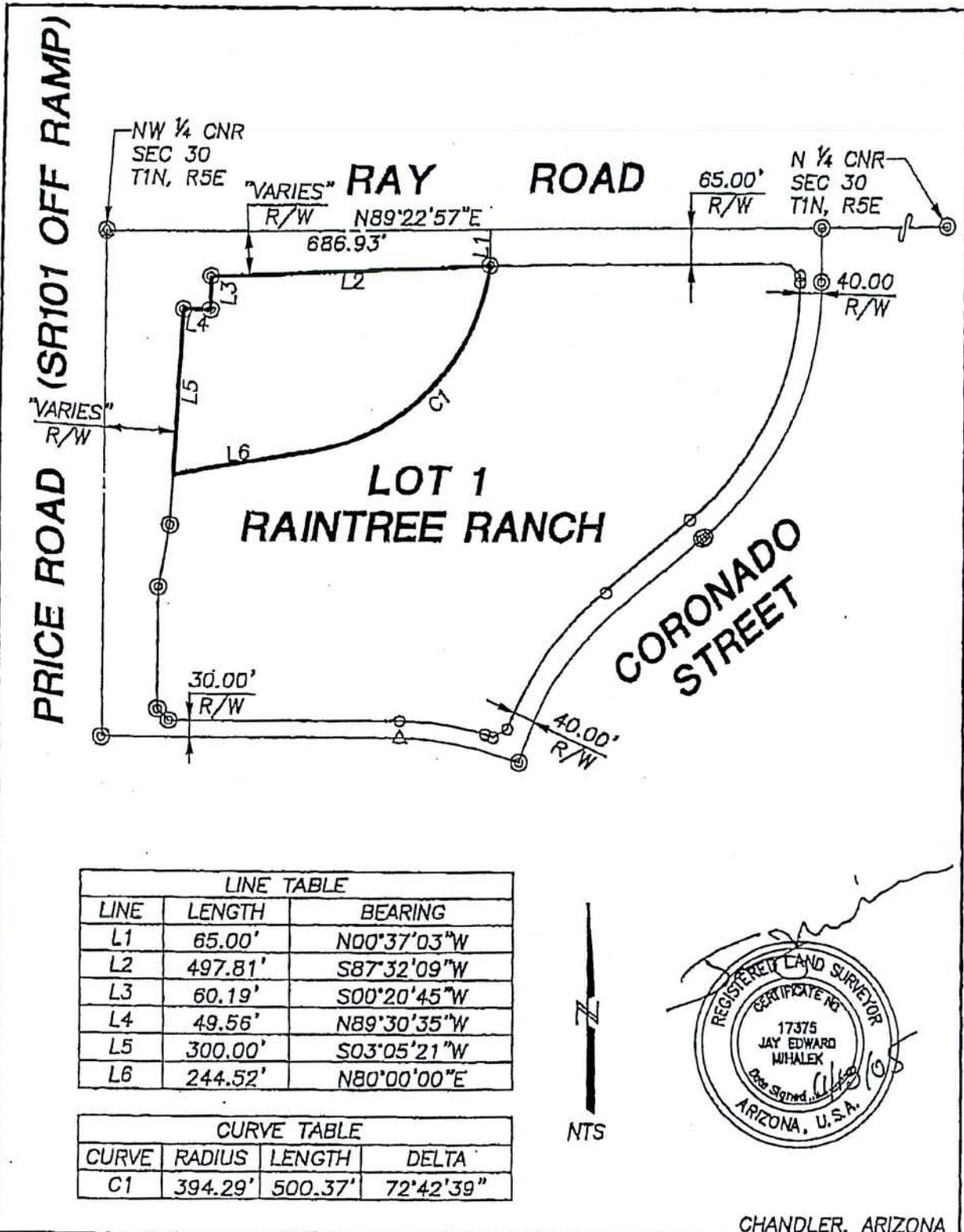
THENCE ALONG SAID CURVE, BEING CONCAVE NORTHWESTERLY, HAVING A RADIUS OF 394.29 FEET, THROUGH A CENTRAL ANGLE OF 72° 42' 39", ALONG AN ARC LENGTH OF 500.37 TO A POINT OF NON-TANGENCY, SAID POINT ALSO BEING THE TRUE POINT OF BEGINNING:

SAID PARCEL CONTAINING 152,456 SQUARE FEET OR 3.4999 ACRES OF LAND, MORE OR LESS.

0527.11d1



Ord. 3744
Attachment A



JMA JMA ENGINEERING CORPORATION
531 E. Bethany Home Road, Garden Suite
Phoenix, Arizona 85012

EXHIBIT A
SEC RAY RD AND PRICE RD (SR101)