B.

MAY 15 2013

Chandler

All-America City

2010

Chandler • Arizona
Where Values Make The Difference

**MEMORANDUM** **Transportation & Development – PZ Memo No. 13-032**

**DATE:** MAY 15, 2013

**TO:** PLANNING AND ZONING COMMISSION

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

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

**SUBJECT:** PDP12-0022 SONIC DRIVE-IN RESTAURANT

Request: Preliminary Development Plan (PDP) approval for freestanding monument signage within the planned Olive Tree Plaza commercial center

Location: Southwest corner of Arizona Avenue and Germann Road

Applicant: Earl, Curley & Lagarde, LLC – Stephen Earl

Project Info: Approximate 10.5 acre site planned for a commercial center with a gas station and convenience store, an upcoming restaurant with drive-in/drive-through, and future retail

## RECOMMENDATION

Upon finding the request to be consistent with the General Plan, Planning Staff recommends approval.

## BACKGROUND

The Olive Tree Plaza commercial center was zoned Planned Area Development (PAD) in 1999 along with a multi-family residential parcel. The commercial center was approved for Community Commercial District (C-2) land uses. The apartments received PDP approval and developed. A PDP was approved in 2004 for a shopping center with approximately 83,700 square feet of retail space and two freestanding pads. In 2005, a rezoning case approved a gas station with convenience store use at the intersection corner replacing a retail shops pad. In 2009, the gas station pad received a zoning time extension and approval to construct the gas station pad prior to any other development in the commercial center. The gas station with convenience store is constructed and operating. A second pad in the center was represented as a bank with a single-

lane drive-through which did not develop. In 2011, Planning Staff administratively approved this pad for another C-2 use, a Sonic restaurant with a drive-in and drive-through. The pad is designed per code and is in conformance with the development standards established for the entire commercial center including the gas station pad.

A comprehensive sign package was approved as part of the 2004 PDP case including building mounted and freestanding monument signage. Signage for the gas station parcel was approved in 2005. The current application includes two requests related to freestanding monument signs that modify the comprehensive sign package.

The first request is to modify two freestanding monument signs for the shopping center that have not been constructed. The approved Olive Tree Plaza signage included two multi-tenant signs along each arterial street frontage; one sign at 12 feet high (Arizona Avenue) and the other sign at 6 feet high (Germann Road) each with two tenant panels. Sign Code permits one arterial street sign at 14 feet in height and one at 6 feet in height with opportunity to increase the number of tenant panels to four. The proposed signage includes the following:

- Germann Road sign – Increase height to 8 feet with 4 tenant panels
- Arizona Avenue sign – Increase height to 14 feet with 5 tenant panels

The second request is to allow an interim third freestanding monument sign specifically for the Sonic restaurant pad which does not meet the allowed number of monument signs and the required sign separation requirement. A monument sign was not represented for the former bank pad site in the original Olive Tree Plaza zoning case.

- Sonic restaurant sign – Proposing a 6 foot high sign with 1 tenant panel, allow the Sonic sign to be less than 300 feet apart from signs along Arizona Avenue
- Allow an additional monument sign along Arizona Avenue street frontage beyond the maximum allowed by code on an interim basis pending construction of a larger, multi-tenant monument sign

If and when the larger commercial center develops and the monument signs for the center are constructed, Sonic will remove their monument sign and instead utilize a tenant panel on the center's multi-tenant monument sign. Sign Code allows one monument sign per street frontage. Through a PDP request, when the parcel has an excess of 300 feet of street frontage, one additional sign is permitted for each additional 300 feet, not to exceed two signs per street. At time of PDP in 2004, additional signage was approved including two signs for the corner retail shops pad, which is now the gas station pad. Currently, the center is approved a total of two signs per street frontage. Sonic's sign would be a third sign along Arizona Avenue.

The Germann Road and Arizona Avenue multi-tenant signs are located at median break driveways and exceed minimum separation requirements of 300 feet from existing monument signs. The gas station pad has two 6 foot monument signs, one on each street frontage. The proposed Sonic sign is approximately 118 feet from one planned sign and 220 feet from an

existing sign. Sonic's parcel has limited street frontage making it difficult to meet the minimum 300 foot separation requirement.

The proposed signs are designed to be architecturally integrated with the approved building elevations for Olive Tree Plaza including the QuikTrip site. The signs incorporate a ledgestone base, pitched roof element, painted aluminum cabinet, and white trim elements. For all proposed tenant panels, the lettering and logos are routed-out push-through to provide dimension to each panel. The lettering will project at least ¾-inch.

## DISCUSSION

Planning Staff finds the request to increase monument sign heights and number of tenant panels appropriate for a 10.5 acre commercial center located at an arterial street intersection. The City's recently adopted Sign Code amendment allows consideration for additional sign height and tenant panels. The request exceeds what is allowable at an administrative review level due to the number of signs proposed and one sign with more than four tenant panels; however, the signs are consistent with signage approved for other commercial sites. While the Sonic restaurant building and covered parking structure may have signage, there currently is no opportunity for a tenant panel on a freestanding monument sign for better street visibility.

The main commercial center's owner responsible for the two multi-tenant monument signs and Sonic have discussed an opportunity for Sonic to advertise on a multi-tenant sign upon the sign being built. If they are not constructed, then Sonic's monument sign will remain. In either case, only two monument signs will exist along Arizona Avenue. In the event Sonic wants to keep their sign in addition to the commercial center's multi-tenant sign, another PDP will be required to address permanently allowing a third sign along Arizona Avenue that does not meet distance requirements for other signs. Planning Staff finds this option to be an interim means to allow the restaurant pad its own sign until such time the main commercial center develops.

## PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- A neighborhood meeting notice letter was mailed providing information on the proposed request. Planning Staff has not received any inquiries regarding this request.
- As of the date of this memo, Planning Staff is not aware of any opposition to this proposal.

## RECOMMENDATIONS

Planning Staff, upon finding consistency with the General Plan, recommends approval of the Preliminary Development Plan request subject to the following conditions:

1. Development shall be in substantial conformance with Exhibit A, Development Booklet, entitled "SONIC DRIVE-IN RESTAURANT", kept on file in the City of Chandler Planning Division, in File No. PDP12-0022, except as modified by condition herein.

2. 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.

3. Tenant panel lettering and logos shall be routed-out push-through creating dimension from the face of the sign approximately ¾-inch.

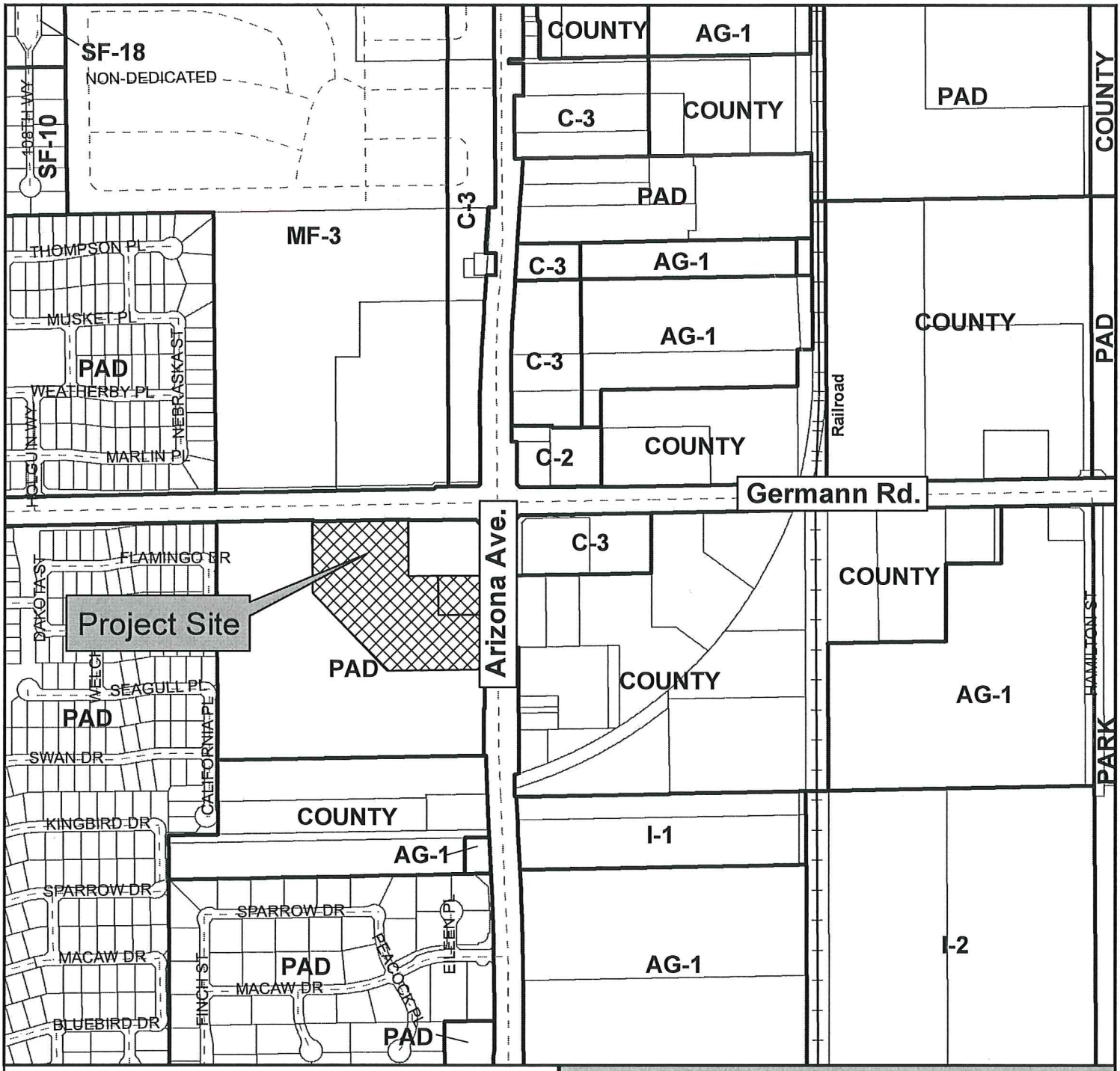
4. Upon construction of a freestanding multi-tenant monument sign along Arizona Avenue as part of the larger center, the Sonic sign shall be removed.

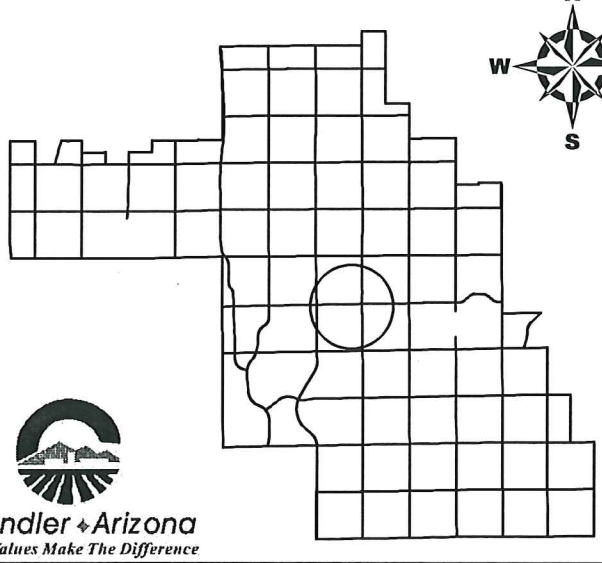
**PROPOSED MOTIONS**

Motion to recommend approval of Preliminary Development Plan request PDP12-0022 SONIC DRIVE-IN RESTAURANT for freestanding monument signage, subject to the conditions as recommended by Planning Staff.

**Attachments**

1. Vicinity Maps
2. Site Plan
3. Sign Elevations
4. Development Booklet, Exhibit A



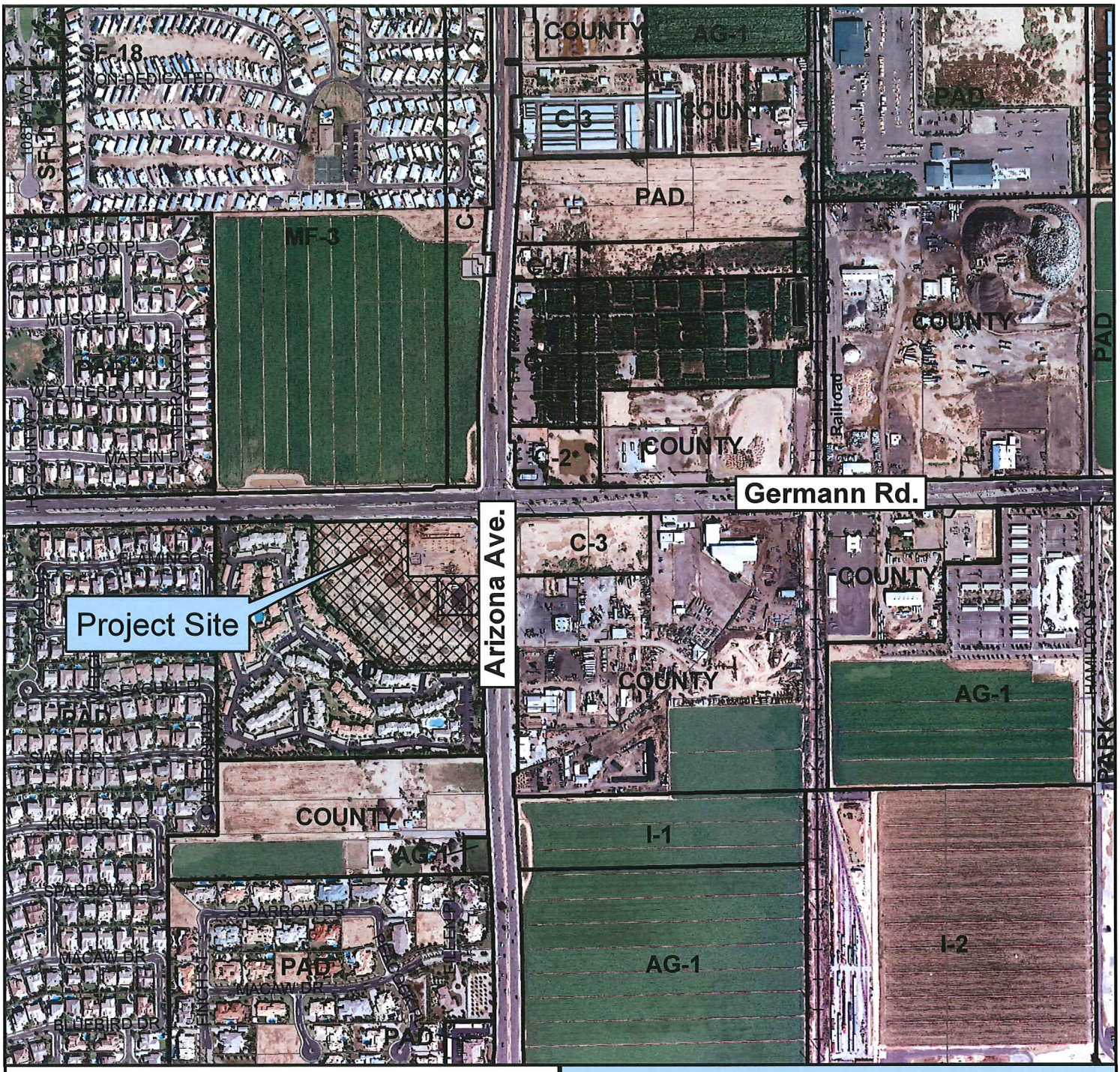

Chandler Arizona
*Where Values Make The Difference*

# Vicinity Map

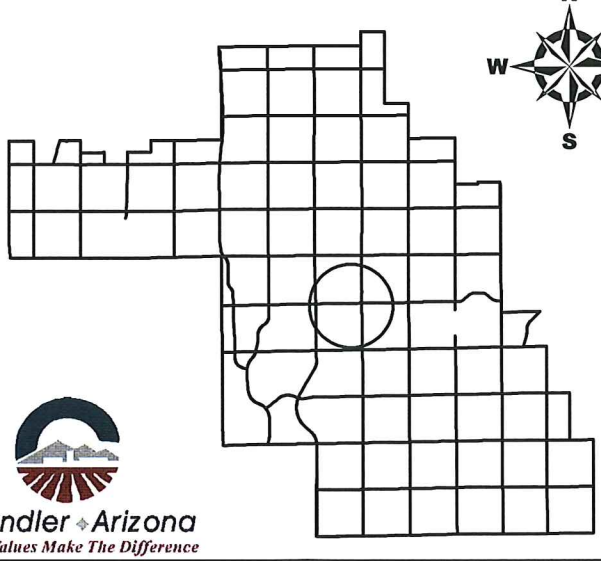
PDP12-0022

**Sonic Drive-In Restaurant**

CITY OF CHANDLER 11/2/2012




# Vicinity Map



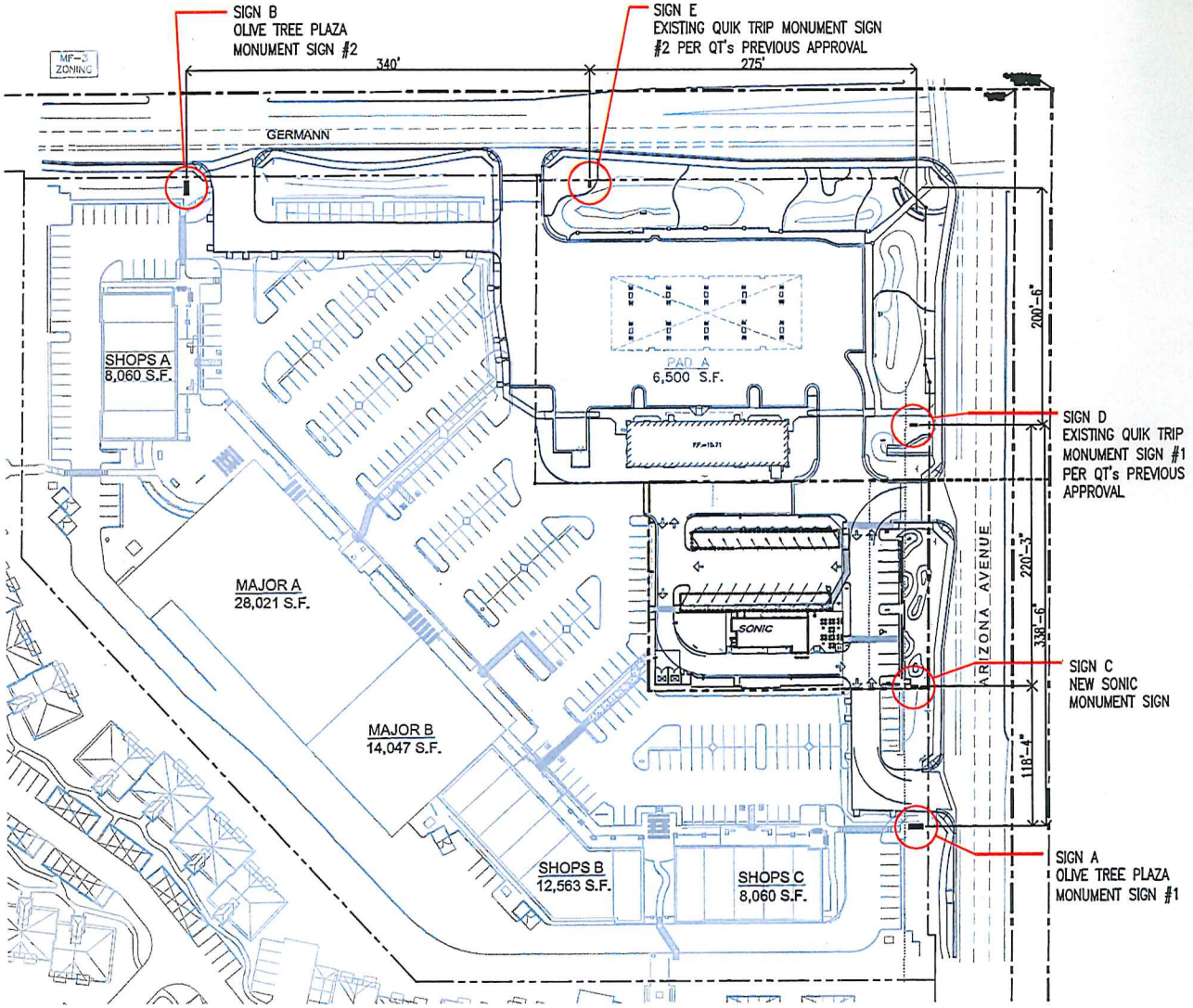

PDP12-0022

**Sonic Drive-In Restaurant**

Chandler • Arizona
*Where Values Make The Difference*

CITY OF CHANDLER 11/2/2012

# Olive Tree Plaza
# Monument Sign Location Plan
## Exhibit 2




Update this sign

## SIGN LEGEND:

| | |
|---|---|
| SIGN A | OLIVE TREE PLAZA MONUMNET SIGN #1<br>14' HEIGHT, 5 TENANT PANELS |
| SIGN B | OLIVE TREE PLAZA MONUMENT SIGN #2<br>8' HEIGHT, 4 TENANT PANELS |
| SIGN C | SONIC MONUMENT SIGN<br>6' HEIGHT |
| SIGN D | EXISITNG QUIK TRIP MONUMENT SIGN #1<br>BY OTHERS PER QT'S PREVIOUS APPROVAL,<br>6' HEIGHT |
| SIGN E | EXISTING QUIK TRIP MONUMENT SIGN #2<br>BY OTHERS PER QT'S PREVIOUS APPROVAL,<br>6' HEIGHT |

## OLIVE TREE PLAZA MONUMENT SIGN LOCATION PLAN

SCALE: 1"=100'-0"

Fw: PDP12-0022 - lettering question
Jodie Novak to: Gary King 05/07/2013 04:39 PM

EXISTING SIGNAGE to be MATCHED
EXACT SQUARE FOOTAGE & OVERALL HEIGHT

PROPOSED MONUMENT SIGN

A COLOR to match 'EAGLE ROOF' CAPISTRANO BARREL TILE STYLE #3723

B SW 6113 INTERACTIVE CREAM

C SW 7100 ARCADIA WHITE

D HONEY COUNTRY LEDGESTONE (CSV-20005)

**A DECORATIVE ROOF CAPPING**
* ALUMINUM CONSTRUCTION PAINTED TO MATCH 'EAGLE ROOF' CAPISTRANO BARREL TILE STYLE #3723

**B MAIN CABINET**
* ALUMINUM CONSTRUCTION PAINTED 'SW 6113- INTERACTIVE CREAM'
* INTERNALLY ILLUMINATED with FLUORECENT LAMPS
* GRAPHICS to be ROUTED OUT OF FACIA PANEL with WHITE FLEXI - VINYL GRAPHICS ON FACE OF FLEXI. FOR LOGO COLORS.

**C DECORATIVE EMBELLISHMENTS**
* ALUMINUM CONSTRUCTION PAINTED 'SW 7100 ARCADIA WHITE'

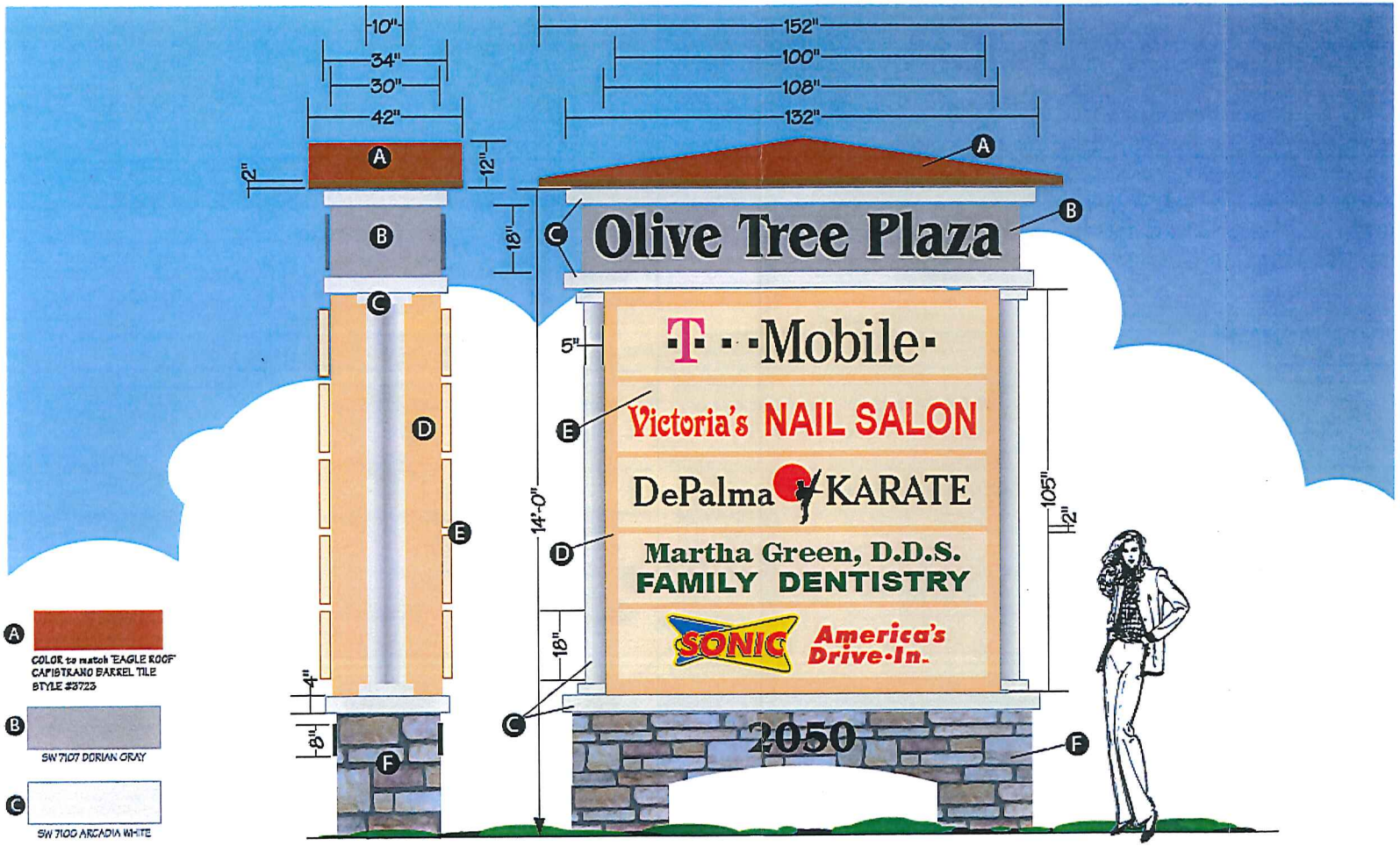
**D DECORATIVE MASONRY BASE**
* FAUX STONEWORK TO MATCH BUILDING STONEWORK (CSV-20005).
* FCO 1/4" ALUMINUM NUMBERS MOUNTED ON BASE to be PAINTED BLACK.

| | | | |
|---|---|---|---|
| CLIENT: Sonic | SIGN TYPE: Internally Illuminated Cabinet | SQ. FT: 38 sq.ft. | DRAWN BY: Ken Brands |
| ADDRESS: 2050 S. Arizona Ave. Chandler, AZ 85286 | | LOCATION ON BUILDING: Signs face East & West | DATE DRAWN: April 23, 2013 |
| | | | APPROVED BY: |
| SIGN DETAILS: * Monument sign - internally illuminated with fluorescent lamps. Facia to be .125 routed aluminum backed with white plastic having vinyl overlays for graphic colors. Cabinet & embellishments to be painted as per owner approved colors. * Sign installed with vertical steel support & concrete footing as per engineer specs. * Masonry base to have field stone veneer to match building stonework. * All electrical components to be UL - power required to be 120volt - one 20amp circuit required. | | | DATE APPROVED: |

Graham's NEON
480-962-6366

Exhibit 3

Fw: PDP12-0022 - lettering question
Jodie Novak to: Gary King 05/07/2013 04:39 PM




A COLOR to match "EAGLE ROOF" CAPISTRANO BARREL TILE STYLE #3723

B SW 7107 DORIAN GRAY

C SW 7100 ARCADIA WHITE

D SW 6114 BAGEL

E SW 6113 INTERACTIVE CREAM

F HONEY COUNTRY LEDGESTONE (CSV-20005)

**A DECORATIVE ROOF CAPPING**
* ALUMINUM CONSTRUCTION PAINTED TO MATCH "EAGLE ROOF" CAPISTRANO BARREL TILE STYLE #3723

**B HEADER PANELS**
* ALUMINUM PANEL PAINTED "SW 7107 DORIAN GRAY"
* 1/2" CLEAR ACRYLIC PUSH-THRU GRAPHICS with VINYL OVERLAY COPY ONLY TO ILLUMINATE

**C DECORATIVE EMBELLISHMENTS**
* ALUMINUM CONSTRUCTION PAINTED "SW 7100 ARCADIA WHITE"

**D MAIN CABINET**
* ALUMINUM CONSTRUCTION PAINTED "SW 6114 BAGEL"
* INTERNALLY ILLUMINATED with FLUORECENT LAMPS

**E TENANT PANELS**
* RAISED ALUMINUM PANEL PAINTED "SW 6113 INTERACTIVE CREAM"
* 1/2" ACRYLIC PUSH THRU COPY - COPY ONLY TO ILLUMINATE
* LETTERSTYLE & COLOR IS OPEN (APPROVED BY LANDLORD)
* LOGOS ARE ALLOWED (APPROVED BY LANDLORD)
* COPY LIMITED TO TWO LINES OF TEXT

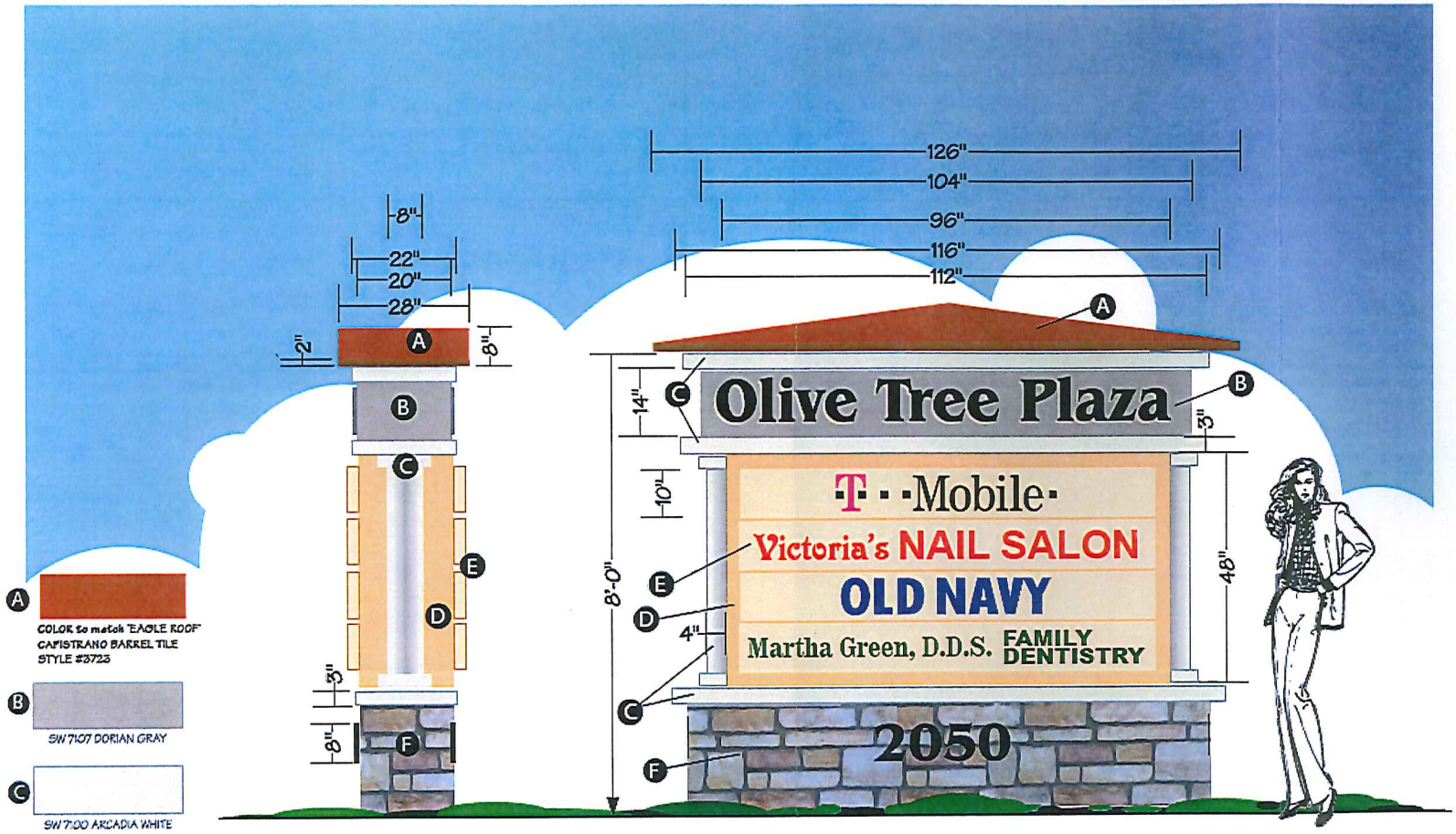
**F DECORATIVE MASONRY BASE**
* FAUX STONEWORK TO MATCH BUILDING STONEWORK (CSV-20005).
* FCO 1/4" ALUMINUM NUMBERS MOUNTED ON BASE to be PAINTED BLACK.

Graham's NEON We have bright ideas
480-962-6366

14' multi-tenant sign

Exhibit 4A

Fw: PDP12-0022 - lettering question
Jodie Novak to: Gary King 05/07/2013 04:39 PM




A COLOR to match 'EAGLE ROOF' CAPISTRANO BARREL TILE STYLE #3723

B SW 7107 DORIAN GRAY

C SW 7100 ARCADIA WHITE

D SW 6114 BAGEL

E SW 6113 INTERACTIVE CREAM

F HONEY COUNTRY LEDGESTONE (CSV-20005)

**A DECORATIVE ROOF CAPPING**
* ALUMINUM CONSTRUCTION PAINTED TO MATCH 'EAGLE ROOF' CAPISTRANO BARREL TILE STYLE #3723

**B HEADER PANELS**
* ALUMINUM PANEL PAINTED 'SW 7107 DORIAN GRAY'
* 1/2" CLEAR ACRYLIC PUSH-THRU GRAPHICS with VINYL OVERLAY COPY ONLY TO ILLUMINATE

**C DECORATIVE EMBELLISHMENTS**
* ALUMINUM CONSTRUCTION PAINTED 'SW 7100 ARCADIA WHITE'

**D MAIN CABINET**
* ALUMINUM CONSTRUCTION PAINTED 'SW 6114 BAGEL'
* INTERNALLY ILLUMINATED with FLUORECENT LAMPS

**E TENANT PANELS**
* RAISED ALUMINUM PANEL PAINTED 'SW 6113 INTERACTIVE CREAM'
* 1/2" ACRYLIC PUSH THRU COPY - COPY ONLY TO ILLUMINATE
* LETTERSTYLE & COLOR IS OPEN (APPROVED BY LANDLORD)
* LOGOS ARE ALLOWED (APPROVED BY LANDLORD)
* COPY LIMITED TO TWO LINES OF TEXT

**F DECORATIVE MASONRY BASE**
* FAUX STONEWORK TO MATCH BUILDING STONEWORK (CSV-20005).
* FCO 1/4" ALUMINUM NUMBERS MOUNTED ON BASE to be PAINTED BLACK.

Graham's NEON We have bright ideas
480-962-6366

8, multi-tenant sign

Exhibit 4B