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MEMORANDUM **Planning Division - PZ Memo No. 15-004**

DATE: JANUARY 7, 2015

TO: PLANNING AND ZONING COMMISSION

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

FROM: SUSAN FIALA, CITY PLANNER SF

SUBJECT PDP14-0006 LANDINGS CREDIT UNION

Request: Preliminary Development Plan (PDP) approval to amend the comprehensive sign package for a freestanding monument sign

Location: 4850 W. Chandler Blvd., northeast corner of Chandler Blvd. and Rural Rd.

Applicant: Giovann Melendez, Blue Media

RECOMMENDATION

Planning Staff, upon finding the request to be consistent with the General Plan, recommends approval subject to conditions.

BACKGROUND

The business is located within the Biagio (Village at Wildtree) mixed-use development located at 4850 W. Chandler Blvd., northeast corner of Chandler Blvd. and Rural Rd.

In 2003, Council approved a PDP amendment that included a change from apartments to condominiums, modifying the site plan, site features, and adding monument signs for the office component. The condominiums were built in 2005. The corner pharmacy, retail and office related commercial buildings have yet to be constructed and are not anticipated to be built in the near future. Landings Credit Union, formerly the Tempe Schools Credit Union, is the only office related commercial building constructed in the development.

The request is for Preliminary Development Plan (PDP) approval to amend the comprehensive sign package for a freestanding monument sign. The approved comprehensive sign package included site entry, commercial tenant signs, and building mounted signage. Site entry signs, 'Biagio', are located on Chandler Blvd. and Rural Rd. Wall mounted signage for the credit union

is installed, however, landscape screens visibility to the wall mounted signage. There are no monument signs identifying this business on either arterial street frontage.

The proposed freestanding monument sign would be located on Chandler Blvd. at the eastern portion of the subject property. The overall sign height is 5 ft. 6 inches. The materials include a stone veneer base with an aluminum cabinet. The Biagio site entry signs are capped with stone. Planning Staff recommends the aluminum cap is modified to a decorative stone cap to match the site entry signs. Lettering is acrylic push through and internal illumination with LED modules. The color scheme complements the building design and existing site entry signs.

DISCUSSION

Planning Staff supports the request for one freestanding monument sign. The height, design, and location of the monument sign complement the building and are architecturally compatible with the Tuscan theme of the mixed-use development.

PUBLIC / NEIGHBORHOOD NOTIFICATION

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A neighborhood notice letter was sent in lieu of a neighborhood meeting. Planning Staff has not received any correspondence since the letters were sent out.
- At the time of this writing, Planning Staff has received no phone calls or letters in opposition to this request.

RECOMMENDED ACTION

Planning Staff, upon finding consistency with the General Plan, recommends approval of PDP14-0006 LANDINGS CREDIT UNION, subject to the following conditions:

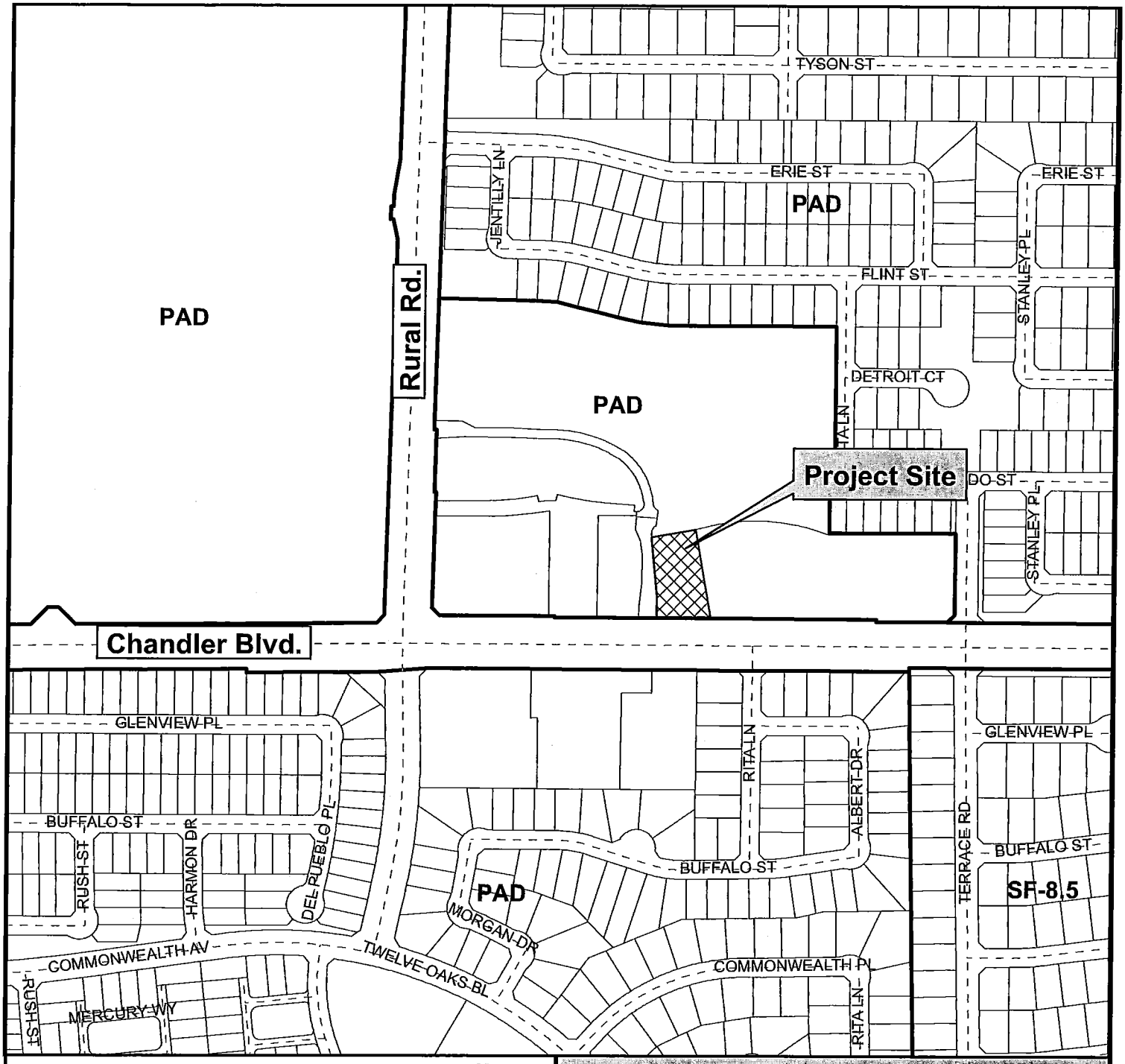
1. Development shall be in substantial conformance with the exhibits as represented by the applicant in case PDP14-0006 LANDINGS CREDIT UNION, except as modified by conditions herein.
2. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with 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. A decorative stone cap shall be provided to match the site entry stone cap.

PROPOSED MOTION

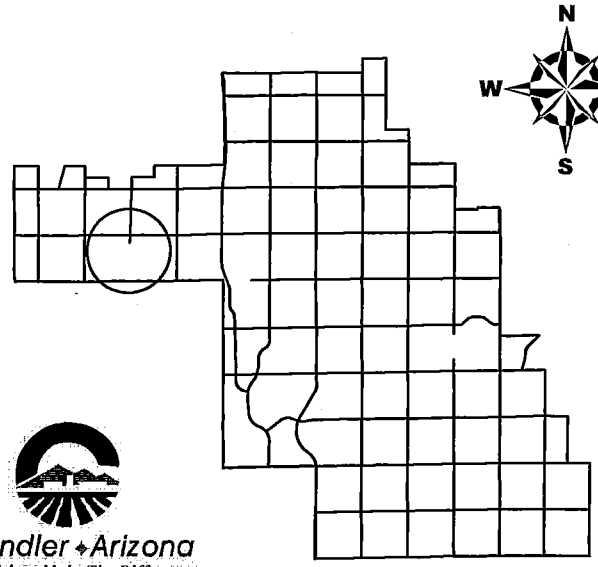
Motion to recommend approval of PDP14-0006 LANDINGS CREDIT UNION, subject to the conditions as recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Sign Elevation
3. Narrative
4. Sign Location
5. Photos



Vicinity Map



PDP14-0006

Landing's Credit Union

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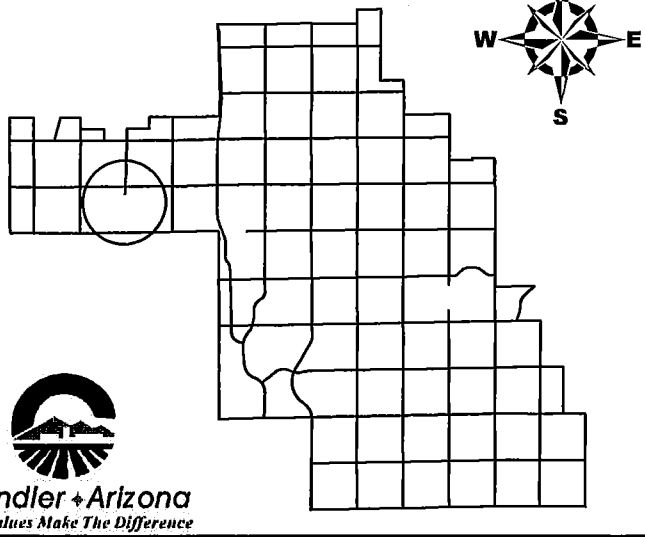
Vicinity Map



PDP14-0006

Landing's Credit Union

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CONCEPTUAL
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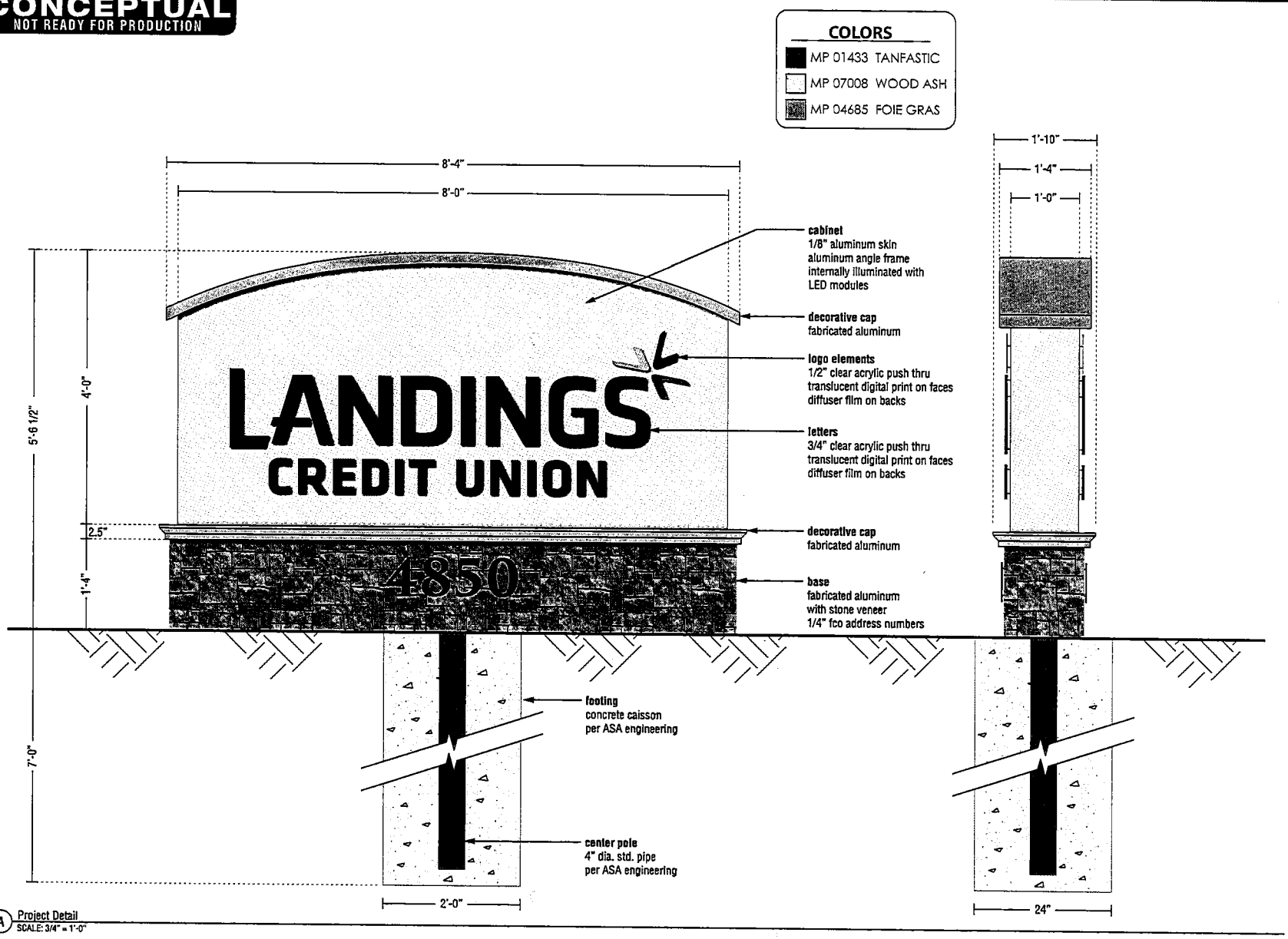

A Project Detail
SCALE: 3/4" = 1'-0"

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CLIENT
Landings Credit Union

DESCRIPTION
Monument Sign

SITE ADDRESS
4850 W. Chandler Blvd
Chandler, AZ

DATE **07/03/2014**

SALES REP **Mike Greco**
DESIGNER **MDK**

GENERAL SIGN SPECIFICATIONS
☐ INTERIOR ■ EXTERIOR
☐ SINGLE FACED ■ DOUBLE FACED
☐ _____
■ ILLUMINATED
☐ NON-ILLUMINATED

SQUARE FOOTAGE: 32.0

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Signature

Date

UL
ROC#257947

JOB #
23183

SHEET # **1 of 3**

23183-1-Monument V02.ai

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Project Narrative

To: City of Chandler – Planning Department

Ref: bluemedia Job #23183 – PDP amendment to Landings – Chandler signage plan

Date: 7-28-14

Client: Landings – Chandler – 4850 W. Chandler Blvd.

Please accept our REVISED design and site plan package for your review of our proposed amendment to the existing sign package for Biagio.

We request an amendment to allow for a freestanding monument sign for the Landings Credit Union located at 4850 W. Chandler Blvd. This sign will be constructed of painted aluminum fabricated as a cabinet to accept LED internal illumination. The face will be routed and painted aluminum with "push-through" acrylic letters. Letters will be decorated with the Landings Credit Union colors via printed vinyl graphics. The sign will be painted colors to match the building. The sign will be supported by a painted masonry base – or alternately an aluminum fabricated skirt to cover a center support pole. The sign as proposed will be 66.5" tall x 32 square feet in area. It will be located in the landscape area on the Chandler Blvd. frontage per the site plan attached in this package.

A secondary document with supportive photos has been included in this submittal package to show justification for our design call-out details.

Please contact me or my Project Manager, Giovann Melendez, via email or the phone number below if you have questions regarding this submittal package. Thanks for your attention to this matter.

Patrick Tennant

Bluemedia – Structural Manager

Patrick.Tennant@bluemedia.com

Giovann.Melendez@bluemedia.com

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Justification for Amendment to Biagio sign package

To: City of Chandler – Planning Department

Ref: bluemedia Job #23183 – PDP amendment to Landings – Chandler signage plan

Date: 7-28-14

Client: Landings – Chandler – 4850 W. Chandler Blvd.

Existing plan criteria and justifications for change

HEIGHT – The height of the sign allowance per the criteria is 60". However the height of existing monument signs at the Chandler Blvd. entrance to Biagio are now 63" tall. (See attached sign photos #1, 2, 3). These are the only freestanding signs we have seen on the site this far. Our design and request for height has been amended to allow for the new proposed Landings monument sign to be at 66.5" tall. Our justifications for this minimal increase in height are:

a) The signs on the corner of the Biagio project do not have visibility impeded by landscaping plantings. In fact, it appears that some strategic plant removals may have been done around the front of these signs. At the proposed placement of the Landings Credit Union sign (see photos 4, 5), more mature and lush plantings are evident. The larger bushes will ostensibly make the lower third of the sign less visible except for decorative (non-copy) sign purposes. We believe the minimal increase in height from 60" (or in reality, 63") is justification for an adequate display of the copy area of the sign and will not detract from the surrounding community.

b) Our desire was to make a more visible and attractive sign for the Landings Credit Union than what is displayed for the Biagio project. We integrated a masonry base with castle stone veneer applied to embellish the design and add to the "Tuscan" flavor of the business center. This decorative masonry base takes up much of the lower area of the sign that would be partially obscured by landscaping. It also adds a "buffer" of height to the copy area of the sign. In addition, when trying to properly identify Landings Credit Union as the business at this location, some thought needs to be applied to the unique design element of the star logo icon. In allowing for the correct amount of negative space around this logo element, the sign of necessity became taller to allow for proper "air" and space around this logo element. We feel the added height of our proposed sign does not detract from the surrounding community and is necessary to allow for the correct readability of the sign with its decorative elements.

INTEGRATED DESIGN THEME – The criteria for the Biagio project requires an integration of the Tuscan theme into the signage design. Our justification for our proposed design is as follows:

a) The Biagio project has only 2 signs visible from the frontage of the project along Chandler Blvd. These signs have been constructed to replicate somewhat of a Tuscan design theme (See photos 1, 2). No other signage development is apparent at this time. We feel our proposed design for the Landings monument sign reflects attention to more Tuscan detail than the existing Biagio entrance signs. The use of an arched cap and the castle stone veneer will contribute and enhance the Tuscan theme of the project community.

b) No other signage has been constructed per the design in the approved sign package. Therefore we are not deviating from an established detail of signs already constructed.

LIGHTING TECHNIQUE – The criteria for the Biagio project indicates below grade "wall washer" illumination as a detail for one type of multi-tenant sign. We request a deviation from this type of illumination. Our justification for our proposed design is as follows:

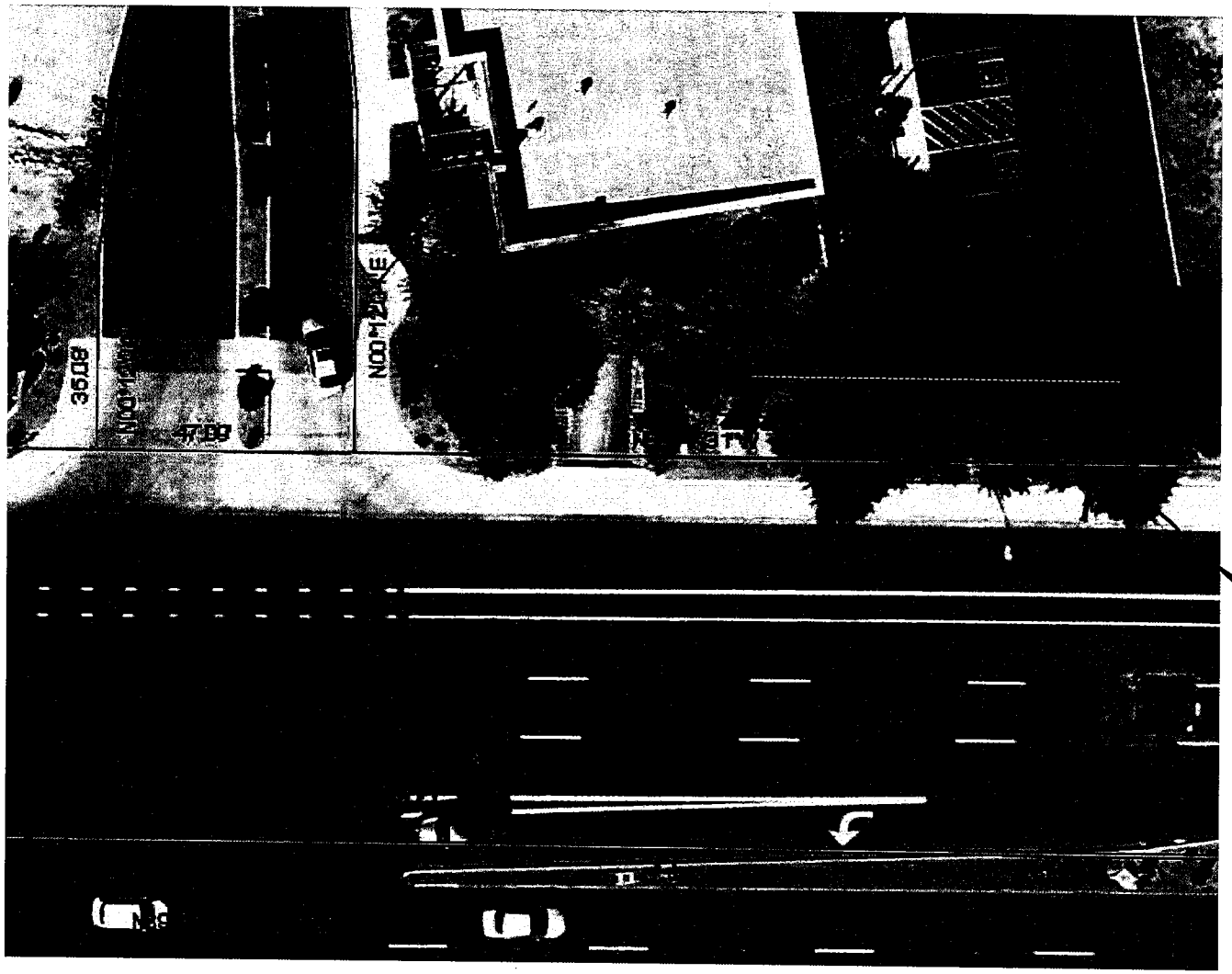
a) Our sign design integrates internal LED illumination and "push-through" acrylic letters for the light to emit from. This method of illumination via push-through letters will allow the client some control over their corporate colors being shown during the day *and during the night-time illuminated hours for the sign.* Color is very important to any business entity when establishing brand recognition. The use of an illumination method that allows corporate colors to be displayed during the day and night would be the best case scenario for any business.

b) LED illuminated push-through letters are a well-established lighting technique used by sign designers and manufacturers all over the world. Push-through letter illumination allows for an indirect lighting source to be viewed that is not harsh or overpowering to vehicular traffic or to the surrounding neighborhood.

c) One sign is now displayed in this community. Photo 1 shows the existing Biagio entrance sign off of Chandler Blvd. To our knowledge, this is the only sign in the community at this time. This existing Biagio sign does not employ the use of "wall washer" spotlights to illuminate the sign. In fact, this Biagio sign is illuminated with neon or LED "halo" illumination – which would be closer to "push-through" lighting than a wall-washer type of lighting.

d) Typically a ground-mounted spotlight or spotlights to provide "wall-washer" illumination would require more maintenance, be more subject to vandalism and provide a less consistent and pleasing illumination than internal illumination via LED lighting via "push-throughs".

CONCEPTUAL
NOT READY FOR PRODUCTION



A Sign Location Plan
SCALE: 1" = 20'-0"

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CLIENT
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DESCRIPTION
Monument Sign

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Signature

Date

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JOB #
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SHEET # **3 of 3**

23183-1-Monument V02.ai

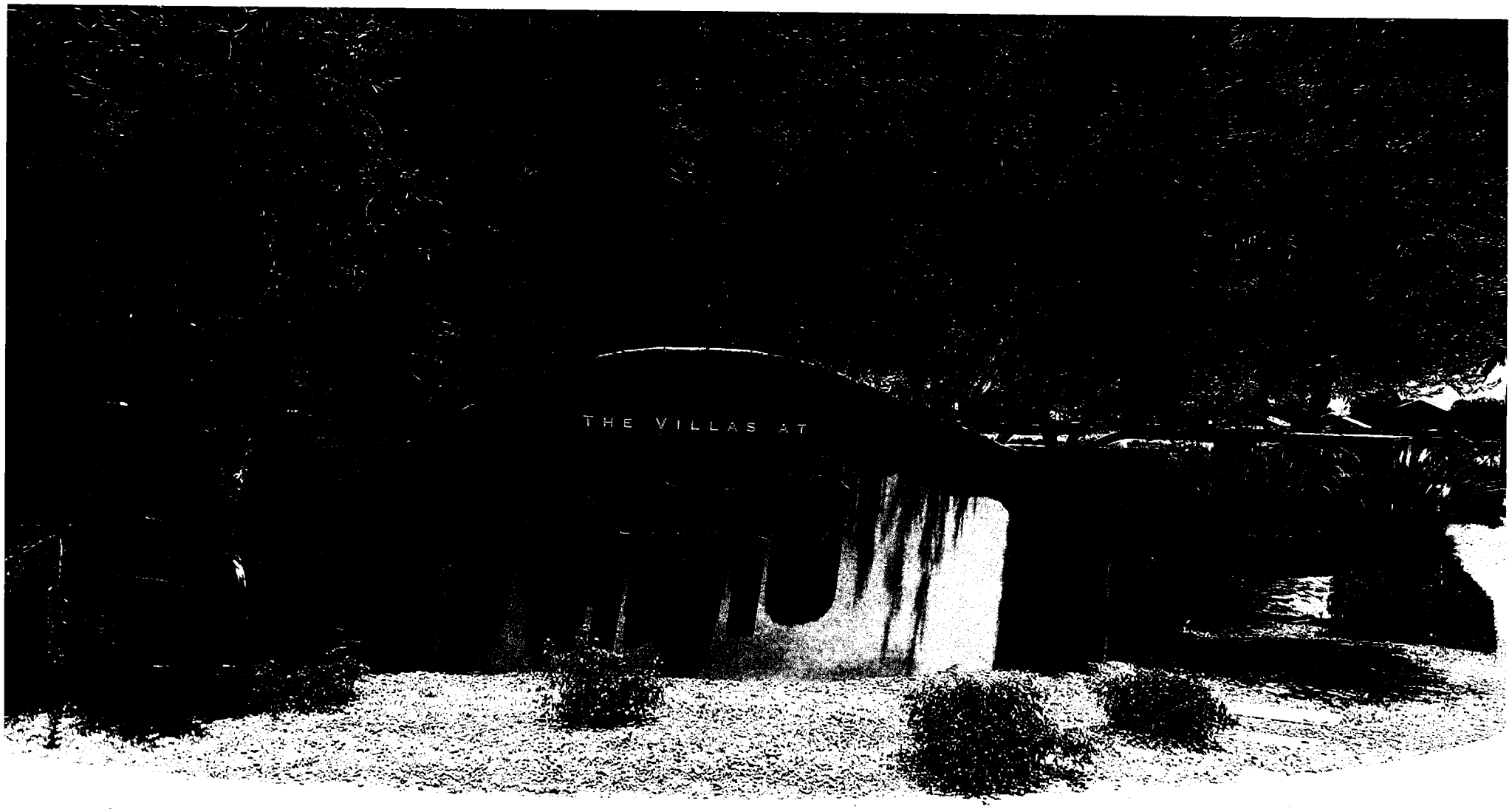

PHOTO 1
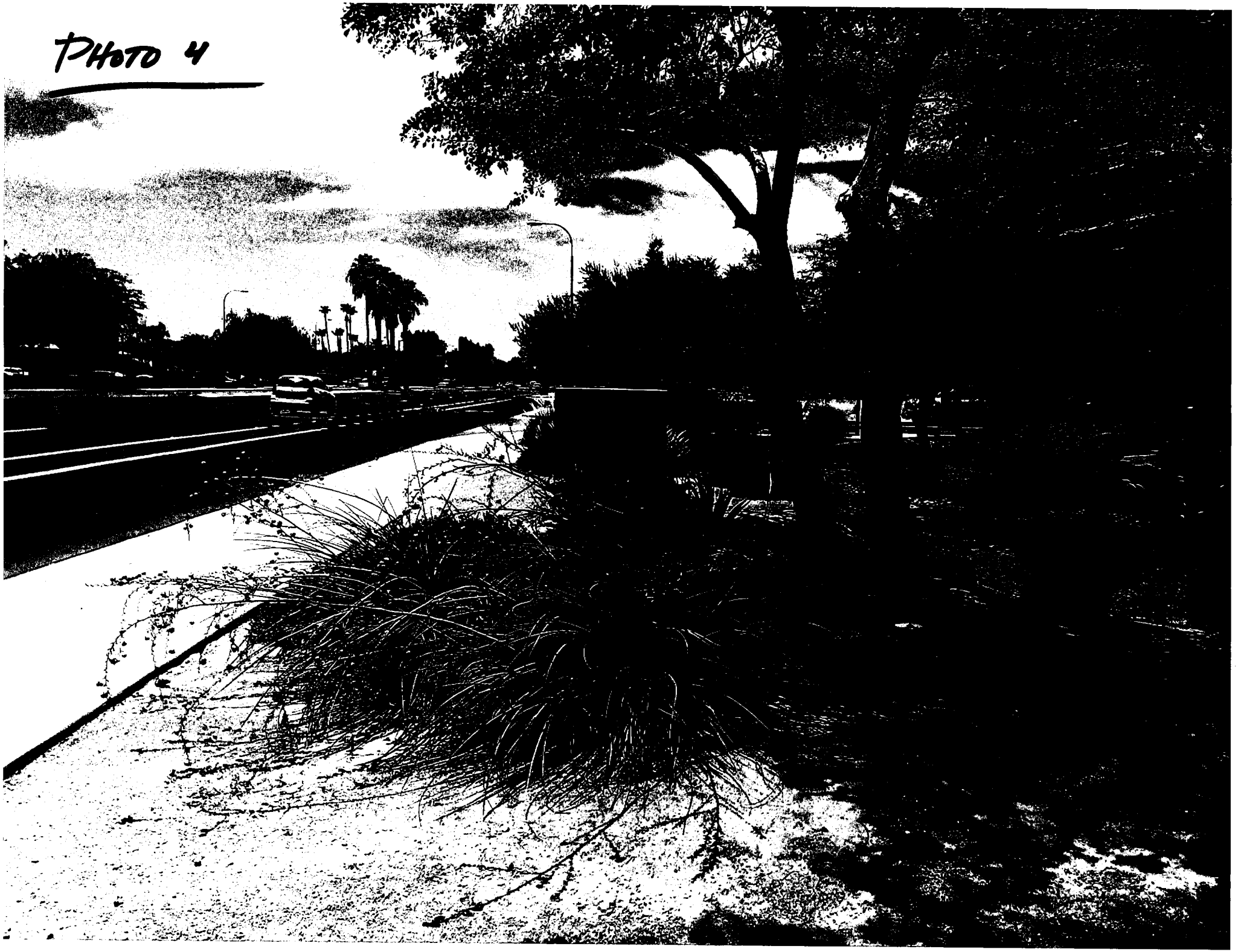
PHOTO 4