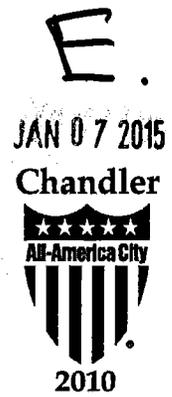




Chandler • Arizona
Where Values Make The Difference



MEMORANDUM **Planning Division - PZ Memo No. 15-005**

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 PDP14-0013 PORTICO PLACE II

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

Location: 2195 W. Chandler Blvd., southwest corner of Chandler Blvd. and Dobson Rd.

Applicant: Gretchen Cherrill, Airpark Signs & Graphics

RECOMMENDATION

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

BACKGROUND

The property is located at 2195 W. Chandler Blvd., southwest corner of Chandler Blvd. and Dobson Rd. in Portico Place. In 2007, Council approved the rezoning and PDP for commercial, retail, and office uses along with a comprehensive sign package. Portico Place currently contains two multi-tenant office and retail buildings and a pharmacy. A new two story multi-tenant office building will be constructed on the western lot of 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 one 14 ft. tall and three 6 ft. tall freestanding multi-tenant monument signs as well as one intersection corner feature. Two freestanding multi-tenant signs exist on each arterial street frontage.

The proposed freestanding multi-tenant sign would be the third freestanding monument sign located on Chandler Blvd. Two sign location options are proposed within the lot, either the east

January 7, 2015

or west driveway, however, only one sign would be constructed. Overall sign height is 8 ft. with four tenant panels of equal size on the two opposing elevations. The tenant panels will be aluminum with routed out 3/4 inch push through acrylic backed lettering. Opaque vinyl is applied to the face of the clear acrylic to simulate reverse pan channel letters. Sign design and architectural elements are similar to the balance of existing freestanding multi-tenant signs, including materials, color, and illumination.

DISCUSSION

Planning Staff supports the request for an 8 ft. tall freestanding monument sign. The height, design, and number of tenant panels are appropriate to identify the future tenants of the new office building proposed within Portico Place.

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 PDP14-0013 PORTICO PLACE II, subject to the following conditions:

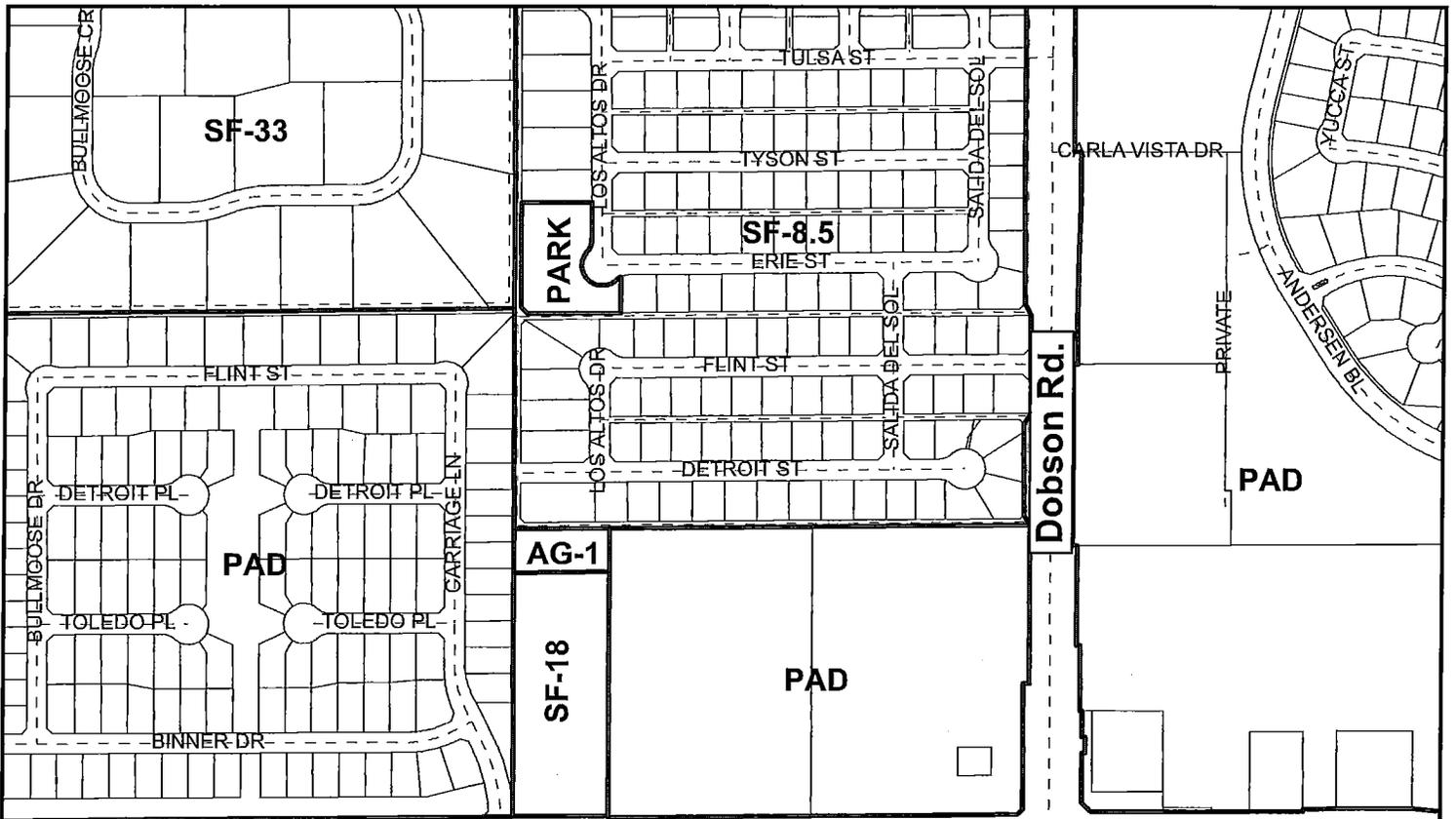
1. Development shall be in substantial conformance with the exhibits as represented by the applicant in case PDP14-0013 PORTICO PLACE II, except as modified by conditions herein.
2. Sign packages, including free-standing signs as well as wall-mounted signs, shall be designed in coordination with landscape 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.

PROPOSED MOTION

Motion to recommend approval of PDP14-0013 PORTICO PLACE II, subject to the conditions as recommended by Planning Staff.

Attachments

1. Vicinity Maps
2. Narrative
3. Site Plan
4. Sign Elevation

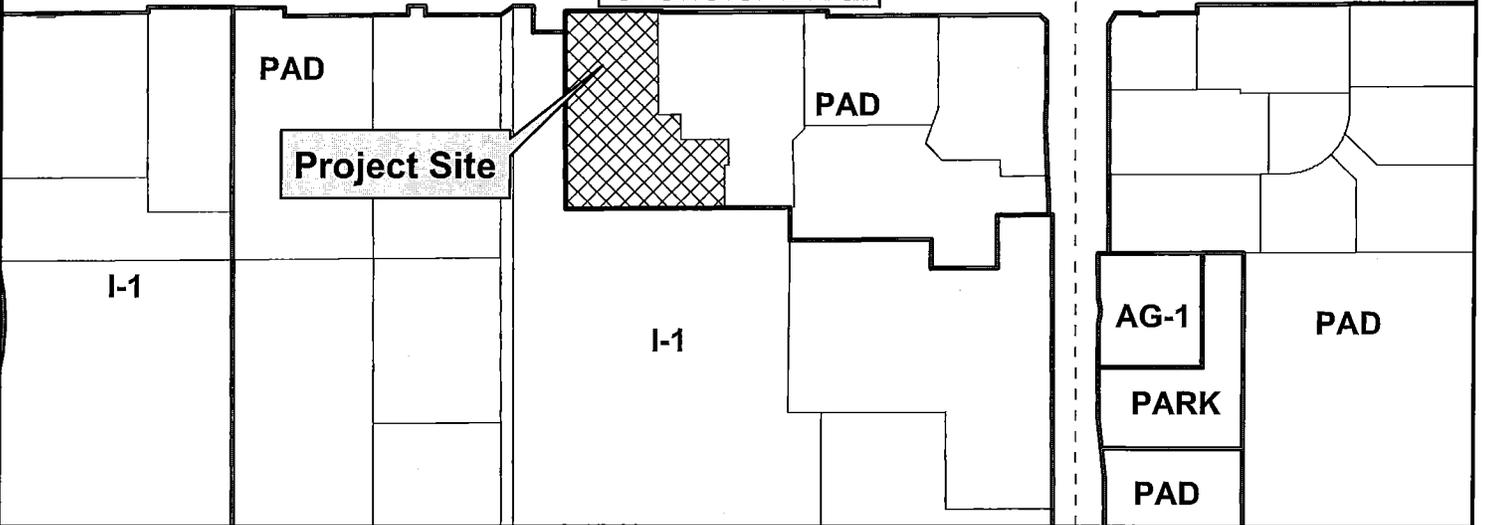


Chandler Blvd.

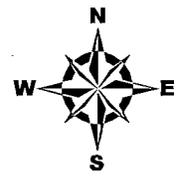
Dobson Rd.

Project Site

Chandler Blvd.



Vicinity Map



PDP14-0013

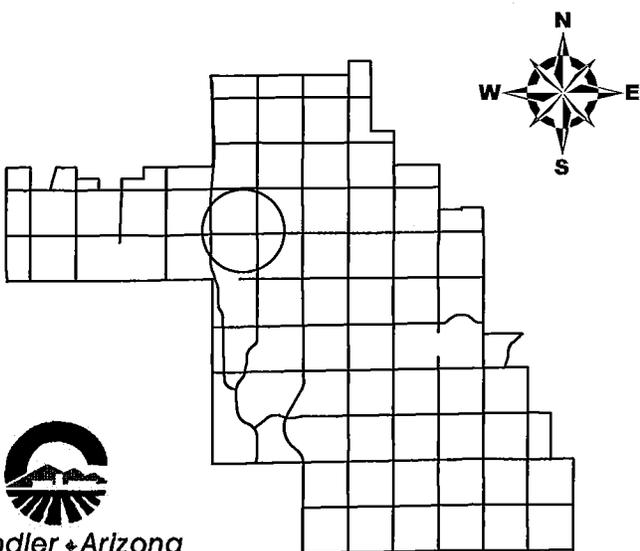
Portico Place II



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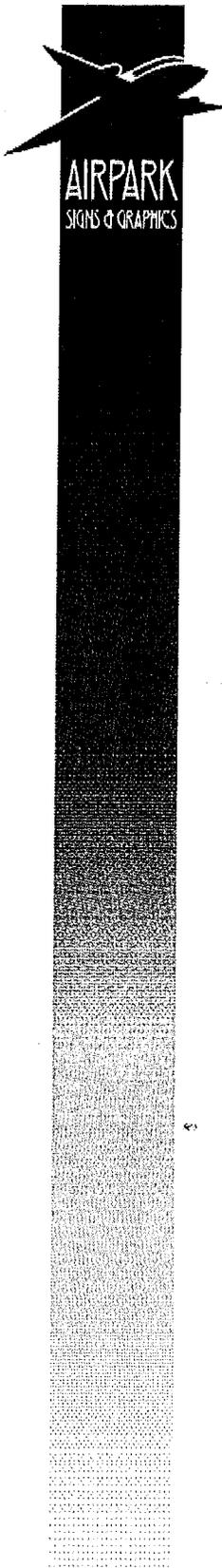


Vicinity Map



PDP14-0013

Portico Place II



December 15, 2014

City of Chandler
Transportation and Development Department Planning Division
215 E. Buffalo Street
Chandler, AZ 85225

Regarding: PDP Amendment – PDP14-0013: Portico Place Sign Amendment

Project Narrative

We would like to request a PDP Amendment to the Comprehensive Sign Plan for Portico Place located on the Southwest corner of Chandler Boulevard and Dobson Road. Due to a new 2-story multi-tenant office building being built just west of the existing office building, a need for another multi-tenant monument has occurred.

Currently, the existing CSP and property has one (1) 14' tall Main Multi-Tenant Monument, three (3) 6' tall Multi-Tenant Monuments, which provide signage opportunities primarily for the retail tenants, and one (1) Intersection Corner Feature to identify the property.

A new multi-tenant monument located in front of the new office building will provide prospective tenants in the new building with signage opportunities, just as the 14' tall monument sign does for the Portico Place Phase I Office Building. The proposed monument will be designed to the same standard as the existing signs and will be built to match exactly. We would like to request that the proposed additional monument is 8' tall instead of 6' tall to better match the 14' tall monument, which is located just east along Chandler Boulevard of the proposed new monument location. Allowing the monument to be 8' tall will also provide a total of four (4) tenant panels on each side, which will better serve prospective tenants and offer more visibility for consumers to locate the tenants' places of business.

Further, the proposed monument will be enhanced with a higher level of design to allow it to be 8' in the following ways: It will match the existing buildings and signs exactly utilizing the "contemporary industrial" style, tenant panel names will be individual three-dimensional letters, and the landscaping will be integrated around the sign to further enhance the area.

Due to probable conflicts with existing utility lines, retention areas, etc., we have provided two (2) options for placement, where only one location may be chosen. This is illustrated on the enclosed site plan.

Please find our request illustrated in the enclosed drawings and site plan. Please do not hesitate to contact us with any questions or comments.

Respectfully,

Digitally signed by Carisa Mowry
DN: cn=Carisa Mowry, o=Airpark Signs
& Graphics, ou,
email=carisa@airparksigns.com, c=US
Date: 2014.12.15 13:42:12 -0700

Carisa Mowry
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Gretchen Cherrill
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