



**Chandler · Arizona**  
*Where Values Make The Difference*

D.

MAY 18 2016



**MEMORANDUM**                      **Planning Division – PZ Memo No. 16-008e**

**DATE:**            MAY 18, 2016  
**TO:**                PLANNING AND ZONING COMMISSION  
**THRU:**            JEFF KURTZ, PLANNING ADMINISTRATOR *JK*  
                          KEVIN MAYO, PLANNING MANAGER *KM*  
**FROM:**            ERIK SWANSON, SENIOR CITY PLANNER *ES*  
**SUBJECT:**        PDP15-0017 FIRST CREDIT UNION PLAZA

**Request:**        Preliminary Development Plan (PDP) approval for building mounted signage  
**Location:**        25 S. Arizona Place,  
                          East of the northeast corner of Arizona Avenue and Boston Street  
**Applicant:**        James Rogers; Bootz and Duke Signs

The request was continued from the February 17, 2016, Planning Commission meeting in order for the sign package to be reviewed by the Design Review Committee (DRC). Subsequently, the proposal was continued from the May 4, 2016 Planning Commission meeting in order to finalize design details.

**DESIGN REVIEW COMMITTEE**

The design team presented building mounted signage, building name signage, and a pedestrian level tenant directory. The previous design submittals are attached for reference purposes. At the DRC, concerns were expressed regarding the proposed signage and that it did not relate to the urban environment of the downtown. Design concerns related to how the proposed tenant signage was typical of building mounted signage and did not provide any interest. Furthermore the building name signage seemed to blend in rather than provide attention to the building.

The design team has updated the building name signage, retail tenant signage, and pedestrian level tenant directory signage. Changes have not occurred to the Major tenant building signage; however, all other signage has been brought into a cohesive design creating consistency for both office and retail users, but maintaining an overall organized sign package.

### **RECOMMENDATION**

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

### **BACKGROUND**

The five-story, 102,700 square foot building received zoning and PDP approval in 1986, as part of the City's downtown redevelopment process. Criteria for building mounted signage was not included with the initial request and a comprehensive plan was not approved until May of 1998.

The existing sign plan provides sign parameters for major and minor tenants depending on square footage of the tenant. Major tenants that exceed 25,000 square feet were approved for a sign band with a maximum height of 24" with allowance for letter ascenders and descenders an additional 12" with a restriction that any letter or logo could not exceed 36". Square footage of the sign was limited to 50 square feet and allowed a maximum of one sign per 25,000 square feet, with a maximum of two signs per tenant. Minor tenants have similar band restrictions with approval for ascenders and descenders limited to 8" and an overall square footage of 60 feet, with one sign per tenant.

The request is to modify the building mounted signage by providing guidelines for major, minor, and retail tenants. The request maintains relative consistency with the approved plan with minor deviations. Square footage for defining major and minor tenants has been eliminated and left to the determination of the building owner, allowing for flexibility in those instances where a tenant may be just below the defining threshold. Major tenants will have a sign band limited to the fourth floor, with a general sign height of five feet and square footage of 100 feet within the designated sign band area and provide a sign copy of reverse pan channel lettering. Minor tenants will be limited to a sign band area on the third floor with a general sign height of three feet and square footage of 65 feet. Sign copy shall be limited to dark bronze reverse pan channel letters.

While currently the site does not have any retail tenants, provisions are provided for retail users in the event that users occupy space on the ground floor. Retail tenants will be limited to a general sign height of two feet, and square footage area of 40 feet. Due to the potential of retail development to have frontage along Arizona Place and Commonwealth Avenue, consideration is provided for both signage on the colonnade and on the building. Building mounted signage for the retail users will only be limited to the north side of the building along Commonwealth Avenue. To provide architectural interest, signage for the retail users will be located along the colonnade that runs the length of the building frontage. Historically, raceway signs have been restricted when attached to buildings, as it creates a design that is not integrated with the overall building; however, in this case, due to the colonnade, the raceway element will be hidden from view creating standing letters on the colonnade. Sign copy will carry the reverse pan-channel consistent with the office tenants. Retail tenants are also allowed one under canopy non-illuminated blade sign.

Additionally, at the entry of the building along Arizona Place, the building name will be added. The design has changed from the original proposal to a more contemporary metal design. To

establish a sense of place and a location easily identifiable, the property owner has opted to designate the building as Plaza 25. A tasteful addressing logo has designed and is located just above the main building entry that will be illuminated using reverse pan channel halo illumination. The building name is provided on top of the entry arch and will also utilize reverse pan channel halo illuminated lettering. Two tenant directory signs are provided on the columns that flank the entry. Tenant signs are routed out metal panels. The panels will not be illuminated.

### **DISCUSSION**

As stated above, changes to the major tenant signage has not occurred and remains as originally proposed. The building owner, while desiring the tenant signage to be creative, wants to ensure that hierarchy is provided between the types of users and recognizes the need for both an office and retail approach to the signage. Planning Staff supports the request to update the building mounted signage, finding that the proposal is consistent with code requirements and provides an updated appearance for one of Chandler's first downtown redevelopment efforts.

### **PUBLIC / NEIGHBORHOOD NOTIFICATION**

- This request was noticed in accordance with the requirements of the Chandler Zoning Code.
- Due to no residential properties being within the notification boundary, a letter was sent to all property owners explaining the request.
- As of the writing of this memo, Planning Staff is not aware of any concerns with the request.

### **RECOMMENDED ACTION**

#### **Preliminary Development Plan**

Planning Staff recommends Planning Commission motion to recommend approval of PDP15-0017 FIRST CREDIT UNION PLAZA, subject to the following conditions:

1. Development shall be in substantial conformance with the Development Booklet, entitled "First Credit Union Plaza" and kept on file in the City of Chandler Planning Division, in File No. PDP15-0017, modified by such conditions included at the time the Booklet was approved by the Chandler City Council and/or as thereafter amended, modified or supplemented by the Chandler City Council.
2. Raceways will be allowed for the retail users so long as the raceway and any letter supports are hidden from view.
3. 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.
4. Preliminary Development Plan approval does not constitute Final Development Plan approval; compliance with the details required by all applicable codes and conditions of the City of Chandler and this Preliminary Development Plan shall apply.

PZ Memo No. 16-008e

Page 4 of 4

May 18, 2016

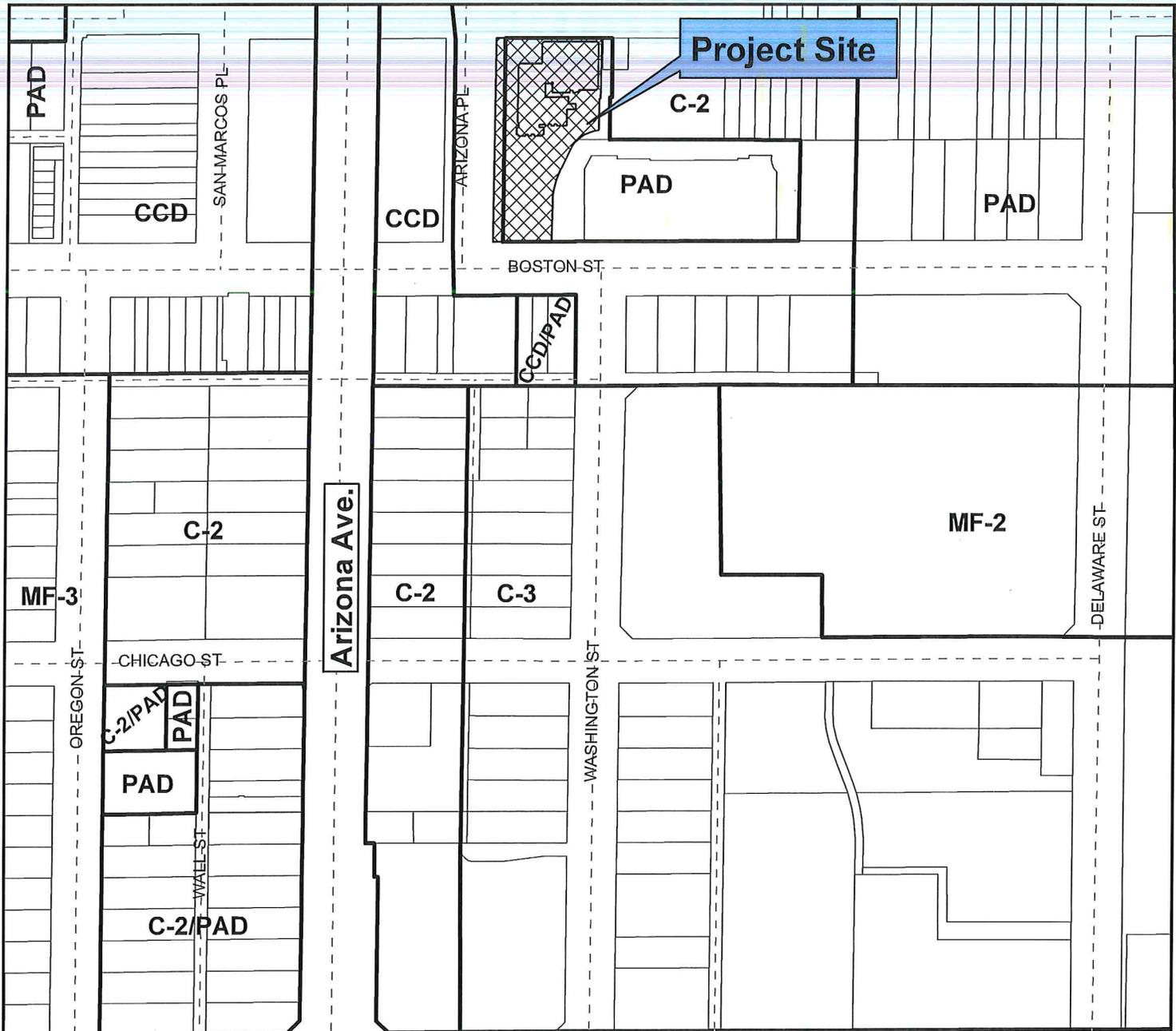
**PROPOSED MOTION**

**Preliminary Development Plan**

Motion Planning Commission to recommend approval of Preliminary Development Plan PDP15-0017 FIRST CREDIT UNION PLAZA, for building mounted signage, subject to the conditions as recommended by Planning Staff.

**Attachments**

1. Vicinity Maps
2. Building Elevations Sign Band Locations
3. Minor and Major Tenant Signage Exhibits
4. Retail Tenant Signage Exhibit
5. Entry Signage Exhibits
6. Development Booklet



**Project Site**

C-2

PAD

PAD

CCD

CCD

PAD

SAN-MARCOS PL

ARIZONA PL

BOSTON ST

CCD/PAD

C-2

MF-2

DELAWARE ST

C-2

C-3

MF-3

CHICAGO ST

Arizona Ave.

WASHINGTON ST

C-2/PAD

PAD

C-2/PAD

OREGON ST

WALL ST

Frye Rd.

MF-1

C-3

C-3

PAD

C-3

## Vicinity Map

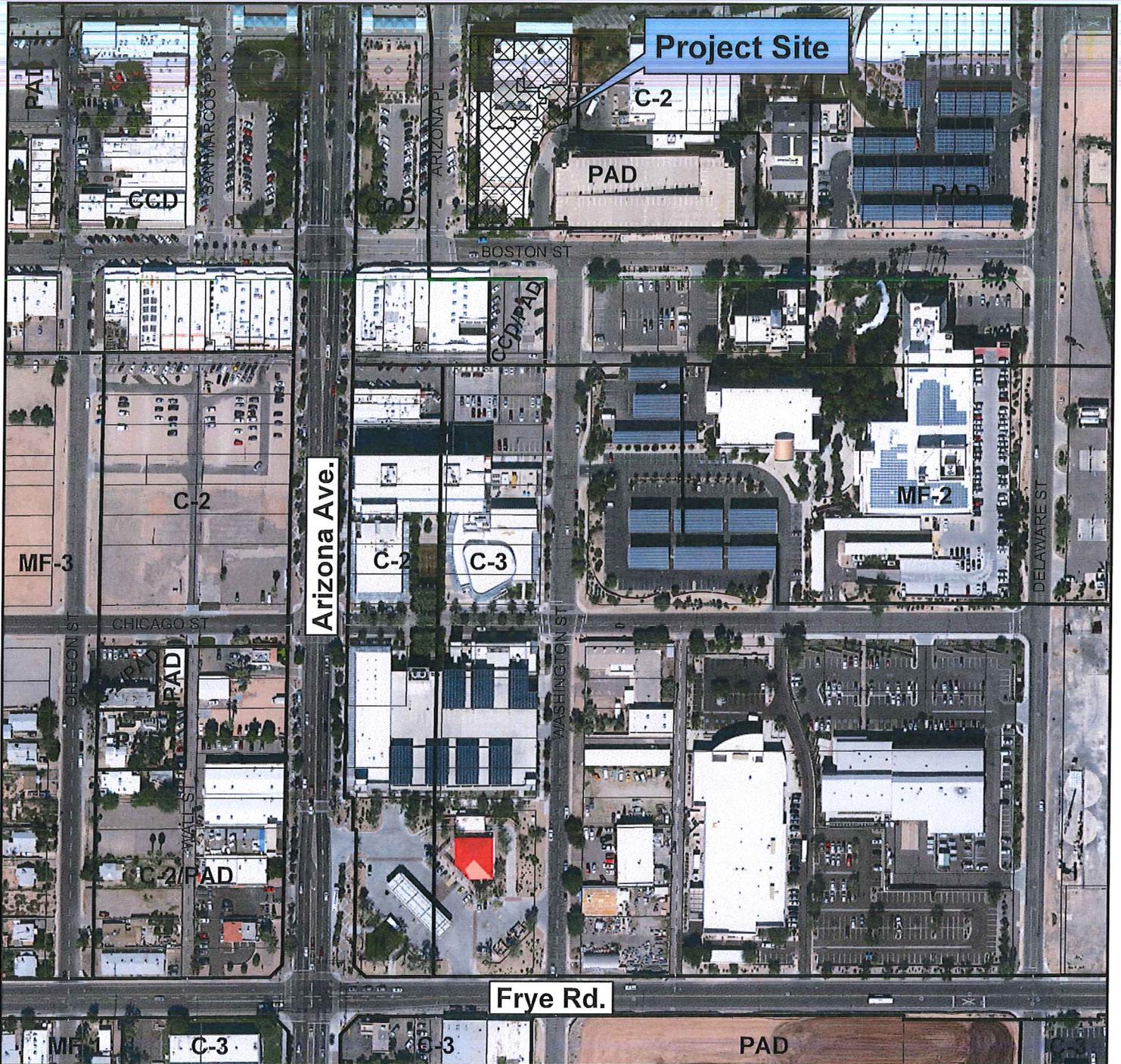


PDP15-0017

**First Credit Union Plaza**



**Chandler Arizona**  
Where Values Make The Difference

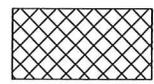
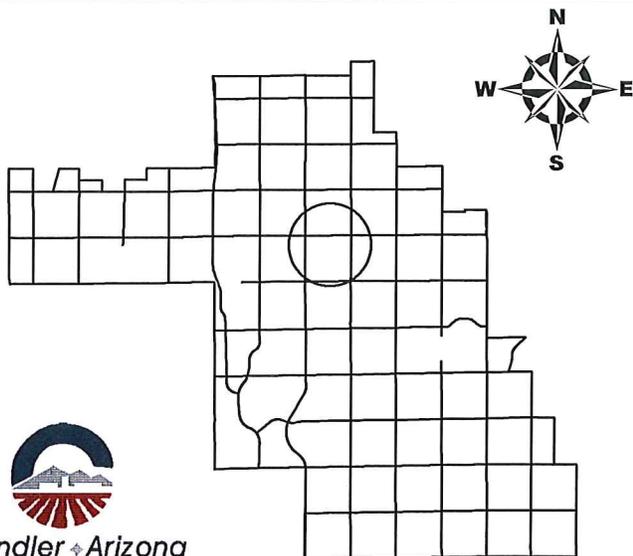


**Project Site**

**Arizona Ave.**

**Frye Rd.**

**Vicinity Map**

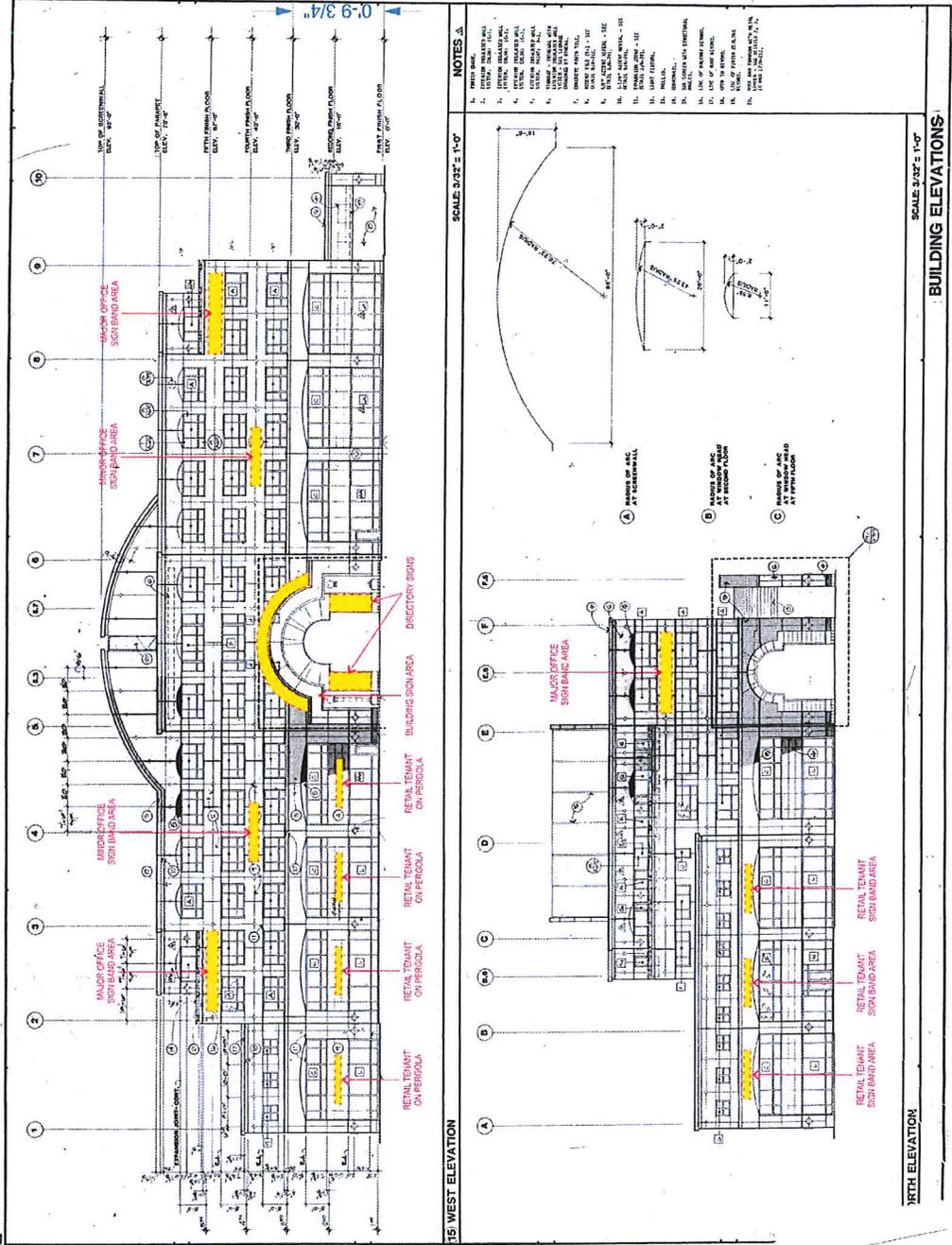


**PDP15-0017**

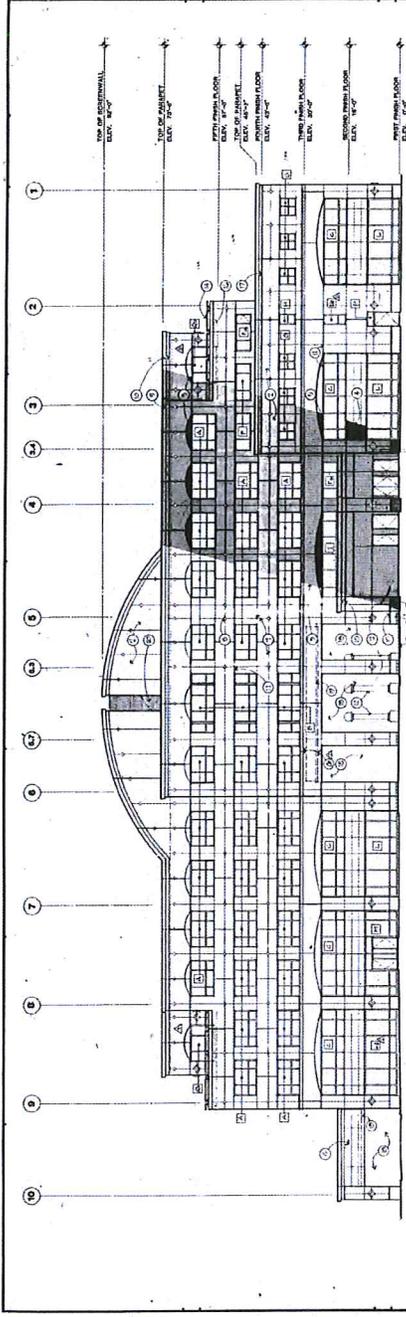
**First Credit Union Plaza**



BUILDING ELEVATION



- NOTES**
1. REFER TO...
  2. REFER TO...
  3. REFER TO...
  4. REFER TO...
  5. REFER TO...
  6. REFER TO...
  7. REFER TO...
  8. REFER TO...
  9. REFER TO...
  10. REFER TO...
  11. REFER TO...
  12. REFER TO...
  13. REFER TO...
  14. REFER TO...
  15. REFER TO...
  16. REFER TO...
  17. REFER TO...
  18. REFER TO...
- SCALE 3/32" = 1'-0"**
- SCALE 3/32" = 1'-0"**
- SCALE 3/32" = 1'-0"**

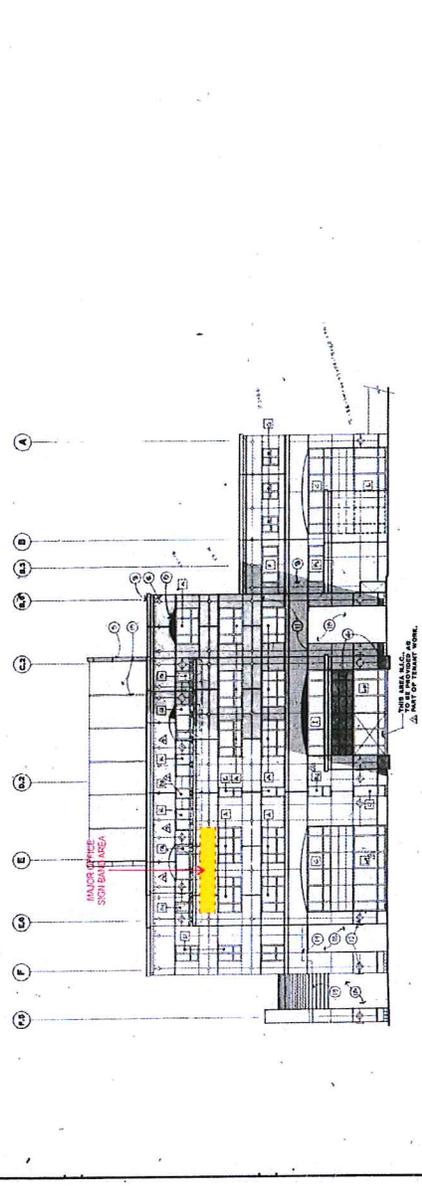


15) EAST ELEVATION

SCALE 3/32" = 1'-0"

NOTES

1. FINISH GRADE
2. SYSTEM: 12000
3. SYSTEM: 12000
4. SYSTEM: 12000
5. SYSTEM: 12000
6. SYSTEM: 12000
7. SYSTEM: 12000
8. SYSTEM: 12000
9. SYSTEM: 12000
10. SYSTEM: 12000
11. SYSTEM: 12000
12. SYSTEM: 12000
13. SYSTEM: 12000
14. SYSTEM: 12000
15. SYSTEM: 12000
16. SYSTEM: 12000
17. SYSTEM: 12000
18. SYSTEM: 12000
19. SYSTEM: 12000
20. SYSTEM: 12000



20) SOUTH ELEVATION

SCALE 3/32" = 1'-0"

BUILDING ELEVATIONS



**1** Manufacture and Install One(1) Set of Halo Illuminated Reverse Pan Channel and Flat Cutout Letters  
 Scale: 1/2" - 1'-0"

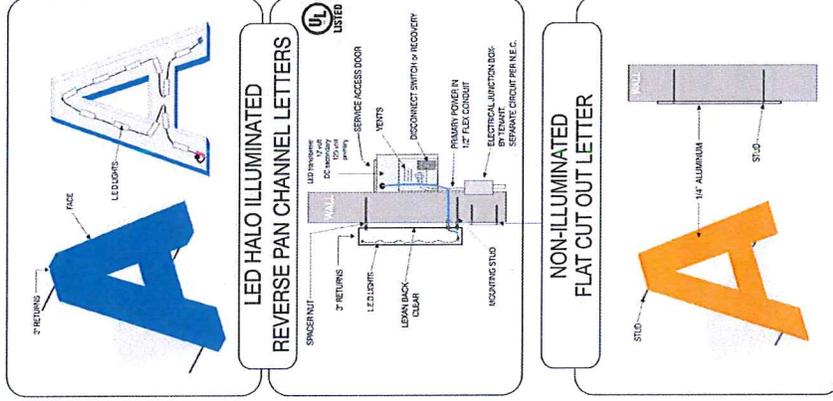
- Returns: .036" CLC 3" Deep Painted Blue to Match PMS 288c and Orange to Match PMS 1495c
- Faces: .090" Aluminum Painted Blue to Match PMS 288c and Orange to Match PMS 1495c
- Backs: 3/16" Clear Lexan Clip Mounted to the Returns
- Flat Cutout: 1/4" Aluminum Painted Orange to Match PMS 1495c
- Illumination: LEDs
- Power Supplies: Remote in Transformer Box
- Installation: Spaced 1" off the Building Fascia



Proposed Appearance



Proposed Night Appearance



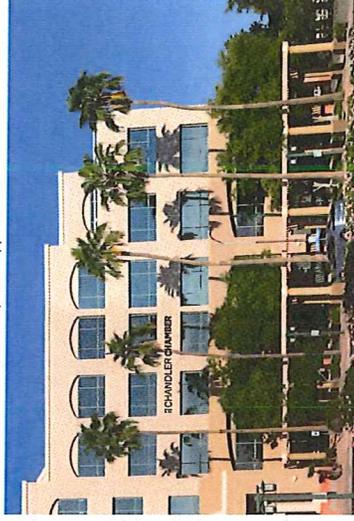
**All Signs Shall be Installed in Accordance With I.E.C. Article 600**  
 Engineering Specifications  
 All Signs Fabricated as per  
 A.S.A. Specifications & 2012 I.A.C.  
 Electrical Specifications  
 All Signs Fabricated as per  
 2011 I.E.C. Specifications

23'-9" (285')  
22'-5 1/2" (269.5')

1'-8" (20")

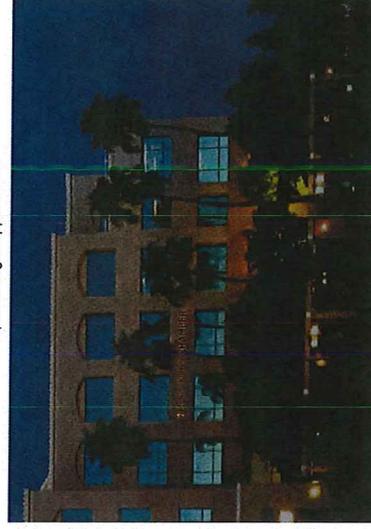
# A CHANDLER CHAMBER

Proposed Appearance



Scale: 1/32" = 1'-0"

Proposed Night Appearance

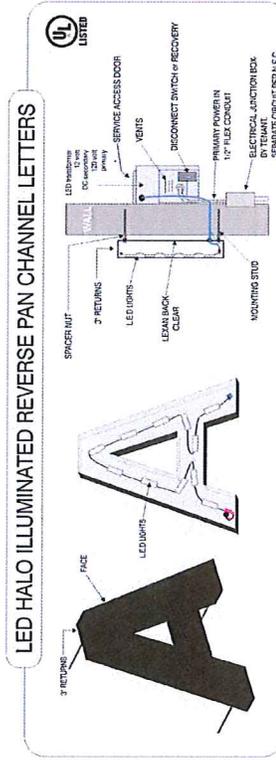


Scale: 1/32" = 1'-0"

**Manufacture and Install One (1) Set of Halo Illuminated Reverse Pan Channel Letters**  
Scale: 1/2" = 1'-0"

**Reverse Pan Channel Letters:**

- Returns: .036" CLC 3" Deep Painted Duranodic Bronze #MP 20190
- Faces: .090" Aluminum Painted Duranodic Bronze #MP 20190
- Backs: 3/16" Clear Lexan Clip Mounted to the Returns
- Illumination: LEDs
- Power Supplies: Remote in Transformer Box
- Installation: Spaced 1" off the Building Fascia



**All Signs Shall Be Installed In Accordance With N.E.C. Article 600**  
Engineering Specifications  
All Signs Fabricated as per  
A.S.A. Specifications & 2012 I.R.C.

Electrical Specifications  
All Signs Fabricated as per  
2011 N.E.C. Specifications

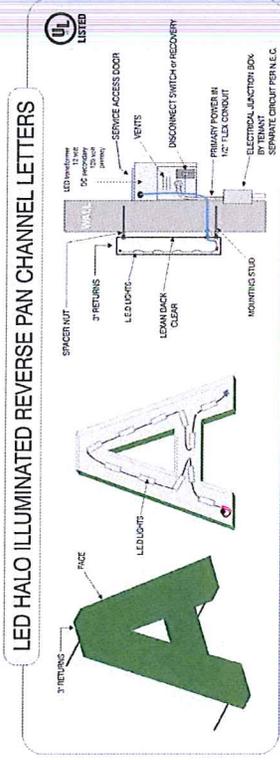
18'-10" (226')

**STARBUCKS**

2'-0" (24')

Manufacture and Install One (1) Set of Halo Illuminated Reverse Pan Channel Letters  
Scale: 3/8" - 1'-0"

- Reverse Pan Channel Letters:
- Returns: .036" CLC 3" Deep Painted Customer Specified
  - Faces: .090" Aluminum Painted Customer Specified
  - Backs: 3/16" Clear Lexan Clip Mounted to the Returns
  - Illumination: LEDs
  - Power Supplies: Remote in Transformer Box
  - Installation: Spaced 1" off the Building Fascia



Proposed Appearance



Proposed Night Appearance



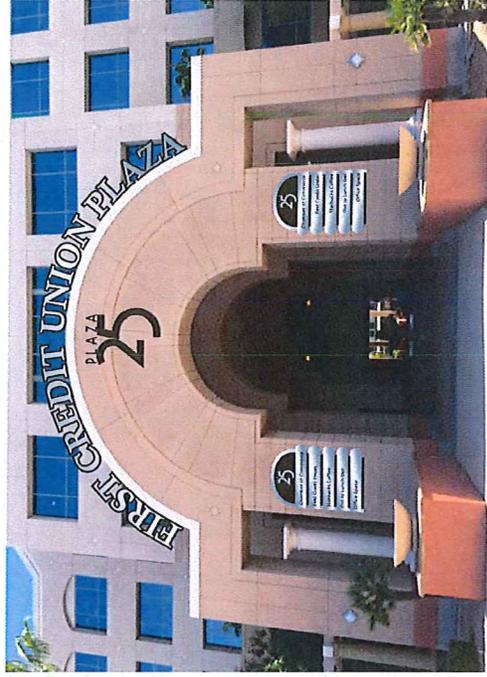
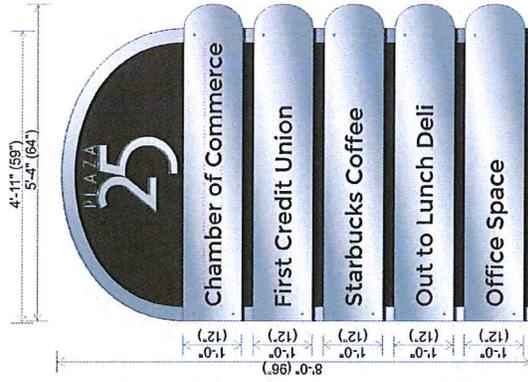
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2011 N.E.C. Specifications



TENANT DIRECTORY SIGN

Side View



Scale: 3/32" = 1'-0"



Scale: 1" = 1'-0"

Tenant Panel Detail

Manufacture and Install Two(2) Wall Directory for Building Tenants

Scale: 1/2" = 1'-0"

- 1/4" Aluminum Painted Duranodic Bronze #MP 20190 and Floe Blue Metallic #MP 25362

- Copy Routed Out of Panel to Show Bronze Thru, Font: Montserrat

- Installed Flush To The Building Fascia with Screws and Anchors as Needed

ENTRY ADDRESS SIGN



Manufacture and Install One(1) Set of Halo Illuminated Reverse Pan Channel Letters  
 28.50 Sq. Ft.  
 Scale: 1/2" = 1'-0"

- Reverse Pan Channel Letters:
- Returns: .036" CLC 3" Deep Painted Duranodic Bronze #MP 20190
- Faces: .090" Aluminum Painted Duranodic Bronze #MP 20190
- Backs: 3/16" Clear Lexan Clip Mounted to the Returns
- Illumination: LEDs
- Power Supplies: Remote in Transformer Box
- Installation: Spaced 1" off the Building Fascia

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