



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



**MEMORANDUM**

**Transportation & Development – PZ Memo No. 11-034**

**DATE:** APRIL 13, 2011

**TO:** PLANNING AND ZONING COMMISSION

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

**FROM:** KEVIN MAYO, PLANNING MANAGER 

**SUBJECT:** PDP10-0016 CHANDLER FREEWAY CROSSING

**Request:** Preliminary Development Plan (PDP) approval for a freestanding freeway monument sign as part of an office and light industrial business park

**Location:** Northwest corner of Pecos Road and Ellis Street, just north of the Loop 202 Santan Freeway

**Applicant:** Pat Jones  
Mark IV Capital

**Project Info:** Approximately 40-acres, 60-foot tall freeway monument sign

**RECOMMENDATION**

Upon finding the request to be consistent with the General Plan and the approved Planned Area Development (PAD) zoning, 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 Chandler Freeway Crossing office and light industrial business park. The property received PAD zoning in 1989 as part of the larger 156-acre Gateway Park master plan. The PAD zoning, most recently revised in 2001 and extended in June of 2005, identified the approximately 40-acre subject site for a Business Park development. Permitted uses include all standard industrial and employment uses including but not limited to general office, wholesaling, light manufacturing, assembly, distribution and/or warehousing, and packaging.

The subject site is located on the northeast side of the Santan and Price Freeways interchange in West Chandler. The property is surrounded to the north by an industrial (business park) area that includes vacant land as well as existing industrial buildings. West of the Price Freeway is the southern end of the Chandler Fashion Center. East of the site is a mixed-use area that includes a concentration of multi-family residential, industrial and commercial uses. South of the Loop 202 Santan Freeway is the balance of the Gateway Park development.

The subject site received PDP approval in October 2005 for building architecture, site design and landscape design. The PDP identified a multi-staged development that included two 42,000 square-foot buildings as part of Phase I with a master plan that included a total of 9 individual buildings. Currently Phase I is complete with the two office buildings, fully developed industrial collector street, and associated landscaped improvements as part of Phase I. The buildings have remained vacant since construction due to the economic recession.

The approved PDP included a comprehensive sign package in terms of building mounted signage, freestanding monument signage, as well as a proposed 49-foot tall 5-tenant panel freeway monument sign. At the time of approval, it was identified that tenants typical to a business park of this nature did not require the type of visibility afforded by a freeway monument sign. As such, a condition was added requiring the applicant to work with Staff to redesign the sign to remove the tenant panels. The applicant has submitted the current PDP request citing the types of businesses typically locating in business parks of this nature are evolving, and although these business park tenants continue to generate minimal customer traffic, their identification requirements have evolved as well. The majority of corporate tenants seeking space along a freeway locate within business parks that provide freeway monument signage. The lack of monument signage at Chandler Freeway Crossing has discouraged numerous tenants from pursuing leases.

The subject request includes a single 60-foot tall 7-tenant panel freeway monument sign. While the previously proposed 5-tenant panel sign was only 49-feet in height, the applicant requests the current 60-foot height explaining that further studying the site revealed a visibility issue due to the fact that the Loop 202 Santan Freeway was depressed at the Loop 101 Price Freeway interchange, as well as the elevated interchange ramps from this freeway intersection. The proposed sign is located along the 202 Santan Freeway at the site's south eastern side. The sign's design reflects elements and materials found on the buildings' simple yet refined architectural style. The sign includes a unique triangular shape that is intended to provide not only increased freeway visibility, but a striking visual appeal as well. Simple yet effective plane changes break down the signs massing, with simulated aluminum divisions used to separate the tenant panels. The center identification name at the sign's top is proposed as individual mounted pan-channel lettering that includes the black perforated vinyl that appears white at night. The tenant panels will include internal illumination, with routed push-through lettering. Consistent with the building mounted signage, corporate colors and logos are permitted.

**DISCUSSION**

Staff supports the proposed freeway monument sign finding the sign's unique design compliments the building architecture. Since the business park's construction, numerous business parks within Chandler have been approved with multi-tenant freeway monument signs such as Chandler Freeway Business Park, Chandler Airport Center and Lincoln 10 to name a few. Staff continues to promote higher levels of integrated design and finds this sign to achieve that goal. The proposed 60-foot height is right in line with previously approved heights along the 202 as well as the proposed 7 tenant panels. Additionally, Staff acknowledges that Chandler Freeway Crossing's anticipated higher concentration of office users versus light industrial users warrant the visibility provided by the proposed freeway monument sign.

**PUBLIC/NEIGHBORHOOD NOTIFICATION**

- This request was noticed according to the provisions of the City of Chandler Zoning Code.
- A Neighborhood meeting was held on March 1, 2011 at the Chandler Community Center. No neighboring property owners attended the meeting.

Staff has not received any correspondence in opposition to this request.

**RECOMMENDED ACTION**

Upon finding consistency with the General Plan and PAD zoning, Staff recommends approval of the Preliminary Development Plan, subject to the following conditions:

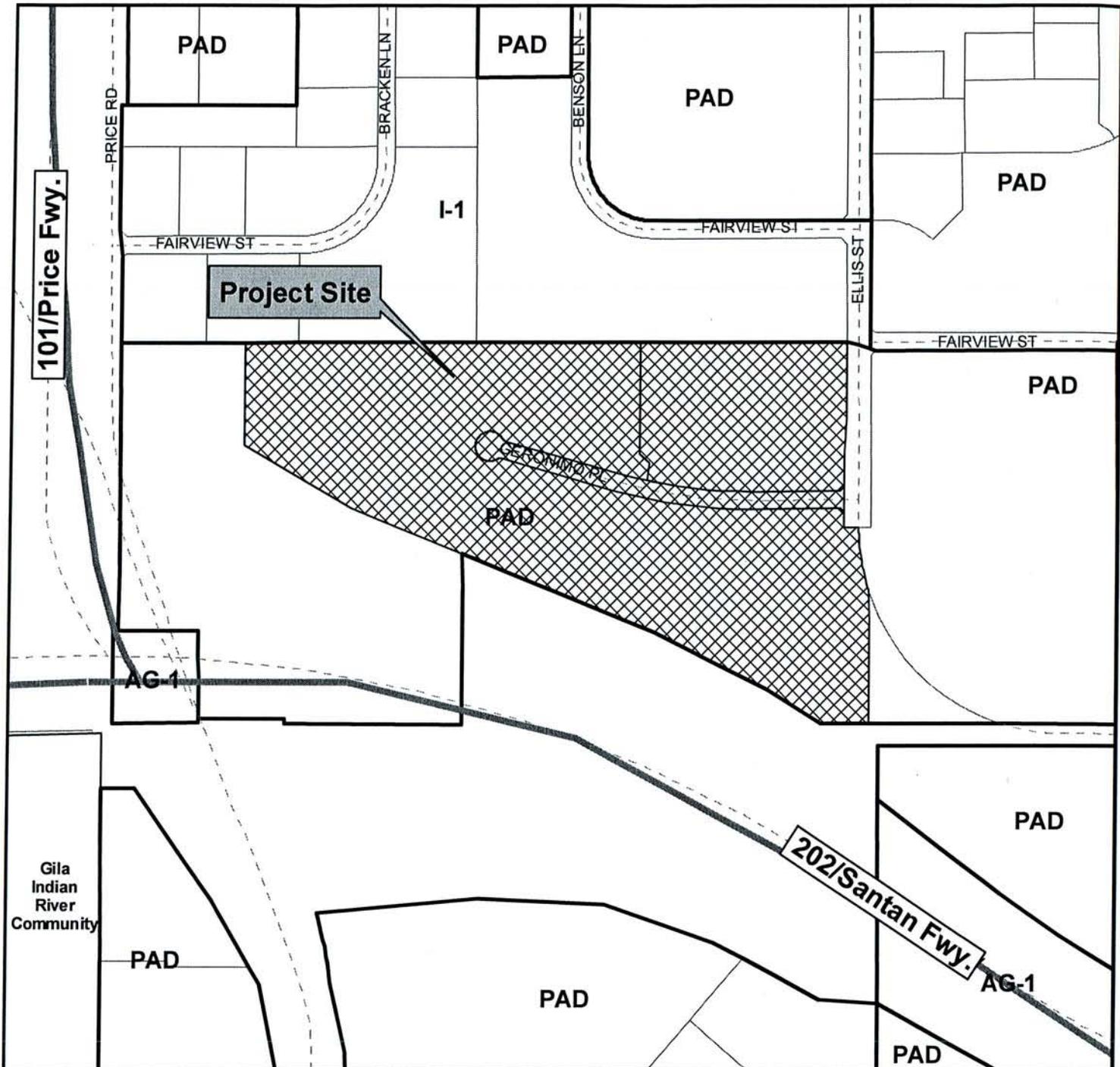
1. Development shall be in substantial conformance with exhibits entitled "Chandler Freeway Crossing" kept on file in the City of Chandler Planning Services Division, in File No. PDP10-0016, except as modified by condition herein.
2. Sign packages, including free-standing signs as well as wall-mounted 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. All future signage shall be consistent with the signage contained within the attached exhibits with regards to sign type and quality. Any deviations shall require separate Preliminary Development Plan approval.

**PROPOSED MOTION**

Motion to recommend approval of the Preliminary Development Plan in case PDP10-0016 CHANDLER FREEWAY CROSSING subject to the conditions recommended by Staff.

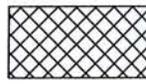
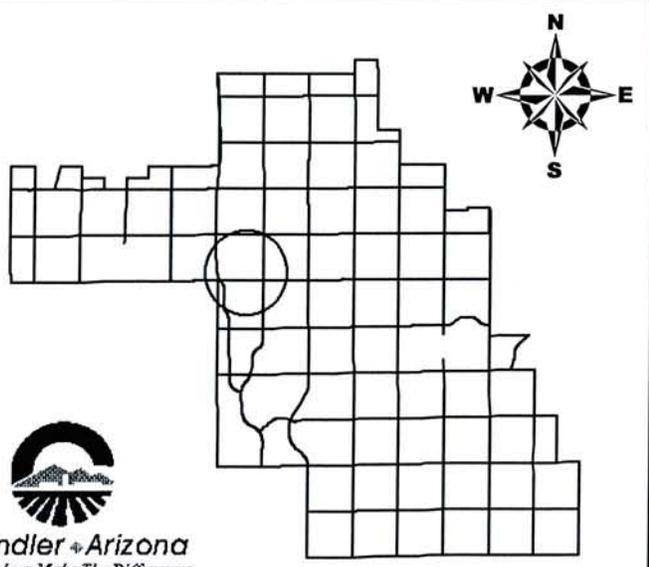
**Attachments**

1. Vicinity Map
2. Site Plan
3. Sign exhibits



Gila Indian River Community

**Vicinity Map**

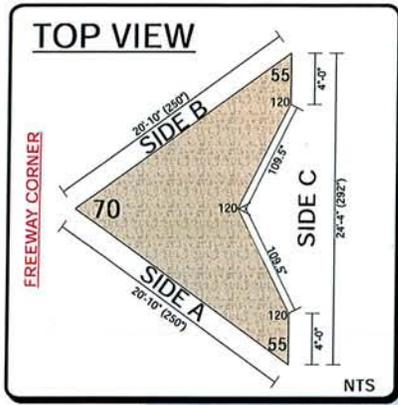


PDP10-0016

**Chandler Freeway Crossing**







**One (1) Multi-Tenant Internally Illuminated Freeway Pylon**  
 Scale: 1/8" = 1'-0"

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

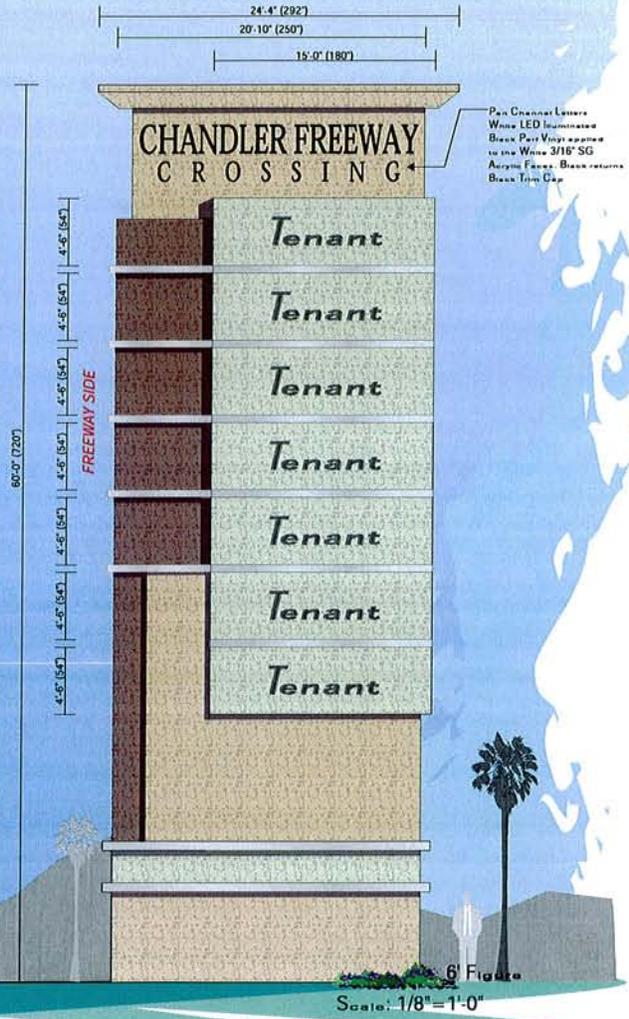
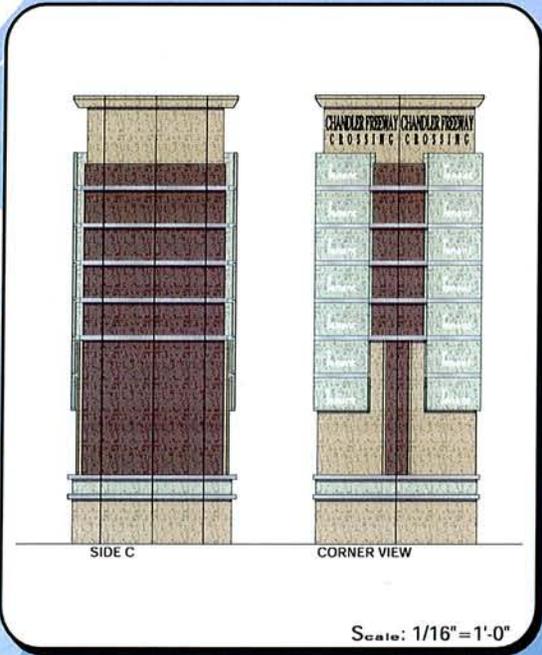
INTERNAL STEEL ANGLE FRAMING  
 FOR PROPER SUPPORT

TENANT PANELS TO BE .125 ALUMINUM  
 WITH TENANT COPY ROUTED OUT, 1" CLEAR  
 ACRYLIC PUSH-THRU/VINYL OVERLAY WITH  
 3/16" WHITE LEXAN BACKER PANELS.

FRANCE 400 HID LAMPS FOR  
 INTERNAL ILLUMINATION

BASE TO BE CONSTRUCTED FROM  
 ALUMINUM WITH INTERNAL ANGLE  
 FRAMING AS NEEDED FOR PROPER  
 SUPPORT

PAINT COLORS TO MATCH THE BUILDING



Concrete #745	Maroon	White Vinyl DE-6124	Dark Green 8710W

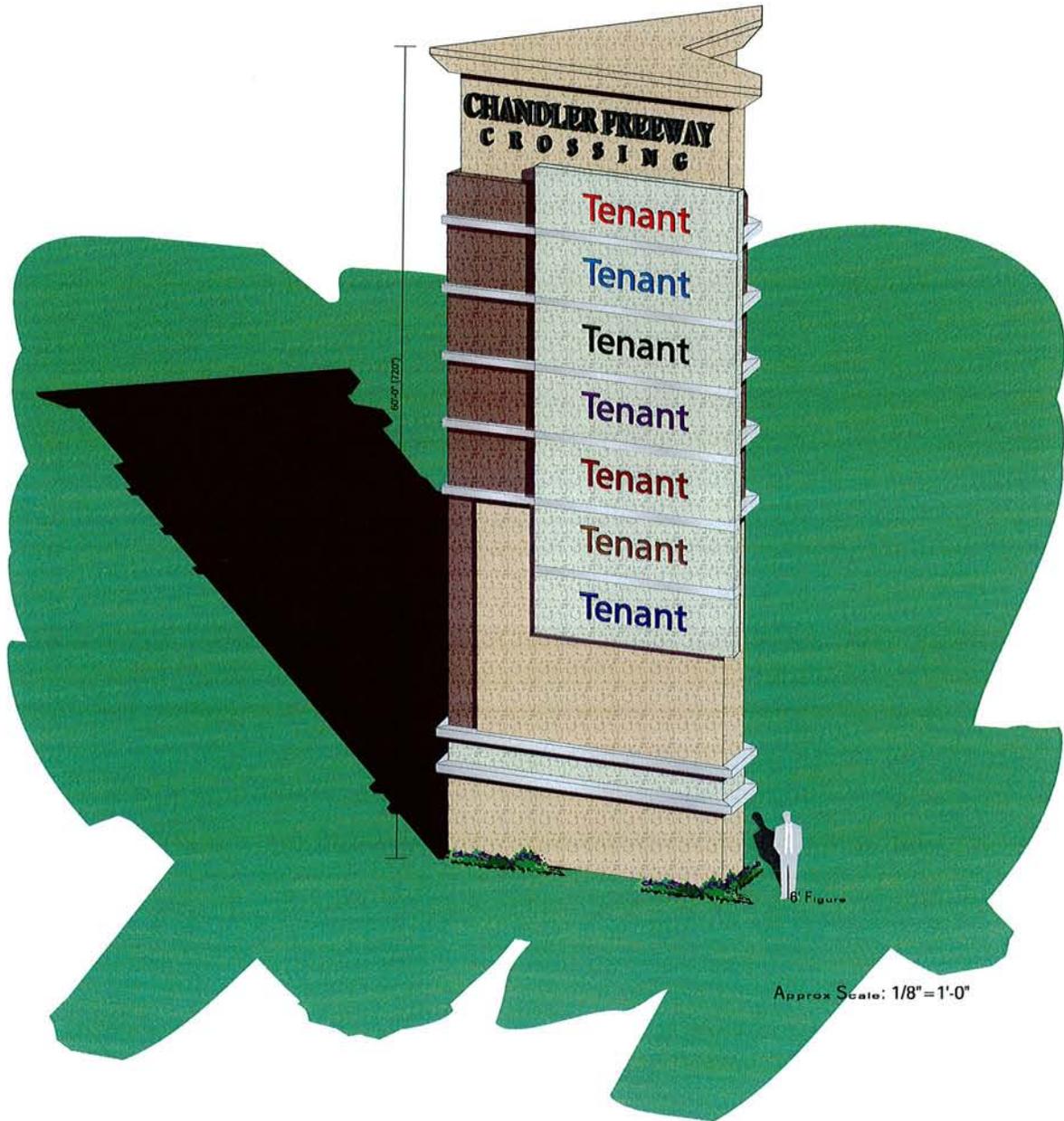
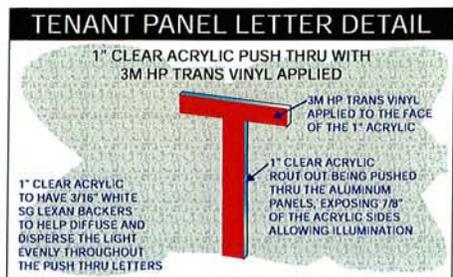
**Structural Specifications**  
 All Signs Fabricated as per  
 A.S.A. Specifications & 2006 I.B.C.

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

CLIENT: Chandler Freeway Crossing	
ADDRESS: Chandler, Arizona	
SALESMAN: Brent VanDamen	
DESIGNER: AVM	DESIGN #: A-1183-10 R5
DATE: 09-10-10	SCALE: AS NOTED PAGE:

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

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



medium muntex black	smooth satin black	medium muntex black	medium muntex black

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: Chandler Freeway Crossing		REVISED
ADDRESS: Chandler, Arizona		
SALESMAN: Brent VanDamen		
DESIGNER: AVM/mae:ll	DESIGN #: A-1183-10 R5	
DATE: 09-10-10	SCALE: AS NOTED	PAGE:

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BOOTZ & DUKE

Signs

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RETENTION PARK  
+- 72,000SF

POSSIBLE 61  
ADDITIONAL CARS  
WITH ADDED UG RET



PHASE II  
THREE STORY  
+- 120,000SF  
+629 CARS 5.24/1000

FREEWAY SIGN



CHANDLER FREEWAY CROSSING  
CHANDLER, ARIZONA  
PRELIMINARY SITE PLAN PHASE II

MP 100  
2008  
22-2



CLIENT: Chandler Freeway Crossing	VERSION: A
ADDRESS: Chandler, Arizona	
SALESMAN: Brent VanDamen	DESIGN #: A-1183-10 R2
DESIGNER: AMM	SCALE: AS NOTED
DATE: 07-26-2010	PAGE:

ADDRESS: 408 W. WHITTON PKW. AZ 85019  
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INC. 120 VOLT

**Signs**

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