



December 3, 2020

City of Chandler
Development Services Department
250 W. Buffalo Street
Chandler, Arizona 85225

Narrative for Amendment to CSP

To Whom It May Concern,

Our request is to amend the existing Comprehensive Sign Plan (CSP) for 55 North Arizona Place, Chandler, AZ 85225. The property was purchased by new owners in 2019 and is undergoing remodeling. As a result of this purchase, the new Ownership has renamed the building as The Johnathan and as part of their effort to modernize and update the property we present the proposed changes to the CSP.

Along with The Johnathan, the new owners have also purchased the property to the south located at 25 North Arizona Place, known as The Alexander. Together the two properties will have a similar contemporary look and feel to create a cohesive presence in Downtown Chandler.

The existing CSP calls out for a total of eight sign bands on the building: two each on the north and south elevations, and four on the west elevation. Ownership of The Johnathan would like to maintain the current sign band locations, but with the criteria change that a Major Tenant will be tenants that occupy 15,000 SF or more of leased space and may be allowed a maximum of two (2) building mounted signs, while Minor Tenants will apply to tenants with first floor occupancy and 7,500 SF or more of leased space. Minor tenants shall be allowed a maximum of one (1) sign. Major Tenant Sign bands shall measure 3' (h) x 36' (w) and a maximum of 108 SF. Minor Tenant sign bands shall measure 2' (h) x 24' (w) and a maximum of 84 SF.

Also proposed in the updated CSP are two Building Identification signs to the main entry similar to that of The Alexander. One Building Identification sign shall be a single faced sign of individual letters post mounted to the entry surround, and shall be face illuminated with white LED. The second Building Identification sign shall consist of flat-cut-out letters mounted to a planter on the ground at the building entrance and shall be non-illuminated.

In addition to the two new Building Identification signs, we also propose to add retail tenant signage to the canopy in front of the building for retail tenants. The retail sign bands will match the same canopy retail signage on The Johnathan's sister property to the south, maintaining continuity between the buildings. Like that of The Alexander, The Johnathan's retail tenant signage shall be reserved for retail tenants only, and shall consist of non-illuminated individual reverse pan channel letters with finished backs mounted on top of the existing canopy. Retail tenant sign locations are limited to proposed sign band locations, measuring 1'-8" (h) x 20' (w) and a maximum of 30 SF each., with corporate logos allowed. Total retail signage allowed is not to exceed 180 SF.



Building signage has become an important factor for prospective tenants looking to locate in downtown Chandler. At the present time, the building lacks any sort of freestanding signage, thus tenant identification is limited to building mounted signage. The proposed updates to the CSP gives Ownership options to give existing and prospective tenants adequate identification to visitors to the Downtown Chandler area. All signage would remain adherent to any other criteria set forth in the CSP and the City of Chandler Sign Ordinance.

In our effort to meet the expectations of the ownership of The Johnathan, we respectfully request the approval of our proposed amendment to the Comprehensive Sign Plan. Thank you for considering our proposal, and feel free to contact us with any questions or concerns you may have.

Respectfully,

Julie Kulka
Applicant/Owner's Representative