



NEC SR202 and Alma School Road PDP (Comprehensive Sign Plan)

Submitted: June 25, 2021

Case No. _____

Table of Contents

Development Team 3

 I. Request 4

 II. Location & Zoning 4

 III. Preliminary Development Plan..... 4

 IV. Comprehensive Sign Plan..... 5

 V. Summary 6

List of Exhibits

- Tab 1** – Vicinity Map
- Tab 2** – Legal Description
- Tab 3** – Aerial Map
- Tab 4** – Ordinance No. 2822
- Tab 5** – Vested Zoning
- Tab 6** – Ordinance No. 3260

Development Team

Developer	Unbound Development Andy Ogan Andy@unbounddev.com
Sign Consultant	Trademark Visual Jim Bacher 3825 S. 36 th Street Phoenix, AZ 85040 602-272-5055 jbacher@trademarkvisual.com
Applicant / Legal Representative	Withey Morris PLC Adam Baugh / Mike Withey 2525 East Arizona Biltmore Circle Suite A-212 Phoenix, Arizona 85016 Phone. 602 / 230.0600 Facsimile. 602 / 212.1787 adam@witheymorris.com

I. Introduction

AZ Investments LLC is the owner of approximately 13 acres located at the northeast corner of the 202 Santan Freeway and Alma School Road (the "Property").

In 2008, the Chandler City Council approved a Preliminary Development Plan (PDP) for Advantage Business Park (PDP08-0005) to allow an office and retail development. The approval was subject to 19 conditions of approval, one of which require future PDPs for freestanding monument signage (see Stipulation 12). Other stipulations (stipulation 16) require precise type of signage detail (reverse pan channel halo illuminated) which has changed for this property.

For these reasons, we submit this Comprehensive Sign Plan application and PDP to reflect the newly proposed sign locations, types, heights, areas, materials, and designs.

This application (this "Application") requests PDP and Comprehensive Sign Plan approval to allow the new signage for Advantage Business Park.

II. Location & Zoning

The Property, which is undeveloped, is bounded to the south by the State Route 202 Santan Freeway and to the west by Alma School Road. The Property is zoned PAD Commercial and Office.

III. Preliminary Development Plan

The revised Advantage Business Park Preliminary Development Plan (PDP08-0005) is the currently approved PDP on the Property subject to administrative amendments approved by City staff from time to time.

IV. Comprehensive Sign Plan

The Comprehensive Plan attached hereto emphasizes colors, materials, and design that compliment the design and architecture of the approved buildings.

The CSP proposes a Primary Project ID sign (P1), two secondary monument signs (M1) and wall signs (T) for a 3-story office building and a 2-story fitness building.

Primary Project ID and Monument Signs

The monument and primary project signage are proposed along Alma school. The Primary Project ID sign is proposed 40' tall and monument signage is proposed 8' tall. The sign structures are made of aluminum, painted satin finish. Tenant cabinets are illuminated with a routed tenant panel face. Project identity sign will be illuminated channel letters and an illuminated reverse pan channel rule. Additional external illumination with LED up lights will rise from the ground.

Building Signage

Tenant building signage are proposed in the locations as shown on the site plan, subject to the general conditions below:

- On-site signs shall not exceed two (2) square feet in any area for each linear foot of business frontage.
- If designated as a wall sign, it shall not project more than two (2) feet from the building, or structure to which it is attached.
- No attached sign shall exceed two hundred fifty (250) square feet in area.
- All designs and layouts must meet the intent of this criteria per the user type's sections that follow. Unique approaches, creative designs, forms, and the use of "custom" wall units are highly encouraged to create an "urban sense." Unless part of a nationally registered and/or trademarked logo, rectangular shaped units should be avoided unless integral to the graphic identity.
- All tenants within the commercial element of the site shall be permitted to utilize their standard corporate identification programs, subject to sign area limitation.
- The Owner/Manager Association reserve the right to combine, split or extend envelopes behind the tenant's frontage, to accommodate unforeseen signage configurations. All such modifications will require staff approval from the City of Chandler.

Signage Types

- Office building signage shall be halo-illuminated reverse pan channel characters and logos, non-illuminated reverse pan channel characters and logos, or face-illuminated pan channel characters and logos. Non-illuminated flat cut out characters may also be used for secondary lettering.

- Retail and wellness center signage may utilize a more vibrant signage style with sign cabinets and unique lighting techniques.
- Signs shall be wall or window mounted, on or under an architectural projection.
- All building mounted signage is to be designed to keep the building fascias and finishes in like-new quality, keeping penetrations into the high-end finishes for mounting and illumination to a minimum.
- When mounted on a building, the sign shall be located on or below the fascia or parapet wall of the primary building.

Sign Area Calculation

Allowable Sign Area for Attached Signs is calculated as two (2) square feet for each lineal foot of Leased Frontage per Building Elevation unless otherwise noted. Where a sign consists only of individual letters, numerals, symbols or other similar components, the total area of the sign shall be calculated by the sum of the areas of the smallest square or rectangle that encloses all the text and graphics. More than one bounding box can be used in defining Sign Area as long as all bounding boxes are conjoined to an adjacent bounding box. If more than one bounding box is used, they must all be connected in some way.

Sign Envelope

Sign area not to exceed 70% of the vertical and 80% of the horizontal background of the building surface upon which the sign is to be installed. Sign envelope does not define the total allowable sign area. It defines the outermost reaches that a sign can occupy. Sign area calculations based on lineal feel of leased space still apply.

V. Summary

This Application satisfies the required stipulations to provide a PDP for monument signs and wall signage. Through this CSP, the applicant is able to ensure signage is orderly, consistent, and high-quality throughout the project.