

# Historic Preservation Commission Meeting

January 31, 2022 | 5:00 p.m.

Chandler Downtown Library, Copper Room South  
22 South Delaware Street, Chandler, AZ



## Commission Members

Chair Devan Wastchak  
Vice Chair Jeff Velasquez  
Commissioner Cheryl Bell  
Commissioner Erika Finbraaten  
Commissioner Bryan Saba  
Commissioner Kevin Weight

Pursuant to Resolution No. 4464 of the City of Chandler and to A.R.S. § 38-431.02, notice is hereby given to the members of the Historic Preservation Commission and to the general public that the Historic Preservation Commission will hold a MEETING open to the public on Monday, January 31, 2022, at 5:00 p.m., at Chandler Downtown Library, Copper Room South, 22 South Delaware Street, Chandler, AZ. One or more members of the Historic Preservation Commission may attend this meeting by telephone.

Persons with disabilities may request a reasonable modification or communication aids and services by contacting the City Clerk's office at 480-782-2181 (711 via AZRS). Please make requests in advance as it affords the City time to accommodate the request.

Agendas are available in the Office of the City Clerk, 175 S. Arizona Avenue.

# Historic Preservation Commission

## Regular Meeting Agenda - January 31, 2022

### Call to Order/Roll Call

### Scheduled/Unscheduled Public Appearances

Members of the audience may address any item not on the agenda. State Statute prohibits the Board or Commission from discussing an item that is not on the agenda, but the Board or Commission does listen to your concerns and has staff follow up on any questions you raise.

### Action Agenda

1. **Meeting Minutes of July 29, 2021, Historic Preservation Commission**  
Move Historic Preservation Commission approve Historic Preservation Commission meeting minutes of July 29, 2021.
2. **Recommendation for Chandler to become a Certified Local Government (CLG)**  
Move Historic Preservation Commission recommend City Council approve Chandler to become a Certified Local Government (CLG)
3. **PLH21-0093 Celoni Hospitality LLC, DBA Recreo, 28 South San Marcos Place, generally located south of the southwest corner of Arizona Avenue and Chandler Boulevard**  
Move Historic Preservation Commission approve PLH21-0093 Celoni Hospitality LLC, DBA Recreo architectural plan review for new signage subject to conditions as recommended by Planning staff

### Calendar

4. The next regular meeting of the Historic Preservation Commission will be scheduled as needed.

### Adjourn



**Historic Preservation Commission  
HPC22-002**

**Development Services Memo No.**

**Date:** 01/31/2022  
**To:** Historic Preservation Commission  
**Thru:** Kevin Mayo, Planning Administrator  
**From:** Julie San Miguel, Sr Administrative Assistant  
**Subject:** Meeting Minutes of July 29, 2021, Historic Preservation Commission

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**Proposed Motion:**

Move Historic Preservation Commission approve Historic Preservation Commission meeting minutes of July 29, 2021.

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**Attachments**

July 29, 2021 Historic Preservation Commission Meeting Minutes

MINUTES OF THE MEETING OF THE HISTORIC PRESERVATION COMMISSION OF THE CITY OF CHANDLER, ARIZONA, July 29, 2021, held in the Chandler Museum, Saguaro Room, 300 South Chandler Village Drive, Chandler, Arizona.

**1. CALL TO ORDER/ ROLL CALL**

CHAIRMAN WASTCHACK called the meeting to order at 5:04 p.m.

The following Commission Members answered Roll Call:

Chairman Devan Wastchak  
Vice Chairman Jeff Velasquez  
Commissioner Cheryl Bell  
Commissioner Matt Eberle  
Commissioner Erika Finbraaten  
Commissioner Bryan Saba  
Commissioner Kevin Weight  
Ex Officio Member Jody Crago

Absent:

Also, present:

Ms. Mary Murphy-Bessler, Downtown Chandler Community Partnership  
Mr. Derek Horn, Development Services Director  
Mr. David de la Torre, Planning Manager  
Mr. Zachary Werdean, City Planner  
Mr. Harley Mehlhorn, Junior Planner  
Mr. Thomas Allen, Assistant City Attorney  
Mr. Eric Vondy, State Historic Preservation Office  
Ms. Julie San Miguel, Clerk

**2. APPROVAL OF MINUTES**

a. Meeting Minutes of September 18, 2020, Architectural Review Committee **Approved**

MOVED BY VICE CHAIRMAN VELASQUEZ, seconded by COMMISSIONER SABA to approve the Meeting Minutes of September 18, 2020, Architectural Review Committee. The Motion carries unanimously 7-0.

b. Special Meeting Minutes of the March 24, 2021, Historic Preservation Commission **Approved**

MOVED BY COMMISSIONER WEIGHT, seconded by COMMISSIONER FINBRAATEN to approve the Special Meeting Minutes of the March 24, 2021, Historic Preservation Commission. The Motion carries unanimously 7-0.



c. Meeting Minutes of March 24, 2021, Historic Preservation Commission **Approved**

MOVED BY VICE CHAIRMAN VELASQUEZ, seconded by COMMISSIONER WEIGHT to approve the Meeting Minutes of March 24, 2021, Historic Preservation Commission, The Motion carries unanimously 7-0.

**3. BRIEFING ITEMS**

a. Certified Local Government (CLG) Presentation

DEREK HORN, DEVELOPMENT SERVICES DIRECTOR introduced Mr. Eric Vondy from the State Historic Preservation Office as he has prepared a presentation on Certified Local Governments.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE explained the Certified Local Government (CLG) program was created by the National Park Service in 1985 and currently there is a total of thirty CLGs. He further explained, unlike California who added additional requirements for their State, Arizona uses the national requirements. He stated Chandler has already fulfilled most of the requirement and they are as follows: There must be an ordinance to establish a qualified historic preservation commission, There must be a system that allows for design review and has a set of guidelines, There must be an ordinance that allows for a method of survey and inventory of local historic resources, and To fill out the paperwork and get reserves from the existing commissioners of the National Park Service. He stated once CLG status is obtained, day-to-day life does not really change; however, on a year-to-year basis 10% (\$90,000 to \$100,000) of federal funding from the National Park Service must be passed on to thirty CLGs in the form of grants. He further stated the non-competitive grant process is simple and can be as much as \$20,000 with a 40% match, which can be in-kind and often staff time is used as a match. He advised the grants are not bricks and mortar grants and because they are planning grants, they can be used for things like National Register nomination, surveying inventory, building condition assessments. He further advised the 1970s was fifty years ago and suggested Chandler start figuring out which subdivisions are worth preserving due to the growth that happened during that time period. He stated the City of Tucson did this and surveyed up to five hundred subdivisions just to create a tiered priority list. He stated there is no annual reporting requirement for CLGs to the National Park Service, however they are working on one , but it has not been implemented at this time.

COMMISSIONER EBERLE asked the amount of the grant and the match requirement.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE replied the grant can give \$10,000 to \$20,000 per year with a 40% match requirement. He explained the match can be in cash or in-kind, which many cities match in-kind using staff volunteer hours. He mentioned there are rare circumstances where a waiver can be granted regarding the match requirement. He stated the grant is a reimbursement grant, therefore the city must spend the money first

then apply and it is a fairly easy process, the average application is ten pages long. He mentioned the Arizona Heritage Fund was removed from statute during the great recession, but two years ago was put back into statute without funding. He explained this year the legislature granted a one-time appropriation of funds, and they are currently in the process of creating rules and an application process. He stated the one-time appropriation came from the general fund, but in the past the grant was funded by lottery money and hopefully it can be funded that way again so it can be permanent.

COMMISSIONER WEIGHT asked to present information regarding responsibilities the City may acquire for the National Registry.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE responded, if we are doing a nomination for somewhere in Chandler, we would consult with the City of Chandler to get the Historic Preservation Officers' opinion on that property. He mentioned Section 106 would need to be met.

COMMISSIONER FINBRAATEN asked to elaborate on Section 106.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE advised that Section 106 of the National Historic Preservation Act are requirements that federal projects must try to avoid historic properties if possible. He further advised that federal agencies or projects federally funded must go through the Section 106 process and must find a solution, so a historic property is not destroyed. He stated, if the property must be destroyed there has to be documentation or some sort of mitigation, but that would be something the city must deal with. He further stated if a City was a CLG they would have a larger voice in the Section 106 process regarding saving a historic property or letting one go.

COMMISSIONER WEIGHT clarified if Chandler were to become a CLG that there would not be additional responsibilities regarding the Section 106 process, but they would have a larger role in the Section 106 review process if they wanted to act.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE stated, that is a good way of putting it, the CLG is not required to do anything, but they can take a larger role in the Section 106 process if they wish.

COMMISSIONER FINBRAATEN stated it would come in handy if a project was going through the city and if it was going to affect something historic, the city would have an opportunity to do something instead of being left out of the loop.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE stated that is exactly why the CLG program was started to give local communities a stronger voice in the Section 106 process, therefore it is not the State making the decision on the city's behalf.

COMMISSIONER WEIGHT mentioned the progress the City of Chandler has made in creating the Historic Preservation Commission and ordinances and stated that he has seen the benefits from becoming a CLG firsthand as a staff member at City of Phoenix. He explained the biggest benefit is the grant funds and getting money for projects they would otherwise not have the capacity to take on. He further explained the application is simple and they match in-kind by using staff volunteer hours. He stated the City of Chandler is the largest city in Arizona that is not a CLG and strongly recommended that Chandler takes that step.

CHAIRMAN WASTCHAK asked if Chandler is heading in that direction as it appears so by Staff having the CLG presentation on this date.

DEREK HORN, DEVELOPMENT SERVICES DIRECTOR replied they wanted to do the presentation and get the information before making a recommendation.

COMMISSIONER FINBRAATEN presented statements regarding the benefits from the increased relationship and annual conference that provides opportunities for commissioners to learn more about what other communities are doing.

ERIC VONDY, STATE HISTORIC PRESERVATION OFFICE explained typically there is an annual training event and this year, due to additional funding, the national organization CAMP (Commission Assistance and Mentoring Program) will be providing training. He stated any City who is a CLG or interested in becoming one should attend.

#### **4. AGENDA ITEMS:**

##### **a. PLH21-0010 PEDAL HAUS BREWERY SIGN Approved**

ZACHARY WERDEAN, CITY PLANNER presented the following information regarding the request for architectural plan review approval for new signage to the building located at 95 W Boston Street.

##### Recommendation

Upon finding the proposed modifications to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Commission (HPC) approve the request.

##### Request

Pedal Haus is a restaurant located on the southeast corner of Oregon St and Boston St.

The applicant is requesting approval for three new signs: one on each street frontage and one on the rear patio facing the alley.

North elevation: 4'0" x 11'4" for a total of 45.33 square feet int-illuminated open-faced pan channel display.

West elevation: 4'0" x 11'4" for a total of 45.33 square feet int-illuminated open-faced pan channel display.

Patio: 1'6" x 14'8" for a total of 23.68 square feet of int-illuminated open-faced marquee display.

CCD Sign Code:

*For signage above the colonnade:*

For signs comprising one (1) line of copy, no letter or logo shall exceed twenty-four (24) inches in height; for signs comprising the maximum allowable two (2) lines of copy, the combined height of both lines of copy together with the space between lines, shall not exceed thirty-six (36) inches of height. Length of said signs shall not exceed eighty (80) percent of storefront width. *39-9.18 CCD-City Center District.B.1.a.*

The use of neon as a means of illumination, whether internal or external to a sign face, shall be permitted at the rate not to exceed (1) such sign above the colonnade per business occupant. *39-9.18 CCD -City Center District.A.9.*

No more than one (1) sign per business occupant shall be permitted. *39-9 CCD-City Center District.B.1.d*

A sign permit shall be required. *39-9 CCD-City Center District B.1.e*

Discussion

Because the CCD does not provide a maximum square feet of sign area allowed, staff is providing size standards for C-3 and previously approved signs within the CCD for comparison purposes.

Sign standards for C-3 (Regional Commercial) zoning district:

Signs shall not exceed two square feet for each linear foot of business frontage, no sign shall exceed 250 square feet in area

If the subject site were zoned C-3, the total maximum square footage allowed would be approximately 142 square feet. Pedal Haus is proposing a total of 114.34 square feet of signage.

Previously approved signs in CCD:

Santan Brewery – 171 total square feet of sign area

Uncommon/Tipsy Egg – 268.61 total square feet of sign area

Cheba hut – 87 total square feet of sign area

Planning staff finds that the proposed signs listed above maintain consistency with the historic character of the square and is a modern complement to the Early Twentieth Century Commercial architectural style of the City Center District. The proposed total sign area does

not exceed the allowed sign area and is consistent with previously approved signs in the City Center District.

The neon signs are an allowed use in the CCD district. The marquee light sign has been used at other locations in the downtown area such as Improv Mania. The downtown area is the only area where both marquee light signs and neon signs may act harmonious together, and with the rear sign being separate and not in the site line of the neon signs proposed on the building, planning finds the signs to be compatible.

#### Recommendation

Upon finding the proposed exterior paint change to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Committee approve PLH21-0010 Pedal Haus at 95 W Boston St, subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A, B, & C kept on file in the City of Chandler Planning Division, in File No. PLH21-0010 Pedal Haus.
2. A separate sign permit shall be submitted for all existing and future signs.

Note: Stipulation #3 was added on the Addendum Memo presented to Historic Preservation Commission this date:

3. The proposed sign on the South elevation facing the alley, 45.33 square feet illuminated open-faced pan channel display sign, shall not be included with this approval.

#### Proposed Motion

Move the Historic Preservation Commission approve case PLH21-0010 Pedal Haus, subject to the conditions recommended by Planning staff.

An Addendum Memo was presented to the Commission this date to add Stipulation #3 and to delete the notation of "west elevation" and replace it with "south elevation".

ZACHARY WERDEAN, CITY PLANNER stated he can answer any questions as the Applicant is not present tonight.

COMMISSIONER SABA asked what does the patio sign look like from the Brickyard.

ZACHARY WERDEAN, CITY PLANNER responded there is not light or neon showing from the back of the sign, the view from Brickyard patio would just be the name spelt backwards

COMMISSIONER SABA asked if the sign is sitting on the wall between the two patios.

ZACHARY WERDEAN, CITY PLANNER replied the sign is four to five feet from the property line as there is an entry gate to Pedal Haus with an ADA walkway between the sign and Brickyard's patio.

COMMISSIONER WEIGHT presented concerns regarding the penetration of each letter of the sign and possible damage. He asked about the installation and how they are minimizing long term damage to the front façade brick.

ZACHARY WERDEAN, CITY PLANNER replied it is unknown how the sign will be installed and believes Craft 64 has a similarly constructed sign.

COMMISSIONER FINBRAATEN pointed out there is stucco on the front façade and that could abate damage.

COMMISSIONER WEIGHT presented statements regarding signs with multiple penetrations and the potential of damage to the facade. He pointed out that multiple penetrations for each letter is a concern.

VICE CHAIRMAN VELASQUEZ asked what is the purpose of the recommendation to deny the rear alley sign.

ZACHARY WERDEAN, CITY PLANNER explained Staff originally thought the sign was on the western side, but after review Staff recommended denial as the sign was identified as a second rear alley sign.

COMMISSIONER FINBRAATEN stated she viewed the business on Google Street View and does not believe the sign would be visible because of the shade sails.

ZACHARY WERDEAN, CITY PLANNER mentioned the Applicant had shade sails on their patio and would take them down by August 31, 2021, as the shades were not approved by the Historic Preservation Commission. He further stated that the Applicant intends to come back to the Commission once they have a plan for shade.

CHAIRMAN WASTCHAK advised he is more worried about the rear and westside of the building that has exposed masonry than the front which has stucco. He stated the rear signs are not a concern as Staff has recommended denial. He thanked Staff for mentioning the shade sails as the Applicant has added things over time. He further stated the Commission wants the business to be successful, but they also need to comply. He asked for clarification on the recommended motion by Staff.

ZACHARY WERDEAN, CITY PLANNER pointed out the Addendum Memo presented to the Commission this date has the corrected recommended motion.

MOVED BY VICE CHAIRMAN VELASQUEZ, seconded by COMMISSIONER EBERLY to approve Agenda Item a. PLH21-0010, Pedal Haus Brewery Sign, with stipulations recommended by Staff and contained in the Addendum Memo. The Motion carries unanimously 7-0.

**b. PLH21-0024 BLACKSHEEP WINEBAR Approved**

ZACHARY WERDEAN, CITY PLANNER presented the following information regarding the request for approval for an exterior paint change to the building located at 98 S San Marcos Place.

Request

Blacksheep Winebar is a new restaurant proposed to locate in the space formerly occupied by DC Steakhouse, located on the Northwest corner of San Marcos Pl and Boston St.

This request is to formally approve exterior paint color changes on the building that was made approximately four months ago. The exterior color was changed from olive green to a marshmallow white. In addition, the trim, doors, lights, front patio gate, and large patio overhang were changed from a light tan to black.

Discussion

Planning staff finds that the proposed exterior modifications listed above maintain consistency with the historic character of the square and are a modern complement to the Early Twentieth Century Commercial architectural style of the City Center District. The white color (SW 7001 Marshmallow) matches old historical photos of the hotel that used to occupy the location in 1914. According to the Chandler Downtown Approved Colors list, a similar color, "Snowflake", is allowed for main color use. The black trim and accessory uses on the site add a dark element to help tie into the colonnade and add contrast to the main white color used on the building.

Signage is not part of this request and may be forthcoming under separate review and approval by the Historic Preservation Commission if they propose to vary from adopted sign regulations in the City Center District.

Recommendation

Upon finding the proposed exterior paint color change to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Committee approve PLH21-0024 Blacksheep Winebar at 98 S San Marcos, subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A, B, & C kept on file in the City of Chandler Planning Division, in File No. PLH21-0024 Blacksheep Winebar.

Proposed Motion

Move the Historic Preservation Commission approve case PLH21-0024 Blacksheep Winebar, subject to the conditions recommended by Planning staff.

CHAIRMAN WASTCHAK stated the building looks better with the added paint color.

COMMISSIONER SABA agreed with the Chairman and stated the color enhances the building.

MOVED BY COMMISSIONER SABA, seconded by COMMISSIONER WEIGHT to approve Agenda Item b. PLH21-0024, Blacksheep Winebar, with stipulations recommended by Staff. The Motion carries unanimously 7-0.

**c. PLH21-0025 BOURBON JACKS Approved**

ZACHARY WERDEAN, CITY PLANNER presented the following information regarding the request for approval for an exterior paint change to the building located at 11 W Boston Street.

Request

Bourbon Jacks is a restaurant and live entertainment venue located west of the southwest corner of Arizona Ave. and Boston St. This request is to formally approve an exterior paint color change on the façade that was made approximately four months ago. The trim around the front door and windows were changed from a tan color to a vibrant blue.

Discussion

Planning staff finds that the proposed exterior modifications listed above maintain consistency with the historic character of the square and are a modern complement to the Early Twentieth Century Commercial architectural style of the City Center District. There is a "Deep Sea" blue in the Chandler Downtown Approved Colors booklet, which is similar to the color Bourbon Jacks proposes. The blue used on the building is lighter, which gives variety within the downtown area in an eclectic fashion.

According to John Owens, Downtown Chandler Specialist, Downtown Chandler is excited about the new music scene that is growing. The new color refresh allows Bourbon Jacks to play into a more modern country bar look that you may find in Nashville or Austin. The coloring of just the trim allows Bourbon Jacks to achieve this look while keeping the historical Downtown Chandler Early Twentieth Century architectural style intact.

Signage is not part of this request and may be forthcoming under separate review and approval by the Historic Preservation Commission if they propose to vary from adopted sign regulations in the City Center District.



Recommendation

Upon finding the proposed exterior paint color change to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Committee approve PLH21-0025 Bourbon Jacks at 11 W Boston St., subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A and B kept on file in the City of Chandler Planning Division, in File No. PLH21-0025 Bourbon Jacks.

Proposed Motion

Move the Historic Preservation Commission approve case PLH21-0025 Bourbon Jacks, subject to the condition recommended by Planning staff.

CHAIRMAN WASTCHAK stated he appreciates these cases coming in to get approval.

MOVED BY COMMISSIONER FINBRAATEN seconded by COMMISSIONER BELL to approve Agenda Item c. PLH21-0025, Bourbon Jacks, with stipulations recommended by Staff. The Motion carries unanimously 7-0.

COMMISSIONER FINBRAATEN asked how often businesses make changes without getting approval first.

ZACHARY WERDEAN, CITY PLANNER responded leniency with signage and certain things during covid has confused some of the downtown neighbors. He stated the expectation to submit before making changes has been communicated and the downtown team is aware and working diligently with businesses.

CHAIRMAN WASTCHAK explained if something was changed and did not fit; the Commission would try to be reasonable and modify it, rather than having it taken down. He stated he appreciates the cases that are before the Commission this date and that everyone to understands the rules.

ZACHARY WERDEAN, CITY PLANNER stated Applicants who have already made changes are told that they must go through the Commission and there could be possible modifications required by the Commission upon their review.

**d. PLH21-0038 THE STANLEY Approved**

ZACHARY WERDEAN, CITY PLANNER presented the following information regarding the request for architectural plan review approval for a new sign installation on a parking shade structure located at 158 W Boston Street.

Recommendation

Upon finding the proposed sign to complement the existing Early Twentieth Century

Commercial style of architecture, Planning staff recommends the Historic Preservation Commission (HPC) approve the request.

Request

The Stanley is an AIRBNB located behind the parking structure at 158 W Boston Street.

The applicant is requesting approval of an exterior sign located on the parking structure.

Sign detail: 2' x 14.58' for a total of 29.16 square feet of signage, aluminum pan channel letters, mounted on custom raceway and install on roof of awning. 3" deep sidewalls, painted black.

CCD Sign Code:

Signs shall be mounted flush, angled, bowed, or perpendicular to the wall surface, and where possible, be centered horizontally over the storefront. Irrespective method used for mounting, no sign shall extend above the top of the wall parapet, nor be mounted on any roof or roof fascia. No sign shall extend more than four (4) feet from the exterior face of the building wall, and no sign shall overlap any window, door, or architecture feature. Maximum Sign face area for any sign mounted perpendicular to the exterior face of the building shall be twenty-four (24) square feet. *39-9 CCD-City Center District.B.1.b*

Discussion

Because the CCD does not provide a maximum square feet of sign area allowed, staff is providing size standards for C-3 and previously approved signs within the CCD for comparison purposes.

Sign standards for C-3 (Regional Commercial) zoning district:

Signs shall not exceed two square feet for each linear foot of business frontage, no sign shall exceed 250 square feet in area

If the subject site were zoned C-3, the total maximum square footage allowed would be approximately 86 square feet. The Stanley is proposing a total of 29.16 square feet of signage.

Previously approved signs in CCD:

Santan Brewery – 171 total square feet of sign area

Uncommon/Tipsy Egg – 268.61 total square feet of sign area

Cheba hut – 87 total square feet of sign area

According to the sign code, no signs shall extend above the top of the wall parapet, nor be mounted on any roof or roof fascia. This sign is the first to be proposed above a roof fascia in the Chandler City District area.

Upon review, planning has found an exception to The Stanley's proposed sign as their site stretches across multiple properties, is set back into the property, is marquee lighting, and sized appropriately.

The marquee light sign has been used at other locations in the downtown area such as Improv Mania and is also being proposed on the Pedal Haus patio. The downtown area is the only area where both marquee light signs may act harmonious with the surrounding environment.

#### Recommendation

Upon finding the proposed exterior sign change to complement the existing Early Twentieth Century Commercial style of architecture by creating a unique aesthetic, Planning staff recommends the Historic Preservation Committee approve PLH21-0038 The Stanley at 158 W. Boston St, subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A, B, & C kept on file in the City of Chandler Planning Division, in File No. PLH21-0038 The Stanley
2. A separate sign permit shall be submitted for all existing and future signs

#### Proposed Motion

Move the Historic Preservation Commission approve case PLH21-0038 The Stanley, subject to the condition recommended by Planning staff.

JIM WILEY, THE STANLEY advised of a future project, he stated to the east there is an eighty-year-old building that will be renovated towards the end of August and will be an Airbnb type project.

COMMISSIONER SABA asked what is the ultimate goal of the Stanley.

JIM WILEY, THE STANLEY pointed out the next project on the site map and advised the current parking area will be used for both sites and will all be an Airbnb type rental.

COMMISSIONER SABA asked if the proposed sign would face Boston Street.

JIM WILEY, THE STANLEY responded that the sign will be facing south.

COMMISSIONER SABA asked what the sign looks like from the north side.

JIM WILEY, THE STANLEY replied from the north side you see the black back of the sign. He stated from the Hidden House one would also see the back of the sign.

COMMISSIONER SABA thanked the Applicant for explaining the goal and future project.

VICE CHAIRMAN VELASQUEZ asked if the Applicant considered putting the sign on the building rather than the parking shade structure as the sign could be more visible if it were higher.

JIM WILEY, THE STANLEY responded that the top of the building is low and due to the security cameras, the parking shade structure was the chosen place.

COMMISSIONER WEIGHT stated he assumes this is an unprecedented request as he has not seen signs like this on parking canopies before but due to the site there is no other location for it. He asked in Staffs' opinion, is this a practical location for the sign to go.

ZACHARY WERDEAN, CITY PLANNER responded Staff struggled with the proposal at first and other locations were considered but ultimately Staff agreed with the placement. He stated Staff does not believe that it will set a precedence, because this would not work anywhere else in the Center City District.

COMMISSIONER WEIGHT stated he would like to avoid setting any kind of precedence for the future. He further stated the proposal can be justified as the property faces unique circumstances.

CHAIRMAN WASTCHAK asked Staff to present the aerial slide of the site and asked the Applicant to explain the property.

JIM WILEY, THE STANLEY pointed out the current plot and explained the details and zonings for the surrounding plots.

CHAIRMAN WASTCHAK asked if the future project mentioned earlier is on someone else's property.

JIM WILEY, THE STANLEY advised the future project is located on a separate parcel that he is also the owner of and pointed out other future projects on the aerial site map.

CHAIRMAN WASTCHAK asked if the bar will be part of the Stanley.

JIM WILEY, THE STANLEY responded no, the Stanley is the residential Airbnb.

ZACHARY WERDEAN, CITY PLANNER replied its zoned as residential, but it is also zoned as Center City District. He presented statements regarding other properties that are also zoned as residential and Center City District.

CHAIRMAN WASTCHAK asked what is the purpose of the sign as typically with Airbnb a customer would use the address to find the location.

JIM WILEY, THE STANLEY stated one of the biggest reasons is to identify parking since downtown parking is an issue especially on the weekends. He further stated the sign will make it clear that the parking is for Stanley only.

CHAIRMAN WASTCHAK asked if they have had less issues with parking since putting up the sign.

JIM WILEY, THE STANLEY replied they have seen a difference with the sign. He stated they tried using sandwich boards in the parking spots, but the wind blew them down often and they needed something more permanent.

CHAIRMAN WASTCHAK asked to clarify what the sign looks like, as it appears to be yellow on the presentation.

JIM WILEY, THE STANLEY advised the presentation had pictures of renderings and that the sign is black lettering with vintage bulbs.

CHAIRMAN WASTCHAK asked if approved, the conditions be clarified that the approval is the for the existing sign and not the renderings. He mentioned the proposed is unusual, but he understands the need for the sign due to the parking issues and anticipated future projects.

JIM WILEY, THE STANLEY stated the sign is also so people can find it. He further stated customers often had issues finding it until the sign was installed.

COMMISSIONER BELL mentioned she drives past downtown often and had heard of the Stanley but did not know where it was until the sign was installed.

VICE CHAIRMAN VELASQUEZ asked if the lights on the sign blink.

JIM WILEY, THE STANLEY stated the lights are soft low voltage and do not blink.

MOVED BY CHAIRMAN WASTCHAK, seconded by COMMISSIONER SABA to approve Agenda Item d. The Stanley, PLH21-0038, with stipulations recommended by Staff and with the drawn rendering sheet removed or modified to show what is already built. The Motion carries unanimously 7-0.

**e. PLH21-0031 TAMAL Y MEZCAL Approved with an Added Stipulation**

HARLEY MEHLHORN, JUNIOR PLANNER presented the following information regarding the request for architectural plan review approval for facade modifications to an existing building located at 96 W Boston Street.

### Recommendation

Upon finding the proposed modifications to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Commission (HPC) approve the request.

### Request

Tamal y Mezcal is a new restaurant proposed to locate in the currently vacant suite next to Paletas Betty, located west of Arizona Avenue on the north side of Boston Street.

The applicant is requesting approval for the following exterior modifications to the existing storefront and signage:

1. Front façade modifications to the existing storefront
  - a. Proposing to paint the trim green to emulate the trim of the older buildings.
  - b. Proposing a 5'11" wide walk-up pickup window that has a stucco trim, a terracotta counter, and mosaic tile which extends from the base to the serving counter.
  - c. Proposing a custom multi-panel door which is comprised of tinted glass of two shades and a reclaimed wood panel.
  - d. Proposing a reclaimed wood trim around the upper portion of the storefront
2. Signage
  - a. Proposing an exposed neon window sign that exceeds the maximum size allowed by sign code. Per CCD Sign Code, a window sign may occupy up to 25% of the total window area. This proposed window sign is taking up approximately 33% of the total widow area of the storefront. Staff finds this request reasonable.

### Discussion

Planning staff finds that the proposed exterior modifications and signage listed above maintain consistency with the historic character of the square and are a modern complement to the Early Twentieth Century Commercial architectural style of the City Center District. Given that Tamal y Mezcal is proposed to be primarily a pick-up oriented establishment, the design of the storefront reflects this in that the proposed pick-up window covers nearly half of the storefront and utilizes a unique and high-quality materials such as terracotta and mosaic tile. These materials are consistent with the Spanish Revival architectural style. The door is another unique aspect of this storefront, both in the fact that it is a custom door comprised of two distinct materials as well as being designed to appear narrower than its actual functional measurement. This was an intentional design choice to both create an eclectic and vibrant storefront as well as to draw attention primarily to the pick-up window.

While the proposed signage triggers the need for HPC approval by technically exceeding the maximum size allowed by code, staff finds that the size of the proposed sign is acceptable given that the size is not exceedingly large compared to the entire storefront area and that it will be the only sign for the business. The owner does not currently plan on installing any exterior wall-mounted signs or hanging blade signs. In the future, any exterior signs would need to comply with CCD, otherwise they would need to come back to HPC for approval.

#### Recommendation

Upon finding the proposed façade modifications and signage to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Committee approve PLH21-0031 Tamal y Mezcal, subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A, B, C, D and E, kept on file in the City of Chandler Planning Division, in File No. PLH21-0031 Tamal y Mezcal.

Note: Stipulation #2 was added as a result of the Historic Preservation Commission's discussion during the meeting:

2. The trim and mullions on the door shall be painted green to match the trim and mullions on the transom and the horizontal mullion separating the reclaimed wood from the glass panel on the door shall be lowered to be level with the horizontal bar of the pickup window.

#### Proposed Motion

Move the Historic Preservation Commission approve case PLH21-0031 Tamal y Mezcal, subject to the conditions recommended by Planning staff.

VICE CHAIRMAN VELASQUEZ asked if the proposed neon sign is the lettering, the agave, and decorative artwork.

HARLEY MEHLHORN, JUNIOR PLANNER replied yes that is Staff's understanding, although the presented is conceptual it would be everything that is showing in that window area.

VICE CHAIRMAN VELASQUEZ asked if there is still a door to the right as part of the building.

HARLEY MEHLHORN, JUNIOR PLANNER responded the door is still existing, but it is not part of the project as it is for the upstairs offices.

COMMISSIONER SABA pointed out on the floor plan the back door is a double door opening out and all those properties are zero lot lines. He would like to caution the Applicant when the doors open make sure they do not cross into the next property.

COMMISSIONER WEIGHT presented concern regarding the store front design. He stated he is not opposing the pickup window, but it seems to affect the proportions and rhythm of the store front. He further stated the front deviates from other store fronts downtown as it uses several different materials. He recommended the design be simplified.

HARLEY MEHLHORN, JUNIOR PLANNER mentioned the building is not historic and was built in 2004 as an appendage to the historic building just to the east of it.

CHAIRMAN WASTCHAK asked what does that mean and if they have to comply with historical standards.

HARLEY MEHLHORN, JUNIOR PLANNER responded because they are part of the Center City District, they are required by code to find a harmonious relationship between the proposed architecture and existing but there's no historic protections.

COMMISSIONER SABA stated there is a lot going on below, but the panes of glass above the door ties this to the existing Paletta Betty's. He further stated the continuity of the glass is helpful and provides a little consistency.

COMMISSIONER FINBRAATEN pointed out the wide variety colors that are used and stated if some of the primary colors were used on the door, that might alleviate the busyness.

ALVIN HONG, TAMALE Y MEZCAL stated they worked with Staff to simplify the design and wanted it to be eclectic and have different materials and colors. He explained they wanted to tie the existing building colors and use of stucco to be consistent. He stated the purpose of the stucco on the window frame was for a visual draw but also to stay consistent. He mentioned the inside will feature artwork from local artist and wanted color to also be used on the outside.

VICE CHAIRMAN VELASQUEZ stated there is a lot going on, but feels it works well in the bigger context of downtown. He explained the design is to draw attention and he is good with it.

ALVIN HONG, TAMALE Y MEZCAL stated there is a lot, but they are trying to be consistent and evolutionary in the design.

CHAIRMAN WASTCHAK asked if the stucco around the pickup window will be the same color as the stucco next to it or is that an accent.

ALVIN HONG, TAMALE Y MEZCAL stated it is a great color, but the building itself is more of a beige color. He stated it's the same material but a different color as they wanted to frame it and set it apart.



CHAIRMAN WASTCHAK pointed out the project will look different than what we are seeing here because photoshop is used for the render. He appreciates the use of green because it ties to the downtown area, and he asked about the pink rectangle on the door and if linoleum or door foil will be used.

ALVIN HONG, TAMALE Y MEZCAL stated door foil will be used.

CHAIRMAN WASTCHAK asked if the Applicant thought about making the door frame green to tie it all together. He stated he liked the reclaim wood and the rustic look it brings, he asked if they thought about using it more in the design or reconfigure the door, so it is not so much different than the rest of the center. He asked the commission for their opinion in tying in more green or using more reclaimed wood.

HARLEY MEHLHORN, JUNIOR PLANNER responded through the process the design has evolved to simplify the original components being proposed. He explained this is the fourth rendition and originally the proposed door was three foot wide and less functional. He further explained and the now proposed multipaneled door has more adequate access while preserving the focus on the pickup window.

ALVIN HONG, TAMALE Y MEZCAL stated in one of the previous renditions there was an entire wood door, but the Applicant decided to use glass to be consistent with the surrounding businesses. He further stated the Applicant wanted the visual draw to be at the walkup window, as customers will be provided service from the window for most of the day. He explained they wanted to use a wood door, but instead kept a panel to reflect it somewhere else in the design. He explained they are open to use more wood on the door but did not want the visual draw to be towards the door.

CHAIRMAN WASTCHAK asked Staff if there would have been an issue if the Applicant originally came through and wanted the whole door wood.

HARLEY MEHLHORN, JUNIOR PLANNER responded Staff felt a full wood door created a bifurcated balance on the building and created more of a departure. He explained a nontransparent door has no precedent within the downtown area, but if that is something the commission wants to explore Staff will consider that option.

CHAIRMAN WASTCHAK mentioned some high-end restaurants have reclaimed wood doors and asked the Commission for their opinion.

COMMISSIONER FINBRAATEN asked how transparent is the colored glass and if the reclaimed wood and dark area around the door could be green to provide consistency and simplify the design. She stated the current design has a lot going on and if a few elements were taken off and more green was added, it would allow the sign to stand out.

ALVIN HONG, TAMALE Y MEZCAL stated they are amendable to changing the black around the door to green and they have no issue with the suggested changes.

COMMISSIONER WEIGHT thanked the Applicant for being open to the suggestions and stated changing the dark areas to green will improve the design. He thought the design would improve with less wood and asked how transparent is the colored glass. He presented suggestions to improve the design by replacing the wood areas.

CHAIRMAN WASTCHAK asked Staff and the Applicant for their input on not using reclaimed wood in the design.

HARLEY MEHLHORN, JUNIOR PLANNER stated a stipulation can be added to change the trim to green.

ALVIN HONG, TAMALE Y MEZCAL stated they added the top trim wood area to tie in the wood used on the door. He stated if the wood was changed in one place, it should also be removed from the other to provide more consistency.

CHAIRMAN WASTCHAK asked Commissioner Weight to explain his suggestion earlier to make the door all glass.

COMMISSIONER WEIGHT explained that his comment was the different materials and colors make the design appear very busy and a solid door would be too much. He further explained taking the wood out or minimizing it would be better than expanding it.

CHAIRMAN WASTCHAK asked Commissioner Weight if the wood was taken out, what would go in its place. He asked if yellow or pink glass would work.

COMMISSIONER FINBRAATEN stated yellow glass would look better with the design and more pink would cut up the design.

COMMISSIONER WEIGHT stated he had no color preference for the glass as long as the glass was translucent.

ALVIN HONG, TAMALE Y MEZCAL stated the colored glass would be translucent. He further stated they can take off the wood in its entirety and take the yellow all the way down. He presented statements regarding the vertical elements on the door and suggested the addition of a horizontal element.

CHAIRMAN WASTCHAK verbally confirmed the design changes with the Applicant, changes include; door frame color changed to green, reclaimed wood on door be replaced with yellow translucent glass, and the use of green instead of reclaimed wood in the area above the door. He thanked everyone for their suggestions and stated the changes have simplified the

design. He mentioned the door pull was not discussed and asked if it should be green or black.

COMMISSIONER BELL stated members of the commission are only focusing on a small area and asked everyone to consider the context of the whole downtown. She pointed out the artwork in the area, including a nearby mural. She further stated, in the full context of downtown the proposal fits.

CHAIRMAN WASTCHAK stated the concern is that there is too much going on and mentioned the only changes are to remove the reclaimed wood and make the door frame green. He further stated, there are still colors to tie into the artwork, and pointed out the Applicant is going to have artwork as decoration and to sell. He asked the Applicant if there was going to be a sign above the canopy.

ALVIN HONG, TAMALE Y MEZCAL stated he is willing to make changes but wanted to make the comment in support of the original proposed design. He would like to keep the wood as it ties into the natural elements like the terra cotta counter and the green trim. He explained removing the wood from the design takes away the organic quality that he also wants to reflect in the food.

CHAIRMAN WASTCHAK stated he loves the use of reclaimed wood in design, but as a commission they must agree to disagree on whether or not to make that change.

COMMISSIONER SABA stated he loved the reclaimed wood and would like to see the door trim changed to green so the design integrates more. He explained the black on the door trim looks strange because it pops out and using green will set it back. He further explained he thought the proposed wood element was enough for interest without being too much and he would not like the whole door being wood.

CHAIRMAN WASTCHAK pointed out we have some Commission Members who like the glass and some who prefer the wood. He stated we may need a roll call.

COMMISSIONER EBERLY stated he agreed with Commissioner Saba's compromise and likes the boldness of the original design. He explained, the Applicant stuck their necks out to design something different and his fear is if the Commission squashes their creativity, the only designs that come in will all be the same.

VICE CHAIR VELASQUEZ stated he had no issue with keeping the wood, so long as the door frame was changed to green, and the yellow color came down.

CHAIRMAN WASTCHAK asked if the reclaimed wood is used on the door, should it also be used in the area above the door.

VICE CHAIR VELASQUEZ stated if the wood is used in the door, it would need to be used in the area above the door to balance the design

CHAIRMAN WASTCHAK clarified the alternative proposal would be to change the trim on the door to green and the addition of yellow glass. He asked the Commission Members for their thoughts and if alternative proposal was okay.

COMMISSIONER VELASQUEZ stated he is okay with the changes.

COMMISSIONER SABA agreed.

COMMISSIONER EBERLY stated the compromise sounds good.

CHAIRMAN WASTCHAK asked if any Commissioners wanted to share their thoughts.

COMMISSIONER FINBRAATEN confirmed she had no further comments.

COMMISSIONER WEIGHT stated he already presented his concerns and since the building is not contributing to the historic district his concerns are not as vital. He requested the age and contributing status of the building be contained in future staff memos

MOVED BY CHAIRMAN WASTCHACK, seconded by COMMISSIONER SABA to approve Agenda Item e. PLH21-0031 Tamal Y Mezcal, with stipulations recommended by Staff and the images shown with exception of the door which will have a green frame and a horizontal mullion to lineup with the pickup window. The Motion carries 6-1, with Commissioner Weight dissenting.

**5. BRIEFING ITEMS**

a. None

**6. MEMBERS' COMMENTS / ANNOUNCEMENTS**

**7. CALENDAR**

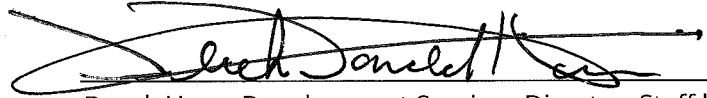
a. Meetings to be scheduled as needed.

**8. ADJOURNMENT**

The meeting was adjourned at 6:38 p.m.

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Devan Wastchak, Chairman

A handwritten signature in black ink, appearing to read "Derek Horn", written over a horizontal line.

Derek Horn, Development Services Director, Staff liaison  
for Historic Preservation Matters and Designation

A handwritten signature in black ink, appearing to read "David de la Torre", written over a horizontal line.

David de la Torre, Staff liaison for City Center District  
Matters and Reviews



**Historic Preservation Commission  
22-003**

**Development Services Memo No.**

**Date:** 01/31/2022  
**To:** Historic Preservation Commission  
**Thru:** Derek D. Horn, Development Services Director and Historic Preservation Officer (HPO)  
**From:** Harley Mehlhorn, Associate Planner  
**Subject:** Recommendation for Chandler to become a Certified Local Government (CLG)

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### **Proposed Motion:**

Move Historic Preservation Commission recommend City Council approve Chandler to become a Certified Local Government (CLG)

### **Background/Discussion**

In 1980, Congress established a framework for local preservation programs through an amendment to the National Historic Preservation Act. This program recognizes political subdivisions of Arizona, such as cities and counties, which may apply to the State Historic Preservation Office (SHPO) to become Certified Local Governments (CLG's). In order to be eligible to become a CLG, a political subdivision must have an enabling historic preservation ordinance, a method of surveying historic resources and a commission capable of conducting historic preservation business that meets at least three (3) times per year. In Fall of 2020, the City of Chandler took these steps with the Council approval of Ordinance 4936. The final remaining step to become a CLG for Chandler is to submit an application to SHPO. There is no fiscal cost associated with the CLG designation, and it offers a variety of benefits to municipalities which opt in.

CLG certification allows cities to apply for grant funding through SHPO from both State and Federal programs. Each application has an allowance of up to twenty-thousand dollars (\$20,000) that may be used directly or to support historic preservation efforts. In addition to access to funding, CLG designation also allows municipalities to recommend and weigh in on State Register of Historic Places and

the National Register of Historic Places designation applications within its jurisdiction. Further, the CLG certification allows for cities to also weigh in more heavily on Section 106 matters, a federal act that requires projects of Federal funding to first consider the impacts on historic or archeological resources.

Finding no additional costs beyond minimal staff time investment and noted benefits, staff recommends Historic Preservation Commission recommend City Council approve Chandler to become a Certified Local Government (CLG).

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**Historic Preservation Commission  
HPC22-001**

**Development Services Memo No.**

**Date:** 01/31/2022  
**To:** Historic Preservation Commission  
**Thru:** Kevin Mayo, Planning Administrator  
David de la Torre, Planning Manager  
**From:** Susan Fiala, Senior Planner  
**Subject:** PLH21-0093 Celoni Hospitality LLC, DBA Recreo

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### **Proposed Motion:**

Move Historic Preservation Commission approve PLH21-0093 Celoni Hospitality LLC, DBA Recreo architectural plan review for new signage subject to conditions as recommended by Planning staff

### **Background/Discussion**

On March 24, 2021, the Historic Preservation Commission reviewed and approved an application to modify the front facade, expand the indoor serving area, and renovate the rear patio, which included the installation of a shipping container, in the space that was formerly occupied by El Zocalo Mexican Grill.

The applicant is now requesting approval for three new signs; two on the San Marcos Place street frontage and one on the detached office/shipping container which faces west towards the alley.

#### **1. VW Bug:**

- **Size:** 5'-0" x 6'-10" for approximate total of 34 square feet. Extends 5 ft. from the wall face.
- **Materials:** The sign consists of the front half of a VW beetle, exposed neon elements applied to profile of car elements, tire/hubcabs, and illumination behind the windshield's color translucent vinyl application.
- **Location:** The sign is proposed to be installed on exterior of façade between two windows over the colonnade. The sign will be attached with four thru



bolts and one ½ inch hole for power source.

## 2. Recreo (front):

- Size: 9'-6" x 1'-3" for approximate total of 12 square feet.
- Material: Aluminum reverse pan-channel letters with logo artwork routed out of face with ½ inch push-thru plex with applied translucent vinyl and exposed neon to match Recreo logo.
- Location: The sign is proposed to be mounted on raceway and installed under building overhang.

## 3. Recreo (rear):

- Size: 9'-6" x 1'-3" for approximate total of 12 square feet.
- Material: Aluminum reverse pan channel letters with logo artwork routed out of face with ½" push-thru plex with translucent vinyl.
- Location: The sign is proposed to be mounted on raceway attached to top of western roof line of the new shipping container/detached office facing west towards the alley.

Total signage area of the three signs is approximately 58 square feet.

### **City Center District (CCD) Sign Code:**

Only signage which is surface-mounted may be permitted on the side or rear elevation of a building, provided however, that such elevation is improved in an architectural manner similar to the front elevation of the building. The design of such signage shall comply with the standards and requirements for surface-mounted signs above the colonnade as set forth herein. 39-9.18 CCD-City Center District.A.2.

The use of neon as a means of illumination, whether internal or external to a sign face, shall be permitted at the rate not to exceed (1) such sign above the colonnade per business occupant. 39-9.18 CCD -City Center District.A.9.

Signs shall be mounted flush, angled, bowed, or perpendicular to the wall surface, and where possible, be centered horizontally over the storefront. Irrespective method used for mounting, no sign shall extend above the top of the wall parapet, nor be mounted on any roof or roof fascia. No sign shall extend more than four (4) feet from the exterior face of the building wall, and no sign shall overlap any window, door, or architecture feature. Maximum Sign face area for any sign mounted perpendicular to the exterior face of the building shall be twenty-four (24) square feet. 39-9 CCD-City Center District.B.1.b

No more than one (1) sign per business occupant shall be permitted. 39-9  
CCD-City Center District.B.1.d

### **Maximum Sign Area:**

The CCD does not provide a maximum allowable sign area square footage. Staff is providing sign area standards for the Regional Commercial (C-3) zoning district as well as previously approved signs within the CCD for comparison purposes.

Sign standards for C-3 (Regional Commercial) zoning district:

- Signs shall not exceed two square feet for each linear foot of business frontage, no sign shall exceed 250 square feet in area.
- If the subject site were zoned C-3, the maximum square footage allowed would be 100 square feet. The proposed total signage area is 81 square feet (58 square feet per this request and 23 square feet permitted). To note, two additional signs, outside of the purview of this request, comply with the CCD sign regulations, received sign permit approval, and total 23 square feet. The total sign area of Recreo is nearly 20 square feet below the maximum allowed.

In comparison to previously approved signs in the CCD, Recreo's proposed total signage area of 81 square feet is less than other CCD businesses:

- Santan Brewery – 171 total square feet of sign area – projecting sign extends 7 feet from wall; approved March, 2017 (projecting sign) and March, 2021 (neon signs)
- Uncommon/Tipsy Egg – 268.61 total square feet of sign area - Uncommon sign projects 10 feet from wall, Tipsy Egg projects 6 feet 10 inches from wall (approved May, 2019)
- Cheba Hut – 87 total square feet of sign area (approved via sign permits)
- PedalHaus – 114 total square feet of sign area - rear alley facing sign (approved July, 2021)
- The Stanley- AirBNB - 29 square feet of sign located above the parking canopy (approved July, 2021)

### **Requested Deviations from Code:**

- The next sign code regulation states that no sign shall extend above the top of the wall parapet, nor be mounted on any roof or roof fascia. The proposed 'Recreo' sign on the shipping container is the second request to install a sign above a roof fascia in the CCD. The first sign approved by the HPC was a roof mounted sign for The Stanley AirBNB in July 2021. The proposed above roof parapet/roof line sign to be installed on the detached office/shipping container would be on structure that is not a historic building. The shipping container/detached office is an ancillary structure to the primary historic

building. Furthermore, the proposed sign would not face the historic square and would be set back from the alley/rear property line. Planning finds the proposed roof mounted sign would be installed on an ancillary structure which does not contribute to the historic value presented by the primary building. Also, the proposed sign size is minimal and would be located within the rear portion of the subject.

- Sign code allows one sign utilizing neon illumination, whereas two signs, VW Bug and Recreo (front elevation), are proposed to use neon. Planning staff finds that these two signs, although detached from each other, create a single sign image.
- Sign code allows a four foot projection from the wall face. The VW bug sign projects five feet from the wall face with a height of 6 feet 10 inches. In comparison to the previously approved signs projecting from the wall face, this proposed sign is less in projection than Santan Brewery and Topsy Egg each having a sign projecting at 7 feet and the Uncommon's projection is 10 feet from the wall face. Planning staff finds the request is consistent with the approved projecting signs in the CCD.

Planning staff finds that the proposed signs listed above maintain consistency with the historic character of the square and is a modern complement to the Early Twentieth Century Commercial architectural style of the City Center District.

### **National Register of Historic Places:**

The subject building is a contributing resource that is located within the Chandler Commercial Historic District. The Chandler Commercial Historic District is listed on the National Register of Historic Places. Built in 1912, the two-story Monroe Building/Parkway Theater was constructed on two twenty-five foot lots and is the oldest commercial structure in Chandler.

### **Recommendation:**

Upon finding the proposed exterior signs to complement the existing Early Twentieth Century Commercial style of architecture, Planning staff recommends the Historic Preservation Committee approve PLH21-0093 Celoni Hospitality LLC DBA Recreo, located at 28 South San Marcos Place, subject to the following conditions.

1. Development shall be in substantial conformance with Exhibits A and B, kept on file in the City of Chandler Planning Division, in File No. PLH21-0093 Celoni Hospitality LLC DBA Recreo.
2. Separate sign permits shall be submitted for all signs.

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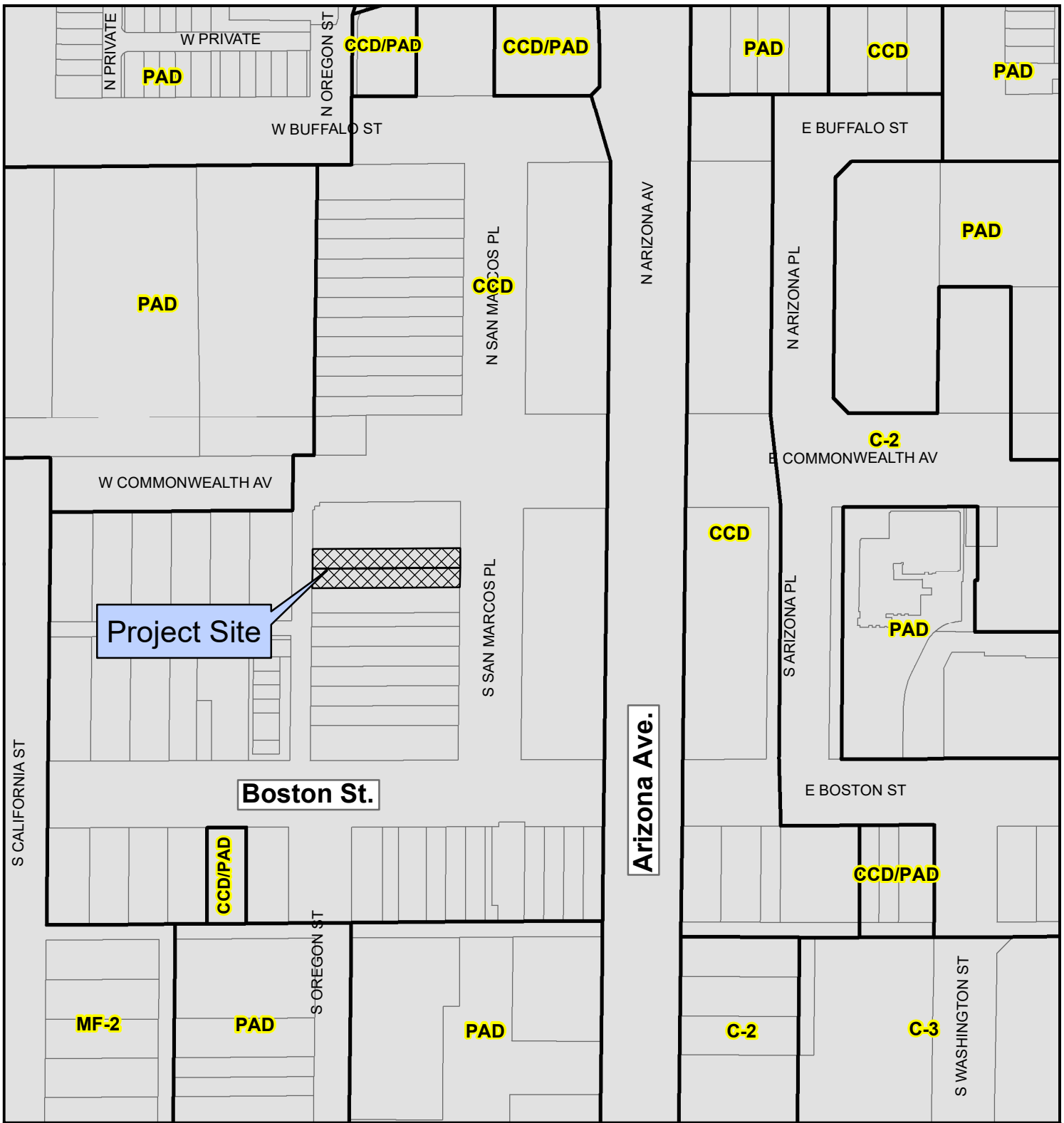
## **Attachments**

Vicinity maps

Exhibit A

Exhibit B

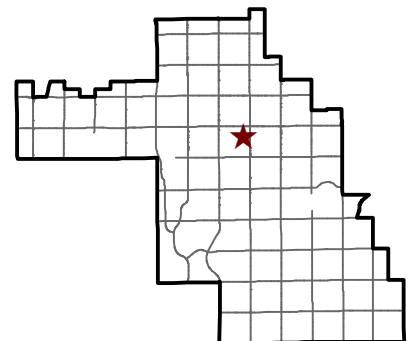
Site Plan for reference



## PLH21-0093 Celoni Hospitality LLC DBA Recreo



**Proposed Project Details**  
28 S. San Marcos Pl.  
Request to review new signage





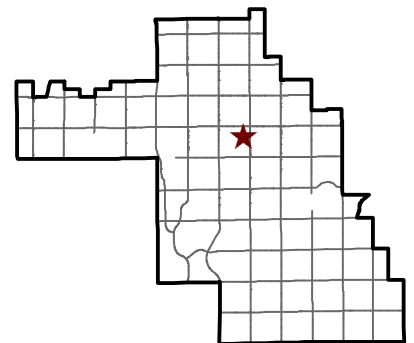


## PLH21-0093 Celoni Hospitality LLC DBA Recreo

**Proposed Project Details**  
28 S. San Marcos Pl.  
Request to review new signage



City of Chandler Planning Division  
[chandleraz.gov/planning](http://chandleraz.gov/planning)  
For more information visit:  
<https://gis.chandleraz.gov/planning>



January 10, 2022

Celoni Hospitality, LLC  
DBA: RECREO  
28 S. San Marcos Place  
Chandler Arizona, 85225  
Attention: Chris Field and/or Niels Kreipke  
Email: [nkreipke@desertvikingaz.com](mailto:nkreipke@desertvikingaz.com)  
Phone: 480-216-1195

RE: Tenant Signage for RECREO in Downtown Chandler

To whom it may concern,

RECREO restaurant, bar, patio and entertainment venue is designed as a throwback, fun and vibrant expression of recreo (meaning recess). Throughout the interior and patio, there are numerous specific design concepts, memorabilia and vintage décor that hints and plays with the memories of sitting in class and waiting for recess to start so one can run out to the playground to escape the everyday routine.

Branding is vital to the concept and the expression of what the business is about. As you will see in the logo, the VW Bug is the center point of the concept and a representation of a weeble wobble/rocker that one often finds in a playground or park setting. The use of a real historic 1967 VW Bug cut in half and retro fitted into a building sign, is not only consistent with the business logo and branding, but it also tells a story right from the start that RECREO is a fun and creative establishment worth discovering and exploring.

Since the Downtown Chandler redevelopment efforts started approximately 25 years ago, social media has played a larger and larger role in the success of businesses every year. This sign package will be a wonderful opportunity for visitors and customers to take pictures, post and comment on, drawing not only greater attention to RECREO but the Downtown Chandler area as a whole.

The car itself is no larger in scale than the neighboring Santan Brewery neon bird sign, smaller than The Uncommon and Topsy Egg signs, and is consistent with the objective of making the area an entertaining fun and vibrant area with an array of signage setting Downtown Chandler apart from other areas. The proposed signage also helps stay competitive with Gilberts downtown area. Furthermore, the antique store on Arizona Avenue has already utilized a historic vehicle in the sign package for the BBQ concept creating a unique and creative first impression for that business.

Regarding the signage installation, the exposed neon RECREO letters will be attached to a raceway that will be hung to the underside of the roof overhang, thereby not creating additional penetrations into the brick and stucco building façade. The raceway will be 90-95% covered by the letters and more than likely not seen. The VW Bug will be cut in half, engine removed and will sit on the exterior of the façade using four  $\frac{3}{4}$ " thru bolts and one  $\frac{1}{2}$ " hole for the power source, which is easily repairable should the concept change in the future. All electric transformers and wiring will be internal to the vehicle and not visible. The colors as shown in the attachment is consistent with the logo and branding of the concept, while complimenting the building colors.

Regarding the signage request for the alley side of the property, the Downtown Chandler Community Partnership and property owners are working hard on a plan to clean up the alley to make it more pedestrian friendly. The hope is to consolidate and relocate trash and kitchen oil bins, add string lights, add public art installations and enhance the overall esthetics. This is one of the main reasons we installed the shipping container, Santan Brewery added wall art, and efforts have already started to relocate trash. RECREO also added a large opening in the alley side wall so that it can activate the alley with a food truck, have events or come up with other fresh and inviting ideas to activate the alley side of the properties. With this in mind, it is beneficial to add building signage that is consistent in quality on the back as it is in the front. We are therefore proposing an exposed neon letter RECREO sign identical to the front building sign to be installed on top of the shipping container. Locating the sign on top is consistent with the "OVERSTREET" sign already in Downtown Chandler and since the shipping container is not historic but a current installation, setting the signage more consistent with new development makes more sense. Improving the back side of the properties and connecting to the developments and businesses to the west is a key component in expanding the overall customer and visitors experience.

Thank you for your consideration and support.

Best,

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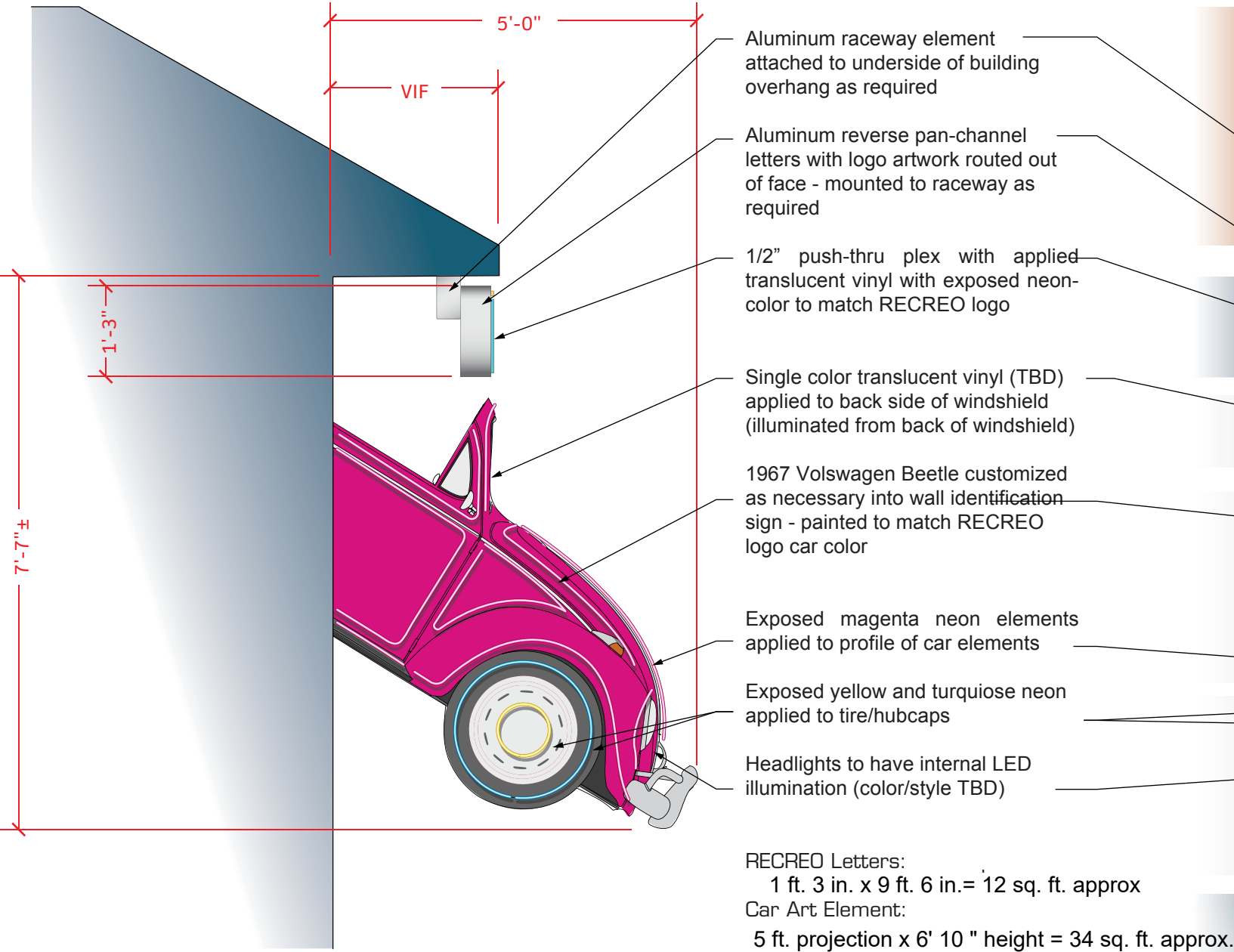
Niels Kreipke





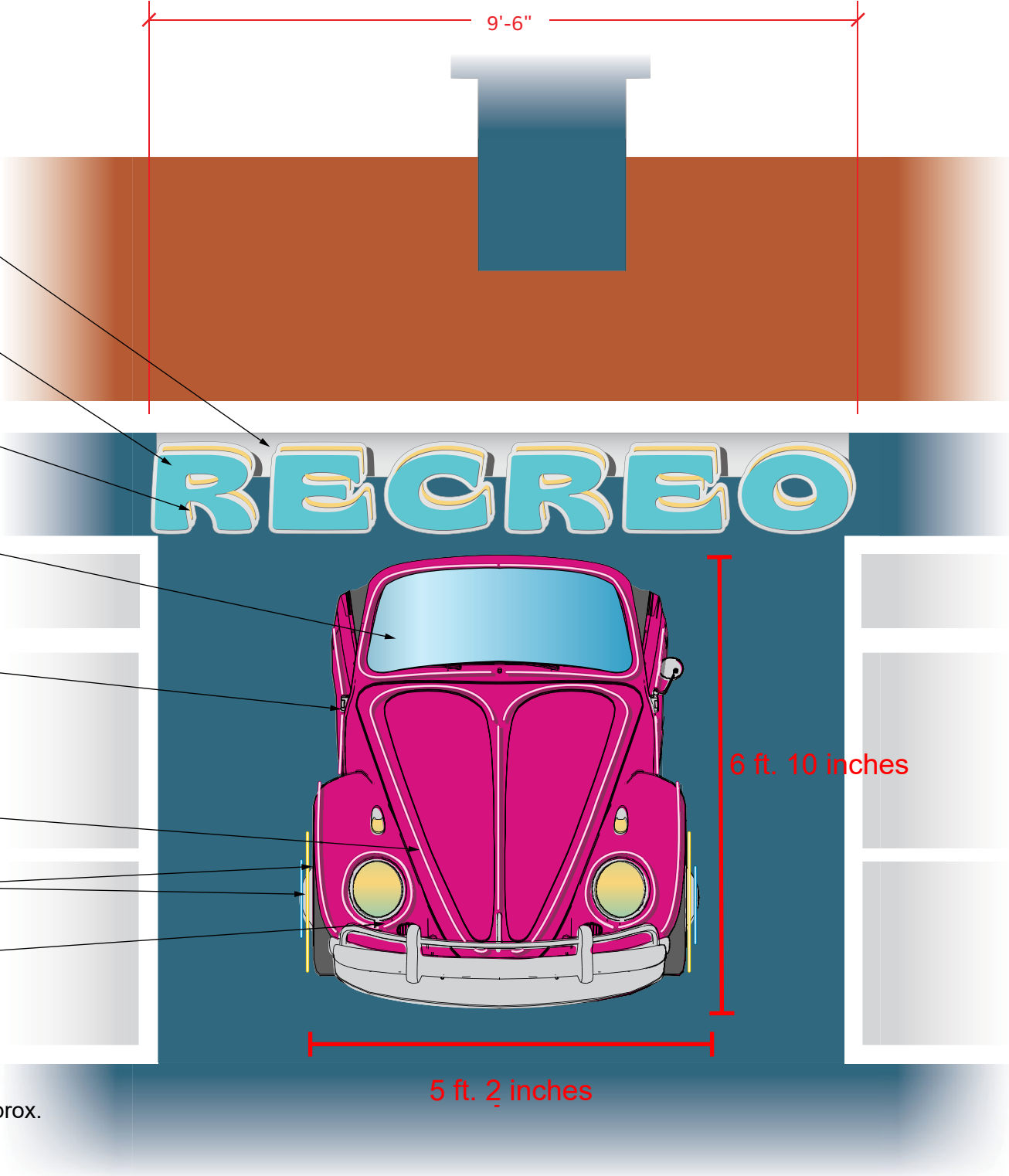
**A** Elevation View – Proposed Location  
Scale: 3/16" = 1'-0"

**B** Side View  
Scale: 3/16" = 1'-0"

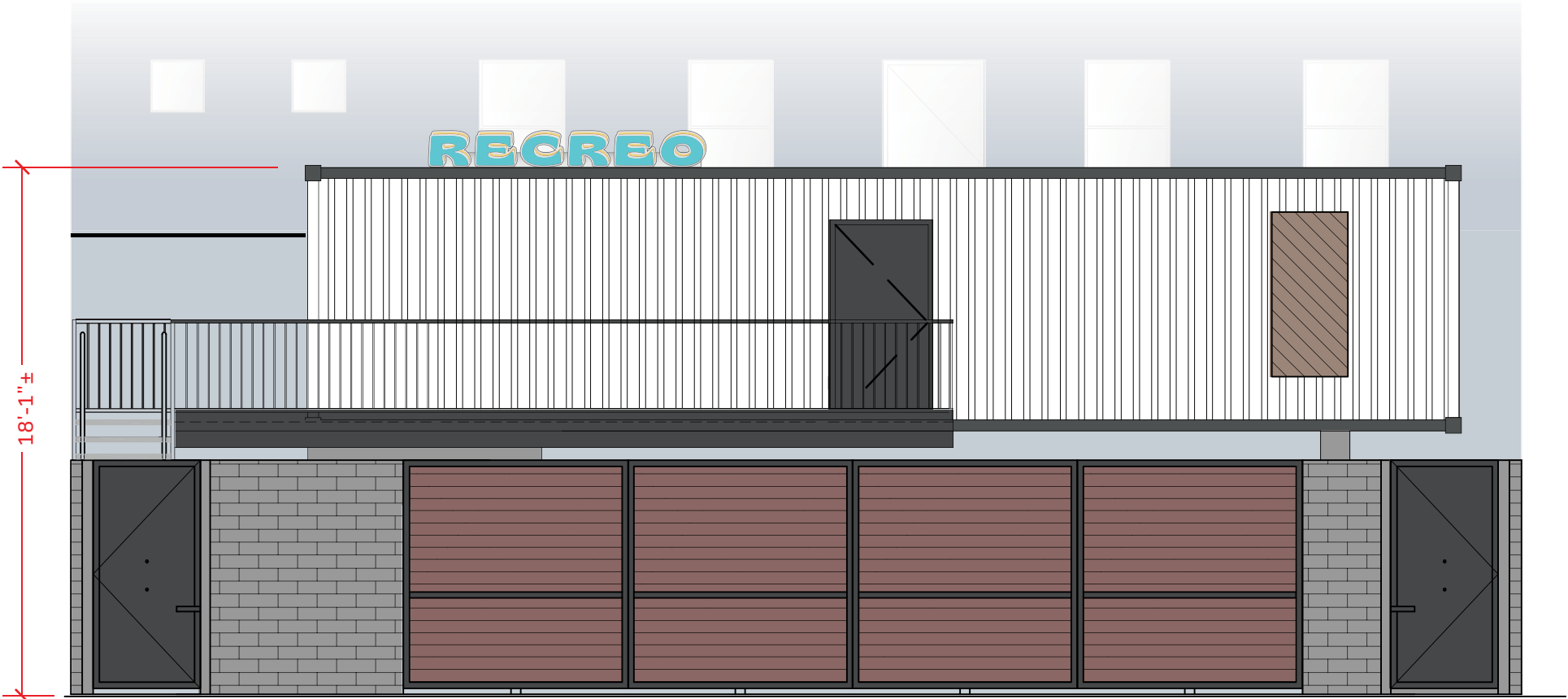


Side View

**A** Overall Dimensions  
Scale: 1/2" = 1'-0"

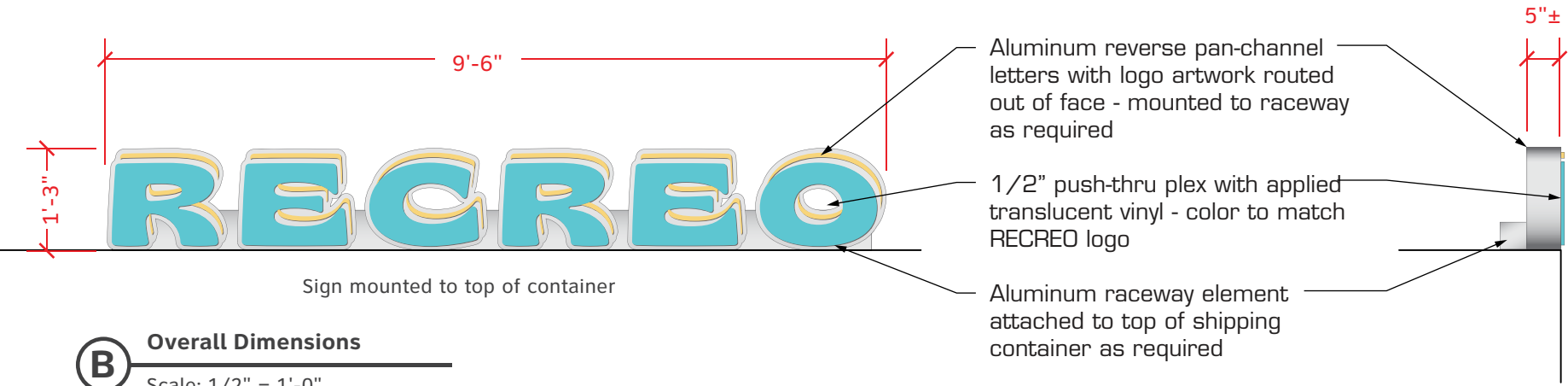


Front View



Current conditions of shipping container

**A** Rear Elevation – Proposed Location  
Scale: 3/16" = 1'-0"



**B** Overall Dimensions  
Scale: 1/2" = 1'-0"



PO Box 51331 • Phoenix, Arizona 85076  
P: 480.307.0916 • [www.ejstreetdesign.com](http://www.ejstreetdesign.com)

**PROJECT** REC REO

**CLIENT** Desert Viking Development  
3002 East Washington Street  
Phoenix, AZ 85034

**DATE** 11.22.2021

**PROJECT #** 21-19

**PHASE** SD

**DRAWN BY** G. Dupps

**SCALE** As Noted

**REVISIONS**

1)	11.30.2021
2)	
3)	

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The colors shown are approximations of those that will be reproduced. For more accurate representation, refer to color chips and specifications.

APPROVAL / DATE

SHEET Rear Sign

## COLORS



TEAL

CMYK - 58/0/19/0

RGB - 93/199/210

#5DC7D2



YELLOW

CMYK - 2/14/62/0

RGB - 249/214/123

#F9D67B



FUCHSIA

CMYK - 11/100/13/0

RGB - 216/18/126

#D8127E



PEACOCK BLUE

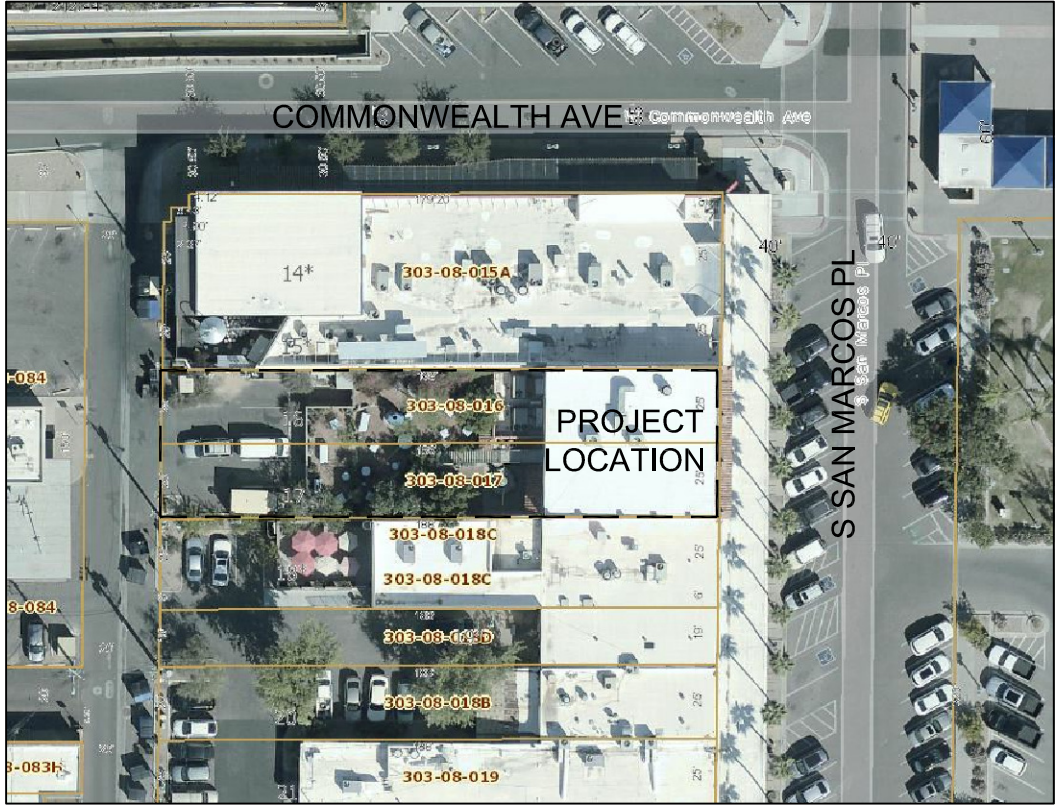
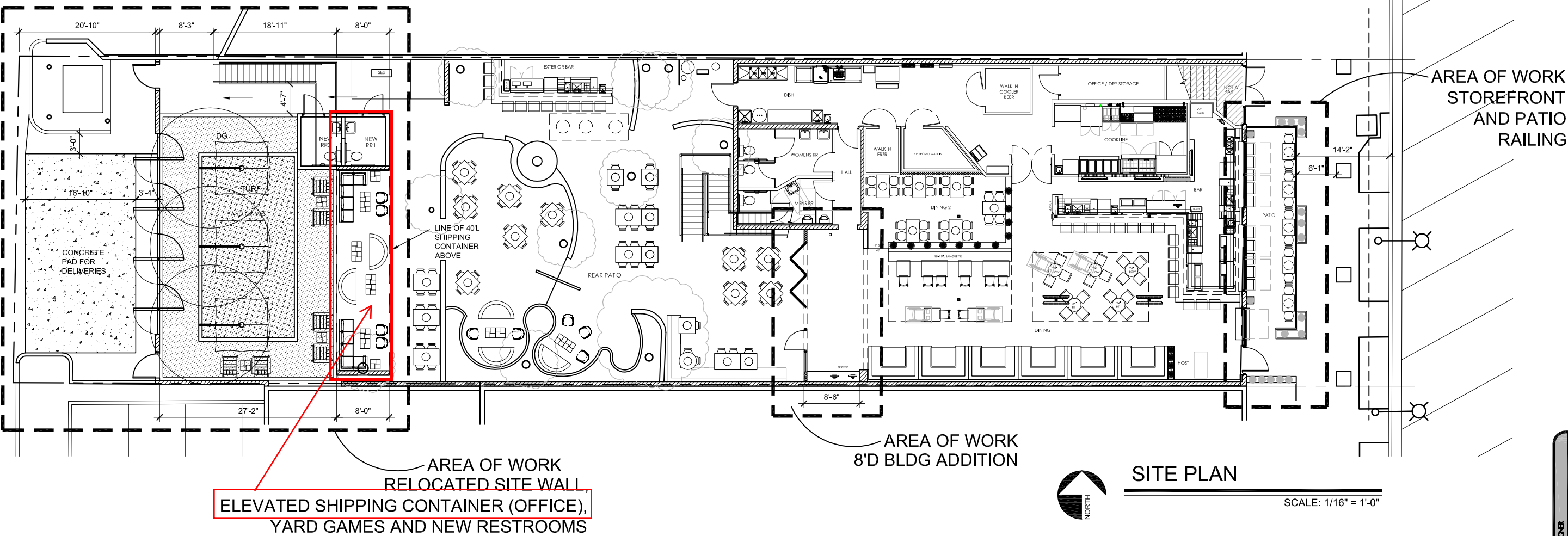
CMYK - 91/55/39/17

RGB - 20/94/118

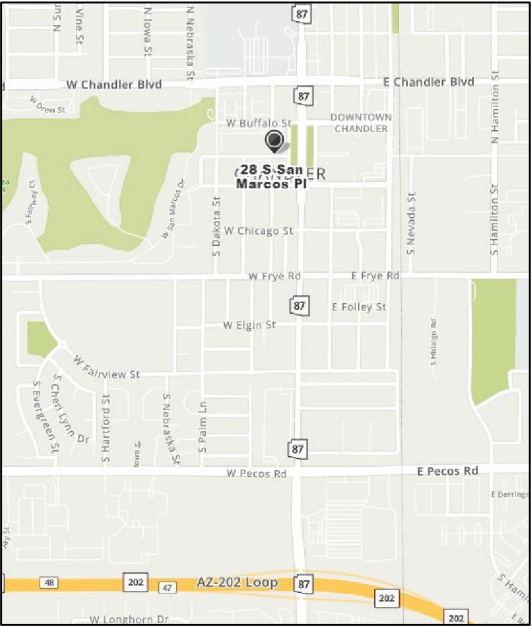
#145E76



For Reference Only



## VICINITY:



## SITE DATA:

PROJECT ADDRESS:	28 S SAN MARCOS PL CHANDLER, ARIZONA 85225
PARCEL NUMBERS:	303-08-016 & 303-08-017
SEC/TWN/RANGE:	33 / 1S / 5E
MCR#:	5-34
OWNER:	DESERT VIKING-DOWNTOWN CHANDLER I, LLC 3002 E WASHINGTON STREET PHOENIX, ARIZONA 85034
SUBDIVISION:	CHANDLER
LOT:	16 & 17

