

Cornerstone Ranch Narrative

Property:	Cornerstone Ranch
Location:	3999 S. Dobson Rd.
Property Size:	14.95 Acres
Buildings:	42 multi-family/office buildings on site
Total Frontage:	1,281' along S. Dobson Road, 754' along W. Ocotillo Road
Total Driveways:	4 Driveways, 2 on S. Dobson Rd and 2 on W. Ocotillo Road

Sign Request Details:

The proposed sign is a standard reverse pan halo sign with white LED illuminated letters. There will be no face illumination and the signage will provide a subtle halo illuminated effect complimentary to residential communities. See the attached sign details page 4 for night-time views. We are requesting an identical set of letters for the permitted wall across the northward drive which is already in place on the site to match recently approved and installed entry signage to identify project for the public traveling north on Dobson.

Code Review:

The following Chandler Sign Code sections define and provide regulations and standards that would be relevant for our PDP submittal. All project related comments are imbedded within the Sign Code Text below to demonstrate how this PDP request is appropriate for this project.

39-7-6 Design and Integration. All permanent signs shall be fully integrated with the design of the building and the site development, reflecting the architecture, building materials, and landscape elements of the project.

- A. Shall be achieved through replication of architectural embellishments, color, building materials, texture, and other elements.
 - a. *The proposed letters for the existing northward wall are the same as the existing letters and lighting for the southward wall sign. Both the wall structures and signage has been designed to complement the existing buildings and landscaping on site. * See the attached landscape plan.*
- B. Integration shall also include the use of sign graphics that are consistent in terms of letting, style, color, and method of attachment as used for wall-mounted signage.
 - a. *Signage is consistent (exactly the same) as the other wall mounted signage.*
- C. Each unused panel on a freestanding monument sign shall have an integrated or decorative cover until said panel is utilized.
 - a. *The current unused panel wall, once approved in this PDP process will be better integrated into the site's overall plan than it currently stands as empty.*

- D. Signs shall not exceed height standards set forth in Section 39.9.16.
 - a. *The total sign height for the lettering is 4.67 feet which meets Chandler's Sign Code Section 39.9.16.*
- E. Sign shall be located within the limits of the occupied space.
 - a. *The proposed sign will be mounted on an existing wall which is within the limits of the occupied space.*
- F. Raceways shall be mounted behind letters only to match the building.
 - a. *The proposed sign is a Halo-Illuminated Reverse Pan Channel Letter sign.*
- G. No wires can be visible – a. *No wires will be visible.*
- H. Sign must coordinate with landscape plans, storm water, utilities, and not create problems with visibility.
 - a. *See attached landscape plan for the existing wall and proposed signage.*
- I. Signs shall not exceed 80% of the length of the leased frontage or 80% of the length of the sign band
 - a. *The sign will not exceed 80% of the leased frontage or length of the sign band.*

39.7.8. Location restriction for all signs.

- A. Clearance from fire escapes, exits, standpipes. No sign shall interfere with ingress or egress of any exit required by Building Code or Fire Department regulations.
 - a. *The existing wall locations have been approved by the City of Chandler and constructed.*
- B. Vehicular and pedestrian traffic safety. No sign shall obstruct traffic by obstructing the vision of motorists as determined by the Traffic Engineer. No sign shall obstruct minimum pedestrian clearance required by Americans with Disabilities Act or as required by this chapter, whichever is greater.
 - a. *The proposed sign on the northward existing wall will not obstruct traffic or clearance for pedestrians.*
- C. Signs on public property. No sign shall be erected on or over public property.
 - a. *Northward wall and sign are not on public property.*

39.9.2 Multiple-family development.

- A. The total permanent sign area allowed, including wall signs and freestanding signs, is one square foot for each dwelling unit. However, in no instance shall the total sign area exceed 60 square feet, with no more than 32 square feet fronting on any 1 street.

- a. The owners of Cornerstone Apartments are requesting that their property be allowed to have two (2) 32 square foot signs both will face S. Dobson Road.*

The site is 14.95 acres is size. Has 42 total buildings with 1,281 linear feet of frontage on S. Dobson and 754' linear feet along W. Ocotillo Road with only 4 entrances/exits from the site.

Given, the site's odd triangular shaped parcel, density of buildings, and intensity (2-lane divided arterial) and limited turn lane access on and off S. Dobson Road, it is very important that proper signage been in place so that the public traveling north can safely identify the property turn into the development.

It is for these reasons that we are requesting a PDP to allow both signs along S. Dobson Road. Each sign is 32 square feet for a total of 64 square feet of signage along a frontage road length of 1,281 feet for the entire property.

- B. For other permitted buildings, the sign area permitted shall not exceed 32 square feet.

- a. We are not requesting building signage but would potentially have 10 buildings that could "face" S. Dobson Road.*

- C. Sign shall not be illuminated, except by indirect lighting or halo lighting.

- a. Proposed signage is halo lighting only.*

- D. A sign permit shall be required.

- a. A sign permit will be submitted prior to installation, if the PDP is approved.*