



City of

Scottsdale

PROJECT NARRATIVE



- ☐ Rezoning ☐ Other
- ☐ Use Permit
- ☐ Development Review
- ☒ Master Sign Programs
- ☐ Variance

Case # ANK 2009 521 -PA- 99

Project Name The Shops at Gainey Village

Location 8787 N. Scottsdale Rd.

Applicant Scottsdale and Doubletree LLC
c/o Westcor Partners

SITE DETAILS

Proposed/Existing Zoning: C2/PCD

Use: Retail

Parcel Size: 14.3 acres +/-

☒ Gross Floor Area ☐ Total Units: 142,500 S.F. +/-

☐ Floor Area Ratio ☐ Density: _____

Parking Required: 698

Parking Provided: 710

Of Buildings: Five

Height: Varies

Setbacks: N- _____ S- _____

E- _____ W- _____

In the following space, please describe the project or the request

SEE ATTACHED

Project Narrative

The Shops at Gainey Village

The Shops at Gainey Village is a specialty retail property situated at the Southeast Corner of Scottsdale Road and Doubletree Ranch Road. The \pm 14.3 acre parcel was one component of the Gainey Trust Master Plan, approved in 1997.

The main building will house approximately 87,000 square feet of upscale retail shops, major tenants, and restaurants. It is envisioned as a predominantly one story building, with interior clear heights of 16 to 20 feet, allowing some second floor and mezzanine development to occur inside of individual tenant spaces. Building facades will reflect an upscale, "village" atmosphere through varied massing, non-repetitive storefronts, and quality materials. The east facade will continue the overall design theme through variations in the height, color and fenestration.

The site layout encourages pedestrian activity within a series of linked outdoor plazas, and via connections to adjacent properties such as the Hyatt, the new Gainey Suites Hotel to the east, and nearby office developments. The plazas will feature unique paving patterns with abundant landscaping to create environments for outdoor dining, kiosk retailing, and patron enjoyment.

Up to five freestanding buildings comprising an additional 49,000 square feet are planned on the balance of the site. These buildings will conform to the overall design character set by the main building through massing, detailing and specified material usage.

On-site parking is placed between the main building and pads, and is designed for ease of orientation and access. Landscape areas in parking lots will exceed that required by ordinance. Project landscaping will echo the Gainey theme through the use of date palms and other vegetation common to the area. A row of mature eucalyptus trees on Scottsdale Road will remain, as infrastructure improvements will allow.

The main building will be serviced from the east, via access ways from Doubletree Ranch Road and the new Gainey Suites Drive to the south. Current plans for the hotel indicate a 6 foot screen wall and 20 foot landscaped zone will straddle the common boundary with the retail site, providing a visual buffer at the pedestrian level.

DFD ARCHITECTURE

4201 North 24th Street
Suite 100

Phoenix, Arizona 85016

phone 602.957.4758

fax 602.957.9603



MASTER SIGN PROGRAM

THE SHOPS AT GAINNEY VILLAGE

Development Review # - DR - / 4-MS-00 Zoning

DESIGN CRITERIA FOR:

- ☐ Minor Tenant _____
- ☐ Pad Tenant _____
- ☐ Major Tenant _____
- ☒ Other MINI-MAJOR TENANTS- 7,001 TO 12,000 SQUARE FEET

DESIGN CRITERIA FOR:

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	DARK BRONZE	
Height:	36" MAXIMUM FOR ONE LINE	
Length:	80% MAXIMUM OF STOREFRONT	
Material:	.090 ALUMINUM	
Number of Lines:	2 MAXIMUM	
Total Height of Lines:	42" MAXIMUM FOR THE LINES	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Color:		
Height:		
Length:		
Material:		

(Specifications continued on back - Please Turn over)

SPECIFICATIONS

ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	NEON WITH REMOTE TRANSFORMERS	
Backlit/ Halo:	15 MIL NEON	
Neon Color:	6500 WHITE	

INDIRECT

Ground:		
Aerial:		

LOCATION

Vertical:		
Horizontal:		

RETURNS

Color:	DARK BRONZE	
Size:		

TRIM CAP

Color :		
Size:		

LOGOS

Color:	OPEN WITH LANDLORD-CITY OF SCOTTSDALE APPROVAL	
Size:	25% MAXIMUM OF TOTAL SIGN	

OTHER

REVERSE PAN LETTERS CLIP MOUNTED 1" OFF FASCIA	



MASTER SIGN PROGRAM

THE SHOPS AT GAINNEY VILLAGE

Development Review # - DR - / 4-MS-oc Zoning

DESIGN CRITERIA FOR:

- ☐ Minor Tenant _____
- ☐ Pad Tenant _____
- ☒ Major Tenant 12,000 SQUARE FEET OR MORE
- ☐ Other _____

DESIGN CRITERIA FOR:

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	DARK BRONZE	
Height:	42" MAXIMUM FOR ONE LINE	
Length:	80% MAXIMUM OF STOREFRONT	
Material:	.090 ALUMINUM	
Number of Lines:	2 MAXIMUM	
Total Height of Lines:	48" MAXIMUM	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Color:		
Height:		
Length:		
Material:		

(Specifications continued on back - Please Turn over)

SPECIFICATIONS

ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	NEON WITH REMOTE TRANSFORMERS	
Backlit/ Halo:	15 MIL NEON	
Neon Color:	OPEN PENDING LANDLORD CITY OF SCOTTSDALE APPROVAL	

INDIRECT

Ground:		
Aerial:		

LOCATION

Vertical:		
Horizontal:		

RETURNS

Color:	DARK BRONZE	
Size:		

TRIM CAP

Color :	BRONZE	
Size:	1"	

LOGOS

Color:	OPEN WITH LANDLORD-CITY OF SCOTTSDALE APPROVAL	
Size:	25% MAXIMUM OF TOTAL SIGN	

OTHER

REVERSE PAN LETTERS CLIP MOUNTED 1" OFF	FASCIA OR
PAN CHANNEL ILLUMINATED WITH LANDLORD	CITY OF SCOTTSDALE APPROVAL



MASTER SIGN PROGRAM

THE SHOPS AT GAINNEY VILLAGE

Development Review # - DR - / 4-MS 00 Zoning

DESIGN CRITERIA FOR:

- ☐ Minor Tenant _____
- ☒ Pad Tenant _____
- ☐ Major Tenant _____
- ☐ Other _____

DESIGN CRITERIA FOR:

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	DARK BRONZE	
Height:	24" MAXIMUM FOR ONE LINE	
Length:	80% MAXIMUM OF STOREFRONT	
Material:	.090 ALUMINUM	
Number of Lines:	2 MAXIMUM	
Total Height of Lines:	30" MAXIMUM	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Color:		
Height:		
Length:		
Material:		

(Specifications continued on back - Please Turn over)

SPECIFICATIONS

ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	NEON WITH REMOTE TRANSFORMERS	
Backlit/ Halo:	15 MIL NEON	
Neon Color:	6500 WHITE	

INDIRECT

Ground:		
Aerial:		

LOCATION

Vertical:		
Horizontal:		

RETURNS

Color:	DARK BRONZE	
Size:		

TRIM CAP

Color :		
Size:		

LOGOS

Color:	OPEN WITH LANLORD-CITY OF SCOTTSDALE APPROVAL	
Size:	25% MAXIMUM OF TOTAL SIGN	

OTHER

	REVERSE PAN LETTERS CLIP MOUNTED 1" OFF FASCIA	



MASTER SIGN PROGRAM

THE SHOPS AT GAINNEY VILLAGE

Development Review # - DR - / 4 - MS - 00 Zoning

DESIGN CRITERIA FOR:

- ☒ Minor Tenant 7,000 SQUARE FEET OR LESS
- ☐ Pad Tenant
- ☐ Major Tenant
- ☐ Other

DESIGN CRITERIA FOR:

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	DARK BRONZE PAINTED	
Height:	30" MAXIMUM FOR ONE LINE	
Length:	80% - MAXIMUM OF STOREFRONT	
Material:	.090 ALUMINUM	
Number of Lines:	2 MAXIMUM	
Total Height of Lines:	42" MAXIMUM	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Color:		
Height:		
Length:		
Material:		

(Specifications continued on back - Please Turn over)

SPECIFICATIONS

ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	NEON WITH REMOTE TRANSFORMERS	
Backlit/ Halo:	15 MIL NEON	
Neon Color:	6500 WHITE	

INDIRECT

Ground:		
Aerial:		

LOCATION

Vertical:		
Horizontal:		

RETURNS

Color:	DARK BRONZE	
Size:		

TRIM CAP

Color :		
Size:		

LOGOS

Color:	OPEN WITH LANDLORD CITY OF SCOOTSDALE	APPROVAL
Size:	25% MAXIMUM OF TOTAL SIGN	

OTHER

	REVERSE PAN LETTERS CLIP MOUNTED	
	1" OF FASCIA	