

TO: DEVELOPMENT REVIEW BOARD DATE: 9/7/2000  
FROM: COMMUNITY DEVELOPMENT  
SUBJECT: CASE 4-MS-00

REQUEST: Approve Master Sign Program  
PROJECT NAME: Shops at Gainey Village  
LOCATION: 8787 North Scottsdale Road

DEVELOPER/OWNER: Westcor Partners/Scottsdale & Doubletree LLC  
ARCHITECT/DESIGNER: DFD Architecture  
ENGINEER: Wood/Patel  
APPLICANT/COORDINATOR: Benjamin Frantz/Scottsdale & Doubletree LLC  
Address: 11411 N. Tatum Blvd., Phoenix, AZ 85028  
Phone: 602-953-6200

**STAFF RECOMMENDATION:** APPROVE subject to the following stipulations:

1. Any addition change or modification to this master sign program requires Development Review approval.
2. No signage above roof line
3. No temporary or portable signage permitted
4. Neon color to be low intensity (4500 white).
5. 7000 ft of tenant space in building A and B may utilize corporate color.

**DISCUSSION:**

The request is to establish a master sign program for the shops at Gainey Village, a new multi-tenant specialty retail development. The 14.3-acre parcel is situated at the south ~~west~~ <sup>east</sup> corner of Scottsdale Road and Doubletree Ranch Road. Five (5) freestanding buildings comprise the upscale "village" atmosphere of the project. The sight layout encourages pedestrian activity within a series of out door plazas. Signage guidelines for this development will be established to address the sign type, size, color and location for the project identification as well as the tenant signage.

Project Identification: Signs for "The Shops at Gainey Village" will consist of individual reverse channel metal letters, painted a marble bronze finish. These signs will be attached to the existing landscape wall approved for the project. One (1) sign will be located adjacent to Scottsdale Road, Double Tree Road and one adjacent to Gainey Suites Drive.

Signage for all tenants within the shops at Gainey Village will consist of individual reverse pan channel metal letters with a powder coat copper marble finish. All sign lighting will consist of low intensity white "halo" illumination. Letter height will range from forty-eight (48) inch for the major tenants to a maximum of thirty (30) inch for the two lines of copy for the in-line tenants. No letter height will exceed twenty-four (24) inch for any tenants in buildings C, D, and E.

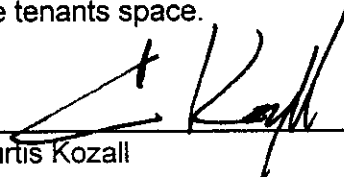
POWDER COAT.

\*COPPER

P-1107B

APPROVED BY DRB 9/7/2000 - TK

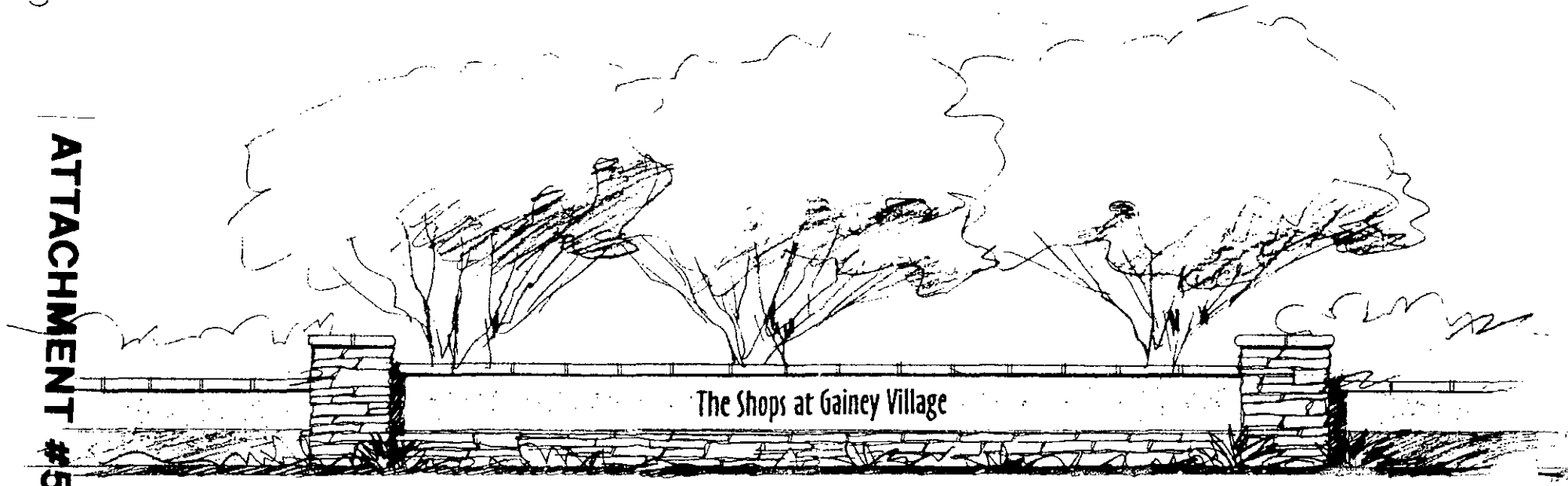
Identification signage for all tenants shall be located in a sign band above all storefronts, and will be centered horizontally and vertically. No sign shall exceed eighty (80) percent of the length of the tenants space.

  
Curtis Kozall  
Sign Inspector  
480-312-7034

**ATTACHMENTS:**

- #1-Project Narrative
- #2-Aerial
- #3-Zoning Map
- #4-Site Plan
- #5-Elevations & Sign Details
- #6-Master Sign Program

ATTACHMENT #5



Entry Sign Elevation

Scale: 1/4" = 1' = 0"



10' 50' 100' 150' 200'

ALL CALCULATIONS ARE APPROXIMATE BASED ON INFORMATION AVAILABLE.

4-MS-00  
ATTACHMENT #7



City of Scottsdale

# PROJECT NARRATIVE



<input type="checkbox"/> Rezoning	<input type="checkbox"/> Other
<input type="checkbox"/> Use Permit	
<input type="checkbox"/> Development Review	
<input checked="" type="checkbox"/> Master Sign Programs	
<input type="checkbox"/> Variance	

Case # 4-MS-2000 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: 688  
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

4-MS-00

ATTACHMENT #1

(If an additional page(s) is necessary, please attach.)

CD03251 (2/94)

## **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*

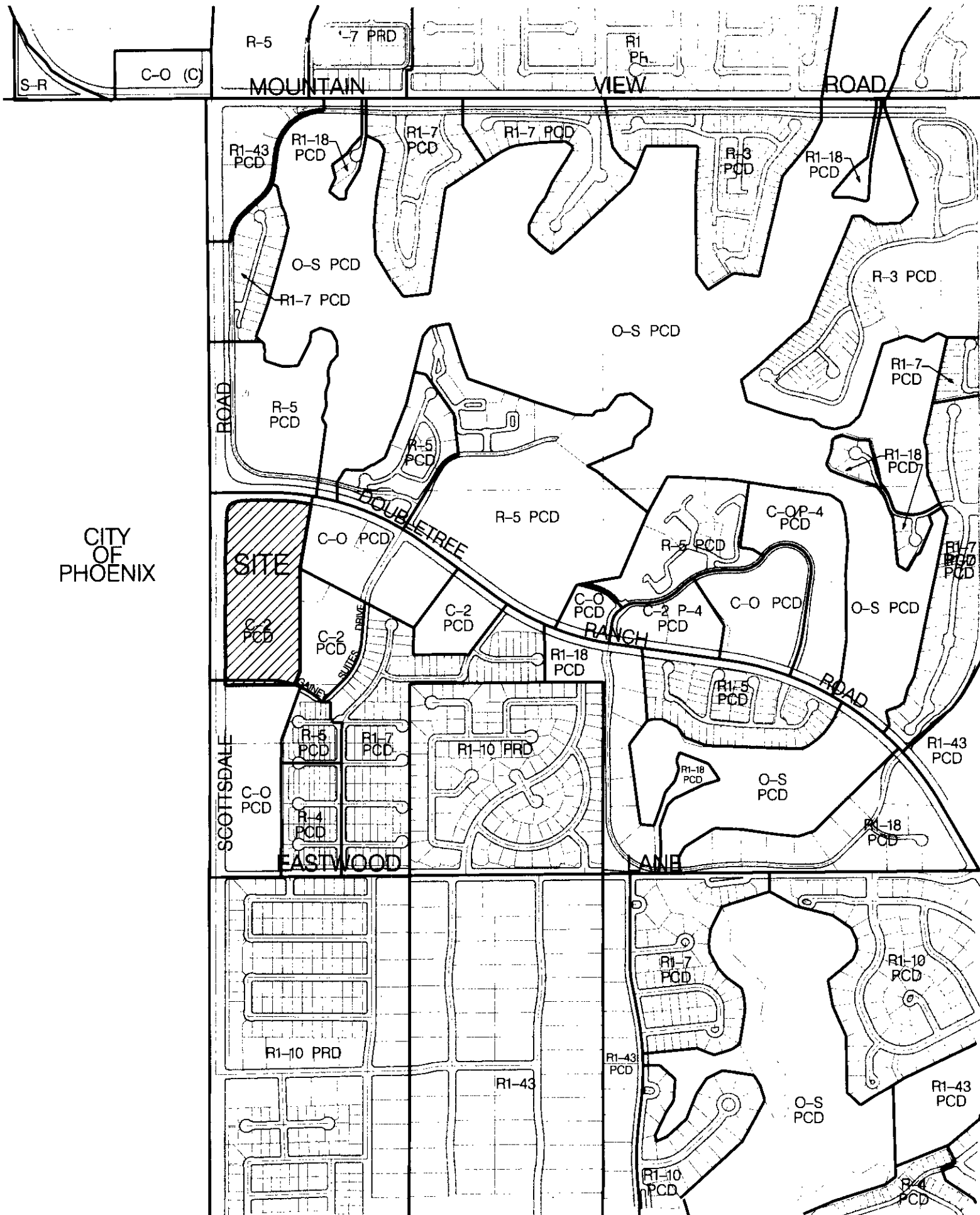
*fax 602.957.9603*



# THE SHOPS AT GAINEY VILLAGE

4-MS-00

ATTACHMENT #2

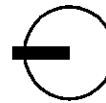
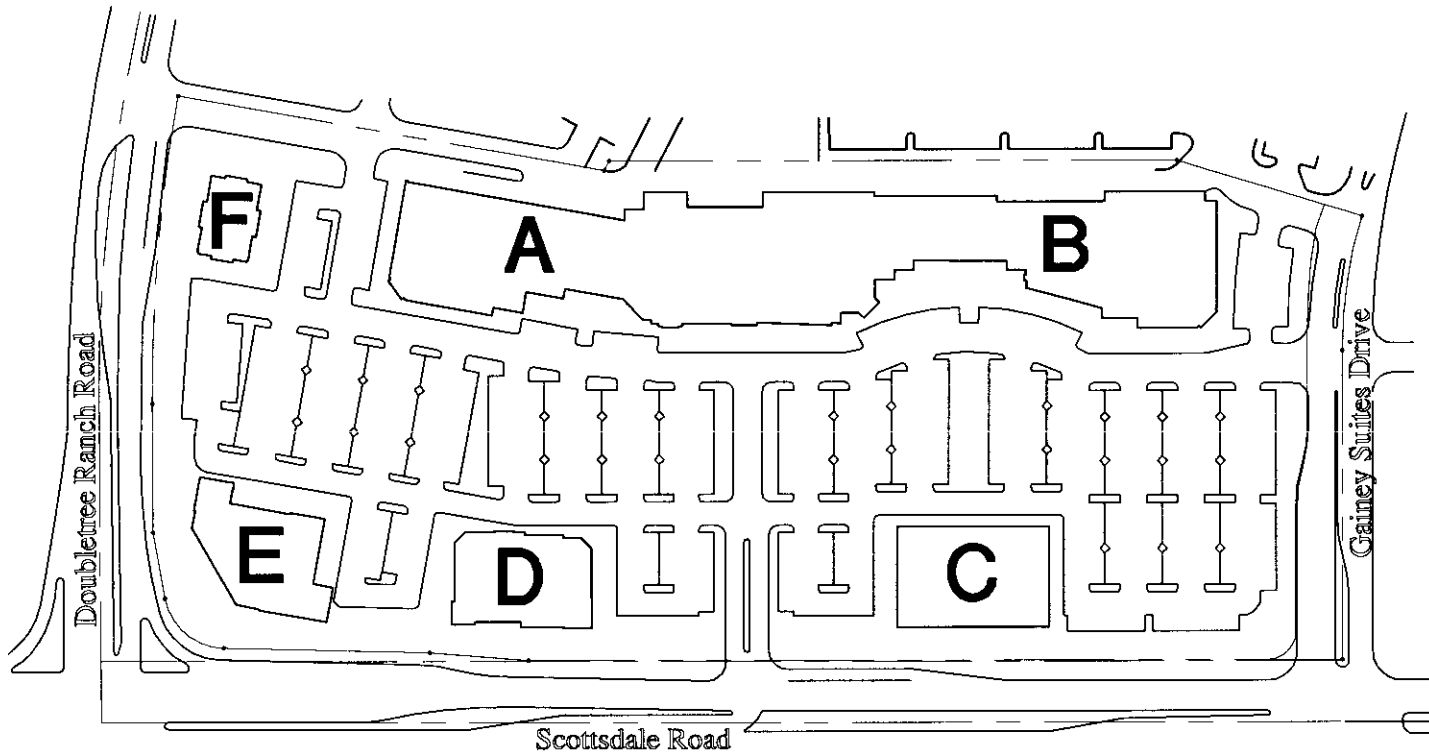


4-MS-00

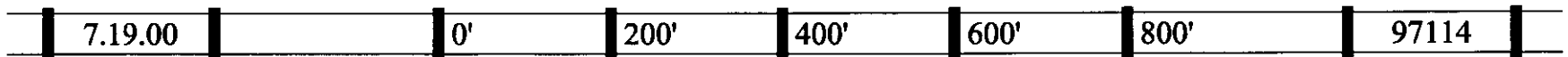
ATTACHMENT #3



# ATTACHMENT #4



Site Plan



All Calculations are Approximate and Subject to Change



## Shops at Gainey Village

Scottsdale, Arizona

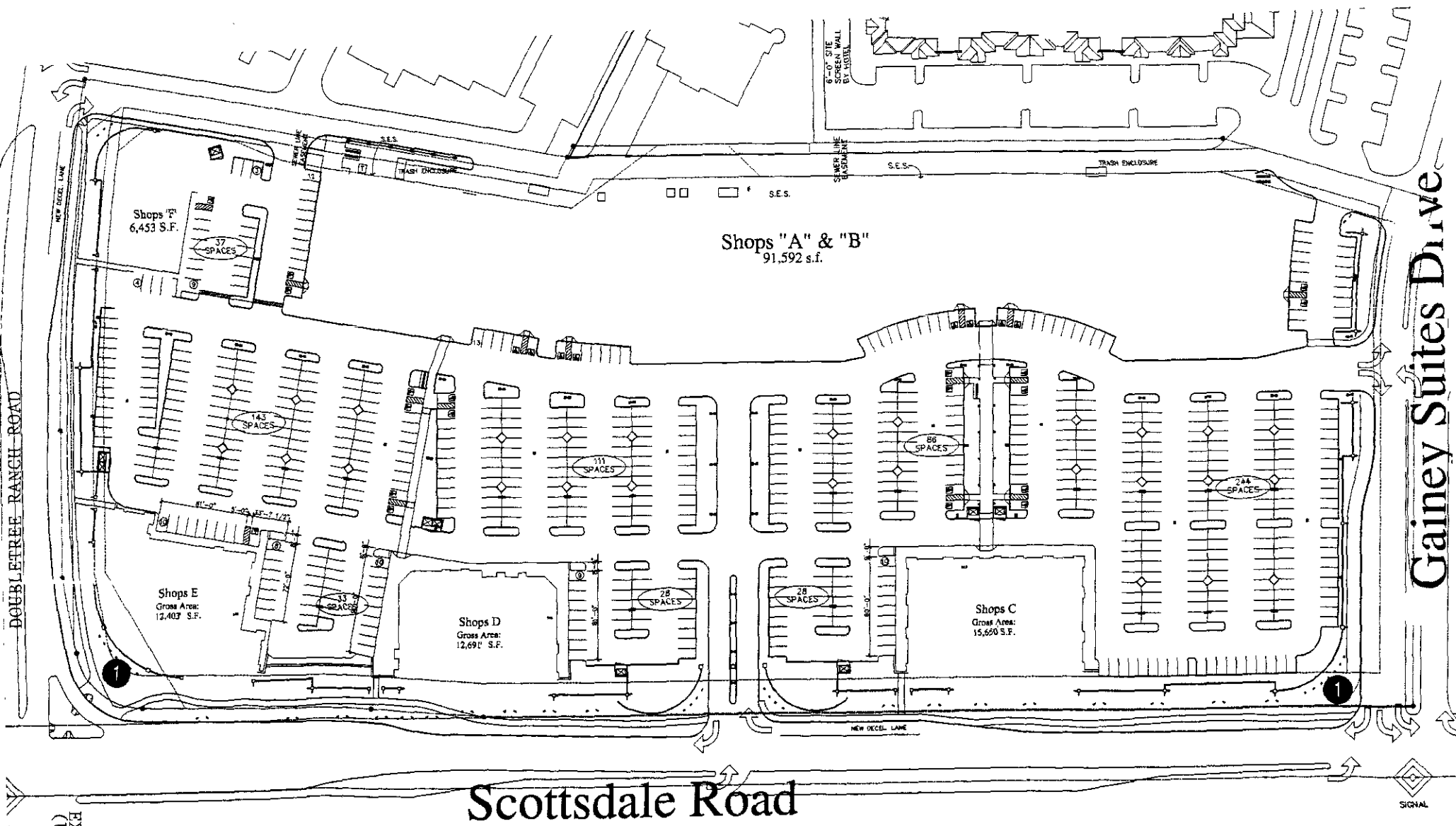
4-MS-00

ATTACHMENT #5





① - Denotes Monument Sign Locations

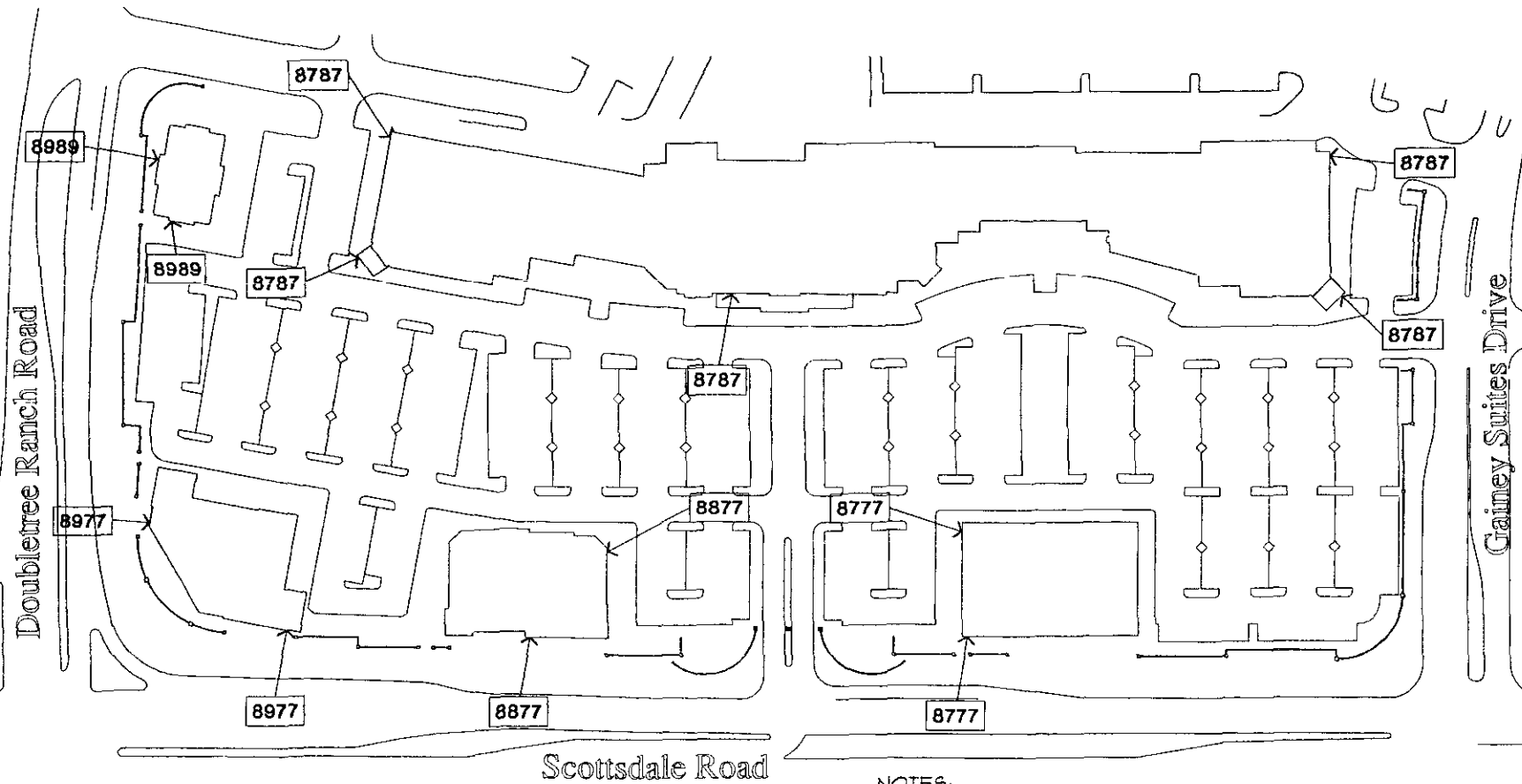


Scottsdale Road

Gainey Suites Drive

EXHIBIT  
(Page

4-MS-00

**BUILDING MOUNTED ADDRESS SIGNS**

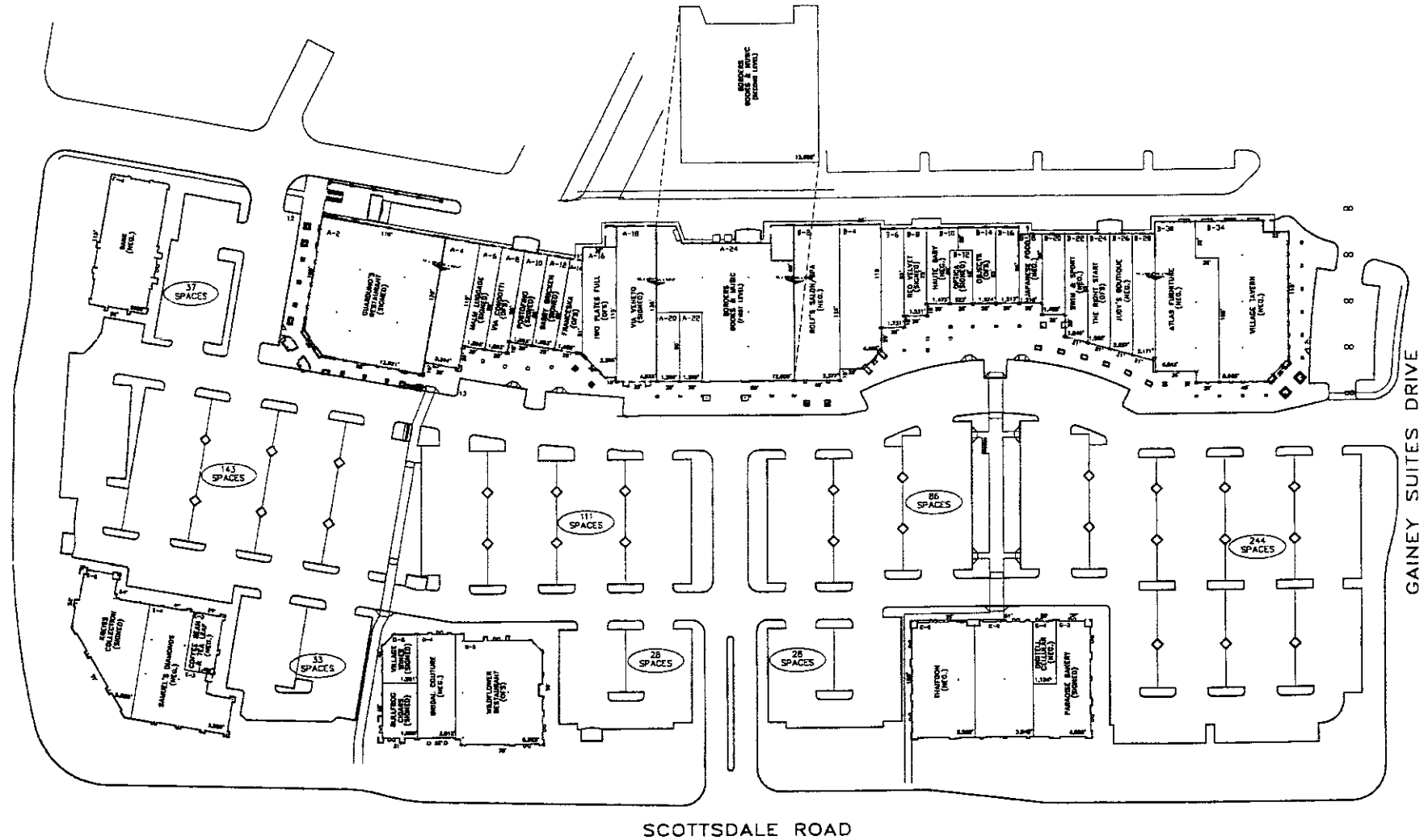
SCALE: 1"=100'-0"

**NOTES:**

1. ADDRESS LETTERS TO BE MIN. 12" HIGH, PER STYLE AND CONSTRUCTION IN COMPREHENSIVE SIGN PLAN
2. SUITE LETTERS TO BE 6" HIGH, ADHESIVE MOUNTED TO STOREFRONT AND BACK (SERVICE DRIVE) DOORS

<b>DFD ARCHITECTURE</b> ARCHITECTURE PLANNING DESIGN <small>4501 NORTH 24th STREET SUITE 100 PHOENIX, ARIZONA 85016          (602) 967-4798 FAX (602) 967-9653</small>	DRAWING NO.	ASK-36
	SCALE:	AS NOTED
PROJECT: THE SHOPS AT GAINEY VILLAGE PROJECT NUMBER 97114	DATE	6/13/00
	DRAWN BY	JU
SHT. REFERENCE		

**4-MS-00**



SCOTTSDALE ROAD

GAINEY SUITES DRIVE

NOTE:  
THIS PLAN IS FOR INFORMATIONAL PURPOSES ONLY  
AND IS A REPRESENTATION OF CURRENT PLANNING  
CONDITIONS. ALL PLANNING CONDITIONS ARE SUBJECT  
TO CHANGE AND SHOULD BE VERIFIED PRIOR TO  
CONSTRUCTION.

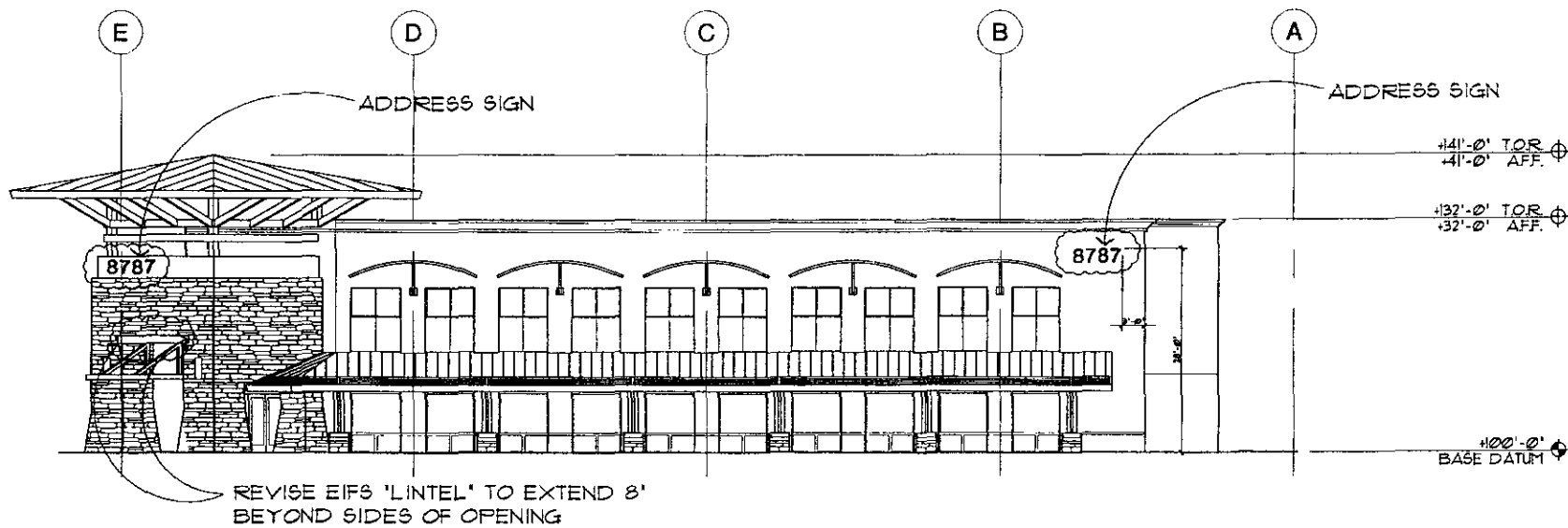
4-MS-00


Owner:  
GAINESVILLE  
1111 North 11th Boulevard  
Phoenix, AZ 85006-2799  
T 602-953-5200  
F 602-953-1964



GAINEY  
VILLAGE

DATE: 2-15-00



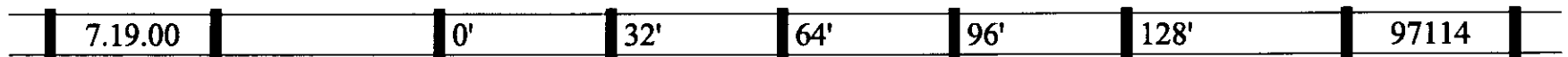
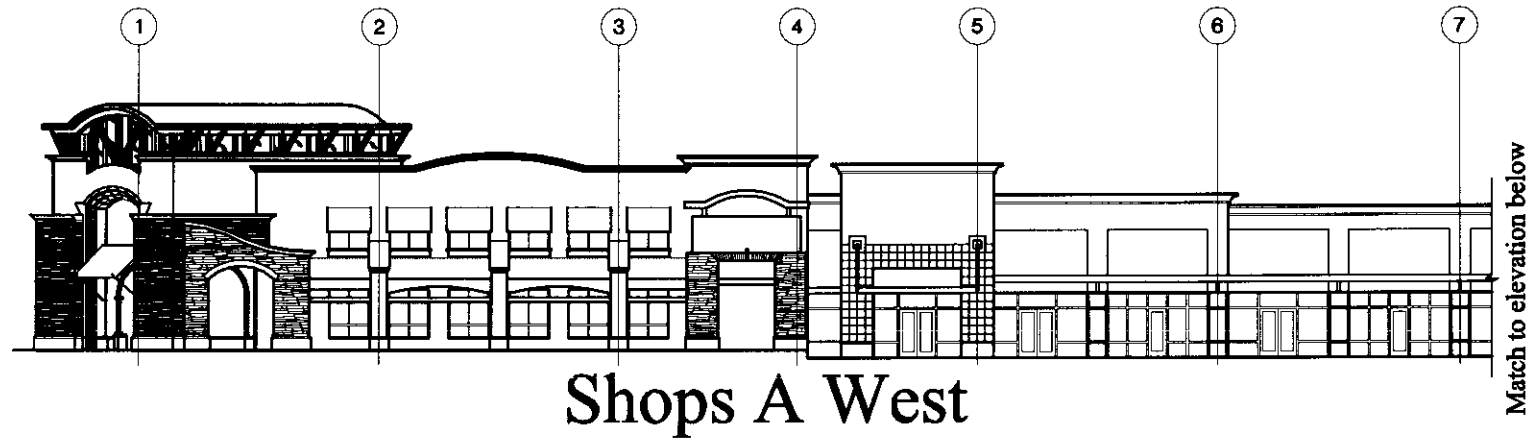

**Shops B - South Elevation**  
 SCALE: 1/16"=1'-0"  
 NOT TO SCALE

**4-MS-00**

DRAWING NO.	ASK-37	SCALE: AS NOTED	PROJECT: THE SHOPS AT GAINNEY VILLAGE
SHEET REFERENCE			PROJECT NUMBER 3714
		DRAWN BY [Signature]	ISSUE DATE 6.15.08
			<div data-bbox="1877 860 1978 1177"> <p>DFD ARCHITECTURE ARCHITECTURE PLANNING DESIGN 4401 NORTH 24th STREET, SUITE 100, PHOENIX, ARIZONA 85018 (602) 967-4768 FAX (602) 967-4600</p> </div>

**LIST OF EXHIBITS**

- A - Monument Signs (3 total)
  - 1. Northeast corner of Scottsdale Road and Gainey Suites Drive
  - 2. Southeast corner of Scottsdale Road and Doubletree Ranch Road
  - 3. Doubletree Ranch Road at entry.
- B - Address Letters
- C - Site Plan showing buildings A & B, C, D, E and F
- D - Building Elevations
- E - Floor Plan



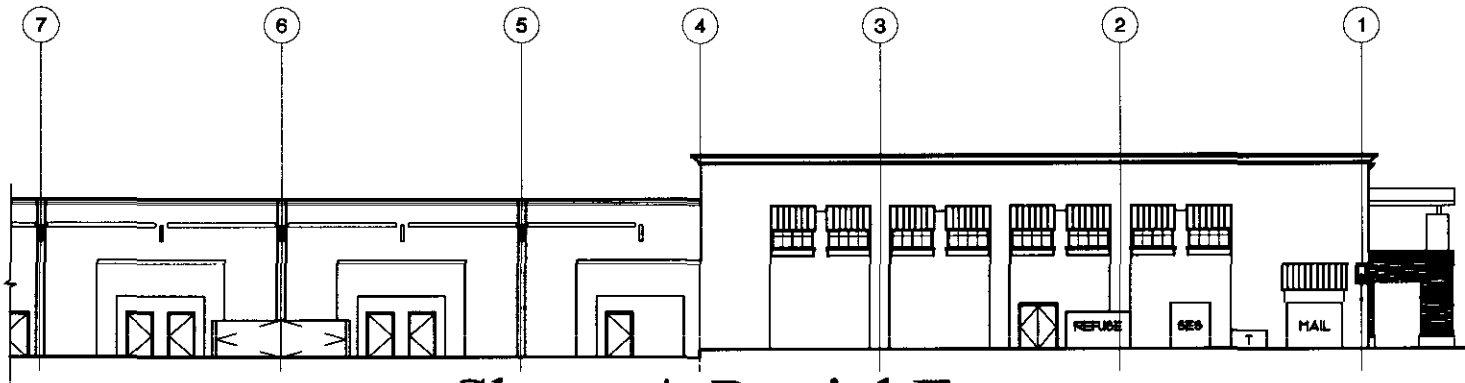
All Calculations are Approximate and Subject to Change



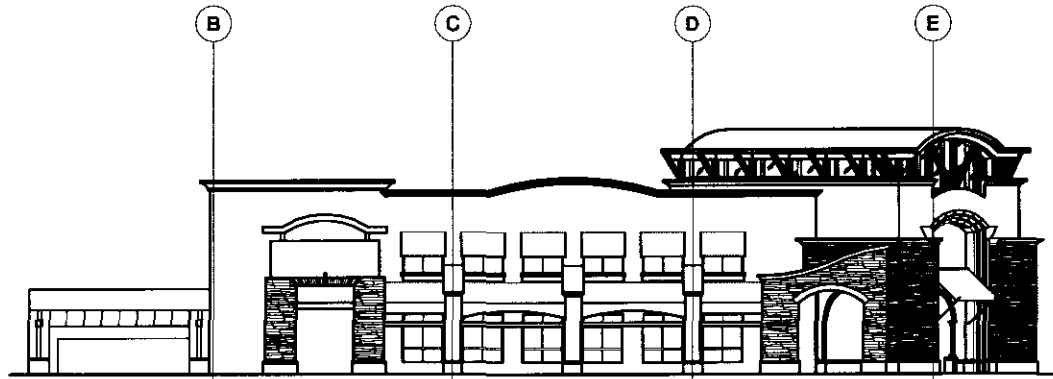
# Shops at Gainey Village

Scottsdale, Arizona  
**4-MS-00**

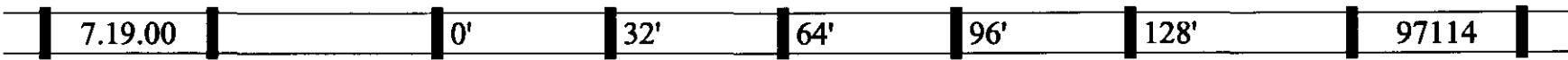




Shops A Partial East



Shops A North

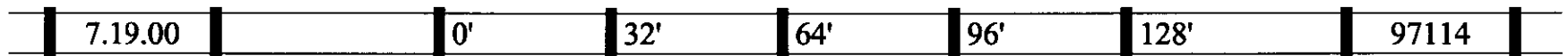
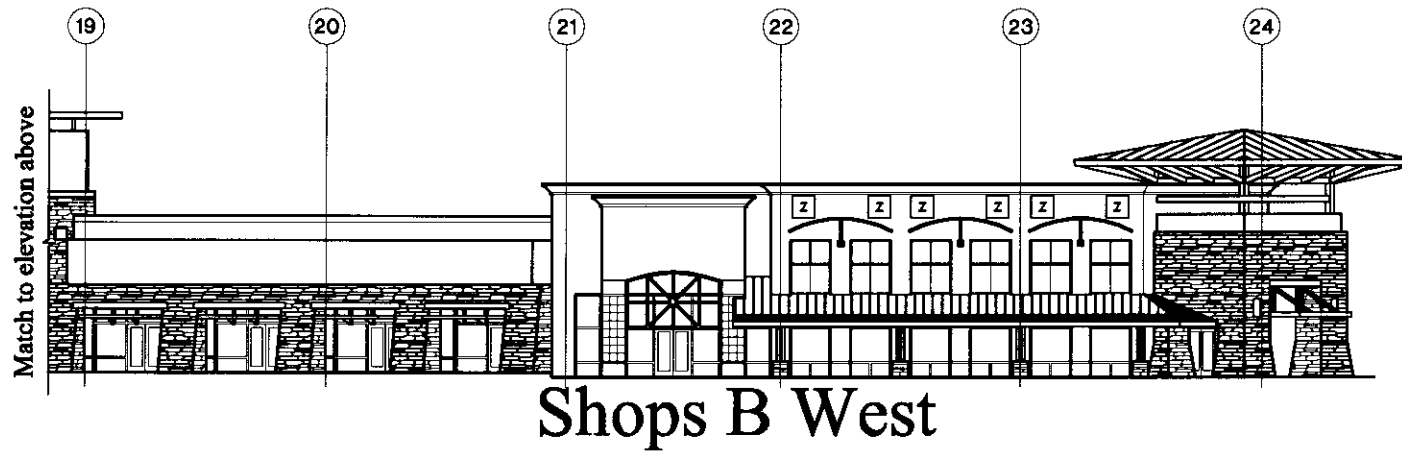
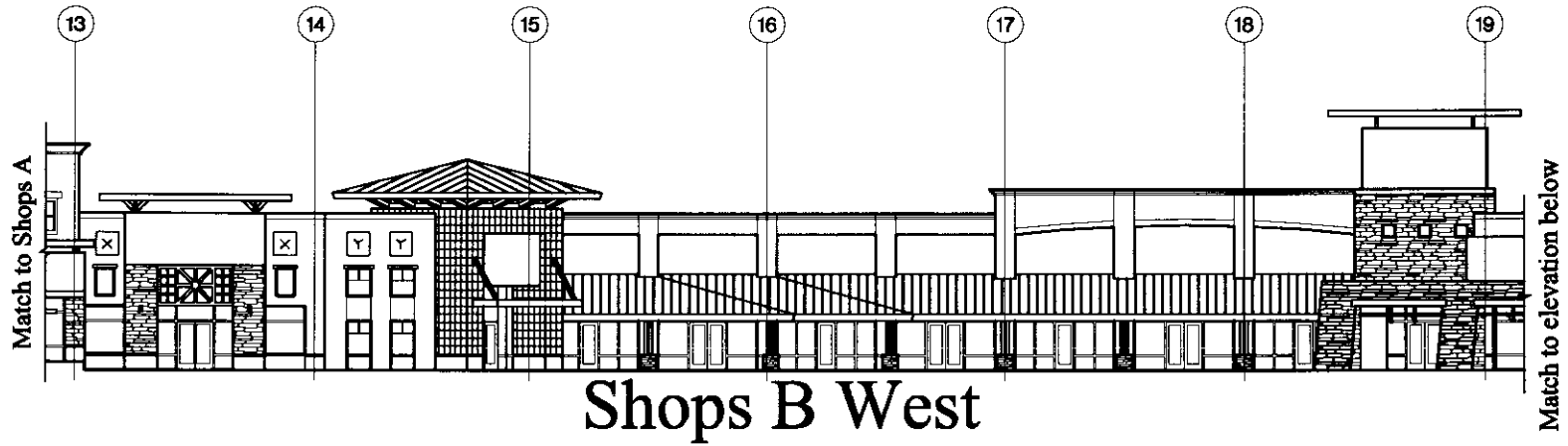


All Calculations are Approximate and Subject to Change



**Shops at Gainey Village**  
Scottsdale, Arizona  
**4-MS-00**





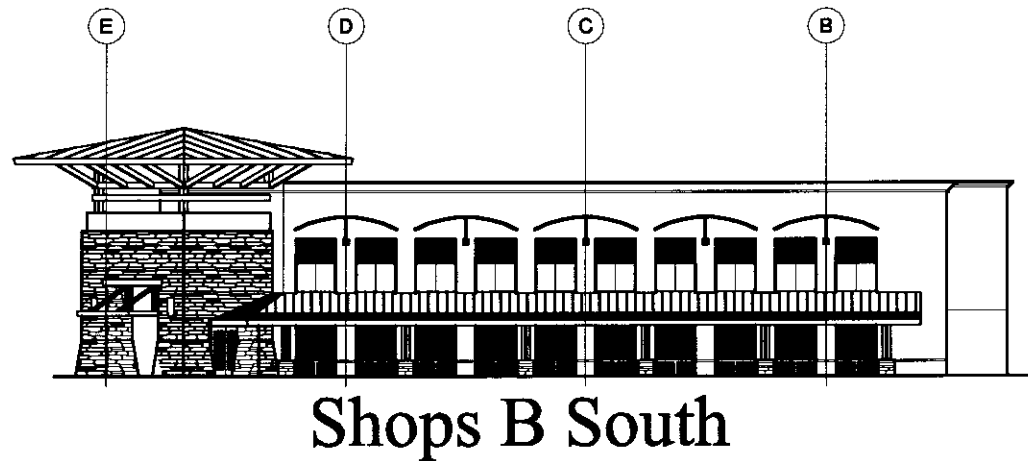
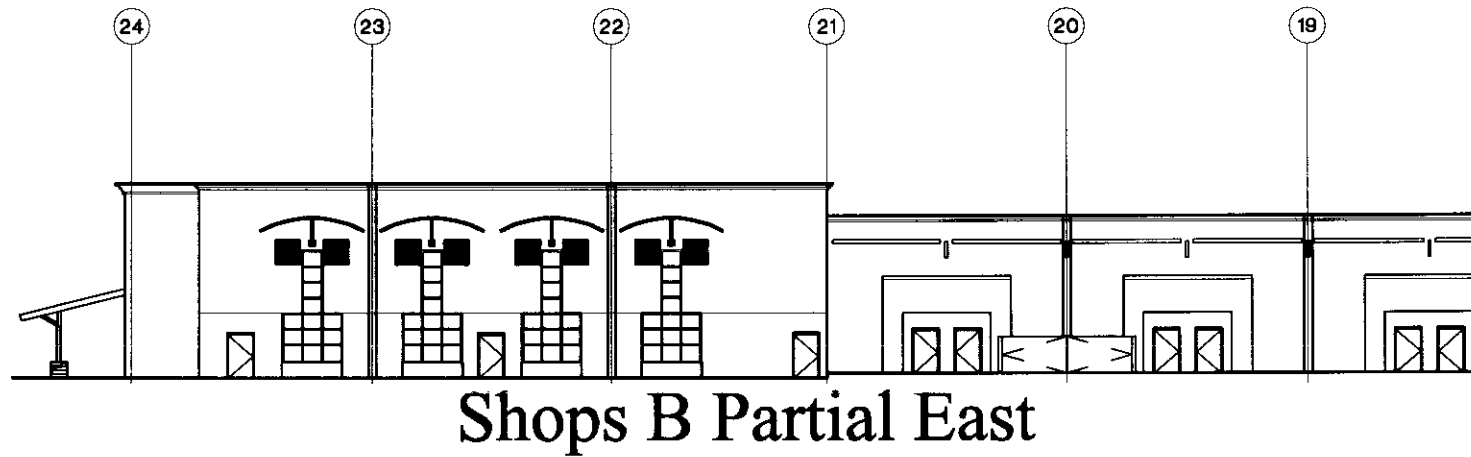
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**Shops at Gainey Village**  
Scottsdale, Arizona  
**4-MS-00**





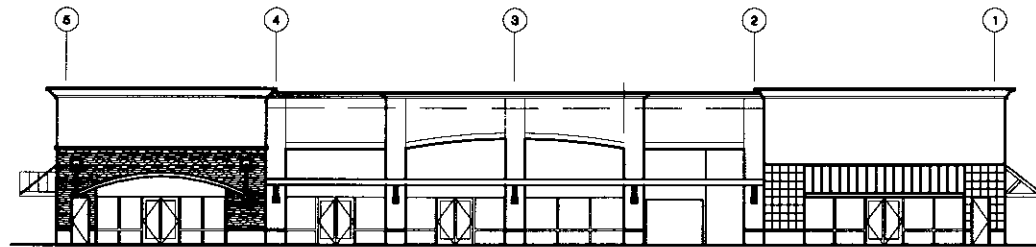


All Calculations are Approximate and Subject to Change

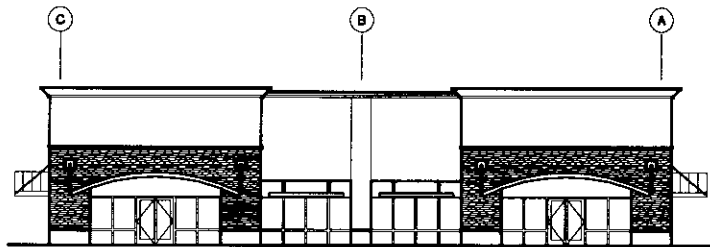


**Shops at Gainey Village**  
Scottsdale, Arizona  
**4-MS-00**

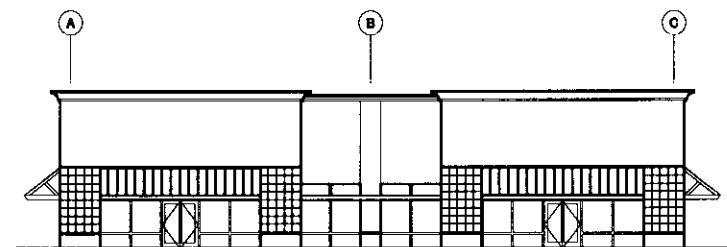




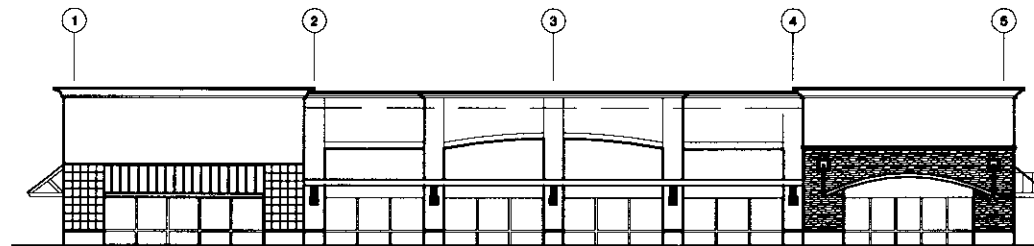
Pad C East



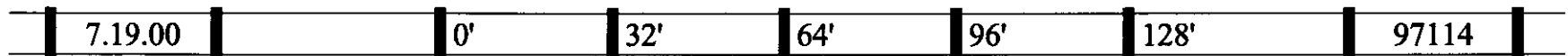
Pad C South



Pad C North



Pad C West



All Calculations are Approximate and Subject to Change

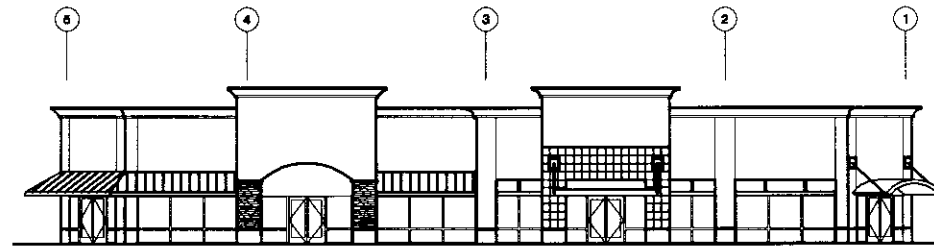


# Shops at Gainey Village

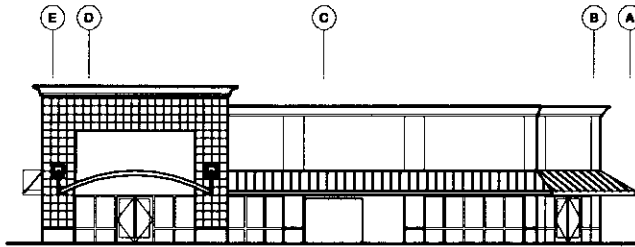
Scottsdale, Arizona

**4-MS-00**

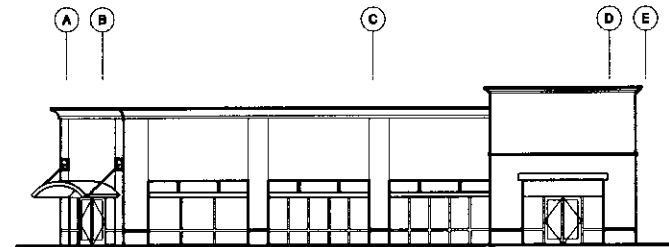




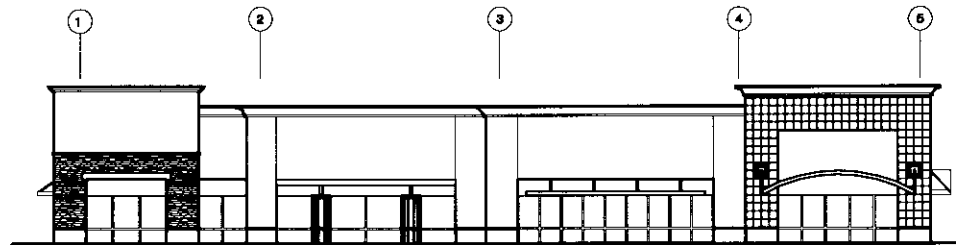
Pad D East



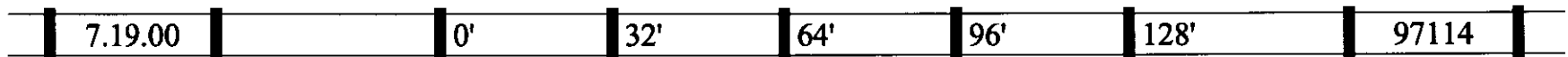
Pad D South



Pad D North



Pad D West



All Calculations are Approximate and Subject to Change

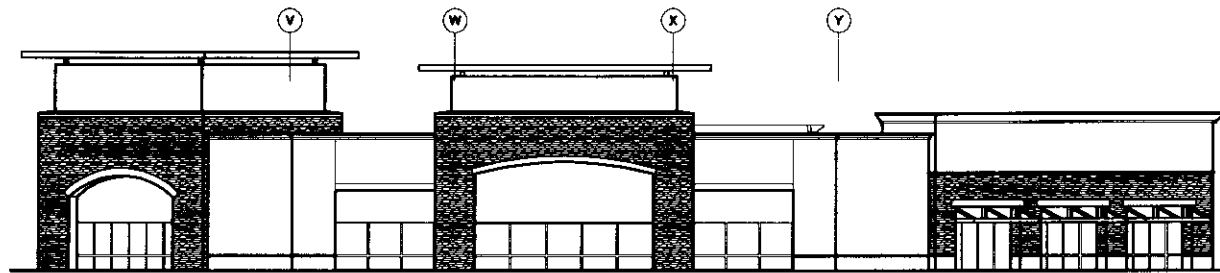


**Shops at Gainey Village**

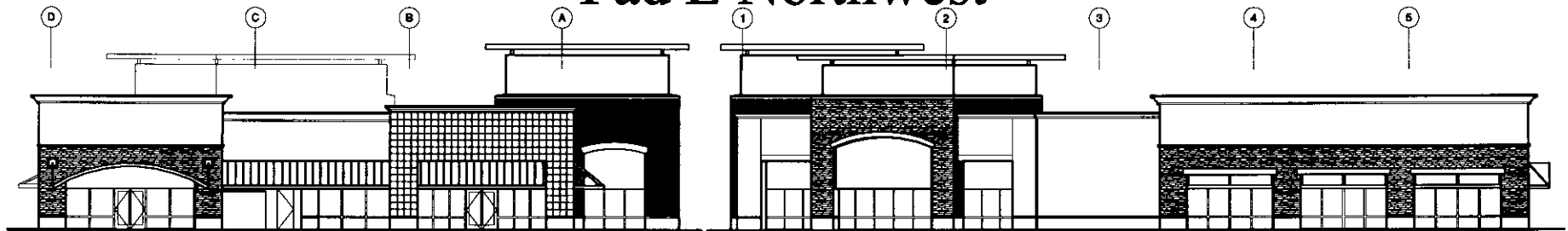
Scottsdale, Arizona

**4-MS-00**



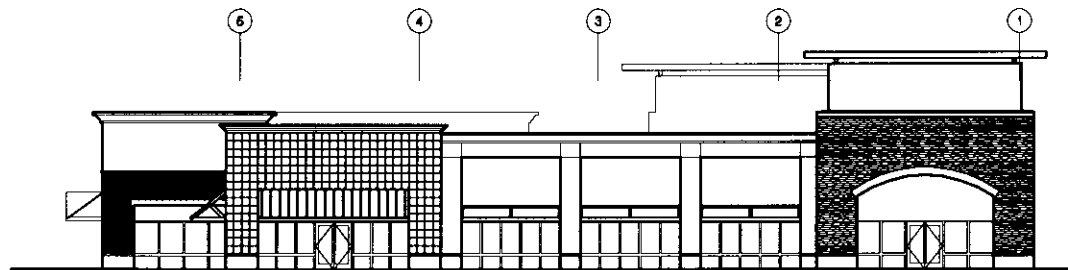


Pad E Northwest



Pad E South

Pad E West



Pad E East



All Calculations are Approximate and Subject to Change

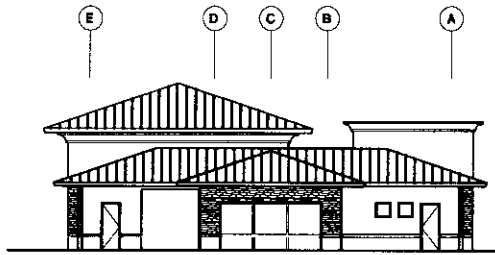


**Shops at Gainey Village**

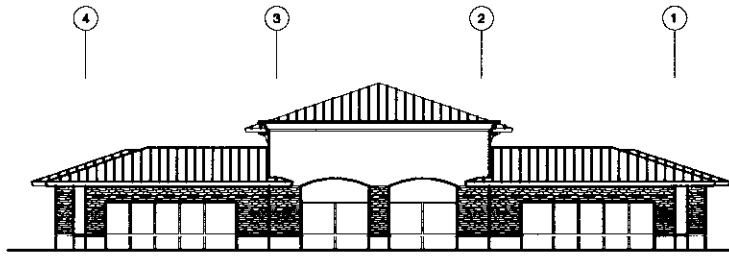
Scottsdale, Arizona

**4-MS-00**

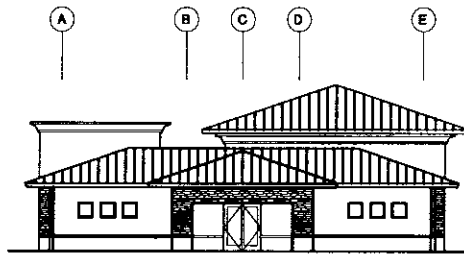




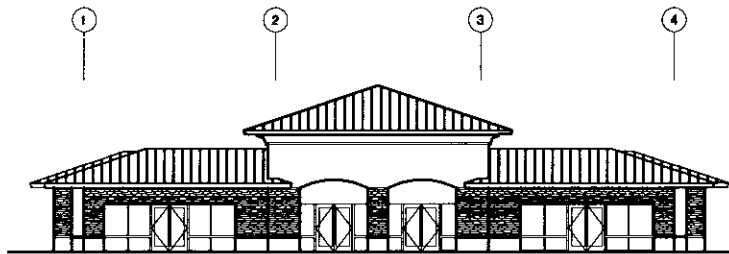
Pad F East



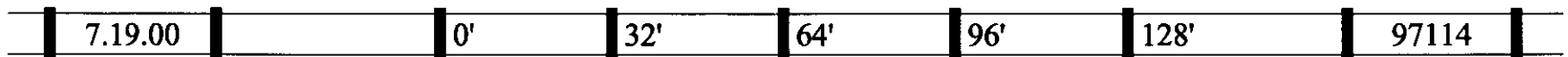
Pad F North



Pad F West



Pad F South



All Calculations are Approximate and Subject to Change



**Shops at Gainey Village**

Scottsdale, Arizona

**4-MS-00**





## 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:	<b>ATTACHMENT #6</b>	

(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-00 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 C, D, E
- ☐ 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 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 - 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 <u>PAINTED</u> <u>FACES WITH LANDLORD - CITY OF SCOTTSDALE APPROVAL</u>	
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	

**SIGN CRITERIA**  
**The Shops at Gainey Village**  
**Scottsdale, Arizona**  
**July 20, 2000**

**A.     INTRODUCTION**

These criteria have been established for the purpose of assuring an architecturally compatible center for the mutual benefit of all tenants and are in addition to any other requirements stated in the lease between Landlord and Tenant.

Landlord shall administer and interpret the criteria. Bootz & Duke Sign Company is the consulting sign company for The Shops at Gainey Village.

The approved City of Scottsdale comprehensive sign package for The Shops at Gainey Village and/or the then current City of Scottsdale sign ordinances will have precedence over any conflicting criteria.

**B.     GENERAL REQUIREMENTS**

1.     Painted lettering directly to the wall shall not be permitted.
2.     Flashing or audible signs shall not be permitted.
3.     All electrical signs and their installations must comply with all Uniform Building and Electrical Codes.
4.     No exposed conduit, tubing or transformers shall be permitted.
5.     All letters, conductors, transformers and other equipment shall be neatly concealed in water tight condition.
6.     Business identification signs for Pad Tenants & Minor Tenants (7,000 square feet or less) will be reverse pan letters. Consideration will be given for established businesses that have developed their own specification for illuminated letters. Major Tenants (7,000 square feet or more) may have pan channel letters but only with Landlord and City of Scottsdale approval.
7.     Tenant or his representative must submit two (2) copies of detailed sign drawings to the Landlord for approval fifteen (15) days prior to submitting to City of Scottsdale for permits.
8.     The Landlord is to provide (3) three monument signs reading "The Shops at Gainey Village" (see Exhibit A). Tenant copy is not allowed on the monument signs.
9.     The Landlord is supplying address numbers to identify the buildings (see Exhibit B).

**C. CONSTRUCTION REQUIREMENTS**

1. All exterior bolts, fastenings and clips shall be of hot dipped galvanized iron and no black iron materials of any type shall be permitted.
2. Locations of all openings for conduit and sleeves in building walls shall be indicated by the Tenant's sign contractor on the sign drawings submitted to Landlord for approval. The Tenant's sign contractor shall install the same in accordance with the approved drawings.
3. No labels shall be permitted on the exposed surface of signs, except those required by ordinance, which shall be applied in an inconspicuous place.
4. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.
5. Tenant and his sign contractor shall repair any damage caused during installation of signage.
6. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

**D. DESIGN REQUIREMENTS FOR MAJOR, PAD & IN-LINE TENANTS**

1. Identification signs shall be designed as an integral part of the storefront in a manner complimentary to adjacent and facing storefronts and the overall design concept of the shopping center.
2. The Landlord has provided a sign band or sign location above all storefronts.
3. Each In-Line Tenant (Shops A and B: 7,000 square feet or less) shall be allowed 1.5 square foot of sign area for each linear foot frontage facing Scottsdale Road. Suites A-2 and B-34 may also have a second sign on their side elevation with the total aggregate signage area not to exceed 1.5 square feet per linear foot of their building fronts. Maximum letter height shall not exceed 30" for one line of copy. The maximum overall height is 42" for two lines of copy. The maximum length is 80% of the storefront (see Exhibit C).
4. Pad Tenants (Shops C, D, E and F) may have signs on two elevations as permitted by the City of Scottsdale with no one sign exceeding 1 square foot for each linear foot of building it is placed on and the total aggregate signage not to exceed 1.5 square foot per linear foot of building fronts. Maximum letter height shall not exceed 24" for one line of copy. The maximum overall height for two lines of copy is 30".

5. Mini-Major Tenants (7,000 – 12,000 square feet) are allowed a maximum letter height of 36" for one line of copy. The maximum overall height is 42" for two lines of copy.
6. Major Tenants (12,000 square feet or more) are allowed a maximum letter height of 42" for one line or 48" for two lines of copy.
7. All tenants will have wall signs fabricated as follows:
  - a. All letters will be fabricated with a minimum of .090 aluminum painted gloss white on the inside and with the outside to have a powder coat copper marble finish.
  - b. Letter styles are open subject to approval of the Landlord and the City of Scottsdale.
  - c. Reverse pan channel letters will have 2.5" returns clip mounted 1" off the fascia.
  - d. Pan channel letters will have 5" returns and be flush mounted to the fascia.
  - e. Established logos will be allowed but only with Landlord and City of Scottsdale approval and shall not exceed 25% of the sign area.
  - f. All letters will bear the UL label and be installed in water tight condition.
8. One under canopy approximately six (6) square foot shingle sign is allowed for each tenant, installed perpendicular to the storefront or suspended from canopy a minimum of 7'6" above grade. The design is open pending landlord approval.
9. Lettering will be allowed on the glass, but will be restricted to the business name, address, emergency information and hours of operation only. The maximum size of the lettering shall be 4".
10. Each tenant who has a non-customer backdoor for receiving merchandise may have their name and address applied to the door with white 2" Helvetica medium vinyl lettering.
11. Five percent (5%) (7,000 s.f) of tenant space (in buildings A & B only) may utilize corporate or color of national chain subject to Landlord and City approval.

E. **MONUMENT SIGNS**

Three monument signs will be allowed as shown on Exhibit A.  
Maximum letter height is 24".



For further information, please contact Landlord or Sign Consultant.

Landlord

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