



**SCOTTSDALE DEVELOPMENT REVIEW BOARD  
KIVA-CITY HALL  
3939 DRINKWATER BOULEVARD  
SCOTTSDALE, ARIZONA**

**THURSDAY, MAY 15, 2008**

**STUDY SESSION MINUTES**

**PRESENT:** Ron McCullagh, Council Member  
Jeremy Jones, Vice Chairman  
Steve Steinberg, Planning Commission Member  
Michael Edwards, Design Member  
Michael Schmitt, Design Member  
David Brantner, Development Member

**ABSENT:** Michael D'Andrea, Development Member

**STAFF:** Steve Venker  
Joe Padilla  
Joe Collins  
Brad Carr  
Jesus Murillo  
Jeff Ruenger  
Dan Symer  
Keith Niederer

**CALL TO ORDER**

Councilman McCullagh called the Development Review Board study session to order at 12:28 p.m.

**ROLL CALL**

A formal roll call was conducted confirming members present as stated above.

**ADMINISTRATIVE REPORT**

Mr. Venker requested that item 20-DR-2007, Scottsdale East Plaza, be continued to June 5, 2008 because the case is currently under consideration by City Council.

The Applicant for item 9-ZN-2007 has requested a continuance to a date to be determined.

Mr. Venker noted that a tentative May 29th retreat agenda was provided on the dais for Board review and comments. A separate study session is planned for dialogue between the Development Review Board and the Planning Commission. Planning Commissioners are invited to attend the Development Review Board Retreat.

Vice-Chairman Jones indicated that the Board Members hoped that the AIA sponsorship would broaden the discussion at the Workshop on Architectural Design, allowing for input of opinions from architects practicing in Scottsdale as well as opportunity for specific proposals.

Regarding item 20-DR-2007, Vice-Chairman Jones commented that previous approvals for the case would not be binding as far as the Board was interested. He noted that the building was run down and in need of renovation, which offered an opportunity to improve the design elements and quality. He opined that with reevaluation of the design approach the design could be brought up to Scottsdale standards within the same budget. He noted particular concern with the arched top elements that emulate a weak interpretation of a building style popular in the early '90s.

#### **STAFF APPROVALS**

1. Desert Ridge Equestrian, 53-DR-2005#2
2. T-Mobile Pinnacle Peak Plaza (PH20921A), 20-DR-2008
3. T-Mobile PH10937B WCF, 122-DR-2006#2

#### **Review of May 15, 2008 DRB meeting agenda items**

#### **CONSENT AGENDA**

20-DR-2007	<u>Scottsdale East Plaza</u>
	To be continued
83-DR-2007	<u>Desert Foothills YMCA</u>
8-DR-2008	<u>KFC Remodel</u>
5-DR-2007#4	<u>Ironwood Festival - M&amp;I Bank</u>

#### **REGULAR AGENDA**

75-DR-2007	<u>Scottsdale Ridge</u>
104-DR-2006	<u>La Rosa Lofts</u>

Mr. Venker inquired whether the Board would be interested in moving the item to the consent agenda because the Applicant had addressed all items of concern. Councilman McCullagh noted an interest in having a presentation.

9-ZN-2007

Waterview at Scottsdale

To be continued.

**ADJOURNMENT**

With no further business to discuss, the study session of the Development Review Board adjourned at 12:38 p.m.

Respectfully submitted,  
AV-Tronics, Inc



May 22, 2008

75-DR-2007

Douglas Jordan/Tracie Jordan  
Jordan Bischoff & Hiser Plc  
7272 E Indian School Rd Ste 205  
Scottsdale, AZ 85251

**RE: DRB APPROVAL NOTIFICATION**

**Case Reference No:** 75-DR-2007 Scottsdale Ridge Mid-size Monument Sign

The Development Review Board approved the above referenced case on May 15, 2008. For your use and reference, we have enclosed the following documents:

- Approved Stipulations/Ordinance Requirements
- Construction Document Submittal Requirements/Instructions
  - These instructions are provided to you so that you may begin to assemble information you will need when submitting your construction documents to obtain a building permit. For assistance with the submittal instructions, please contact your project coordinator Joe Collins, 480-312-7675.
- Table: "About Fees"
  - A brief overview of fee types. A plan review fee is paid when construction documents are submitted, after which construction may begin. You may review the current years fee schedule at:  
<http://www.scottsdaleaz.gov/bldgresources/Fees/default.asp>  
Please note that fees may change without notice. Since every project is unique and will have permit fees based upon it's characteristics, some projects may require additional fees. Please contact the One Stop Shop at 480-312-2500.

**Finally, please note that as the applicant, it is your responsibility to distribute copies of all enclosed documents to any persons involved with this project, including but not limited to the owner, engineers, architect, and developer.**

Sincerely,

A handwritten signature in cursive script, appearing to read "Joe Collins".

Joe Collins  
Planner  
jocollins@ScottsdaleAZ.gov

## About Fees -

The following table is intended to assist you in estimating your potential application, plan review, and building permit fees. Other fees may also apply, for example Water Resources non-Residential Development, Parking-in-Lieu Fees, or Assessment District Fees; and those fees are not listed in this package the plan review staff is responsible for determining additional applicable fees.

Type of Activity	Type of Fee	Subcategory	When paid?
Commercial	Application	<ul style="list-style-type: none"> <li>▪ Preapplication, Variance, Zoning Appeal, Continuance, Development Review Board, ESL, General Plan, Rezoning, Sign Review, Special Event, Staff Approval, Temporary Sales Trailer, Use Permit, or Zoning Text Amendment</li> </ul>	At time of application submittal
	Plan Review	<ul style="list-style-type: none"> <li>▪ Commercial, foundation, addition, tenant improvement/remodel</li> <li>▪ Apartments/Condos</li> <li>▪ Engineering site review</li> <li>▪ Signs</li> <li>▪ Plat fees</li> <li>▪ Misc. Plan Review</li> <li>▪ Lot Tie/Lot Split</li> <li>▪ Pools &amp; Spas</li> <li>▪ Recordation</li> </ul>	At time of construction document submittal
	Building Permit	<ul style="list-style-type: none"> <li>▪ Commercial addition, remodel, tenant improvement, foundation only, shell only</li> <li>▪ Fence walls or Retaining walls</li> <li>▪ Misc. Permit</li> <li>▪ Signs</li> </ul>	After construction document approval and before site construction begins
Residential	Application	<ul style="list-style-type: none"> <li>▪ Preapplication, Variance, Zoning Appeal, Continuance, Development Review Board, ESL, General Plan, Rezoning, Sign Review, Special Event, Staff Approval, Temporary Sales Trailer, Use Permit, or Zoning Text Amendment</li> </ul>	At time of application submittal
	Plan Review	<ul style="list-style-type: none"> <li>▪ Single family custom, addition, remodel, standard plans</li> <li>▪ Engineering site review</li> <li>▪ Misc. plan reviews</li> </ul>	At time of construction document submittal
	Building Permit	<ul style="list-style-type: none"> <li>▪ Single family custom, addition, remodel, detached structure, standard plans</li> <li>▪ Fence walls or Retaining walls</li> <li>▪ Misc. Permit</li> <li>▪ Signs</li> </ul>	After construction document approval and before site construction begins

# DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: May 15, 2008

ITEM No. 7

**CASE NUMBER/ PROJECT NAME** 75-DR-2007  
Scottsdale Ridge Mid-size Monument Sign

**LOCATION** 21811 N. Scottsdale Rd.

**REQUEST** Relocate previously approved mid-size monument sign into a scenic corridor.

**OWNER** Scottsdale Ridge Property  
Reta  
602-263-5706

**ENGINEER**

**ARCHITECT/ DESIGNER** Brent VanDeman  
Bootz & Duke Signs  
602-272-9356

**APPLICANT/ CONTACT** Douglas Jordan/Tracie  
Jordan  
Jordan Bischoff & Hiser  
Plc  
480-505-3900

## BACKGROUND

### Zoning.

Scottsdale Ridge shopping center is zoned C-2 (Central Business District), which allows a wide range of retail, business, and service uses. Zoning Case 45-ZN-1989 established the zoning district for the site, which is not located within the ESL Zoning Overlay.

Located at the northeast corner of Scottsdale Road and Deer Valley Road, the property is surrounded by commercial, residential, and ranch- farm uses.

### Adjacent Uses and Zoning:

- North C-O and C-4 (Commercial Office and General Commercial uses)
- South C-O and R-5 PCD (Commercial Office and Multi-family uses)
- East C-O (Commercial Office uses)
- West S-1 (Ranch and Farm uses – City of Phoenix)

## APPLICANT'S PROPOSAL

### Applicant's Request.

The applicant requests approval of a mid-sized monument sign that will be placed within the Scenic Corridor.

### Development Information:

- Existing Use: Scenic Corridor (60 feet)
- Proposed Use: Signage
- Sign Setback Allowed: 80% of Scenic Corridor setback from edge of right-of way (48 Feet)

- Sign Setback Proposed: 48 feet  
(Scenic Corridor)
- Sign Setback Allowed: 10 feet (from all property lines)  
(Property Lines)
- Sign Setback Proposed: 30 feet (south property line)  
(Property Lines) 48 feet (west property line)
- Sign Height Allowed: 12 feet (18 feet for Scenic Corridor)
- Sign Height Proposed: 12 feet
- Sign Area Allowed: 60 square feet
- Sign Area Proposed: 41.87 square feet

**DISCUSSION**

This proposal would allow the applicant to erect a mid-size multi-tenant monument sign, twelve (12) feet within the eastern boundary of the scenic corridor, adjacent to the south side of the Scottsdale Ridge Retail building. Approved as part of the Master Sign Program for Scottsdale Ridge, the applicant previously submitted plans which were subsequently approved for a building permit on April 5, 2007. After the sign had been constructed, it became apparent that the sign would be less visible to vehicular traffic at the approved location.

**KEY ISSUES**

Standing twelve (12) feet tall and ten (10) feet, six (6) inches wide, the proposed sign will be setback forty-eight (48) feet from the west property line, and thirty (30) feet from the south property line. The proposed location and size of the sign complies with Section 8.411 of the Zoning Ordinance with regards to the requirements for setbacks and height within the Scenic Corridor. Also in compliance with the architectural design standards of the Master Sign Program for Scottsdale Ridge, the sign will be internally illuminated, with an identification panel for the commercial center, and three (3) tenant panels.

Materials and colors for the sign include:

- Columns are covered with “Eldorado Stone Mountain Blend” faux stone;
- Fascias are painted “Alcazar Brown” smooth satin finish;
- Base columns will be “Thatch Roof” medium montex finish;
- Identification panel will be “Thatch Roof” medium montex finish, with clear acrylic white aluminum reverse pan channel lettering;
- Tenant panels are comprised of “Mesquite Canyon” medium montex finish with clear acrylic white aluminum reverse pan channel lettering.

Sign elements will consist of:

- Framing Material: .125 and .090 aluminum construction with internal 2 X 2 X 3/16 inch aluminum angle framing to meet ASA specifications.
- Scottsdale Ridge identification Panel: ¾ inch clear acrylic push thru with .125 white opaque aluminum overlay stud mounted through to internal 3/16 inch white acrylic backer panel.
- Tenant Panels: .125 aluminum with ¾ inch clear acrylic push thru with painted opaque .125 aluminum overlay stud mounted through to internal 3/16 inch white acrylic backer panel.
- Pole Covers: Aluminum framed with 1/2 inch concrete board overlay to accept faux stone to match “Eldorado Stone Mountain Blend”.
- Internal Illumination: Halo backlit.

**STAFF**

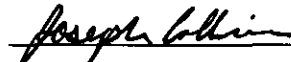
**RECOMMENDATION**

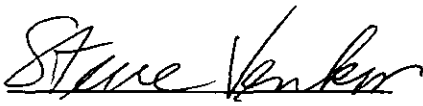
Staff recommends approval, subject to the attached stipulations.

**STAFF CONTACT(S)**

Joe Collins  
Planner  
Phone: 480-312-7675  
E-mail: jcollins@ScottsdaleAZ.gov

**APPROVED BY**

  
\_\_\_\_\_  
Joseph Collins  
Report Author

  
\_\_\_\_\_  
Steve Venker  
Development Review Board Liaison  
Phone: 480-312-2831  
E-mail: svenker@ScottsdaleAZ.gov

**ATTACHMENTS**

- A. Stipulations/Zoning Ordinance Requirements
- 1. Applicant's Narrative
- 2. Context Aerial
- 2A. Aerial Close-Up
- 3. Zoning Map
- 4. Approved Master Sign Plan
- 5. Site Plan/Building Elevations
- 6. Context Photos
- 7. Perspectives
- 8. Material Board

**Stipulations for Case:  
Scottsdale Ridge Mid-size Monument Sign  
Case: 75-DR-2007**

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale. Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

**PLANNING**

**APPLICABLE DOCUMENTS AND PLANS:**

**DRB Stipulations:**

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
  2. Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the building elevations submitted by Bootz and Duke Signs with a date provided on the plans by City Staff of 04/17/08.
  3. The location and configuration of all site improvements shall be constructed to be consistent with the site plan submitted by Bootz and Duke Signs with a date provided on the plans by City Staff of 04/17/08.

**ARCHITECTURAL DESIGN:**

**DRB Stipulations**

4. Any addition, change, or modification to the Master Sign Program for Scottsdale Ridge approved by city staff with a date of 12/12/2005, shall require approval from the Development Review Board.
5. All exterior conduit and raceways shall be painted to match the base of the sign.
6. No portable signs of any type are permitted.

**LANDSCAPE DESIGN:**

**DRB Stipulations**

7. Upon removal of the salvageable native plants, the salvage contractor shall submit completed Native Plant Tracking Form, as well as a list identifying the tag numbers of the plants surviving salvage operations, to the City's Inspection Services Unit within three (3) months from the beginning of salvage operations and/or prior to the issuance of the Certificate of Occupancy.
8. Plants disturbed in the Scenic Corridor shall be replaced with like, size, and kind with a separate landscape plan submittal.

**LIGHTING DESIGN:**

**DRB Stipulations**

9. All lighting shall comply with all Scenic Corridor guidelines and shall be submitted to the One Stop Shop for review, approval, and permit.

**Ordinance**

10. Light sources shall be shielded from view and shall not allow spillage beyond the signage in accordance with Sec.8.411.V.F.5.

**ATTACHMENT A  
Approved 5/15/2008**

**ADDITIONAL PLANNING ITEMS:**

**DRB Stipulations**

11. All signs shall be submitted at the One Stop Shop for review, approval, and permit.

**RELEVANT CASES:**

**Ordinance**

B. At the time of review, the applicable Master Sign Program, Development Review Case, and Zoning Case for the subject site were: Master Sign Program for Scottsdale Ridge approved by city staff with a date of 12/12/2005, 50-DR-2004, and 45-ZN-1989.

**SCOTTSDALE RIDGE PROPERTY RETAIL, LLC**

**MULTI-TENANT MONUMENT SIGN  
DEVELOPMENT REVIEW BOARD  
APPLICATION NO. 75-DR-2007**



**NARRATIVE**

April 17, 2008

**ATTACHMENT #1**

75-DR-2007  
2nd: 04/17/2008

**SCOTTSDALE RIDGE PROPERTY RETAIL, LLC  
PARCEL 1 OF SCOTTSDALE RIDGE  
NEC SCOTTSDALE AND DEER VALLEY ROADS**

**MULTI-TENANT MONUMENT SIGN  
DEVELOPMENT REVIEW BOARD APPLICATION NO. 75-DR-2007**

**NARRATIVE**

Scottsdale Ridge Property Retail, LLC is requesting approval from the City of Scottsdale Development Review Board to allow a multi-tenant monument sign to be placed within the eastern 12 feet of the 60-foot scenic corridor located adjacent to Scottsdale Road, north of the northeast corner of Scottsdale and Deer Valley Roads.

**Basis for Request**

This request is being made in accordance with Section 8.411 of the City's Sign Requirements which provides that a permanent sign may be placed within a scenic corridor upon approval of the Development Review Board. The Board's approval of this request will allow the multi-tenant monument sign to be visible to the traffic along Scottsdale and Deer Valley Roads.

**History**

In December 2005, City approved the master sign program for the Scottsdale Ridge retail and office center. Attached are pages from the approved Scottsdale Ridge master sign program that set forth the design, color scheme, size, and location of the signs at the center, including the multi-tenant monument sign for the retail building owned by Scottsdale Ridge Property Retail, LLC (Sign Type 2B) (Exhibit 1). On April 5, 2007, a building permit for the multi-tenant monument sign (Permit No. 137647) was issued by the City (Exhibit 2). At the time the multi-tenant monument was constructed and prepared to be erected in the approved location, it became apparent that the sign would not be readily visible to vehicular traffic at the approved location. Photos of the current approved sign location are attached (Exhibit 3).

**Sign Detail**

In accordance with the approved 2005 Scottsdale Ridge master sign program and as shown on the attached Sign Detail (Exhibit 4), the multi-tenant monument sign is 12 feet tall and 10-feet 6-inches wide. The sign has been designed to be internally illuminated and the sign face is multifaced with three tenant panels on each side. As suggested by City Planning Department staff, the base of the sign has been slightly redesigned from the originally design in the 2005 master sign program to (1) remove the decorative planters to incorporate the native vegetation within the scenic corridor, and (2) taper the columns to blend with the architecture design of the Scottsdale Ridge buildings. Although it is anticipated that there is sufficient space within the proposed new location for the sign placement without having to remove native vegetation, any native plants that are disturbed or removed with the installation of the sign will be replaced with like size and kind of plant materials.

### **Proposed Sign Relocation**

The proposed new location being requested for the multi-tenant monument sign is depicted on the attached aerial and three site photos (Exhibit 5). As shown on the aerial, the sign will be located at the south end of Scottsdale Ridge Property Retail's building. This location will avoid obstruction of the retail building tenant views to the west and has ample space for the 10-foot 6-inch wide sign to be placed within the eastern 12 feet of the 60-foot scenic corridor. In addition, locating the sign in this location will not obstruct the drainage area or the City's meandering multi-purpose trail within the scenic corridor. Included with this submittal is a conceptual cross-section drawing and two driving photo simulations that clearly illustrate the height comparison of the 12-foot tall sign to the 21-foot tall retail building and the approximately 34-foot tall two-story office building directly to the south. The proposed sign relocation will provide a more adequate visible location for the multi-tenant monument sign without obstructing the existing scenic corridor or building views.