

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: December 18, 2008

ITEM NO. 10

CASE NUMBER/ PROJECT NAME	3-MS-2008 Scottsdale Quarter Master Sign Program		
LOCATION	15101 N. Scottsdale Rd.		
REQUEST	Request approval of the Master Sign Program for Scottsdale Quarter.		
OWNER	The Wolff Company 480-205-3918	ENGINEER	N/A
ARCHITECT/ DESIGNER	Nelson Partners 480-949-6800	APPLICANT/ CONTACT	Eric Vernon Nelsen Partners 480-949-6800

BACKGROUND

Zoning.

This property was zoned Planned Regional Center (PRC) by Ordinance 3648, (cases 5-GP-2005 and 24-ZN-2005) approved by City Council on October 24, 2005. PRC zoning allows a broad range of general merchandise and service uses, and can include office and residential uses. This district allows mixed-use development, as proposed with this project.

Context.

The site is located on N. Scottsdale Road between E. Butherus Road on the south, N. 73rd Street on the east and E. Greenway-Hayden Loop on the north. Kierland Commons shopping center is to the immediate west, across N. Scottsdale Road from this property. There is an existing Dial Corporation facility on the property, which will remain in operation through Phase One then be removed, when their new office building at One Scottsdale is completed, to allow construction of Phase Two.

Building permits have been issued for the six buildings within Phase I and these are currently under construction along Scottsdale Road, Butherus Road and Greenway-Hayden Loop, around the existing Dial Corporation facility.

Adjacent Uses and Zoning:

- North: Commercial uses; C-3 zoning district
- South: Office uses; I-1 zoning district
- East: Offices and airport related uses; I-1 zoning district
- West: City of Phoenix, mixed use development

Related Approvals.

The applicant submitted a text amendment to the Sign Ordinance under case # 6-TA-2008. This text amendment added several new sign types, modified existing

regulations of certain sign types, and will be applicable to all properties with PRC zoning. This case was approved by City Council December 9, 2008.

**APPLICANT'S
PROPOSAL**

Applicant's Request.

The request is for approval of the Master Sign Program for Scottsdale Quarter, a mixed-use development consisting of eighteen (18) buildings totaling more than 1.2 million square feet of floor area.

Development Information:

- Existing Use: Industrial Use – Dial Corporation/ Phase One Construction
- Proposed Use: Mixed-Use Development
- Project Size: 23.52 Acres
- Building Size: 18 buildings totaling 1,216,768 square feet of mixed-use floor area
- Building Height Allowed: 60 Feet
- Building Height Proposed: variable heights ranging from 30 – 60 Feet
- Parking Required: 3,150 spaces
- Parking Provided: 3,180 spaces in three garages and 133 open surface spaces
- Open Space Required: 204,911 square feet
- Open Space Provided: 248,065 square feet
- FAR: 0.8

DISCUSSION

Background.

Several of the signs proposed within this application are new sign types that were approved in a text amendment to the Sign Ordinance (6-TA-2008). These are sign types that were not previously allowed or have been modified from what was previously allowed. The details of these new sign types and regulations are explained below:

- Standing Canopy Signs

The Standing Canopy Sign is a sign located on the top of a storefront canopy and mounted on the leading edge parallel to the building façade. This sign type is limited to a maximum area of thirty-six (36) square feet and a maximum height is subject to the Development Review Board approval, up to a maximum of forty (40) inches above the canopy. The design of this sign type is limited to individual letters and the use of internal lighting, cabinets, and exposed raceways is prohibited.

- Projecting Signs

The Projecting Sign is a vertical sign that is mounted perpendicular on the building wall. This sign type is allowed to project up to forty-eight (48) inches from the face of the building to which it is mounted. The Projecting Sign type may be internally or externally illuminated and is limited to a maximum area of thirty-six (36) square feet. The bottom of this sign must be a minimum of eight (8) feet above adjacent grade and

will not extend above the roof line/parapet of the building. The use of the Projecting Sign is limited to one (1) per every fifty (50) linear feet of building face and a Projecting Sign cannot be located closer than twenty (20) feet from another Projecting Sign on the same building face. This sign is required to be oriented internally to the project so that it is not visible from off-site.

- Column Signs

The Column Sign is a free-standing project identification sign with a maximum height of twenty-five (25) feet and a maximum width or diameter of six (6) feet. The purpose of this sign type is to identify the project and is allowed as an alternative to a Tower Sign. The Column Sign is limited to one (1) sign per street frontage.

The modifications to existing sign types and regulations are highlighted below:

- Directory Signs (with advertising)

Previously the zoning ordinance allowed Directory Signs in the PRC district, but limited the signs to a maximum height of seven (7) feet and did not allow advertising on the signs. Now the Directory Signs can be a maximum of twelve (12) feet in height and are allowed to display product and business advertising. Directory Signs with advertising must be located so that any advertising is oriented internally to the project and not visible from off-site. The area of advertising on a Directory sign shall not exceed the area used for the purpose of business, building, and project identification. Any directories with advertising must be set back a minimum of one hundred and fifty (150) feet from the perimeter property lines of the project and the specific locations will be subject to Development Review Board approval.

- Traffic Directional Signs

Previously the zoning ordinance allowed Traffic Directional Signs in the PRC district, but limited the signs to a maximum height of three (3) feet and a maximum area of four (4) square feet. Where a driveway is shared by multiple businesses the maximum area allowed was eight (8) square feet. Now Traffic Directional Signs shall not exceed maximum height of eleven (11) feet and a maximum area of five (5) square feet. Where a driveway is shared the maximum area shall not exceed ten (10) square feet.

- Seasonal Banners

Previously the zoning ordinance allowed banners as a Temporary Commercial Sign for the purposes of grand opening signage only. These banners were limited to a maximum display time of thirty (30) days. Now Seasonal and Special Event banners are allowed in addition to what was previously allowed. The design and location of the seasonal and special event banners will be subject to approval by the Development Review Board and are limited to a maximum display time of ninety (90) days. The banners must be setback a minimum of fifty (50) feet from the perimeter property lines of the development and must be oriented

internally to the project so that they are not visible from off-site.

Proposal.

The intent of this Master Sign Program is to produce a consistent collage of signs that inform the user, while fitting in seamlessly with the context of the environment. There are a variety of architectural treatments within the project and each sign should be carefully considered in relation to its particular location within the project. The Master Sign Program proposed with this application consists of the following sign types:

- Suspended Canopy Signs
- Standing Canopy Signs *
- Projecting Signs *
- Building Wall Signs
- Fascia / Glass Mounted Signs
- Window Signs / Graphics
- Awning Signs
- Menu Displays
- Banners *
- Traffic Directional Signs *
- Directory Signs *
- Column Signs *

* Denotes a new or modified sign type as approved under 6-TA-2008

Freestanding Signs.

The project will utilize two (2) Column Signs for project identification. These signs are allowed to be up to twenty-five (25) feet tall and will be located at the eastern-most entrance drive on E. Greenway-Hayden Loop and the eastern-most entrance drive on E. Butherus Road. The Column Signs will be used for project identification only and will not contain any tenant or building names or logos.

Directory Signs will be placed throughout the site to provide information about the project and businesses within the site. This sign type allows the option to display business and product advertisements on these directories subject to the requirements set forth in Section 8.534.1.V.C of the Sign Ordinance. The sign program proposes to locate three (3) of these directories within the central quad area and then one at the southwest and southeast corners of building E and one at the northwest and northeast corners on building J.

Traffic Directional Signs with a custom design and height up to eleven (11) feet will be utilized throughout the project at the intersections of the internal private streets. The same design will be utilized for stop signs at the intersections of the private streets with the public streets at the perimeter of the project.

Building Mounted Signs.

The building mounted signs will consist of several different sign types mounted in a variety of ways included wall mounted, canopy mounted (above and below), window mounted, awning mounted, fascia mounted, and mountings perpendicular projecting from the building face. The building mounted signs will

identify tenant names and will be mounted at first, second, and third floor levels.

Banners.

Per text amendment case 6-TA-2008 seasonal and special event banners are allowed subject to Development Review Board approval of the design, location, and mounting methods. This Master Sign Program includes these banners as an allowed sign type, but does not provide any detail as to the design or location of the banners. It has been stipulated with this case that the design and location of the banners shall return to the Development Review Board for approval prior to installation.

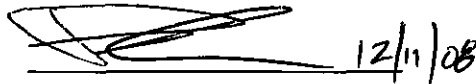
**STAFF
RECOMMENDATION**

Staff recommends approval, subject to the attached stipulations.

STAFF CONTACT(S)

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Planner
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APPROVED BY

A handwritten signature in black ink, appearing to read 'Bryan Cluff', followed by the date '12/11/08'.

Bryan Cluff
Report Author

A handwritten signature in black ink, appearing to read 'Steve Venker'.

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

CHANGES SHOWN IN BOLD

**Stipulations for the
Development Review Board Application:
Scottsdale Quarter Master Sign Program
Case Number: 3-MS-2008**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale. Unless otherwise stated, the owner's completion of all requirements below is subject to the satisfaction of Project Coordinator and the Final Plans staff.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DS&PM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. All site and building signage shall be constructed to be consistent with the Master Site Signage Program submitted by Nelson Partners Inc., with a city staff date of 12/11/2008.

RELEVANT CASES:

Ordinance

- A. At the time of review, the applicable Zoning and Development Review Board cases were: 5-GP-2005, 14-ZN-2005, 10-DR-2007, 10-DR-2007#2, 10-DR-2007#3, 10-DR-2007#4, and 540-SA-2007.

DESIGN:

Ordinance

- B. The approval of this Master Sign Program shall be contingent upon the adoption of Resolution No. 7803 and Ordinance No. 3824 by City Council as associated with 6-TA-2008.

DRB Stipulations

2. *Any use of the proposed seasonal and special event banners shall require Development Review Board approval of the design, location, and mounting methods prior to installation.*
- 2a. *Directory Signs DIR07 and DIR01 as shown on sheet 34 of the Master Sign Program shall be relocated further into the project so that they are behind the one-hundred fifty (150) foot setback line.*
3. *Any addition, change or modification to this master sign program shall require Development Review Board approval.*
4. *All signs shall be submitted at the One Stop Shop for review, approval and permit.*



Project Narrative

This document will be uploaded to a Case Fact Sheet on the City's web site.

Date: 07/11/08

Project No.: 868 - PA - 2007

Coordinator: Bryan Cluff

Case No.: _____ - _____ - _____

Project Name: Scottsdale Quarter - Master Sign Program

Project Location: 15101 N. Scottsdale Rd.

Property Details:

☐ Single-Family Residential ☐ Multi-Family Residential ☒ Commercial ☐ Industrial

Current Zoning: PRC

Proposed Zoning: n/a

Number of Buildings: n/a

Parcel Size: 28.61 ac

Gross Floor Area/Total Units: n/a

Floor Area Ratio/Density: n/a

Parking Required: n/a

Parking Provided: n/a

Setbacks: N - n/a S - n/a

E - n/a W - n/a

Description of Request:

Scottsdale Quarter is intended to look, work, and feel like a premium shopping district, of which the tenant signs are a vital contribution. Uncontrolled signs can quickly create a visual and verbal jungle and fail in their goal to communicate effectively, thereby undermining the overall cohesiveness of the entire project. The intent of the Master Site Signage Program is to produce a consistent collage of signs that tastefully inform, delight and stimulate the shopper while fitting in seamlessly with the context of the environment.

3-MS-2008

1st: 7/17/08

Planning and Development Services Department

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Scottsdale Quarter

3-MS-2008

ATTACHMENT #2



Scottsdale Quarter

3-MS-2008

ATTACHMENT #2A



3-MS-2008

ATTACHMENT #3

