

TO: DEVELOPMENT REVIEW BOARD **DATE:** 7/18/96
FROM: PROJECT COORDINATION
SUBJECT: CASE 15-MS-95#2

REQUEST: Approve Master Sign Program for a Retail Center
PROJECT NAME: Terravita Marketplace
LOCATION: SWC Carefree Highway & Scottsdale Road

DEVELOPER/OWNER: The Pederson Group
ARCHITECT/DESIGNER: Robert Kubicek Architects
ENGINEER:
APPLICANT/COORDINATOR: Paul Bleier/Bleier Industries, Ltd.

STAFF RECOMMENDATION: APPROVE subject to the following stipulations:

1. No signs will appear on the west or south building elevations. ~~TO RESIDENTIAL AREAS.~~ DIRECTLY ADJACENT
2. Future pad buildings will submit signage for review at the time of Development Review Board building approval.
3. Any alterations or changes to this master sign program will require Development Review Board approval.
4. All (sign) illumination will comply with current ESL requirements.

DISCUSSION: The request is to establish a master sign program for Terravita Marketplace, a new retail center, located at the southwest corner of Scottsdale Road and Carefree Highway. This new 13 acre neighborhood center is located within the Terravita Master Planned Community. The project includes a major grocer, drug store, in-line retail tenants, and a restaurant pad located at the northeast corner of the site.

~~The proposed building wall signage will consist of reverse pan channel (back lit, halo illumination) metal letters.~~

The proposed criteria will include two freestanding center ID signs (one sign on Scottsdale Road and one located on Carefree Highway), signage for major, minor and in-line retail tenants. These signs will be consistent with the existing "Terravita" entry monument. The signs will not exceed 5 feet in height, and total sign area will not exceed 24 square feet.

All Building wall signs will consist of reverse pan channel (back lit, halo illumination) metal letters for all tenants within the project. ^{WHITE}

The major tenants, Albertsons and Walgreens, will utilize their corporate colors and letter style with the remainder of the tenants using a "Dune Gray" (blue/gray) color. ~~Handwritten: (Shops A,B,C,D)~~

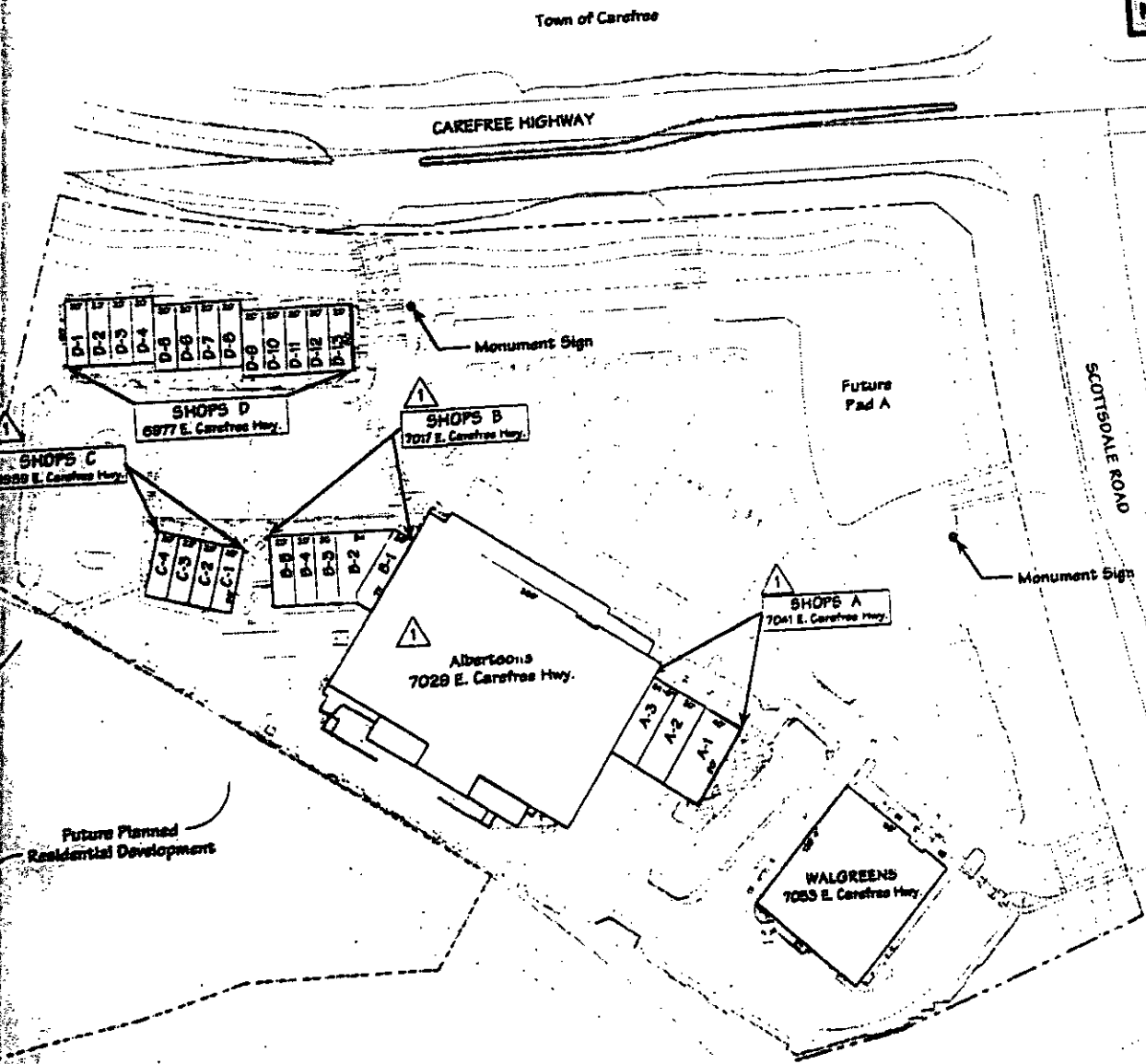
Maximum copy height for the major tenant will be 48 inches (Albertsons). Walgreens copy height will not exceed 36 inches, with the remainder of the shop tenants limited to a maximum of 24 inches for one or two lines of copy.

RELATED CASES:

Curtis Kozall
Sign Inspector
994-7034

ATTACHMENTS: #1-Aerial
#2-Zoning Map
#3-Site Plan
#4-Monument Signs
#5-11 Elevations
#12-Lettering Details
#13-23 Master Sign Program
#24-Project Narrative
A-Stipulations
B-Ordinance Requirements

NOTE: THIS DRAWING HAS
BEEN REDUCED AT 1/4" = 100'
AND THEREFORE THE SCALE
NOTED IS NOT APPLICABLE



Site Plan
Scale: 1" = 100'



DATE: 08/16/95
DRAWN BY: J. M. MCGEE
CHECKED BY: J. M. MCGEE
DATE: 08/16/95
SCALE: As Noted
SHEET NO: SP 1

PROJECT NO	05-H-129
DATE	08/16/95
SCALE	As Noted
SHEET NO	SP 1

Project: Terrafirma Marketplace
5900 Scottsdale Rd. & Carefree Hwy.
Scottsdale, AZ
Site Plan
Drawn By: Julie McGeach
Check By: Paul Bicker

bilco industries
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13-443-95 # 2