

# DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: August 19, 2010 Item No. 16  
General Plan Element: *Character and Design*  
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

## ACTION

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**85-DR-2010**     **Giggle**

**Location:**     15147 N. Scottsdale Road, Suite 170

**Request:**     Approval for a minor modification to the north elevation for Building H for a tenant storefront.

## OWNER

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Glimcher  
180 E. Broad Street  
Columbus, Ohio 43215

## ARCHITECT/DESIGNER/APPLICANT

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George Melara  
Nelsen Partners, Inc.  
15210 N Scottsdale Road Suite 300  
Scottsdale, AZ 85254  
480-949-6800

## BACKGROUND

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### Zoning

The site is zoned Planned Regional Center District (PRC), which allows a broad range of general merchandise and service uses, and can include office and residential uses. This district allows retail uses, as proposed with this request.

### Context

The Scottsdale Quarter site is located on N. Scottsdale Road between E. Butherus Road on the south, N. 73<sup>rd</sup> Street on the east and E. Greenway-Hayden Loop on the north. Scottsdale Quarter is a multi-building mixed-use development with a contemporary design style. The Giggle tenant space is centrally located within the project, in a first level space on the north side of Building H.

### Adjacent Uses and Zoning

- North     Open space courtyard area and Building F zoned Planned Regional Center District (PRC).
- South     Adjacent tenant space (vacant) zoned Planned Regional Center District (PRC).
- East     Adjacent tenant space (vacant) zoned Planned Regional Center District (PRC).
- West     Adjacent tenant space (vacant) zoned Planned Regional Center District (PRC).

Action Taken \_\_\_\_\_

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## **DEVELOPMENT PROPOSAL**

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### **Goal/Purpose of Request**

The applicant is requesting approval of a revised building elevation for the north side of Building H. Proposed revisions to the elevation of this space are based on the tenant's (Giggle) desire to incorporate the design scheme of their typical storefront.

### **Development Information**

- Existing Use: Vacant tenant space
- Proposed Use: Retail (Giggle)
- Building Size: 134,008 square feet
- Tenant Suite Size: 2,182 square feet
- Parking Required (Tenant): 8 spaces
- Parking Required (Project): 2,713 spaces
- Parking Provided (Project): 3,200 spaces

### **Discussion**

Giggle is a parenting and baby supply store that is proposing to locate in Building H of the Scottsdale Quarter project. The proposed tenant space is a forty (40) feet wide, first level space, located mid-building on the north elevation. As part of Giggle's tenant improvements, they are requesting to modify the storefront of the space to portray the Giggle image.

The proposed storefront modifications include the removal of the two (2) existing building mounted steel canopies and the addition of multi-colored vinyl awnings mounted at a height approximately six (6) feet lower than the existing metal canopies.

Established design guidelines for Scottsdale Quarter allow minor changes to the buildings and storefronts so that tenants may establish their identity within the project, as long as the proposed design, materials, and colors are within the character of the overall project. The design guidelines encourage tenants with national or regional storefront designs to work with staff and the Development Review Board to modify the design to comply with the materials and color palette of the development, while still establishing a sense of identity for the individual tenants. The design guidelines require that the tenants utilize materials that have been established in the project, and specifically prohibit the use of vinyl awnings.

### **Key Issues**

The existing metal canopies were approved by the Development Review Board as part of the shell building and establish an architectural continuity across the north elevation of the building. Removal of these canopies goes beyond the scope of a minor storefront change for a mid-building tenant space, and will break up the existing flow of the elevation. The addition of multi-colored vinyl awnings, six (6) feet lower than the metal canopies, further disrupts the established architectural character of the building.

Giggle has other locations throughout the country, some of which do not include the multi-colored vinyl awnings. There are other design options, such as signage and window graphics, for the tenant to represent their image without removing the existing metal canopies. Attachment #7 to this report is an example of a storefront design that can be implemented without removing the metal canopies and still establishes the Giggle identity.

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**STAFF RECOMMENDATION**

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**Recommended Approach:**

Staff recommends that the Development Review Board approve the proposal as modified per the attached stipulations.

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**RESPONSIBLE DEPARTMENT**

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Planning, Neighborhood and Transportation  
Current Planning Services

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**STAFF CONTACT**

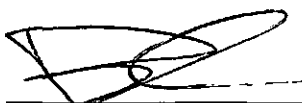
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Bryan Cluff, Planner, Phone 480-312-2258 E-mail: bcluff@scottsdaleaz.gov

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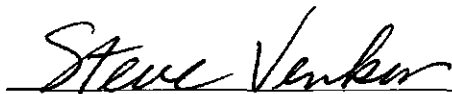
**APPROVED BY**

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Bryan Cluff, Report Author

8/10/10  
Date



Steve Venker, Development Review Board Coordinator,  
Phone: 480-312-2831, E-mail: svenker@ScottsdaleAZ.gov

8/11/10  
Date

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**ATTACHMENTS**

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- A. Stipulations/Zoning Ordinance Requirements
- 1. Applicant's Narrative
- 2. Context Aerial
- 2A Aerial Close-Up
- 3 Zoning Map
- 4. Site Plan
- 5. Building Elevations
- 6. Building Perspectives
- 7. Storefront Example

**Stipulations for the  
Development Review Board Application:  
Giggle  
Case Number: 85-DR-2010**

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.

**ARCHITECTURAL DESIGN:**

**DRB Stipulations**

1. The storefront design shall be modified so that the existing metal canopies remain in place and the vinyl awnings are removed.

**Nelsen Partners, Inc.**

Architecture Planning Interiors

Austin · Scottsdale

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**Principals**

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**Associate Principals**

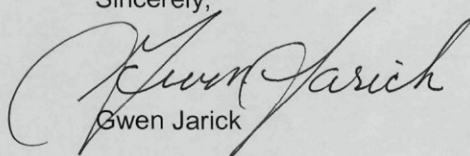
Helen Bowling, AIA  
Stan Haas, FAIA  
Michael Martin, AIA  
Michael W. Milburn, AIA  
Andy Neilands, AIA

July 30, 2010

Project Narrative for a modification to 10-DR-2007#2 Phase II Building H North elevation canopy design between grid lines 5 & 6 ground level.

The intention of the design of this center was to give the tenants freedom to express the character of their storefront within the design parameters set forth in the project design guidelines. Through this process the end product is a very interesting and diverse shopping experience without sacrificing the quality of materials or design. This being said the changes that the tenant Giggie would like to make to the canopy location and design are a welcome gesture and is consistent with the design guidelines for Scottsdale Quarter. The lowering of the canopy not only brings it down to a pedestrian level but also breaks the monotony of the continuous canopy height and material type running down the north façade. It is in the best interest of the center to be successful to allow tenants such freedom of expression.

Sincerely,



Gwen Jarick

85-DR-2010

1<sup>st</sup>: 7/30/2010

ATTACHMENT #1



Giggle

85-DR-2010

ATTACHMENT #2



Giggle

85-DR-2010

ATTACHMENT #2A



85-DR-2010

ATTACHMENT #3









BUILDING H EXISTING NORTH ELEVATION  
SCALE: 1'-0" = 3/32"



BUILDING H NORTH ELEVATION WITH GIGGLE  
SCALE: 1'-0" = 3/32"



ENLARGED EXISTING PARTIAL ELEVATION  
N.T.S.

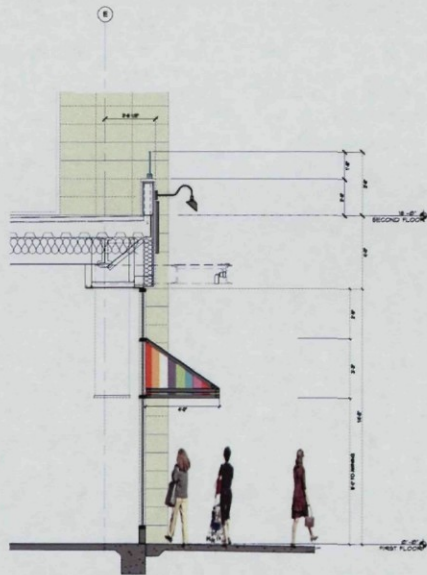


ENLARGED ELEVATION WITH GIGGLE STOREFRONT  
N.T.S.





BUILDING H NORTH ELEVATION EXISTING CONDITION



STOREFRONT/ CANOPY SECTION  
SCALE: 1/4" = 3/8"



BUILDING H NORTH ELEVATION WITH GIGGLE AWNINGS

ATTACHMENT #6



SCOTTDALE QUARTER  
GIGGLE DRB  
15147 N. SCOTTSDALE RD.  
SCOTTSDALE, ARIZONA

Date  
JULY 30, 2010

Drawings and other related documents  
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Project No.  
110775.01

A.2



ATTACHMENT #7