

Development Review (Minor) Staff Approval

10-MS-2015#3

The Shops at Gainey Village Master Sign Program Amendment

APPLICATION INFORMATION

LOCATION:	8787 N Scottsdale Rd	APPLICANT:	Julie Kulka
PARCEL:	174-29-143B	COMPANY:	Airpark Signs and Graphics
Q.S.:	26-45	ADDRESS:	1205 N Miller Rd Tempe, AZ 85281
ZONING:	C-2 PCD	PHONE:	(480) 966-6565

<u>Request:</u> To consider a master sign program amendment to The Shops at Gainey Village to simplify the building and freestanding sign standards and guidelines, for an existing commercial development.

STIPULATIONS

- All building signs shall conform to The Shops at Gainey Village Master Sign Program Amendment (on Pages 5 thru 8), Case No. 10-MS-2015#3, submitted by Airpark Signs & Graphics and approved by City Staff on March 2, 2018.
- 2. All mid-size monument signs shall conform to The Shops at Gainey Village Master Sign Program Amendment (on Pages 5 and 10), Case No. 10-MS-2015#3, submitted by Airpark Signs & Graphics and approved by City Staff on March 2, 2018.
 - a. The landlord shall select which tenant shall be allowed to utilize a tenant panel on any mid-size monument sign.
 - b. On any mid-size monument sign, no tenant name shall be displayed more than one (1) tenant panel per side.
 - c. All tenant panels on all mid-size monument signs shall utilize the color 'Sherwin Williams Macadamia SW 6142' or similar for the tenant panel background color.
 - d. Tenant copy and logos on all mid-size monument signs shall utilize routed copy or push-thru faces (with a vinyl layer) utilizing corporate colors with landlord approval.
- 3. Any modifications to the Shops at Gainey Village Master Sign Program shall require Development Review Board or Staff Approval.

CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter, along with the following plan sets to the One Stop Shop for plan review:				
SIGN PERMIT APPLICATION	\square	Completed Sign Permit Application: <u>www.scottsdaleaz.gov/codes/signs</u>		
Expiration of Development Review (Minor) Approval This approval expires two (2) years from date of approval if a permit has not been issued, or if no permit is required, work for which approval has been granted has not been completed.				
Staff Signature: Andrew Chi, Planner Date: March 2, 2018				
Diamping and Davalanment Convisas				

Planning and Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Web: <u>www.scottsdaleaz.gov</u> Page 1 of 1

Form Revision Date: 12/11/2014

CASE# 10-MS-2015#3

APPROVED

STIPULATION SET RETAIN FOR RECORDS Chi Juhen 03/02/18 DATE APPROVED BY

MSP AMENDMENT 02-05-18



I205 N. MILLER ROAD TEMPE, ARIZONA 8528I (P) 480-966-6565 (F) 480-699-5668 SIGNS@AIRPARKSIGNS.COM

MASTER SIGN PROGRAM THE SHOPS AT GAINEY VILLAGE



PROJECT INFORMATION:

PROJECT The Shops at Gainey Village 8787 N. Scottsdale Road Scottsdale, AZ 85253

ZONING C-2 PCD

LANDLORD Gainey Village Retail Center, LLC By Main Street Real Estate Advisors (Managing Agent) 7333 E. Doubletree Ranch Rd., Suite 280 Scottsdale, AZ 85258 480.398.2222

Contact Information Synde Schiller Senior Property Manager sschiller@msrea.net 480.398.2209

SIGNAGE CONSULTANT Airpark Signs & Graphics 1205 N. Miller Rd. Tempe, AZ 85281

480.966.6565

Contact Information Gretchen Wilde gretchen@airparksigns.com

COLORS:



PROJECT NARRATIVE:

The Shops at Gainey Village Sign Criteria has been established to direct the fabrication and installation of the highest quality signs consistent with the architectural nature of the project.

Landlord shall administer and interpret the criteria. Airpark Signs & Graphics 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 current City of Scottsdale sign ordinance will have precedence over any conflicting criteria.

The total Gross Floor Area for The Shops at Gainey Village is 138,887.

GENERAL REQUIREMENTS:

- Painted lettering directly to the wall shall not be permitted.
- Flashing or audible signs shall not be permitted.
- All signage shall be constructed and installed at tenant's expense.
- All signs are to have written landlord approval and City of Scottsdale permit prior to installation. Tenant or his representative must submit detailed sign drawings to the Landlord for approval with in fifteen (15) days prior to submitting to the City of Scottsdale for permits.
- Signs installed without approval are subject to removal at tenant's expense. Damages may be assessed to cover cost of repairs to building.
- Tenant and his/her sign contractor shall repair any damage caused to any property as a result of their installation.
- The Landlord is to provide up to six (6) Monument signs reading 'The Shops at Gainey Village' (See pg. 6).
- Landlord to supply the address numbers to identify the buildings.

CONSTRUCTION REQUIREMENTS:

- All electrical signs and their installations must comply with all Uniform Building and Electrical Codes.
- No exposed conduit, tubing or transformers shall be permitted.
- All exterior bolts, fasteners and clips shall be of hot dipped galvanized iron and no black iron materials of any type shall be permitted.
- Locations of all openings for conduit and sleeves in building 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 approved drawings.
- No labels shall be permitted on the exposed surface of signs, except those required by ordinance, which shall be applied in an inconspicuous place.
- All penetrations of the building structure required for sign installation shall be neatly sealed in a water-tight condition.
- Tenant and the sign contractor shall repair any damage caused during installation of signage.
- Tenant shall be fully responsible for the operations of Tenant's sign contractor.

MASIEK SIGN PROGE **OVFRVIFW**





MASTER SIGN PROGR SITE MAP/SIGN LOCATIONS

PROJECT MONUMENTS

ADDRESS SIGNS





The total Gross Floor Area for The Shops at Gainey Village is 138,887.

Scottsdale Road

Shop local.

APPAREL

113	A Cool Breeze	663-3182
230	At Ease Fine Mens Clothes	947-3800
222	Bryn Walker	348-3794
210	Carine's Boutique	483-3888
	Designer Studio	
	Diva	
212	Femme	423-5161
406	Loop Jean Company	621-8400
	Mariee Bridal	
220	Nina McLemore	607-7700
	Paris Paris	
113	Planet Lifestyle Clothing	663-3182
	Ritzy Rags and Shoes	
	White Sun	

BEAUTY

102	ROLFS	607-1414
112	Gainey Nails & Spa	998-1100
404	Sirius Day Spa	948-7474

Extraordinary boutiques & restaurants.

DINING

608	6° Urban Kitchen	621-5254	
228	Chez Vous Creperie	443-2575	
402	MK Foodie	840-1861	
502	Forno Fabbri Italia Market & Mozzarella Bar.	907-5202	
308	Hash Kitchen	947-3214	
506	La Sala Tequila Cantina	634-3709	
302	Panera Bread	951-2500	
214	Pei Wei	365-6000	
504	Pomo Pizzeria	998-1366	
104	Soi 4 Bangkok Eatery	778-1999	
	The Coffee Bean & Tea Leaf		
	The Living Room		
	Village Tavern		
	Koi Pokek		

SERVICES

602	Gainey Cleaners	
118-202	Sprouts	sprouts.com
306	The Corritore Company	947-7200

Convenient location & parking.

SPECIALTY	
106 Baby Lux	866-686-4636
307 Body Vision Fitness	602-308-9152
232 Club Pilates	480-462-1299
116 Oliver Smith Jeweler	607-4444

HOME FURNISHINGS

208 The Collector's House..... ..268-9292

Phone numbers are in the 480 area code.

8777–8989 N. Scottsdale Rd., Scottsdale, AZ 85253 SE Corner of Scottsdale Rd. & Doubletree Ranch Rd.



MASIEK SIGN PRUG **CENTER DIRECTORY**



SHOPS AT GAINEY VILLAGE MASTER SIGN PROGRAM

Date: January 25, 2018

DEVELOPMENT INFORMATION

Addresses	8777, 8787, 8877, 8977, 8989 N. Scottsdale Rd.	
	7300 E. Gainey Suites Dr.	
Maricopa County Assessor Parcel Number	174-29-143B	
Zoning District	C-2 PCD	

SIGN REQUIREMENTS

Maximum Sign Area	• 1 square foot for each 1 linear foot of business front, not to exceed		
	maximum sum total sign area of the business		
Maximum Sum Total Sign	• 1.5 square foot for each 1 linear foot of the longest business front		
Area			
Sign Envelope	Anchor Tenant (Greater than 25,000 SF GFA):		
	Maximum envelope height: 60 inches		
	All Other Tenants (In-Line & Pad Tenants):		
	Maximum envelope height: 48 inches		
	• Maximum Length (All Tenants): 80% of Tenant Frontage, not to exceed		
	the Maximum Sign Area Allowance.		
Sign Construction	Primary Sign: Reverse Pan Channel Characters and Logos		
	 Secondary Sign: Flat Cut Out Characters and Logos 		
	Secondary Sign: Aluminum Pan Form Construction with Routed Copy		
Sign Design & Style	 All logos and characters allowed with landlord approval 		
Sign Colors	Default Color: Duranodic Bronze		
	Corporate colors allowed with landlord approval		
Sign Illumination	Internal LED or Neon Illumination Allowed		
	Halo-illumination, Non-Illumination, and Routed Copy Face		
	Illumination		
	If halo-illumination, default color: White		
<u>Cian</u> Diagona ant	Corporate halo-illumination colors are allowed with landlord approval		
Sign Placement	On or in-front of the tenant's frontage		
Shingle Signs	Maximum Area: 4 SF per Sign Ordinance		
Reference pg. 8	Clearance From Grade to Bottom of Sign: 7'-6"		
	 Perpendicular to the face of the tenant suite 		
	Design & Color: Open with landlord approval		
	Illumination: Allowed with landlord approval		
	• Shingle Signs do not count against the tenant's sum total sign area.		

Suspended Canopy Signs	Maximum Area: Per Sign Ordinance
Reference pg. 8	 Clearance From Grade to Bottom of Sign: 7'-6"
	 Parallel to the face of the tenant suite
	 Design & Color: Open with landlord approval
	 Illumination: Allowed with landlord approval
	• Suspended Canopy Signs counts against the tenant's sum tota
	area.
Freestanding Signs	Existing Mid-Size Monument Signs shall have "Sherwin Willian
	Macadamia SW6142" (or similar) for all on-site tenant panel
	background color.
	Existing Mid-Size Monument Signs shall have "Sherwin William
	Fox SW7020" (or similar) for panels that name the on-site
	development.
	Copy shall be routed from panel.
	 Corporate colors are allowed with landlord approval.
	• See attached art for Mid-Size Monument Sign example.
Sign Ordinance	All applicable provisions of the Scottsdale Sign Ordinance shal
	Sign Ordinance and Sign Permit Application:
	http://www.scottsdaleaz.gov/codes/signs/

MASTER SIGN PROGRAM SIGN MATRIX

tal sign

ams

ams Black

all apply.





scale: N.T.S.

BUILDING FASCIA REVERSE PAN CHANNEL LETTER & RETURN STUD MOUNTED LEXAN BACKER DISCONNECT SWITCH UL APPROVED PASS े THRU HOUSING LED LIGHTING

> This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign All signs fabricated as per 2008 N.E.C. Standards

SIDE SECTION - PRIMARY TENANT ID scale: N.T.S.



2.5" - 1"

COLORS MAY VARY



NIGHT VIEW scale: N.T.S.

MASIEK SIGN WALL MOUNTED TENANT ID OPTION A

WALL MOUNTED TENANT I.D

Halo Illumination

All elements of the Tenant Wall ID, Logo or Modifier may be Halo-Illuminated with Colored LED modules upon Landlord Approval.

Construction

Aluminum face & returns (min. of .090 aluminum). Minimum 2.5" return.

Letter Type

Open to tenant

Color

Dark Duranotic Bronze or Corporate color with landlord approval.

Logos

Permitted with Landlord approval.

Installation

Stud mounted I" off of fascia.

Placement

Sign shall be centered Vertically & Horizontally on fascia of leased storefront. Landlord approval required.





WALL MOUNTED TENANT ID scale: N.T.S.

SIDE VIEW scale: N.T.S.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign All signs fabricated as per 2008 N.E.C. Standards

SIDE SECTION - PRIMARY TENANT ID BACKED ACYLIC scale: N.T.S.



This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign All signs fabricated as per 2008 N.E.C. Standards

SIDE SECTION - PRIMARY TENANT ID PUSH THRU ACRYLIC scale: N.T.S.

COLORS MAY VARY



NIGHT VIEW

scale: N.T.S.

2.5" - 1"

Mulk WALL MOUNTED TENANT ID **OPTION B**

WALL MOUNTED TENANT I.D

Halo Illumination

All elements of the Tenant Wall ID, Logo or Modifier may be Halo-Illuminated with Colored LED modules upon Landlord Approval.

Construction

Aluminum face & returns (min. of .090 aluminum). Minimum 2.5" return. Faces may be routed and backed with white acrylic or routed with acrylic push thru.

Letter Type

Open to tenant

Color

Dark Duranotic Bronze or Corporate color with landlord approval.

Logos Permitted with Landlord approval.

Installation

Stud mounted I" off of fascia.

Placement

Sign shall be centered Vertically & Horizontally on fascia of leased storefront. Landlord approval required.









MASTER SIGN PROGRAM WALL MOUNTED TENANT ID PLACEMENT

Samples of Existing Shingle/Canopy Signs



<u>MASTER SIGN PROGRAM</u> SHINGLE/CANOPY SIGNS

WALL MOUNTED TENANT I.D

Non-Illuminated

- Construction
- Aluminum fabrication, random shapes are encouraged.
- Letter Type Open to tenant
- Color Open to tenant with landlord approval.
- Logos Permitted with Landlord approval.
- Graphics Surface applied vinyl or flat cut raised letters.
- Size Refer to Sign Matrix
- Installation Plate mounted under canopy as required.









MONUMENT

scale: 3/8" = 1'-0"



SIDE SECTION PUSH THRU FACE - TYPICAL

scale: N.T.S.

MASTER SIGN PROGRAM Multi-Tenant Monument

Multi-Tenant Monument

Illumination Internal LED

Construction Aluminum cabinet Stone Veneer

Letter Type Open to tenant

Color Clear plex push thru face (corporate color vinyl with landlord approval). All tenant panels shall utilize SW 6142 Manadamia as the background color.



Angora SW 6036



Macadamia SW 6142



Cobble Brown SW 6082



Black Fox SW 7020



BORAL CULTURED STONE COUNTRY LEDGE - MOJAVE



















MASTER SIGN PROGRAM PROJECT MONUMENT LOCATIONS

PROJECT MONUMENTS



Narrative for Amendment to 10-MS-2015#2 for The Shops at Gainey Village

This submittal is requesting an amendment to 10-MS-2015 for the Shops at Gainey Village. The amendment would create new criteria to allow Anchor Tenants (tenants occupying greater than 25,000 gross floor area) to have a maximum sign band envelope height of 60" while all other tenants (In-Line and Pad tenants) would be held to a maximum sign envelope height of 48". The maximum length of all sign bands for every tenant is to be 80% of the tenant's leased frontage, not to exceed the maximum sign area allowance.

Other aspects of the amendment will be to clarify between a suspended canopy sign and a shingle sign, as well as to allow for variations of sign placement due to tenant's suite locations.

The proposed amendment would add greater visual interest to the shopping center while allowing new Anchor tenants greater exposure to shopping traffic. The amendment to the sign plan would follow all remaining criteria set forth in the original Master Sign Program as well as the city of Scottsdale Sign Ordinance.

1205 North Miller Road Tempe, Arizona 85281 **480.966.6565** 480.966.5668(f) signs@airparksigns.com



February 5th 2018,

City of Scottsdale 7447 E. Indian School Road, Suite 105 Scottsdale, AZ 85251

Attention: Mr. Andrew Chi

Please accept this letter as Ownership's approval for Airpark Signs to amend the Master Sign Package for Shops Gainey Village located at 8777, 8787, 8877, 8977 and 8989 N. Scottsdale Road, Scottsdale, AZ 85253.

Please let me know if you need additional information.

Sincerely,

MAIN STREET REAL ESTAE ADVISORS As Managing Agent for Gainey Village Retail Center, LLC

Synde Schiller Senior Property Manager

CASE# 10-MS-2015#3



Pre-Application Request

Revision Date 05/05/2016

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and city staff to discuss a proposed Development Application, and the information and process that is necessary for city staff to process the proposal.

In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted, and a Pre-Application meeting has been conducted with city staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application Request form and all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road; or, may they be submitted digitally at following website: <u>https://eservices.scottsdaleaz.gov/eServices/PreApps/Default.aspx</u>

All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application submittal has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

Project Name: The Shops at Gainey Village					
Property's Address: 8787 N Scottsdale Rd 85253 APN: 174-29-143B					
Property's Zoning District Designation: C-2 PCD					
Property Details:					
Single-Family Residential Multi-Family Residential Commercial Industrial Other					
Has a 'Notice of Compliance' been issued? Yes No If yes, provide a copy with this submittal					
Owner: Gainey Village Retail Center, LLC Applicant: Julie Kulka					
Company: C/O Main Street Real Estate Advisors Company: Airpark Signs & Graphics					
Address: 7333 E Doubletree Ranch Rd, #280, 85258 Address: 1205 N Miller Rd Tempe, 85281					
Phone: 480.398.2222 Fax: 480.398.2217 Phone: 480.966.6565 Fax:					
E-mail: SSchiller@msrea.net					
Synde Schiller Senior Property Manager					
Owner Signature As Managing Agent for Applicant Signature					
Official Use Only Submitter Date: Application No.:PA					
Project Coordinator:					
Planning and Development Services					

447 E Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088



Pre-Application Request

Development Application Type:					
Please check the appropriate box of the Type(s) of Application(s) you are requesting					
Zoning	Development Rev		Signs		
Text Amendment (TA)	Development Review (Major) (DR)		Master Sign Program (MS)		
Rezoning (ZN)		Review (Minor) (SA)	Community Sign District (MS)		
□ In-fill Incentive (II)	U Wash Modific		Other		
Conditional Use Permit (UP)	Historic Prope	erty (HP)	General Plan Amendment (GP)		
Exemptions to the Zoning Ordinance	Land Divisions	n)	In-Lieu Parking (IP)		
Hardship Exemption (HE)	Subdivision (P		Abandonment (AB) Adult Care (AC)		
Special Exception (SX)	Subdivision (N	Minor) (IVID)			
Variance (BA)			Single-Family Residential Other:		
🛛 Minor Amendment (MN)					
Submittal Requirements: (fees subject to char	ige every July)	1			
Pre-Application Fee: \$		-	t of Additional Submittal Information is		
(No fees are changed for Historic Preservation	(HP) properties.)		a Pre-Application meeting, <u>unless</u>		
Records Packet Fee: \$			by staff prior to the submittal of this		
Processed by staff. The applicant need not	visit the Records	 request. Applicants are a 	duind to provide any additional		
desk to obtain the packet.		1	dvised to provide any additional ed below. This will assist staff to provide		
(Only required when requested by Staff)			th direction regarding an application.		
Application Narrative:		Additional Submitta			
Application Narrative: The narrative shall describe the purpose o	f the request and	Site Plan	<u>a mornation</u>		
all pertinent information related to the red		Subdivision plan			
not limited to, site circulation, parking and design, drainage,			☐ Floor Plans		
architecture, proposed land use, and lot design.		Elevations			
Property Owner Authorization Letter		Landscape plans			
(Required for the SA and MS Pre-Applications)		H.O.A. Approval			
1		Sign Criteria Regulations & Language			
Site / Context Photographs		📙 🔲 Material Sample	s – color chips, awning fabric, etc.		
Provide color photographs		Cross Sections – for all cuts and fills			
showing the site and the		 Conceptual Grading & Drainage Plan Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting. Boundary Survey (required for minor land divisions) 			
surrounding properties. Use the	┝╋┚╡SITE ◎◀┢╈╊				
 guidelines below for photos. Photos shall be taken looking in 	15 9 7				
Photos shall be taken looking in towards the project site and					
adjacent to the site.	Ť.		y that includes property lines and		
Photos should show adjacent			abandonment request.		
improvements and existing on-site condition	ons.	One copy of the recorded document for the area that is requested to be abandoned. Such as subdivision plat man			
 Each photograph shall include a number and direction. 		requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent			
 Sites greater than 500 ft. in length, also take the photo 		roadway easement, or separate dedication document. A			
locations shown in the dashed lines.			corded documents to be abandoned may		
• Photos shall be provided 8 ½ x 11 paper, m	• Photos shall be provided 8 ½ x 11 paper, max. two per page.		the City of Scottsdale Records Dept. (480-		
			e Maricopa County Recorder's Office (602-		
🔲 Other			py of the General Land Office (GLO) federal		
		1 .	easement may be purchased from the		
		· · · ·	Management (602-417-9200).		

Planning and Development Services

7447 E Indian School Road Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

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