



Marked Agendas

Approved Minutes

Approved Reports

**The March 21, 2019
Development Review Board
Meeting Agenda and
Minutes can be found at**

<http://www.scottsdaleaz.gov/boards/development-review-board>

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: March 21, 2019 Item No. 3
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

The Halsten Master Sign Program (Chauncey Lane Marketplace) 6-MS-2017#3

Location: 17777 North Scottsdale Road

Request: Request approval of a master sign program to allow building wall signs to be installed on the building above 36 feet and up to 60 feet for a multi-family development located in the Chauncey Lane Marketplace, on an approximately 5-acre site.

OWNER

JLB Scottsdale Marketplace, LLC
(480) 800-3070

ARCHITECT/DESIGNER

Airpark Signs & Graphics

APPLICANT CONTACT

Julie Kulka
Airpark Signs & Graphics
(480) 966-6565

BACKGROUND

Zoning

This site is zoned Planned Community District, Planned Regional Center, Planned Shared Development (PCD PRC PSD) and is part of the Crossroads East Master Development Plan; which consists of approximately 1,000 acres of land situated to the north and south of the Loop 101, east of Scottsdale Road. The entire Chauncey Lane Marketplace development project is a 12-acre site which was the subject of a Zoning District Map Amendment approved by the City Council on January 17, 2017 under Case 19-ZN-2002#4. That entitlement assigned the PRC district to the parcel with amended development standards, and added the PSD overlay to allow future parcels within the project boundary to "share" development standards. The approximately 5-acre site within the larger 12-acre Chauncey Lane Marketplace consists of a multi-family development with 300 dwelling units in a four-story, 77-foot-tall building.

Context

Located at the southeast corner of Scottsdale Road and Chauncey Lane, the site is at the western edge of the Crossroads East development project. The only other development in the vicinity is a similar mixed-use project on a 12-acre parcel that is located to the north that also consists of multi-family and commercial development; with building heights up to 60 feet.

Adjacent Uses and Zoning

- North Mixed-Use, zoned PCD PRC PSD
- South Vacant, zoned PCD
- East Vacant, zoned PCD
- West City of Phoenix

Key Items for Consideration

- Commercial Design Guidelines – Signage/Corporate Identification
- Sensitive Design Principles
- Zoning Ordinance Section 8.301.A – Approvals Required
- Zoning Ordinance Section 8.502.B.4 and Table 8.502.A, Note 4 – Development Review Board Approval

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

Approval is requested to approve a new master sign program for an existing multi-family development, The Halsten Apartments, to allow building wall signs to be displayed above 36 feet up to 60 feet on the building elevations. Zoning Ordinance Section 8.502.B.3 and Table 8.502.A, Note 4 require Development Review Board consideration to allow building signs to be installed above 36 feet up to 60 feet on a building elevation.

Neighborhood Communication

City staff mailed postcard notifications to property owners within 750 feet of the site and the City's Interested Parties List, along with notification on the City's website, and a public hearing sign posting on-site. As of the date of this report, City Staff has received no public comment related to this proposal.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

Building Elevations

The multi-family residential building is four stories and borrows design characteristics from the adjacent commercial buildings to promote contextual compatibility. The façade is primarily stucco, with cedar planks and Superlite block providing the accents. Roof overhangs are utilized to provide shading for the upper level windows. Also utilized are protruding balconies that alternately serve as private outdoor space and shade devices for the units below them, and architectural elements that allow the windows within them to be recessed; providing depth of design and additional shading. The color of the building is consistent with the Sensitive Design Principles.

Master Sign Program

The purpose of a master sign program is to establish design compatibility and placement of all signs, and to integrate signs with the architectural features of the building. For The Halsten, the master

sign program is proposing a limited amount of sign bands to avoid repetitive signage, and design requirements for all building signs which will integrate with the architectural features of the building.

The master sign program indicates a total of four (4) sign band locations on the building elevations, with three (3) sign bands proposed on the west elevation (Sign Bands W-1, W-2 and W-3), and one (1) sign band proposed on the south elevation (Sign Band S-1). Sign Band W-1 is a building wall sign proposed at 24 inches by 156 inches for a 26-square-foot sign. Sign Band W-2 is a building wall sign proposed at 48 inches by 240 inches for an 80-square-foot sign. Sign Band W-3 is a suspended canopy sign proposed at 60 inches by 192 inches for an 80-square-foot sign. Sign Band S-1 is a building wall sign proposed at 48 inches by 240 inches for an 80-square-foot sign. There is also one set of address numbers proposed on the west elevation that is mounted above 60 feet. The Scottsdale Fire Department is requiring the address numbers be mounted on the highest portion of the building for visibility and safety purposes, and therefore the address numbers are exempt from the height limit for building wall signs.

To provide contrast against the colors of the building, the master sign program is proposing building wall signs that will be constructed with 2-inch-deep reverse pan channel characters painted black, mounted on a ¼ inch thick aluminum backer panel painted white, which is stud mounted 1.5 inches from the building façade. The building wall signs will utilize halo-illumination with white LEDs to lessen the impact of illumination at night. The suspended canopy sign is a custom cabinet sign, constructed with 2-inch-deep reverse pan channel characters painted white, stud-mounted 1.5 inches from the cabinet face. The cabinet itself is a 6-inch fabricated aluminum cabinet painted black, with a painted white border around the edge, and suspended from a second-floor roof overhang. The letters will also utilize halo-illumination with white LEDs. The proposed address numbers consist of 2-inch deep non-illuminated reverse pan channel letters painted black, clip-mounted to the building façade.

The master sign program does allow the ability to display building signs utilizing corporate colors with landlord approval.

Commercial Design Guidelines – Signage/Corporate Identification

The proposed signage will avoid visually competing with the architecture of the building by limiting the number of sign locations on the west and south elevations of the building, therefore repetitious signage on the same building frontage is avoided. The use of the color black for the sign characters will provide appropriate contrast so that the signs will be visible during the daytime, while the use of halo-illumination reduces the brightness impact at night. The Commercial Design Guidelines encourages the use of individual characters, with raceways and transformers hidden from view.

Development Review Board Approval

Zoning Ordinance Section 8.301.A outlines the approval method for master sign programs and is subject to Development Review Board approval. Zoning Ordinance Section 8.502.B.3 and Table 8.502.A, Note 4 require Development Review Board approval to allow building wall signs to be displayed above 36 feet and up to 60 feet in the Planned Regional Center (PRC) district as part of a master sign program. The Development Review Board will review the proposed design, color, illumination, and placement, to determine if the proposed signs integrate with the architecture of

the development, and to determine if the number of proposed signs does not appear repetitive or excessive.

Sensitive Design Principles

Sensitive Design Principles #14 states that signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination. Signage should be designed to be complementary to the architecture, landscaping and design theme for the site, with due consideration for visibility and legibility. The proposed signage at The Halsten complies with the Sensitive Design Principles by proposing a limited number of building wall signs on two (2) elevations, selecting two colors (black and white) to utilize for visibility and legibility, and utilizing halo-illumination at night to lessen the brightness level and maintain integration with the architecture of the building.

STAFF RECOMMENDATION

Recommended Approach:

Staff recommends that the Development Review Board approve The Halsten Master Sign Program, per the attached stipulations, finding that the provisions of the Commercial Design Guidelines, the Sensitive Design Principles, and the Sign Ordinance have been met.

RESPONSIBLE DEPARTMENT

Planning and Development Services

Current Planning Services

STAFF CONTACT

Andrew Chi

Planner

Phone: 480-312-7828

E-mail: achi@ScottsdaleAZ.gov

APPROVED BY



Andrew Chi, Planner, Report Author

3/1/19
Date



Steve Venker, Development Review Board Coordinator

Phone: 480-312-2831 E-mail: svenker@scottsdaleaz.gov

3/11/19
Date



Randy Grant, Director

Planning and Development Services

Phone: 480-312-2664 E-mail: rgrant@scottsdaleaz.gov

3/11/19
Date

ATTACHMENTS

- A. Stipulations/Zoning Ordinance Requirements
 - 1. Context Aerial
 - 1A. Close-Up Aerial
 - 2. Zoning Map
 - 3. Applicant's Narrative
 - 4. Master Sign Program
 - 5. Context Photos

**Stipulations for the
Development Review Board Application:
The Halsten Master Sign Program
Case Number: 6-MS-2017#3**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

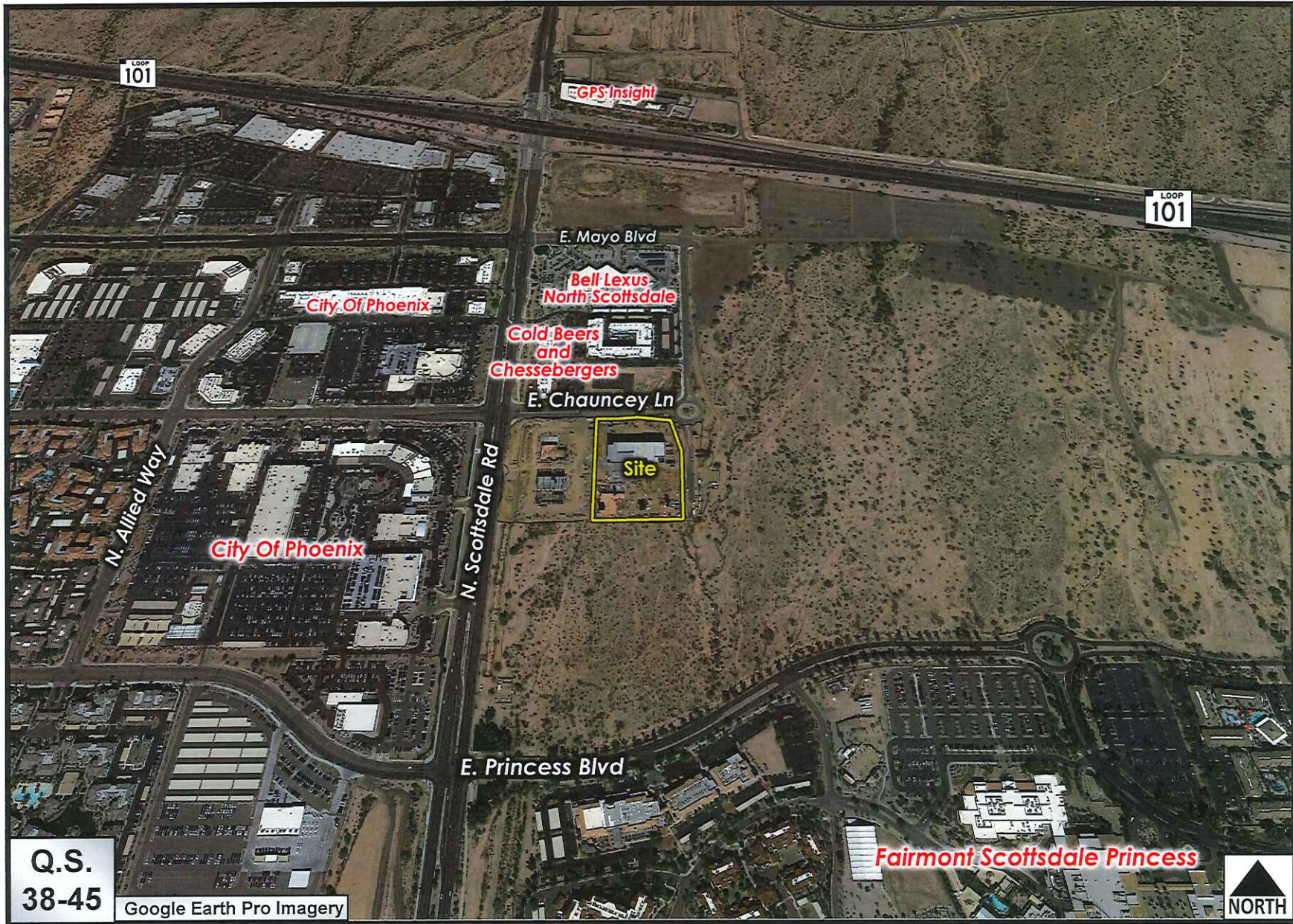
Except as required by the Scottsdale Revised Code (SRC), the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:

1. Architectural elements, including dimensions, materials, form, color, and texture shall be constructed to be consistent with the building elevations submitted by Airpark Signs & Graphics, with a City Staff date of March 1, 2019.
2. All building signs shall comply with The Halsten Master Sign Program, Case Number 6-MS-2017#3, submitted by Airpark Signs & Graphics, with a City Staff date of March 1, 2019.
3. Any proposed modifications to The Halsten Master Sign program shall require Development Review Board or Staff Approval.

RELEVANT CASES:

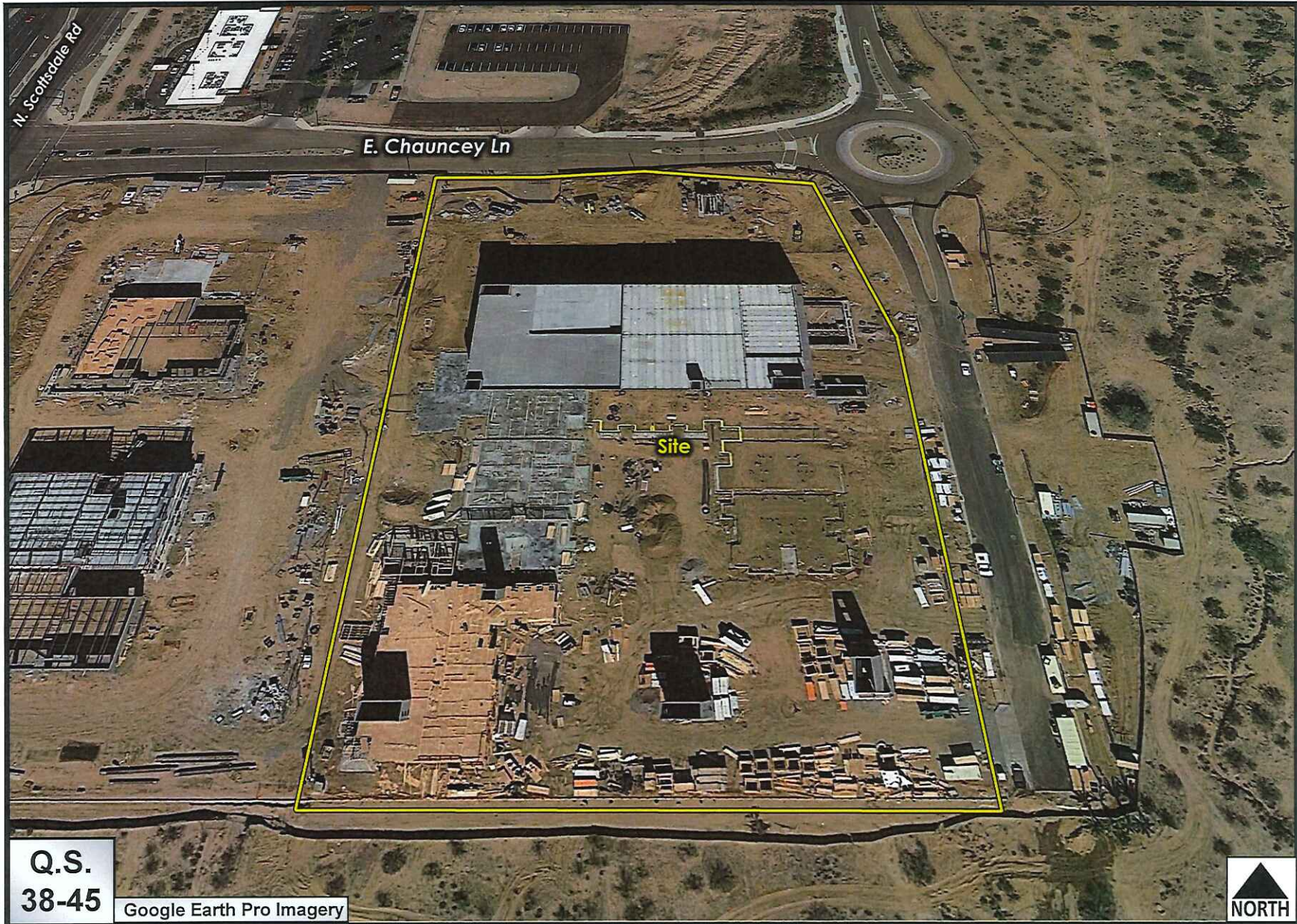
Ordinance

4. At the time of review, the applicable cases for the site were: 6-MS-2017#2, 6-MS-2017, 41-DR-2016, and 19-ZN-2002#4.



The Halsten Master Sign Program (Chauncey Lane Marketplace)

6-MS-2017#3



The Halsten Master Sign Program (Chauncey Lane Marketplace)

6-MS-2017#3



The Halsten Master Sign Program (Chauncey Lane Marketplace)

6-MS-2017#3

I. **Purpose of Request**

This request is for the Development Review Board approval of the Master Sign Program for The Halsten at Chauncey Lane. The Halsten is a multi-family project consisting of 300+ upscale residential units in a four-story building, as part of the mixed-use development of Chauncey Lane Marketplace located at the 17777 N. Scottsdale Rd. The Halsten and surrounding Chauncey Lane Marketplace have been zoned as PRC. Such zoning allows for an increase in signage height through the approval of a Master Sign Program by the Development Review Board.

The Master Sign Program requests an increase in allowed sign height over the Scottsdale standard of 36', which is necessary in the case of The Halsten. Primary access for The Halsten will be provided via Chauncey Lane along the north. The only identification The Halsten will have to major arterial traffic will be the building mounted signage facing Scottsdale Road, there will be no monument signage on E. Chauncey Lane. Since the project is set so far back from Scottsdale Road, the signs must be placed at a high enough height to be visible from behind the commercial aspect of Chauncey Lane Marketplace buildings along Scottsdale Road.

II. **Development Review Board Criteria:**

In considering any application for development, the Development Review Board shall be guided by the following criteria:

1. ***The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.***

Because The Halsten has been previously approved by the Development Review Board as part of the Chauncey Lane Marketplace mixed-use development, and this request only pertains to the exterior signage of the multi-family residential building to be known as The Halsten. Due to this, not every goal of the General plan and Design Standards & Policies Manual do not apply. However, The Halsten exterior signage proposed will comply with the applicable guidelines, development standards, Design Standards & Policies Manual, and any relevant master, character and general plans.

2. ***The architectural character, landscaping and site design of the proposed development shall:***
 - a. ***Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;***

Response: Not applicable

- b. ***Avoid excessive variety and monotonous repetition;***

Response: Not applicable

- c. ***Recognize the unique climactic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;***

Response: Please see the Scottsdale Sensitive Design Principle Conformance section found in the following section.

- d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and*

Response: Not applicable

- e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.*

Response: Not applicable

- 3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.*

Response: Not applicable

III. Scottsdale Sensitive Design Principles

The Character and Design Element of the General Plan states that "Development should respect and enhance the unique climate, topography, vegetation and historical context of Scottsdale's Sonoran desert environment, all of which are considered amenities that help sustain our community and its quality of life." The City has established a set of design principles, known as the Scottsdale's Sensitive Design Principles, to reinforce the quality of design in our community. The following Sensitive Design Principles are fundamental to the design and development of the Property.

- 1. The design character of any area should be enhanced and strengthened by new development.*

Response:

- 2. Development, through appropriate siting and orientation of buildings, should recognize and preserve established major vistas, as well as protect natural features.*

Response: Not applicable

- 3. Development should be sensitive to existing topography and landscaping.*

Response: Not applicable

- 4. Development should protect the character of the Sonoran Desert by preserving and restoring natural habitats and ecological processes.*

Response: Not applicable

- 5. The design of the public realm, including streetscapes, parks, plazas and civic amenities, is an opportunity to provide identity to the community and to convey its design expectations.*

Response: Not applicable

6. *Developments should integrate alternative modes of transportation, including bicycles and bus access, within the pedestrian network that encourage social contact and interaction within the community.*

Response: Not applicable

7. *Developments should show consideration for the pedestrian by providing landscaping and shading elements as well as inviting access connections to adjacent developments.*

Response: Not applicable

8. *Buildings should be designed with a logical hierarchy of masses.*

Response: Not applicable

9. *The design of the built environment should respond to the desert environment.*

Response: Not applicable

10. *Developments should strive to incorporate sustainable and healthy building practices and products.*

Response: Not applicable

11. *Landscape design should respond to the desert environment by utilizing a variety of mature landscape materials indigenous to the arid region.*

Response: Not applicable

12. *Site design should incorporate techniques for efficient water use by providing desert adapted landscaping and preserving native plants.*

Response: Not applicable

13. *The extent and quality of lighting should be integrally designed as part of the built environment.*

Response: Not applicable

14. *Signage should consider the distinctive qualities and character of the surrounding context in terms of size, color, location and illumination.*

Response: The signage for The Halsten was designed to be complementary to the architecture of the building and design theme for the site. In order to make the signs visible to local traffic, the signage must be placed higher on the building than is generally allowed in Scottsdale. Careful consideration has been made to assure that the signage is not too bright and proportionate to the architecture of the building and not to overshadow the surrounding desert environment while still being contextually appropriate, as specified in Scottsdale Sensitive Design Principles.

The proposed Master Sign Program will allow for The Halsten to adequately identify itself to the surrounding community. We respectfully request your approval.

THE
HALSTEN
AT CHAUNCEY LANE

November 21, 2018



1205 N. MILLER ROAD
TEMPE, ARIZONA 85281
(P) 480-966-6565
(F) 480-699-5668
SIGNS@AIRPARKSIGNS.COM

Master Sign Plan

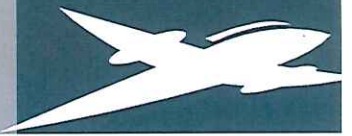
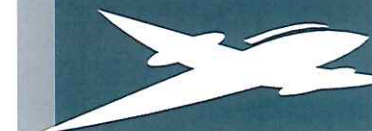


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PROJECT INFORMATION:

PROJECT THE HALSTEN

17777 N. Scottsdale Rd.
Scottsdale, AZ 85255

ZONING PRC

LANDLORD JLB Scottsdale Marketplace

Contact Information
3890 W. Northwest Hwy. 7th Floor
Dallas, TX 75220

SIGNAGE CONSULTANT
Airpark Signs & Graphics
1205 N. Miller Rd.
Tempe, AZ 85281
480.966.6565

Contact Information
Gretchen Wilde
gretchen@airparksigns.com

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.
- Landlord to supply the address numbers to identify the buildings.

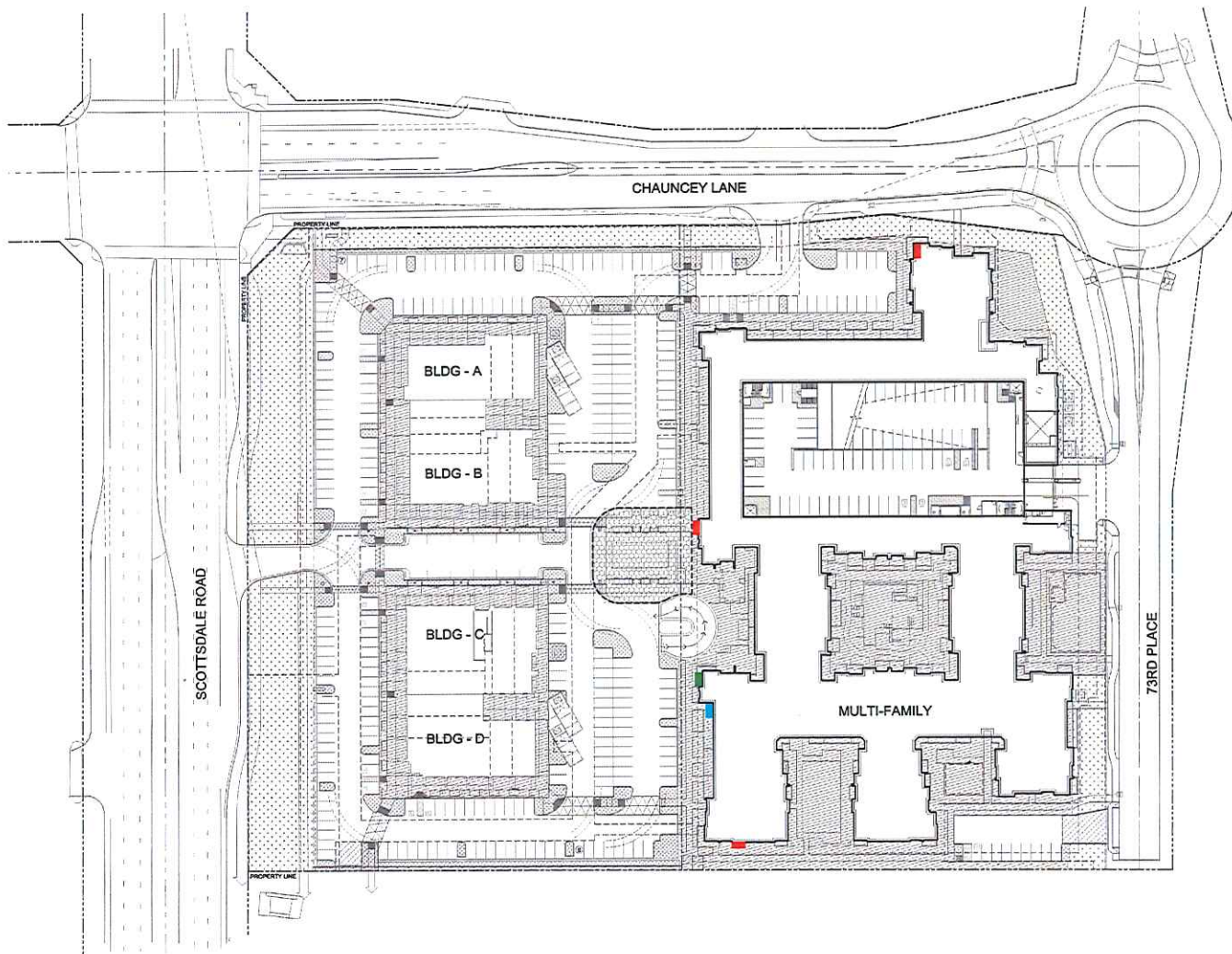
CONSTRUCTION REQUIREMENTS:

- 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.

Master Sign Plan OVERVIEW



17777 N. SCOTTSDALE RD. • SCOTTSDALE, AZ



17777 N. SCOTTSDALE RD. • SCOTTSDALE, AZ

Master Sign Plan SITE MAP/SIGN LOCATIONS

- WALL MOUNTED BUILDING ID SIGNS
- HANGING BUILDING ID SIGN
- BUILDING ADDRESS

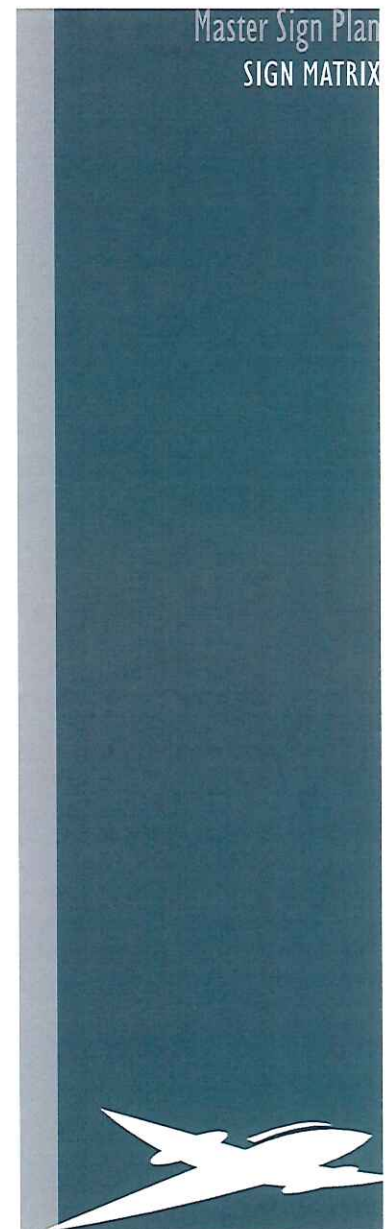
**THE HALSTEN
MASTER SIGN PROGRAM**

DEVELOPMENT INFORMATION

Addresses	17777 N. Scottsdale Rd. Scottsdale, AZ 85255
Maricopa County APN	215-07-400
Zoning District	PRC PSD PCD
Gross Floor Area	338,049 square feet

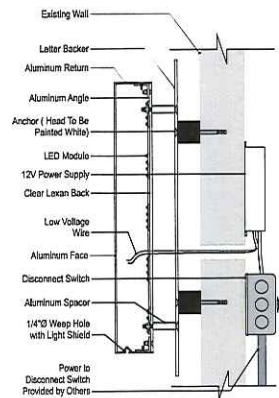
SIGN REQUIREMENTS

Maximum Sign Area	<ul style="list-style-type: none"> 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 Area	<ul style="list-style-type: none"> 1.5 square foot for each 1 linear foot of the longest business front.
Sign Envelope Requirements	<p>All Building Signs (See Page 10 for Sign Envelope Locations):</p> <ul style="list-style-type: none"> Sign Band W-1: 24" x 156" = 26 Sq. Ft. Sign Band W-2: 48" x 240" = 80 Sq. Ft. Sign Band W-3: 60" x 192" = 80 Sq. Ft. Sign Band S-1: 48" x 240" = 80 Sq. Ft.
Sign Construction	<ul style="list-style-type: none"> Building Wall Signs: Reverse Pan Channel Characters and Logos (Backer Panel Optional). Suspended Canopy Signs: Reverse Pan Channel Characters and Logos mounted on a Custom Cabinet or Backer Panel.
Sign Design & Style	<ul style="list-style-type: none"> All logos and characters allowed with Landlord Approval
Sign Colors	<ul style="list-style-type: none"> Default Color: Black or White Additional Colors: Open with Landlord Approval
Sign Illumination	<ul style="list-style-type: none"> Halo-illumination or Non-Illumination Allowed If Halo-Illumination, Default Color: White
Sign Placement	<ul style="list-style-type: none"> On Designated Sign Envelopes on Page 10.
Sign Ordinance	<ul style="list-style-type: none"> All applicable provisions of the Scottsdale Sign Ordinance shall apply. Sign Ordinance and Sign Permit Application: http://www.scottsdaleaz.gov/codes/signs/





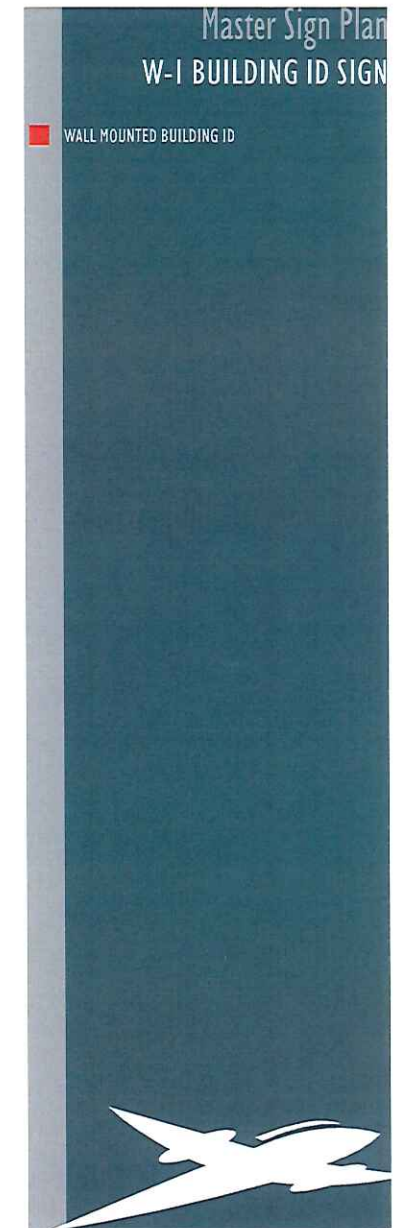
W-1 BUILDING MOUNTED ID
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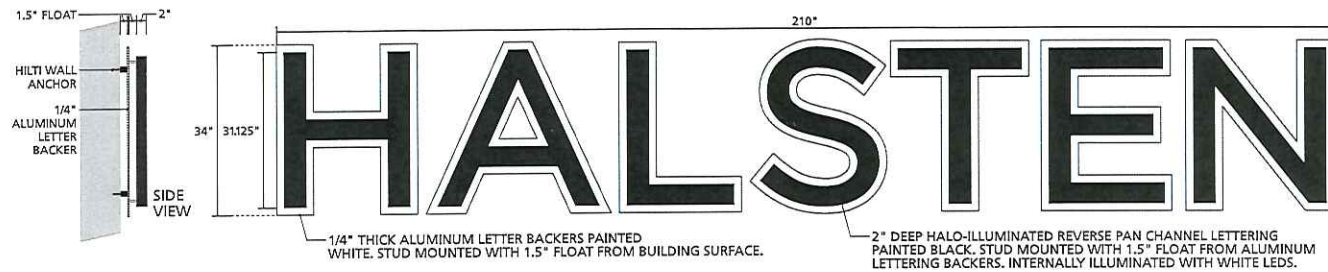


This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2000 N.E.C. Standards.

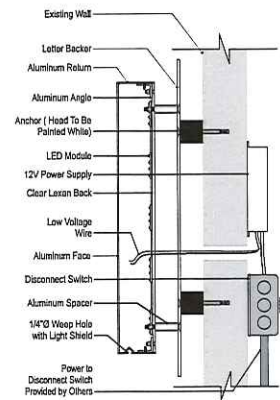


17777 N. SCOTTSDALE RD. • SCOTTSDALE, AZ





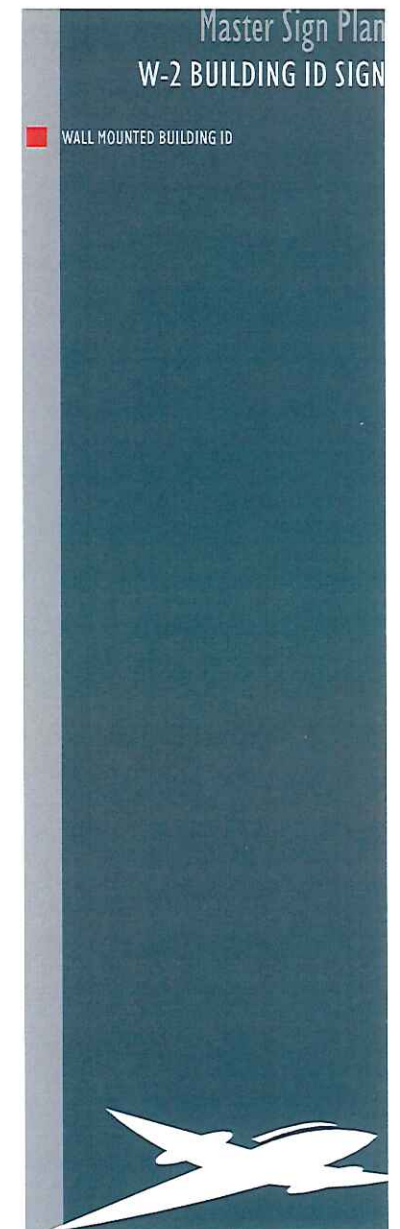
W-2 BUILDING MOUNTED ID
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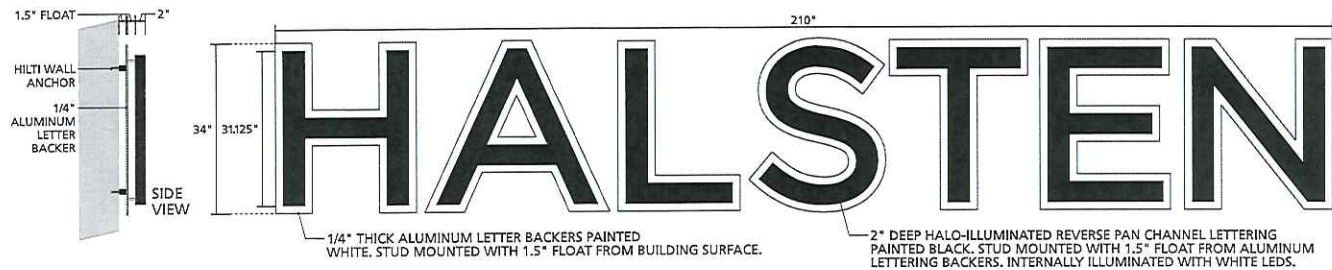


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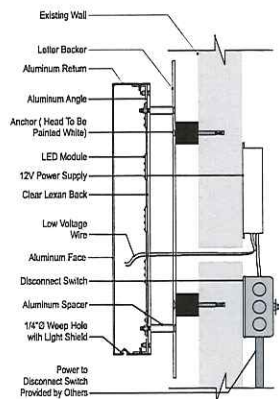


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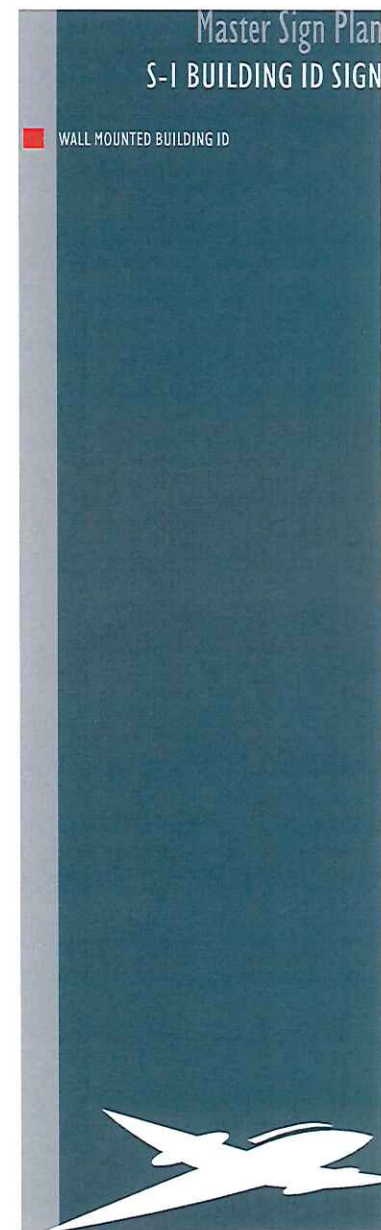
W-3 BUILDING MOUNTED ID
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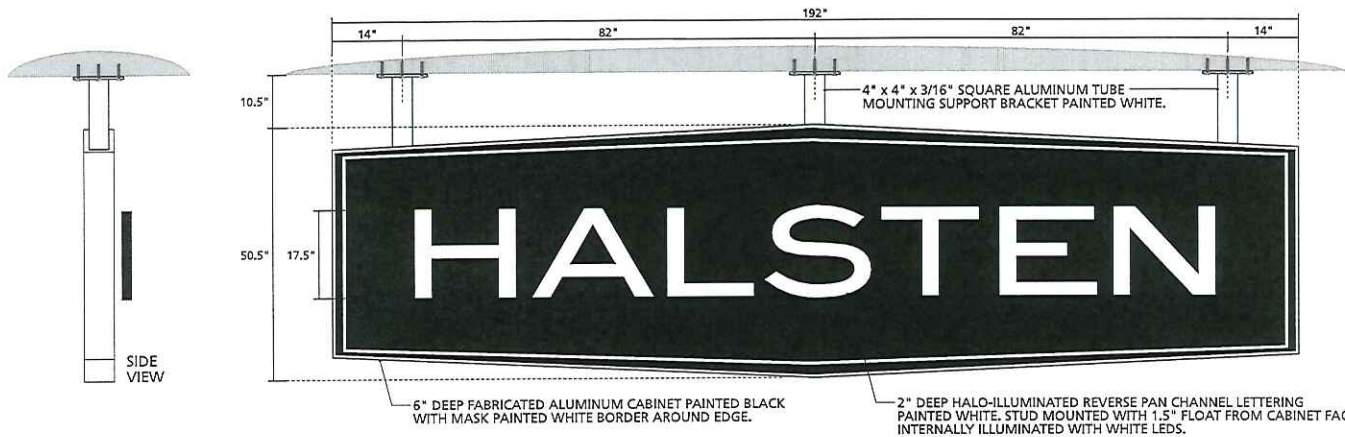


This sign is intended to be installed in accordance with the requirements of article 600 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards



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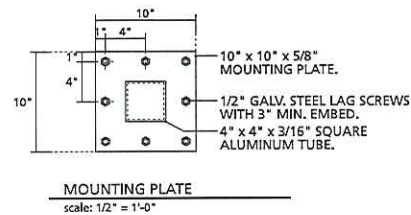




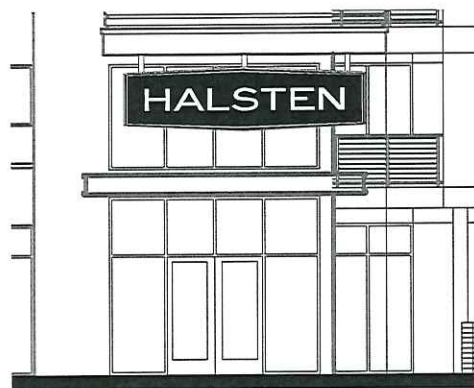
BUILDING MOUNTED ID
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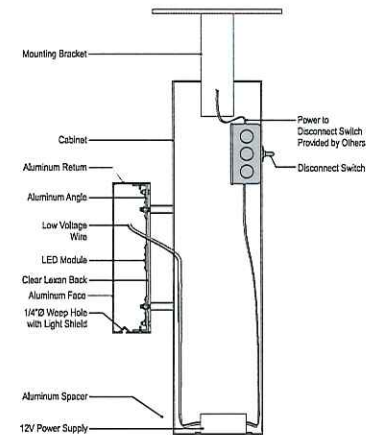
ILLUMINATED SIGN AT NIGHT



MOUNTING PLATE
scale: 1/2" = 1'-0"



PARTIAL ELEVATION
scale: 1/8" = 1'-0"



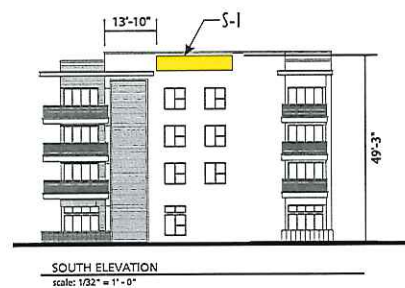
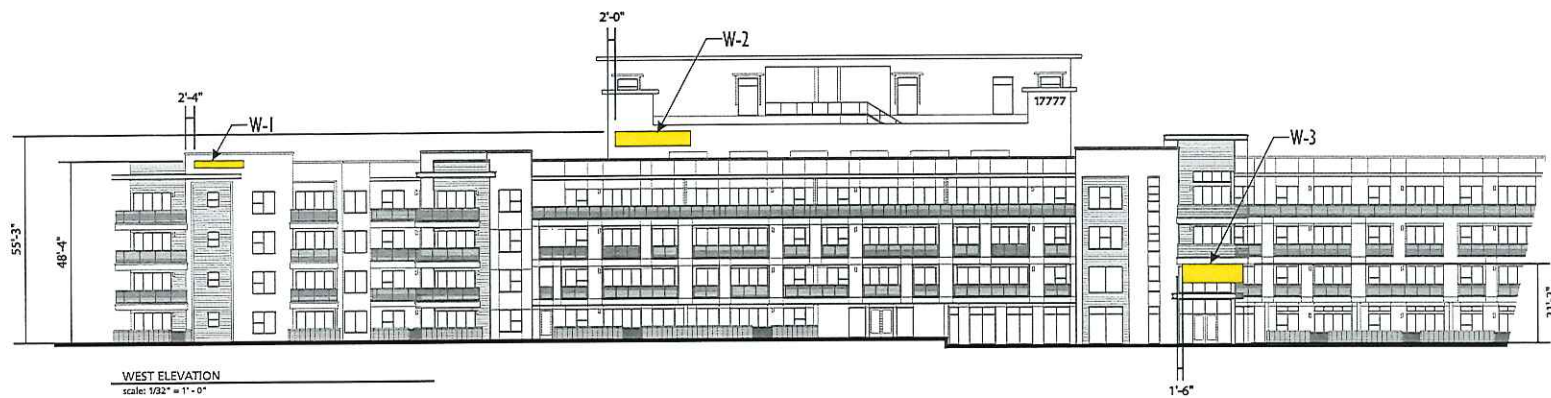
This sign is intended to be installed in accordance with the requirements of article 650 of the national electrical code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All signs fabricated as per 2008 N.E.C. Standards



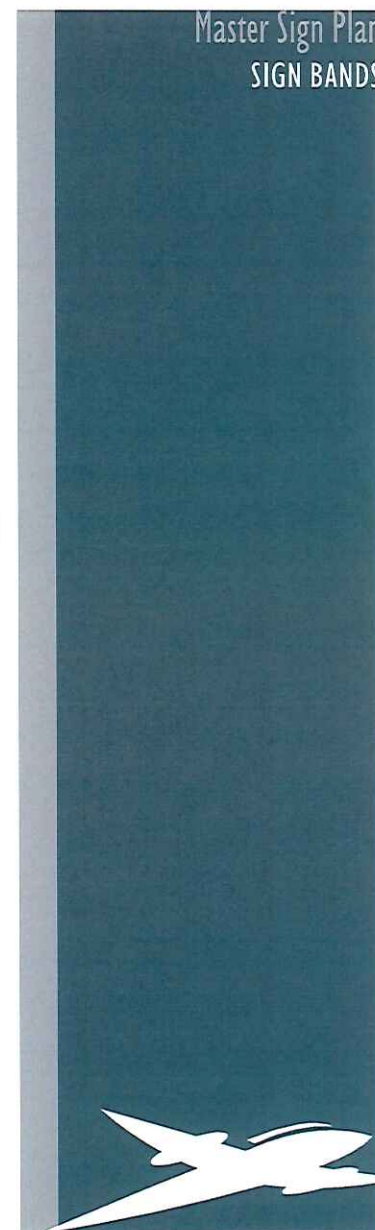
17777 N. SCOTTSDALE RD. • SCOTTSDALE, AZ

Master Sign Plan W-3 BUILDING ID SIGN

WALL MOUNTED BUILDING ID



SIGN BAND SIZES		
W-1	24" x 156"	26 Sq. Ft.
W-2	48" x 240"	80 Sq. Ft.
W-3	60" x 192"	80 Sq. Ft.
S-1	48" x 240"	80 Sq. Ft.

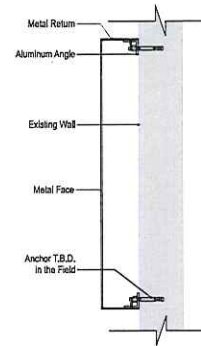


96"
5.25"
24"
17777

2" DEEP NON-ILLUMINATED REVERSE PAN CHANNEL
ADDRESS NUMBERS PAINTED BLACK. CLIP MOUNTED
FLUSH TO BUILDING SURFACE.

ADDRESS NUMBERS

scale: 1/2" = 1'-0"



PARTIAL WEST ELEVATION

scale: 1/32" = 1' - 0"

Master Sign Plan

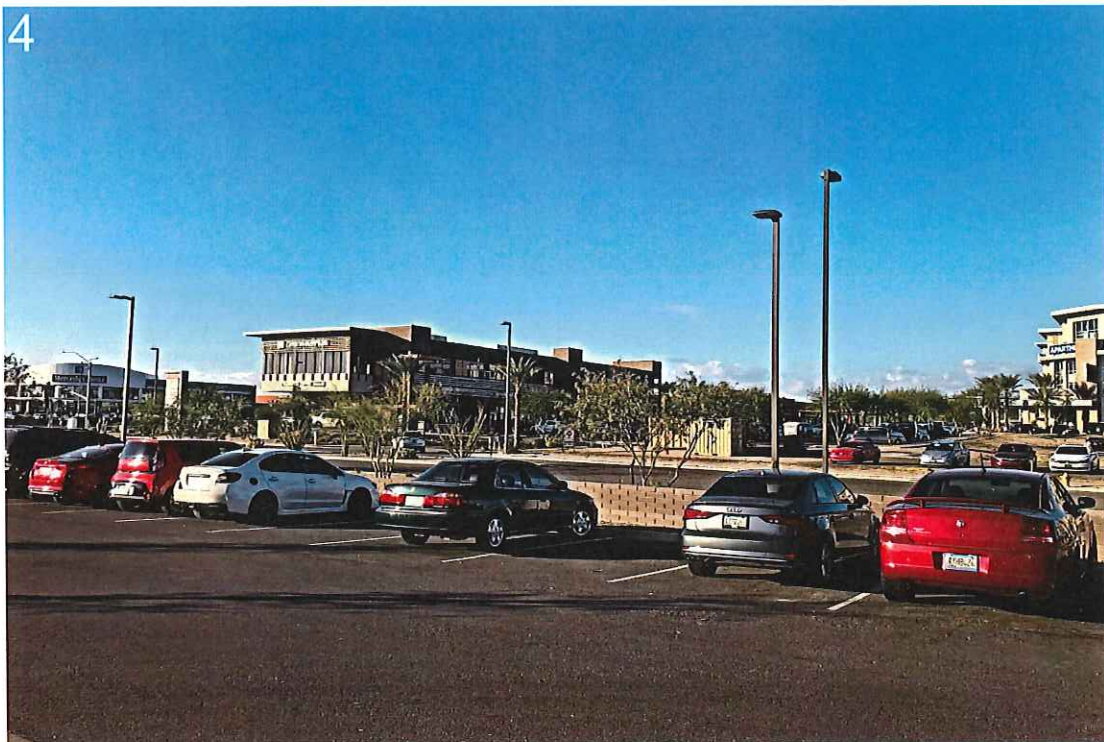
BUILDING ADDRESS

THE
HALSTEN
AT CHAUNCEY LAKE

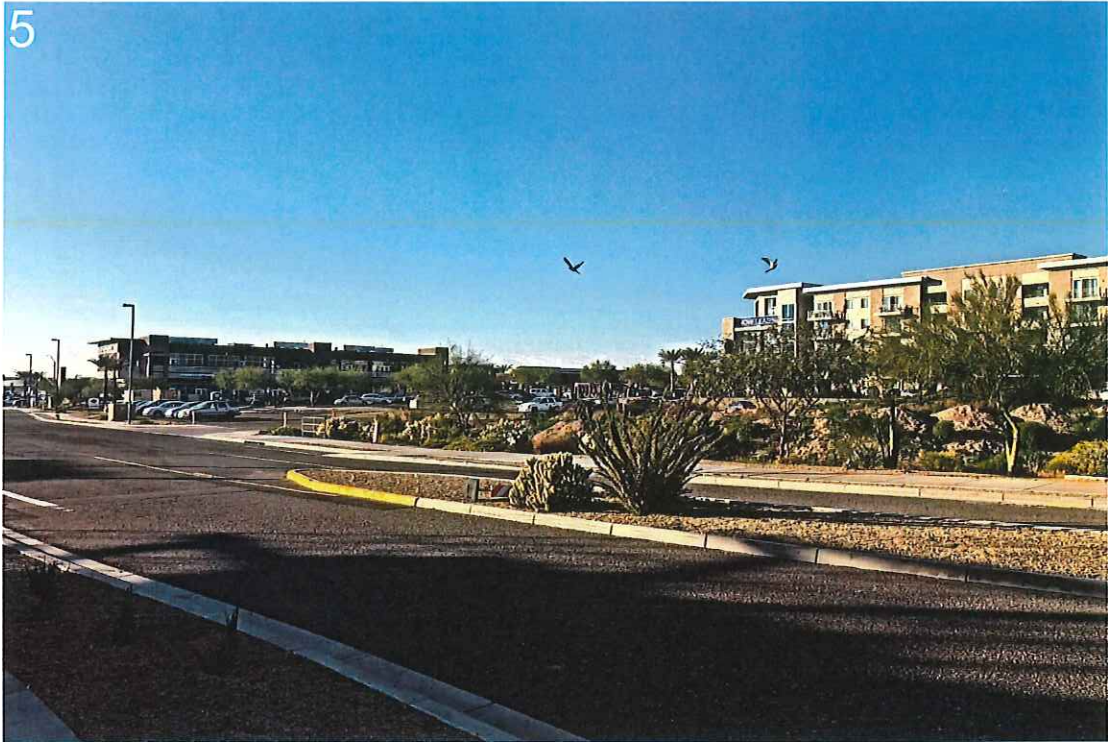
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The Halsten Master Sign Program - 17777 N. Scottsdale Road - Pre-app No. 863-PA-2018
Photo Exhibit of Existing Conditions





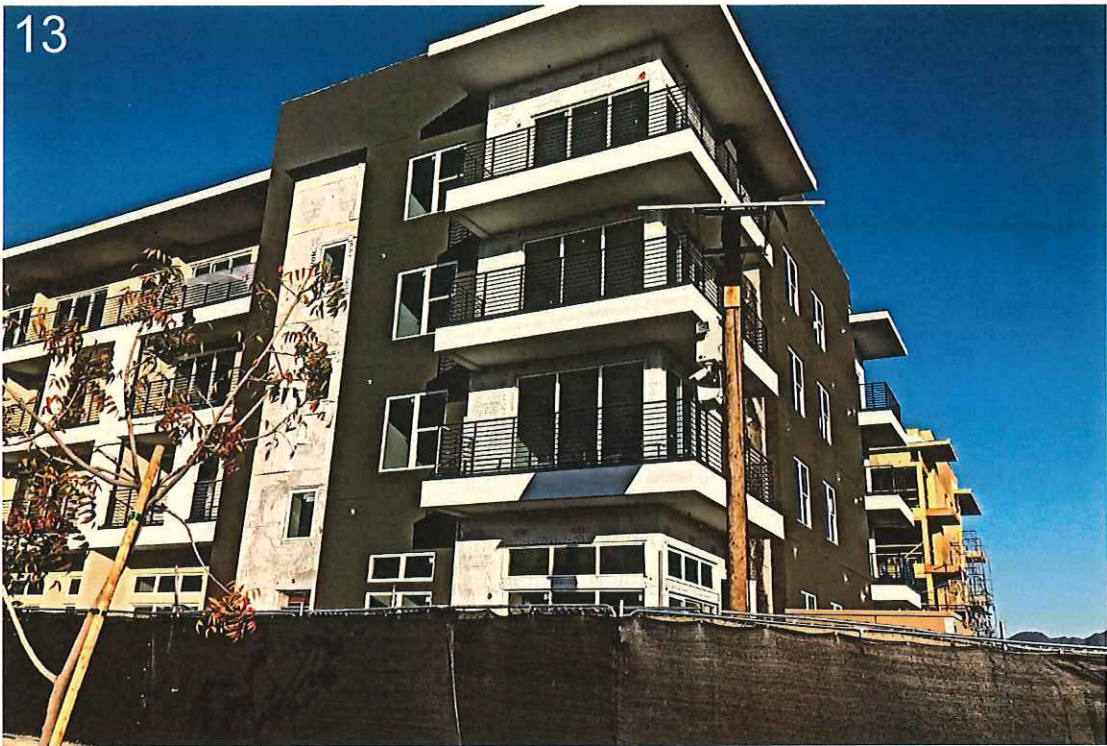
5



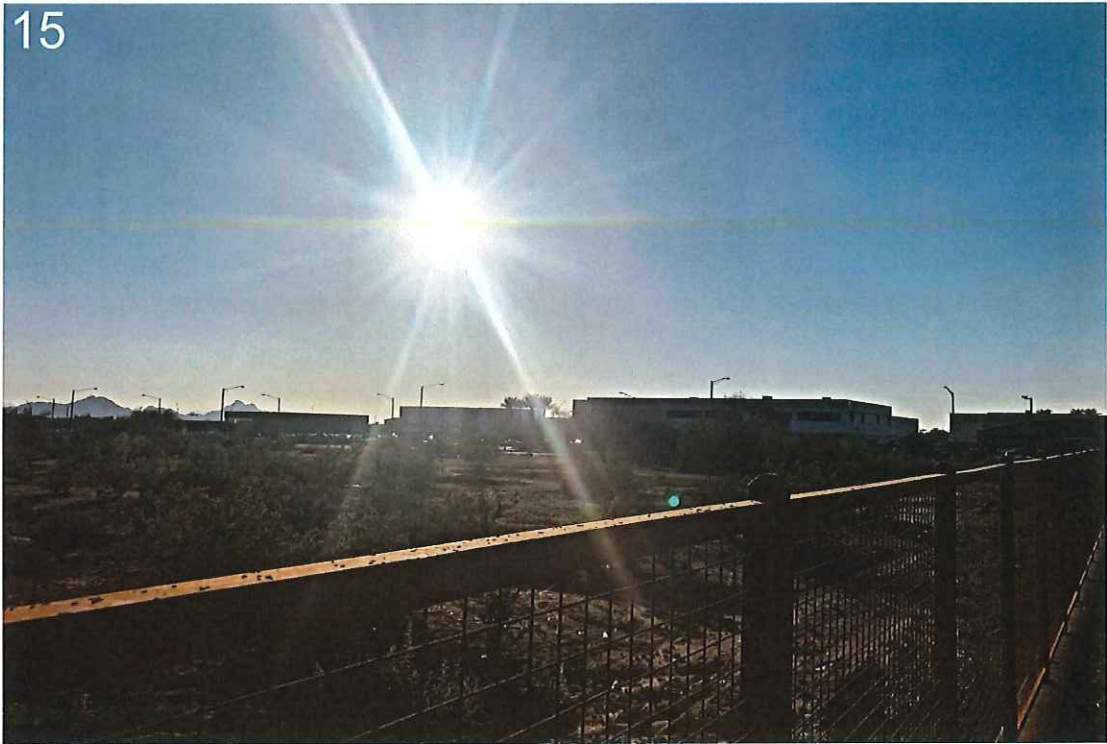
6







15



16



Additional context photos:



West elevation, north end



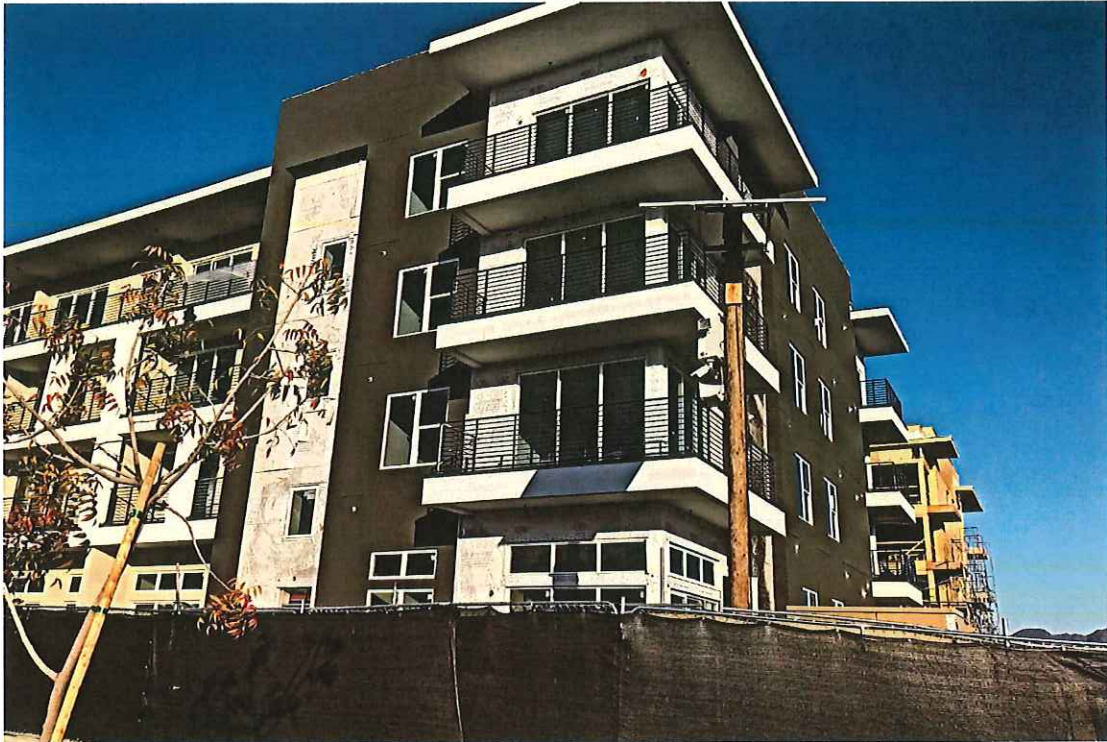
West elevation, north continued



West elevation, middle



West elevation, south end



South elevation