

DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: September 6, 2007

ITEM No. 7

CASE NUMBER/ PROJECT NAME 34-DR-2007
Target At The Summit

LOCATION 32351 N. Scottsdale Rd.

REQUEST To install a double sided monument sign within the scenic corridor.

OWNER Donahue Schriber Reality Group
602-722-6498

ENGINEER

ARCHITECT/ DESIGNER

APPLICANT/ CONTACT Aaron Garcia
Action Lighting Inc
480-668-5031

BACKGROUND

Zoning.

The site is zoned C-2 (Central Business District) ESL (in the Environmentally Sensitive Lands Overlay District), which allows a wide range of retail, business, and service uses, while the ESL overlay includes a number of special standards that encourage development design that is sensitive to the desert setting.

This site is located north of the first entrance, north of East Ashler Hills on the east side of N. Scottsdale Road, and within the Summit Shopping Center.

Adjacent Uses and Zoning:

- North C-2 ESL (Commercial uses in the ESL overlay)
- South R1-43 ESL (Single family uses in the ESL overlay – this parcel has been dedicated as NAOS to serve as an open space buffer)
- East R-5 ESL (Multi-family uses in the ESL overlay – this site is dedicated to the city as a future park)
- West R1-10 ESL (Single family uses in the ESL overlay – these neighborhoods are within the Terravita development)

APPLICANT'S PROPOSAL

Applicant's Request.

The applicant requests approval of an illuminated Safeway monument sign within the Scenic Corridor.

Development Information:

- Existing Use: Scenic Corridor
- Proposed Use: Signage
- Monument Sign Size: 84 square feet
- Sign Height Allowed: 5 feet

- Sign Height Proposed: 6 feet
- Length Allowed 10 feet
- Width Proposed 14 feet

DISCUSSION

With this proposal the applicant will erect a monument sign, within the western boundary of the scenic corridor, which will identify the Target store, at the Summit Commercial Center, on both sides of the monument. Even though the applicant has exceeded the design standards for signage in the scenic corridor, the location and size is consistent with previously approved signs, as well as the design standards for monument signs located within the scenic corridor.

KEY ISSUES

The masonry wall will consist of 1½ inch thick random cut cleft edge, varying sizes, random mix of: 20% "Palo Verde" Sandstone by APG, 30% "Arizona Sunset" Sandstone by APG, and 50% "Sunset" Sandstone by APG, supplied by Yesco of Phoenix. Along the façade of the monument there will be two layers of 10 gauge steel plates with accelerated natural finish, fabricated by Yesco of Phoenix.

The sign will consist of:

- Target Logo: 6 inch Aluminum returns with retainers, painted red PMS 186, illuminated with LED's. Face; white lexan with red vinyl 360-33 overlay.
- Letters: (Target) White LED's Halo-illuminated reverse channel, 3 inch deep returns, Aluminum .050 inch sides and .063 inch faces. Painted black, semi-gloss finish.
- Slash panels behind (Target) letters: .125 inch aluminum, painted white, with satin finish, flush mounted.
- Letters: (Target) 10 gauge steel plate, painted white with satin finish, stud mounted.

The landscape plans are developed by the landscape architect (eGroup) for the entire center, and the revegetation effort will be consistent with the scenic corridor design guidelines.

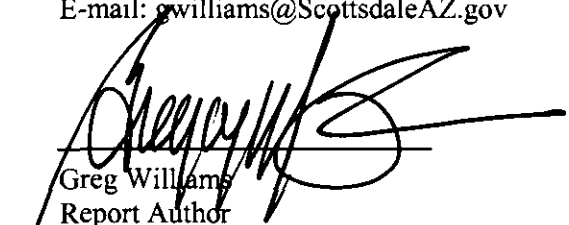
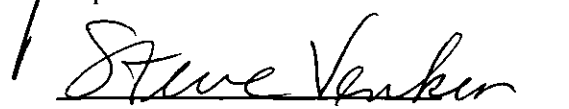
OTHER BOARDS AND COMMISSIONS**STAFF****RECOMMENDATION**

Staff recommends approval, subject to the attached stipulations.

STAFF CONTACT(S)

Greg Williams
Senior Planner
Phone: 480-312-4205
E-mail: gwilliams@ScottsdaleAZ.gov

APPROVED BY

Greg Williams
Report Author

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
- 4. Site Plan
- 5. Landscape Plan
- 6. Sign Elevations

**Stipulations for Case:
Target at The Summit
Case 34-DR-2007**

These stipulations are in order to protect the public health, safety, welfare, and the City of Scottsdale. Unless otherwise stated, the applicant agrees to complete all requirements prior to final plan approval, to the satisfaction of Project Coordinator and the Final Plans staff.

PLANNING

APPLICABLE DOCUMENTS AND PLANS:

DRB Stipulations

1. Except as required by the City Code of Ordinances, Zoning Regulations, Subdivision Regulations, and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Architectural elements, including dimensions, materials, form, color, and texture, shall be constructed to be consistent with the building elevations submitted by Pacific Neon with a date provided on the plans by City Staff of 8/23/2007.
 - b. The location and configuration of all site improvements shall be constructed to be consistent with the site plan submitted by Pacific Neon with a date provided on the plans by City Staff of 8/23/2007.
 - c. Landscaping, including quantity, size, and location of materials shall be installed to be consistent with the conceptual landscape plan submitted by eGroup with a date provided on the plans by City Staff of 8/23/2007.

ARCHITECTURAL DESIGN:

DRB Stipulations

2. All exterior conduit and raceways shall be painted to match the base of the sign.

N.A.O.S.:

DRB Stipulations

3. The NAOS shall be releases in the location of the sign.

Ordinance

- A. NAOS shall not be dedicated within 5'-0" of a sign.
- B. NAOS located between 5'-0" and 10'-0" from the face of a building shall be counted as revegetated NAOS for the length of the sign.

LANDSCAPE DESIGN:

DRB Stipulations

4. Upon removal of the salvageable native plants, the salvage contractor shall submit completed Native Plant Tracking Form, as well as a list identifying the tag numbers of the plants surviving salvage operations, to the City's Inspection Services Unit within three (3) months from the beginning of salvage operations and/or prior to the issuance of the Certificate of Occupancy.
5. Cut and fill slopes shall be rounded to blend with the existing contours of the adjacent natural grades.

EXTERIOR LIGHTING DESIGN:

Ordinance

C. Light sources shall be shielded fro view and shall not allow spillage beyond signage, per Section 8.411



Project Narrative

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

Date: 4/6/2007

Project No.: 236 - PA - 2007

Coordinator: DON HADDER / GREG WILLIAMS

Case No.: _____

Project Name: Target

Project Location: 32351 N. Scottsdale Road, Scottsdale

Property Details:

Single-Family Residential Multi-Family Residential Commercial Industrial

Current Zoning: C-2

Proposed Zoning: N/A

Number of Buildings: 15

Parcel Size: 42.35 acres

Gross Floor Area/Total Units: 333,000

Floor Area Ratio/Density: .16

Parking Required: 1,666

Parking Provided: 1,786

Setbacks: N - _____ S - _____ E - _____ W - _____

Description of Request:

Target is requesting the Development Review Board Approval for one new double-sided internally illuminated monument sign at The Summit Shopping Center, located at 32351 N. Scottsdale Road. The site is zoned C-2.

The monument sign is 5'0" overall height x 11'0" in length. The display is halo illuminated with reverse channel letters with remote transformer. The Target letters and bull eye are halo illuminated with 1 1/2" returns with aluminum faces, paint red to match Benjamin Moore Carnival red, satin finish, Clear lexan backs with internal white 6500 neon illumination. Address numerals will be fabricated to flat cut out 1/8" aluminum first layer painted black, satin finish. The background will be 10-gauge steel (2-layers) with accelerated natural rust finish. The proposed sign is finished with random mix of sandstone to compliment to the existing architect.

The sign is located in the scenic corridor. This proposal complies with the revised scenic corridor ordinance.

ATTACHMENT #1

34-DR-2007
1ST: 06/12/07

Planning and Development Services Department

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



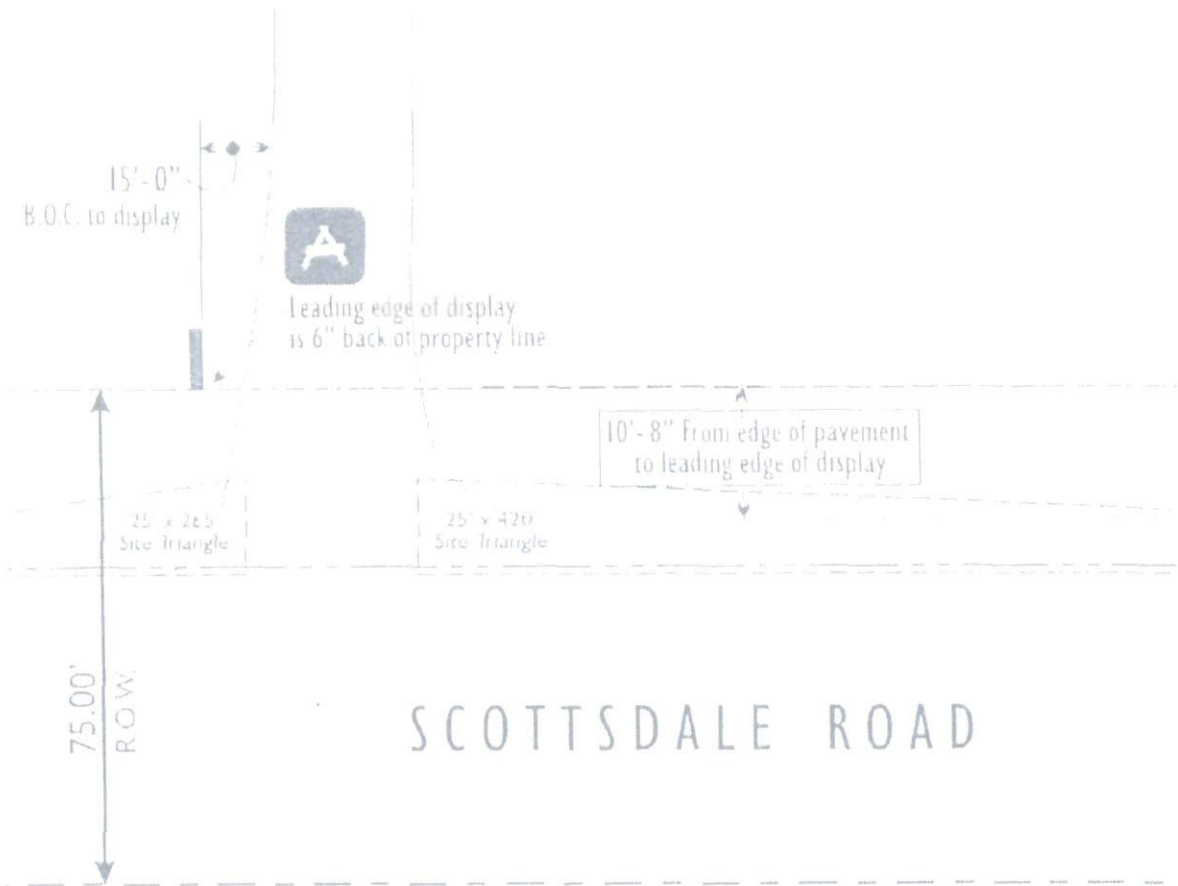
Target at the Summit



Target at the Summit

34-DR-2007

ATTACHMENT #2A



SITE PLAN - SIGN LOCATION

ATTACHMENT #4



2000 Academy Way
 Scottsdale, AZ 85215
 Tel: 916 927 0527
 Fax: 916 927 2414
 www.pacificneon.com

Project No. 06-1770-00
 Project Title
 Account Executive: Ralph Cundiff
 Client Approval:

Project Title
Target, T-1327

Address:
 32351 N. Scottsdale Road
 Scottsdale, Arizona

34-DR-2007
 2nd: 8/23/2007

LANDSCAPE NOTES

- ① Existing M.T. Palo Verde (2) - to remain. Prune to remove deadwood.
- ② Creosote (1) - To remain.
- ③ Sage (1) - Prune to remove deadwood.
- ④ Brittlebush - Prune to 30" wide by 24" tall.
- ⑤ Cholla (2) - Salvage and replant.
- ⑥ Barrel Cactus (7) - Salvage and replant.
- ⑦ Various size Brittlebush, Grasses, Desert Broom. Remove Desert Broom within minimum construction limits. Remove other plants not on ESLO Plant list only if necessary for construction access.
- ⑧ Gray D.G. - Remove and regrade native soil.
- ⑨ Remove top 3" of native soil within area disturbed for construction. Redistribute upon completion of planting.
- ⑩ Activate / repair existing irrigation system to water transplanted cactus and new plants at a suitable rate.
- ⑪ Replant salvage cactus in approximate existing locations.
- ⑫ Plant 5-5gal Red Fairy Duster.
- ⑬ Plant 6-5gal Justicia californica.
- ⑭ Plant 30-1gal Desert Marigold.

ADDITIONAL REQUIREMENTS

- ① Comply with governing agency codes and requirements.
- ② Prepare documents, apply and pay for permits, tag plants, coordinate inspections and submit applications per city requirements.

DESIGNER

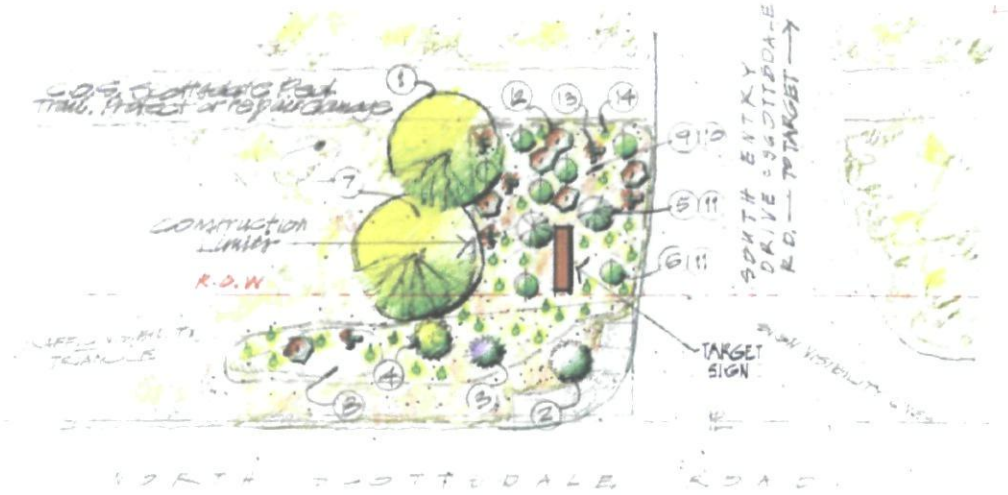
Pacific Neon
 2939 Sacramento Way
 Sacramento CA. 95815
 Tel: 916.927.-527
 Acct. Exec. Ralph Candiff

GENERAL NOTES:

1. Existing improvements to remain.
2. Review site conditions, design of proposed improvements and provide construction limits plan for approval at pre-construction site meeting.
3. Existing plant observations and photographs as of 31 July 2K7, 2007
4. Route sign electrical to minimize damage to existing plants/natural conditions.
5. Transplant or replace existing plants damaged by construction.



VICINITY MAP



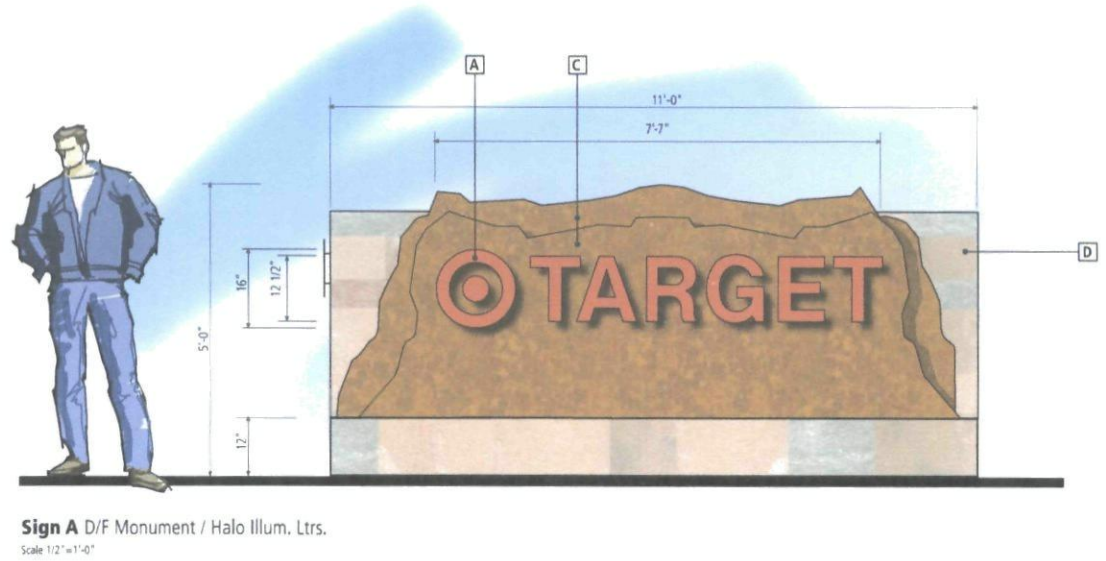
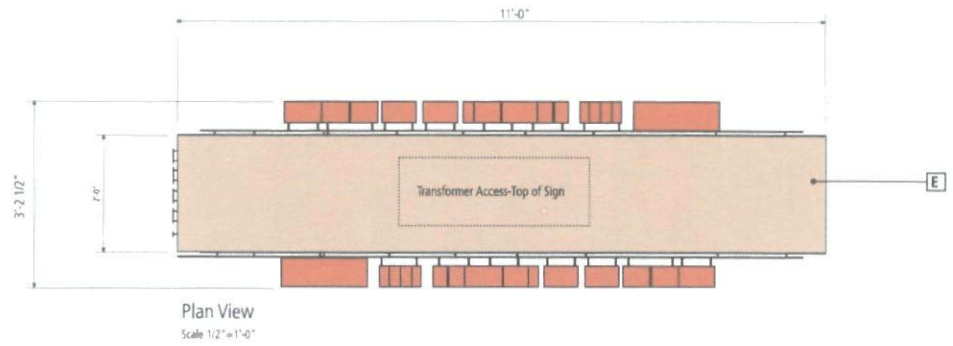
South Entrance @ Scottsdale Road
LANDSCAPE PLAN

1 of 1	
Designed by: RJA	Approved by: MS
Drawn by: RJA	E # 207123.00
Target, T -1327 Sign 32351 N. Scottsdale Rd @ The Summit Scottsdale, AZ	
817 N. CENTRAL AVENUE, PHOENIX, ARIZONA 85004, 602-462-9000	DATE: August 03, 2007



Material Schedule

- A Target & Bullseye**
Reverse Pan Channel Letters-Halo Illuminated,
3 1/2" Returns with aluminum faces, Paint Red to match
Benjamin Moore Carnival Red, satin finish, Clear Lexan
backs with internal White 6500 neon illumination.
- B Address Numerals**
FCO 1/8" aluminum first layer paint Black, satin finish.
- C Background**
10 Ga. steel (2-Layers) with accelerated natural rust finish.
- D Stone-** Random thickness and size. Pattern to match
existing building,
"Sunset" Anasazi Sandstone
"Arizona Sunset" Anasazi Sandstone
"Mesquite" Anasazi Sandstone
"Sedona Red" Anasazi Sandstone
- E Top of Sign**
Fabricated aluminum with access door, Paint
ICI #329 Native Soil, satin finish.



2939 Academy Way
Sacramento CA, 95815
Tel 916.927.0527
Fax 916.927.2414
www.pacificneon.com

Project No. 06-1770-00
Account Executive: Ralph Cundiff
Client Approval

Project Title
Target, T-1327

Address
32351 N. Scottsdale Road
Scottsdale, Arizona

Status	Revision	Date
 Preliminary	10.11.06	
 Revision	12.13.06	5.30.07
	2.26.07	8.7.07
	3.7.07	
	3.15.07	

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Sheet No.

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34-DR-2007
2nd: 8/23/2007

ATTACHMENT #6