

# DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: June 28, 2007

ITEM NO. 3

**CASE NUMBER/ PROJECT NAME** 118-DR-1999#6  
Safeway #1849

**LOCATION** 32551 N. Scottsdale Rd.

**REQUEST** Request to install a monument sign within the scenic corridor.

**OWNER** Safeway Inc.  
480 894-4159

**ENGINEER** Young Electric Sign  
Company.  
6725 W. Chicago Street  
Chandler, AZ 85226

**ARCHITECT/ DESIGNER**

**APPLICANT/ CONTACT** Kelly Chipman  
Young Electric Sign  
Company  
480-449-3726

## 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 a short distance south of E. Dove Valley Road 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: 58 square feet

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- Sign Height Allowed: 5 feet
- Sign Height Proposed: 5 feet
- Length Allowed 10 feet
- Width Proposed 11 feet

**DISCUSSION**

The applicant is proposing to erect a monument sign within the western boundary of 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. The sign will identify the Safeway grocery store at the Summit Commercial Center on both sides of the monument.

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:

- Safeway 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: (Safeway) 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 (Safeway) letters: .125 inch aluminum, painted white, with satin finish, flush mounted.
- Letters: (At the Summit) 10 gauge steel plate, painted white with satin finish, stud mounted.

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

**OTHER BOARDS AND COMMISSIONS**

118-DR-1999 The Summit Retail Center, 120-DR-2006 Safeway Fuels

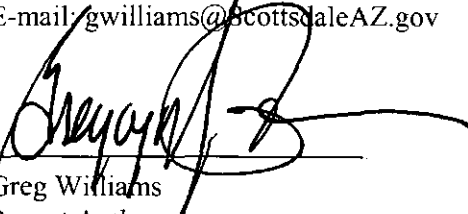
**STAFF RECOMMENDATION**

Staff recommends approval, subject to the attached stipulations.

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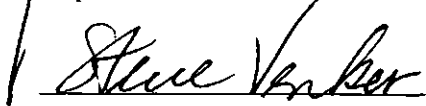
**STAFF CONTACT(S)** Greg Williams  
Senior Planner  
Phone: 480-312-4205  
E-mail: gwilliams@scottsdaleAZ.gov

**APPROVED BY**



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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. Elevations

**Stipulations for Case:  
Safeway #1849  
Case 118-DR-1999#6**

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 Young Electric Sign Company with a date provided on the plans by City Staff of June 12, 2007.
  - b. The location and configuration of all site improvements shall be constructed to be consistent with the site plan submitted by Young Electric Sign Company with a date provided on the plans by City Staff of June 12, 2007.
  - c. Landscaping, including quantity, size, and location of materials shall be installed to be consistent with the conceptual landscape plan submitted by E group with a date provided on the plans by City Staff of June 12, 2007.

**ARCHITECTURAL DESIGN:**

**DRB Stipulations**

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

**LANDSCAPE DESIGN:**

**DRB Stipulations**

3. 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 3 months from the beginning of salvage operations and/or prior to the issuance of the Certificate of Occupancy.
4. Cut and fill slopes shall be rounded to blend with the existing contours of the adjacent natural grades.

**LIGHTING DESIGN:**

**Ordinance**

- A. Light sources shall be shielded from view and shall not allow spillage beyond signage, per Section 8.411



YOUNG ELECTRIC SIGN COMPANY

Phoenix Division

480-449-3726 Telephone  
480-961-5923 Office Fax  
480-961-5927 Service Fax

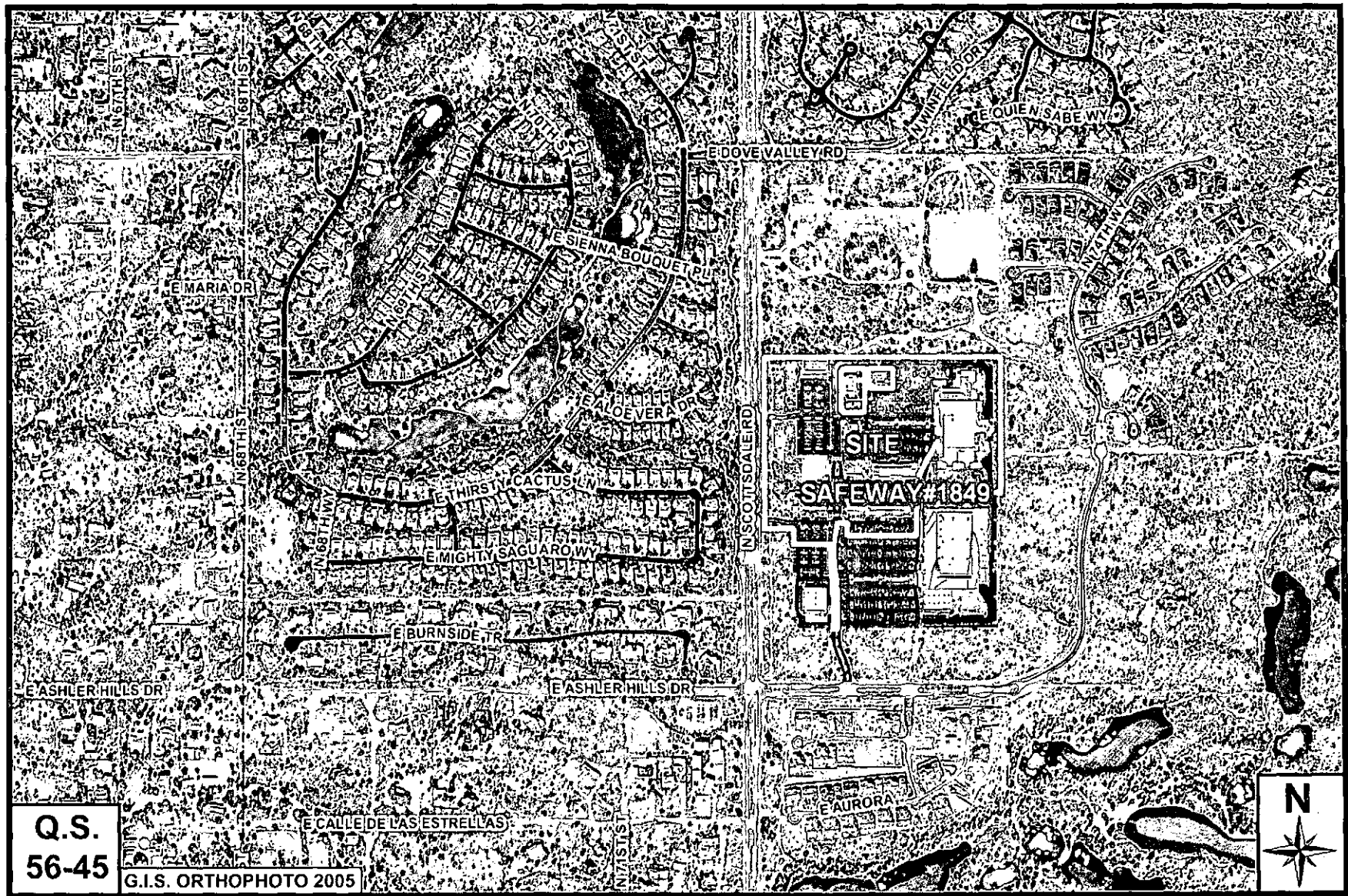
6725 West Chicago Street  
Chandler, Arizona 85226

Narrative for: Safeway at 32551 N. Scottsdale Rd.

Manufacture and Install Monument sign at the noted location. Yesco is requesting a monument sign that is 5'-0" in height X 11'-0" in length. The display is halo-illuminated with reverse pan channel and flat cut out letters. The Safeway logo includes 6" returns with a white lexan and red vinyl overlay and, LED illumination. The letters and logo are mounted on a 10 gauge steel plate (2 layers) with accelerated natural rust finish. The proposed sign is finished with random mix of sandstone to compliment the existing architecture.

118-DR-1999#6  
1ST: 06/11/07

ATTACHMENT #1



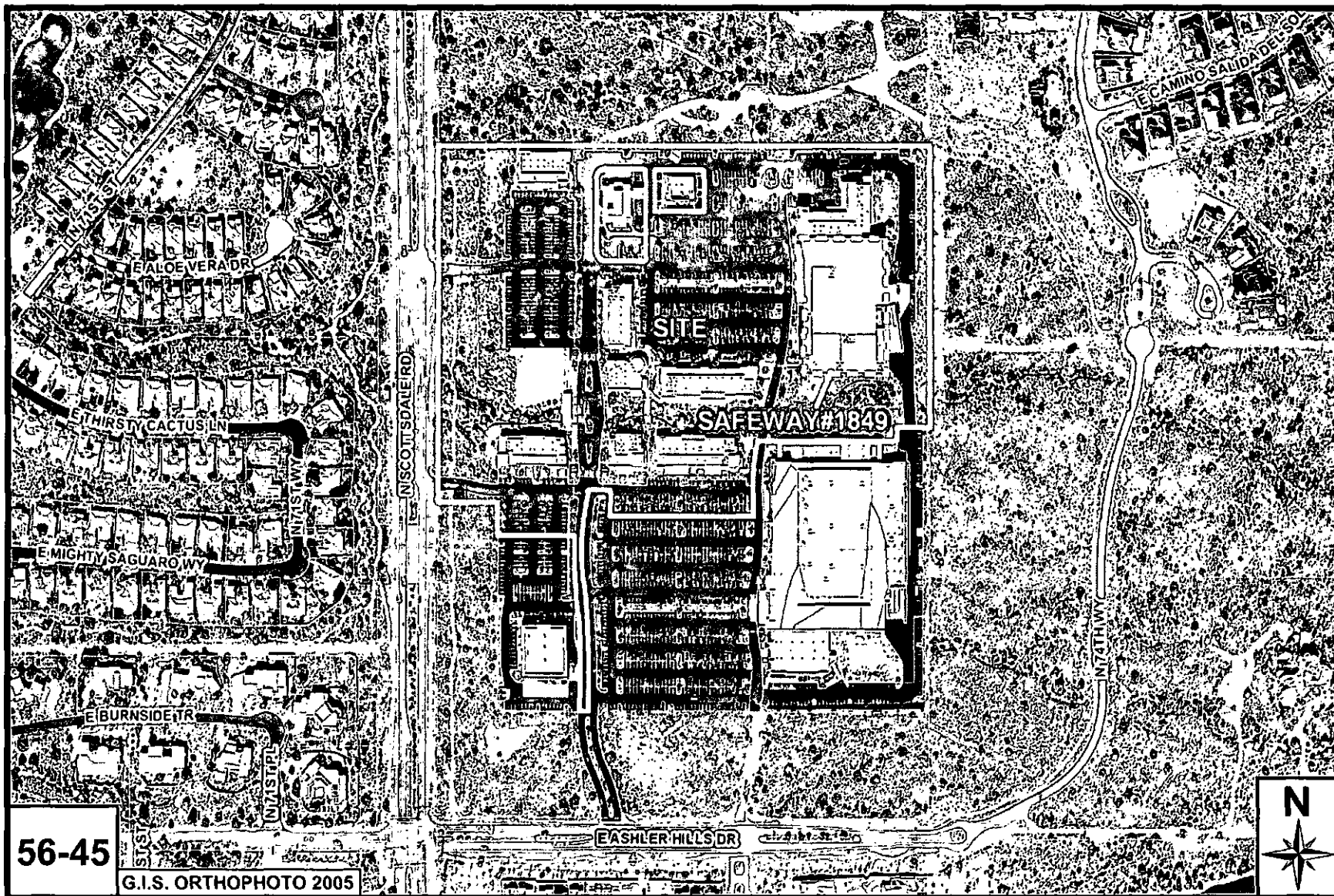
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G.I.S. ORTHOPHOTO 2005

**SAFEWAY #1849**

**118-DR-1999#6**

ATTACHMENT #2



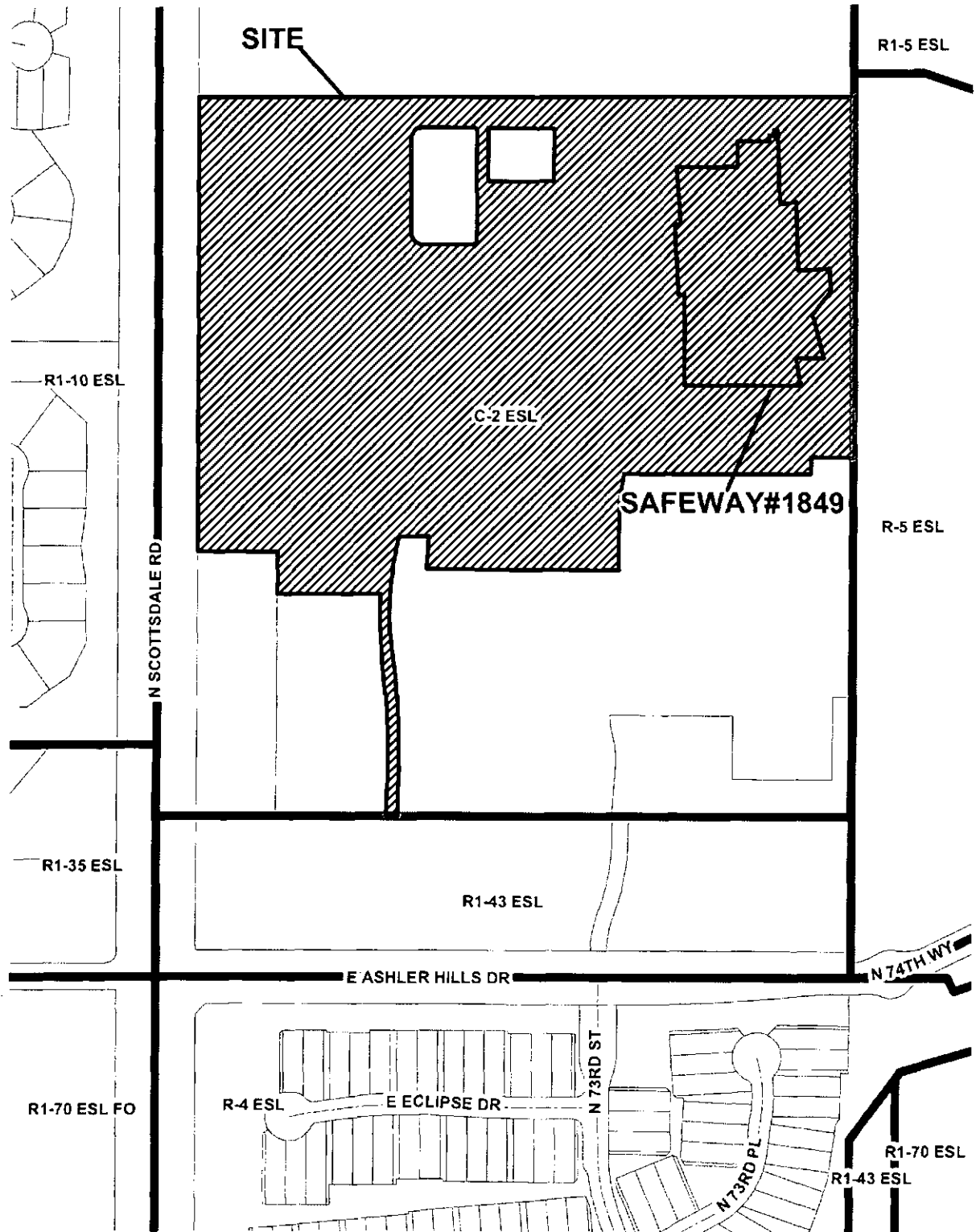
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G.I.S. ORTHOPHOTO 2005

SAFEWAY #1849

118-DR-1999#6

ATTACHMENT #2A

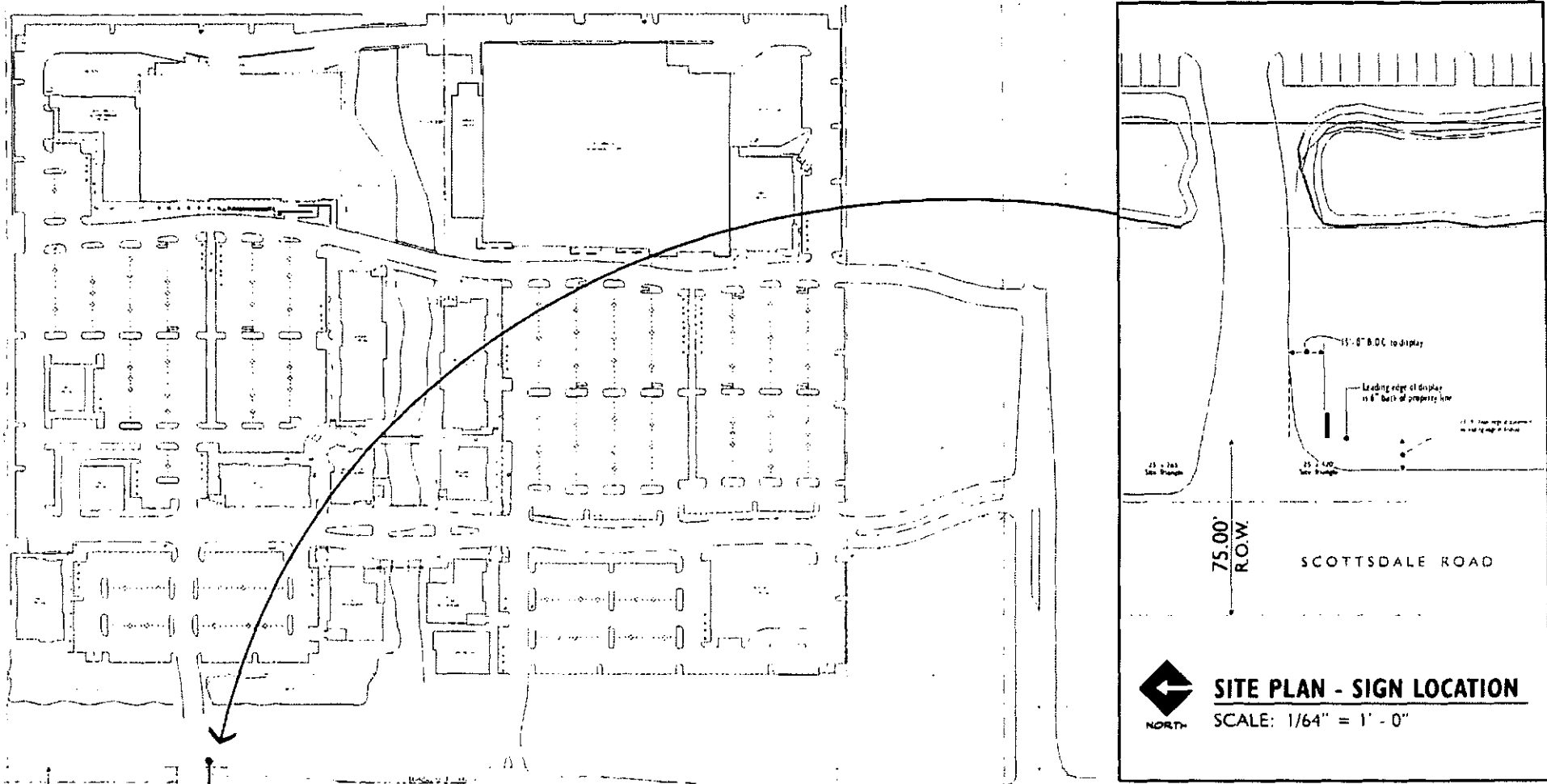


118-DR-1999#6

ATTACHMENT #3







**SITE PLAN - SIGN LOCATION**  
 SCALE: 1" = 164.2' - 0"  
 NORTH

**PHOENIX DIVISION**  
 8725 W. Chicago Street, Chandler, Az 85226-3333 (480) 449-3726  
 AZONA CONTRACTOR LICENSE NO. P13327-00, METRICS NO. P13327, ELECTRICAL NO. P13326  
**YESCO, YOUNG ELECTRIC SIGN COMPANY**

APPROVED BY:		REV #	DATE	BY	REV #	DATE	BY
SALESPERSON		04/20/06	TALL	01/18/07	TALL	01/18/07	TALL
CUSTOMER		07/16/06	TALL	02/16/07	TALL	02/16/07	TALL
LANDLORD		08/10/06	LSD	02/16/07	TALL	02/16/07	TALL
SALES MANAGER		08/20/06	TALL	06/11/07	TALL	06/11/07	TALL
DATE:		12-28-06	TALL				

FIRM NAME / PROJECT ADDRESS	ORIGINAL DATE:
SAFeway 1849 32551 N. SCOTTSDALE ROAD SCOTTSDALE, ARIZONA	As Noted
SALESPERSON: KELLY CHIPMAN	DRWD. BY: J. VICKBOCK SCALE: DWS/SD

**60464-R9**  
FILE NUMBER TO NUMBER  
**2 OF 4**  
SHEET NUMBER

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**PLANTING PLAN NOTES**

- 10 Existing Palo Verde, M.T., 45' spread, full to ground, good canopy overhangs entry road.
  - Retain. Remove dead, diseased, crossing limbs. Limb up/remove minor branches to 6' for better vehicular visibility.
- 11 Existing Palo Verde 3" cal., low forked double trunk, spindly.
  - Remove to increase turning traffic visibility.
- 12 Existing dead tree.
  - Remove due to possible future interference with traffic if toppled. Place dead tree within NAOS area for wildlife habitat if directed by City.
- 13 Existing Saguaro spear, 18' ht, healthy.
  - Retain. Do not damage during construction.
- 14 Existing Ironwood, M.T., 16" cal. 24' sp. good canopy.
  - Retain. Horticultural pruning. Remove minor branches for view to sign to avoid traffic indecision.
- 15 Existing Mesquite, 14" cal., to remain.
- 16 2' ht Saguaro and Barrel Cactus.
  - Retain. Do not damage.
- 17 Three Chain Fruit Cholla less than 3' ht.
  - Retain. Do not damage.
- 18 Various native shrubs/bushes under 3' ht not NAOS protected.
  - Remove only as required for construction.
- 19 Existing 'Desert Floor' thruout the construction zone.
  - Minimize disturbance. Replicate existing conditions occurring along pedestrian trail upon construction completion. Seek City/Landscape Architect direction during site pre-construction meeting, during construction, and for final acceptance.

**EXISTING CONDITIONS**

- 1 Existing handicapped ramp and walk.
- 2 Existing 75' ROW stake.
- 3 Existing light standard.
- 4 Existing fire hydrant.
- 5 Existing 'Right Turn Only' traffic sign.

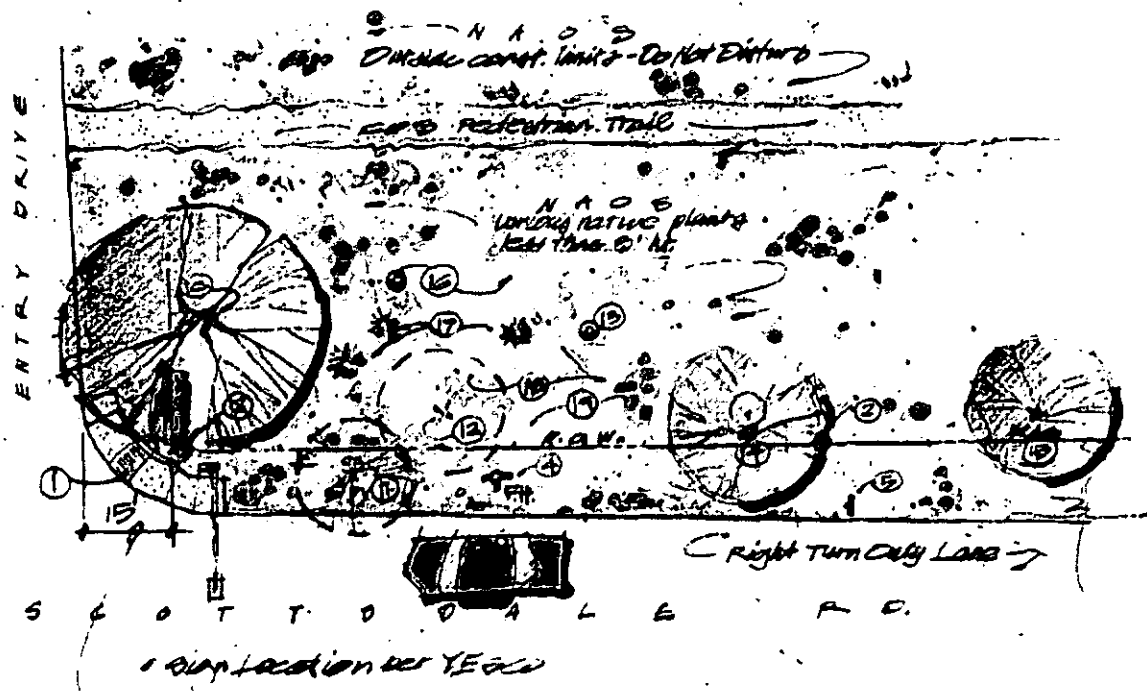
**GENERAL NOTES:**

- 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 February third, 2007
- 4. No new planting and irrigation is proposed.
- 5. Route sign electrical to minimize damage to existing plants/natural conditions. Replace existing plants.

Sign site/location

The Summit Commercial

VICINITY MAP

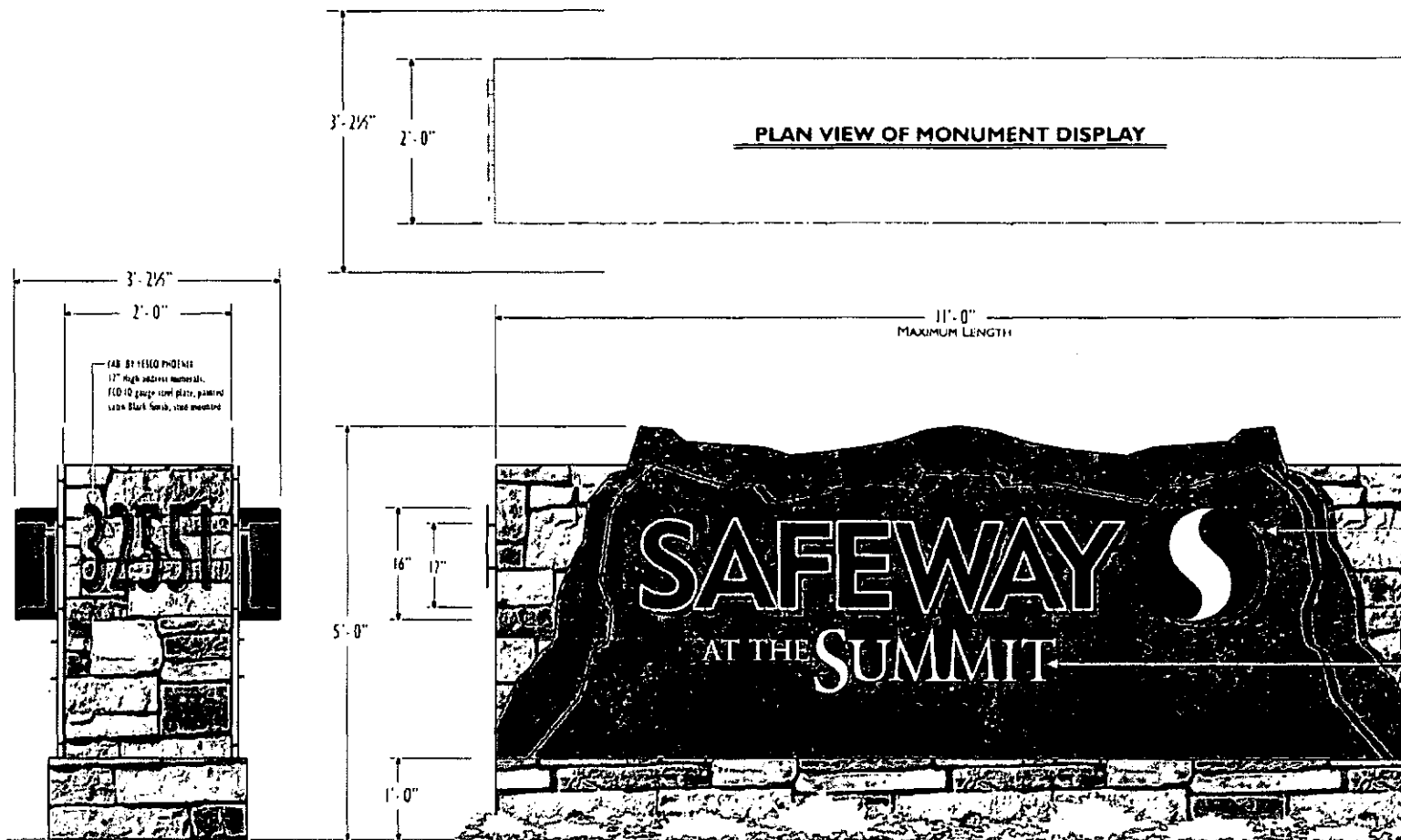


SCALE: 1" = 20' 0"

NORTH

4 of 4

Designed by: RUA Drawn by: RUA Approved by: MS E # 207105.00	
North Entrance @ Scottsdale Road <b>LANDSCAPE PLAN</b> Safeway Sign #1849 32551 N. Scottsdale Rd @ The Summit Scottsdale, AZ	
	817 N CENTRAL AVENUE, PHOENIX, ARIZONA 85004, 602-462-9000
DATE: March 14, 2007	



**LANDSCAPING NOTE:**  
REMOVAL AND/OR DAMAGE TO EXISTING VEGETATION WILL BE KEPT TO A MINIMUM DURING INSTALLATION OF THE SIGNAGE

- BY YESCO NATIONAL SALES
- LOGO - 4" Aluminum reverse with creases, painted PMS 1864 Red. Illuminated with White LED's. Face: White finish with Red vinyl 3/32" overlay
- LETTERS: White LED's. Male illuminated Reverse channel. 3" deep return, Aluminum 050" size and 043" face. Painted cream gloss Black finish. Mounted with 1/4" x 1/4" non corrosive standoffs
- FLASH PANELS BEHIND LETTERS: TED 115" aluminum, painted same White finish. Mounted flush with non corrosive fasteners
- FAB: BY YESCO PHOENIX
- FED 10 gauge steel plate, painted with White finish, spot mounted
- FAB: BY YESCO PHOENIX
- FED 10 gauge steel plate (2 layers) with aluminum metal at raised back
- FAB: BY YESCO PHOENIX
- BY YESCO PHOENIX
- 1/2" Thick random cut stone edge, varying sizes. Random mix of 20% "Pale Verde" limestone by AFG, 10% "Arizona Sunset" limestone by AFG, 70% "Tanite" limestone by AFG

**HALO-ILLUMINATED REVERSE CHANNEL MONUMENT DISPLAY**

SCALE: 3/4" = 1'-0"

- 1. See Site Photos and larger size detail per city requirements
- 2. All "1" wide bars, reduce height to 1" per city requirements
- 3. See Notes 1&2 ALL letters to 17" above overall sign height
- 4. All sign, for splash panels behind letters, add any required landscaping, reduce height to 4"
- 5. Change sign "1.8" to push down letters & legs
- 6. Change "1.8" change "1" per city request
- 7. All raised monument sign "1" with target beam
- 8. Change sign "1" to per sign
- 9. Change sign "1.8" to push down letters & legs

<p><b>PHOENIX DIVISION</b> 8725 W. Chicago Street, Chandler, AZ 85226-3335 (480) 448-3728 MICHIGAN CONTRACTOR LICENSE NO. 96723-0007, AIRMANS NO. 47730, BLS/ST/CA, NO. 478280</p> <p><b>YESCO. YOUNG ELECTRIC SIGN COMPANY</b></p>	APPROVED BY:		REV #	DATE	BY	REV #	DATE	BY	FIRM NAME / PROJECT ADDRESS	<p><b>60464-R9</b> PLP PROJECT NUMBER</p> <p><b>1 OF 4</b> SHEET NUMBER</p>
	SALES PERSON		04/20/06	TALL		01/18/07	TALL		SAFEWAY 1849	
	CUSTOMER		07/18/06	TALL		02/14/07	TALL		32551 N. SCOTTSDALE ROAD	
	LANDLORD		08/10/06	LRD		02/16/07	TALL		SCOTTSDALE, ARIZONA	
	SALES MANAGER		08/30/06	TALL		06/11/07	TALL		ORIGINAL DATE: As Noted	
DATE:		12/28/06	TALL					SALES PERSON: KELLY CHIPMAN	OHIO DESIGNER: J Weasock	
									SCALE: 04/04/06	

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ATTACHMENT #6

118-DR-1999#6  
2ND: 06/12/07