

DESIGN REVIEW BOARD STAFF REPORT

AGENDA#

TO:

DESIGN REVIEW BOARD

FROM:

SUSAN A. FIALA, AICP, SENIOR PLANNER

THROUGH:

MARIA S. CADAVID, AICP, PLANNING MANAGER

MEETING DATE:

FEBRUARY 9, 2006

SUBJECT:

DR05-93: AMENDMENT TO THE COMPREHENSIVE SIGN

PROGRAM FOR SEVILLE COMMONS, PHASE 2

REQUEST

Approval findings and of the amendment to the Comprehensive Sign Program for Seville Commons, DR05-93, Phase 2, located at the northeast corner of Chandler Heights and Higley Roads.

RECOMMENDED MOTION

Move to approve the findings and DR05-93, the Amendment to the Comprehensive Sign Program, Seville Commons, Phase 2, subject to conditions.

APPLICANT/OWNER

Beus Gilbert PLLC

Attn: Robert Pizorno

4800 N. Scottsdale Road, #6000

Scottsdale, AZ 85251

480-429-3000 V:

F: 480.497.4923

E:

@beusgilbert.com

LDR - NEC Higley & Chandler Heights LLC

1130 E. Missouri Ave. Suite 850

Phoenix, AZ 85014

V: 602-263-1726

F: 602.279.2660

HISTORY

The Design Review Board approved the Seville Non-Residential Design April 12, 2001

Guidelines (DR01-20).

The Design Review Board approved the Seville Commons Office Condos and October 14, 2004

Preliminary Site Plan for Overall Center (DR 04-53).

The Design Review Board approved the final site plan, grading and drainage, October 14, 2004

lighting and building elevations for Bank One (DR04-54), the drug store

(DR04-54) and the multi tenant retail building (DR04-56).

The Design Review Board approved the final site plan building elevations, November 11, 2004

landscape plan, grading and drainage and lighting for a mini storage facility

(DR04-57).

December 15, 2005

The Design Review Board Signs approved the Comprehensive Sign Program for Phase 1 of Seville Commons.

PROJECT FACTS

Surrounding Land Uses

	Land Use Category	Existing Zoning	Existing Use
North	NC (Neighborhood Commercial), Residential >3.5-5 DU/Acre	NC, SF-6	Open space/retention, then single-family detached homes
East	Residential >3.5-5 DU/Acre	SF-6	Single-family detached homes
South	Residential >3.5-5 DU/Acre	SF-D, SF-6	Chandler Heights Road, then undeveloped, single-family detached homes to the east
West	NC (Neighborhood Commercial)	NC	Higley Road, then undeveloped
Onsite	SC (Shopping Center)	SC existing (Vested ULDC C-2 with a PAD)	Phase 1 Office Condos, Phase 2 under construction

Data

Signage Details	Proposed	Sign Code Regulations - Commercial
Number of signs proposed	Depends on final number of tenants for multi-tenant buildings; 4 Monuments	Number of signs not regulated. Allocation based upon placement, maximum sign area, and linear feet of frontage
Maximum wall sign area allowed	1.5 sq. ft of sign area per 1 linear foot of frontage,- other restrictions apply	1.5 sq. ft per linear foot of frontage, >75 ft. All buildings in this phase are setback >75 ft.
Logo	Chase Bank logo	Not greater than 6 sq. ft. unless DRB review.
Maximum sign length proposed	80% of sign band	80% maximum of sign band
Maximum letter height proposed	80% of sign band	80% maximum of sign band
Type of signs	Illuminated wall signs, and illuminated freestanding monument signs.	Illuminated and non-illuminated permitted, no exposed raceways allowed.

BACKGROUND

The subject Comprehensive Sign Program (CSP) is for Phase 2 of Seville Commons and is an amendment to the Comprehensive Sign Program approved for Phase 1 of Seville Commons by the Design Review Board on December 15 2005. Phase 2 includes: Lot 2 – multi tenant shops; Lot 3 – drug store; Lot 5 – Chase Bank; and Lot 7- storage/office.

The Design Review Board (DRB) approved the final site plan, landscaping, lighting and building elevations for Lots 2, 3, 5 and 7 under separate applications in 2004. Lots 4 and 6 have not been

reviewed by the DRB to date; thus those buildings will require either an amendment to the CSP or to be reviewed concurrently with the design review.

DISCUSSION

Signage

The Comprehensive Sign Program for Phase 2 includes wall, freestanding monument and directional signs. All Phase 2 signs are designed to maintain continuity of materials, quality and aesthetics as approved for Phase 1 of the Seville Commons development.

The proposed signage meets code in terms of sign placement, quality of materials, and construction except as noted in the following sections.

Wall Signs

The wall mounted signs would consist of pan-channel illuminated letters with dark bronze returns and caps. The detail sheet for wall signs noted they would be mounted flush to wall. The wall signs for the drug store, bank and self storage facility are based on the allowable square footage per building frontage. The sign area as noted on the various building elevations is conceptual and will be verified at the time of sign permit review.

The number of wall signs for the shops on Lot 2 is dependent on the final number of tenants. The shops' elevation appears to depict two signs located over scoring or a pilaster. The Chase Bank elevations show the wall sign abutting scoring. Code does not allow signage to interfere with architectural elements including scoring. At the time of sign permit review, staff will verify the placement of the wall sign in reference to architectural elements.

Planning staff finds that the proposed wall/tenant signs fit proportionally with the building mass and design of each associated building.

Freestanding Monument Signs

Four freestanding monument signs are proposed for Phase 2: two on Chandler Heights Road and two on Higley Road. These monument signs are the identical design (height, area, materials) as the monument sign proposed in Phase 1. Sign height is proposed at eight feet with 40 square feet of copy area and be double faced with illumination. Materials and colors include: "Cedar Limestone" cultured stone for the end columns, "European White" painted stucco, "Dovetail" painted sign panels and an "Artisan Brown" painted metal cap.

The site plan notes the monument signs would be two (2) feet from the property line; however, code requires three (3) feet from the property line. To ensure the signs are placed correctly, staff recommends as a condition of approval that the applicant provide a revised site plan with the correct setback distance prior to the issuance of any sign permit for Phase 2.

The elevations for the monument signs do not provide a detail of the tenant sign panel (i.e. routed, panchannel). Staff recommends as a condition of approval that the applicant provide a detail of the panel prior to the issuance of any wall sign permit for Phase 2.

Staff finds the proposed freestanding monument signs conforms to the Sign Code, except as noted above, and are appropriate for the site.

Directional Signs

There are a variety of directional signs for the proposed drug store on Lot 3 and for Chase Bank on Lot 5 that meet code in regards to height and allowed verbiage. Directional signs must be on same lot as the business. The site plan of Lot 3, PAD A drawing shows Directional "A" off of Lot 3, the sign must be moved to be within the pad site.

FINDINGS

Staff provides the following findings of fact, subject to the conditions of approval provided below, to substantiate approval of the project:

- 1. The project is consistent with applicable design guidelines;
- 2. The project conforms to the General Plan, and specifically to the Land Use, Community Design, and the Environmental Planning Elements;
- 3. The sign proposal is consistent with all applicable provisions of the Zoning Code, except as noted here within;
- 4. The sign proposal is compatible with adjacent and nearby residential developments; and
- 5. The project design provides for safe and efficient provision of public services.

STAFF RECOMMENDATION

Make the findings and approve DR05-93, a Comprehensive Sign Program for Phase 2 of Seville Commons, subject to the following conditions:

- 1. The signs to be permitted for Phase 2 of Seville Commons, Lot 2, 3, 5 and 7, shall conform to the Comprehensive Sign Program as approved by the Design Review Board on February 9, 2006.
- 2. The applicant shall provide a revised site plan with the correct setback distance of three feet to the Project Manager prior to the issuance of any sign permit for Phase 2.
- 3. The applicant shall provide a detail of the sign panel prior to the issuance of any wall sign permit to the Project Manager for Phase 2.
- 4. Signs for future development on Lots 4 and 6 shall conform to the Seville Commons Comprehensive Sign Program for Phase 2, as approved by the Design Review Board on February 9, 2006.

Attachments

- 1. Vicinity Map
- 2. Comprehensive Sign Program, Phase 2 (19 pages)
- 3. Findings of Fact

DR05-93 Vicinity Map



A Proposed Sign Package for:

SEVILLE COMMONS Shopping Center

NEC Chandler Heights & Higley Road Gilbert, AZ

PHASE II SUBMITTAL

First Draft 11-19-04 Revision 1- 09-27-05



4028 W. Whitton Avenue Phoenix, AZ 85019-3623

Phone: 602-272-9356 Fax: 602-272-4608

DR05-93

Attachment 2: Comprehensive Sign Program, Phase 2 (19 pgs.) February 9, 2006

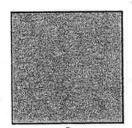
DR05-93(1/3/06) SignAMD

SEVILLE COMMONS

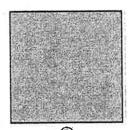
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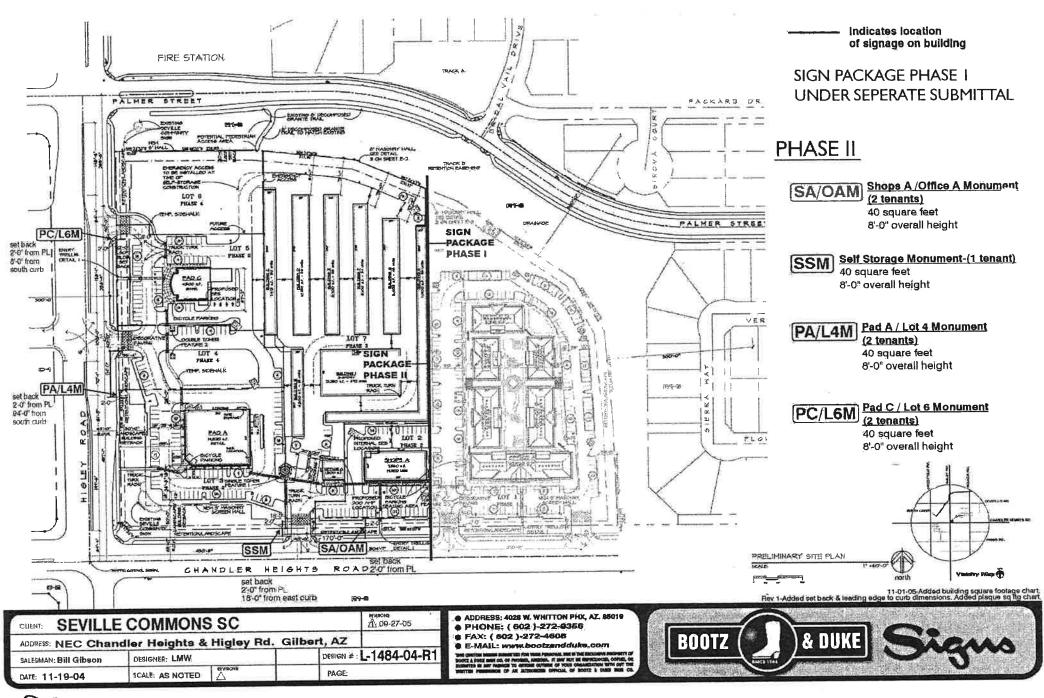
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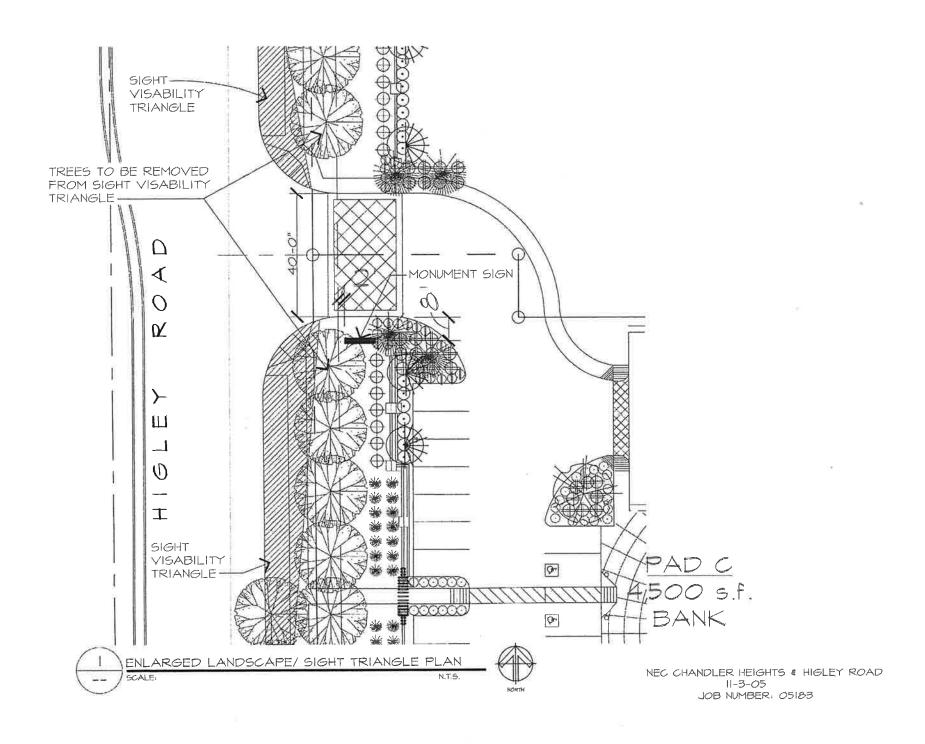
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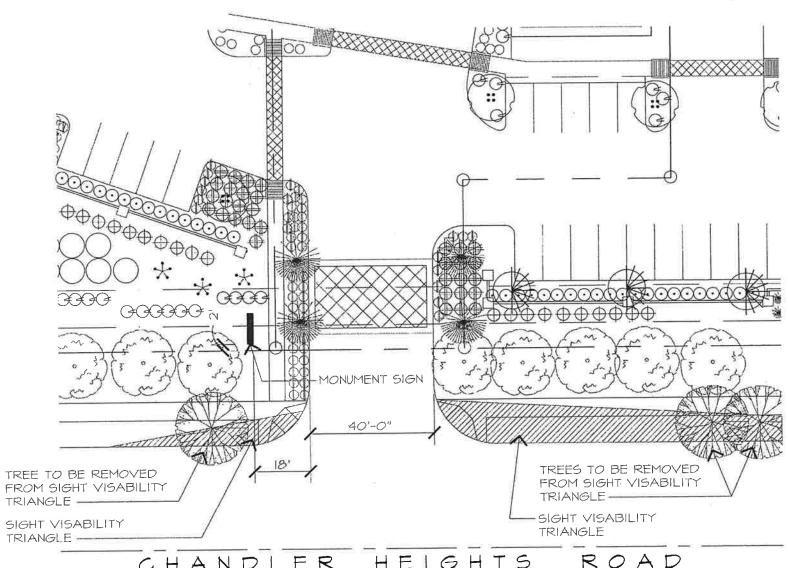








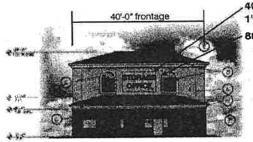




CHANDLER HEIGHTS ROAD

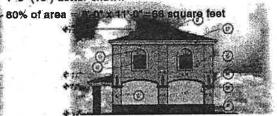


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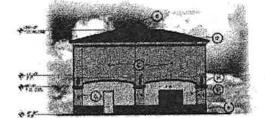


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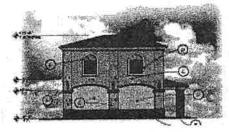
,40'-0" frontage x 1,5 square feet allowable=50 square feet 1'-6' (18') Letter shown



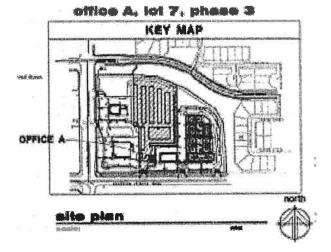
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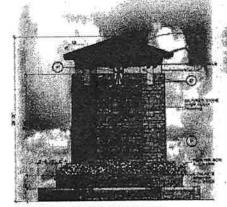
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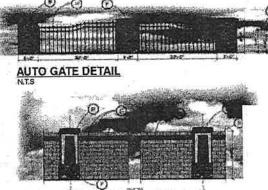
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SITE WALL DETAIL



EXISTING TOWER FEATURE



8'-0" WALL DETAIL

Rev 1-Addad square footage Information.

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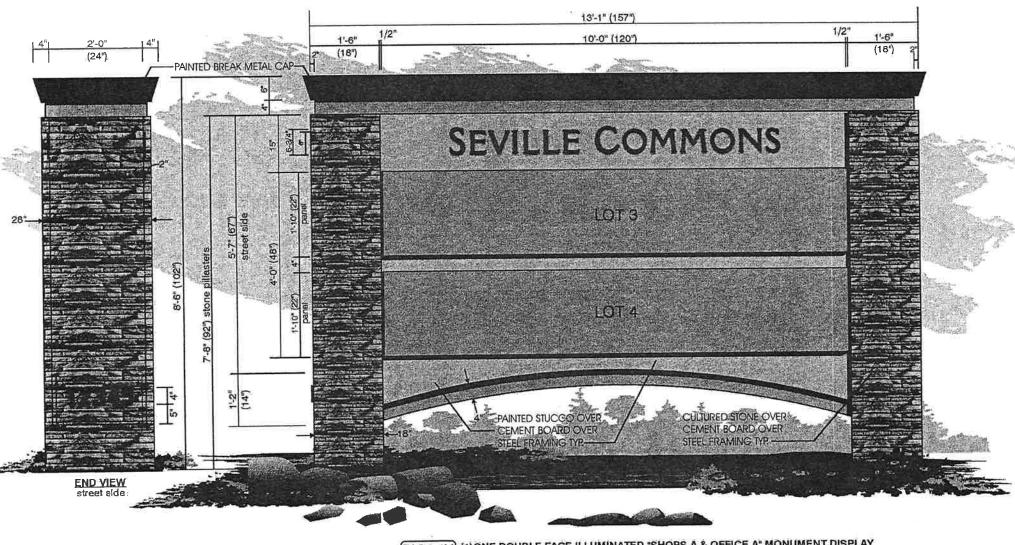
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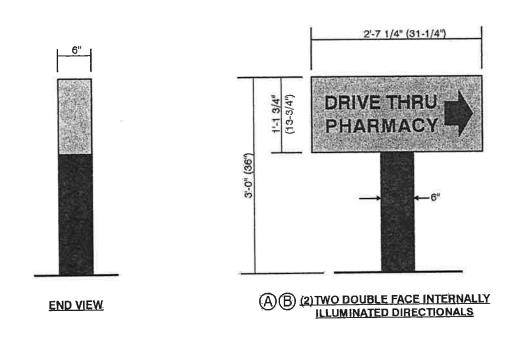
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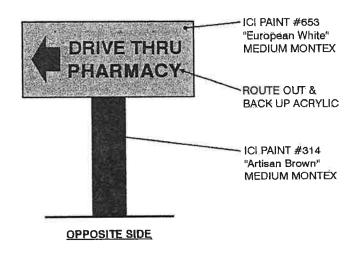
Rev 1- Added stone pillasters. Added 6" at top of cabinet/reveal and cap.

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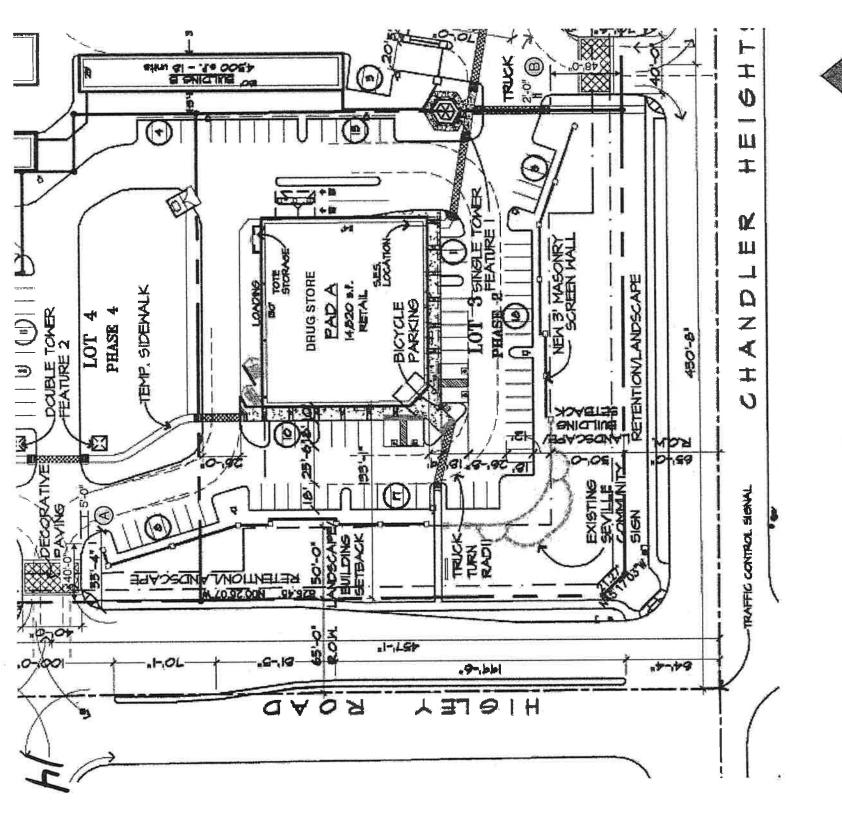






PADA (Lot 3)

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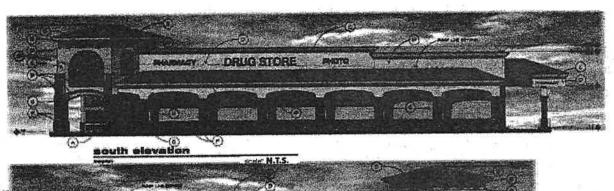


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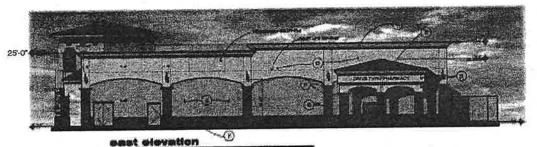


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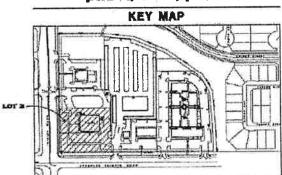
north elevation

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238 square feet Total Allowed

pad A, lot 3, phase 2



site plan

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north

PAD A (Lot 3)

Rev 1-Changed from Walgreens to Drug Store.

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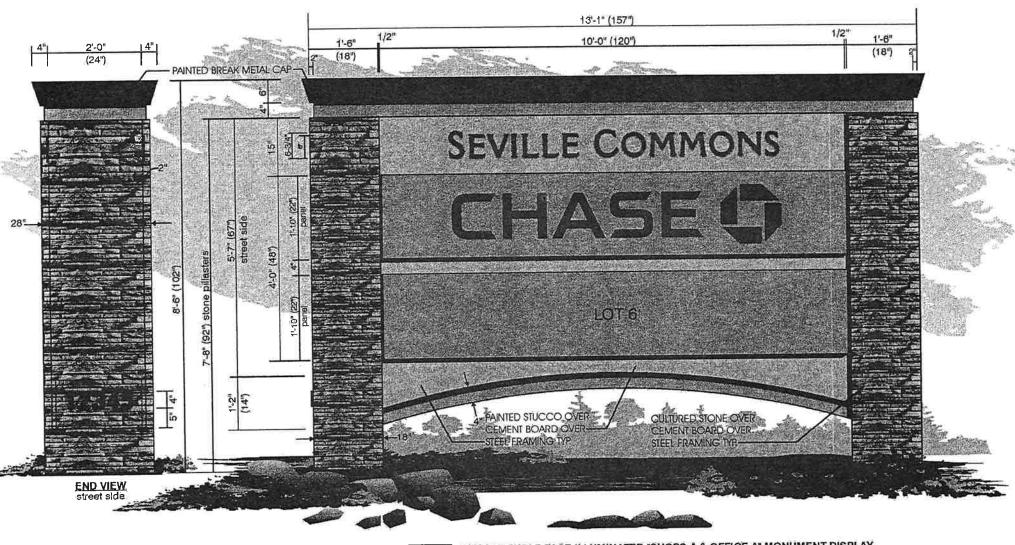
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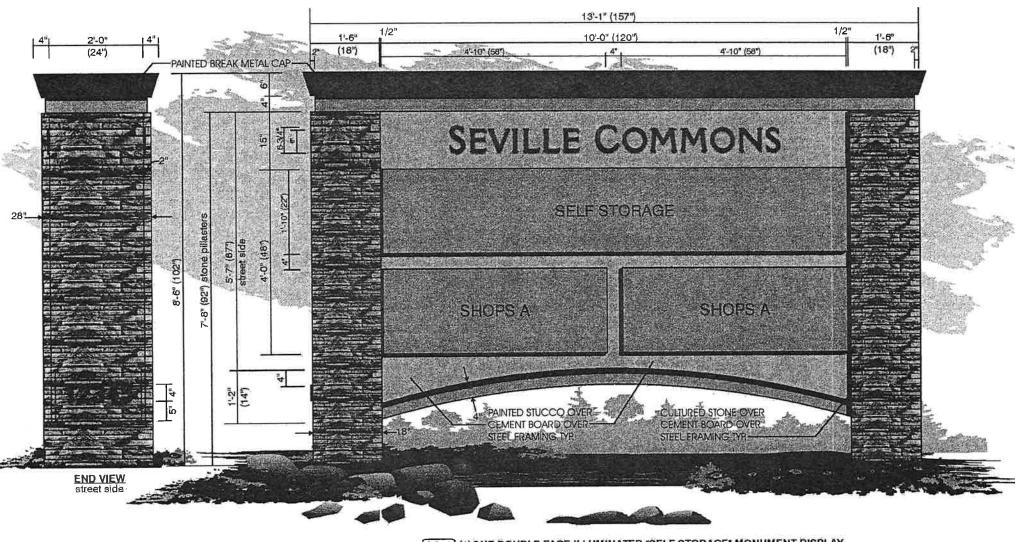
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& DUKE Signs

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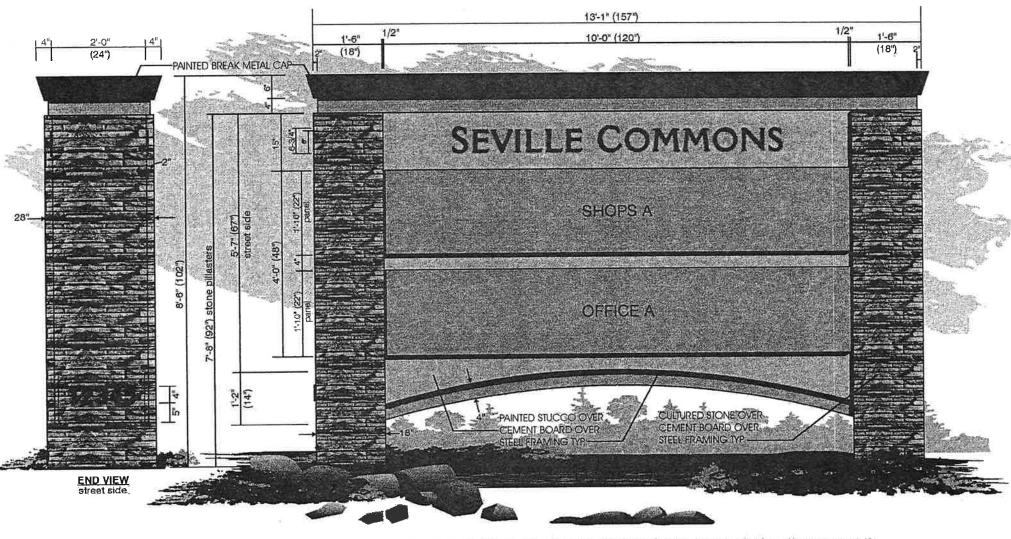
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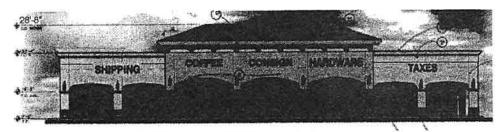
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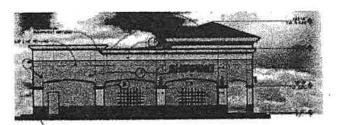
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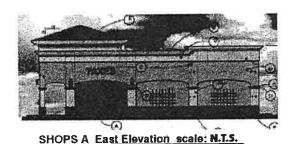




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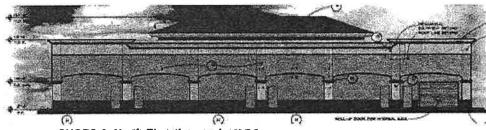


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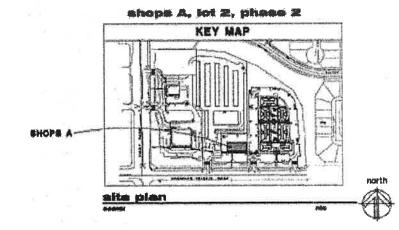
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195 square feet Total Allowed



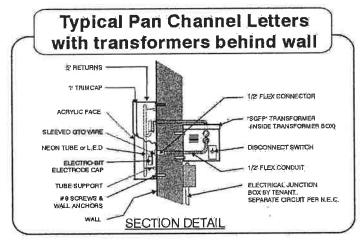
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TYPICAL CHANNEL ILLUMINATED LETTERS

FABRICATE & INSTALL ILLUMINATED CHANNEL LETTERS.

.063 ALUMÍNUM BACKS. 5" DEEP "040 ALUMINUM RETURNS. RETURNS PAINTED DARK BRONZE #313 (AKZO Nobel)SATIN FINISH. 1" TRIM CAP DARK BRONZE,

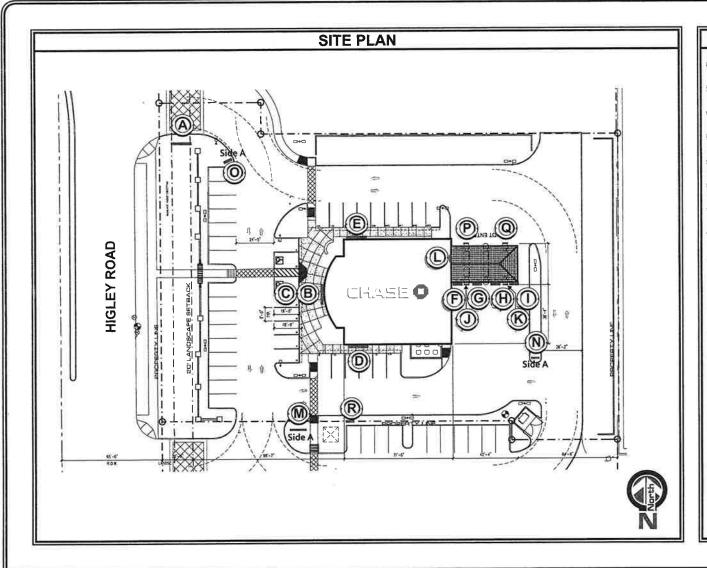
3/16" ACRYLIC FACES (colors to be determined).

ILLUMINATE W/ TWO TUBES OF 6500 WHITE 15 MM NEON OR OPTION L.E.D. DOUBLE BACK NEON W/ ELECTRO-BIT RUBBER BOOTS. 30 MA REMOTE TRANSFORMERS,

MOUNT FLUSH TO WALL.

CLIENT: SEVILLE COMMONS SC.					ADDRESS: 4028 W, WHITTON PHX, AZ, 85019 PHONE: (602)-272-9356.
ADDRESS: NEC Char	dler Heights &	Higley Rd.	Gilbert, AZ		FAX: (802)-272-4608 BEMAIL: www.bootzandduke.com ROOTZ 8 DIIKE
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SIGNAGE SPECIFICATIONS

Custom Monument provided by other (See page 2)
Manufacture and Install (2) custom D/F monument reface.

SF VINYL SOFFIT BAND (see page 3 & 6)
Manufacture and install (1) set of Channel Letters

LIF-WBO-30-s (see page 3 & 7)
Manufacture and install (1) set of Channel Letters,

LIF-WBO-20-s (see page 4 & 7)
Manufacture and install (1) set of Channel Letters.

LIF-WBO-20-s (see page 5 & 7)
Manufacture and Install (1) set of Channel Letters,

DU-2-B-s (see page 4 & 8)
Manufacture and install (1) Lane Designator

DU-2-B-s (see page 4 & 8)
Manufacture and install (1) Lane Designator

DU-2-B-s (see page 4 & 8)
Manufacture and install (1) Lane Designator

DU-2-C-s (see page 4 & 9)
Manufacture and install (1) Lane Designator

TC-3-s (see page 4 & 10)
Manufacture and install (1) Wall Regulatory

TC-3-s (see page 4 & 10)
Manufacture and install (1) Wall Regulatory

ND-1-s (see page 11)
Manufacture and install (1) Night Depository

D-2-s (see page 12)
Manufacture and install (1) Directional Sign

D-2-S (see page 13)
Manufacture and install (1) Directional Sign

D-2-s (see page 14)
Manufacture and install (1) Directional Sign

TC-W-H-s (see page 15)
Manufacture and install (1) Wall Regulatory

TC-W-H-s (see page 15)
Manufacture and instell (1) Wall Regulatory

TC-P-F-s (see page 16)
Manufacture and install (1) Pole Regulatory

TTW-WU-L-D-760-C-6-s (see page 17 & 18)
Manufacture and install (1) Walk-Up ATM

750 SIGNATURE TOPPER (see page 19 & 20)
Manufacture and install (1) Drive-Up ATM Topper



Date: 08-29-05	Project Name: CHASE BANK #835	This create
Scale: NTS (prop.)	Address: Higley and Chandler	for yo
Drawn: P.M.	City / State: Gilbert, Arizona	Sign, used
Sales: ER	Ctioni Approval: Date:	corpo

Is Is an original unpublished drawing eated by Coast Sign, Inc. It is submitted				Revision Notes	l
and the same and the same in the same is a same of the		H. Alvarez	09-12-05	Add Custom P-5 and specifications.	I
plect being planned for you by Coast	2	P. Bengoe	11-21-05	Change Pg. 17 & 18. From Tower to Topper	1
in, Inc., And shall not be reproduced,	3	P. Malnik	12-00-05	Added Custom moment, changed sign D to 20°, record directionals, added 1 directional, added Buss. Cust. Sign, ram. Softs.	1
ed by or disclosed to any firm or	4	W.Alvarez	12-14-05	add window graphic, change rear view for directional L. & M	1
rporation for any purpose whatsoever	5	P. Melnik	12-20-09	Changed recrument withink and din viry/laces, removed 2nd Q from site plan, reused letter R closer to M, changed cooks on M and N	1
hout written permission.	6				1

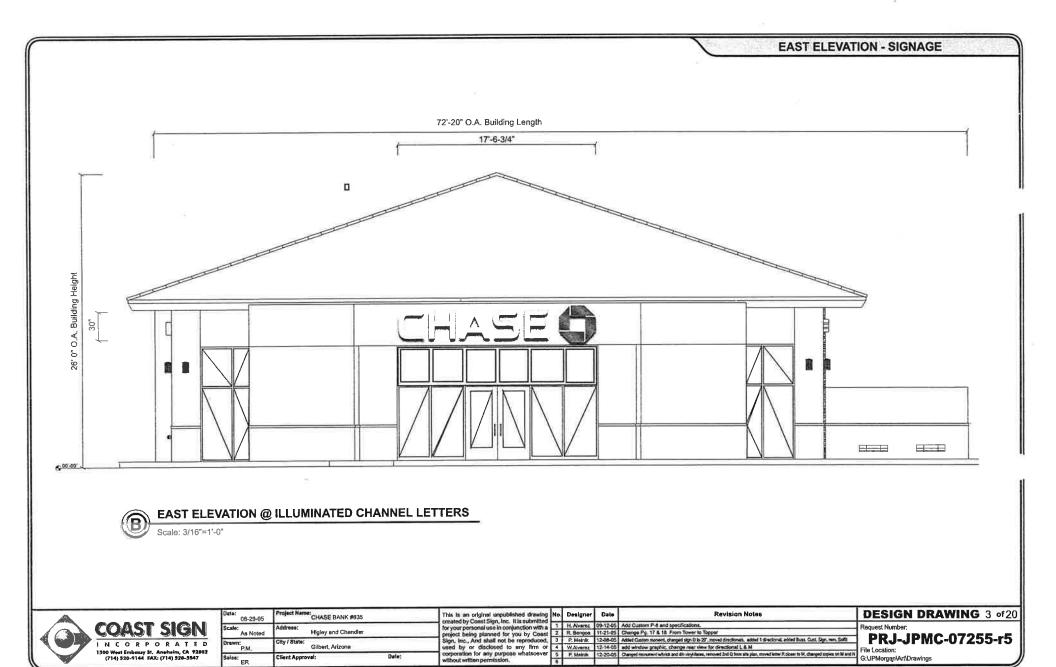
	DESIGN	DRAWING	1	of 20
1	Request Number			

PRJ-JPMC-07255-r5

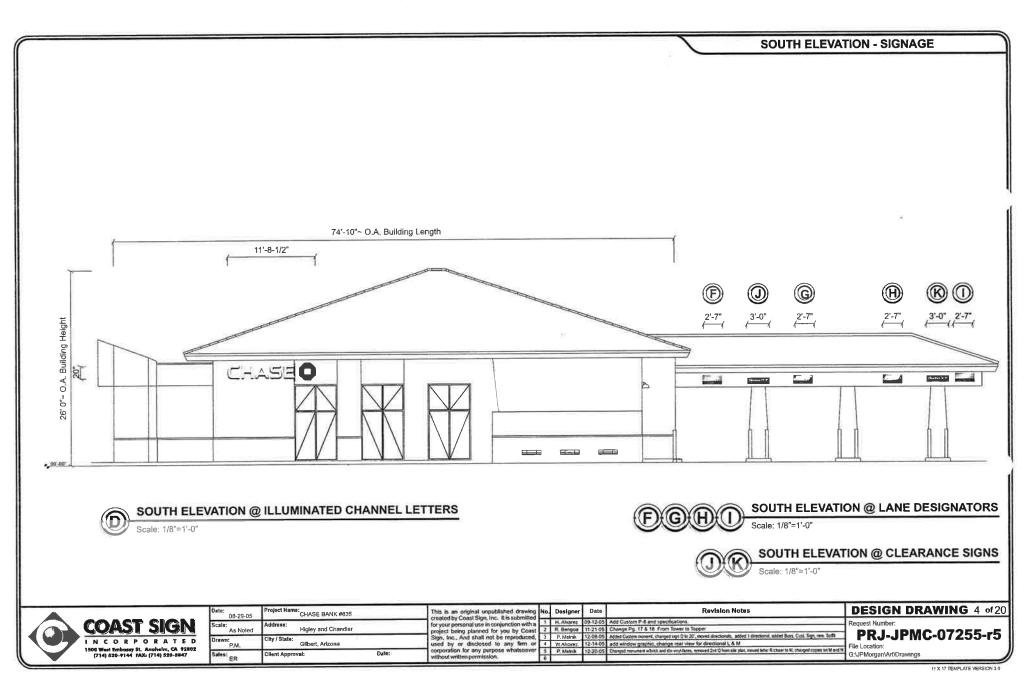
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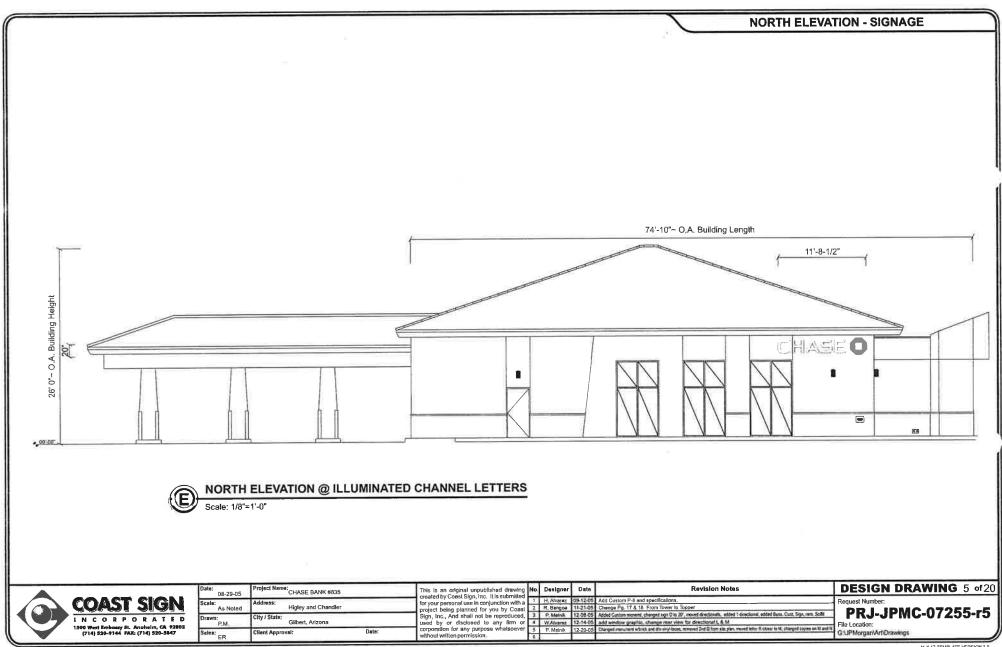












FINDINGS of FACT

DR05-93: Seville Commons Comprehensive Sign Program, Phase 2

- 1. The project is consistent with the applicable design guidelines;
- 2. The project conforms to the General Plan, and specifically to the Land Use, Community Design, and Environmental Planning Elements;
- 3. The project is consistent with all applicable provisions of the Zoning Code;
- 4. The project is compatible with adjacent and nearby regional commercial development; and
- 5. The project design provides for safe and efficient provision of public services.