



**City of Phoenix**  
PLANNING & DEVELOPMENT DEPARTMENT

**ADDENDUM A**  
**Staff Report Z-20-13-7**  
January 14, 2014

<b>Estrella Village Planning Committee Meeting Date</b>	December 17, 2013 (No Quorum)
<b>Planning Commission Hearing Date</b>	January 14, 2014
<b>Request From:</b>	CP/GCP (86.51 Acres) R-3 (14.39 Acres)
<b>Request To:</b>	PUD (100.90 Acres)
<b>Proposed Use</b>	Planned Unit Development to allow for commercial/commerce park development
<b>Location</b>	Southeast corner of 67th Avenue and I-10
<b>Owner</b>	Estrella Vista Commerce Park LLC
<b>Applicant/Representative</b>	Paul Gilbert/Beus Gilbert PLLC
<b>Staff Recommendation</b>	Approval, subject to stipulations

This addendum is to revise the Development Narrative stipulations. The applicant has been working with staff and both parties have agreed to address and revise the development standards as they pertain to signage.

**Revised Stipulations**

1. An updated Development Narrative for the Z-20-13-7 PUD reflecting the changes approved through this request shall be submitted to the Planning and Development Department within 30 days of City Council approval of this request. The updated Development Narrative shall be consistent with the Development Narrative date stamped December 4, ~~2014~~2013, AS MODIFIED BY THE FOLLOWING STIPULATIONS:
  - A. PAGE 32, I.1<sup>ST</sup> PARAGRAPH, LAST SENTENCE: APPLICANT SHALL INSERT "THERE WILL BE A TOTAL OF 3 FREEWAY PYLON SIGNS AND 3 OFF-PREMISE ADVERTISING SIGNS."
  - B. PAGE 32, I.3: APPLICANT SHALL REVISE THE FIRST SENTENCE TO READ "OFF-PREMISE ADVERTISING SIGNS AND PYLON SIGNS SHALL ALLOW A MAXIMUM OF ~~750~~ 450 SQUARE FEET OF SIGN AREA."

- C. PAGE 32, I.4, LAST SENTENCE: APPLICANT SHALL INSERT "OFF-PREMISE ADVERTISING SHALL BE LIMITED TO 3 SIGNS THAT COMPLY WITH ALL STANDARDS OF THE ZONING ORDINANCE.
- D. PAGE 33. TABLE I.1: APPLICANT SHALL RE-ALPHABETIZE THE TABLE PER ATTACHMENT A.
- E. THE APPLICANT SHALL UPDATE ALL EXHIBITS WITHIN THE ESTRELLA VISTA COMMERCE PARK PUD WITH THE UPDATED SIGNAGE REQUIREMENTS.

**Attachments**

Sign Section date stamped January 14, 2014

## I. Signage

These signage standards will address the needs of the industrial and retail tenants while preserving the needs for privacy and safety of the adjacent residential neighborhoods. In an effort to unify the center and suggest that all of the buildings are part of a single development, a Comprehensive Sign Plan will be prepared to supplement the provisions of the PUD.

In concept, the industrial properties, which form the majority of the development, need a primary monument sign located at 67<sup>th</sup> Avenue and Latham Street that identifies the Industrial companies that are located along Latham Street. Such a sign will go a long way in keeping unwanted traffic out of the center and limit the number of drivers looking for something that is located elsewhere. Such a sign would also help people who are looking for specific users. This is an important consideration in light of the current and expected traffic on 67<sup>th</sup> Avenue.

Each industrial user will be allowed a ground sign which identifies their business name and/or logo. Multiple tenants in one building must share the single ground sign allowed per building site. As such there may be a need for a ground sign which uses the full eighty (80) S.F. allowable sign area.

Site 1, containing the Living Spaces showroom, will be the exception to the general rules for all signage. The site is nearly twenty five (25) acres and the building contains both retail and warehouse uses. Site 1 is allowed an 80 square foot ground sign, as well as building signage. The west portion of the building is a large furniture showroom which faces directly west toward 67<sup>th</sup> Avenue. The building will be blocked by the retail pads along 67<sup>th</sup> Avenue when they are fully constructed. Therefore it will be necessary to mount the sign as high as possible for the store identification to be seen. The building has a curving free standing wall at the main entry where the sign will be placed. The sign area needs to be calculated from the west main building face to get enough sign area to have a sign on the south and the west faces of the building. The Living Spaces showroom and warehouse will be the premier tenant of the entire center. While the space required for a showroom is quite large, the actual number of people visiting the building will be fairly light compared to retail stores like Costco or IKEA. Visible signage will go a long way in ensuring business comes to the building.

The retail pads along 67<sup>th</sup> Avenue will all have building signage consistent with the current building signage ordinance. We are requesting each pad be allowed to have a ground sign in addition to the building signage. The ground signs will be placed one hundred feet apart and one hundred and fifty feet from the Primary sign for the industrial developments on Latham. Large tenants will be allowed an 80 S.F. sign whereas most users will be limited to a 50 S.F. sign.

We are also proposing freeway off-premise advertising and pylon/monument signs. Whereas the code limits the potential sign users to only properties fronting the freeway, we want to include all properties within the development. This will include the retail and industrial users

south of Latham and north of Roosevelt. ***There will be a total of 3 freeway pylon signs and 3 off-premise advertising signs.***

The off-premise advertising signs will be spaced one thousand feet apart pursuant to the zoning ordinance standard. These will alternate with the pylon signs and will be alternatively placed at five hundred feet apart. The heavy mature landscape on the freeway, the overpasses along with a high berm that parallels our north property line must be considered when evaluating height and placement for each proposed sign.

The sign site plan identifies the approximate locations where the proposed signs will go. As many of the sites are conceptual at this point there may be some modification to the final sign locations. Each project will need to be reviewed and evaluated on a case by case basis for sign locations.

We believe our sign proposal will unify the site and provide the best identification for the affected properties while limiting intrusion into adjacent residential neighborhoods. A city approved Comprehensive Sign Plan will be submitted at a later date to outline the type, size, and quantity of signs allowed. Signs shall be permitted as outlined below.

1. The sign site plan shows the currently anticipated layout for all ground signs. Ground signs include freeway signs, monument signs, and tenant ground mounted signs.
2. Freeway signs include off-premise and freeway pylon monument signs adjacent to the freeway.
3. Freeway pylon monument signs shall allow a maximum of 450 square feet of sign area. Freeway pylon signs shall be allowed a maximum height of 75 feet.
4. Freeway signs shall be available for lease. The western most sign shall be reserved for the retail tenants along 67<sup>th</sup> Avenue. Owners within the Estrella Vista Center shall be able to rent sign space on a Freeway pylon sign. Off-premise advertising will be limited to ~~2~~**3** signs that comply with all standards of the zoning ordinance.
5. A center monument sign on 67<sup>th</sup> Avenue is proposed near the Latham Street entry for identification of the industrial users in the center. Eight double sided panels are available for lease. Reference exhibit S-3 for a conceptual elevation of this sign.
6. Each industrial tenant shall be allowed one illuminated building sign facing the street. Tenants adjacent to the freeway shall be allowed one additional sign facing the freeway. This sign may be illuminated as well. Tenants of buildings adjacent to Roosevelt shall only be allowed illuminated signage facing Latham Street. Only non-illuminated signage will be allowed facing any residential area. No signage is required on these south facing walls, but non-illuminated signs are allowed. Industrial tenant building signs shall be limited to 84” in height. The minimum sign letter size is 24”. Building signs are limited in area to 1.50 square feet of sign for every 1 foot of tenant frontage, but no tenant shall have less than 50 square feet of allowable building signage. Each industrial tenant shall be allowed not less than 1 ground sign and 1 wall sign.

7. Each retail tenant shall be allowed not less than one ground sign and one wall sign. Size and location are depicted in the Sign Matrix.
8. Miscellaneous on-site signage shall be permitted. These shall include but not be limited to such signs as menu boards, directional signs, traffic signs, parking signs and signs noting any hazards. All ADA related signs are permitted as well.
9. No audible, flashing signs, or moving signs shall be allowed. Pylon monument freeway signs and billboards may have changing signs as allowed by the City of Phoenix Sign Ordinance and may be double-faced.
10. Living Spaces (the Anchor Tenant) signage shall be excepted from the general sign limitations in paragraphs 6 and 7, and the Sign Matrix. Living Spaces signage is depicted on pages of this section I.

**Table I 1**

SIGN DESIGNATION REFERENCE SITE PLANS										
	Sign Type	Location	Quantity	Sign Face Size	Sign Area	Sign Box Size	Fonts	Letters	Background	Illumination
A	Ground	Street	1 Per	10'-0"W.X8'-0"  10'-0"W. X5-0"	80 S.F. *1 50 S.F.	14-8"W X 11'-0"H	Varies	Vinyl Faces Acrylic	Acrylic/ Metal	Internal Illumination
B	Freeway	<i>Freeway</i>	3	NA	450	Embellish ments	Varies	Vinyl Faces Acrylic	Acrylic/ Metal	Leds Or Internal Illumination
C	<b>Off-premise</b>	<b>Freeway</b>	3	Per code	Per Code	Per Code	Varies			
D	Monument	Street	1	10'-0" W.X15'-0" H.	150 S.F. *2	15-8"W X 17'0"H	Varies	Vinyl Faces Acrylic	Acrylic/ Metal	Internal Illumination
E	Ground	Drive-thru	1 Per Drive- Thru Rest.	3'-0"H.X3'-0" W."W.	9 S.F.	5'-0"W X 5'-0"H	Varies	Vinyl Faces Acrylic	Acrylic/ Metal	Internal Illumination
F	Retail Shops	Building Fascia	1 Per Suite * **	1.25 S.F. Per 1'-0" Suite Front	Per Code	NA	Varies	Individu al Plex- Face/ Metal Pan	Wall	Internal Neon Or Led
G	Building	Wall	1 Per Tenant	Maximum 500 S.F.	Varies With Sign	Varies With Sign	Varies	Backlit Acrylic Panel,	Metal Frame	Varies With Sign
H	Shingle Signs	Canopy Soffit	1 Per Suite	1' X 4' Per Details	As Detailed	Na	Varies	Varies	Varies	None
I	Window Sign	Entry Door Window	1 Per Tenant	12" X 12"	144 Sq.In.	Na	Varies	Varies	Glass	None
J	Directional Sign	On Site If Needed	As Needed	2' X 3'	6 S.F.	Na	Varies	Varies	Acrylic/ Metal	None
K	Industrial Tenant	Wall	1 Per Tenant	Maximum 500 S.F.	Varies With Sign	Varies With Sign	Varies	Backlit Acrylic Panel,	Metal Frame	Varies With Sign

- \* SIGN COLORS ARE NOT LIMITED. END CAP TENANTS MAY HAVE SECOND SIGN, IF IT FACES A STREET OR INTERIOR COURT.  
TENANTS BEHIND DIAGONAL MINI-TOWERS MAY HAVE SIGNS ON BOTH EXPOSED DIAGONAL FACES OF THE TOWER.
- \*\* 50 S.F. MINIMUM SIGN AREA ALLOWED AND MAXIMUM TO 150 S.F.
- \*1 LARGER SIGN AREA RESERVED FOR TENANTS OVER 5,000 S.F.
- \*2 SIGN RESERVED FOR INDUSTRIAL TENANTS OR LARGE RETAIL USERS

**SIGN MATERIALS FOR A, B, C, D**

SIGNS SHALL HAVE CAST IN PLACE CONCRETE FOOTINGS WITH A 4"-8" DIAMETER SUPPORT STEEL POST AS REQUIRED.

SIGN SURROUND SHALL BE CONSTRUCTED FROM REINFORCED MASONRY AND SHALL HAVE A FAUX STONE VENEER TO MATCH BUILDING.

SIGN BOX SHALL HAVE STEEL FRAME WITH EXTERIOR SIGN BOX TO BE CONSTRUCTED FROM SHEET METAL WITH STAINLESS STEEL REVEALS AND TRIM.

SIGN BOX SHALL HAVE PAINTED MONTEX FINISH. TENANT PANEL SIGN FACES SHALL BE MADE OF WHITE PLEX WITH VINYL CUT OUT LETTERS MATERIALS ARE CALLED OUT ON THE INDIVIDUAL SIGN ELEVATIONS.

The locations of major signs are identified on following Exhibits S-1 and S-2.