

**CITY OF TEMPE
DEVELOPMENT REVIEW COMMISSION**

**Meeting Date: 06/25/2013
Agenda Item: 2**

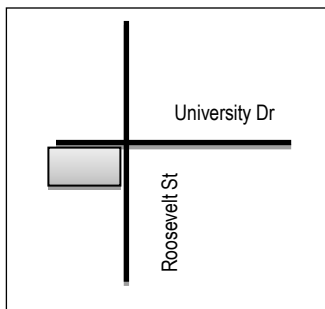
ACTION: Request for Development Plan Review consisting of a building color modification for RAG-O-RAMA located at 601 West University Drive. The applicant is Angel Young.

FISCAL IMPACT: There is no fiscal impact on City funds.

RECOMMENDATION: Staff – Approval, subject to conditions

BACKGROUND INFORMATION: RAG-O-RAMA (PL130152), the new tenant of the freestanding building at the southwest corner of University Drive and Roosevelt Street is requesting an approval of a building color modification. The proposed color scheme consists of a building field color in SW6921 Electric Lime, light green shade with an LRV of 42. The trim color for the building canopy, doors and window frames is to be SW7006- Extra White LRV 86 the request includes the following:

DPR13164 Development Plan Review for a building color modification.



Property Owner
Applicant
Current Zoning District

Dave Frye
Angel Young, Rag-O-Rama
CSS- Commercial Shopping and Services

ATTACHMENTS: Development Project File

STAFF CONTACT: Sherri Lesser, Senior Planner (480) 350-8486

Department Director: Lisa Collins, Interim Community Development Director
Legal review by: N/A
Prepared by: Sherri Lesser, (480) 350-8486



COMMENTS:

This site is located at the southwest corner of University Drive and Roosevelt Street. RAG-O-RAMA is a new tenant in the freestanding single story retail building. They are multi-location resale retailer with other stores in Georgia and Ohio. The Tempe location is scheduled to open this month. They have proposed a color scheme modification to the building. The current color scheme is a rust body color with bronze accent trim for the canopy, door and window frames. This building has been painted numerous color combinations over the years. The rust color replaced a sky blue color with royal blue trim. The proposed colors are light green SW6921- Electric Lime for the building body color and SW7006-Extra White for the accent trim color.

Existing entitlements for this property that will remain in effect are a use permit to allow a resale retailer.

This request includes the following:

1. Development Plan Review for a color scheme modification for a single story retail building

The applicant is requesting the Development Review Commission take action on the item one listed above.

PUBLIC INPUT

- Neighborhood meeting not required

PROJECT ANALYSIS.**DEVELOPMENT PLAN REVIEW****Building Elevations**

Section 6-306 D Approval criteria for Development Plan Review:

1. Placement, form, and articulation of buildings and structures provide variety in the streetscape;
 - *No changes proposed.*
2. Building design and orientation, together with landscape, combine to mitigate heat gain/retention while providing shade for energy conservation and human comfort;
 - *no changes proposed*
3. Materials are of a superior quality, providing detail appropriate with their location and function while complementing the surroundings;
 - *no changes proposed*
4. Buildings, structures, and landscape elements are appropriately scaled, relative to the site and surroundings;
 - *the proposed color scheme is similar to an existing residential development to the west (The Vale)*
5. Large building masses are sufficiently articulated so as to relieve monotony and create a sense of movement, resulting in a well-defined base and top, featuring an enhanced pedestrian experience at and near street level;
 - *The attention attracting building base color may enhance the pedestrian experience.*
6. Building facades provide architectural detail and interest overall with visibility at street level (in particular, special treatment of windows, entries and walkways with particular attention to proportionality, scale, materials, rhythm, etc.) while responding to varying climatic and contextual conditions;
 - *The contrast of the proposed two colors is complementary to each other. The building façade will gain a fresh eye engaging hue to attract interest and will be in context with the area.*
7. Signs have design, scale, proportion, location and color compatible with the design, colors, orientation and materials of the building or site on which they are located; and

- *New business identification signs will need to be compatible and complement the new color scheme.*

Conclusion

Based on the information provided and the above analysis, staff recommends approval of the request for a Development Plan Review for a building color modification. The Community Development staff typically approves building color modifications as an “over the counter “ approval unless the proposed colors are a significant change from what exists currently on the site. The proposed new look will be a significant change to the appearance of the building. We support the proposed color scheme and are seeking an approval from Development Review Commission. This request meets the required criteria and will conform to the conditions 1-4.

REASONS FOR APPROVAL:

1. The project will meet the development standards required under the Zoning and Development Code.

CONDITIONS OF APPROVAL:

EACH NUMBERED ITEM IS A CONDITION OF APPROVAL. THE DECISION-MAKING BODY MAY MODIFY, DELETE OR ADD TO THESE CONDITIONS.

DPR13164

CONDITIONS OF APPROVAL

1. Obtain a planning inspection upon completion of scope of work. Contact the inspections department at.480-350-8072

Site Plan

2. Utility equipment boxes for this development shall be finished in a neutral color (subject to utility provider approval) that compliments the coloring of the buildings.

Building Elevations

3. The materials and colors are approved as presented:

Building Body Color- SW6921- Electric Lime-light green
Trim accent color- SW7006- Extra White

Provide main colors and materials with a light reflectance value of 75 percent or less. Specific colors and materials exhibited on the materials sample board are approved by planning staff. Additions or modifications may be submitted for review during building plan check process.

Signage

4. Provide address sign(s) on the building elevation facing the street to which the property is identified.
 - a. Conform to the following for building address signs:
 - 1) Provide street number only, not the street name
 - 2) Compose of 12” high, individual mount, metal reverse pan channel characters.
 - 3) Self-illuminated or dedicated light source.
 - 4) Coordinate address signs with trees, vines, or other landscaping, to avoid any potential visual obstruction.
 - 5) Do not affix number or letter to elevation that might be mistaken for the address.
 - b. Utility meters shall utilize a minimum 1” number height in accordance with the applicable electrical code and utility company standards.

CODE/ORDINANCE REQUIREMENTS:

THE BULLETED ITEMS REFER TO EXISTING CODE OR ORDINANCES THAT PLANNING STAFF OBSERVES ARE PERTINENT TO THIS CASE. THE BULLET ITEMS ARE INCLUDED TO ALERT THE DESIGN TEAM AND ASSIST IN OBTAINING A BUILDING PERMIT AND ARE NOT AN EXHAUSTIVE LIST.

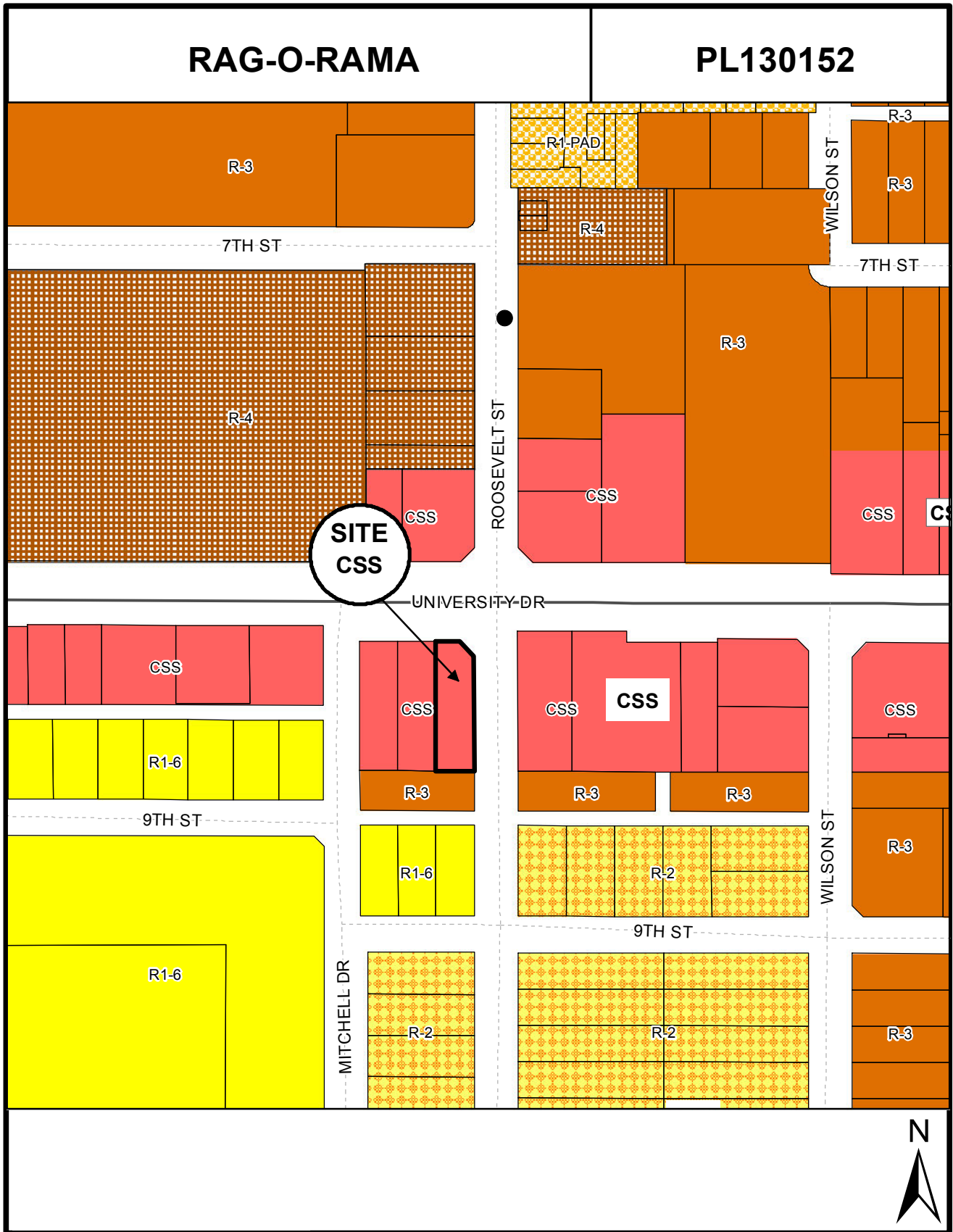
- **SIGNS:** Separate Development Plan Review process is required for signs in accordance with requirements of ZDC Part 4 Chapter 9 (Signs). Obtain sign permit for identification signs. Directional signs (if proposed) may not require a sign permit, depending on size. Directional signs are subject to review by planning staff during plan check process.
- **BUILDING ELEVATIONS:** The modified building color approval is valid for one year or until 06/25/2014. If the work is not commenced within a one year timeframe; the Development Plan Review Approval will lapse.

HISTORY & FACTS:

May 14, 2013 RAG-O-RAMA approved for a transfer of an existing use permit for resale retail.

ZONING AND DEVELOPMENT CODE REFERENCE:

Section 6-306, Development Plan Review



Location Map



RAG-O-RAMA (PL130152)

