

# Staff Summary Report

**Development Review Commission Date:** 11/13/07

**Agenda Item Number:** \_\_\_\_

**SUBJECT:** Hold a public meeting for a Development Plan Review including building elevations for Eaton Freeway Business Park located at 3005 -3025 South 48<sup>th</sup> Street.

**DOCUMENT NAME:** DRCr\_EatonFrwyBusinessPark\_111307 **PLANNED DEVELOPMENT (0406)**

**SUPPORTING DOCS:** Yes

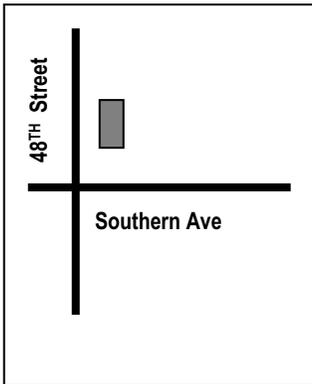
**COMMENTS:** Request for **EATON FREEWAY BUSINESS PARK (PL070463)** (Sonny Nicholas, Eagle Commercial Realty Services, management company and applicant) for a repaint of three (3) office/warehouse buildings located at 3005-3025 South 48<sup>th</sup> Street, in the GID, General Industrial District, including the following:

**DPR07217** – Development Plan Review including Building Elevations.

**PREPARED BY:** Sherri Lesser, Senior Planner (480-350-8486)  
**REVIEWED BY:** Lisa Collins, Planning Director (480-350-8989) *LC*  
**LEGAL REVIEW BY:** N/A  
**FISCAL NOTE:** N/A

**RECOMMENDATION:** Staff – DENIAL

**ADDITIONAL INFO:**



Site Area	+/- 172,881 (3.967 acre)
Building Area:	+/- 48209 s.f.
Bld'g/Lot Coverage:	+/- 27 %

The applicant is requesting modification of the existing building color scheme for a three (3) building office and warehouse complex. The proposed color scheme incorporates two (2) colors; light blue and royal blue. Without prior approval, a building within the complex has already been painted the proposed color scheme. The applicant is seeking approval to repaint the other buildings on site. The existing building colors are integral colored gray block in two shades with blue/gray tile accent bands. Staff does not support the proposed color scheme and recommends that the applicant select a color scheme closer to the original shade or select a color scheme that complements the larger industrial area. To date, staff received one telephone call from a person in opposition to the proposed color scheme.

**CONTENTS:**

1. List of Attachments
2. Comments/Reasons for Approval/Conditions of Approval; History & Facts/Zoning & development Code Reference

**ATTACHMENTS:**

1. Location Map
2. Aerial Photo
3. Building Color Prior to Repaint
4. Neighboring Building
5. Building Color after Repaint
6. Building Color after Repaint
7. View from across 48<sup>th</sup> Street
8. Color Palette

**COMMENTS:**

The project is located north of Southern Avenue on the east side of 48<sup>th</sup> Street; on the border to the City of Phoenix. The complex is surrounded by commercial retail centers to the south, industrial office buildings to the east and north; residential to the west across 48<sup>th</sup> Street.

The color scheme for the industrial complex incorporates two (2) colors in shades of blue. The predominant color of the building will be light blue with royal blue trim and accent bands. The building located at 3025 South 48<sup>th</sup> Street has been painted the proposed color scheme and is representative of the new image for the complex. The complex was built in 1983 and originally utilized integral colored block in two shades of gray with blue tile accents. The exact colors were approved with the Planning Plan Check/Building Safety submittal and not identified in the original Design Review application.

**Conclusion**

Staff recommends denial of the proposed color scheme. We encourage the applicant to select another color scheme that is closer to the original shade or select a color scheme that complements the larger industrial area.

**REASONS FOR DENIAL:**

- 1. The color scheme is a substantial modification from the original color scheme and contrasts with the surrounding area.
- 2. Public opposition regarding the proposed color scheme.

**SHOULD THE DEVELOPMENT REVIEW COMMISSION ELECT TO TAKE AFFIRMATIVE ACTION ON THE REQUEST, THE FOLLOWING CONDITIONS OF APPROVAL SHOULD APPLY.**

**DPR 07036**

**CONDITIONS OF APPROVAL**

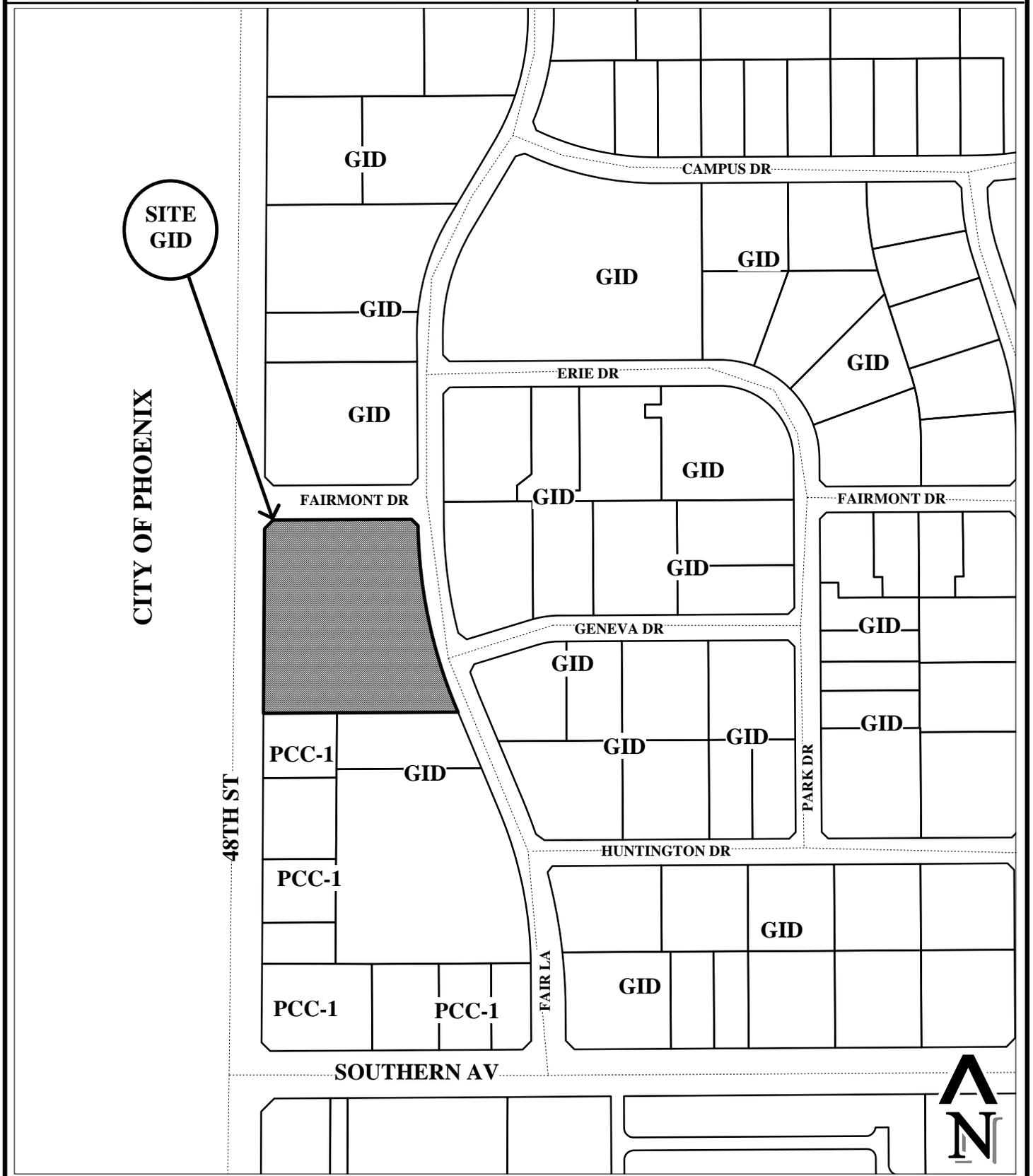
- 1. Your paint color modification must be completed and pass inspection prior to **November 13, 2008** or Development Review approval will expire. Contact Planning Inspections at (480) 350-8341
- 2. New signs or sign package will require a separate Development Plan approval and permits prior to modification.

**HISTORY & FACTS:**

October 23, 1983	Design Review Board approved building elevations, site plan and landscape plan for 48 <sup>th</sup> Street and Fairmont; 3005-3025 South 48 <sup>th</sup> Street, subject to conditions.
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**ZONING AND DEVELOPMENT CODE REFERENCE:**

Section 6-306, Development Plan Review

**EATON FREEWAY BUSINESS PARK****PL070463**



EATON FREEWAY BUSINESS PARK (PL070463)



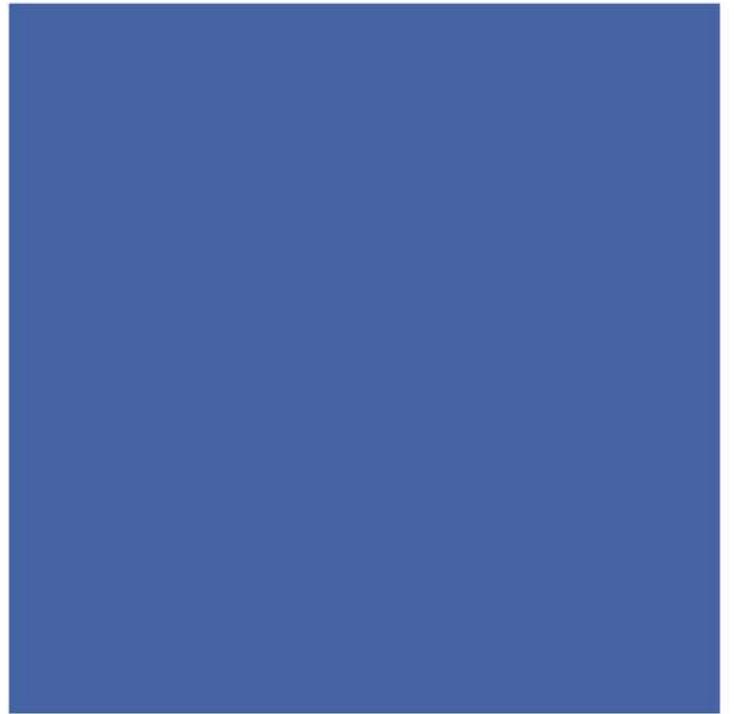
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MAIN BODY COLOR  
DE #5883 Drenched Rain

TRIM COLOR  
DE #5894 Starstruck