



DATE: February 19, 2015
TO: Design Review Committee
FROM: Artemio Hoyos, Planner
RE: DRC Case # Co20-15-02 – Tractor Supply Company
Tax Code #222-21-041A
SUBJECT: Staff Report
Gateway Overlay Zone Review for Tractor Supply Company (Catalina)
CROSS REF: Co20-14-07; P14CP07946

Owner: Catalina Development Group, LLC
Applicant: Sign Magic, Inc. (Robert Kuhlmann)
Location: Oracle Rd./Lamb Dr. (Catalina)
Zoning: CB-2
Land Use: Multifunctional Corridor (MFC)
Site Size: Approximately 4.68 AC

I. APPLICANT REQUEST

The applicant has requested that the Design Review Committee (DRC) review the Tractor Supply Company building and freestanding monument signs for Gateway Overlay Zone compliance on Oracle Road in Catalina.

II. STAFF RECOMMENDATION

Staff recommends **approval** of the building and freestanding monument signs for Gateway Overlay Zone compliance with the following conditions:

1. Sign specifications and plans shall be implemented as approved by DRC;
2. Applicant shall provide staff with three sets of the approved DRC documents for staff sign-off in compliance with the DRC decision.

III. BACKGROUND

On July 17, 2014 the DRC approved the Tractor Supply Company development plan for Gateway Overlay Zone compliance (Co20-14-07). The applicant did not include in their presentation specifications for building and freestanding monument signs identified in the development plan. Therefore, condition #7 of the Decision Letter (see attachment) directed the applicant, after rezoning approval, to submit freestanding monument and building signs specifications and plans for DRC review and approval.

The proposed Tractor Supply Company retail store is located at the northeast corner of Oracle Road and Lamb Drive in the unincorporated community of Catalina. Proposed development consists of a 21,702 sf. retail store with permanent outdoor display areas, site landscaping, paved parking, and drainage infrastructure. Surrounding land use generally includes commercial development along the Oracle Road corridor with residential development to the east. The Comprehensive Plan designation for surrounding properties along Oracle Road is classified as activity centers Multi-Functional Corridor (MFC).

IV. STAFF COMMENTS

The freestanding monument and building signs comply with Gateway Overlay (Chapter 18.78) and Sign Standards (Chapter 18.79) of the Pima County zoning code. The signs are architecturally compatible with the development and serve the needs of the retailer as they display the standard logo and colors. The signs are clear and provide for an effective form of communication and advertisement while minimizing visual impacts to the Gateway Zone. Internal illumination is to the extent that only sign characters and logos will emit light at night. The monument sign base is aluminum fabricated with simulated split faced block. The base is colored Pavillion Beige with a light-reflective value (LRV) of 48%. Surrounding landscaping is at a maximum 24 inch height for sign visibility.

V. OTHER AGENCIES

No additional comments.

VI. PUBLIC COMMENT

Two (2) neighborhood associations were notified of this public hearing by email. These homeowners associations are registered on Development Service's notification list. The home owners associations that were contacted are as follows:

- Catalina Village Council
- Save Catalina

At this time, no comments have been received.

w/attachments – applicant packet

Staff Report
DRC Meeting
February 19, 2015