

TO: DEVELOPMENT REVIEW BOARD **DATE:** 10/17/96
FROM: PROJECT COORDINATION
SUBJECT: CASE 71-MS-95

REQUEST: Approve Master Sign Program
PROJECT NAME: DC Ranch
LOCATION: 20801 North Pima Road

DEVELOPER/OWNER: DC Ranch LLC
ARCHITECT/DESIGNER: Vernon Swaback Assoc.
ENGINEER: Wood/Patel Assoc.
APPLICANT/COORDINATOR: Terry Randall/DC Ranch

STAFF RECOMMENDATION: APPROVE subject to the following stipulations:

1. Any alteration or change to this master sign program will require subsequent Development Review approval.
2. All (sign) illumination will comply with current ESL requirements.

DISCUSSION: The request is to establish a master sign program for DC Ranch, a new master planned community, which covers approximately 13 square miles of land in the geographic center of Scottsdale. The master sign program will primarily address community related signage which is essential in providing visual identification to various sites, and destinations throughout the development. In addition, the signage is consistent with the previously approved DC Ranch thematic character study.

The DC Ranch master sign program will address signage for planning Units Two and Four, which are the initial phase of a multiple phased master planned development. Units Two and Four will encompass approximately 1,200 acres of the 8,000 acre DC Ranch community.

The master sign program will include signage that is intended to identify a variety of uses within the community such as the information center, community facilities and subdivisions.

The sign types proposed for DC Ranch are as follows: permanent entry ID (previously approved by the Development Review Board. Case 156-DR-95#2), subdivision ID, directional signage (permanent and temporary), temporary development signage, offsite directional signage and information center ID.

APPROVED

10/17/96 TK
DATE INITIALS

CASE NO. 71-MS-95/DC RANCH MASTER SIGN PROGRAM
PAGE 2

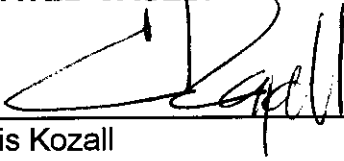
The proposed signage will be consistent with all other forms of signage throughout DC Ranch (public traffic control and private traffic control) in terms of materials and character.

The directional signs will be constructed of two 4".4" rusted steel posts with a rusted finish attached to a painted aluminum (Frazee Beaver Creek) sign panel utilizing reflective vinyl copy (Frazee Barcelona). Maximum sign height will not exceed 5 feet, with total sign area limited to 10 square feet.

Permanent neighborhood, parcel ID, and temporary builder directional identification signs will be constructed of a natural earth and cement textured material. This rough finished aggregate monument will serve as the backdrop for the various sign copy (recessed, or black metal) that will identify each use. Maximum sign height will not exceed 5 feet, with total sign copy area limited to 12 square feet for subdivision ID, and builder directional.

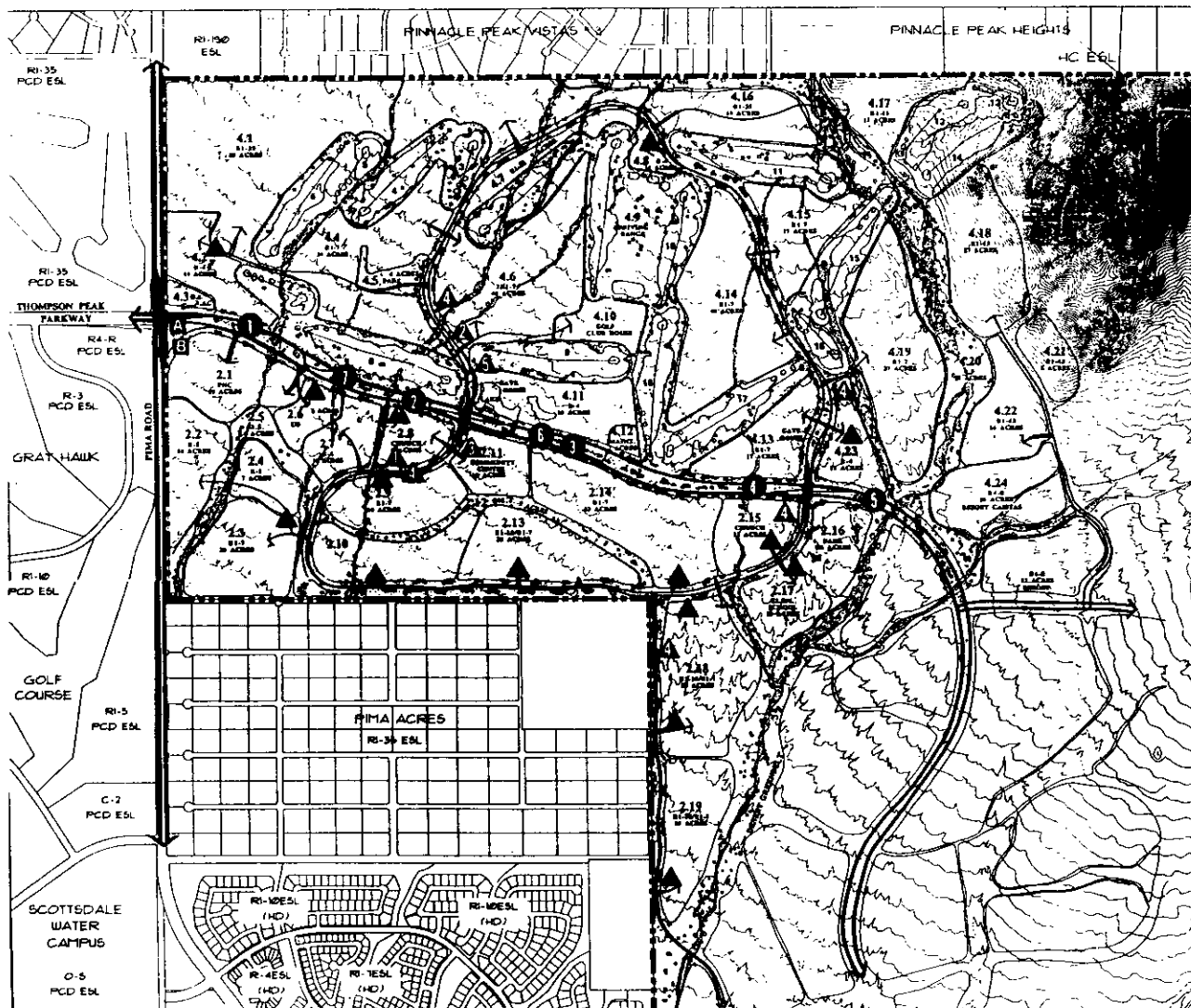
Sign locations are as indicated according to the attached site plan.

RELATED CASES: 156-DR-95#2


Curtis Kozall
Sign Inspector
994-7034

ATTACHMENTS: #1-Aerial
#2-Zoning Map
#3-Site Plan
#4-Index & Vicinity Plan
#5-Site Plan & Sign Locator
#6-Entrance Sign Plan
#7-9 Elevations
#10-Custom Type Style
#11-Master Sign Program
#12-Project Narrative

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- ENTRY MONUMENT SIGN
- COMMUNITY DIRECTIONAL SIGN (WITH #S)
- ▲ OPTIONAL PERMANENT NEIGHBORHOOD IDENTIFICATION (WITHOUT #S)
- ▲ OPTIONAL PERMANENT PARCEL IDENTIFICATION (WITH #S)

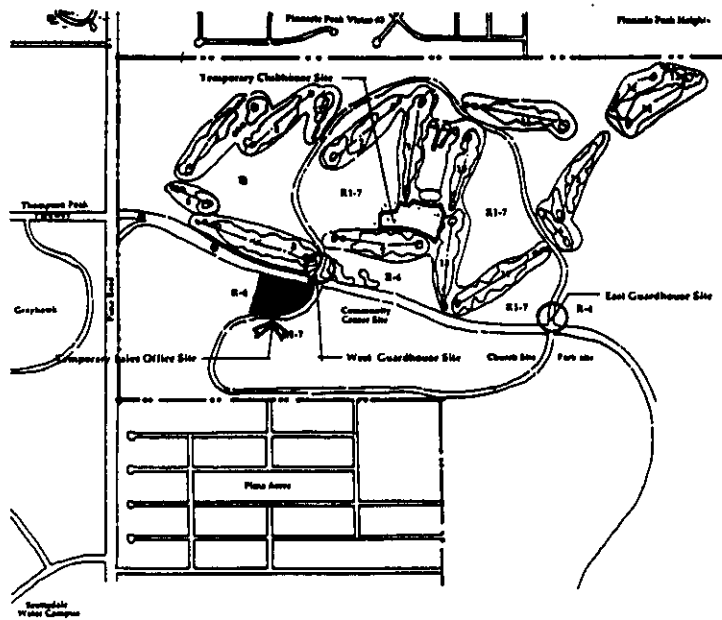


TEMPORARY INFORMATION CENTER SIGNAGE INDEX AND VICINITY PLAN

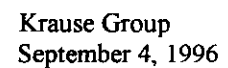
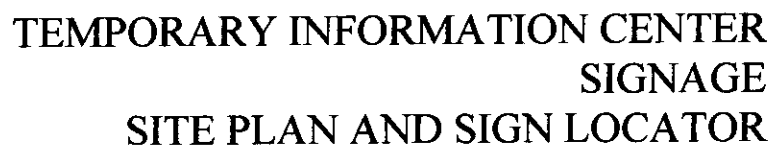
Index

- Page 1. Cover Sheet and Vicinity Map
- Page 2. Site Plan and Sign Locator
- Page 3. Entrance Sign Plan
- Page 4. Entrance Sign Elevation
- Page 5. Information Center Sign Elevation
- Page 6. Typical Porch Sign Elevation

Vicinity Plan

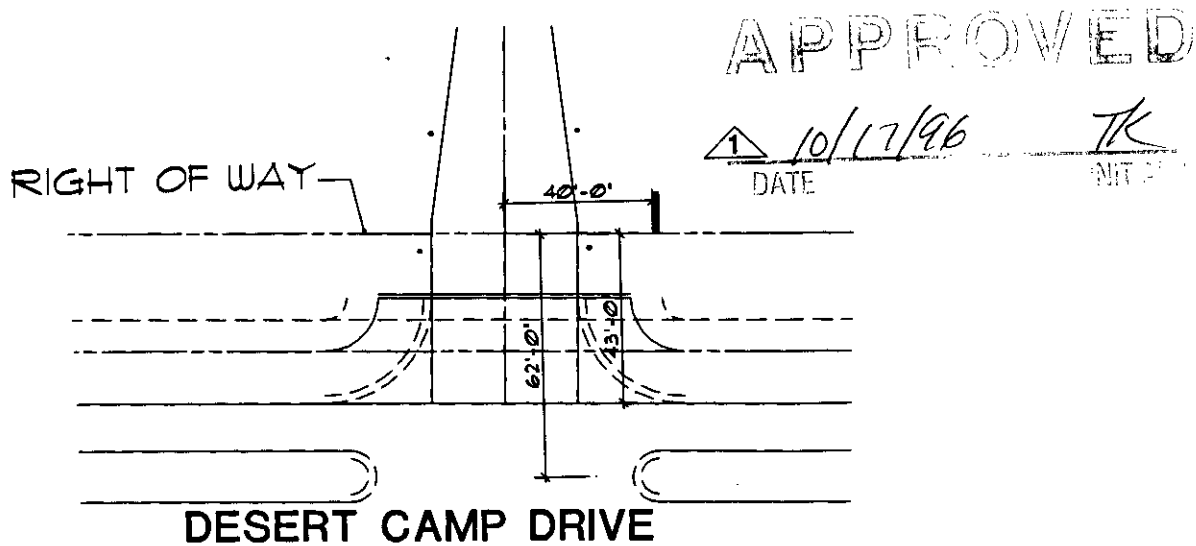
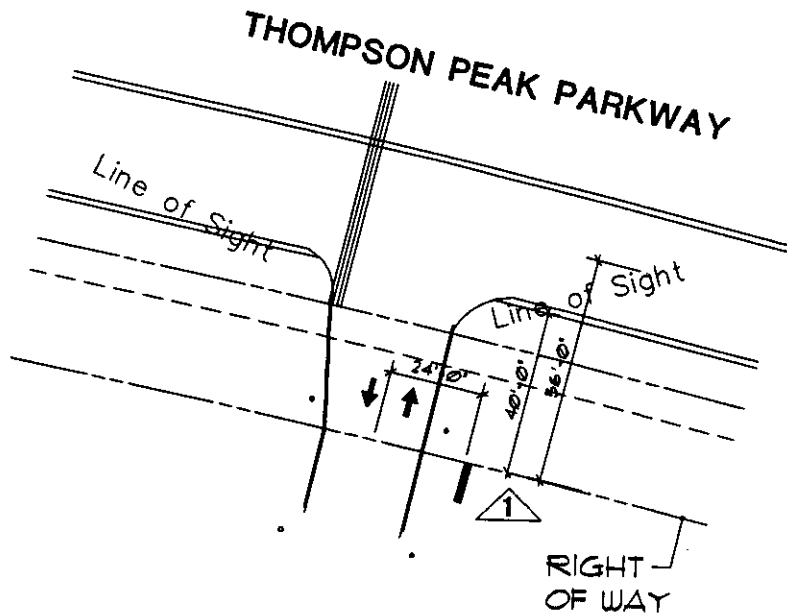


North
Scale N.T.S.





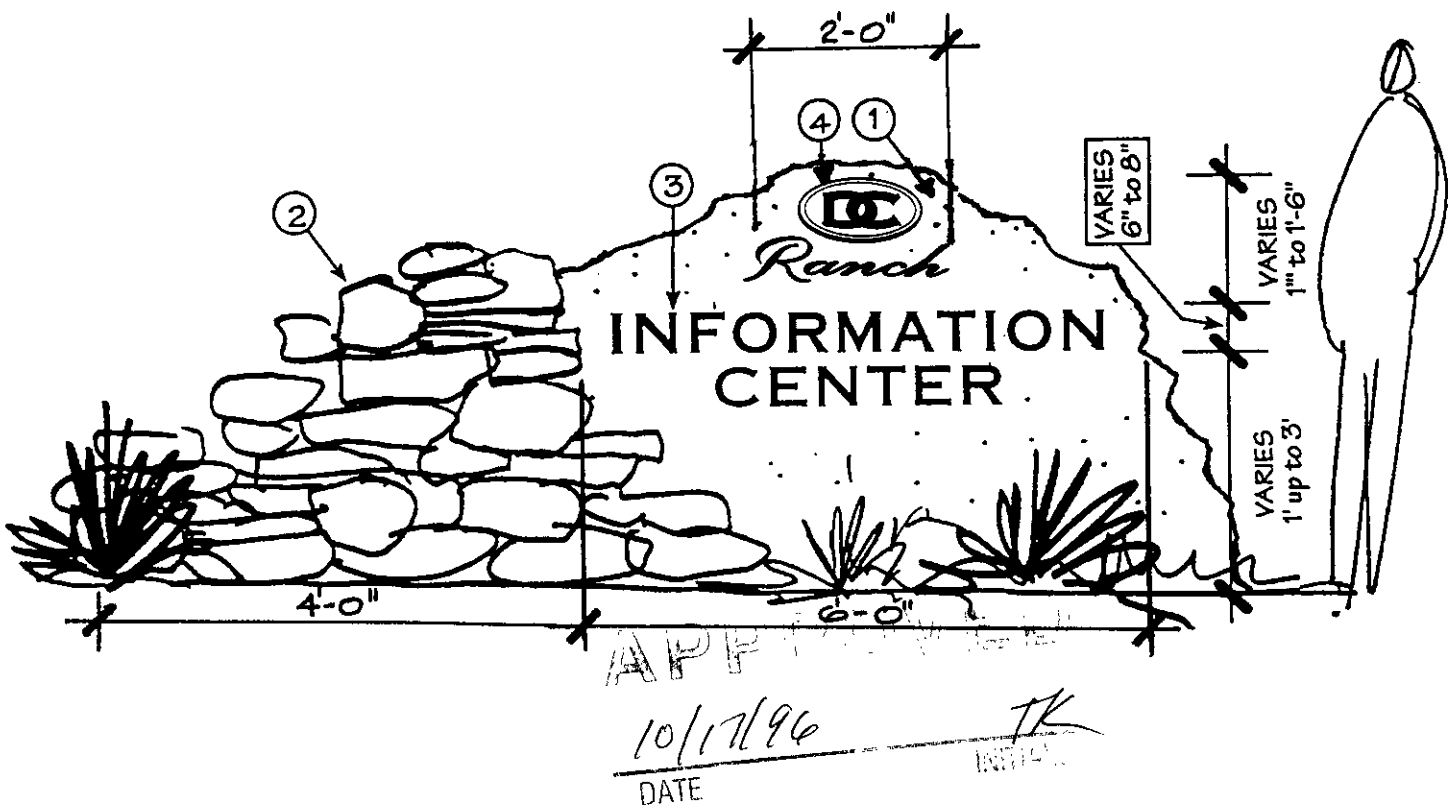
TEMPORARY INFORMATION CENTER
SIGNAGE
ENTRANCE SIGN PLAN



North
Scale N.T.S.



TEMPORARY INFORMATION CENTER
SIGNAGE
ENTRANCE SIGN ELEVATION



Notes:

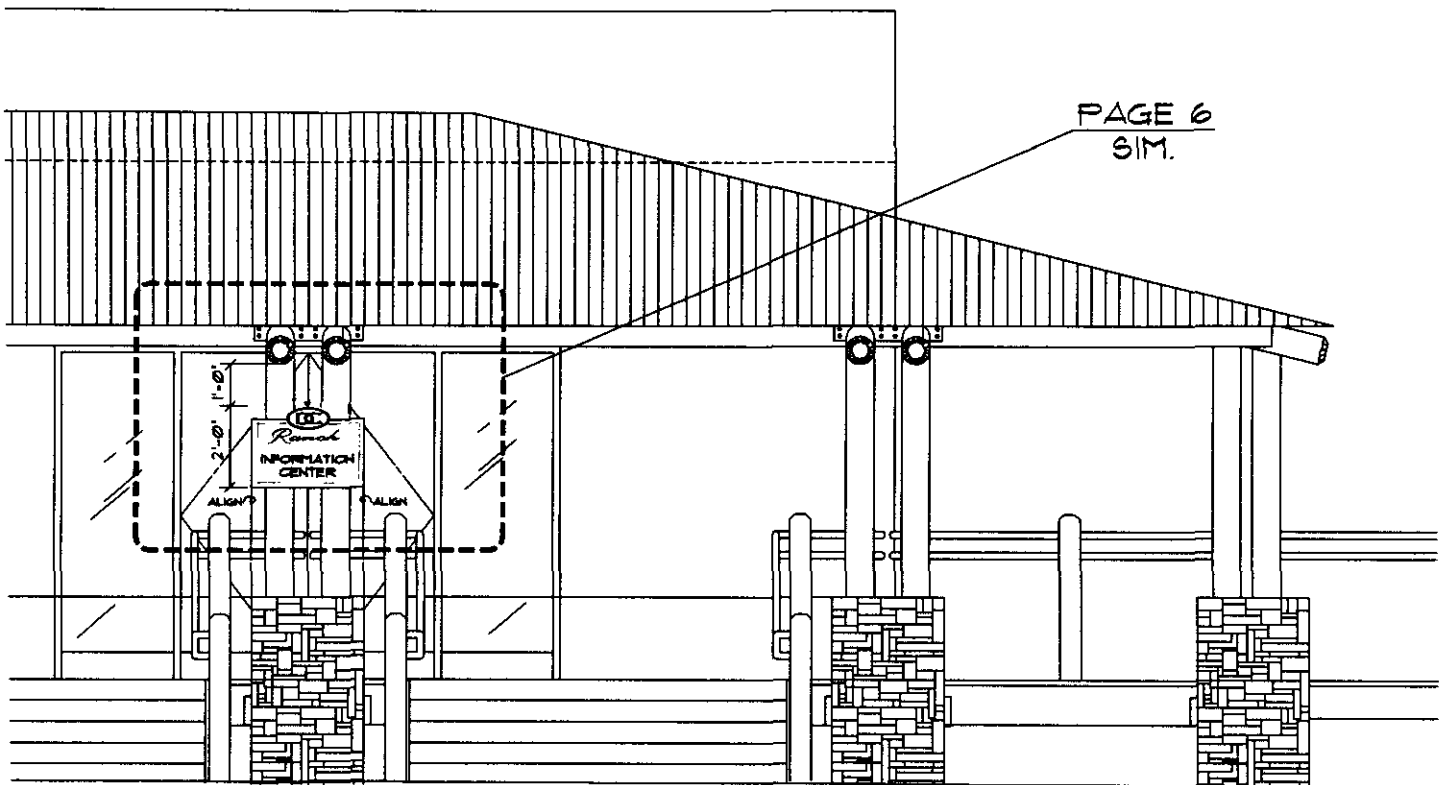
1. Compacted Earth And Cement Backdrop, Color to Match Native Soil
2. Native Stone, Stacked To Appear Dry Layed
3. Black Metal Letters, Both Sides
4. Black Cast Metal Logo, Both Sides



MAP LOCATOR
Scale N.T.S.



TEMPORARY INFORMATION CENTER
SIGNAGE
INFORMATION CENTER SIGN
ELEVATION



APPROVED

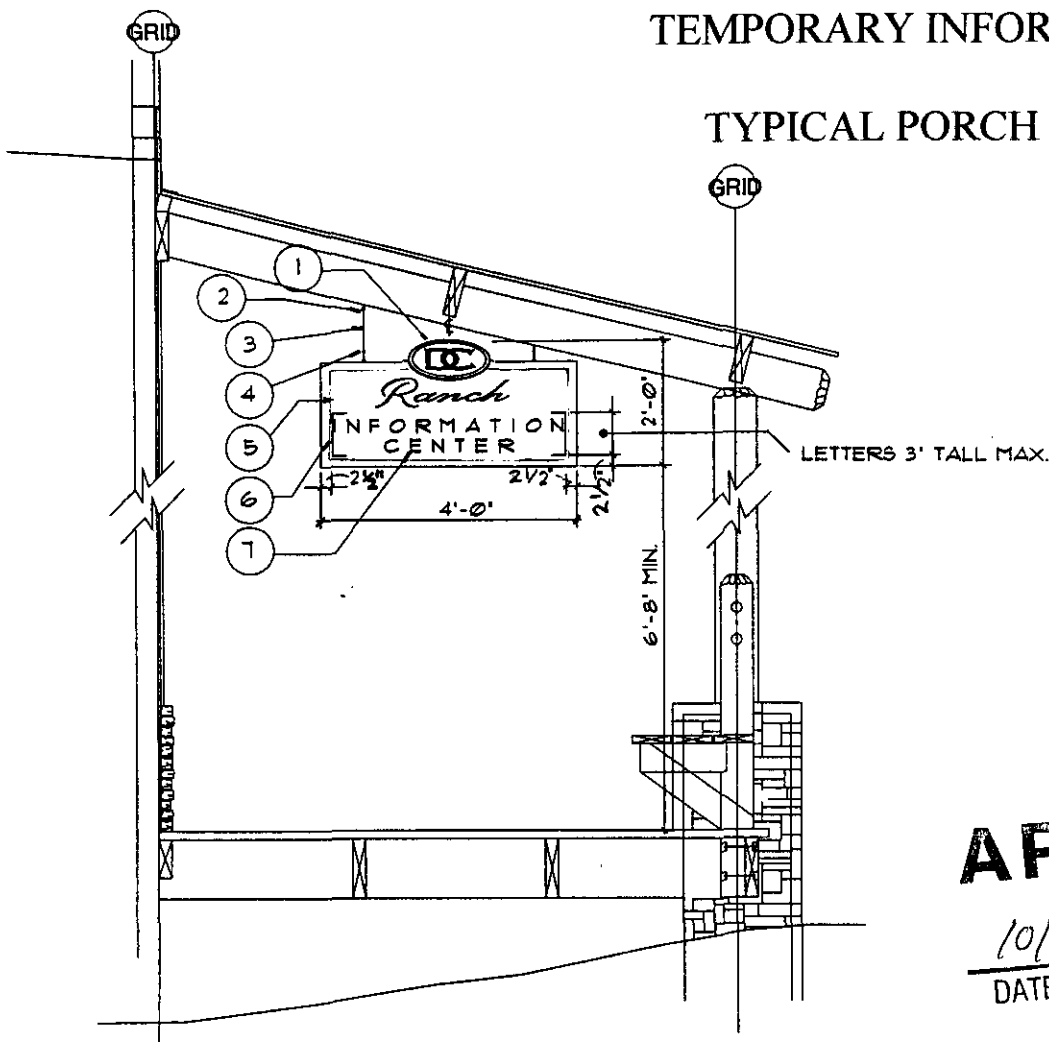
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MAP LOCATOR
Scale N.T.S.



TEMPORARY INFORMATION CENTER
SIGNAGE
TYPICAL PORCH SIGN ELEVATION



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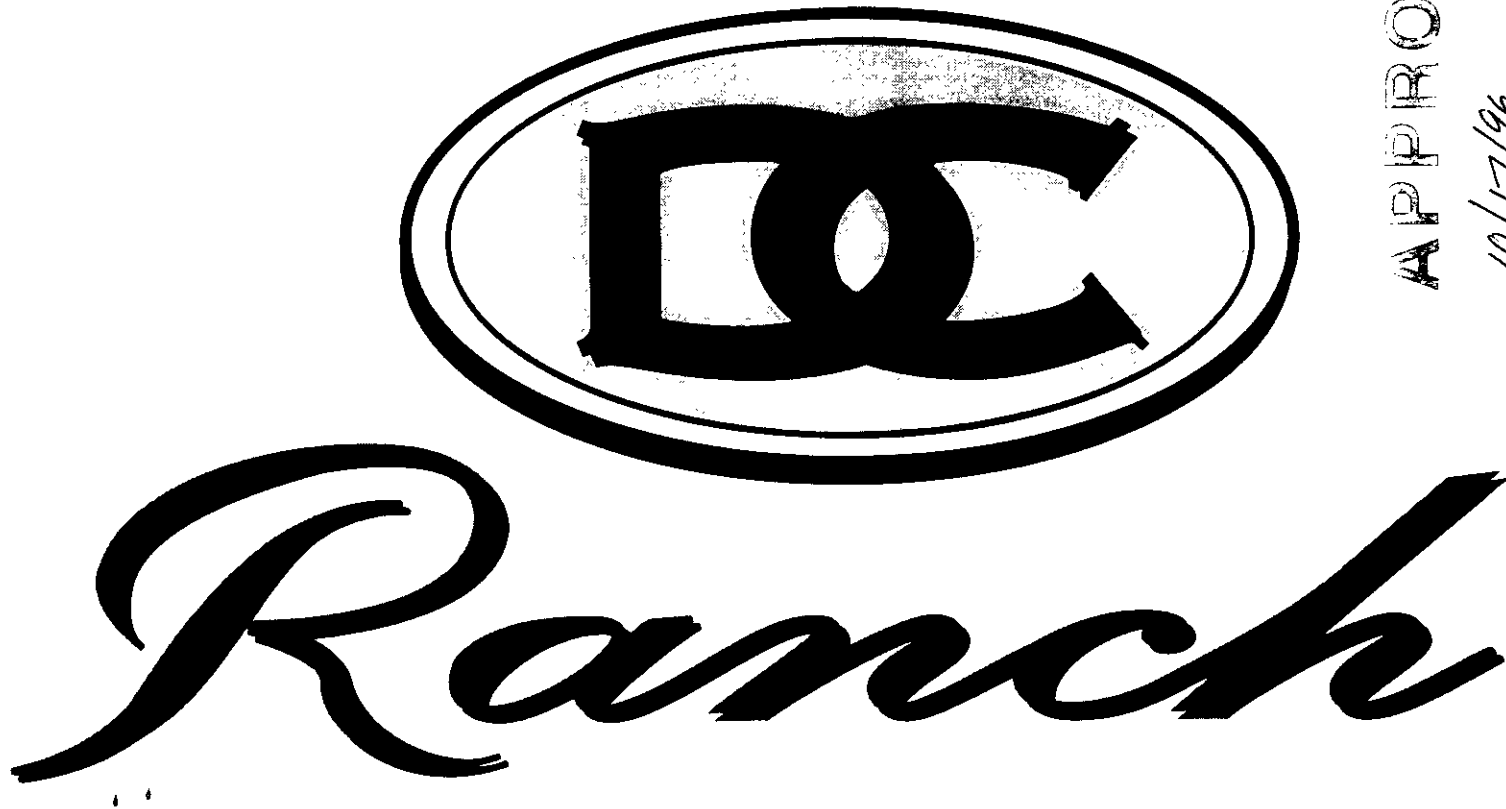
TK
INITIALS

Notes:

1. Raised Pine Logo, Lettering Painted Black, Both Sides
2. Weathered Eye Bolt Secured to Rafter
3. Weathered Black Aircraft Cable
4. Weathered Toggle Bolt
5. Rough Cut Pine 1 x 2 Raised Boarder with Pine Plywood Insert Panel, Stained to Match Frazee 8765D "Beaver Creek"
6. Limits of Lettering, Information Includes;
Names of Builders and Reality Office Identification
7. Painted Letters, Color to Match Frazee 7296N "Barcelona", Both Sides
8. Information Center Sign to be Bolted to Columns at Sim.



MAP LOCATOR
Scale N.T.S.



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DATE INITIALS

71-MS-95
Attachment # 10

NOTE: CUSTOM TYPE STYLE

City of



Scottsdale

1

STOP SHOP

MASTER SIGN PROGRAM

Development Review # - DR - 171-MS-95 Zoning

DESIGN CRITERIA FOR:

- ☐ Minor Tenant
☐ Pad Tenant
☐ Major Tenant
☒ Other

COMMUNITY MASTER SIGN PROGRAM

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	SEE ATTACHED	
Height:		
Length:		
Material:		
Number of Lines:		
Total Height of Lines:		

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	SEE ATTACHED	
Script:		
Upper Case:		
Lower Case:		

71-MS-95

(Specifications continued on back - Please Turn over)

Attachment # 11

SPECIFICATIONS

ILLUMINATION (Lighting)

	INDIVIDUAL LETTERS	CABINET
Internal:	<i>— NONE —</i>	
Backlit/Halo:	<i>FOR ENTRY MONUMENT</i>	
Neon Color:	<i>WARM WHITE OR AMBER</i>	

INDIRECT

Ground:	<i>NONE TYPICAL</i>	
Aerial:		

LOCATION

Vertical:	<i>ONE ATTACHED</i>	
Horizontal:		

RETURNS

Color:		
Size:		

TRIM CAP

Color:		
Size:		

LOGOS

Color:		
Size:		

OTHER

	71-MS-95	

Attachment # 12



City of Scottsdale

PROJECT NARRATIVE



- ☐ Rezoning ☐ Other
- ☐ Use Permit
- ☐ Development Review
- ☐ Master Sign Programs
- ☐ Variance

Case # 71-MS-95 / 1 -PA-

Project Name DC RANCH

Location 20801 NORTH PIMA RD

Applicant DC RANCH LLC

SITE DETAILS

Proposed/Existing Zoning: _____

Use: _____

Parcel Size: ± 1000 AC

☐ Gross Floor Area ☐ Total Units: _____

☐ Floor Area Ratio ☐ Density: _____

Parking Required: _____

Parking Provided: _____

Of Buildings: _____

Height: _____

Setbacks: N- _____ S- _____

E- _____ W- _____

In the following space, please describe the project or the request

THE ATTACHED DOCUMENT HAS A
PROJECT NARRATIVE INCLUDED.
THIS APPLICATION IS FOR PLANNING
UNIT # I & II ONLY. THERE ARE
RELATED DOCUMENTS FOR TRAFFIC
CONTROL SIGNAGE WHICH ARE
COMPATIBLE WITH THIS SUBMITTAL
BUT ARE NOT PART OF THIS
SUBMITTAL

71-MS-95

Attachment # 13