DC Ranch

MASTER SIGN PROGRAM
PLANNING UNITS TWO AND FOUR

COMMUNITY SIGNS

DMB

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September 5, 1996
DRAFT

DC Ranch

MASTER SIGN PROGRAM

TABLE OF CONTENTS

INTRODUCTION 1

- Design Concept 1

LOGO AND TYPEFACE 3

COMMUNITY SIGNAGE

- S7A AND S7B - Entry Monument Signage 4,5
- S8-1 to S8-7 - Directional Sign without Logo ..... 6 - 12
- S8-8 - Alternative Directional Sign with Logo 13
- S9 - Optional Neighborhood Identification Sign 14
- S9-1 to S9-3 - Optional Permanent Parcel Identification ..... 15 - 17
- S9-4 - Temporary Builder Directional Sign 18
- S9-5 - Permanent Neighborhood Identification 19
- S9-6 - Gatehouse Signage 20
- S9-7 - Temporary Custom Lot Identification 21
- S9-8 - Gatehouse Signage 22

COLOR SAMPLES 23

APPENDIX A: STANDARD DETAIL A 25

APPENDIX B: LOCATION MAPS

- **Map 1 Planning Units II and IV** 27

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
INTRODUCTION

The DC Ranch Master Sign Program for Planning Units Two and Four includes sign designs for three types of signage, organized in three separate submittals:

1. Public Traffic Control Signage
2. Community Signage
3. Private Traffic Control Signage

This submittal only contains information on the Community Signage. This is consistent with the previously approved DC Ranch Thematic Character Studies. The signs are designed with comparable materials to the Public Traffic Control Signs which are to be reviewed and approved by City Staff. They will also be consistent with all other forms of signage throughout DC Ranch in terms of materials and character.

DESIGN CONCEPT

- **Entry Monument Signage**
  The Entry Feature Monumentation Design was approved by Design Review as case #156-DR-95#2. The actual sign face and letters are presented herein. The design concept is for the wall which forms the backdrop of the sign to be a natural earth and cement composition material. The appearance will be a rough textured aggregate look which will compliment the natural stone walls of the entry experience. The actual sign face will be a metal formed letter with a rusted or weathered gunmetal grey finish. The letters will be halo backlit for a subtle silhouette appearance at night.

- **Directional Signage**
  The directional signs are designed to match the street name signs which will be placed in median locations as well. The design has two 4" x 4" steel posts with a rusted finish flanking a center panel. The panel has reflective vinyl letters for ease of nighttime visibility. The posts each have a base design utilizing the City of Scottsdale's post detail #2131, for replacement ease and break-away provisions. The location for these signs are shown in Appendix B on Map 1 with a corresponding graphic for each labeled S8-1 to S8-7. The locations in the median are in privately held tracts and will be installed over time, and will be maintained by DC Ranch. Sign S8-8 is included as an alternate consideration for S8-1 to S8-7, with the only difference being the inclusion of the DC

Ranch logo. This logo inclusion option is only proposed for the S8 series, and not for median located street name signs submitted with the Traffic Control Signs. The exact text to be included on each sign will be determined and submitted at the time of sign permitting.

- **Permanent Neighborhood or Parcel Identification Signs (S9 to S9-3, and S9-5)**
  This design concept utilizes a monument type sign with stone abutment. The sign backdrop material is similar to the entry monument sign and is composed of natural earth and cement in either a compacted or sprayed on technique. The logo and letters may be formed metal letters or imprinted in the material, and not necessarily the same for each variation of sign. The actual size and shape will vary slightly each application, depending on slope, adjacent landscape, physical constraints, etc. What will be common to all is the conceptual design and material composition. Each sign in this category will be proposed and reviewed as part of the individual site approval process for additional locations which may be required in the future for individual parcel identification.

- **Temporary Builder Directional Signs (S9-4)**
  This sign type will be used in limited locations as directional information during the sales period of residential parcels. The design concept and materials are the same as S9 to S9-3. Additional locations beyond those shown may be necessary as the project size increases.

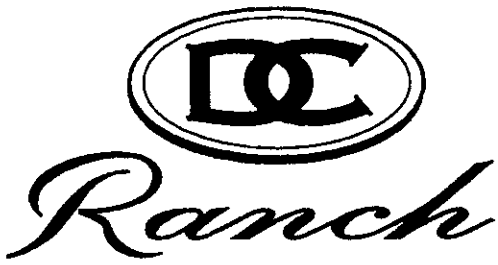
- **Offsite Community Directional Sign (S9-6)**
  This design concept utilizes an 8" x 8" steel post which is larger than the S8 series signs. The physical size of the sign is larger to view from an auto at a reasonable distance beyond the edge of the pavement. The location of these are unknown at this time, but will be submitted for review once locations are identified. In general these would be located within 10 miles of the site and more typically within 5 miles.

- **Temporary Custom Lot Identification (S9-7)**
  This lot marker is to be used for temporary sales purposes only for the custom lots located in the private portion of the community.

- **Gatehouse Signage**
  This concept is for the Gatehouse locations (total of 2) as part of the private community north of Thompson Peak Parkway.

LOGO

Black and White:



TYPEFACE

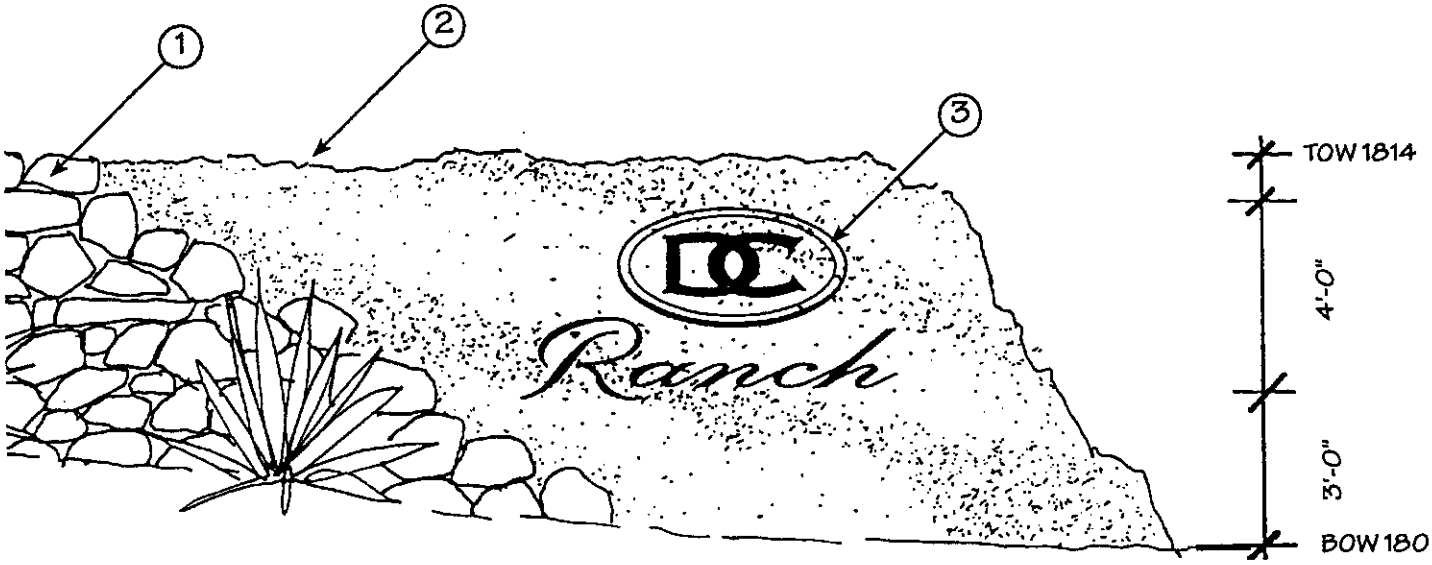
ABCDEFGHIJKKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeface...Copperplate #31AB

ABCDEFGHIJKKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typeface...Copperplate #31BC

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
ENTRY MONUMENT SIGN AT FREE RIGHT



NOTES

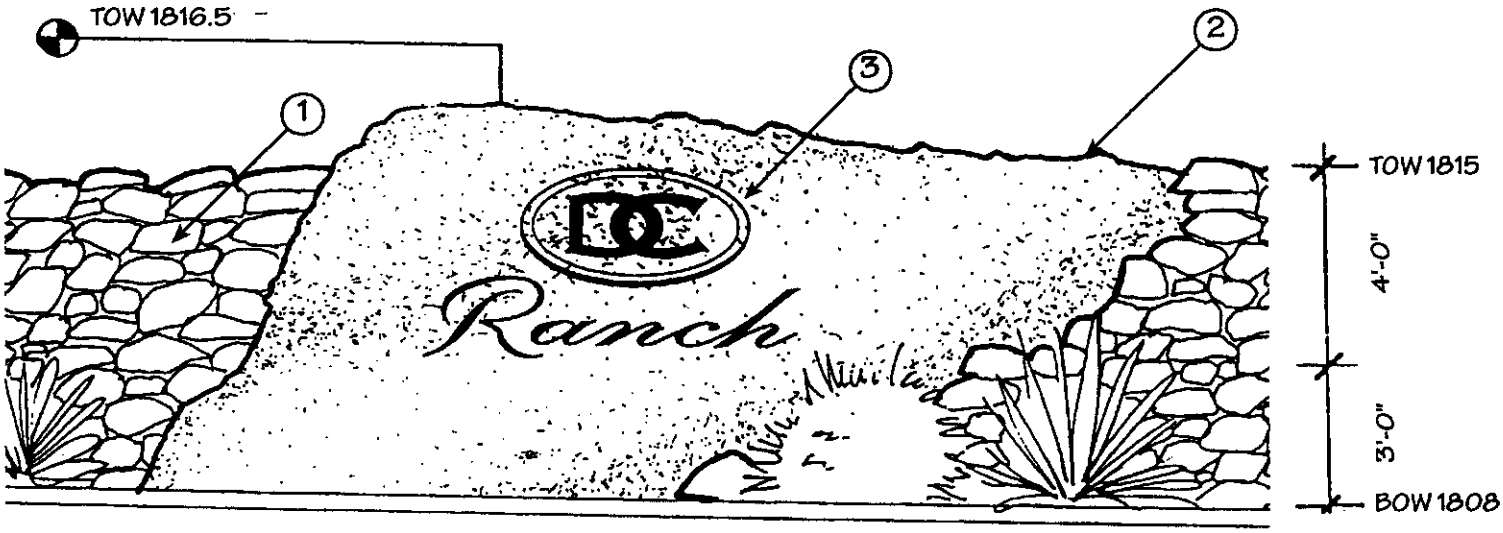
1. FIELD COLLECTED STONE (IONITE COLORING IF NECESSARY DUE TO HANDLING).
2. EARTH AND CEMENT TEXTURED FINISH WITH VARYING AGGREGATE, POURED IN LIFTS.
3. LOGO AND LETTERS IN RUST OR GUN METAL GRAY MATTE FINISH, WITH BACK-LIT NEON HALO LIGHTING.

MAP LOCATOR **A**

S7-A

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
ENTRY MONUMENT SIGN

(LOCATED AT THE S.E. CORNER OF THOMPSON PEAK PARKWAY AND PIMA ROAD)



NOTES

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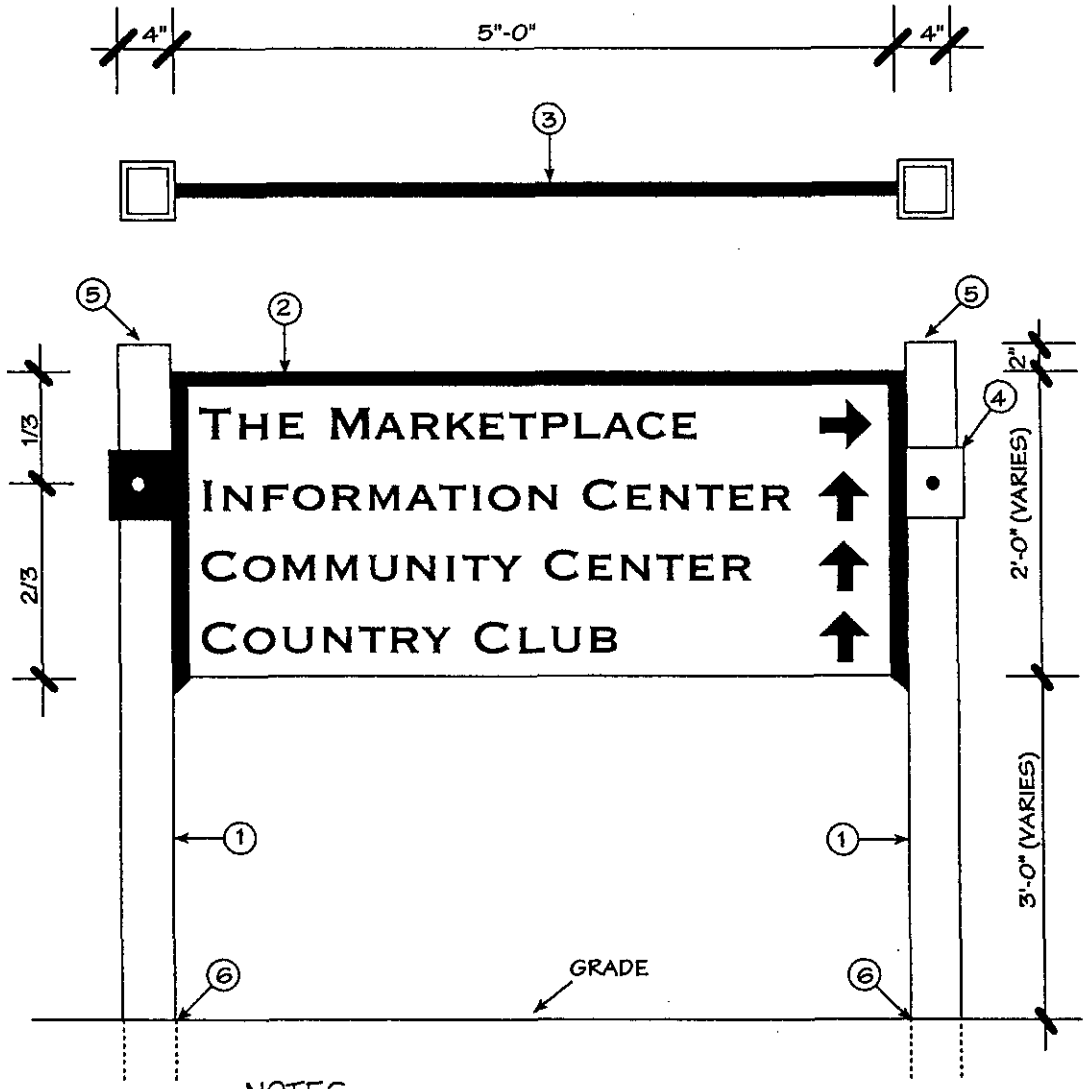
2. EARTH AND CEMENT TEXTURED FINISH WITH VARYING AGGREGATE, POURED IN LIFTS.
3. LOGO AND LETTERS IN RUST OR GUN METAL GRAY MATTE FINISH, WITH BACK-LIT NEON HALO LIGHTING.

MAP LOCATOR **B**

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



NOTES

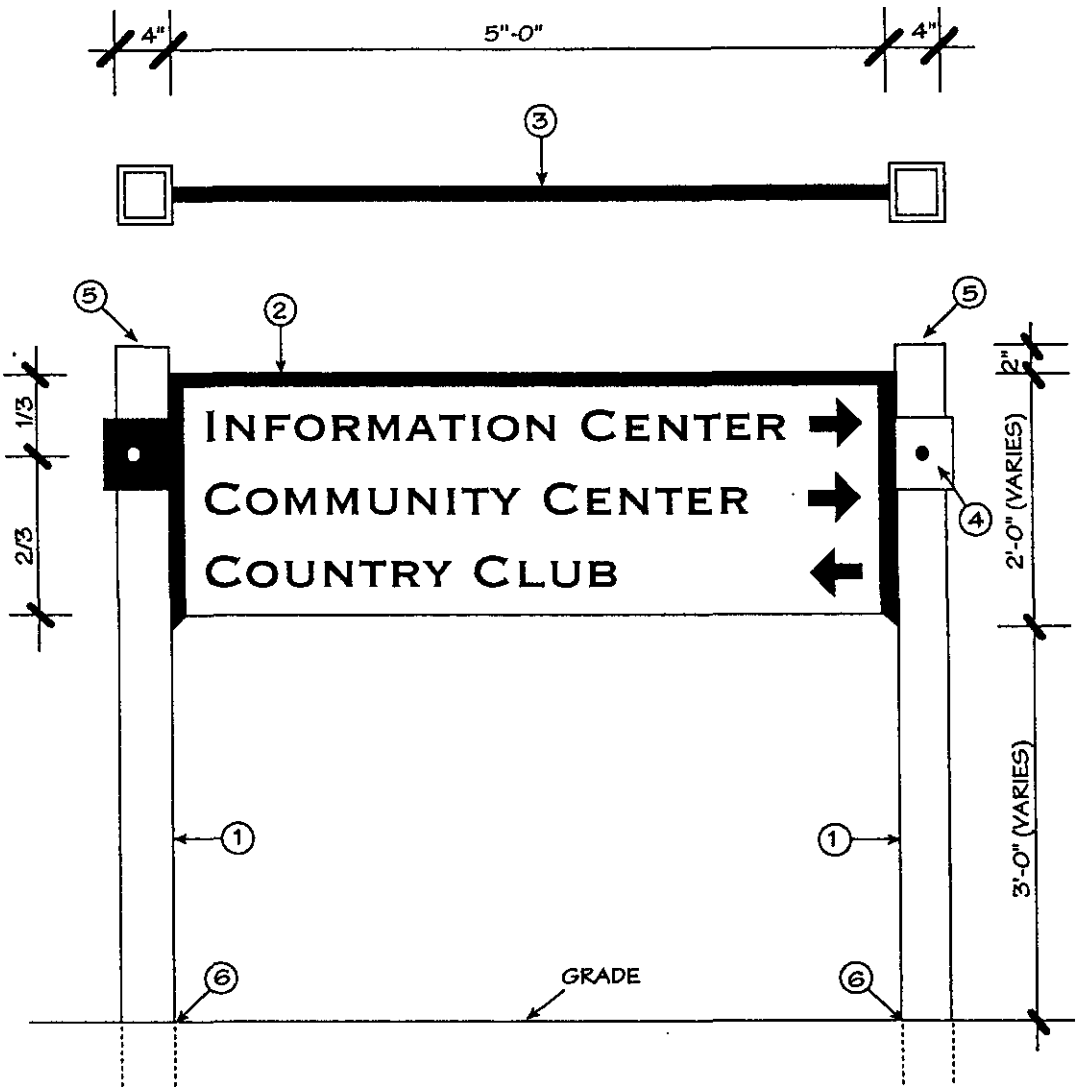
1. 4" X 4" RUSTED STEEL TUBE (1/8" THICK).
2. 3/4" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES WEST ONLY.

MAP LOCATOR 1

S8-1

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



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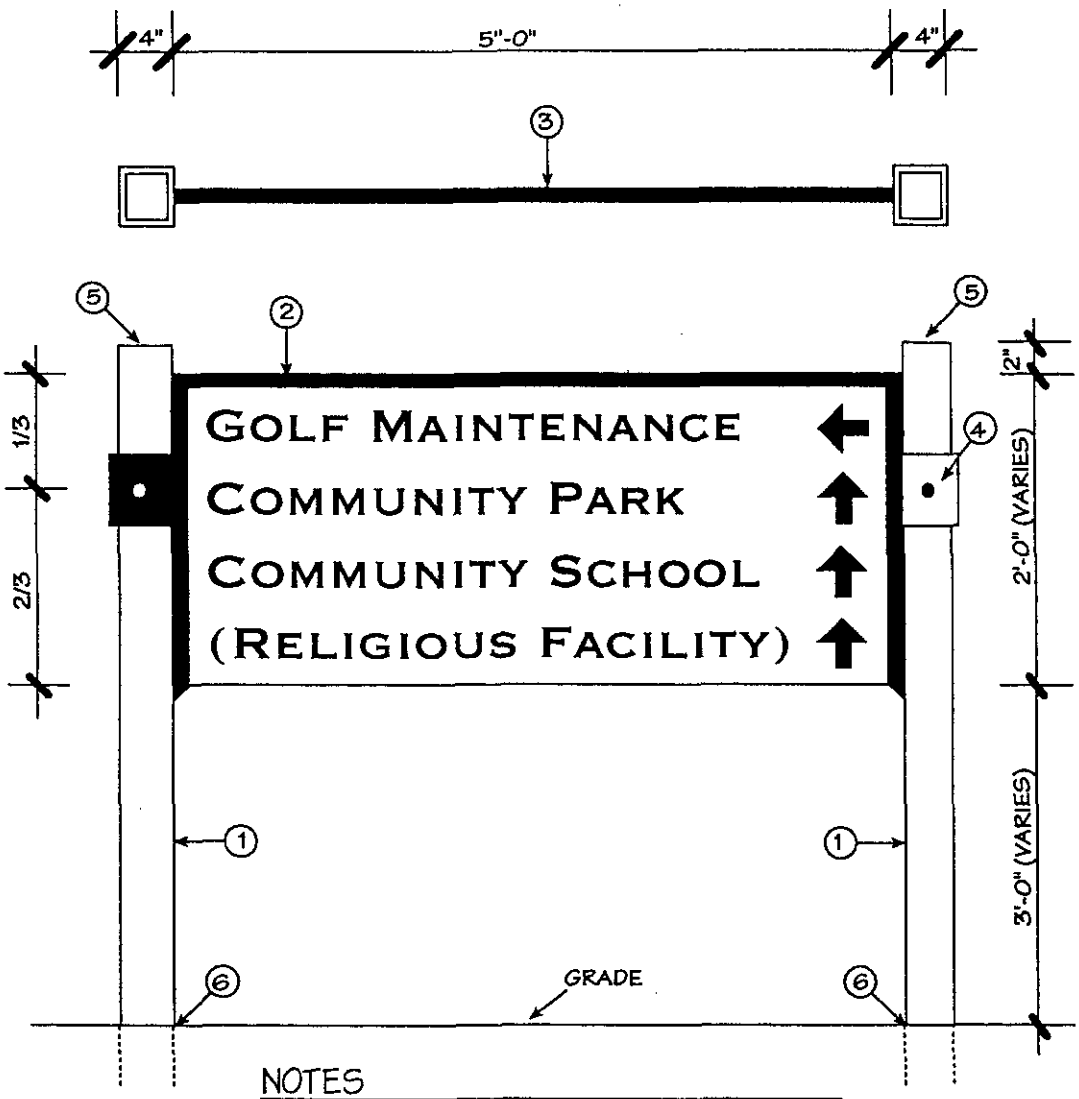
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES WEST ONLY.

MAP LOCATOR 2

S8-2

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



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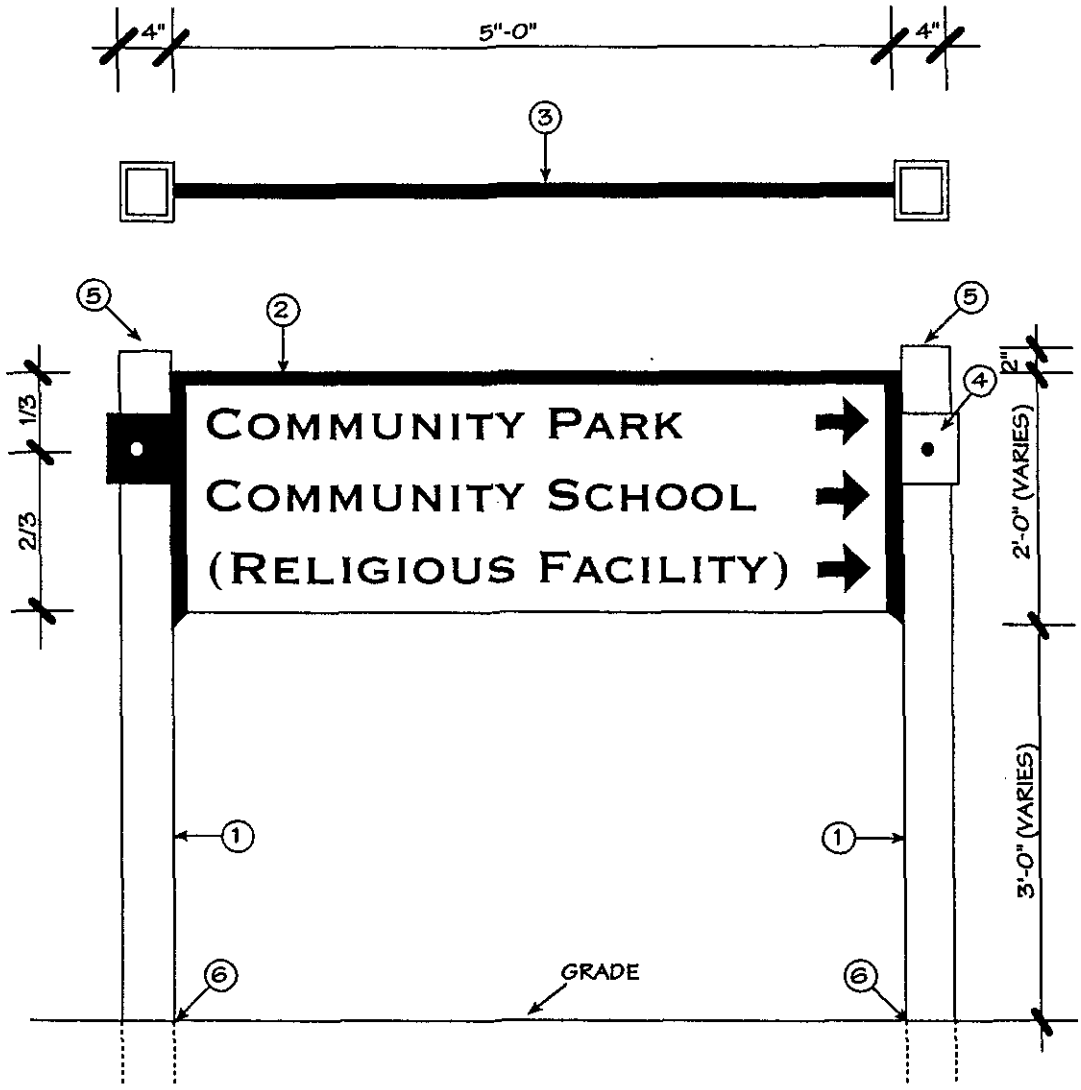
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES WEST ONLY.

MAP LOCATOR 3

S8-3

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



NOTES

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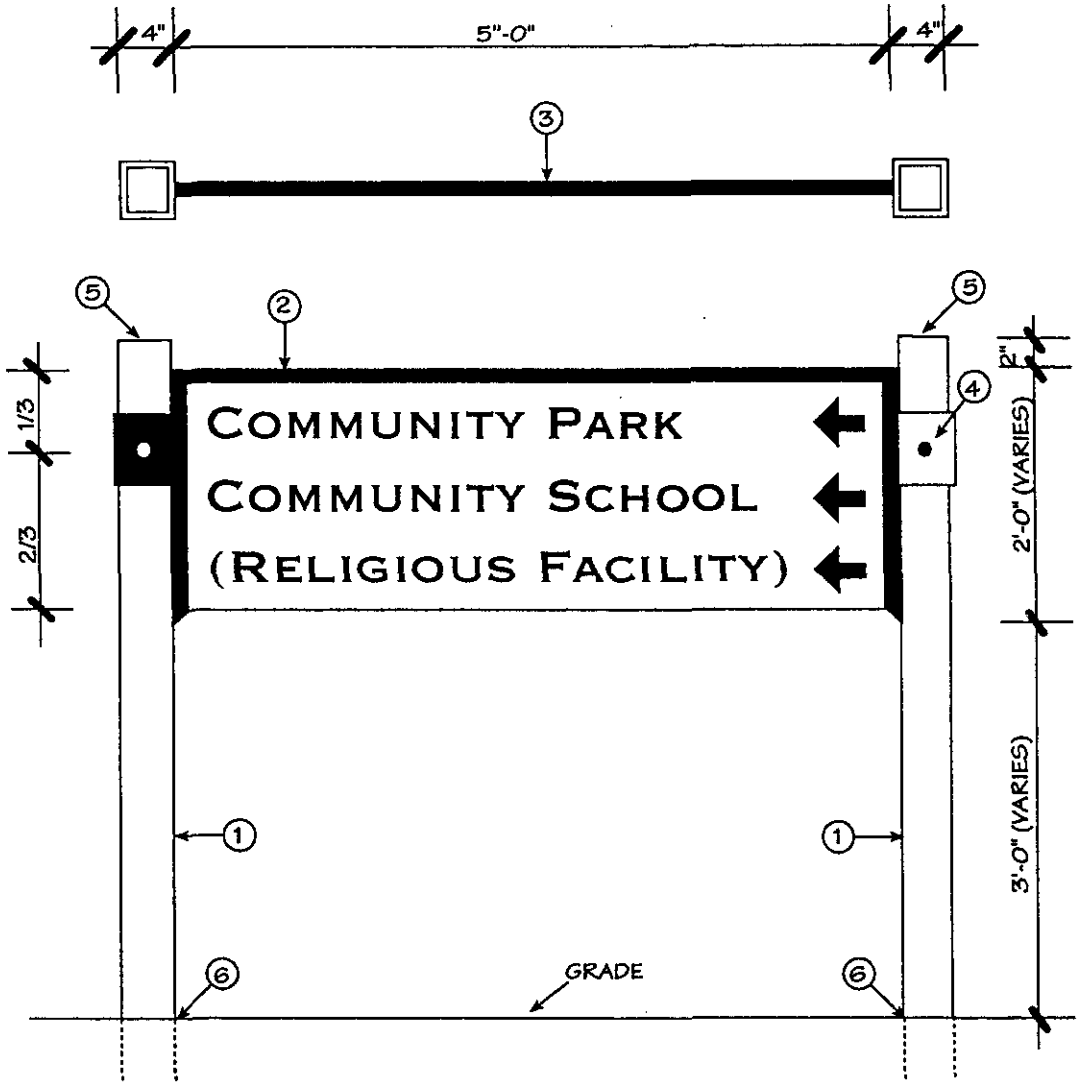
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES WEST ONLY.

MAP LOCATOR 4

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



NOTES

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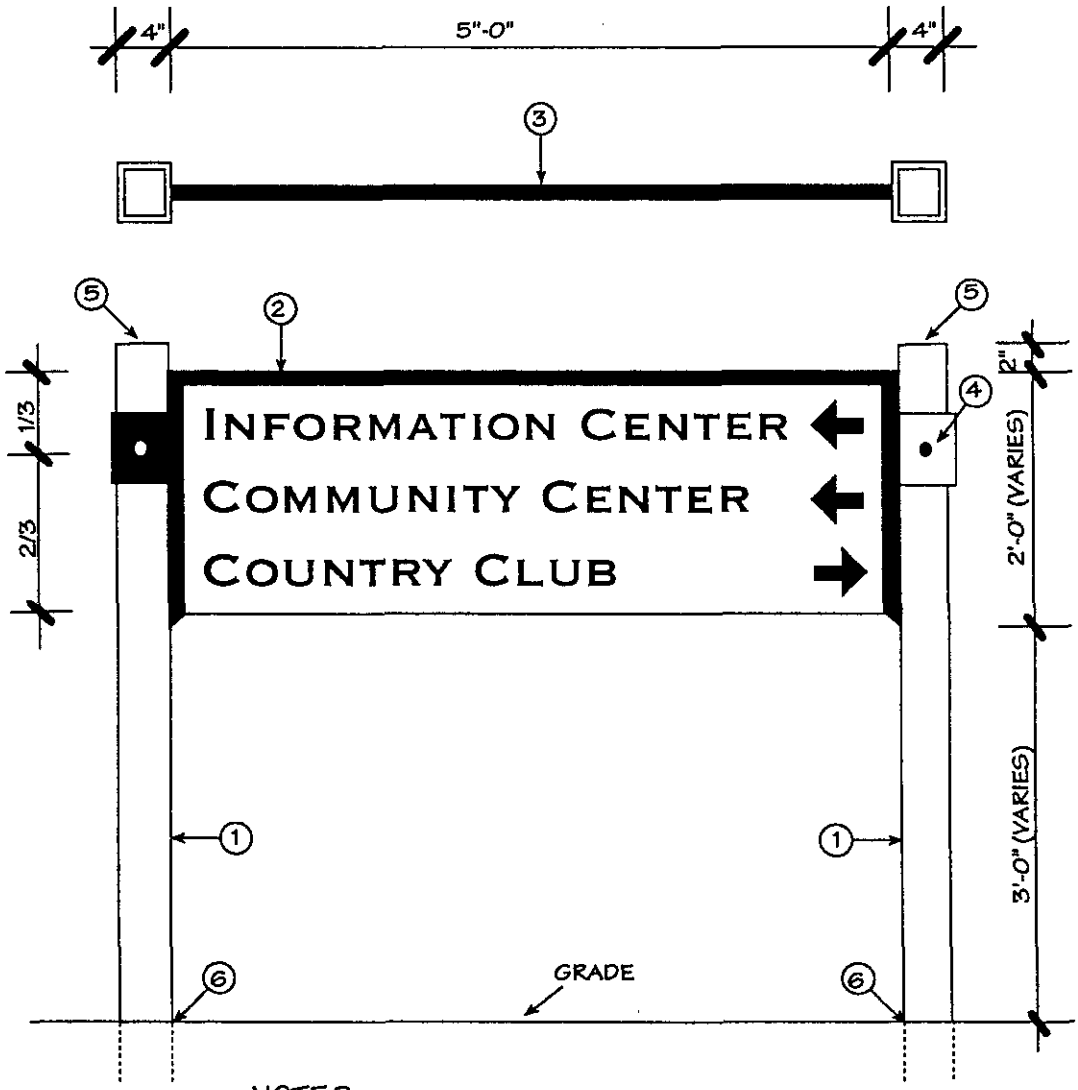
2. 3/4" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES EAST ONLY.

MAP LOCATOR 5

S8-5

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



NOTES

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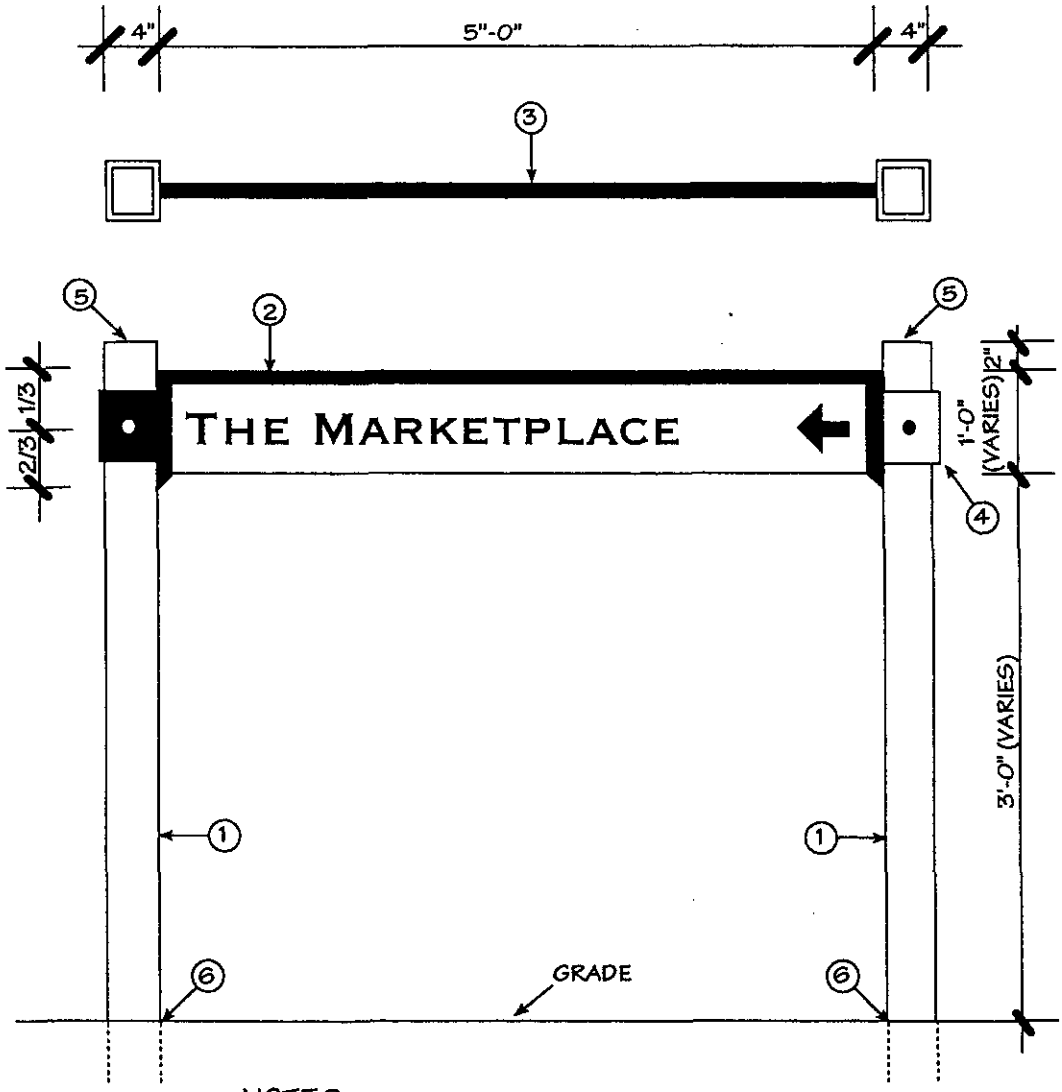
2. 3/4" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES EAST ONLY.

MAP LOCATOR 6

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
DIRECTIONAL SIGN WITHOUT LOGO



NOTES

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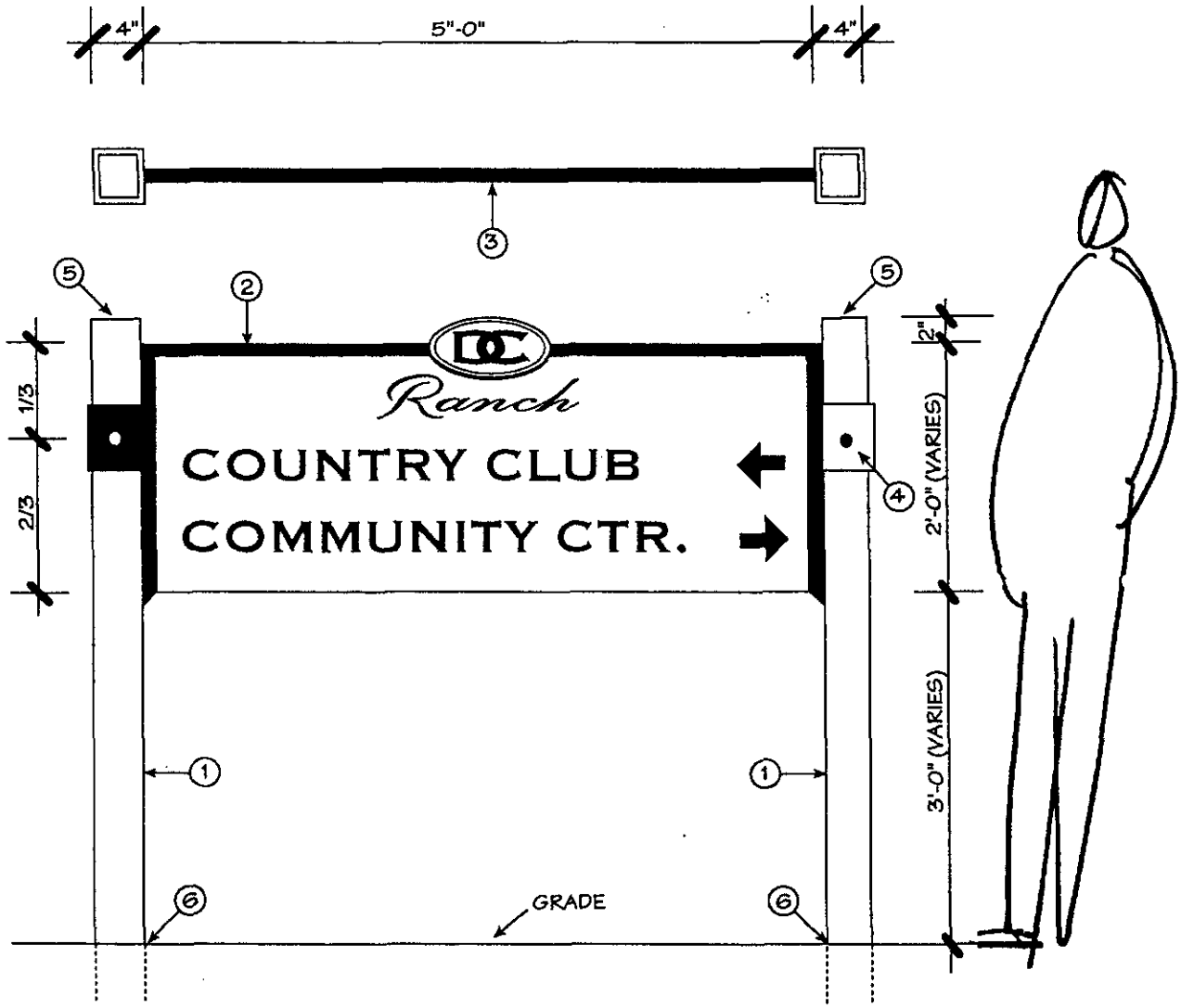
2. 3/4" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS. (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES EAST ONLY.

MAP LOCATOR 7

S8-7

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
ALTERNATE DIRECTIONAL SIGN WITH LOGO



NOTES

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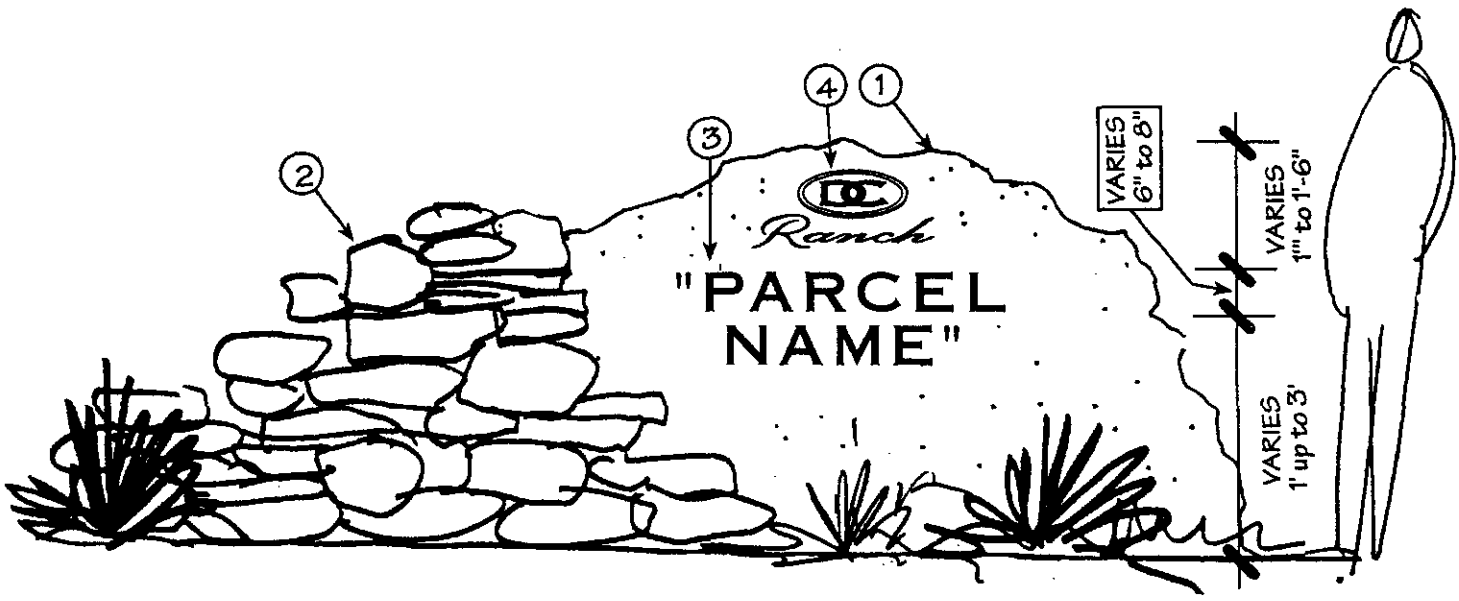
2. 3/4" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 4" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. SEE STANDARD DETAIL A.
7. SIGN FACES WEST ONLY.

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
OPTIONAL PERMANENT NEIGHBORHOOD IDENTIFICATION



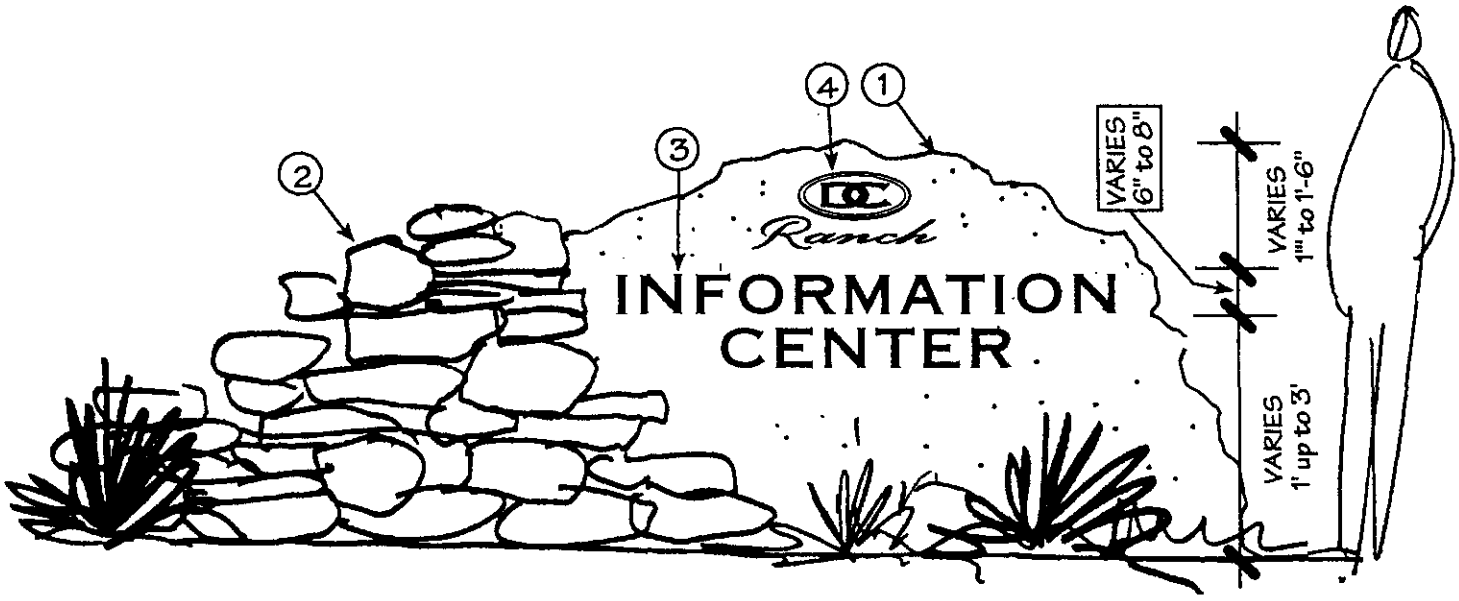
NOTES

1. EARTH AND CEMENT AGG. WALL.
2. STONE - DRY - STACK LOOK.
3. RECESSED OR BLACK METAL LETTERS, BOTH SIDES.
4. OPTIONAL LOGO IMPRINT OR METAL CASTING.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
OPTIONAL PERMANENT PARCEL IDENTIFICATION



NOTES

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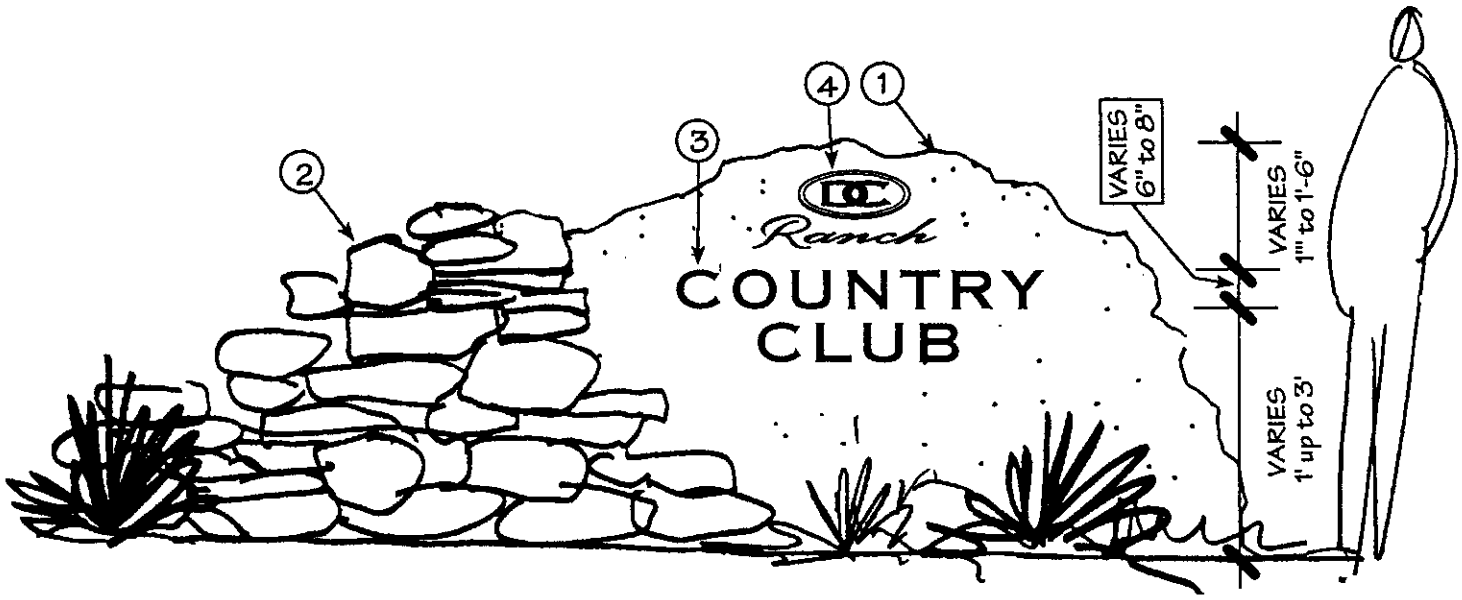
4. OPTIONAL LOGO IMPRINT OR METAL CASTING.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR 1

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
OPTIONAL PERMANENT PARCEL IDENTIFICATION



NOTES

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2. STONE - DRY - STACK LOOK.
3. RECESSED OR BLACK METAL LETTERS, BOTH SIDES.
4. OPTIONAL LOGO IMPRINT OR METAL CASTING.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR 2

S9-2

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
OPTIONAL PERMANENT PARCEL IDENTIFICATION

NOTES

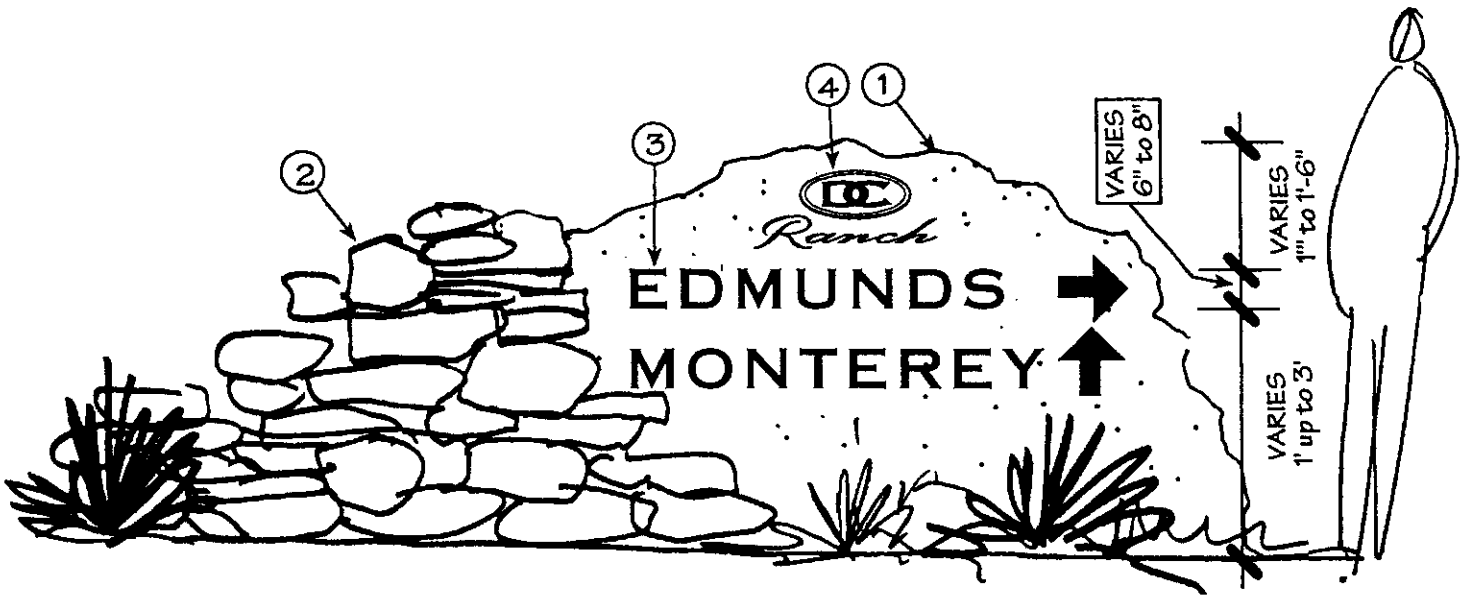
1. EARTH AND CEMENT AGG. WALL.
2. STONE - DRY - STACK LOOK.
3. RECESSED OR BLACK METAL LETTERS, BOTH SIDES.
4. OPTIONAL LOGO IMPRINT OR METAL CASTING.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR 3

S9-3

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
TEMPORARY BUILDER DIRECTIONAL IDENTIFICATION



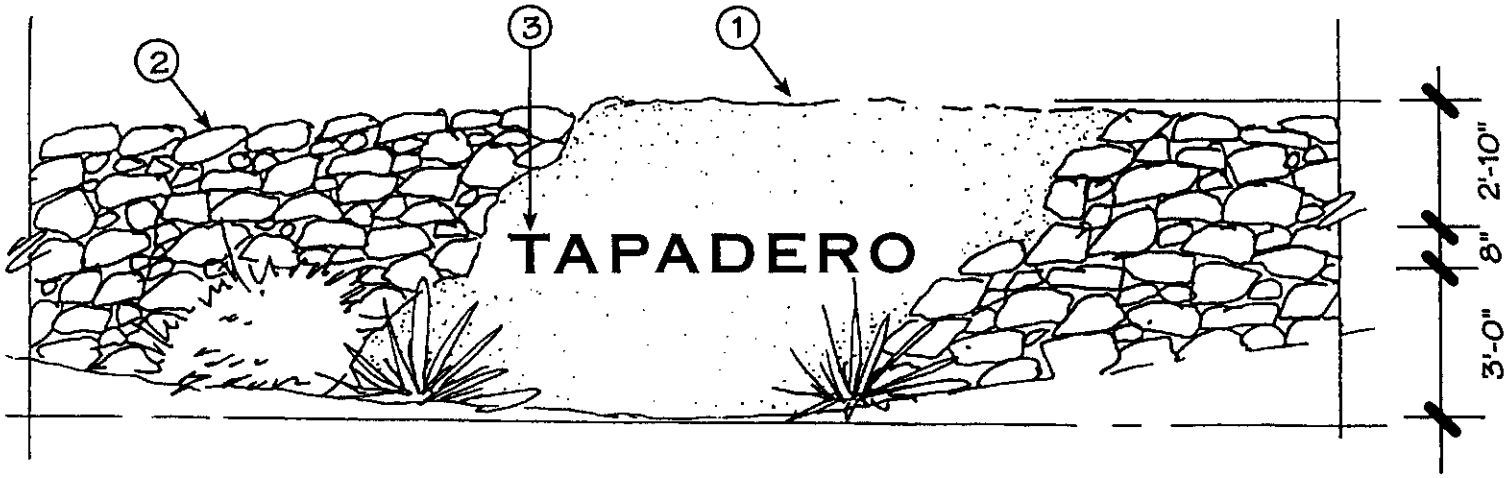
NOTES

1. EARTH AND CEMENT AGG. WALL.
2. STONE - DRY - STACK LOOK.
3. RECESSED OR BLACK METAL LETTERS, BOTH SIDES.
4. OPTIONAL LOGO IMPRINT OR METAL CASTING.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR 4

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
PERMANENT NEIGHBORHOOD IDENTIFICATION



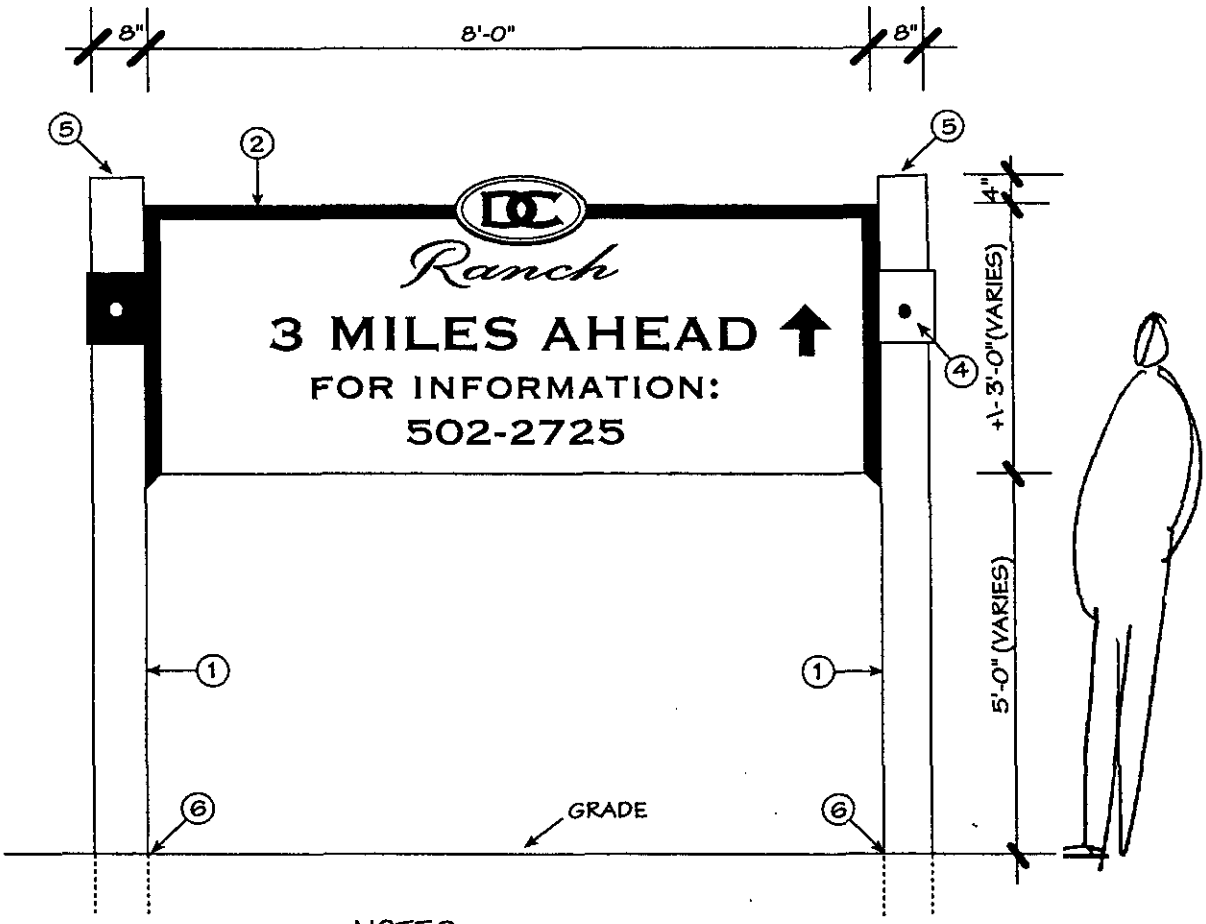
NOTES

1. EARTH AND CEMENT AGG. WALL.
2. STONE - DRY - STACK LOOK.
3. RECESSED OR BLACK METAL LETTERS.

NOTE: EXACT SHAPE AND SIZE VARIES WITH EACH APPLICATION.

MAP LOCATOR 5

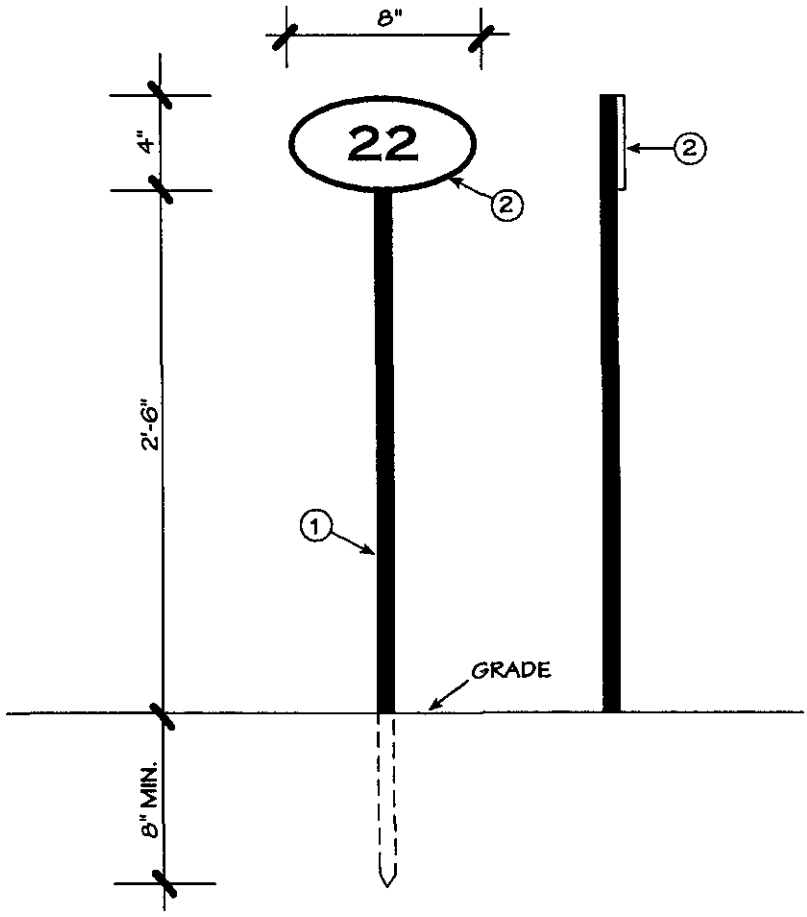
MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
OFFSITE COMMUNITY DIRECTIONAL SIGN



NOTES

1. 8" X 8" RUSTED STEEL TUBE (1/8" THICK).
2. 2" "C" CHANNEL PAINTED BLACK.
3. PAINTED .080 ALUM SIGN WITH VINYL LETTERS, (PAINT BACK SIDE SOLID COLOR ALSO.)
4. 8" HIGH PAINTED BLACK METAL COLLAR WITH BOLTED CONNECTION.
5. OPTIONAL TOP PLATE.
6. DIRECT BURIAL POST (OPTIONAL IMBED IN CONCRETE).

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
CUSTOM LOT IDENTIFICATION

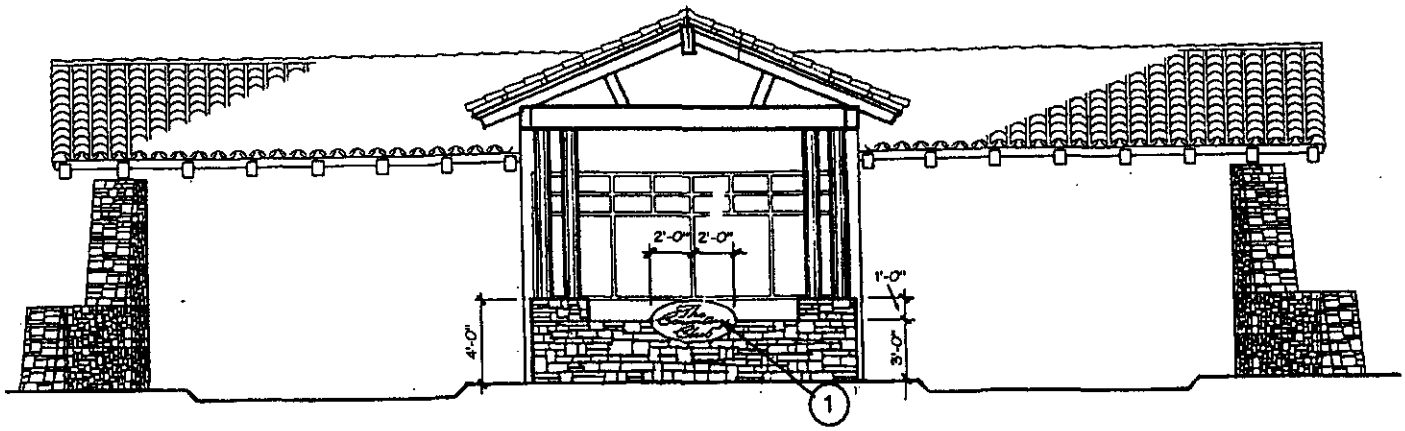


NOTES

1. SOLID METAL 3/4" SQ. STAKE (WROUGHT IRON) WITH POINTED TIP.
2. METAL OVAL PLATE PAINTED WHITE WITH BLACK VINYL LETTERS BOLTED TO STAKE.

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
GATEHOUSE SIGN



TYPICAL SIGNAGE AT GUARDHOUSE FRONT ELEVATION

ENLARGEMENT OF SIGN FACE

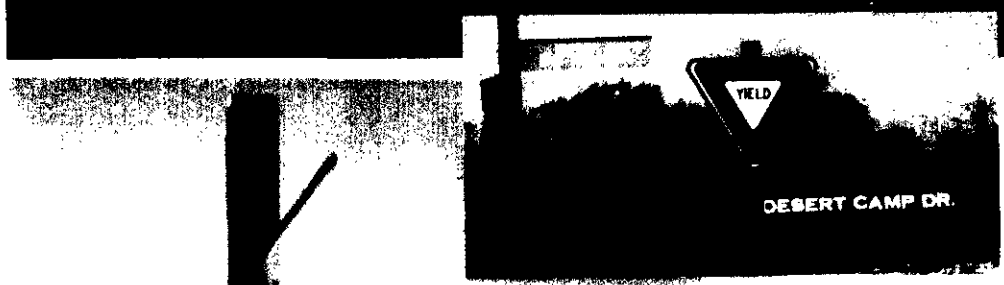
NOTES

1. DARK BRONZE PATINA LETTERS RAISED 1/2" ABOVE DARK BRONZE PATINA METAL SIGN FACE.
2. SIGN FACE LIGHTED WITH LOW VOLTAGE GROUND MOUNTED FIXTURE.

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
COLOR SAMPLES

NOTE: COLORS AS SHOWN ON PHOTOS HAVE BEEN RESELECTED TO THOSE SHOWN ON THIS PAGE FOR THE METAL SIGN FACE PORTION OF THE SIGN.



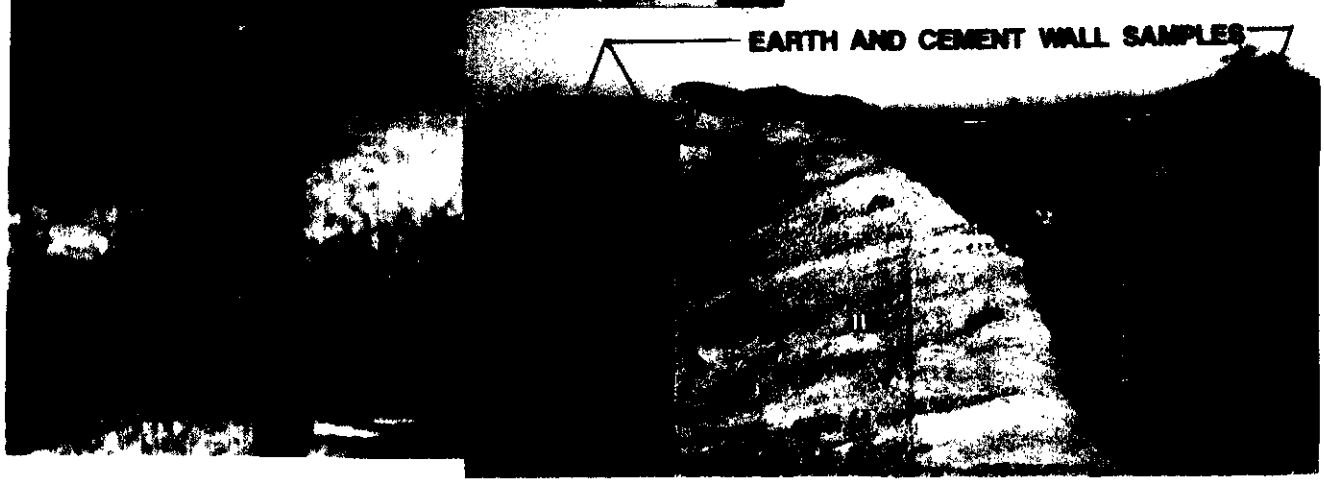
RUSTED METAL POST

COLORS

BACKGROUND
- FRAZEE 8765D "BEAVER CREEK"

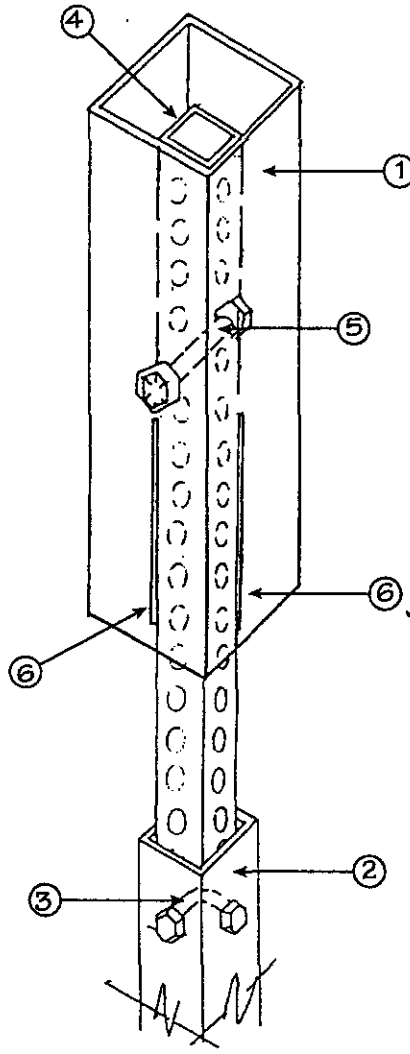
LETTERING
- FRAZEE 7296N "BARCELONA"
- alt: FRAZEE 7295D "MALAGA"
- 3M FILM SERIES 220 "APRICOT" WITH REFLECTIVE BACKGROUND

EARTH AND CEMENT WALL SAMPLES

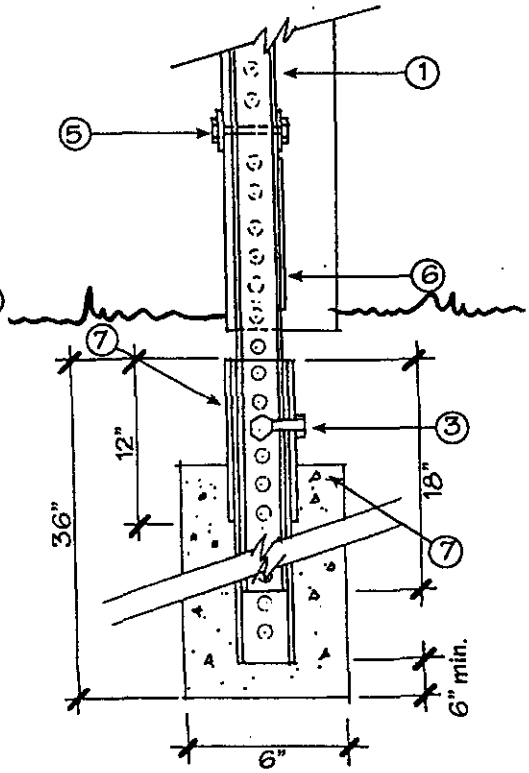


MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
APPENDIX A - STANDARD POST DETAIL A

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
APPENDIX A - STANDARD POST DETAIL A



FOUNDATION DETAIL



NOTES

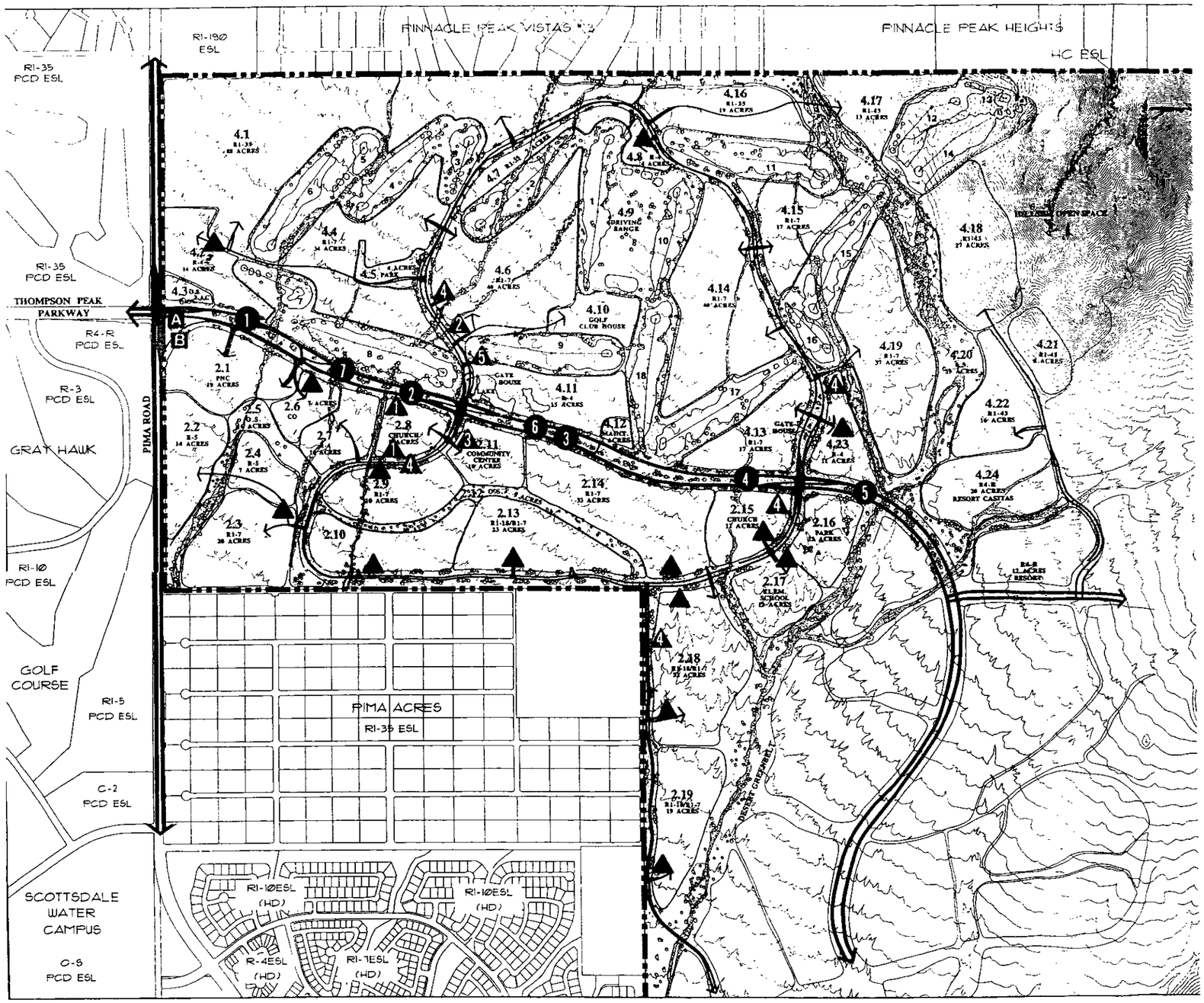
1. 4" X 4" RUSTED STEEL TUBE (1/8" THICK).
2. CITY OF SCOTTSDALE STANDARD SIGN POST DETAIL #2131.
3. STANDARD CITY OF SCOTTSDALE TELESPAR POST CONNECTION DETAIL #2131-A.
4. TELESPAR EXTENSION IS WELDED IN CORNER OF 4" X 4" ON 2 EDGES.
5. BOLT WELDED TO TELSPAR POST AT INSIDE OF 4" X 4" POST, PUSHED THROUGH HOLE IN 4" X 4" AND BOLTED ON OUTSIDE.
6. WELD LOCATIONS INSIDE 4" X 4".
7. CONCRETE FOOTING.

DC Ranch

MASTER SIGN PROGRAM
COMMUNITY SIGNAGE
APPENDIX B - LOCATION MAPS

DC Ranch

MASTER SIGN PROGRAM



■ ENTRY MONUMENT SIGN

● COMMUNITY DIRECTIONAL SIGN (WITH #'S)

▲ OPTIONAL PERMANENT NEIGHBORHOOD IDENTIFICATION (WITHOUT #'S)

▲ OPTIONAL PERMANENT PARCEL IDENTIFICATION (WITH #'S)

MAP 1