

TO: DEVELOPMENT REVIEW BOARD **DATE:** 5/04/00
FROM: PROJECT COORDINATION
SUBJECT: CASE 6-MS-99

REQUEST: Approve Master Sign Program for a Retail Center
PROJECT NAME: The Village at DC Ranch
LOCATION: SEC Thompson Peak & Pima

DEVELOPER/OWNER: DC Ranch LLC
ARCHITECT/DESIGNER: Butler Design Group
ENGINEER: Wood/Patel
APPLICANT/COORDINATOR: Michael Hassett/DC Ranch LLC

STAFF RECOMMENDATION: APPROVE subject to the following stipulations:

1. Six feet maximum logo height for Safeway
2. 24 square feet maximum sign area per tenant in C0 zone
3. Office building tenants shall not exceed 24 square feet of signage
4. All signage subject to final plan review / *SAFEBWAY RUSTED METAL*

DISCUSSION: The request is to establish a master sign program for The Village at DC Ranch, a new mixed-use retail and office center located at the southeast corner of Thompson Peak Parkway and Pima Road. The Village at DC Ranch has been architecturally designed to create a shopping complex reminiscent of a town in the old west. Signage guidelines for this development will be established to reflect the eclectic nature of this project, as well as to define the type, size, color, and location for the project ID and tenant signage. Phase One of this project include a major grocer in building A and a variety of shop tenants occupying building B and C, building D represents the future phased "Main Street" shops segment of the project.

Wall-mounted panel signs, individual cutout graphics, non-illuminated, and walkway signage, will be used throughout the project. Signage envelopes have been established to locate wall mounted signage and or suspended signage for tenant identification. Sign height will not exceed fifteen (15) except on "Main Street" facing elevations, which will not be visible off-site. Letter heights will not exceed thirty inches (30) for shop tenants and seventy-two inches (72) for major grocery tenants.

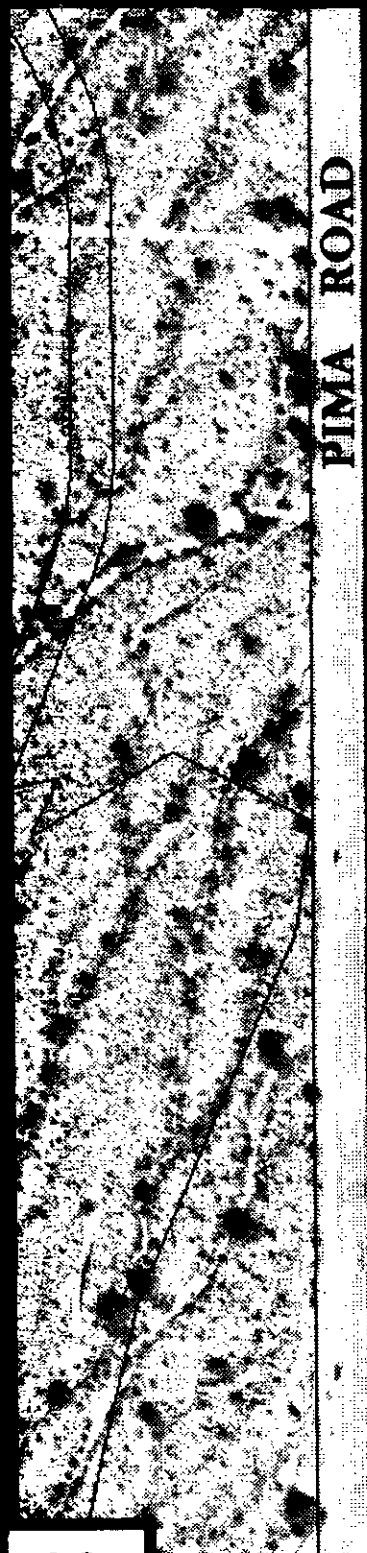
Phase One A includes a commercial office building, maximum sign area per tenant can not exceed twenty-four (24) square feet. The project identification sign will be constructed of a stone pedestal and attached panel in the style currently established with the existing DC Ranch signage program. Sign height is limited to five feet (5). Sign area will not exceed twenty-four (24) square feet. The pedestrian directory signage will not be visible off-site.


Curtis Kozall
Sign Inspector
312-7034

APPROVED
6/4/00 *[Signature]*
DATE INITIALS

ATTACHMENTS:

- #1-Aerial
- #2-Zoning Map
- #3-Site Plan
- #4-17 Elevations
- #18-Signage Area Locations
- #19-Master Sign Program Project Narrative



PIMA ROAD

SITE

Q.S.

41-49

GLS ORTHO PHOTO 1993

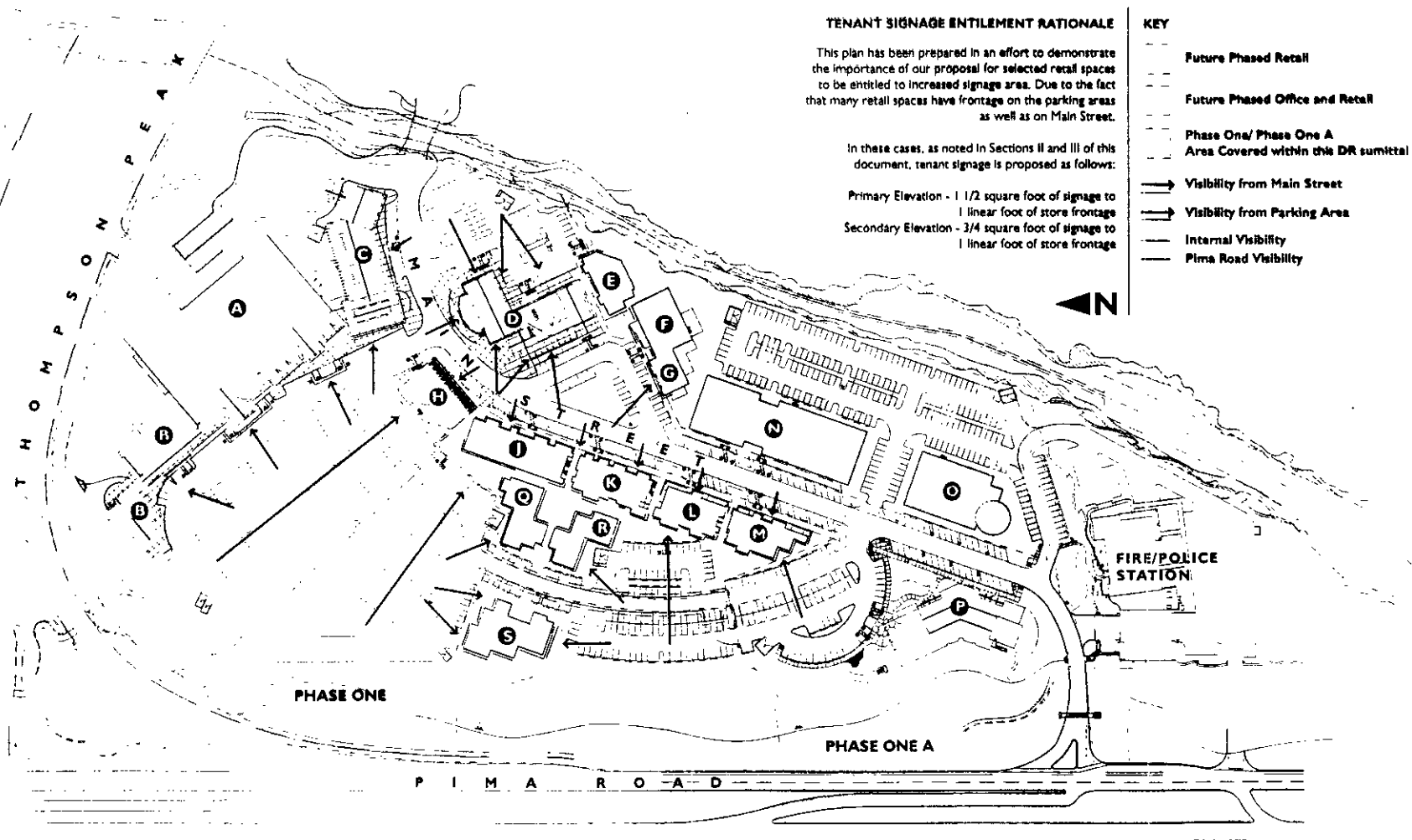
6-MS-99

54-DR-98

THE VILLAGE - DC RANCH

ATTACHMENT #1





TENANT SIGNAGE ENTITLEMENT RATIONALE

This plan has been prepared in an effort to demonstrate the importance of our proposal for selected retail spaces to be entitled to increased signage area. Due to the fact that many retail spaces have frontage on the parking areas as well as on Main Street.

In these cases, as noted in Sections II and III of this document, tenant signage is proposed as follows:

- Primary Elevation - 1 1/2 square foot of signage to 1 linear foot of store frontage
- Secondary Elevation - 3/4 square foot of signage to 1 linear foot of store frontage

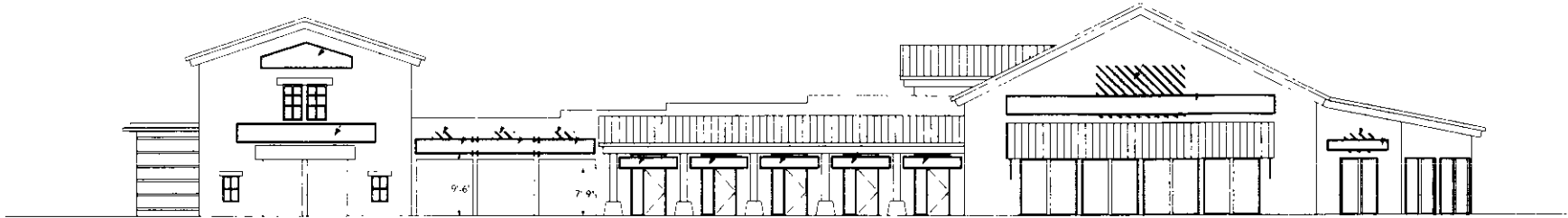
KEY

- Future Phased Retail
- Future Phased Office and Retail
- Phase One/ Phase One A
- Area Covered within this DR submittal
- Visibility from Main Street
- Visibility from Parking Area
- Internal Visibility
- Pima Road Visibility



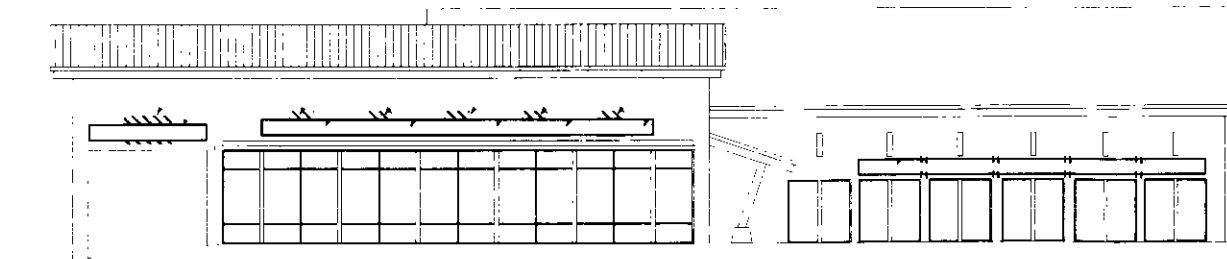
Building D
Potential Tenant Sign Locations

2 3 2 3 2 3 2 3 1 1 1 1 1 2 3 2 3

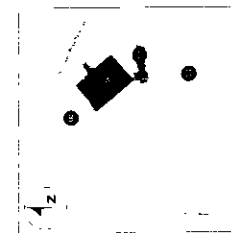


NORTHWEST ELEVATION - Building D
Scale: 1/16" = 1'-0"

2 3 2 3 2 3 2 3 2 3 2 3 2



SOUTHWEST ELEVATION - Building D
Scale: 1/16" = 1'-0"



Legend:

- 1 Suspended Sign
- 2 Wall Mounted Sign
- 3 Either Option

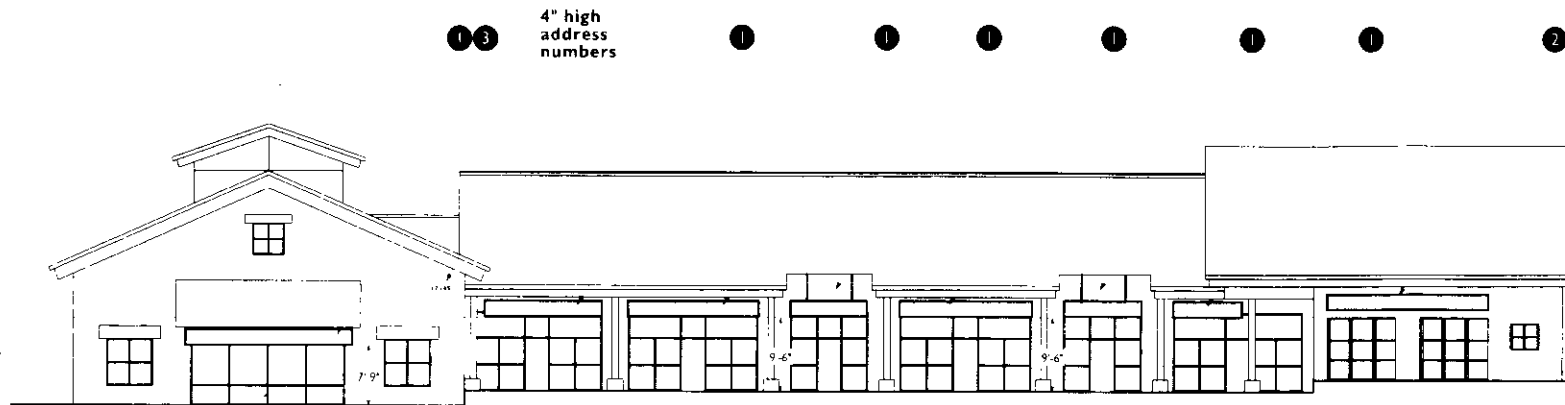


Page #. 16 Date 5/24/09

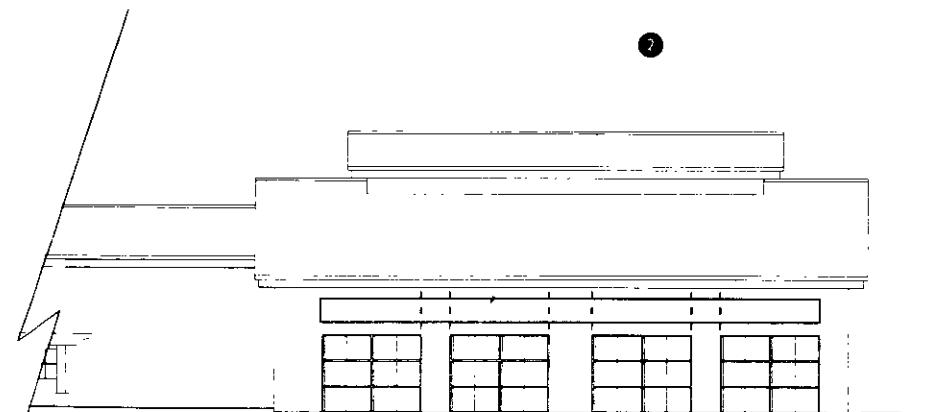
Prepared by: AM

6-MS-99

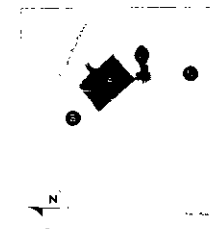
Building C
Potential Tenant Sign Locations



SOUTH ELEVATION - Building C
Scale: 1/16" = 1'-0"



EAST ELEVATION - Building C
Scale: 1/16" = 1'-0"



Legend:

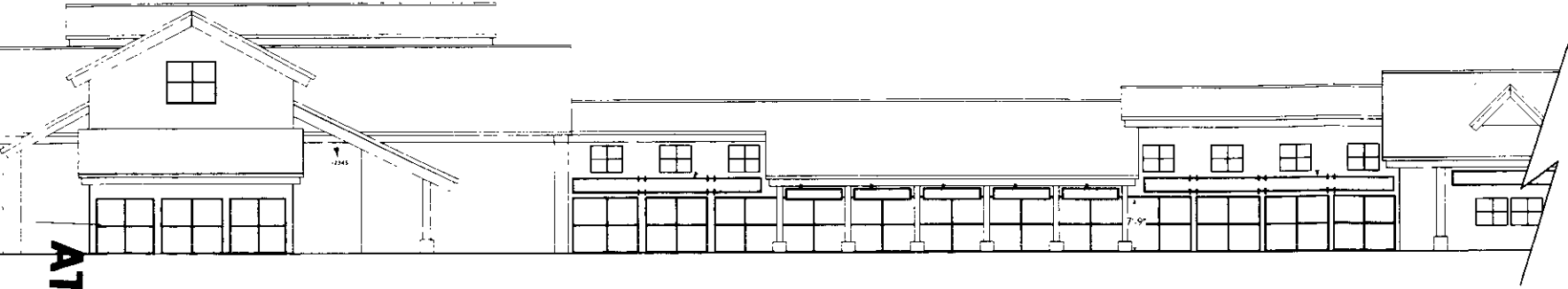
- ① Suspended Sign
- ② Wall Mounted Sign
- ③ Either Option



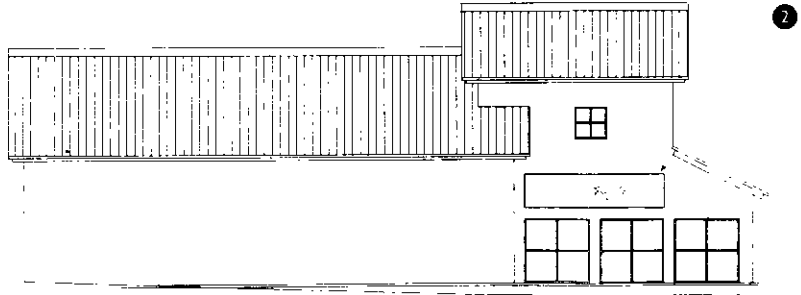
Building B
Potential Tenant Sign Locations

4" high
address
numbers

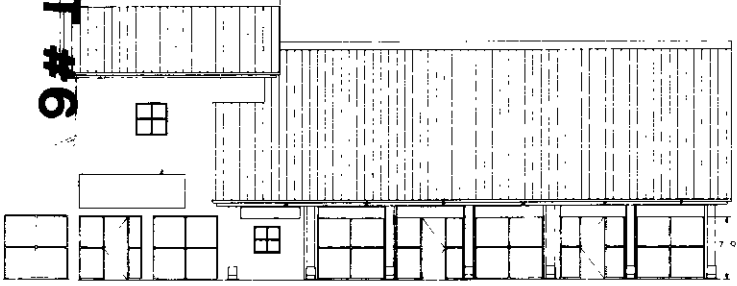
2 1 1 1 1 1 2



SOUTHEAST ELEVATION - Building B
Scale: 1/16" = 1'-0"

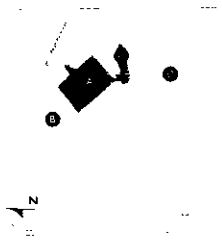


WEST ELEVATION - Building B
Scale: 1/16" = 1'-0"



EAST ELEVATION - Building B
Scale: 1/16" = 1'-0"

ATTACHMENT #6



- Legend:**
- 1 Suspended Sign
 - 2 Wall Mounted Sign
 - 3 Either Option

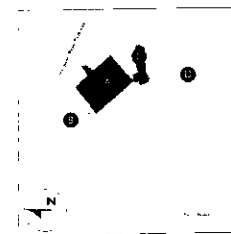
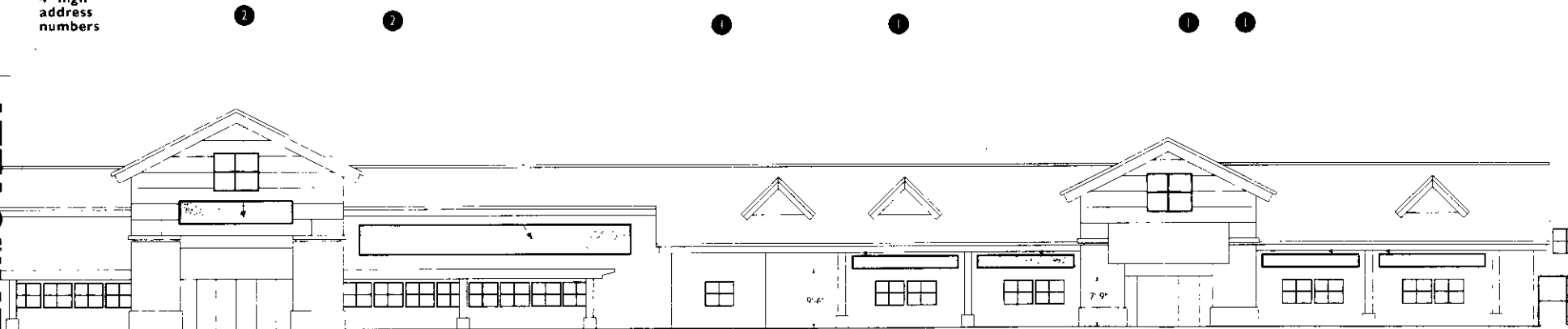


6-MS-99

Building A
Potential Tenant Sign Locations

4" high
address
numbers

ATTACHMENT #7



Legend:

- ① Suspended Sign
- ② Wall Mounted Sign
- ③ Either Option



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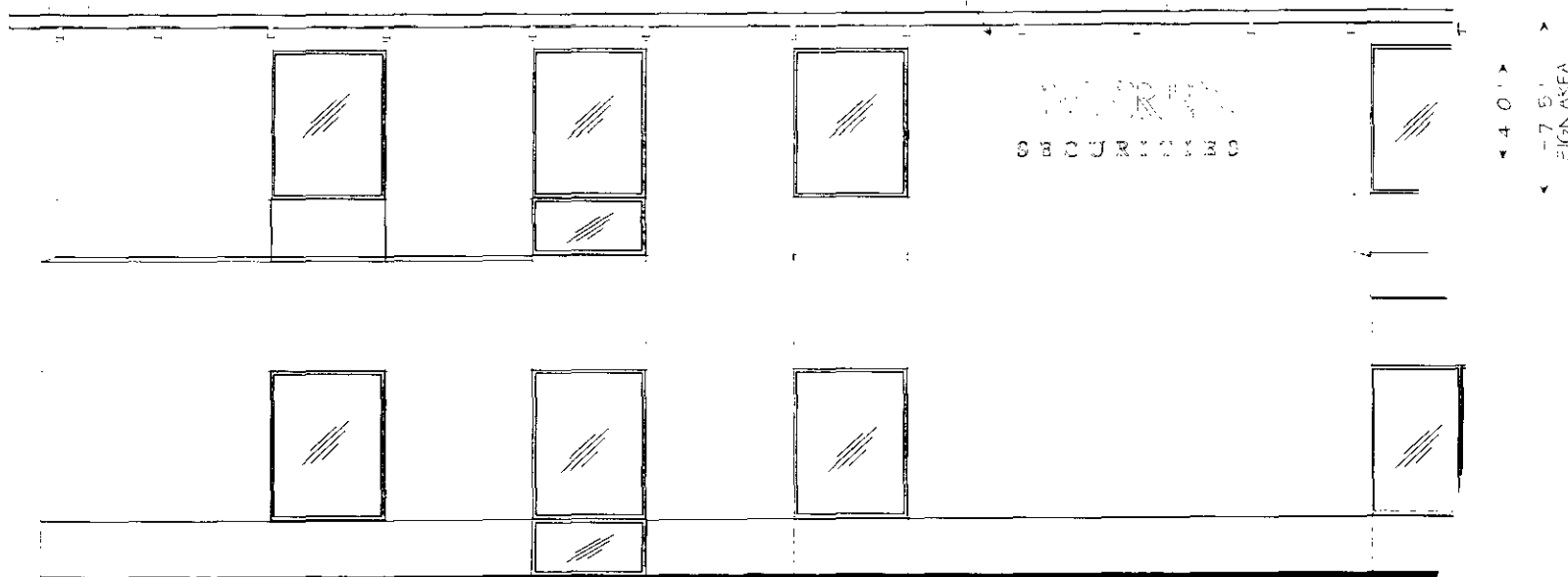
6-MS-99



INSTALL SHIELDED LIGHT FIXTURE
UNDER EAVE LINE DIRECTED AT LETTERS

19' 5"
SIGN AREA
1' 4"

ATTACHMENT #8



PARTIAL ELEVATION
SCALE - 3/16" = 1'

1100 Route 34
Aurora, Illinois 60504
630 898 5900 office
630 898 6091 fax

Prepared For
EVEREN SECURITIES
Location Name
SCOTTSDALE / DO RANCH

Address
DO RANCH
City/State
SCOTTSDALE, AZ

Drawn 9/91 Sheet 7 Design Date 2/9/99
Rev 1 2/24/99 REV LAYOUTS W/ OPTIONS
Rev 2 3/25/99 REV LAYOUTS W/ OPTIONS
Rev 3 3/25/99 REV SHEETS 4 & 5-SIZE
Rev 4 5/3/99 ADD SHEETS 6 & 7
Rev 5

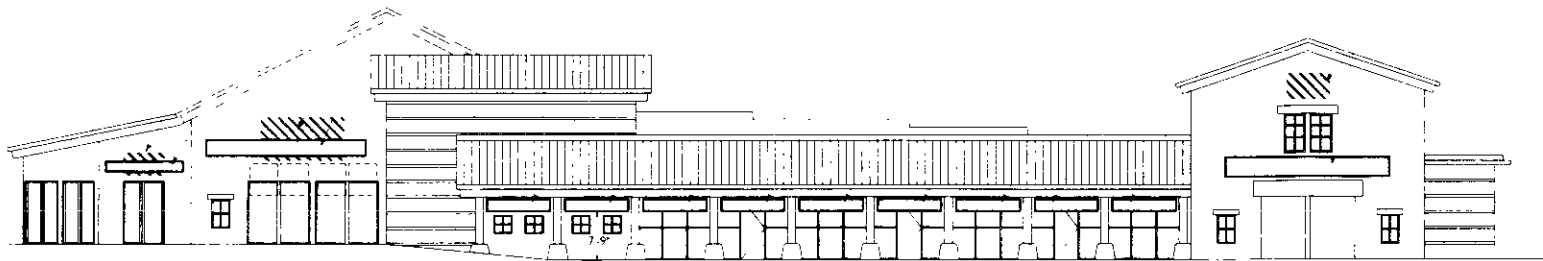
Rev 6
Rev 7
Rev 8

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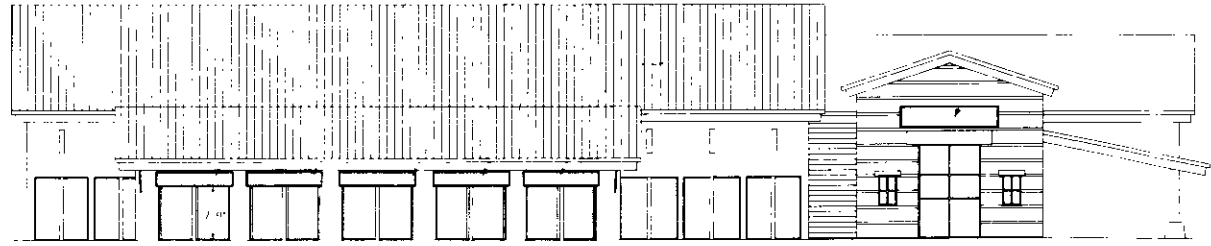
Building D
Potential Tenant Sign Locations

2 3 2 3 1 1 1 1 1 1 1 1 1 2 3

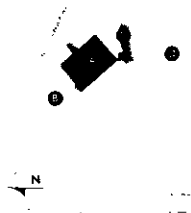


SOUTHEAST ELEVATION - Building D
 Scale: 1/16" = 1'-0"

1 1 1 1 1 2



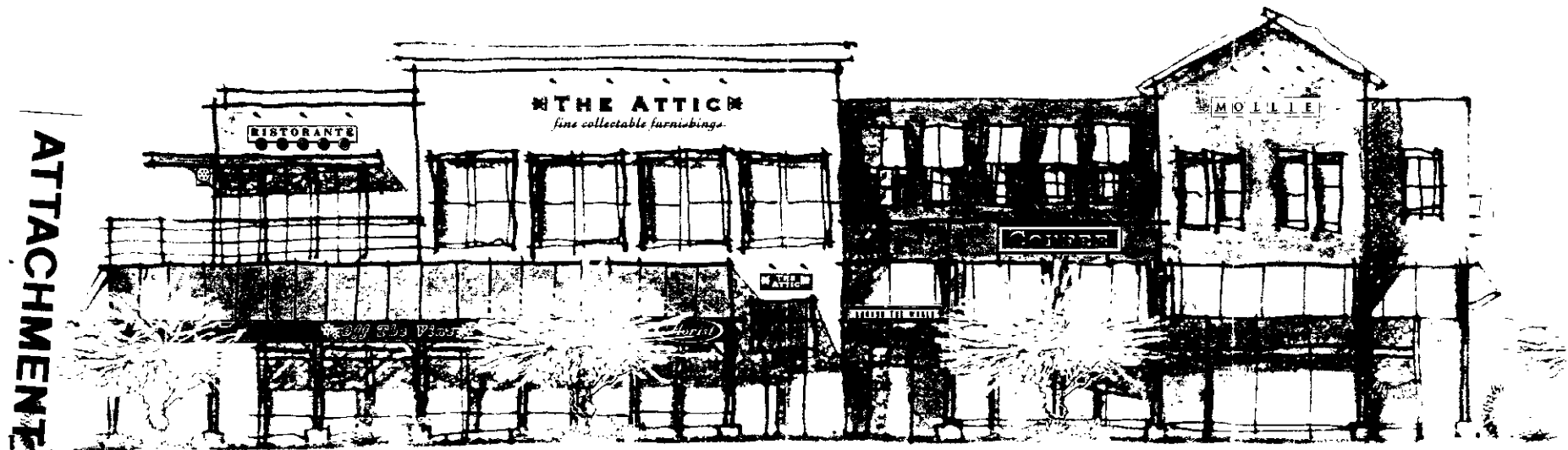
NORTHEAST ELEVATION - Building D
 Scale: 1/16" = 1'-0"



- Legend:**
- 1 Suspended Sign
 - 2 Wall Mounted Sign
 - 3 Either Option



Main Street Character
Elevation



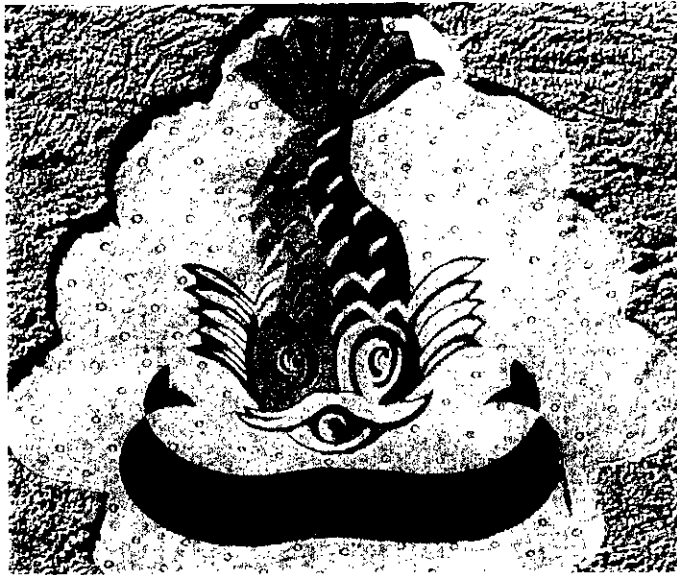
ATTACHMENT
#10

MAIN STREET
Scale: NTS

6-MS-99

Page: 10 Date: 12/1/99
Prepared by: [illegible]

Type a. Direct Wall Painted Signage: Signage typography and/or graphics are painted directly onto wall surface. All painted text and/or graphics must be contained within a provided sign area created on the building facade.



6-MS-99


The Village

T h i n k i n g C a p s

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ATTACHMENT #11

Page #: 4

Date: 5/24/99

Prepared by: AM

Type b. Wall Mounted Panel Signage:

Type c. Arcade Suspended Sign Panels: Signage information is created on painted panels and mounted to wall surface or suspended at front of arcade between columns. Creating interest is encouraged by layering separate elements within sign panel to achieve dimension or cutting the panel with an interesting shape. Materials to consider for this type of sign are painted aluminum or other metals, sandblasted wood, porcelain enamel metal, ceramic tile which is surface mounted or held within a frame which is then mounted to the wall surface. Panels with the use of creative shapes, materials and style will be encouraged to add to the eclectic theme of this project. For suspended panels, backs that are visible in the arcade walkway are to be finished and incorporate elements of detail as seen on the street side of the sign.



Artistic painted elements

MOLLY'S
SHOES

Ceramic Tile



Dimensional letters on panel



Sandblasted wood



Panel cut to shape



Panel incorporates a dimensional frame, using painted graphics to create dimension in the letters

6-MS-99



The Village

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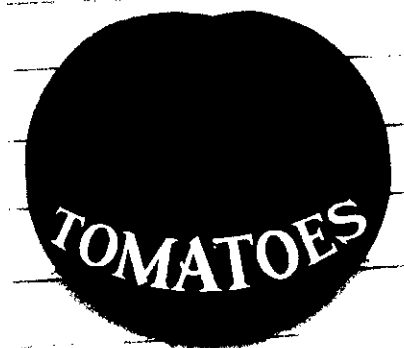
ATTACHMENT #12

Page #: 5

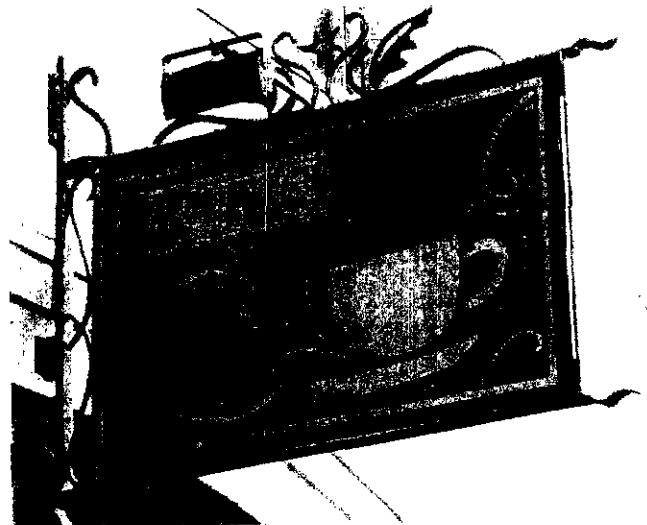
Date: 5/24/99

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Type d. Individual Cut-out Graphics: Signage information is created by using individual cut-out letters or graphics. Materials to consider for this type of sign are painted aluminum or other metals, sandblasted wood, and porcelain enamel metal.



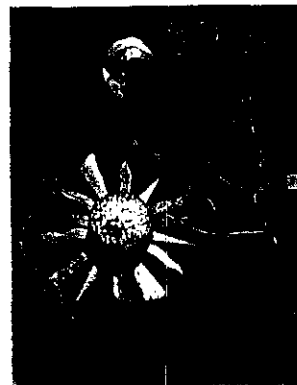
Type f. Blade Signage (with lighting fixture incorporated into sign structure): Blade signs are mounted perpendicular to the wall surface and can incorporate qualities from sign types b, c and e. Signs that use creative cut-out shapes, layering of materials and/or elements or sculptural objects will be encouraged to add to the eclectic theme of this project. These types of sign elements can occur on only Main Street- facing elevations.



Light fixture incorporated into sign structure.



Light fixture incorporated into sign structure.



6-MS-99



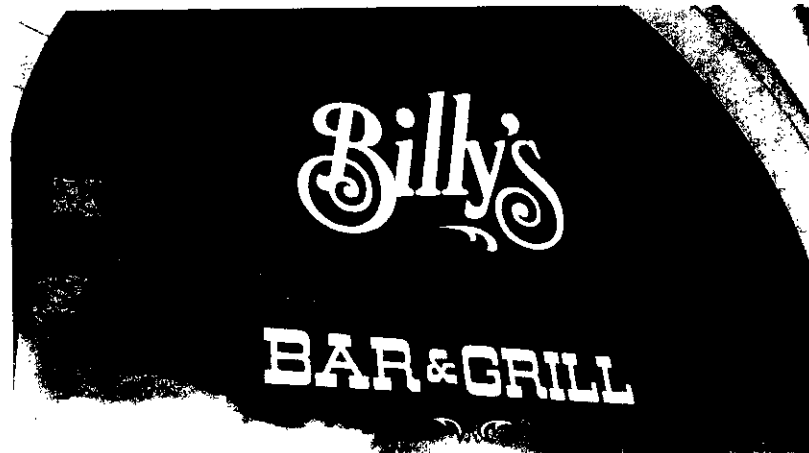
The Village



C. NON-ILLUMINATED SIGNAGE

These sign types are to be considered as secondary signage to either the main building mounted or suspended arcade signage. There are three different applications within this category; window signage, perpendicular suspended arcade walkway signage and blade signage. Any illumination would be provided by ambient light sources.

Type g. Window Signage: Signage is directly applied to glass using vinyl, gold or silver leaf, etching or painted lettering and/or graphics. This signage opportunity represents a truly historic form of signage and tenants are encouraged to use this signage to enhance the theme of this project. City of Scottsdale code requires that the area used for this type of signage will be included in the overall sign area entitlement and shall not exceed 9 square feet. Exposed neon is allowed in this application only. Signage within 3'0" from back of glass will also follow this criteria.



6-MS-99

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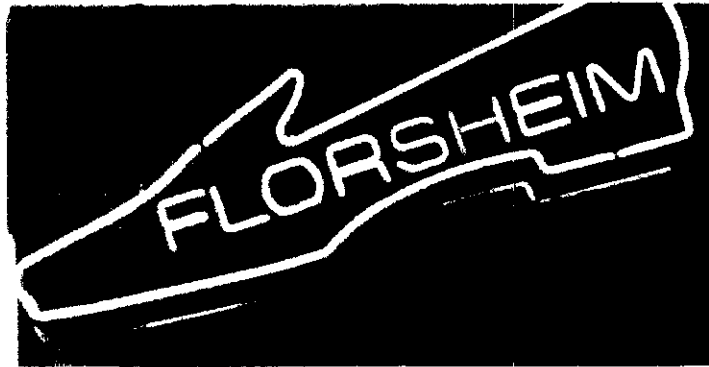
ATTACHMENT #15

Page #: 9

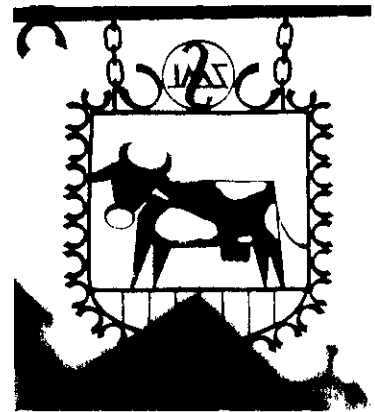
Date: 5/24/99

Prepared by: AM

Type h. Perpendicular Suspended Arcade Walkway Signage: Signage is mounted to ceiling of arcade walkways perpendicular to the store frontage. This signage is to appeal to pedestrians once on the walkway, and is not visible to vehicular traffic. Materials to consider for this type of sign are painted or cut-out aluminum or other metals, sandblasted wood, porcelain enamel metal, ceramic tile which is held within a frame which is then suspended from the ceiling. Panels with the use of creative shapes, materials and style will be encouraged to add to the eclectic theme of this project.



Creative Shape (no neon)



The Village

6-MS-99

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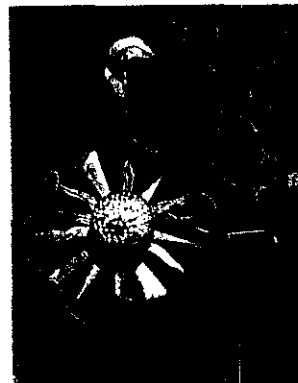
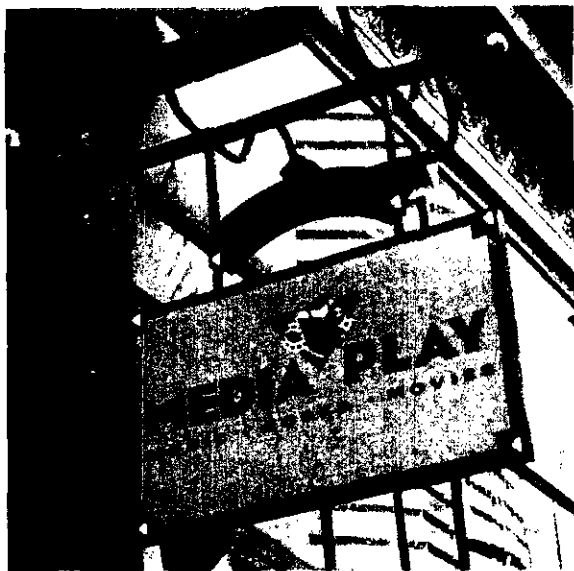
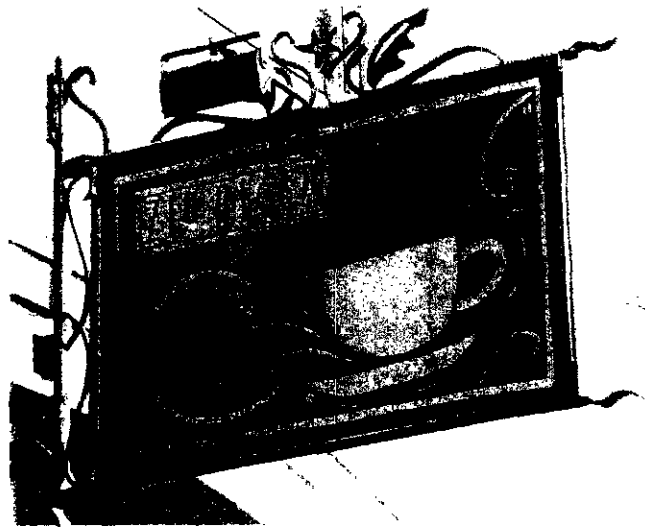
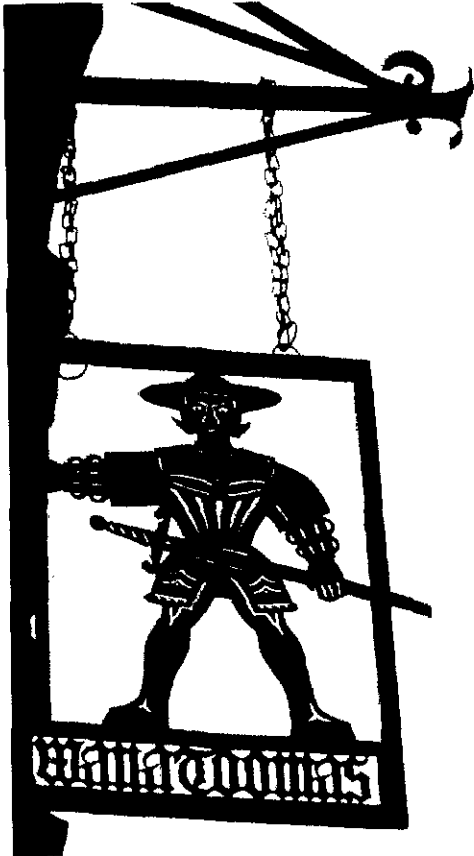
ATTACHMENT #16

Page #: 10

Date: 5/24/99

Prepared by: AM

Type i. Blade Signage: Blade signs are mounted perpendicular to the wall surface and can incorporate qualities from sign types b, c and e. Signs that use creative cut-out shapes, layering of materials and/or elements or sculptural objects will be encouraged to add to the eclectic theme of this project. These types of sign elements can occur only on Main Street- facing elevations.




The Village

T h i n k i n g C a p s



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6-MS-99

Page #: 11

Date: 5/24/99

ATTACHMENT #17

Prepared by: AM

III. SPECIFIC SIGNAGE AREA LOCATIONS

The following pages represent the elevations for the Phase One buildings and the potential sign areas on those elevations. The indicated areas show possible sign application areas and location.

Signage allowances for tenants in Buildings A, B and C will be required to fall within the 1 1/2 square foot of sign area for every 1 linear foot of store frontage. On building D, tenant signage locations would be proposed for multiple elevations for tenants with frontage facing parking and also facing Main Street. For those tenants, square footage entitlements are requested to be 1 1/2 square feet of signage area to every 1 linear foot of store frontage on their elevations that face non-Main Street parking areas and 3/4 square foot of signage area to every 1 linear foot of store frontage on the Main Street- facing elevations interior to project site and not visible to public right of ways. Signs will not be mounted above 15' except on Main Street- facing elevations or mounted in areas approved by the project coordinator. No tenant will be allowed to apply signage to more than 75% of the length of their leased frontage.

Tenant signage should identify the store name, and contribute to the visual atmosphere of the project. The design, materials, construction, and installation of all tenant signage must be reviewed and approved by the Landlord and be in compliance with all City of Scottsdale entitlements as approved for this project.

Maximum and minimum letter heights are to be determined upon final development of architectural elevations.

6-MS-99



T h i n k i n g C a p s



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ATTACHMENT #18 #: 12

Date: 5/24/99

Prepared by: AM

MASTER SIGN PROGRAM
PROJECT NARRATIVE
THE VILLAGE AT DC RANCH

| 6-MS-99 |

ATTACHMENT #19

I. OVERALL PROJECT SIGNAGE DESIGN CRITERIA

The Village at DC Ranch, a mixed-use Office and Retail Center being newly developed, has been architecturally designed to create a unique shopping experience reminiscent of a town in the old west. The project will strive to achieve an eclectic look, full of interest and variation in the architectural facades as well as in the tenant and project signage applications.

Overall project site signage has been designed to compliment not only the atmosphere that this new center is striving to create, but it also reflects the style already established with the existing DC Ranch signage program.

Rather than establishing finite goals or limitations on the design of signage, tenants will be encouraged to create innovative, distinctive and original designs that reflect the eclectic architectural character of this project. To assist in this goal, a "palette" of signage techniques has been set forth to provide guidance for our tenants. This "palette" encourages tenants to be creative and harkens back to the use of historic signage techniques while providing tenants guidelines that correspond to City of Scottsdale entitlements and restrictions. This criteria has been established to maintain the quality and project atmosphere for the mutual benefit of all tenants.

Within Phase One of this project, Buildings A, B and C house a major grocery store tenant with surrounding shop tenant spaces. Architecturally, these buildings represent the most traditional of the shop facade layouts within the overall project. However, even within this more straightforward neighborhood center signing format, the architectural elevations provide for variations in signage application in heights, surfaces and styles. Building D represents the future phased "Main Street" shops character. The Architectural design promotes dual store fronts, resulting in store tenants with entries toward the parking area as well as off the Main Street side. For purposes of efficient and safe direction to visitors, we propose that tenants be allowed increased signage entitlements enabling them to adequately sign their space.

For buildings A, B, and C, tenants will be allowed 1 1/2 square feet of signage area to every 1 linear foot of store frontage. On building D, tenants may have frontage that occurs from Main Street to the southwest and northwest as well as from the adjacent parking area to the northeast of the building. Signage locations would be proposed for multiple elevations and square footage entitlements are requested to be 1 1/2 square feet of signage area to every 1 linear foot of store frontage on their elevations that face non-Main Street parking areas and 3/4 square foot of signage area to every 1 linear foot of store frontage on the Main Street-facing elevations interior to project site and not visible to public right of ways. Signs will not be mounted above 15' except on Main Street-facing elevations or mounted in areas approved by the project coordinator. No tenant will be allowed to apply signage to more than 75% of the length of their leased frontage. Proposed signage locations are provided on pages 12 -17 in this document.

Phase One A of this project includes a commercial office building which is currently over 50% leased to a single tenant. Building mounted signage for this and future tenants is planned to compliment the character of Phase One. Additional tenants will be allowed building signage only if they lease 5000 square feet or more. Letters will not be internally illuminated, rather be illuminated with ground lighting positioned to illuminate only the area of the sign text. See page 18.



II. PHASE ONE TENANT SIGNAGE DESIGN "PALETTE" DESCRIPTIONS

Sign techniques described in this document will fall into one of three categories: Externally Illuminated, External Lighting as part of the Sign Structure, and Non-illuminated.

A. EXTERNALLY ILLUMINATED SIGNAGE

These sign types are not "self" illuminated and depend on externally mount light fixtures for nighttime illumination. These fixtures are intended to be discreet and not visually a part of the signage design. There are two types of external fixtures as described below:

1. Light Fixtures

Wall Mount: Fixtures are to be mounted above sign area. Light head will be directed back toward facade and downward to illuminate sign face.

Arcade Mount: Fixtures are to be mounted under eaves when a non self-illuminated sign element is suspended from front of the arcade structure between columns. Fixture will be directed back toward sign and downward to illuminate sign face.

Sign Structure Mount: Fixtures are incorporated as part of the sign structure itself. This technique could occur with either suspended arcade signs (see page 5) or blade signs (see page 8).

