



STAFF APPROVAL LETTER

2-MP-2006#4

Silverstone at Pinnacle Peak - Community Sign District

STEP 1

STAFF APPROVAL NOTIFICATION

This letter is notification that your request has been conceptually approved by Current Planning Services staff.

Additional review and permits may be required. Refer to Final Plan Review Submittal Requirements below.

This approval expires two (2) years from date of approval if a permit has not been issued, or if no permit is required, work for which approval has been granted has not been completed.

PROJECT INFORMATION

LOCATION: SEC Scottsdale & Pinnacle Peak
PARCEL: 212-02-001D
Q.S.: 44-45
CODE VIOLATION #:

APPLICANT: Ana Jones
COMPANY: Trademark Visual Inc.
ADDRESS: 3732 E. University Drive Phoenix, AZ
PHONE: 602-272-5055

Request: Request to amend the Silverstone at Pinnacle Peak Comprehensive Sign Program (2-MP-2006#3) to modify the design standards for Signs A1 and A2.

STIPULATIONS

1. Signs A1 and A2 shall adhere to the Silverstone at Pinnacle Peak Comprehensive Sign Program Amendment (2-MP-2006#4) dated August 15, 2014 submitted by Trademark Visual Inc., and approved by City staff on August 19, 2014.
2. All other signs shall continue to adhere to the provisions of the Silverstone at Pinnacle Peak Comprehensive Sign Program under 2-MP-2006#3.
3. Any modifications to the Silverstone at Pinnacle Peak Comprehensive Sign Program shall require Development Review Board or staff approval.
4. All signs shall require separate submittals, reviews and approvals from the City of Scottsdale One Stop Shop.

Related Cases: 2-MP-2006, 2-MP-2006#3

SIGNATURE:

Doris McClay
Planner

DATE APPROVED: August 19, 2014

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter and a completed Sign Permit Application for plan review and permits:

www.scottsdaleaz.gov/codes/signs

TRADEMARK

August 13, 2014

Silverstone at Pinnacle Peak - Minor Amendment to MSP

Silverstone at Pinnacle Peak is located at 7212 & 7215 E. Silverstone Dr. Scottsdale, AZ 85255.

Our request is for approval of an amendment to the existing Master Sign Plan. We are requesting that the design of Type A1 / A2 Primary Master Development Entryway Signage be updated as depicted on the submitted drawings. This will allow for better aesthetic integration with its surrounding desert landscape. For any questions or additional information regarding this proposed Comprehensive Sign Plan, please contact Ana Jones at Trademark Visual, Inc. located at 3732 East University Drive, Phoenix, AZ 85034 (602) 272-5055.



Pre-Application Request

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and City Staff to discuss a proposed Development Application, and the information and process that is necessary for City Staff to process the proposal.

In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted, and a Pre-Application meeting has been conducted with City Staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application request form, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road. All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application packet has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

Project Name: Silverstone at Pinnacle Peak - Minor Amendment to Master Sign Program			
Property's Address: 7212 & 7215 E. Silverstone Dr. Scottsdale, AZ 85255		APN: 212-02-001M / J	
Property's Zoning District Designation: C-2 PCD			
Property Details:			
<input type="checkbox"/> Single-Family Residential <input type="checkbox"/> Multi-Family Residential <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input type="checkbox"/> Other			
Has a 'Notice of Compliance' been issued? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, provide a copy with this submittal			
Owner: Van Tuyl Group		Applicant: Ana Jones	
Company: Silverstone at Pinnacle Peak		Company: Trademark Visual, Inc.	
Address: 1550 E. Missouri Ave. Suite 300 Phoenix, AZ 80514		Address: 3732 E. University Dr. Phoenix, Az 85034	
Phone: 602-230-1051	Fax: 602-230-2826	Phone: 602-272-5055	Fax: 602-272-5011
E-mail:		E-mail: ajones@trademarkvisual.com	
Owner Signature _____		Analogically signed by Ana Jones DN: cn=Ana Jones, o=Trademark Visual, Inc., ou, email=ajones@trademarkvisual.com, c=US Date: 2014.08.13 14:31:04 -0700 Applicant Signature <u>153 -PA- 2014</u>	
Official Use Only Submittal Date: _____		Application No.: _____	
Project Coordinator: _____			

Planning, Neighborhood & Transportation Division

7447 E Indian School Road Ste 105, Scottsdale, AZ 85251 Phone: 480-312-7000 Fax: 480-312-7088



Pre-Application Request

Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions (PP)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Subdivision (minor) (MD)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions (PE)	Other Application Type Not Listed
<input checked="" type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Lot Tie or Lot Line Adjustment	<input type="checkbox"/> MSP Fee: \$230

Submittal Requirements: (fees subject to change every July)

☒ Pre-Application Fee: \$ _____

☐ Records Packet Fee: \$ N/A
Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required for ZN, II, UP, DR, PP, AB applications, or otherwise required by Staff)

☒ Application Narrative: (two copies)
The narrative shall describe the purpose of the request, and all pertinent information related to the request, such as, but not limited to, site circulation, parking and design, drainage, architecture, proposed land use, and lot design.

☐ Property Owner Authorization Letter (two copies)
(Required for the SA and MS Pre-Applications)

☐ Site / Context Photographs (two copies)

- Provide color photographs showing the site and the surrounding properties. Use the guidelines below for photos.
- Photos shall be taken looking in towards the project site and adjacent to the site.
- Photos should show adjacent improvements and existing on-site conditions.
- Each photograph shall include a number and direction.
- Sites greater than 500 ft. in length, also take the photo locations shown in the dashed lines.
- Photos shall be provided 8 1/2 x 11 paper, max. two per page.



- **The following list of Additional Submittal Information is not required for a Pre-Application meeting, unless indicated below by staff prior to the submittal of this request.**
- **Applicants are advised to provide any additional information listed below. This will assist staff to provide the applicant with direction regarding an application.**

Additional Submittal Information

- ☒ Site Plan (two copies)
- ☒ Subdivision plan (two copies)
- ☒ Floor Plans (two copies)
- ☒ Elevations (two copies)
- ☐ Landscape plans (two copies)
- ☐ H.O.A. Approval letter (two copies)
- ☐ Sign Criteria Regulations & Language (two copies)
- ☐ Material Samples – color chips, awning fabric, etc.
- ☐ Cross Sections – for all cuts and fills
- ☐ Conceptual Grading & Drainage Plan (three copies)
- ☐ Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting.
- ☐ Boundary Survey (required for minor land divisions)
- ☐ Aerial of property that includes property lines and highlighted area abandonment request.
- ☐ One copy of the recorded document for the area that is requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent roadway easement, or separate dedication document. A copy of most recorded documents to be abandoned may be purchased at the City of Scottsdale Records Dept. (480-312-2356), or the Maricopa County Recorder's Office (602-506-3535). A copy of the General Land Office (GLO) federal patent roadway easement may be purchased from the Bureau of Land Management (602-417-9200).

Planning, Neighborhood & Transportation Division

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Introduction

Silverstone at Pinnacle Peak is a mixed use 160 acre project, PCD, located on the southeast corner of Scottsdale Road and Pinnacle Peak Road. It is bordered to the east by Miller Road, and to the south by Williams Drive. Commercial projects are to both the north and south and to the east is both commercial and undeveloped space. To the west is City of Phoenix open land. The Scottsdale Road frontage is in the Scenic Corridor, but not in the ESLO district.

This package is a request for consideration of approval for a Community Sign District and a comprehensive Master Sign Program (MSP) for Silverstone at Pinnacle Peak.

The project includes Primary Project Monuments that define the major entry locations; and standards and design guidelines for freestanding and wall mounted tenant identification; building identification and directional signs.

As each parcel is developed, a sign package specific to that site will be submitted for approval by both the Silverstone at Pinnacle Peak Design Review Board (SPPDRB) and the city of Scottsdale. The packages will be unique for each parcel, while maintaining consistency with the overall Silverstone theme.

Signs are shown at their approximate locations within each parcel. As the parcels are developed, additional entry points may be needed, requiring additional signs. Those signs will be included in each parcel's individual submittal.

As a Community Sign District, some signs are being requested to have up to an additional 20% in dimension and area.

Colors and Materials



Frazee 8356N
Mackay Cedar



Dunn Edwards DE6144
Graham Cracker



Davis Colors Concrete
San Diego Buff



Brushed Aluminum
(horizontal finish)

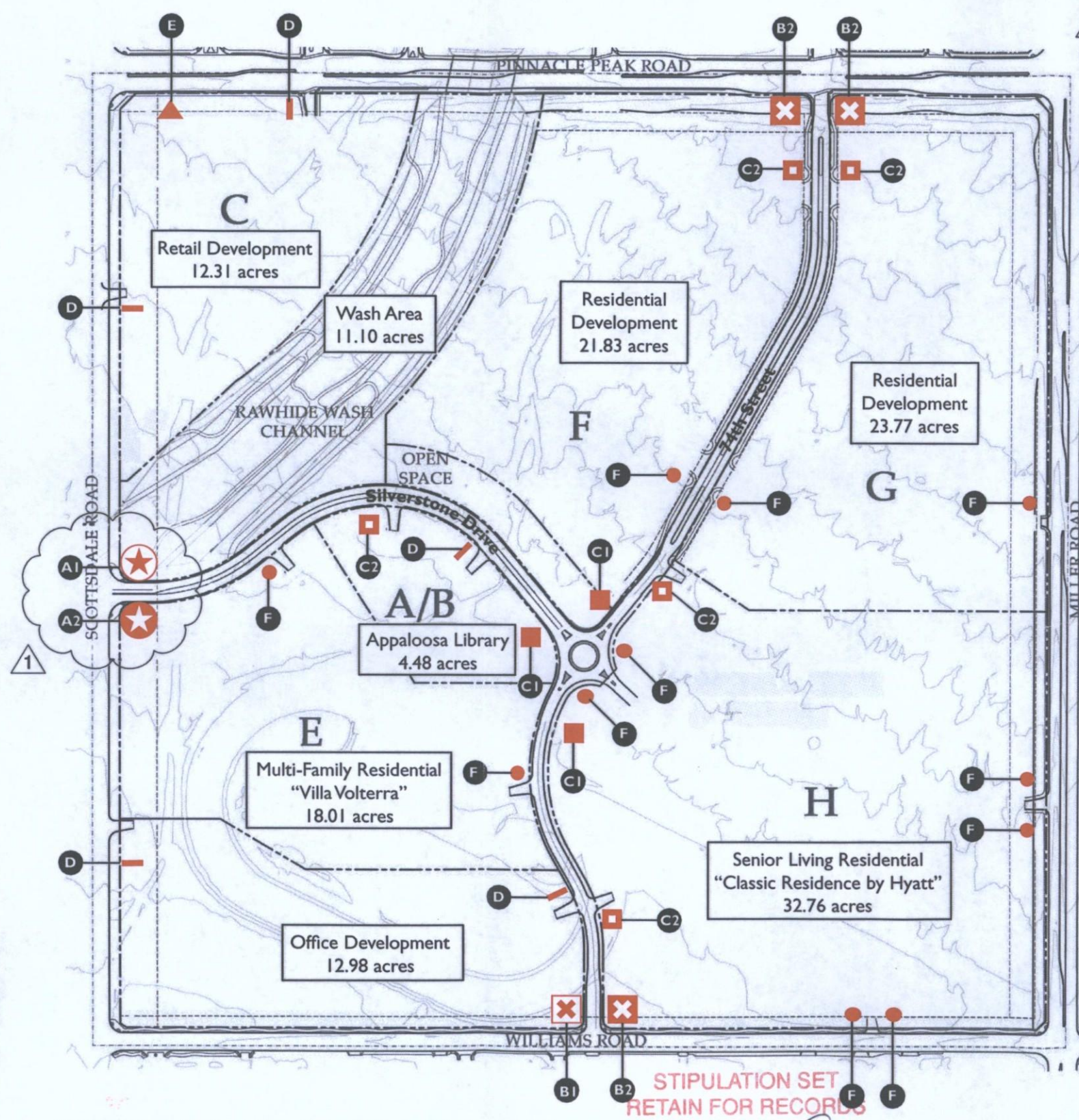


* Steel Plate
(natural finish)



* Anasazi Stone
Sedona Brown Schist

* Item has been revised since previous submittal and DRB hearing on October 2, 2008.



NOTE: Final sign locations to be delineated at permitting.

STIPULATION SET
RETAIN FOR RECORDS
APPROVED
8/19/14
DATE INITIALS

1 Amendment Outline
Requesting that the design of Type A1 / A2 Primary Master Development Entryway Signage be updated as depicted on the submitted drawings. This will allow for better aesthetic integration with its surrounding desert landscape.

Context Aerial Site



1 Amendment

SIGN HIERARCHY

- A - Primary Entry ID
- A2 - Primary Entry ID w/Off-Site Directional
- B - Secondary Entry ID
- B2 - Secondary Entry ID w/Off-Site Directional
- C1 - Primary Vehicular Directional
- C2 - Secondary Vehicular Directional
- D - Proposed Retail/Commercial/Office Monument
- E - Proposed Retail Tower Sign
- F - Proposed Residential Monument (Master Planned Community Entries)
- G - Driveway Designation Marker (not shown -locations TBD)

Freestanding Signage Matrix

	Sign Type	Function	Responsible Party	Location	Quantity	Max Height	Illumination	Materials	
1	Sign Type A1 Silverstone primary Master Development Entry Sign (Sec. 8.538)	Overall project identification at primary project entry.	Master Developer	At North side of primary entry on Scottsdale Road and Silverstone Drive	One (1)	6'-0"	Halo/Ground	CMU wall and columns; stucco; steel plate; aluminum reverse pan channel/flat cut-out letters; applied stone veneer. 1 Updated Type A1 / A2 Primary Master Development Entryway Signage to us these materials. This will allow for better aesthetic integration with its surrounding desert landscape.	
	1			Sign Type A2 Silverstone primary Master Development Entry Sign (Sec. 8.538)	At South side of primary entry on Scottsdale Road and Silverstone Drive				One (1)
Sign Type A2 (cont) Development Ground Sign (Sec. 8.504.I.B)		Identification of project within Silverstone.	Master Developer/Project Specific Developer		One (1)	3'-6"			Flat cut out letters on CMU/stucco wall, connected to masonry column of larger sign.
1	Sign Type B1 Silverstone secondary Master Development Entry Sign (Sec. 8.538)	Overall project identification at perimeters and secondary project entries.	Master Developer	At South side of primary entry on Scottsdale Road and Silverstone Drive	One (1)	6'-6"			CMU wall, base and column; stucco; aluminum reverse pan channel/flat cut-out letters; applied stone veneer.
	1			Sign Type B2 Silverstone secondary Master Development Entry Sign (Sec. 8.538)	At South side of primary entry on Scottsdale Road and Silverstone Drive				
Sign Type B2 (cont) Development Ground Sign (Sec. 8.538)		Project identification at perimeters and secondary project entries.	Master Developer/Project Specific Developer		Three (3)	3'-6"			
1	Sign Type C1 Vehicular Directory Sign (Sec. 8.503.I.D)	To guide vehicular traffic to specific destinations within the site.	Master Developer	Along the major roadways through the site, near the round-a-bout intersection.	Four (4)	7'-0"	External/None	CMU base with applied stone veneer; painted aluminum structure with applied vinyl graphics Materials may vary as they can be pulled from the specific projects architectural palette.	
	Sign Type C2 Vehicular Directory Monument Sign (Sec. 8.501.C.2)	To guide vehicular traffic to specialized or rear entrances of a specific project within the site.	Project Specific Developer	Along the major roadways through the site, near specialized/rear entrances to projects.	Four (4)	5'-0"			
Sign Type D Retail/Commercial/Office Mid-Size Monument Sign (Sec. 8.532.II.E + 20%)	To identify commercial/office projects within the site, and also identify their tenants.	Project Specific Developer	Along the major roadways along the perimeter and through the site, near entrances to individual projects.	Five (5)	9'-0"	Internal/Halo/External			
Sign Type E Retail Tower Sign (Sec. 8.532.II.D + 20%)	To identify retail project within the site, and also identify tenants	Project Specific Developer	Near the corner of Scottsdale and Pinnacle Peak Roads	One (1)	20'-0"				
Sign Type F Residential Monument Identification Sign (Sec. 8.501.C.2 + 20%)	To identify residential projects within the site.	Project Specific Developer	Along the major roadways along the perimeter and through the site, near entrances to individual projects.	Eleven (11)	6'-0"	External			
Sign Type G Driveway Designation Marker	To identify specific uses for designated driveways such as deliveries and employee parking.	Project Specific Developer	Along roadways interior to the site.	TBD	3'-0"	None			

Wall Mounted Signage Matrix

Sign Type	Function	Location	Quantity	Max Height	Sign Area	Materials / Illumination
Office Development Wall Signage	Identify building tenants	In designated sign bands on the building, dependent on the architectural allowance.	One (1) per tenant	36" maximum letter height	1.2 s.f. for each lineal foot of building frontage	Reverse pan channel, flat cut-out letters and custom cabinets. Neon or LED halo illumination.
Retail Development Wall Signage Anchor Tenant	Identify Anchor tenant within the development	In designated sign bands on the building, dependent on the architectural allowance.	One (1)	60" maximum letter height	1.5 s.f. for each lineal foot of building frontage	Reverse pan channel, flat cut-out letters and custom cabinets. Neon or LED halo illumination.
Retail Development Wall Signage In-Line Tenant	Identify tenant within the development	In designated sign bands on the building, dependent on the architectural allowance.	One (1)	36" maximum letter height	1.5 s.f. for each lineal foot of building frontage	Reverse pan channel, flat cut-out letters and custom cabinets. Neon or LED halo illumination.
Retail Development Wall Signage Pad Tenant	Identify tenant within the development	In designated sign bands on the building, dependent on the architectural allowance.	One (1) per elevation	36" maximum letter height	1.2 s.f. for each lineal foot of building frontage	Reverse pan channel, flat cut-out letters and custom cabinets. Neon or LED halo illumination.

STIPULATION SET
RETAIN FOR RECORDS
APPROVED
8/19/14 *One*
DATE INITIALS

Sign Type A1/A2 - Primary Master Development Entryway Signage

The Primary Entry Signage is designed to be clean and efficient, but also tasteful and stylish. They embrace the natural beauty of the site and surrounding areas, and integrate with the man-made aspects that will be developed in the future. This sign will be located at the main entrance to the project, on Scottsdale Road and Silverstone Drive. It is diagonal to the road and will be placed on both sides of the entry.

It is combined with an additional Off-Premise Directional Ground Sign for the identification of a significant project within the site.

Because of its placement within the Scenic Corridor, this sign is designed to meet the standards to which that designation applies, with an added 20% in height and length due to its being within a Community Sign District.

1 Main ID

Overall (length x height): 21'-2" x 6'-0"

Logo Area (square footage): 50 SF

Side Wall Sign/Logo Area - 2'-10" x 2'-10", 8 sq. ft. each (16 sq. ft. Total)

* Materials: ID and side walls to be masonry with applied stucco (painted to match Frazee 8356N). Identification is horizontal brushed finish aluminum reverse pan channel letters, pin mounted. Natural finish steel plate behind ID and on side walls. Base and side column elements are masonry with applied natural stone Anasazi Stone - Sedona Brown Schist. Illumination to be halo and/or ground up-lighting.

As this is a community sign district, sizes described are allowed under code section 8.538

NOTE: THE MONUMENTS LOCATED AT THE MAIN ENTRANCE ON SCOTTSDALE ROAD WILL BE BUILT ONCE THE BRIDGE ACROSS RAWHIDE WASH CHANNEL IS BUILT. UNTIL THAT TIME, A TEMPORARY MONUMENT WILL BE LOCATED AT THAT SITE. PLEASE REFER TO TEMPORARY SIGNAGE SECTION FOR THAT INFORMATION.

Off-Premise Directional Ground Sign

This sign will inform and direct vehicular traffic to a property within Silverstone at Pinnacle Peak.

Overall (length x height): 4'-10" x 3'-6"

Logo Area (square footage): 7.5 SF

Materials: To match that as described above. Flat cut out 1/2" aluminum letters pin mounted to background.

Illumination to be ground up-lighting.

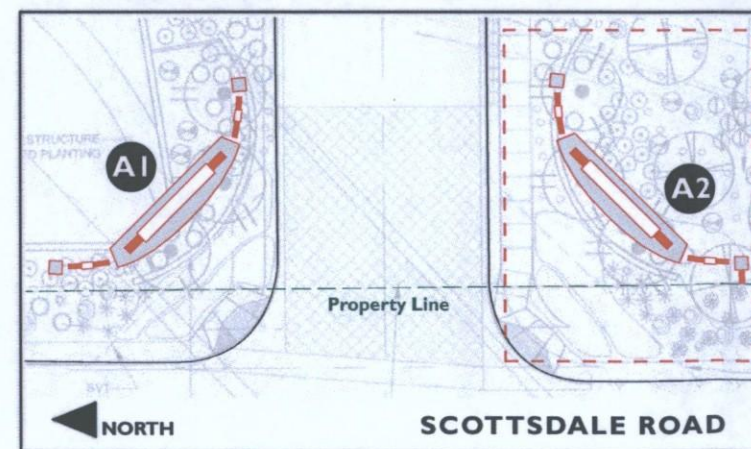
As this is a community sign district, sizes described are allowed under code section 8.504.I.B.

* Item has been revised since previous submittal and DRB hearing on October 2, 2008.

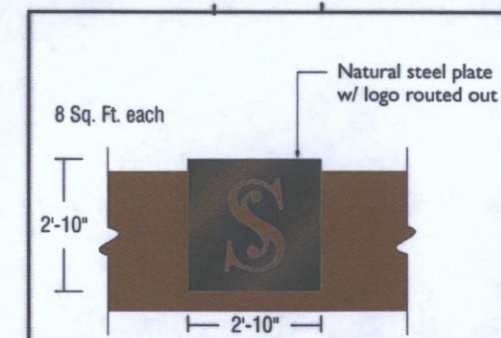
NOTE: The monument below has been revised since the previous submittal and DRB hearing on October 2, 2008.



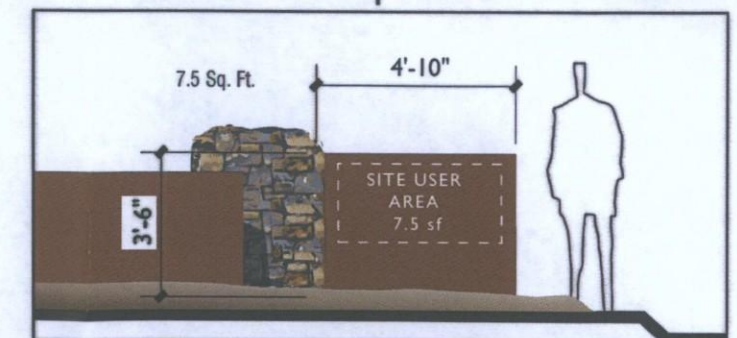
MAIN ID REVISED 1



LOCATION DETAIL - NTS 1



SIDE WALL SIGN - NTS 1



DEVELOPMENT GROUND SIGN (A2 only) - NTS 1

STIPULATION SET
RETAIN FOR RECORDS

APPROVED
8/19/14 *[Signature]*
DATE INITIALS