

DEVELOPMENT REVIEW BOARD REPORT



Meeting Date: September 16, 2021
General Plan Element: *Character and Design*
General Plan Goal: *Foster quality design that enhances Scottsdale as a unique southwestern desert community.*

ACTION

Scottsdale Pathways Wayfinding 27-DR-2021	Request by the City for Development Review Board approval of wayfinding signage standards that will be implemented throughout the City along the public off-street pathway system.
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SUMMARY

Staff Recommendation

Approve, subject to the attached stipulations (Attachment #1)

Items for Consideration

- Conformance with Development Review Board Criteria – staff confirms
- Integration of Sensitive Design Principles – staff confirms
- Previous designs approved by DRB under 36-DR-2016

BACKGROUND

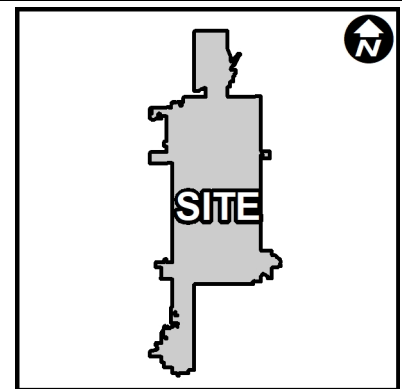
Location: City Wide

Property Owner

City of Scottsdale

Applicant

Susan Conklu
City of Scottsdale Transportation Department
480-312-2308



DEVELOPMENT PROPOSAL

The applicant's request is for an updated approval of ten (10) sign designs for use along the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve.

Development Review Board Criteria

Staff confirms that the development proposal generally meets the applicable Development Review Board Criteria. For a detailed analysis of the Criteria, please see Attachment #2.

Community Involvement

To receive public comment on the proposed sign design, the applicant held three open house meetings. In addition, the applicant has presented the sign designs to various Boards and

Commissions. Examples of the signs were on display in the One Civic Center building atrium from April to August in 2016.

- **Transportation Commission**
On July 16, 2015 and June 16, 2016, City Staff presented the proposed sign designs to the Transportation Commission as an informational item.
- **Paths and Trails Subcommittee**
On July 7, 2015 and May 3, 2016, City Staff presented the proposed sign designs to the Transportation Commission Paths and Trails Subcommittee as an informational item.
- **Parks and Recreation Commission**
On May 18, 2016, City Staff presented the proposed sign designs to the Parks and Recreation Commission as an informational item.
- **Development Review Board**
On October 6, 2016, City Staff presented the proposed sign designs to the Development Review Board as an action item which was approved unanimously.
- **Transportation Commission**
On August 19, 2021, City Staff presented the proposed sign designs to the Transportation Commission again as a current update and informational item.

STAFF RECOMMENDED ACTION

Staff recommends that the Development Review Board approve the Scottsdale Pathways Wayfinding development proposal per the attached stipulations, finding that the Development Review Board Criteria have been met.

RESPONSIBLE DEPARTMENTS

Planning and Development Services
Current Planning Services

STAFF CONTACTS

Jeff Barnes
Senior Planner
480-312-2376 jbarnes@ScottsdaleAZ.gov


APPROVED BY



Jeff Barnes, Report Author

8/20/2021


Date



Brad Carr, AICP, LEED-AP, Planning & Development Area Manager
Development Review Board Liaison
Phone: 480-312-7713 Email: bcarr@scottsdaleaz.gov

9/7/2021

Date



Randy Grant, Executive Director
Planning, Economic Development, and Tourism
Phone: 480-312-2664 Email: rgrant@scottsdaleaz.gov

9/8/2021

Date

ATTACHMENTS

1. Stipulations / Zoning Ordinance Requirements
2. Development Review Board Criteria Analysis
3. Applicant's Narrative
4. Sign Details

**Stipulations for the
Development Review Board Application:
Scottsdale Pathways Wayfinding
Case Number: 27-DR-2021**

These stipulations are intended to protect the public health, safety, welfare, and the City of Scottsdale.

APPLICABLE DOCUMENTS AND PLANS:

1. Except as required by the Scottsdale Revised Code, the Design Standards and Policies Manual (DSPM), and the other stipulations herein, the site design and construction shall substantially conform to the following documents:
 - a. Signs, including form, color, and appearance shall be consistent with the graphics submitted by JRC Design and Gavin & Barker Inc., with a city staff date of 07/02/2021.

SITE DESIGN:

DRB Stipulations

2. The project owner shall cause each sign to be located not to conflict with the following:
 - a. Easements: sight distance, water, sewer, DFC, public utility etc.
 - b. Public infrastructure: water mains, valves etc., sewer collection system etc., irrigation systems, sight distance triangles etc.
 - c. Property rights: Assure signs are placed on land owned by COS or encumbered with rights to COS for this use (and no other conflicting use).

STREET INFRASTRUCTURE:

Ordinance

- A. All street infrastructure improvements shall be constructed in accordance with this City of Scottsdale (COS) Supplement to MAG Specifications and Details, and the Design Standards and Policies Manual.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

Per Section 1.904. of the Zoning Ordinance, in considering any application for development, the Development Review Board shall be guided by the following criteria:

1. The Board shall examine the design and theme of the application for consistency with the design and character components of the applicable guidelines, development standards, Design Standards and Policies Manual, master plans, character plan and General Plan.
 - *Staff finds the proposed signage for the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve, will supplement and replace the City's existing signage with a contemporary appearance. Consistent with the Scottsdale Sensitive Design Principles for signage, the proposed sign design themes incorporate three primary panel background colors, green, blue, and brown. These colors are representative of the primary trail and path locations within the City. Signs with the green background color will be used within parks and improved desert wash areas, blue background color will be used adjacent to canals, and the brown background color will be used within the natural desert surroundings. In addition, the new logo for the City of Scottsdale public path and trail system incorporates the three primary colors. Within all areas, regulatory signs will utilize a yellow panel background color.*
 - *Consistent with the Scottsdale Sensitive Design Principle to ensure appropriate consideration for visibility and legibility of a sign, font colors will be contrasting colors. In addition, font sizes and colors are consistent with the American Association of State Highway and Transportation Officials (AASHTO) guidelines and recommendations for signs.*
2. The architectural character, landscaping and site design of the proposed development shall:
 - a. Promote a desirable relationship of structures to one another, to open spaces and topography, both on the site and in the surrounding neighborhood;
 - b. Avoid excessive variety and monotonous repetition;
 - c. Recognize the unique climatic and other environmental factors of this region to respond to the Sonoran Desert environment, as specified in the Sensitive Design Principles;
 - d. Conform to the recommendations and guidelines in the Environmentally Sensitive Lands (ESL) Ordinance, in the ESL Overlay District; and
 - e. Incorporate unique or characteristic architectural features, including building height, size, shape, color, texture, setback or architectural details, in the Historic Property Overlay District.
 - *This criterion is not applicable.*
3. Ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be designed as to promote safety and convenience.
 - *Staff finds that the purpose of the updated sign designs is to enhance functionality and use of the City's public path and trail system.*
4. If provided, mechanical equipment, appurtenances and utilities, and their associated screening shall be integral to the building design.
 - *This criterion is not applicable.*
5. Within the Downtown Area, building and site design shall:
 - a. Demonstrate conformance with the Downtown Plan Urban Design & Architectural Guidelines;
 - b. Incorporate urban and architectural design that address human scale and incorporate pedestrian-oriented environment at the street level;

- c. Reflect contemporary and historic interpretations of Sonoran Desert architectural traditions, by subdividing the overall massing into smaller elements, expressing small scale details, and recessing fenestrations;
 - d. Reflect the design features and materials of the urban neighborhoods in which the development is located; and
 - e. Incorporate enhanced design and aesthetics of building mass, height, materials and intensity with transitions between adjacent/abutting Type 1 and Type 2 Areas, and adjacent/abutting Type 2 Areas and existing development outside the Downtown Area.
 - *This criterion is not applicable.*
6. The location of artwork provided in accordance with the Cultural Improvement Program or Public Art Program shall address the following criteria:
- a. Accessibility to the public;
 - b. Location near pedestrian circulation routes consistent with existing or future development or natural features;
 - c. Location near the primary pedestrian or vehicular entrance of a development;
 - d. Location in conformance with Design Standards and Policies Manual for locations affecting existing utilities, public utility easements, and vehicular sight distance requirements; and
 - e. Location in conformance to standards for public safety.
 - *This criterion is not applicable.*

Scottsdale Pathways Wayfinding Signage Narrative

Location: City Wide

Request: Request for case revision approval of sign designs to be used on the City of Scottsdale public path and trail system.

Key Items for Consideration

- Sensitive Design Principles

DEVELOPMENT PROPOSAL

Goal/Purpose of Request

The applicant's request is for approval of ten (10) sign designs for the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve.

Neighborhood Communication

To receive public comment on the proposed sign design, staff had three open house meetings. In addition, staff has presented the new sign design to the Scottsdale Transportation Commission Path and Trails subcommittee, the Transportation Commission, and the Parks and Recreation Commission. Also, the signs were on display in the One Civic Center atrium from April to August, 2016.

DEVELOPMENT REVIEW BOARD CRITERIA ANALYSIS

The proposed signage for the City of Scottsdale public path and trail system, excluding path and trails within the McDowell Sonoran Preserve, is to add and replace the city's existing signage with a contemporary appearance. Consistent with the Scottsdale Sensitive Design Principles for signage, the proposed sign design themes incorporate three primary panel background colors, green, blue, and brown. These colors are representative of the primary trail and path locations within the City. Signs with the green background color will be used within parks and improved desert wash areas, blue background color will be used adjacent to canals, and the brown background color will be used within the natural desert surroundings. In addition, the new logo for the City of Scottsdale public path and trail system will incorporate the three primary colors. Within all areas, regulatory signs will utilize a yellow panel background color.

Consistent with the Scottsdale Sensitive Design Principle to ensure appropriate consideration for visibility and legibility of a sign, font colors will be contrasting colors. In addition, font sizes and colors are consistent with the American Association of State Highway and Transportation Officials (AASHTO) guidelines and recommendations for signs.

OTHER BOARDS & COMMISSIONS

Transportation Commission

On July 16, 2015 and June 16, 2016, City Staff presented the proposed sign design to the Transportation Commission as an informational item.

Paths and Trails Subcommittee

On July 7, 2015 and May 3, 2016, City Staff presented the proposed sign design to the Transportation Commission Paths & Trails Subcommittee as an informational item.

Parks and Recreation Commission

On May 18, 2016, City Staff presented the proposed sign design to the Parks and Recreation Commission as an informational item.

Development Review

On October 6, 2016, City Staff presented the proposed sign design to the Development Review Board as an action item for approval.

Project Contact

Susan Conklu
Transportation Planning
480-312-2308
sconklu@scottsdaleaz.gov



Trail Signage Graphic Standards



February 7, 2017



ATTACHMENT #4

27-DR-2021
7/2/2021

Scottsdale Pathways Trail Signage Graphic Standards developed by



Logo

With many miles of public trails to be found within the city, Scottsdale Parks & Recreation determined that a cohesive identity was needed to promote the trail system as an attraction and transportation corridor.

The Scottsdale Pathways logo was created to tie together all the multiple-use trails. Each of the trails are pedestrian and bicycle friendly, and some are designed to accommodate equestrian use.

The logo consists of three colors, representing the main trail systems that compose the Pathways: Brown represents the northern trails found north of the CAP Canal. Green represents the Indian Bend Wash shared paths that connect to many parks, and Blue represents the path along the Arizona Canal.

The logo may be used, as shown, in either a horizontal or vertical format, depending upon the sign type.

The Scottsdale Pathways system is still growing, but the logo is to remain constant as change and improvements occur. The logo promotes a visual connection throughout the City of Scottsdale, linking open spaces, parks and destinations. It builds a feeling of trust for those using the system, assuring them they are on the right path.



Trail Partners

The logos shown are partners with Scottsdale Pathways. They are to be used on A1 signs.

The Maricopa Trail logo will be used on certain trails north of Indian Bend Road.



**NOTE: FOR
POSITION ONLY!
NOT FOR FINAL ART.**

Signage Typeface

There are three type families used for Scottsdale Pathways: Gotham, Clearview, and Helvetica Neue. All were chosen for their easy readability and long-distance legibility. And each was selected to provide distinct information for each sign used on the pathways.

Logo

The Scottsdale Pathways logo uses Gotham Book and Gotham Bold.

Park/Trail Names

Parks and trails use Gotham Bold & Gotham Book to provide a strong identity that ties to the Pathways logo.

Directional Information/Regulations

Due to the length of some destination names, Clearview Text Medium is used, condensed to 80% of its normal horizontal width.

Mileage Information

Mileage information found on B1 and some B2 signs uses Helvetica Neue Bold. Note that the word "MILE" is spelled out, and is to be singular when associated with the number "1" or decimal segments less than 1. For numbers greater than one, it will be plural ("1.3 MILES")

Logo Fonts



Gotham Book & **Gotham Bold**

Park/Trail Names

Gotham Bold/Book

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz 0123456789 &
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz 0123456789 &**

Directional Information/Regulations

Clearview Text Medium (80% Horizontal Scale)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz 0123456789 &**

Mileage Information

Helvetica Neue Bold

MILE . 0123456789

Finishes/Primary Color Pallet

Consistent use of color creates a recognizable "system". The colors to the right make up the primary Color Palette used within the Scottsdale Pathways sign system.

Powder Coat Color

Color used for A-1 sign frames.

Vinyl Colors

Standard available 3M vinyl colors.

Reflective vinyl is required for MUTCD signs. It ensures additional visibility at night and promotes safety.

Images printed on vinyl, as specified within the sign drawings, are to be printed with UV protected inks to provide longevity to the images.

NOTE: ALL FABRICATORS ARE REQUIRED TO SUBMIT PAINTED COLOR CHIPS AND MATERIAL SAMPLES FOR APPROVAL PRIOR TO ANY SIGNAGE FABRICATION.

Powder Coat

PT-1 Morton Powder Coatings
Earth 23-9191, Gloss: 3

**Vinyl**

V-1 White, 3M Scotchlite
Reflective, 680-10



V-2 Black, 3M Scotchal
Opaque, 180C-12



V-3 Light Rust Brown, 3M Scotchal
Translucent, 3630-109



V-4 Vivid Green, 3M Scotchal
Translucent, 3630-156



V-5 Intense Blue, 3M Scotchal
Translucent, 3630-127



V-6 Yellow, 3M Scotchlite
Reflective, 680-71



V-7 Poppy Red, 3M Scotchal
Translucent, 3630-143



V-8 Clear, 3M Scotchal
High Gloss Overlaminate,
3640GPS



V-9 White, 3M Scotchal
Opaque, 3630-20



Symbols & Pictograms

Pictograms are to be used on A-1 signs in conjunction with written rules and regulations. They are based upon standard National Park Service pictograms. Should Pathways or park specific rules and regulations be altered, additional symbols may be utilized from the NPS pictogram set.

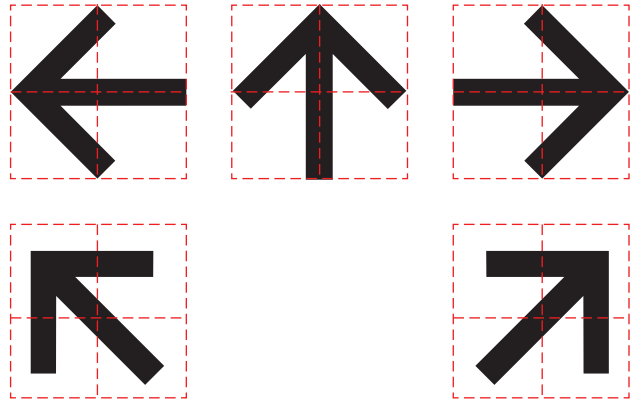
Trail Symbols
Horses Allowed

Trail Symbols
Horses Prohibited



Directional Arrows

Arrow derived from MUTCD sign standards.
Dashed lines indicate where to align arrows on the signs.

**You Are Here Indicator**

"You Are Here" marker to be added to the overall project, and park specific map graphics for each A-1 sign location.



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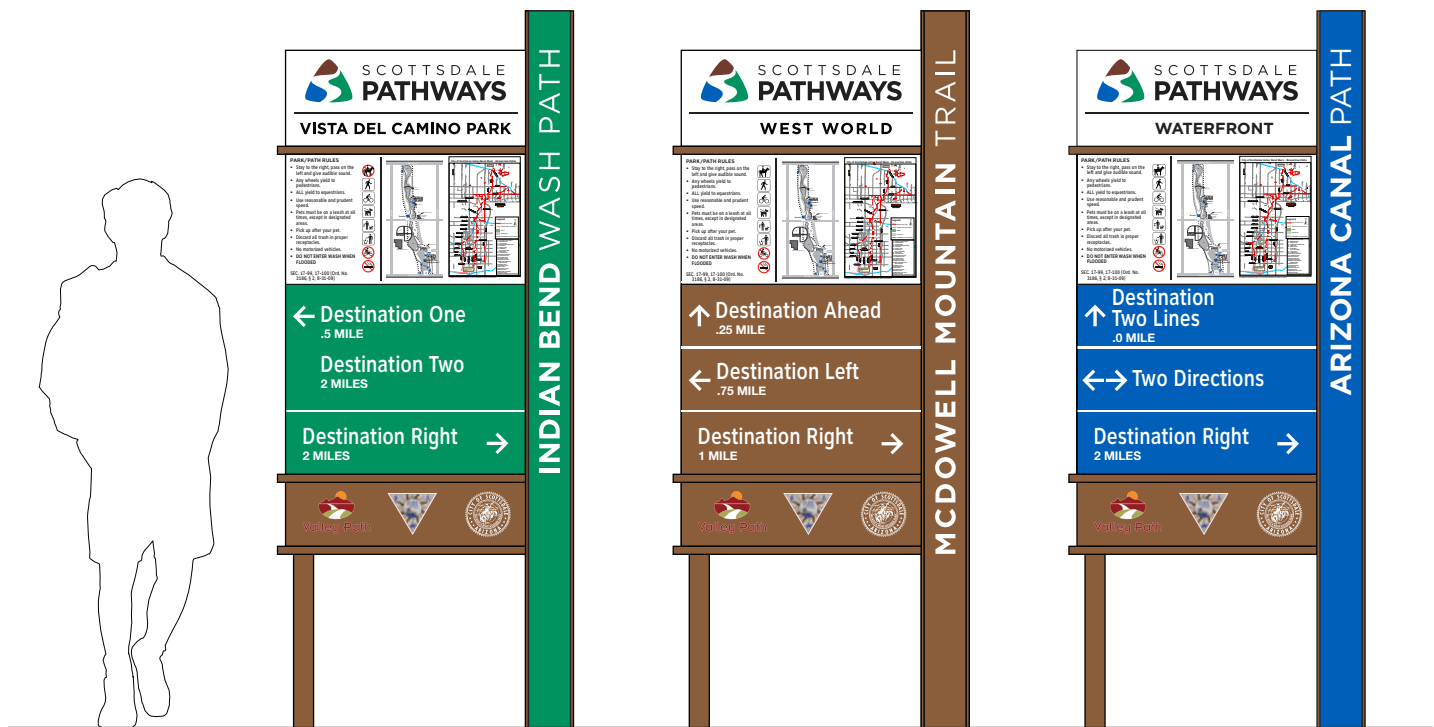
Sign Type A1, Park Identity/Information

Purpose

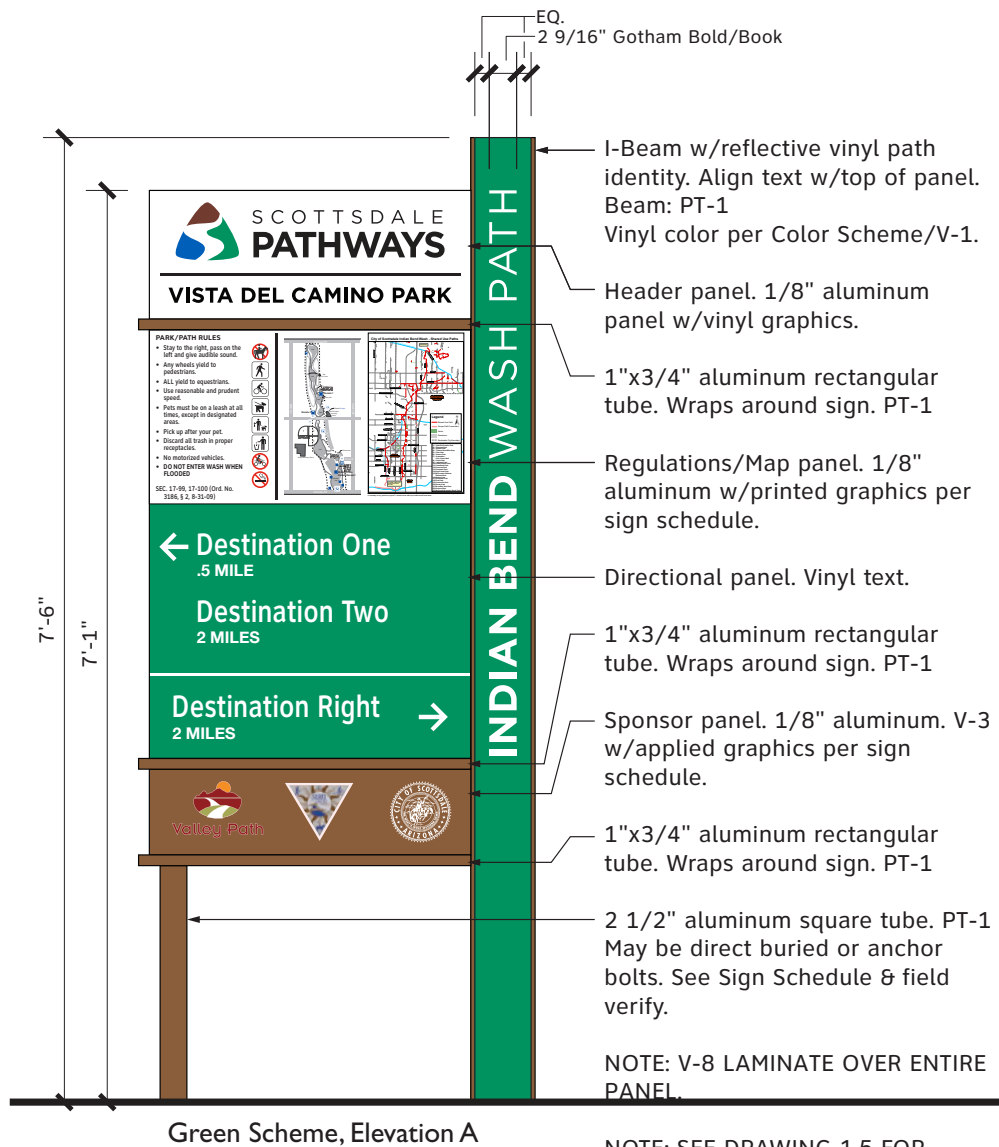
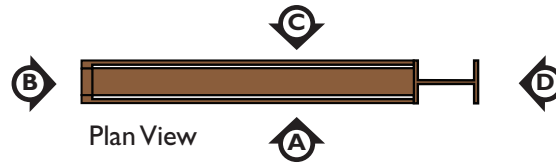
- Identifies the trail system and park.
- Provides directional/distance information to nearby key destinations.
- Overall Scottsdale Pathways map helps users orient themselves within the system.
- Park specific map helps users orient themselves to the park, and identifies amenities within the park.
- Provides rules and regulations for that park.

Locations

- Near trail entrances to the park.



Sign Type A1

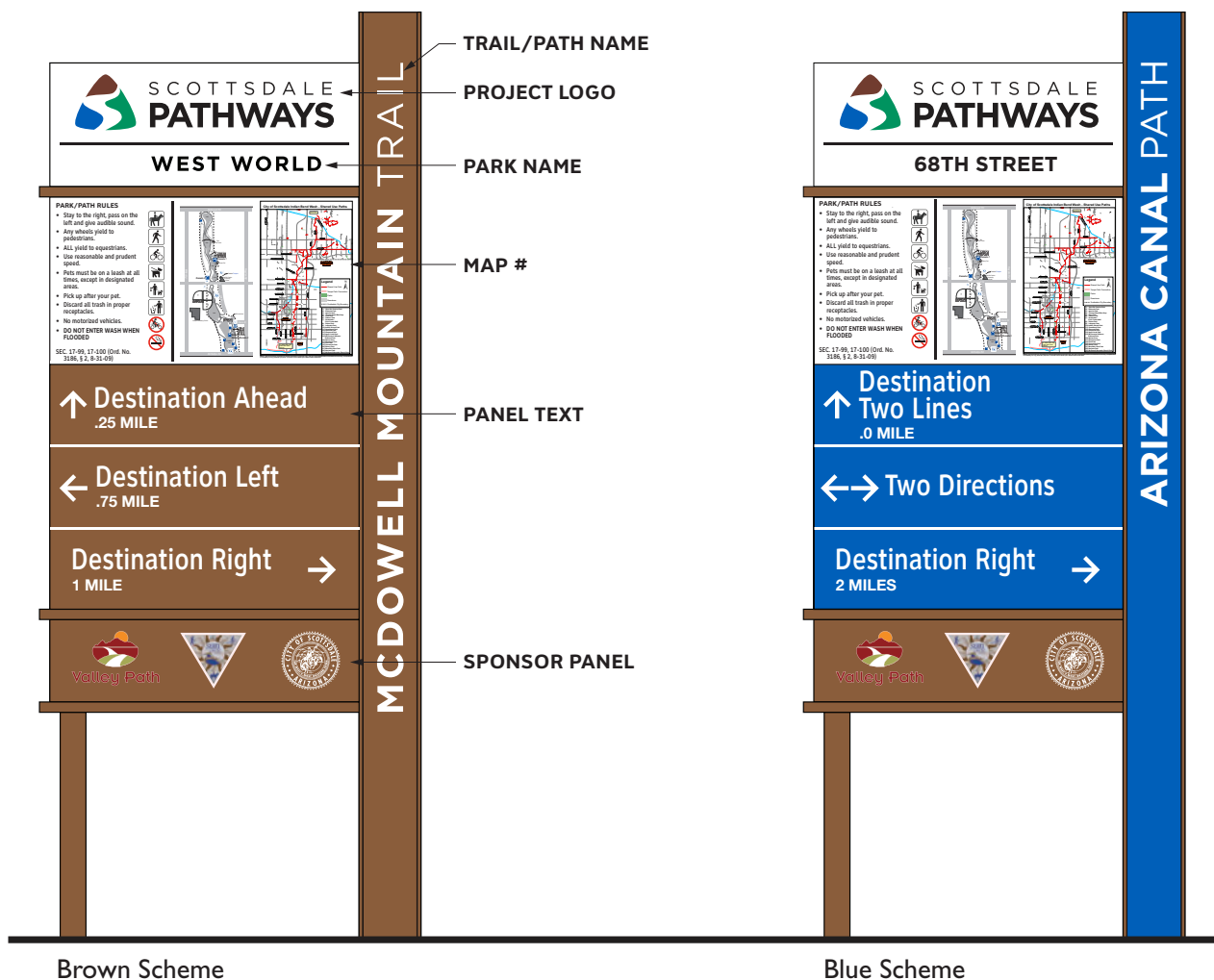


NOTE: SEE DRAWING 1.5 FOR FABRICATION DETAILS.

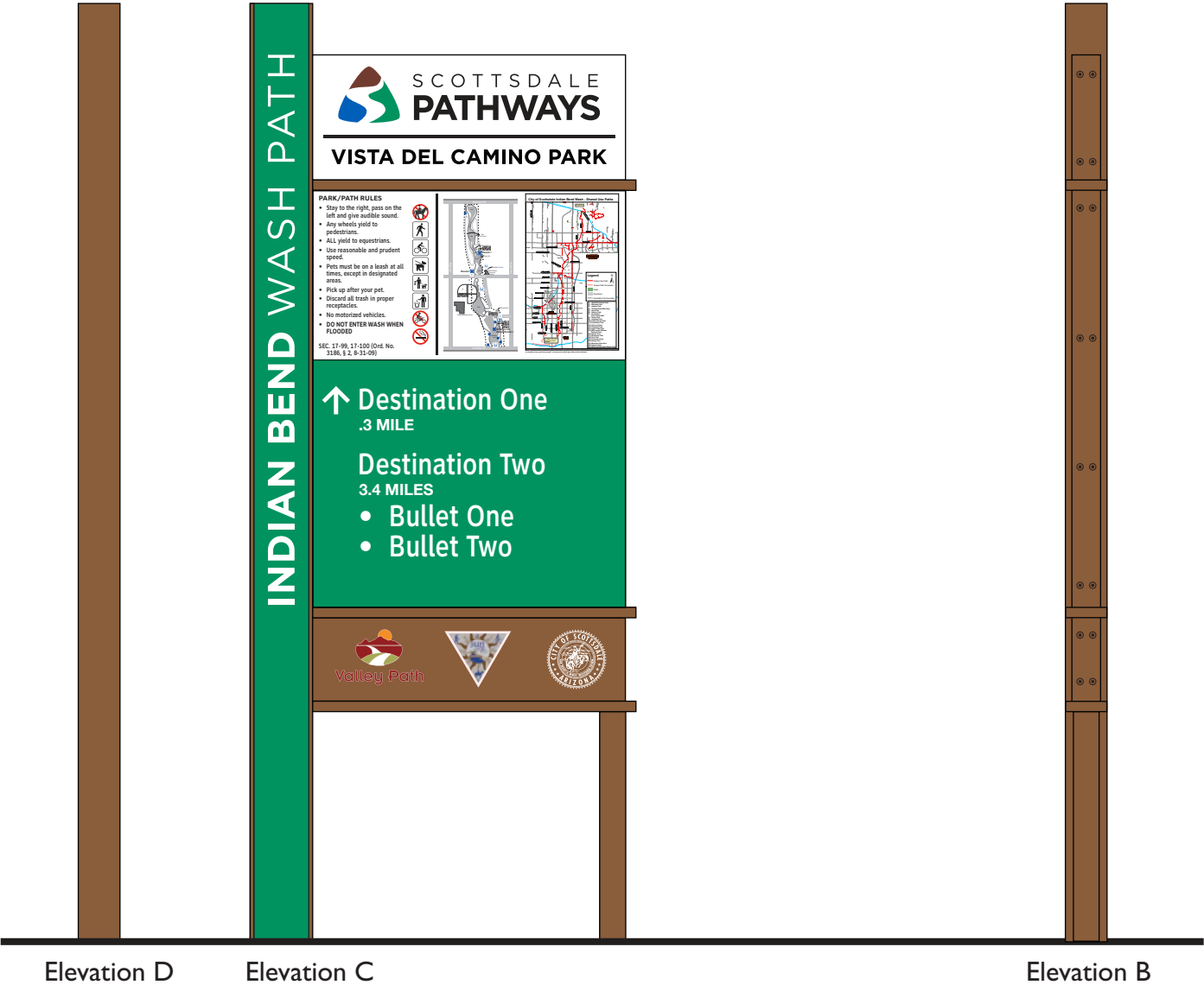


TYPE A1 SIGN, TYPICAL DETAILS (GREEN SCHEME)

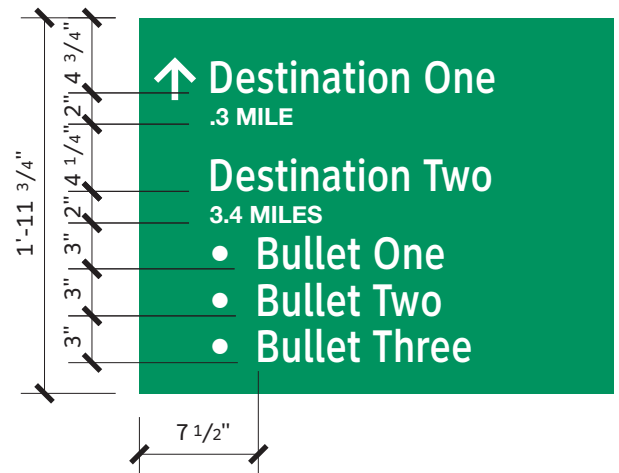
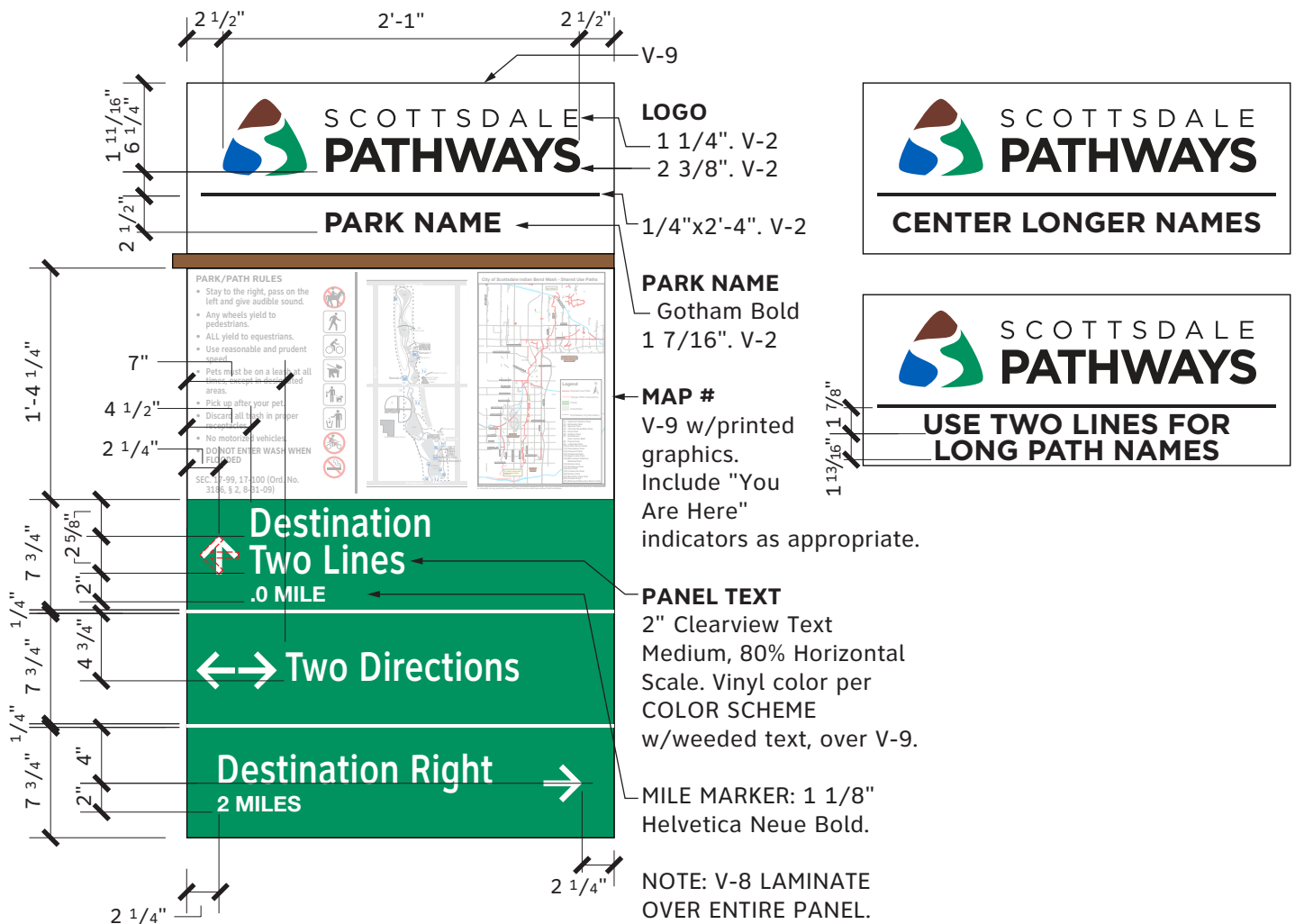
Scale: 3/4" = 1'-0"



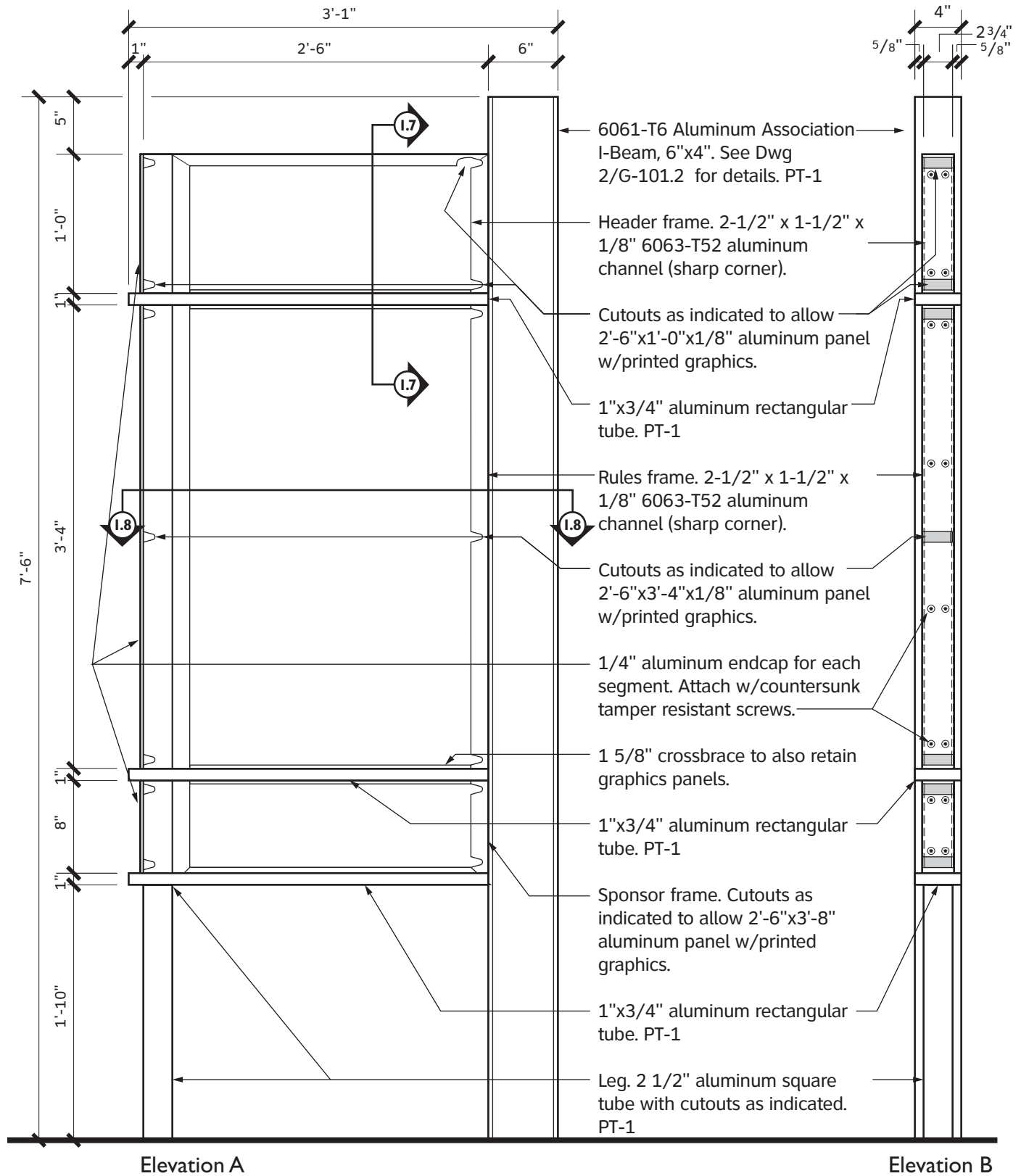
1.2 TYPE AI SIGN, ADDITIONAL COLOR SCHEMES
 Scale: 3/4" = 1'-0"



1.3 TYPE AI SIGN, TYPICAL DETAILS
Scale: 3/4" = 1'-0"

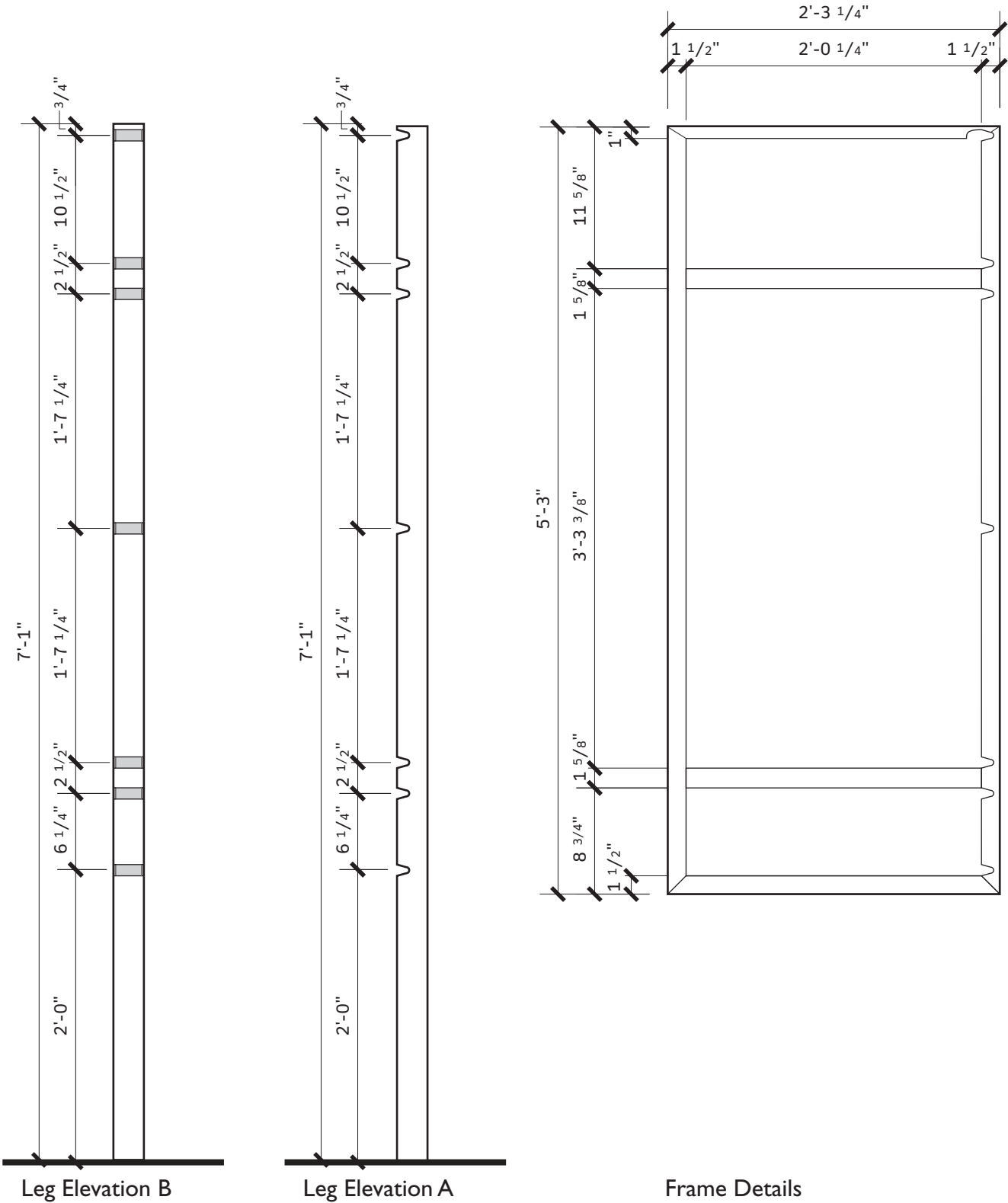


1.4 TYPE A I SIGN, PANEL DETAILS Scale: 1" = 1'-0"

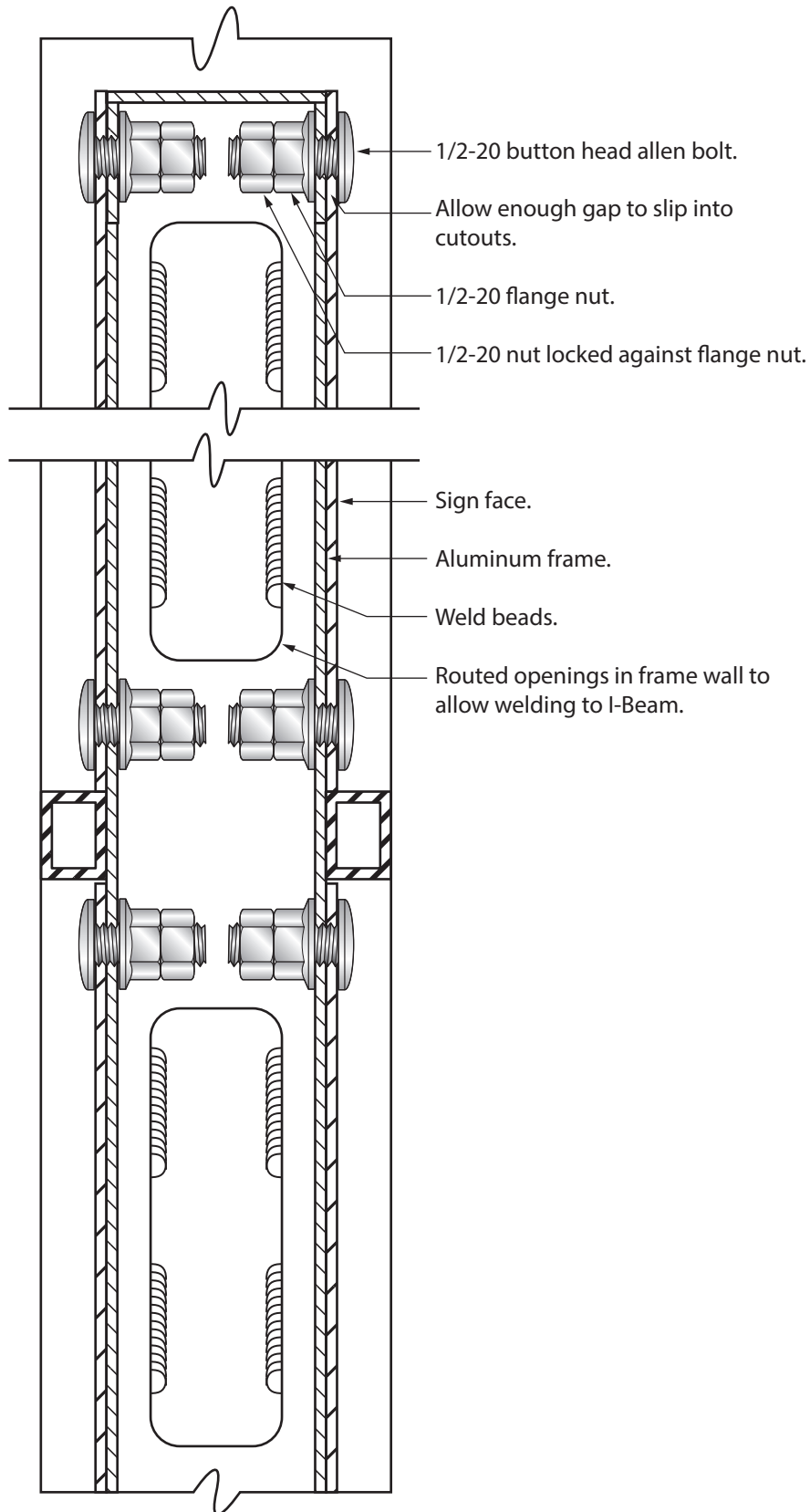


1.5 TYPE AI SIGN, TYPICAL FABRICATION DETAILS

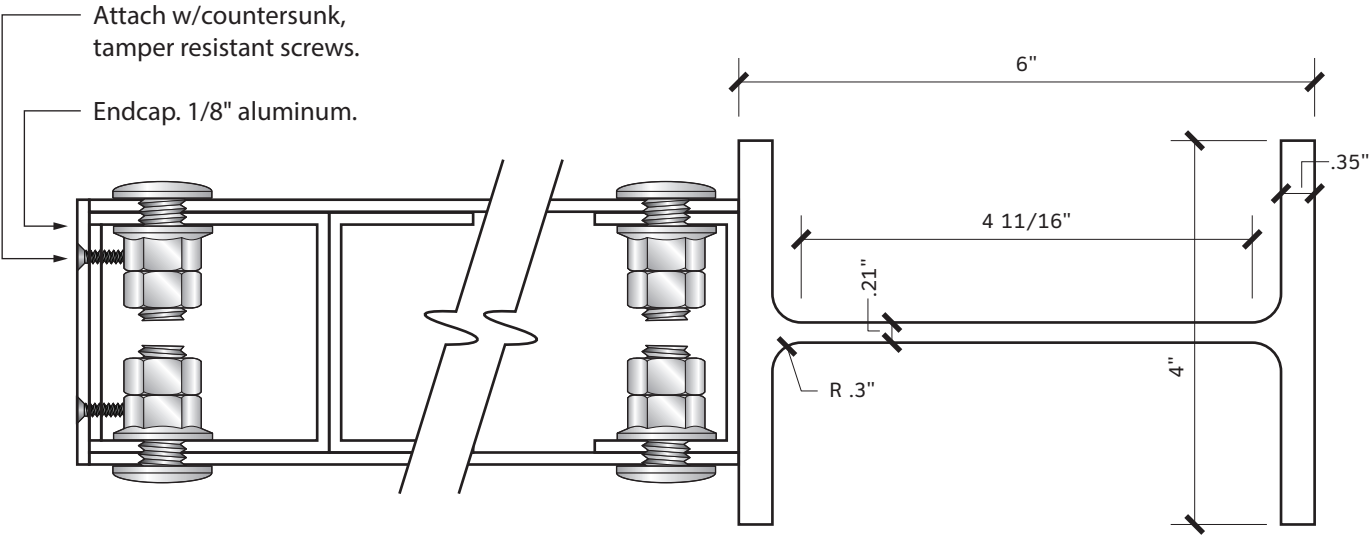
Scale: 1" = 1'-0"



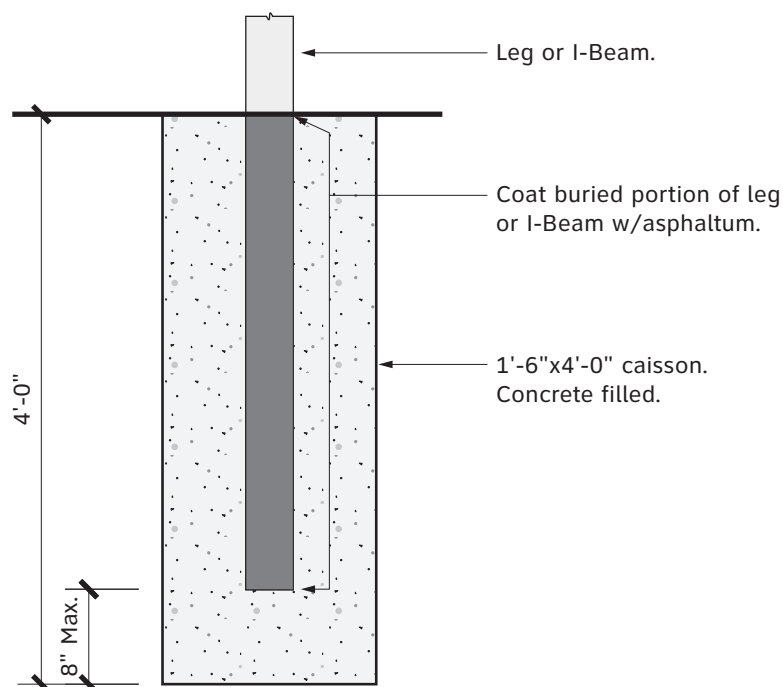
1.6 TYPE A1 SIGN, LEG & FRAME TYPICAL DETAILS
Scale: 1" = 1'-0"



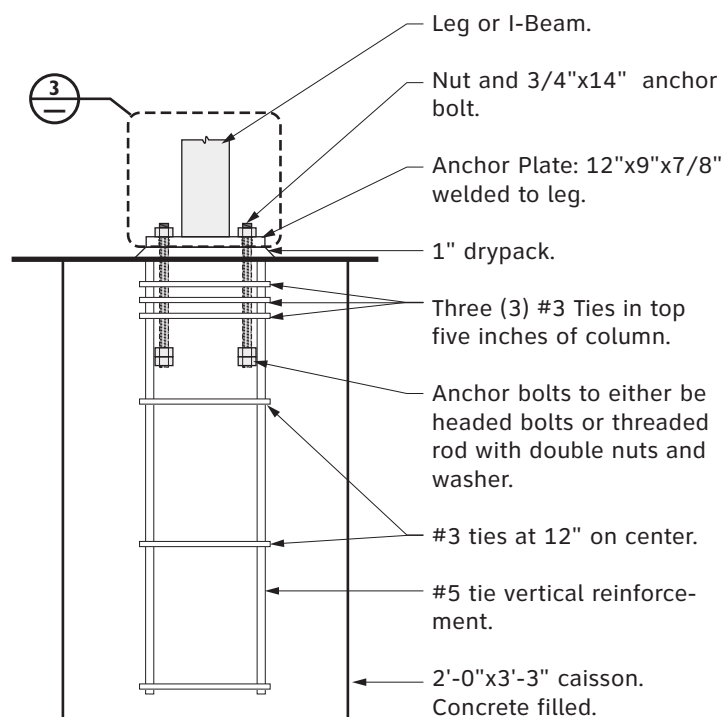
1.7 TYPE AI SIGN, SECTION DETAILS
Scale: 1/2 Actual Size



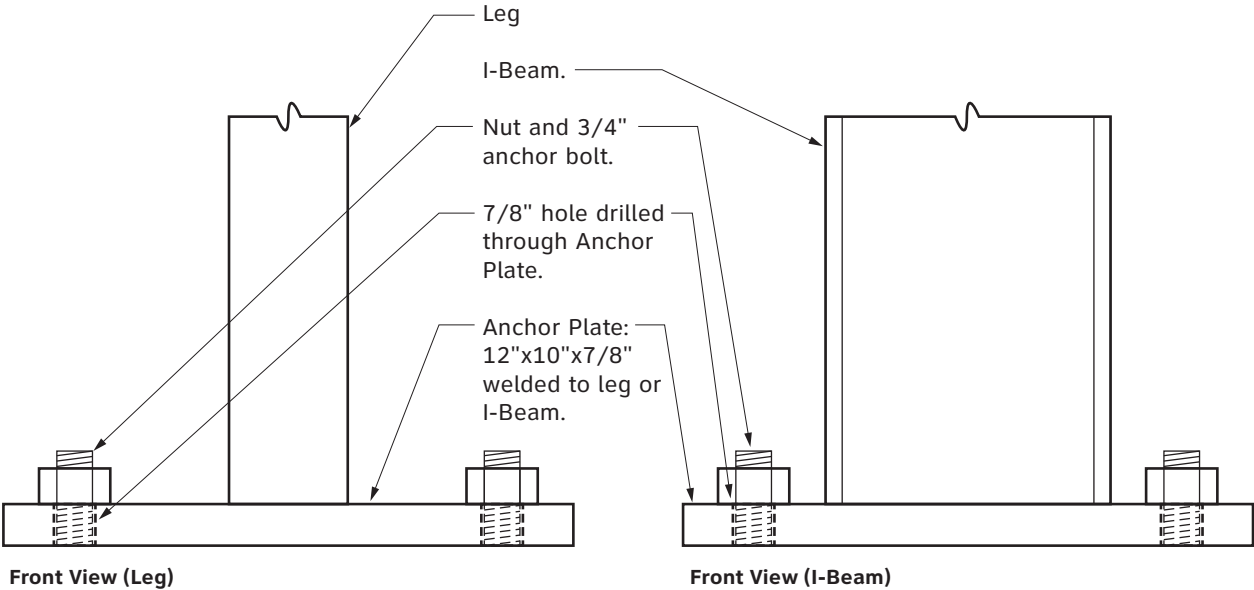
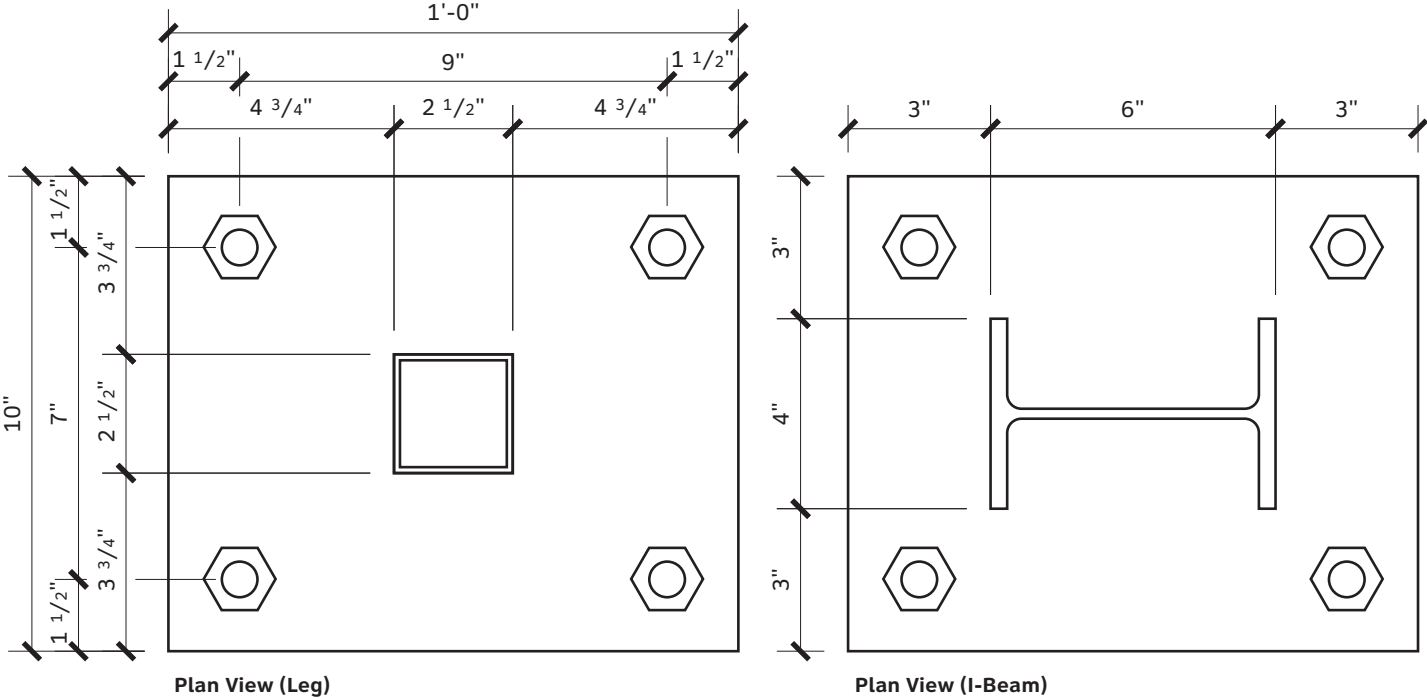
1.8 TYPE A1 SIGN, SECTION DETAIL
Scale: 1/2 Actual Size



1.9 TYPE AI SIGN, DIRECT BURIAL
Scale: 3/4"=1'-0"



1.10 TYPE AI SIGN, ANCHOR
Scale: 3/4"=1'-0"



III TYPE AI SIGN, ANCHOR FOOTING DETAILS
Scale: 3/4"=1'-0"

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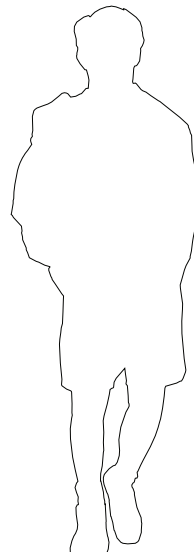
Sign Type A2, Underpass/Trail Identity

Purpose

- Provides bearings for user by identifying the trail and road.

Locations

- Overhead of the trail, at major road crossings.



Sign Type A2

Scale: 1/2"=1'-0"

Scale: 3"=1'-0"

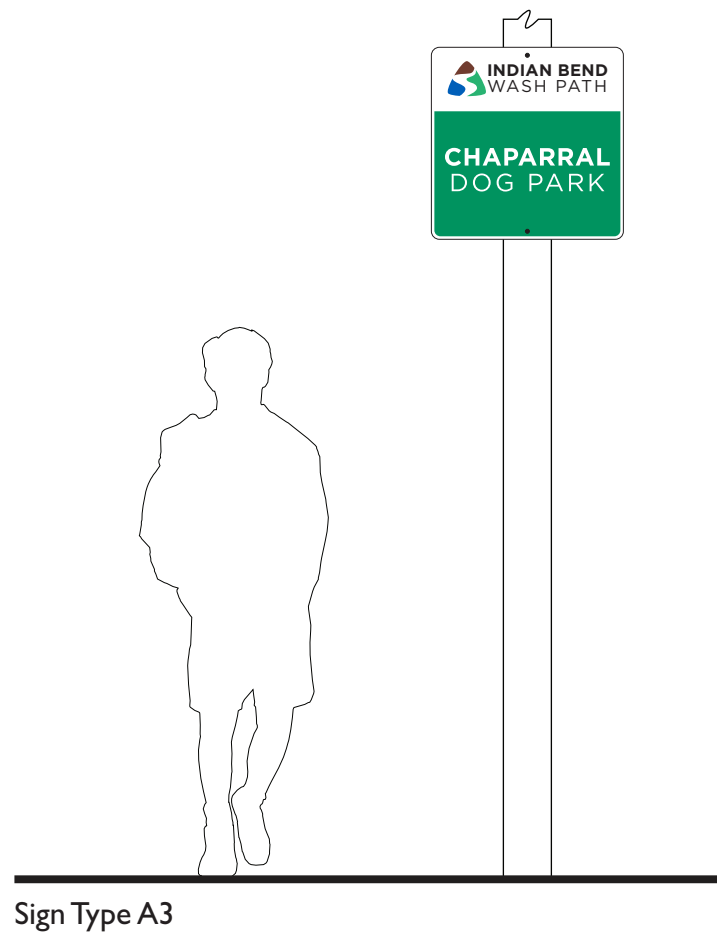
Sign Type A3, Destination Identity

Purpose

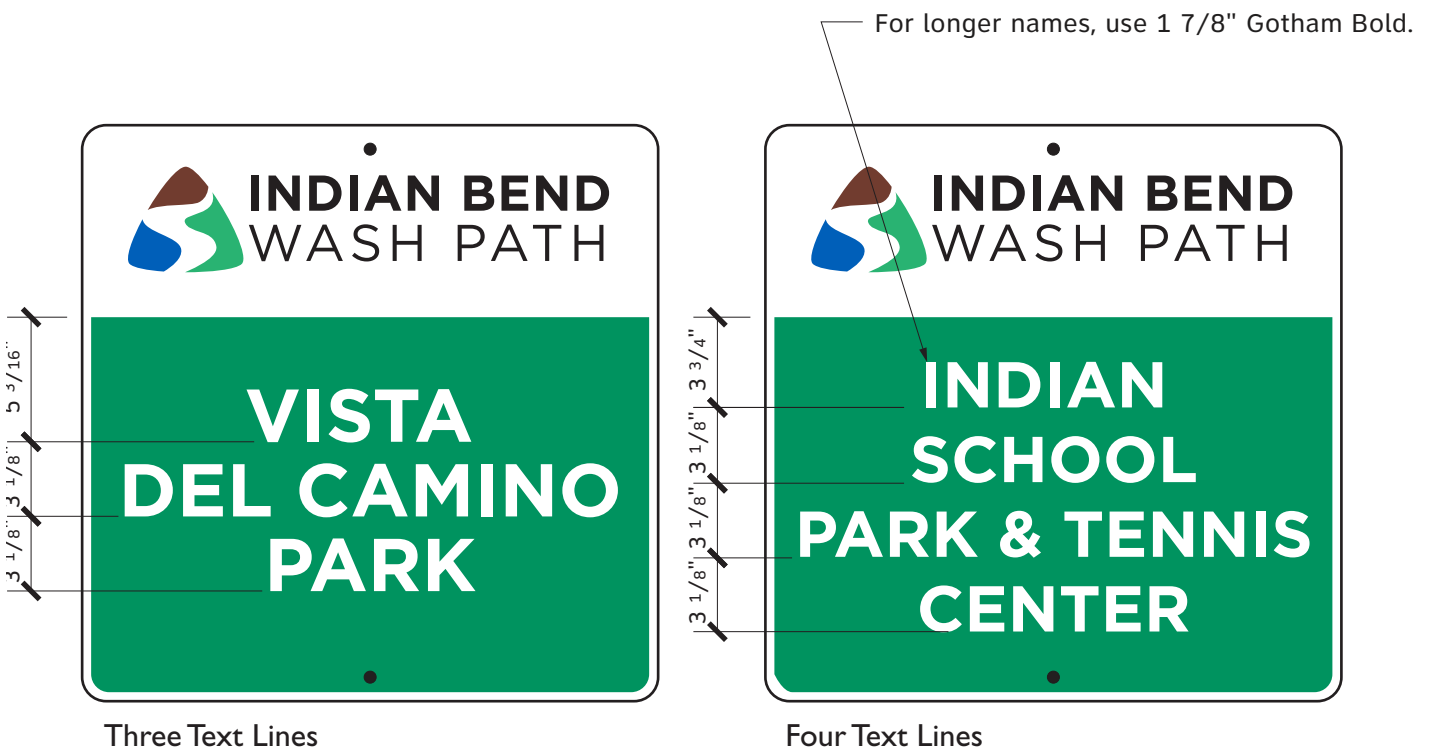
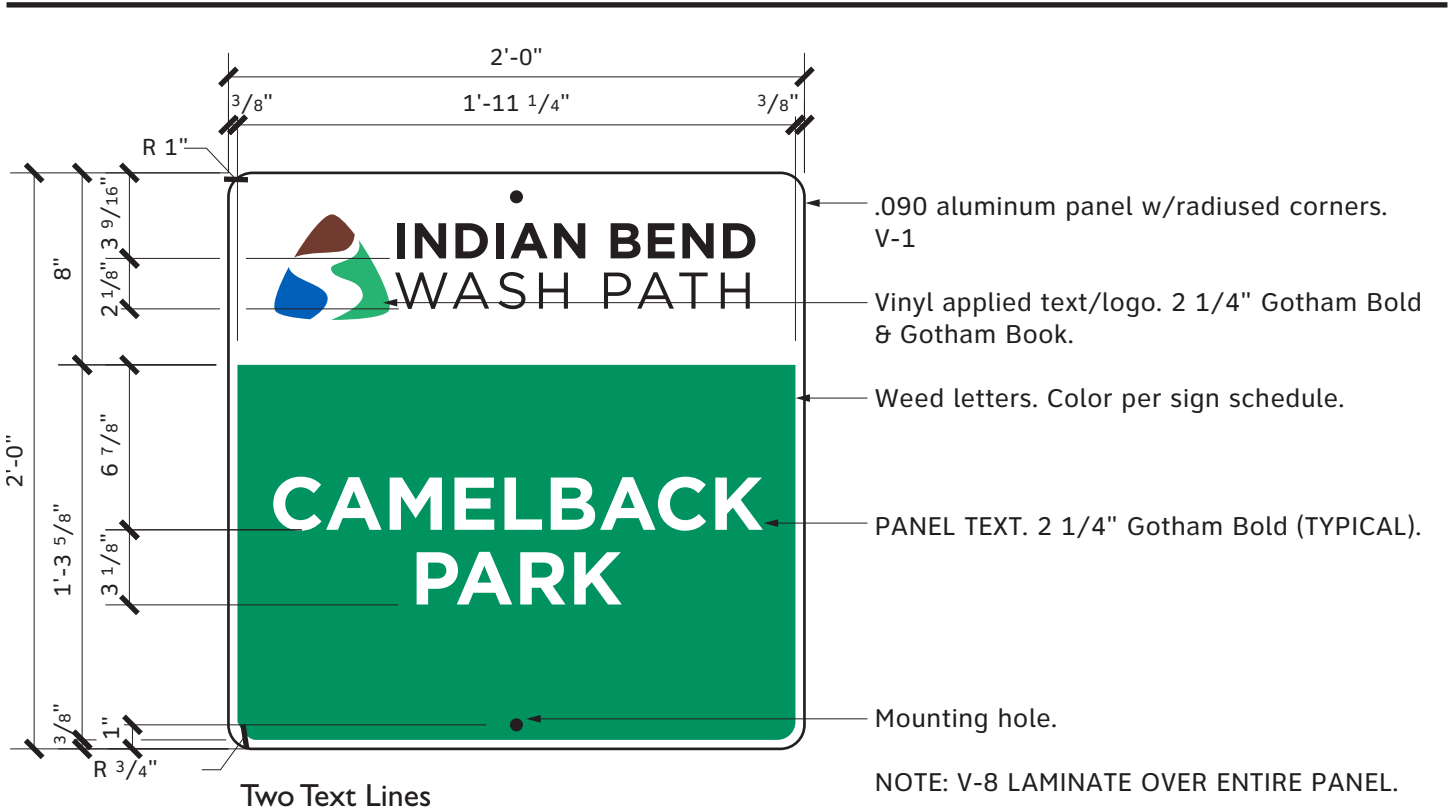
- Identifies the trail and destination.

Locations

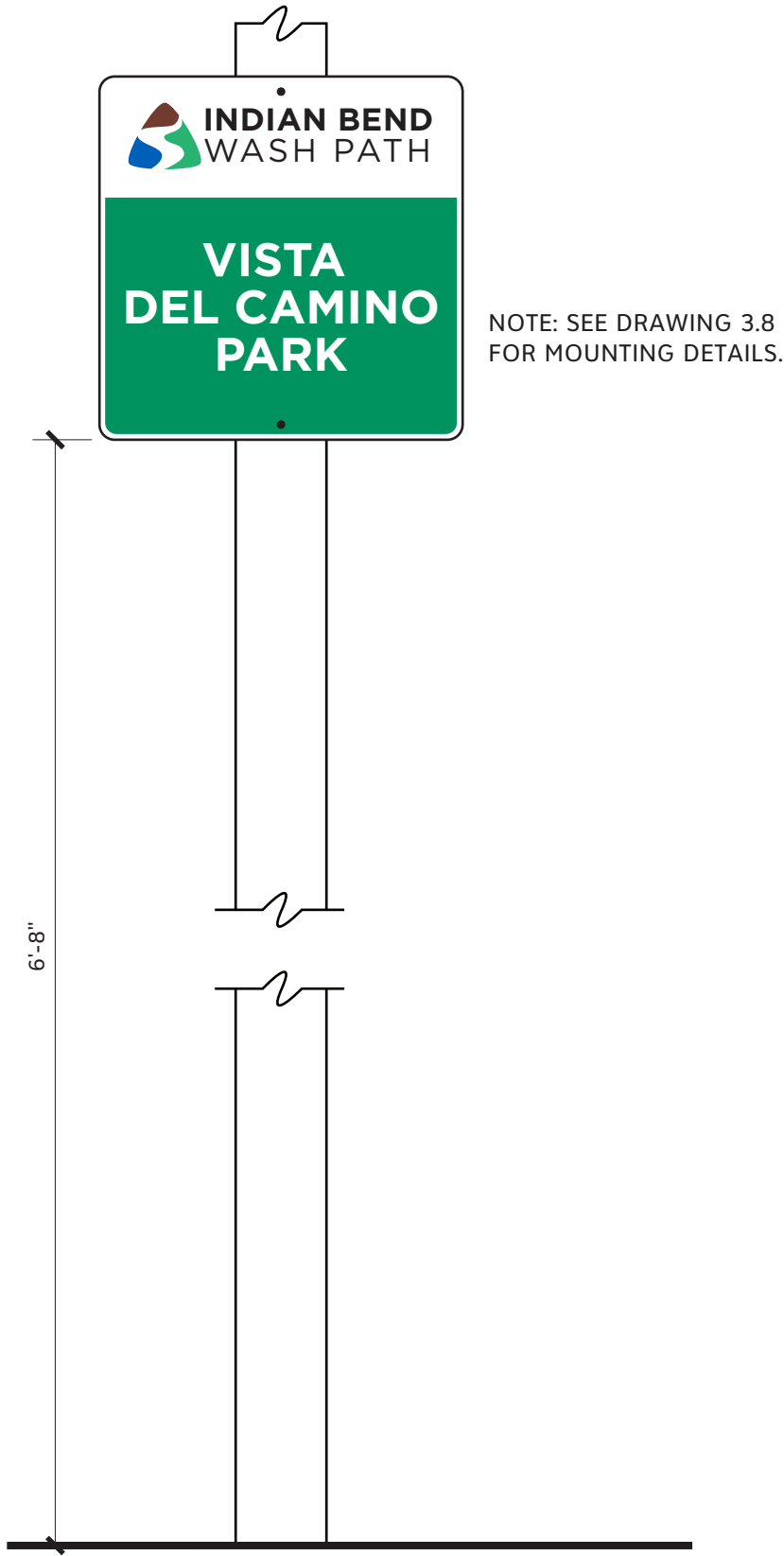
- Along the trail on existing light or sign poles near park entrances.



Sign Type A3



3.2 TYPE A3 SIGN
Scale: 1 1/2"=1'-0"



3.3 TYPE A3 SIGN MOUNTING DETAIL
Scale: 1"=1'-0"

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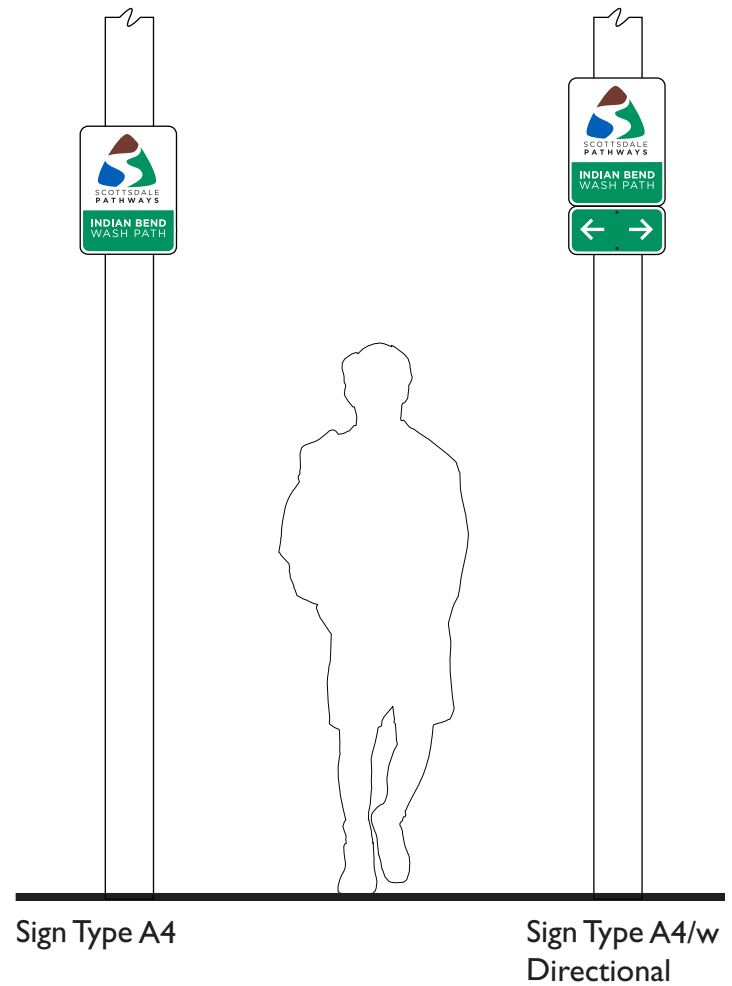
Sign Type A4, Trail Identity/Locater

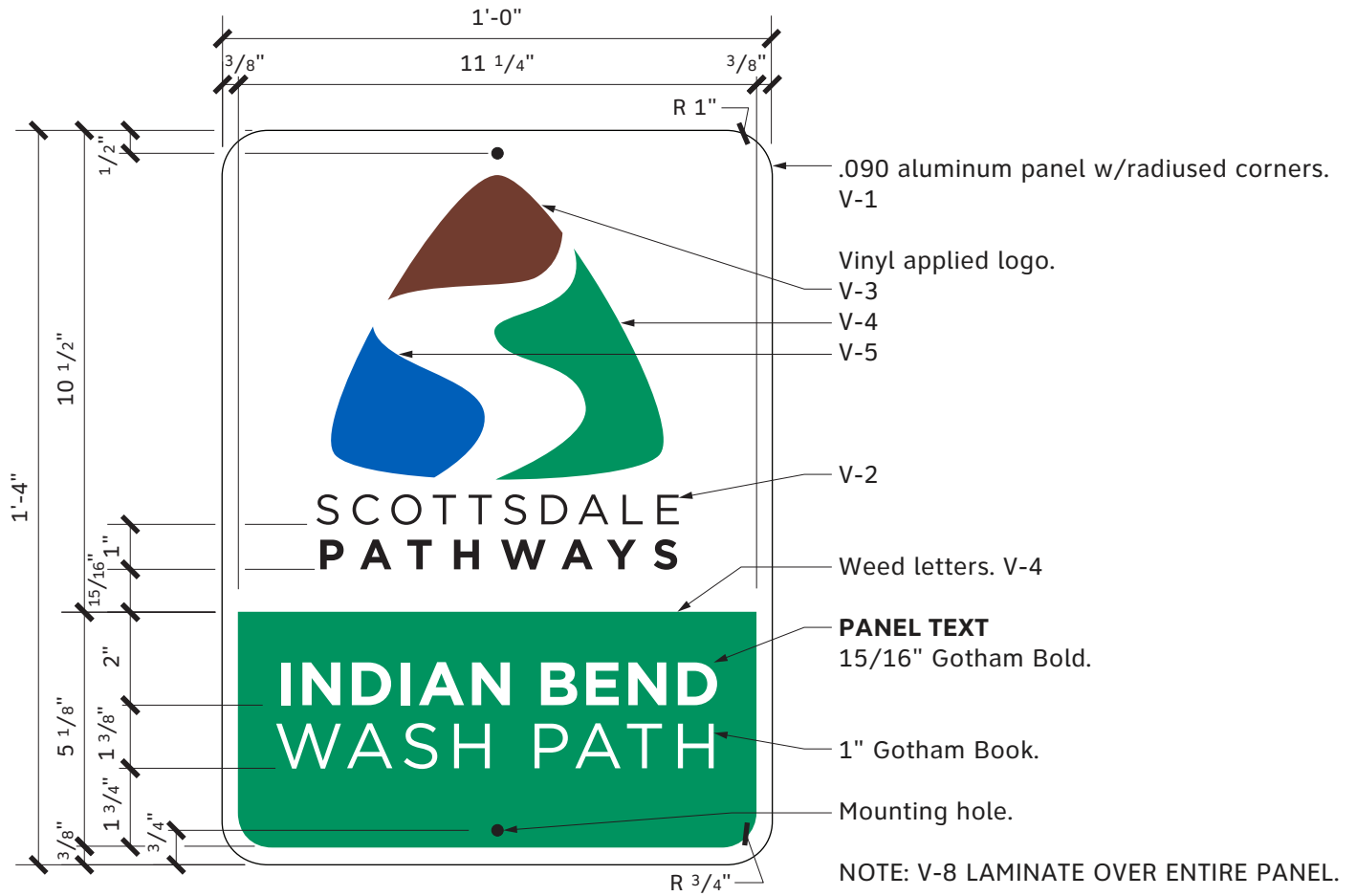
Purpose

- Identifies Scottsdale Pathways and the trail.
- With addition of B3 sign identifies where trail is located.

Locations

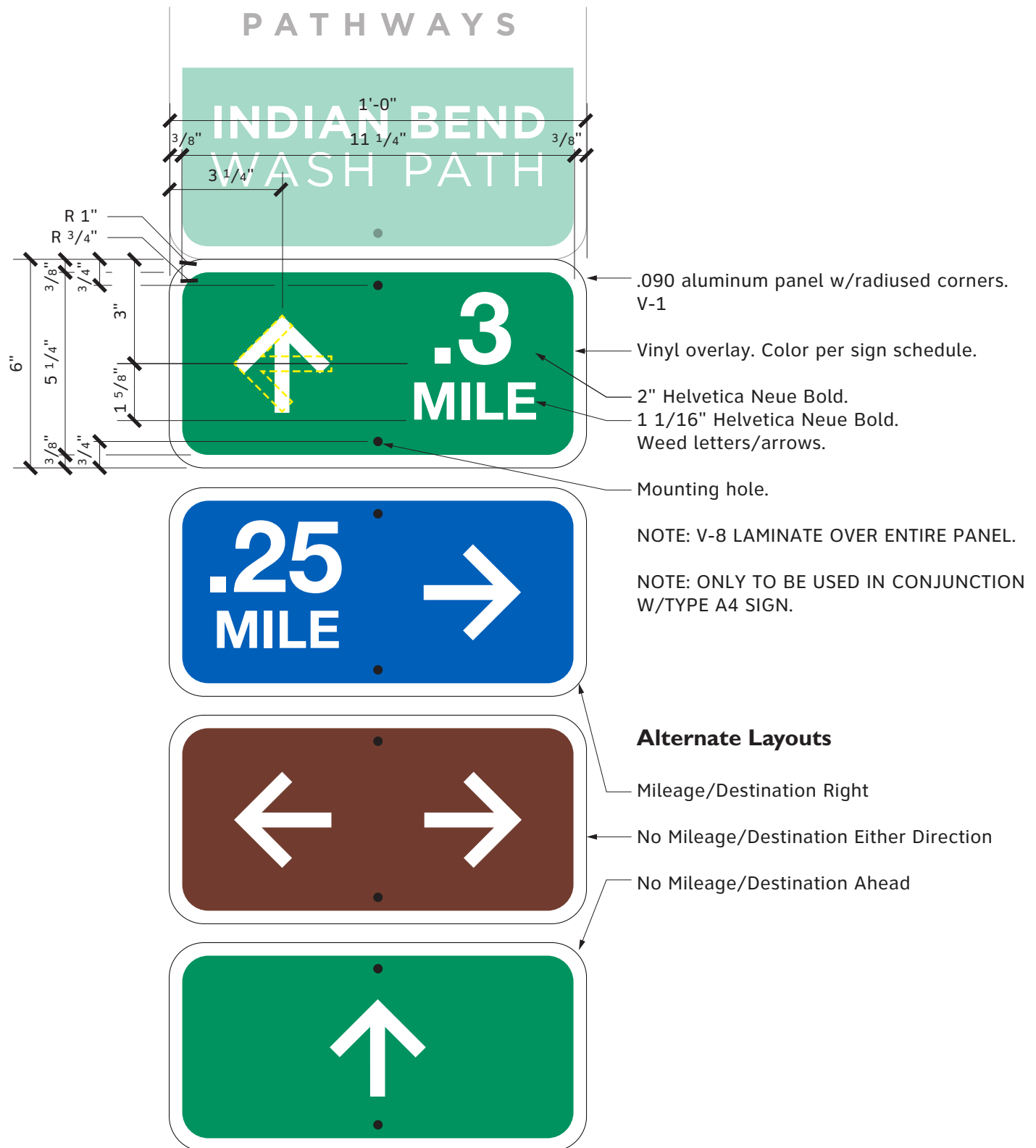
- On existing light poles along or near trails, or at road or trail intersections.





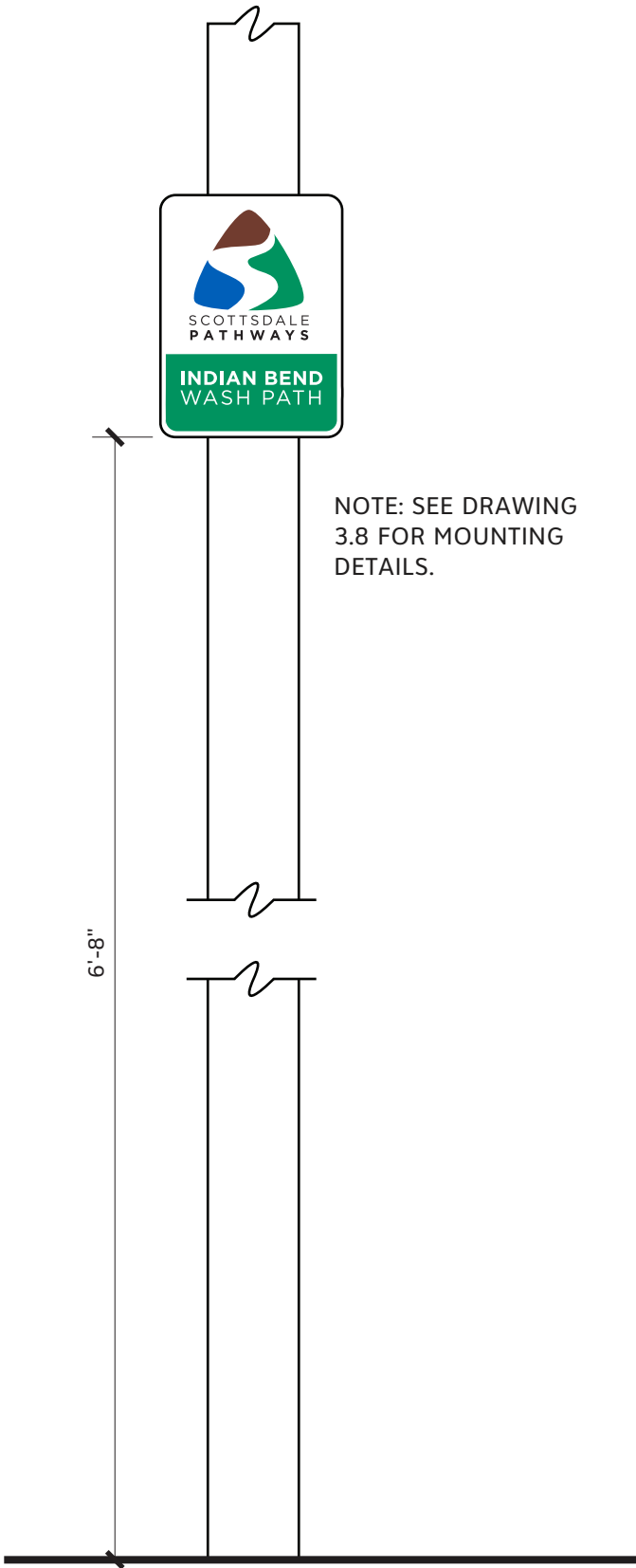
3.4 TYPE A4 SIGN

Scale: 3"=1'-0"

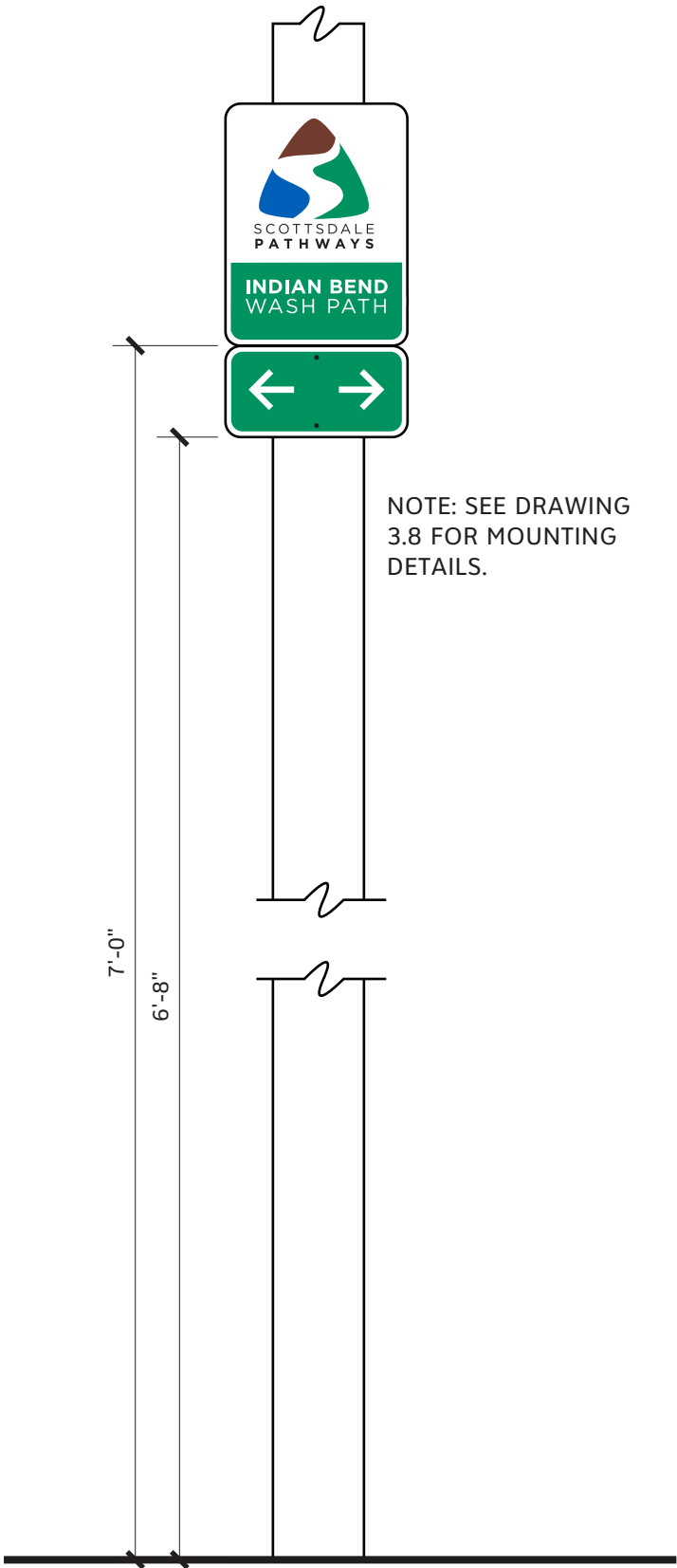


3.5 TYPE A4, PATH CONTINUATION DIRECTIONAL

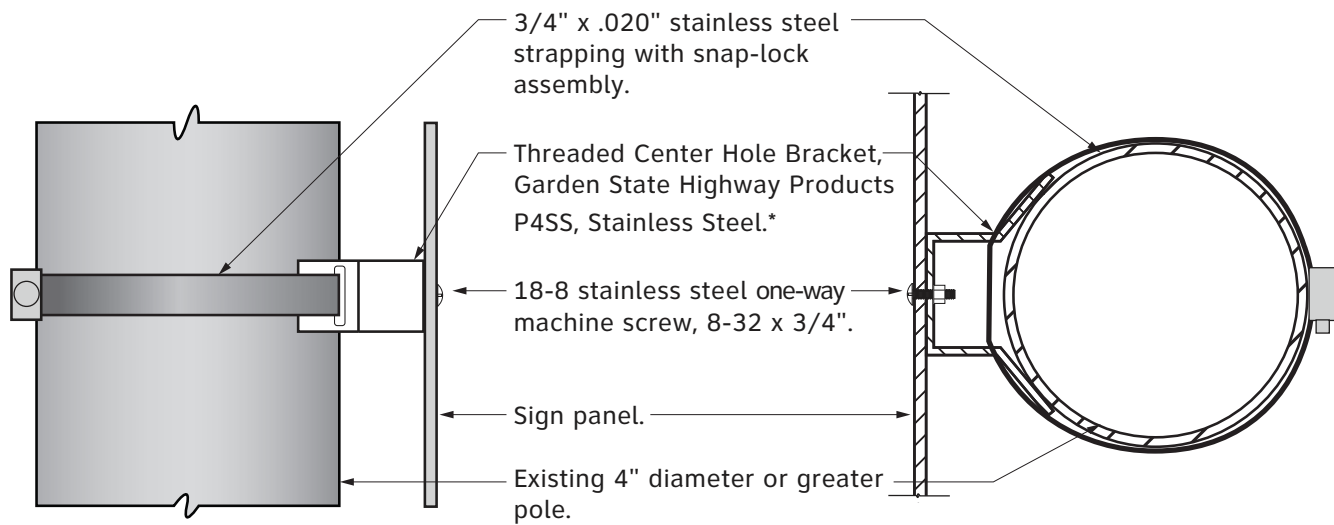
Scale: 3"=1'-0"



3.6 TYPE A4 SIGN MOUNTING DETAIL
Scale: 1"=1'-0"



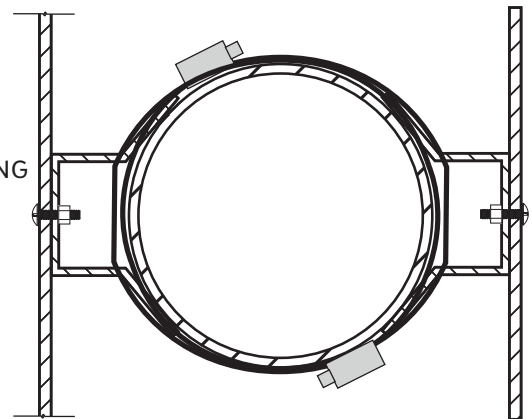
3.7 A4/DIRECTIONAL MOUNTING DETAIL
Scale: 1"=1'-0"



*NOTE: IF THE EXISTING POLE IS LESS THEN 4" DIAMETER, USE GARDEN STATE HIGHWAY PRODUCTS THREADED CENTER HOLE BRACKET M4SS, STAINLESS STEEL.

FOR EXISTING SIGN POSTS, USE APPROPRIATELY SIZED TAMPER-RESISTANT BOLT/NUT/WASHER COMBINATION.

FOR DOUBLE-FACED MOUNTING OFFSET STRAPPING.



3.8 SIGN TYPES A/B/C/D POLE ATTACHMENT DETAILS

Scale: 3"=1'-0"

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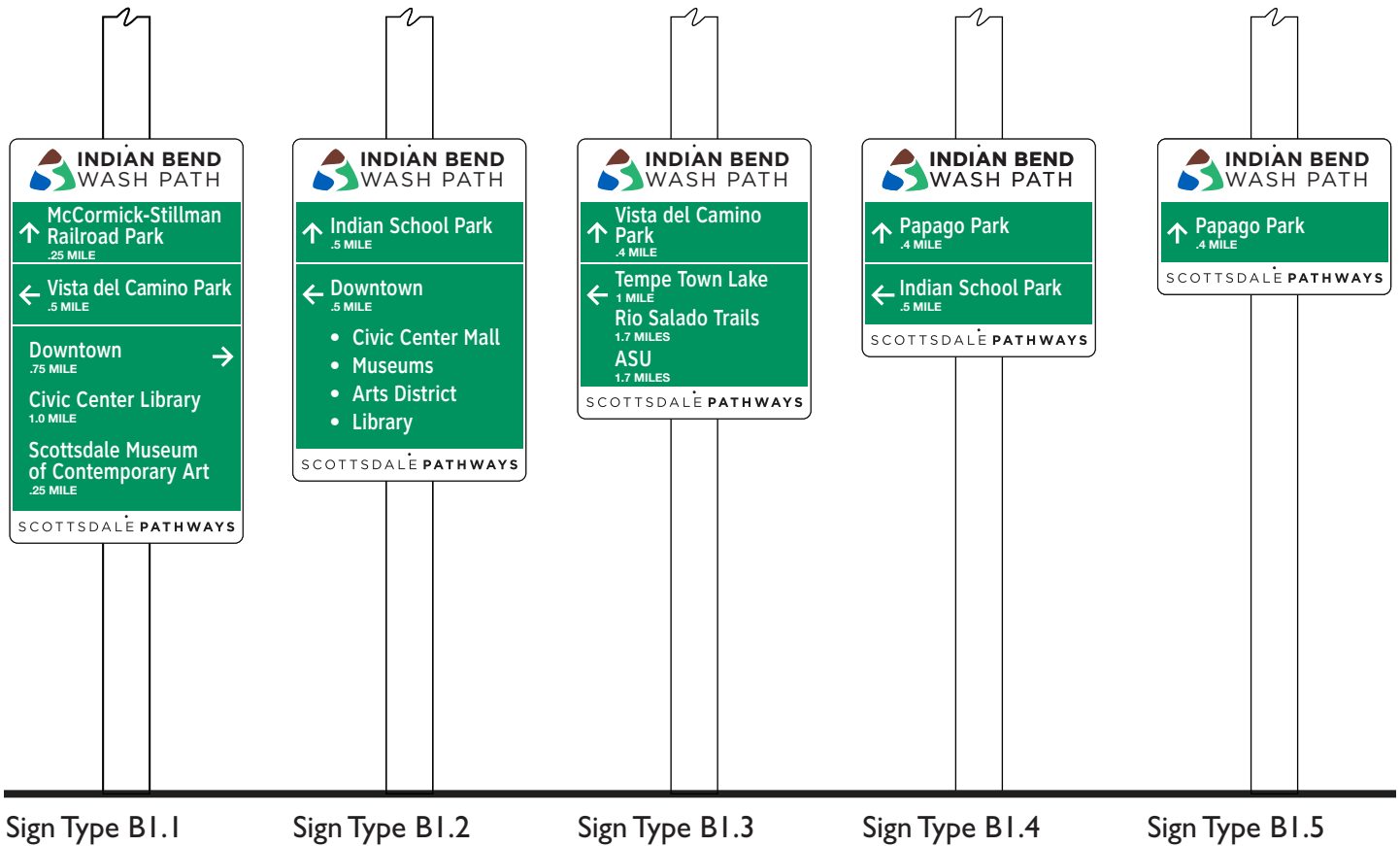
Sign Type B1, Path Guide/Directional Signs

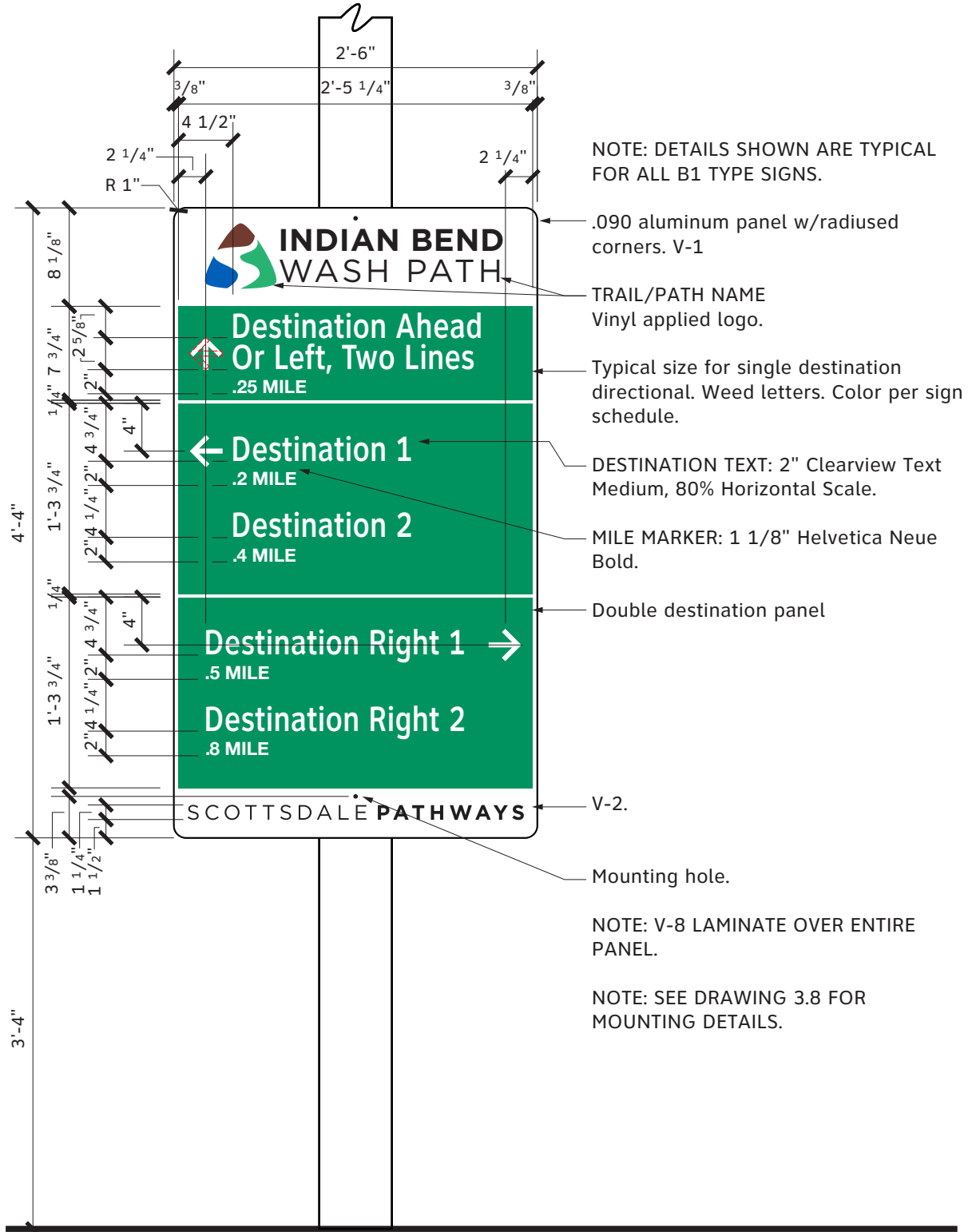
Purpose

- Identifies the trail.
- Provides directional and distance information to nearby destinations.

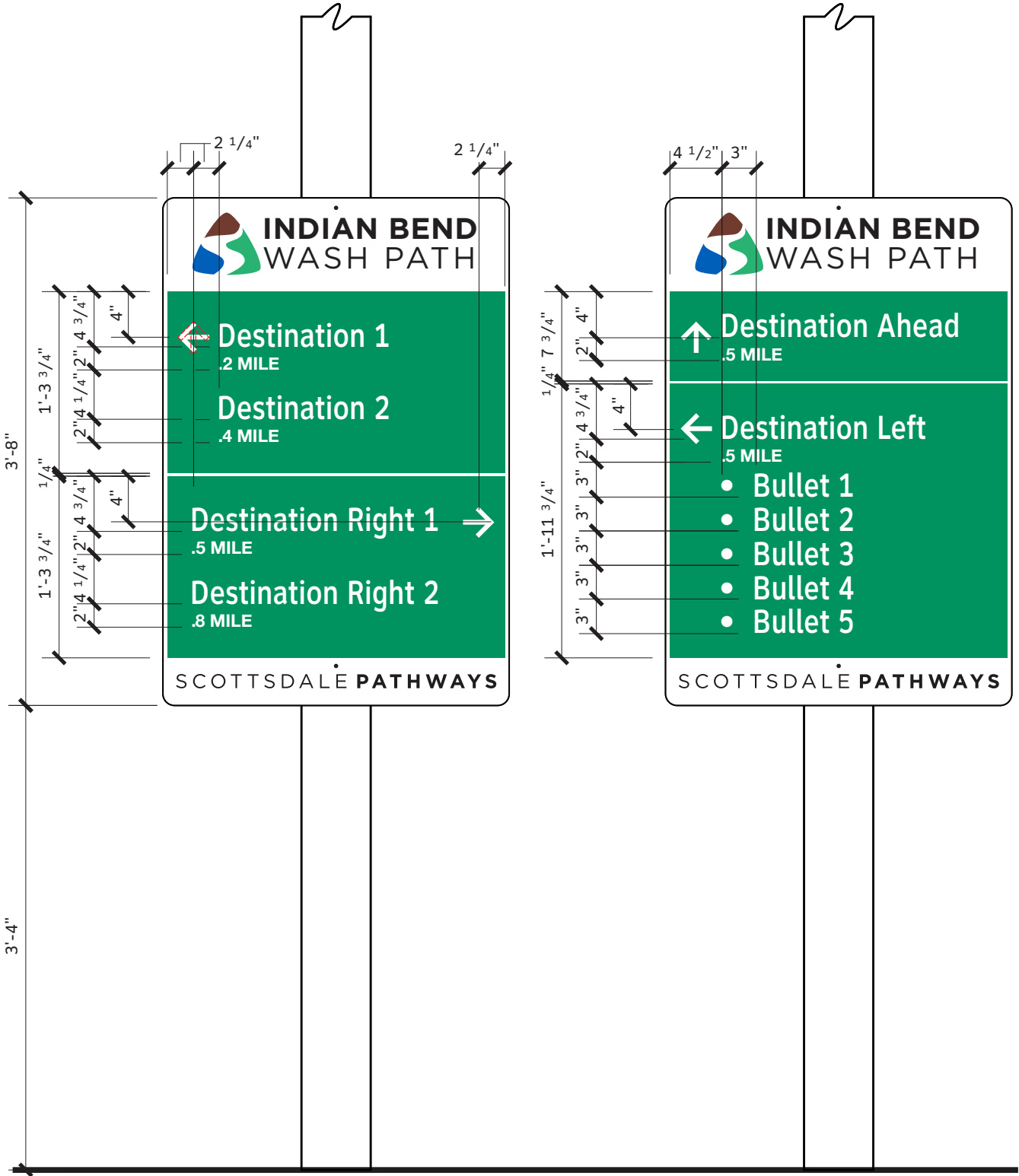
Locations

- On existing light poles or sign posts, along or near trails, or at trail intersections.

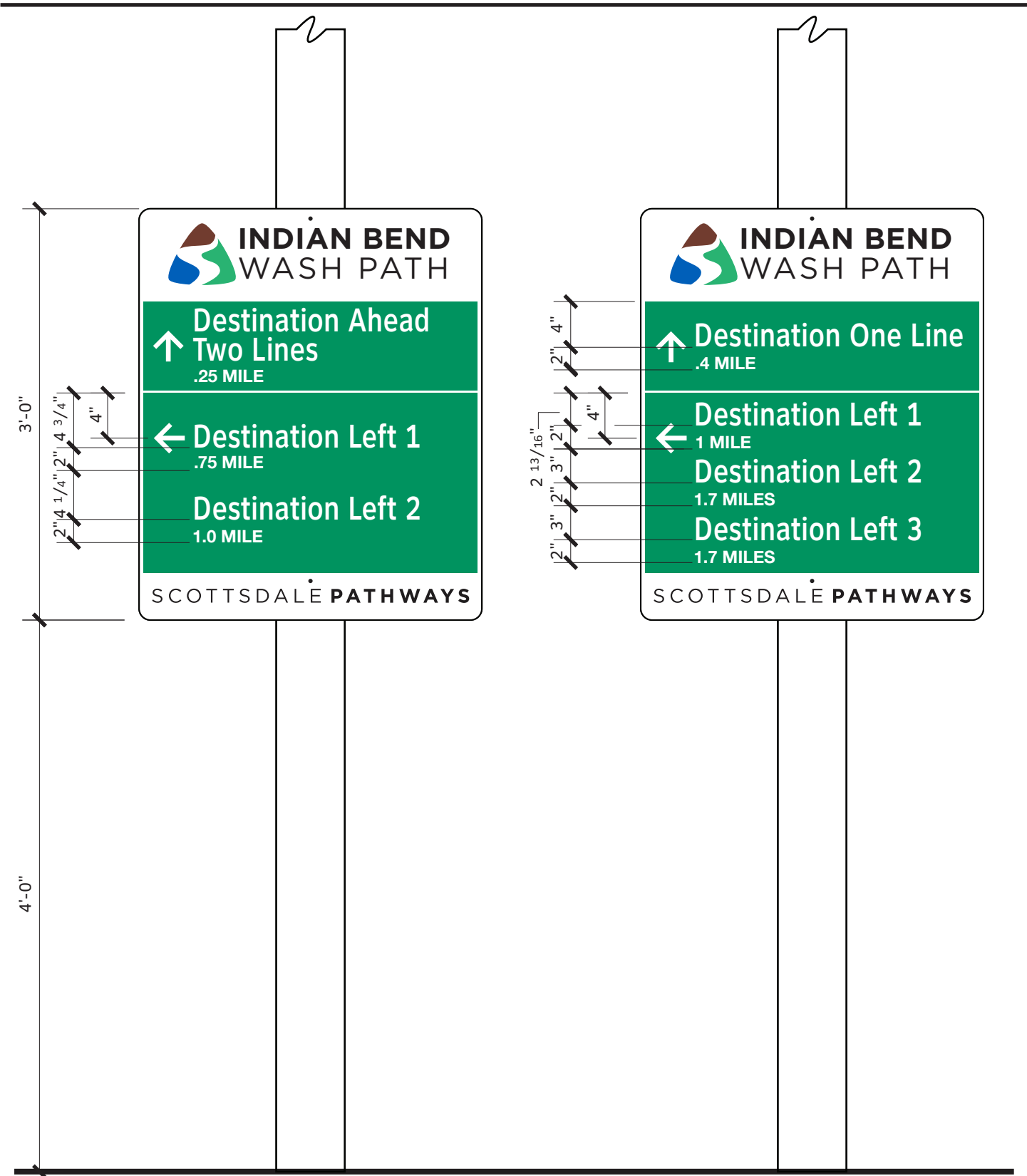




4.1 TYPE B1.1 SIGN, PATH GUIDE
Scale: 1"=1'-0"



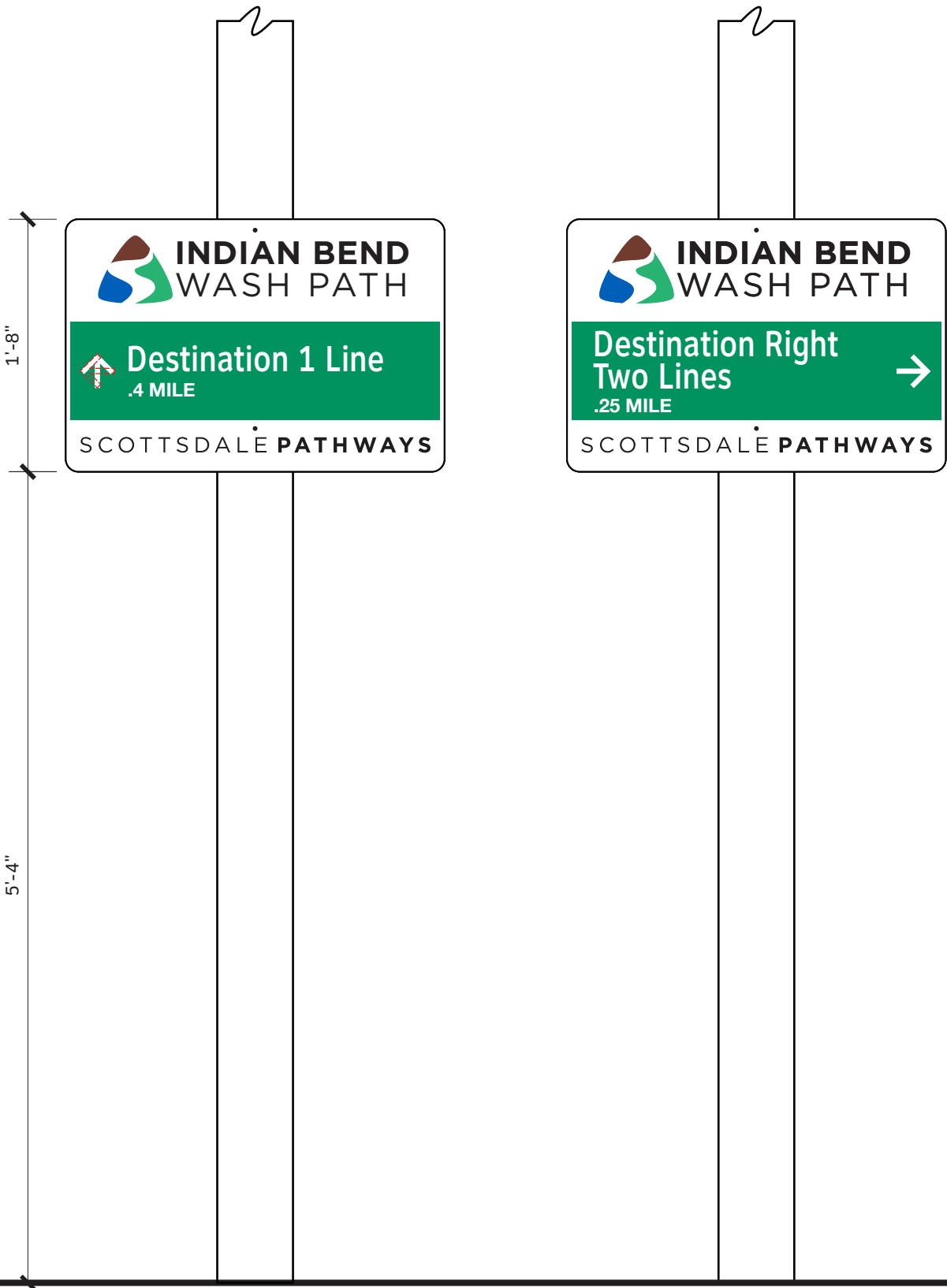
4.2 TYPE B1.2 SIGN, PATH GUIDE
Scale: 1"=1'-0"



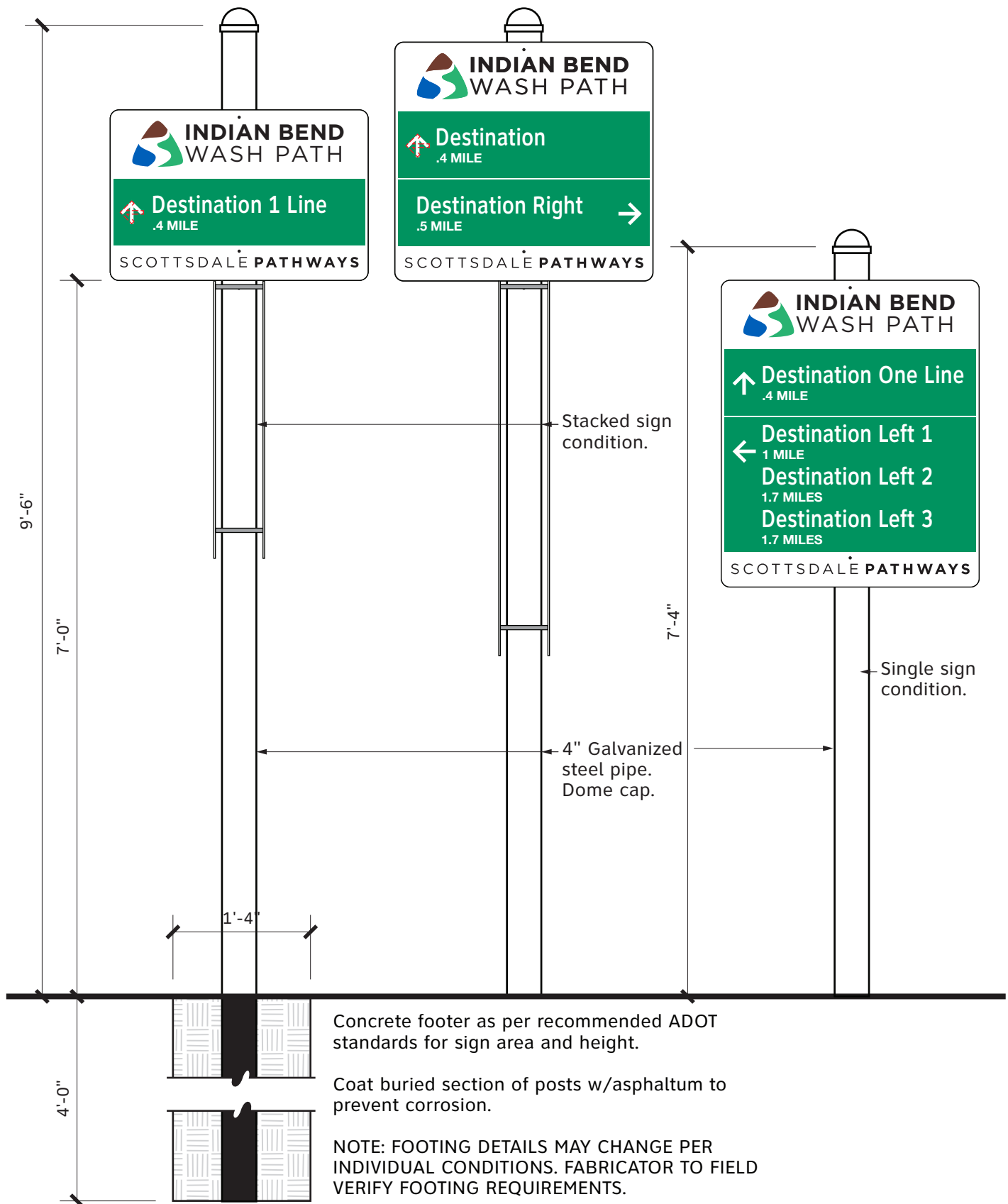
4.3 TYPE B1.3 SIGN, PATH GUIDE
Scale: 1"=1'-0"



4.4 TYPE B1.4 SIGN, PATH GUIDE
Scale: 1"=1'-0"



4.5 TYPE B1.5 SIGN, PATH GUIDE
Scale: 1"=1'-0"



4.6 TYPE B NEW POLE

Scale: 3/4"=1'-0"

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Sign Type B2, Destination Guide Signs

Purpose

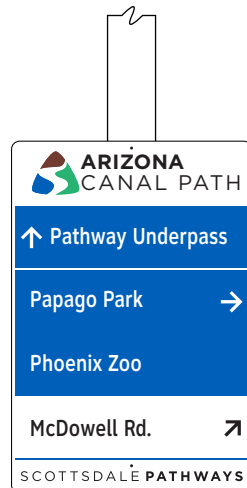
- Identifies the trail.
- Provides directional and sometimes distance information to nearby destinations.
- Identifies the adjacent road.

Locations

- On existing light poles or sign posts, at road/trail intersections.



Sign Type B2.1



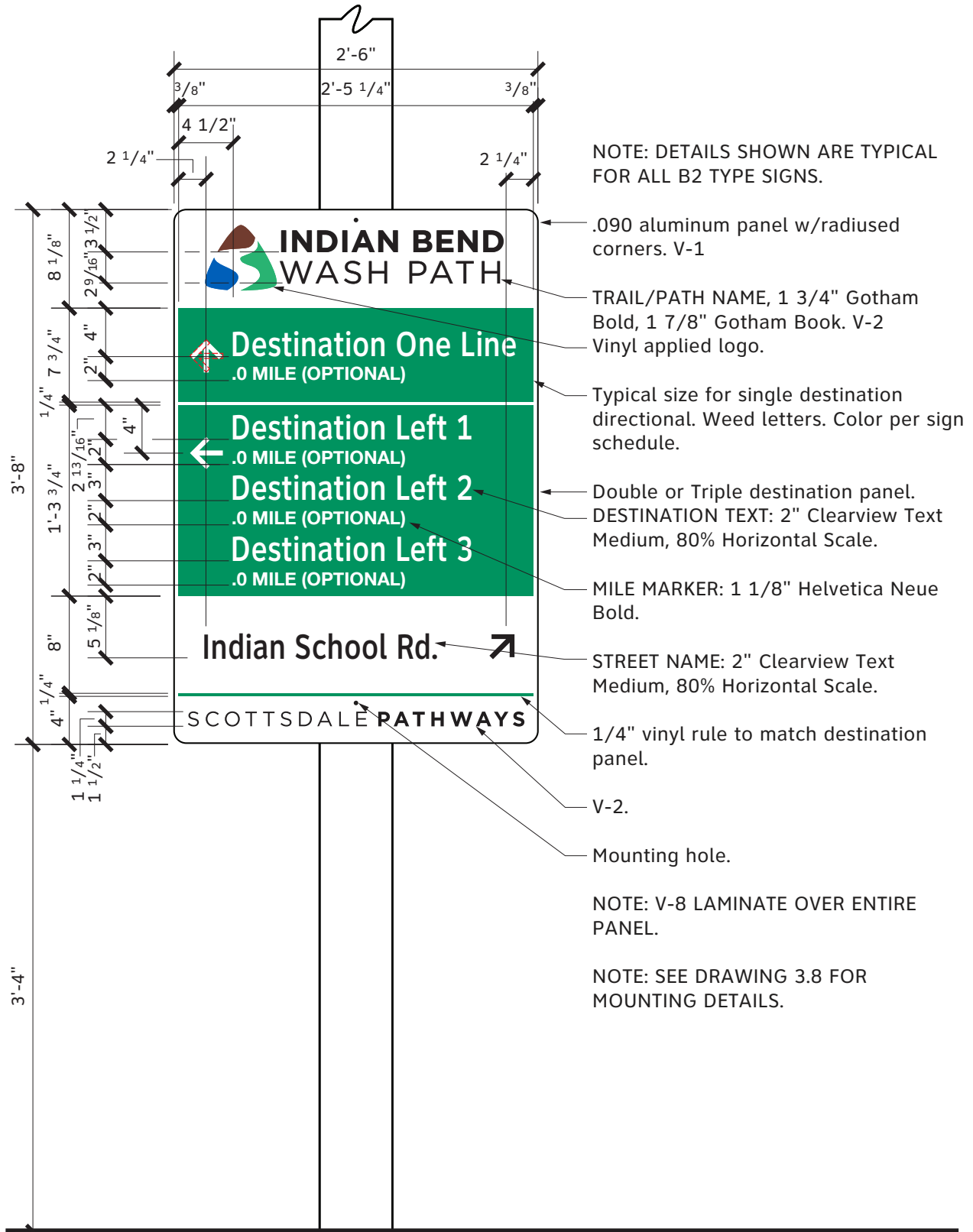
Sign Type B2.2



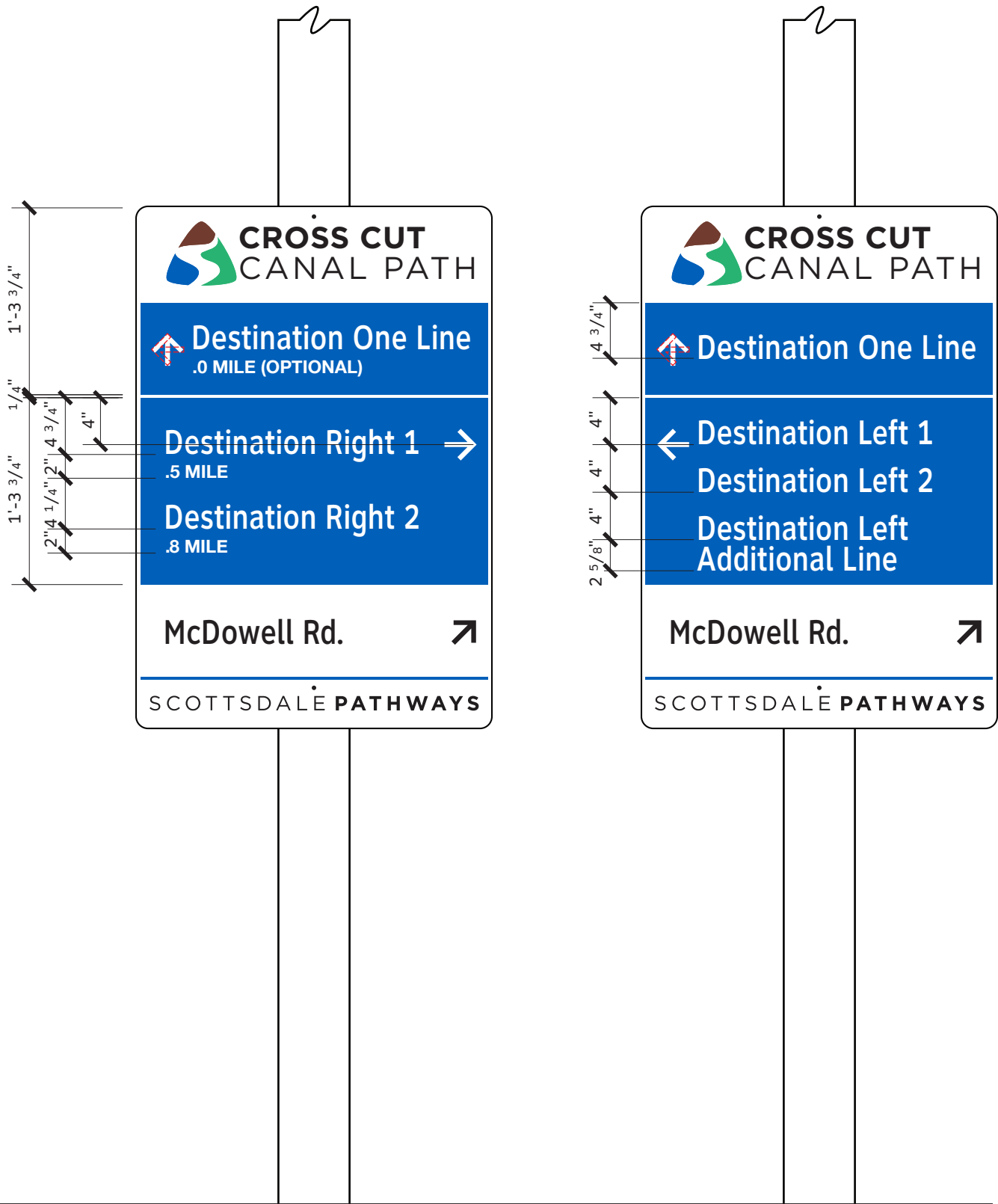
Sign Type B2.3



Sign Type B2.4

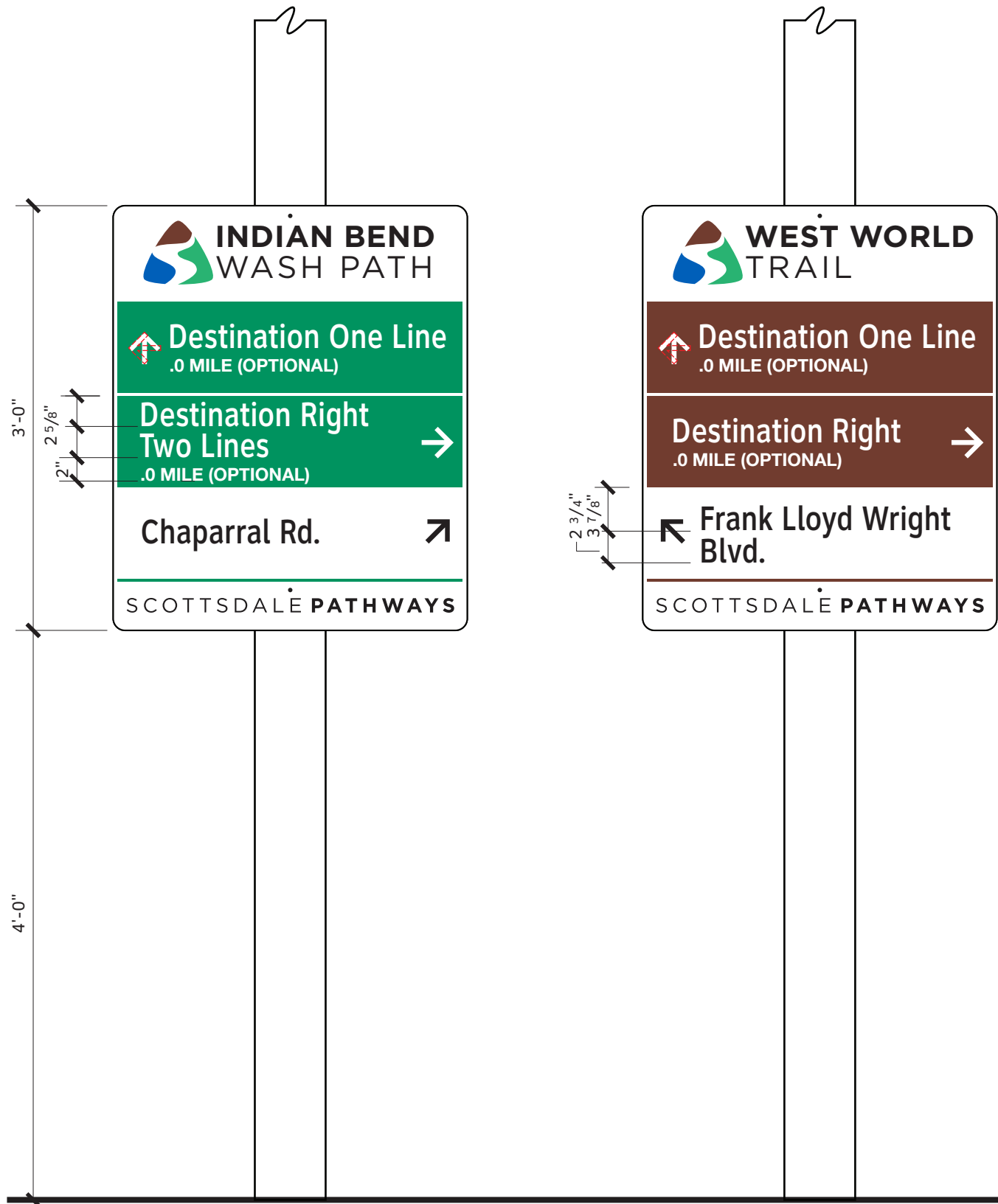


5.1 TYPE B2.1 SIGN, PATH GUIDE
Scale: 1"=1'-0"

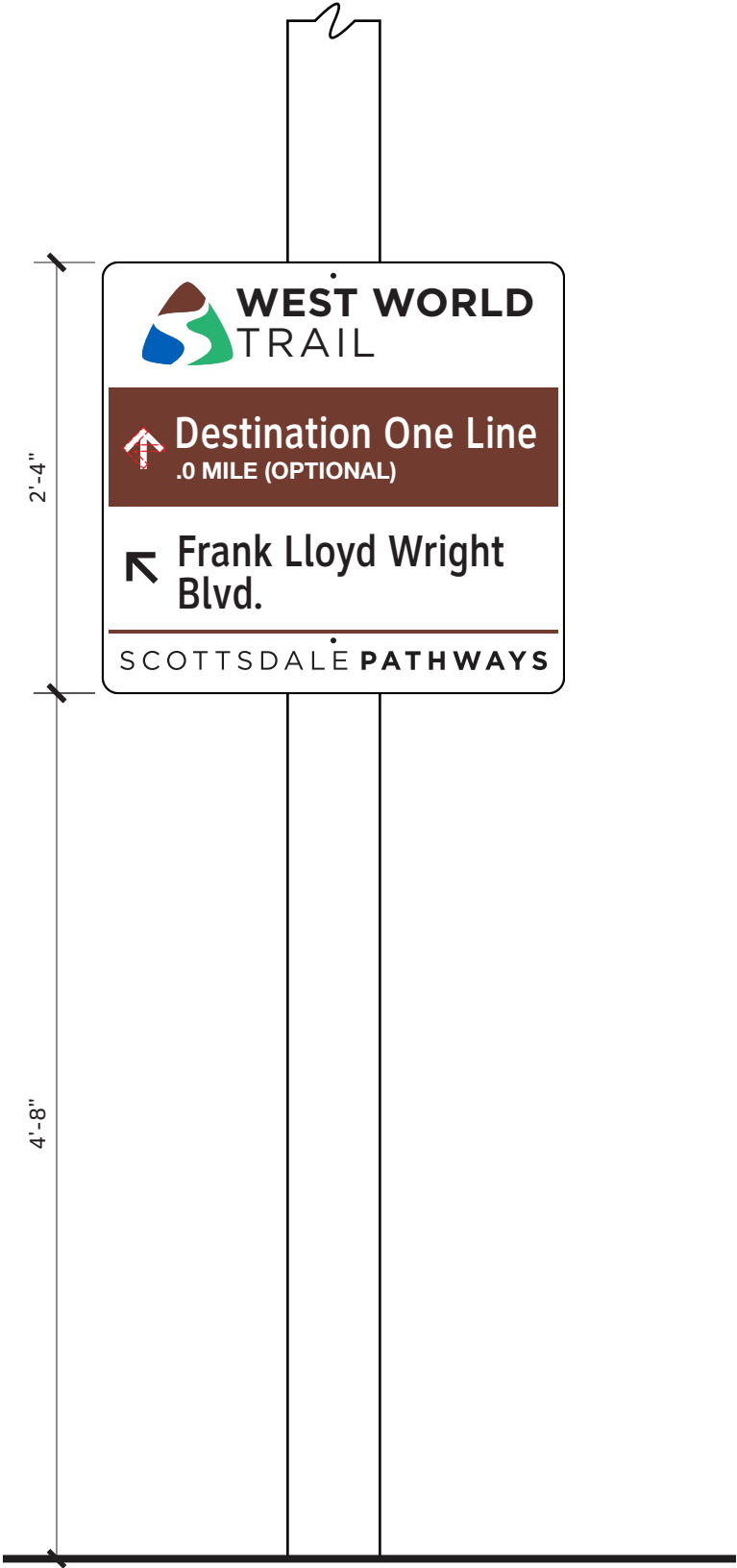


No Mileage Notations

5.2 TYPE B2.1 SIGN, ALTERNATE LAYOUTS
Scale: 1"=1'-0"



5.3 TYPE B2.2 SIGN, GUIDE DESTINATION
Scale: 1"=1'-0"



5.4 TYPE B2.3 SIGN GUIDE DESTINATION
Scale: 1"=1'-0"

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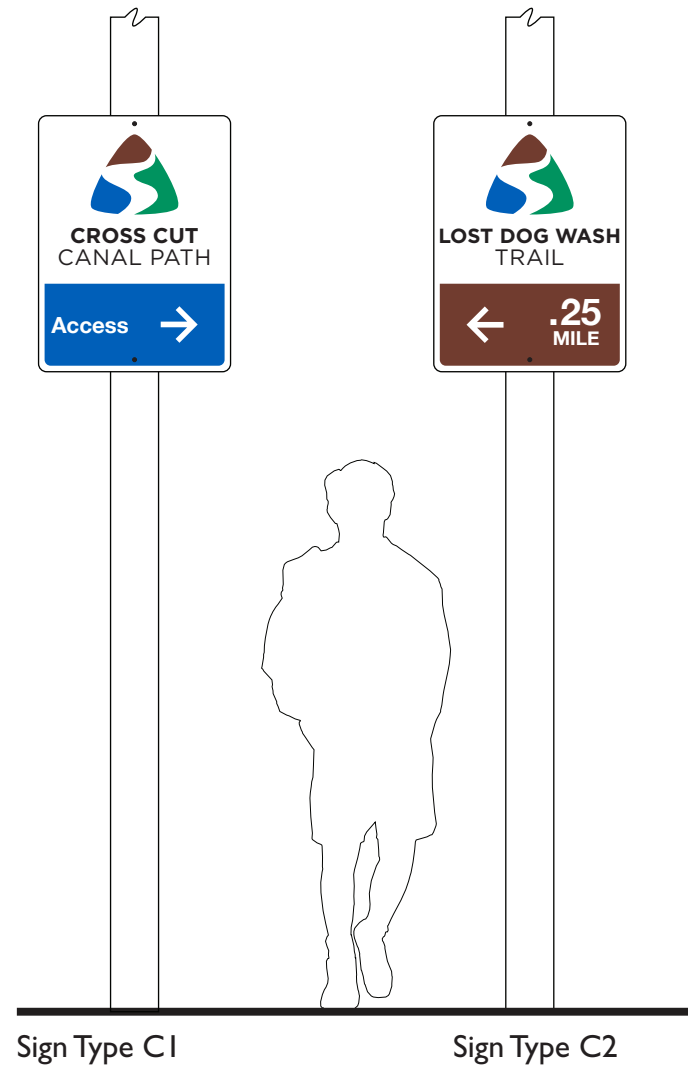
Sign Type C1/C2 , Pathway Identification Sign

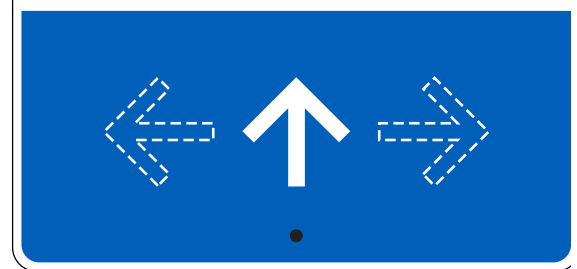
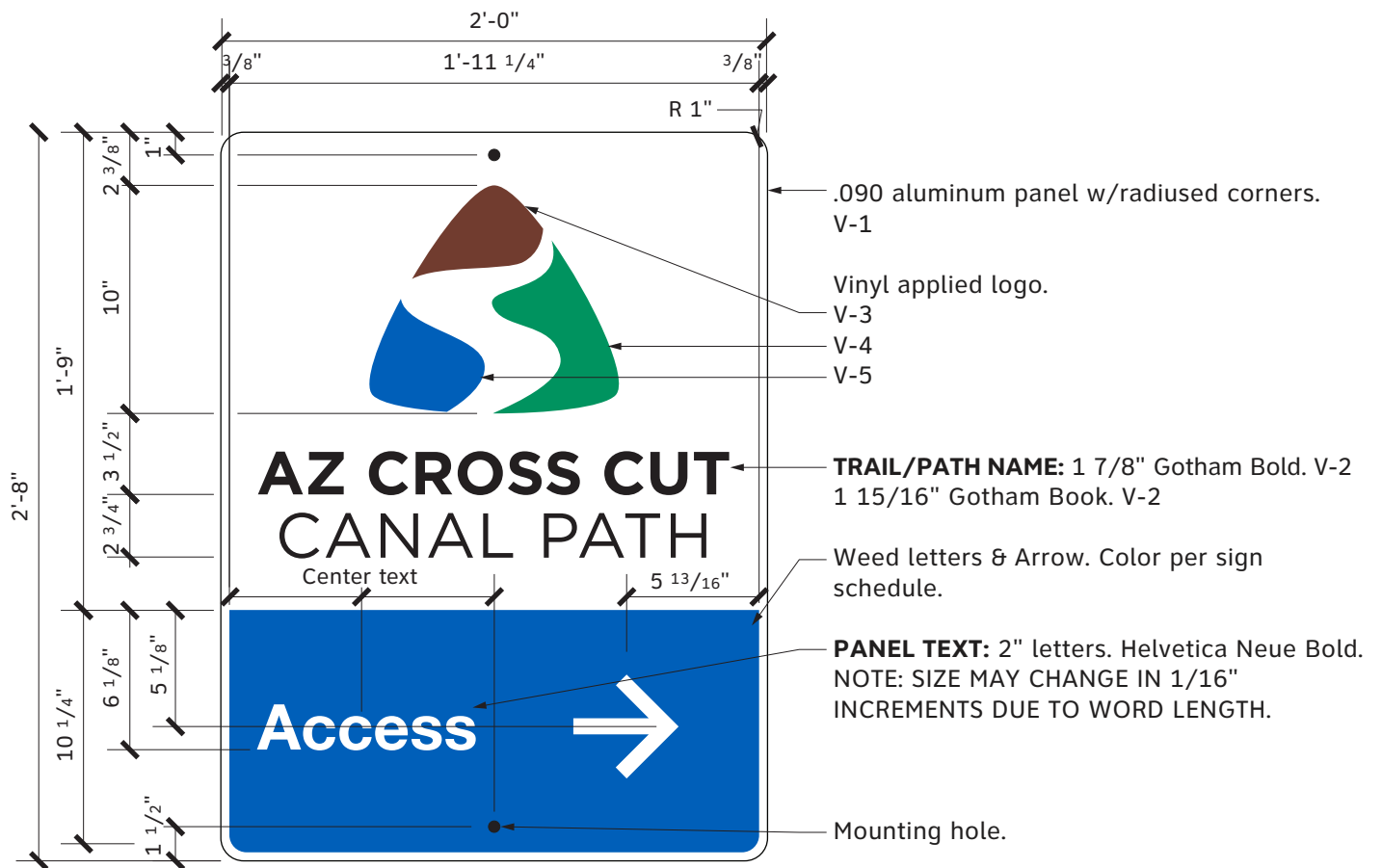
Purpose

- Off-trail signs that identify access points (C1) for, and distances (C2) to, a trail.

Locations

- On existing light poles or sign posts near trails.





"Ahead" Arrow Only, or All Three Directions

7.1

TYPE C1/C2 PATHWAY SIGN (IDENTIFICATION MARKER)

Scale: 1 1/2"=1'-0"

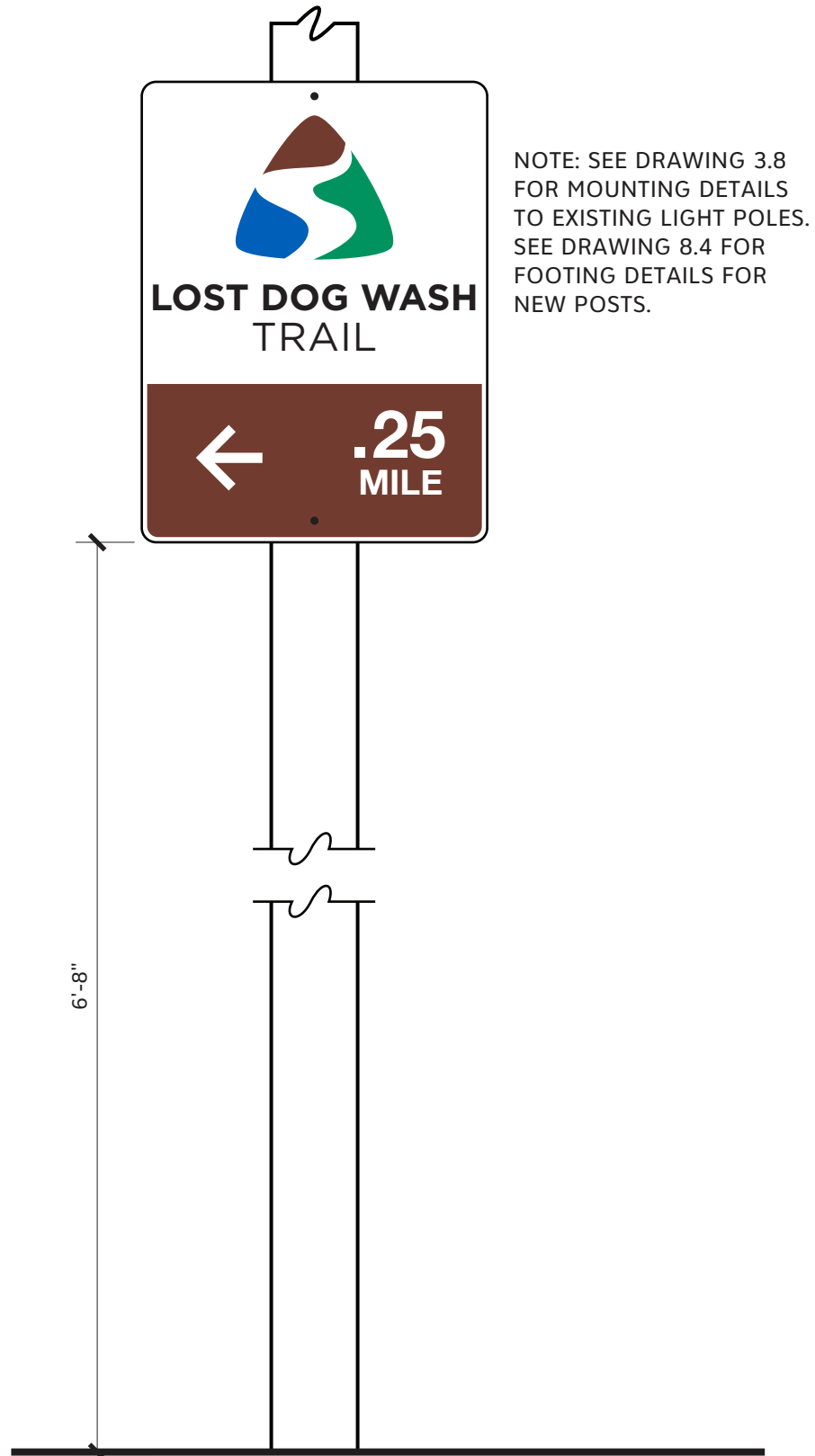


I.

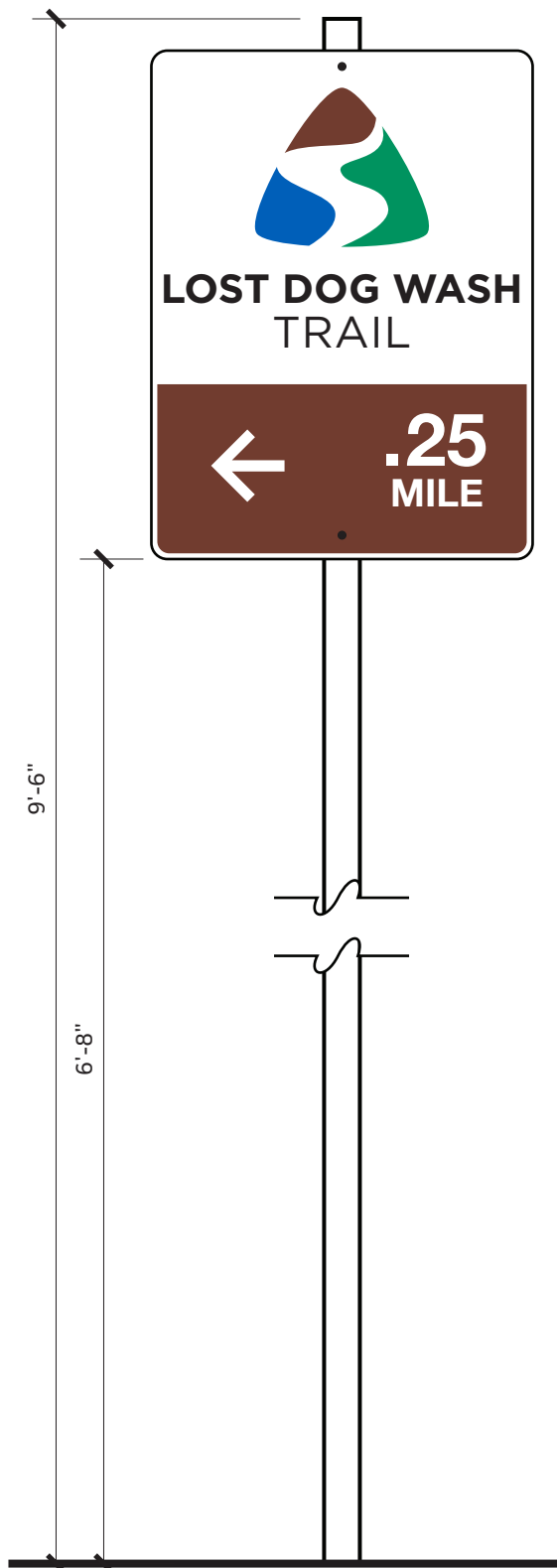


7.2 TYPE C2 PATHWAY SIGNS (DISTANCE MARKERS)

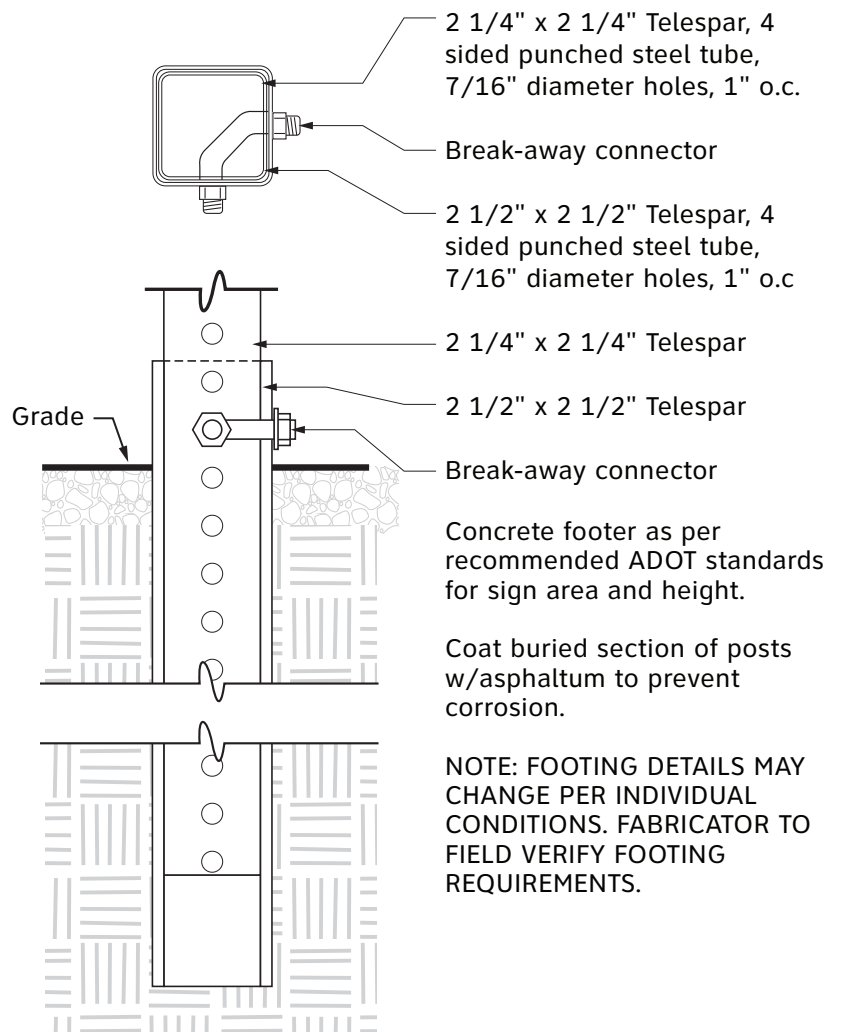
Scale: 1 1/2"=1'-0"



7.3 TYPE C1/C2 SIGN MOUNTING DETAIL
Scale: 1"=1'-0"



Scale: 1"=1'-0"



Scale: 3"=1'-0"

7.4

SIGN TYPES C NEW POST & FOOTING DETAILS

Scale: As Noted

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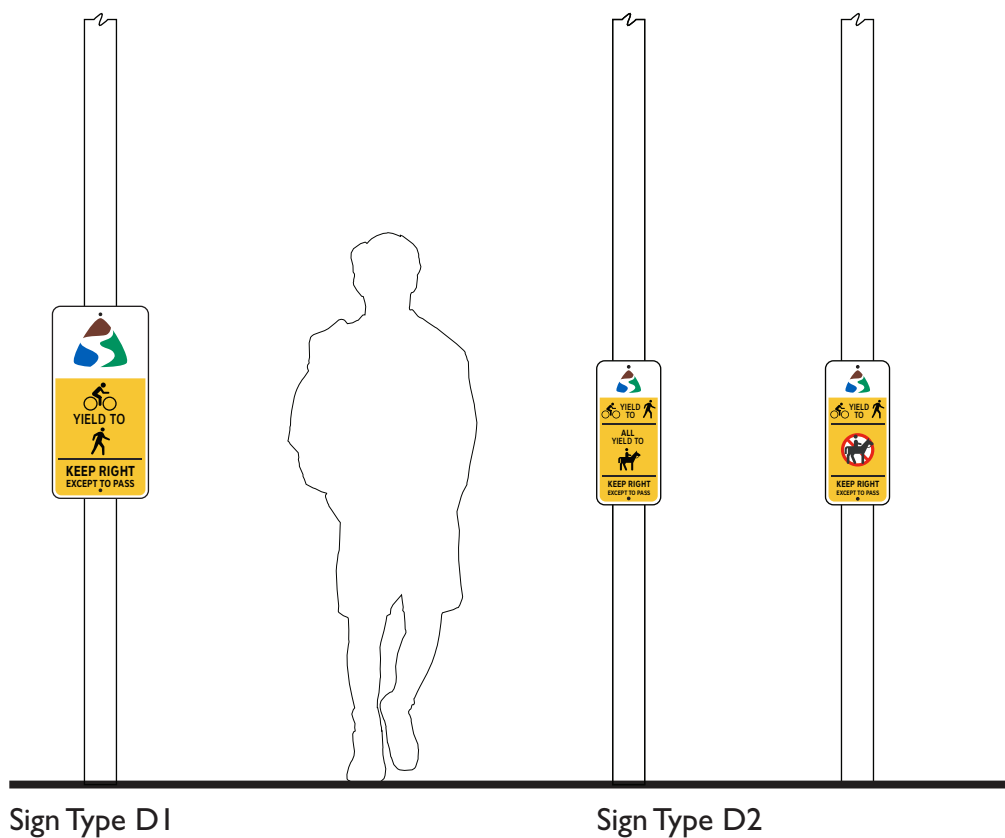
Sign Type D1/D2 Trail Guide Signs

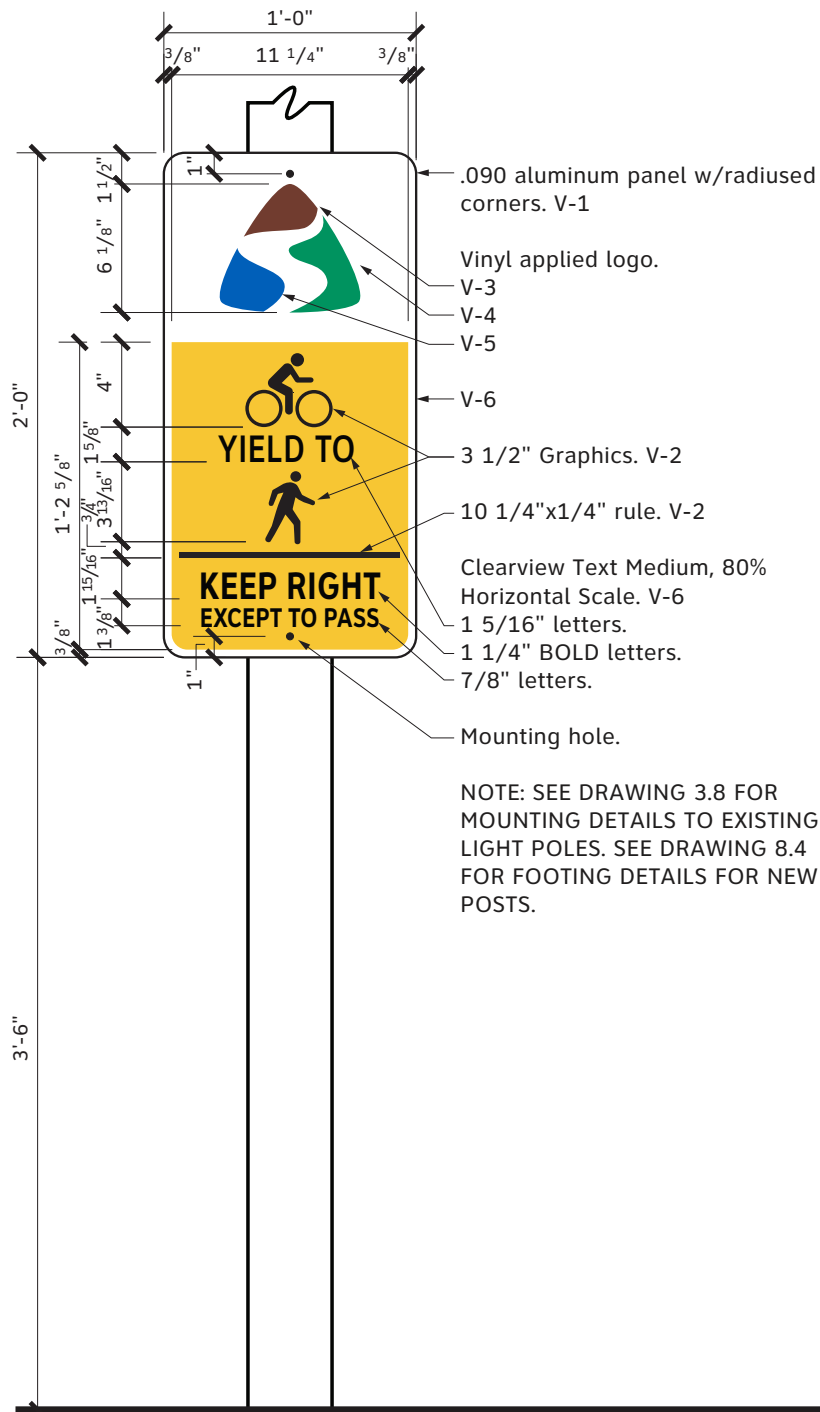
Purpose

- Identifies trail users and required trail etiquette.

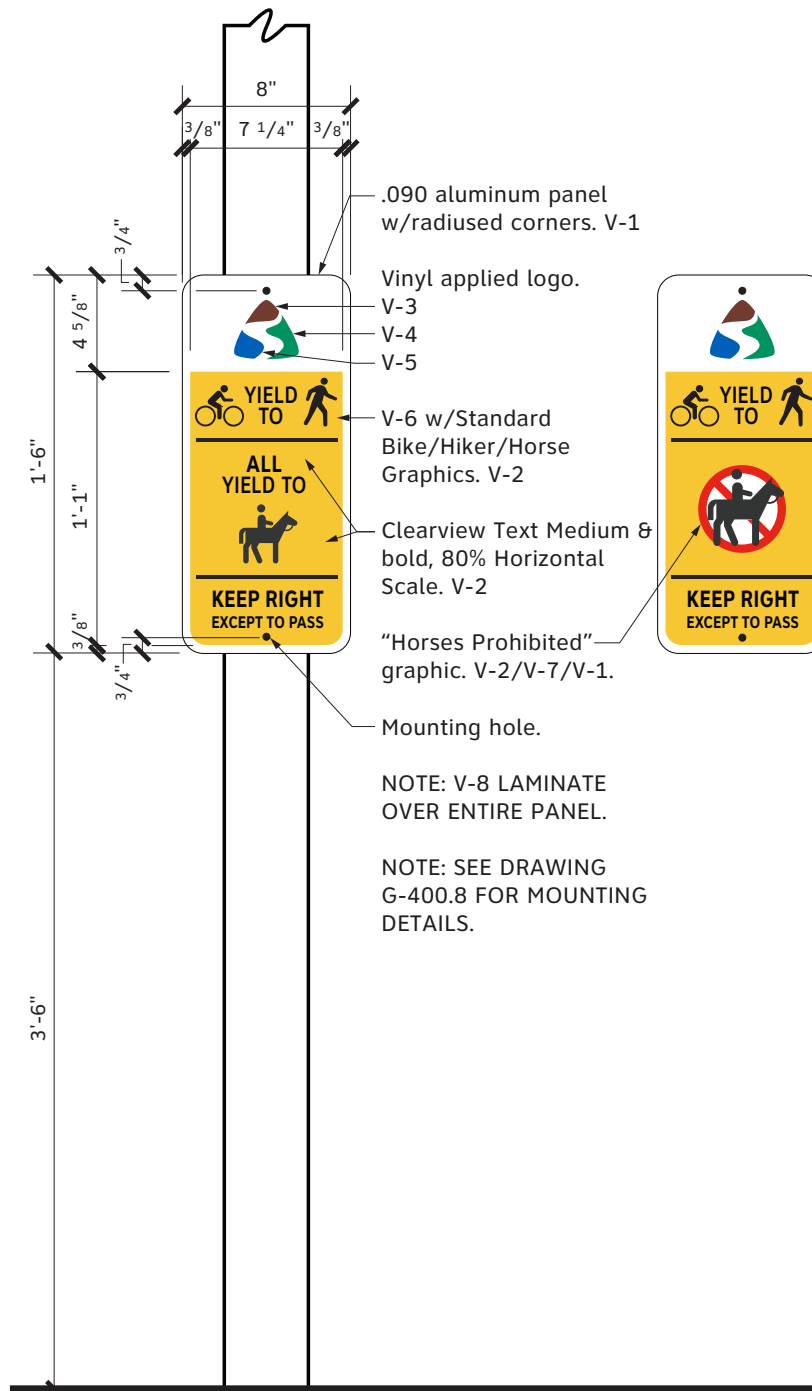
Locations

- On existing light poles or sign posts along trails.



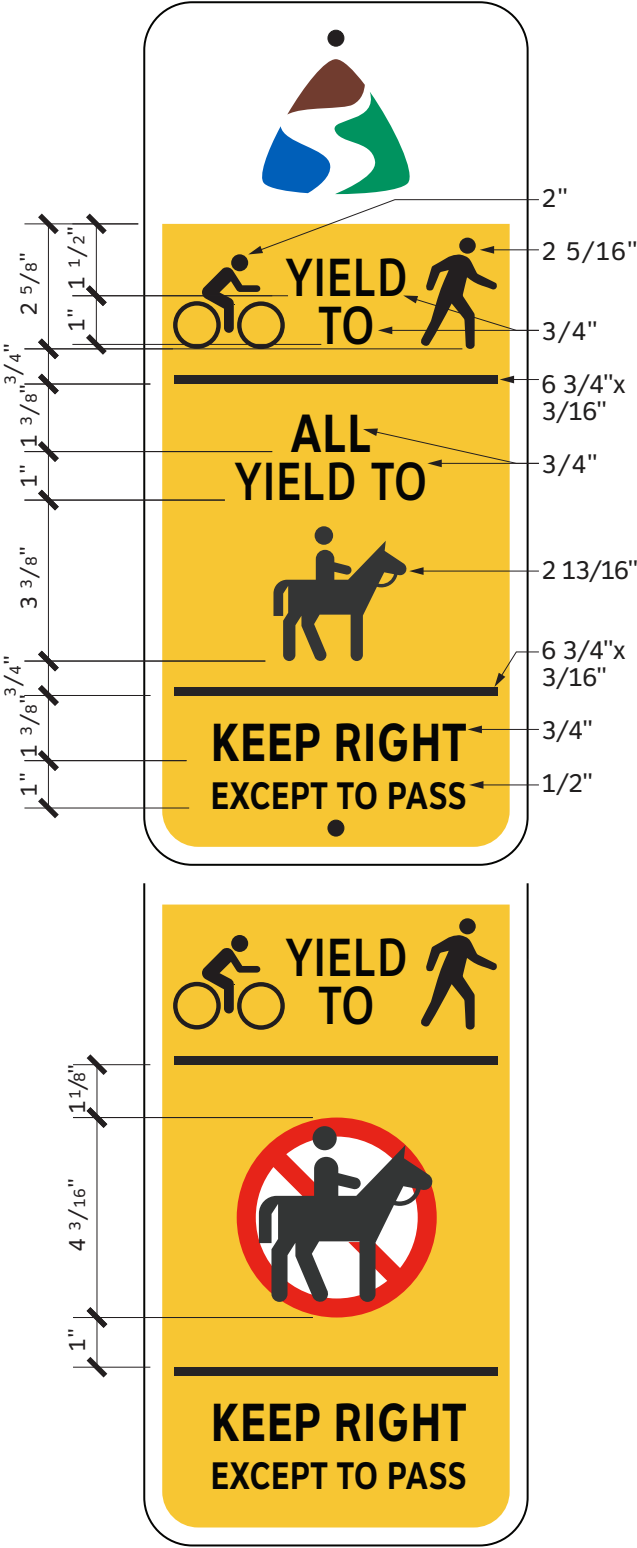


8.1 TYPE D1 PATHWAY REGULATORY SIGN
Scale: 1 1/2"=1'-0"



8.2 TYPE D2 PATHWAY REGULATORY SIGN

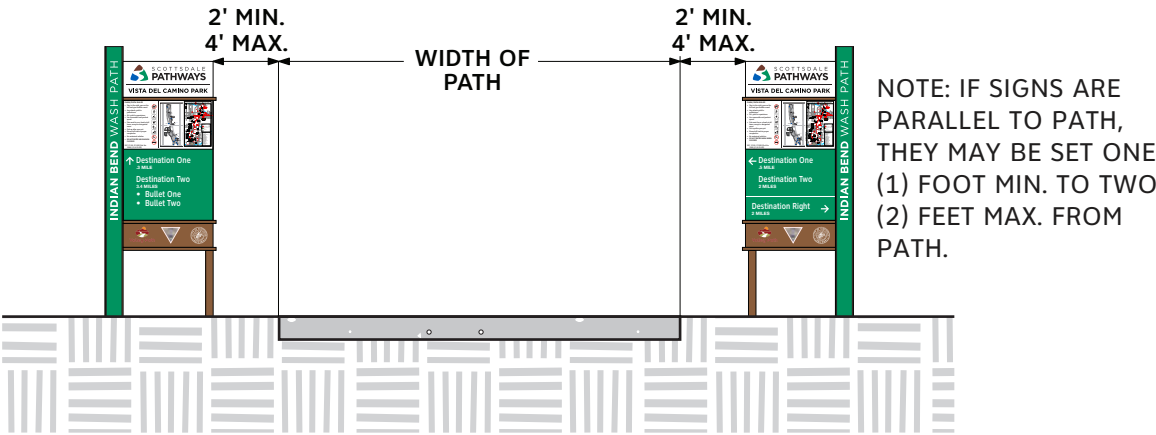
Scale: 1 1/2"=1'-0"



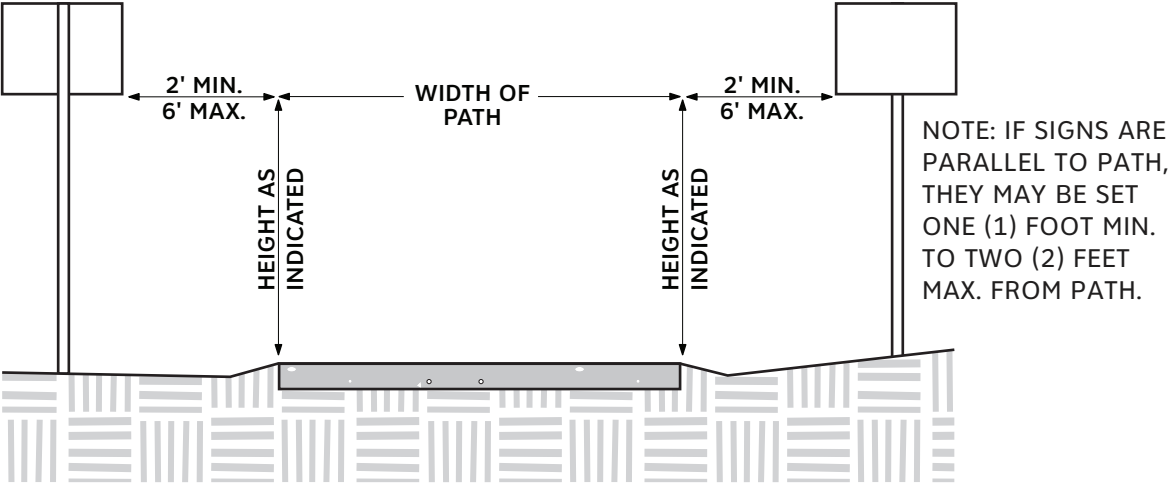
8.3 TYPE D2 DETAILS
Scale: 3"=1'-0"

Typical Sign Placement

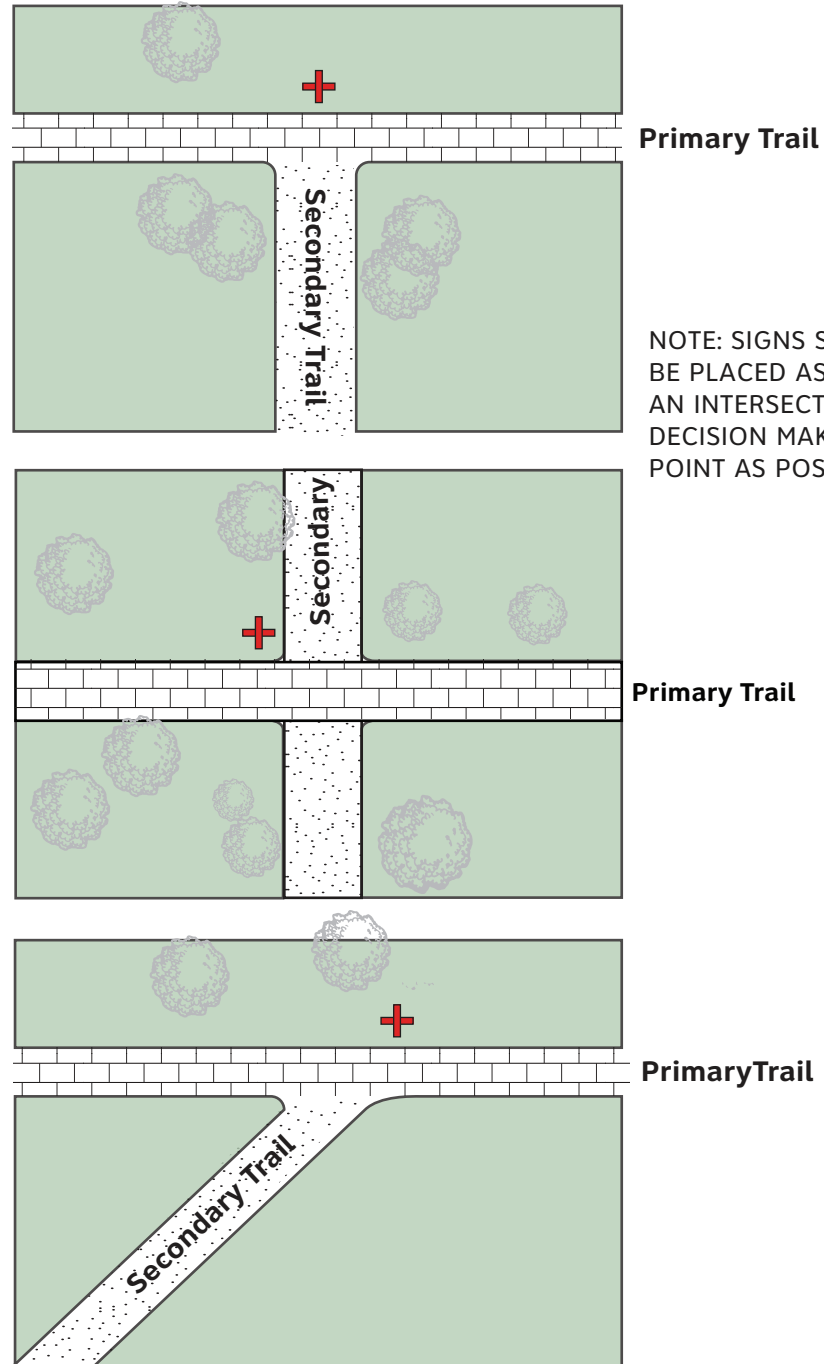
Signs should be located near trails, while being out of the path of travel. The drawings on this and following pages are guidelines only. Refer to the Sign Schedule and specific on-site conditions when placing signs.



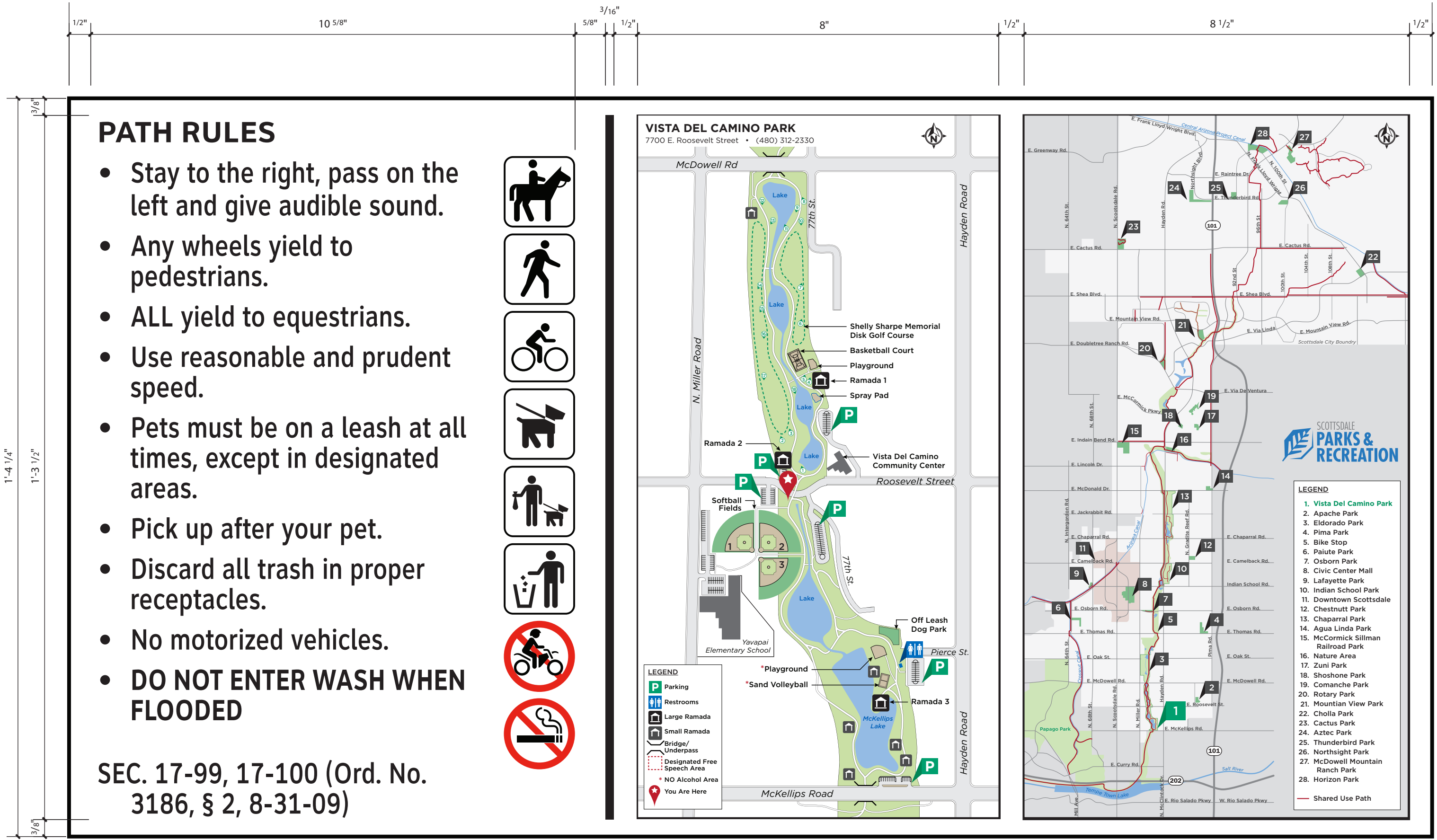
API.1 TYPE A1 LOCATION GUIDE
Scale: NTS



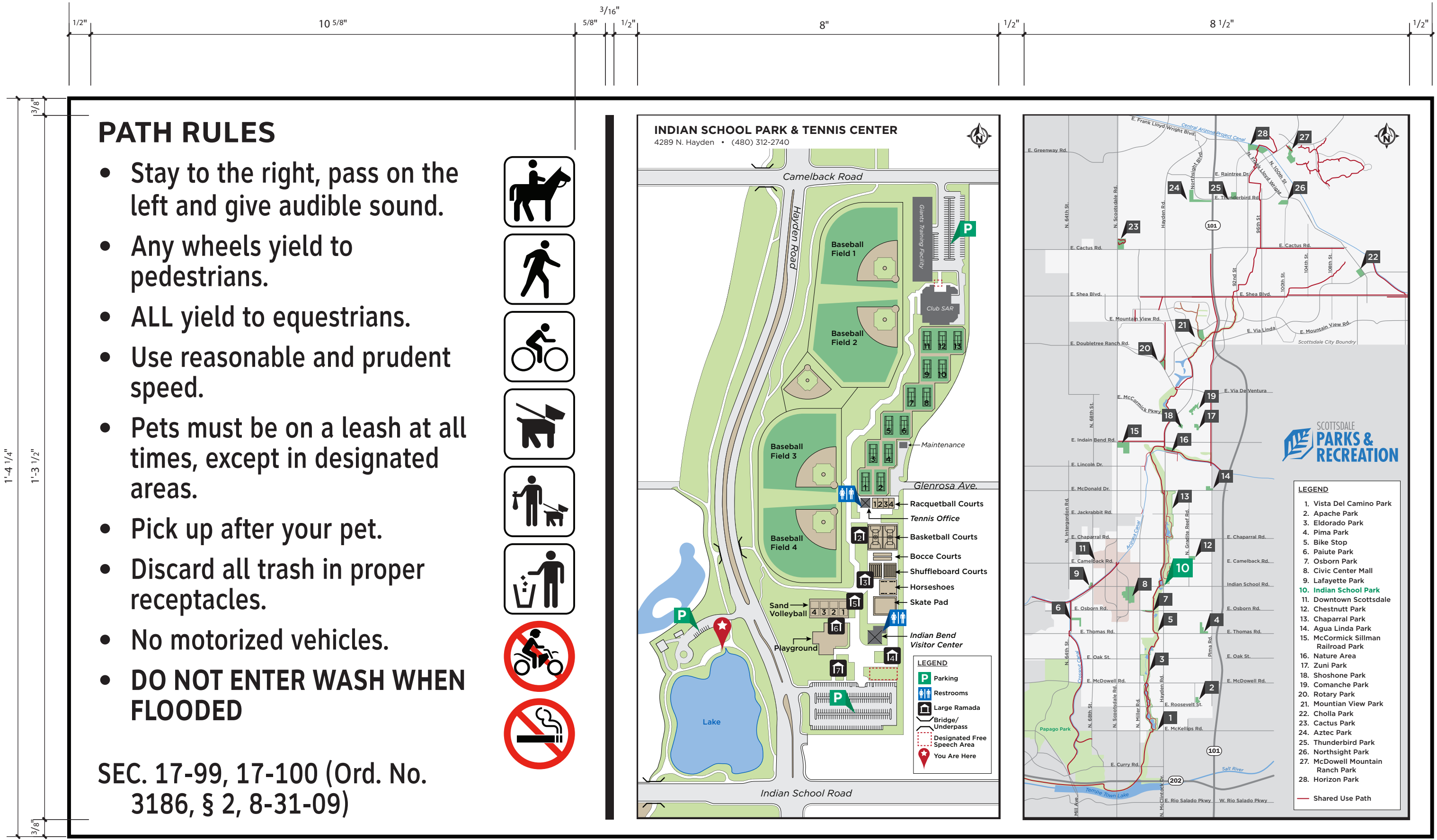
API.2 TYPE A3/A4/B1/B2/C1/C2 LOCATION GUIDE
Scale: NTS



NOTE: SIGNS SHOULD BE PLACED AS NEAR AN INTERSECTION OR DECISION MAKING POINT AS POSSIBLE.



AP2.1 MAP #1, VISTA DEL CAMINO PARK (CONCEPT ONLY! NOT FOR FINAL ART)
Scale: 3"=1'-0"



AP2.3 MAP #3, INDIAN SCHOOL PARK (CONCEPT ONLY! NOT FOR FINAL ART)
Scale: 3"=1'-0"

