




Current Planning Services  
7447 E. Indian School Rd.  
Scottsdale, AZ 85251

## Historic Preservation Commission Meeting Memorandum

**Item No.** 9  
**Topic:** Historic District Signage  
**Action Requested:** This is a non-action item. Staff is requesting that the Commission review and provide direction, related to Historic Preservation District Signage  
**Meeting Date:** June 1, 2017  
**From:** Steve Venker, Historic Preservation Officer 

### Background

At past Historic Preservation Commission (HPC) meetings the HPC members have asked questions regarding historic district signage related to the Village Grove 1-6 Historic District, the Town & Country Scottsdale Historic District, and the Villa Monterey Units 1-7 Historic District. Staff has recently completed research that focused on historic district signage in the City of Scottsdale and in the City of Phoenix.

### Discussion / Possible Direction

As part of historic designation, neighborhoods often want to distinguish themselves through signage. Within the City of Scottsdale, two historic districts, Village Grove 1-6 and Town and Country Scottsdale, have added signs above the street intersection signs indicating their historic designation. The third, Villa Monterey Units 1-7, has sporadically included signage denoting specific units within the historic district. While each specific home owners association (HOA) within the Villa Monterey Units 1-7 paid for its own signage, evidence suggests that the city paid for and installed sign toppers for Town and Country Scottsdale and Village Grove 1-6. Furthermore, the current design language for the signage acquired by the city seems to place nearly all of the value on the district's name and almost ignores the historic designation of the neighborhood. As a result, options were considered for potential replacement signs and as a blueprint for future historic designations.

The current City of Scottsdale policy, taken with historical precedent, is unclear as to who is responsible for the design, manufacture, or installation of sign toppers. In the cases of the Village Grove 1-6 and Town and Country Scottsdale neighborhoods, the city acquired bids and eventually paid for the signage that denotes those two historic districts. Meanwhile, certain HOAs of Villa Monterey Units 1-7 have already placed their own signage denoting their historic neighborhood, but they are not uniform across Units and are the responsibility of each individual HOA. In Phoenix, the official guidelines clearly dictate that the obligation of purchasing and installing of sign toppers is strictly under the purview of each individual neighborhood. Yet, correspondence with the Historic Preservation Department of Phoenix proves otherwise. They have provided executed contracts to manufacture and install street topper signs for several of their historic neighborhoods.

Though the City of Phoenix installed sign toppers for several of their historic neighborhoods, the F.Q. Story district felt they needed something extra for their unique neighborhood. A few years ago, the neighborhood association decided to engage a contractor to design, build, and install four pedestal signs at the four entrances to their neighborhood from 7th Avenue. These pedestal signs include a consistent nameplate that states the street name along with the name of the neighborhood. Originating with the neighborhood, this grassroots movement had to receive city approval. In discussion with Steven Methvin, the individual from the neighborhood who spearheaded the project, he said that the city required the neighborhood to guarantee the maintenance of the signs, as well as, other responsibilities including removal and replacement in the case of utility work. The neighborhood accepted the terms of the city and installed the signs. This move sparked three other historic neighborhoods in the City of Phoenix (Coronado, Willo, and Encanto-Palmcroft) to follow suit and design their own unique entry markers. These signs are all individualized from each other and from the original markers at the F.Q. Story district. In Phoenix, eventually four distinct neighborhoods created unique signage placed at various entrances to their historic districts. These entryway pedestals stand apart from the historic district sign toppers provided by the city. The major difference is the sign toppers are uniform across all of the districts and the monument signs differ in design for each the four districts.

### **Recommendations**

Such a course of action is one of four possible recommendations for the City of Scottsdale. The inclusion of two types of signs within each of the historic districts in Scottsdale will make plain to all those who pass through that these neighborhoods are historic and valuable to the character of the city. First, the City of Scottsdale could recommend the creation of pedestal signs for each of the three districts. Instead of spearheading the project, the City of Scottsdale could encourage residents of each district to establish their own designs reflective of their particular neighborhoods. In understanding that initiating a grassroots movement may prove difficult, the second recommendation may be to redesign the current sign toppers. The sign topper should be uniform across the three districts, but they should also include a unique element highlighting a distinct feature of the neighborhood. The third scenario may be to leave the signs as they are. Finally, a possible recommendation may be to explore the possibility of providing city-sponsored sign toppers combined with the unique entry-pedestals. This final recommendation, while the most costly, would show that the three historic districts are separate from each other, and yet, taken together they inform the character of the City of Scottsdale.

### **Attachments:**

1. Villa Monterey Units 1-7 Historic District Signage
2. Village Grove 1-6 Historic District Signage
3. Town & Country Scottsdale Historic District Signage

## Villa Monterey Historic Signage

### Villa Monterey 1

- Sign topper
- 4 files included

### Villa Monterey 2

- Sign topper
- 1 file included

### Villa Monterey 3

- No signage – But the street view that is available is from April 2013

### Villa Monterey 4

- Sign toppers and Pedestal sign
- 3 files included

### Villa Monterey 5

- No historic signage
- No street view for the interior of this unit
- But the street view that is available is from April 2013

### Villa Monterey 6

- No historic signage
- No street view for the interior of this unit

### Villa Monterey 7

- No historic signage
- No street view for the interior of this unit



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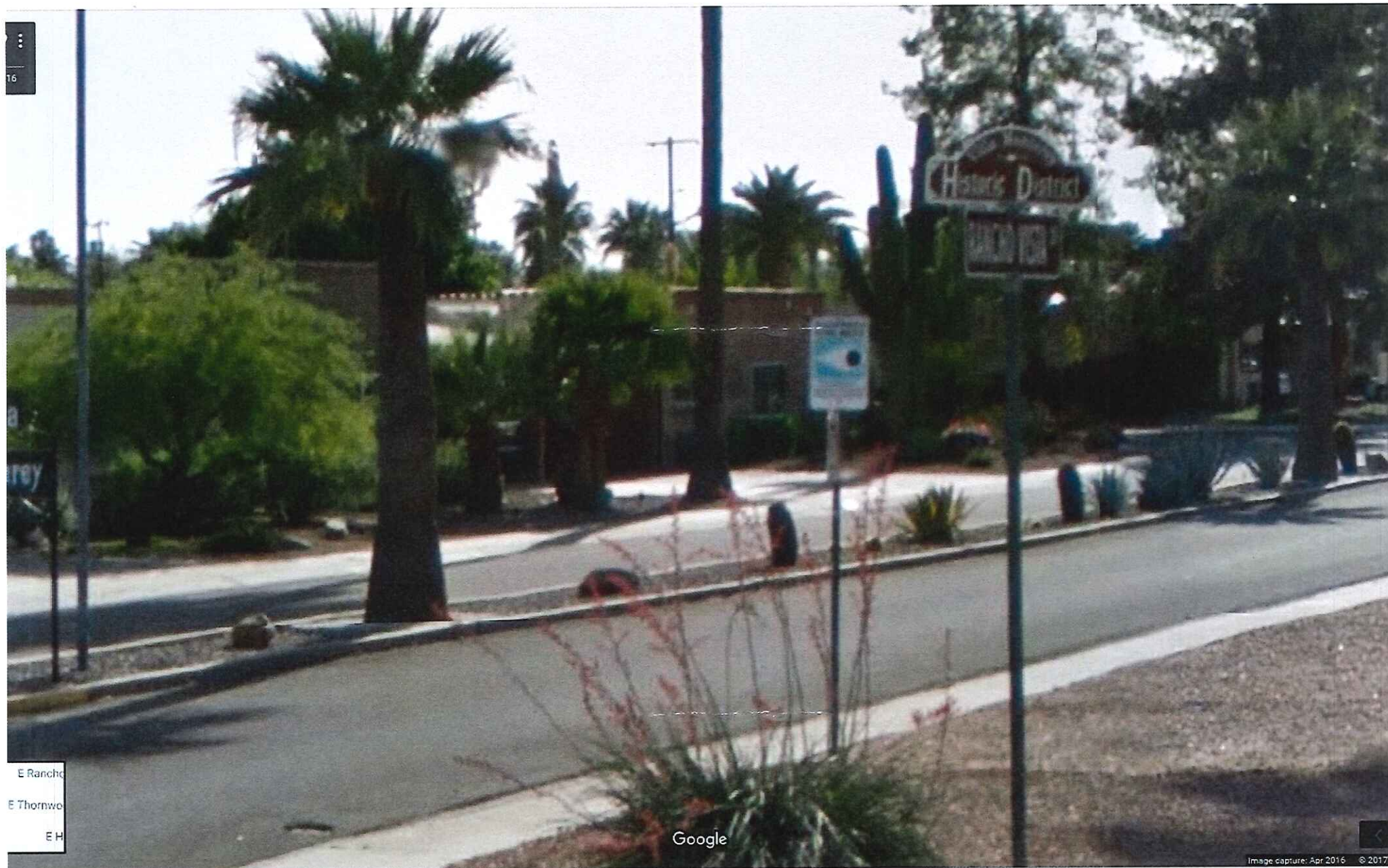




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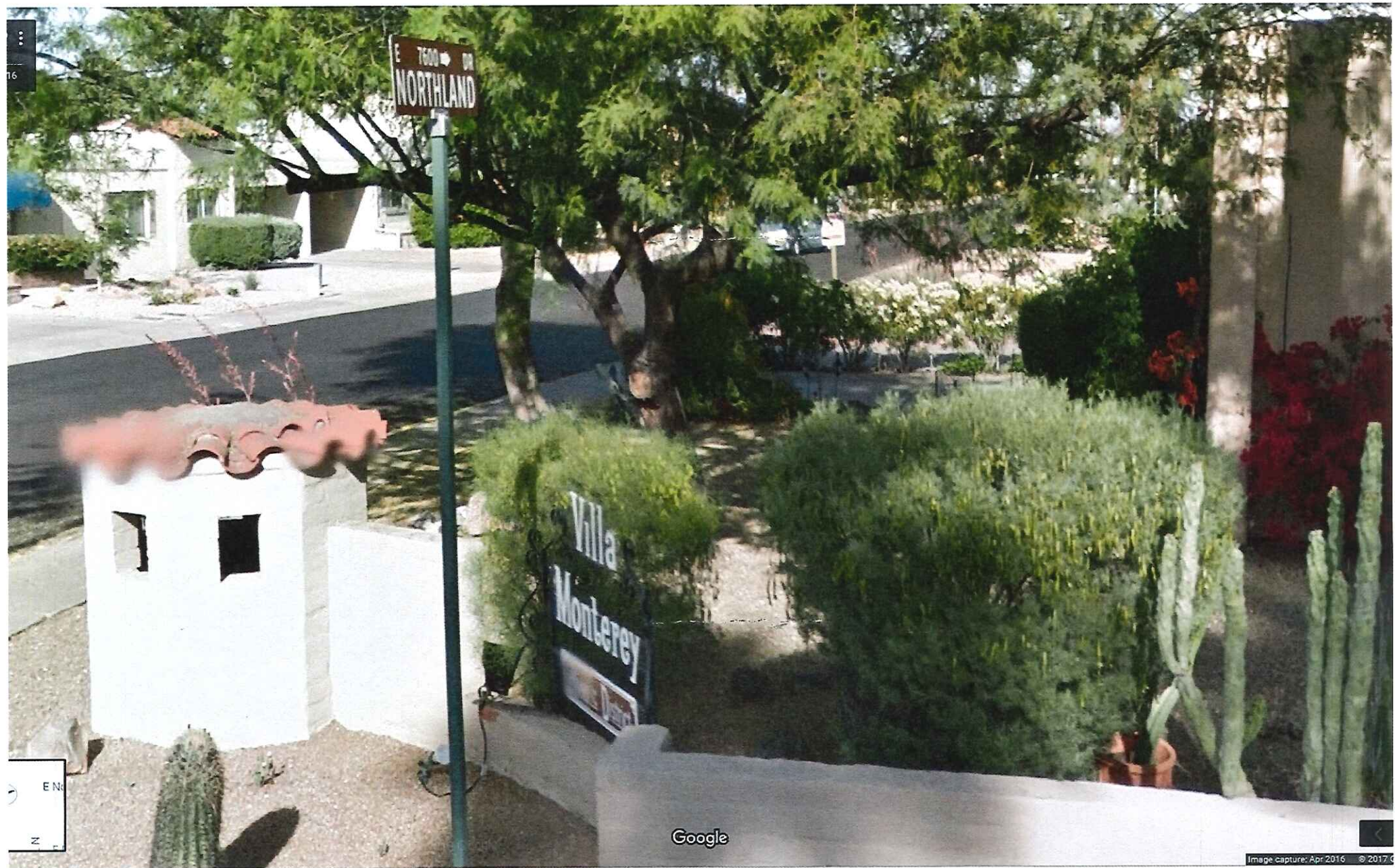
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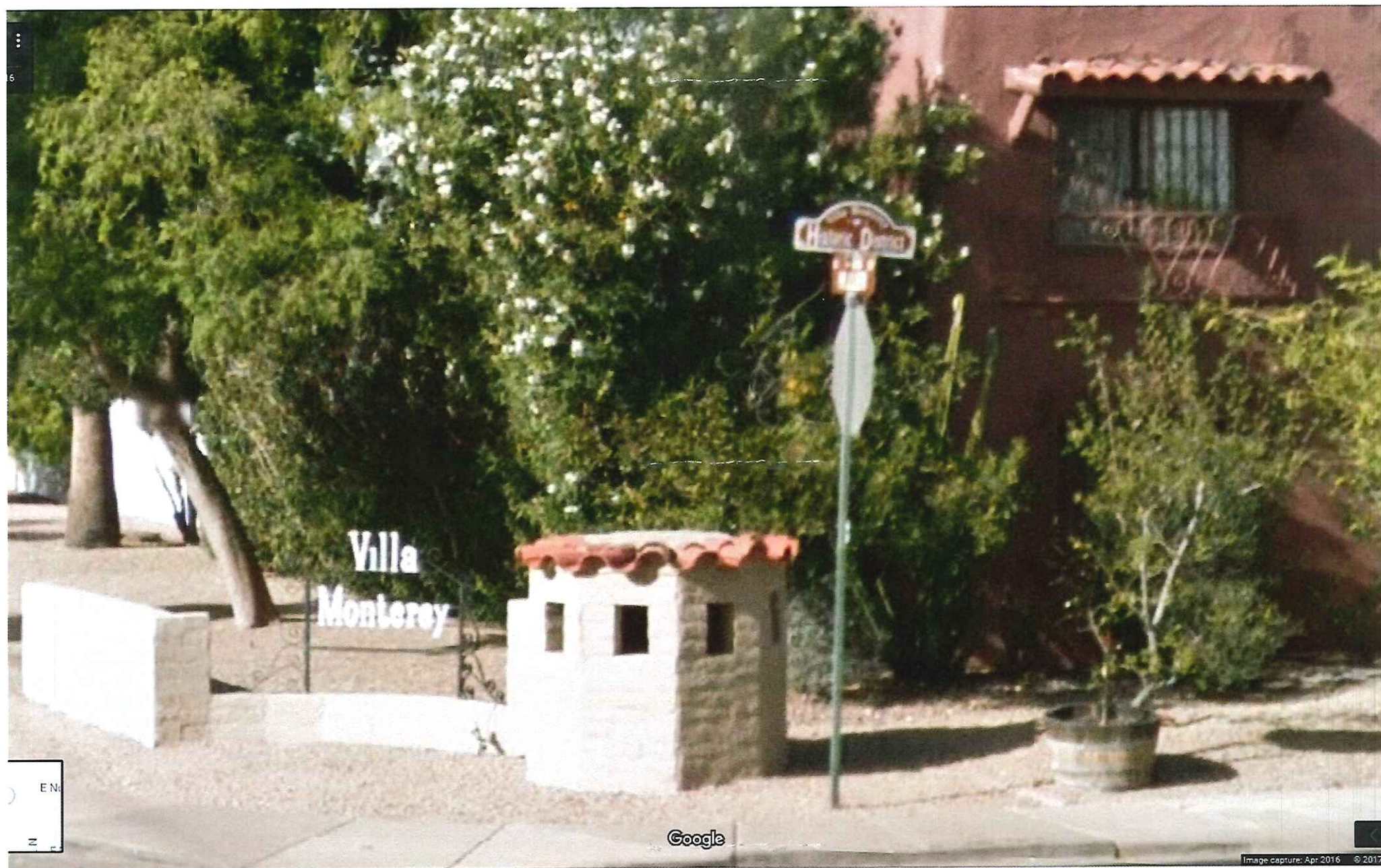
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Get traffic updates with Google Home  
Just say "Ok Google, how's my commute?"

9 E Coronado Rd  
Scottsdale, Arizona  
Street View - Jun 2015



ATTACHMENT 2



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Just say "Ok Google, how's my commute?"

7383 E Cypress St  
Scottsdale, Arizona  
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ATTACHMENT 3

