



Master Sign Program Revision Conceptual Design Review Board Staff Report

CASE NUMBER: OV314-004
MEETING DATE: February 10, 2015
AGENDA ITEM: 2
STAFF CONTACT: Patty Hayes, Senior Planning Technician
phayes@orovalleyaz.gov (520) 229-4819

Applicant: Paul Blier
Request: Revise Master Sign Program
Location: Oro Valley Marketplace, Tangerine and Oracle Road
Recommendation: Recommend approval of revised Master Sign Program

SUMMARY:

The proposed revision to the Oro Valley Marketplace Master Sign Program (MSP) is to allow wall signs on the rear elevations of buildings facing Oracle Road and Tangerine Road (Attachment 1). The original MSP prohibited wall signs from being placed on the rear elevations. The applicant's request meets the zoning requirements and rights afforded to other businesses in the Town.

The Conceptual Design Review Board (CDRB) reviews Master Sign Programs and makes recommendations to Town Council.

BACKGROUND:

In 2006, when the Oro Valley Marketplace was in the development stage, a Master Sign Program was established. The MSP allowed new sign designs previously not seen in the Town such as the gateway signs at the Oracle and Tangerine Road entrances along with an expanded sign color palette. The size of wall signs was also increased to 1.5' square foot of signage, similar to Zoning requirements.

The Development Review Board was not in support of signs on the rear of buildings facing Oracle and Tangerine Road due to a focus on minimizing signage. Signs on those elevations were removed from the MSP prior to the following Town Council review of the MSP in 2006. The Council motion to approve the MSP acknowledged that signs were no longer proposed for the rear of the buildings.

The DRB and Town Council staff report with minutes from 2006 are include for reference (Attachment 2).

This proposed MSP revision would allow wall signs on building elevations facing Oracle and Tangerine Roads and is in compliance with the Town's Zoning Code.

Oro Valley Marketplace sign reviews:

- PAD Sign Exemption approved in 2006
- Master Sign Program approved in 2006

Existing Site Conditions

- Zoning is Rancho Vistoso Planned Area Development (RV PAD)
- Development includes completed retail and restaurant uses
- Several vacant properties remain

Proposed Improvements

The applicant proposes to revise the Master Sign Program to allow tenants in the Marketplace to install wall signs on the rear elevations of buildings that face either Oracle Road or Tangerine Road.

Signage on the rear of the buildings is enabled by the Zoning Code but is prohibited by the Master Sign Program as detailed in attached report and meeting minutes (Attachment 2).

A comparison of the current and proposed MSP standards along with the Zoning Code is provided in the following table:

	Current MSP	Proposed MSP	Zoning Code
Quantity of building elevations allowed to have signs	2 None facing Oracle or Tangerine	2 Allow facing Oracle or Tangerine	3
Sign Location	No Signs on Rear Elevations	Allow on Rear Elevations	Not Limited
Size	1.5 sq. ft. of sign per 1' of store frontage	No Change	1' to 1.5' sq ft
Illumination	Internal & halo both allowed on one sign	No Change	Either halo or internal

DISCUSSION / ANALYSIS:

The CDRB reviews Master Sign Programs for conformance with the adopted Design Principles. The Design Principles and Design Standards (*italics*) are listed below, followed by staff comments.

Design Principle Analysis

Conceptual Architectural Design Review Principles-Zoning Code Section 22.9.D.5.b

- *Section 22.9.D.5.b.iv: "Signs: Sign colors, design and placement shall be complementary and integral to the projects architecture and sign design themes."*

The buildings provide facades (Attachment 3) facing Oracle and Tangerine that could readily accommodate wall signs without changing the architecture of the buildings. The proposed MSP revision will not affect the previously approved sign color palette which meets the current Zoning Code standards.

Design Standards Analysis

Conceptual Architectural Design Review Standards Chapter 2

- *Section 2.1.F, "Building signs shall be consistent in terms of materials and construction".*

The colors and materials of the proposed wall signs would remain the same as currently allowed on the front of the buildings. No material or sign type changes are proposed in the revised MSP.

- *Section 28.B.3. Review of a Master Sign Program shall be guided by the following : Overall character of the entire development, including landscaping, architecture, topography, uses and design.*

The Oro Valley Marketplace is 114 acre commercial development positioned at the corner of two major arterial streets (Attachment 4). The site was developed with the front of the buildings facing the residential properties across a riparian area. No changes are proposed for signage on the front elevations of the buildings.

Unlike most other developments in the Town, the rear of the buildings in the Marketplace face two major arterial streets, Oracle Road and Tangerine Road. Allowing signs on the rear elevations facing arterial streets is common practice and would provide for identification of the businesses typical to developments at a major arterial street intersection.

General Plan Polices

- *The General Plan requires a balance between a businesses need to attract customers and provide the least intrusive signage.*

The proposed signage would improve businesses visibility to vehicular traffic while not impacting adjacent properties. The properties located north of the Marketplace across Tangerine Road are commercially zoned and contain their own signs facing the road. The residential properties east of the Marketplace, across Oracle Road, are screened by a large hill between the homes and Oracle Road. No changes in the MSP are proposed that would impact the Canyon Shadows and Palisades residential subdivisions west of the Marketplace (Attachment 4).

RECOMMENDATION:

Based on the finding that the proposed application is consistent with the Design Principles and Design Standards and zoning rights afforded to other businesses in the community, it is recommended that the Conceptual Design Review Board take the following action:

Recommend approval of the revised Master Sign Program, case number OV314-004.

SUGGESTED MOTIONS:

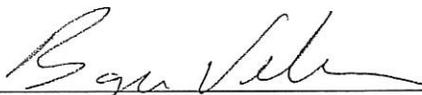
I move to recommend approval of the revised Master Sign Program for the Oro Valley Marketplace based on the finding that the request is consistent with the Design Principles and Design Standards.

OR

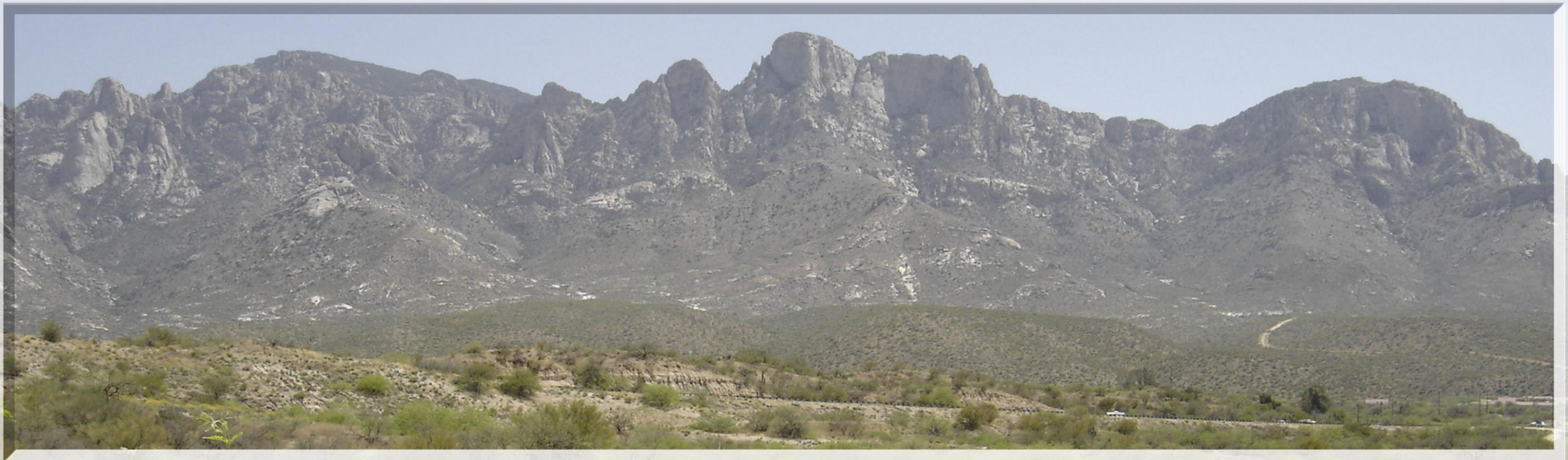
I move to recommend denial of the revised Master Sign Program for the Oro Valley Marketplace as it does not meet the finding that _____.

ATTACHMENTS:

1. Applicants Submittal
 - a) Revised pages of Master Sign Program
 - b) Example of Proposed Signs
2. DRB & Council Staff Reports with Minutes from 2006
3. Photos of the Oro Valley Marketplace
4. Site Map/Aerial Photo



Bayer Vella, Planning Manager



ORO VALLEY MARKETPLACE

COMPREHENSIVE SIGN PLAN

TOWN COUNCIL SUBMITTAL

OV3-06-02 / APPROVED DECEMBER 20, 2006

REQUEST FOR MODIFICATION

NOVEMBER, 2014

Developed by:



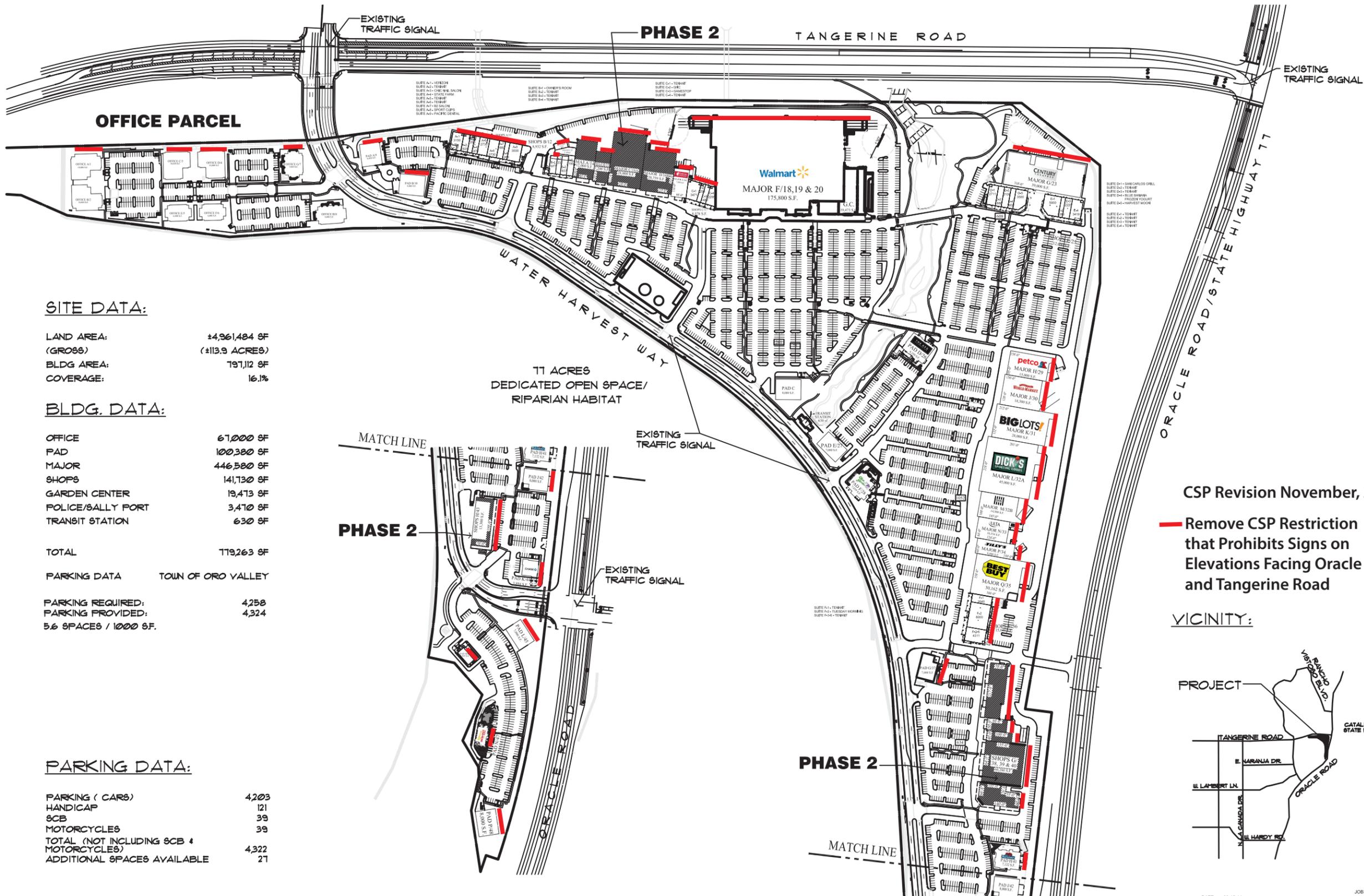
Vestar

2425 E. CAMELBACK RD.
SUITE 750
PHOENIX, AZ 85016
TEL: 602.866.0900
FAX: 602.955.2298

Signage Consultant:

bleier
INDUSTRIES

9650 WEST ROOSEVELT STREET
TOLLESON, ARIZONA 85353
602-944-3117
FAX 602-395-0753
SALES@BLEIERINDUSTRIES.COM



SITE DATA:

LAND AREA:	±4,961,484 SF
(GROSS)	(±113.9 ACRES)
BLDG AREA:	191,112 SF
COVERAGE:	16.1%

BLDG. DATA:

OFFICE	67,000 SF
PAD	100,380 SF
MAJOR	446,580 SF
SHOPS	141,730 SF
GARDEN CENTER	19,413 SF
POLICE/SALLY FORT	3,410 SF
TRANSIT STATION	630 SF

TOTAL 119,263 SF

PARKING DATA TOWN OF ORO VALLEY

PARKING REQUIRED:	4,258
PARKING PROVIDED:	4,324
5.6 SPACES / 1000 SF.	

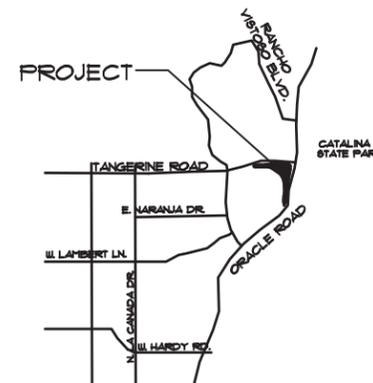
PARKING DATA:

PARKING (CARS)	4,203
HANDICAP	121
SCB	39
MOTORCYCLES	39
TOTAL (NOT INCLUDING SCB & MOTORCYCLES)	4,322
ADDITIONAL SPACES AVAILABLE	21

CSP Revision November, 2014

— Remove CSP Restriction that Prohibits Signs on Elevations Facing Oracle Road and Tangerine Road

VICINITY:



DATE: 09-15-14

JOB NUMBER: 09031 09031-ST06



ORO VALLEY MARKETPLACE

TANGERINE ROAD & ORACLE ROAD
ORO VALLEY, ARIZONA



Butler Design Group
Architects & Planners
5655 East Van Buren St.
Suite 215
Phoenix, Arizona 85006
phone 602-967-1800
fax 602-967-7722



9650 WEST ROOSEVELT STREET
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ORO VALLEY MARKETPLACE

General Requirements / Building Signage

These criteria have been established by the Developer for the purpose of maintaining a continuity of quality and aesthetics throughout Oro Valley Marketplace for the mutual benefit of all Tenants, and to comply with the approved Master Sign Program for the development and regulations of the Town of Oro Valley Sign Ordinance. As used herein, the term "Developer" shall also include all future successors, assigns, and/or designated agents. ***In addition to the criteria established herein, Tenants are advised that the Developer maintains supplemental private restrictions that regulate the design, placement, and type of all Tenant signage. Tenants are required to contact and obtain from the Developer their approval prior to any sign permit submittal. As part of the Tenant's sign permit submittal, the Tenant shall provide an approval letter from the Developer and/or an approved set of design drawings signed by the Developer acknowledging that the specified signage conforms to the Developer's supplemental private restrictions regulating the design, placement, and type of Tenant signage.*** Conformance to these criteria will be strictly enforced by the Town of Oro Valley.

I. GENERAL REQUIREMENTS

- A. The Town of Oro Valley shall review all signs for conformance with this criteria and the OVZCR. In the event that this criteria is silent and fails to address a specific sign type, definition, or specification pertaining to a sign installation, and/or operation and maintenance of a sign, the OVZCR shall regulate.
- B. Advertising devices such as attraction boards, posters, banners and flags shall not be permitted in addition to all prohibited sign types regulated by the OVZCR except that advertising posters shall be permitted to be displayed as part of the Movie Theatre's exterior poster case displays and as part of the ST 3 Pedestrian Directory sign type.
- C. All Tenant signage shall be installed in accordance with the approved Master Sign Program.

II. SPECIFICATIONS - TENANT WALL SIGNS

- A. General Specifications
 1. All temporary signs and their installation shall comply with OVZCR regulations of the Town of Oro Valley Zoning Code.

2. Sign installations utilizing exposed raceways, crossovers and electrical conduit shall be prohibited except for special conditions where physical conditions exist. Should this occur, the Planning and Zoning Administrator for the Town of Oro Valley shall have the sole and separate discretion in varying any provision herein.
3. All electrical cabinets, conductors, transformers and other equipment required to illuminate a sign shall be concealed.
4. Window signs and painted lettering shall be permitted in accordance with OVZCR regulations of the Town of Oro Valley Zoning Code.
5. All signs or devices advertising an individual use, business or building shall be attached to the building within the Tenant's leased premise. Where building elevations contain architectural features and/or articulation that require the Tenant's signage to be positioned beyond the Tenant's leased premise, the Planning and Zoning Administrator for the Town of Oro Valley shall have the sole and separate discretion in approving the sign placement.
6. Contrasting background building colors and/or building materials shall not be used in a manner so as to create a border or distinct background used to delineate Tenant signage. Exception to this requirement shall be the "Blue Wedge" design illustrated herein and specifically approved as part of the Master Sign Program.

III. DESIGN REQUIREMENTS

Individual illuminated letters and logos may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, or the combination of both face lit and backlit illumination methods. Letters and logos shall be mounted to building wall surfaces, architectural features and/or articulated wall sections. Electrical connections shall be concealed to remote and/or self-contained transformers and power sources wherever possible.

A. Sign Area

1. The maximum sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to number of sign elements per building elevation. No more than two (2) elevations may be utilized for signage by a Tenant per OVZCR regulations, ~~except that no Major and/or Shop Tenant signage shall be permitted on their rear elevations facing Tangerine Road and/or Oracle Road.~~ Section III.A.4 governs maximum aggregate sign area on any single elevation.
2. Pursuant to OVZCR definition, sign area shall be measured by multiplying the overall height of the tallest letter by the overall length of the total sign including the logo. The Planning and Zoning Administrator may approve the calculation of signs by measuring the sum of the smallest rectangular

ORO VALLEY MARKETPLACE

Building Sign Matrix Major Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Major Tenant with occupancy of 50,000 SF or greater	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd	60" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed Five Hundred (500 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof. Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy greater than 10,000 SF through 49,999 SF	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd	60" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed Three Hundred (300 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof. Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
Major Tenant with occupancy 9,999 SF or less	Wall Mounted Signs	Tenant Identification	Two (2) Elevations Maximum Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd	36" Maximum Letter Height Exclusive of Logos	1.50 SF / Linear Foot of Building Frontage and/or Elevation Upon Which Signage is Placed Two Hundred (200 SF) Square Feet Maximum Aggregate Sign Area Per Elevation	Interior, Backlit or a combination thereof. Voltarc 4500° White Neon or equal for Backlit or Combination Illumination	Aluminum, Acrylic, Painted Metal, Flexface Material
All Major Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	6.67 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

Letter Style and/or Logo Restrictions:

- Copy and/or logos utilized shall be Tenant's choice.
- Tenant signage shall include only the approved vinyl colors specified herein as part of the approved Master Sign Program. Tenants, whose copy and/or logos are trademarked may utilize any vinyl and/or acrylic color required to duplicate the trademarked copy and/or logo.

Illumination

- Tenant building signage shall be internally illuminated, backlit to create a silhouette, and/or a combination of face lit and backlit lighting methods mentioned herein. For consistency of appearance and intensity, backlit illuminated letters and/or combination of face lit and backlit illuminated letters shall use Voltarc™ 4500° White Tubing or equal for the source of illumination. For internally illuminated letters and logos, colored neon tubing and/or colored LED lighting shall be utilized to illuminate vinyl and/or acrylic faces in a manner that provides a visual color consistency and continuity throughout Oro Valley Marketplace.
- Exposed neon is not permitted.
- Illuminated wall signs shall be turned off no later than one hour after the close of the business in accordance with OVZCR regulations.

CSP Revision November, 2014

ORO VALLEY MARKETPLACE

Building Sign Matrix Shop Tenants

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Shop Tenants	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage. Two (2) Elevations Maximum Signage is prohibited on Rear Elevations facing Tangerine Rd and/or Oracle Rd	24" Maximum Letter Height Exclusive of Logos	1.5 SF / Linear Foot of Building Leased Frontage 32 SF Minimum Per Elevation Upon Which Signage is Placed	Interior, Backlit or a Combination thereof.	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Shop Tenants in Theatre District	Wall Signs	Tenant ID	Wall surfaces and architectural features designed to accommodate signage. Two (2) Elevations Maximum	24" Maximum Letter Height Exclusive of Logos	1.5 SF / Linear Foot of Building Leased Frontage 32 SF Minimum Per Elevation Upon Which Signage is Placed	Interior, Backlit, Exposed Fiber Optics or a Combination thereof.	Aluminum, Acrylic, Painted Metal, Vinyl Graphics
Shop Tenants	Under Canopy Blade Sign (Mandatory)	Tenant ID	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	6.67 SF	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

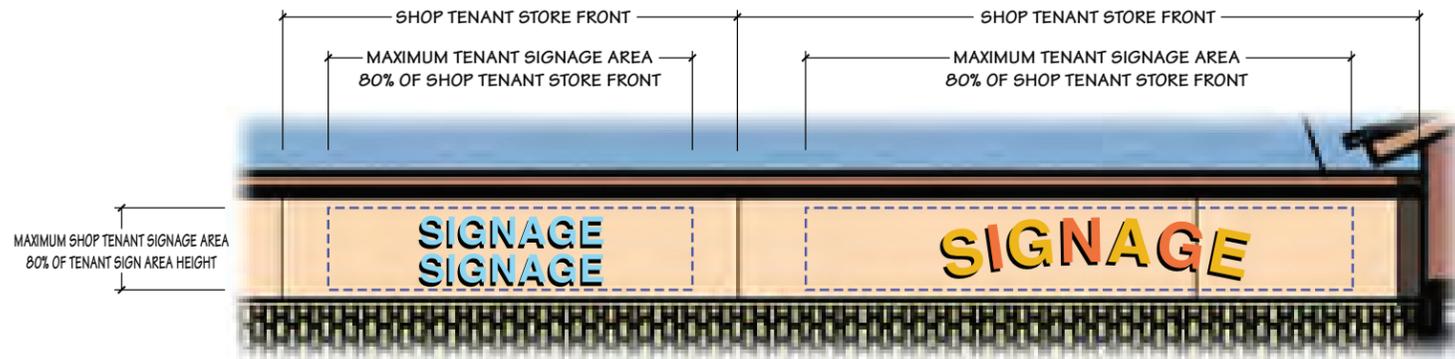
CSP Revision November, 2014

Letter Style and/or Logo Restrictions:

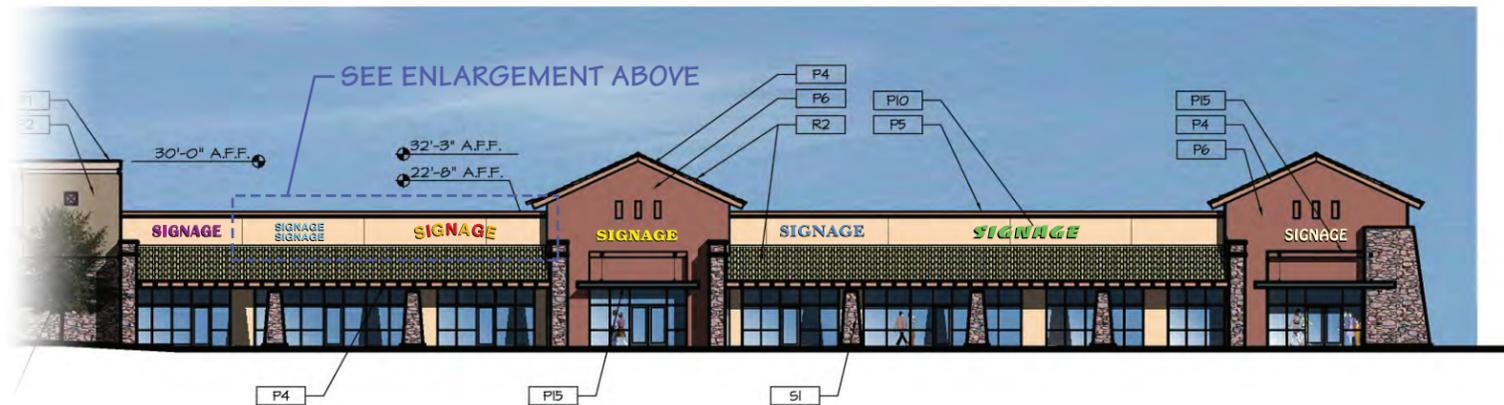
- Copy and/or logos utilized shall be Tenant's choice.
- Tenant signage shall include only the approved vinyl colors specified herein as part of the approved Master Sign Program. Tenants, whose copy and/or logos are trademarked may utilize any vinyl and/or acrylic color required to duplicate the trademarked copy and/or logo.

Illumination

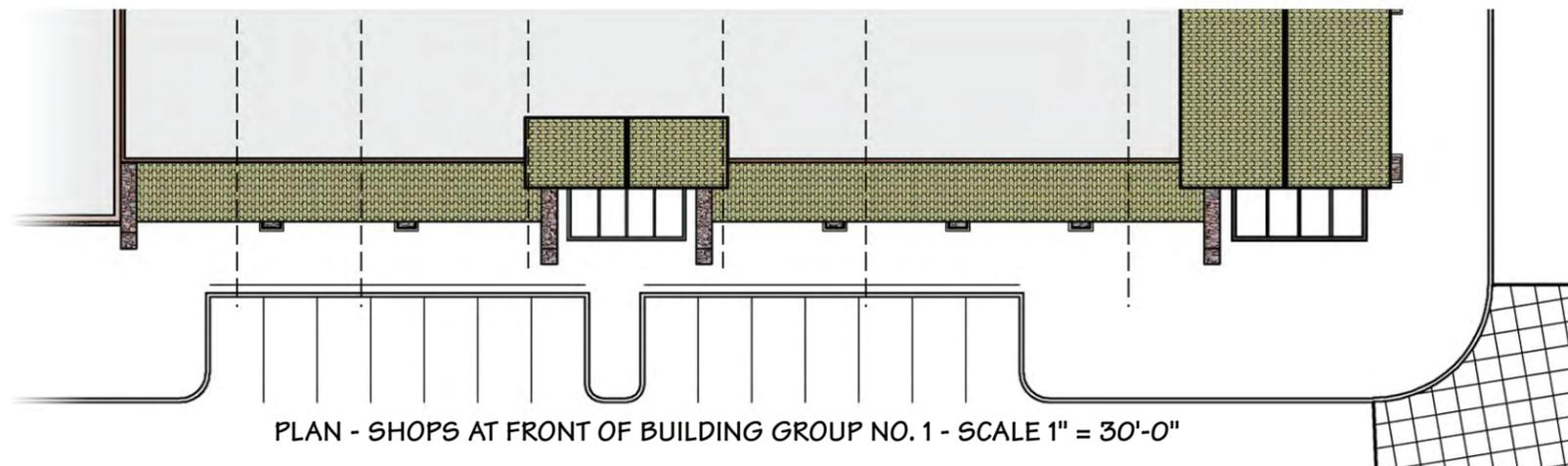
- Tenant building signage shall be internally illuminated, backlit to create a silhouette, and/or a combination of face lit and backlit lighting methods mentioned herein. For consistency of appearance and intensity, backlit illuminated letters and/or combination of face lit and backlit illuminated letters shall use Voltarc™ 4500° White Tubing or equal for the source of illumination. For internally illuminated letters and logos, colored neon tubing and/or colored LED lighting shall be utilized to illuminate vinyl and/or acrylic faces in a manner that provides a visual color consistency and continuity throughout Oro Valley Marketplace.
- Exposed neon is not permitted. Shop Tenants located in the Theatre District may utilize flexible LED tube lighting.
- Illuminated wall signs shall be turned off no later than one hour after the close of the business in accordance with OVZCR regulations.
- **Shop Tenants in Shop Building 43 shall be limited to backlit illuminated signage on the elevation facing and/or oriented towards the riparian habitat. Other elevations may use all approved illuminated methods stated above.**



ENLARGEMENT OF TENANT SIGN AREA
SHOPS AT WEST/FRONT ELEVATION BUILDING GROUP NO. - SCALE 1/8" = 1'-0"



SHOPS AT WEST/FRONT ELEVATION BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"



PLAN - SHOPS AT FRONT OF BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"

III. DESIGN REQUIREMENTS

Individual illuminated letters and logos may include pan channel metal letters with acrylic sign faces, reverse pan channel "backlit" illuminated letters, or the combination of both face lit and backlit illumination methods. Letters and logos shall be mounted to building wall surfaces, architectural features and/or articulated wall sections. Electrical connections shall be concealed to remote and/or self-contained transformers and power sources wherever possible.

A. Sign Area

1. The maximum sign area per building elevation shall be calculated by multiplying one and one-half (1.50) times the length of the storefront(s) and/or elevation(s) occupied by the Tenant without limitation as to number of sign elements per building elevation. No more than two (2) elevations may be utilized for signage by a Tenant per OVZCR regulations, **except that no Major and/or Shop Tenant signage shall be permitted on the rear elevations facing Tangerine Road and/or Oracle Road.** Section III.A.4 governs maximum aggregate sign area on any single elevation. **CSP Revision November, 2014**

2. Pursuant to OVZCR definition, sign area shall be measured by multiplying the overall height of the tallest letter by the overall length of the total sign including the logo. The Planning and Zoning Administrator may approve the calculation of signs by measuring the sum of the smallest rectangular shape needed to enclose each letter or symbol if special circumstances arise that would warrant the need to calculate differently.

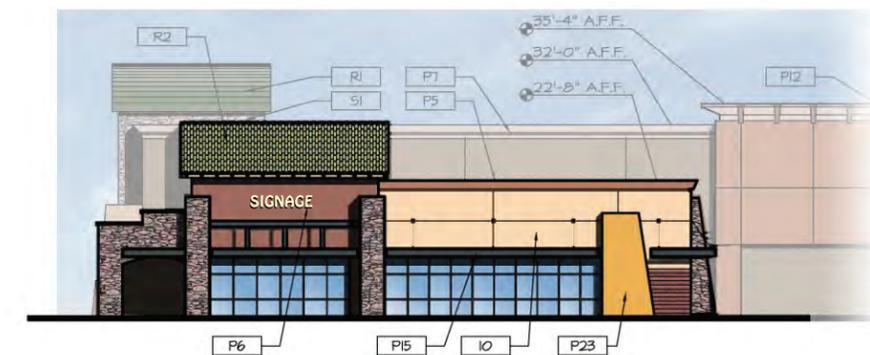
3. As a minimum allowance, all Shop Tenants shall be permitted a minimum of thirty-two (32) square feet of sign area per elevation upon which signage is placed.

Letter Height and Placement Restrictions

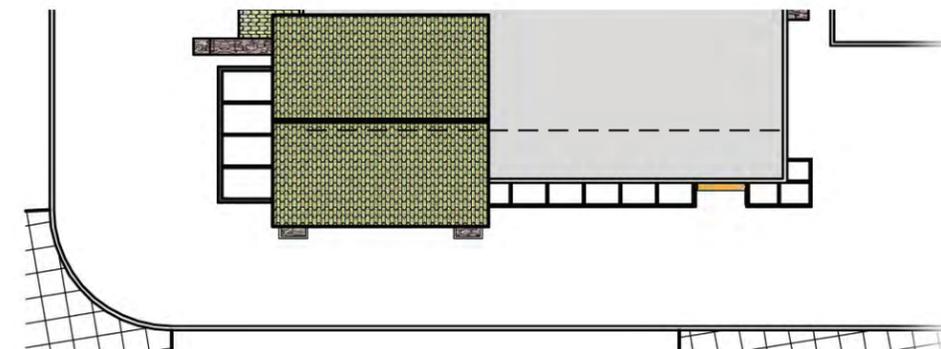
1. Shop Tenants shall be limited to a maximum letter height of twenty four (24") inches. Logos shall not be subject to maximum letter height restrictions herein established, however, shall be included in sign area computations. All Tenants shall be permitted to display their trademarked corporate identification and logos subject to sign area limitations and design specifications contained in the approved Master Sign Program. Signage shall be designed to be aesthetically balanced with surrounding building features, architectural embellishments and articulation developed to create the thematic design of Oro Valley Marketplace.

2. Length of Sign on Wall Surface: Signage shall not exceed eighty (80%) percent of the building elevation, architectural embellishment and/or articulation upon which it is placed.

3. Shop Tenant signage shall not exceed eighty (80%) percent of the Tenant's leased storefront length when placed adjacent to another shop Tenant's sign sharing a common wall background.



SHOP AT SOUTH ELEVATION BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"



PLAN - SHOP AT SOUTH OF BUILDING GROUP NO. 1 - SCALE 1" = 30'-0"

ORO VALLEY MARKETPLACE
ORO VALLEY, ARIZONA

Developer:

2425 East Camelback Road • Suite 750 • Phoenix, Arizona 85016
PHONE: 602-866-0800

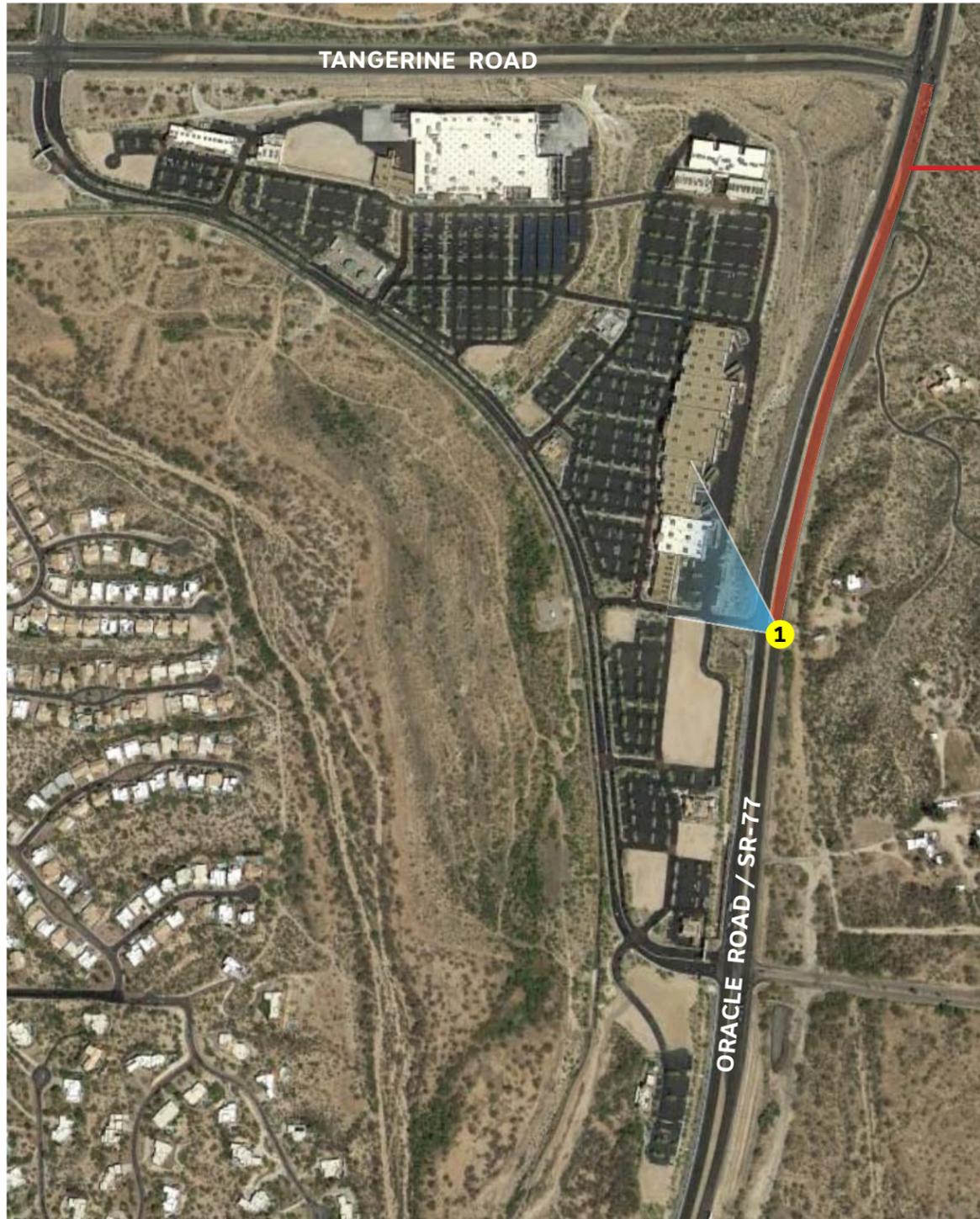
2030 WEST DESERT COVE AVE. • PHOENIX, ARIZONA 85029 • 602.944.3117 • FAX 602.395.0753 • SALES@BLEIERINDUSTRIES.COM

bleier INDUSTRIES

PROJECT: Oro Valley Marketplace Oro Valley, Az	DESIGN NO: 2005-F-012	DATE: 11/15/06
TITLE: Typical Shop Tenant Building Elevations	SCALE: AS NOTED	REVISIONS:
DESIGNER: Dan Horton	SALES: Paul Bleier	SHEET NO: 51

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Oracle Road Northbound Views



NOTE: Due to topographical shifts and roadway elements/angle, northbound visibility beyond Viewpoint 1 is minimal to none.



1 Oracle Road - Northbound Viewpoint 1

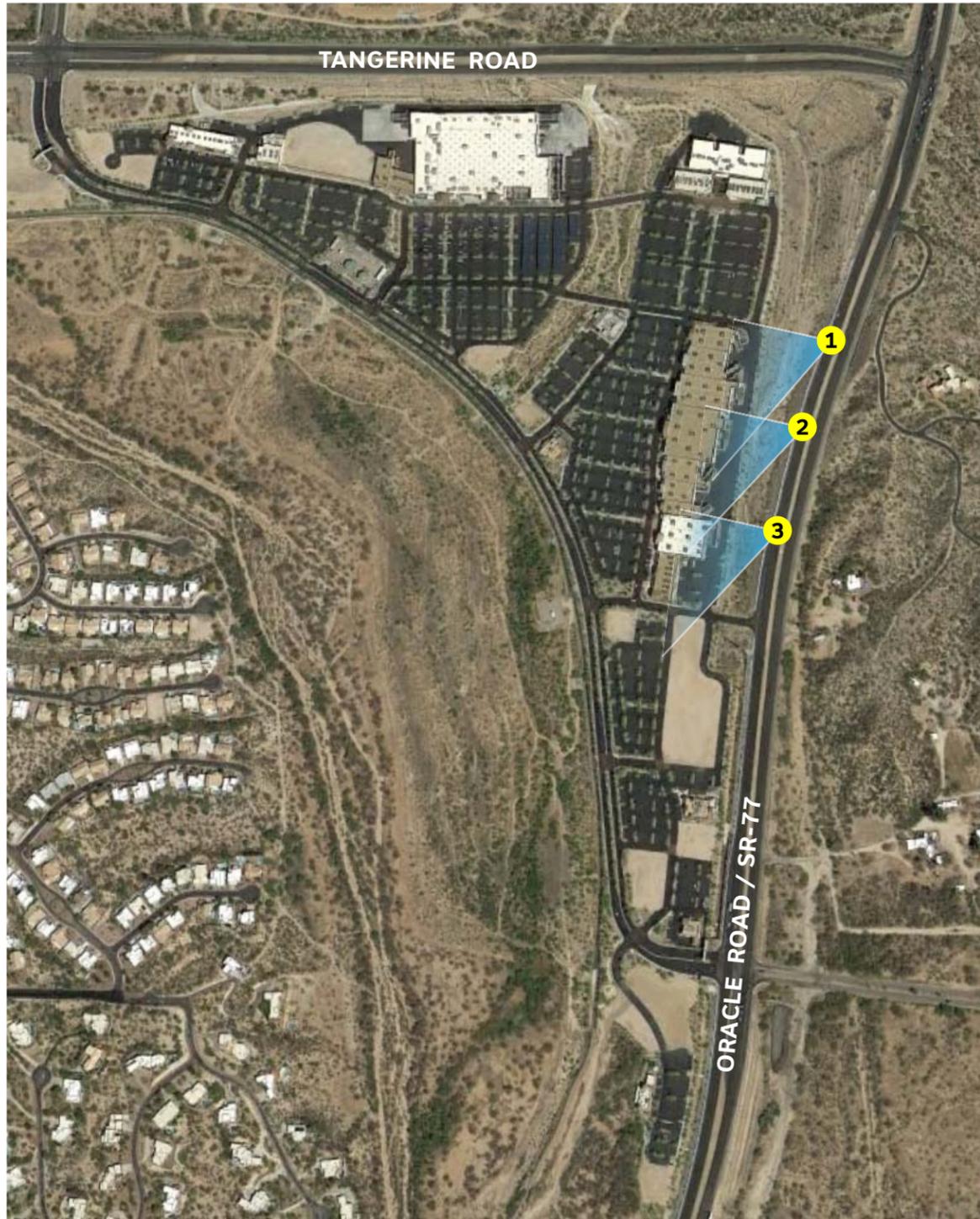
Oro Valley Marketplace - Site Map

PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
1	
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Oracle Road Southbound Views



Oro Valley Marketplace - Site Map



1 Oracle Road - Southbound Viewpoint 1



2 Oracle Road - Southbound Viewpoint 2



3 Oracle Road - Southbound Viewpoint 3

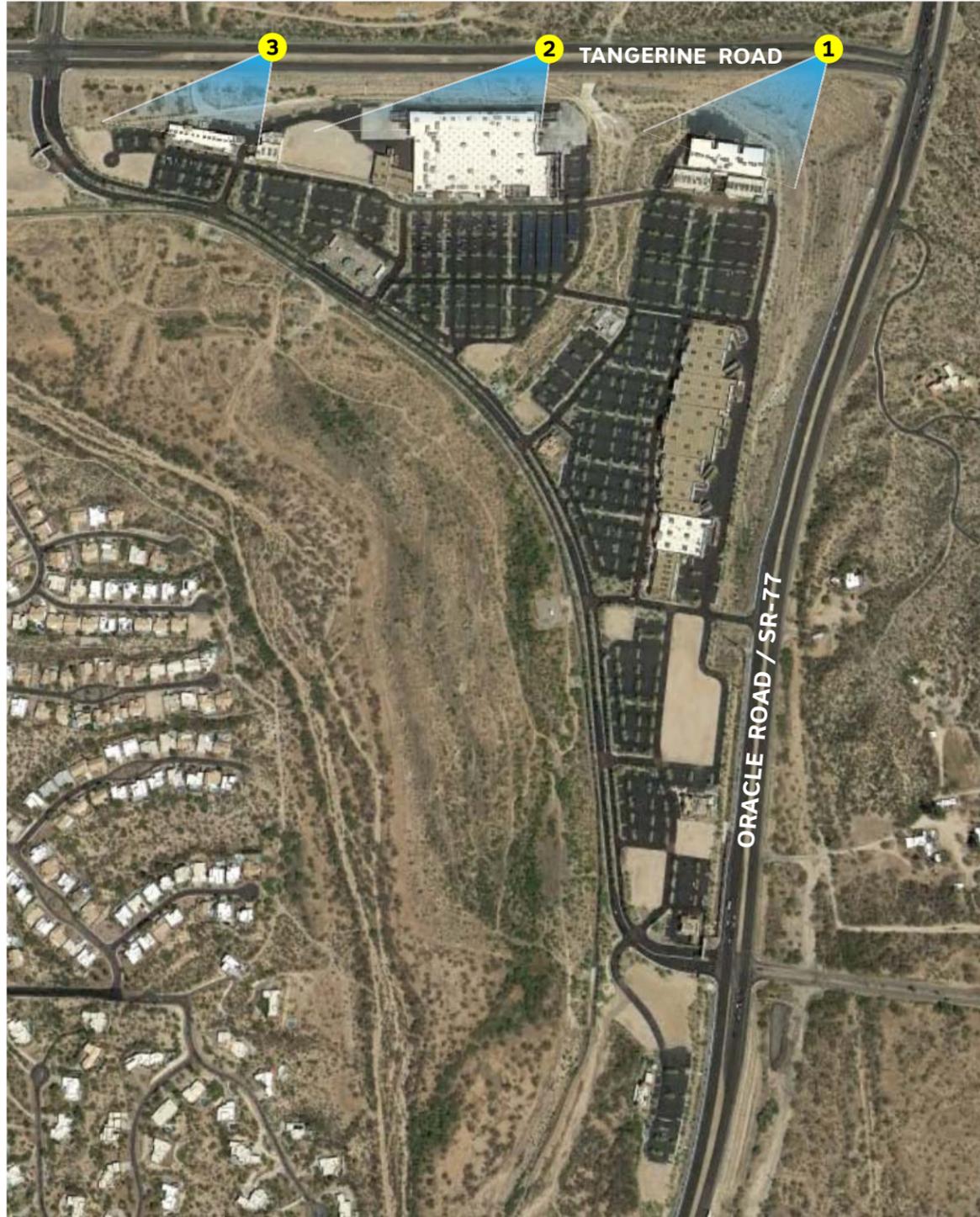
PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
2	
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Tangerine Road

Westbound Views



Oro Valley Marketplace - Site Map



1 Tangerine Road - Westbound Viewpoint 1



2 Tangerine Road - Westbound Viewpoint 2



3 Tangerine Road - Westbound Viewpoint 3

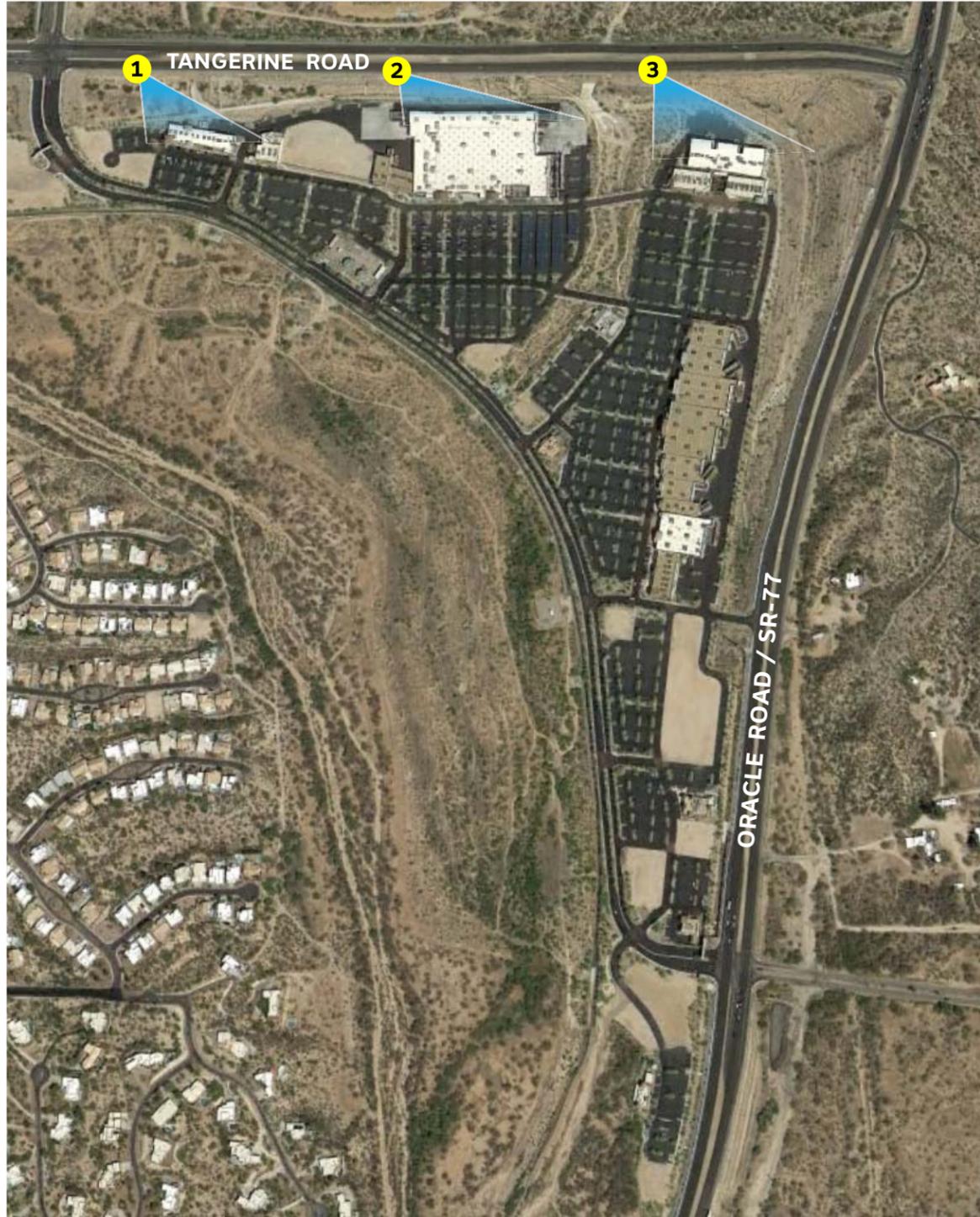
PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
3	
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Tangerine Road

Eastbound Views



Oro Valley Marketplace - Site Map



1 Tangerine Road - Eastbound Viewpoint 1



2 Tangerine Road - Eastbound Viewpoint 2



3 Tangerine Road - Eastbound Viewpoint 3

PROJECT:	
Oro Valley Marketplace Tenant Signage Oro Valley, AZ	
TITLE:	
Tenant Signage Visibility Study	
DESIGNER:	SALES:
--	Paul Bleier
DESIGN No:	DATE:
--	1/9/2015
SCALE:	REVISIONS:
Not To Scale	
SHEET No:	
4	
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2425 East Camelback Road
Suite 750
Phoenix, Arizona 85016
PHONE: 602-866-0900

TOWN OF ORO VALLEY

STAFF REPORT TO DEVELOPMENT REVIEW BOARD MEETING DATE: NOVEMBER 14, 2006

TO: DEVELOPMENT REVIEW BOARD

FROM: Jonathan Lew, Planning Technician

SUBJECT: **OV3-06-02, David Malin, representing Vestar Development Co.,** requests approval of a Master Sign Program involving a 114 acre shopping center known as the Oro Valley Marketplace, located within Rancho Vistoso Neighborhood 4 at the southwest corner of the Tangerine and Oracle Roads intersection, parcels numbers 21920052m, 22004006f, and 22004008r.

EXECUTIVE SUMMARY OF APPLICATION:Nature of Application:

The applicant has submitted a proposal to be exempted from the existing Rancho Vistoso Planned Area Development Sign standards (OV3-06-03). The PAD Exemption and Master Sign Program (MSP) are being reviewed concurrently; however, approval of the MSP is contingent upon approval of the PAD Exemption.

The applicant is requesting approval of a Master Sign Program (MSP). Under OVZCR Chapter 28.2.B.2, a MSP is defined as, "an alternative to the sign regulations...which provides latitude in order to achieve variety and good design...MSP requires review by the Development Review Board and approval by the Town Council."

Per the OVZCR, MSP review shall be guided by the following criteria:

- Overall presentation of the entire development, including landscaping, architecture, topography, uses and design.
- Compliance with the criteria specified in Addendum A.C.4 and the purpose statements of Chapter 28 of the OVZCR Signs.
- Any other applicable information that may be useful in the overall presentation of the proposed criteria for the development.

A Master Sign Program is a site specific design that allows the applicant a certain degree of latitude to achieve a unique design that would otherwise not be possible within the standards of OVZCR Chapter 28 Signs. The attached table provides a summary of requested exceptions to particular standards of the OVZCR. The applicant has submitted supporting documentation within the packet labeled, "Master Sign Program Outline".

Current Site Conditions:

The site is vacant. There has been considerable ground disturbance over the years due to ranching, farming, construction/expansion of Tangerine and Oracle Roads and associated drainage facilities, incorporation of onsite roads and berming intended to divert water, and municipal use (Town water facilities). The extent of ground disturbance, particularly due to farming and road construction (onsite and offsite), has significantly altered the hydrological and vegetative characteristics of the site.

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Overview of Improvements:

- 48 commercial spaces divided into office, pads (retail & restaurant), majors (retail & one movie theater)
- Approximate building square footage: 868,766 s.f.
- 29 lot commercial subdivision
- 4 lane "Private Loop" road with medians adjacent to Big Wash that serves as the primary traffic route for the project. Loop Road connects Tangerine Road/Innovation Way intersection and Oracle Road
- OV Police Substation and Bus Transit Facility
- Restoration of a portion of Big Wash (owned by Pima County) that was previously disturbed and utilized as a farm field and creation of an onsite riparian area that bisects the site.

BACKGROUND

Approvals to Date

- 1/10/06: Development Review Board approval of the Landscape Plan
- 2/15/06: Town Council Approval of the Preliminary Plat and Development Plan
- 5/3/06: Town Council Approval to grant a Preliminary Plat extension to 2/15/08
- 6/29/06: Development Review Board Approval of a Master Architectural Concept Plan
- 9/14/06: Development Review Board Approval of Building Group #1 Architecture
- 11/1/06: Town Council Approval of the Final Plat

Surrounding Land Uses

<i>Orientation</i>	<i>Zoning</i>	<i>Land Use</i>
North	RV PAD, Campus Park Industrial	Tangerine Road Future Offices NW Medical Facility
South	R1-144	Mesquite Bosque (Town property) and Big Wash (County property)
East	State Right-of-Way County	Oracle Road Vacant & a home business
Southeast	State Right-of-Way La Reserve PAD	Oracle Road Rams Canyon Subdivisions
West	R1-144 PAD (min. lot size 8,000 s.f) R1-36 (min. lot size 36,000 s.f.)	Big Wash (County property) Catalina Shadows Palisades Pointe

ANALYSIS OF OVZCR 22.6.B DEVELOPMENT REVIEW CRITERIA

"In considering any application for development review, the Development Review Board shall be guided" by a specific list of criteria when deliberating. The following is a list of noteworthy criteria (in italics) followed by staff commentary:

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1. *The Development Review Board shall examine the application to insure that all provisions of this Code and all other Codes, master plans, general plans and standards of the Town shall be complied with where applicable.*

A. General Plan

Policy 2, Signage: Increased commercial activity has added signage throughout the Town. Signage controls have to balance citizen concerns about the increasing level of signage with the needs of businesses to attract customers.

The applicant's proposal creates a unique situation where the front of the tenant spaces faces the neighborhoods to the west. To mitigate the impact of signage on the neighbors, the applicant has proposed the following mitigating steps:

- The approved building layout necessitates the placement of signage toward the loop road and the existing subdivisions.
- The parking field lighting will diminish the impact of signage; however, signage will be visible from Catalina Shadows and Palisades Pointe Subdivisions.
- Halo illumination for strategic locations (sides facing Big Wash and existing subdivisions) for Pads 10, 21, 22, 27, 28, and 37 that abut the loop road.
- Signage is prohibited on Pads 46, 47, and 48 and Office Buildings 2, 5, 6, and 8 on facades facing Big Wash and the existing subdivisions.
- ST-2 signs (see sheet S-12 and S-13 of the applicant's submittal for location and design of this sign) are required to be placed perpendicular to the primary loop drive to minimize visibility from the existing subdivisions.
- Ground lighting has been prohibited for all signage internal to the project.
- Tenant wall signs lighting shall be turned off one hour after the business closes in compliance with the OVZCR.
- All internal freestanding signs will be turned off at 11:00 pm as required in the OVZCR. As a result, the sign lighting will be turned off near the same time that the parking lot lighting will be reduced. The parking lot lighting must be reduced as specified as part of Development Plan approval.
- In working with the DRB Sub-Committee on Signs, the proposed color spectrum has been reduced.
- Measures have been taken to ensure that all light sources are consistent in color and type.
- The largest buildings, which will have the largest signs, are positioned the maximum distance from the existing subdivision possible. Buildings with the smallest signs are positioned closer to the neighborhoods to the west.
- The size of the wall signs have been reduced beyond the norm utilized by Vestar in other projects. The largest wall signs are similar to the size found in the Rooney Ranch Shopping Center.
- Lower impact halo illumination and the combo of halo/internal illumination are being utilized where possible. Internal illumination will be utilized to achieve tenants' trademarked designs.
- Lighting originally proposed for the tops of the ST-2 and the ST-3 Signs (Please see sheet S-14-17 for design and potential locations) has been eliminated.
- No signage or lighting is permitted on the backs, which face the neighborhoods, of the 2-ST-1 (Please see sheet S-9-11 for design and location of this sign) signs.

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- All Vestar projects have been permitted 4 sided signage for pad buildings. Vestar will comply with the request to limit signage to 2 sides, as specified in the OVZCR. This will lessen the impact of signage as the pads are closest to the adjacent subdivisions.

In sum, the mitigating measures have been incorporated to reduce the impact of signage on the nearby neighborhood communities, while also meeting the needs of the tenants. The applicant's proposal meets this General Plan policy.

B. OVZCR Compliance

2. The proposed development shall promote a desirable relationship of structures to one another, to open spaces and topography both on the site and in the surrounding neighborhood.

Justification for exceeding OVZCR Requirements

Please see the attached table for an overview of proposed exemptions. Noteworthy items are as follows:

1. Staff worked with the applicant on the design of the entryway signs (see sheets S-9, S-10 and S-11 of the applicant's proposal). The following mitigating circumstances were identified for the large signs:
 - The property line along Tangerine Road is set approximately 200 feet back from the road.
 - The ST-1 signs will identify the road as a private loop road for the shopping center and not a through street.
 - Incorporating tenant panels will help identify the tenants within the center.
2. The applicant has proposed a greater number of Freestanding/Entryway signs (10 Proposed/3 allowed) than is permitted by the OVZCR. Staff feels this request is justifiable because of the number of tenants within the development. The impact of these signs on the surrounding neighborhoods has been mitigated by placing them perpendicular to the loop road.
3. The applicant has also proposed to increase the height of the vehicle directional signs from 3 feet (OVZCR standard) to 6 feet. The increase results in more compatible designs with ST-2 and ST-3 type signs. The increase in size is justifiable to achieve a consistent design.
4. The proposed wall sign sizes are greater than enabled by the OVZCR – as specified in the attached table. The increase is justified based on the following factors:
 - a. number of major tenants
 - b. lack of direct visibility from Tangerine and Oracle Roads
 - c. The proposed increase is commiserate with the area/sizes utilized in the Rooney Ranch Shopping Center

On the other hand, the need for increased signage is lessened by the following factors:

- a. The speed limit on the loop road will be only 35 mph – rather than 50mph as found on Oracle Road.
- b. Larger wall signs will have greater impacts on neighboring property owners

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Compatibility within the development

The proposed MSP includes elements that are integrated with the proposed structures. The ST-2 signs are painted a color to match the proposed structures. The flat top of the signs further mimic the building façades.

Per the conditions of approval for the architecture, “The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements – which is subject to additional review upon submittal of the Comprehensive Master Sign Program.” This condition has been added to Exhibit A and will make the applicant’s proposal more compatible with the architecture.

The proposed color pallet will offer a set of contrasting colors to the building facades. Sign colors will then act as accents to the developments’ architecture. The variety will reduce an overly monotonous look of the buildings, while the illumination will provide a form of consistency.

The proposed signage for Best Buy represents an exception from the rest of the MSP. The large “blue wedge” shape and color is not compatible with the approved architecture style. The applicant has made several revisions to the design that includes reducing the size of the blue background and moving the “blue wedge” to the back of the front canopy instead of having it forward. In addition, the proposed lighting utilized for the “ticket” is substantially less than the standard format.

The applicant is currently working toward reducing the area of the sign. There is an example (Scottsdale) in which Best Buy redeveloped a grocery store - and utilized a significantly smaller size and different shape of such “blue” treatment.

Surrounding Areas

Staff and the DRB Sub-Committee worked with the applicant to achieve a sign program that was sensitive to the neighbors. Please see page 3 of this report for a detailed list of mitigating measures.

Fiber Optics

In lieu of exposed neon, the applicant has requested to use fiber optics within the theater district. Exposed neon and similar applications are expressly prohibited under OVZCR Chapter 28.9. It is the Planning & Zoning Administrator’s determination that the use of fiber optics is equivalent to using exposed neon. However, an alternative design recently proposed by the applicant using L.E.D.’s does conform. L.E.D. lighting is expressly authorized by OVZCR. The applicant has modified their submittal via a separate packet of information. A condition has been added to Exhibit A to incorporate this modification into the main submittal.

3. The character of the proposed design shall be in harmony with, and compatible to, those structures and signs in the neighboring environment and the design character adopted for any given area avoiding excessive variety or monotonous repetition.

The closest centers include Safeway Vistoso Plaza, the Rancho Vistoso Centers and Steampump Village. Safeway Vistoso Plaza and the Rancho Vistoso Center follow the existing Rancho Vistoso PAD Sign standards; however, these retail centers are approximately 10 acres each. The Oro Valley Marketplace is approximately

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114 acres in size. Thus the Oro Valley Marketplace is about 10 times the size of these developments and will accommodate a significant number of major tenants.

Steampump Village permits a similar size of wall sign to Oro Valley Marketplace, similar number of freestanding/entryway signs, and the number of colors. In sum, the applicant's proposal is more compatible with the existing shopping centers found along Oracle Road that have a regional customer base—such as Oracle Crossings. None of the existing retail centers in Oro Valley are comparable in size, scope, and market relative to Oro Valley Marketplace.

4. In order to protect the visual serenity of the Town, design of signage should be based on trying to get the information across with the least signage possible.

The applicant's proposal will have an impact on the visual serenity of the adjacent subdivisions. The applicant has proposed several mitigating measures that are not found on any other Vestar developments. Please see page 3 for mitigating measures.

5. Promote the effectiveness of signs by preventing their over concentration, improper placement, excessive clutter, size and number.

Please see page 3 of this report for mitigating measures.

6. Signs, ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

The number of vehicle directional signs (see sheets S-16 and S-17) is set at 30. The design of the signs includes a reflective tape that would reduce the glare to incoming traffic. The applicant has included language in the MSP that requires site visibility triangles to be shown on all freestanding signs (see page S-4 and S-5). In sum, the applicant's proposal meets this standard.

7. Sign designs shall be in compliance with the purpose statements established in Chapter 28 All components of a development shall be in compliance with Addendum A Design Guidelines.

The applicant's proposal incorporates elements of the Addendum A, Design Guidelines. The proposal includes signage that is consistent. On the other hand, the color palette and the permitted lighting types are very broad—so there is little consistency.

DRB SUB-COMMITTEE ON SIGNS

The DRB Sub-Committee on Signs has met twice with the applicant. Consistent comments revolved around mitigating the impact of signage on the adjacent neighbors and Big Wash, the Best Buy “Blue Wedge”, and signs on the back of the buildings.

The applicant has sought to address the impact of signage to the neighbors. For a list of mitigating measures, please refer to page 3 of this report.

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The Sub-Committee members also wanted the applicant to reduce the impact of the "Blue Wedge" design, see page S-24 and S-26 of the applicant's submittal. Size of the "Blue Wedge" in comparison to its surrounding area was the main concern of the sub-committee members. The applicant has expressed that he is looking for an applicable compromise with the tenant and the DRB.

The Sub-Committee members also expressed their desire to have wall signs that face Oracle and Tangerine Roads be a uniform color, illumination and type font. The applicant's response is that they would prefer to keep various colors and fonts on the back of the building facing Oracle and Tangerine Roads.

SUMMARY OF FACTORS

Findings in Favor

1. Fits the type of the development and site constraints.
2. Conforms to the General Plan for balancing potential impacts on neighboring subdivisions and needs of businesses to attract customers.
3. Meets OVZCR Addendum A, Design Guidelines
4. Meets the purpose statement of OVZCR Chapter 28, Signs
5. Consistent design of Freestanding signs
6. Extensive Neighborhood mitigation.
7. Items that exceed code are justifiable due to site constraints and tenant needs.

Findings Against

1. Wall Signs will have an impact on the neighborhoods to the west
2. The color pallet and illumination types are broad and create a low level of consistency.
3. The package is not "based on trying to get the information across with the least signage possible."
4. A sign package could be utilized that complies with all OVZCR requirements.

RECOMMENDATION:

The "Finding in Favor" outweigh the "Findings Against". Staff recommends that DRB recommend approval to Town Council of the Master Sign Program for Oro Valley Marketplace subject to the conditions listed in Exhibit A.

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SUGGESTED MOTIONS:

I move to recommend that Town Council Approve OV3-06-02, Master Sign Program for Oro Valley Marketplace.

OR

I move to recommend that Town Council approve OV3-06-02, Master Sign Program for Oro Valley Marketplace with the following additional condition(s): _____

OR

I move to recommend that Town Council deny OV3-06-02, Master Sign Program for Oro Valley Marketplace finding that: _____



Planning and Zoning Administrator

Attachment:

1. Applicant's Proposal
2. Table Comparing the Applicant's proposal to OVZCR and Rooney Ranch Standards
3. Exhibit A

C: TOV: Shirley Gay, Development Coordinator
Applicant: Paul Bleier, Fax (602) 395-0753
David Malin, Vestar Develepment, Fax (602) 955-2298
Mary Beth Savell, Lewis and Roca, Fax (520) 879-4724

Exhibit A
OV3-06-02
Oro Valley Marketplace Master Sign Program
Condition of Recommendation

1. The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements – which is subject to additional review upon approval of the Comprehensive Master Sign Program.
2. Remove all references to fiber optic illumination and replace with L.E.D. lighting.
3. Include the following in your final package:
 - a. A Table of Contents.
 - b. A composite table with all the sign types and specifications.

Comparison Table

Sign Type	Standard	Rooney Ranch	OVZCR Allowance	Oro Valley Marketplace
Directory (Pedestrian)	Size	None	28 Square Feet	40 Square Feet
	Height	None	8 feet 8 inches	8 feet
	Illumination	None	Internal	Internal
Directional (Vehicular)	Size	4 Square Feet	5.66 SF	6 SF
	Height	3 Feet	3 feet	6 feet
	Illumination	Internal or Halo	Internal	Non-Illuminated
Entryway	Location	None	At the Main Entrance to Development.	At the entrance to the OV Marketplace
	Quantity	None	Total of Three Entryway/Freestanding	Two
	Size	None	32 square feet	300 Square Feet
	Height	None	Not to exceed the height of the entryway wall	24 Feet
	Illumination	None	Halo illuminated letter or direct lighting	Direct ground lighting and internally illuminated panel channel letters for the tenant panels. The "Oro Valley Marketplace" mounted on top of the canopy will be halo-illuminated using white L.E.D.
	# of tenant panels	None	None stated	12 tenant panels
Freestanding	Quantity	Nine	Total of Three Entryway/Freestanding	Eight Freestanding Signs
	Size	64 Square Feet	50 Square Feet	40 Square Feet
	Height	8 Feet	8 feet	8 feet

Sign Type	Standard	Rooney Ranch	OVZCR Requirements	Oro Valley Marketplace
	Illumination	Halo and internal illumination	Halo, internal or a combination	Internal illuminated with a white halo effect
	Number of Panels	Eight	6 Tenant Panels	5 Tenant Panels
Wall Signs	Quantity	No more than 2 elevations	No more than 2 elevations	No more the 2 elevations
	Illumination	White Halo, Logos may be internally Illuminated	Internal, Halo (white or amber)	Internal, Halo (white), and a combination of both internal and white halo
	Maximum Area	1.5/1 for tenants with more than 7,500 SF or more, and 1/1 for the front pads.	1/1 sign allowance for tenants less than 300 feet from the street, and 1.5/1 sign allowance for tenants greater than 300 feet from the street.	1.5/1 sign allowance
	Maximum Size	Tenants with more than 60,000 SF, 500 square feet of sign, Tenants with 15,000-59,000 SF, 300 square feet of signs Tenants with 7,500-14,999 SF, 200 square feet of signage.	150 square feet for tenants less than 300 feet from the street, and 200 square feet for tenants greater than 300 feet from the street.	Tenants with more than 50,000 SF, 500 Square Feet of signage, Tenants with 10,000-49,999 SF, 300 Square Feet of signage. Tenants with less than 9,999 SF, 200 Square Feet of Signage. Building Pads maximum size of wall signs is 200 Square feet.

**MINUTES OF THE
ORO VALLEY DEVELOPMENT REVIEW BOARD
REGULAR MEETING
TUESDAY, NOVEMBER 14, 2006
ORO VALLEY COUNCIL CHAMBERS
11000 NORTH LA CANADA DRIVE**

CALL TO ORDER: 6:00 p.m.

PRESENT:

Mike Zinkin, Chair
John Buette, Member
Harold Kandetzke, Member
Tom Gribb, Member
Scott Leska, Member
Shelley Solomon, Member

ALSO PRESENT:

Bayer Vella, Principal Planner
Joe Andrews, Civil Attorney
Paul Keesler, Development Review Division Manager
David Ronquillo, Senior Planner
Matt Michels, Senior Planner
Jonathan Lew, Planning Technician
Deanna Ruiz, Recording Secretary
Paul Loomis, Mayor
Terry Parrish, Vice Mayor
K. C. Carter, Councilperson
Al Kunisch, Councilperson

ABSENT: Marc Panas, Vice-Chair

MOTION: Member Gribb **MOVED** to approve OV3-06-03, Vestar Development requests approval of a PAD exemption for the sign requirements of the Rancho Vistoso Planned Area Development. Member Buette **SECONDED** the motion. Motion carried 6-0.

3. **OV3-06-02, David Malin, representing Vestar Development Co.,** requests approval of a Master Sign Program involving a 114 acre shopping center known as the Oro Valley Marketplace, located within Rancho Vistoso Neighborhood 4 at the southwest corner of the Tangerine and Oracle Roads intersection, parcels numbers 21920052m, 22004006f, and 22004008r.

David Malin, Vestar Development, 2425 E. Camelback Road, Phoenix, states that the timing of approvals for this project is critical.

Paul Bleiier, 2030 W. Desert Cove, Phoenix is the sign consultant for Oro Valley Market Place. Mr. Bleiier states there are 2 parts to the comprehensive sign plan. Free Standing Signage and Wall Mount signage.

Free standing signage is what you see driving around. Mr. Bleiier presents the following on Freestanding Signage:

- Color Palette
- Sign matrix
- Mitigation efforts

Mr. Bleiier continues with presentation showing location of signage through out the proposed Oro Valley Market Place.

ST 1 signs are located at the entrances of Tangerine and Oracle Roads. Mr. Bleiier shows the features of the entry ways stating that one location is 200-250 feet south of Tangerine road and is the entryway feature to the "Loop Road". This is a private road. The Loop Road feature is 5-6 lanes across going in both directions to move traffic in and out efficiently. The entry feature is an important part of our sign program. The entry way is meant to span the first entry point with a column that is anchored at the median with a matching column that provides the balance between the two. Above the top there are individual letters that will be backlit illuminated that will read Oro Valley Market Place. There is a 17 foot clearance below the canopy. Mr. Bleiier continues with slides explaining that this project is attempting to not make the roadway boring. There are no signs on the back sides and no forms of illumination will be on the back side. This should mitigate any kind of visual impact to the adjacent neighborhood across the big wash. Illumination will be turned off at 11pm or one hour after the movie theatre closes whichever is later. There would be 2 of this type of signage.

Ground illumination signs have been eliminated throughout the project except for these ST 1 signs. The fixtures will be fixed so as to not to allow the lighting to be manipulated by hand.

Mr. Bleiier defines the ST2 displays as Multi-tenant primary signage. This is meant to be placed on the private loop road adjacent to key driveway locations. This allows the developer to place the names of major tenants at the best point of entry from the driveway.

Mr. Bleiier explains the only illumination at night will be the names of the tenants with push through graphics. All lamps in these signs will be the same type. All of these signs are perpendicular to the roadway. They are located outside of the visibility triangle.

The applicant continues and reviews the mitigating efforts made by the applicant that include:

- Minimizing the viewing from the adjacent neighborhood
- All of these signs will be turned off at 11pm per town code
- No ground illumination will be added to these signs and they will only be internally illuminated.

Mr. Bleiier presents the Pedestrian Directories or ST 3. He begins by stating that locations have not been determined yet. These directories are three sided displays that will include a map, tenant listings, advertising display. The developer anticipates approximately 20 displays. These signs will turn off at 11pm, they will only be internally lit and the word Directory will be non-illuminating.

Continuing Mr. Bleiier discusses Traffic directional signage. These will be single face or double face and non-illuminated. They will utilize a reflective vinyl. These signs will be placed at traffic intersections and driveways to direct vehicular traffic throughout the project. The developer anticipates approximately 30 signs of this type.

Mr. Bleiier reviews the General Requirement section of the sign program, stating that this document is the "teeth" of the sign program. This document includes maintenance, enforcement, size regulations and notifies any applicant that Vestar has its own restrictions and any tenant must have approval of Vestar before requesting signage from the town.

Mr. Bleiier provides a variety of sign slides showing the different types of signs. Adding that the examples being shown do not reflect future tenants of the development, they are simply examples of types of signs.

The color palette is introduced by Mr. Bleiier. This color palette is for tenants that do not have trademarked signage.

Mr. Bleiier reviews the sign matrix.

The presentation continues with a review of the sign for Best Buy. Mr. Bleiier shows slides of how the size of this particular sign has been reduced. Showing slides of the sign as it appears lit at night Mr. Bleiier explains that Best Buy has agreed to use this type of backlit sign.

Mr. Bleiier presents signage at the rear elevation of the development. Stating that Sub-Committee members have requested that more tenant signs could be shifted to the rear walls and use the same color and font Mr. Bleiier expresses technical issues such as trademarks. He also states that tenants will have issue with what competitor is place on their particular wall space.

Tenant signage will be internally illuminated, backlit or a combination of both.
Building sign Matrix for shop tenants is reviewed by Mr. Bleiier as well as the shop elevations.

PAD and Office Tenant Signs are reviewed by the applicant. Locations of sign

In conclusion, Mr. Bleiier reviews the theatre signage. Explaining Building Signage, Image Panels, Posters and Electronic Informational signage that show movie times. LED lights will be used for the illumination of signage for the theatre.

Member Solomon questions the applicant on the reflectivity of the signs.

Member Leska asks if the blue background of Best Buy is a trademark and does it have to be the present size. The applicant responds that the ticket is the trademark and that the size of the blue area is dictated by Best Buy. Member Leska also states he prefers backlit lighting and has concern for the residents who live above the development. Mr. Leska expresses concern of signage that is at the entrance because of the lighting that will be used.

Chair Zinkin shares Member Leska's concerns. Stating that the only legal requirement is the Best Buy ticket and we (DRB) can only regulate size. DRB has the ability to eliminate the blue wedge of the Best Buy logo. Mr. Zinkin also requests that the reds in the color palette be negotiated away. Mr. Zinkin believes the storefronts should be similar to Rooney Ranch.

Member Buette asks the applicant what the minimum of directional signs will be. Applicant responds that there will be approximately 18-20 and possibly 24.

Applicant asks that the DRB formulate what the concerns are and the reasons behind the concerns and forward this to town council.

Member Leska, using Fry's food store at La Canada and Lambert as an example, states that national retailer has a faux look to their sign that blends with the community and desert and asks if the developer and Vestar is willing to use similar type of signage.

Applicant responds no. Applicant believes that during that time the town was requiring all signs to have a patina look. Subsequently, there have been court cases that have affirmed that trademark signs can be in their correct colors. He states that there a number of major retailers that are community members and want to be here they want to be a part of the community. The national company's will not agree to this. Applicant continues by explaining that if this is the direction that the Board is going any requests such as this must go back into the chain of schedule that Vestar is having with national retailers. If they (Major Retailers) say no, then Vestar starts making decisions.

Zinkin asks town attorney to clarify whether DRB is recommending or approving signage

Joe Andrews, Civil Attorney, responds that with regard to the sign criteria they (DRB) are only recommending approval.

Bayer Vella, Principal Planner, reports that the DRB has approval authority and the Master Sign Program is a legislative act.

Member Solomon requests that the applicant blends the culture with the commercialism and feels that it is not being addressed and challenges the national retailers to do so.

Applicant states that they will pass all concerns and comments to their clients.

Gribb states that there are two sides to this issue and that DRB has merely heard one side. He shares the concern of the member with regards to Best Buy but states he likes the rest of the plan and finds it attractive.

Jonathan Lew, Planner, introduces the staff report into record. Reviewing:

- Entryway Signage
- Freestanding Signage
- Computation of the area of the sign

Member Leska asks the applicant to explain push through graphics. Applicant explains.

Kandetzke asks for clarification on the exemption and Master Sign Program. Vestar has a written guideline for the Master Sign Program and Mr. Kandetzke asks how this conforms to the Oro Valley sign code.

Applicant responds the Master Sign Program is within the Oro Valley sign code.

Kandetzke asks if Rooney Ranch is within the code and staff says no.

Joe Andrews, Civil Attorney, says the applicant is asking for the DRB to review criteria that the applicant's signs may or may not be approved from now on into the future. They are asking for a code that the town will adopt.

Mr. Vella explains that there have been several meetings and over 120 hours of staff time and request DRB provide an approval with limited additions in Exhibit A

CALL TO THE AUDIENCE

Richard Ulmer, 1800 E. Andromeda Pl, feels that the entryway signage is going to cause an enormous traffic jam for the people turning into the market place off of Oracle Road particularly but also off of Tangerine Road. Strongly encourages doing away with these signs and use the sign that will be located in the loop road.

Brady Buckley, 11526 N. Civano Pl., Thanks Mr. Vella for taking time to go over the sign package and is in favor of the plan with the exclusion of the Best Buy sign.

Bill Adler, 10720 N. Eagle Eye Pl, believes that this plan violates the scenic corridor. He believes that this plan simply advertises. Reading the sign code section 28-45 paragraph C. There is no consistency of typeface, illumination or color. If you recommend that this complies with town council it does not. Change the architecture of the building rather than allow the sign to jut outward.

Doug McKee, 11836 Cassiopeia, I am a resident of Catalina Shadows and is in support of Mr. Ulmer and Mr. Adler. In addition requests clarification about illumination at the theatre. Is there a code on how late the theatre can remain open? He feels that the illumination Sign package has to be considered in combination with the parking lights. Does not understand why signs are needed after closure, as long as there is enough lighting for employees to leave. Lastly, the signage package really does not impact the applicant's ability to start construction on this project; he recommends that DRB continue the item.

Close call to the audience.

Member Leska asks Mr. Vella to clarify Exhibit A.

Mr. Vella explains the following:

The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements.

The applicant has agreed to remove all references to fiber optic illumination and replace with L.E.D. lighting. The applicant has provided a letter that has been entered into record. Only backlit signage (halo illumination) may be utilized for wall signs - excluding the movie theatre signs.

MOTION: Member Leska **MOVED** to approve **OV3-06-02, David Malin, representing Vestar Development Co,** a Master Sign Program involving a 114 acre shopping center known as the Oro Valley Marketplace, located within Rancho Vistoso Neighborhood 4 at the southwest corner of the Tangerine and Oracle Roads intersection, parcels numbers 21920052m, 22004006f, and 22004008r, subject to conditions in Exhibit A and the following conditions, allow backlit lighting on the storefront only, excluding the theatre, and remove all store front signage facing Oracle and Tangerine Road, eliminate the blue wedge of Best Buy. Reduce the yellow tag to the smallest size possible.

Member Zinkin **SECONDED** the motion with a friendly amendment that the color palette eliminates Vivid Rose, Cardinal Red and Red. Member Leska accepted the friendly amendment to the original motion.

Member Kandetzke makes an additional friendly amendment to remove entryway pillar signage. Member Leska and Chair Zinkin accept the additional friendly amendment to the original motion.

The discussion continues with Member Gribb expressing concern that all shopping centers look the same in Oro Valley. He finds the signs boring.

Member Leska explains that he strongly does not want to have grotesque, loud ambient lighting.

Member Buette states that he will not support this motion.

VOTE

<i>Member Buette</i>	<i>Nay</i>
<i>Member Kandetzke</i>	<i>Aye</i>
<i>Member Gribb</i>	<i>Nay</i>
<i>Chair Zinkin</i>	<i>Aye</i>
<i>Member Leska</i>	<i>Aye</i>
<i>Member Solomon</i>	<i>Aye</i>

Motion carried 4-2

4. **Public Hearing, OV12-06-16A, Rick Engineering Company, representing Builders Land Holdings LLC.**, requests approval of a grading exception to exceed the Zoning Code cut and fill limitations, located on the northwest corner of La Canada Drive and Naranja Drive, Parcel 224-10-002B

Bruce Payton 1745 E. River Road, Rick Engineering. The applicant shows a slide presentation of the site and the current condition of the site. In addition, the slides show the following:

- Proximity to the current developments
- Site layout
- Cross sections showing east to west and north to south
- Depths of the cut and fill mapping of the site
- Proposed condition (Proposed Development Grade)

The applicant informs the DRB that the site has been previously graded and is a health hazard because of the inability of the area to drain properly.

Chair Zinkin asks if the golf cart pass will be adversely affected. The applicant responds that they are not proposing any fill within that channel. Mr. Zinkin asks the applicant who was responsible for the condition of the site and that he believed it was the town of Oro Valley.

The applicant responds that it is probably the result of the building of La Canada Road and he did not have a complete history.

TO: HONORABLE MAYOR AND TOWN COUNCIL

FROM: Bayer Vella, AICP and Jonathan Lew, Planning Technician

SUBJECT: OV3-06-02, David Malin, representing Vestar Development Co., requests approval of a Master Sign Program for a 114 acre shopping center known as the Oro Valley Marketplace, located within Rancho Vistoso Neighborhood 4 at the southwest corner of the Tangerine and Oracle Roads intersection

EXECUTIVE SUMMARY OF APPLICATION:

Nature of Application:

The applicant has submitted a proposal to be exempt from the existing Rancho Vistoso Planned Area Development Sign standards (OV3-06-03). The PAD Exemption and Master Sign Program (MSP) are being reviewed concurrently; however, approval of the MSP is contingent upon approval of the PAD Exemption.

As defined within OVZCR Chapter 28.2.B.2, a Master Sign Program is “an alternative to the sign regulations...which provides latitude in order to achieve variety and good design...” In other words, it entails development of customized regulations that enable unique and site specific design -- not otherwise permitted by code. The attached table includes a summary of requested exceptions to particular zoning standards. The applicant has also submitted supporting documentation within the attached packet labeled, “Master Sign Program Outline”.

The MSP process requires review by the Development Review Board and approval by the Town Council.

The OVZCR provides that the MSP shall be reviewed via the following criteria:

- Overall presentation of the entire development, including landscaping, architecture, topography, uses and design.
- Compliance with the criteria specified in Addendum A.C.4 and the purpose statements of Chapter 28 of the OVZCR Signs.
- Any other applicable information that may be useful in the overall presentation of the proposed criteria for the development.

Current Site Conditions:

The site is vacant. There has been considerable ground disturbance over the years due to ranching, farming, construction/expansion of Tangerine and Oracle Roads and associated drainage facilities, development of onsite roads, berming intended to divert water, and municipal use (Town water facilities).

Overview of Improvements:

- 48 commercial spaces divided into office, pads (retail & restaurant), majors (retail & one movie theater)
Approximate building square footage: 868,766 s.f.
- 29 lot commercial subdivision
- 4 lane “Private Loop” road with medians adjacent to Big Wash that serves as the primary traffic route for the project. Loop Road connects Tangerine Road/Innovation Way intersection and Oracle Road

TOWN OF ORO VALLEY

- OV Police Substation and Bus Transit Facility
- Restoration of a portion of Big Wash (owned by Pima County) that was previously disturbed and utilized as a farm field and creation of an onsite riparian area that bisects the site.

BACKGROUND

Approvals to Date

- 1/10/06: Development Review Board approval of the Landscape Plan
2/15/06: Town Council Approval of the Preliminary Plat and Development Plan
5/3/06: Town Council Approval to grant a Preliminary Plat extension to 2/15/08
6/29/06: Development Review Board Approval of a Master Architectural Concept Plan
9/14/06: Development Review Board Approval of Building Group #1 Architecture
11/1/06: Town Council Approval of the Final Plat
11/14/06: Development Review Board approval of Building Group #2 and #3 Architecture

Surrounding Land Uses

<i>Orientation</i>	<i>Zoning</i>	<i>Land Use</i>
North	RV PAD, Campus Park Industrial	Tangerine Road Future Offices NW Medical Facility
South	R1-144	Mesquite Bosque (Town property) and Big Wash (County property)
East	State Right-of-Way County	Oracle Road Vacant & a home business
Southeast	State Right-of-Way La Reserve PAD	Oracle Road Rams Canyon Subdivisions
West	R1-144 PAD (min. lot size 8,000 s.f) R1-36 (min. lot size 36,000 s.f.)	Big Wash (County property) Catalina Shadows Palisades Pointe

ANALYSIS OF OVZCR 22.6.B DEVELOPMENT REVIEW CRITERIA

"In considering any application for development review, the Development Review Board shall be guided" by a specific list of criteria when deliberating. The following is a list of noteworthy criteria (in italics) followed by staff commentary:

1. *The Development Review Board shall examine the application to insure that all provisions of this Code and all other Codes, master plans, general plans and standards of the Town shall be complied with where applicable.*

A. General Plan

Policy 2, Signage: Increased commercial activity has added signage throughout the Town. Signage controls have to balance citizen concerns about the increasing level of signage with the needs of businesses to attract customers.

To evaluate the impact of signage, the following is noteworthy:

- The size and extent of signage proposed is less than what is utilized at Vestar sites in the Phoenix area.
- The approved building layout necessitates the placement of signage toward the loop road and the existing subdivisions.
- The parking field lighting will diminish the impact of signage; however, signage will be visible from Catalina Shadows and Palisades Pointe Subdivisions.
- Halo illumination for strategic locations (sides facing Big Wash and existing subdivisions) for Pads 10, 21, 22, 27, 28, and 37 that abut the loop road has been incorporated.
- Signage is prohibited on Pads 46, 47, and 48 and Office Buildings 2, 5, 6, and 8 on facades facing Big Wash and the existing subdivisions.
- Multi-tenant monument signs (see sheets S-12 and S-13 of the applicant's submittal for location and design) are required to be placed perpendicular to the primary loop drive to minimize visibility from the existing subdivisions.
- Ground lighting has been prohibited for all signage internal to the project.
- Tenant wall signs lighting shall be turned off one hour after the business closes in compliance with the OVZCR.
- All internal freestanding signs will be turned off at 11:00 pm as required in the OVZCR. As a result, the sign lighting will be turned off near the same time that the parking lot lighting will be reduced. The parking lot lighting must be reduced as specified as part of Development Plan approval.
- In working with the DRB Sub-Committee on Signs, the proposed color spectrum has been reduced.
- Measures have been taken to ensure that all light sources are consistent in color and type.
- The largest buildings, which will have the largest signs, are positioned the maximum distance from the existing subdivision possible. Buildings with the smallest signs are positioned closer to the neighborhoods to the west.
- The size of the wall signs have been reduced beyond the norm utilized by Vestar in other projects. The largest wall signs are similar to the size found in the Rooney Ranch Shopping Center.
- Lower impact halo illumination and the combo of halo/internal illumination are being utilized where possible. Internal illumination will be utilized to achieve tenants' trademarked designs.
- Lighting originally proposed for the tops of the multi-tenant monuments and the Pedestrian Directory (Please see sheet S-14-17 for design and potential locations) has been eliminated.
- No signage or lighting is permitted on the backs, which face the neighborhoods, of the 2 entry feature signs (Please see sheet S-9-11 for design and location).
- All other Vestar projects have been permitted four-sided signage for pad buildings. Vestar will comply with the request to limit signage to two sides for this project, as specified in the OVZCR. This will lessen the impact of signage as the pads are closest to the adjacent subdivisions.

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In sum, mitigating measures have been incorporated to reduce the impact of signage on the nearby neighborhood communities, while also meeting the needs of the tenants. It's a balance. The applicant's proposal meets this General Plan policy.

B. OVZCR Compliance

2. The proposed development shall promote a desirable relationship of structures to one another, to open spaces and topography both on the site and in the surrounding neighborhood.

Justification for exceeding OVZCR Requirements

Please see the attached table for an overview of proposed exemptions. Noteworthy items are as follows:

1. The entryway signs (see sheets S-9, S-10 and S-11 of the applicant's proposal) are unique. Each spans the enter opening/exit of the loop road. For this reason, they are significantly larger than the code standard (32 feet restriction versus 300 s.f. proposed). The following mitigating circumstances were identified:

- The property line along Tangerine Road is set approximately 200 feet back from the road.
- The entry way signs will clearly identify the road as a gateway to the shopping center - and not a through street.
- Tenant panels will help identify the tenants within the center.
- Halo illumination is proposed for the tenant panels and the "Oro Valley Marketplace" sign positioned over the road.

2. The applicant has proposed a greater number of freestanding/entryway signs (10 Proposed/3 allowed) than is permitted by the OVZCR. Staff feels this request is justifiable because of the number of tenants within the development. The impact of these signs on the surrounding neighborhoods has been mitigated by placing them perpendicular to the loop road.

3. The applicant has also proposed increasing the height of the vehicle directional signs from 3 feet (OVZCR standard) to 6 feet. The increase results in more compatible designs with other freestanding signs. The increase in size is justifiable to achieve readability and a consistent design.

4. The proposed wall sign sizes are greater than enabled by the OVZCR – as specified in the attached table. The increase is justified based on the following factors:

- a. Number of major tenants
- b. Lack of direct visibility from Tangerine and Oracle Roads (signage no longer proposed on major tenants and shops facing Tangerine or Oracle)
- c. The proposed increase is consistent with the area/sizes utilized in the Rooney Ranch Shopping Center

On the other hand, the need for increased signage is lessened by the following factors:

- a. The speed limit on the loop road will be only 35 mph – rather than 50 mph as found on Oracle Road.
- b. Larger wall signs will have greater impacts on neighboring property owners

Compatibility within the development

Architecture:

The proposed MSP includes sign elements that are compatible with the proposed buildings. The structures supporting the signs include elements such as Vistoso Stone, architectural colors, and compatible architectural features.

The proposed signage for Best Buy represents an exception. The large “blue wedge” shape and color is not compatible with the approved architecture style. The applicant has made several revisions to the design - which includes reducing the size of the blue area - and relocating the “blue wedge” to the back of the front canopy - instead of forward. In addition, the proposed lighting utilized for the “ticket” has been substantially reduced - and does not represent the standard format as utilized at the Wetmore Road location.

Illumination:

The illumination proposed includes a variety of types: Internal (same type found at Oracle Crossings), Backlit/Halo (heavily utilized at Rooney Ranch), and combination Internal and Backlit/Halo (new concept in Oro Valley). The dominate lighting type will be internal.

The lighting types do not represent a particular theme. However, types have been organized in a manner to lessen impacts on adjacent subdivisions (southwest side of Big Wash). Buildings closest to Big Wash are restricted to halo illumination (elevation facing wash) or no signage at all (office pads to the west and restaurant pads to the very south).

Color:

The proposed color pallet does not represent a cohesive theme; however, it does strike a balance between business needs and Development Review Board desire to reduce the color spectrum.

Surrounding Areas

Please see page 3 of this report for a detailed list of neighborhood mitigation measures.

3. The character of the proposed design shall be in harmony with, and compatible to, those structures and signs in the neighboring environment and the design character adopted for any given area avoiding excessive variety or monotonous repetition.

The closest retail developments include the Safeway Vistoso Plaza, Rancho Vistoso Center, and Steampump Village. The Safeway Vistoso Plaza and Rancho Vistoso Center are regulated via the existing Rancho Vistoso PAD Sign standards; however, each is roughly 10 acres. As a regional shopping center, the Oro Valley Marketplace represents an entirely different retail commercial type. It is approximately 114 acres in size and will accommodate a significant number of major tenants.

Steampump Village is unique; however, it is similar to Oro Valley Marketplace in wall sign size, number of freestanding/entryway signs, and range of colors. In sum, the applicant’s proposal is compatible with post-Rooney Ranch regional shopping centers found along Oracle Road— including Oracle Crossings. There is a significant caveat. None of the existing retail centers in Oro Valley are comparable in size, scale, and market.

4. In order to protect the visual serenity of the Town, design of signage should be based on trying to get the information across with the least signage possible.

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TOWN COUNCIL COMMUNICATION, OV3-06-02

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The applicant's proposal will have an impact on the "visual serenity" of the adjacent subdivisions. The applicant has proposed mitigation measures as previously described.

Although the package doesn't represent the "least signage possible", it includes less signage than Vestar projects in the greater Phoenix area.

5. Promote the effectiveness of signs by preventing their over concentration, improper placement, excessive clutter, size and number.

Please see page 3 of this report for mitigation measures.

6. Signs, ingress, egress, internal traffic circulation, off-street parking facilities, loading and service areas and pedestrian ways shall be so designed as to promote safety and convenience.

Ample internal vehicle directional signs (see sheets S-16 and S-17) have been provided (maximum 30). The design is effective and of low impact (non-illuminated but visible due to application of reflective tape).

The applicant has included language in the MSP to insure that all site visibility triangles will be respected – so as not to impede the view of motorists.

In sum, the applicant's proposal meets this standard.

7. Sign designs shall be in compliance with the purpose statements established in Chapter 28. All components of a development shall be in compliance with Addendum A Design Guidelines.

Germane issues were previously addressed in this report. In sum, the proposal incorporates elements of the Addendum A, Design Guidelines

PUBLIC INPUT

There were comments provided by the public at the November 14, 2006, Development Review Board meeting. Issues of potential traffic congestion due to location of entryway signs, design of the Best Buy sign, general compatibility with Tangerine and Oracle overlay districts, and the times sign lighting will be turned off. Please see the attached draft minutes for additional information.

DEVELOPMENT REVIEW BOARD (DRB) ACTION

At their regularly scheduled meeting of November 14, 2006, DRB voted by a majority (4-2) to recommend conditional Town Council approval. Those who opposed the motion (Member Buette & Member Gribb) desired approval without some of the additional conditions applied by other members. The draft minutes are attached.

Member Leska moved to recommend that Town Council approve OV3-06-02, subject to the following staff conditions (#1-3) and additional conditions (#4-8, in italics and listed in the attached Exhibit A):

1. The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements – which is subject to additional review upon approval of the Comprehensive Master Sign Program.

2. Remove all references to fiber optic illumination and replace with L.E.D. lighting.
3. Include the following in your final package:
 - a. A Table of Contents.
 - b. A composite table with all the sign types and specifications.
4. *Only backlit signage (halo illumination) may be utilized for wall signs – excluding all movie theater signs.*
5. *Remove all storefront signage facing Oracle Road and Tangerine Road.*
6. *Reduce size or eliminate the blue face for Best Buy. Logo to be reduced as applicant suggested in the presentation – for Best Buy ticket only.*
7. *The color palette is to be revised by eliminating the following: Vivid Rose, Cardinal Red, and Red.*
8. *Remove signage from all entryway pillars.*

The applicant has addressed all staff and DRB conditions in the attached response letter. In sum, response/changes to the conditions are as follows:

- #1-#3 Compliance with all staff conditions has been achieved.
- #4 Applicant wishes to maintain the proposed lighting types. Changes were made to the entry way signs to incorporate backlit signage (halo illumination).
- #5 Signage has been removed for all major and shop tenant building facades facing Oracle and Tangerine Roads). Signage opportunities remain for pad and office buildings.
- #6 The applicant wishes to use the modified design presented to the DRB.
- #7 - The three colors specified have been deleted.
- #8 - Signage remains on the entryway pillars; however, illumination has been changed from internal to backlit (halo).

SUMMARY OF FACTORS

Findings in Favor

1. Development Review Board recommended conditional approval.
2. Fits the type of the development and site constraints.
3. Conforms to the General Plan by balancing potential impacts on neighboring subdivisions and needs of businesses to attract customers.
4. Meets OVZCR Addendum A, Design Guidelines
5. Meets the purpose statement of OVZCR Chapter 28, Signs
6. Consistent design of freestanding signs
7. Extensive neighborhood mitigation.
8. Items that exceed code are justifiable due to site constraints and tenant needs.

Findings Against

1. Wall Signs will have an impact on the neighborhoods to the west.
2. The color pallet and illumination types are broad and create a low level of consistency.
3. The package is not “based on trying to get the information across with the least signage possible.”
4. A sign package could be utilized that complies with all OVZCR requirements.

TOWN OF ORO VALLEY

TOWN COUNCIL COMMUNICATION, OV3-06-02

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SUGGESTED MOTIONS:

The Town Council may wish to consider one of the following suggested motions:

I move to [approve, approve with conditions, OR deny] **OV3-06-02, David Malin, representing Vestar Development Co,** request for an Oro Valley Marketplace Master Sign Program.

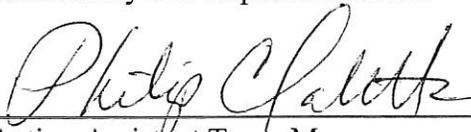
All staff conditions have been accommodated. The Development Review Board recommends any motion to approve **OV3-06-02**, be effective upon satisfaction of the conditions listed in Exhibit "A".



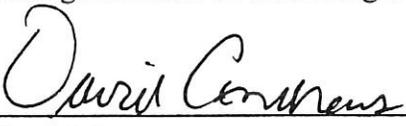
Planning and Zoning Administrator



Community Development Director



Acting Assistant Town Manager



Town Manager

Attachments:

1. Development Review Board Exhibit A
2. Applicant's Response to Exhibit "A"/DRB Conditions of Recommendation: 11/17/06
3. Development Review Board Minutes 11/14/06
4. Application Narrative
5. Master Sign Program
6. Table Comparing the Applicant's proposal to OVZCR and Rooney Ranch Standards

Copy: Shirley Gay, Development Coordinator
Paul Bleier, Fax (602) 395-0753
David Malin, Vestar Development, Fax (602) 955-2298
Mary Beth Savel, Lewis and Roca, Fax (520) 879-4724

Exhibit A
OV3-06-02
Oro Valley Marketplace Master Sign Program

- ~~1. The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements — which is subject to additional review upon approval of the Comprehensive Master Sign Program.~~
- ~~2. Remove all references to fiber optic illumination and replace with L.E.D. lighting.~~
- ~~3. Include the following in your final package:~~
 - ~~a. A Table of Contents.~~
 - ~~b. A composite table with all the sign types and specifications.~~
- 4. Only backlit signage (halo illumination) may be utilized for wall signs – excluding all movie theater signs.*
- 5. Remove all storefront signage facing Oracle Road and Tangerine Road.*
- 6. Reduce size or eliminate the blue face for Best Buy. Logo to be reduced as applicant suggested in the presentation – for Best Buy ticket only.*
- ~~7. The color palette is to be revised by eliminating the following: Vivid Rose, Cardinal Red, and Red.~~
- 8. Remove signage from all entryway pillars.*

Please note, conditions with strikethroughs have been fully addressed in the applicant's current submittal.



NOV 17 2006

To: Bayer Vella, AICP
Town of Oro Valley

From: Paul Bleier

Subject: Oro Valley Marketplace Master Sign Program
OV3-06-02
Response to Exhibit "A" / DRB Conditions of Recommendation

Date: 11/17/06

1. The signage on the rear elevations must be positioned in a manner to be framed by specific architectural elements – which is subject to additional review upon approval of the Comprehensive Master Sign Program.

Major and Shop Tenants with rear elevations facing Tangerine Road and Oracle Road will not be permitted to place wall signage on their rear elevations. We have removed drawings that illustrated signage on the rear elevations and have modified the written criteria and matrices accordingly.

2. Remove all references to fiber optic illumination and replace with L.E.D. lighting.

Town Council (December 2006 v4.0) has been revised accordingly.

3. Include the following in your final package:

- a) A Table of Contents.

Included as part of December 2006 v4.0 submittal.

- b) A composite table with all the sign types and specifications.

Provided as a separate document.

4. Only backlit signage (halo illumination) may be utilized for wall signs – excluding all movie theater signs.

No revision has been made. We respectfully ask that the Town Council consider and approve the methods of illumination specified in the DRB submittal (November 2006 v3.0).

5. Remove all storefront signage facing Oracle Road and Tangerine Road.

See response to item 1 above.

6. Reduce size or eliminate the blue face for Best Buy. Logo to be reduced as applicant suggested in the presentation – for Best Buy ticket only.

No revision has been made. We respectfully ask that the Town Council consider and approve one of the reduced scale versions that was presented to the DRB during the Powerpoint presentation. The options are now included as part of December 2006 v4.0 submittal.

7. The color palette is to be revised by eliminating the following: Vivid Rose, Cardinal Red, and Red.

The color palette has been revised to comply with this recommendation.

8. Remove signage from all entryway pillars.

No revision has been made insofar as removing the tenant copy from the ST 1 Entry features. However, revision was made in regard to the method of illumination. The DRB submittal requested pan channel, internally illuminated face lit copy. The December 2006 v4.0 submittal has been revised to permit only backlit "halo" illumination. We respectfully ask that the Town Council consider and approve the methods of illumination specified in this submittal.

Respectfully submitted,

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke extending to the right.

Cc: David Malin, Vestar Development Co.

**MINUTES
ORO VALLEY TOWN COUNCIL
REGULAR SESSION
December 20, 2006
ORO VALLEY COUNCIL CHAMBERS
11000 N. LA CANADA DRIVE**

REGULAR SESSION AT OR AFTER 6:00 PM

ROLL CALL

PRESENT: Paul Loomis, Mayor
Terry Parish, Vice Mayor
Paula Abbott, Council Member
K.C. Carter, Council Member
Helen Dankwerth, Council Member
Barry Gillaspie, Council Member
Al Kunisch, Council Member

EXECUTIVE SESSION AT OR AFTER 6:00 PM

MOTION: Council Member Dankwerth MOVED to go into Executive Session at 6:01 p.m. Motion Seconded by Council Member Kunisch. Mayor Loomis announced that in addition to the Town Manager, Town Attorney, and Town Clerk, Town Engineer Craig Civalier and Planning and Zoning Director Sarah More would attend the Executive Session. Motion carried, 5 - 0. (Vice Mayor Parish participated by telephone for a portion of the Executive Session. Council Member Abbott arrived at 6:05 p.m.)

MOTION: Vice Mayor Parish MOVED to adjourn the Executive Session at 6:25 p.m. Motion carried, 7 - 0.

RESUME REGULAR SESSION AT OR AFTER 7:00 P.M.

CALL TO ORDER

ROLL CALL

PRESENT: Paul Loomis, Mayor
Terry Parish, Vice Mayor
Paula Abbott, Council Member
K.C. Carter, Council Member
Helen Dankwerth, Council Member
Barry Gillaspie, Council Member
Al Kunisch, Council Member

large shopping centers. She stated that the Development Review Board (DRB) voted to approve PAD exemption.

Sarah More presented the staff report explaining that approval of this item allows the consideration of a Master Sign Program (addressed in Item 6.)

Mayor Loomis opened the public hearing.

Ron Craig, 2206 E Sahuarita Wash Way -Urged the Council to not impose restrictive sign guidelines that would keep businesses from coming in to the Town, i.e. Best Buy signage. He suggested that the guidelines be flexible as the Oro Valley Marketplace will be a wonderful development for the Town's citizens and a boost to the tax base.

Lyra Done, 1554 W Carmel Point Drive- Urged everyone to continue to support the project and to work this out and get the project out of the ground.

Bill Adler, 10720 N Eagle Eye place- Stated that Rancho Vistoso PAD sign code anticipated a regional shopping center. Major differences revolve around quality not unique signage. He was supportive of Rancho Vistoso PAD sign guidelines.

Mayor Loomis closed the public hearing.

MOTION: A motion was made by Vice Mayor Terry Parish and Seconded by Council Member Helen Dankwerth to adopt Ordinance (O)06-25. MOTION carried, 5-2 with Council Member Carter and Council Member Abbott opposed.

6. OV3-06-02 REQUEST FOR APPROVAL OF A MASTER SIGN PROGRAM INVOLVING A 114 ACRE SHOPPING CENTER KNOWN AS THE ORO VALLEY MARKETPLACE, LOCATED WITHIN RANCHO VISTOSO NEIGHBORHOOD 4 AT THE SOUTHWEST CORNER OF THE TANGERINE AND ORACLE ROADS INTERSECTION, PARCEL NUMBERS 21920052M, 22004006F, AND 22004008R

David Malin, Vestar Development, presented the status of the Oro Valley Marketplace development and project schedule. He explained that they will be starting the tree salvage program in January and will hold a formal ground-breaking in March with the Center opening in September 2008 or sooner if possible. He then reviewed the site plan for the center and explained that the fronts of the buildings do not face the roads; therefore, signage is extremely important to the businesses that will be coming to this development.

Paul Blyer, Sign Consultant, reviewed the requested Comprehensive Master Sign Program, the entry-way feature that would serve as an identification sign to the site, mitigation efforts for lighting, elements of architecture, pedestrian and vehicular signage, site directories, building sign criteria, types of signage and

colors. He then reviewed the "Best Buy" signage and explained that the DRB recommended that the "Best Buy" blue wedge background be part of the Sign Package and not part of the building package. In order to make a concession for the blue wedge, Mr. Blyer recommended that the sign be back lit. He also presented three different sign sizes for Council's consideration.

In response to questions from the Council, Mr. Blyer stated that he expected no lighting on the back side of the theater because of the terrain. He further reviewed the site plan, distances from the road and Catalina State Park, etc.

Sarah More, Planning and Zoning Director, reviewed the staff report highlighting existing conditions with regard to setbacks, landscape buffering, entryway and freestanding signage, wall signs and the "Best Buy" blue-wedge signage. She explained that this project is unique due to the positioning of the site along Oracle Road. She then reviewed Exhibit "A" as revised. She summarized that this application has been through intense staff and DRB review and brings about a balance. DRB and staff recommend approval.

In response to Council Member Dankwerth's question regarding whether the Best Buy base's blue paint could be eliminated, Mr. Malin stated that he has never seen the wedge without it being painted blue in its entirety. He stated that it would be a big concession for Best Buy. Mr. Blyer reviewed the concessions as already agreed to by "Best Buy" and explained that they feel that the blue color under the canopy identifies their business to pedestrian traffic.

Mayor Loomis recessed the meeting at 9:28 p.m. Meeting resumed at 9:37 p.m.

Mayor Loomis opened the floor for public comment.

Ron Craig, 2206 E. Sahuarita Wash Way stated that Vestar has been very accommodating and this will be one of the most beautiful developments in southern Arizona. He stated that asking a major store to change their signage is not a good thing and Best Buy will be a major contributor.

Robyn Gerard, 37754 S. Boulder Wind Drive, Saddlebrooke, stated that residents can't wait to spend money at the Oro Valley Marketplace. She asked that the Council approve this item.

Dick Johnson, 10151 N Inverarry, stated that as we annex additional shopping areas, we will face signage issues. Signage seems to prevent retailers from coming into Oro Valley and we now need to ensure that Vestar comes into the Town. He urged Council to look at "color" issues and focus on the end result and look at what Vestar has done with the sign package.

Diane Kelly, 684 E Bridal Veil Falls, stated that the design of Oro

Valley Marketplace will directly impact her home. She urged Council to keep the special character of Oro Valley.

Kathy Pastryk, 11650 N. Europia Place, stated that she is critical of Vestar's sign package. She questioned the multi-color use at the entry way. She stated that the function of the signs can communicate with dignity without being obtrusive. She would like to see fewer colors, limit use of bright colors and stated that Oracle and Tangerine are endowed with stunning scenery and should be kept that way.

Bill Adler, 10720 N. Eagle Eye Place, stated that signage goes beyond variety and needs to be in good taste. It should be a pleasant experience and we need to use better judgment than that of a "strip mall". He stated that the Master Sign Program that is used should be in good taste. This one is not consistent in font, illumination and color.

John Musolf, 13716 N. Garland Cliff Drive, expressed concerns about "concessions" that were being offered, and stated that they were not concessions. He stated that the Council should be in control of the sign package not the developer or "Best Buy".

Gary Rieman, 1848 E Terrestrial Place, commented that it was unclear whether the building's sign lighting would be turned off at 11:00 p.m. and expressed concerns about lighting in the development.

Mayor Loomis closed the floor for public comment.

In response to questions from Council, Mr. Blyer stated that the Master Sign Package incorporates the Town's Code enforcement and signs must be turned off one hour after close of business. He also stated that all sign types not specifically modified fall back to Zoning Code guidelines. He also stated that the CC&Rs do not restrict hours of operation. Mr. Blyer further explained that the color and graphics represent particular stores and are important to the corporate world. He also reviewed color issues with regards to trademark and explained there are controls within their criteria that regulate size, etc.

MOTION: A motion was made by Vice Mayor Terry Parish and Seconded by Council Member Al Kunisch to approve OV03-06-02 Oro Valley Marketplace Master Sign Program. Agree that Items 1 - 3 are in compliance with all of the conditions; Item 4 - accept the applicant's desire to maintain proposed types of lighting; Item 5 - accept the applicant's desire that signage be removed from the backs of the buildings; Item 6-allow the modified smallest size sign for Best Buy (3 to 2 ratio); and acceptance that the three colors requested by the applicant to be deleted; and that the signage remain on the entryway pillars with backlit halo lighting; and that no signage shall be allowed on the rear of the theater.

MOTION carried, 5-2 with Council Member Paula Abbott and Council Member K.C. Carter opposed.

7. **OV12-06-14 REQUEST FOR APPROVAL OF A PRELIMINARY PLAT AND DEVELOPMENT PLAN FOR A COMMERCIAL DEVELOPMENT LOCATED WITHIN RANCHO VISTOSO NEIGHBORHOOD 3, INNOVATION CORPORATE CENTER-EAST, LOCATED NORTHEAST OF THE INTERSECTION OF INNOVATION PARK DRIVE AND TANGERINE ROAD, PARCEL NUMBER 223-02-021B**

Paul Oland, The WLB Group, 4444 E. Broadway, representing Venture West Construction LLC, reviewed the proposed site plan, Open Space trade, site vegetation, grading and drainage patterns, building setbacks, parking, bufferyard treatments, courtyard areas and proposed project architecture.

Discussion followed regarding pedestrian access (sidewalks and trails will be added), grading and parking.

Sarah More, Planning and Zoning Director reviewed the preliminary plat and development plan. She stated that the parcel is over 68 acres and is zoned C-1 and Industrial Park and the proposed uses fit into these zoning designations. She stated that some of the area that is being proposed for the Open Space trade is degraded and will be revegetated. She explained that there would be no encroachment into environmentally sensitive areas and this development is in substantial compliance with the Tangerine Overlay District. Public Works, Planning and DRB have reviewed the plan and recommend approval of the plan.

Mayor Loomis expressed concerns regarding lighting in the covered parking area and recommended shielding. Mr. Oland explained that there are very few lights in Venture West developments and they are below the allowed lumens.

Mayor Loomis recessed the meeting at 10:42. The meeting resumed at 10:48 p.m.

MOTION: A motion was made by Vice Mayor Terry Parish and Seconded by Council Member Paula Abbott to approve OV12-06-14 Preliminary Plat and Development Plan for the proposed commercial development located on proposed Lots 1 - 6, Rancho Vistoso Neighborhood 3, Innovation Corporate Center-East, accepting the open space trade, the Conditions listed in Exhibit A and the added condition that "any lighting for the covered parking shall be shielded to prevent spill over." Exhibit "A":

1. All trail alignments shall be depicted on the final plat.
2. No rip rap shall be used between the buildings.
3. The rip rap used in the channel shall be matched to natural rock on-site.
4. Provide at least 15 feet of clear zone/apron between the detention basin and the drain pipe as a scour area.



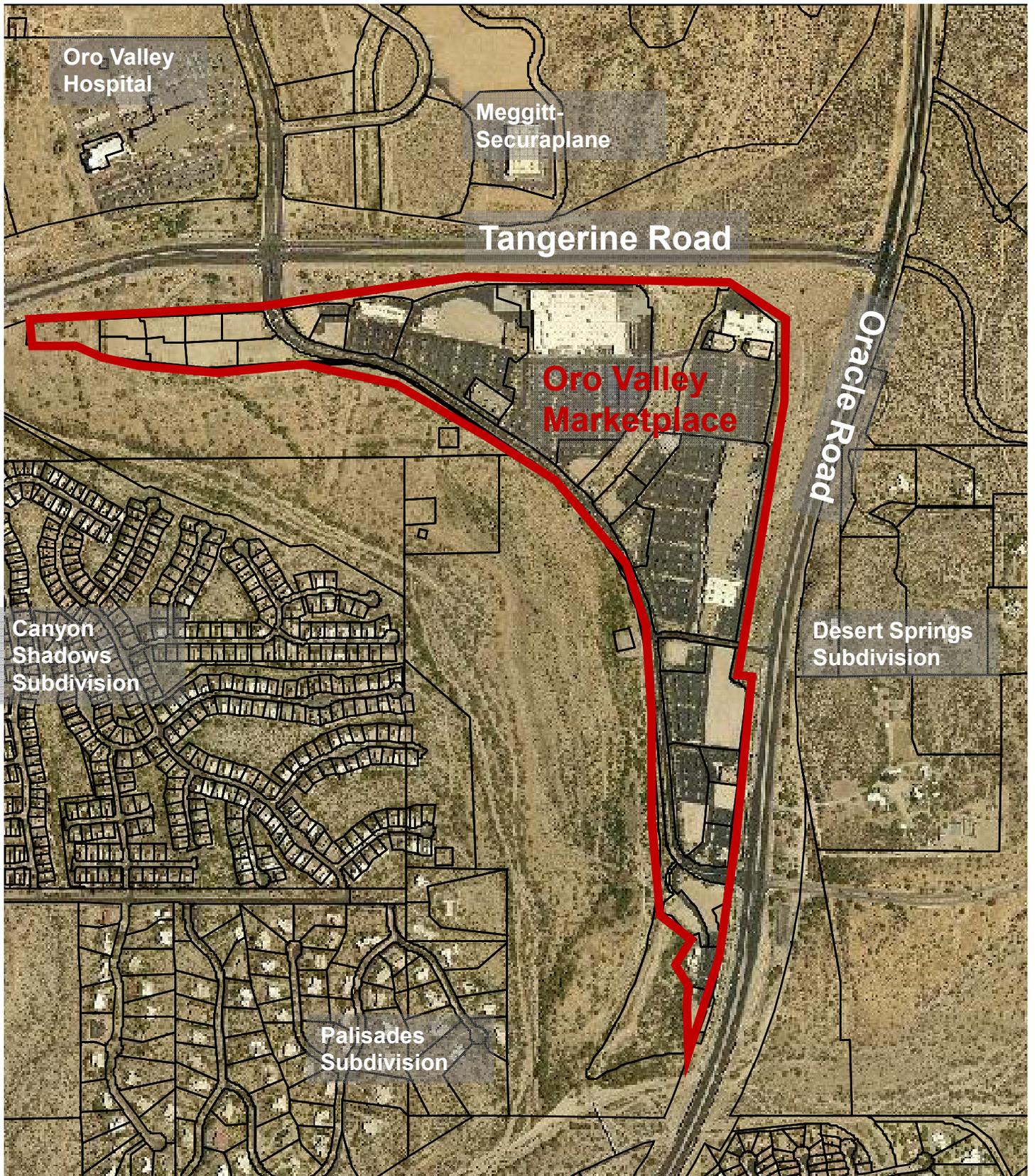
Example of front building elevation signs (no changes proposed)



Existing rear building elevations currently void of signs



Site Photos
Existing Site Conditions
Oro Valley Marketplace (OV314-004)
Attachment 3



Location Map

Oro Valley Marketplace (OV314-004)

Attachment 4