

TOWN OF PARADISE VALLEY

Camelhead North
Subdivision Signs
Northwest Corner Tatum Blvd & Arroyo Verde Dr
Southeast Corner 46th St & Lincoln Dr



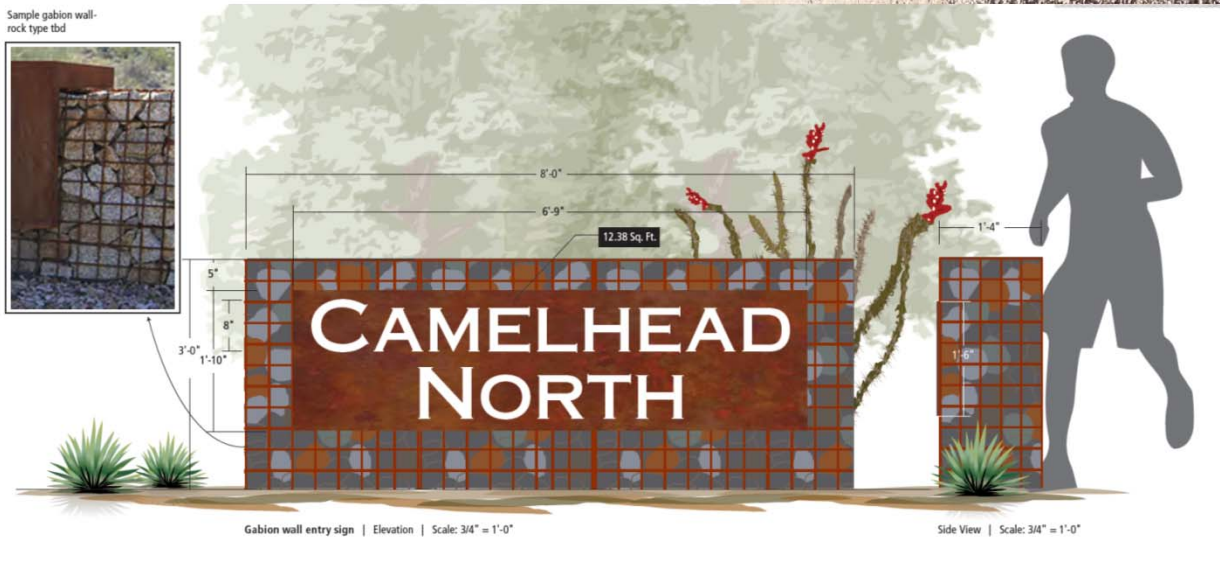
Town Council
June 8, 2017

Request

Discuss subdivision signs for existing neighborhood

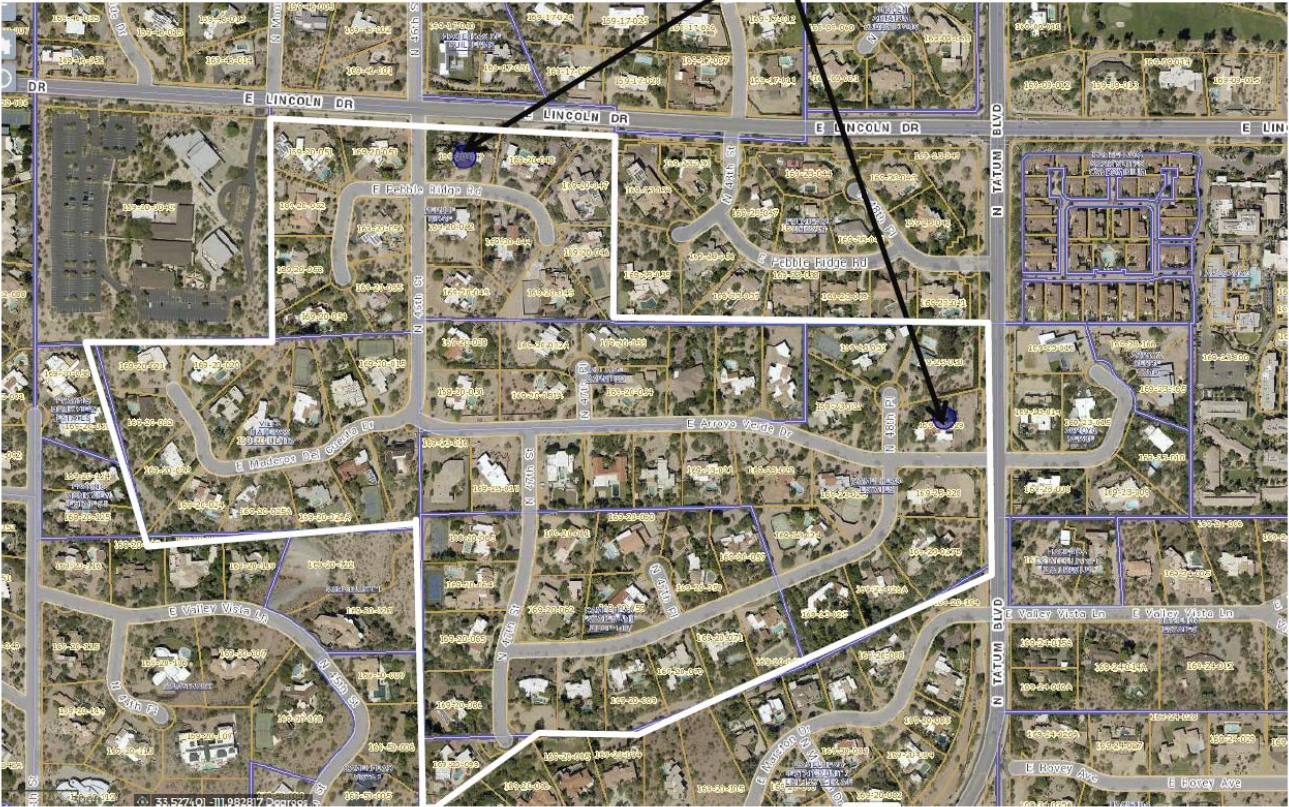


Sample gabion wall-
rock type tbd



Vicinity Map

Subject Site



Process

- Follows Article XXV, Signs, of the Zoning Ordinance
- Specifications that include dimensions, materials, method of illumination, number and location are approved by Town Council
- Does not require Planning Commission recommendation since signs for existing plats



Supports General Plan

- CC&H 3.1.1.1 Neighborhoods as a Basic Unit. Recognizing that the Town is home to many smaller neighborhoods....the Town shall strive through community outreach to preserve and enhance their distinctiveness, identity, and livability. *[Signs support the identity of this neighborhood]*
- LU 2.1.1.4 Encourage Neighborhood Maintenance. The Town shall encourage the maintenance and revitalization of existing neighborhoods encourage resident involvement in neighborhood maintenance and revitalization. *[The identity of this neighborhood association supports its active involvement in maintenance and revitalization]*
- CC&H 3.1.3.4 Visually Significant Corridors. The Town shall designate highly visible, prominent, streets, including Lincoln Drive and Tatum Boulevard, as Visually Significant Corridors.... *[The proposed signs will include gabion and earth tone colors that are in harmony with the architectural style of the Town's entry monument sign along the two Visually Significant Corridors]*



Sign Criteria

CRITERIA	PROPOSED WALLSIGN 4816 E Arroyo Verde Drive	PROPOSED MONUMENT SIGN 4600 E Pebble Ridge Road
Quantity: two signs	One sign	One sign
Content: name & logo	Name, font type and bronze color consistent with other signs approved in town	Name, font type and bronze color consistent with other signs approved in town
Sign Area: 30 sf	21 square feet	24 square feet

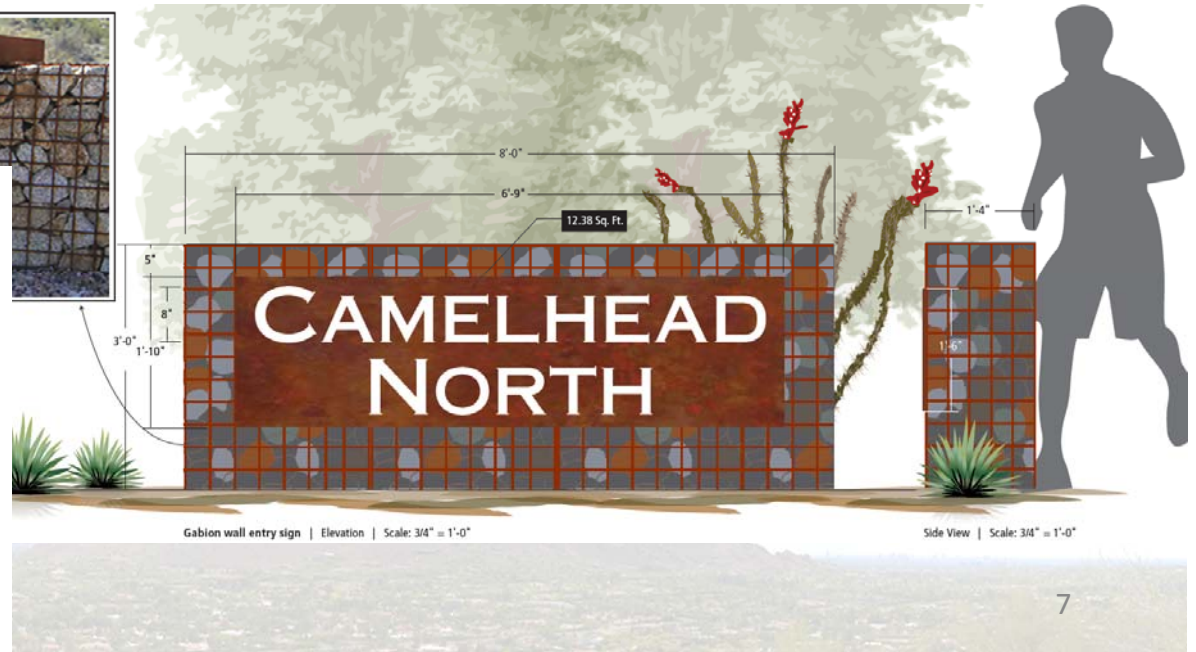


Height

CRITERIA	PROPOSED WALLSIGN 4816 E Arroyo Verde Drive	PROPOSED MONUMENT SIGN 4600 E Pebble Ridge Road
Height: 3 feet	4 feet to top of the letters, includes the 16-inch planter in front of the wall	3 feet

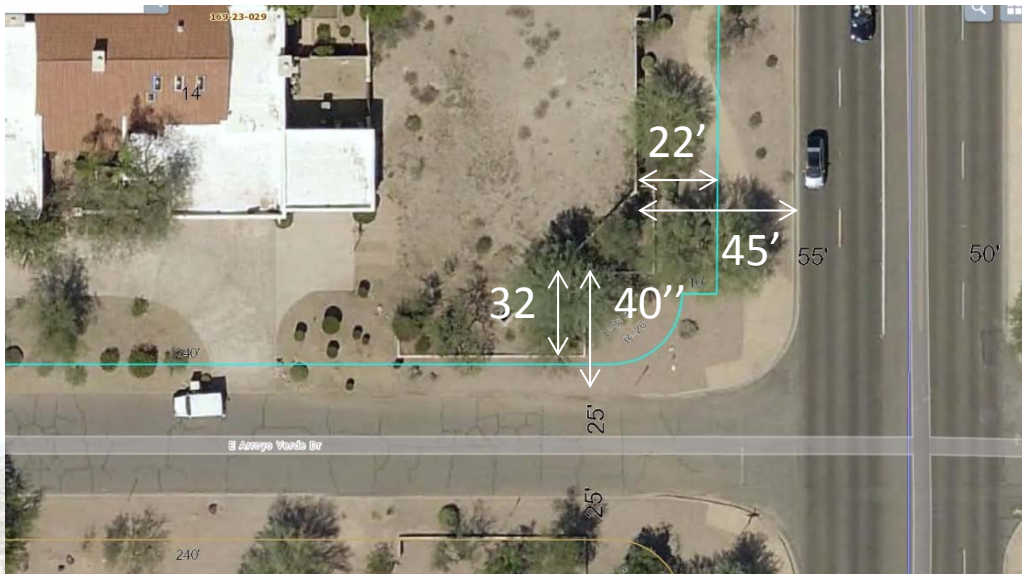


Reference photo | Elevation | Scale: nts
Center left to right
8" down to top of "N" from top cap



Setback

CRITERIA	PROPOSED WALLSIGN 4816 E Arroyo Verde Drive	PROPOSED MONUMENT SIGN 4600 E Pebble Ridge Road
Setback: 25 feet	32 feet from property line and 40-45 feet from back of curb	Minimum 1-foot from property line, 14' from back of curb along 46 th St, 40' from back of curb along Lincoln Drive



Lighting

CRITERIA	PROPOSED WALLSIGN 4816 E Arroyo Verde Drive	PROPOSED MONUMENT SIGN 4600 E Pebble Ridge Road
<p>Indirect lighting of sign limited to two 75-watt incandescent bulbs (750 lumens) per sign side; bulb completely shielded from view at nearest property line, limited to 0.75 foot-candles at property line</p>	<p>Applicant proposes to use two light fixtures per sign. The proposed Focus Industries DL-15 fixture submitted includes a 4 watt, 18 watt, and 35 watt halogen/LED option. These would roughly equate to 240 lumens, 360 lumens, and 700 lumens. The fixtures will be pointed away from the property line and roadway, which should not exceed 0.75 foot-candles at the property line.</p>	



Sight Visibility

- Both signs are within the typical 50' x 50' corner vision
- Town Engineer waived requirement
 - Wall at a distance does not create sight distance issue
 - Lincoln sign setback ~ 40' from travel lane



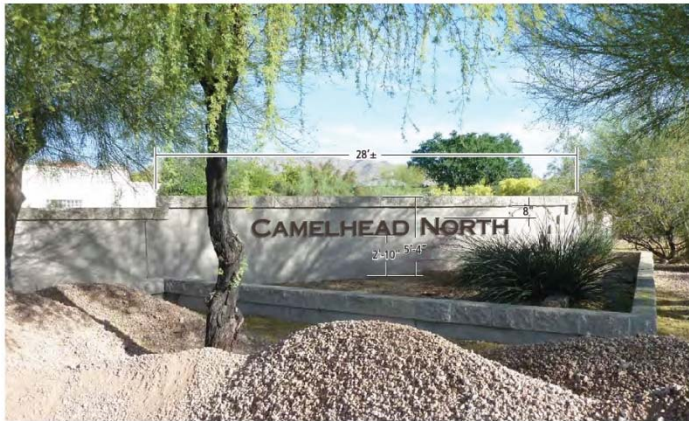
Draft Stipulations

1. Signs shall be in substantial compliance with the submitted documents that include the following:
 - a. Narrative from Smithcraft dated May 12, 2017
 - b. Sign elevations/site plan prepared by Smithcraft revised April 24, 2017
2. Provide a setback certification for the monument sign along Lincoln Drive prior to footing inspection approval
3. Sign lighting not to exceed two fixtures per sign, each fixture not to exceed 750 lumens, and the illumination not to exceed 0.75 foot-candles at the property line



Next Steps

- If approved, building permits



Reference photo | Elevation | Scale: nts
Center left to right
8" down to top of "N" from top cap



Questions?

Subject Site



