



Legislation Text

File #: 17-187, **Version:** 1

TO: Mayor Collins and Town Council

FROM: Eva Cutro, Community Development Director
Paul Michaud, Senior Planner

DATE: May 25, 2017

CONTACT:

AGENDA TITLE:

Discussion of a proposed subdivision monument sign and wall sign for Camelhead North located at 4816 E Arroyo Verde Drive and 4600 E Pebble Ridge Road (MI-17-01)

BACKGROUND

Request

Gary Edens, representing the Camelhead North neighborhood association, is requesting approval of two subdivision signs. One sign is a monument sign located at the southeast corner of Lincoln Drive and 46th Street. The other is a wall sign on the existing perimeter wall located at the northwest corner of Tatum Boulevard and Arroyo Verde Drive.

Residential Subdivision Sign Process

The application request for installing a new residential subdivision sign follows Article XXV, Signs, of the Town Zoning Ordinance. The exact specifications of the sign that include dimensions, materials, method of illumination, number and location are approved by Town Council. This type of sign does not require Planning Commission recommendation. Many times the sign application is reviewed by the Planning Commission and approved by Town Council along with the plat application. As the subject plats exist, only Town Council is required to review and approve the subject application.

Proposed Stipulations

Any proposed stipulations can be discussed at the study session. A typical stipulation for such a sign is to require substantial conformance to the submitted plans. Other stipulations for this application may include requiring a setback certification for the sign along Lincoln Drive and/or providing a photometric prior to issuance of the sign permit. Draft stipulations will be prepared in advance of the public meeting by the Town Council that is tentatively scheduled for June 8, 2017.

Camelhead North Neighborhood Association

The two proposed subdivision signs are for "Camelhead North." This is the name of the neighborhood association that consists of 71 lots within five platted subdivisions. These subdivisions include Villa Maderos del Cuenta, Villa de Cabrillo, Pebble Ridge, Camelhead Estates, and Camelhead Estates Unit 2. The residents in this neighborhood formed this association since they are

all part of the same neighborhood without a homeowner association.

DISCUSSION/FACTS

General Plan/Zoning

The subject properties where the signs will be located have a “Low Density Residential” General Plan designation and are zoned “R-43” for single-family use.

The subject residential subdivision signs support policies of the General Plan. These include the following:

- CC&H 3.1.1.1 Neighborhoods as a Basic Unit. Recognizing that the Town of Paradise Valley is home to many smaller neighborhoods that contribute to the Town’s cultural fabric, the Town shall strive through community outreach to preserve and enhance their distinctiveness, identity, and livability.
- LU 2.1.1.4 Encourage Neighborhood Maintenance. The Town shall encourage the maintenance and revitalization of existing neighborhoods while sustaining their visual coherence and compatibility. The Town shall also actively encourage resident involvement in neighborhood maintenance and revitalization. The identity of this neighborhood association supports the association’s 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. Streetscape design guidelines will be developed, to include a reasonable range of treatments of individual properties, to improve and manage landscape conditions as a means to demonstrate a positive and unique character and image of the Town, maintain views, and strive to mitigate the negative impact of traffic impacts while respecting private property rights. 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

The proposed signs generally meet Article XXV, Signs, of the Town Zoning Ordinance as described in the following table. Exceptions include the following:

- The top of the lettering on the wall sign along Tatum Boulevard is at a height of approximately 4 feet, but has a large setback from the back of curb and landscaping that mitigates the height. The typical allowable height is 3 feet.
- The proposed monument sign along Lincoln Drive is setback approximately 1-foot from the property line, but it has a greater setback from the back of curb compared to other approved signs along Lincoln Drive. The proposed sign is setback approximately 40 feet from the back of curb along Lincoln Drive. Also, the sign location sits approximately 3 feet lower in elevation than the pavement on Lincoln Drive. These other signs are generally located outside a 40-foot wide right-of-way, but within a 25-foot wide roadway easement. Whereas, the right-of-way adjoining the subject sign is at its full 65-foot width. Examples of these other signs include the monument sign at Valley Presbyterian Church located at 4455 E Lincoln Drive. It is setback from the back of curb 15 feet. The monument sign at the bible church at 4222 E Lincoln is setback from the back of curb 35 feet. The monument signs at Christ Church located at 4015

E Lincoln Drive are setback 10' from the back of curb.

| 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: 3 feet | 4 feet to top of the letters, includes the 16-inch planter in front of the wall | 3 feet |
| Setback: 25 feet | 22 and 32 feet from property line and 40 and 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 |
| No audible signs permitted | Sign will not have any components that flash, move, or are otherwise animated/audible | Sign will not have any components that flash, move, or are otherwise animated/audible |
| 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 | 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. | Same as wall sign |

Sight Visibility

As an aid to safe movement of vehicles at and near street intersections and in order to promote more adequate protection for the safety of children, pedestrians, and operators of vehicles, the Town Code has limitations on the height of fences, walls, gateways, ornamental structures, hedges, shrubbery and other fixtures, construction and planting on all corner lots. Both subject sites are a corner lot. Unless waived by the Town Engineer, structures and vegetation over 2-feet in height at street intersections are prohibited above the nearest street elevation within a triangular area of 50 feet measured at the property line. The proposed signs are both located within the 50-foot corner vision. However, the Town Engineer has waived the corner vision requirement for these signs due to several factors as outlined in the attached memo.

NOTICING & PUBLIC COMMENTS

The applicant will mail notices to all the property owners within the neighborhood association prior to the public meeting. No comments have been received to date.

NEXT STEPS

This application is tentatively set for the June 8, 2017 public meeting

ATTACHMENTS

1. Vicinity Map
2. Application Packet
3. Town Engineer Memo
4. Presentation

C: - Applicant
 - Case File