Steam Pump Village Master Sign Program Revision – Narrative

The current Steam Pump Village Master Sign Program was originally approved in 2005. There was a minor revision in 2011 to allow for the Quick Trip. Since the time of the original plan, the majority of the project has been developed into a very successful mixed use development including retail, restaurants, offices, financial, self storage, gymnasium, convenience market and fuel, schools and apartments. Steam Pump Village enjoys over 3,500 feet of frontage along Oracle Road, and is almost fully built out with over 325,000 square feet of commercial improvements, plus the apartments.

This revision is to:

1. Increase the allowable sign areas for building mounted wall signs to recognize the scale and unique attributes of Steam Pump Village.

2. Expand the color choices. Given the number of corporate signs, the original palette is too limiting, and penalizes small businesses.

3. Simplify the existing MSP and recognize existing conditions.

I.   The current MSP has three categories, with different sizes for wall mounted signs depending on size and type of occupant, and distance from the east property line. It allows one and one-half square foot of signage for each linear foot of building frontage for buildings 300 feet from the east property line. However, it only allows one square foot of signage for each linear foot of building frontage for the businesses located less than 300 feet from the east property line. This lower signage allowance negatively impacts those smaller businesses.

The revised MSP simplifies three categories to one, levels the playing field for smaller businesses, and helps create uniformity.

Given a) the speed of traffic along Oracle Road, b) the width of Oracle Road and c) the landscaped setback of the project, in many cases the current size allowance is too small to be read by passing traffic. Retail buildings often have just two rows of front parking, so roughly 70 feet of setback from the street. However, some of the Steam Pump Village commercial buildings have four rows of upfront parking, so 140 feet of more of setback from the property line. Adding in the 60 foot distance from the actual location of Oracle Road to the property line to the 140 foot building setback, means a total distance of 200' from the passing traffic, further increasing the difficulty of seeing the signs from the street.

Creating size uniformity would help both existing and new businesses. Since the larger size is already allowed elsewhere in the project, there would be no negative impacts on surrounding properties and the revision would contribute to a more uniform appearance.

Attached is an exhibit showing a proposed tenant sign in three sizes per linear foot of building frontage: one square foot, one and one-half square foot, and two square foot.

The smaller option appears undersized and out of scale for the façade, while the two larger options are more in keeping with the architecture and project scale, and do not detract from the surrounding properties in any way.

To be clear, the revised MSP proposes the middle option of one and one-half square feet of signage per lineal foot, which is the middle rendering shown in the attached exhibit.

II.   The original MSP palette only allowed six color choices, unless a user had corporate colors or logos. Multiple uses within the project now enjoy a full range of colors due to their corporate status, including QuikTrip, Dennys, Holiday Inn Express, Chili's, Life Storage, Freddy's Steakburgers, Children's Museum and Savaya Coffee. With so many colors introduced into the project, it no longer makes sense to limit the "non-corporate" businesses to only six choices, which penalizes the small businesses. The suggested additions are a reasonable expansion of the palette.

III.   The balance of the changes in the revised MSP are simplifications and clean up items, many of which were recommended by Oro Valley staff, and recognize existing building locations, architecture and site plans now that the project is almost completely built out.

One square foot per lineal foot — existing MSP example

One and one-half square foot per lineal foot — revised MSP example

Two square foot per lineal foot example