

Plaza Serena

Sign Criteria

Date: 03/09/2006
To: File
From: Jonathan Lew
RE: Sign Criteria for Plaza Serena

JDL

Plaza Serena was annexed into the Town of Oro Valley in May 2003. Prior to annexation, the area was zoned CB-1. Pima County CB-1 zone allows residential, institutional, lodging, retail, automobile service, food service, personal service, medical service, office business service,, research and development and some trade uses. The Town of Oro Valley on October 1, 2003, translated the zoning to C-2 (OV9-03-14). The Town's C-2 zone allows retail, food service, bars with live entertainment, medical and personal services, lodging, movie theaters, theaters and dinner entertainment, office and business services.

Prior to annexation the plaza was governed through Pima County standards and regulations for signage. The tenant association along with the developer have developed an internal sign criteria that presently governs all signage within the plaza. The following is a summary of the association sign criteria:

1. **Illumination:** No illumination unless approved by the landlord.
2. **Color:** The letter color shall be \$H2-412 (matt finish). Acrylic polyurethane enamel paint with hardener.
3. **Size:** Letter height shall not exceed 24" and the entire length of the name shall not exceed 85% of the wall frontage and in all cases shall be in conformance with Pima County sign criteria ordinance.

I have reviewed this sign criteria with Dee Widero, Senior Zoning Inspector. The tenant sign criteria fits within the

JDL

Attachments:

