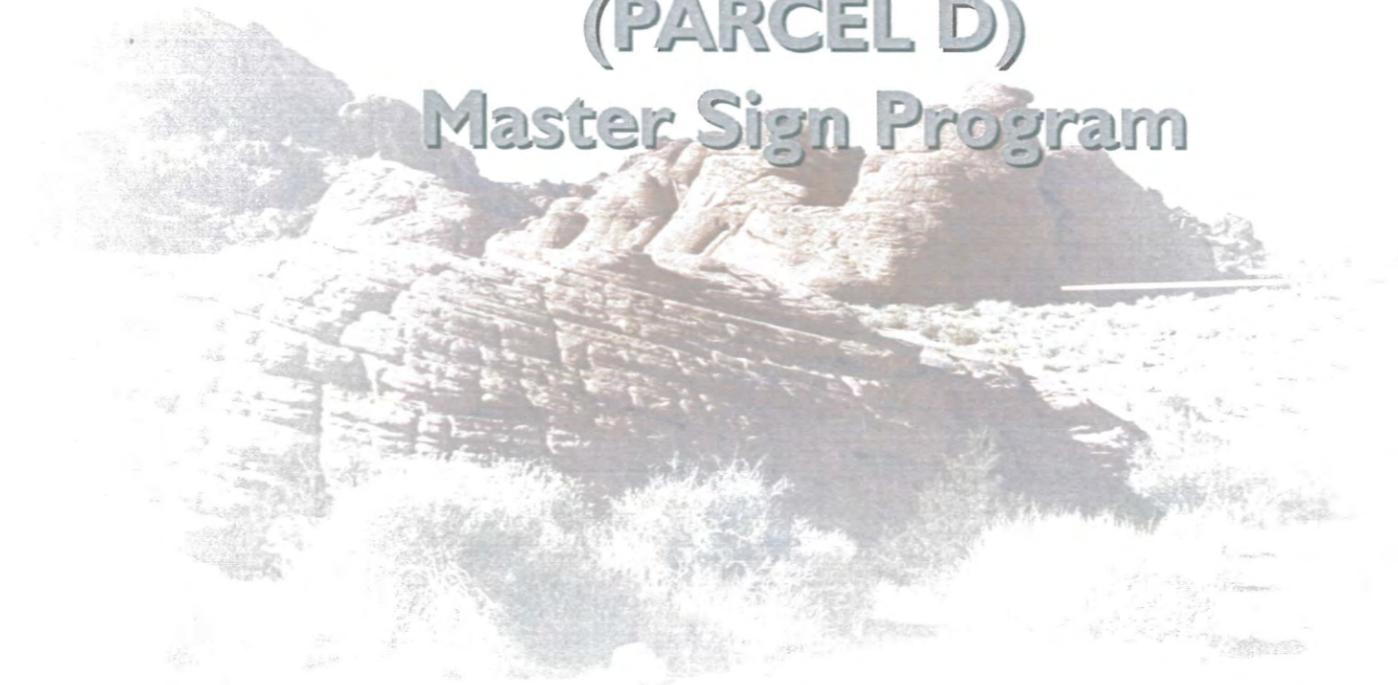


RECEIVED  
JUN 13 2012  
Town of Oro Valley

# ROONEY RANCH

(PARCEL D)  
Master Sign Program



APPROVED BY: TC/PZ/DRB/BOA  
6/6/12  
DATE  
M. Mihalik  
PZ PROJECT MANAGER



01 312-001

ROONEY RANCH PARCEL D

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## ROONEY RANCH PARCEL D

The Master Sign Program prepared for Rooney Ranch Parcel D will establish a uniform set of sign criteria to maintain continuity of quality and aesthetics throughout Rooney Ranch for the benefit of all tenants and the Town of Oro Valley. Based on the Oro Valley Zoning Code (OVZC), Chapter 28 and the Town's Design Standards Addendum A, for signage, the Master Sign Program will provide for signage that will vary throughout the development and will permit national and specialty retailers to identify their business utilizing recognized trademarks, logos, and color palettes.

The Master Sign program will establish design guidelines for all tenants to follow. It will also establish a hierarchy of freestanding signs that will be used as an effective wayfinding system. All freestanding signs will follow a thematic design integrating the current elements of existing freestanding architectural elements into future freestanding signs as the center is brought up to date.

The objective of the Master Sign Program is to create guidelines that will enable Rooney Ranch to update the current signage away from the Copper Patina that was required in the past and to be able to utilize some of the more modern methods and materials that are available. This will enable the signage to become a unique and integrated component of the development, to maintain an attractive and appealing environment consistent with the Oro Valley community. To continue to provide the services to the residents of the Town of Oro Valley in a way that is harmonious with other retail centers in the surrounding area.

We would also like to make note of the fact that plans are being made for a re-paint of Rooney Ranch property some time in the near future. The designs and the colors that have been used in the Master Sign program for the freestanding signs will be incorporated into the building architecture in order to keep a consistent theme throughout Rooney Ranch.

We trust this submittal meets with your expectations and approval.

## General Requirements

These criteria have been established by the developer for the purpose of maintaining updating the current signage and also to plan for future development of Rooney Ranch. as used herein, the term “Developer” shall also include all future successors. Assigns, and or designated agent. At such time if and when the signs are changed at Rooney Ranch the Town of Oro Valley will use this criteria to conduct there review.

### 1. GENERAL REQUIREMENTS

A. The Town of Oro Valley shall review all freestanding signs for conformance with the criteria and OVZC. 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 OVZC 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 OVZC.

C. All Tenant signage shall be in accordance with the approved Master Sign Program

D. No signage will be allowed on the rear of the Anchor, Major and Minor tenant buildings

### 2. SPECIFICATIONS – FREESTANDING SIGN

A. General specification

1. All electrical cabinets, conductors, transformers and other equipment required to illuminate a freestanding sign shall be concealed.

### 3. GENERAL CONSTRUCTION and MAINTENANCE REQUIREMENTS

A. All exterior signs shall be secured by concealed mounting mechanisms using non-corrosive fasteners.

B. All signs shall be fabricated in a manor that prevents light leaks.

C. All sign installation shall be neatly sealed in a watertight condition.

D. No labels or other identification shall be permitted on the Exposed surface of signs except those required by local ordinance. This shall be in an inconspicuous location.

E. Each sign shall be maintained in a new or like new condition at all times so as not to constitute a danger or hazard to public safety or become an eyesore to the community

## ROONEY RANCH PARCEL D

### 3. FREESTANDING SIGN DESIGN REQUIREMENTS

#### A. Sign Type/ Parcel D

1. The refurbished double face signs (RDF) one at Pusch View Lane and Oracle Rd. and at the Wells Fargo entrance along Oracle Rd. also know as parcel "D". The project shall be identified with individual reverse pan channel illumination reading "Rooney Ranch" utilizing white LED's concealed within the pan channel letterform. Tenant signage will consist of routed out pan with a brushed aluminum overlay where only the characters may emit light. Tenant colors to follow freestanding matrix
2. The new double face sign (NDF) located at the main entrance on 1st Avenue. This sign will be identified with either reverse pan channel, push thru acrylic letters or routed out copy with the brushed aluminum finish reading "Rooney Ranch" utilizing white LED's. Tenant colors to follow freestanding matrix.
- 2a. The new double face Theatre sign (NDF Theatre) is to be located along Oracle Road at an entrance point. This sign will use the same techniques as the (NDF) with the addition of an Electronic Message center at a size to be approximately 18"x 120" this will be a red grayscale LED. Tenant colors to follow freestanding matrix.

**It is important to note no electronic displays or signs with changable copy shall be erected or operated unless in association with a theater/dinner theater or fuel center. The electronic display of signs with changable copy shall cease operation upon discontinuance of the theater/dinner theater or fuel center use in Parcel D.**

3. Traffic & Pedestrian Directional Sign (TPD) shall be located throughout the project. They are intended to be placed at traffic intersections and driveways as required to direct vehicular traffic throughout the project. The displays will include vehicular oriented "wayfinding" information such as Tenant listings with directional arrows. All copy will be reflective 3M Scotchlite. the locations and quantities illustrated on the site plan illustrate typical placements. Actual quantities and placement may vary with a maximum of six (6) for Parcel D.
4. Traffic Directional Sign (TD) Shall be located at entry points in the property to direct delivery trucks to the rear of the property. The display will include vehicular oriented "wayfinding" information such as deliveries, shipping or receiving with a directional arrow. All copy will be reflective 3M Scotchlite. The locations and quantites illustrated on the site plan Illustrates typical placements. Actual quantities and placement may vary with a maximum of two (2) for parcel D.

**ROONEY RANCH (PARCEL D) Monument Sign**



REFURBISHED VIEW of EXISTING D/F TENANT MONUMENT SIGN  
**Refurbish Double Face Tenant Monument Sign**  
**Pusch View Lane**

SCALE: 1/2" = 1'-0"

**(RDF)**



EXISTING D/F TENANT MONUMENT SIGN

D-1

**ROONEY RANCH**

# ROONEY RANCH (PARCEL D) Monument Sign



REFURBISHED VIEW of EXISTING D/F TENANT MONUMENT SIGN  
**Refurbish Double Face Tenant Monument Sign**  
**Oracle Rd.**

SCALE: 1/2"=1'-0"

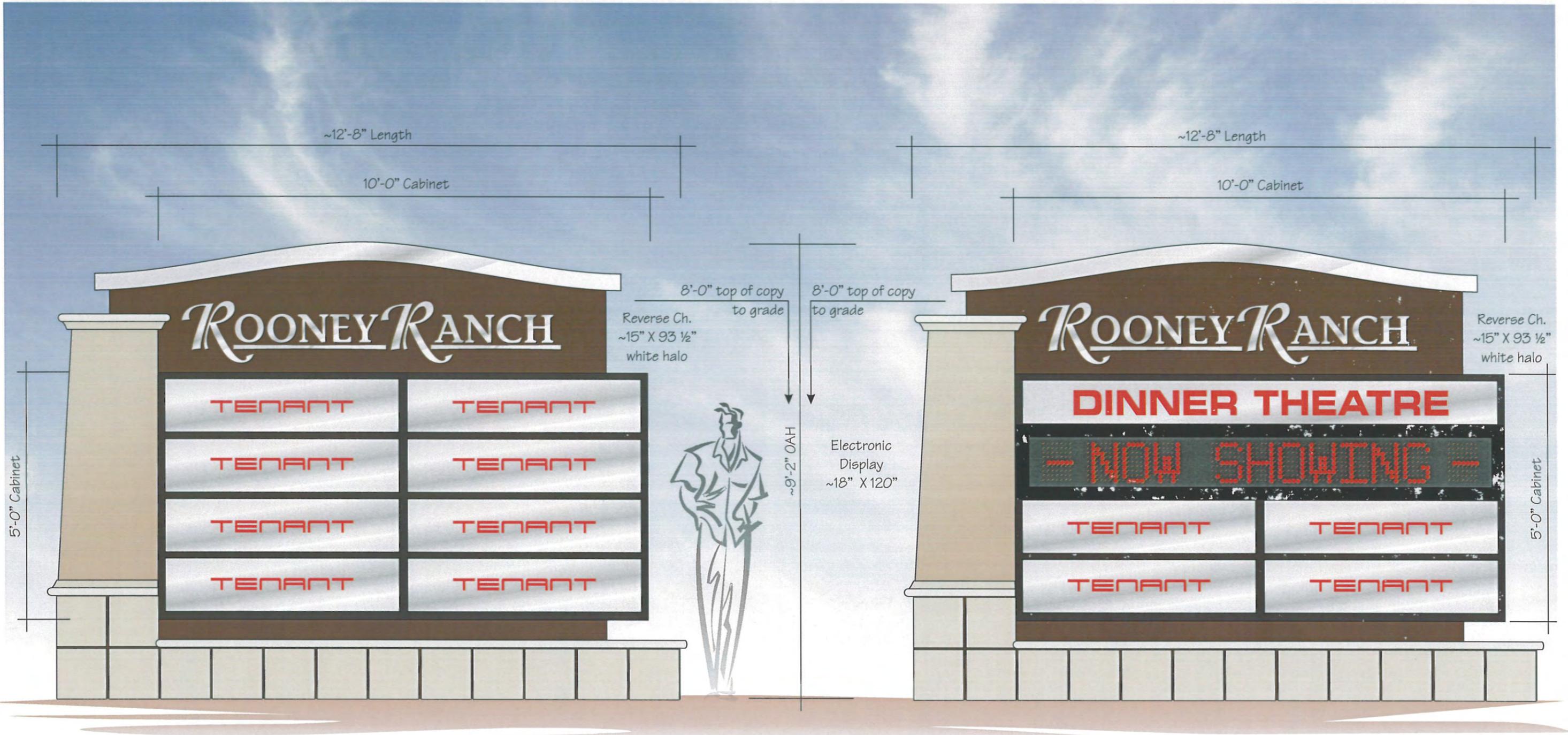
**(RDF)**



EXISTING D/F TENANT MONUMENT SIGN

ROONEY RANCH

**ROONEY RANCH (PARCEL D) Monument Signs**



**New Double Face Monument Sign  
(NDF)**

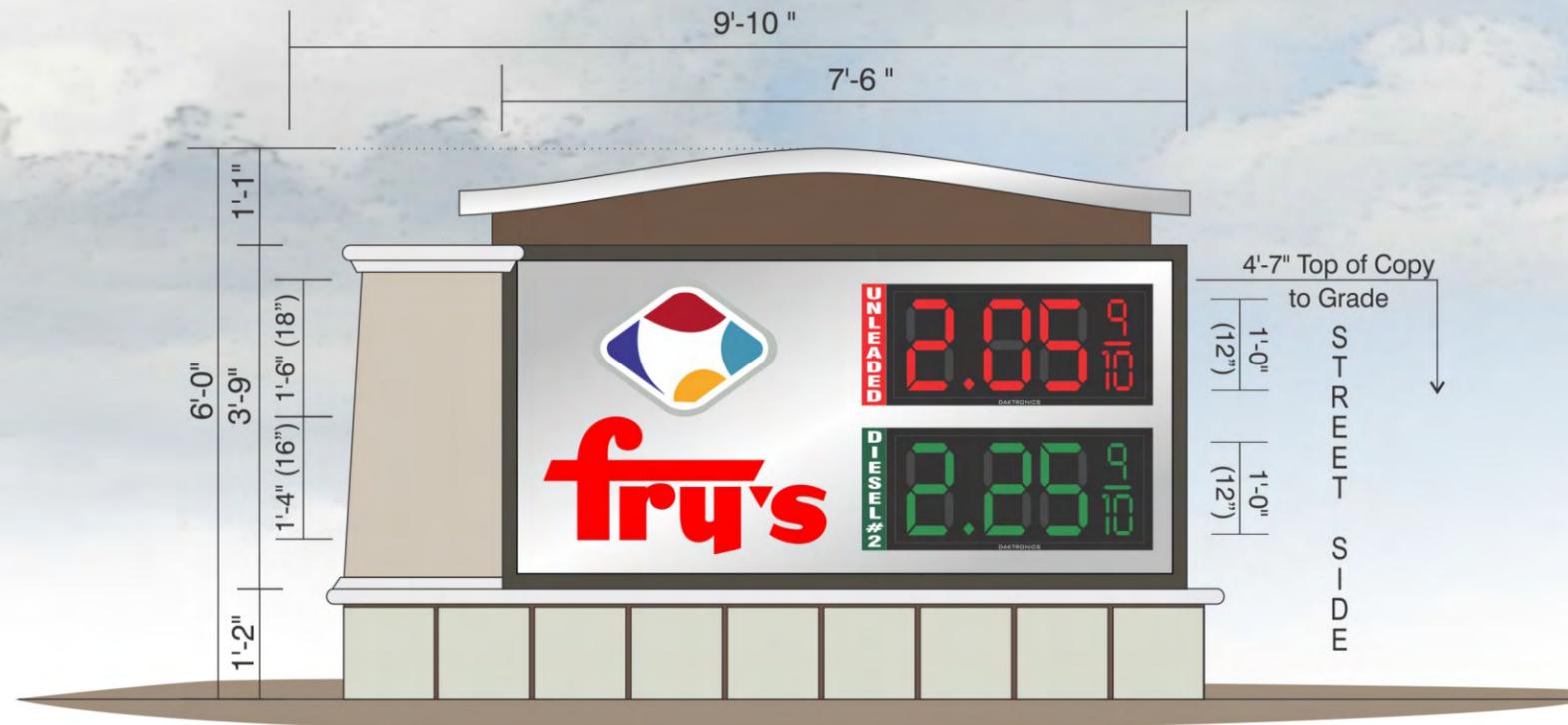
**New Double Face LED Dinner Theater Monument Sign  
(NDF) Theatre**

**ROONEY RANCH**

SCALE: 1/2"=1'-0"

D-3

# ROONEY RANCH (PARCEL D) Monument Signs



**New Double Face Fuel Monument Sign  
(NDF)**

ROONEY RANCH

SCALE: 1/2"=1'-0"

D-3



# ROONEY RANCH (PARCEL D) Sign Guidelines

1055 I N. Oracle Rd. - Oro Valley, Az.

## ROONEY RANCH STANDARDS FOR PARCEL D: WALL SIGNS

USER	SIGN AREA ALLOWANCE	COLOR	MAX. Char. Ht.	illumination	Max logo size	Sign Construction/Location
Anchor Tenant ( over 60,000 sqft.)	1.5 sqft.for each linear foot of bldg. frontage on which the sign is to be placed, not to exceed 500 sqft. for any single user. Must face a street.	Logo-any 1 Text- any from approved color palletete.	6'	Text or logo maybe either halo or internally illuminated and both may be used in a sign but each character, symbol, or logo may use only one illumination type. LED, white neon or equal maybe used . Cabinets may be used for logos provided only characters emit light	36 sqft. 5' 3" in height	<ul style="list-style-type: none"> <li>•Pan channel or Reverse channel for letters/cabinets for logos (8 in deep max)</li> <li>•Aluminum, Acrylic, Painted, Metal, Flexface material.</li> <li>•Only two (2) elevations may have wall signs:</li> <li>• If a single tenant occupies an end unit, there may be signs on three elevations, but not the rear.</li> </ul>
Major Tenant (15,000-59,999 sqft.)	1.5 sqft.for each linear foot of bldg. frontage on which the sign is to be placed, not to exceed 300 sqft. for any single user. Must face a street.	Logo-any 1 Text- any from approved color palletete	4'	Text or logo maybe either halo or internally illuminated and both may be used in a sign but each character, symbol, or logo may use only one illumination type. LED, white neon or equal maybe used . Cabinets may be used for logos provided only characters emit light	18 sqft. not to exceed max. character height	<ul style="list-style-type: none"> <li>•Pan channel or Reverse channel for letters/cabinets for logos (8 in deep max)</li> <li>•Aluminum, Acrylic, Painted, Metal, Flexface material.</li> <li>•Only two (2) elevations may have wall signs:</li> <li>• If a single tenant occupies an end unit, there may be signs on three elevations, but not the rear.</li> </ul>
Minor Tenant (7,500-14,999 sqft.)	1 sqft for each linear foot of bldg. frontage, or if the space is more than 300 feet from the road they may use 1.5 sqft for each linear foot of bldg. frontage.	Logo-any 1 Text- any from approved color palletete	4'	Text or logo maybe either halo or internally illuminated and both may be used in a sign but each character, symbol, or logo may use only one illumination type. LED, white neon or equal maybe used . Cabinets may be used for logos provided only characters emit light	14 sqft not to exceed max character height	<ul style="list-style-type: none"> <li>•Pan channel or Reverse channel for letters/cabinets for logos (8 in deep max)</li> <li>•Aluminum, Acrylic, Painted, Metal, Flexface material.</li> <li>•Only two (2) elevations may have wall signs:</li> <li>• If a single tenant occupies an end unit, there may be signs on three elevations, but not the rear.</li> </ul>
Shop Tenant (0-7,499 sqft.)	1 sqft for each linear foot of bldg. frontage, or if the space is more than 300 feet from the road they may use 1.5 sqft for each linear foot of bldg. frontage.	Logo-any 1 Text- any from approved color palletete	36 inches for single line 24 inches each for two lines	Text or logo maybe either halo or internally illuminated and both may be used in a sign but each character, symbol, or logo may use only one illumination type. LED, white neon or equal maybe used . Cabinets may be used for logos provided only characters emit light	12 sqft. not to exceed max. character height	<ul style="list-style-type: none"> <li>•Pan channel or Reverse channel for letters/cabinets for logos (8 in deep max)</li> <li>•Aluminum, Acrylic, Painted, Metal, Flexface material.</li> <li>•Only two (2) elevations may have wall signs:</li> <li>• If a single tenant occupies an end unit, there may be signs on three elevations, but not the rear.</li> </ul>
Pad Building	1 sqft. for each linear foot of bldg frontage on which the sign is to be placed.	Logo-any 1 Text- any from approved color palletete	36 inches for single line 24 inches each for two lines	Text or logo maybe either halo or internally illuminated and both may be used in a sign but each character, symbol, or logo may use only one illumination type. LED, white neon or equal maybe used . Cabinets may be used for logos provided only characters emit light	20 sqft. not to exceed max. character height	<ul style="list-style-type: none"> <li>• Pan channel or Reverse channel for letters/Cabinets for logos (8 in deep max) text and logos.</li> <li>•Aluminum, Acrylic, Painted, Metal, Flexface material</li> <li>•If a single tenant occupies a pad (freestanding Building) there may be signs on 3 elevations; only two (2) maybe illuminated. If multiple tenants occupy a pad, no more than 2 elevations may contain a wall sign.</li> </ul>

- 1 except fluorescents or iridescents
- 2 Internally illuminated signs may use LED's
- 3 No Signs on Raceways
- 4 No exposed neon



# ROONEY RANCH (PARCEL D) Sign Guidelines

10551 N. Oracle Rd. - Oro Valley, Az.

## ROONEY RANCH PARCEL D STANDARDS FOR MONUMENT SIGNS, TRAFFIC/ PEDESTRIAN DIRECTIONAL, & THEATER SIGN

SIGN TYPE	QUANTITY	COLOR	ILLUMINATION	AREA	SIGN CONSTRUCTION
New double face Monument Signs (NDFM)	Parcel D: One (1)	Logo and text any from approved color palette approved corporate colors for anchors	Halo illumination or push thru letters for center name internal illumination for tenant panels only characters may emit light.	72 sqft of sign area including logo	Reverse channel or push thru for center name. tenant panels brushed aluminum opaque background only characters may emit light
Monument Signs NDF THEATRE SIGN	Parcel D: One (1)	Logo and text any from approved color palette	Halo illumination or push thru letters for center name internal illumination for tenant panels only characters may emit light.	72 sqft of sign area including logo	Reverse channel or push thru for center name. 1' x 9'5" Display area for Red Grayscale LED changeable graphics.
Refurbished Monument Signs for Parcel D (RDF)	all existing signs to remain as is until center is re-modeled	Logo and text any from approved color palette	Halo illumination or push thru letters for center name internal illumination for tenant panels only characters may emit light.	N/A	Refurbished signs to follow criteria set out for refurbished double face monument signs as shown on the approved MSP drawings for Parcel D. If sign is completely replaced it will meet the guidelines for a new double face monument sign.
Traffic & Pedestrian Directional Sign (TPD)	5 permitted for Parcel D max height 6 feet	Same as Monuments	Internal illumination only characters may emit light	N/A	Maybe internal illumination or non illumination
Traffic Directional Sign (TD)	3 permitted for Parcel D max height 3 feet	Same as Monuments	Internal illumination only characters may emit light	N/A	Maybe internal illumination or non illumination

1 Monument signs to be placed in landscaping setting



# ROONEY RANCH (PARCEL D) Directional Signs



**(TPD) Traffic & Pedestrian Directional Sign**  
**(TPD)**

**(TD) Traffic Directional Sign**  
**(TD)**

SCALE: 1/2"=1'-0"

ROONEY RANCH

# ROONEY RANCH (PARCEL D & B) Various Sign Type Elevations



# ROONEY RANCH

The vinyl colors shown are representative herein and to be used on all tenant signage not protected by trademark.

Tenants with trademarked copy and/or logos shall be permitted to utilize any vinyl/or acrylic color(s) necessary to duplicate the trademark and are not subject to limitations or restrictions to the color palette within the permitted logo size allowance.

**3M™ Scotchcal™ Translucent Graphic Films**

- White  
3630-20, 3632-20
- Ivory  
3630-005
- Light Beige  
3630-149  
PANTONE® 438 C
- Silver  
3630-121  
PANTONE 877 C
- Gold Nugget  
3630-141
- Gold Metallic  
3630-131  
PANTONE 873 C
- Bronze  
3630-129  
PANTONE 471 C
- Brushed Alum. vinyl

Shadow Grey 3630-71 PANTONE 409 C	<del>DELETED</del>	Vivid Rose 3630-78 PANTONE 205 C
Silver Grey 3630-51 PANTONE 430 C	<del>DELETED</del>	Rose Mauve 3630-68 PANTONE 190 C
Slate Grey 3630-61	TARGET Cardinal Red 3630-53, 3632-53	
Black 3630-22*, 3632-22* PANTONE Process Black C	Dark Red 3630-73, 3632-73+	
Duranodic 3630-60* PANTONE Black C	<del>DELETED</del>	Red 3630-39, 3632-33
Dark Brown 3630-59 PANTONE 4625 C	Regal Red 3630-83, 3632-83 PANTONE 187 C	
Rust Brown 3630-63 PANTONE 488 C	Poppy Red 3630-143	
Light Rust Brown 3630-109 PANTONE 181 C	Light Tomato Red 3630-43, 3632-43	
Burgundy 3630-49, 3632-49+ PANTONE 188 C	HOME DEPOT Orange 3630-44, 3632-44 PANTONE 1655 C	
Raspberry 3630-133 PANTONE 220 C	<del>DELETED</del>	Tangerine 3630-84 PANTONE 151 C

<del>DELETED</del>	Kumquat Orange 3630-74 PANTONE 1875 C	<del>DELETED</del>	Bright Jade Green 3630-115	Intense Blue 3630-127, 3632-127 PANTONE 900 C
Marigold 3630-75	Sunflower 3630-25, 3632-25 PANTONE 123 C	<del>DELETED</del>	Green 3630-26, 3632-26+ PANTONE 349 C	Bright Blue 3630-167, 3632-167+ PANTONE 2945 C
Golden Yellow 3630-125 PANTONE 1235 C	Yellow 3630-015, 3632-015 PANTONE 109 C	<del>DELETED</del>	Holly Green 3630-76, 3632-76+	Bristol Blue 3630-97, 3632-97 PANTONE 294 C
Light Lemon Yellow 3630-115 PANTONE 9965 C	Brilliant Green 3630-106 PANTONE 376 C	<del>DELETED</del>	Dark Emerald Green 3630-126, 3632-126 PANTONE 3495 C	Sultan Blue 3630-157, 3632-157 PANTONE 288 C
Lime Green 3630-136 PANTONE 368 C	Vivid Green 3630-156, 3632-156 PANTONE 355 C	<del>DELETED</del>	Turquoise 3630-236 PANTONE 3282 C	European Blue 3630-137 PANTONE 281 C
Light Kelly Green 3630-146 PANTONE 347 C	Light European Blue 3630-147	<del>DELETED</del>	Teal Green 3630-246, 3632-246 PANTONE 322 C	Blue 3630-36, 3632-36+ PANTONE 281 C
	Evening Blue 3630-317 PANTONE 658 C	<del>DELETED</del>	Royal Blue 3630-87, 3632-87 PANTONE 274 C	
	Olympic Blue 3630-57	<del>DELETED</del>	Phum Purple 3630-128 PANTONE 2622 C	
	Process Blue 3630-337	<del>DELETED</del>	Intense Magenta 3630-118 PANTONE 241 C	
		<del>DELETED</del>	Pink 3630-108 PANTONE 224 C	

**Translucent Films for backlit sign applications**

Note that the elements used in sign construction, including sources of illumination, adhesives and substrates, can affect color. In most instances, color variation is slight, but certain elements will have a more noticeable effect, particularly on shades of white. PANTONE® color numbers are based on reflective light measurements of product samples applied to a standard white substrate.

**3M Light Management Films**

- 3M™ Dual-Color Film White  
3635-210\*\*
- 3M™ Dual-Color Film Black  
3635-222\*\*
- 3M™ Light Enhancement Film Matte White  
3635-110\*\*\*
- 3M™ Diffuser Film White (40% light transmission)  
3635-50\*\*\*\*
- 3M™ Diffuser Film White (60% light transmission)  
3635-71\*\*\*\*
- 3M™ Day/Night Film Smoke Grey  
3645-91
- 3M™ Day/Night Film Dark Grey  
3645-0171
- 3M™ Blockout Film White Matte  
3635-20E
- 3M™ Blockout Film Black Matte  
3635-22E

The colors shown are representative herein and to be used on all monument signs & wall signs.

- (Lt. Beige) Match Building Colors
- (Dk. Beige) Match Building Colors
- (Beige) Match Tile Color
- (Brown) Match PMS 476C
- (Duranodic Bronze) MAP 41-313
- (Anodic Black) MAP 41-335
- (Wrisco) Brushed Aluminum
- (Treated or Painted) Copper Patina

