



**OV case# 2400442**

# SIGNAGE CRITERIA PLAN

10930 North 1st Avenue Oro Valley AZ 85737

DECEMBER 2023



PREPARED FOR



**PLANS REVIEWED AND ACCEPTED FOR CODE COMPLIANCE**  
 Planning & Zoning: phayes 04/11/2024  
 The issuance of a permit shall not be construed to be a permit or approval of any violation of the codes or ordinances of the Town of Oro Valley

\_\_\_\_\_  
 Zoning Administrator Signature

\_\_\_\_\_  
 Date



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# SECTION 1 | INTRODUCTION



### A. Project History and Context

La Posada - Pusch Ridge is a mixed use residential development nestled amidst the rolling foothills in the shadow of Pusch Ridge in Oro Valley, a new era of lively, independent senior retirement living will blossom, a life plan community unlike any other.

Here on 80 acres along the Canada del Oro riverbed, much of which will remain untouched, a forward-looking community of nature lovers and enthusiasts, thinkers and doers, friends and neighbors will come together to live their best lives in an incomparable, awe-inspiring setting.

For over 34 years, La Posada has been a strong community partner in the Green Valley/Sahuarita area. As one of the leading non-profit 501c(3) organizations in southern Arizona, the 100-acre campus La Posada Green Valley is home to over 750 residents and employs over 600 staff. As a trusted and financially stable provider, La Posada Green Valley has maintained CARF-accredited status for over 20 years.

Now, La Posada is bringing its commitment to excellence and personal well-being to a magnificent site in Oro Valley.

This proposed Signage Criteria Plan will be a guide developers and designers through the process of creating a community-oriented area, promoting a clear and consistent wayfinding process within the La Posada Pusch Ridge project.

This document is intended to support and be informed by the Design Principles and Design Standards in Addendum “A” depicted in the next section on this page and Oro Valley Zoning Code Chapter 28 Signage Code through signage rules and regulations that respond to the unique attributes of the area.

### B. Design Principles and Design Standards in Addendum “A”

- Sign colors, design and placement which shall be complementary and integral to the project’s architectural and site design themes.
- Project identification and sign elements shall incorporate architectural treatment and project unifying elements which are integrated with the overall design of the project in terms of scale, style, materials, color and theme. Signage shall reflect character of the primary building (s).
- Developments shall use architectural elements such as towers, obelisks, monuments, gateway arches to establish a unified project identity. These elements should be replicated in the overall design template for the development.
- Location and placement of building mounted signs shall be integrated into building architecture. Building signs shall be consistent in terms of materials and construction.
- As feasible, sign colors shall utilize the project color palette approved as part of the Conceptual Design for the project.
- Colored sign banding and colored light elements utilizing corporate colors shall be permitted provided the colors are consistent with the overall approved color palette for the center or complex.

### C. Zoning Code

This site lies in the district as established by Oro Valley driven by Oro Valley Zoning Code Chapter 28 Signage Code and by the Design Principles and Design Standards in Addendum “A”.



**Materials**

Selected materials should reflect their use and the anticipated longevity of the sign. Materials should be supportive in site's character, durable, easily maintained and of the highest quality.

The materials used for all freestanding signage shall be designed and constructed to be durable enough to withstand the roadside equipment and other maintenance.

Use permanent, durable materials such as metals and metal composites. Materials that are florescent or overstepping the intended neutral color palette proposed will not be approved.

**Illumination**

Illumination permitted to be Illumination of signs to reflect and be in accordance with the Town of Oro Valley Lighting Code such as halo-lit, internally-illuminated push thru lettering, etc. Prohibited illumination includes and is not limited to blinking, flashing, rotating, constant movement, searchlights, and animated light sources.



**Painted Metal**  
PPG16-23  
Tampico Brown  
Exterior Grade



**Painted Metal**  
Matthew Paint - Black  
and PPG0995-7 -Starless Sky  
Exterior Grade

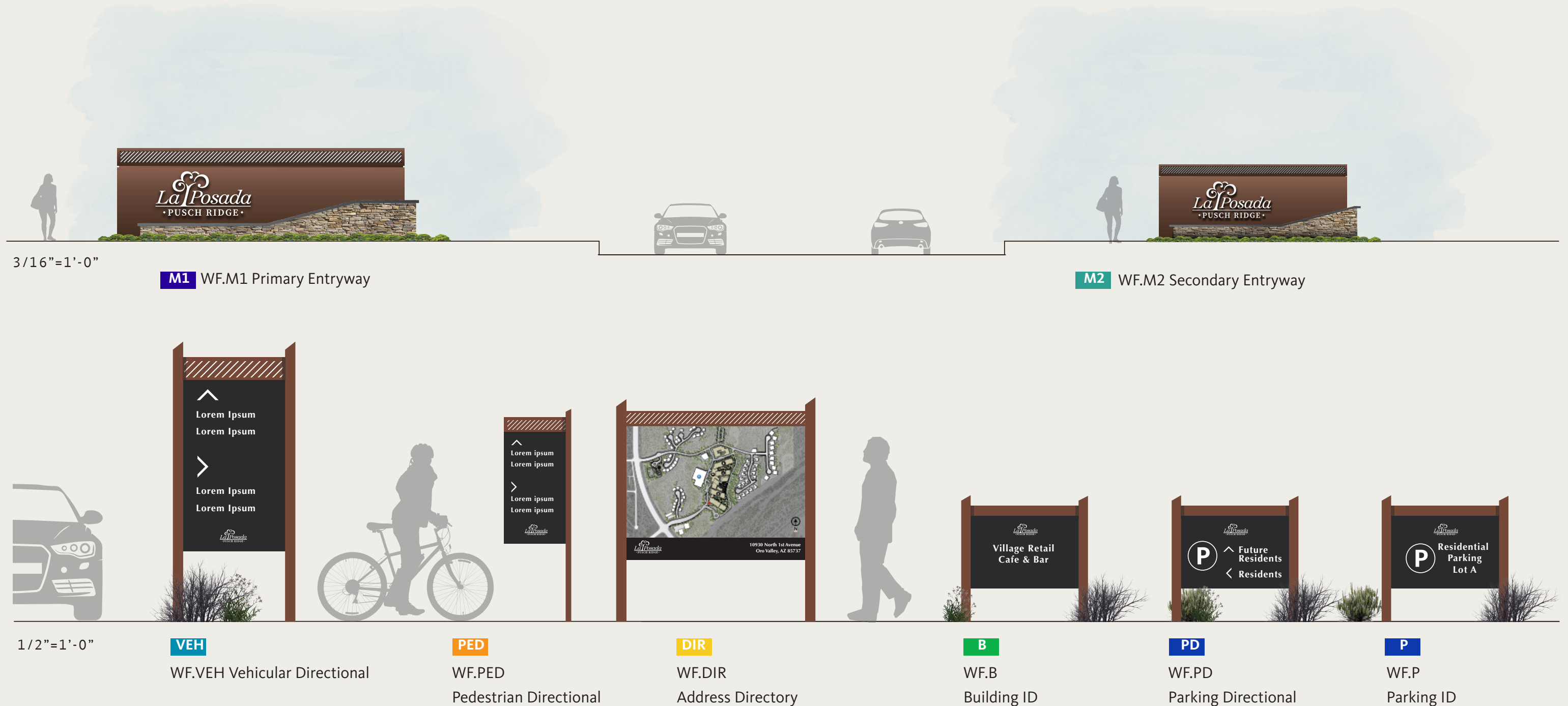


**Direct Print**  
Lettering and Logo on Wayfinding  
(excluding Entry Signs)  
Matthews White -Satin Finish  
and 3M Vinyl - Matte White



# SECTION 1 | INTRODUCTION | Exterior (Freestanding) Signage Hierarchy

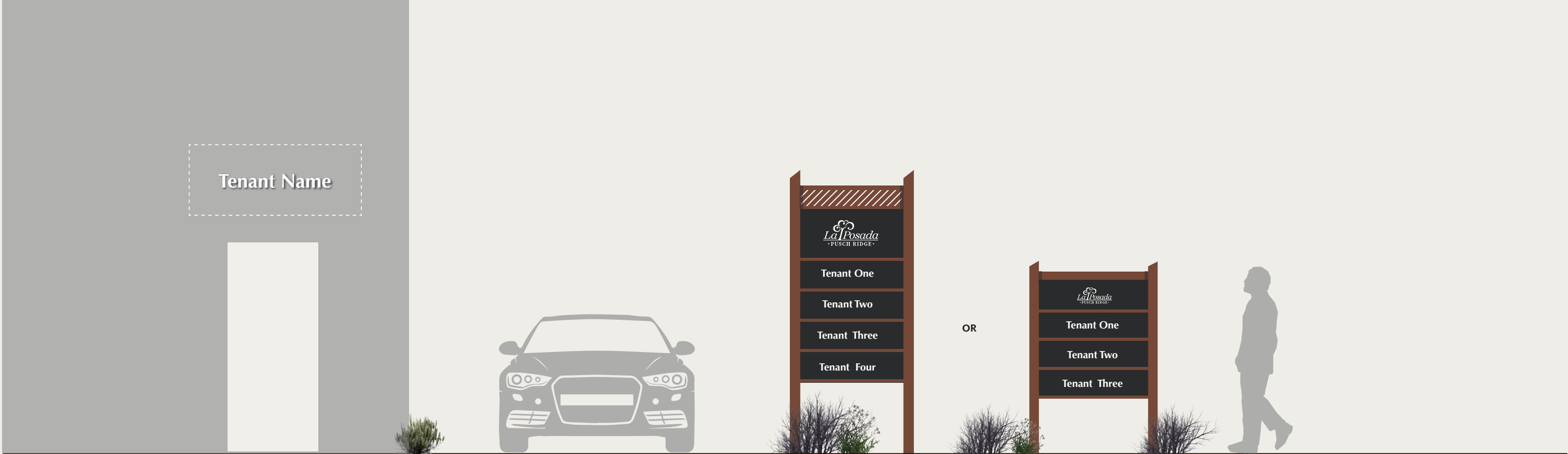
The exterior signage hierarchy provides context to the intended ratio of a person's journey.





SECTION 1 | INTRODUCTION | Exterior Tenant Signage Hierarchy

The exterior tenant signage hierarchy provides context to the retail storefronts on the site.



1/2"=1'-0"

**RT**  
Retail Tenant ID

**MJ** Monument/Joint Tenant ID

Joint Tenant ID

## SECTION 1 | INTRODUCTION | Exterior Signage Allowance Matrix

SIGNAGE TYPE	LABEL	DESCRIPTION	QUANTITY AND LOCATION	SIZE AND HEIGHTS	ILLUMINATION
Entryway	WF.M1	Primary Entryway	<b>Primary and Secondary Entryway</b> Two (2) per entryway with one (1) located on each side of entryway. Any additional entryway signage is to reflect the Oro Valley Zoning Code Chapter 28 code. For our project with multiple street frontages, entryway signs are permitted on each frontage in accordance with Oro Valley Zoning Code Chapter 28 code.	<b>Primary and Secondary Entryway</b> The logo area on signage shall not exceed six (6) feet or height of the entryway wall on which the sign is placed. The entire Primary sign is 26' wide and 8' feet tall.	<b>Primary and Secondary Entryway</b> Reverse-lit fabricated letters or direct lighting that shall not project above the sign. The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.  <b>The top decorative feature, with the white lines, shall not emit light</b>
	WF.M2	Secondary Entry Monument			
Directional	WF.VEH	Vehicular Directional	Vehicular Directional - 8-10 signs Pedestrian Directional - 3-5 signs Parking Directional - 1 at decision making points  Locations: To be located at an access point to the property and/or interior to the property of the business.	<b>Vehicular and Pedestrian Directional</b> Vehicular Directional - Not to exceed nine (9) feet. Pedestrian Directional - Not to exceed seven (7) feet. Parking Directional - Not to exceed 4'-1" feet.	<b>Vehicular and Pedestrian Directional</b> The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.
	WF.PED	Pedestrian Directional			
	WF.PD	Parking Directional			
Directory	WF.DIR	Address Directory	Shall be determined and reviewed on an individual project basis by the Planning and Zoning Administrator, when applicable.	Not to exceed sixty (60) square feet.	The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.
Identification	B	Building ID	<b>Building and Parking ID</b> One (1) identification sign for model home units.	<b>Building and Parking ID</b> Not to exceed eighteen (18) feet from grade. Individual model units maximum eight (8) square feet.	<b>Building and Parking ID</b> The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.
	P	Parking ID			

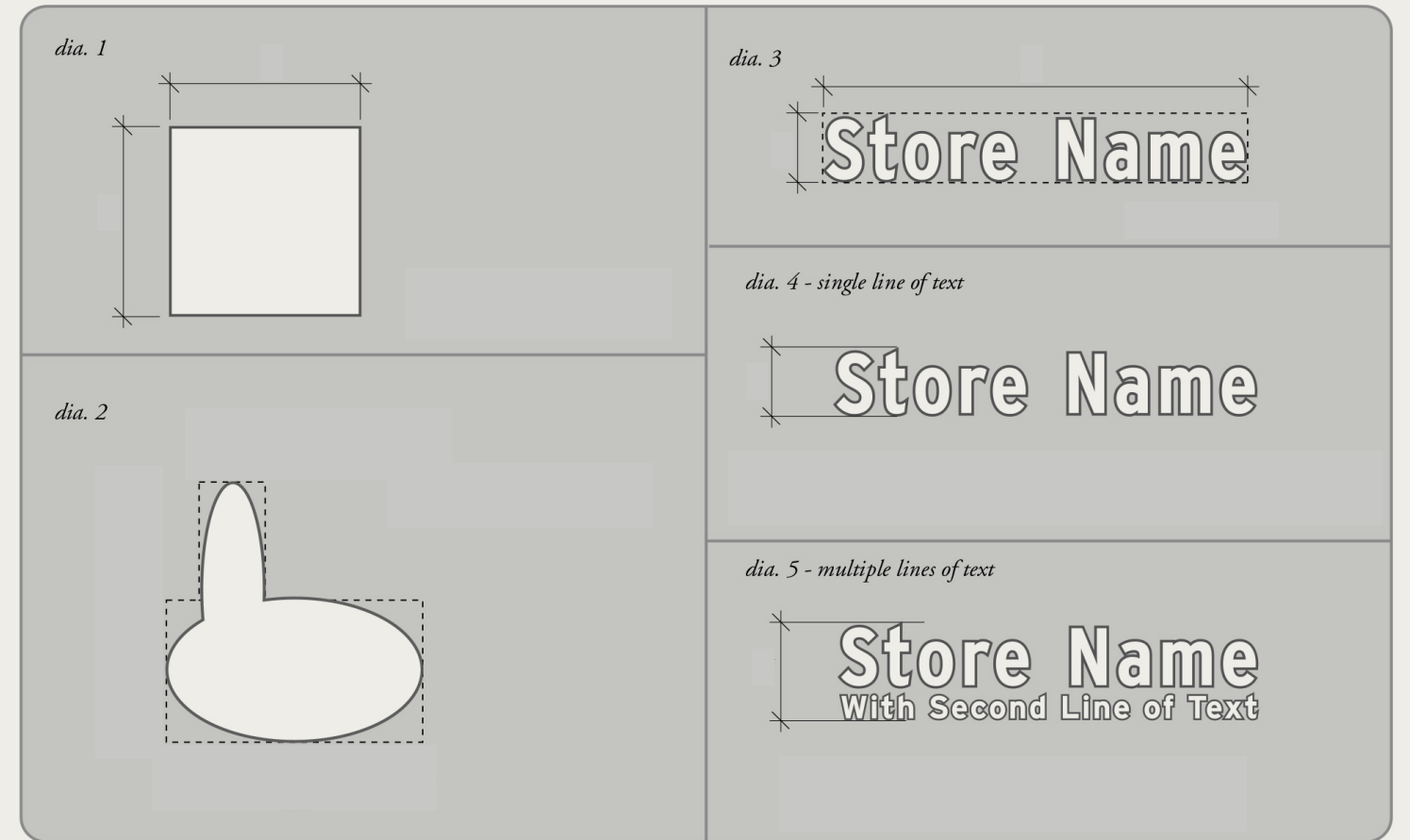
All individual sign type information can be found on each individual sign type page following this section. This matrix is intended to serve as a general guide of signage allowance. See Tenant signage sign types for further tenant sign type information.



**Branding Signage Area**

Each brand signage solution is to be determined by the developer and tenant prior to submittal of permitting. To be approved by developer prior to submittal. Signage typeface to be brand typeface and logotype lock up.

*Calculating Signage Area Diagrams*



## SECTION 2 | SIGN TYPES

## SECTION 2 | SIGN TYPES | WF.M1 - Primary Entryway

### Intent

Primary Entryways (Freestanding) is intended to express purpose of providing identification of the arrival at La Posada Pusch Ridge. Occupant/tenant names will not be permitted on Primary Entryways.

### Quantity

Two (2) per entryway with one (1) located on each side of entryway. Any additional entryway signage is to reflect the Oro Valley Zoning Code Chapter 28 code. For our project with multiple street frontages, entryway signs are permitted on each frontage in accordance with Oro Valley Zoning Code Chapter 28 code.

### Area of Sign

Thirty-two (32) square feet of logotype content.

### Height

The logo area on signage shall not exceed six (6) feet or height of the entryway wall on which the sign is placed. The entire sign is 26' wide and 8' feet tall.

### Location

On private property, in a landscaped area at entryways, as described above.

### Setback

None unless otherwise required.

### Illumination

Halo or internally illuminated fabricated letters or direct lighting that shall not project above the sign. The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards. **The diagonal white lines at the top of the sign are not illuminated.** "La Posada" logo are fabricated reverse pan letters and logo with LED illuminated halo-lit. "Pusch Ridge" and diamonds are non-illuminated.





## SECTION 2 | SIGN TYPES | WF.M2 - Secondary Entryway

### Intent

Secondary Entryways (Freestanding) is intended to express purpose of providing identification of the arrival at La Posada Pusch Ridge. Occupant/tenant names will not be permitted on Secondary Entryways.

### Quantity

Two (2) per entryway with one (1) located on each side of entryway. Any additional entryway signage is to reflect the Oro Valley Zoning Code Chapter 28 code. For our project with multiple street frontages, entryway signs are permitted on each frontage in accordance with Oro Valley Zoning Code Chapter 28 code.

### Area of Sign

Thirty-two (32) square feet of logotype content.

### Height

The logo area on signage shall not exceed six (6) feet or height of the entryway wall on which the sign is placed. The sign is 17'-5" tall and 6'-7" wide.

### Location

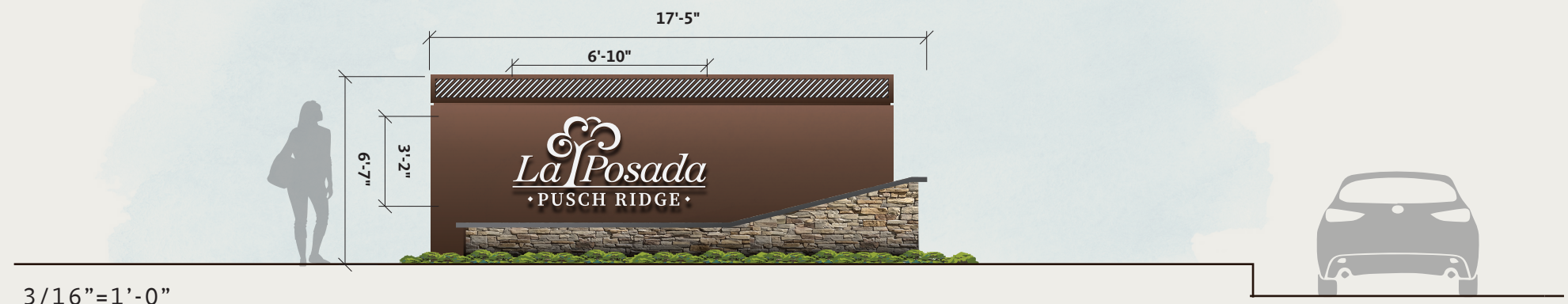
On private property, in a landscaped area at entryways, as described above.

### Setback

None unless otherwise required.

### Illumination

Halo or internally illuminated fabricated letters or direct lighting that shall not project above the sign. The timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards. The diagonal white lines at the top of the sign are not illuminated. "La Posada" logo are fabricated reverse pan letters and logo with LED illuminated halo-lit. "Pusch Ridge" and diamonds are non-illuminated.



## SECTION 2 | SIGN TYPES | WF.VEH - Vehicular Directional

### Intent

Vehicular Directional (Freestanding) sign is intended to support vehicular journey in navigation and place making.

### Quantity

One (1) single- or double-faced directional sign per individual, freestanding business that is not part of a Master Sign Program. This project is to have eight (8) to ten (10) installed signs on site.

### Area of Sign

Panel with content not to exceed nineteen (19) square feet.

### Height

Not to exceed eight (8) feet.

### Location

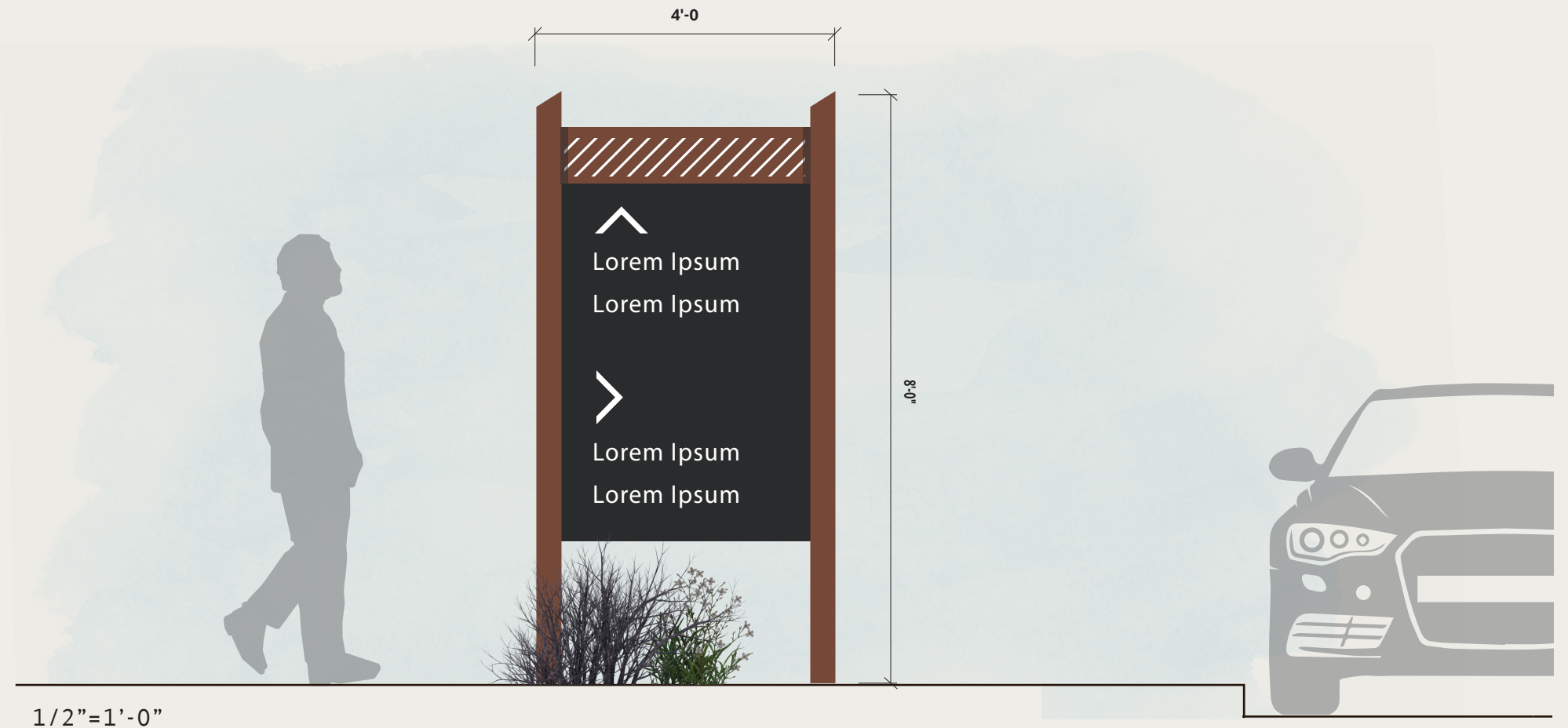
To be located at an access point to the property and/or interior to the property of the business.

### Setback

None unless otherwise required.

### Illumination

Non-illuminated design. Internal illumination allowed but not reflected in this particular design.





# SECTION 2 | SIGN TYPES | WF.PED - Pedestrian Directional

### Intent

Pedestrian Directional (Freestanding) are intended to guide a biker and pedestrian at a smaller scale than vehicular.

### Quantity

One (1) single- or double-faced directional sign per individual, freestanding business that is not part of a Master Sign Program. This project is to have three (3) to five (5) installed signs on site.

### Area of Sign

Panel with content not to exceed ten (10) square feet.

### Height

Not to exceed seven (7) feet.

### Location

To be located at an access point to the property and/or interior to the property of the business.

### Setback

None unless otherwise required.

### Illumination

Non-illuminated design. Internal illumination allowed but not reflected in this particular design.



1/2"=1'-0"



## SECTION 2 | SIGN TYPES | WF.PD - Parking Directional

### Intent

Parking Directional (Freestanding) are intended to guide a biker and pedestrian at a smaller scale than vehicular.

### Quantity

This site is to have one (1) to two (2) signs on site.

One (1) single- or double-faced directional sign per individual, freestanding business that is not part of a Master Sign Program.

Businesses that have drive-through lanes shall be allowed one (1) additional directional sign.

### Area of Sign

Maximum eight (8) square-foot panel for the content of the wayfinding directions and identification.

### Height

Shall be at eye level for pedestrian traffic and not exceed the roofline of a building. Not to exceed 4'-1".

### Location

May be wall-mounted or freestanding at pedestrian entrance points to the complex and/or along pedestrian walkways.

### Setback

None unless otherwise required.

### Illumination

Sign shall be nonilluminated.



## SECTION 2 | SIGN TYPES | WF.DIR - Address Directory

### Intent

Address Directory (Freestanding) are permitted for the express purpose of providing identification of the arrival at La Posada Pusch Ridge and the required building addresses as per the Oro Valley Fire Department requirements. Occupant/tenant names will not be permitted on Secondary Entryways.

### Quantity

Shall be determined and reviewed on an individual project basis by the Planning and Zoning Administrator, when applicable.

### Area of Sign

Not to exceed total of sixty (60) total square feet.

### Height

Not to exceed eight (8) feet from grade.

### Location

Interior to the property or development, such as the parking area.

### Setback

None unless otherwise required.

### Illumination

Internal illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.



1/2"=1'-0"



## SECTION 2 | SIGN TYPES | WF.B - Building Sub Group ID

### Intent

Building ID For freestanding units, or multi - unit sub developments coordination with street/site lighting and landscaping is critical to avoid conflicts and provide direct communication of identifying each building on site.

The following signs shall be required for the purpose of identification:

- a. Residential address.
- b. Building address for multi-building development (Refer to the current Pima County Addressing Code Regulations).
- c. Names of streets, drives, circles, complexes, condominiums, etc.

### Quantity

One (1) identification sign for model home units. This project is to have seven (7) on site.

### Area of Sign

Maximum eighteen (18) square-foot panel for the content of the identification.

### Height

Not to exceed eight (6) feet from grade.

### Location

Interior to the property or development, such as the parking area.

### Setback

None unless otherwise required.

### Illumination

Internal illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.



1/2" = 1'-0"



### Intent

Parking ID For freestanding units, coordination with street/site lighting and landscaping is critical to avoid conflicts and provide direct communication of identifying each building on site.

The following signs shall be required for the purpose of identification:

- a. Residential address.
- b. Building address for multi-building development (Refer to the current Pima County Addressing Code Regulations).
- c. Names of streets, drives, circles, complexes, condominiums, etc.

### Quantity

One (1) identification sign for model home units.

### Area of Sign

Maximum eighteen (18) square-foot panel for the content of the identification.

### Height

Not to exceed eight (8) feet from grade.

### Location

Interior to the property or development, such as the parking area.

### Setback

None unless otherwise required.

### Illumination

Internal illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.



1/2"=1'-0"

## SECTION 2 | SIGN TYPES | WF.BW - Building Wall

### Intent

Building Wall sign type is intended to bring identification to each building name and/or address for clarity.

### Quantity

One (1) identification sign for each major street frontage as needed.

### Area of Sign

Per Oro Valley Chapter 28 zoning code reference to wall signs.

### Height

No wall sign shall extend above the roofline of a building.

### Location

Shall only be placed on the building elevations or at the main entrance of a business which the sign identifies.

### Setback

None unless otherwise required.

### Illumination

Internal or halo illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.

### Color

Signage should achieve a 80% light reflectance color contrast from the field color of the building to which it is mounted.

See Design Standards and color palette page 21



3/32"=1'-0"

## SECTION 2 | SIGN TYPES | WF.FW -Feature Wall

### Intent

Serving as an arrival moment, this Feature Wall sign type is intended to bring celebration to the site.

### Quantity

One (1) identification sign for project feature wall.

### Area of Sign

Maximum eighty-six (86) square-foot panel for the content of the identification.

### Height

No wall sign shall extend above the roofline of a building.

### Location

Shall only be placed on the building elevations or at the main entrance of a business which the sign identifies.

### Setback

None unless otherwise required.

### Illumination

Internal or Halo illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.

### Color

Signage should achieve a 80% light reflectance color contrast from the field color of the building to which it is mounted.

See Design Standards and color palette page 21



1/8"=1'-0"

## SECTION 2 | SIGN TYPES | RT -Retail (Wall) Tenant ID

### Intent

Retail Tenant ID are to serve as a final mark to the visitor's or resident's journey as it is placed above the entryway of the storefront.

### Quantity

No more than the business front entrance and reflecting the allowance of the Oro Valley Zoning Code Chapter 28 standards.

### Area of Sign

Maximum i square foot of signage per lineal foot of frontage by use.

### Height

No wall sign shall extend above the roofline of a building.

### Location

Shall only be placed on the building elevations or at the main entrance of a business which the sign identifies.

### Setback

None unless otherwise required.

### Illumination

Internal or halo illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.

ii. Cabinet-type signs shall only emit light through the logo.

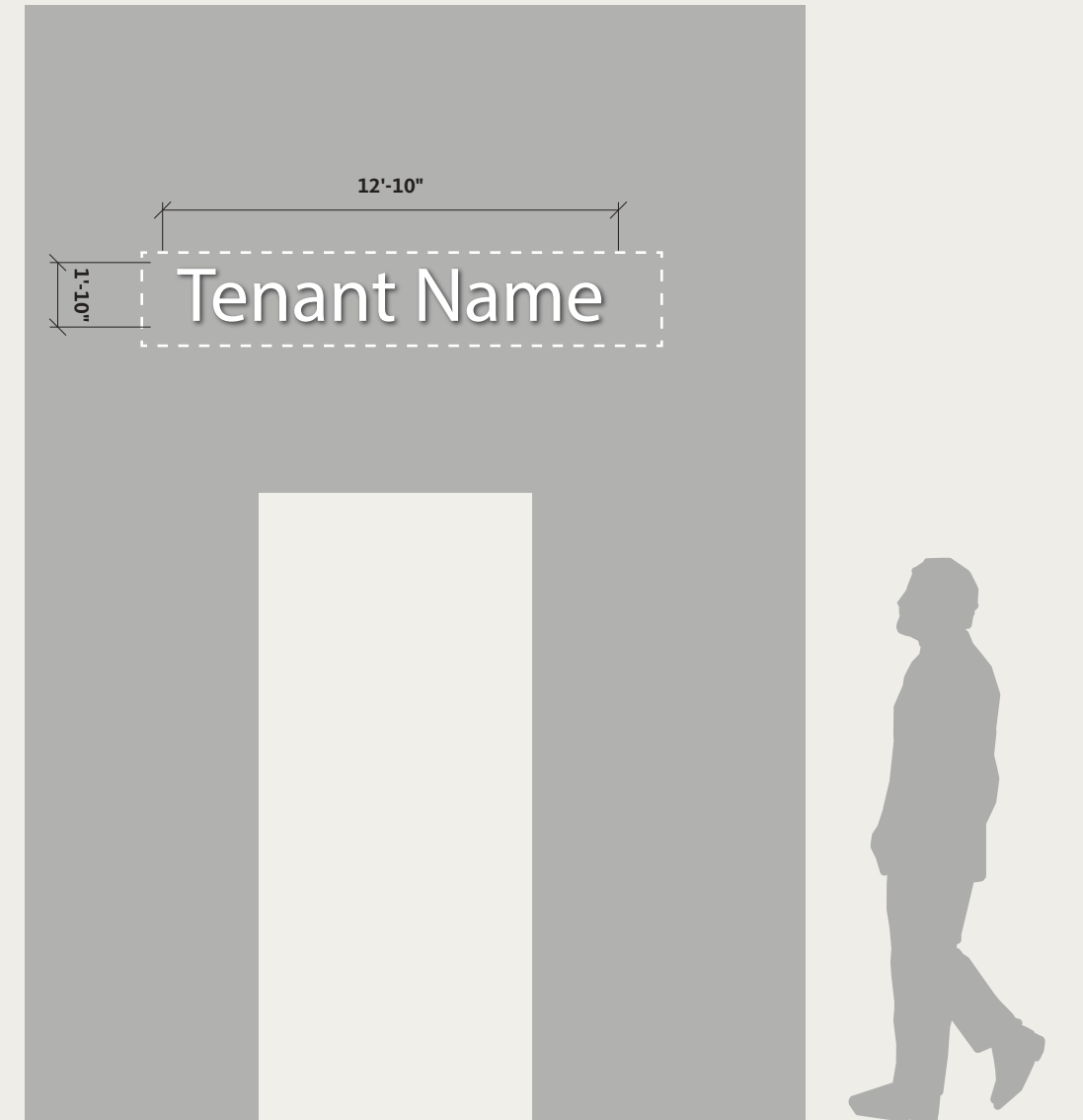
iii. Taglines may be halo or internally illuminated refer to Oro Valley Zoning Code Chapter 28 standards for illumination.

iv. The standards of Section 28.3.B shall apply.

### Design Standards

Each brand signage solution is to be determined by the developer and tenant prior to submittal of permitting. Signage Designs to be approved by developer prior to submittal. Signage typeface to be brand typeface and or logotype lock up.

The various shades and tones of the following colors will be acceptable.



examples of recommendations



halo-lit dimensional letters



Internally-illuminated letters



## SECTION 2 | SIGN TYPES | MJ - Monument / Joint Tenant ID

### Intent:

Monument Joint Tenant ID signs are for the purpose of identifying the La Posada Pusch Ridge project as well as the tenants occupying space within it.

### Quantity

One (1) per street frontage.

### Area of Sign

Fifty (50) square feet for a single tenant or the development name.  
Seventy-two (72) square feet for a multiple-tenant sign with tenant panels.

### Height

Sign panel not to exceed eight (8) feet from grade.

### Location

To be placed near the entrance or along a street frontage on private property.

### Setback

None unless otherwise required.

### Illumination

Internal illumination allowed; provided the timing of sign lighting will reflect the Oro Valley Zoning Code Chapter 28 standards.

- i. Illumination may be halo, internal, or a combination thereof.
- ii. Individual panels shall be opaque with copy that may be lit.
- iii. Unused tenant panels shall be opaque and designed to match the rest of the sign.



# SECTION 3 | LOCATIONS



# SECTION 2 | SIGNAGE | Exterior Signage Location Plan

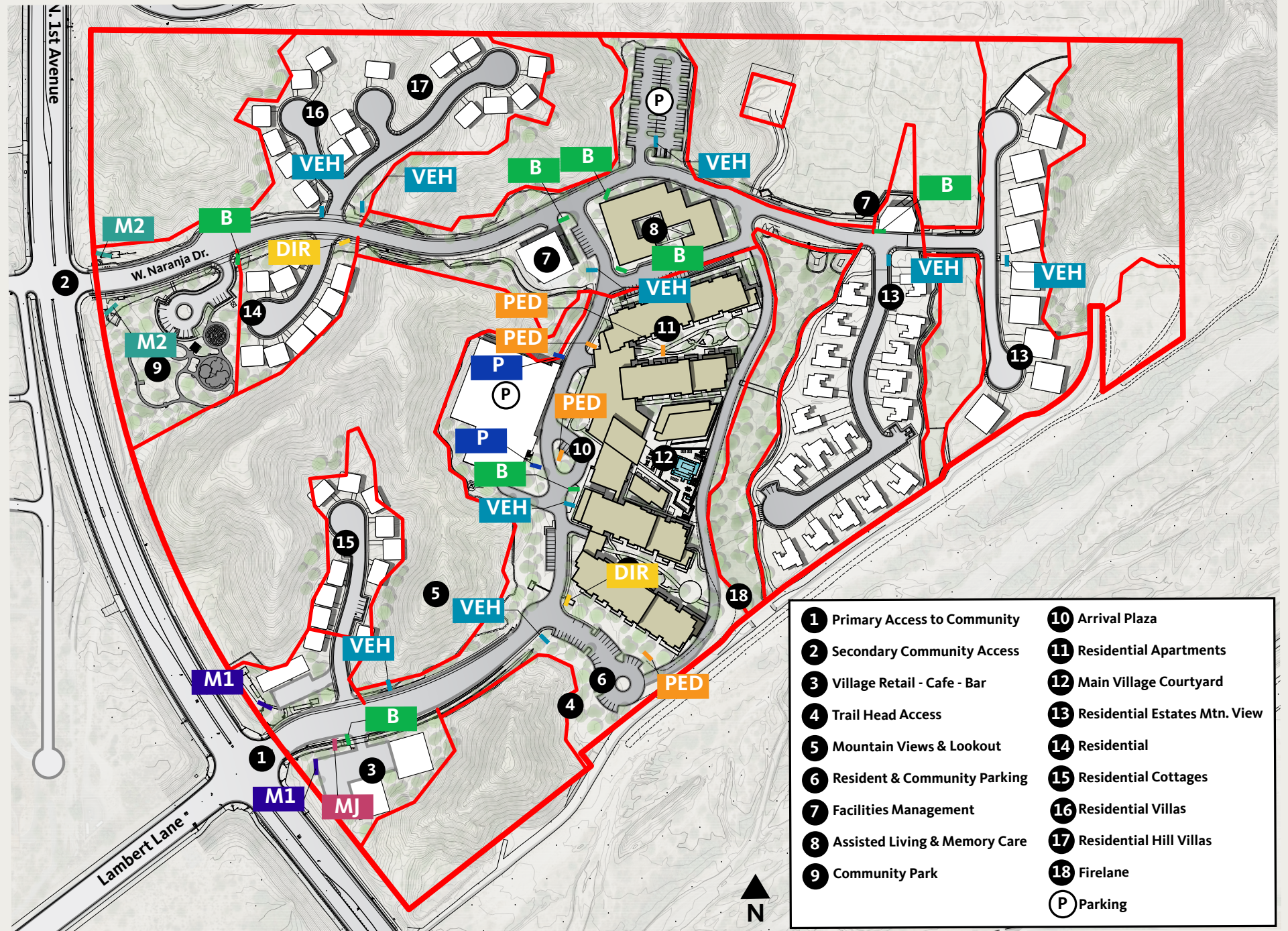
## SIGN TYPES

- M1 WF.M1 Primary Entryway
- M2 WF.M2 Secondary Entryway
- VEH WF.VEH Vehicular Directional
- PED WF.PED Pedestrian Directional
- PD WF.PD Parking Directional
- DIR WF.DIR Address Directory
- B WF.B Building ID
- P WF.P Parking ID
- BW WF.BW Building Wall
- FW WF.FW Feature Wall
- RT Retail Tenant ID
- MJ Monument/ Joint Tenant ID
- Future Development Zones

## Signage Location Plan

The signage locations depicted in this plan are meant to be a general Locations have been defined based on lineal front footage of overall project per the signage types defined in the Oro Valley Zoning Code Chapter 28 Signage Code. The wall signs are not included in this general location plan - only freestanding.

The total signage to be fabricated and installed shall be at the discretion of the owner based on tenant requests and economic conditions.

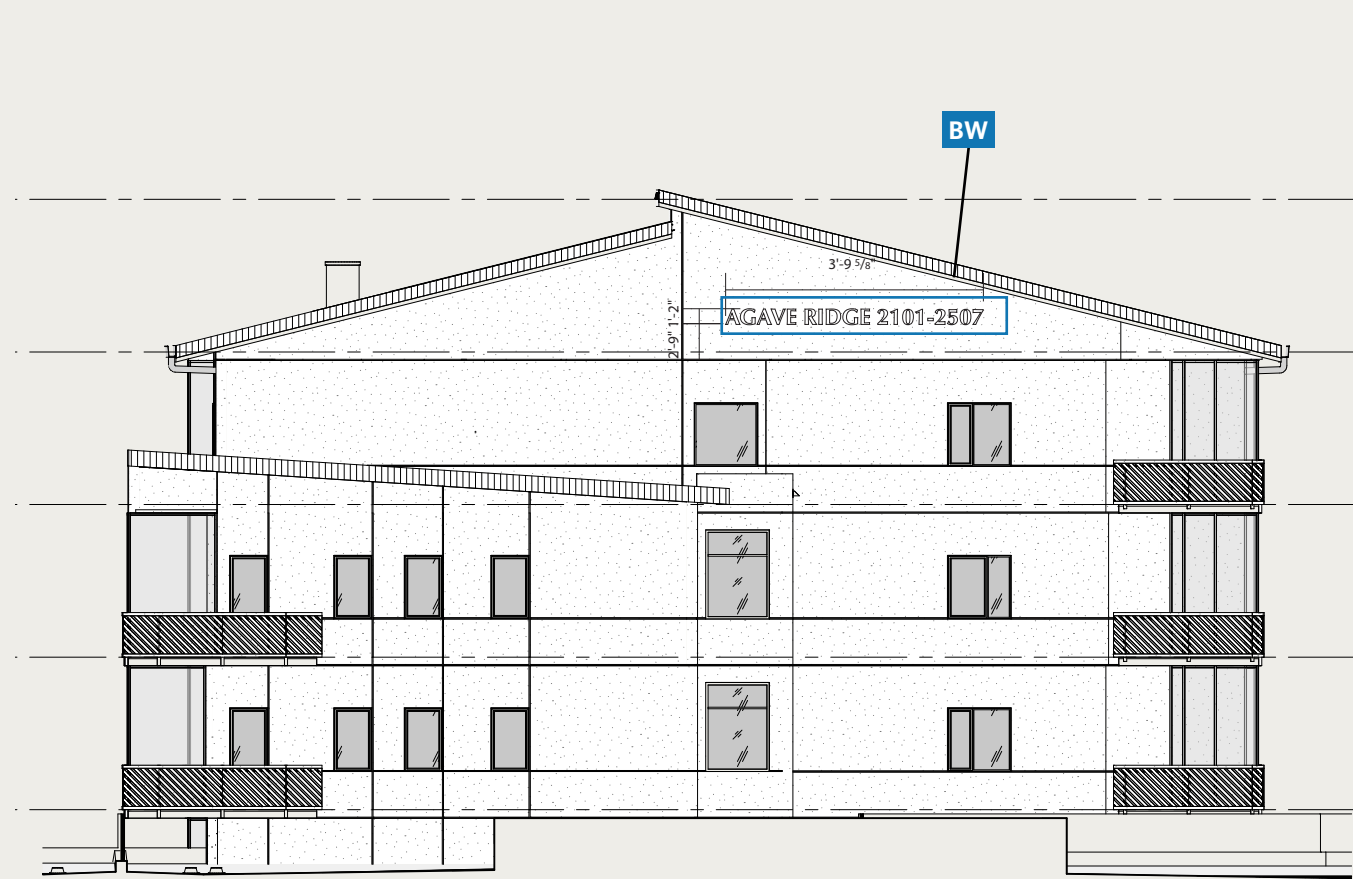




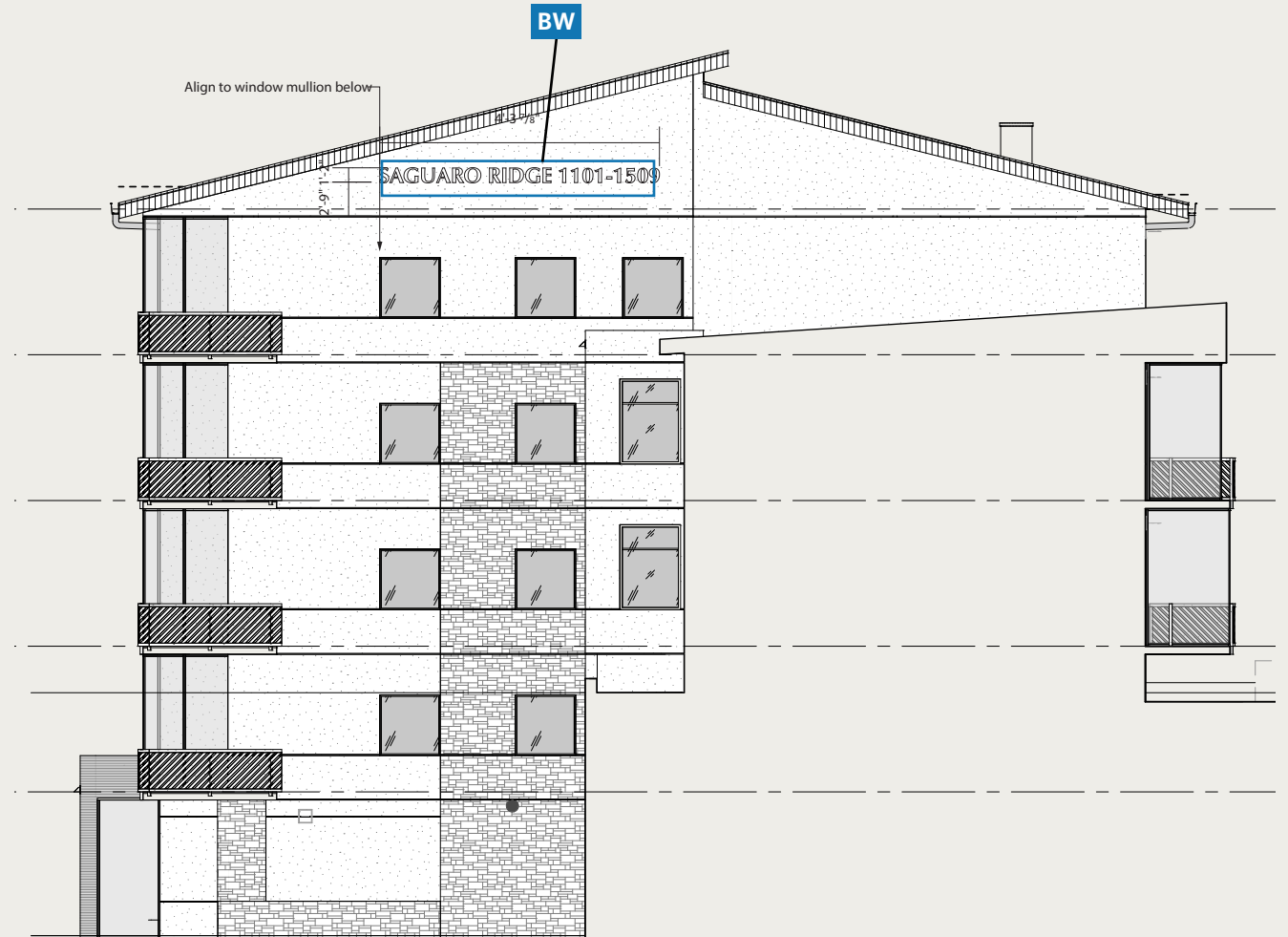
# SECTION 4 | TYPICAL BUILDING ELEVATIONS



# SECTION 2 | SIGNAGE | Typical Building Elevations



BUILDING C WEST  
3/32"=1'-0"



BUILDING B WEST  
3/32"=1'-0"

## SIGN TYPE LEGEND

<b>M1</b> WF.M1 Primary Entryway	<b>VEH</b> WF.VEH Vehicular Directional	<b>DIR</b> WF.DIR Address Directory	<b>P</b> WF.P Parking ID	<b>BW</b> WF.BW Building Wall	<b>RT</b> Retail Tenant ID
<b>M2</b> WF.M2 Secondary Entryway	<b>PED</b> WF.PED Pedestrian Directional	<b>B</b> WF.B Building ID	<b>PD</b> WF.P Parking Directional	<b>FW</b> WF.FW Feature Wall	<b>MT</b> Monument/Joint Tenant ID