

ATTACHMENT B

PLEASE RESPOND ELECTRONICALLY TO TERESA GARCIA 2ND FLOOR, 602-262-7399



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

To: Departments Concerned

From: Joshua Bednarek
Planning & Development Department Director

Date: May 1, 2025

Subject: P.H.O. APPLICATION NO. PHO-17-25-1 – Notice of Pending Actions by the Planning Hearing Officer

1. Your attention is called to the fact that the **Planning Hearing Officer** will consider the following case at a public hearing on **May 21, 2025**.
2. Information about this case is available for review at the Zoning Counter in the Planning and Development Department on the 2nd Floor of Phoenix City Hall, telephone 602-262-7131, Option 6.
3. Staff, please indicate your comments and respond electronically to pdd.pho@phoenix.gov or you may provide hard copies at the Zoning Counter in the Planning and Development Department on the second floor of Phoenix City Hall by **May 7, 2025**.

DISTRIBUTION

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Street Transportation Department (Maja Brkovic, Josh Rogers, Alan Hilty, Chris Kowalsky), 5th Floor
Street Transportation - Ped. Safety Coordinator (Kurt Miyamoto), 5th Floor
Street Transportation - Floodplain Management (Tina Jensen, Priscilla Motola, Rudy Rangel), 5th Floor
Water Services (Don Reynolds, Victor Romo), 8th Floor
Planning and Development (Joshua Bednarek, Tricia Gomes), 3rd Floor
Planning and Development/Information Services (Andrew Wickhorst), 4th Floor
Planning and Development/Historic Preservation Office (Kevin Weight), 3rd Floor
Planning Hearing Officer (Byron Easton, Teresa Garcia), 2nd Floor
Village Planner (No Village)
Village Planning Committee Chair (No Village Committee)



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

APPLICATION FOR PLANNING HEARING OFFICER ACTION

APPLICATION NO: PHO-17-25-1

Council District: 1

Request For: Comprehensive Sign Plan

Reason for Request: A modification to a Comprehensive Sign Plan for more than two (2) signs on a building over fifty-six (56) feet in height.

Contact Information

Name	Relationship Type	Address	Phone	Fax	Email
Jenifer Weskalmies, ADM Group Inc.	Representative	2100 West 15th Street, Tempe, Arizona 85281	4802853800		jweskalmies@admgroupinc.com
Camille Rabany, ADM Group Inc.	Applicant	2100 West 15th Street, Tempe Arizona 85281			crabany@admgroupinc.com
OneAZ Credit Union	Owner	2355 West Pinnacle Peak Road, Phoenix, AZ 85027	602-467-4064		

Property Location: Southeast corner of I-17 and Pinnacle Peak Road

Acreage: 11.3

Geographic Information

Zoning Map O7	APN 210-05-001P	Quarter Section Q44-23
Village: Deer Valley		

An applicant may receive a clarification from the city of its interpretation or application of a statute, ordinance, code or authorized substantive policy statement. To request clarification or to obtain further information on the application process and applicable review time frames, please call 602-262-7131 (option 6), email zoning@phoenix.gov or visit our website at <https://www.phoenix.gov/pdd/licensing-time-frames>

A Filing Fee had been paid to the City Treasurer to cover the cost of processing this application. The fee will be retained to cover the cost whether or not the request is granted

I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

Signature: _____ DATE: _____

Fee Information

Fee	Fee Waived	Fee Date	Purpose
\$1,080.00	\$0.00	04/25/25	PHO (1-2 stipulations)

Written Request & Project Description

CITY OF PHOENIX

APR 02 2025

OneAZ Credit Union – New Signage Program
2355 West Pinnacle Peak Road
Phoenix, AZ 85027

Planning & Development
Department

OneAZ Credit Union is implementing a change to their brand logo design that requires replacing and enhancing the current signage on their building at 2355 West Pinnacle Peak Road in Phoenix. These include changes to the logo's design, font and colors. OneAZ Credit Union is implementing these changes to modernize the graphic elements, which will foster enhanced brand recognition and support the Credit Union's mission to being a pillar of trust in the local Arizona community. OneAZ is committed to positively impacting local communities through economic development, best-in-class member service, and philanthropic efforts that align with its mission.

The signage in its current form no longer adheres to OneAZ Credit Union's brand standards and presents a risk to the Credit Union's brand standing among competitor financial institutions. Furthermore, due to the special or unique circumstances associated with the size and location of the existing exterior signage, the existing signs do not provide adequate "wayfinding" and therefore create a hardship for existing members, potential members, and community partners. Additionally, due to the original parceling of the office park by the land developer, OneAZ had no control over how their property and subsequently their building was oriented in the park. Currently, OneAZ's signage on the west and east sides of the building is difficult to see from any commuter vantage point due to its size and location on the building. While the building occupies a strategically significant location at Interstate 17 and Pinnacle Peak Road, the current signage is not prominent enough to provide an adequate brand presence. To improve both wayfinding and enhance brand recognition, OneAZ is requesting the following improvements/modifications:

- Replace the two existing signs on the west and east sides of the building and add two new signs: one on the north side and one on the south side for a total of four (4) signs.
- Increase the height of the signs from 3 feet to five-feet-six-inches to improve visibility. OneAZ understands that this will bring the total height of the four (4) signs to above 56-feet.

OneAZ understands that both a Use Permit and a Variance from the City of Phoenix will be required before the proposed exterior building signage changes can be implemented. OneAZ is in the process of applying for these adjustments. By submitting for this Use Permit, OneAZ is requesting that the City of Phoenix's Zoning Ordinance Chapter 7 Section 705 –

Signs be modified to permit OneAZ to install a total of four (4) exterior signs above 56' - 0" on their existing office building. OneAZ is confident that, given the location of their office building in a commercial area, the requested modification will not cause an adverse impact on properties adjacent to their existing building site. OneAZ also believes that approval of the requested modifications and variances outlined above is necessary for OneAZ to fully enjoy reasonable and substantial use of their property.

Application #: ZA-208-00-1 APPROVED/STIPULATIONS
Existing Zoning: A-1, C-2
Location: Southeast corner and southwest corner of 23rd Avenue and Pinnacle Peak Road
Block Location: 2300 W. - 23400 N.
Quarter Section: 44-23
Proposal: Use permit for a comprehensive sign plan for The Peak Office Park. Use permit required.
Ordinance Sections: 705.F.2
Applicant: David K. Jones, Esq.
Representative: David K. Jones, Esq.
Owner: The Alter Group

Zoning Administrator: William F. Allison
Planner: Donna Behm

Speaking in support of this request were David K. Jones and Mike Richardson, of the Alter Group. Representing the Development Services Department was Kelly Zak.

DECISION: This request for a use permit for a comprehensive sign plan for The Peak Office Park is approved with the following stipulations:

- 1) Primary ground signs limited to 16 feet in height and secondary ground signs limited to 12 feet in height;
- 2) Wall signs to have administrative review by Zoning Administrator as buildings go through site plan review;
- 3) The applicant shall have one year to apply for permits.

FINDINGS OF FACT: This request for approval of a comprehensive sign plan satisfies the standards for issuance of a use permit as follows:

- The property has 4,000 feet of frontage on Pinnacle Peak Road. The number of signs proposed is large but is less than would be permitted by right.
- The applicant has agreed to limit the size of the signs to 16 feet for primary signs (of which there will be 9) and 12 feet for secondary signs (of which there will be 13). The reduced size from those possible with design review will mitigate some of the impact of the number of signs on the streetscape.
- The number of users on the site warrant, to some extent, the proposed number of ground signs.
- The plan should be appropriate for the site.

SUMMARY: Mr. Jones stated this was an office park of 1.5 million square feet. He explained there would be offices and maybe restaurants, hotels, and retail. He noted they planned to follow the ordinance requirements. He explained there was 4,000 feet of frontage on Pinnacle Peak

Application ZA-208-00-1

Road and they had divided up the frontage entry monument signs primary/secondary entrance signs. He pointed out that the code would allow 13 primary signs and 14 secondary signs and they were proposing 9 and 13. He noted the wall signs would follow ordinance requirements so they were not asking for flexibility.

Mr. Allison stated he was concerned about the size and number of signs.

Mr. Jones explained that the number of signs proposed was for the number of users. He added they wanted the flexibility, but didn't know how many of the users were willing to go through design review.

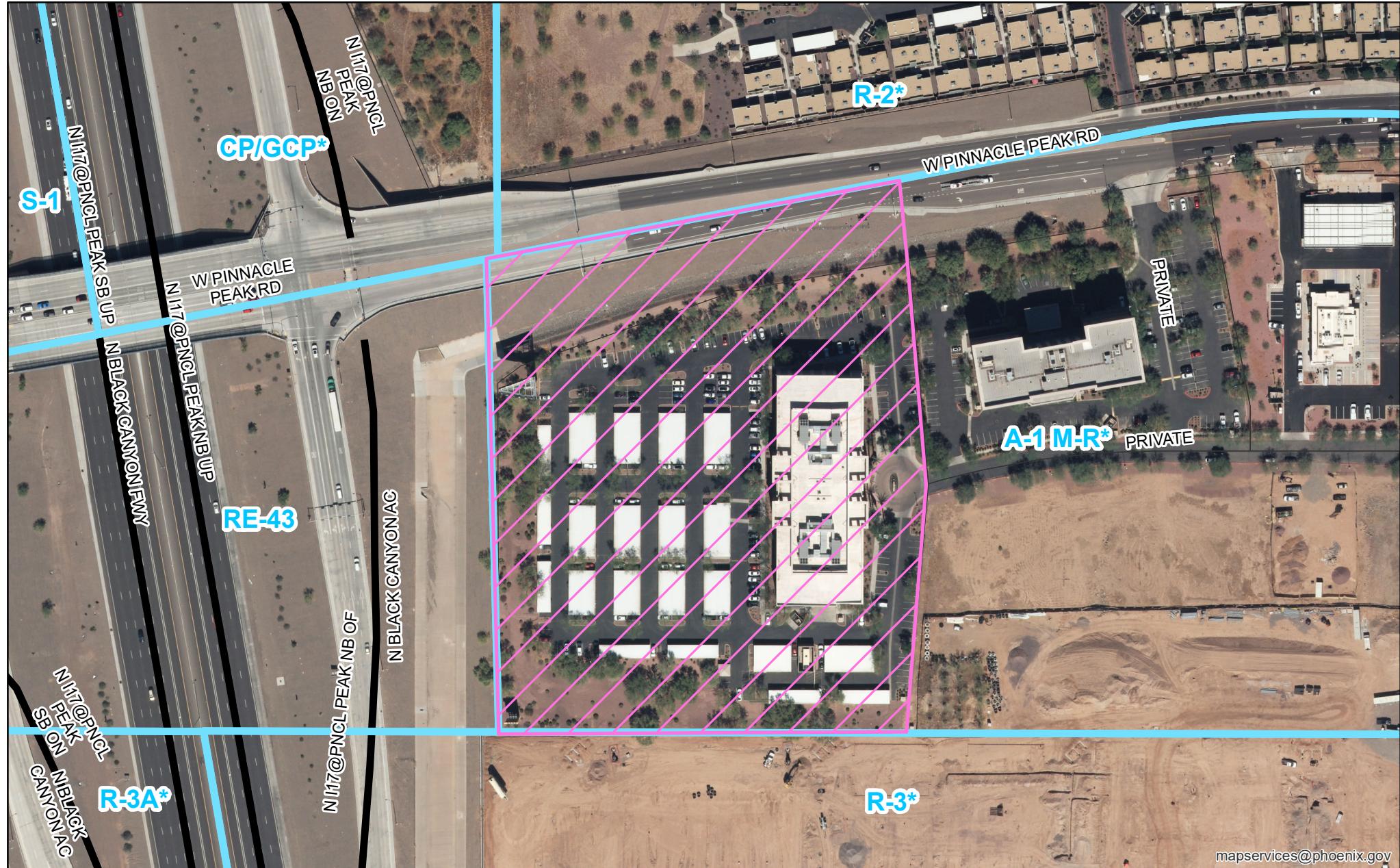
Ms. Zak pointed out that they wouldn't want to go through design review given the comprehensive sign plan.

Mr. Allison stated he was really concerned about sign height.

Mr. Jones stated the Alter Group would not put in more signs than they really needed and were willing to come down to ordinance standards without design review.

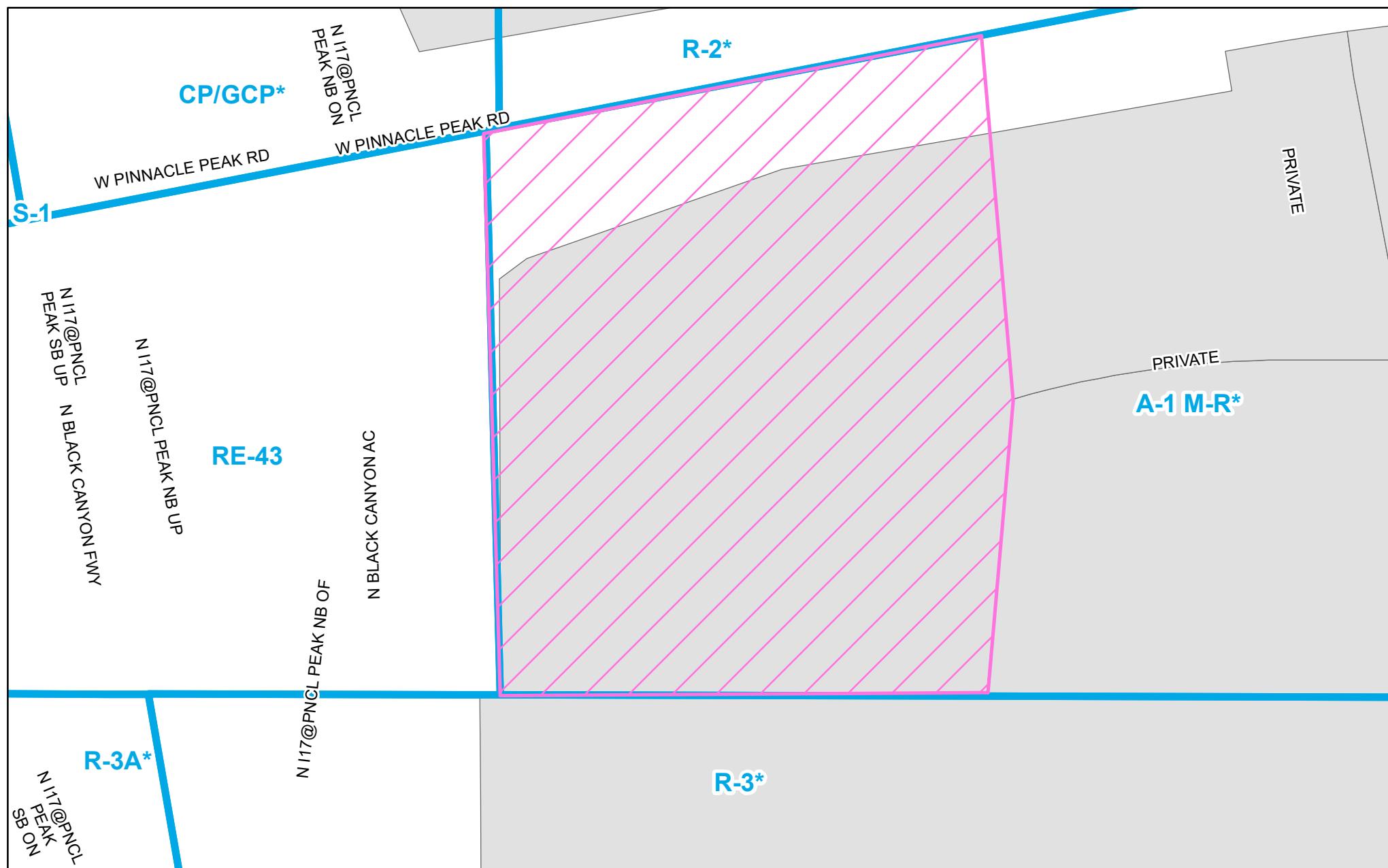
Mr. Allison stated he would approve the sign plan, with the primary ground signs limited to 16 feet, the secondary ground signs limited to 12 feet and the wall signs to be approved through an administrative review.

Upon request, this publication will be made available within a reasonable length of time through appropriate auxiliary aids or services to accommodate an individual with a disability. This publication may be made available through the following auxiliary aids or services: large print, Braille, audiotape or computer diskette. Contact Theresa Damiani, 262-6368/v or 534-5500 TDD.



PHO-17-25-1

Property Location: Southeast corner of I-17 and Pinnacle Peak Road



PHO-17-25-1

Property Location: Southeast corner of I-17 and Pinnacle Peak Road

Site Map

Legend

- A1** Illum. PC Letters
- B1** Illum. PC Letters
- C** Illum. PC Letters
- D** Illum. PC Letters

— Property Line



CITY OF PHOENIX

APR 02 2025

Planning & Development
Department



Scale: 1"=80'-0"



Locations:
9200 Valley Rd. | 2507 W. Villa Rita Dr.
Prescott Valley, Phoenix,
Arizona 86314 Arizona 85023
800-257-5095 arizonasignsplus.com

Project:
OneAZ Credit Union
Project Location:
2355 W Pinnacle Peak Rd | Phoenix, AZ 85027

Account Executive:
Chris Gilliland
Project Manager:

Design Number: 231054
Design / Revision Date:
08-01-14/2025 AL
09-01-21/2025 AL

10-01-23/2025 AL

Sheet:
1 OF 05

Sign A1 - Halo & Internal Illuminated Pan Channel Letters & Logo

Materials

1 Letters

- 5" black .040 alum. returns
- black 1" trim cap
- white 3/16" acrylic faces.
- alum. baffle
- .177 clear lexan backs overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate.

2 Logo

- 5" black .040 alum. return
- black 1" trim cap
- 3/16" white acrylic face overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate

Halo & internally illuminated with white LEDs

Mounted 1 1/2" off the wall.

Paint Colors

Digital Colors

D1 Pantone 2103 C

Customer Approval

Name

Co/Title

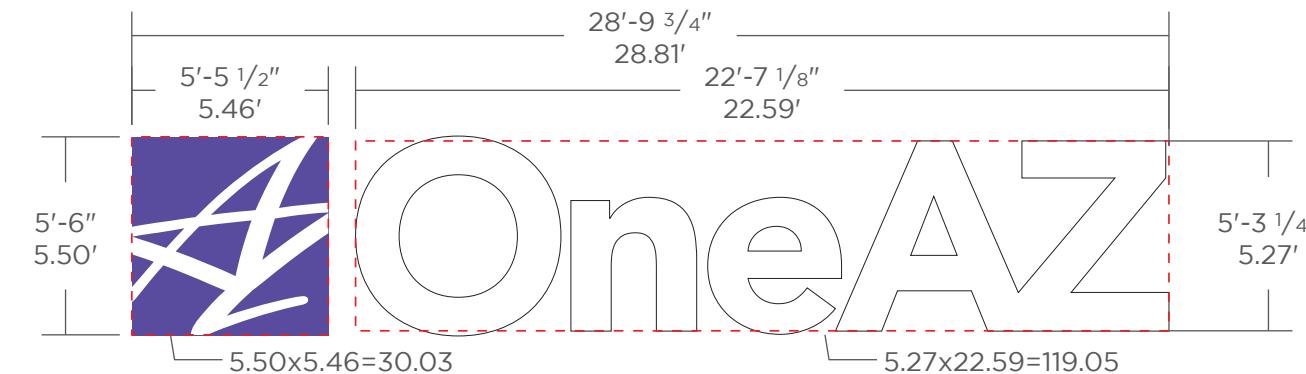
Date

Landlord Approval

Name

Co/Title

Date



Face View

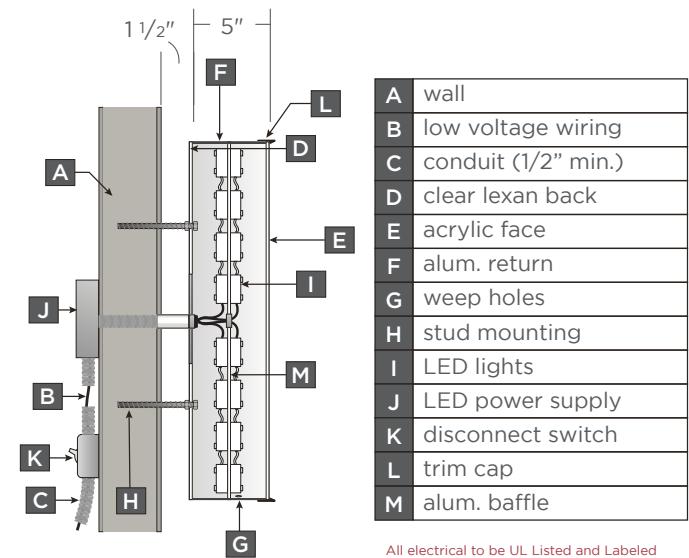
Perimeter: 139'

Scale: 3/16"=1'-0"

30.03+119.05=149.08sqft

Description:

Manufacture and install one (1) set of white LED illuminated channel letters and logo.



All electrical to be UL Listed and Labeled

Face & Halo Lit PC Letters / LEDs - Cross Section Detail

Scale: NTS



Proposed East Elevation

Scale: 1"=25'-0"



Locations:

9200 Valley Rd. | 2507 W. Villa Rita Dr.
Prescott Valley, Phoenix,
Arizona 86314 Arizona 85023
800-257-5095 arizonasignsplus.com

Project:

OneAZ Credit Union

Project Location:
2355 W Pinnacle Peak Rd | Phoenix, AZ 85027



Night View Example

CITY OF PHOENIX

APR 02 2025

Planning & Development
Department

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the signs. The location of the disconnect switch after installation shall comply with article 600.6(A) (1) of the National Electrical Code.

2018 IBC, 2011 NEC, 2012 IBC



NOTE - Field Verify Fascia Area Prior to Fabrication of Signs.

Account Executive:	Design Number: 231054	10-01/23/2025 AL	Sheet:
Chris Gilliland			
Project Manager:	Design / Revision Date:		
08-01/14/2025 AL	09-01/21/2025 AL		

2 OF 05

Sign B1 - Halo & Internal Illuminated Pan Channel Letters & Logo

Materials

1 Letters

- 5" black .040 alum. returns
- black 1" trim cap
- white 3/16" acrylic faces.
- alum. baffle
- .177 clear lexan backs overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate.

2 Logo

- 5" black .040 alum. return
- black 1" trim cap
- 3/16" white acrylic face overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate

Halo & internally illuminated with white LEDs

Mounted 1 1/2" off the wall.

Paint Colors

Digital Colors

D1 Pantone 2103 C

Customer Approval

Name

Co/Title

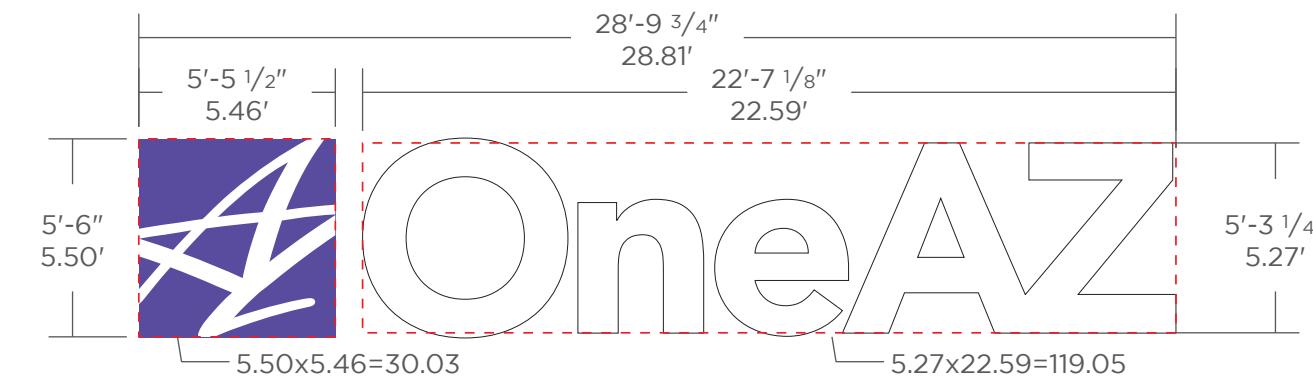
Date

Landlord Approval

Name

Co/Title

Date



Face View

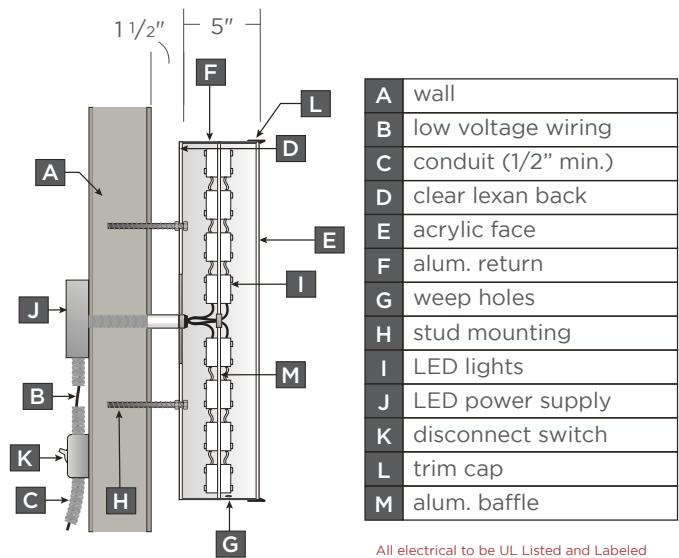
Perimeter: 139'

Scale: 3/16"=1'-0"

30.03+119.05=149.08sqft

Description:

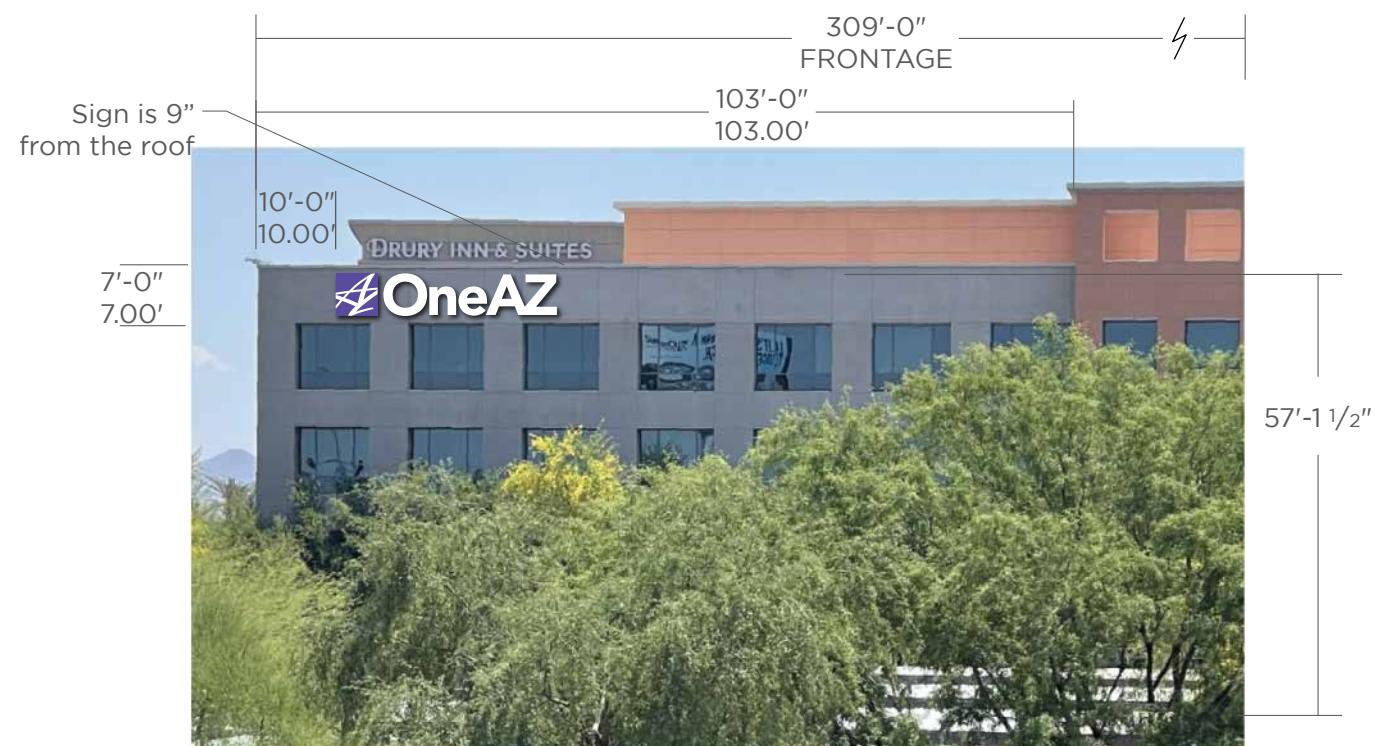
Manufacture and install one (1) set of white LED illuminated channel letters and logo.



All electrical to be UL Listed and Labeled

Face & Halo Lit PC Letters / LEDs - Cross Section Detail

Scale: NTS



Proposed West Elevation

Scale: 1"=25'-0"



Night View Example

CITY OF PHOENIX

APR 02 2025

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Department



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2018 IBC, 2011 NEC, 2012 IBC

NOTE - Field Verify Fascia Area Prior to Fabrication of Signs.		Sheet: 3 OF 05	
Locations:	Project:	Account Executive:	Design Number: 231054
9200 Valley Rd. Prescott Valley, Arizona 86314	2507 W. Villa Rita Dr. Phoenix, Arizona 85023	Chris Gilliland	Design / Revision Date:
800-257-5095	OneAZ Credit Union	Project Manager:	08-01-14/2025 AL
	Project Location: 2355 W Pinnacle Peak Rd Phoenix, AZ 85027		09-01-21/2025 AL
			10-01-23/2025 AL



Locations:
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Arizona 86314
2507 W. Villa Rita Dr.
Phoenix,
Arizona 85023
800-257-5095
arizonasignsplus.com

Project:
OneAZ Credit Union
Project Location:
2355 W Pinnacle Peak Rd | Phoenix, AZ 85027

Account Executive:
Chris Gilliland
Project Manager:

Design Number: 231054
Design / Revision Date:
08-01-14/2025 AL
09-01-21/2025 AL

Sign C - Halo & Internal Illuminated Pan Channel Letters & Logo

Materials

1 Letters

- 5" black .040 alum. returns
- black 1" trim cap
- white 3/16" acrylic faces.
- alum. baffle
- .177 clear lexan backs overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate.

2 Logo

- 5" black .040 alum. return
- black 1" trim cap
- 3/16" white acrylic face overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate

Halo & internally illuminated with white LEDs

Mounted 1 1/2" off the wall.

Paint Colors

Digital Colors

D1 Pantone 2103 C

Customer Approval

Name

Co/Title

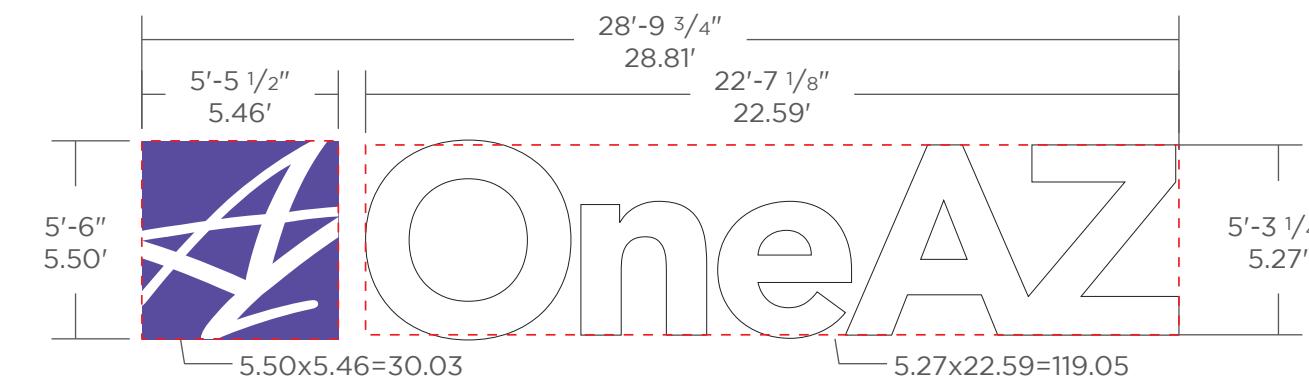
Date

Landlord Approval

Name

Co/Title

Date



Face View

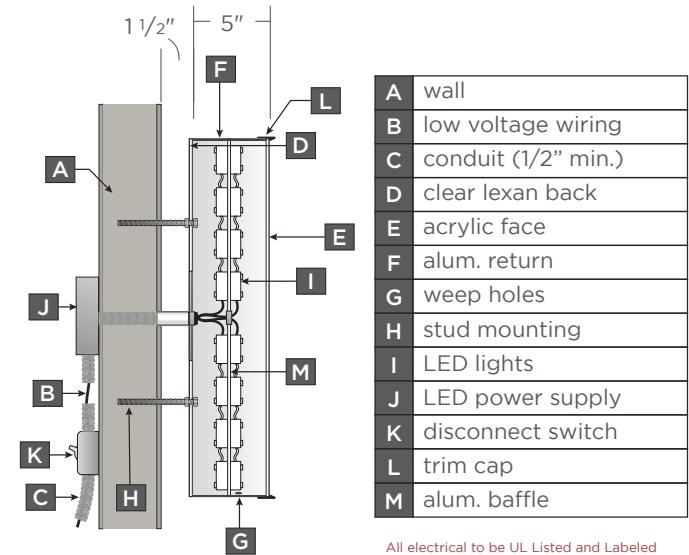
Perimeter: 139'

Scale: 3/16"=1'-0"

30.03+119.05=149.08sqft

Description:

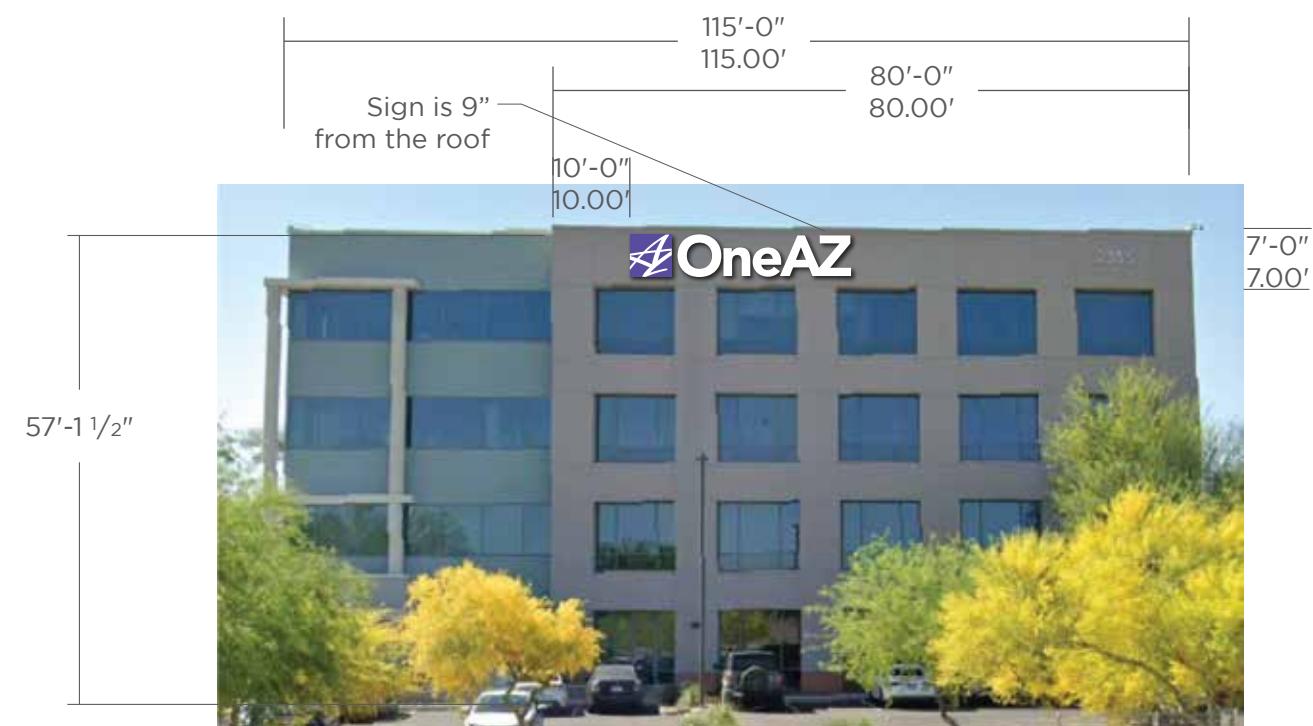
Manufacture and install one (1) set of white LED illuminated channel letters and logo.



All electrical to be UL Listed and Labeled

Face & Halo Lit PC Letters / LEDs - Cross Section Detail

Scale: NTS



Proposed North Elevation

Scale: 1"=25'-0"



Night View Example

CITY OF PHOENIX

APR 02 2025

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2018 IBC, 2011 NEC, 2012 IBC



NOTE - Field Verify Fascia Area Prior to Fabrication of Signs.



Locations:

9200 Valley Rd. | 2507 W. Villa Rita Dr.
Prescott Valley, Phoenix,
Arizona 86314 Arizona 85023
800-257-5095 arizonasignsplus.com

Project:

OneAZ Credit Union

Project Location:
2355 W Pinnacle Peak Rd | Phoenix, AZ 85027

Account Executive:

Chris Gilliland

Design Number:

231054

Design / Revision Date:

08-01-14/2025 AL

09-01-21/2025 AL

10-01/23/2025 AL

Sheet:

4 OF 05

Sign D - Halo & Internal Illuminated Pan Channel Letters & Logo

Materials

1 Letters

- 5" black .040 alum. returns
- black 1" trim cap
- white 3/16" acrylic faces.
- alum. baffle
- .177 clear lexan backs overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate.

2 Logo

- 5" black .040 alum. return
- black 1" trim cap
- 3/16" white acrylic face overlaid with a 3M digital vinyl graphic to match D1 and a UV laminate

Halo & internally illuminated with white LEDs

Mounted 1 1/2" off the wall.

Paint Colors

Digital Colors

D1 Pantone 2103 C

Customer Approval

Name

Co/Title

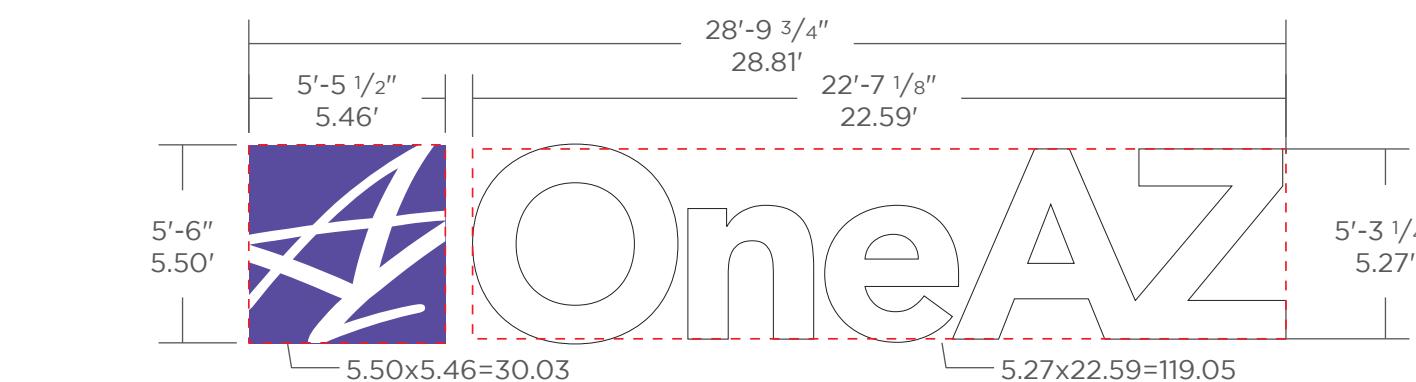
Date

Landlord Approval

Name

Co/Title

Date



Face View

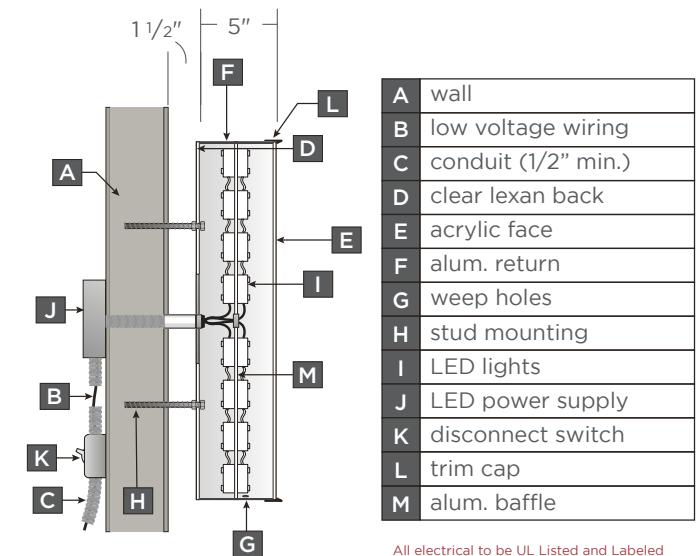
Perimeter: 139'

Scale: 3/16"=1'-0"

30.03+119.05=149.08sqft

Description:

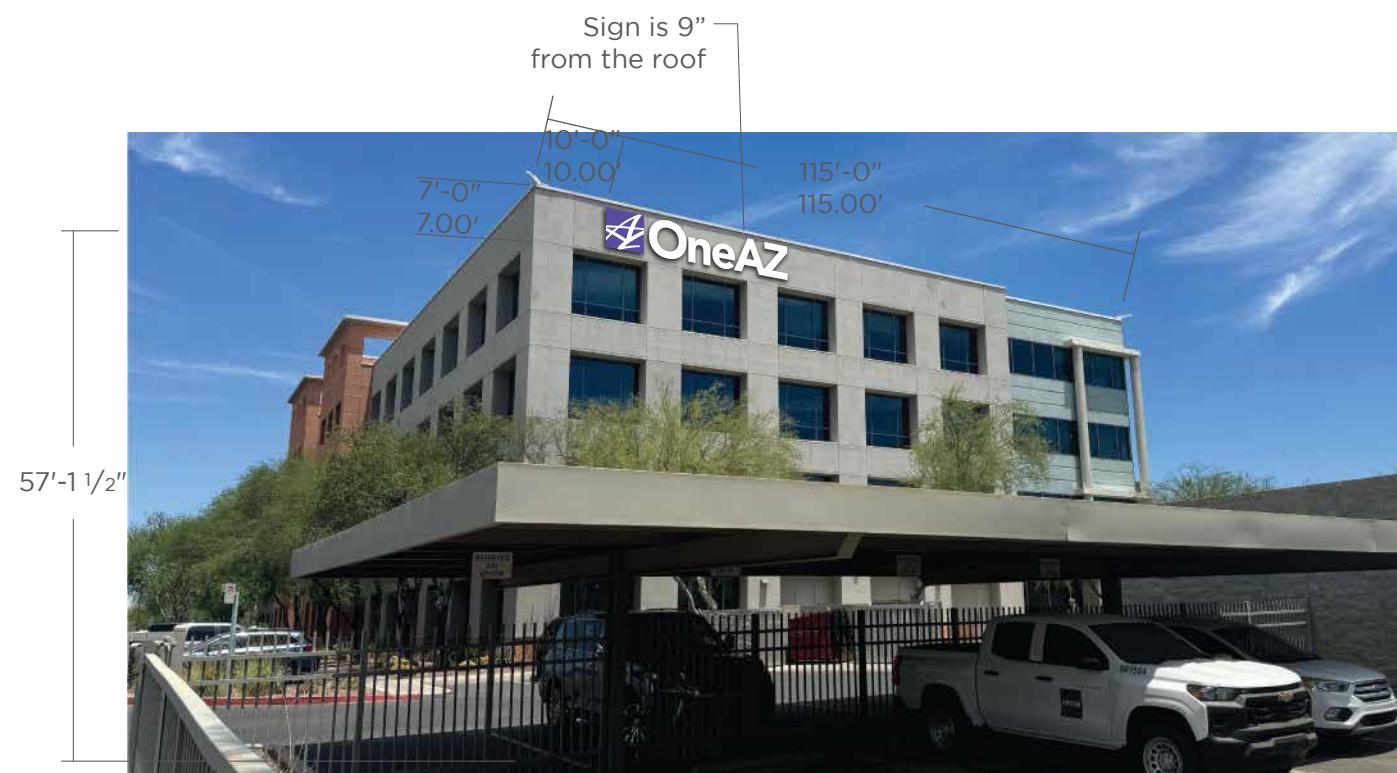
Manufacture and install one (1) set of white LED illuminated channel letters and logo.



All electrical to be UL Listed and Labeled

Face & Halo Lit PC Letters / LEDs - Cross Section Detail

Scale: NTS



Proposed South Elevation

Scale: 1"=25'-0"



Night View Example

CITY OF PHOENIX

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This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the signs. The location of the disconnect switch after installation shall comply with article 600.6(A) (1) of the National Electrical Code.

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NOTE - Field Verify Fascia Area Prior to Fabrication of Signs.



Locations:

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Project:

OneAZ Credit Union

Project Location:
2355 W Pinnacle Peak Rd | Phoenix, AZ 85027

Account Executive:

Chris Gilliland

Design Number:

231054

10-01/23/2025 AL

Sheet:

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North elevation: The existing OneAZ sign is not visible from highway I-17. increasing the mounting height above 56', increasing the overall sign height and using more visible colors will make the proposed new signage more visible from the highway.



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West elevation: The existing OneAZ sign on their building is not visible from highway I-17 to the west of the building. It is proposed that new building signs be mounted above 56' in order to be visible from I-17.

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APR 02 2025

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South Elevation: There is an existing highway sound barrier wall on the east side of Highway I-17 that reduces the visibility of the existing OneAZ sign on the south elevation of their office building. Increasing the mounting height above 56' and the height of the sign will make the signage more visible.



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APR 02 2025

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North elevation: Providing new signage on the north elevation of OneAZ's office building will allow members and potential new members to easily locate OneAZ's building in the office park/center when exiting west on to Pinnacle Road from Highway I-17.



CITY OF PHOENIX

APR 02 2025

Planning & Development
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Search Google Maps



← Phoenix, Arizona



Google Street View

Jul 2024 See more dates

East elevation: Placing new signage on the east elevation of OneAZ's office building will allow existing members and potential new members to easily find the building when driving in the office park/complex.

CITY OF PHOENIX

APR 02 2025

Planning & Development
Department



Above is a site location map that shows adjacent roadways that provide access to OneAZ's office building within the office park/complex. The building is set back from all adjacent roads and, therefore, having new exterior signs above 56' on all side of the building will make it easier for existing credit union members and potential new members to locate OneAZ's facility.