

TO: DEVELOPMENT REVIEW BOARD **DATE:** 10/9/97
FROM: PROJECT COORDINATION
SUBJECT: CASE 213-MS-96

REQUEST: Approve Master Sign Program for a Retail Center
PROJECT NAME: 213-MS-96
LOCATION: 7014 East Camelback Road

DEVELOPER/OWNER: Westcor Partners/Scottsdale Fashion Square
Partnership
ARCHITECT/DESIGNER: Habitat, Inc.
ENGINEER: N/A
APPLICANT/COORDINATOR: R. R. Kuhn/Westcor Partners

STAFF RECOMMENDATION: APPROVE subject to the following stipulation:

1. Any revisions to the Community Sign District require Development Review Board approval

DISCUSSION: The request is to amend the existing sign program and establish a new community sign district for Scottsdale Fashion Square, a regional mall which is located at the northwest corner of Camelback and Scottsdale Roads. Scottsdale Fashion Square is currently undergoing a major expansion. When completed, it will encompass over 2,000,000 square feet of retail space. In addition, Camelview Plaza will now be incorporated as part of Fashion Square. The expansion will consist of the following: the addition of 260,000 square feet of retail space that will span Camelback Road; new 25,000 square feet Nordstrom Department Store, relocate existing Dillard's to space formerly occupied by Bullocks; expansion of Robinsons-May by 50,000 square feet; addition of four new parking structures.

The community sign district will address two major types of signage, project identification, and tenant identification. Project identification signs are comprised of existing freestanding, one new monument sign, building wall signs, identification located on new parking structures and bridge crossing. Tenant identification signs will consist of building wall signs (either new or existing) and signage on the parking structures for the major anchor tenants.

All signage will be located in a fashion that is compatible with the various architectural features and components of the project.

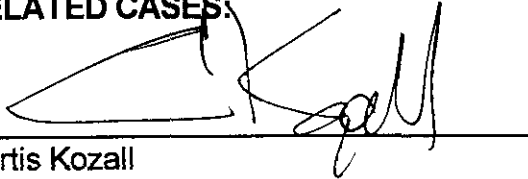
The community sign district is intended to encourage a flexible signage opportunity which is greater than that of the underlying zoning district, but is appropriate to the character of the development, provides adequate identification, promote traffic safety, and a clear visual environment.

APPROVED

10/9/97 TK
DATE SIGNATURE

The proposed project identification signs for Fashion Square are all individual reverse-pan-channel, with white halo illumination: ten (10) inch copy height will be used for the Scottsdale portion of the identification (painted black), Fashion Square copy (Verdi Patina) will not exceed forty (40) inches in height. The new monument identification sign will be use a stucco background, individual metal letters and logo with a stone base. Illumination will be indirect, with internal lanterns at each side of the monument.

Tenant identifications for Nordstroms, Dillards and Robinsons-May will be reverse channel letters with white halo illumination. Copy height will range from forty-eight (48) inches to ninety-six (96) inches. (The leading letters in Dillards will be the only character at eight (8) feet.

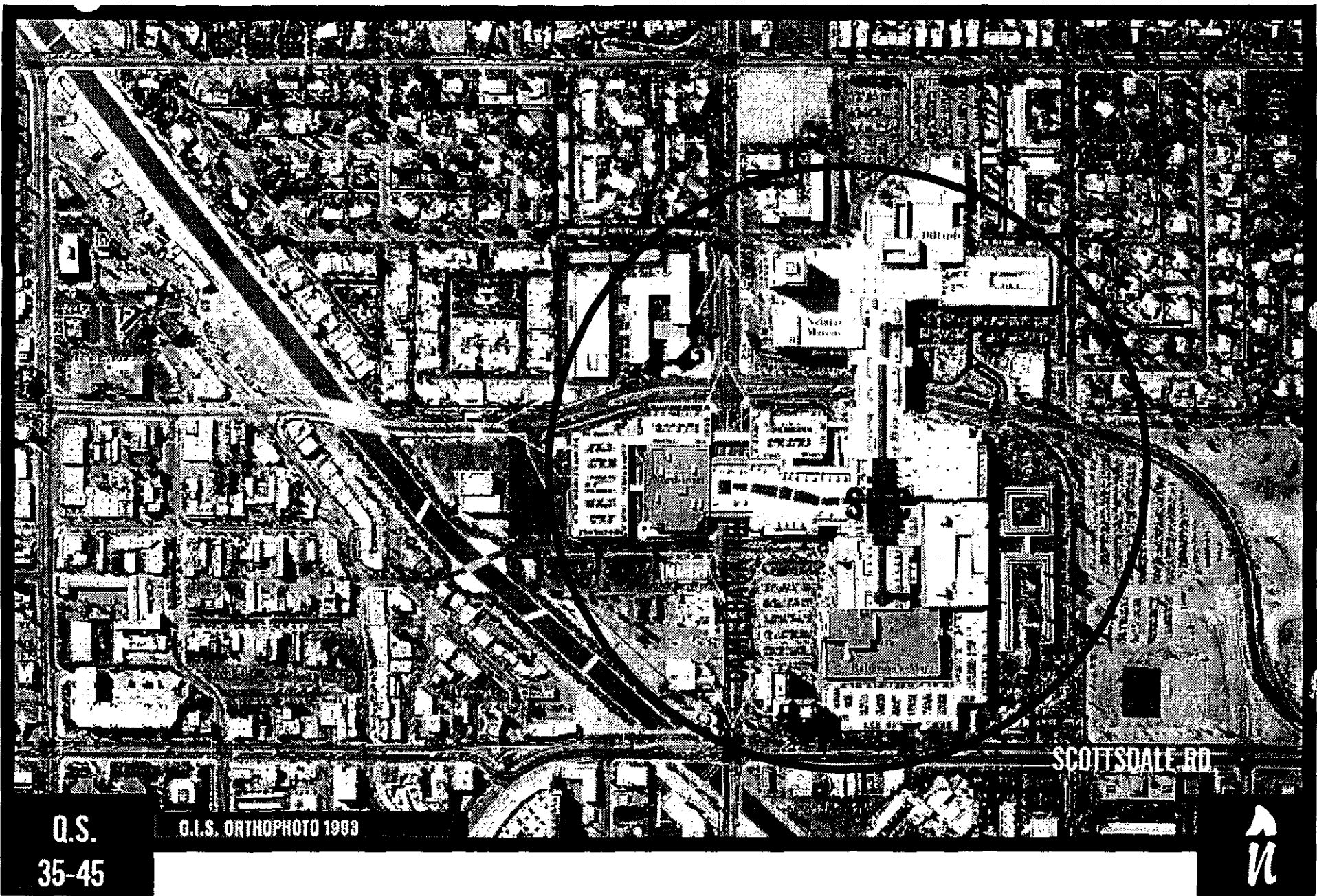
RELATED CASES:

Curtis Kozall
Sign Inspector
994-7034

ATTACHMENTS: #1-Aerial
#2-Zoning Map
#3-Master Sign Program
#4-Project Narrative

APPROVED

10/9/97 TK
DATE SIGNATURE



SCOTTSDALE RD

Q.S.

G.I.S. ORTHOPHOTO 1993

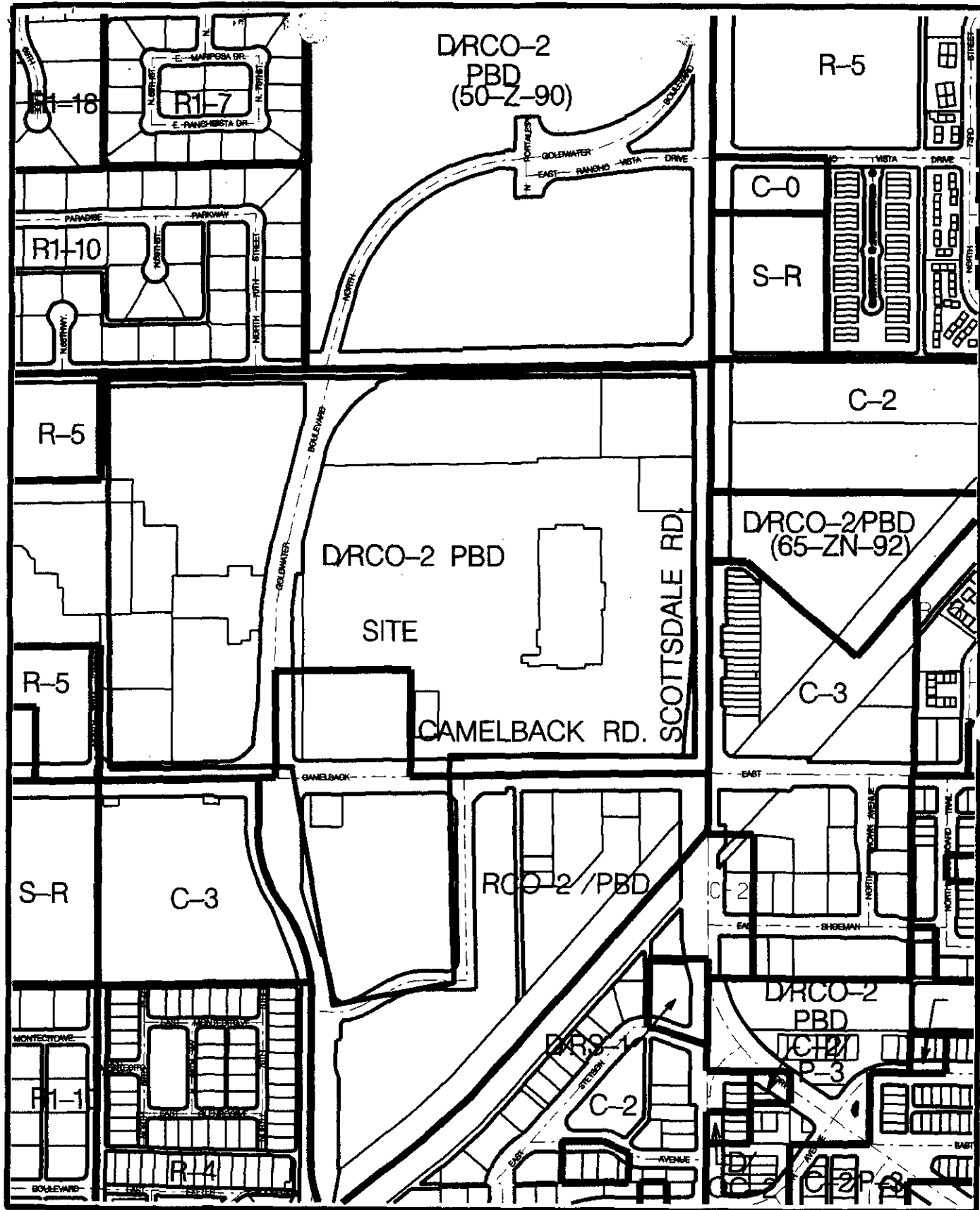
35-45



SCOTTSDALE FASHION SQUARE

213-MS-96

ATTACHMENT #1



213-MS-97

ATTACHMENT #2

ATTACHMENT #3

213-MS-96

S · C · O · T · T · S · D · A · L · E

Fashion Square



AMENDED COMPREHENSIVE SIGNAGE PROGRAM / COMMUNITY SIGN DISTRICT
SEPTEMBER 1997



PROJECT IDENTIFICATION - SIGNAGE SQUARE FOOTAGE

Front Footage:	2,000 ft. ÷ 5 =	400 s.f.
	+ 10% for CSD =	40 s.f.
	Total allowed	440 s.f.

Sign Number	Page Number	Square Footage
EM1	3	40
MM1	3	40
MM2	3	40
EM4	5	44
NM1	7	40
NM4	8	84
NM5	9	43
NM8	10	54
NM9	11	54
	Total	<u>439</u>

Scottsdale Fashion Square is embarking on a major expansion that will make it the largest regional mall in the Southwest with over 2,000,000 square feet. The major elements of expansion are as follows: Add 260,000+ sq. ft. of retail space spanning Camelback Road; add new 225,000 sq. ft. Nordstrom Department Store; expand Robinson's-May by 50,000 sq. ft.; relocation of Dillard's to vacant former Bullock's space; add four new parking garages with 2,875 additional spaces. These changes, plus the incorporation of Camelview Plaza under the Scottsdale Fashion Square umbrella, necessitates a modification to the Master Signage Program.

To provide required parking for the expanded mall and tenant stores, new parking garages are being built throughout the site. In several locations, the garages actually serve as the department store facades along the street front. In order to properly identify these stores, their names are being placed on the garage facades. Although this is not expressly addressed in the sign code with the formation of a Community Sign District and a comprehensive sign program, the code allows sufficient flexibility to accommodate the proposed signage.

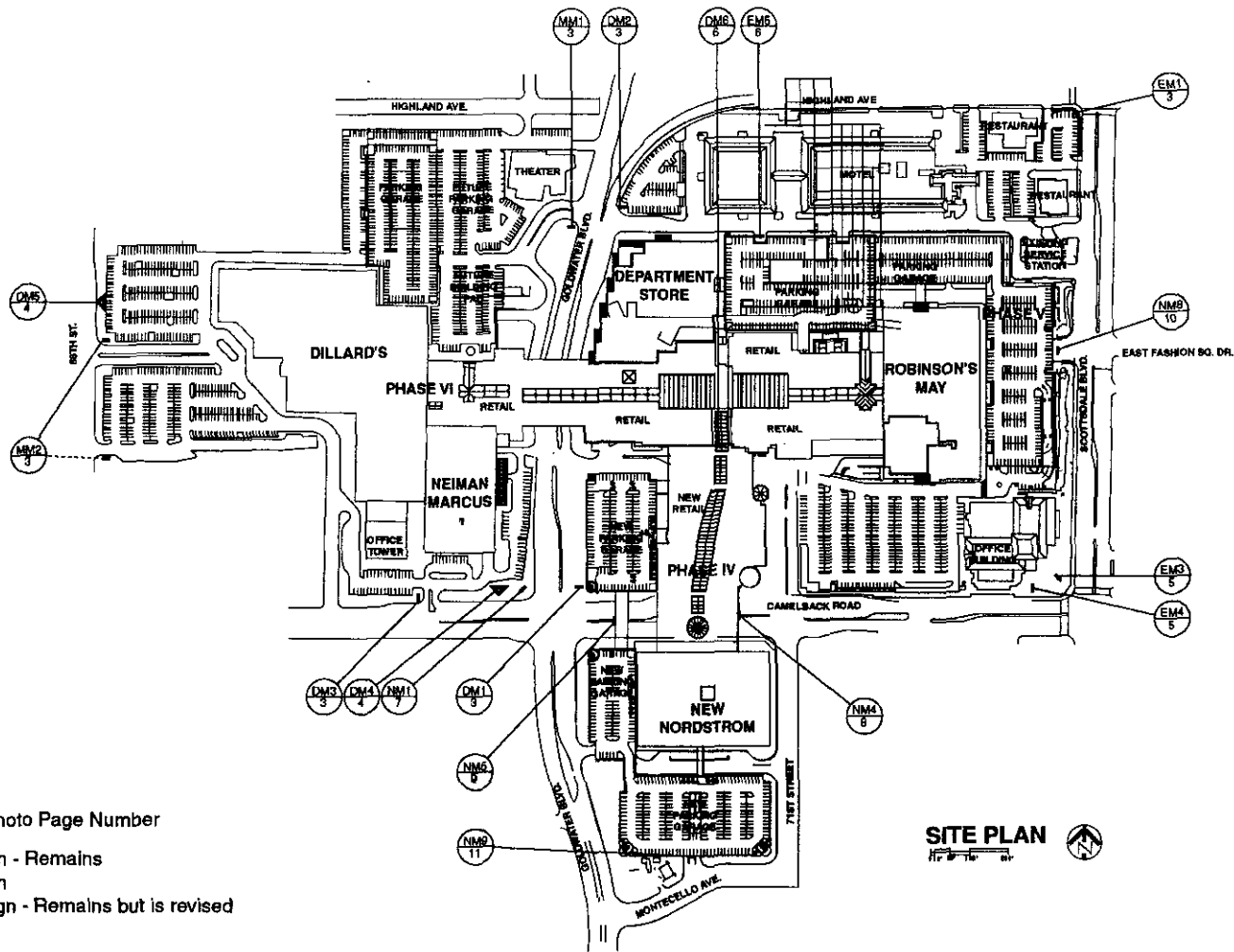
The pages that follow outline the comprehensive sign program and explain which signs stay, which are replaced as well as new additional signs. Only major signs that are visible from the property lines are addressed.

It was the intent of the program to avoid a proliferation of freestanding signs. The majority of new signs are building mounted, with only one new major sign structure, Sign NM1, at Goldwater Boulevard and Camelback Road. In fact, five other freestanding mall signs have been deleted.

There are three types of new building mounted signs: those that identify the mall at bridge crossings and parking entries, those that identify department stores (with size and illumination similar to Neiman Marcus) and a limited number of individual tenant signs.

The Scottsdale Fashion Square wall signs are all fabricated, individual reserve-pan-channel letters with white neon halo illumination. Nordstrom's, Dillard's and Robinson's-May will all have individual letters with white illumination at night and either black or white faces during the day.

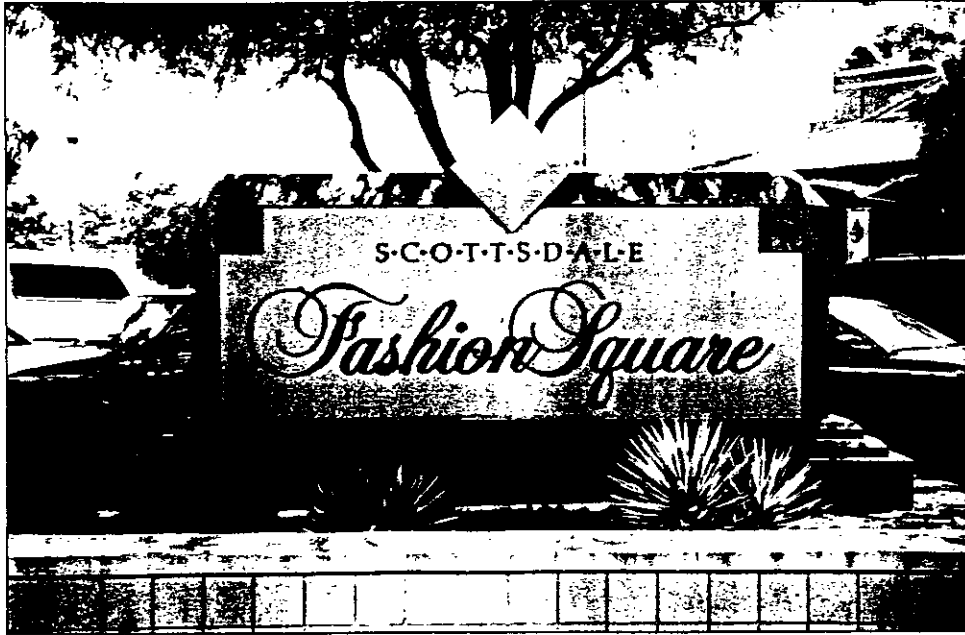




KEY

- MM1 Sign Number
- 7 Drawing or Photo Page Number

- EM - Existing Mall Sign - Remains
- DM - Deleted Mall Sign
- MM - Modified Mall Sign - Remains but is revised
- NM - New Mall Sign



Sign EM1 to remain (Modify Ends & Lettering to Match Sign NM1)
 Sign DM1 & DM2 to be deleted

Approximate Dimensions
 Height: 6'-6"
 Width: 11'
 Square Footage: 40 S.F.
 Illumination: Ground

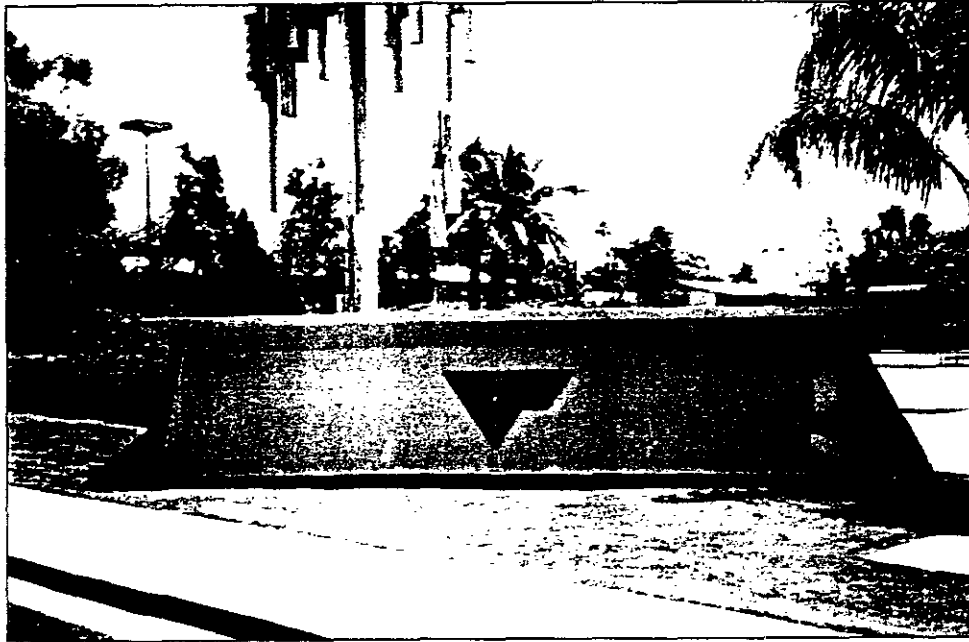


Signs MM1 & MM2 to be modified to match EM1 sign (Sign DM3 to be deleted)

Approximate Dimensions
 Height: 6'-6"
 Width: 11'
 Square Footage: 40 S.F.
 Illumination: Ground



COMPREHENSIVE SIGNAGE PROGRAM
 Existing Mall Signage



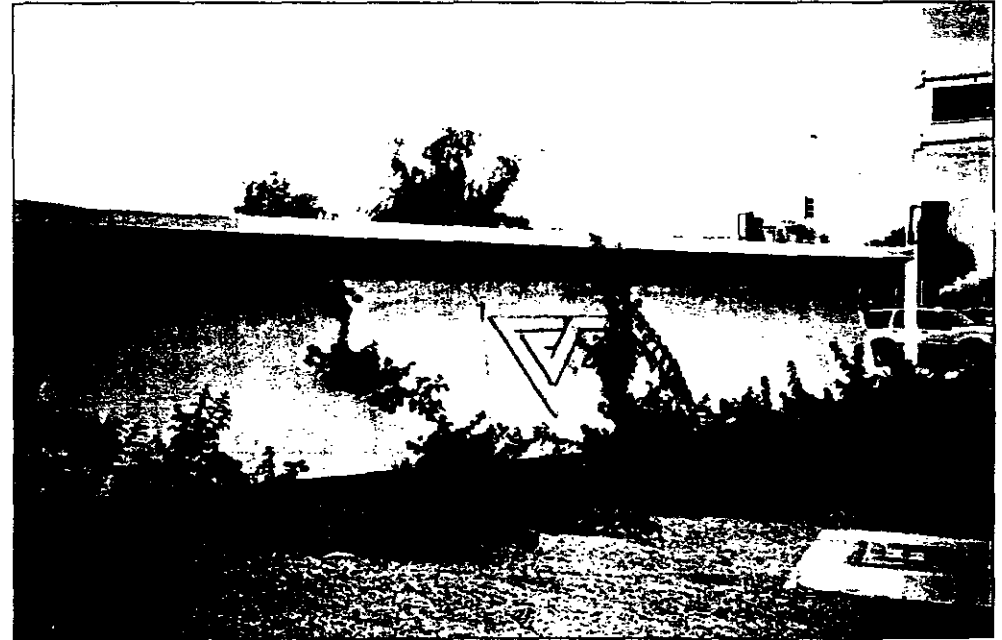
Sign DM2 to be deleted
Southwest Elevation

Approximate Dimensions

Height: 2'-6" (Logo)

Width: 4'-4" (Logo)

Square Footage: 11 S.F.



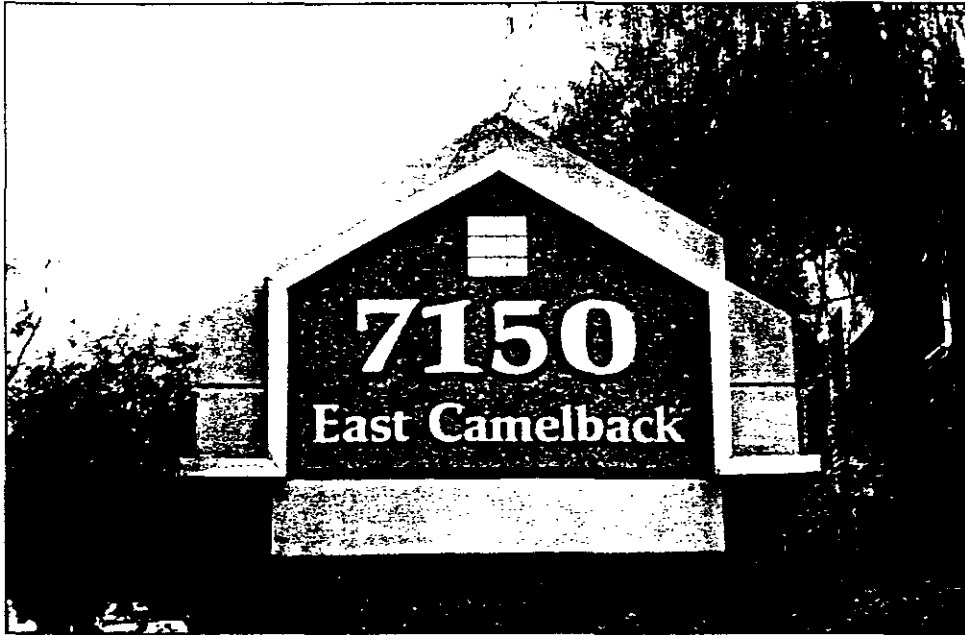
Sign DM4 to be deleted
Southwest Elevation

Approximate Dimensions

Height: 2'-6" (Logo)

Width: 4'-4" (Logo)

Square Footage: 11 S.F.



Sign EM3 to remain
East Elevation

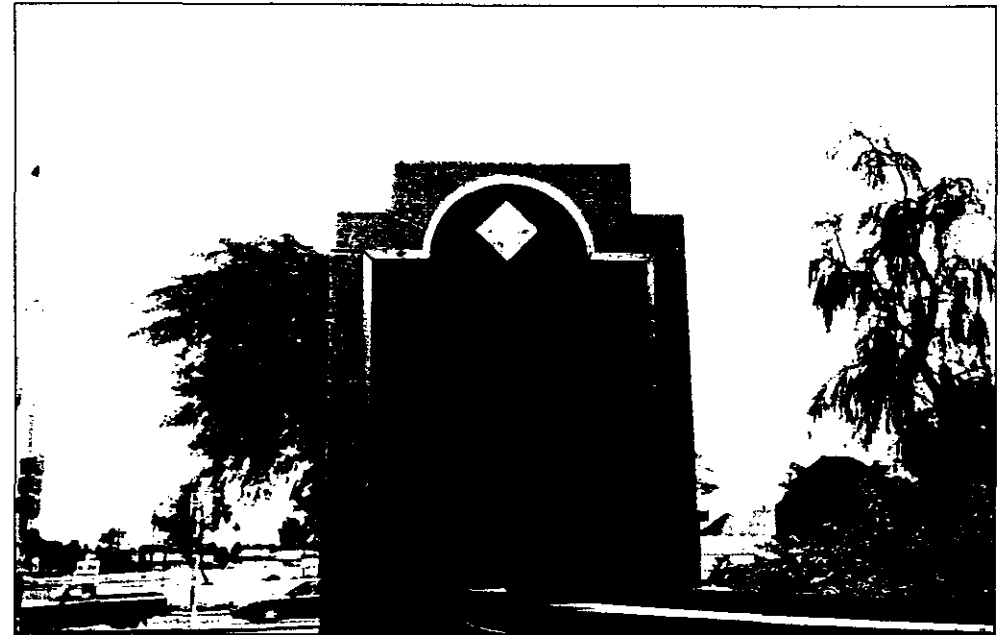
Approximate Dimensions

Height: 5'-0"

Width: 8'-0"

Square Footage: 24 S.F.

Illumination: Ground



Sign EM4 to remain - Location provided for future 12 S.F. tenant name at bottom
Northeast Elevation

Approximate Dimensions

Height: 10'-0"

Width: 9'-0"

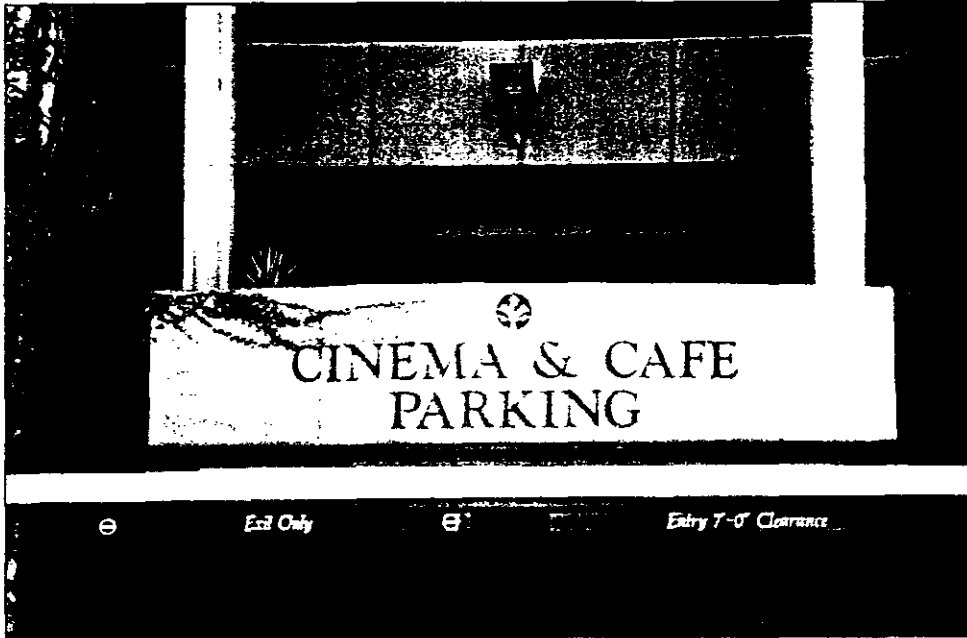
Square Footage: 44 S.F.

Illumination: Ground



COMPREHENSIVE SIGNAGE PROGRAM

Existing Office Signage



Sign EM5 to remain
North & South Elevations

Approximate Dimensions

Height: 2'-6" letters; 1'-0" logo

Width: 14'-0" letters; 1'-0" logo

Square Footage: 35 S.F. letters, 1 S.F. logo



Sign DM5 to be deleted
South Elevation

Approximate Dimensions

Height: 1'-4" letters; 7'-6" logo

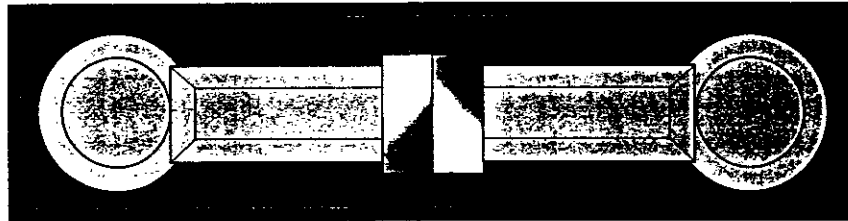
Width: 18'-0" letters; 7'-6" logo

Square Footage: 24 S.F. letters, 54 S.F. logo

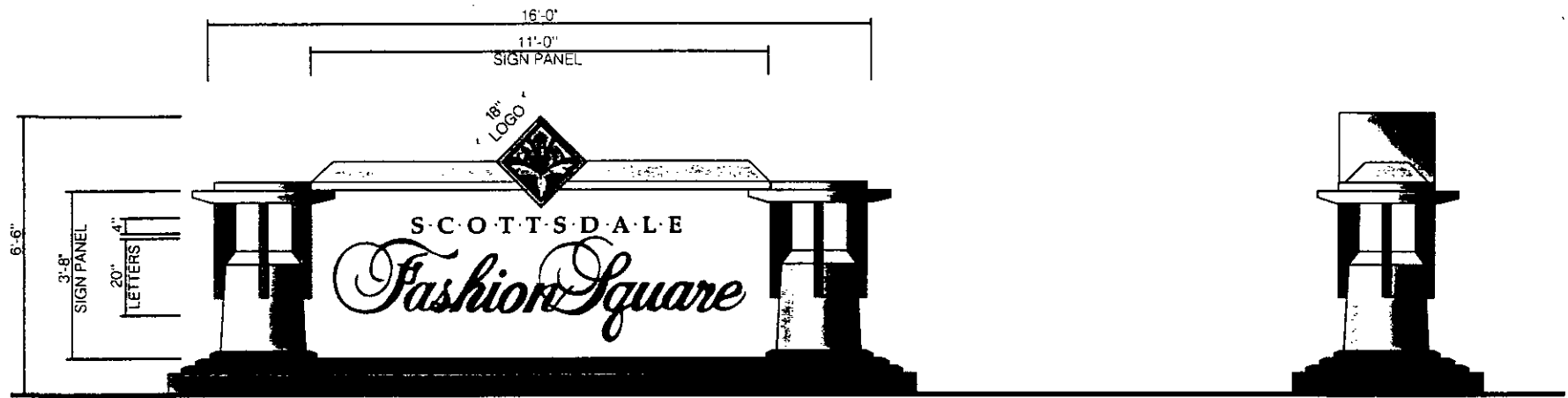


COMPREHENSIVE SIGNAGE PROGRAM

Existing Mall Signage



Plan View



Sign NM1
Southeast Elevation
Scale: 3/8" = 1'-0"

Side View

Approximate Dimensions

Height: 6'-6"

Width: 11'

Square Footage: 40 S.F. logo & lettering

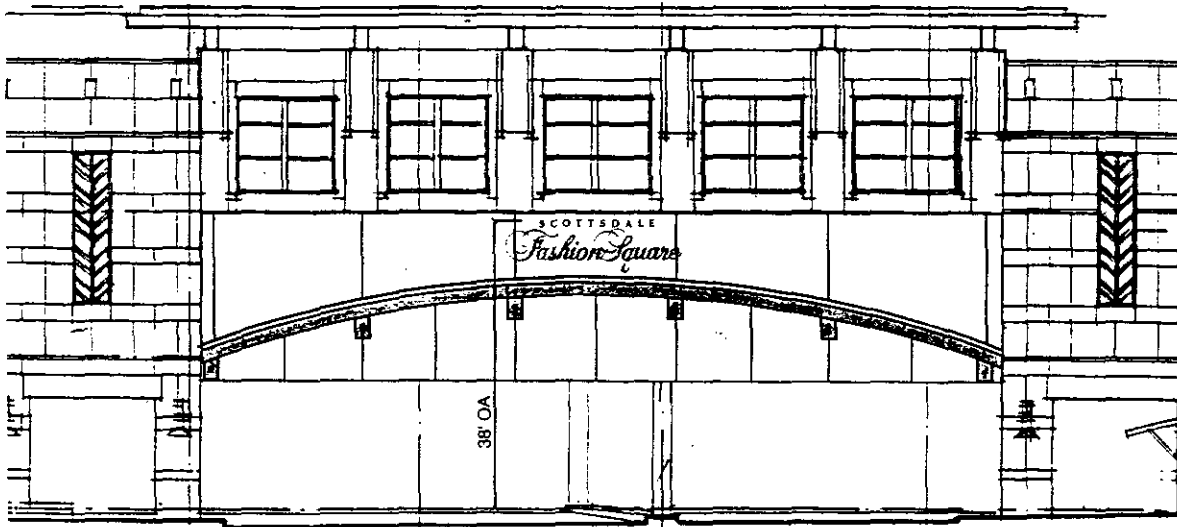
Color: As shown

Materials: Stucco background, individual metal letters & logo, stone base

Illumination: Ground, Internal Lanterns



COMPREHENSIVE SIGNAGE PROGRAM
New Mall Signage



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

Sign NM4
East Elevation

Approximate Dimensions

Height: 5'

Width: 22'

Square Footage: 84 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



Enlarged Signage Layout

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

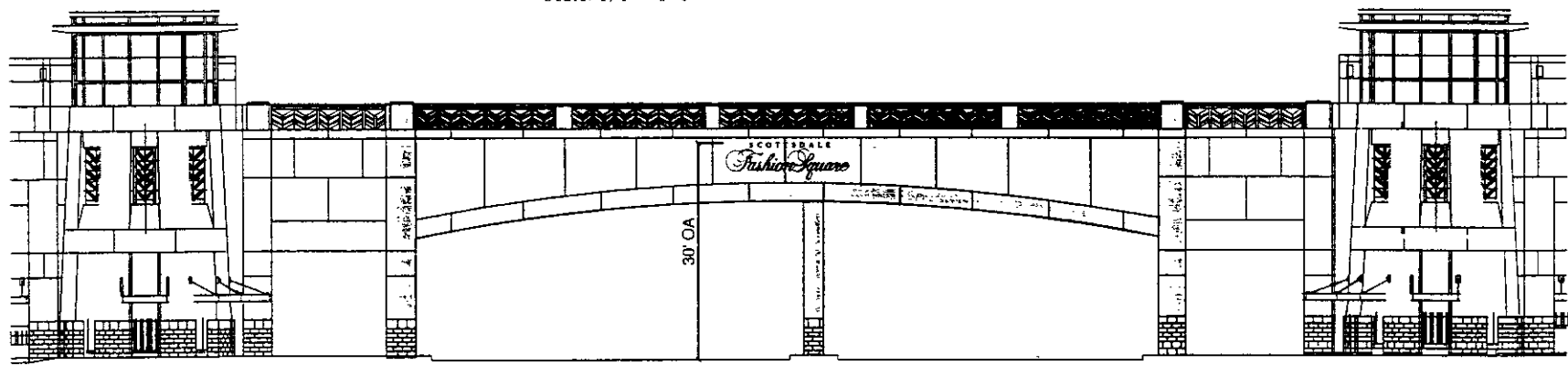


COMPREHENSIVE SIGNAGE PROGRAM

New Mall Signage



Enlarged Signage Layout
Scale: 1/4" = 1'-0"



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

Sign NM5
West Elevation

Approximate Dimensions

- Height: 4'
- Width: 17'
- Square Footage: 43 S.F.
- Color: Scottsdale: Black; Fashion Square: Verdi Patina
- Materials: Reverse Pan Channel Fabricated Metal
- Illumination: White Neon Halo



COMPREHENSIVE SIGNAGE PROGRAM
New Mall Signage



Enlarged Signage Layout
Scale: 1/4" = 1'-0"

Sign NM8

Approximate Dimensions

Height: 4'

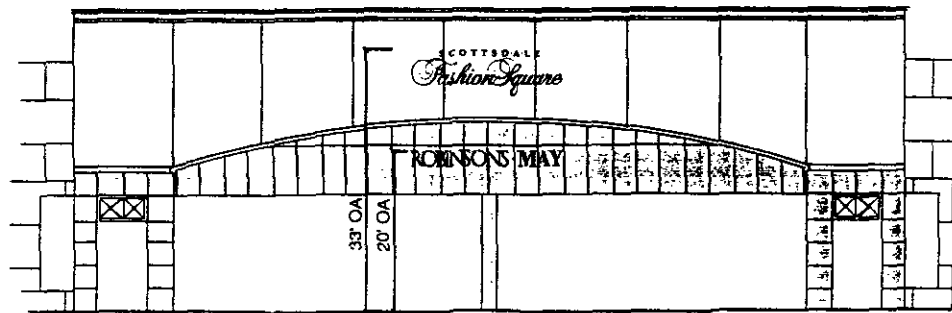
Width: 19'

Square Footage: 54 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

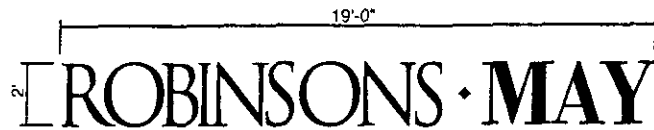
Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



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

Sign NT2 & NM8
East Elevation



Enlarged Signage Layout
Scale: 1/4" = 1'-0"

Sign NT2

Approximate Dimensions

Height: 2'

Width: 19'

Square Footage: 32 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant & Mall Signage



Sign NM9 - Enlarged Signage Layout

Scale: 1/4" = 1'-0"

Approximate Dimensions

Height: 4'

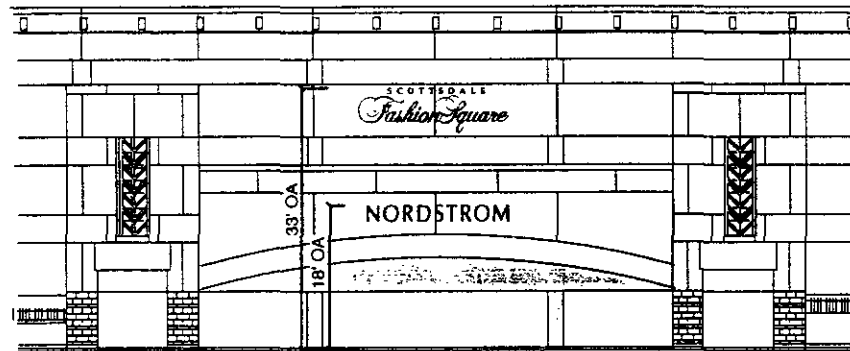
Width: 19'

Square Footage: 54 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



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



Sign NT5 - Enlarged Signage Layout

Scale: 1/4" = 1'-0"

Approximate Dimensions

Height: 2'

Width: 18'

Square Footage: 32 S.F.

Color: Black (Daytime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon (Nighttime)

NEIMAN MARCUS -
SIGNAGE SQUARE FOOTAGE

Front Footage: 330 = 330 s.f.
+ 10% for CSD = 33 s.f.

Total allowed 363 s.f.

Sign Number	Page Number	Square Footage
ET2	17	15
ET3	18	21
ET4	18	10
ET5	19	142
ET6	19	84
Total		<u>272</u>

ROBINSON'S MAY -
SIGNAGE SQUARE FOOTAGE

Front Footage: 440 x 1-1/2 = 660 s.f.
+ 10% for CSD = 66 s.f.

Total allowed 726 s.f.

Sign Number	Page Number	Square Footage
MT1	24	137
MT2	24	137
NT1	25	202
NT2	13	32
NT3	26	32
NT4	27	32
ET12	25	<u>137</u>
Total		<u>709</u>

NORDSTROM -
SIGNAGE SQUARE FOOTAGE

Front Footage: 350 x 1-1/2 = 525 s.f.
+ 10% for CSD = 53 s.f.

Total allowed 578 s.f.

Sign Number	Page Number	Square Footage
NT5	11	32
NT6	28	32
NT7	28	32
NT8	29	5
NT9	29	194
NT10	28	32
NT11	30	4*
NT12	31	194*
NT13	30	4*
NT14	31	5*
NT15	32	194
NT16	32	5*
NT17	32	5*
NT18	33	<u>32</u>
Total		<u>553</u>

*Square footage not added to total since sign can only be seen from inside of garage or on top deck of parking garage.

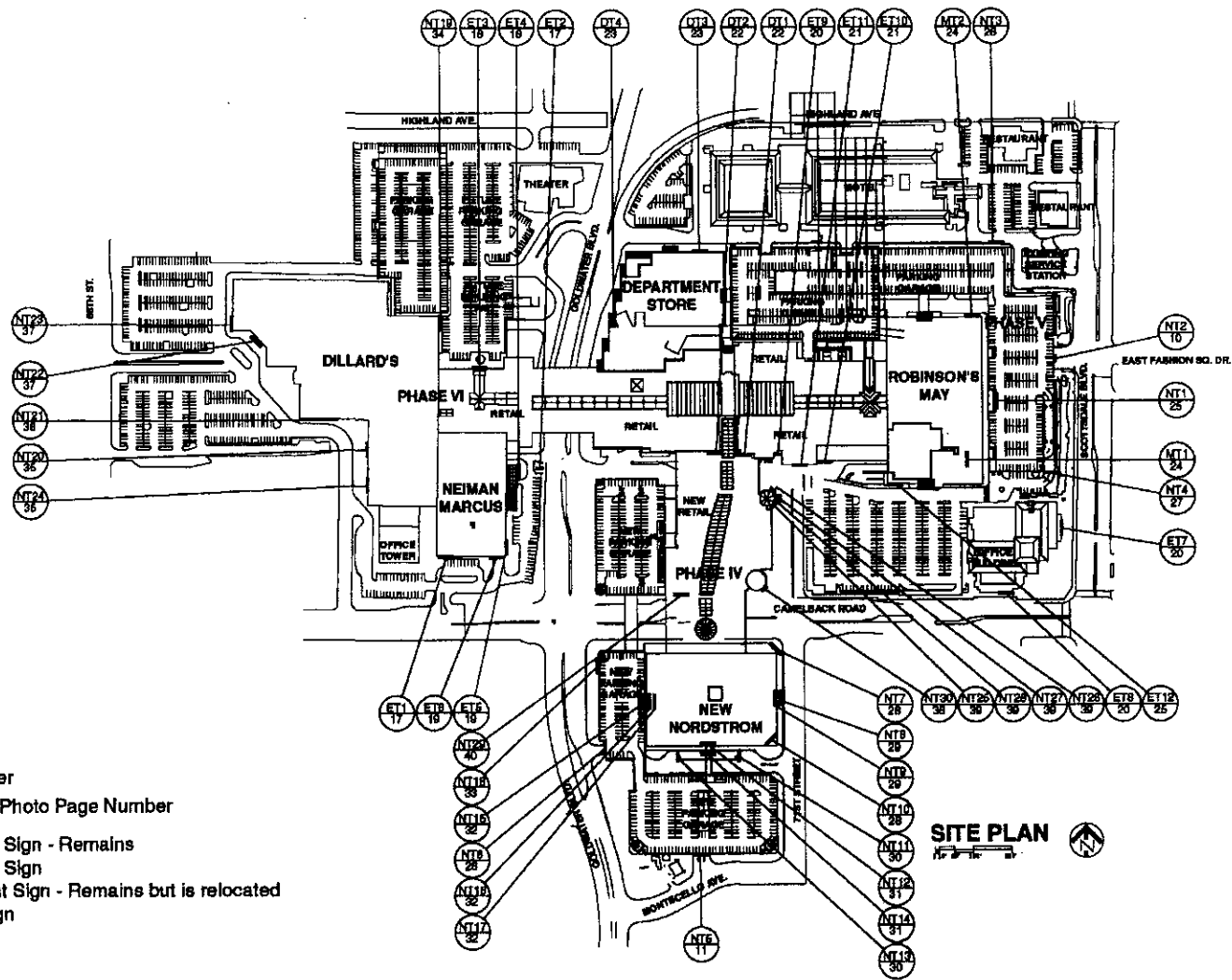
DILLARD'S -
SIGNAGE SQUARE FOOTAGE

Front Footage: 600 x 1-1/2 = 900 s.f.
+ 10% for CSD = 90 s.f.

Total allowed 990 s.f.

Sign Number	Page Number	Square Footage
NT19	34	221
NT20	35	8
NT21	36	221
NT22	37	14
NT23	37	221
NT24	35	<u>221</u>
Total		<u>906</u>





KEY

- Sign Number
- Drawing or Photo Page Number

- ET - Existing Tenant Sign - Remains
- DT - Deleted Tenant Sign
- MT - Modified Tenant Sign - Remains but is relocated
- NT - New Tenant Sign



COMPREHENSIVE SIGNAGE PROGRAM
 Tenant Signage Locations



Sign ET1 to remain
South Elevation

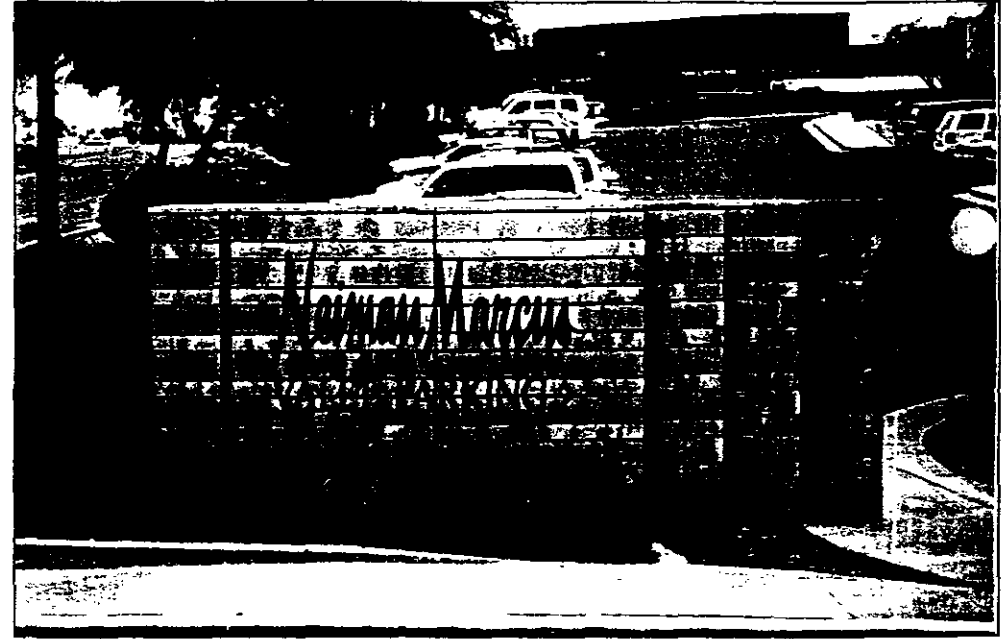
Approximate Dimensions

Height: 11" (letters)

Width: 34' (letters)

Square Footage: 30 S.F.

Illumination: Internal White Neon



Sign ET2 to remain
North Elevation

Approximate Dimensions

Height: 6'-0"

Width: 13'-6" (Entire Sign)

Square Footage: 15 S.F. (Lettering)

Illumination: Internal



Sign ET3 to remain
North Elevation

Approximate Dimensions

Height: 3'-0" (letters)

Width: 7'-0" (letters)

Square Footage: 21 S.F.

Illumination: Internal White Neon



Sign ET4 to remain
East Elevation

Approximate Dimensions

Height: 2'-0" (letters)

Width: 5'-0" (letters)

Square Footage: 10

Illumination: Internal White Neon



Sign ET5 to remain
East Elevation

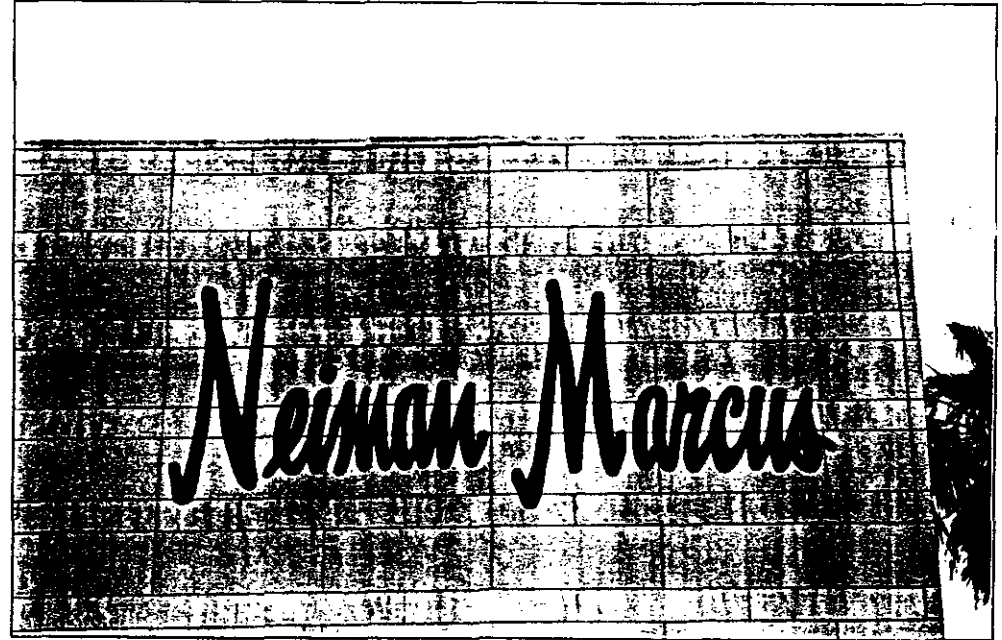
Approximate Dimensions

Height: 8'

Width: 28'

Square Footage: 142 S.F.

Illumination: Internal White Neon



Sign ET6 to remain
South Elevation

Approximate Dimensions

Height: 6'

Width: 20'

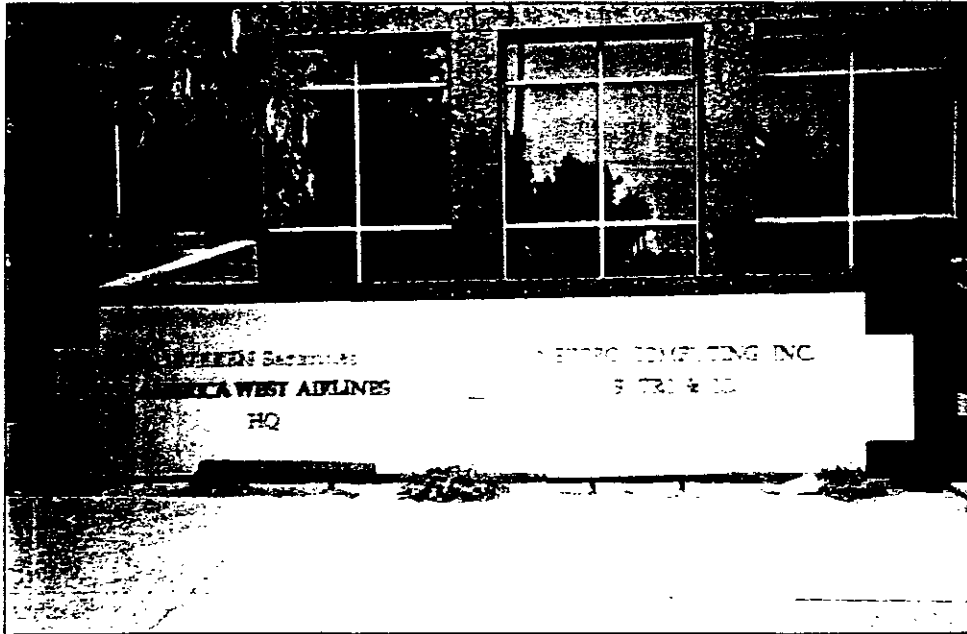
Square Footage: 84 S.F.

Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

Existing Tenant Signage



Sign ET7 & ET8 to remain

Approximate Dimensions

Height: 7" letter height

Width: 7' each tenant max

Square Footage: 5 S.F. each tenant max

Illumination: Ground



Sign ET9
South Elevation

Approximate Dimensions

Height: 12'

Width: 14'

Square Footage: 14 S.F.



Sign ET-10 to remain
South Elevation

Approximate Dimensions

Height: 2'

Width: 24'

Square Footage: 48 S.F.

Illumination: White Neon Halo



Sign ET11 to remain
South Elevation

Approximate Dimensions

Height: 4'-0"

Width: 18'

Square Footage: 72 S.F.

Illumination: Red Neon Halo



Sign DT1 to be deleted from exterior and replaced under porte cochere
South Elevation

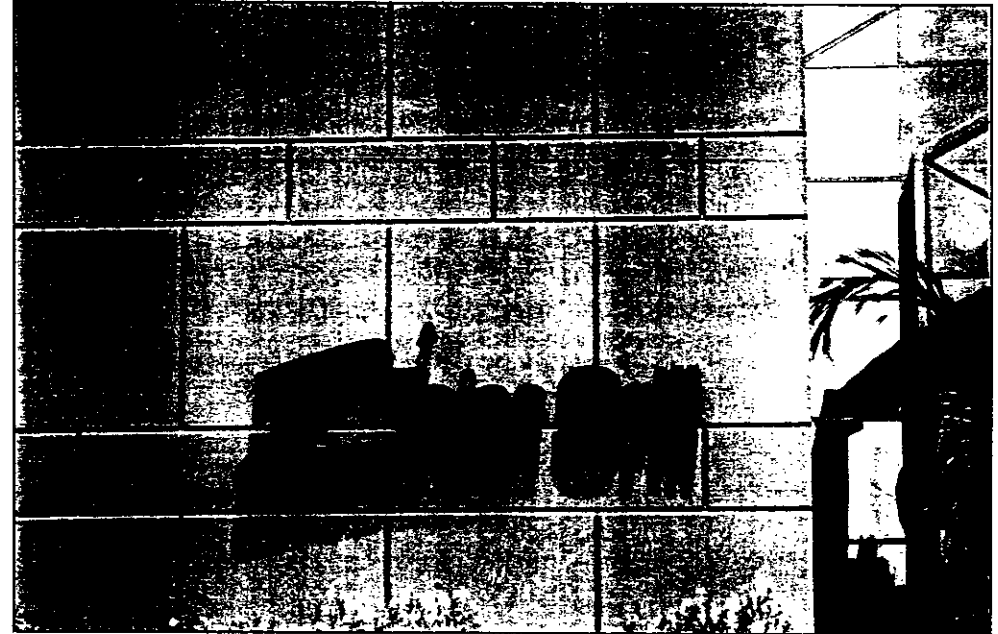
Approximate Dimensions

Height: 2'-0" Primary letters, 1'-2" Secondary

Width: 15'-0"

Square Footage: 35 S.F.

Illumination: White Neon Halo



Sign DT2 to be deleted from exterior and replaced under porte cochere
South Elevation

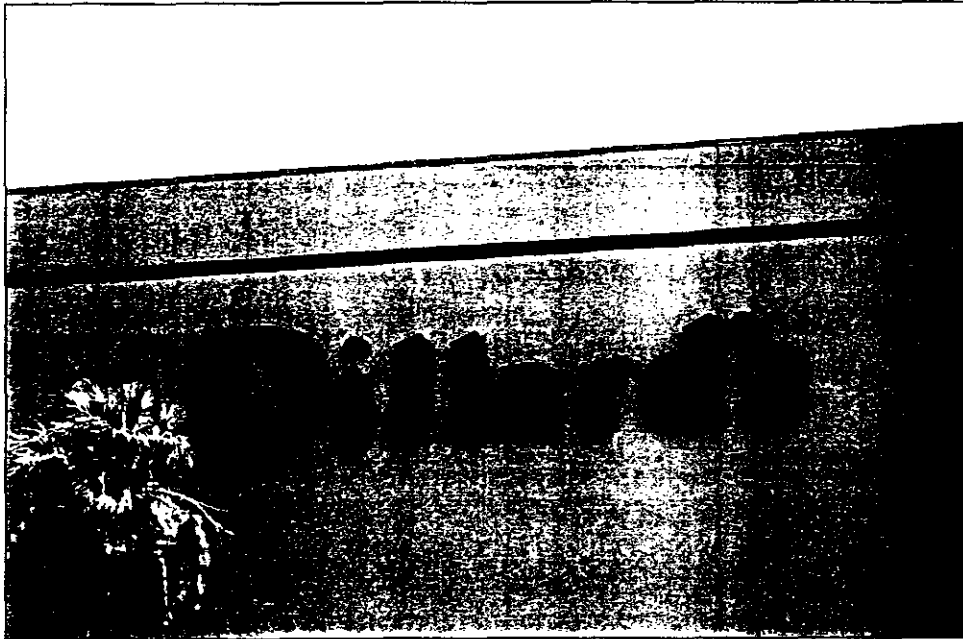
Approximate Dimensions

Height: 18"

Width: 11'-0"

Square Footage: 30 S.F.

Illumination: Red & White Neon Halo



Sign DT3 to be removed; square footage & location to be used by replacement tenant
North Elevation

Approximate Dimensions

Height: 8'-0"

Width: 41'-0"

Square Footage: 221 S.F.

Illumination: Internal white neon



Sign DT4 to be removed; square footage & location to be used by replacement tenant
West Elevation

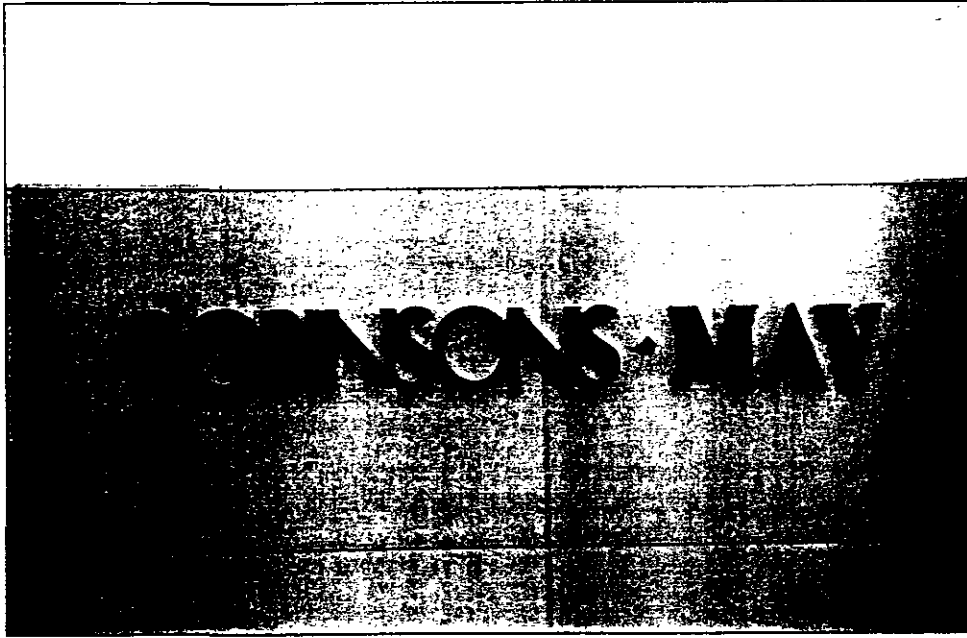
Approximate Dimensions

Height: 8'-0"

Width: 41'-0"

Square Footage: 221 S.F.

Illumination: Internal white neon



Signs MT1 & MT2 to be relocated to new facades

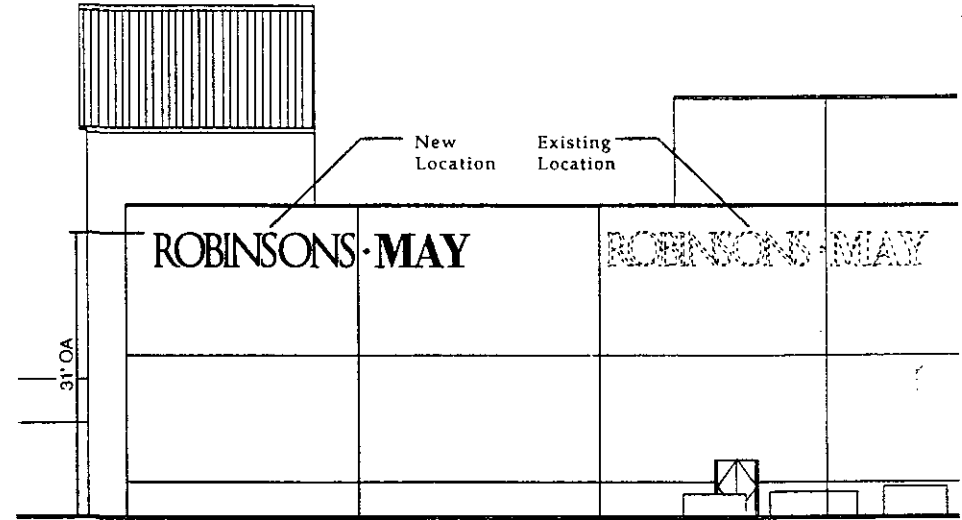
Approximate Dimensions

Height: 4'

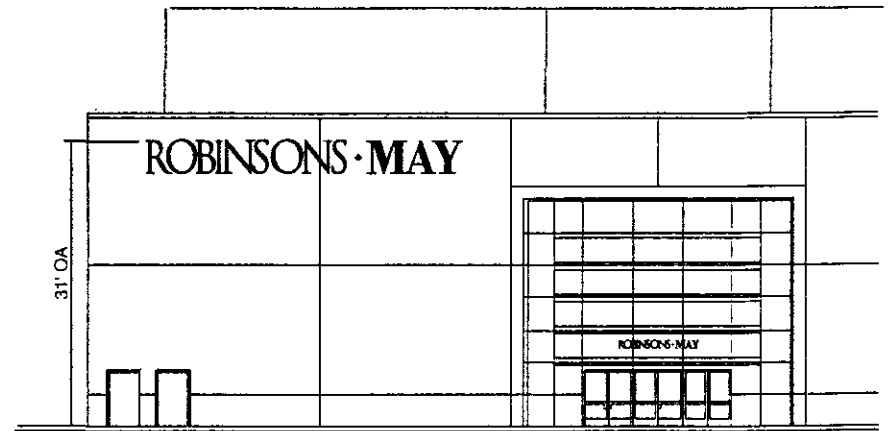
Width: 38'

Square Footage: 137

Illumination: Internal White Neon



Sign MT1
Scale: 1/16" = 1'-0"



Sign MT2
Scale: 1/16" = 1'-0"



COMPREHENSIVE SIGNAGE PROGRAM

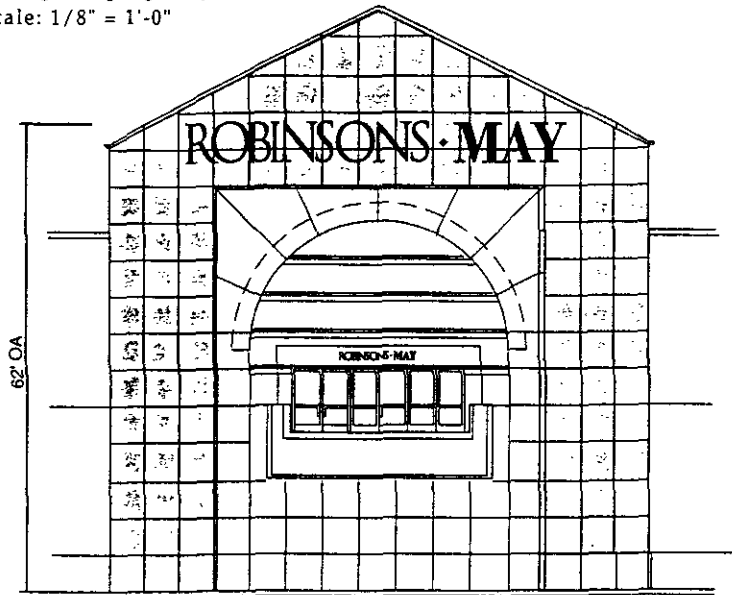
Existing Tenant Signage

48'

5'

ROBINSONS · MAY

Enlarged Signage Layout
Scale: 1/8" = 1'-0"



Sign NT1
East Elevation

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

Approximate Dimensions

Height: 5'
Width: 48'
Square Footage: 202 S.F.
Color: Black (Daytime) White (Nighttime)
Materials: Painted Metal Returns with Translucent Acrylic Faces
Illumination: Internal White Neon



Sign ET12 to remain
North Elevation

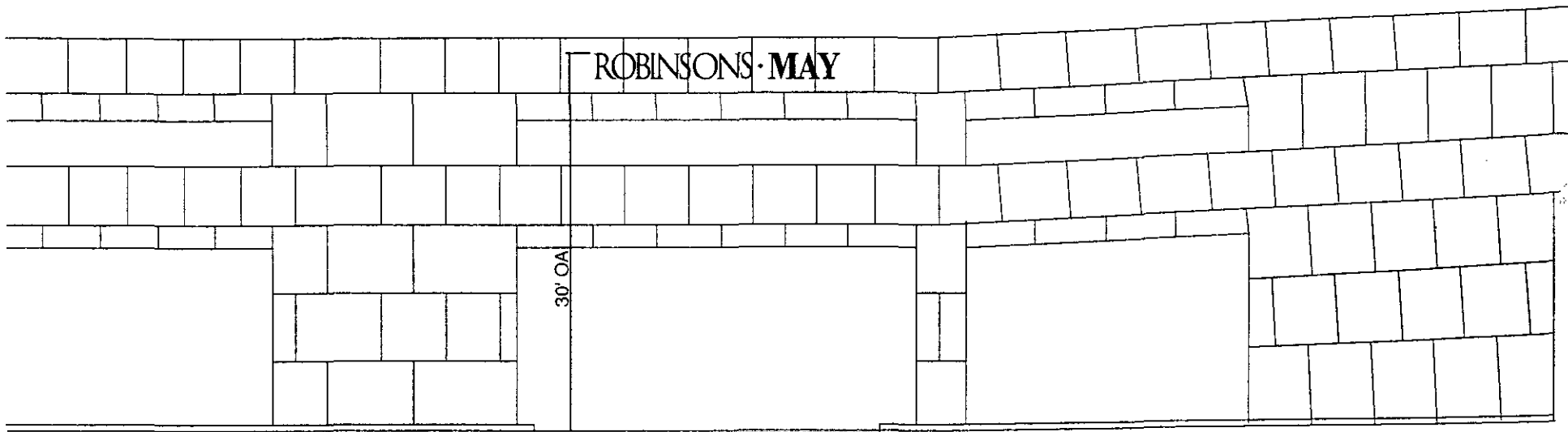
Approximate Dimensions

Height: 4'
Width: 38'
Square Footage: 137
Illumination: Internal white neon



COMPREHENSIVE SIGNAGE PROGRAM

Existing & New Tenant Signage



Scale: 1/8" = 1'-0"

Sign NT3
North Elevation

Approximate Dimensions

Height: 2'

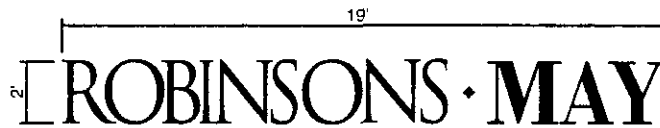
Width: 19'

Square Footage: 32 S.F.

Color: Black (Daytime) White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



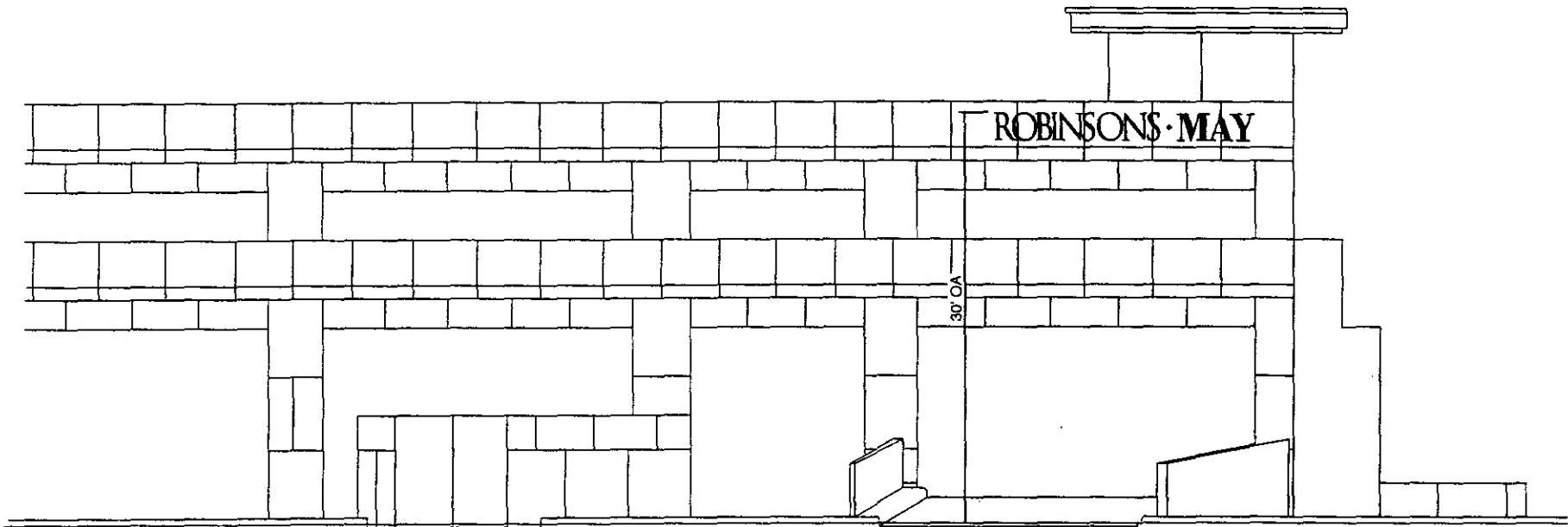
Enlarged Signage Layout

Scale: 1/4" = 1'-0"



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Scale: 1/8" = 1'-0"

Sign NT4
South Elevation

Approximate Dimensions

Height: 2'

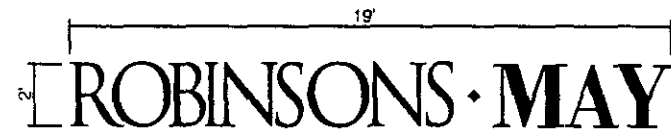
Width: 19'

Square Footage: 32 S.F.

Color: Black (Daytime) White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



Enlarged Signage Layout

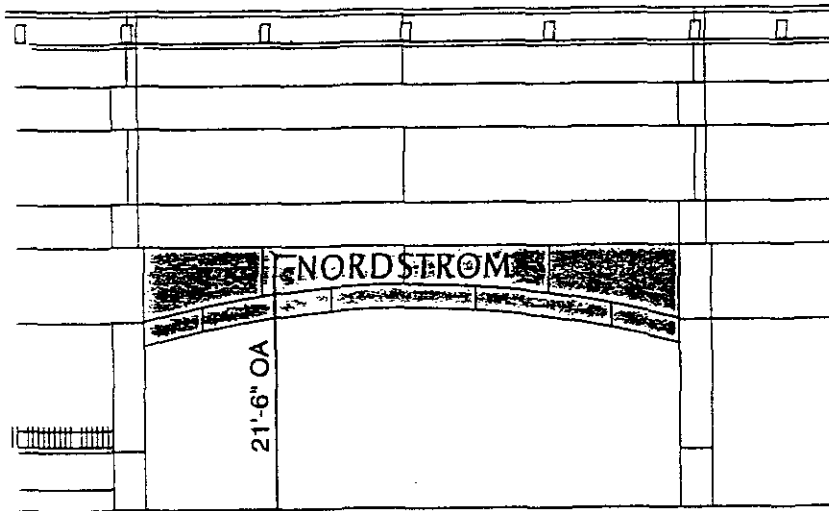
Scale: 1/4" = 1'-0"



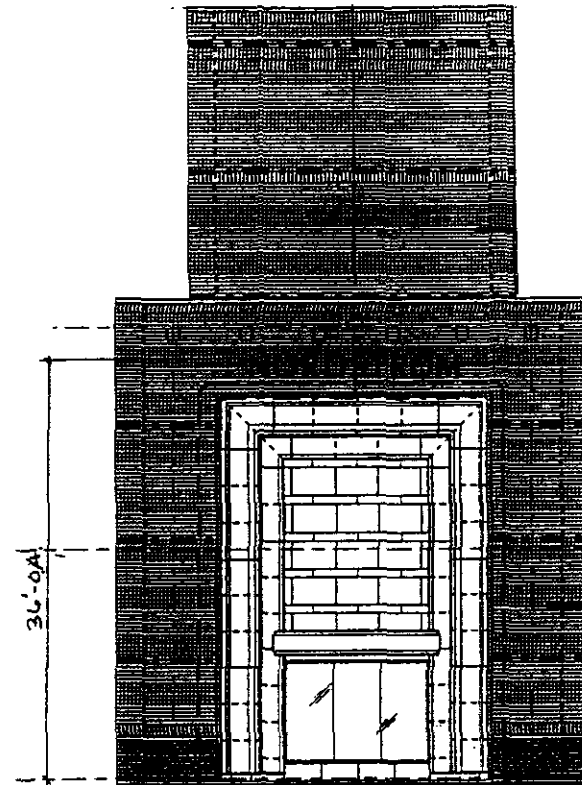
S · C · O · T · T · S · D · A · L · E
Fashion Square

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT6
West Elevation
Scale: 3/32" = 1'-0"



Sign NT7 & NT10
Northeast & Southeast Elevations

Signs NT6, NT7 & NT10

Approximate Dimensions

Height: 2'

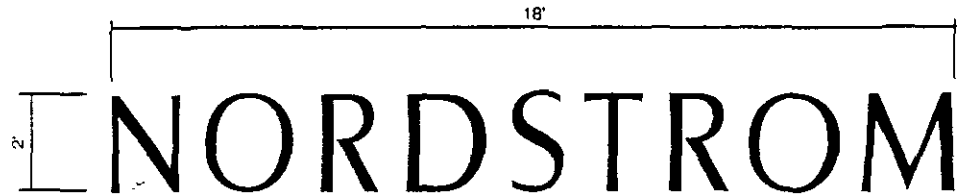
Width: 18'

Square Footage: 32 S.F.

Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon



Enlarged Signage Layout

Scale: 3/8" = 1'-0"

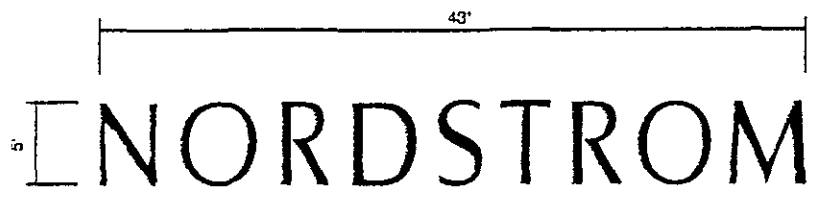


COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



SCALE: 1/16" = 1'-0"

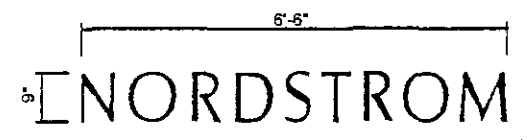


Sign NT9
East Elevations

Approximate Dimensions
Height: 5'
Width: 43'

Enlarged Signage Layout
Scale: 1/8" = 1'-0"

Square Footage: 194 S.F.
Color: Black (Daytime), White (Nighttime)
Materials: Painted Metal Returns with Translucent Acrylic Faces
Illumination: Internal white neon



Sign NT8
East Elevations

Approximate Dimensions
Height: 9'
Width: 6'-6"

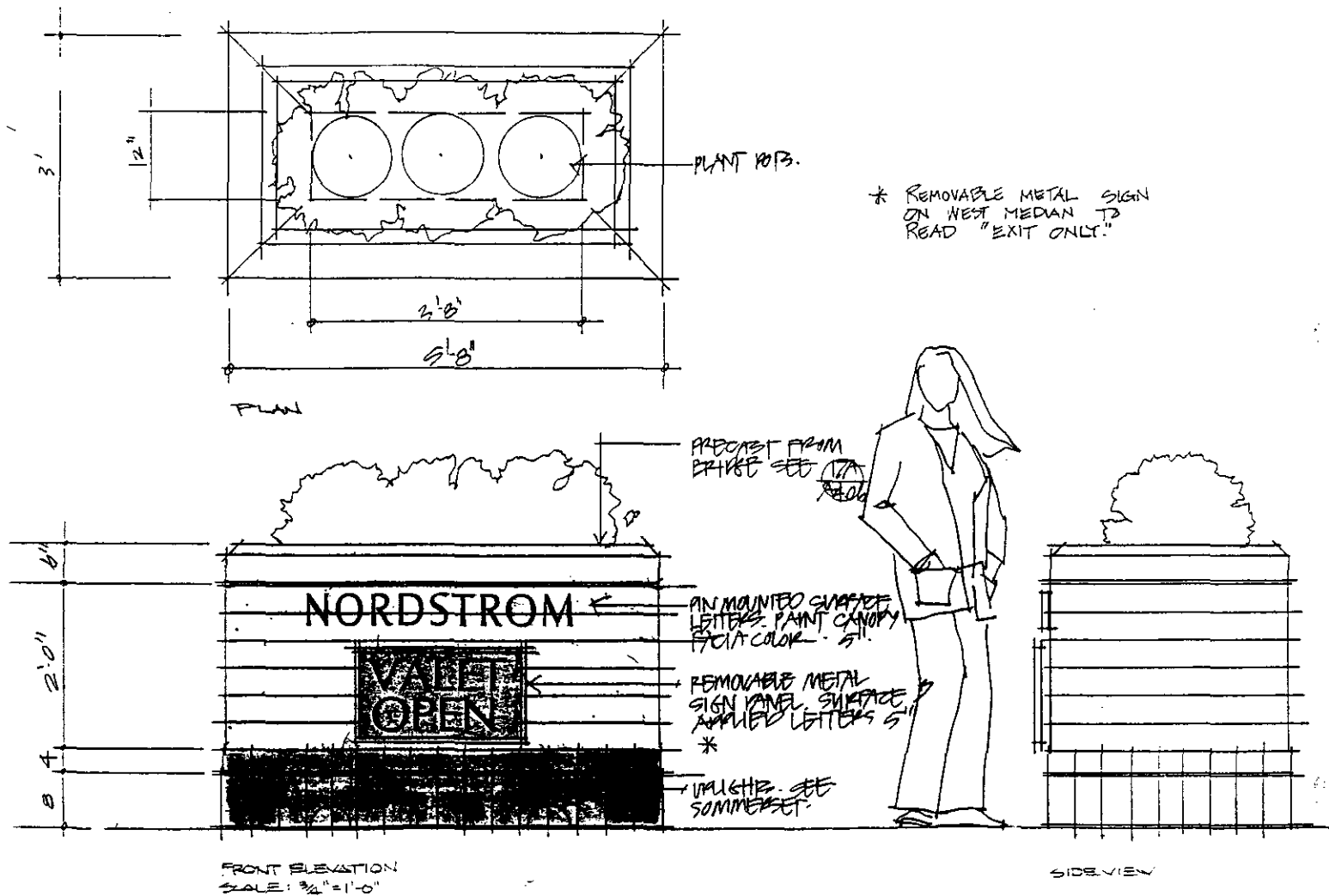
Enlarged Signage Layout
Scale: 1/2" = 1'-0"

Square Footage: 5 S.F.
Color: White
Materials: Lettering Routed into Metal Canopy, backed-up w/Acrylic Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT11 & NT13
East Elevations

Approximate Dimensions

Height: 5" High Letters

Width: 4' Max

Square Footage: 4 S.F.

Color: Black

Materials: Flat-Cut-Out Painted Aluminum

Illumination: Gound

FRONT ELEVATION
SCALE: 3/4" = 1'-0"

SIDE VIEW



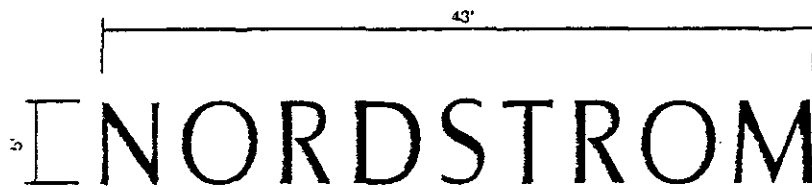
S-C-O-T-T-S-D-A-L-E
Fashion Square

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



SCALE: 1/16" = 1'-0"



Sign NT12
East Elevations

Approximate Dimensions

Height: 5'

Width: 43'

Square Footage: 194 S.F.

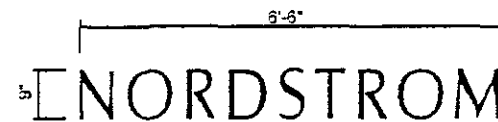
Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon

Enlarged Signage Layout

Scale: 1/8" = 1'-0"



Sign NT14
East Elevations

Approximate Dimensions

Height: 9"

Width: 6'-6"

Square Footage: 5 S.F.

Color: White

Materials: Lettering Routed into Metal Canopy, backed-up w/ Acrylic

Illumination: Internal White Neon

Enlarged Signage Layout

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



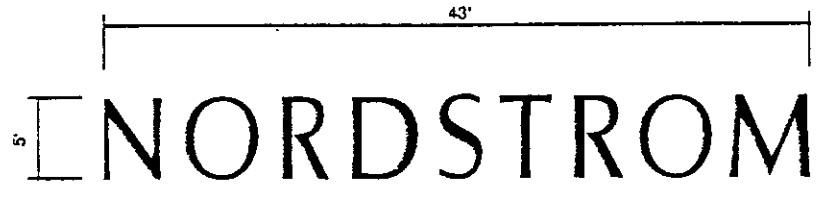
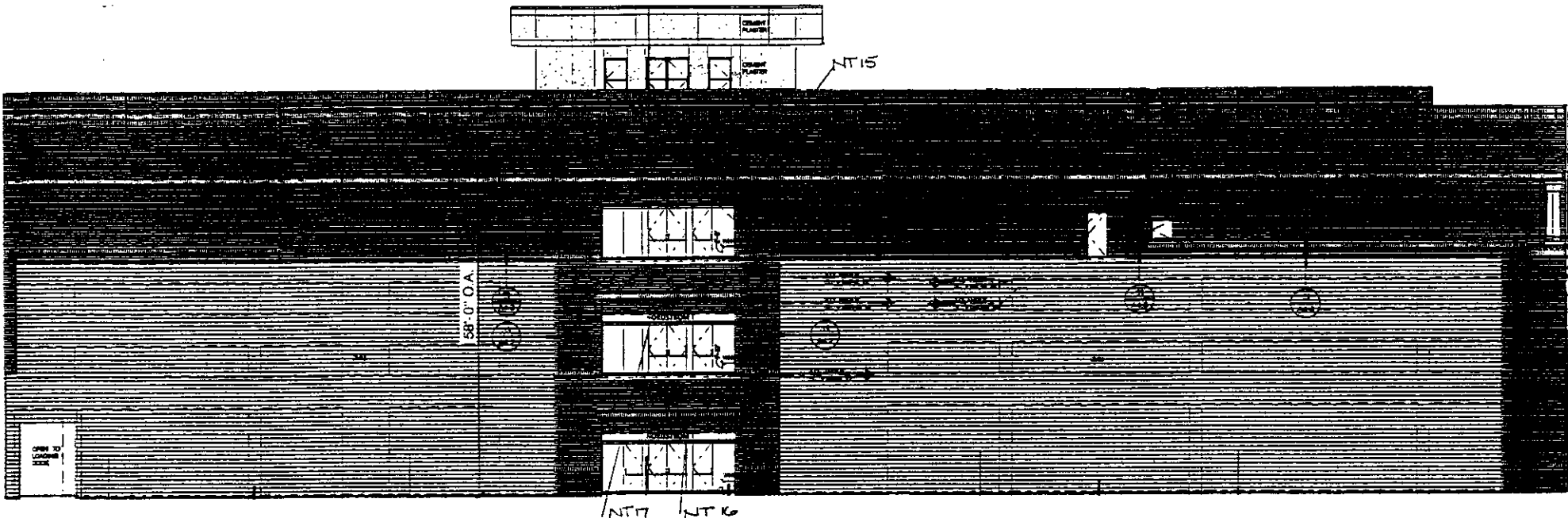
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5031 S. MAPLE AVE. TEMPE
AZ 85283 302.245.9442
FAX 302.230.0158
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S-C-O-T-T-S-D-A-L-E
Fashion Square

COMPREHENSIVE SIGNAGE PROGRAM

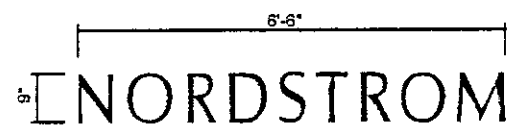
New Tenant Signage



Sign NT15
East Elevations

Approximate Dimensions
 Height: 5'
 Width: 43'
 Square Footage: 194 S.F.
 Color: Black (Daytime), White (Nighttime)
 Materials: Painted Metal Returns with Translucent Acrylic Faces
 Illumination: Internal white neon

Enlarged Signage Layout
 Scale: 1/8" = 1'-0"



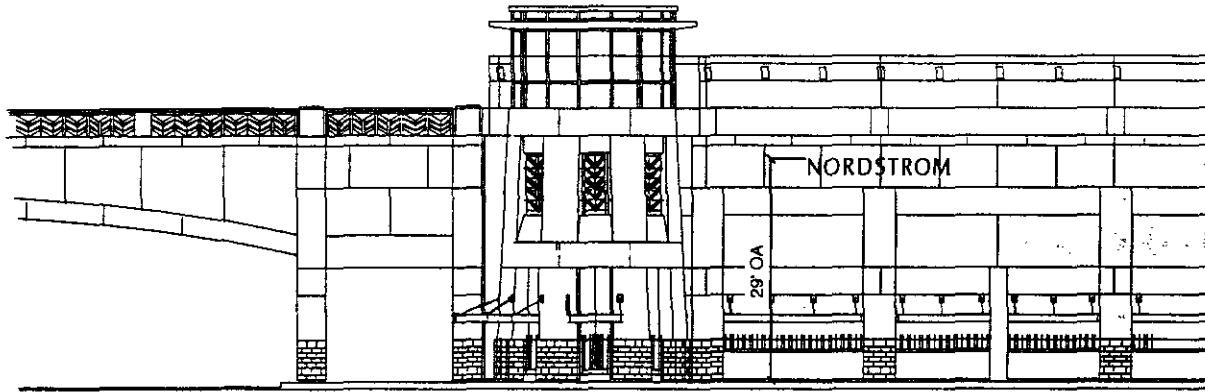
Sign NT16 & NT17
East Elevations

Approximate Dimensions
 Height: 9'
 Width: 6'-6"
 Square Footage: 5 S.F.
 Color: White
 Materials: Lettering Routed into Metal Canopy, backed-up w/ Acrylic
 Illumination: Internal White Neon

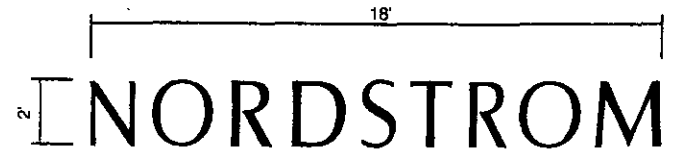
Enlarged Signage Layout
 Scale: 1/2" = 1'-0"



COMPREHENSIVE SIGNAGE PROGRAM
 New Tenant Signage



Enlarged Signage Layout
Scale: 1/16" = 1'-0"



Enlarged Signage Layout
Scale: 1/4" = 1'-0"

Sign NT18
West Elevation

Approximate Dimensions

Height: 2'

Width: 18'

Square Footage: 32 S.F.

Color: Black (Daytime), White (Nighttime)

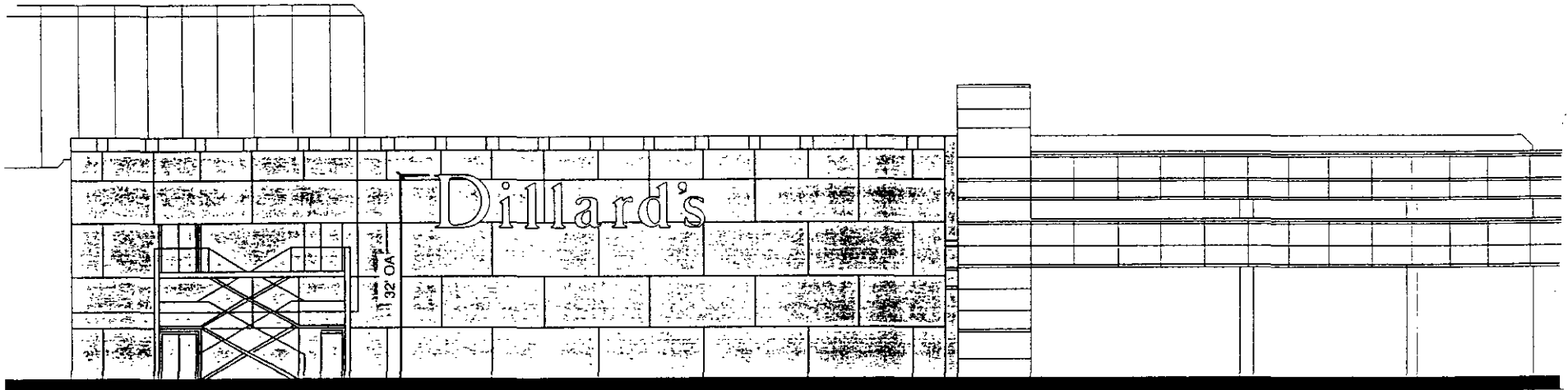
Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



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

Sign NT19
South Elevation

Approximate Dimensions

Height: 8'

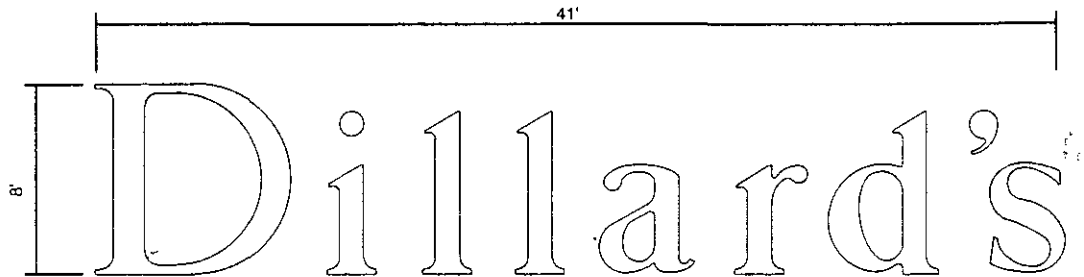
Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

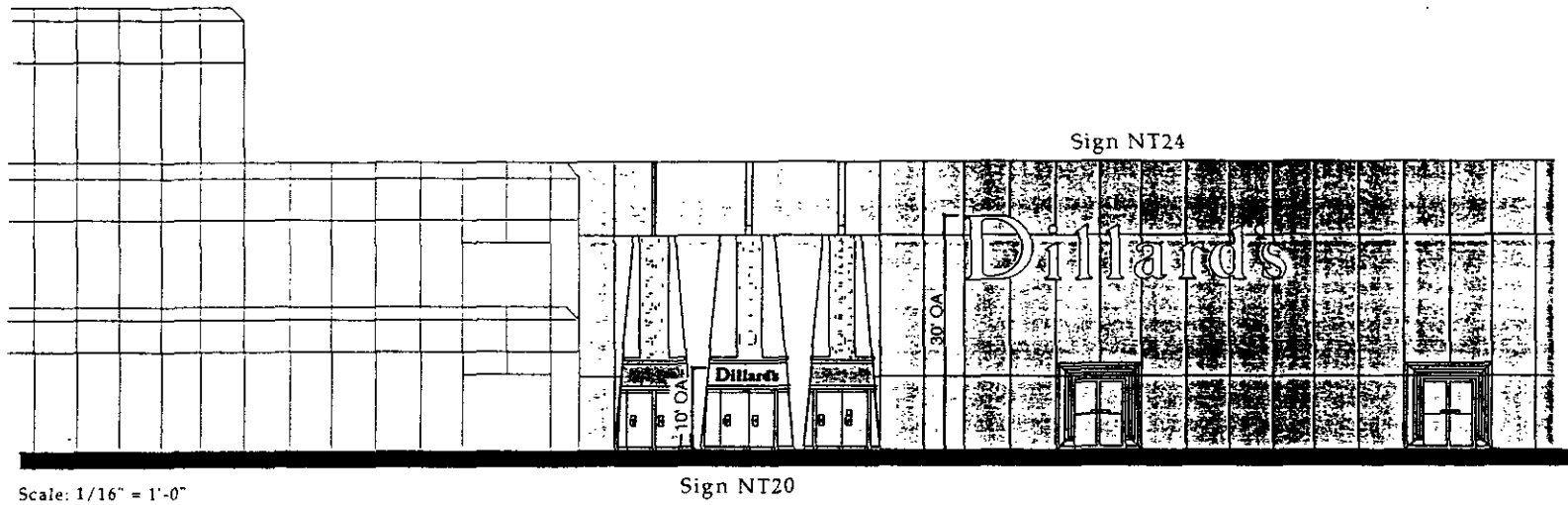


Enlarged Signage Layout
Scale: 3/16" = 1'-0"



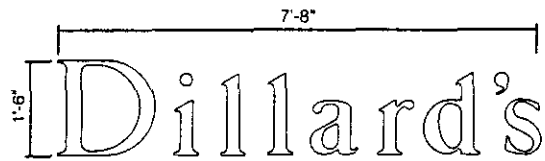
COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



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

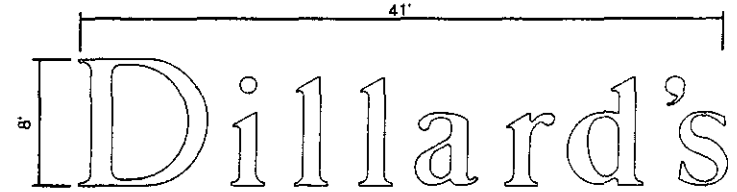
Sign NT20



Sign NT20
West Elevation

Enlarged Signage Layout
Scale: 1/2" = 1'-0"

Approximate Dimensions
Height: 1'-6"
Width: 7'-8"
Square Footage: 8 S.F.
Color: White
Material: Lettering Routed into Metal Canopy, Backed-up with Translucent Acrylic
Illumination: Internal Halo White Neon



Sign NT24
West Elevation

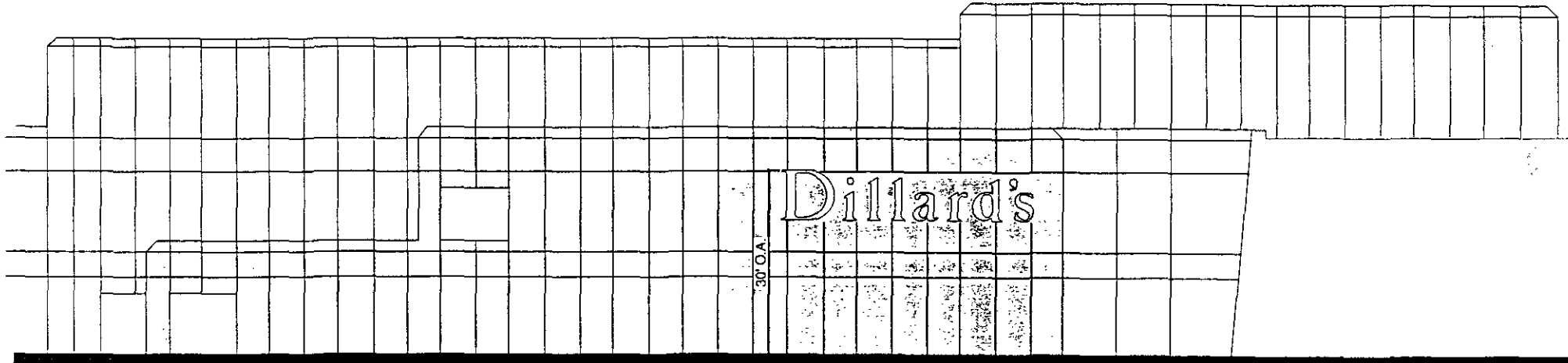
Enlarged Signage Layout
Scale: 1/8" = 1'-0"

Approximate Dimensions
Height: 8'
Width: 41'
Square Footage: 221 S.F.
Color: White Faces with Black Returns
Materials: Painted Metal Returns with Translucent Acrylic Faces
Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



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

Sign NT21
South Elevation

Approximate Dimensions

Height: 8'

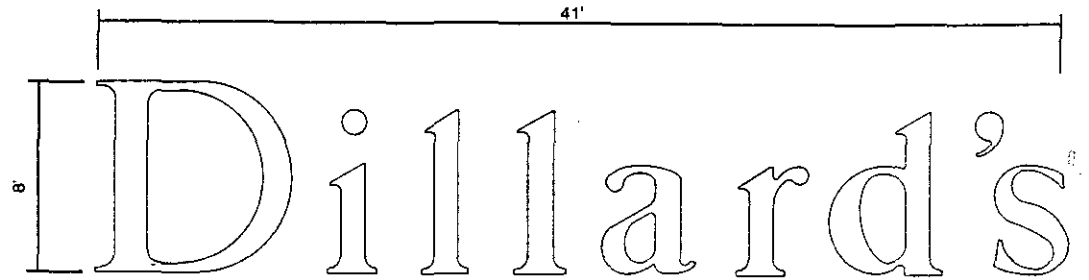
Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



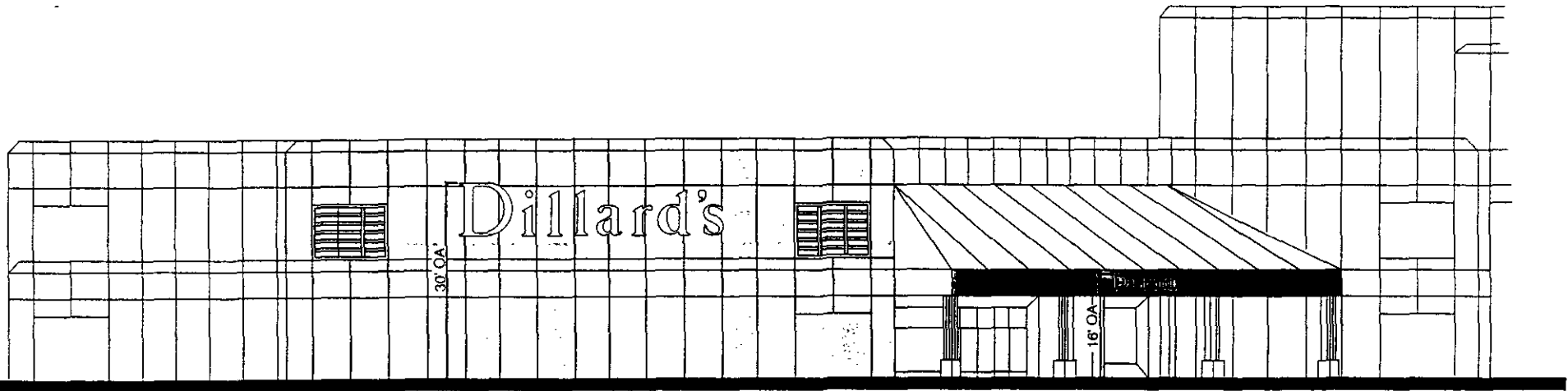
Enlarged Signage Layout

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

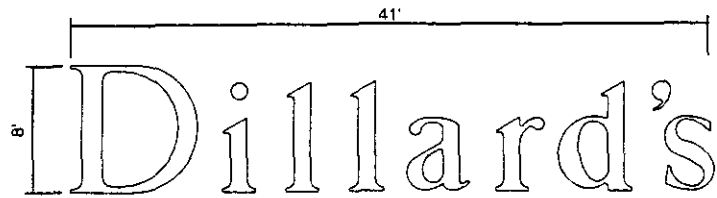


COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



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



Enlarged Signage Layout
Scale: 1/8" = 1'-0"

Sign NT23
West Elevation

Approximate Dimensions

Height: 8'

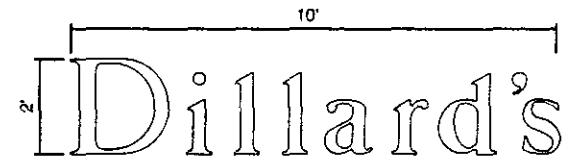
Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



Enlarged Signage Layout
Scale: 3/8" = 1'-0"

Sign NT22
West Elevation

Approximate Dimensions

Height: 2'

Width: 10'

Square Footage: 14 S.F.

Color: White

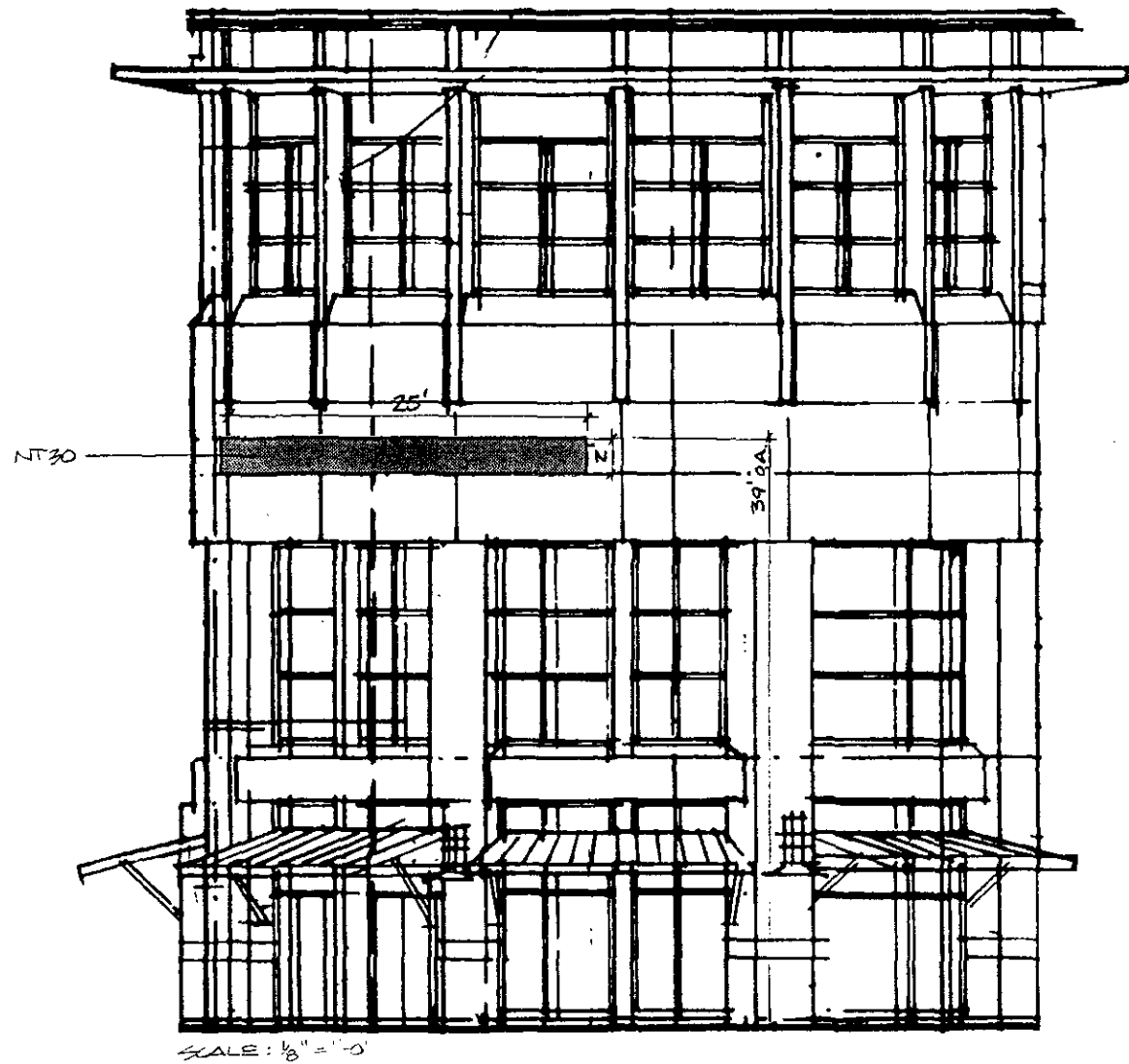
Materials: Lettering Routed into Metal Canopy, Backed-up with Acrylic

Illumination: Internal Halo White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT30
East Elevation

Approximate Dimensions

Height: 2'

Width: 25' Max

Square Footage: 50 S.F. Max

Color: Corporate Colors with Owner Approval

Materials: Individual Metal Letters

Illumination: Internal Halo or Direct



S·C·O·T·T·S·D·A·L·E
Fashion Square

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage

Sign NT27
East Elevation

Approximate Dimensions

Height: 2'

Width: 8' Max

Square Footage: 16 S.F. Max

Color: Corporate Colors with Owner Approval

Materials: Individual Metal Letters

Illumination: Internal Halo or Direct

Sign NT28
East Elevation

Approximate Dimensions

Height: 5'

Width: 8' Max

Square Footage: 40 S.F. Max

Color: Corporate Colors with Owner Approval

Materials: Individual Metal Letters

Illumination: Internal Halo or Direct

Sign NT25 & NT26
Northeast & Southeast Elevation

Approximate Dimensions

Height: 1'

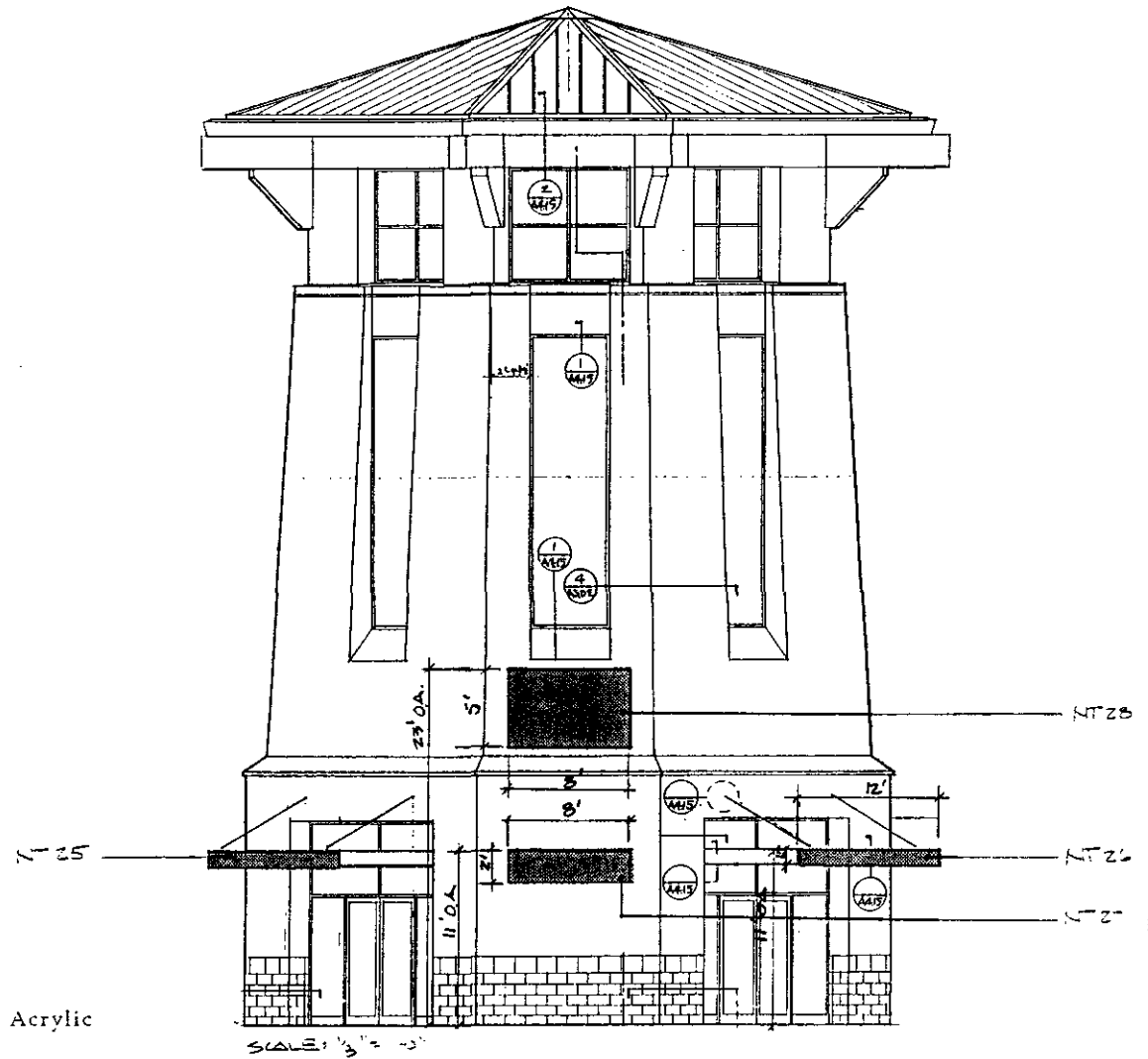
Width: 12' Max

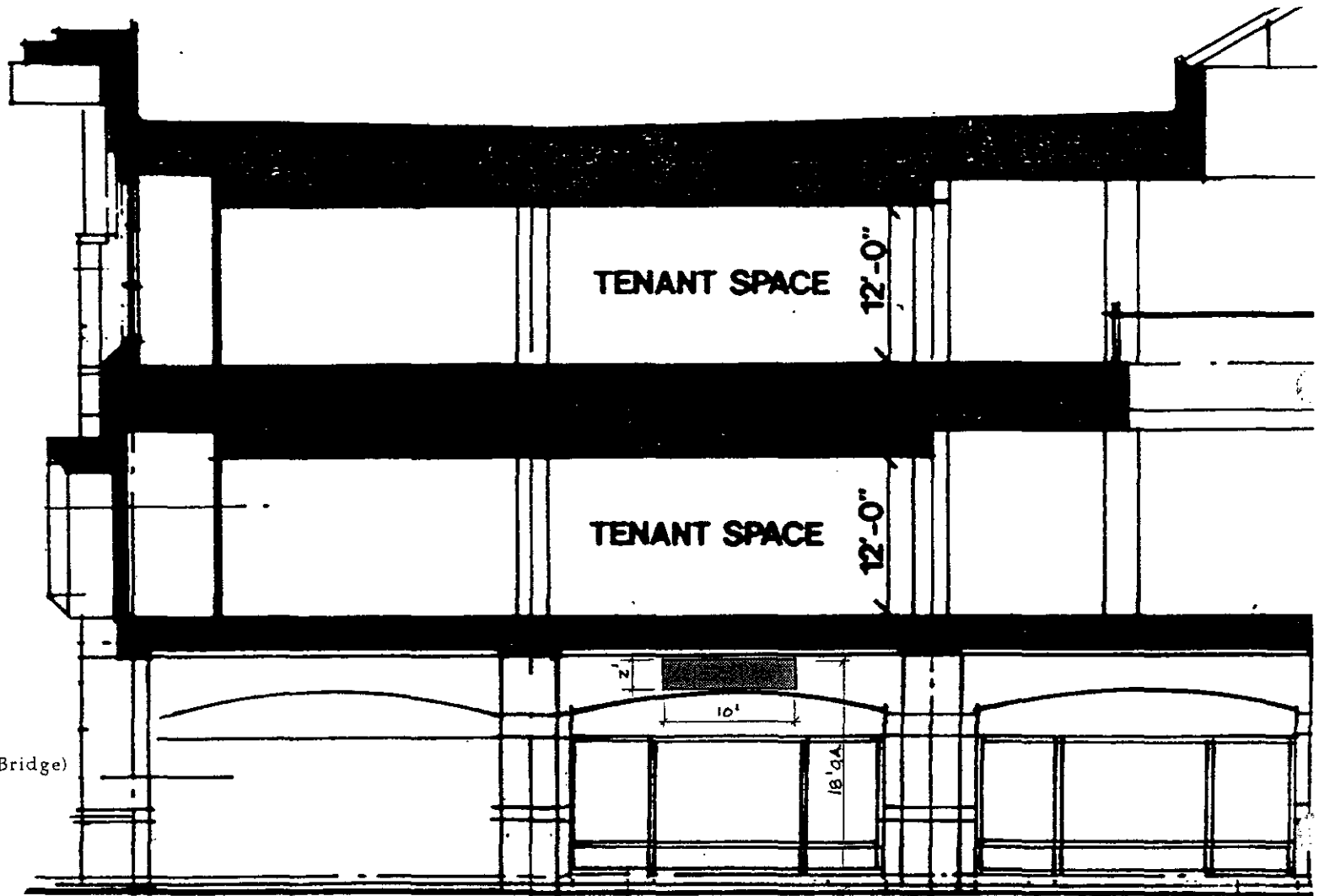
Square Footage: 12 S.F. Max

Color: Corporate Colors with Owner Approval

Materials: Copy Routed into Canopy and Backed-Up with Translucent Acrylic

Illumination: Internal





Sign NT29
 South Elevation (Under Camelback Bridge)

Approximate Dimensions

Height: 2'

Width: 10'

Square Footage: 20 S.F.

Color: Corporate Colors with Owner Approval

Materials: Individual Metal Letters

Illumination: Internal Halo or Direct

SCALE: 1/8" = 1'-0"



S·C·O·T·T·S·D·A·L·E
Fashion Square

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



MASTER SIGN PROGRAM

Development Review # - DR - 213 MS-96 Zoning _____

DESIGN CRITERIA FOR:

- Minor Tenant Freestanding Project - Mall Identification Monument
- Pad Tenant (Signs EML, MML, MM2 & NML)
- Major Tenant _____
- Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Verdi Patina & Black	
Height:	20" & 4"	
Length:	10'	
Material:	Flat Cut Out Aluminum	
Number of Lines:	2	
Total Height of Lines:	24"	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Palatino	
Script:	Fashion Square Logo Type	
Upper Case:	20" 213-MS-96	
Lower Case:	10" ATTACHMENT #4	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # _____ - DR - RB-MS-96 Zoning _____

DESIGN CRITERIA FOR:

- Minor Tenant Building Mounted Project - Mall Identification Wall Sign
- Pad Tenant (Three sizes all with similar specifications - Signs NM4, NM5, NM8 & NM9)
- Major Tenant _____
- Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Verdi Patina & Black	
Height:	Varies	
Length:	Varies	
Material:	Fabricated Metal RPC with Painted Finish	
Number of Lines:	2	
Total Height of Lines:	Varies	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Palatino	
Script:	Fashion Square Logo Type	
Upper Case:	Varies	
Lower Case:	Varies	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # _____ - DR - 213-MS-96 Zoning _____

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Entry Identification (Nordstrom)

Pad Tenant (Signs NT8, NT14, NT16 & NT17)

Major Tenant _____

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	White	
Height:	9"	
Length:	6'-6"	
Material:	Acrylic	
Number of Lines:	1	
Total Height of Lines:	9"	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Nordstrom Corporate Standard	
Script:	-	
Upper Case:	All Upper Case	
Lower Case:	-	

(Specifications continued on back - Please Turn over)

MASTER SIGN PROGRAM

Development Review # - DR - 12B MS - 96 Zoning _____

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Entry Identification (Dillard's)

Pad Tenant (Signs NT20 & NT22)

Major Tenant _____

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	White	
Height:	1'-6" or 2'	
Length:	7'-8" or 10'	
Material:	Acrylic	
Number of Lines:	1	
Total Height of Lines:	1'-6" or 2'	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Dillard's Corporate Standard	
Script:	-	
Upper Case:	Initial Caps and Lower Case	
Lower Case:	-	

(Specifications continued on back - Please Turn over)

MASTER SIGN PROGRAM

Development Review # _____ Zoning _____

- DR - 81127B-MS-96

DESIGN CRITERIA FOR:

Minor Tenant Canopy Mounted Tenant Identification (Future)

Pad Tenant (Signs NT25 & NT26)

Major Tenant _____

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Corporate Standard	
Height:	1'	
Length:	12'	
Material:	Fabricated Metal Channel with Acrylic Faces	
Number of Lines:	1	
Total Height of Lines:	1'	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Corporate Standard	
Script:	Corporate Standard	
Upper Case:	Corporate Standard	
Lower Case:	Corporate Standard	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # - DR - 213-MS-96 Zoning _____

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Tenant Identification (Future)
 Pad Tenant (Sign NT27)
 Major Tenant _____
 Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Corporate Standard	
Height:	2' Max	
Length:	8' Max	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	1	
Total Height of Lines:	2' Max.	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Corporate Standard	
Script:	Corporate Standard	
Upper Case:	Corporate Standard	
Lower Case:	Corporate Standard	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # _____ - DR - WB-MS-96 Zoning _____

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Tenant Identification (Future)
 Pad Tenant (Sign NT28)
 Major Tenant _____
 Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Corporate Standard	
Height:	5' Max	
Length:	8' Max	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	Up to 2	
Total Height of Lines:	5' Max	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Corporate Standard	
Script:	Corporate Standard	
Upper Case:	Corporate Standard	
Lower Case:	Corporate Standard	

(Specifications continued on back - Please Turn over)

MASTER SIGN PROGRAM

Development Review # _____ Zoning _____

- DR - RB MS - 96

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Tenant Identification (Future)

Pad Tenant (Sign NT30)

Major Tenant _____

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Corporate Standard	
Height:	2' Max	
Length:	25' Max	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	Up to 2	
Total Height of Lines:	2' Max	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Corporate Standard	
Script:	Corporate Standard	
Upper Case:	Corporate Standard	
Lower Case:	Corporate Standard	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # _____ Zoning _____

- DR - 6213-MS-96

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Tenant Identification (Dillard's)

Pad Tenant (Three Sizes All with Similar Specifications)

Major Tenant (Signs NT19, NT21, NT23 and NT24)

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Black (Day Time) White (Night Time)	
Height:	Varies	
Length:	Varies	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	1	
Total Height of Lines:	Varies	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Dillard's Corporate Standard	
Script:	-	
Upper Case:	Initial Caps and Lower Case	
Lower Case:	-	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # - DR - 213 MS - 96 Zoning _____

DESIGN CRITERIA FOR:

- Minor Tenant Building Mounted Tenant Identification (Nordstrom)
- Pad Tenant (Three Sizes All with Similar Specifications)
- Major Tenant (Signs NT5, NT6, NT7, NT9, NT10, NT15 and NT18)
- Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Black (Day Time) White (Night Time)	
Height:	Varies	
Length:	Varies	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	1	
Total Height of Lines:	Varies	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Nordstrom Corporate Standard	
Script:	-	
Upper Case:	All Upper Case	
Lower Case:	-	

(Specifications continued on back - Please Turn over)



MASTER SIGN PROGRAM

Development Review # - DR - 1213 MS-96 Zoning _____

DESIGN CRITERIA FOR:

Minor Tenant Building Mounted Tenant Identification (Robinsons-May)

Pad Tenant (Three Sizes All with Similar Specifications)

Major Tenant (Signs MT1, MT2, NT1, NT2, NT3, NT4 and ET12)

Other _____

SPECIFICATIONS

COPY

	INDIVIDUAL LETTERS	CABINET
Color:	Black (Day Time) White (Night Time)	
Height:	Varies	
Length:	Varies	
Material:	Fabricated Metal Channels with Acrylic Faces	
Number of Lines:	1	
Total Height of Lines:	Varies	

LETTER STYLE

	INDIVIDUAL LETTERS	CABINET
Type:	Robinsons-May Corporate Standard	
Script:	-	
Upper Case:	All Upper Case	
Lower Case:	-	

(Specifications continued on back - Please Turn over)



City of Scottsdale PROJECT NARRATIVE



<input type="checkbox"/> Rezoning	<input type="checkbox"/> Other
<input type="checkbox"/> Use Permit	
<input type="checkbox"/> Development Review	
<input checked="" type="checkbox"/> Master Sign Programs	Community Sign District
<input type="checkbox"/> Variance	

Case # _____ / 557 -PA- 97
 Project Name Scottsdale Fashion Square
 Location NW Corner Scottsdale & Camelback
 Roads
 Applicant Habitat, Inc.

SITE DETAILS

Proposed/Existing Zoning: _____	Parking Required: _____
Use: _____	Parking Provided: _____
Parcel Size: _____	# Of Buildings: _____
<input type="checkbox"/> Gross Floor Area <input type="checkbox"/> Total Units: _____	Height: _____
<input type="checkbox"/> Floor Area Ratio <input type="checkbox"/> Density: _____	Setbacks: N- _____ S- _____
	E- _____ W- _____

In the following space, please describe the project or the request

~~Scottsdale Fashion Square is embarking on a major expansion that will make it the largest regional mall in the Southwest with over 2,000,000 square feet. The major elements of expansion are as follows: Add 260,000± sq. ft. of retail space spanning Camelback Road; add new 225,000 sq. ft. Nordstrom Department Store; expand Robinson's-May by 50,000 sq. ft.; relocation of Dillard's to vacant former Bullock's space; add four new parking garages with 2,875 additional spaces. These changes, plus the incorporation of Camelview Plaza under the Scottsdale Fashion Square umbrella, necessitates a modification to the Master Signage Program.~~

~~To provide required parking for the expanded mall and tenant stores, new parking garages are being built throughout the site. In several locations, the garages actually serve as the department store facades along the street front. In order to properly identify these stores, their names are being placed on the garage facades. Although this is not expressly addressed in the sign code with the formation of a Community Sign District and a comprehensive sign program, the code allows sufficient flexibility to accommodate the proposed signage.~~

~~The attached booklets outline the comprehensive sign program and explain which signs stay, which are replaced as well as new additional signs. Only major signs that are visible from the property lines are addressed.~~

~~It was the intent of the program to avoid a proliferation of freestanding signs. The majority of new signs are building mounted, with only one new major sign structure, Sign NM1, at Goldwater Boulevard and Camelback Road. In fact, five other freestanding mall signs have been deleted.~~

~~There are three types of new building mounted signs: those that identify the mall at bridge crossings and parking entries, those that identify department stores (with size and illumination similar to Neiman Marcus) and a limited number of individual tenant signs.~~

~~The Scottsdale Fashion Square wall signs are all fabricated, individual reserve-pan-channel letters with white neon halo illumination. Nordstrom's, Dillard's and Robinson's-May will all have individual letters with white illumination at night and either black or white faces during the day.~~