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4020 N. Scottsdale Road
Master Sign Plan Submittal
Request Narrative

On behalf of Red Mountain Retail Group, we are submitting for approval the master sign plan for the mixed-use project located at 4020 N. Scottsdale Road. This project has street frontages along 1st Avenue and Scottsdale Road and has both retail and residential elements to it. The ground floor will be comprised of retail-based tenants and the remaining floors above will be residential lofts. The purpose of this Master Sign Plan is to allow for a greater cohesion and element of design that the ground floor retail tenants are to follow, so as to make the project aesthetically impressive to its' neighbors and customers.

We are requesting that each of the ground floor tenants be allowed to have their primary identification be a canopy-mounted wall sign. The purpose of this is for better visibility to the denser traffic patterns and pedestrians nearby. This type of mounting method also creates a more upscale feel as opposed to the traditional wall-mounted letters. These letters will be reverse illuminated and will have a custom-finished faux rusted corten background panel to add to the upscale feel.

We are also requesting that each tenant be allowed to have an internally illuminated blade sign that would hang underneath the overhanging canopy. The purpose of these are for the pedestrians that are walking underneath the canopy or nearby who aren't able to see the canopy-mounted signs and still need to identify which tenant is which.

Finally, there are two center identification signs that we are requesting. The first is simply an illuminated version of the address numbers. These will be consistent in design with the tenants' canopy signage and will help give the building an identity. The other center identification sign that we are requesting is a set of letters that will identify the entrance to the residential component of the project (that reads LOFT 4020).

The enclosed master sign plan package outlines all of the requirements that each tenant must follow, the exact specifications for each sign type as well as the sizes that each tenant must follow (which are consistent with the City of Scottsdale sign code). If any other information or clarification is needed, please contact me at 303-710-9853. Thank you very much for your assistance.

Sincerely,

Chris Neenan
Gardner Signs, Inc.
303-710-9853
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110-DR-2005#2
1ST: 5/23/2007



RED MOUNTAIN Retail Group

Peter J. Blied
Sr. Entitlements Manager

May 22, 2007

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Re: *Project Narrative for Proposed Revisions to 4020 Building
(prior Case # 110-DR-2005)*

To Whom It May Concern:

In the Fall of 2006, a full redevelopment project concerning the existing structure located at 4020 North Scottsdale Road was approved by the City Council after its initial approval by the Development Review Board and subsequent appeal to the Council. The design approved provided for the rehabilitation and slight expansion of the existing office building into a vertically mixed use building with ground floor retail and 21 residential loft-style condominiums on the 2nd and 3rd floors. The approved plan included a centralized roof deck with both elevator and stairwell access to the proposed deck area for all residents. As the project evolved through the development of construction drawings and a more critical engineering evaluation, the feasibility of a shared roof deck for all residents came into question.

Upon further review and investigation, the shared roof deck became infeasible and we began to look at alternatives. Ultimately, the decision was made to redesign using steel spiral staircases for individual access to private roof decks at 5 of the 10 3rd floor loft units. These staircases are proposed to be placed on the existing exterior balcony areas and will access their own private roof deck areas that will be partitioned by a steel cable system. This concept allows for each of these units to enjoy the opportunity of additional outdoor living space at roof level, a highly desired amenity based on our research and the pace at which our proposed third floor units have received deposits from interested buyers.

The exterior stairs lend an additional sense of human scale and proportion to the 3-story building and are vaguely reminiscent of the steel fire escapes of "West Side Story" and countless other urban stories. They are proposed to be painted the same muted brown that is being used on the siding material previously approved. This allows for the addition of these stairs to blend into the building as much as possible. Alternately, it has been contemplated to use a more traditional black paint finish in order to truly mimic the "historic fire escape" look. The private roof deck areas will be managed by controls within the Covenants, Codes, and Restrictions (CC&R's) that will be recorded along with Condominium Plat currently being processed with City staff. These CC&R's will place reasonable limits and prohibitions on the activities, fixtures, and/or furniture allowed on the roof so as to protect from unsightly and potentially unsafe

conditions. Additionally, this will not be a gathering place for special events involving large numbers of non-residents.

At the ground level, we have also worked with staff to reconfigure the floor plan to provide the best opportunity for retail success by shifting floor area towards the southeast corner at the Scottsdale Road and First Avenue intersection. The appropriate step-back has been provided at the northeasterly and southwesterly ground levels such that we are meeting the letter of the required ordinances in regard to setbacks and step-backs. The general aesthetic of the building remains untouched with regard to the originally approved colors, materials, and massing. The ground level awnings are designed to project 6'-4" (based on shade studies that proved adequacy) along the southerly First Avenue frontage and a similar projection of 6'-4" is being provided along Scottsdale Road.

We recognize that changes to this building are of interest to many and that the redevelopment of this site has been a priority for many since its construction. As such, we respectfully request the support of staff, the community, and the Development Review Board so that we may develop this property in such a way as to make appropriate use of the beautiful natural and man-made skyline and scenery that embody Old Town Scottsdale. Our objective for this property is to bring new life, both residential and commercial retail, to a much-maligned, mostly vacant office building and we thank you in advance for helping us achieve this ambitious goal.

Warmest Regards,
Red Mountain Retail Group, Inc.



Peter J. Blied
Sr. Entitlements Manager