

# DEVELOPMENT REVIEW BOARD REPORT



MEETING DATE: September 4, 2008

ITEM NO. 3

**CASE NUMBER/** 2-MS-2008  
**PROJECT NAME** SkySong Master Sign Program

**LOCATION** 1475 N. Scottsdale Road

**REQUEST** Request approval of a master sign program for SkySong.

<b>OWNER</b>	Kroy Ekblaw City of Scottsdale 480-312-7064	<b>DEVELOPER</b>	Higgins Development Partners 602-748-1703
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<b>ARCHITECT/ DESIGNER</b>	Davis Rick Markum 480-623-1208	<b>APPLICANT/ CONTACT</b>	Davis Rick Markum 480-623-1208
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**BACKGROUND** **Zoning.**  
The site is zoned Planned Community District (PC).

**Context.**  
The site is located south of and adjacent to E. McDowell Road and east and adjacent to N. Scottsdale Road.

Adjacent Uses:

- North: E. McDowell Road and Car Dealership
- South: Single Family Detached Homes
- East: N. 74<sup>th</sup> Street, Commercial Development and Church
- West: N. Scottsdale Road, Commercial Development

**APPLICANT'S PROPOSAL** **Applicant's Request.**  
SkySong proposes to utilize a master signage program, which includes mid-size monument signs, traffic directional signs and directory signs for wayfinding within the overall development.

**Development Information:**

- Existing Use: Vacant development sites and two 157,000 square feet mixed use commercial buildings and a parking garage under construction for 960 parking spaces.
- Proposed Use: 1.2 million square feet, Mixed-Use Development with at least 135,000 retail uses. Project to be done in phases.
- Parcel Size: 27 net acres
- Building Size: Each phase will vary. First two buildings are 157,000 square feet each.



- Building Height Allowed: 60 feet maximum height
- Building Height Proposed: Each phase will be different. First two buildings are 60 feet tall.
- Parking Required/Provided: Because of the mixed-use nature of this development, one parking space will be provided for each 300 square feet of building floor area. 943 parking spaces are required for Phases One and Two and 1,220 are provided. 960 parking spaces are provided in the south parking garage which will be shared by office and residential uses. There are also surface parking lots developed with the phases of SkySong.
- Open Space Required/Provided: Twenty percent (20%) of the net lot area, 350,000 square feet already provided with Phase I.
- FAR: .8 x net lot area. Total provided unknown and to be determined during the evolution of the project.

**DISCUSSION**

The master sign program for the overall development is focused on identifying the freestanding signs allowed within the Skysong project, specifically the mid-sized monument signs, the traffic directional signs and directory signs. Other free-standing signs may occur over time in various phases of the project. These will be consistent with the City of Scottsdale Zoning Ordinance, and the direction set by this master sign program. Building mounted, channel character signs are also guided by the master sign program being proposed.

There are mid-sized monument signs oriented to N. Scottsdale Road and E. McDowell Road from locations along Innovation Place, Skysong Boulevard, an internal driveway (approximate alignment with E. Bellevue Street) along with mid-sized monument signs along N. 74<sup>th</sup> Street at two locations. A considerable number of traffic directional signs are used to guide vehicles to various locations within development.

Building signage is proposed to be wall mounted and window signs ascribed to office tenants and retail tenants.

**KEY ISSUES**

The applicant's proposal follows the provisions of Section 8 of the Zoning Ordinance without consideration of establishing a community sign district, as allowed. The variation that are sought are:

- To allow up to a maximum of four (4) wall-mounted signs at the fourth level of the 60-foot tall buildings. This will allow signage at the fourth story to be consistent with the architecture of two existing 60-foot tall structures where the extra height is sought. At these higher locations the signs would be more visible to the traveling public within the rights-of-way adjoining the site. Future buildings on nearby development sites may obscure all, or part, of these four signs in the future.
- Under Section 8.301. II. of the Zoning Ordinance, the Development Review Board has the discretion to allow exceptions to the placement of signs on a new multi-tenant building. The applicant is seeking this allowance to have a limited number of wall mounted signs allowed at the fourth level of the two existing 60-foot tall mixed-use buildings.



**OTHER BOARDS AND  
COMMISSIONS**

26-ZN-2004; rezoning of the property from C-3 to Planned Community District  
88-DR-2005; site plan and elevation approval of Phase One and Two  
commercial buildings and the Skysong structure.  
88-DR-2005#2; preliminary site plan/building envelope approval for Phase  
Three residential component.  
88-DR-2005#3; final site plan and elevation approval for Phase Three residential  
524-SA-2006; approval of mock-ups for commercial buildings as required by  
Development Review Stipulations

**STAFF  
RECOMMENDATION**


Staff recommends approval, subject to the attached stipulations.

**STAFF CONTACT(S)**

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**APPROVED BY**

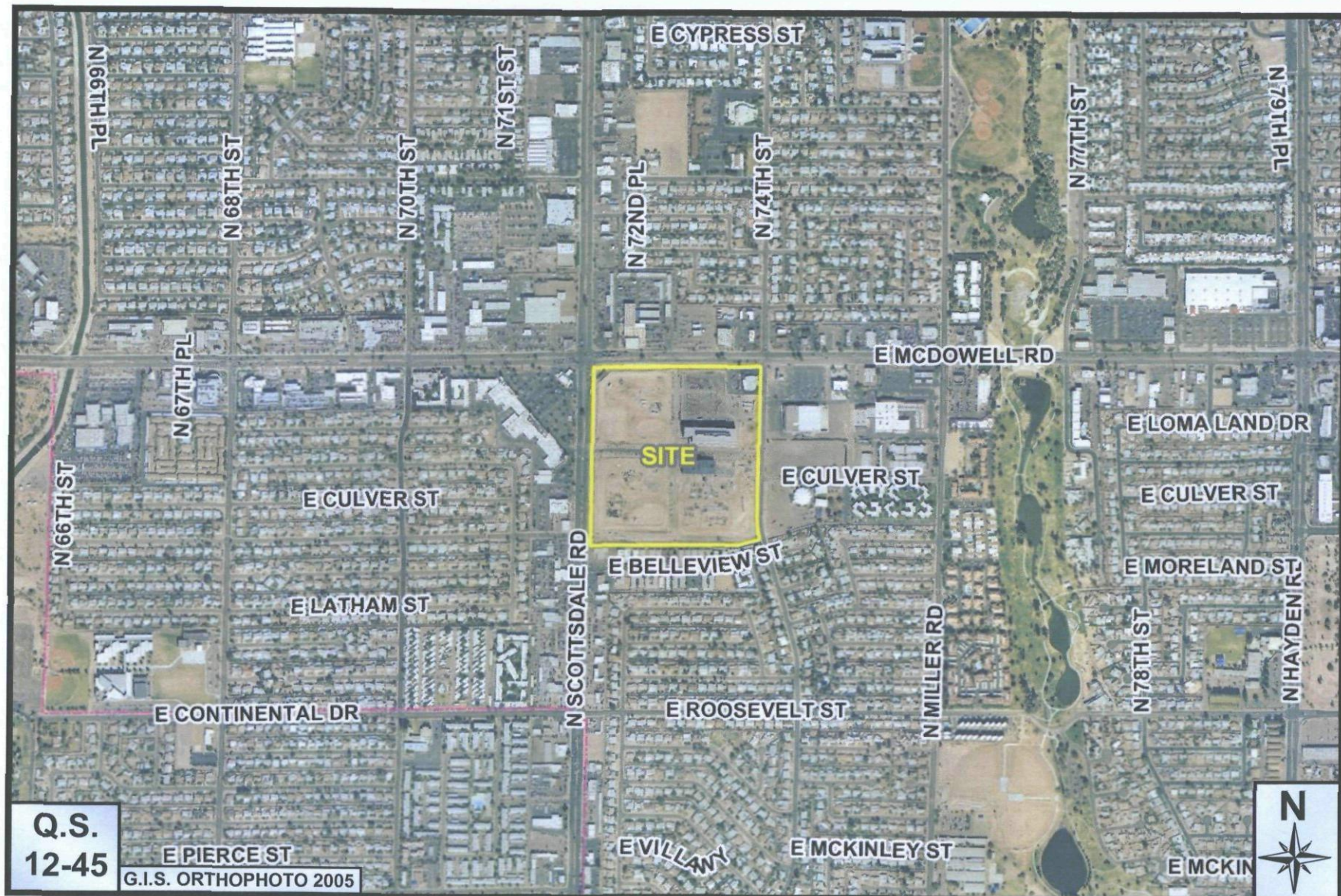
  
Hank Epstein, AICP  
Report Author

  
Steve Venker  
Development Review Board Liaison  
Phone: 480-312-2831  
E-mail: [svenker@ScottsdaleAZ.gov](mailto:svenker@ScottsdaleAZ.gov)

**ATTACHMENTS**

1. Applicant's Narrative
2. Context Aerial
- 2A. Aerial Close-Up
3. Zoning Map
4. Presentation packet including:
  - Site Plan
  - Sign Types





Skysong Site and Building Signage

2-MS-2008

ATTACHMENT #2



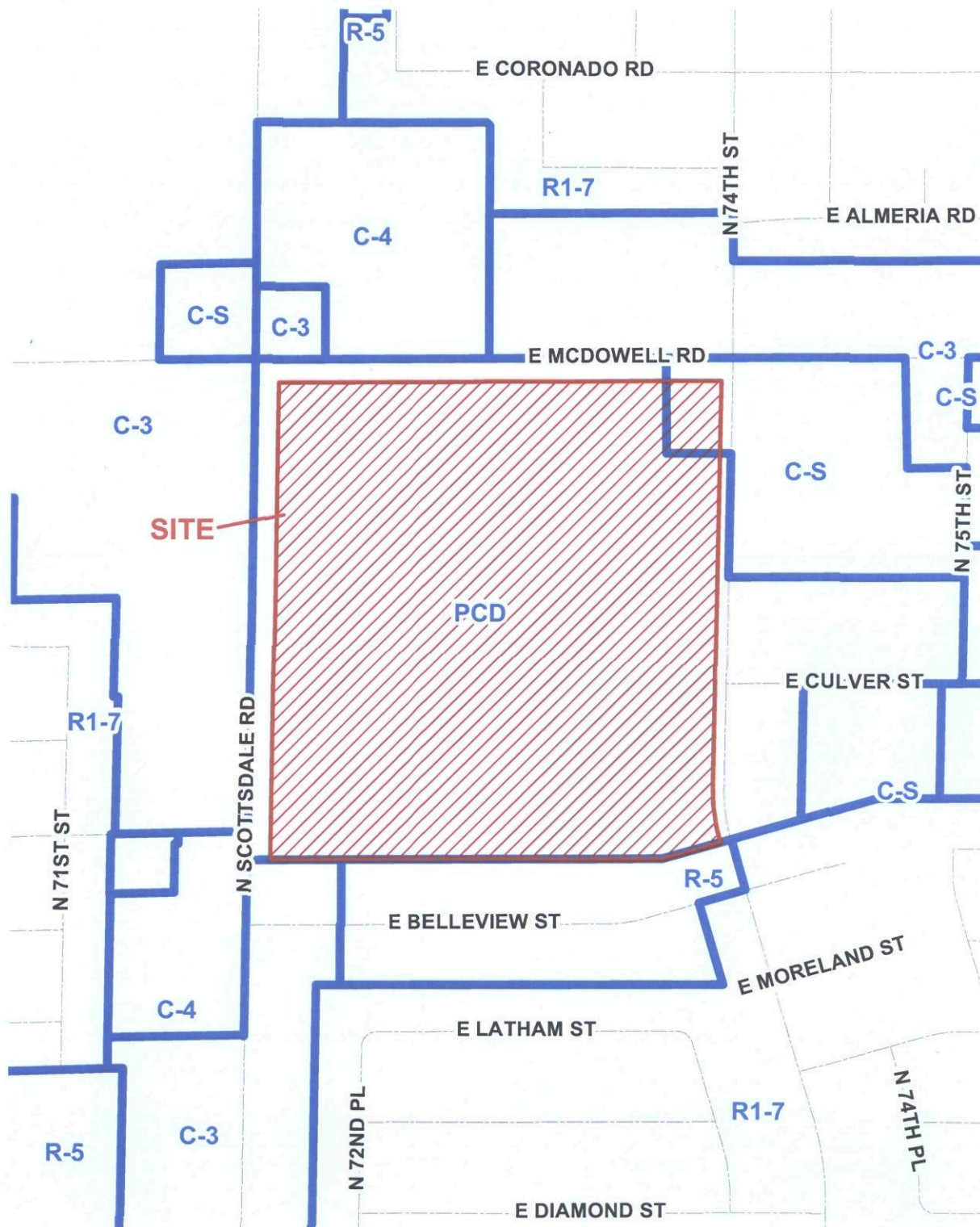


Skysong Site and Building Signage

**2-MS-2008**

ATTACHMENT #2A



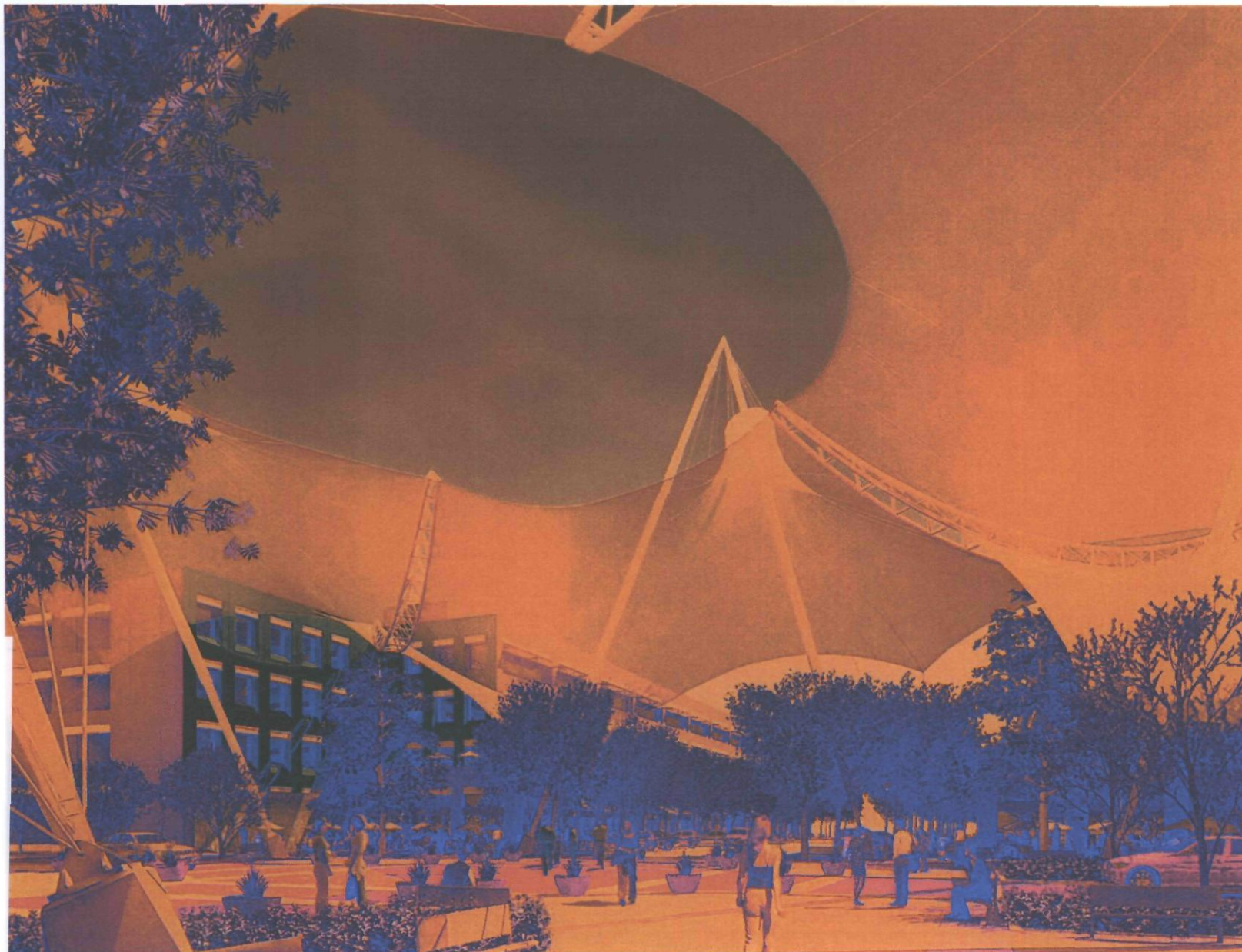


2-MS-2008

ATTACHMENT #3







## Master Sign Program

Site and Building Signage  
Sign Locations and  
Design Intent Specifications

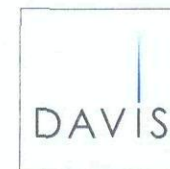
Date of Preparation  
April 30th, 2008

Dates of Revision:

May 1, 2008  
June 27th, 2008  
August 6th, 2008

2-MS-2008  
8/13/2008

Prepared by the  
Environmental Graphic  
Design Team of





SKYSONG  
MASTER SIGN PROGRAM  
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## PROJECT INFORMATION

### OWNER

City of Scottsdale  
3939 North Drinkwater Boulevard  
Scottsdale, Arizona 85251

### TENANT (LAND LEASE)

ASUF Scottsdale LLC  
64 East Broadway Road  
Suite 230  
Tempe, Arizona 85281

### DEVELOPER

Higgins Development Partners LLC  
2525 East Camelback Road  
Suite 1030  
Scottsdale, AZ 85016

### ENVIRONMENTAL GRAPHIC DESIGN

DAVIS  
60 East Rio Salado Parkway  
Suite 200  
Tempe, AZ 85281



SKYSONG  
MASTER SIGN PROGRAM  
FONTS & MATERIALS

FONTS

LETTERING ALLOWED

This Master Sign Plan will allow for the use of established logos, letterstyles and colors unless specifically noted to the contrary on the drawings contained within this document.

'Specified uses' which may occur in the future may be allowed to use established logos, letterstyles and colors for their signage ONLY with the prior written approval of the Master Developer / Property Manager.

Century Gothic, Regular and Bold, shall be the default font for directional signs, directories, address numbers, and suite numbers.

DEFAULT FONT

CENTURY GOTHIC REGULAR

abcdefghijklmnopqrstuvwxyz 0123456789  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

CENTURY GOTHIC BOLD

**abcdefghijklmnopqrstuvwxyz 0123456789**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789**

MATERIALS

Gabion Basket



Matthews Paint  
MP03078



Translucent Silver Vinyl  
3M#3630-121



MATERIALS NOTE

The materials shown here are the base materials used on the freestanding site signage proposed in this package identified as:

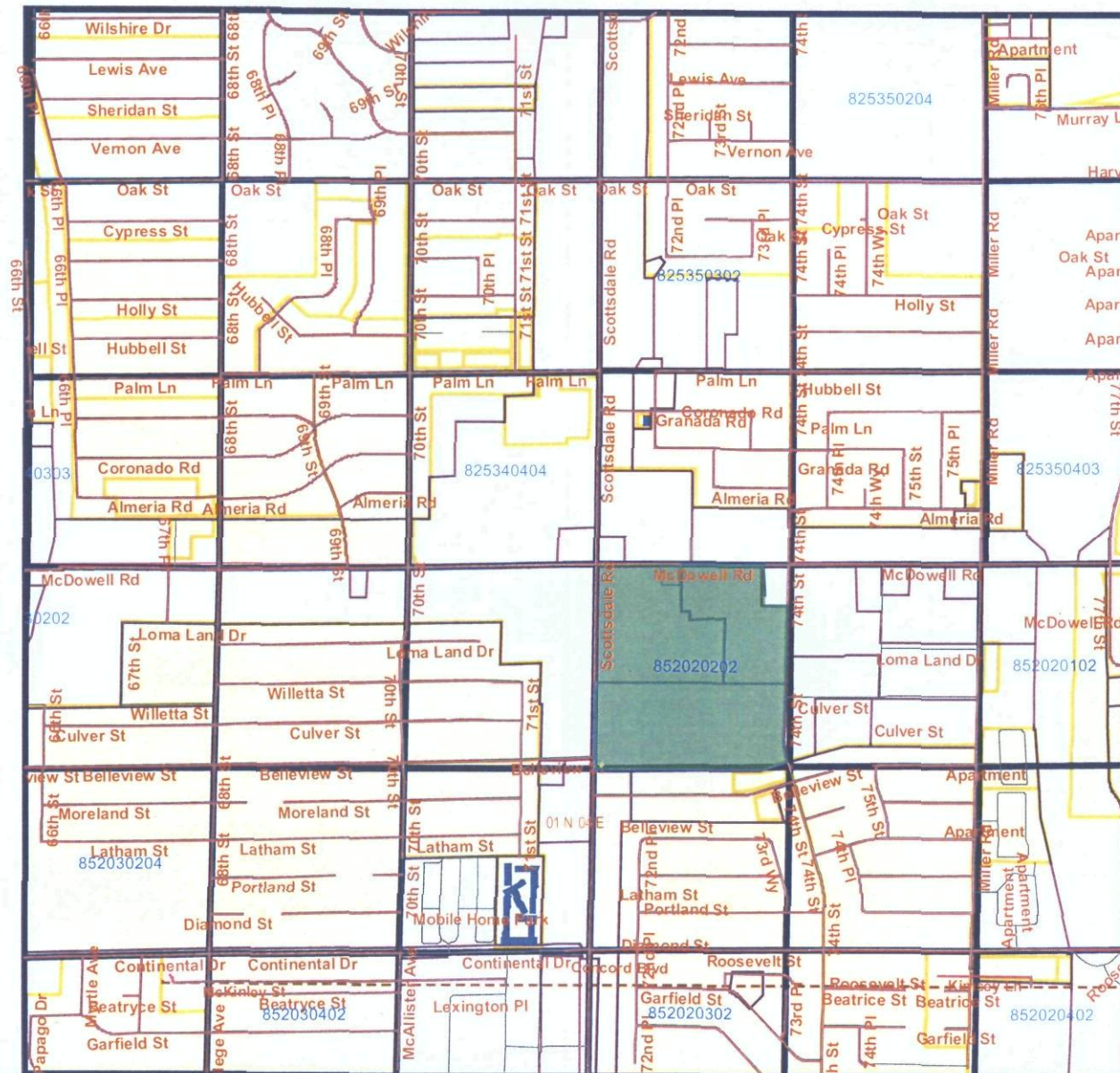
Mid-Size Monument, Type 1 (M1)  
Mid-Size Monument, Type 2 (M2)  
Mid-Size Monument, Type 3 (M3)  
Traffic Directional Sign Type 1 (T1)  
Traffic Directional Sign, Type 2 (T2)  
Directory Sign (DS)

Signage for 'specified uses' which may occur in future phases of the project may use either the materials shown here or materials which compliment the architecture of the building (or buildings) occupied by that specific user.



# SkySong Master Sign Program Vicinity Map

 = SkySong Parcels:



2-MS-2008  
8/13/2008





## SITE SIGNAGE

- M1** Mid-Size Monument, Type 1
- M2** Mid-Size Monument, Type 2
- M3** Mid-Size Monument, Type 3
- T1** Traffic Directional Sign, Type 1
- T2** Traffic Directional Sign, Type 2
- DS** Directory Sign

The sign locations shown are approximate and may be adjusted to account for field conditions, utilities, landscaping and unforeseen visibility restrictions. Exact locations will be determined at the time of permitting.

## NOTES

Currently the future development on this site remains undetermined.

The following guidelines provide general regulations regarding signage for future developments.

### Freestanding Signs

Specified uses which may occur within Skysong in the future will be allowed freestanding signage as specified in the City of Scottsdale Sign Requirements.

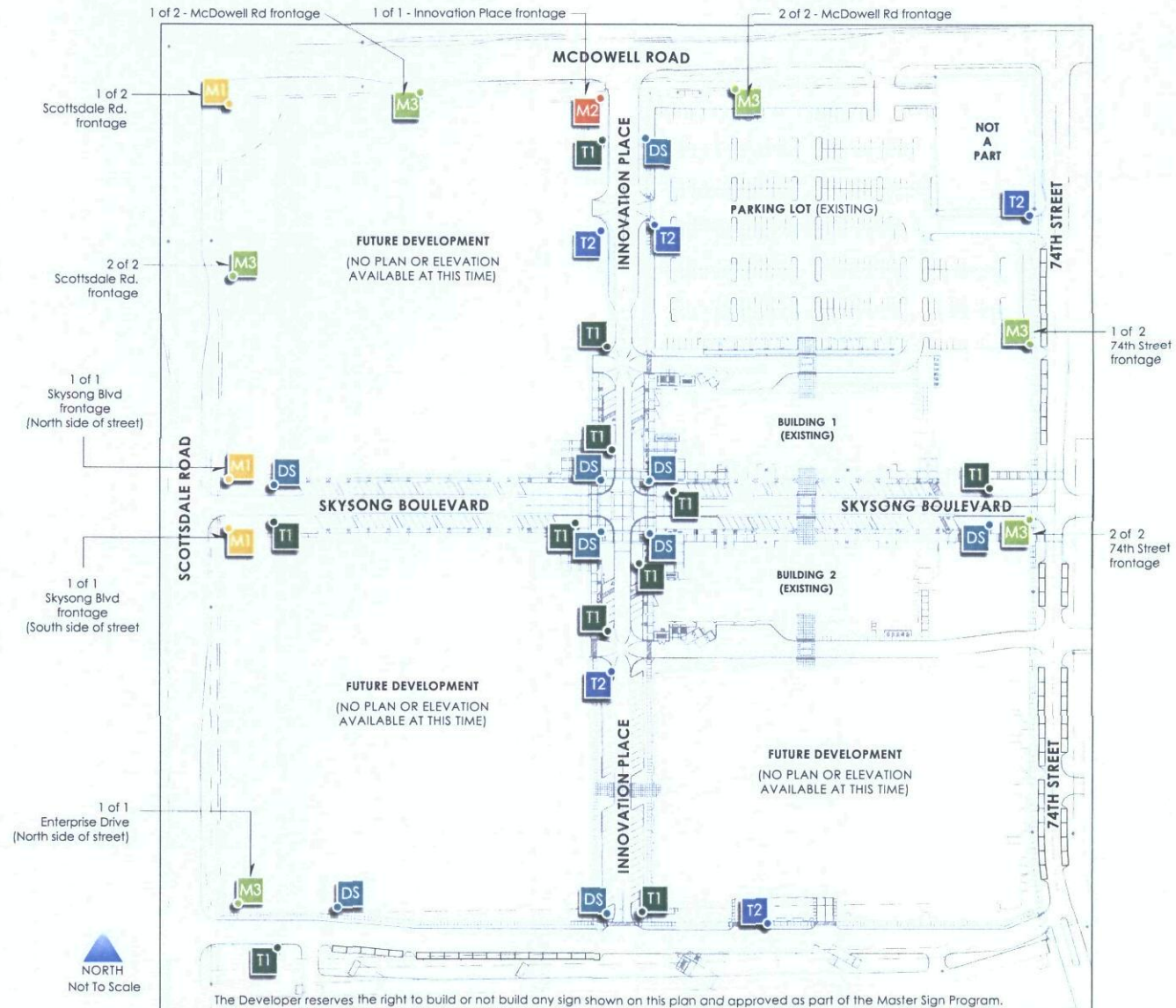
All freestanding signs must be designed to compliment the signage of this package and the architecture of the individual development.

Freestanding signs must use attached channel letters, reverse routed faces backed with acrylic or a combination of the two. No plain white acrylic panels decorated with vinyl will be allowed.

**Building Mounted Channel Character Signs**  
Office and industrial uses may use only halo illuminated or non-illuminated signs.

Retail and specified uses may use non-illuminated, halo illuminated or internally illuminated signage with decorated acrylic faces with approval of the Landlord.

Signage for future phases will be addressed as amendments to this master sign plan.



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8/13/2008



The Developer reserves the right to build or not build any sign shown on this plan and approved as part of the Master Sign Program.

PROJECT NUMBER  
SKYSONG MASTER SIGN PROGRAM  
07286G.000

TYPE DESCRIPTION SCALE  
N/A Sign Locations Plan  
NTS

DATE 2.12.08  
REVISED DATE 8.05.08

GD  
100

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DAVIS



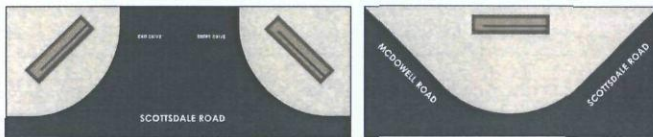
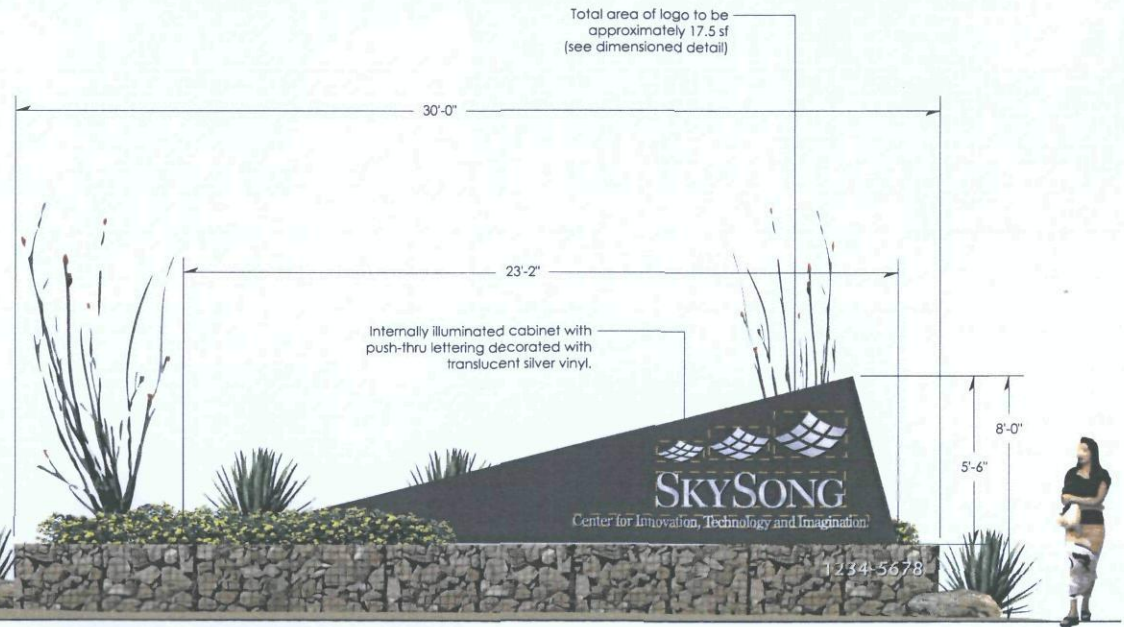
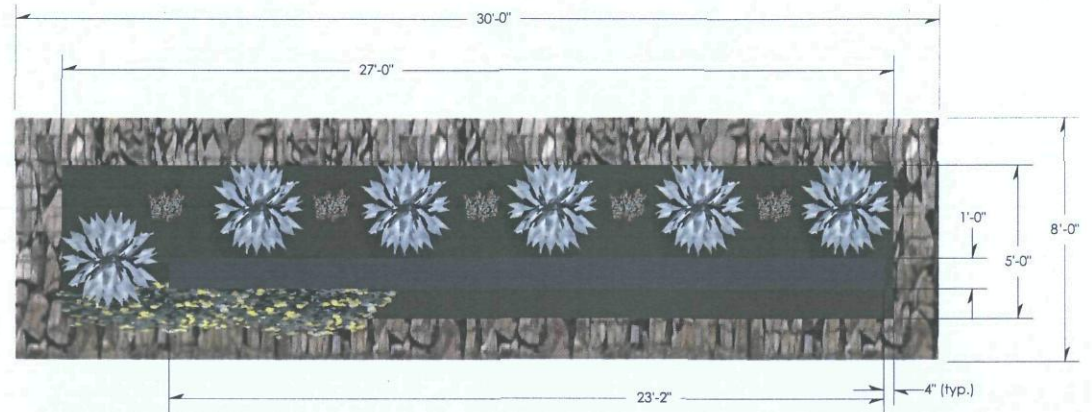
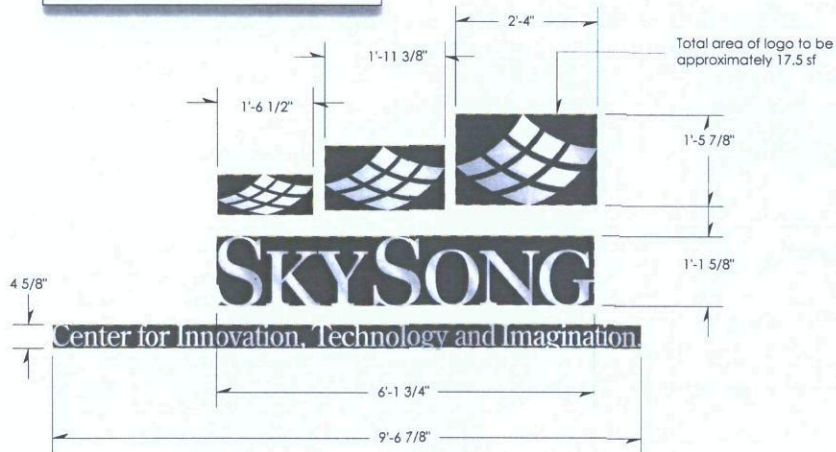
# NOTES

Gabion base with planter.

Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface.

Address numbers to be flat cut-out 1/4" steel painted to match the silver vinyl.

Letters to be welded to a 1 1/2" x 1/4" steel strap. The unfinished strap will be welded to the gabion basket.



Key plans indicating general sign placement. Not to scale



PROJECT **SKYSONG MASTER SIGN PROGRAM**  
NUMBER 07286G.000

TYPE **M1**  
DESCRIPTION Mid-Size Monument, Type 1  
SCALE 1/4"=1'

DATE 2.19.08  
REVISED DATE 6.25.08

passionately committed to enriching the human experience 60 e. rio salado pkwy., suite 200 | tempe, az 85281 | phone: 480.638.1100 | fax: 480.638.1101 | intelligent social design architect

2-MS-2008  
8/13/2008

GD  
101  
DRAWING NUMBER  
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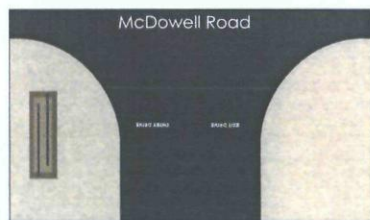
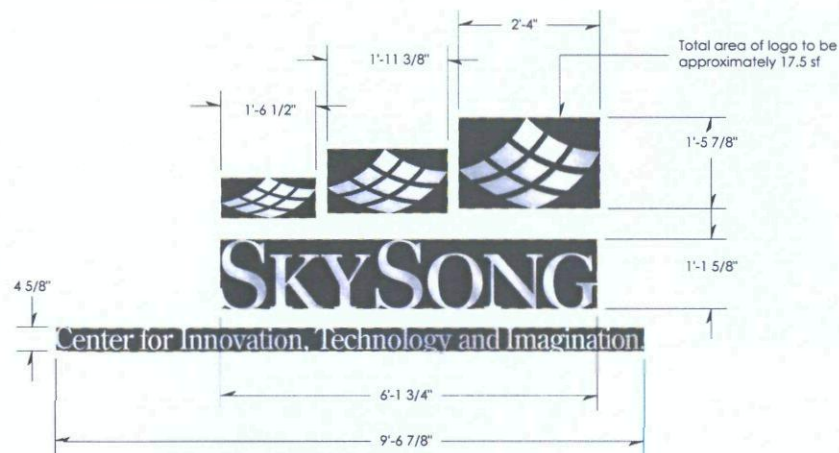
# NOTES

Gabion base with planter.

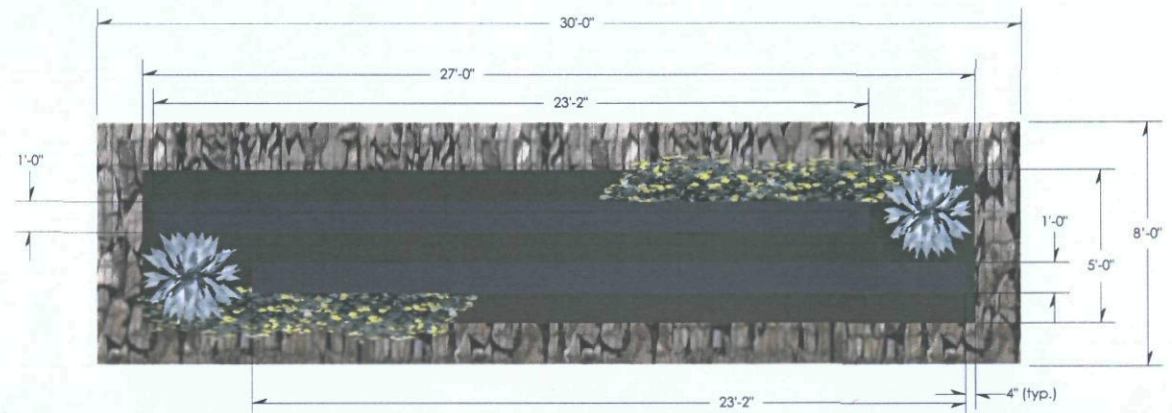
Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface.

Address numbers to be flat cut-out 1/4" steel painted to match the silver vinyl.

Letters to be welded to a 1 1/2" x 1/4" steel strap. The unfinished strap will be welded to the gabion basket.

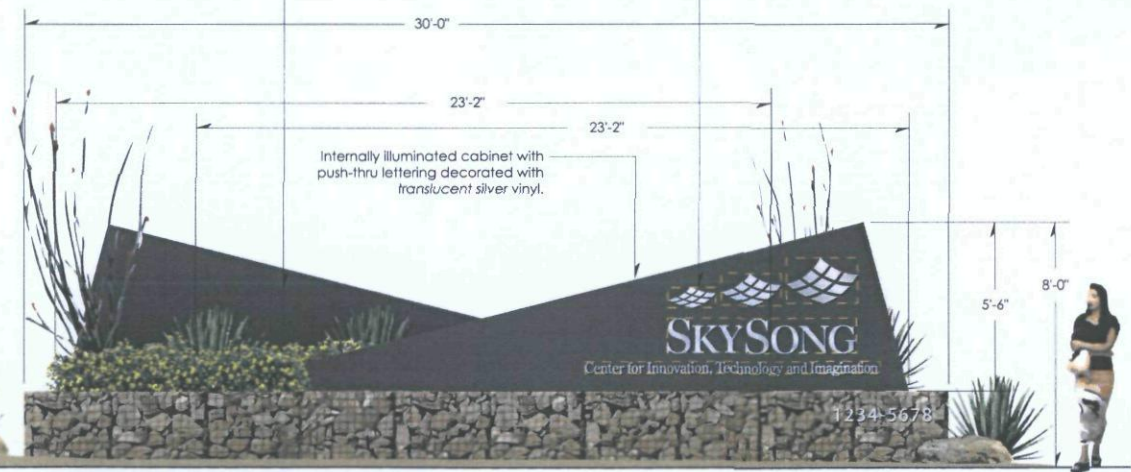


Key plan indicating general sign placement. Not to scale.



Double sided monument using two single-sided cabinets facing opposite directions and installed into planter base as shown in plan detail above.

Total area of logo to be approximately 17.5 sf (see dimensioned detail)



PROJECT SKYSONG MASTER SIGN PROGRAM  
NUMBER 07286G.000

TYPE M2  
DESCRIPTION Mid-Size Monument, Type 2  
SCALE 1/4"=1'

DATE 2.19.08  
REVISED DATE 6.25.08

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2-MS-2008  
8/13/2008

GD  
102  
DRAWING NUMBER  
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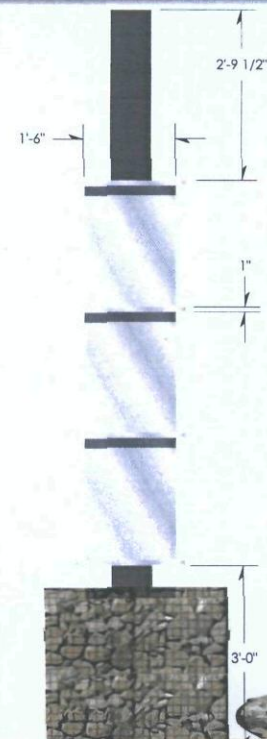


# NOTES

Internally illuminated painted aluminum cabinet with push-thru acrylic lettering decorated with translucent silver vinyl on the first surface for logo.

Tenant panels to be routed aluminum faces backed with acrylic and translucent vinyl graphics.

Address numbers to be flat cut-out 1/4" steel painted to match the aluminum cabinets. Letters to be welded to a 1 1/2" x 1/4" steel strap. The unfinished strap will be welded to the gabion basket.



Opposite side of monument sign. Shown for reference only.

Tenant copy may not occupy more than 60% of the height or 80% of the width of the panel, and must be centered in the space provided as indicated by the orange dashed line.



PROJECT **SKYSONG MASTER SIGN PROGRAM**  
NUMBER 07286G.000

TYPE **M3**  
DESCRIPTION Mid-Size Monument, Type 3  
SCALE 1/2"=1'

DATE 2.19.08  
REVISED DATE 6.24.08

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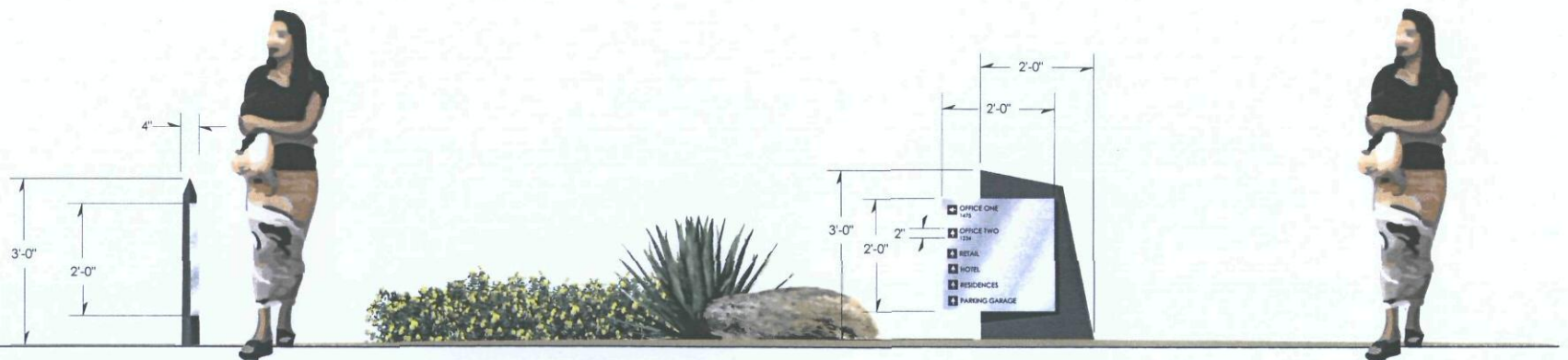
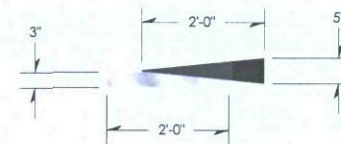
2-MS-2008  
8/13/2008



# NOTES

Single-sided non-illuminated painted aluminum cabinet base with attached satin finish brushed aluminum cabinet.

Graphics to be 3M reflective black die cut vinyl.



PROJECT NUMBER	SKYSONG MASTER SIGN PROGRAM 07286G.000	TYPE DESCRIPTION SCALE	T1 Traffic Directional Sign, Type 1 1/2"=1'	DATE REVISED DATE	3.6.08 6.24.08	GD 104 DRAWING NUMBER	2008 DAVIS
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2-MS-2008  
8/13/2008



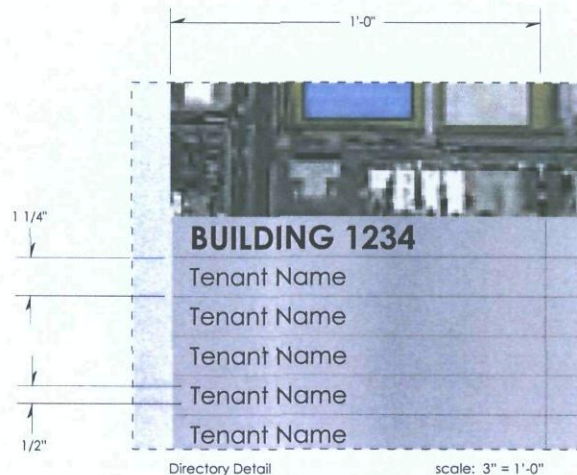
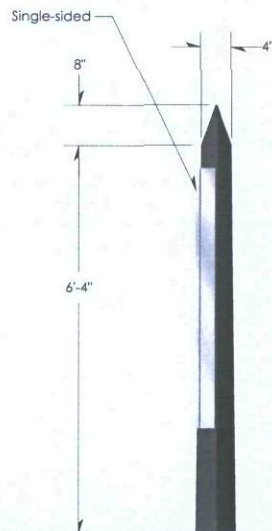
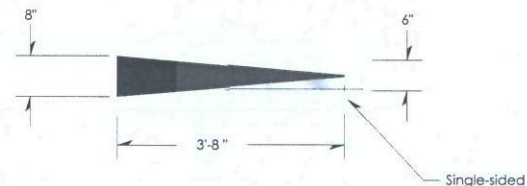
# NOTES

Single-sided internally illuminated painted aluminum cabinet.

DIRECTORY copy to be push-thru acrylic lettering decorated with translucent silver vinyl on the first surface.

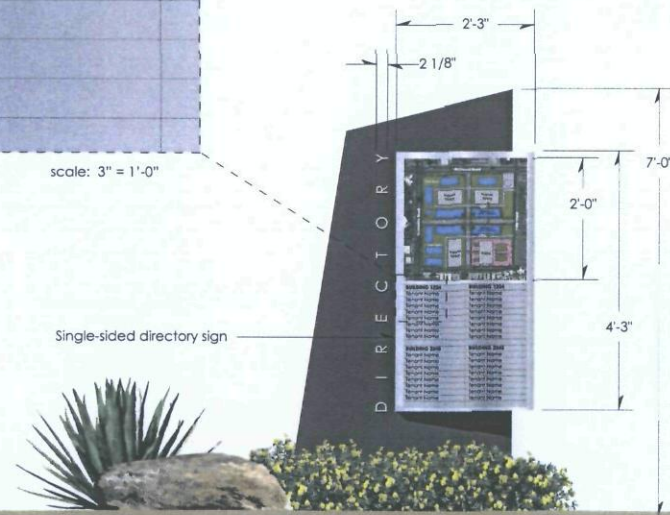
Brushed aluminum cabinet with hinged framed glass doors, digitally printed map graphic and brushed aluminum slot system with applied gloss black 3M vinyl tenant copy.

One side of the kiosk will be used for directory information, the other side will display information relevant to Skysong and the tenants of Skysong.



scale: 3" = 1'-0"

Single-sided directory sign



PROJECT NUMBER SKYSONG MASTER SIGN PROGRAM 07286G.000

TYPE DS  
DESCRIPTION Directory Sign  
SCALE 1/2"=1'

DATE 2.20.08  
REVISED DATE 6.26.08

2-MS-2008  
8/13/2008

GD  
105

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2008 DAVIS

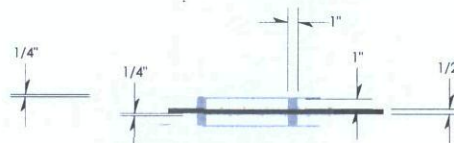


# NOTES

Non-illuminated painted 1/2" aluminum blade.

Lot identifier to be reverse routed 1/4" aluminum pin mounted to aluminum blade.

PARKING AREA # copy to be 1/4" aluminum tack welded to blade. Blade and letters to be painted, then face of copy to be sanded down to expose the aluminum.



Opposite side of sign.  
Shown for reference only.



PROJECT **SKYSONG MASTER SIGN PROGRAM**  
NUMBER 07286G.000

TYPE **T2**  
DESCRIPTION Traffic Directional Sign, Type 2  
SCALE 1"=1'

DATE 3.6.08  
REVISED DATE 6.24.08

**2-MS-2008**  
**8/13/2008**

**GD**  
**106**

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DRAWING NUMBER

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# BUILDING SIGNAGE

<b>OT</b>	Wall Signs, Type 1 (Office Tenant Sign Envelopes *)
<b>OG</b>	Window Sign, Type 1 (Office Window Graphics**)
<b>RT</b>	Wall Signs, Type 2 (Retail Tenant Sign Envelopes *)
<b>RG</b>	Window Sign, Type 2 (Retail Window & Service Door Graphics **)
<b>AN</b>	Address Numbers ***

- \* Refer to elevation drawings for specific envelope locations.
- \*\* Refer to detail drawing for location information.
- \*\*\* Address numbers, locations and specifications to be confirmed by the sign company with the fire department prior to fabrication and installation

# NOTES

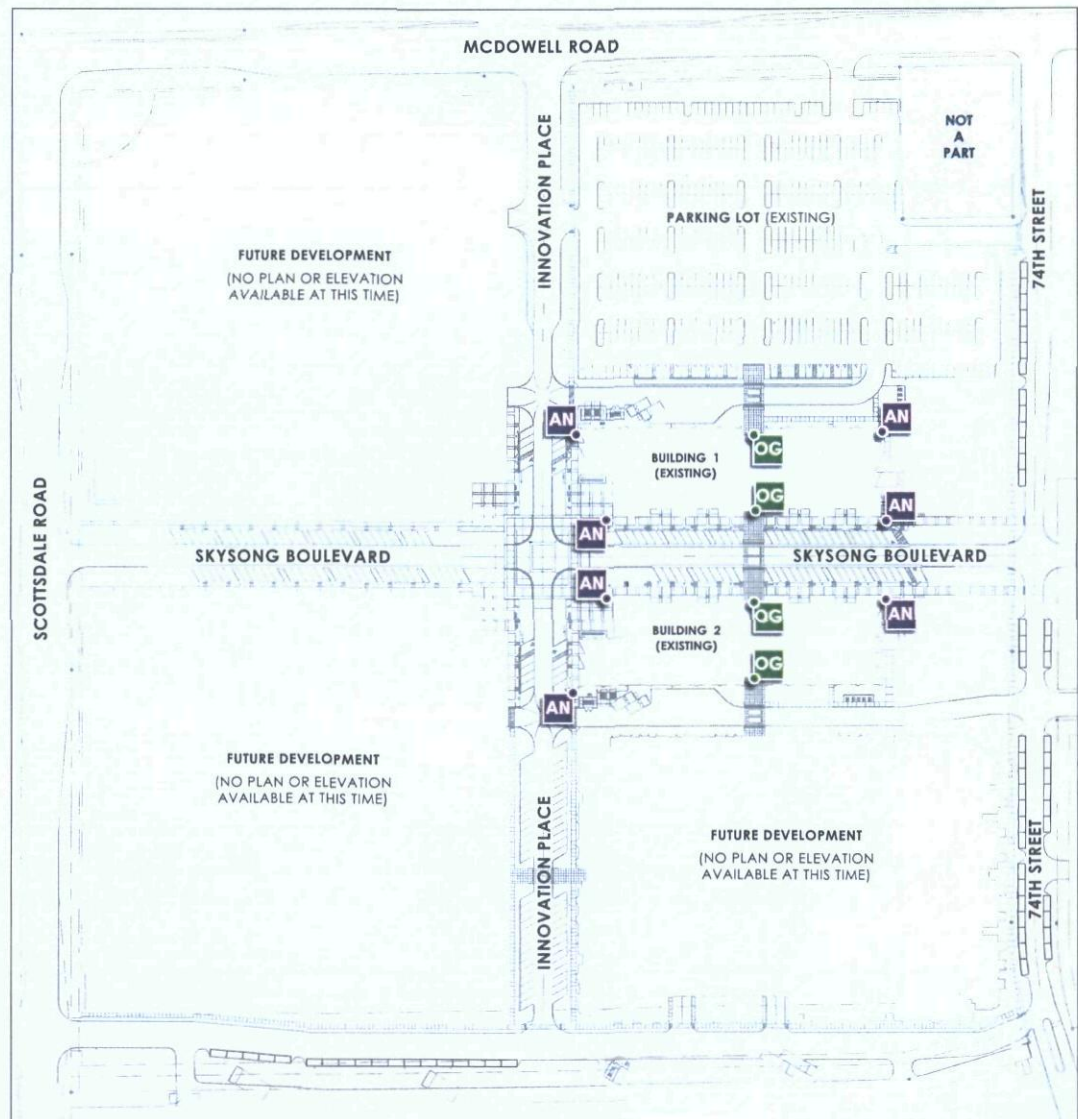
The following guidelines provide general regulations regarding signage for existing and future developments.

## Individual Letter Wall Signs

Office and industrial uses may use only halo illuminated or non-illuminated signs.

Retail and specific uses may use non-illuminated, halo illuminated or internally illuminated signage with decorated acrylic faces with approval of the Landlord.

Signage for future phases will be addressed as amendments to this Master Sign Plan.



PROJECT NUMBER SKYSONG MASTER SIGN PLAN 07286G.000

TYPE DESCRIPTION SCALE N/A Building Sign Locations Plan NTS

DATE 2.20.08  
REVISED DATE 6.27.08

2-MS-2008  
8/13/2008

GD  
200



## NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

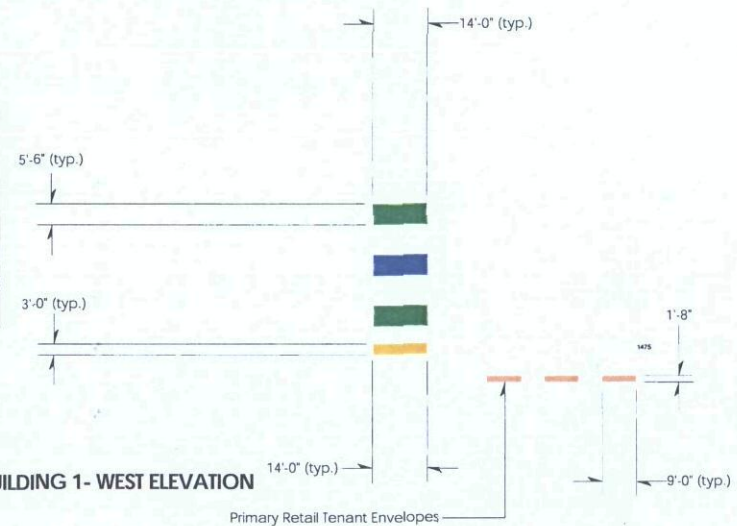
The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).



Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.



BUILDING 1- WEST ELEVATION

## LEGEND

- Office Tenant Envelopes - Primary Locations
- Office Tenant Envelopes - Secondary Locations  
These locations may only be used once all primary locations on the elevation have been used.
- Retail Tenant Envelopes - Primary  
These locations include the smaller envelopes on the sides of some retail bays (see photo).
- Secondary Retail Tenant Envelopes - Secondary  
These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.



BUILDING 1- NORTH ELEVATION



PROJECT	SKYSONG MASTER SIGN PLAN	TYPE	N/A	DATE	2.21.08
NUMBER	07286G.000	DESCRIPTION	Building 1(Existing) - Elevations / Sign Envelopes	REVISED DATE	6.25.08
		SCALE	1/32"=1'		

2-MS-2008  
8/13/2008





## NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).

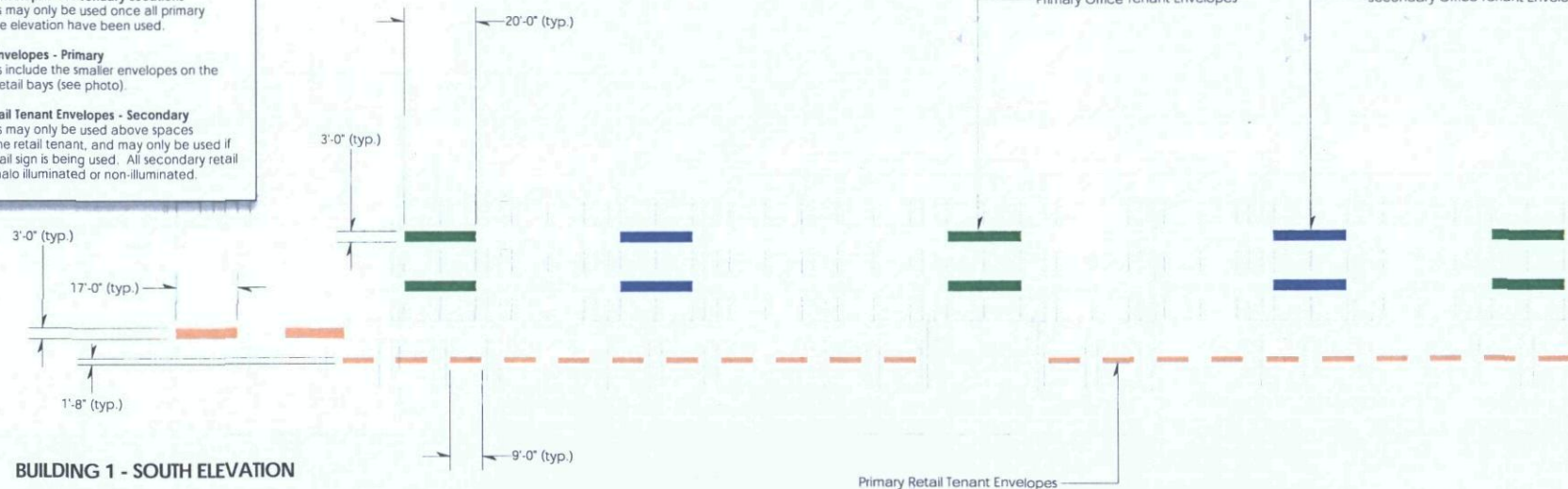


Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.

## LEGEND

- Office Tenant Envelopes - Primary Locations
- Office Tenant Envelopes - Secondary Locations  
These locations may only be used once all primary locations on the elevation have been used.
- Retail Tenant Envelopes - Primary  
These locations include the smaller envelopes on the sides of some retail bays (see photo).
- Secondary Retail Tenant Envelopes - Secondary  
These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.



BUILDING 1 - SOUTH ELEVATION

BUILDING 1 - EAST ELEVATION



PROJECT NUMBER	SKYSONG MASTER SIGN PLAN 07286G.000	TYPE DESCRIPTION	N/A Building 1 (Existing) - Elevations / Sign Envelopes	DATE	2.21.08
		SCALE	1/32"=1'	REVISED DATE	6.25.08

2-MS-2008  
8/13/2008





## NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).



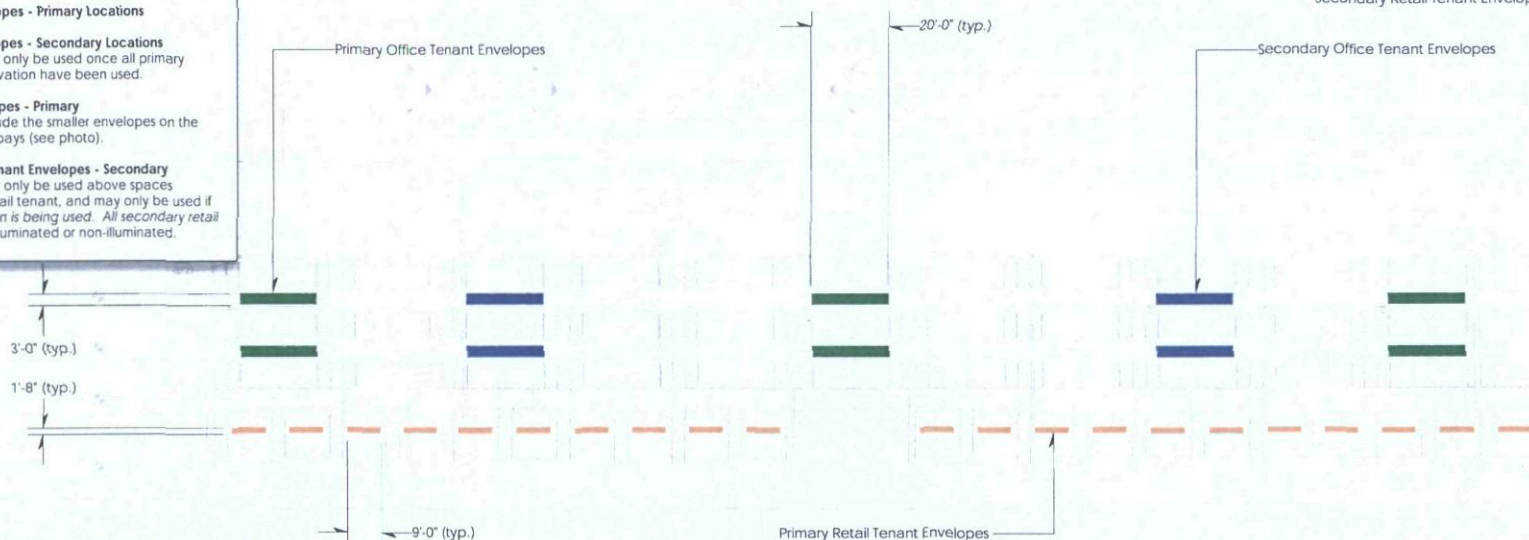
Signage shall not be any wider than 80% of the width of the raceway provided.

No signage will be allowed on awnings.

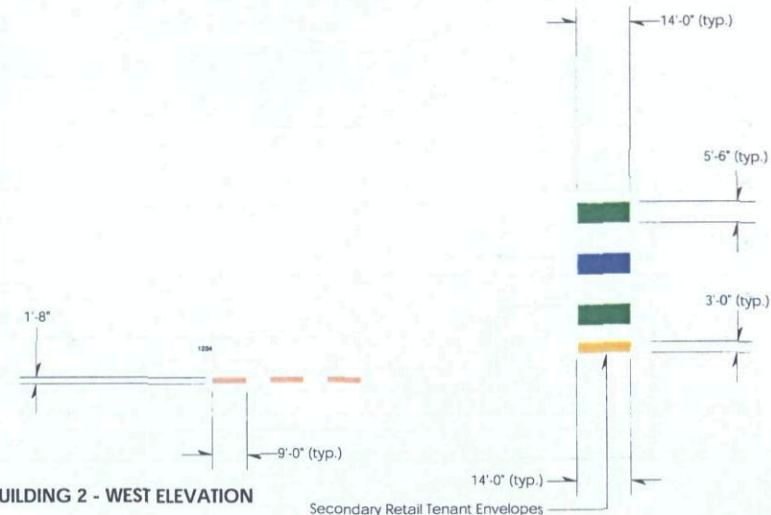
## LEGEND

- Office Tenant Envelopes - Primary Locations
- Office Tenant Envelopes - Secondary Locations  
These locations may only be used once all primary locations on the elevation have been used.
- Retail Tenant Envelopes - Primary  
These locations include the smaller envelopes on the sides of some retail bays (see photo).
- Secondary Retail Tenant Envelopes - Secondary  
These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.

BUILDING 2 - NORTH ELEVATION



BUILDING 2 - WEST ELEVATION





## NOTES

The envelope locations shown here are potential envelope locations - not all envelopes will be used. Secondary office envelope locations may only be used once all of the primary envelopes for that use are occupied on that elevation.

\* Each tenant will be allowed wall-mounted signage up to 1 square foot per linear foot of business frontage.

Each tenant will be allowed 1 sign location per elevation on which the tenant occupies frontage. Only full floor tenants may be allowed 2 envelopes on the North and South facades with approval from the Landlord.

Office signage will be halo illuminated with white neon.

Retail signage may be internally illuminated with acrylic faces.

The Landlord will reserve the right to combine or extend the length of tenant envelopes to accommodate unforeseen configurations as long as the proposed signage complies with the provisions of this document and the sign area requirements of the Scottsdale Sign Ordinance.

Signage will be allowed on sides of retail bays with Landlord approval (typical for entire elevation).

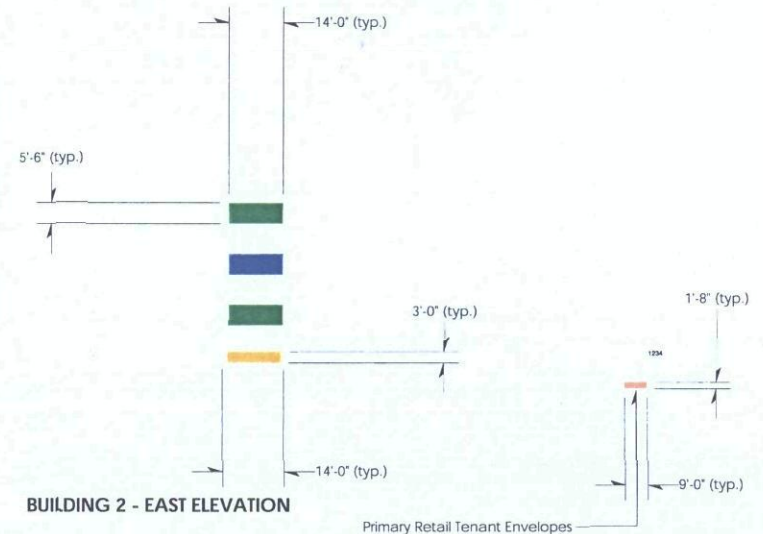


Signage shall not be any wider than 80% of the width of the raceway provided.

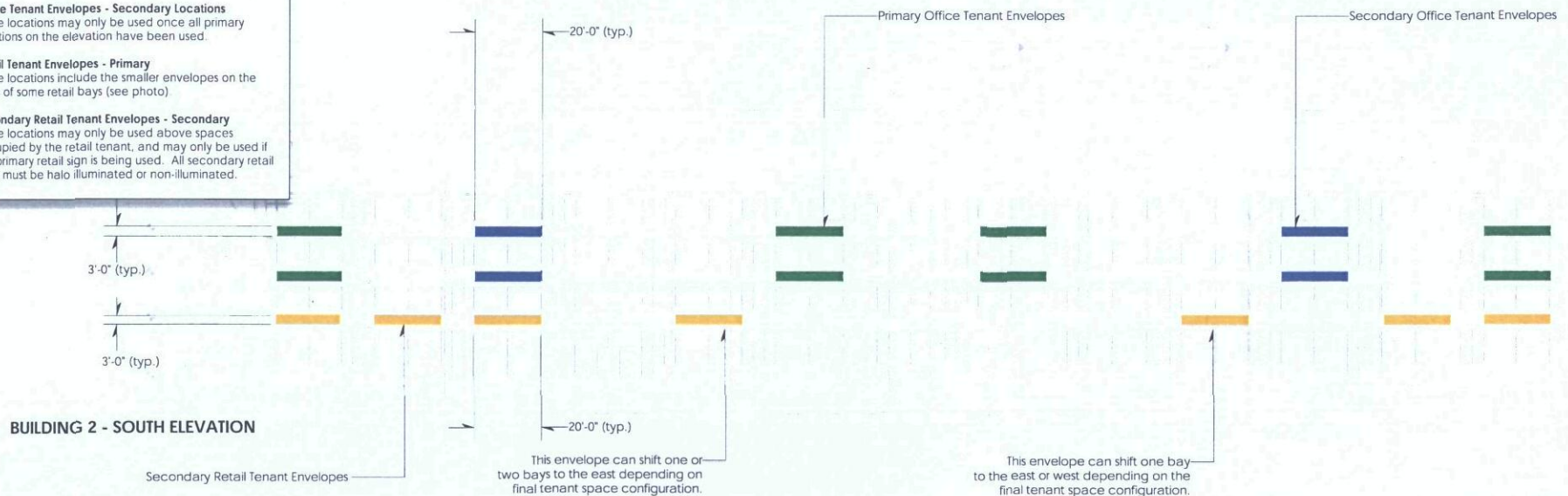
No signage will be allowed on awnings.

## LEGEND

- Office Tenant Envelopes - Primary Locations
- Office Tenant Envelopes - Secondary Locations  
These locations may only be used once all primary locations on the elevation have been used.
- Retail Tenant Envelopes - Primary  
These locations include the smaller envelopes on the sides of some retail bays (see photo).
- Secondary Retail Tenant Envelopes - Secondary  
These locations may only be used above spaces occupied by the retail tenant, and may only be used if the primary retail sign is being used. All secondary retail signs must be halo illuminated or non-illuminated.



BUILDING 2 - EAST ELEVATION



BUILDING 2 - SOUTH ELEVATION



PROJECT NUMBER	SKYSONG MASTER SIGN PLAN 07286G.000	TYPE DESCRIPTION	N/A Building 2 (Existing) - Elevations / Sign Envelopes	DATE	2.21.08
		SCALE	1/32" = 1'	REVISED DATE	6.25.08

2-MS-2008  
8/13/2008





## NOTES

### GENERAL NOTES

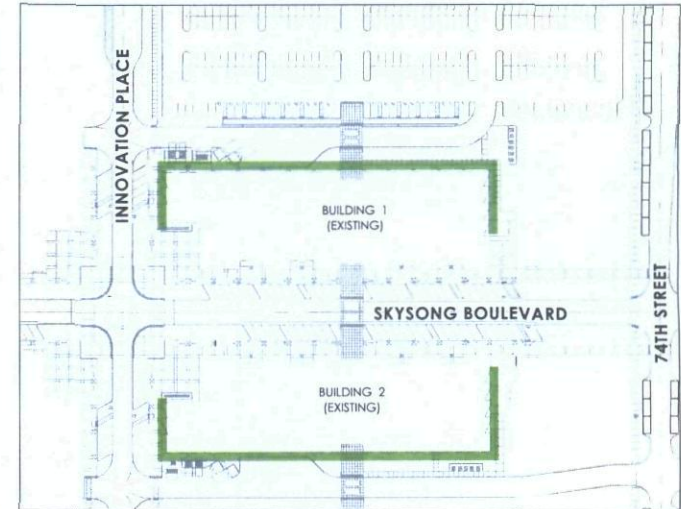
Concealed rust proof hardware only.

### OFFICE TENANT SIGN

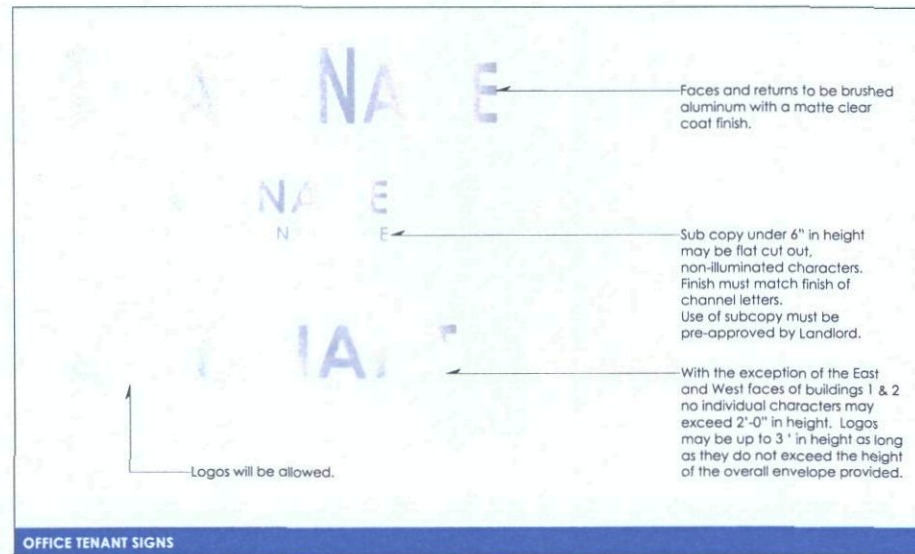
Halo-illuminated (white neon only) reverse pan channel letters with brushed aluminum and a matte clear coat finish.  
Century Gothic Bold will be the default font should tenants not have an established font style.

See key plan to the right for lighting restrictions.

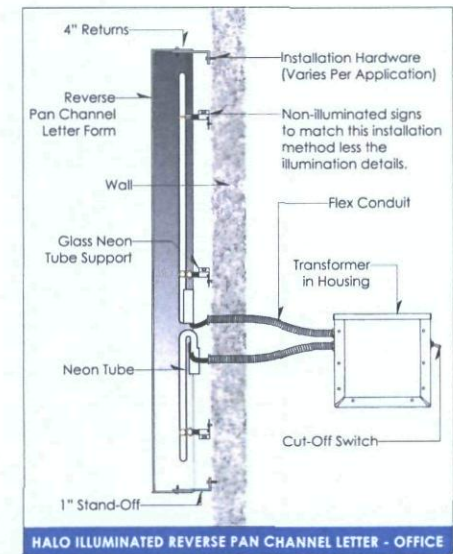
Indicates frontages on which retail tenants will be restricted to halo illuminated signage (white neon only).



NORTH  
Not to Scale



OFFICE TENANT SIGNS



HALO ILLUMINATED REVERSE PAN CHANNEL LETTER - OFFICE



PROJECT NUMBER	SKYSONG MASTER SIGN PLAN 07286G.000	TYPE DESCRIPTION SCALE	OT Wall Signage Specifications, Office Tenants NTS	DATE REVISED DATE	2.21.08 6.26.08
passionately committed to enriching the human experience 60 e. rio salado pkwy., suite 200   tempe, az 85281   phone: 480.638.1100   fax: 480.638.1101   intelligent social design architecture value creation inspiration strategic thinking					

2-MS-2008  
8/13/2008

GD  
205

DRAWING NUMBER © 2008 DAVIS



## NOTES

### GENERAL NOTES

Concealed rust proof hardware only.

### RETAIL TENANT SIGN

Signs along the internal 'Main Street' may use internally illuminated channel letters with decorated acrylic faces. Trim caps and returns to be brushed aluminum with a matte clear coat finish.

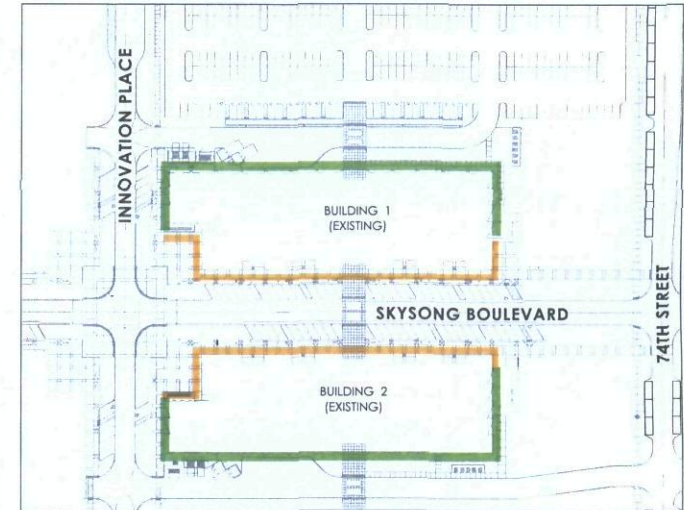
Signs on the outer perimeter of buildings 1 & 2 will be restricted halo-illuminated (white neon only) reverse pan channel letters with brushed aluminum and a matte clear coat finish.

Century Gothic Bold will be the default font should tenants not have an established font style.

See key plan to the right for lighting restrictions.

Indicates frontages on which retail tenants will be restricted to halo illuminated signage (white neon only).

Indicates frontages on which retail tenants may use internal illumination or halo illumination.



LOGO TENANT

Trim cap and returns to be brushed aluminum finish.

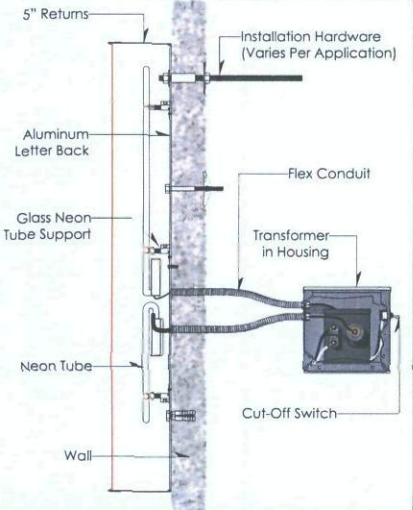
LOGO TENANT NAME  
TENANT NAME

Sub copy under 6" in height may be flat cut out, non-illuminated characters. Use of subcopy must be pre-approved by Landlord.

IA

Retail tenants may use halo illuminated reverse pan channel letters and logos. Brushed aluminum finish must be used on all secondary retail signs. Other colors will be allowed on primary retail signs.

RETAIL TENANT SIGNS



INTERNALLY ILLUMINATED PAN CHANNEL LETTER - RETAIL

DAVIS

PROJECT SKYSONG MASTER SIGN PLAN  
NUMBER 07286G.000

TYPE RT  
DESCRIPTION Wall Signage Specifications, Retail Tenants  
SCALE NTS

DATE 2.21.08  
REVISED DATE 6.26.08

2-MS-2008  
8/13/2008

GD  
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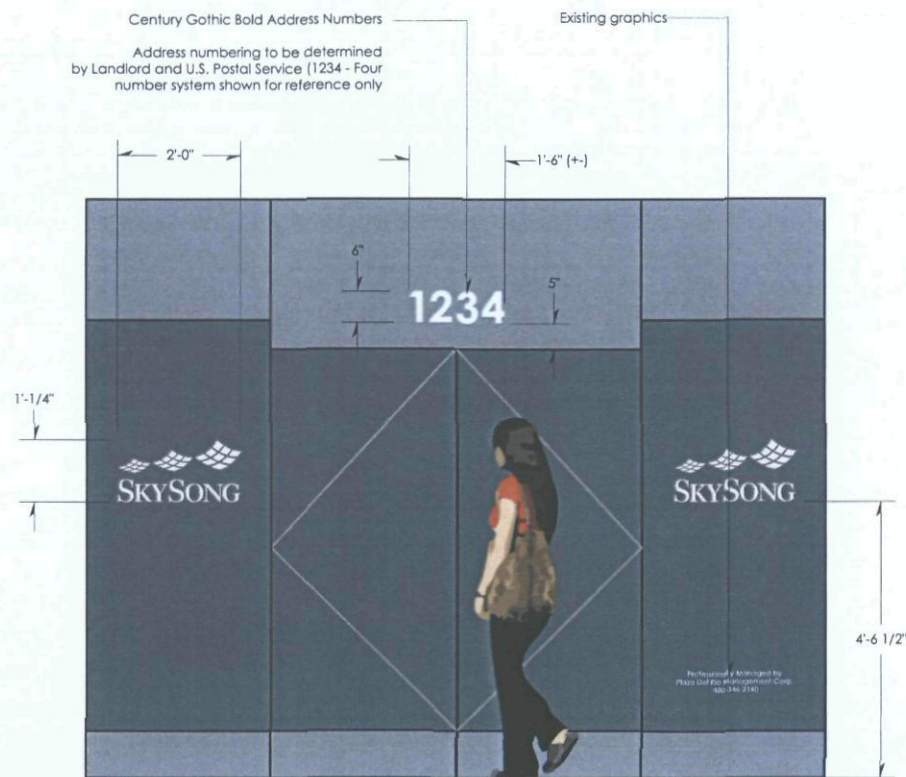
© 2008 DAVIS



# NOTES

3M matte white vinyl graphics.

Vinyl applied to outside surface of glass.  
Landlord may elect to install vinyl to inside of glass to prevent vandalism.



PROJECT **SKYSONG MASTER SIGN PLAN**  
NUMBER 07286G.000

TYPE **OG**  
DESCRIPTION Office Window Graphics  
SCALE 1/2"=1'

DATE 4.3.08  
REVISED DATE 6.23.08

**2-MS-2008**  
**8/13/2008**

**GD**  
**207**

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## NOTES

3M matte white vinyl graphics.

Century Gothic Bold must be used for suite numbers.  
Century Gothic Regular must be used for subtext.  
Tenant logos and typesets may be used for the business name.

Vinyl applied to outside surface of glass. Individual tenants may elect to install vinyl to inside of glass to prevent vandalism.

Reflective black or white vinyl on the rear / service doors depending on the background color of the door.

Limited to the display of the suite number, business name and/or logo, hours of operation and contact information (phone, fax, website, etc.)

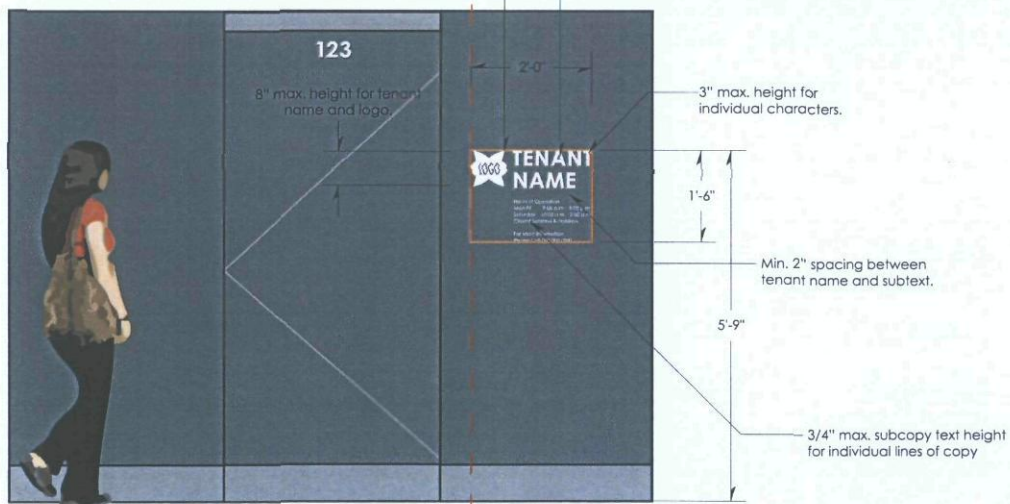


Position and alignment of subtext may vary in order to visually align with tenant identification.

Left align graphic when graphic is on the right side of the entry, and right align information when graphic is on the left side of entry.

Tenants may choose to locate their information on either side of their primary entrance.

3M matte white vinyl graphics



Century Gothic Bold Suite Numbers

Suite numbering to be determined by Owner and U.S. Postal Service (123 - Three number system shown for reference only).

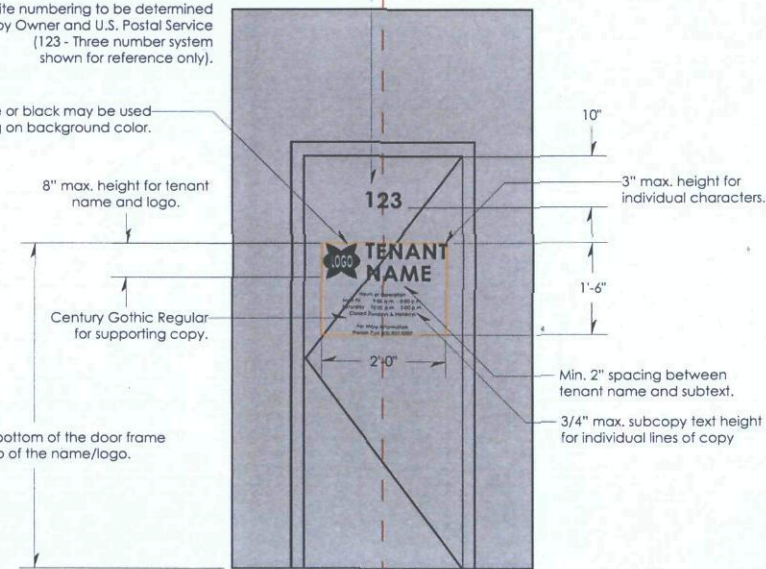
3M reflective white or black may be used depending on background color.

8" max. height for tenant name and logo.

Century Gothic Regular for supporting copy.

5'-4" from the bottom of the door frame to the top of the name/logo.

Information to be centered left to right on the service door as shown.



PROJECT **SKYSONG MASTER SIGN PLAN**  
NUMBER 07286G.000

TYPE **RG**  
DESCRIPTION Retail Window & Service Door Graphics  
SCALE 1/2"=1'

DATE 4.3.08  
REVISED DATE 6.23.08

**2-MS-2008**  
**8/13/2008**

**GD**  
**208**  
DRAWING NUMBER

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