

September 8, 2008

Hank Epstein  
City of Scottsdale  
Planning and Development Services

Re: **Skysong Master Sign Plan  
Resubmittal Letter for DRB Hearing**

Dear Hank:

The following information is in response to the comments from the Development Review Board hearing held on September 4<sup>th</sup> 2008. The revised exhibits contained within the package have been noted (in the upper right corner) as **REVISED FOR DRB \***. All other exhibits contained in the package are identical to the pages contained in the originally submitted document.

#### **Midsized Monument Signs, Type 1 (DRAWINGS GD101 & 102)**

**Gabion Walls** - Board Members expressed a desire to have the gabion walls modified or removed. Opinions were mixed on the use of the gabion design element. Since the gabion walls have already been included in the overall design theme of the project as an integral component of the previously approved landscape plan (see the attached photos of the gabions which were originally approved by the DRB and are installed on the site), the designer and ownership felt the gabion forms should be included as a component of the design, but could be redesigned to create a more 'innovative' form.

The new design has a modified gabion wall form which is much more dynamic, yet would still allow the signs to relate to the more traditional gabion walls already on site. The revised design uses a parallelogram shape rather than a rectilinear shape which creates an offset positioning of the gabion as it relates to the cabinet, thereby allowing the front edge of the sign cabinet to extend to the ground plane.

**Font** - Board Members expressed a desire to use a less 'traditional' and more readable font. The designer has added a stroke to make the font of the logo more readable. The tag line (which was not a part of the logo and therefore can be modified) has been changed to the more progressive sans serif font (Century Gothic) being used for the directional signage in the Master Sign Plan.

**Innovative Design** - Board Members questioned which design elements were innovative.

**The Design** - Typically, the signs contained within a Master Sign Plan are designed to reflect the character of the architecture and landscape associated with a project. Given that the architecture of Phases I & II of the project are not likely to be repeated on the future phases of the project, the design theme for the SkySong MSP is meant to keep the 'architectural design door' open for the future phases of the project. The overall design theme incorporates elements from the landscape architecture (the gabion walls and natural desert colors of the landscape components which were approved by the DRB), and combines those elements with simple triangular forms which relate to the forms present in the SkySong logo. Keeping the forms minimal and linking the design to the existing landscape (rather than relating the design to the existing architecture) will allow for greater latitude for the architecture on the future phases, since these minimal forms of the signs can compliment a wide variety of architectural styles.

**Lighting and Materials** - The signs will be illuminated with a high efficiency light source - either LED or high efficiency fluorescents (this will be determined at the time of fabrication). The letters for the SkySong logo and tag line will be fabricated using dimensional push-thru acrylic. This fabrication method creates a unique effect in that the letter faces and the sides of the letter will illuminate, creating three dimensional illuminated characters. This differs from the typical 'channel letter' style illumination where the letter is dimensional but only the face of the letter is illuminated.

**Traffic Directional Sign, Type 2 (DRAWING GD106)**

**Safety** - Members expressed a concern about potentially sharp corners on the original design. As recommended by the board, the designer has modified the sign, so the portion in question is now a channel or boxed element rather than the original double blade element.

