



June 12, 2008

Rick Markum  
60 E. Rio Salado Parkway, Suite 200  
Tempe, AZ 85281

RE: 2-MS-2008  
Skysong Site and Building Signage

Dear Mr. Markum:

The Planning and Development Services Department has completed the review of the above referenced submittal dated May 1, 2008. The following **1<sup>st</sup> Review Comments** represent the review performed on the project by our team, and are intended to provide you with guidance for compliance with city codes, policies, and guidelines related to this application type.

**Key Issues:**

- It is important to utilize the provisions of Article VIII in general for all sign allowances as well as Section 8.534 for multiple-tenant commercial buildings with a total floor area of 100,000 s.f. or greater, for a more accurate representation of the allowed signage for the site depicted in the Master Sign Program at the Skysong Site.
- It is important to not assume anything and to explain or qualify accurately what is shown or provided. Having a project narrative/overview, providing for street names and north arrows, legends or keys for line type, symbols and shading used, identifying the amount of sign area for proposed signs, labeling information, providing correct notes, all go towards having a complete and accurate Master Sign Program document. Use of the right terminology for the signs allowed as identified by Article VIII and Section 8.534 specifically resolves confusion and misunderstanding.
- *A courtesy red marked set of documents is being provided to assist in the changes needed to the preparation of a Master Sign Program.*

**Submittal:**

1. The document should be labeled as the SkySong Master Sign Program from the cover page on through the document. The document should be paginated and the font size used for all text should be larger to be more legible where practical to do so. There is competing information, colors and shading that make reading smaller or lighter font difficult to read.
2. Provide a preface or introductory page that highlights what the master sign program is all about and what it will address.
3. Provide a north arrow in a conspicuous location on the location map. If not to scale, note that fact. Provide a key or legend to explain all line types, shading or symbols used. Existing buildings versus proposed buildings should be labeled. If proposed buildings are not yet reviewed or approved, there should not be any reference to them on the plans provided.
4. Provide a note that the location of the freestanding signs are conceptual only and that there can be some minor shifting of the location at the time of actual sign permit application.

Significant changes to the locations for the freestanding signs will require a formal amendment.

5. Provide street names for all streets; public or private.
6. Provide a larger font size for greater legibility throughout the document.
7. Provide for notes under the note section of the document not within graphics to avoid not being read or conflicting with other information. Keep graphics easy to read. Remove foot prints of buildings not yet reviewed or approved.
8. Provide for references to the Zoning Ordinance that are applicable to the Master Sign Program. It is not necessary to be redundant and reiterate standard code provisions.
9. Identify that the Master Sign Program is for both existing and proposed development on the site *not just future development as stated*.
10. Provide a cover letter to help the City understand what is proposed and what is expected.
11. The preface or introduction should qualify what the Master Sign Program contains and what references are back to Article VIII. The subsequent pages of information should be qualified as to what they are addressing.
12. Provide the same terms for all signage provided as is allowed for under Article VIII and Section 8.534 in particular. Do not use terms not identified in the Zoning Ordinance.
13. If you only propose one sign lettering style to be used that is all that can be used irrespective of trade mark requirements. If you do not have any tower signs proposed, then identify that *no tower signs are to be used*. If you are relying on the general requirements of Section 8.400 for the signage program (General Requirements), then please explain that fact. Do not assume.
14. Legibility is important throughout the Master Sign Program document. Do not use font sizes that are too small or difficult to read due to layers of information or color choices.
15. Be consistent between what is desired for use, what is allowed by regulation and what is depicted graphically. Example: The font choice is Century Gothic Regular but the entry monument sign shows a different font type with serifs being used. There is no discussion of creating a SkySong thematic design to be used on any signs. There is no discussion on trademarks such as the ASU logo.
16. Fonts and Materials page: This is a good example of where presumptions are made and where explanations are essential. The fonts identified are to be used for what signs? All signs? What about trademark requirements? Color choices listed might be affected too by trade mark requirements. What are the materials identified for? Where are they applied? What is a Gabion Basket, Matthews Paint or Translucent Silver Vinyl? What are the color choices? No choices or limitations were identified.
17. Vicinity Map- There is no north arrow, no scale and it is difficult to read. Emphasis should be on the site's location and the rest of the area information should be screened back. Street names should be legible versus being obscured by subdivision information. Individual lots are not needed outside of the project site.
18. There is *no reason to reinvent or create new terms for signs*. Use the terms, definitions and standards established with Article VIII.
19. It would be useful to identify what is the signage that is allowed by the Code for the site under the Master Sign Program. Having done that exercise might have avoided the identification of signs in the wrong quantity or location. Section 8.534 qualifies what is allowed.
20. The terms were confusing as they were not the same as used by Article VIII. Example: VS-Vehicular Directional Sign shown is equal to what is called Traffic Directional Sign in the Zoning Ordinance.

21. Remove the identification of buildings not yet reviewed or approved on the map used to identify the proposed location for signs.
22. VS-Vehicular Directional Sign-Traffic Directional Sign: Maximum sign height is 3 feet versus 9'6". The maximum area of the sign is 4 square feet but 23.6 square feet is shown.
23. PD-Pedestrian Directory Sign-Directory Sign: Maximum sign height is 7 feet but 9'6" is shown. The maximum area of the sign is 1 square foot for each business listed and 4 square feet for the name of the building or complex. There is no allowance for the term "Directory" being added. No logo, building name or complex logo was identified. No allowance for diagram of building complex as part of signage. Entire development is shown versus individual building.
24. PZ-Parking Lot Zone Sign-Traffic Directional Sign: Limited to business name, logo, directional arrow, copy to read "Exit" or "Enter" only. Driveways with special uses such as deliveries or drive-through would require DRB approval. One such sign per driveway, 3 foot height maximum, 4 square feet of sign area maximum and maximum of 1 square foot for building name or logo. If the driveway is shared, the signage area can be increased to 8 square feet and 2 square feet respectively.
25. Amendments to the Master Signage Plan should be addressed.
26. The TM-Multi-Tenant Monument Sign-Mid-Size Monument Sign; only one sign per street frontage except where a substitution for allowance of tower signs occurs. No tower signs are proposed so there is no substitution situation. There are 13 mid-size monument signs for multi-tenant identification. Only 6 are allowed.
27. There are 3 EM-Entry Monument Sign-Project Identification Signs on N. Scottsdale Road where only 1 is allowed.
28. There are 18 free-standing signs on a site where only 12 are allowed. 6 signs need to be dropped.
29. Parking Lot Zone Identification Signs are not a permitted sign type.
30. SN, SS, SL, PC, NP all need to conform to City standards as private streets are accessible to the public and are treated the same for all traffic safety signage.