



July 30, 2008

Rick Markum  
DAVIS  
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 July 3, 2008. The following **2<sup>nd</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.

We are ready to proceed to scheduling a hearing with the Development Review Board based on the hearing choices listed below. You will need to provide **16 sets** of the presentation packet for the hearing. The format for the booklets is as drafted with the document being read from left to right and bound on the left side. The sheet size should be 11 inches by 17 inches. The item will be scheduled on the consent agenda unless you wish to make a presentation or the Board wishes to put the item on the regular agenda for discussion.

While the introductory remarks exceed what is necessary to explain the purpose of this document, it is sufficient. There are a few corrections that should be addressed with the presentation document:

1. Page 2: Edit the left half to state "Lettering Allowed". Pull your first sentence in the note forward in larger type to state that the program will honor all established logos, letter styles and colors for the identified signage. Then identify the Century Gothic, Regular and Bold will be the default font. On the right side identify that the materials shown are only for freestanding signs on the site identified as (list the types shown on GD 100).
2. On GD 100, the "2 of 2 Scottsdale Rd. frontage" M3 signs should be placed further north along the Scottsdale Road frontage. Review relocation to the area between the two M1 signs north of SkySong Boulevard.
3. The master sign program document needs to include the name and address of the firm preparing the document. It would also be useful to identify the property owner(s), developers and the date of the latest revision.

In an effort to get this development request to a Development Review Board hearing, City staff has identified the following potential schedules (read schedule left to right):

Track	Response/resubmittal by applicant (complete sets of revisions)	City to provide status update	Potential DRB Hearing Date
19-08	By Noon on August 14, 2008		9/4/2008
20-08	By Noon on August 28, 2008		9/18/2008
21-08	By Noon on September 11, 2008		10/2/2008

**DO NOT DROP OFF ANY RESUBMITTAL MATERIAL WITHOUT A SCHEDULED MEETING WITH THE PROJECT COORDINATOR OR PLANNER ASSIGNED.**

*If you have any questions, or need further assistance please contact me at 480-312-7976 or at [hepstein@ScottsdaleAZ.gov](mailto:hepstein@ScottsdaleAZ.gov).*

Sincerely,



Hank Epstein, AICP  
Senior Planner

cc: Kroy Ekblaw  
City of Scottsdale  
7447 E Indian School Road  
Scottsdale, AZ 85251  
Andrew Chi