

Comments on 2-MS-2008: SkySong Master Sign Program Proposal

Freestanding Signs

McDowell Road Frontage

1. Two mid-size monument signs are allowed on McDowell Road per Section 8.534.II.C.5. These are signs EM & TM.
2. Sign EM on the southeast corner of McDowell & Scottsdale Roads may utilize one of the two mid-size monument signs allowed in Section 8.534.II.C.5 and count it as part of McDowell Road's frontage (not Scottsdale Road).
3. Section 8.404 allows mid-size monument signs to have the option of allowing tenant panels: "A multiple tenant project may have a name identifying the building or complex on the building and on a freestanding sign in addition to identifying the building or complex, mid-size monument and tower signs *may* include no more than three (3) tenant names." Sign EM may be classified as a mid-size monument sign and opt not use tenant panels per Section 8.404.
4. Sign EM will need to be 12 feet tall with 60 square feet of total sign area of the letters and logos, and be setback 10 feet from the property lines. There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.5.
5. Sign TM will be the other one of two mid-size monument sign on McDowell Road. The sign will need to be 12 feet tall with 60 square feet of total sign area of the letters and logos, and be setback 10 feet from the property lines. There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.5.
6. Both signs may be located anywhere on the McDowell Road frontage as long as it satisfies Staff and the Development Review Board.

Scottsdale Road Frontage

1. Two mid-size monument signs (Sign TM) are allowed on Scottsdale Road per Section 8.534.II.C.5 and may include no more than three (3) tenant panels on both sides per Section 8.404.
2. Both TM signs will need to be 12 feet tall with 60 square feet of total sign area of the letters and logos, and be setback 10 feet from the property lines. There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.5.
3. Both signs may be located anywhere on Scottsdale Road as long as it satisfies Staff and the Development Review Board.

SkySong Boulevard Frontage (East-West Interior Street)

1. One EM Sign is proposed on the north and south frontage of SkySong Boulevard and may use either Section 8.534.II.A (Monument Signs) or Section 8.534.II.C (Mid-Size Monument Signs). One sign will be on one street frontage (north) while the other sign will be on the other frontage (south) per Section 8.534.II.
2. The signs may be perpendicular or parallel to the street (Section 8.408.II). The signs may also be angled as well.
3. If Section 8.534.II.A (Monument Sign) is used, then the sign structure cannot exceed 5 feet in height. The letters and logos may not exceed 4 feet in height and 10 feet in length, and still have to be at or under 24 square feet. The sign cannot be less than 15 feet from the back of the street curb (Section 8.408.III). There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.A.

4. If Section 8.534.II.C (Mid-Size Monument Sign) is used, the sign will need to be no more than 12 feet tall with a maximum letter and logo area of 75 square feet. The sign will need to be setback 10 feet from the property lines (Section 8.534.II.C.4) and meet the minimum from the back of the street curb, which is 15 feet (Section 8.408.III). There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.
5. Staff recommends using Section 8.534.II.A (Monument Signs) instead of Section 8.534.II.C (Mid-Size Monument Signs).

Center Street (North-South Interior Street)

1. One M2 Sign is proposed on the west frontage of Center Street near the McDowell Road intersection. The sign may use either Section 8.534.II.A (Monument Signs) or Section 8.534.II.C (Mid-Size Monument Signs).
2. The sign may be perpendicular or parallel to the street (Section 8.408.II). The sign may also be angled as well.
3. If Section 8.534.II.A (Monument Sign) is used, then the sign structure cannot exceed 5 feet in height. The letters and logos may not exceed 4 feet in height and 10 feet in length, and still have to be at or under 24 square feet. The sign cannot be less than 15 feet from the back of the street curb (Section 8.408.III). There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.A.
4. If Section 8.534.II.C (Mid-Size Monument Sign) is used, the sign will need to be no more than 12 feet tall with a maximum letter and logo area of 75 square feet. The sign will need to be setback 10 feet from the property lines (Section 8.534.II.C.4) and meet the minimum from the back of the street curb, which is 15 feet (Section 8.408.III). There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.
5. Staff recommends using Section 8.534.II.A (Monument Signs) instead of Section 8.534.II.C (Mid-Size Monument Signs).

74th Street Frontage

1. Two mid-size monument signs (Sign TM) are allowed on 74th Street per Section 8.534.II.C.5 and may include no more than three (3) tenant panels on both sides per Section 8.404.
2. Both TM signs will need to be 12 feet tall with 60 square feet of total sign area of the letters and logos, and be setback 10 feet from the property lines. There are no provisions regulating the length, materials and design of the structure as long as it meets Section 8.534.II.C.5.
3. Both signs may be located anywhere on 74th Street as long as it satisfies Staff and the Development Review Board.

South East-West Access Road

1. Staff does not recommend any signs to be proposed on the south east-west street since they will be adjacent to nearby homes.
2. Signage for the future residential component of SkySong will be subject to separate review and permitting and must meet the provisions of Section 8.517 (Multi-Family Development) of the Sign Ordinance.

Vehicular Directional Signs (Sign Type VS)

1. These signs are classified as Traffic Directional Signs (as defined in Section 8.200: Definitions) and must meet the provisions of Section 8.409: Traffic Directional Signs and Section 8.534.III: Traffic Directional Signs. Since the signs are located on the streets

shared by the multiple uses within SkySong, the sign may utilize Section 8.534.III.E & Section 8.534.III.F. The signs will have to be dropped in height and square feet to 3 feet tall and 8 square feet, and will require sign permits.

2. There is a limitation to the number of Traffic Directional Signs allowed per driveway per Section 8.534.III, but the traffic directional signs proposed throughout the entire SkySong development are located at the entry of each driveway and street. The Development Review Board, with the satisfaction of staff, may determine the number of traffic directional signs per Section 8.301 and 8.409.
3. These signs will require a sign permit.
4. These signs may be double-sided.

Pedestrian Directory Signs (Sign Type PD)

1. These signs are classified as Directory Signs (as defined in Section 8.200: Definitions) and must meet the provisions of Section 8.416: Directory Signs, and Section 8.534.IV: Directory Signs.
2. There is no limitation to the number of Directory Signs allowed in a development, but the maximum number of signs for a site shall be determined by the Development Review Board per Section 8.534.IV.A.
3. The maximum height of such sign shall be 7 feet (to the top of the sign) to maintain a pedestrian compatible height (the 9 feet 6 inches proposed is too tall), and the sign may incorporate a map and tenant listings to the satisfaction of the Development Review Board and staff per Section 8.301.
4. These signs will require a sign permit.
5. These signs may be double-sided.

Parking Lot Zone Signs (Sign Type PZ)

1. These signs are classified as Traffic Directional Signs (as defined in Section 8.200: Definitions) and must meet the provisions of Section 8.409: Traffic Directional Signs and Section 8.534.III: Traffic Directional Signs. These signs will be located at the driveway entry of all the SkySong parking lots, one sign proposed for each driveway entry.
2. The signs shall be 3 feet tall with no more than 4 square feet of letter and logo area.
3. These signs will not require a sign permit since they are less than 4 square feet per Section 8.303.II.B.
4. These signs may be double-sided.

Street Name Sign & Traffic Control & Warning Signs (Sign Type SN, SS, SL, PC & NP)

1. These signs must meet the provisions of the MUTCD (Manual on Uniform Traffic Control Devices) issued by the Federal Highway Administration and meet the traffic control sign standards of the City of Scottsdale.
2. Posts that hold these signs must also meet the MUTCD and be crash worthy.
3. These signs shall be submitted to the City of Scottsdale Traffic Engineering Department for review & approval.

Building Wall Signs

Building Wall Signs Size & Placement (All OT & RT Signs)

1. Individual Business Identification for *all* office and retail tenants must meet the provisions of Section 8.501. This section applies to individual business only and not the multi-tenant commercial complex as regulated in Section 8.534.
2. Each tenant may have building wall signs that identifies their business and be placed on the wall of the business which the sign identifies per Section 8.405.

3. For any one side of a building the maximum sign area for each one lineal foot of building wall shall be one square foot (Section 8.501.I.A.2). If the wall on which the sign is placed is more than 200 feet from any public right-of-way, the maximum sign area for each one lineal foot of building wall shall be one and one-half square feet (Section 8.501.I.A.3).
4. Staff recommends limiting tenant identification signs per elevation to one sign only.
5. Signs are prohibited above the third story. The Development Review Board (per Section 8.301.II) shall review and render a decision for sign code exception requests relating signage design, and to the *placement* of signs.
6. Signs for first floor tenants may utilize their first floor wall elevation for signage. Signs for second floor tenants may utilize their second floor wall elevation for signage. Third floor tenants may utilize their third floor wall elevation for signage.
7. Forth floor tenants may utilize the third floor elevation for signage and share signage space with the third floor tenants (since wall signs are only allowed up to the third story per Section 8.501.I.5). The Development Review Board (per Section 8.301.II) may allow an exception to Section 8.501.I.5 and allow the forth floor tenants to use their elevation for signage. The Development Review Board may also allow certain tenants (whether on the first, second, third or forth floor) to have signage on the forth floor.
8. All tenant wall signs and their associated tenant panel signs on the freestanding signs shall meet the sum total sign area as defined in Section 8.501.VII: Sum Total Sign Area and Section 8.200: Definitions – Sum Total Sign Area. The sum total sign area is the aggregate area of all signs for any individual use (tenant) on the premises. The sum total sign area allowed for each tenant is one and one-half square feet for each one lineal foot of building foot front (1 to 1.5 ratio). This must be specified in the SkySong Master Sign Program.

Building Wall Sign Design & Illumination Type: Office Tenant Signs (Sign Type OT)

1. Office Tenant Signs shall all be individual brushed aluminum reverse pan channel letters with white neon or LED halo-illumination as specified in the SkySong Master Sign Program, page GD 205.
2. The applicant shall specify the maximum height of letters and logos for all signs. Delineate height ranges for one and two lines of copy. Subcopy letters are allowed and may be used as modifiers that describe the uses and activities of the business (per Section 8.200: Definition – Modifier and Section 8.415: Modifiers). No slogans, websites or any other form of advertising is allowed.
3. Logos are allowed, and they may be limited to 25% of the total sign size if specified in the SkySong Master Sign Program.
4. The applicant shall delineate in the MSP if sign color exceptions are allowed for office tenants per landlord approval. This exception may be allowed for nationally recognized companies that would like to use their own logo color. If this exception is allowed, it needs to be addressed in the MSP. Staff recommends the illumination color be white neon or LEDs only.
5. Letter type is open to the tenant's corporate standards. If no standard, then Century Gothic Bold shall be used per the MSP, page GD 205
6. Please add language that prohibits exposed illumination, flashing and moving signs, and visible raceways as specified in Sections 8.301: Prohibited Lighting and Movement and Section 8.414: Individual Letters.

Building Wall Sign Design & Illumination Type: Retail Tenant Signs (Sign Type RT)

1. Retail Tenant Signs shall be allowed to have their company letter type, colors and illumination colors on the internal SkySong Boulevard frontage as specified in the MSP on page GD 205.
2. Pan channel letters (signs that are illuminated from the front) are specified as the sign type allowed for retail tenants on page GD 205. However, to keep consistent to the

3. For any one side of a building the maximum sign area for each one lineal foot of building wall shall be one square foot (Section 8.501.I.A.2). If the wall on which the sign is placed is more than 200 feet from any public right-of-way, the maximum sign area for each one lineal foot of building wall shall be one and one-half square feet (Section 8.501.I.A.3).
4. Staff recommends limiting tenant identification signs per elevation to one sign only.
5. Signs are prohibited above the third story. The Development Review Board (per Section 8.301.II) shall review and render a decision for sign code exception requests relating *signage design, and to the placement of signs.*
6. Signs for first floor tenants may utilize their first floor wall elevation for signage. Signs for second floor tenants may utilize their second floor wall elevation for signage. Third floor tenants may utilize their third floor wall elevation for signage.
7. Forth floor tenants may utilize the third floor elevation for signage and share signage space with the third floor tenants (since wall signs are only allowed up to the third story per Section 8.501.I.5). The Development Review Board (per Section 8.301.II) may allow an exception to Section 8.501.I.5 and allow the forth floor tenants to use their elevation for signage. The Development Review Board may also allow certain tenants (whether on the first, second, third or forth floor) to have signage on the forth floor.
8. All tenant wall signs and their associated tenant panel signs on the freestanding signs shall meet the sum total sign area as defined in Section 8.501.VII: Sum Total Sign Area and Section 8.200: Definitions – Sum Total Sign Area. The sum total sign area is the aggregate area of all signs for any individual use (tenant) on the premises. The sum total sign area allowed for each tenant is one and one-half square feet for each one lineal foot of building foot front (1 to 1.5 ratio). This must be specified in the SkySong Master Sign Program.

Building Wall Sign Design & Illumination Type: Office Tenant Signs (Sign Type OT)

1. Office Tenant Signs shall all be individual brushed aluminum reverse pan channel letters with white neon or LED halo-illumination as specified in the SkySong Master Sign Program, page GD 205.
2. The applicant shall specify the maximum height of letters and logos for all signs. *Delineate height ranges for one and two lines of copy. Subcopy letters are allowed and may be used as modifiers that describe the uses and activities of the business (per Section 8.200: Definition – Modifier and Section 8.415: Modifiers). No slogans, websites or any other form of advertising is allowed.*
3. Logos are allowed, and they may be limited to 25% of the total sign size if specified in the SkySong Master Sign Program.
4. The applicant shall delineate in the MSP if sign color exceptions are allowed for office tenants per landlord approval. This exception may be allowed for nationally recognized companies that would like to use their own logo color. If this exception is allowed, it needs to be addressed in the MSP. Staff recommends the illumination color be white neon or LEDs only.
5. Letter type is open to the tenant's corporate standards. If no standard, then Century Gothic Bold shall be used per the MSP, page GD 205
6. Please add language that prohibits exposed illumination, flashing and moving signs, and visible raceways as specified in Sections 8.301: Prohibited Lighting and Movement and Section 8.414: Individual Letters.

Building Wall Sign Design & Illumination Type: Retail Tenant Signs (Sign Type RT)

1. Retail Tenant Signs shall be allowed to have their company letter type, colors and illumination colors on the internal SkySong Boulevard frontage as specified in the MSP on page GD 205.
2. Pan channel letters (signs that are illuminated from the front) are specified as the sign type allowed for retail tenants on page GD 205. However, to keep consistent to the

reverse pan channel construction that the office tenants are required to have, all retail tenant signage shall be individual aluminum reverse pan channel letters with halo-illumination in white neon or LEDs only. The retail tenant's letter style is allowed, and the corporate colors are allowed to be painted onto the faces and returns (sides).

3. Retail tenant signs on the outer perimeter of Buildings 1 & 2 will be restricted to individual brushed aluminum reverse pan channel letters with white neon or LED halo-illumination.
4. The applicant shall specify the maximum height of letters and logos for all signs. Delineate height ranges for one and two lines of copy. Subcopy letters are allowed and may be used as modifiers that describe the uses and activities of the business (per Section 8.200: Definition – Modifier and Section 8.415: Modifiers). No slogans, websites or any other form of advertising is allowed.
5. Logos are allowed, and they may be limited to 25% of the total sign size if specified in the SkySong Master Sign Program.
6. Letter type is open to the tenant's corporate standards. If no standard, then Century Gothic Bold shall be used per the MSP, page GD 205.
7. Please add language that prohibits exposed illumination, flashing and moving signs, and visible raceways as specified in Sections 8.301: Prohibited Lighting and Movement and Section 8.414: Individual Letters.

Office Window Graphic Signs (Sign Type OG)

1. Window signs are allowed per Section 8.417: Window Signs and do not require permits or city review, only landlord approval. These signs shall be restricted to 9 square feet maximum per Section 8.417 and restricted to a 25% maximum coverage per pane as specified in Section 8.601.K. Colors and letter style shall be restricted to the provisions of the SkySong Master Sign Program.

Retail Window & Service Door Graphics (Sign Type RG)

1. Window signs are allowed per Section 8.417: Window Signs and do not require permits or city review, only landlord approval. These signs shall be restricted to 9 square feet maximum per Section 8.417 and restricted to a 25% maximum coverage per pane as specified in Section 8.601.K. Colors and letter style shall be restricted to the provisions of the SkySong Master Sign Program.

Amendments to the SkySong Master Sign Program

1. Any amendments to the SkySong Master Sign Program shall require Development Review Board and/or designee approval (per Section 8.302.I.C).
2. Future phases of SkySong will require an amendment to the Master Sign Program and will be reviewed by the Development Review Board and staff.