

Observations SkySong Master Sign Program Packet
May 28, 2008

1. There should not be any presumptions and less room for interpretation by what is proposed. What is provided is what will be required unless amended.
2. Legibility is very important throughout the document. Do not use type sizes that are too small or difficult to read.
3. Either before or after the Table of Contents should be an introductory statement regarding the purpose and substance of the master sign program, what is the extent of the coverage for the program, the evolution or phasing effort involved and how the document is to be used.
4. Fonts and Materials—Fonts for which signs? Only two choices in style (regular and bold—regular stated twice when it is one and the other is bold) All signs? Color choices? (none identified in this location)

There is already a conflict in the graphic showing the mid-size monument sign using lettering other than Century Gothic Regular. Do you want to constrain all signs to this lettering type? If so, the ASU logo, SkySong and tenant identification sign examples are all using the wrong lettering type even as place holders.

Materials are for what? The three items are not qualified as to where or how they are to be used. What are Gabion Basket, Matthews Paint and Translucent Silver Vinyl associated with on the site and with the sign program?

5. What is to be done for trademark requirements of signage? Colors and font type in particular.
6. Vicinity Map- No north arrow, no scale, difficult to read. Emphasis should be on site location and the rest should be screened back. Street names should be legible. Individual lots are not needed outside of the building site itself.
7. We should not be reinventing terms with the proposed master signage program. Please review and use Article VIII. Terms and definitions in addition its standards.
8. The "Sign Locations Plan" might be pre-mature. What should precede it should be an identification (i.e., listing) of the allowed site signage for the overall development as allowed by Section 8.534 of the Zoning Ordinance.

The semantics for each type of sign needs to be modified as necessary to be the same terms used by Article VIII for the type of sign associated with the proposal. We should not need to interpret sign types. The choices are already identified by the Zoning Ordinance.

Location Map should identify the north arrow in a more conspicuous location on the page. The locations are "conceptual" versus actual and some latitude exists in actual siting based on sign plans submitted. Street names, even private streets, should be provided. Lettering on some portions are too small to read...should be more legible.

Do not crowd locational map with notes within the graphic—that is why a notes section is identified off to the left of the graphic. Keep it simple and easy to read. Provide a key or legend as to line types, shading or symbols used. Existing buildings, parking, driveways, etc., should be distinguished from proposed development areas. Remove foot prints of buildings not yet approved. (i.e., southeast ¼ of site)

9. The notes could be incorporated into the preface/introduction of the Master Signage Program or left out if it just restates what is expressed in the Zoning Ordinance. The Master Signage Program is for existing and proposed development on the larger development site, it is not just for future development. What the program needs to address is inclusive of, but not limited to, design standards, lettering and logo sizes, lettering style, colors, textures, lighting methods, sign types and architectural features.
10. Design Standards should be in larger type in its own section rather than being shared in a disjointed manner throughout the document as notes.
11. Sign types allowed by the Zoning Ordinance:
 - Building or Complex Identification
 - a) **Building Wall Signs**
 - b) **Freestanding Building Identification**
 1. **Ground signs**
 2. **Monument signs**
 3. **Mid-size monument signs**
 4. **Landscape wall signs**
 5. **Tower signs**
 - Traffic directional signs
 - Directory signs

Identifying the building or complex— Entry Monument (single or double sided)
Mid-size monument signs---multi-tenant sign (maximum of three tenants)

Identification of the building—not the complex (Building A versus Sky Song project) Dimensions for the sign area includes the width of the sign area not just the height.

VS=Vehicular Directional Sign=Traffic Directional Sign----Maximum height of the sign is three feet but 9'6" is identified. The maximum area of signage is 4 square feet but 23.6 square feet is shown.

PD=Pedestrian Directory Sign=Directory Sign----Maximum height of the sign is 7 feet but 9'6" is shown. The maximum area of the sign is one s.f. for each business listed and four s.f. for the name of the building or complex. No allowance to state "Directory". No Logo, building name or complex logo identified. No allowance for diagram of building complex. Entire project is shown versus individual building

PZ=Parking Lot Zone Sign=Traffic Directional Sign----- Limited to business name, logo, directional arrow, copy to read "Enter" or "Exit" only.....Driveways with special uses such as deliveries or drive-through would required DRB approval.

One per driveway, three feet in height maximum, 4 s.f. of sign area maximum
Max. of building name or logo is 1 s.f. If the driveway is shared, can increase to 8 s.f. and 2 s.f.

What is shown does not work.

If there are to be future buildings that are not yet planned and designed, how can locations for signs be identified in those use areas with any certainty? When those buildings and the associated parking and landscaping is know, then an amendment to the Master Parking Plan should be requested for locations of new signs.

What are shown as TM=Multi-Tenant Monument Sign=Mid-Size Monument Sign-----only one such sign per street frontage except where a substitution for the allowance of tower signs occurs....in which case, two mid-size monument signs are allowed subject to being limited to 60 s.f. each...per street frontage.

There are 4 TM signs shown on N. 74th Street, 4 TM signs on E. McDowell, 5 TM signs shown on N. Scottsdale, for a total of 13 mid-size monument signs for multi-tenant identification.

There are 3 EM=Entry Monument Signs=Project Identification Signs on N. Scottsdale Road when only one is allowed per street frontage.

No tower signs are identified for use on the site. How many would normally be allowed if this option were pursued?

Estimates on maximum allowed signage overall site:

12 tenant (mid-size monument) identification signs or 12 ground signs or 12 monument signs or 12 tower signs.

The applicant has identified 18 free-standing signs. They need to drop 6 of those signs.

Vehicle Directory Signs need to be relocated to be near driveways to serve vehicles.

PZ=Parking Lot Zone Identification Signs are not listed as a permitted sign type.

SN, SS, SL, PC, NP all need to conform to City Standards as private streets accessible to the public are treated the same as public streets for traffic safety signage...per Transportation Dept. and recent Federal ruling.