

**TO:** DEVELOPMENT REVIEW BOARD **DATE:** 10/9/97  
**FROM:** PROJECT COORDINATION  
**SUBJECT:** CASE 213-MS-96

**REQUEST:** Approve Master Sign Program for a Retail Center  
**PROJECT NAME:** 213-MS-96  
**LOCATION:** 7014 East Camelback Road

**DEVELOPER/OWNER:** Westcor Partners/Scottsdale Fashion Square  
Partnership  
**ARCHITECT/DESIGNER:** Habitat, Inc.  
**ENGINEER:** N/A  
**APPLICANT/COORDINATOR:** R. R. Kuhn/Westcor Partners

**STAFF RECOMMENDATION:** APPROVE subject to the following stipulation:

1. Any revisions to the Community Sign District require Development Review Board approval

**DISCUSSION:** The request is to amend the existing sign program and establish a new community sign district for Scottsdale Fashion Square, a regional mall which is located at the northwest corner of Camelback and Scottsdale Roads. Scottsdale Fashion Square is currently undergoing a major expansion. When completed, it will encompass over 2,000,000 square feet of retail space. In addition, Camelview Plaza will now be incorporated as part of Fashion Square. The expansion will consist of the following: the addition of 260,000 square feet of retail space that will span Camelback Road; new 25,000 square feet Nordstrom Department Store, relocate existing Dillard's to space formerly occupied by Bullocks; expansion of Robinsons-May by 50,000 square feet; addition of four new parking structures.

The community sign district will address two major types of signage, project identification, and tenant identification. Project identification signs are comprised of existing freestanding, one new monument sign, building wall signs, identification located on new parking structures and bridge crossing. Tenant identification signs will consist of building wall signs (either new or existing) and signage on the parking structures for the major anchor tenants.

All signage will be located in a fashion that is compatible with the various architectural features and components of the project.

The community sign district is intended to encourage a flexible signage opportunity which is greater than that of the underlying zoning district, but is appropriate to the character of the development, provides adequate identification, promote traffic safety, and a clear visual environment.

**APPROVED**

10/9/97 TK  
DATE L...

The proposed project identification signs for Fashion Square are all individual reverse-pan-channel, with white halo illumination: ten (10) inch copy height will be used for the Scottsdale portion of the identification (painted black), Fashion Square copy (Verdi Patina) will not exceed forty (40) inches in height. The new monument identification sign will be use a stucco background, individual metal letters and logo with a stone base. Illumination will be indirect, with internal lanterns at each side of the monument.

Tenant identifications for Nordstroms, Dillards and Robinsons-May will be reverse channel letters with white halo illumination. Copy height will range from forty-eight (48) inches to ninety-six (96) inches. (The leading letters in Dillards will be the only character at eight (8) feet.

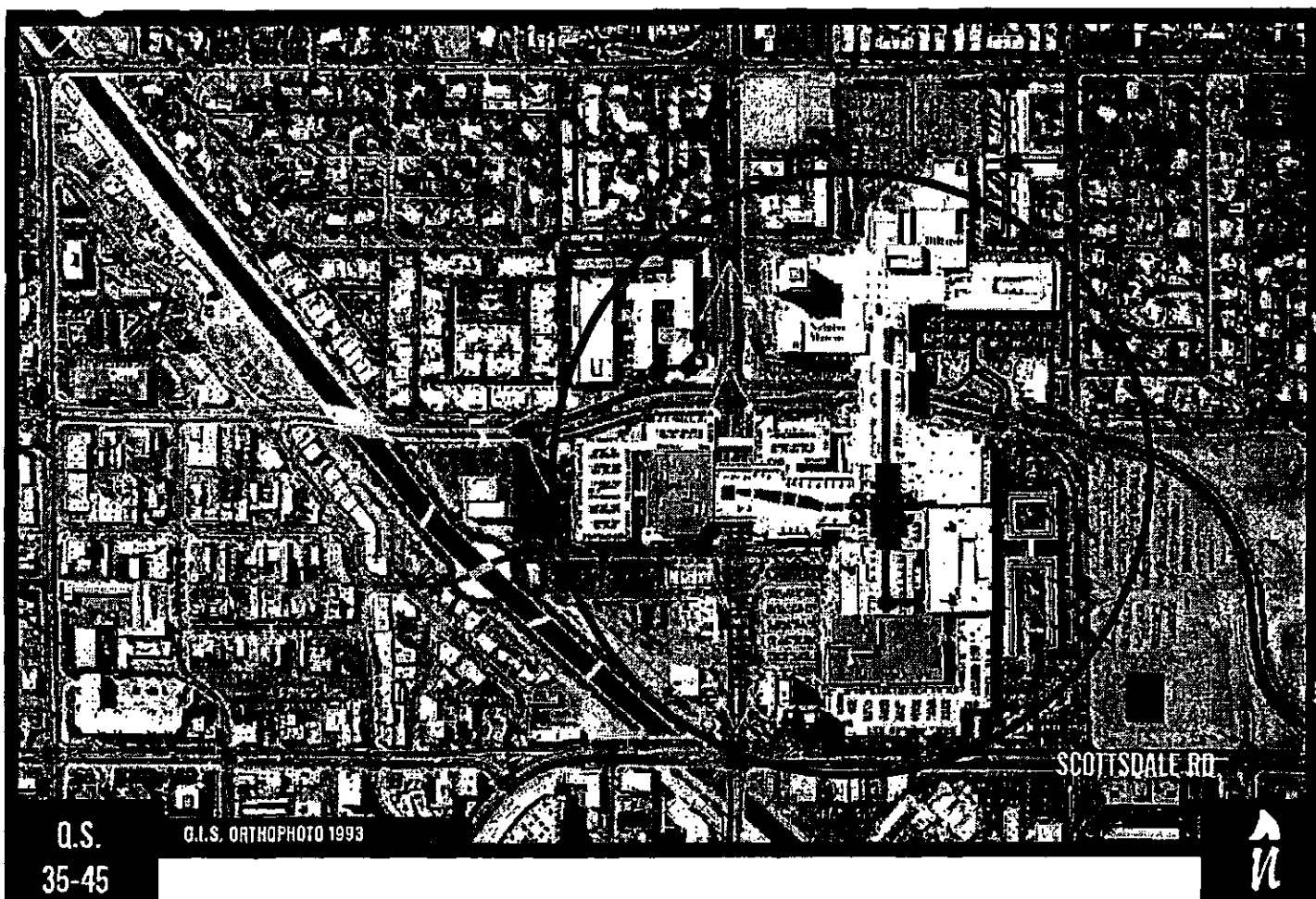
**RELATED CASES:**

Curtis Kozall  
Sign Inspector  
994-7034

**ATTACHMENTS:** #1-Aerial  
#2-Zoning Map  
#3-Master Sign Program  
#4-Project Narrative

**APPROVED**

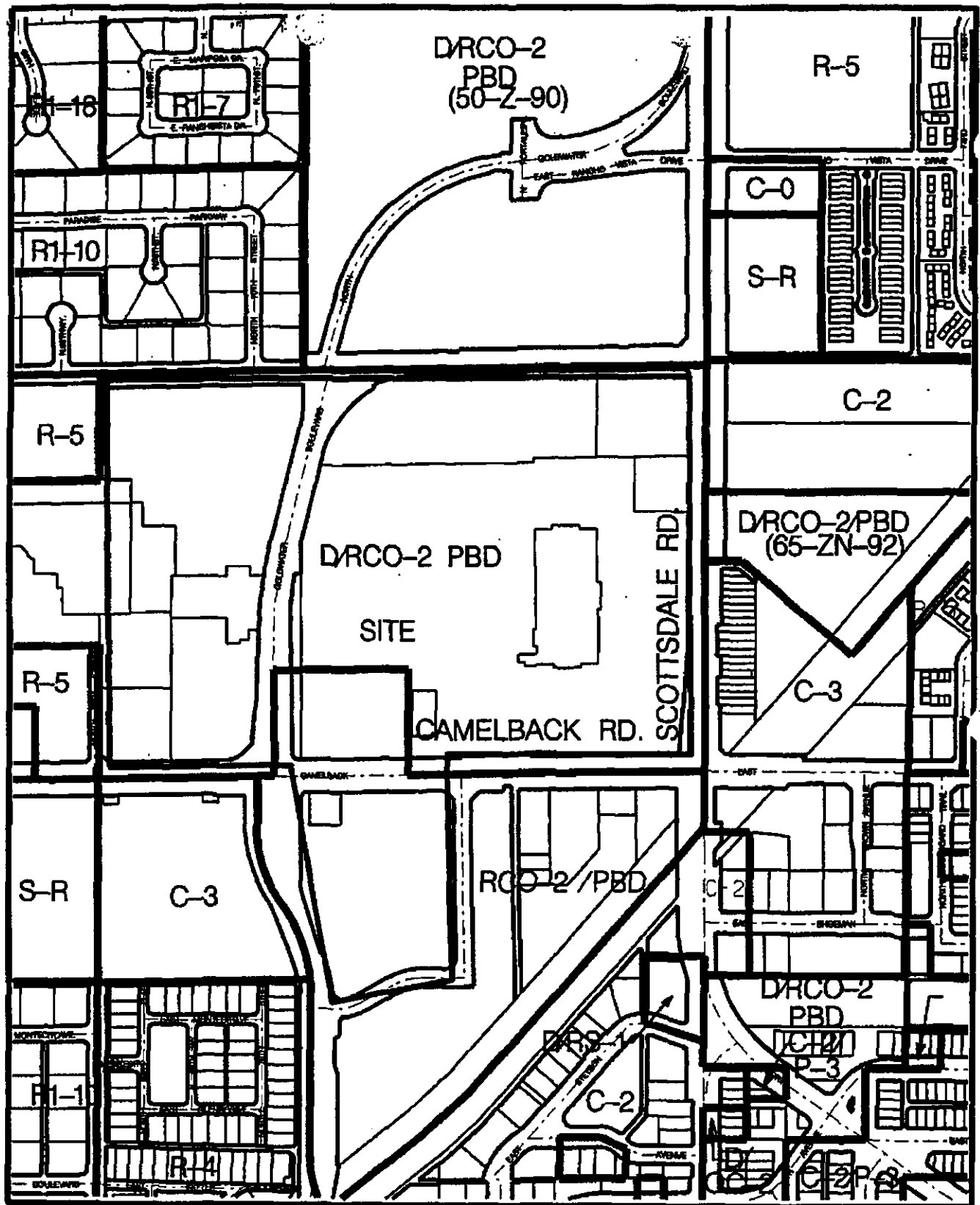
10/9/97 TK  
DUE EDDM



**SCOTTSDALE FASHION SQUARE**

**213 MS 96**

**ATTACHMENT #1**



213-MS-97

ATTACHMENT #2

S·C·O·T·T·S·D·A·L·E

*Fashion Square*



AMENDED COMPREHENSIVE SIGNAGE PROGRAM / COMMUNITY SIGN DISTRICT  
SEPTEMBER 1997



# PROJECT IDENTIFICATION - SIGNAGE SQUARE FOOTAGE

Front Footage:	2,000 ft. + 5 =	400 s.f.
	+ 10% for CSD =	40 s.f.
Total allowed		440 s.f.

Sign Number	Page Number	Square Footage
EM1	3	40
MM1	3	40
MM2	3	40
EM4	5	44
NM1	7	40
NM4	8	84
NM5	9	43
NM8	10	54
NM9	11	54
	Total	<u>439</u>

Scottsdale Fashion Square is embarking on a major expansion that will make it the largest regional mall in the Southwest with over 2,000,000 square feet. The major elements of expansion are as follows: Add 260,000+ sq. ft. of retail space spanning Camelback Road; add new 225,000 sq. ft. Nordstrom Department Store; expand Robinson's-May by 50,000 sq. ft.; relocation of Dillard's to vacant former Bullock's space; add four new parking garages with 2,875 additional spaces. These changes, plus the incorporation of Camelview Plaza under the Scottsdale Fashion Square umbrella, necessitates a modification to the Master Signage Program.

To provide required parking for the expanded mall and tenant stores, new parking garages are being built throughout the site. In several locations, the garages actually serve as the department store facades along the street front. In order to properly identify these stores, their names are being placed on the garage facades. Although this is not expressly addressed in the sign code with the formation of a Community Sign District and a comprehensive sign program, the code allows sufficient flexibility to accommodate the proposed signage.

The pages that follow outline the comprehensive sign program and explain which signs stay, which are replaced as well as new additional signs. Only major signs that are visible from the property lines are addressed.

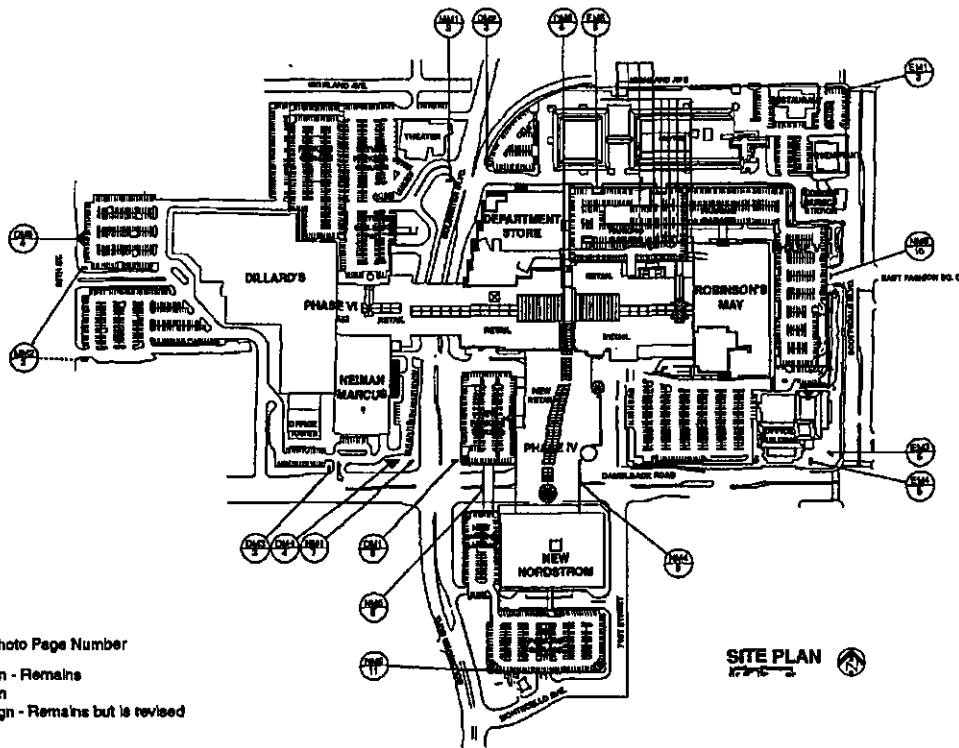
It was the intent of the program to avoid a proliferation of freestanding signs. The majority of new signs are building mounted, with only one new major sign structure, Sign NM1, at Goldwater Boulevard and Camelback Road. In fact, five other freestanding mall signs have been deleted.

There are three types of new building mounted signs: those that identify the mall at bridge crossings and parking entries, those that identify department stores (with size and illumination similar to Neiman Marcus) and a limited number of individual tenant signs.

The Scottsdale Fashion Square wall signs are all fabricated, individual reserve-pan-channel letters with white neon halo illumination. Nordstrom's, Dillard's and Robinson's-May will all have individual letters with white illumination at night and either black or white faces during the day.



## COMPREHENSIVE SIGNAGE PROGRAM Introduction / Calculations



# KEY

- Sign Number
- Drawing or Photo Page Number

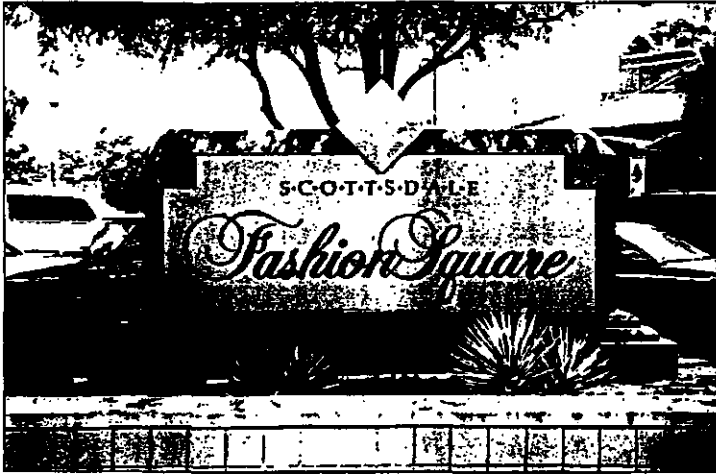
EM - Existing Mall Sign - Remains  
 DM - Deleted Mall Sign  
 MM - Modified Mall Sign - Remains but is revised  
 NM - New Mall Sign

SITE PLAN  
 17-16-2



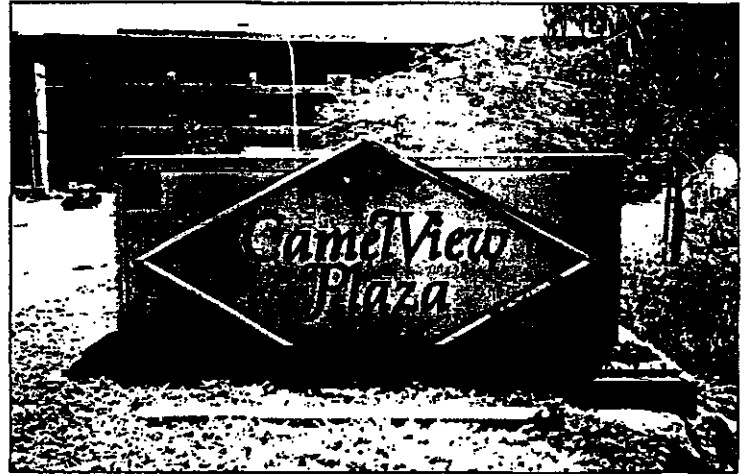
S-C-O-T-T-S-D-A-I-E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM  
 Mall Signage Locations



Sign EM1 to remain (Modify Ends & Lettering to Match Sign NM1)  
Sign DM1 & DM2 to be deleted

Approximate Dimensions  
Height: 6'-6"  
Width: 11'  
Square Footage: 40 S.F.  
Illumination: Ground



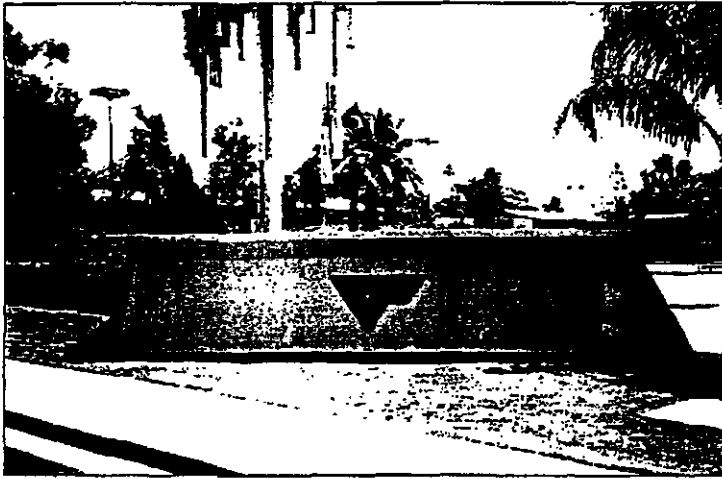
Signs MM1 & MM2 to be modified to match EM1 sign (Sign DM3 to be deleted)

Approximate Dimensions  
Height: 6'-6"  
Width: 11'  
Square Footage: 40 S.F.  
Illumination: Ground



COMPREHENSIVE SIGNAGE PROGRAM  
Existing Mall Signage





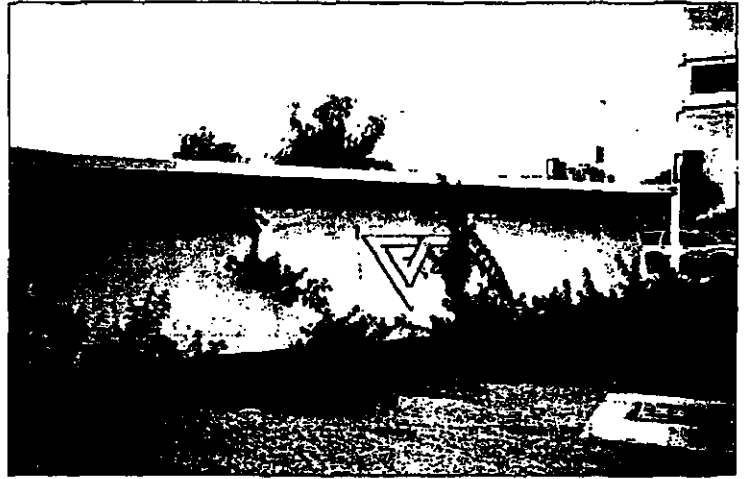
Sign DM2 to be deleted  
Southwest Elevation

Approximate Dimensions

Height: 2'-6" (Logo)

Width: 4'-4" (Logo)

Square Footage: 11 S.F.



Sign DM4 to be deleted  
Southwest Elevation

Approximate Dimensions

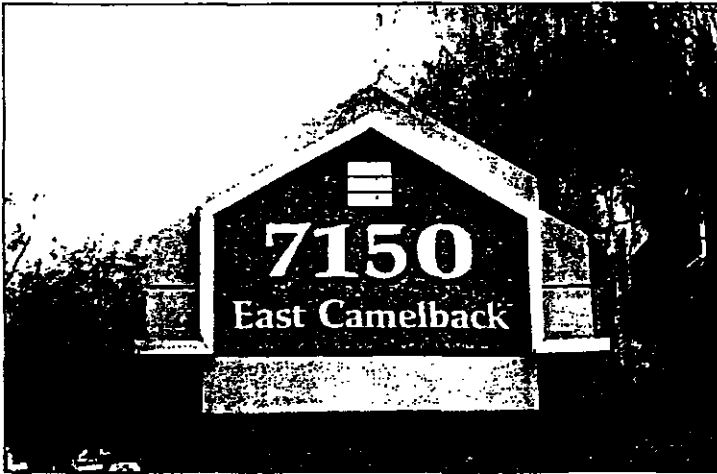
Height: 2'-6" (Logo)

Width: 4'-4" (Logo)

Square Footage: 11 S.F.



COMPREHENSIVE SIGNAGE PROGRAM  
Existing Mall Signage



Sign EM3 to remain  
East Elevation

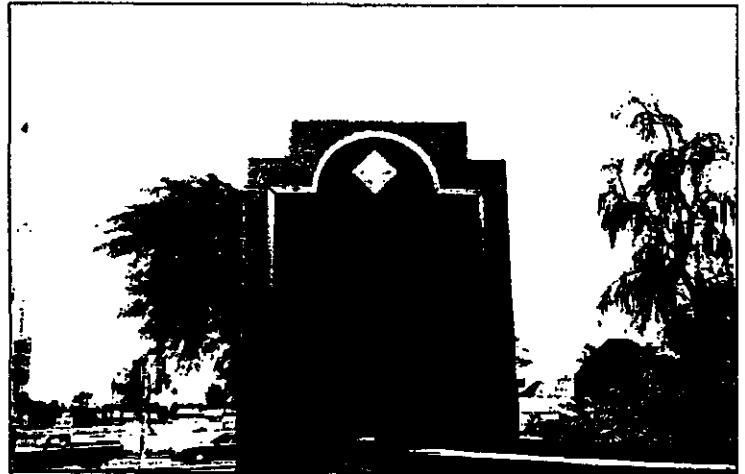
Approximate Dimensions

Height: 5'-0"

Width: 8'-0"

Square Footage: 24 S.F.

Illumination: Ground



Sign EM4 to remain - Location provided for future 12 S.F. tenant name at bottom  
Northeast Elevation

Approximate Dimensions

Height: 10'-0"

Width: 9'-0"

Square Footage: 44 S.F.

Illumination: Ground



COMPREHENSIVE SIGNAGE PROGRAM

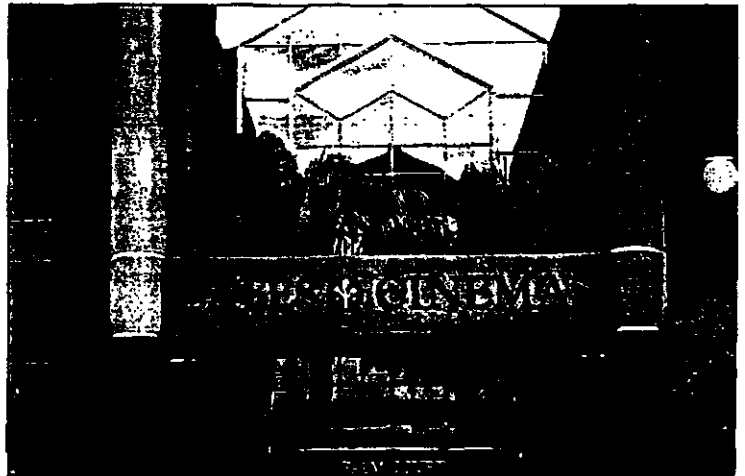
Existing Office Signage



Sign EM5 to remain  
North & South Elevations

**Approximate Dimensions**

Height: 2'-6" letters; 1'-0" logo  
Width: 14'-0" letters; 1'-0" logo  
Square Footage: 35 S.F. letters, 1 S.F. logo



Sign DM5 to be deleted  
South Elevation

**Approximate Dimensions**

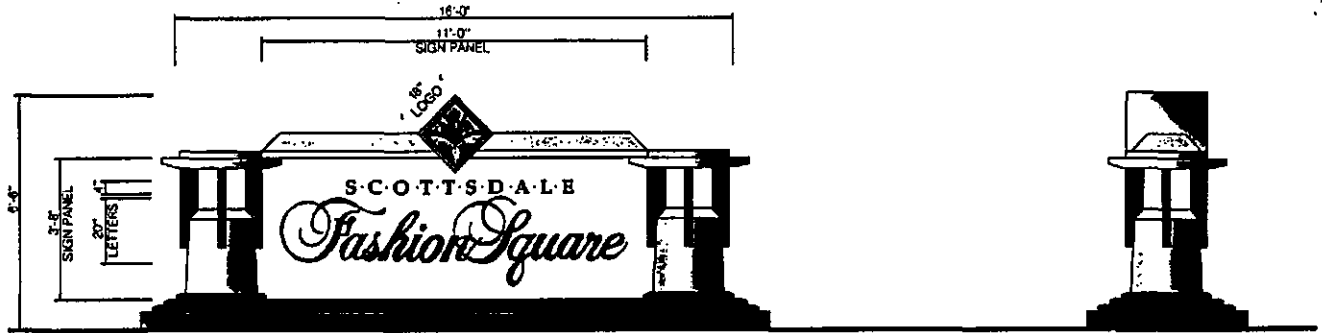
Height: 1'-4" letters; 7'-6" logo  
Width: 18'-0" letters; 7'-6" logo  
Square Footage: 24 S.F. letters, 54 S.F. logo



COMPREHENSIVE SIGNAGE PROGRAM  
Existing Mall Signage



Plan View



Sign NM1  
Southeast Elevation  
Scale: 3/8" = 1'-0"

Side View

Approximate Dimensions

Height: 6'-6"

Width: 11'

Square Footage: 40 S.F. logo & lettering

Color: As shown

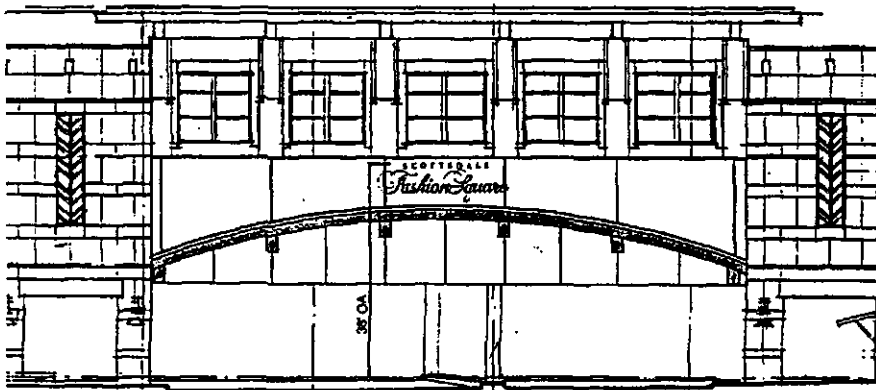
Materials: Stucco background, individual metal letters & logo, stone base

Illumination: Ground, Internal Lanterns



COMPREHENSIVE SIGNAGE PROGRAM

New Mall Signage



Scale: 1/16" = 1'-0"

Sign NM4  
East Elevation

Approximate Dimensions

Height: 5'

Width: 22'

Square Footage: 84 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



Enlarged Signage Layout  
Scale: 3/16" = 1'-0"

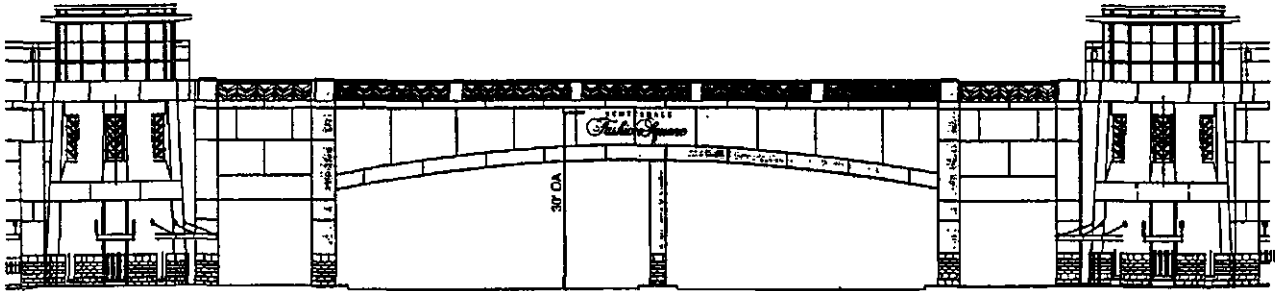


COMPREHENSIVE SIGNAGE PROGRAM

New Mall Signage



Enlarged Signage Layout  
Scale: 1/4" = 1'-0"



Scale: 1/16" = 1'-0"

Sign NMS  
West Elevation

Approximate Dimensions

Height: 4'

Width: 17'

Square Footage: 43 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



COMPREHENSIVE SIGNAGE PROGRAM

New Mall Signage



Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

Sign NM8

Approximate Dimensions

Height: 4'

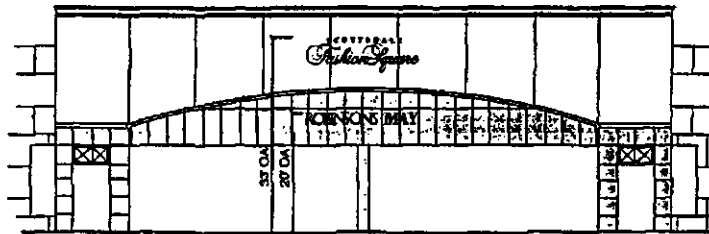
Width: 19'

Square Footage: 54 S.F.

Color: Scottsdale: Black; Fashion Square: Verdi Patina

Materials: Reverse Pan Channel Fabricated Metal

Illumination: White Neon Halo



Scale: 1/16" = 1'-0"

Sign NT2 & NM8  
East Elevation



Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

Sign NT2

Approximate Dimensions

Height: 2'

Width: 19'

Square Footage: 32 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant & Mall Signage

NEIMAN MARCUS -  
SIGNAGE SQUARE FOOTAGE

Front Footage: 330 = 330 s.f.  
+ 10% for CSD = 33 s.f.  
Total allowed 363 s.f.

Sign Number	Page Number	Square Footage
ET2	17	15
ET3	18	21
ET4	18	10
ET5	19	142
ET6	19	84
Total		272

ROBINSON'S MAY -  
SIGNAGE SQUARE FOOTAGE

Front Footage: 440 x 1-1/2 = 660 s.f.  
+ 10% for CSD = 66 s.f.  
Total allowed 726 s.f.

Sign Number	Page Number	Square Footage
MT1	24	137
MT2	24	137
NT1	25	202
NT2	13	32
NT3	26	32
NT4	27	32
ET12	25	137
Total		709

NORDSTROM -  
SIGNAGE SQUARE FOOTAGE

Front Footage: 350 x 1-1/2 = 525 s.f.  
+ 10% for CSD = 53 s.f.  
Total allowed 578 s.f.

Sign Number	Page Number	Square Footage
NT5	11	32
NT6	28	32
NT7	28	32
NT8	29	5
NT9	29	194
NT10	28	32
NT11	30	4*
NT12	31	194*
NT13	30	4*
NT14	31	5*
NT15	32	194
NT16	32	5*
NT17	32	5*
NT18	33	32
Total		553

\*Square footage not added to total since sign can only be seen from inside of garage or on top deck of parking garage.

DILLARD'S -  
SIGNAGE SQUARE FOOTAGE

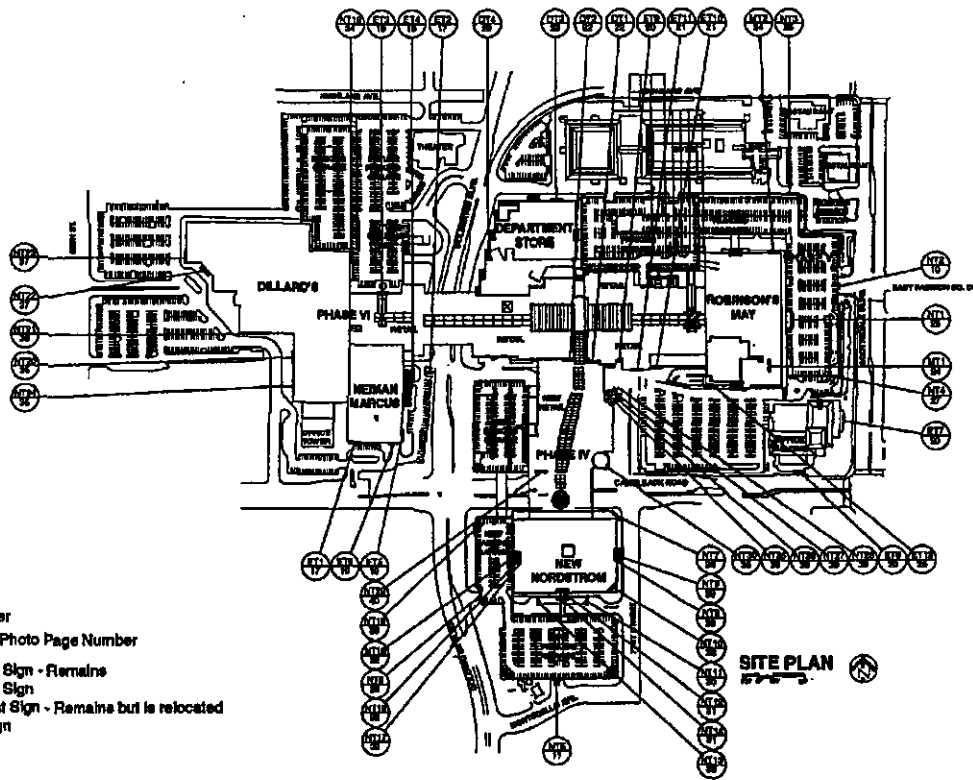
Front Footage: 600 x 1-1/2 = 900 s.f.  
+ 10% for CSD = 90 s.f.  
Total allowed 990 s.f.

Sign Number	Page Number	Square Footage
NT19	34	221
NT20	35	8
NT21	36	221
NT22	37	14
NT23	37	221
NT24	35	221
Total		906



COMPREHENSIVE SIGNAGE PROGRAM  
Signage Square Footage





**KEY**

- Sign Number
- Drawing or Photo Page Number
- ET - Existing Tenant Sign - Remains
- DT - Deleted Tenant Sign
- MT - Modified Tenant Sign - Remains but is relocated
- NT - New Tenant Sign



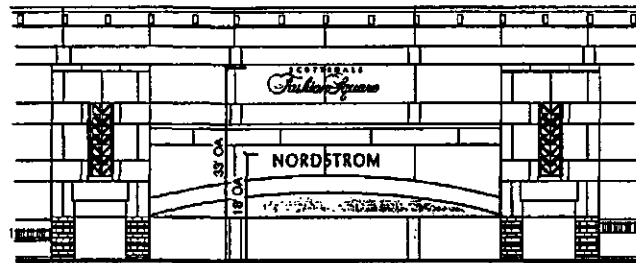
S-C-O-T-T-S-D-A-L-E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM  
Tenant Signage Locations



Sign NM9 - Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

Approximate Dimensions  
Height: 4'  
Width: 19'  
Square Footage: 54 S.F.  
Color: Scottsdale: Black; Fashion Square: Verdi Patina  
Materials: Reverse Pan Channel Fabricated Metal  
Illumination: White Neon Halo



Scale: 1/16" = 1'-0"



Sign NT5 - Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

Approximate Dimensions  
Height: 2'  
Width: 18'  
Square Footage: 32 S.F.  
Color: Black (Daytime)  
Materials: Painted Metal Returns with Translucent Acrylic Faces  
Illumination: Internal white neon (Nighttime)



COMPREHENSIVE SIGNAGE PROGRAM  
New Tenant & Mall Signage



Sign ET1 to remain  
South Elevation

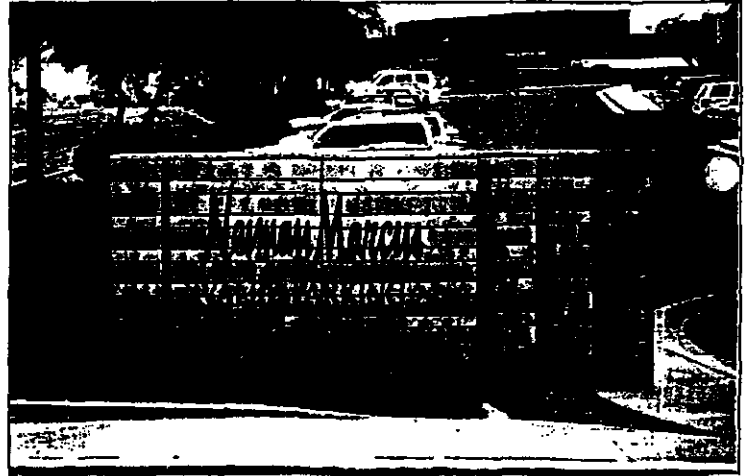
Approximate Dimensions

Height: 11" (letters)

Width: 34' (letters)

Square Footage: 30 S.F.

Illumination: Internal White Neon



Sign ET2 to remain  
North Elevation

Approximate Dimensions

Height: 6'-0"

Width: 13'-6" (Entire Sign)

Square Footage: 15 S.F. (Lettering)

Illumination: Internal



COMPREHENSIVE SIGNAGE PROGRAM

Existing Tenant Signage



**Sign ET3 to remain  
North Elevation**

### Approximate Dimensions

Height: 3'-0" (letters)

Width: 7'-0" (letters)

**Square Footage: 21 S.F.**

**Illumination:** Internal White Neon



**Sign ET4 to remain  
East Elevation**

### Approximate Dimensions

Height: 2'-0" (letters)

**Width: 5'-0" (letters)**

**Square Footage: 10**

**Illumination:** Internal White Neon



## COMPREHENSIVE SIGNAGE PROGRAM

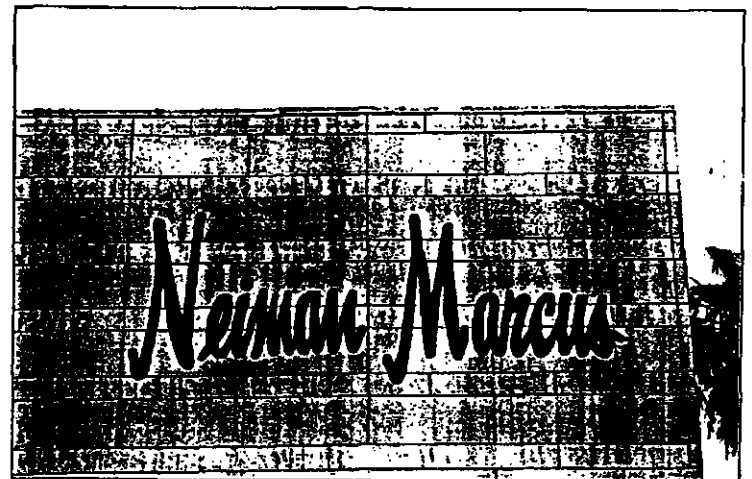
### Existing Tenant Signage



Sign ET5 to remain  
East Elevation

Approximate Dimensions

Height: 8'  
Width: 28'  
Square Footage: 142 S.F.  
Illumination: Internal White Neon



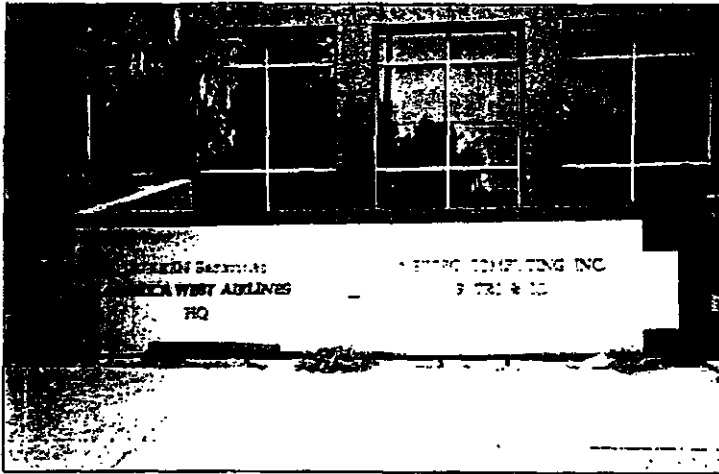
Sign ET6 to remain  
South Elevation

Approximate Dimensions

Height: 6'  
Width: 20'  
Square Footage: 84 S.F.  
Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM  
Existing Tenant Signage



Sign ET7 & ET8 to remain

**Approximate Dimensions**

Height: 7" letter height

Width: 7' each tenant max

Square Footage: 5 S.F. each tenant max

Illumination: Ground



Sign ET9

South Elevation

**Approximate Dimensions**

Height: 12'

Width: 14'

Square Footage: 14 S.F.



**COMPREHENSIVE SIGNAGE PROGRAM**

Existing Tenant Signage



Sign ET-10 to remain  
South Elevation

Approximate Dimensions

Height: 2'  
Width: 24'  
Square Footage: 48 S.F.  
Illumination: White Neon Halo



Sign ET-11 to remain  
South Elevation

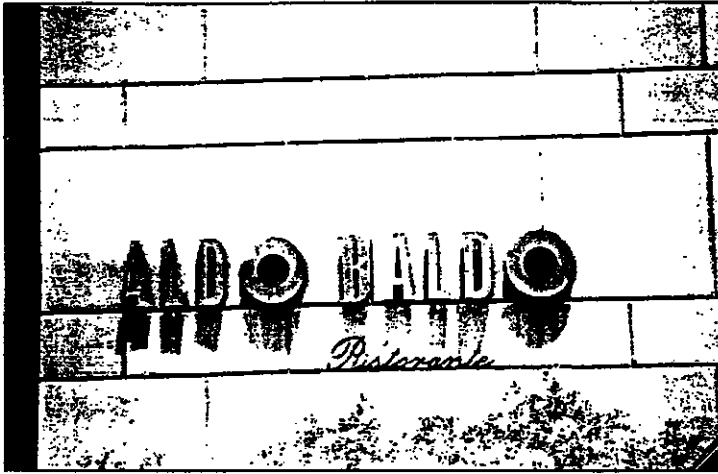
Approximate Dimensions

Height: 4'-0"  
Width: 18'  
Square Footage: 72 S.F.  
Illumination: Red Neon Halo



COMPREHENSIVE SIGNAGE PROGRAM

Existing Tenant Signage



Sign DT1 to be deleted from exterior and replaced under porte cochere  
South Elevation

Approximate Dimensions

Height: 2'-0" Primary letters, 1'-2" Secondary

Width: 15'-0"

Square Footage: 35 S.F.

Illumination: White Neon Halo



Sign DT2 to be deleted from exterior and replaced under porte cochere  
South Elevation

Approximate Dimensions

Height: 18"

Width: 11'-0"

Square Footage: 30 S.F.

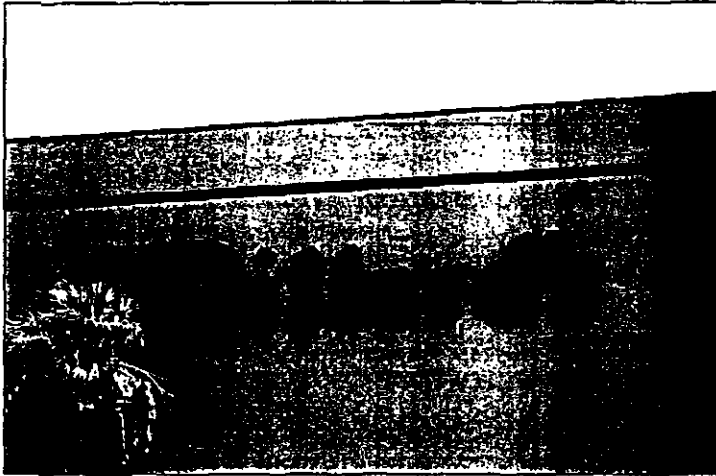
Illumination: Red & White Neon Halo



COMPREHENSIVE SIGNAGE PROGRAM

Existing Tenant Signage





Sign DT3 to be removed; square footage & location to be used by replacement tenant  
North Elevation

Approximate Dimensions

Height: 8'-0"

Width: 41'-0"

Square Footage: 221 S.F.

Illumination: Internal white neon



Sign DT4 to be removed; square footage & location to be used by replacement tenant  
West Elevation

Approximate Dimensions

Height: 8'-0"

Width: 41'-0"

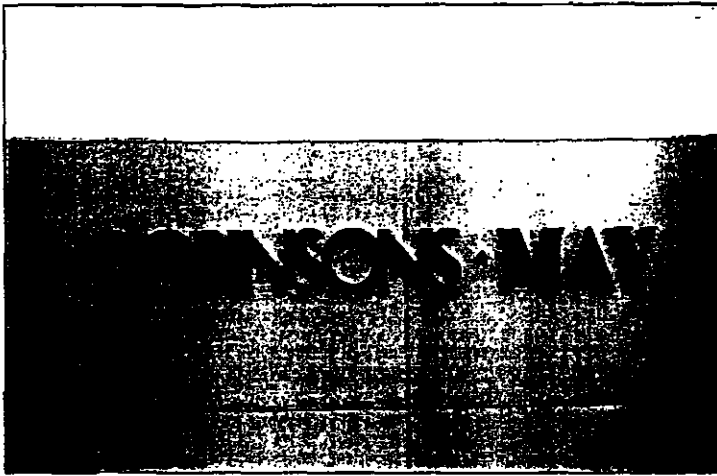
Square Footage: 221 S.F.

Illumination: Internal white neon



COMPREHENSIVE SIGNAGE PROGRAM

Existing Tenant Signage



Signs MT1 & MT2 to be relocated to new facades

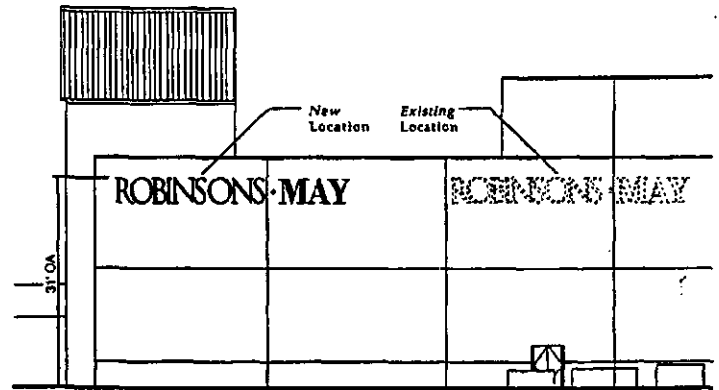
**Approximate Dimensions**

Height: 4'

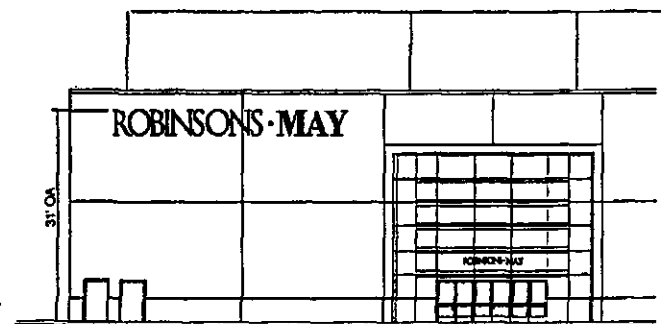
Width: 38'

Square Footage: 137

Illumination: Internal White Neon



Sign MT1  
Scale: 1/16" = 1'-0"



Sign MT2  
Scale: 1/16" = 1'-0"

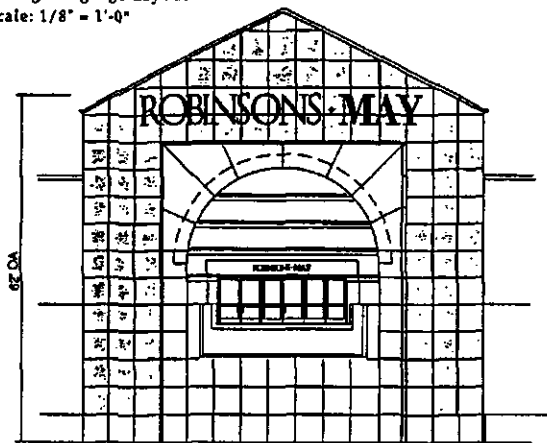


S-C-O-T-T-S-D-A-L-E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM  
Existing Tenant Signage

# ROBINSONS · MAY

Enlarged Signage Layout  
Scale: 1/8" = 1'-0"

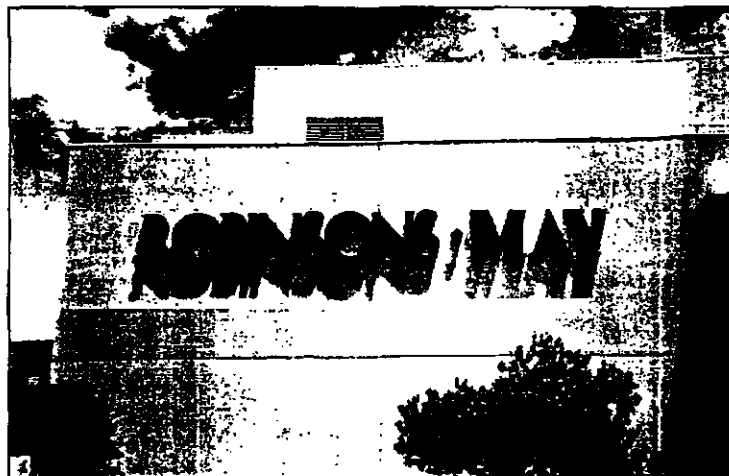


Sign NT1  
East Elevation

Scale: 1/16" = 1'-0"

## Approximate Dimensions

Height: 5'  
Width: 48'  
Square Footage: 202 S.F.  
Color: Black (Daytime) White (Nighttime)  
Materials: Painted Metal Returns with Translucent Acrylic Faces  
Illumination: Internal White Neon



Sign ET12 to remain  
North Elevation

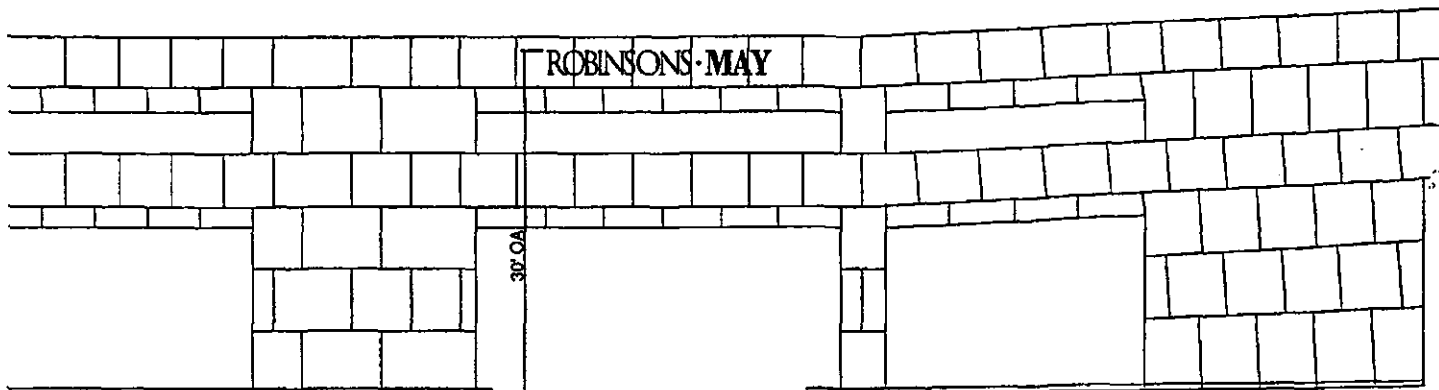
## Approximate Dimensions

Height: 4'  
Width: 38'  
Square Footage: 137  
Illumination: Internal white neon



COMPREHENSIVE SIGNAGE PROGRAM

Existing & New Tenant Signage



Scale: 1/8" = 1'-0"

Sign NT3  
North Elevation

Approximate Dimensions

Height: 2'

Width: 19'

Square Footage: 32 S.F.

Color: Black (Daytime) White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

19'  
ROBINSONS · MAY

Enlarged Signage Layout

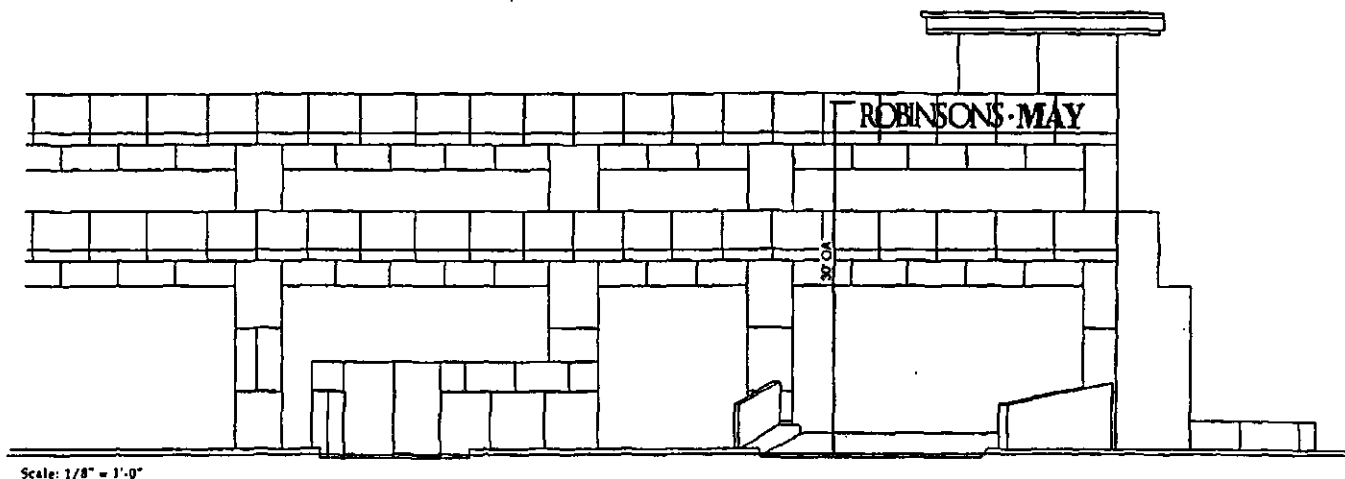
Scale: 1/4" = 1'-0"



SCOTTSDALE  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT4  
South Elevation

Approximate Dimensions

Height: 2'

Width: 19'

Square Footage: 32 S.F.

Color: Black (Daytime) White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

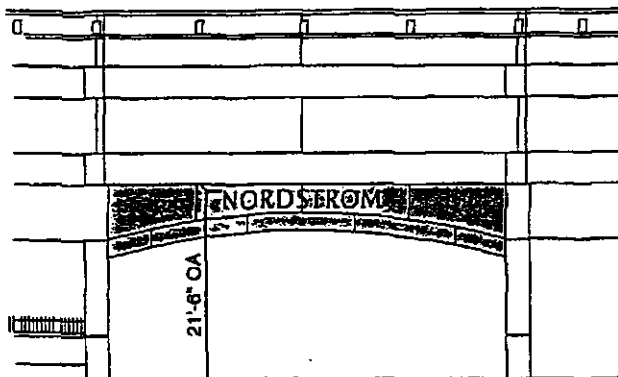
19'  
ROBINSONS MAY

Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

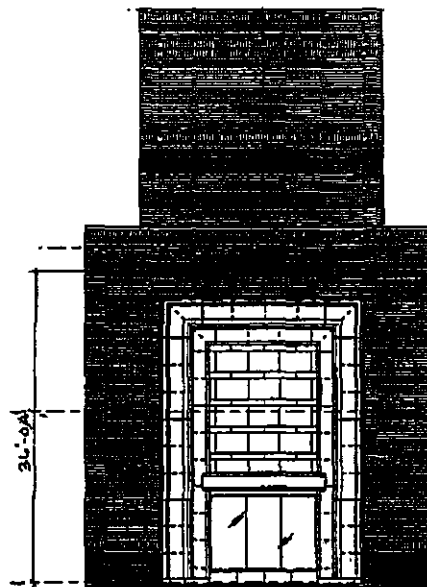


COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT6  
West Elevation  
Scale: 3/32" = 1'-0"



Sign NT7 & NT10  
Northeast & Southeast Elevations

**Signs NT6, NT7 & NT10**

**Approximate Dimensions**

Height: 2'

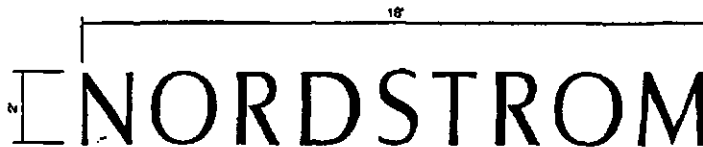
Width: 18'

Square Footage: 32 S.F.

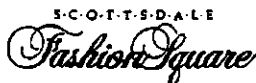
Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon

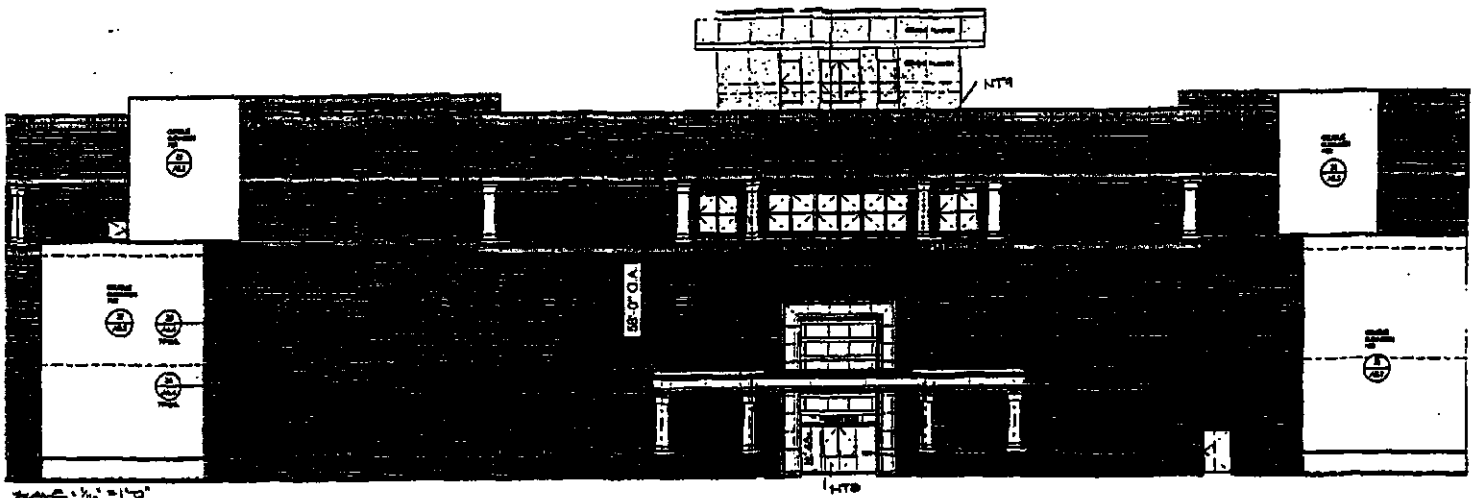


Enlarged Signage Layout  
Scale: 3/8" = 1'-0"



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT9  
East Elevations

**Approximate Dimensions**

Height: 5'

Width: 45'

Square Footage: 194 S.F.

Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon

45'  
NORDSTROM

**Enlarged Signage Layout**

Scale: 1/8" = 1'-0"

Sign NT8  
East Elevations

**Approximate Dimensions**

Height: 9"

Width: 6'-6"

Square Footage: 5 S.F.

Color: White

Materials: Lettering Routed into Metal Canopy, backed-up w/ Acrylic

Illumination: Internal White Neon

6'-6"  
NORDSTROM

**Enlarged Signage Layout**

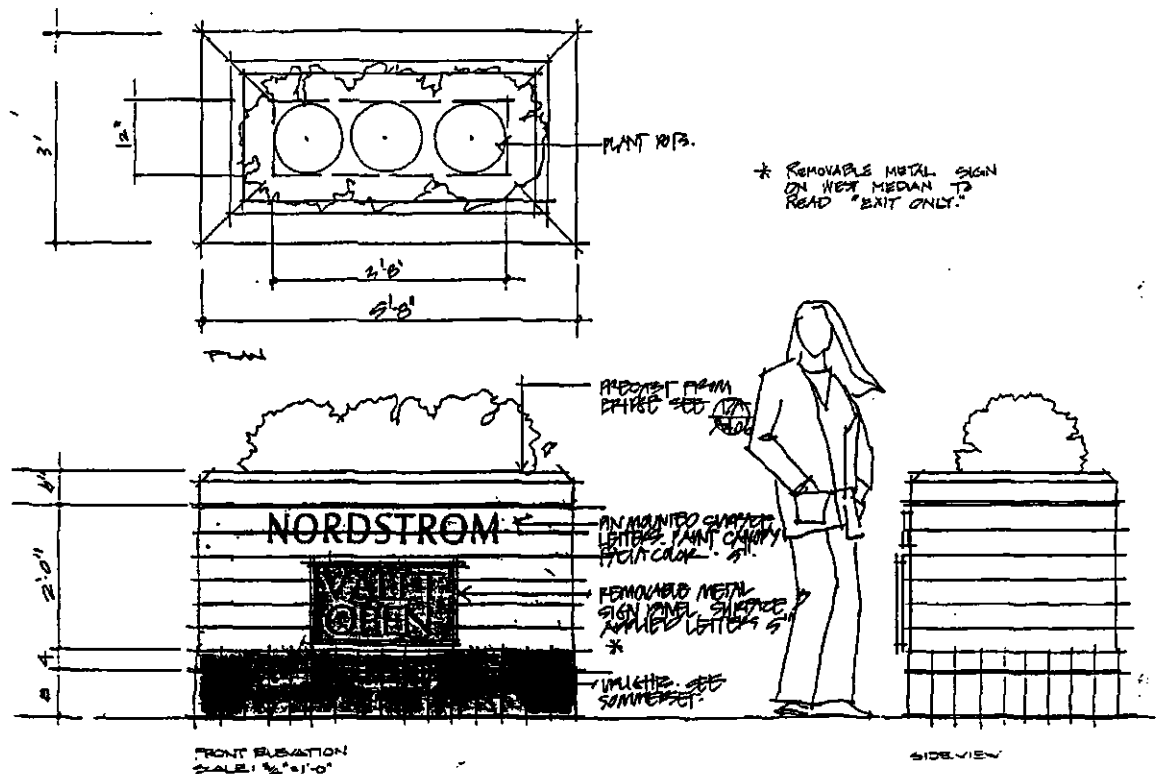
Scale: 1/2" = 1'-0"



SCOTTSDALE  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT11 & NT13  
East Elevations

Approximate Dimensions

Height: 5" High Letters

Width: 4" Max

Square Footage: 4 S.F.

Color: Black

Materials: Flat-Cut-Out Painted Aluminum

Illumination: Gound



S.C.O.T.T S.D.A.L.E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage





Sign NT12  
East Elevations

Approximate Dimensions

Height: 5'

Width: 43'

Square Footage: 194 S.F.

Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon

43'  
NORDSTROM

Enlarged Signage Layout

Scale: 1/8" = 1'-0"

Sign NT14  
East Elevations

Approximate Dimensions

Height: 9"

Width: 6'-6"

Square Footage: 55 S.F.

Color: White

Materials: Lettering Routed into Metal Canopy, backed-up w/ Acrylic

Illumination: Internal White Neon

8'-5"  
NORDSTROM

Enlarged Signage Layout

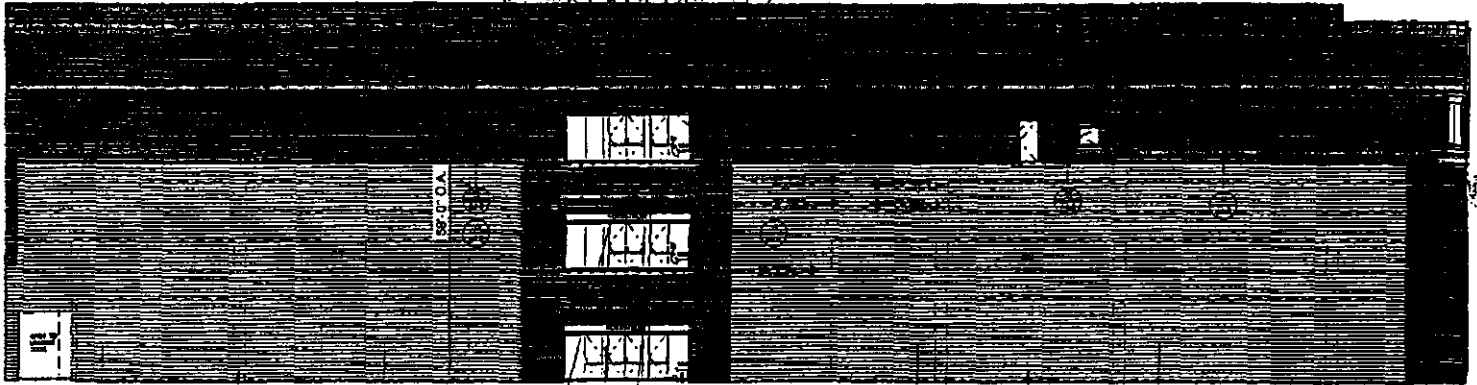
Scale: 1/2" = 1'-0"



S-C-O-T-T-S-D-A-L-E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Sign NT13  
East Elevations

Approximate Dimensions

Height: 5'

Width: 43'

Square Footage: 194 S.F.

Color: Black (Daytime), White (Nighttime)

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon

Enlarged Signage Layout

Scale: 1/8" = 1'-0"

NORDSTROM

Sign NT16 & NT17  
East Elevations

Approximate Dimensions

Height: 9'

Width: 6'-6"

Square Footage: 3 S.F.

Color: White

Materials: Lettering Routed into Metal Canopy, backed-up w/Acrylic

Illumination: Internal White Neon

Enlarged Signage Layout

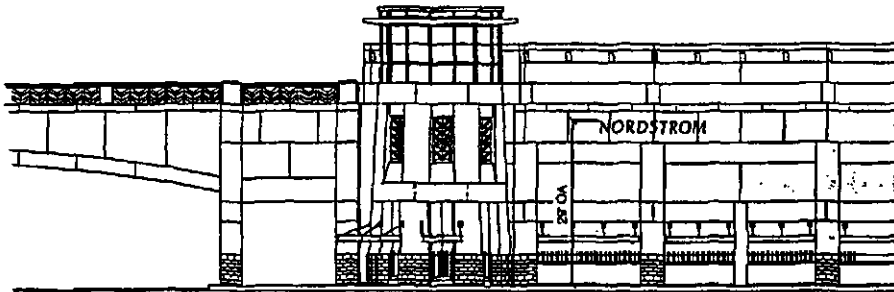
Scale: 1/2" = 1'-0"

NORDSTROM

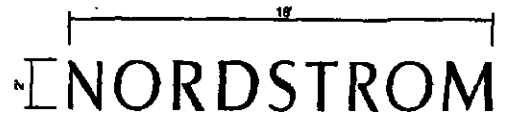


COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Enlarged Signage Layout  
Scale: 1/16" = 1'-0"



Enlarged Signage Layout  
Scale: 1/4" = 1'-0"

Sign NT18  
West Elevation

Approximate Dimensions

Height: 2'

Width: 18'

Square Footage: 32 S.F.

Color: Black (Daytime), White (Nighttime)

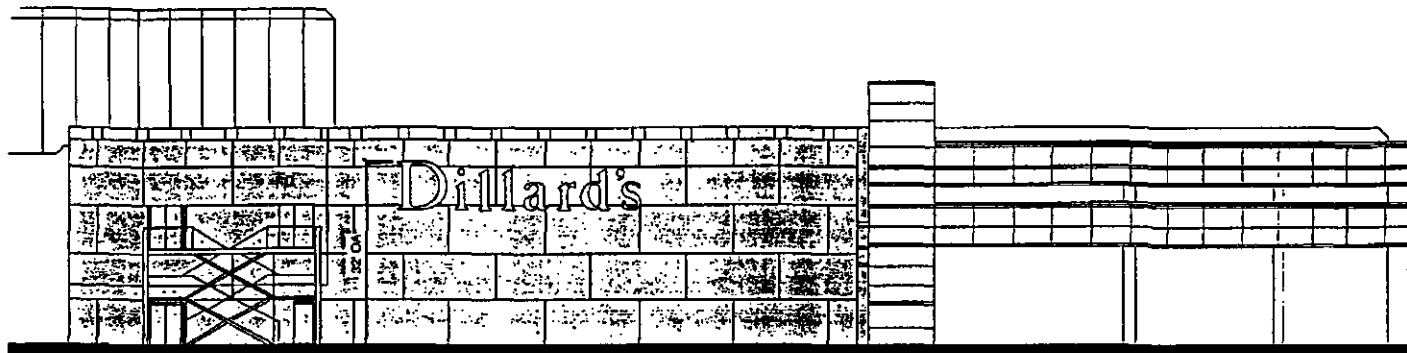
Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal white neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Scale: 1/16" = 1'-0"

Sign NT19  
South Elevation

**Approximate Dimensions**

Height: 8'

Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

41'

Enlarged Signage Layout

Scale: 3/16" = 1'-0"



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage



Scale: 1/16" = 1'-0"

Sign NT20

7'-8"  
Dillard's

Sign NT20  
West Elevation

Enlarged Signage Layout  
Scale: 1/2" = 1'-0"

Approximate Dimensions

Height: 1'-6"

Width: 7'-8"

Square Footage: 8 S.F.

Color: White

Material: Lettering Routed into Metal Canopy, Backed-up with Translucent Acrylic

Illumination: Internal Halo White Neon

41'  
Dillard's

Sign NT24  
West Elevation

Enlarged Signage Layout  
Scale: 1/8" = 1'-0"

Approximate Dimensions

Height: 8'

Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

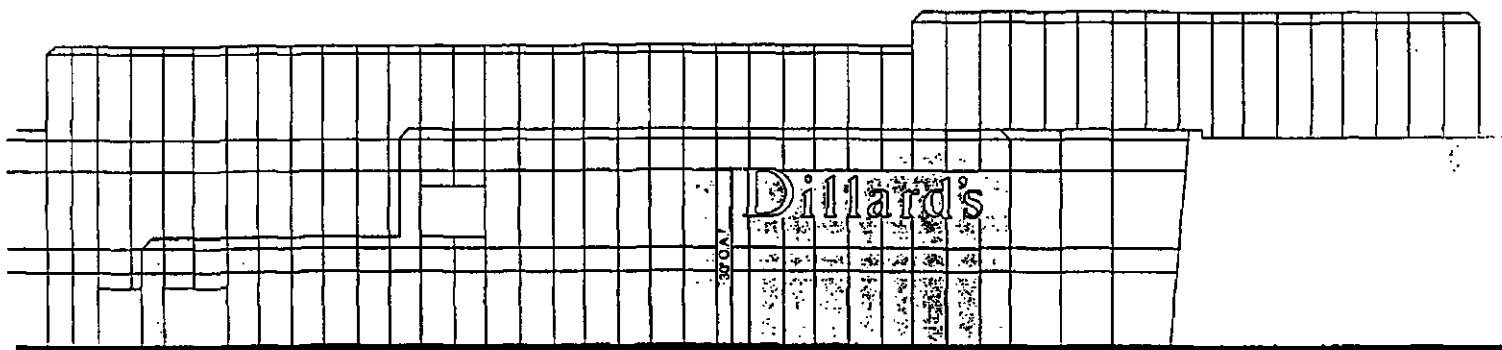
Illumination: Internal White Neon



COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage

35



Scale: 1/16" = 1'-0"

Sign NT21  
South Elevation

Approximate Dimensions

Height: 8'

Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

41'

Dillard's

Enlarged Signage Layout  
Scale: 3/16" = 1'-0"

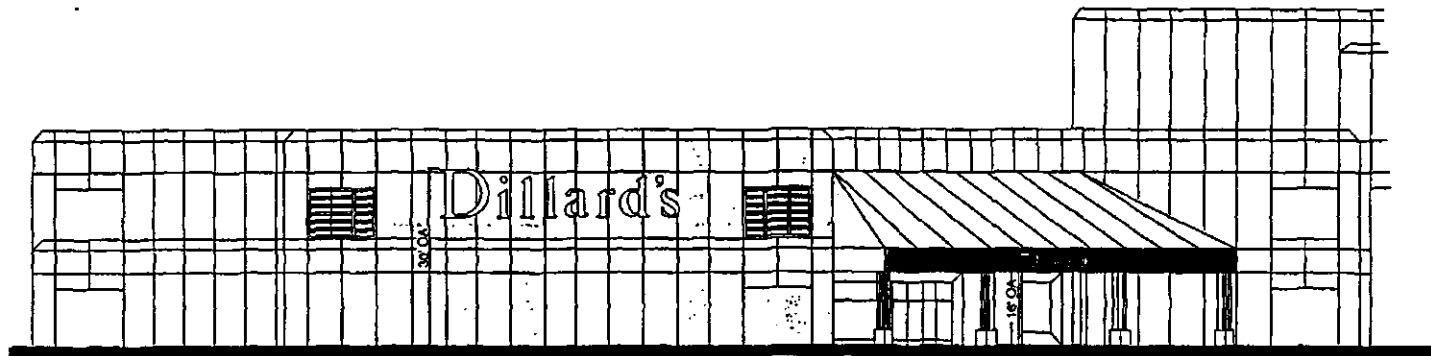


S-C-O-T-T-S-D-A-L-E  
*Fashion Square*

COMPREHENSIVE SIGNAGE PROGRAM

New Tenant Signage

36



Scale: 3/16" = 1'-0"

41'

Dillard's

Enlarged Signage Layout  
Scale: 1/8" = 1'-0"

Sign NT23  
West Elevation

Approximate Dimensions

Height: 8'

Width: 41'

Square Footage: 221 S.F.

Color: White Faces with Black Returns

Materials: Painted Metal Returns with Translucent Acrylic Faces

Illumination: Internal White Neon

10'

Dillard's

Enlarged Signage Layout  
Scale: 3/8" = 1'-0"

Sign NT22  
West Elevation

Approximate Dimensions

Height: 2'

Width: 10'

Square Footage: 14 S.F.

Color: White

Materials: Lettering Routed into Metal Canopy, Backed-up with Acrylic

Illumination: Internal Halo White Neon



COMPREHENSIVE SIGNAGE PROGRAM  
New Tenant Signage

ERROR: undefined  
OFFENDING COMMAND: ^B'`6WP0K1;

STACK: