



**Development Review (Minor)
Staff Approval**

213-MS-1996#3

**Scottsdale Fashion Square
Comprehensive Sign Program
Amendment**

APPLICATION INFORMATION

LOCATION: 7014 E Camelback Rd	APPLICANT: Amy Malloy
PARCEL: 173-37-009	COMPANY: Macerich
Q.S.: 18-44	ADDRESS: 11411 N Tatum Blvd Phoenix, AZ 85028
ZONING: D/RCO-2 PBD DO	PHONE: 602-953-6539

Request: Request to amend the Scottsdale Fashion Square Comprehensive Sign Program of the Scottsdale Fashion Square Community Sign District to address new tenant, complex and way finding signs for the Phase 11 East End North Expansion.

STIPULATIONS

1. All signs within the Scottsdale Fashion Square Phase II East End North Expansion shall adhere to the Scottsdale Fashion Square Comprehensive Sign Program Amendment (213-MS-1996#3) submitted by Macerich with a City staff approval date of April 3, 2015.
2. Contiguous and non-contiguous tenant wall signs shall be allowed within the blue sign bands as identified on Sign Locations – Page 12 of the Scottsdale Fashion Square Comprehensive Sign Program Amendment. All signs shall adhere to the sum total sign area allowed per tenant and the total sign area allowed per building elevation.
3. All tenants may utilize the tenant's corporate letter style, logos and colors with landlord approval.
4. Any modifications to the Scottsdale Fashion Square Comprehensive Sign Program shall require Development Review Board or Staff Approval.
5. All signs shall require separate reviews, approvals and permits.

Related Cases: 213-MS-1996#2, 213-MS-1996, 108-DR-1986#2, 47-ZN-1988

CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

No additional reviews are required.

All signs shall require separate review, approvals and permits.

Sign Permit Application Requirements: www.scottsdaleaz.gov/codes/signs

Expiration of Development Review (Minor) Approval

This approval expires two (2) years from date of approval if a permit has not been issued, or if no permit is required, work for which approval has been granted has not been completed.

Staff Signature: _____

Andrew Chi

Date: April 3, 2015

Andrew Chi
Associate Planner

Planning and Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: www.scottsdaleaz.gov

Chi, Andrew

From: Malloy, Amy <Amy.Malloy@macerich.com>
Sent: Wednesday, March 04, 2015 1:49 PM
To: Chi, Andrew
Cc: Aron, Marji
Subject: RE: SFS Phase 11 CSP 1st Review Comments (Case No. 213-MS-1996#3)
Attachments: 20150217_comprehensive signage package.pdf

Categories: Resubmittal

Andrew-

Thank you for your quick review. Please see the attached and below

1. Brief Narrative:
Per City's request, the following changes were made:
 - Cover Page:
-Comprehensive Sign Program Amendment to Comprehensive Sign Program Amendment Eliminate Word DRAFT Minor changes to text
 - Page 12:
-Deleted language about projecting signs
-Added language about sections 8.501 and 8.510 (building sign regulations) and 8.302.II.A
2. Revised Resubmittal: attached (and under 5MB)

Thank you, again, for your time and please let us know if you have any questions.

Amy Malloy | Senior Manager, Development

.....
Macerich

11411 N. Tatum Blvd. | Phoenix, AZ 85032
p. 602. 953. 6539
f. 602. 953. 8361

From: Chi, Andrew [<mailto:AChi@Scottsdaleaz.gov>]
Sent: Friday, February 13, 2015 11:27 AM
To: Aron, Marji
Cc: Malloy, Amy
Subject: SFS Phase 11 CSP 1st Review Comments (Case No. 213-MS-1996#3)

Hello Marji and Amy,

Staff has completed the first review of the Scottsdale Fashion Square Comprehensive Sign Program Amendment, Case No. 213-MS-1996#3. Refer to the attached PDF – I made it easy by commenting on the document itself instead of typing a letter. Most of the comments/corrections are strictly technical. Otherwise, the majority of the CSP amendment looks great.

I was able to connect and communicate with the sign company that is handling Dick's Sporting Goods (Wendy Mecke at Image One Industries), and the sign company that is handling Harkin's Theaters (Kelly Kvetko with Integrated Signs &

Graphics). They are aware that Planning is working on the CSP amendment application, and to communicate with me if there are any questions.

Go ahead and address my comments/corrections. When you are ready to resubmit, can you provide:

1. Brief resubmittal email narrative outlining the revisions to the CSP
2. 11x17 PDF copy of the revised CSP
3. If the CSP file is over 5MB, you can send larger files directly to me via this link:
<https://securemail.scottsdaleaz.gov/dropbox/achi@scottsdaleaz.gov>

If you would like to chat about this over the phone, give me a call or let me know when you are in the office.

Thank you both for your patience and let me know if you have any questions. Have a wonderful Friday and weekend.

Regards,

Andrew Chi, Associate Planner

City of Scottsdale | Planning & Development Department
7447 E. Indian School Road, Suite 105 Scottsdale, AZ 85251
achi@scottsdaleaz.gov | 480.312.7828 | www.scottsdaleaz.gov/codes



Pre-Application Request

Case No: 213-MS-1996 #3

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and City Staff to discuss a proposed Development Application, and the information and process that is necessary for City Staff to process the proposal.

In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted, and a Pre-Application meeting has been conducted with City Staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application request form, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road. All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application packet has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

Project Name: <u>Scottsdale Fashion Square - North Expansion,</u>	
Property's Address: <u>7014 E. Camelback Rd. Scottsdale, AZ 85251</u> ^{CSP - Amendment} APN: <u>173-37-003</u>	
Property's Zoning District Designation: _____	
Property Details:	
<input type="checkbox"/> Single-Family Residential <input type="checkbox"/> Multi-Family Residential <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input type="checkbox"/> Other	
Has a 'Notice of Compliance' been issued? <input type="checkbox"/> Yes <input type="checkbox"/> No If yes, provide a copy with this submittal	
Owner: <u>Amy Malloy</u>	Applicant: <u>Amy Malloy</u>
Company: <u>Macerich</u>	Company: <u>Macerich</u>
Address: <u>11411 N. Tatum Blvd., Phx, AZ 85028</u>	Address: <u>11411 N. Tatum Blvd., Phx, AZ 85028</u>
Phone: <u>602-953-6539</u> Fax: <u>602-953-6361</u>	Phone: <u>602-953-6539</u> Fax: <u>602-953-6361</u>
E-mail: <u>amalloym@macerich.com</u>	E-mail: <u>same</u>
Owner Signature: <u>Amy E. Malloy</u>	Applicant Signature: <u>Amy E. Malloy</u>
Official Use Only	Submittal Date: <u>1-21-15</u> Application No.: <u>61</u> -PA- <u>2015</u>
Project Coordinator: _____	

Planning, Neighborhood & Transportation Division

7447 E Indian School Road Ste 105, Scottsdale, AZ 85251 Phone: 480-312-7000 Fax: 480-312-7088

amy.malloy@macerich.com



Pre-Application Request

Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions (PP)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Subdivision (Minor) (MD)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions (PE)	<input type="checkbox"/> Single-Family Residential
<input type="checkbox"/> Minor Amendment (MA)		<input type="checkbox"/> Other

Submittal Requirements: (fees subject to change every July)

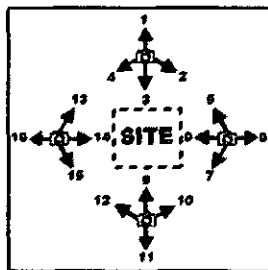
☒ Pre-Application Fee: \$ _____
(No fees are charged for Historic Preservation (HP) properties.)

☒ Records Packet Fee: \$ _____
Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required for ZN, II, UP, DR, PP, AB applications, or otherwise required by Staff)

☒ Application Narrative:
The narrative shall describe the purpose of the request, and all pertinent information related to the request, such as, but not limited to, site circulation, parking and design, drainage, architecture, proposed land use, and lot design.

☐ Property Owner Authorization Letter
(Required for the SA and MS Pre-Applications)

- ☐ Site / Context Photographs
- Provide color photographs showing the site and the surrounding properties. Use the guidelines below for photos.
 - Photos shall be taken looking in towards the project site and adjacent to the site.
 - Photos should show adjacent improvements and existing on-site conditions.
 - Each photograph shall include a number and direction.
 - Sites greater than 500 ft. in length, also take the photo locations shown in the dashed lines.
 - Photos shall be provided 8 1/2 x 11 paper, max. two per page.



- The following list of Additional Submittal Information is not required for a Pre-Application meeting, unless indicated below by staff prior to the submittal of this request.
- Applicants are advised to provide any additional information listed below. This will assist staff to provide the applicant with direction regarding an application.

Additional Submittal Information

- ☐ Site Plan (two copies)
- ☐ Subdivision plan (two copies)
- ☐ Floor Plans (two copies)
- ☐ Elevations (two copies)
- ☐ Landscape plans (two copies)
- ☐ H.O.A. Approval letter
- ☐ Sign Criteria Regulations & Language (two copies)
- ☐ Material Samples – color chips, awning fabric, etc.
- ☐ Cross Sections – for all cuts and fills
- ☐ Conceptual Grading & Drainage Plan (three copies)
- ☐ Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting.
- ☐ Boundary Survey (required for minor land divisions)
- ☐ Areal of property that includes property lines and highlighted area abandonment request.
- ☐ One copy of the recorded document for the area that is requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent roadway easement, or separate dedication document. A copy of most recorded documents to be abandoned may be purchased at the City of Scottsdale Records Dept. (480-312-2356), or the Maricopa County Recorder's Office (602-506-3535). A copy of the General Land Office (GLO) federal patent roadway easement may be purchased from the Bureau of Land Management (602-417-9200).

Planning and Development Services

7447 E Indian School Road Ste 105, Scottsdale, AZ 85251 Phone: 480-312-7000 Fax: 480-312-7088

APRIL 3, 2015
DATE

APPROVED BY

Scottsdale Fashion Square | Phase 11

Comprehensive Sign Program Amendment

Applicable Zoning Ordinance Provisions

The Scottsdale Fashion Square Comprehensive Sign Program shall comply with Article VIII. Sign Requirements, specifically the following sections of the Zoning Ordinance shall be applicable:

Sec. 8.100. ADMINISTRATION. and subsections.

Sec. 8.200. DEFINITIONS.

Sec. 8.300. PROCEDURES. and applicable subsections.

Sec. 8.400. GENERAL REQUIREMENTS. and subsections

Sec. 8.500. PERMANENT SIGNS ALLOWED. and applicable subsections of the Downtown (D) zoning district, and applicable subsections that apply to the site, buildings and uses contained within Scottsdale Fashion Square site area/plan.

Sec. 8.510. PERMANENT SIGNS FOR SPECIFIED USES.

Sec. 8.533. MULTIPLE-TENANT COMMERCIAL BUILDINGS IN THE PRC DISTRICT. and subsections.

If the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance, Article VIII. Sign Requirements and applicable sections is amended, the most current ordinance regulations shall apply. Applicable sections and subsections shall be those sections specific to the Scottsdale Fashion Square development as indicated in this comprehensive sign program amendment.

SCOTTSDALE
Fashion Square

 **MACERICH**®

NELSEN
PARTNERS
ARCHITECTS & PLANNERS

update

02-11-15 | 1st review

Table of Contents

Site Signage

Fonts and Colors	p03
Site Plan	p04
Site Plan	p05
Second Floor Plan	p06
Signage Matrix	p07
Column Sign	p08
Do Not Enter Sign	p09
Mall Entrance Sign	p10
Mall Entrance Sign	p11
Sign Location	p12
Sign Detail	p13
Sign Detail	p14

Signage Type Fonts and Sizes

② Arial Font Bold
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



① Arial Font Narrow
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz



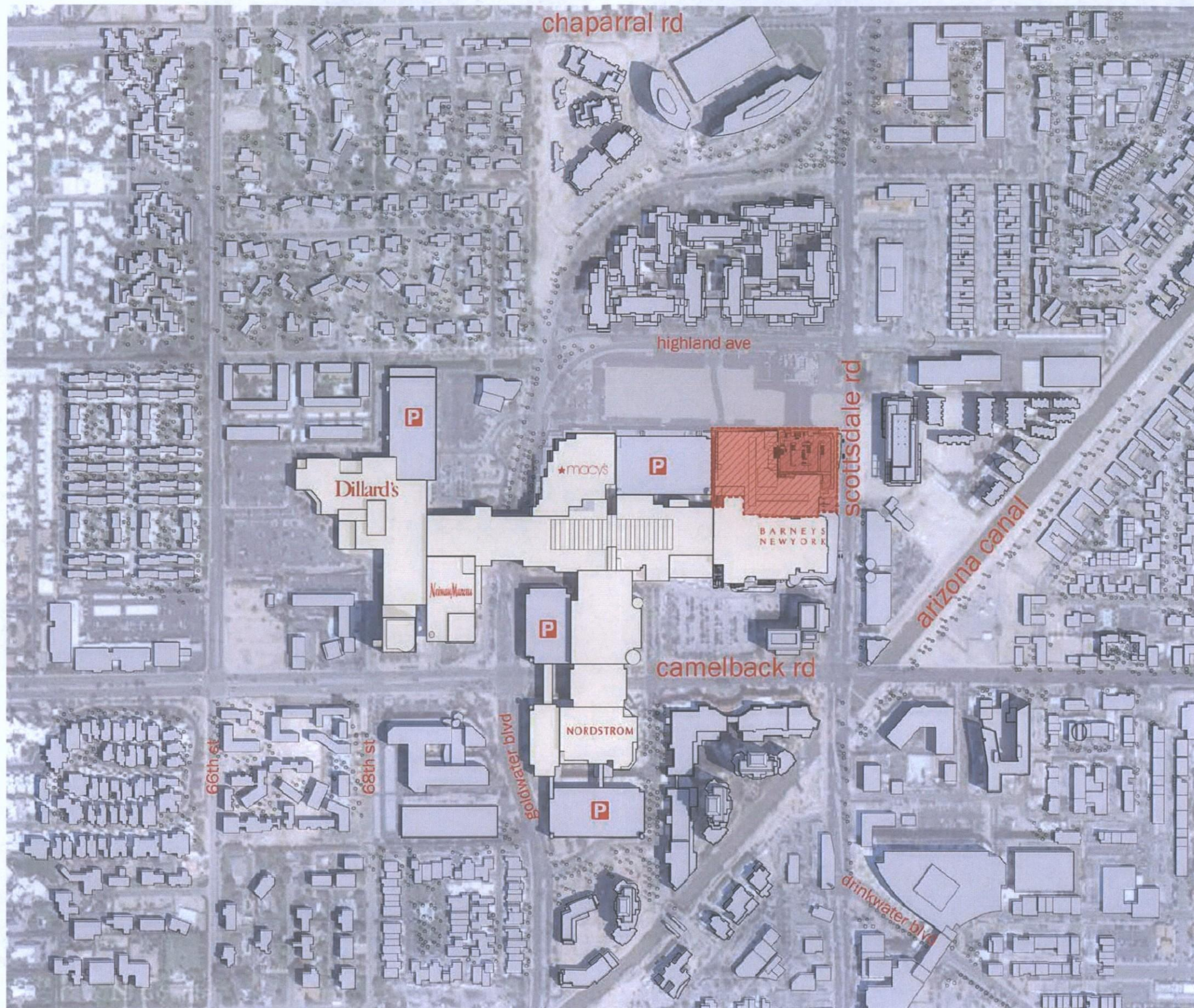
Colors

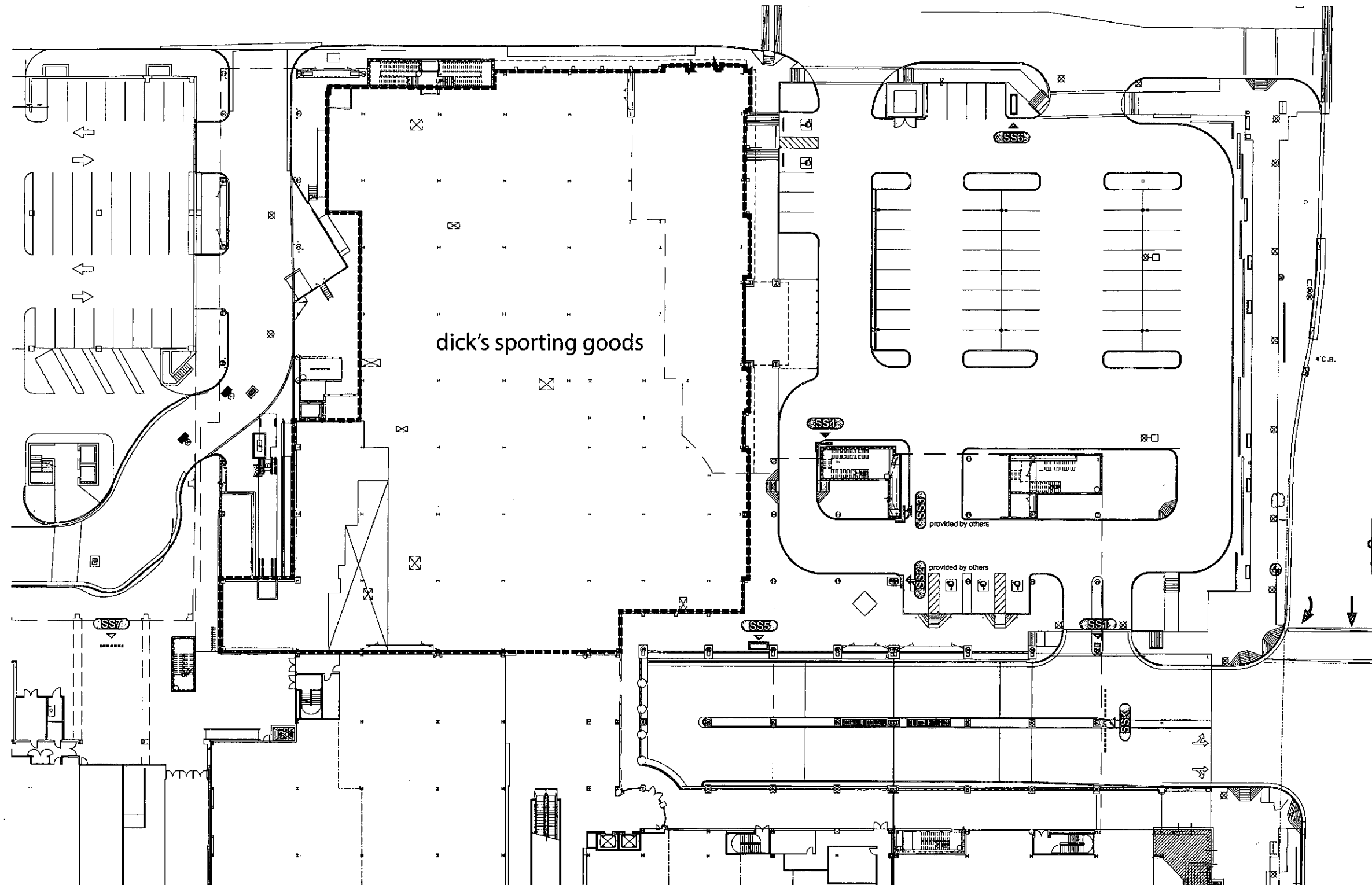
to match mall existing

- (p1) Dark Gold to match Matthews #MP02059
- (p2) Light Gold to match Matthews #MP07791
- (p3) Dark Bronze to match Matthews #MP10161
- (p4) Light Bronze to match Matthews #MP04991
- (p5) Dark Verdigris to match Matthews #MP14151
- (p6) Light Verdigris to match Matthews #MP14647
- (p7) "Variegated Verdigris" Faux painted oxidized patina finish to match existing mall signage

new proposed colors

- (p8) Light Mexicali Red to match Matthews #42214SP





MACERICH

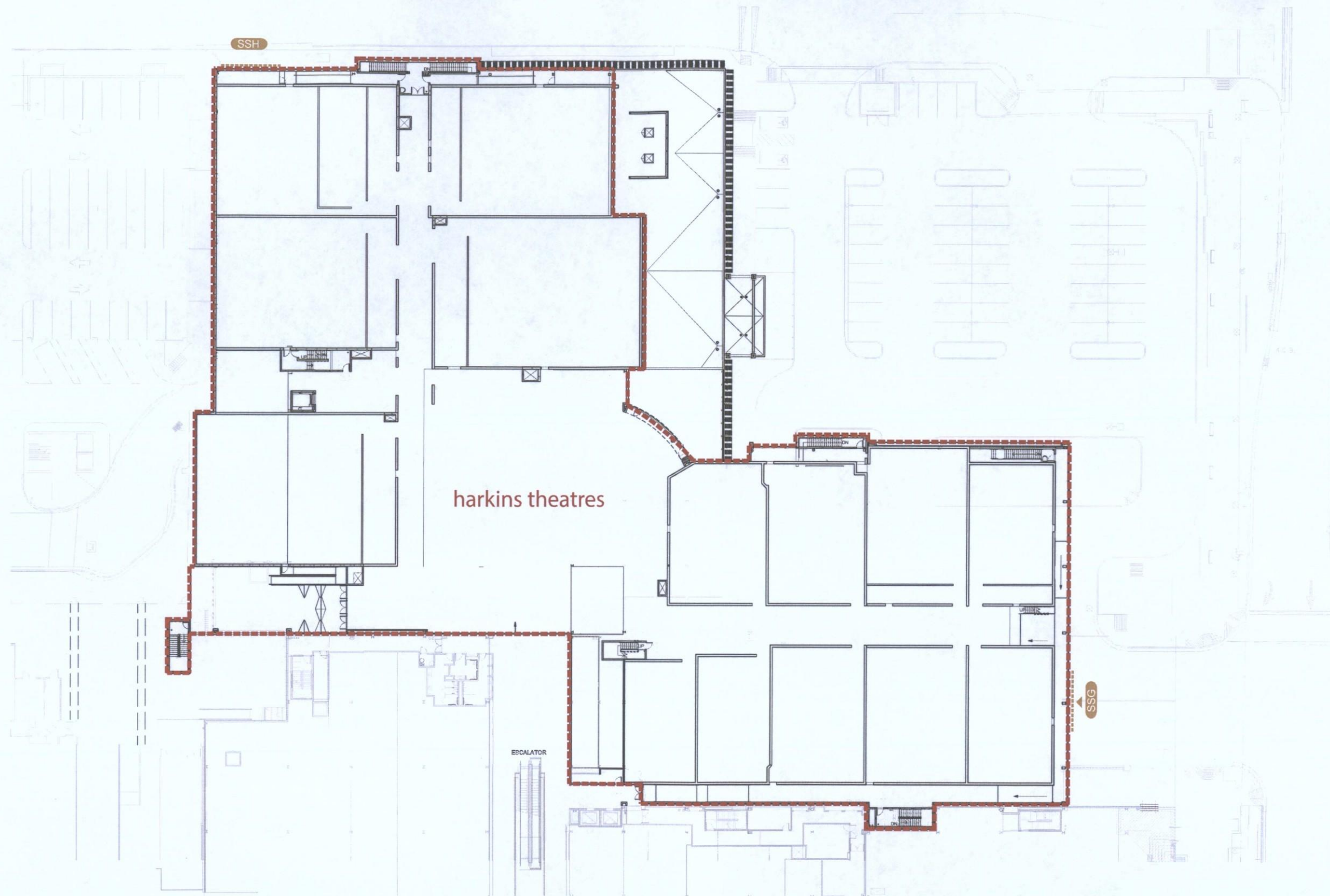
NELSEN
PARTNERS
ARCHITECTS & PLANNERS

Scottsdale Fashion
Square North Expansion

February 17, 2015
Job# 31321

Phase 11
Comprehensive Sign
Program Amendment

Site Plan p5





Sign wrapping metal column see p8

SS1 SIGN



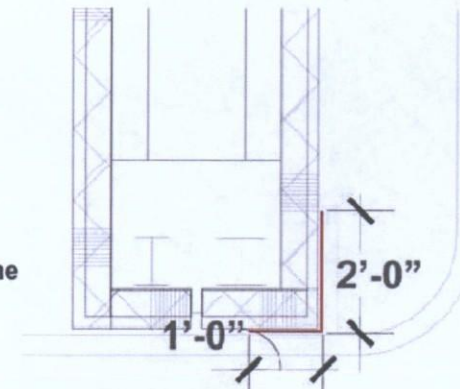
Sign wrapping metal column see p9

SS2 SIGN ELEVATION



Sign plaque attached to stone see p9

SS3 SIGN ELEVATION



SS3 SIGN FLOOR PLAN



Relocated sign



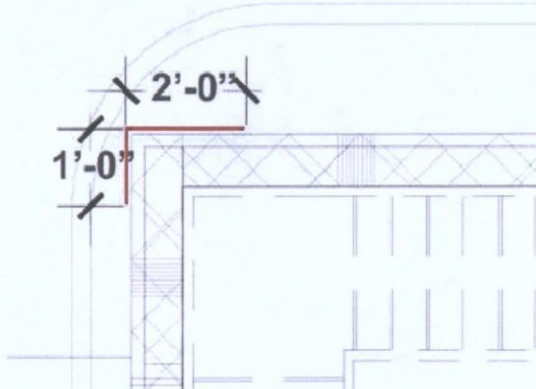
Relocated sign

SS5 SIGN

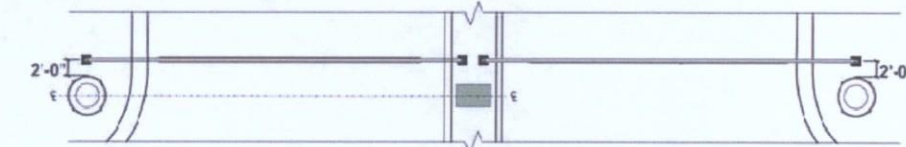


Sign plaque attached to stone

SS4 SIGN

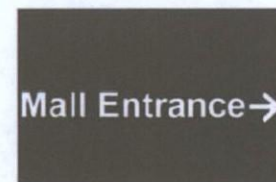


SS4 SIGN FLOOR PLAN



Relocated sign see p13

SS6 SIGN EAST GARAGE ENTRY PLAN



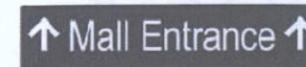
Directional sign see p11

SS5 SIGN



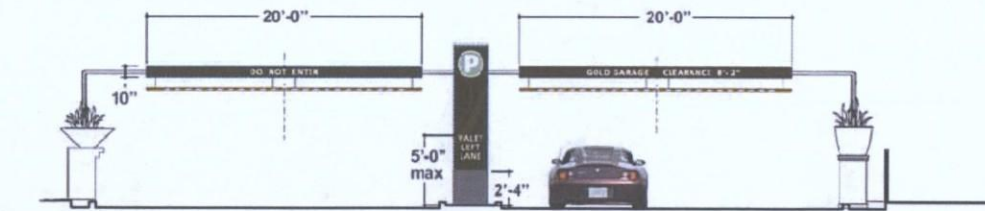
Directional sign see p10

SS6 SIGN



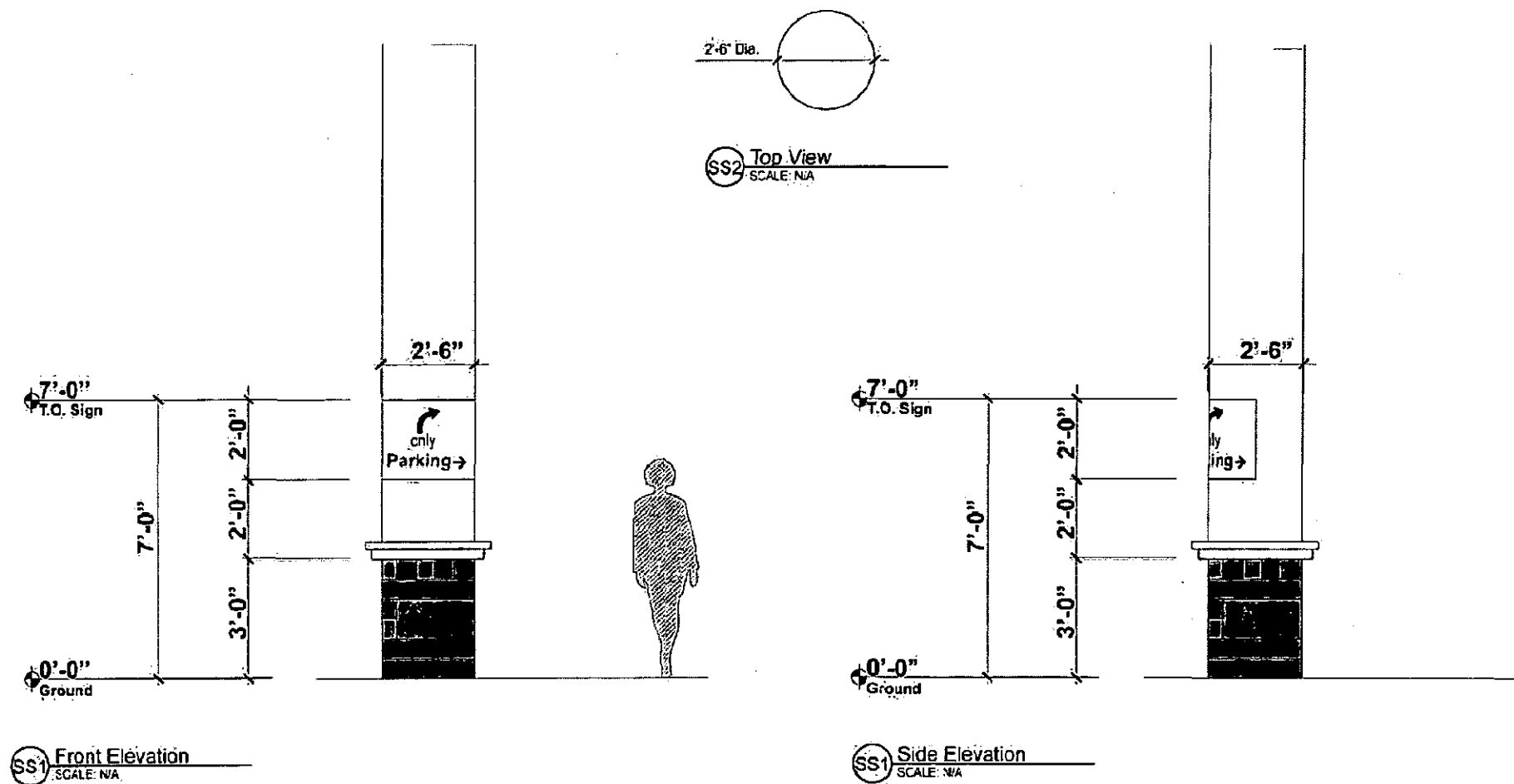
Sign hung from bridge

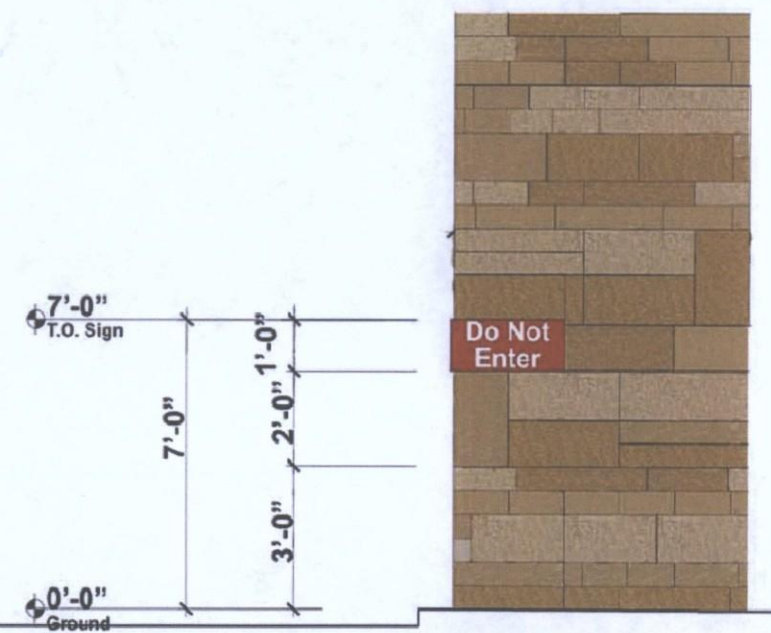
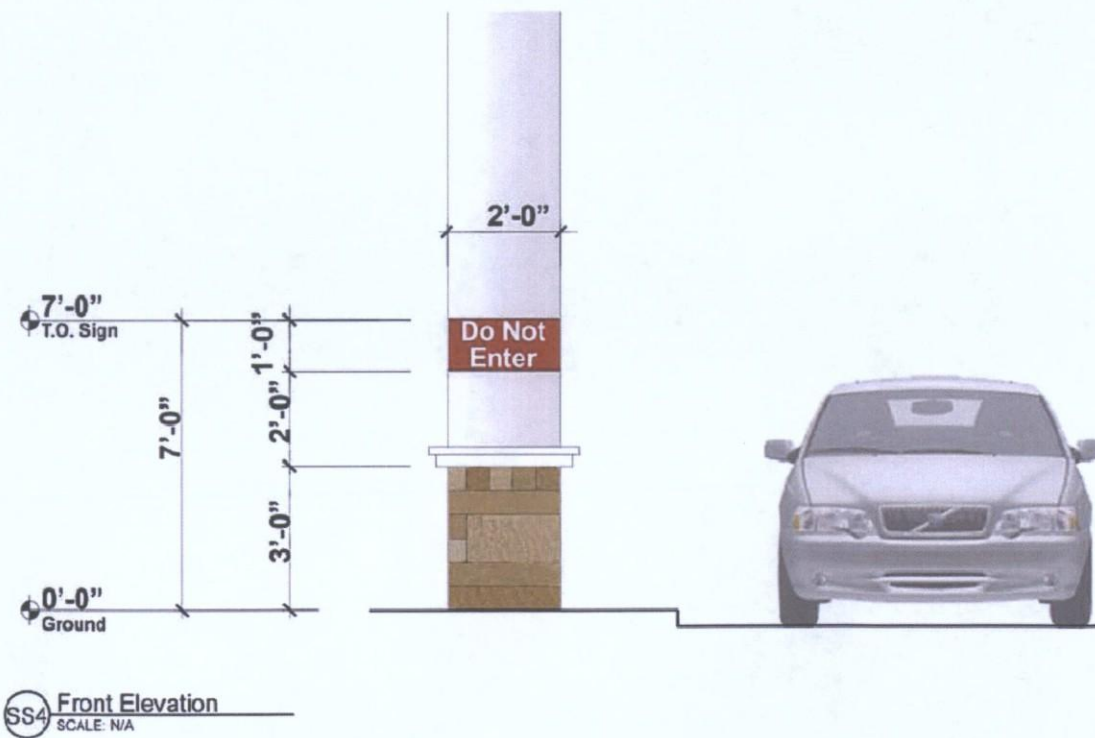
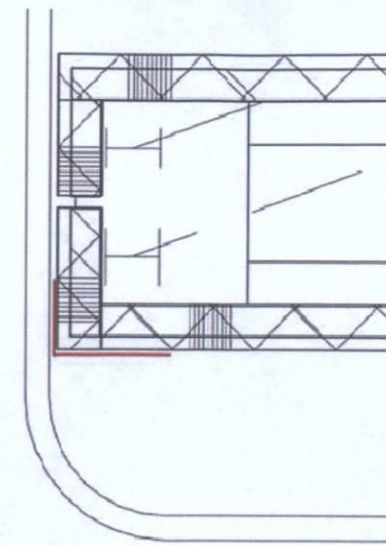
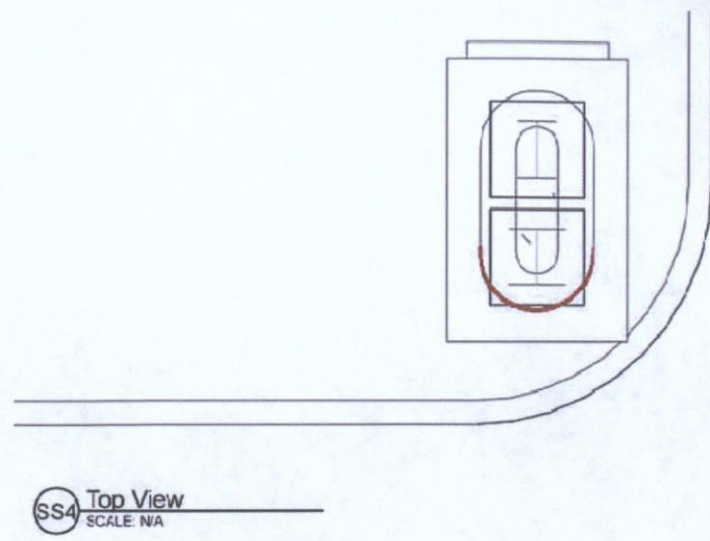
SS7 SIGN



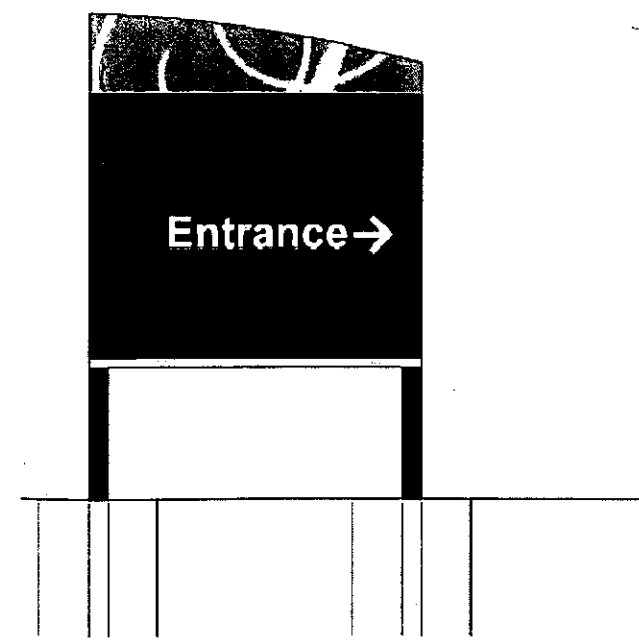
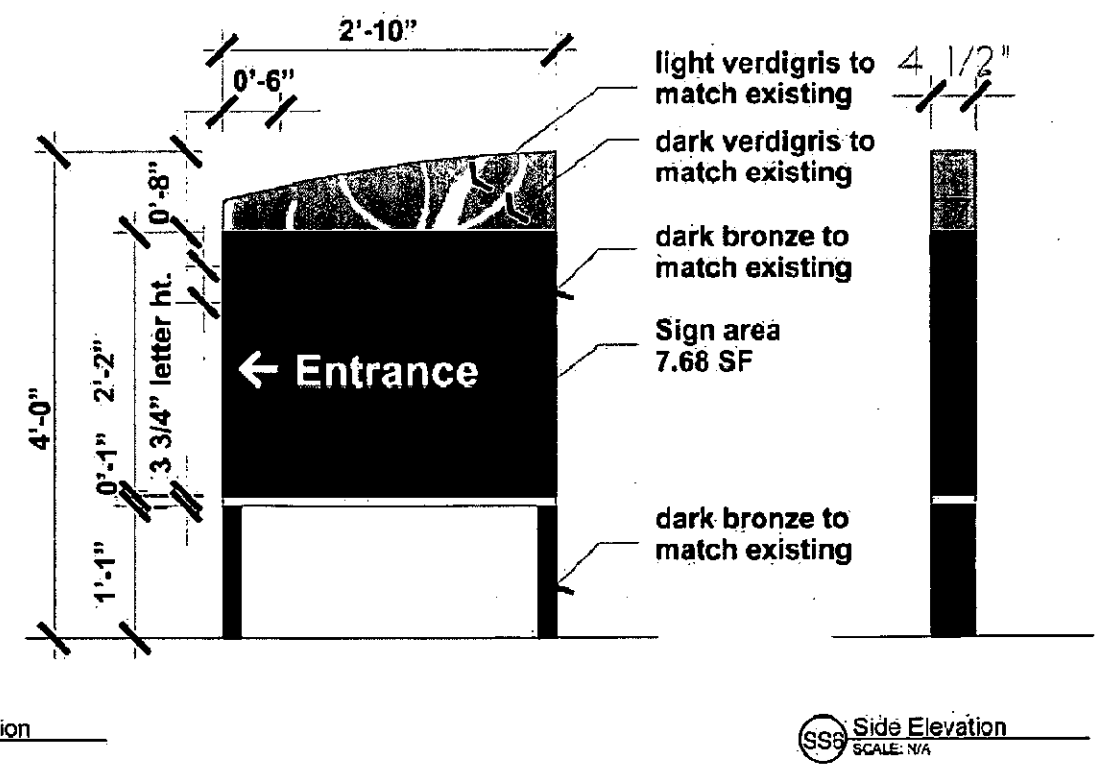
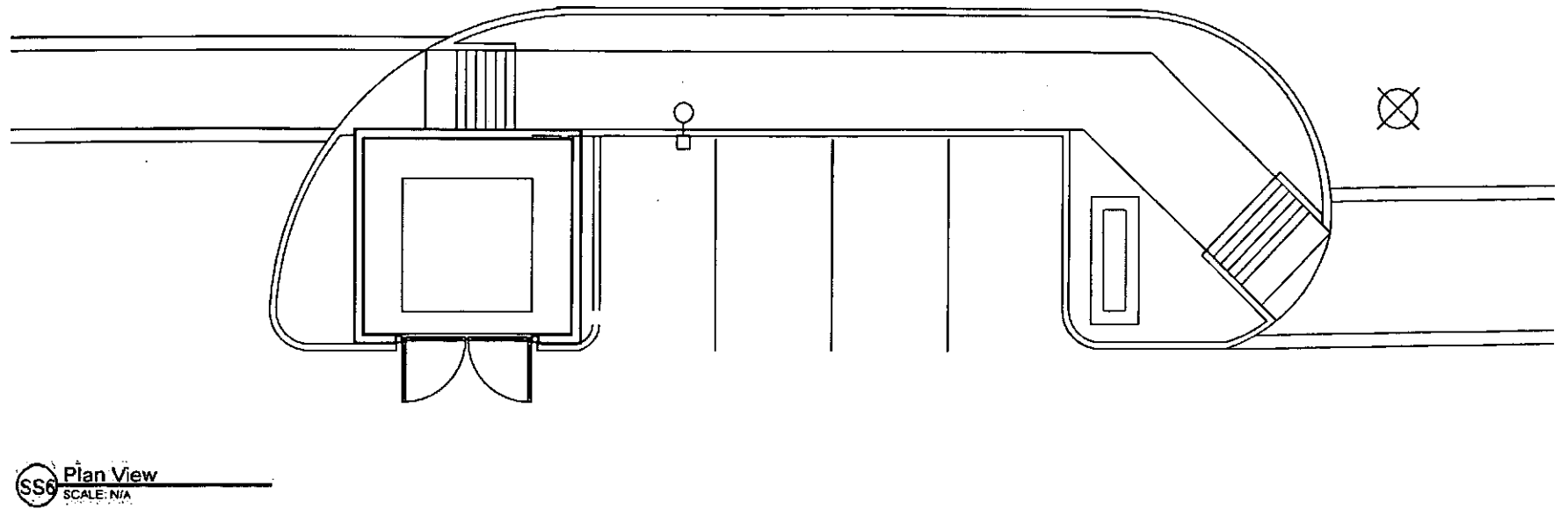
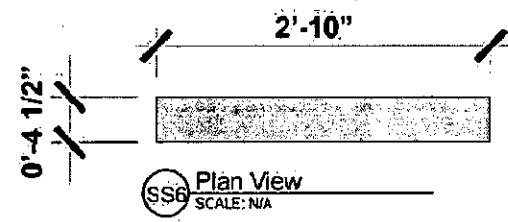
Note- relocated sign to be cut and mounted on barrier wall

SS9 SIGN EAST GARAGE ENTRY ELEVATION

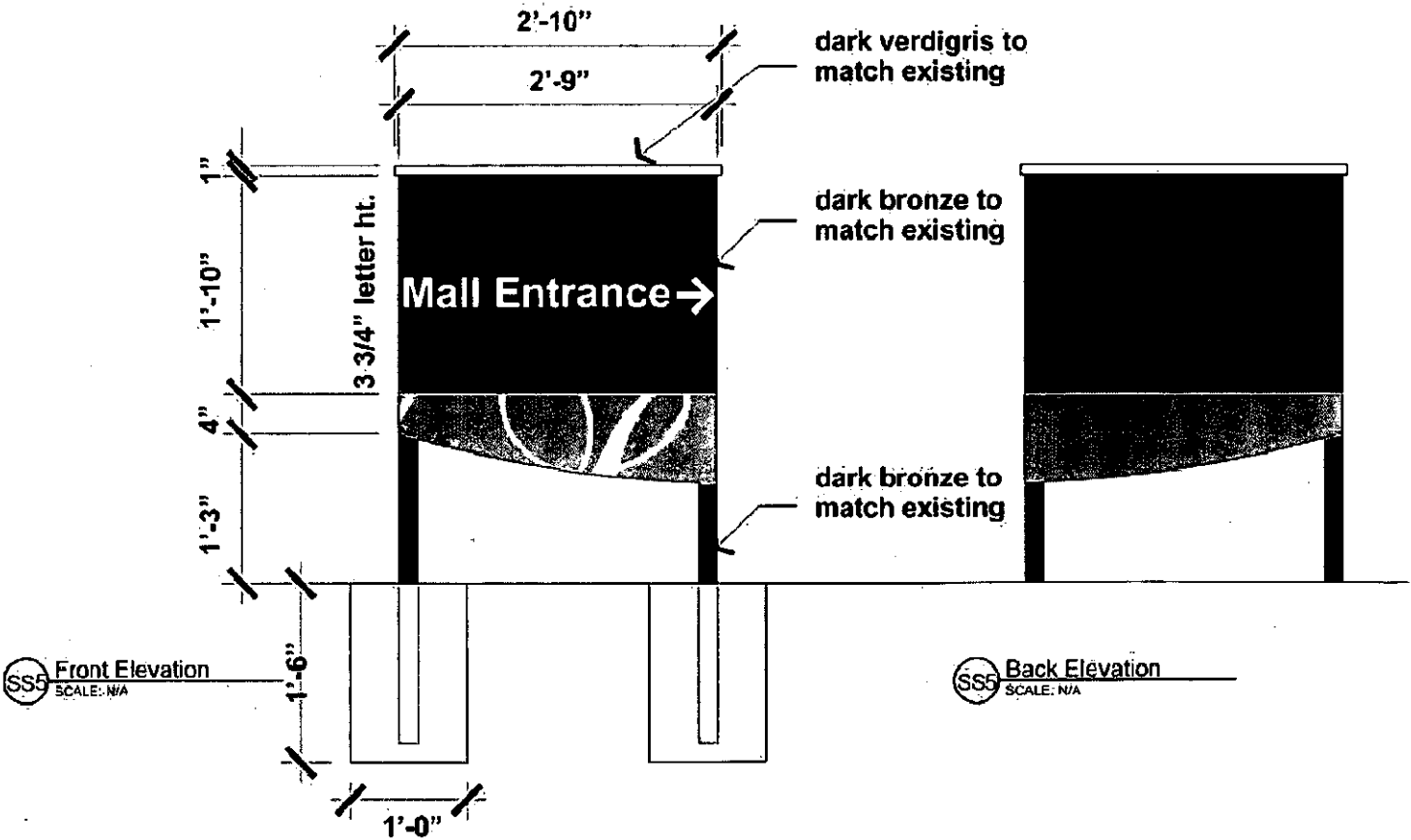
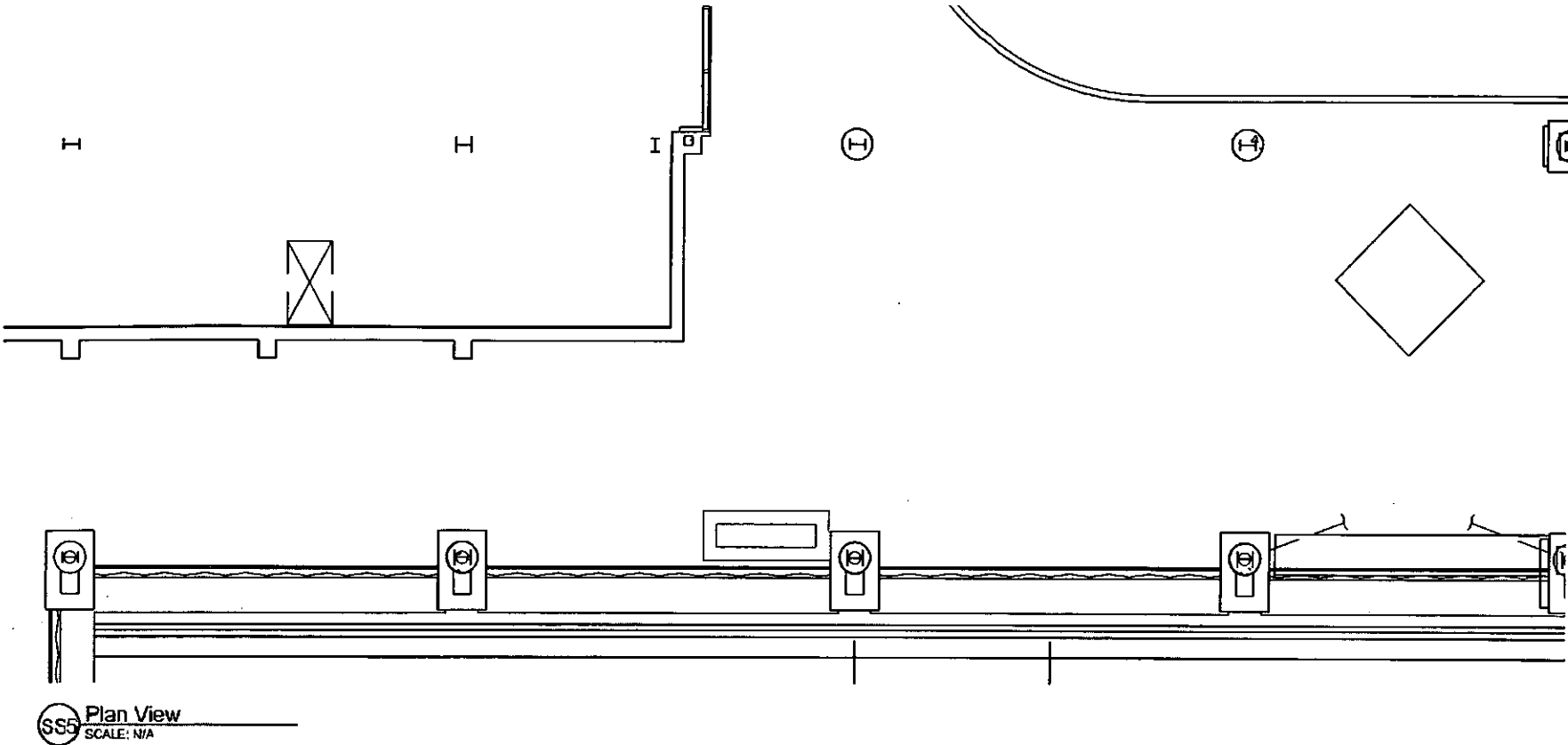




Existing Vehicular Directional
Freestanding, 2-sided directional sign. Aluminum panels powder-coated to match P3.
Top & bottom green band painted to match P5. Top band to have frisket painted flourish painted P6 - both sides.
Letters and arrow to be 3 3/4" push-through acrylic. 2" x 4" x 1/8" metal support posts powder-coated to match P3. Post foundation design by signage fabricator. Aerial Bold and Black Typeface.



Existing Vehicular Directional
 Freestanding, 2-sided 6" deep aluminum cabinet powder-coated to match P3. Bottom green band painted to match P5. Internally-illuminate cabinet with white LEDs.
 Letters and arrow to be 3 3/4" push-through acrylic. 2" x 6" x 1/8" aluminum support posts powder-coated to match P3. Posts set in concrete footing.
 Aerial Bold and Black Typeface.



Color Key

Limits of possible tenant identification signage (exact size per City of Scottsdale code). Tenant identification signs may be located on select sign bands (contiguous or non-contiguous) with landlord and city of Scottsdale approval. In no case shall any signs exceed the sum total sign area per tenant and the total sign area per elevation.

Possible graphics/display location by tenant or mall. Subject to future City of Scottsdale consideration.

Note:
Tenant signage area as shown is to be determined per code and tenant will go through full City of Scottsdale permitting process for signage the purpose of this exhibit is for obtaining approval for future tenant signage general areas.

Sec. 8.302.II.A.4. SIGN PROGRAMS

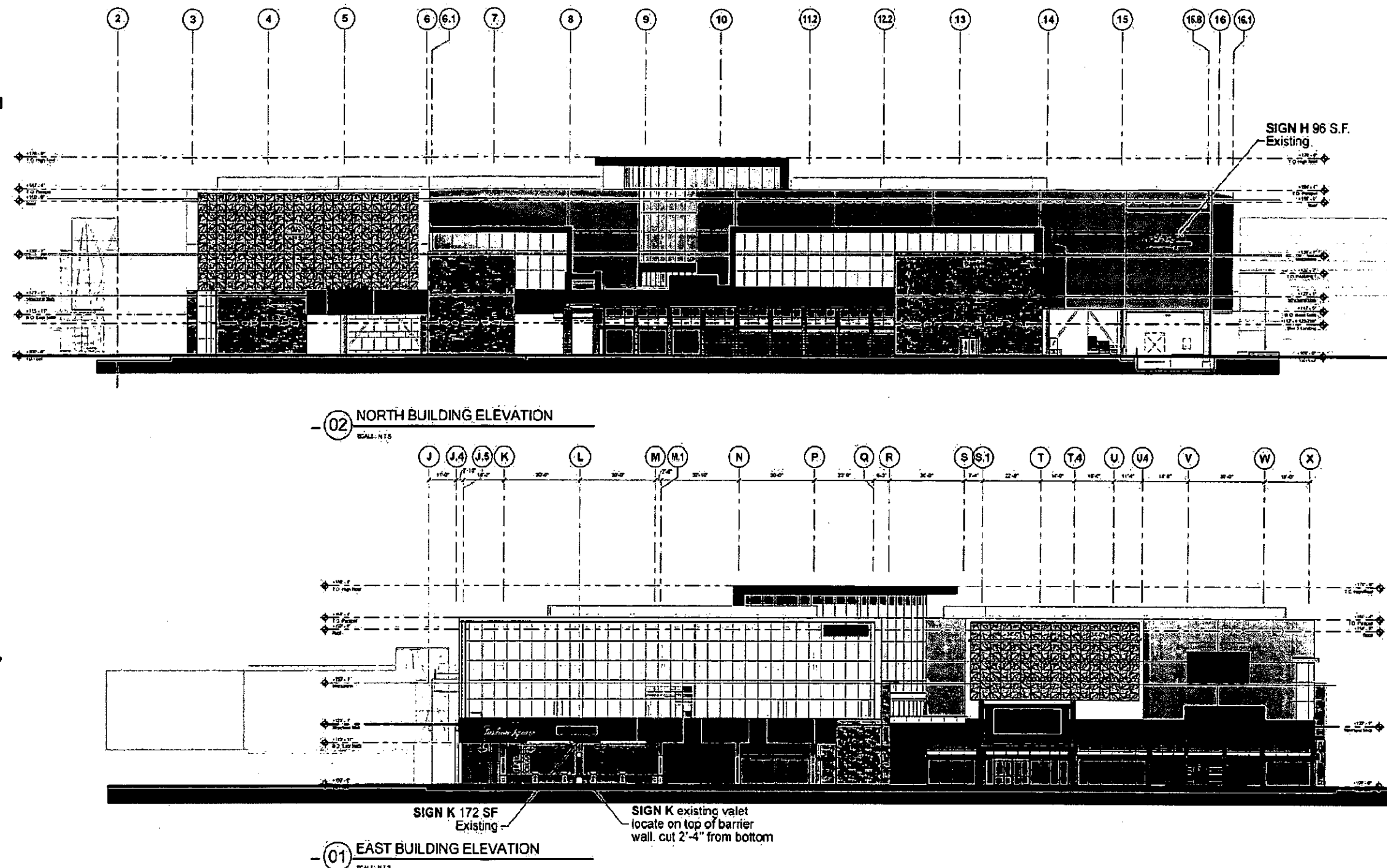
4. A community sign district allows for the following bonuses that may be approved with the comprehensive sign program:

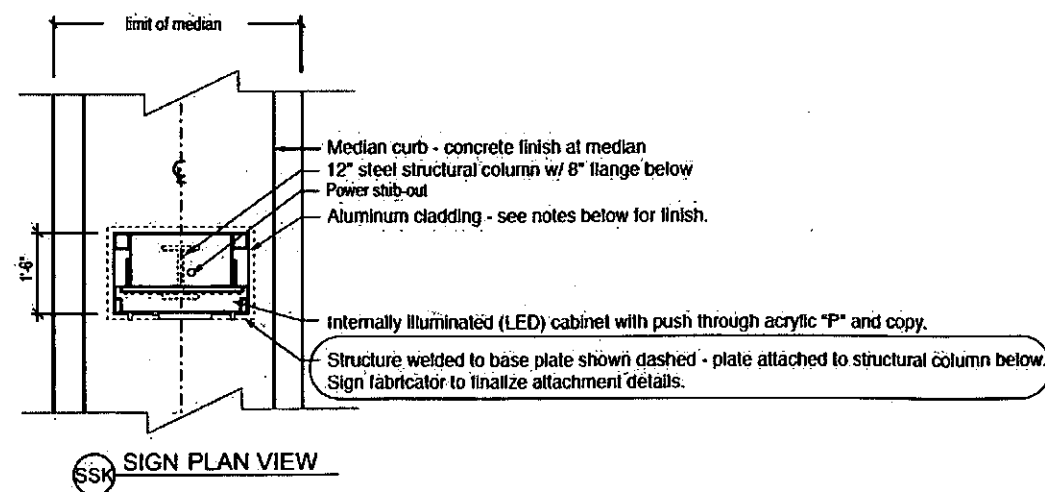
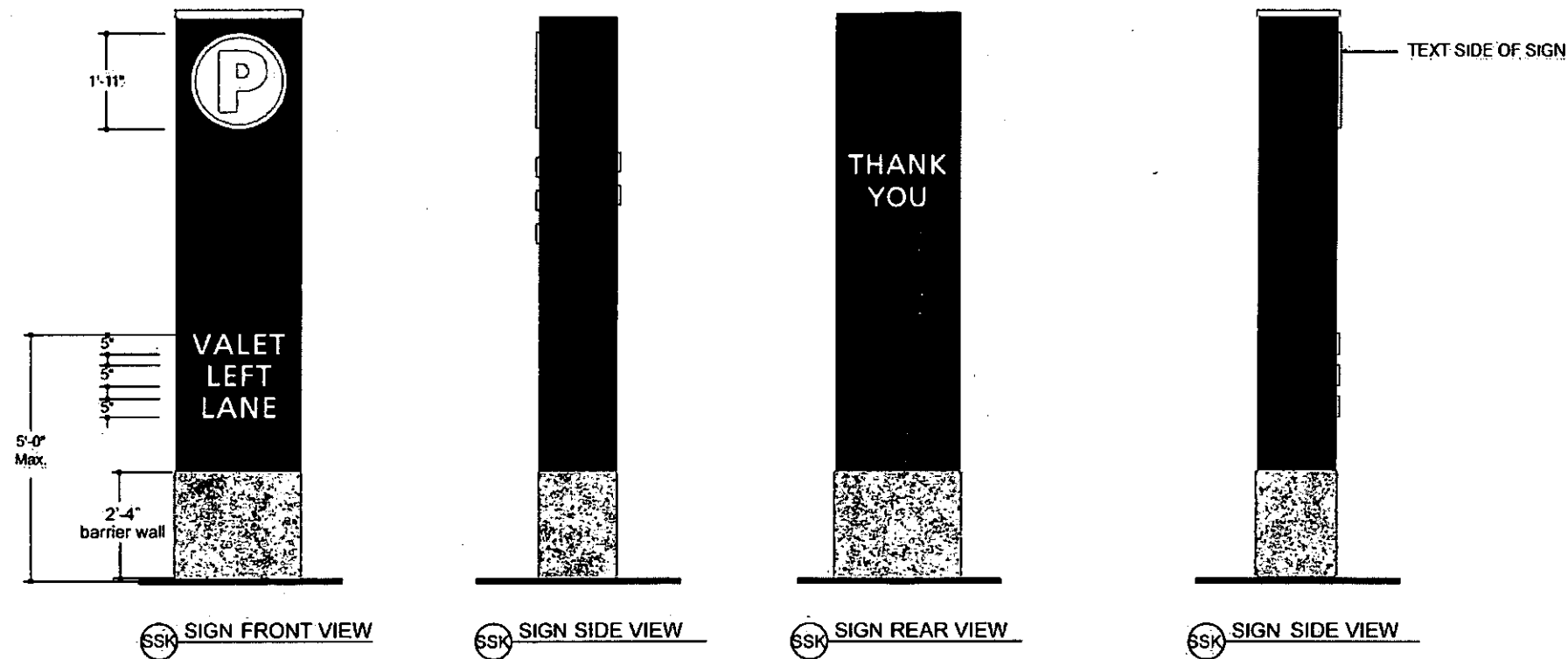
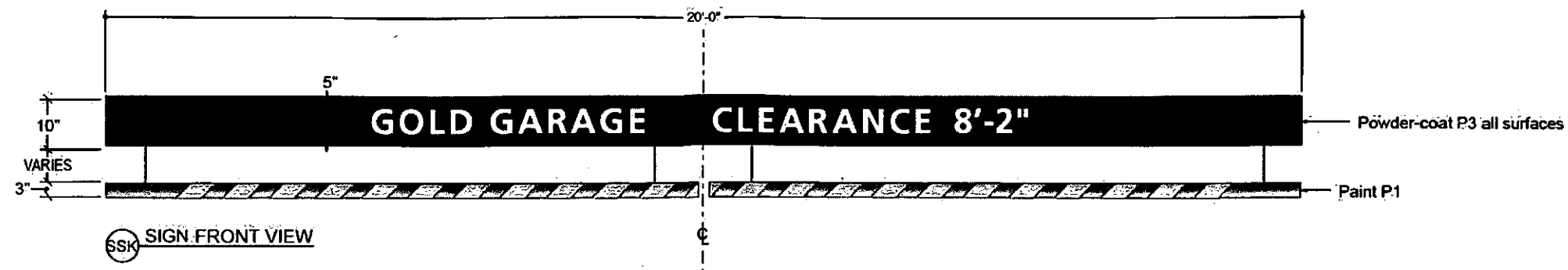
- A. Twenty (20) percent increase to the allowed sign budget
- B. Twenty (20) percent increase to the allowed area of signs; and
- C. Twenty (20) percent increase to the allowed height.

Sec. 8.501 UNSPECIFIED USES IN C-1, C-2, C-3, C-4, C-S, D, PNC, PCC, PCoC, PCP, PRC AND PUD. and subsections

Sec. 8.510 PERMANENT SIGNS FOR SPECIFIED USES

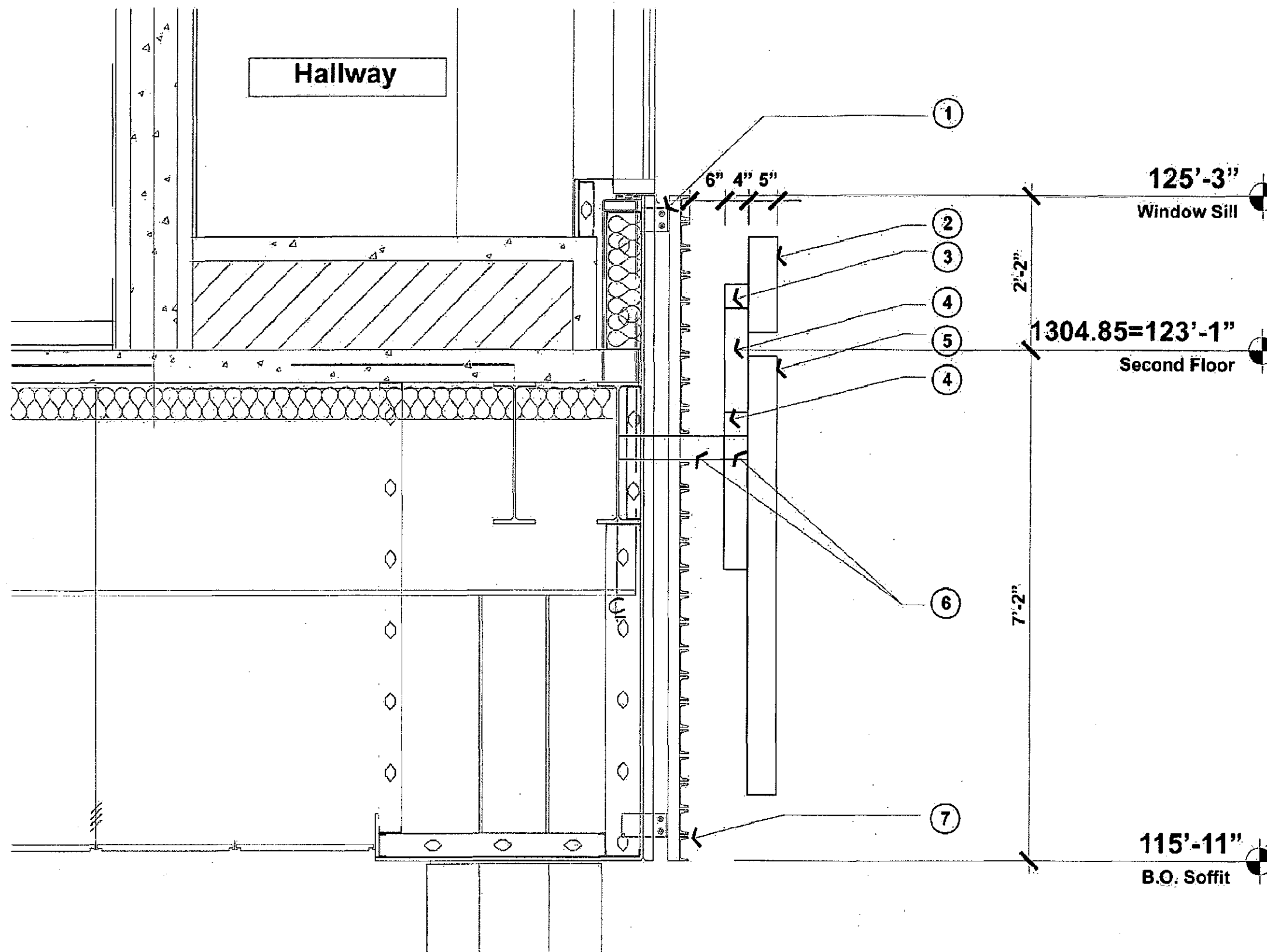
If the Scottsdale Revised Code, Appendix B Basic Zoning Ordinance is amended, the most current ordinance regulations shall apply.





SSK: Existing Vehicular directional Freestanding, double faced sign. 18" deep aluminum cabinet powder-coated to match P3. Internally-illuminate cabinet with white LEDs. P, VALET LEFT LANE to be 3/4" push-through acrylic. Back of sign to read "THANK YOU" of 3/4" push-through acrylic. Green circle painted P5 onto aluminum cabinet face. Frisket painted flourish painted P4 onto aluminum cabinet face.

SSK: Existing Clearance sign
Mount sign to new support structure.



Notes: Sign Type G: Scottsdale Fashion Square-Existing Sign

1. Galvanized steel
2. "Scottsdale" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic faces. Painted aluminum returns with closed backs. Returns and backs painted (bronze) with perforated vinyl (bronze) on white acrylic faces. Bullets are not illuminated-painted (bronze).
3. 4" x 4" x 1/8" square aluminum tube wireway. Painted to match c'channels and building backgrounds as required.
4. 4" x 2" x 1/8" aluminum rectangular tube vertical and horizontal supports. Painted to match c-channels and building backgrounds as required.
5. "Fashion Square" - Internally illuminated face-lit channel letters flush-mounted to wireways. Letters to have acrylic face faces. Painted aluminum returns with closed backs. Returns and backs painted (Bronze) with translucent printed "verdigris" vinyl on white acrylic faces.
6. Armature (by General Contractor): 4" x 4" x 3/16" steel tube welded to existing I-Beam at four points. Armature to project out past screen system and across the span of the lettering (25'-6"). Painted to match c-channels and building backgrounds as required.
7. Existing Galvanized C4x5.4 typical.

SG Section Detail
SCALE: N/A