



**Development Review (Minor)
Staff Approval**

2-MS-2008#3

**SkySong Master Sign Program
Amendment**

APPLICATION INFORMATION

LOCATION:	1475 N Scottsdale Rd	APPLICANT:	Jamie Cowgill
PARCEL:	131-17-013B, 131-17-014B, 131-17-014F	COMPANY:	JRC Design
Q.S.:	12-45	ADDRESS:	920 E Madison St Ste 100 Phoenix, AZ 85034
ZONING:	PCD	PHONE:	602-224-5100

Request: Request to amend the SkySong Master Sign Program to allow building wall sign bands on SkySong Office Building Phase III.

STIPULATIONS

1. All tenant building wall signs within SkySong Office Building Phase III shall substantially adhere to the SkySong Master Sign Program Amendment, Case No. 2-MS-2008#3, submitted by JRC Design and approved by City Staff on June 18, 2015.
2. Non-contiguous and contiguous tenant building wall signs shall be allowed on the designated sign bands as specified on Pages GD 209 thru GD 213 of the SkySong Master Sign Program Amendment.
3. The landlord shall select which tenant will be allowed a wall sign on the designated sign bands.
4. Illuminated or non-illuminated individual reverse pan channel letters, individual pan channel letters, and individual logos, are allowed with landlord approval.
5. Corporate colors and fonts are allowed for all building wall signs with landlord approval.
6. Tenant building wall signs shall be deducted from the tenant's allowed sum total sign area.
7. Any sign proposed within the two (2) sign bands located above the 4th floor of SkySong Office Phase III, north and west elevations, shall not project above the main roof line, as shown on Pages GD 209, GD 210 and GD 213 of the SkySong Master Sign Program Amendment. This includes any sign letter ascenders and logos.
8. All signs shall require separate submittals, reviews and approvals.

CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

All signs shall require separate submittal, review and approvals.

Sign permit application and additional submittal 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:

Date: June 18, 2015

Andrew Chi
Associate Planner

Planning & Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Web: www.scottsdaleaz.gov



JRC DESIGN 920 E Madison Street Ste 100, Phoenix, Arizona 85034

602.224.5100 jrcdesign.com

May 29, 2015

Andrew Chi, Associate Planner
City of Scottsdale | Planning, Neighborhood & Transportation Division
7447 E. Indian School Road, Suite 105
Scottsdale, AZ 85251

RE: SkySong Master Sign Plan Amendment - Building Three Tenant Signage

Mr. Chi,

Attached is our amendment application for The ASU Foundation for the SkySong project located at McDowell and Scottsdale Roads. Since the initial application and development of the project, there has been a better understanding of project types to make the overall development successful. The completion of the multi-family apartment homes in the southeast section of the project associated with and connected to the initial office buildings garage. Office Building Three and Four are slated for completion soon, however this application is for phase 3, for Building Three only at this time.

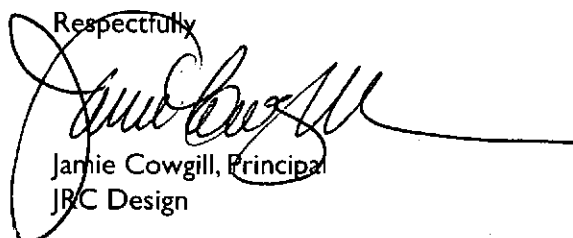
Tenant signage is proposed to be limited to the west and north elevations in specifically designated areas for visibility and integration with the architectural components. There are four (4) multiple tenant locations and an alternate location if the building is occupied by a single tenant - or a major user, on the upper architectural screening area.

The height of these locations are consistent with the initial submittal for building One and Two, which exceeded the standard three stories at the time. Since all four building have been approved through DR to exceed the zoning standards for the development for up to 65' in height, at this time, it is our assumption that with amendment of the Master Sign Program to include the new buildings that the same criteria and standards hold true and should be applied.

These sign bands for Phase 3 are for any tenants within the building, with the sign contiguous or non-contiguous to the tenant's frontage (but it will still count as part of the tenant's sign budget).

Thank you for your attention to this.

Respectfully



Jamie Cowgill, Principal
JRC Design

ARIZONA STATE UNIVERSITY

May 29, 2015

Mr. Andrew Chi
City of Scottsdale
7447 E. Indian School Road
Scottsdale, AZ 85251

RE: SkySong master signage program and revisions.

Dear Andrew:

This letter is to authorize Jamie Cowgill of JRC Designs to act on behalf of ASU Scottsdale, LLC, owner of a sublease for the property known as SkySong, located at the SEC of Scottsdale and McDowell Roads in the matter of signage and revision to the plans previously submitted.

Should you have any questions, do not hesitate to contact me.

Very Truly Yours,



J. Donald Couvillion

Vice President, Real Estate.



Master Sign Program Approval Application & Submittal Requirements

Project Number: <u>523 - PA-2015</u>	Case Number: <u>2 - MS-2008#3</u>	Staff Coordinator: <u>Andrew Chen</u>
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Please check one of the following:

☐

New Master Sign Program

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Amendment to Existing Master Sign Program

Project Name: SkySong Master Sign Program

Project Address: 1475 North Scottsdale Road

Zip Code: 85257

Current Zoning District: PCD

Parcel Number(s): 131-17-013B, 131-17-014B, 131-17-014F

Quarter Section: 12-45

Request: Amendment to existing master program for buildings 3 and 4 tenant wall signage

Associated Case(s): 2-MS-2008#2, 2-MS-2008, 88-DR-2005, 88-DR-2005#2 thru #8, 26-ZN-2004

Owner: Don Couvillion

Company: ASU Foundation

Phone: 480-965-5945 Fax: 480-884-1888

E-mail: don.couvillion@asu.edu

Address: 1475 n Scottsdale Rd. Suite 200

Scottsdale AZ

Applicant: Jamie Cowgill

Company: JRC Design

Phone: 602-224-5100 Fax: 602-224-5102

E-mail: jcawgill@jrdesign.com

Address: 920 East Madison Street, Suite 100

Phoenix, AZ 85034

Submittal Requirements: Please submit three (3) copies of the materials requested below.

- ☒ Completed Application (this form)
- ☒ Application Fee (fees subject to change every July) \$87187
- ☒ Context Aerial and/or Site Location Map
- ☒ Narrative describing nature of request
- ☐ Property Owner Approval Letter
- ☐ Homeowners/Property Owners Association Approval Letter (if applicable)
- ☐ Sign Criteria Regulations & Language
- ☐ Color photographs of the site (including all areas of change).

- ☒ Site Plan indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs.
- ☐ Floor Plan(s) of existing building or buildings within a commercial center. The floor plan shall be dimensioned and clearly delineate each potential tenant space.
- ☒ Elevation Drawings of all buildings with sign locations indicated.
- ☐ Other: _____

Please Note: After staff review, it may be determined that this request requires approval by the Development Review Board through the public hearing process. Any fees paid shall apply toward the fee for this process. **If approved at staff level, this approval expires twelve (12) months from date of approval if a permit is required but has not been issued.**

Jamie Cowgill
Applicant Signature

Digitally signed by com.apple.kerberos.kdc
DN: cn=com.apple.kerberos.kdc, o=System
Identity
Date: 2015.05.29 15:46:57 -07'00

05/29/15

Date

Official Use Only:

Submittal Date: _____

City Staff Signature: _____

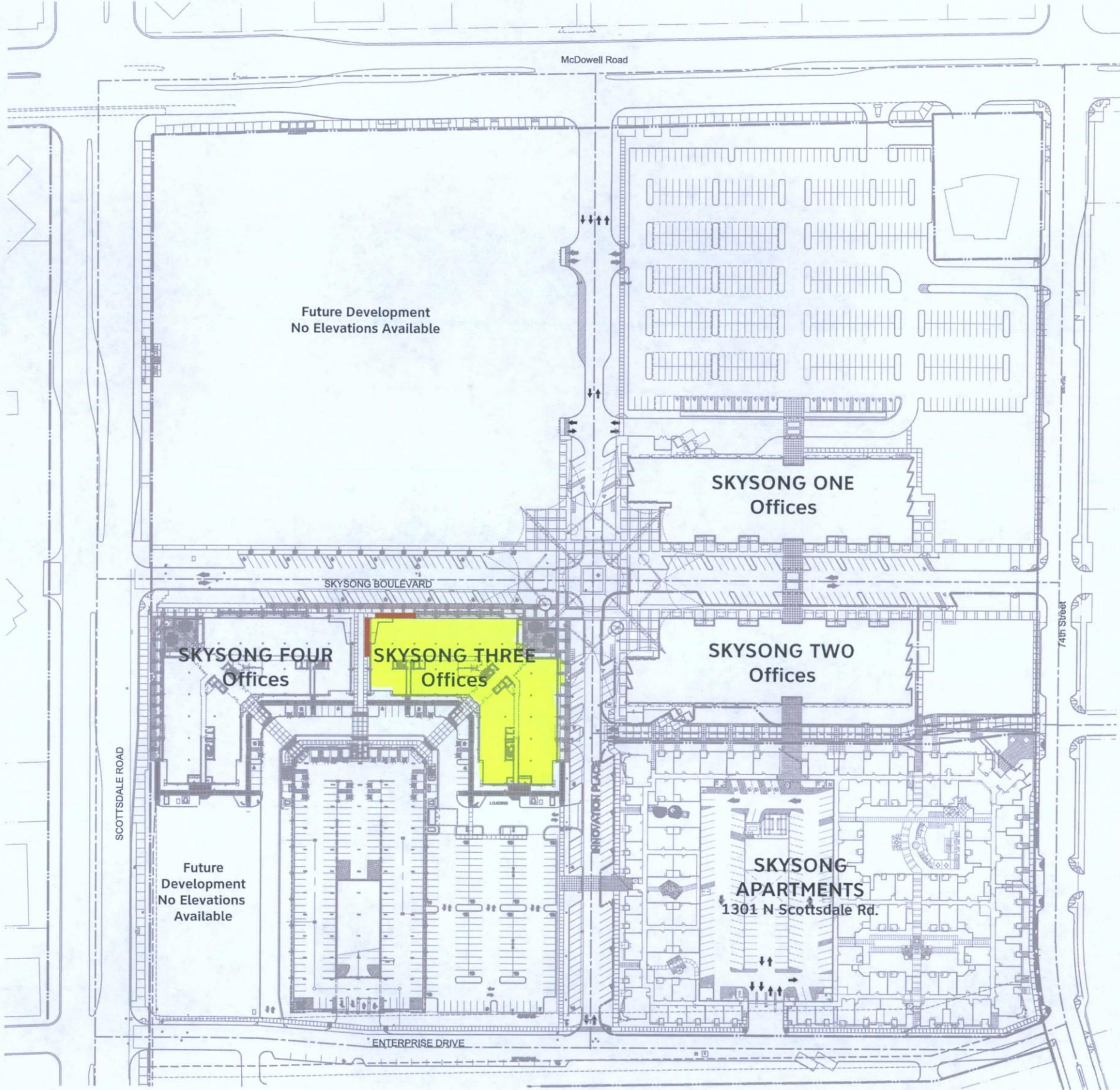
Planning, Neighborhood and Transportation

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-2500 • Fax: 480-312-7088

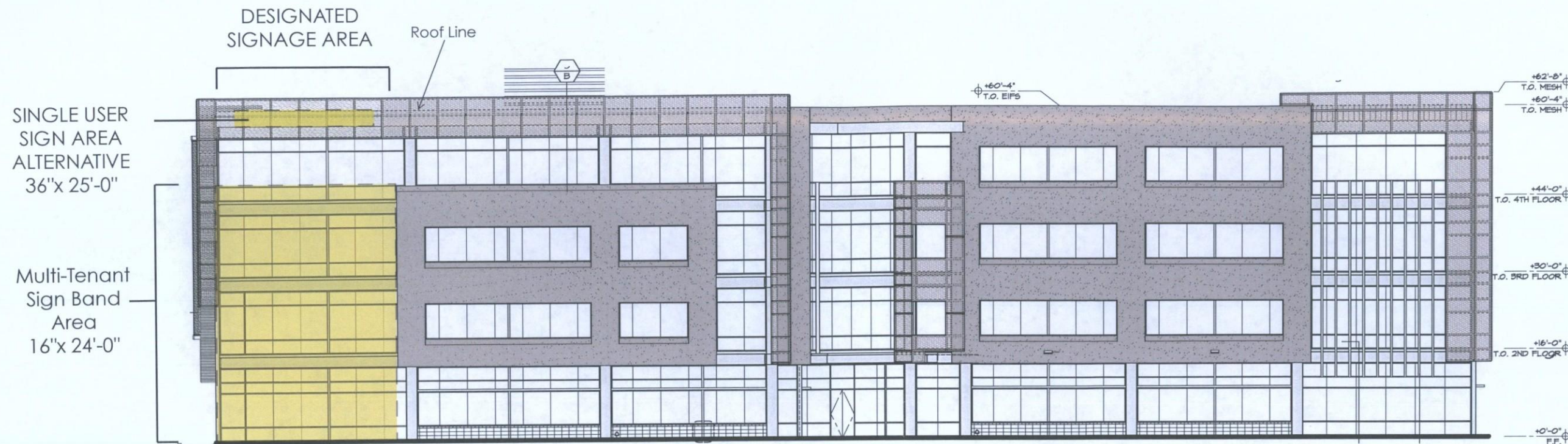
REVISED SIGNAGE LOCATION MAP

SIGNAGE LEGEND

2-MS-2008#3
STIPULATION SET
RETAIN FOR RECORDS
APPROVED
06/18/15
DATE
Achi
INITIALS



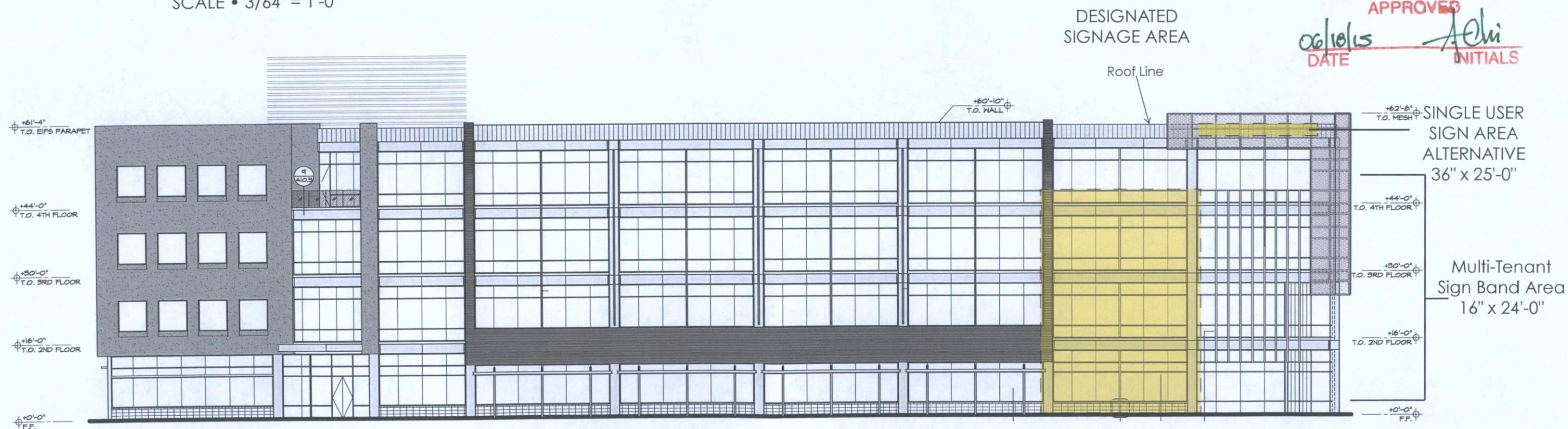
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NUMBER	05212014	DESCRIPTION	Sign Location Plan	REVISED DATE	05.29.2015
		SCALE	NTS		



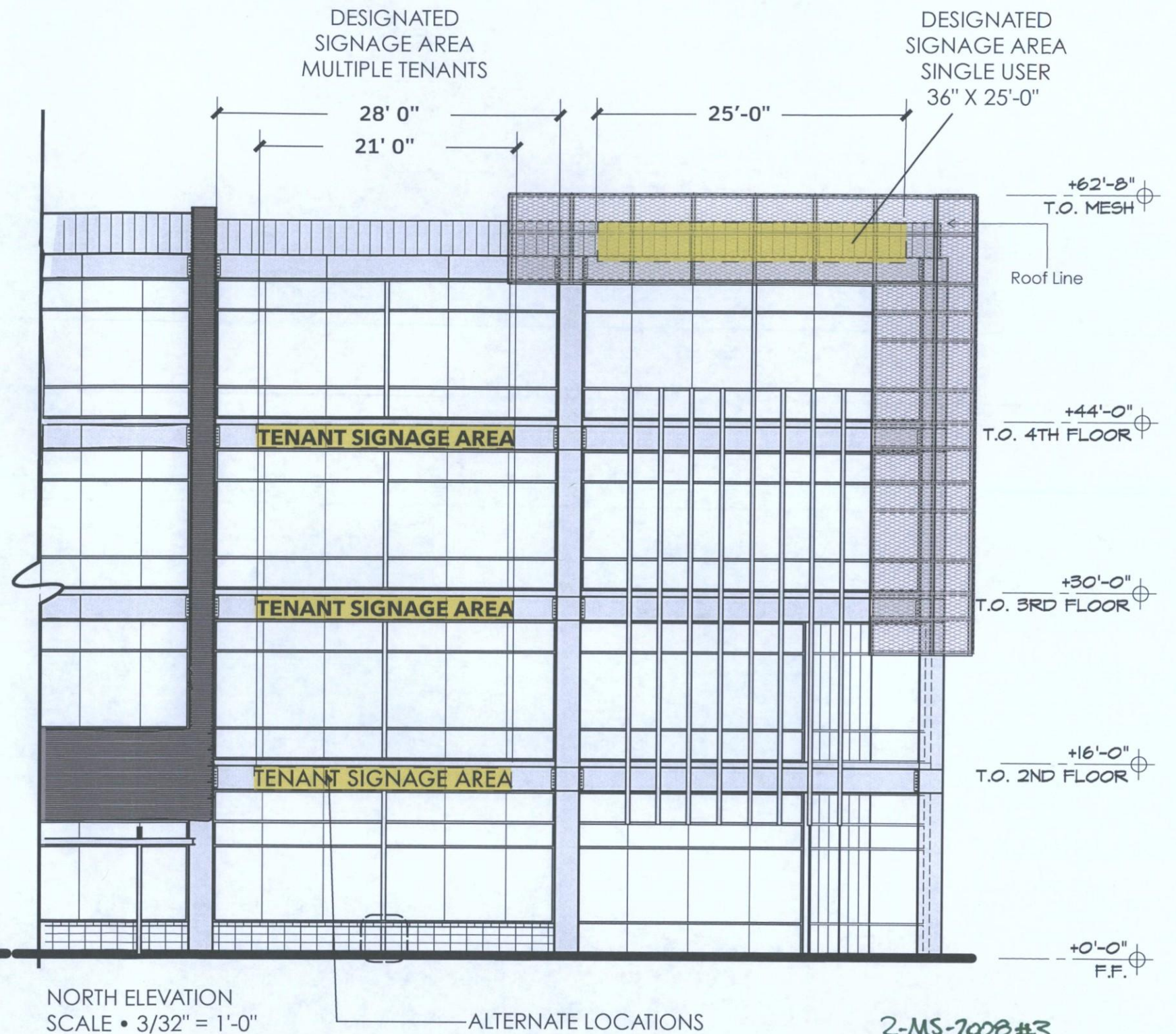
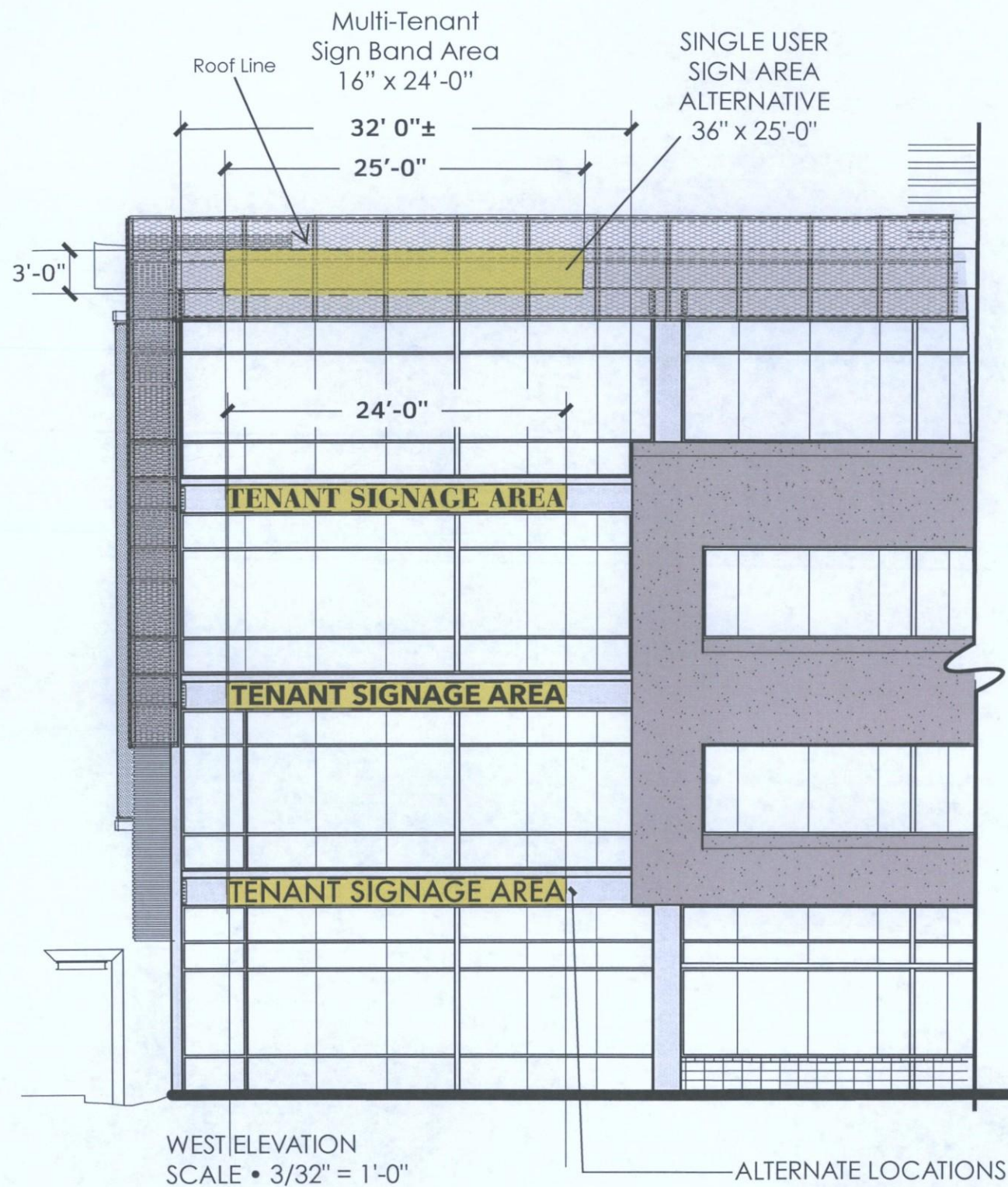
WEST ELEVATION
SCALE • 3/64" = 1'-0"

2-MS-2008#3
STIPULATION SET
RETAIN FOR RECORDS
APPROVED

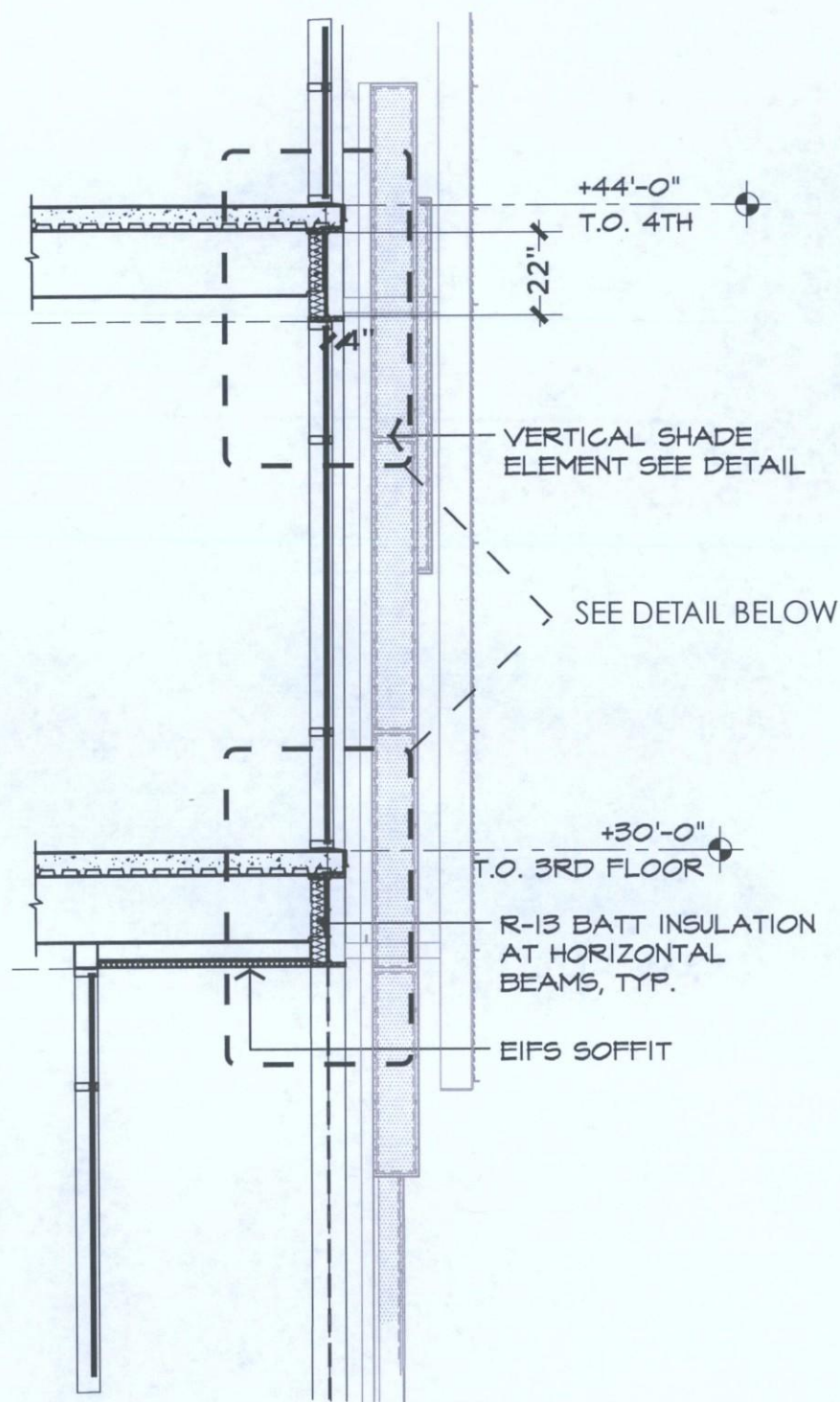
06/10/15 DATE
Achi INITIALS



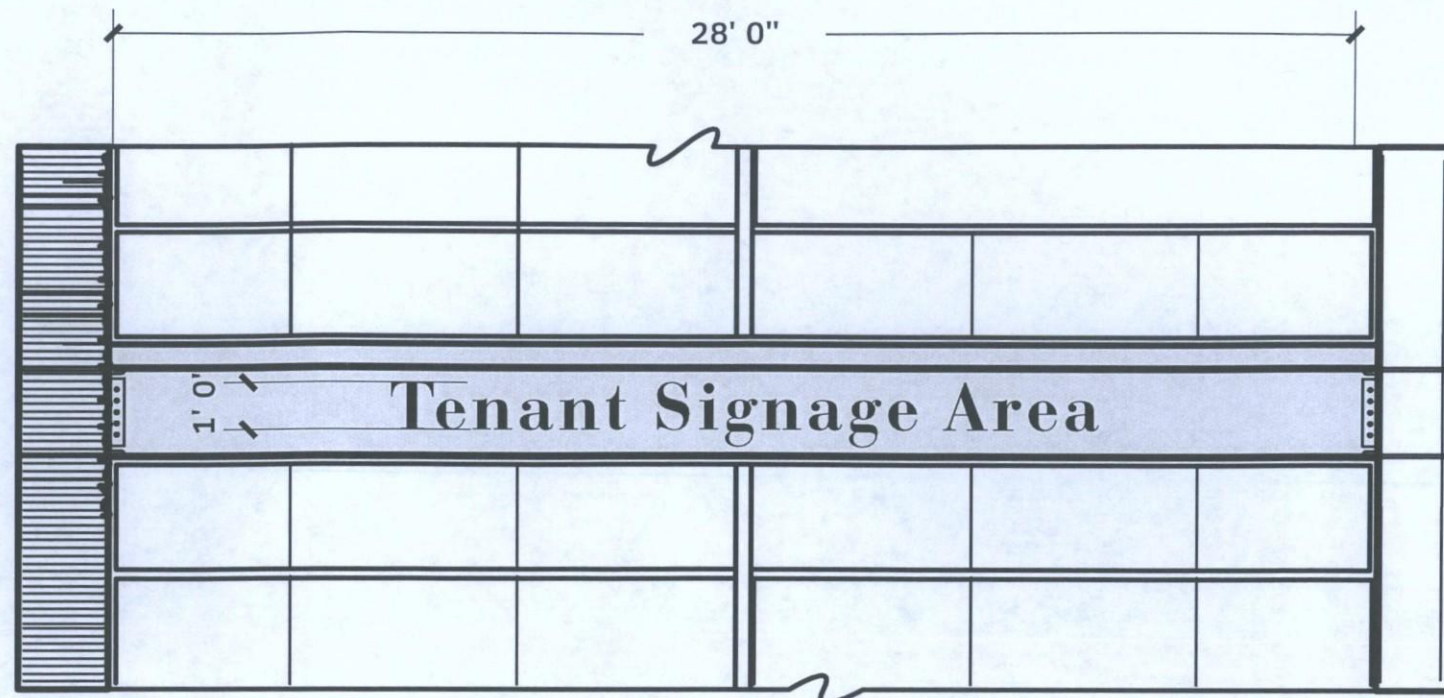
NORTH ELEVATION
SCALE • 3/64" = 1'-0"



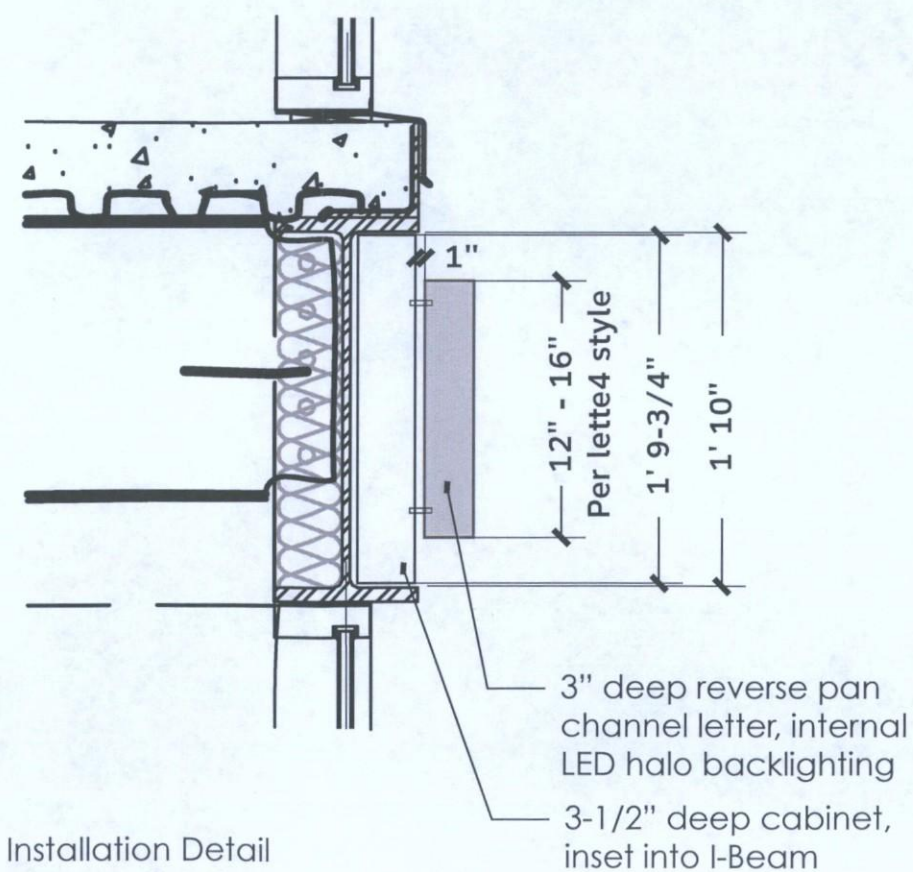
2-MS-2008#3
STIPULATION SET
RETAIN FOR RECORDS
APPROVED
06/10/15 DATE
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Building Section
Scale • 1/4" = 1'-0"



Signage Detail
Scale • 1/4" = 1'-0"



Installation Detail
Scale • 1" = 1'-0"

Signage area/ bands for Phase 3 are for any tenants within the building, with the sign being contiguous or non-contiguous to the tenant's frontage - but it will still count as part of the tenant's sign budget.

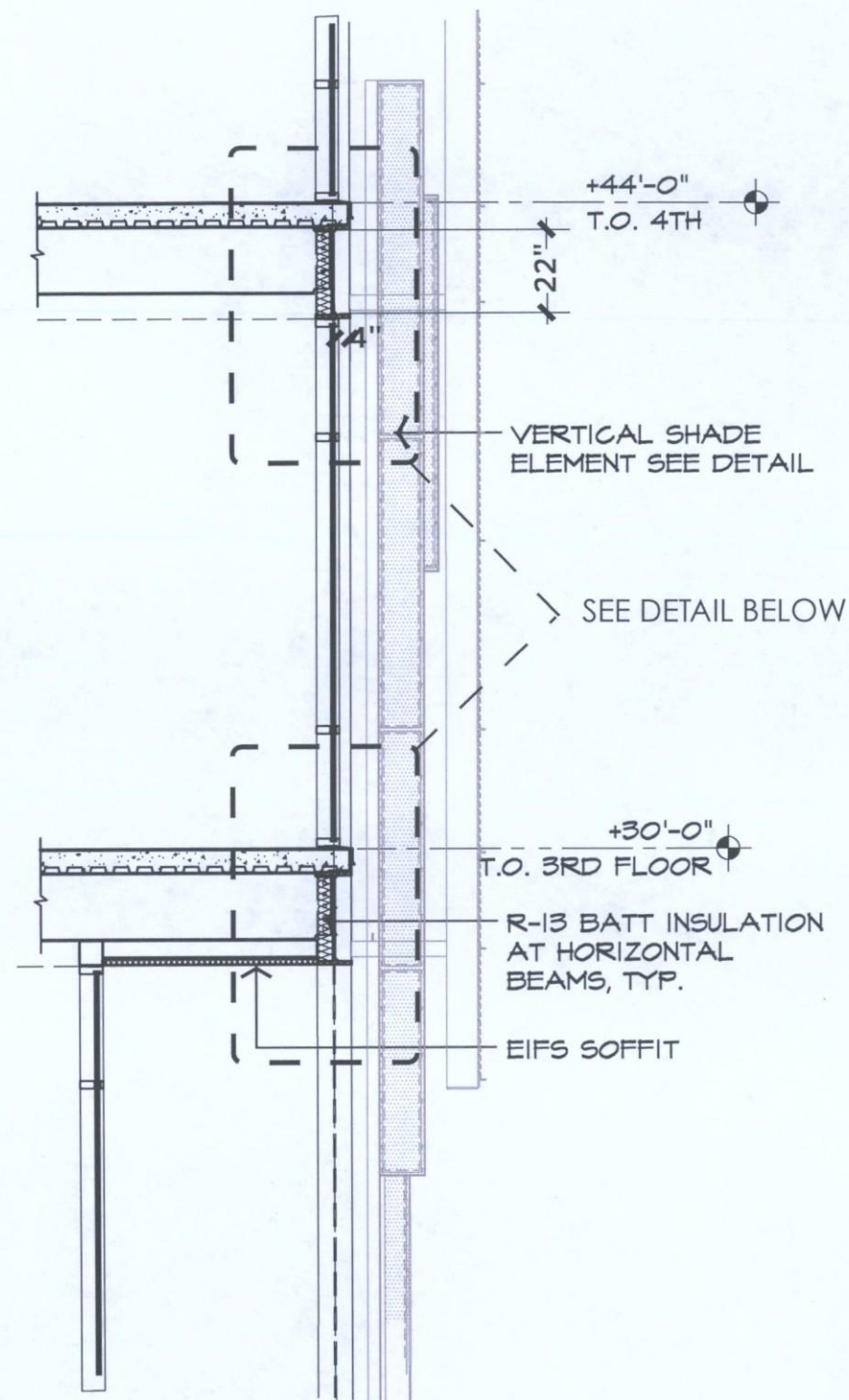
2-MS-2008 #3
STIPULATION SET
RETAIN FOR RECORDS
APPROVED
06/18/15 DATE *Achin* INITIALS

PROJECT SKYSONG
NUMBER 05212014

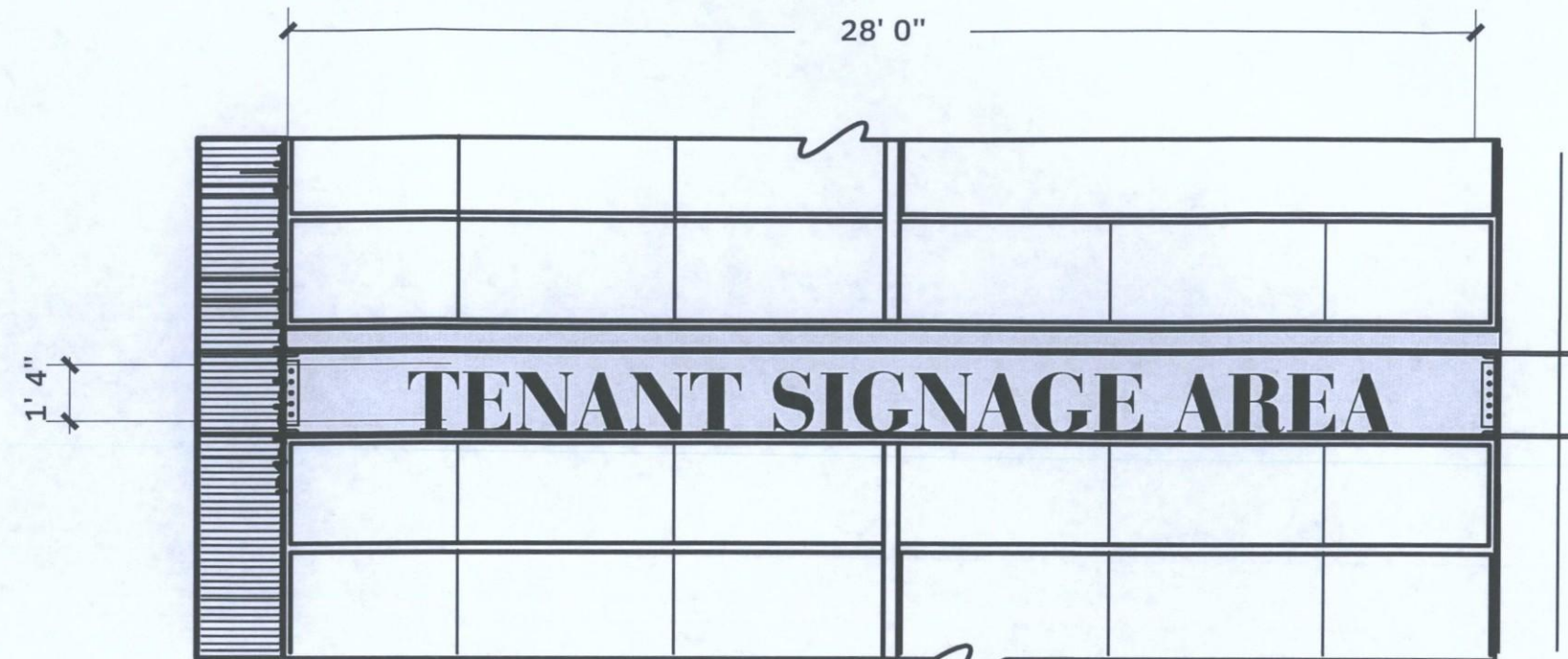
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DESCRIPTION Buildign Signage
SCALE NTS

DATE
REVISED DATE 03.11.2015

GD
211

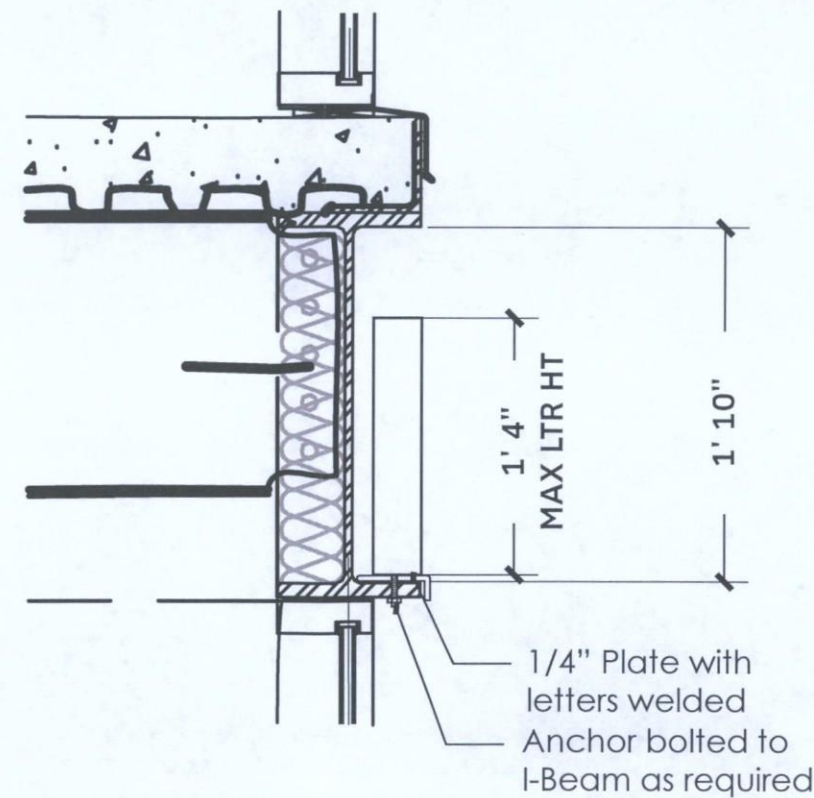


Building Section
Scale • 1/4" = 1'-0"



Signage Detail
Scale • 1/4" = 1'-0"

NOTE: This option only works when using all capital letters



Installation Detail
Scale • 1" = 1'-0"

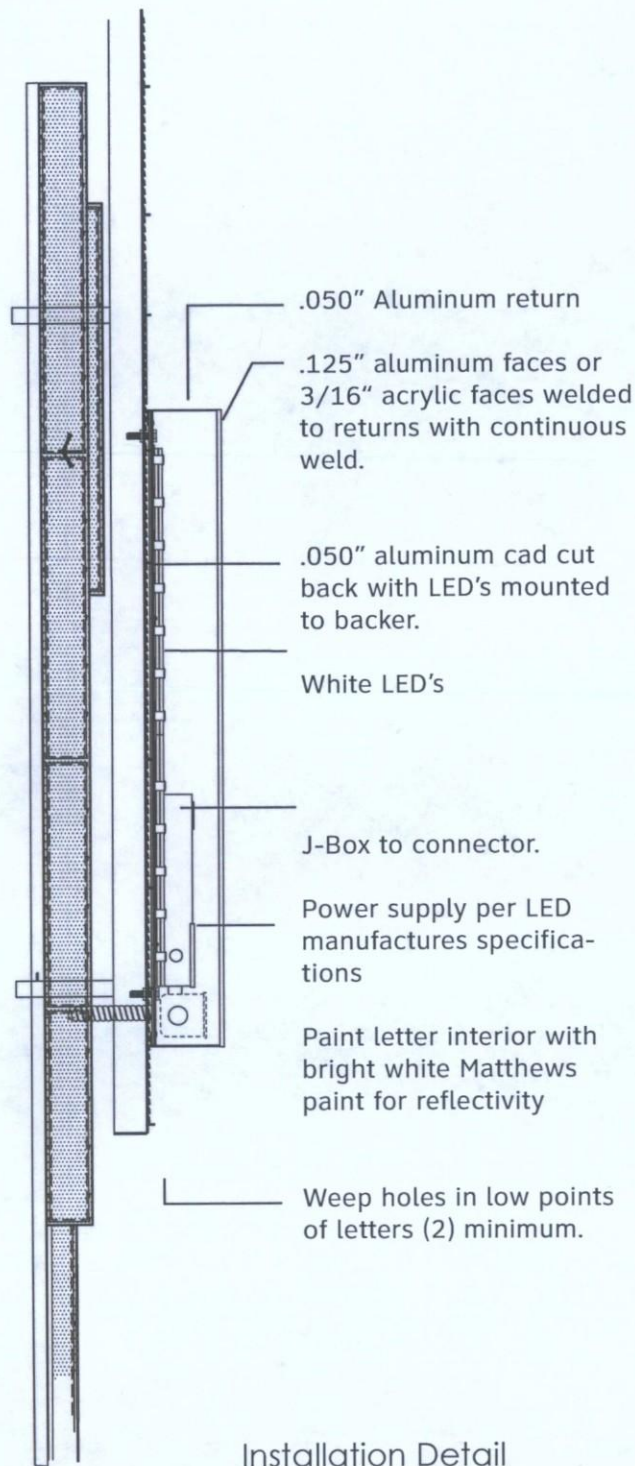
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2-MS-2008#3
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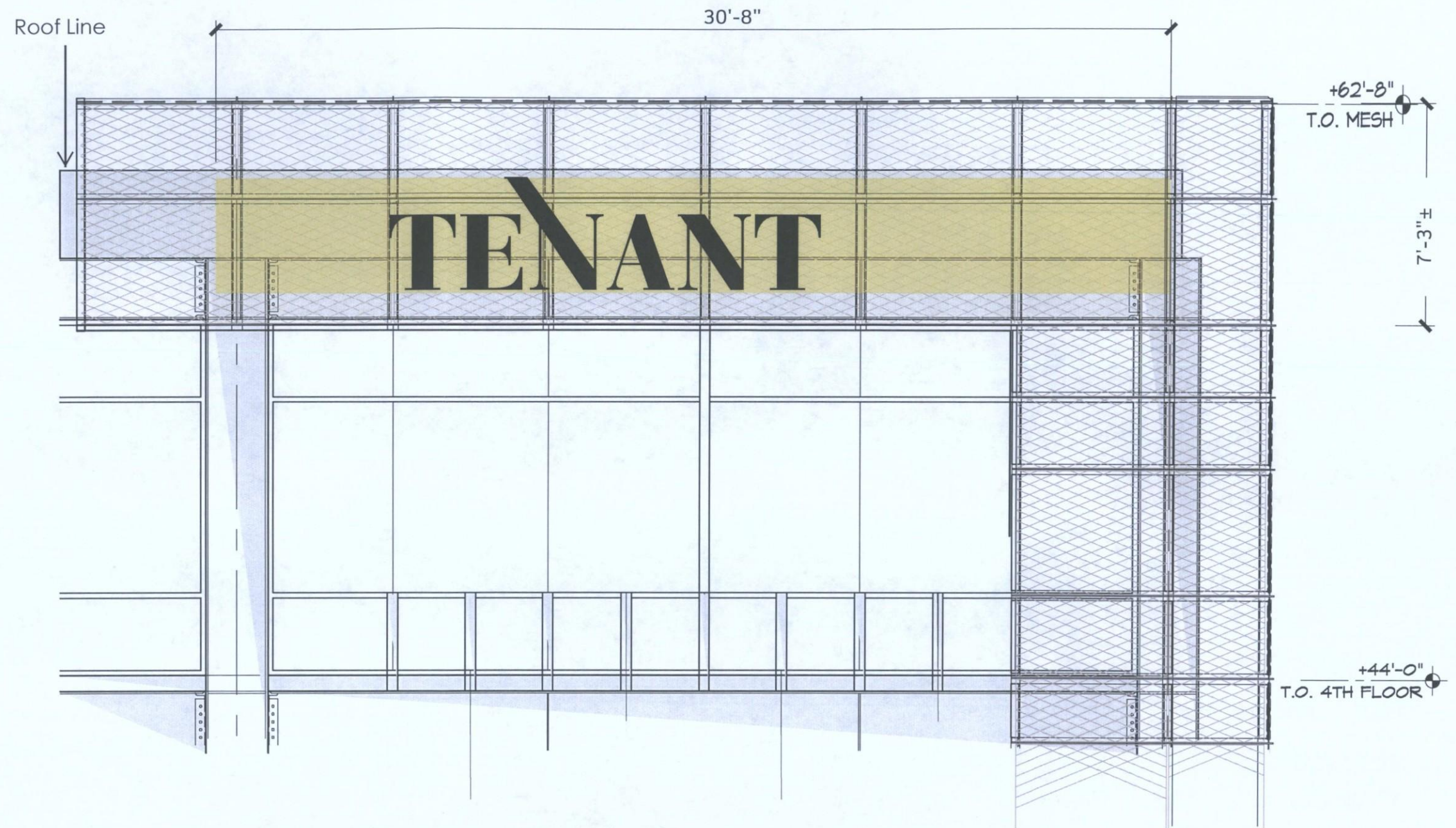
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 APPROVED
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 DATE
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PROJECT NUMBER	SKYSONG 05212014	TYPE DESCRIPTION SCALE	Individual Letters - Buildings 3 and 4 Buildign Signage NTS	DATE REVISED DATE	03.11.2015
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GD
213