



**Development Review (Minor)  
Staff Approval**

**2-MS-2008#4**

**SkySong Master Sign Program Amendment  
(Restaurants Building)**

**APPLICATION INFORMATION**

LOCATION:	1375 N Scottsdale Rd	APPLICANT:	David Wetta
PARCEL:	131-17-013B, 131-17-014B, 131-17-014F	COMPANY:	Wetta Ventures LLC
Q.S.:	12-45	ADDRESS:	3104 E Camelback Rd Ste 957 Phoenix, AZ 85016
ZONING:	PCD	PHONE:	602-478-3538

Request: Request to amend the SkySong Master Sign Program to outline building wall sign design standards and sign locations for a new restaurant building at an existing mixed-use development.

**STIPULATIONS**

1. All tenant building wall signs within the SkySong Restaurants Building shall adhere to the SkySong Master Sign Program Amendment (Restaurants Building), Case No. 2-MS-2008#4, submitted by Wetta Ventures, LLC, and approved by City Staff on May 26, 2016.
2. Non-contiguous and contiguous tenant building wall signs shall be allowed on the designated sign bands as specified on Sheet 3.0 thru Sheet 8.0 of the SkySong Master Sign Program Amendment (Restaurants Building).
3. The landlord or designee shall select which tenant will be allowed a wall sign on the designated sign bands.
4. Any tenant identification wall sign shall be deducted from the tenant's allowed sum total sign area.
5. Any modifications or amendments to the SkySong Master Sign Program shall require Development Review Board or Staff Approval.
6. 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](http://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, Planner

Date: May 26, 2016

**Planning & Development Services**

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Web: [www.scottsdaleaz.gov](http://www.scottsdaleaz.gov)

**GAMMAGE & BURNHAM**  
A PROFESSIONAL LIMITED LIABILITY COMPANY  
ATTORNEYS AT LAW  
TWO NORTH CENTRAL AVENUE  
15TH FLOOR  
PHOENIX, ARIZONA 85004

NARRATIVE  
(Revised)

TELEPHONE (602) 256-0566  
FACSIMILE (602) 256-4475

May 2, 2016

WRITER'S DIRECT LINE  
(602) 256-4461  
mvaz@gbllaw.com

Andrew Chi, Planner  
City of Scottsdale  
Planning & Development Department  
7447 E. Indian School Road, Suite 105  
Scottsdale, Arizona 85251  
(480) 312-7828  
AChi@ScottsdaleAZ.gov

RE: SkySong Restaurants Building (Scottsdale Case No. 24-DR-2015)  
Master Sign Program Amendment

Dear Andrew:

We represent Wetta Ventures, LLC ("Wetta Ventures"), the developer of the of the 1.36 acre restaurants site at the northeast corner of N. Scottsdale Road and E. SkySong Boulevard (the "Site") within the ASU Scottsdale Innovation Center ("SkySong").

Wetta Ventures focuses on discovering small-scale infill opportunities and creating unique experiences with local, regional and some national tenants. They have recently completed Old School O7 and The Annex. Old School is an adaptive reuse project in midtown Phoenix which was the home of the United Methodist Church for more than 125 years. Specifically, Old School consists of a 4,100-square foot church repurposed for Taco Guild, a 3,500-square foot school building converted for Buffalo Exchange, and a 1,700-square foot freestanding Starbucks with a drive-through. The Annex is an adaptive reuse of a 1950's vintage school building on the ASU Tempe campus which now is a two-tenant restaurant building currently occupied by Postino Winecafe and Snooze, an AM Eatery.

On October 15<sup>th</sup> of this past year, the Development Review Board approved Wetta Ventures proposal to develop a restaurants building known as the SkySong Restaurants Building on the Site. The approved development consists of a one-story multi-tenant restaurants building that will provide 12,000 square feet of indoor space, 7,500 square feet of outdoor patio space and open area, a 3,000 square foot edible garden, and 58 on-site parking spaces (the Project"). The goal of the Project is to provide additional food and beverage opportunities for people working and/or residing within SkySong, as well as people residing and/or working in the surrounding neighborhoods. The Project will activate SkySong's Scottsdale Road frontage with a functional and timeless modern designed building, shaded pedestrian access from Scottsdale Road and public gathering spaces.

The purpose of this correspondence is to request review for an amendment to the SkySong master sign program ("MSP") to allow a comprehensive and design appropriate

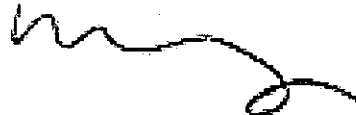
signage program for the Project. As reflected by the enclosed MSP for the Site, the proposed signage is contemporary in nature and draws inspiration from architectural and signage elements within SkySong. As a result, the signage will complement the overall architecture and signage within SkySong, as well as the architecture of the Project. It will also establish its own unique persona that is appropriate to the Site's function within SkySong, as well as the Site's position at SkySong's Scottsdale Road entrance. Specifically, the MSP amendment will:

- ensure all tenant mounted signage throughout the Project has a consistent theme;
- ensure all signage on the Site adheres to applicable code/ordinance parameters;
- direct the manner in which signs are to be applied to the SkySong Restaurants Building;
- illustrate the method by which all site identification, way finding, tenant, and other signage is to be designed and implemented throughout the Project; and,
- identify all known signage within the Project and establish guidelines by which new tenants will design and construct their signage

The approval of the amendment to the MSP will allow Wetta Ventures to develop the Project in a timely manner that is consistent with the vision presented to the community and Development Review Board.

If you have any questions regarding this pre-application review request, please do not hesitate to contact myself at (602) 256-4461 or [mvaz@gblaw.com](mailto:mvaz@gblaw.com) or Rob Lane at (602) 256-4439 or [rlane@gblaw.com](mailto:rlane@gblaw.com). We look forward to continuing to work with you.

Sincerely,  
GAMMAGE & BURNHAM



By

Manjula M. Vaz

MMV/rl  
Enclosures

**GAMMAGE & BURNHAM**  
A PROFESSIONAL LIMITED LIABILITY COMPANY  
ATTORNEYS AT LAW  
TWO NORTH CENTRAL AVENUE  
15TH FLOOR  
PHOENIX, ARIZONA 85004

*Original  
Narrative*

February 25, 2016

WRITER'S DIRECT LINE  
(602) 256-4461  
mvaz@gbllaw.com

Andrew Chi, Planner  
City of Scottsdale  
Planning & Development Department  
7447 E. Indian School Road, Suite 105  
Scottsdale, Arizona 85251  
(480) 312-7828  
AChi@ScottsdaleAZ.gov

RE: SkySong Restaurants Building (Scottsdale Case No. 24-DR-2015)  
Master Sign Program Amendment - Pre-Application Review Request

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The purpose of this correspondence is to request pre-application review for an amendment to the SkySong master sign program ("MSP") to allow a comprehensive and design



appropriate signage program for the Project. As reflected by the enclosed MSP for the Site, the proposed signage is contemporary in nature and draws inspiration from architectural and signage elements within SkySong. As a result, the signage will complement the overall architecture and signage within SkySong, as well as the architecture of the Project. It will also establish its own unique persona that is appropriate to the Site's function within SkySong, as well as the Site's position at SkySong's Scottsdale Road entrance. Specifically, the MSP amendment will:

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If you have any questions regarding this pre-application review request, please do not hesitate to contact myself at (602) 256-4461 or [mvaz@gblaw.com](mailto:mvaz@gblaw.com) or Rob Lane at (602) 256-4439 or [rlane@gblaw.com](mailto:rlane@gblaw.com). We look forward to continuing to work with you.

Sincerely,  
GAMMAGE & BURNHAM



By

Manjula M. Vaz

MMV/rl  
Enclosures

PO Box 2260  
Tempe, AZ 85280

April 28 2015

City of Scottsdale  
Planning and Development  
7447 E Indian School Rd., Ste. 105  
Scottsdale, Arizona 85251

LL Approval

RE: SkySong Restaurants Building – 1375 N. Scottsdale Road

To Whom It May Concern:

The purpose of this letter is to formally authorize the firms and individuals identified below to file and process all necessary applications, including but not limited to a development review application which may be related to securing entitlements to allow the development of a restaurants building on behalf of ASUF Scottsdale, L.L.C. for the above referenced property more fully described in the legal description enclosed with this letter.

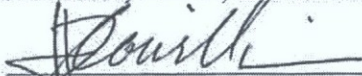
- Wetta Ventures, including but not limited to its representative David A. Wetta and Paul Salinas;
- The law firm of Gammage & Burnham, including but not limited to its representatives, Manjula M. Vaz and Rob Lane;
- The specialty design firm of Brick & West Design, including but not limited to its representative Michael Rumpeltin;
- The design and engineering consulting firm of Bury, including but not to its representative Aaron Parencia; and,
- The landscape architecture firm of the design element, including but not limited to its representative Marc Beyer

ASUF Scottsdale, L.L.C., an Arizona limited liability company, has the development rights for the property identified above.

Sincerely,

ASUF Scottsdale, L.L.C., an Arizona limited liability company,

By

  
[SIGNATURE]

J. DONALD COUVILLON  
[PRINT NAME]

Its

VP REAL ESTATE  
[PRINT TITLE]

Encl. Legal Description

Wood, Patel & Associates, Inc.  
(480) 834-3300  
www.woodpatel.com

Revised May 5, 2015  
August 26, 2014  
WP# 123808.37  
Page 1 of 2  
See Exhibit "A"

**PARCEL DESCRIPTION**  
**Skysong**  
**Retail Parcel**

A parcel of land lying within the northwest quarter of Section 2, Township 1 North, Range 4 East, of the Gila and Salt River Meridian, Maricopa County, Arizona, more particularly described as follows:

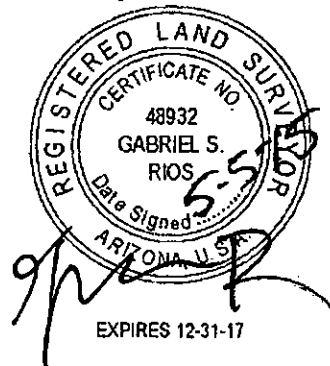
**COMMENCING** at the northwest corner of said Section 2, a 3-inch City of Scottsdale brass cap in handhole, from which the west quarter corner of said section, a stone in handhole, bears South 00°00'06" West (basis of bearing), a distance of 2636.82 feet;  
**THENCE** along the west line of said section, South 00°00'06" West, a distance of 401.25 feet;  
**THENCE** leaving said west line, South 89°59'54" East, a distance of 65.00 feet, to the east right-of-way line of Scottsdale Road and the **POINT OF BEGINNING**;  
**THENCE** leaving said east right-of-way line, South 89°59'54" East, a distance of 174.93 feet;  
**THENCE** South 11°39'00" East, a distance of 73.81 feet;  
**THENCE** North 90°00'00" East, a distance of 95.72 feet;  
**THENCE** South 00°00'00" West, a distance of 165.53 feet;  
**THENCE** North 90°00'00" West, a distance of 245.40 feet;  
**THENCE** North 00°00'00" East, a distance of 27.25 feet;  
**THENCE** North 90°00'00" West, a distance of 40.15 feet, to said east right-of-way line of Scottsdale Road;  
**THENCE** along said east right-of-way line, North 00°00'06" East, a distance of 210.56 feet, to the **POINT OF BEGINNING**.

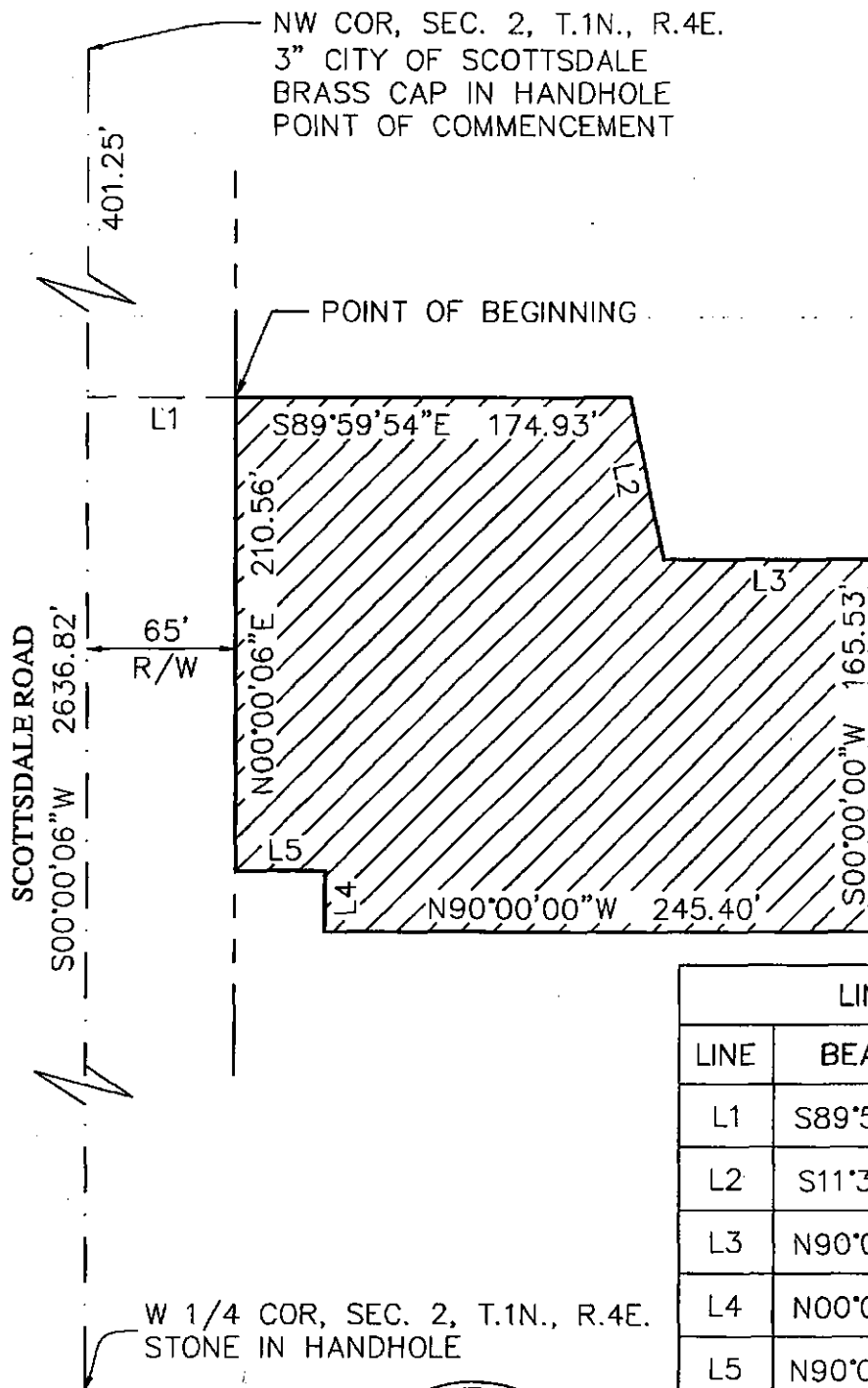
Containing 1.3626 acres, or 59,356 square feet of land, more or less.

Subject to existing rights-of-way and easements.

This parcel description was prepared without the benefit of survey field work and is based on the unrecorded ALTA/ASCM Survey of Skysong ASU Scottsdale Innovation Center – Skysong 3 prepared by Wood Patel and Associates, dated 08-13-13, job number 123808.32 and other client provided information. Any monumentation noted in this parcel description is based on said ALTA/ASCM Survey. This parcel description isn't intended to (nor does it) create a land division or partition, nor show ownership limits or changes.

X:\Y-Drive\WP\Parcel Descriptions\2012 Parcel Descriptions\123808.37 Skysong Retail Parcel L12R01 5-5-15.docx





LINE TABLE		
LINE	BEARING	DISTANCE
L1	S89°59'54"E	65.00'
L2	S11°39'00"E	73.81'
L3	N90°00'00"E	95.72'
L4	N00°00'00"E	27.25'
L5	N90°00'00"W	40.15'

**WOOD/PATEL**  
MISSION: CLIENT SERVICE™  
(480) 834-3300  
WWW.WOODPATEL.COM  
PHOENIX - MESA - TUCSON



## EXHIBIT "A"

SKYSONG  
RETAIL PARCEL  
REVISED 05/05/2015  
WP#123808.37  
PAGE 2 OF 2  
NOT TO SCALE

T:\2005\052562\Legal\2562L12R01.dwg



# Site Context Photographs Directory Map



 SkySong

1 = Site Context Photograph #

 SkySong Restaurants Bldg. Dev. Site

↑ = Site Context Photograph Direction

1. North



2. East





3. South



4. West





5. North



6. East





7. South



8. West



9. North



10. East





11. South



12. West





13. North



14. East





15. South



16. West





1st Review  
Comments

March 25, 2016

David Wetta  
Wetta Ventures LLC  
3104 E Camelback Rd Ste 957  
Phoenix, AZ 85016

RE: 167-PA-2016  
SkySong Master Sign Program Amendment (Restaurants Building)  
1<sup>st</sup> Review Comments

Dear Mr. Wetta,

The Planning & Development Services Division has completed its preliminary review of the SkySong Master Sign Program Amendment (Restaurants Building), Pre-App# 167-PA-2016. The following items below reflect the 1<sup>st</sup> review comments by Planning Staff:

**Site Plan: Sheet 1.0**

1. The landscape wall proposed along N. Scottsdale Road frontage along the west building elevation was not approved by the Development Review Board under [Case No. 24-DR-2015 \(SkySong Restaurant Building\)](#).
  - a. To move this master sign program review forward, please remove the proposed landscape wall from the MSP proposal. The landscape wall will need to return back to the Development Review Board for separate design review and consideration.

**Sign Matrix: Sheet 2.0**

2. Revise the Sign Matrix on Sheet 2.0; so that the combined tenant total sign area on the north and south elevations do not exceed each elevation's allowed 1 to 1 ratio (see #3 and #4 below).

**Primary Tenant ID – Building Mounted South: Sheet 3.0 and Sheet 4.0**

3. The cumulative (sum total) of all sign bands along the south building elevation cannot exceed the south building elevation's 1 to 1 sign ratio.
  - a. In accordance with [Section 8.501.I.B.1.b](#), on each side of a building, the maximum area of sign: one (1) square foot for each linear foot of building wall. Please reduce the sign bands for all possible tenant occupancy options on Sheets 3.0 and 4.0. Example: If the south elevation building frontage length is approximately 100' long (please verify the actual length), based on a 1 to 1 ratio calculation, the sum total of all sign band(s) on the south elevation cannot exceed 100 square feet.
  - b. Include reference in the Fabrication Details to also allow: sign backer panels, flat cut out letters, and halo-illuminated reverse pan channel letters.

**Primary Tenant ID – Building Mounted North: Sheet 5.0 and Sheet 6.0**

4. The cumulative (sum total) of all sign bands along the north building elevation cannot exceed the north building elevation's 1 to 1 sign ratio.

- a. In accordance with Section 8.501.I.B.1.b, on each side of a building, the maximum area of sign: one (1) square foot for each linear foot of building wall. Please reduce the sign bands for all possible tenant occupancy options on Sheets 3.0 and 4.0. Example: If the south elevation building frontage length is approximately 100' long (please verify the actual length), based on a 1 to 1 ratio calculation, the sum total of all sign band(s) on the south elevation cannot exceed 100 square feet.
- b. Include reference in the Fabrication Details to also allow: sign backer panels, flat cut out letters, and halo-illuminated reverse pan channel letters.

**Secondary Tenant ID – Building Mounted Blade Sign (Sign C): Sheet 8.0**

5. Re-name the sign and label it as a 'Shingle Sign.' A shingle sign suspends below a roof overhang, with 7'-6" clearance.
6. Provide a section detail (section plan) that demonstrates the sign as seen from a side profile. This will demonstrate the sign will be completely suspended under the existing overhang.
7. Include a note in the Fabrication Details that prohibit any exposed neon or LED-tube style illumination, in accordance with Section 8.422 – Sign Lighting.

**Addressing – Landscape Wall Options: Sheet 10.0**

8. The landscape wall proposed along N. Scottsdale Road frontage along the west building elevation was not approved by the Development Review Board under Case No. 24-DR-2015 (SkySong Restaurant Building).
9. As a suggestion, instead of mounting the address numbers on a landscape wall, the proposed 14-inch tall '1375' address numbers may be placed anywhere on the building itself.
10. New buildings shall have address numbers placed in a position that is plainly legible and visible from the street or road fronting the property, in accordance with the Fire Code, Chapter 36 – Section 505: Premise Identification.

**RESUBMITTAL**

Please resubmit the following digitally in PDF format, to the following Secure Mail link:

**<https://securemail.scottsdaleaz.gov/dropbox/achi@scottsdaleaz.gov>**

1. Revised Project Narrative 8.5x11 PDF
2. Revised SkySong Restaurants Building Master Sign Program Package 11x17 PDF

After resubmittal, Planning Staff will have 21 calendar days to review the resubmittal.

If you have any questions, or need further assistance please contact me at 480-312-7828 or at [achi@scottsdaleaz.gov](mailto:achi@scottsdaleaz.gov).

Sincerely,



Andrew Chi  
Planner





CASE#: 2-MS-2008#4

## Pre-Application Request

### 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:

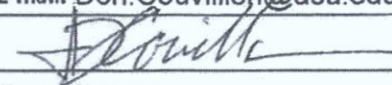
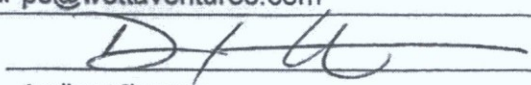
The completed Pre-Application request form, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road; or, may they be submitted digitally at following website:

<https://eservices.scottsdaleaz.gov/eServices/PreApps/Default.aspx>

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>SkySong Restaurants Building - Master Sign Program Amendment</u>	
Property's Address: <u>1375 North Scottsdale Road</u>	APN: <u>131-17-014F</u>
Property's Zoning District Designation: <u>Planned Community District (PCD)</u>	
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 checked="" type="checkbox"/> No      If yes, provide a copy with this submittal	
Owner: <u>ASUF Scottsdale, L.L.C.</u>	Applicant: <u>David Wetta</u> <u>Paul Salinas</u>
Company:	Company: <u>Wetta Ventures, L.L.C.</u>
	<u>3104 East Camelback Road, #957</u>
Address: <u>P.O. Box 2260; Tempe, AZ 85280</u>	Address: <u>Phoenix, AZ 85016</u>
Phone: <u>480-965-5945</u> Fax:	<u>602-478-3538</u> Phone: <u>480-290-1502</u> Fax:
E-mail: <u>Don.Couvillion@asu.edu</u>	<u>dw@wettaventures.com</u> E-mail: <u>ps@wettaventures.com</u>
 Owner Signature	 Applicant Signature
Official Use Only	Submittal Date: <u>2-26-16</u> Application No.: <u>167</u> -PA- <u>2016</u>
Project Coordinator: <u>Andrew Cho</u>	

### Planning and Development Services Department

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



# Pre-Application Request

Development Application Type: Please check the appropriate box of the Type(s) of Application(s) you are requesting		
<b>Zoning</b>	<b>Development Review</b>	<b>Signs</b>
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input checked="" 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)

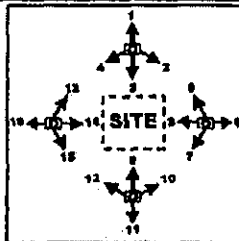
☒ Pre-Application Fee: \$87.00  
(No fees are charged for Historic Preservation (HP) properties.)

☐ 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.



☐ Other

- 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
- ☐ Subdivision plan
- ☐ Floor Plans
- ☒ Elevations
- ☒ Landscape plans
- ☐ H.O.A. Approval letter
- ☒ Sign Criteria Regulations & Language
- ☐ Material Samples – color chips, awning fabric, etc.
- ☐ Cross Sections – for all cuts and fills
- ☐ Conceptual Grading & Drainage Plan
- ☐ 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 Department

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



# SKYSONG RESTAURANTS BUILDING

APPROVED

STIPULATION SET  
RETAIN FOR RECORDS

05/26/16

DATE

*Andrew Chi*

APPROVED BY

CASE# 2-MS-2008#4

Applicant's Revision Dated 04.15.16

MASTER SIGN PROGRAM



TABLE OF CONTENTS

<b>Project Narrative</b>	<b>0.1</b>
<b>Project Background</b>	
<b>Traffic Patterns</b>	
<b>Sign Designation</b>	<b>1.0</b>
<b>Signage Matrix</b>	<b>2.0</b>
<b>Primary Tenant ID- Building Mounted, South Elevation</b>	<b>3.0</b>
<b>Primary Tenant ID- Building Mounted, South Elevation, continued</b>	<b>4.0</b>
<b>Primary Tenant ID- Building Mounted, North Elevation</b>	<b>5.0</b>
<b>Primary Tenant ID- Building Mounted, North Elevation, continued</b>	<b>6.0</b>
<b>Secondary Tenant ID- Building Mounted, East Elevation</b>	<b>7.0</b>
<b>Secondary Tenant ID- Building Mounted Blade, East Elevation</b>	<b>8.0</b>
<b>Secondary Tenant ID- Glass Applied, East, South and North Elevations</b>	<b>9.0</b>
<b>ANCILLARY SIGNAGE</b>	
<b>Addressing- Wall Mounted, West Elevation</b>	<b>10.0</b>
<b>Addressing- Wall Mounted, West Elevation</b>	<b>11.0</b>

APPROVED

STIPULATION SET  
RETAIN FOR RECORDS

05/26/16

DATE

*Andrew Chi*

APPROVED BY

CASE# 2-MS-2008#4

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## Project Narrative

The signage for the project is designed to compliment the new architecture as well as the existing SkySong architecture and signage program.

The sign program and criteria is meant to direct the manner in which signs are applied to "SkySong Restaurants Building", 1375 N. Scottsdale Road, Scottsdale, AZ.

The program illustrates the method by which all site identification signage, way finding, tenant signage, and other signage will be designed and implemented throughout the project.

The program identifies all known signage within the project and established guidelines by which new tenants will design and construct their signage after submitting for review by the developer (Wetta Ventures LLC) and the landlord (City of Scottsdale). All of the signage will adhere to the parameters outlined in the City of Scottsdale Zoning Ordinance

The tenant monument signage throughout SkySong Restaurants Building will have a consistent theme. This theme is achieved through delivery of the design of the base signage as part of this program, and a design criteria developed to ensure that all future signage be implemented in a consistent manner.

Shop drawings and additional specifications may also be obtained from the developer if tenants would like to implement any of the other way finding signage within their lease spaces, or as part of the exterior design program.

## Project Information

### Address

1375 N. Scottsdale Road, Scottsdale, AZ 85257

### Owner

City of Scottsdale  
3939 N. Drinkwater Blvd., Scottsdale, AZ 85251

### Developer / Tenant

Wetta Ventures LLC  
3104 E Camelback Rd., Phoenix, AZ 85016  
Contact: Dave Wetta

### Gross Square Footage

Site- 59,356 sf (1.36 ac)  
Building Area- 12,000 sf

### Zoning

P-C (no change)

### Maximum Building Height

28'- 0"

### Traffic Patterns

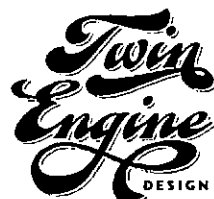
On the East side of Scottsdale Rd.- South from McDowell Rd., North from SkySong Blvd.  
Vehicular entry is from the South at SkySong Blvd.  
Pedestrian Entries are adjacent to vehicular entries.

### Traffic Lanes and Driving Speeds

Scottsdale Road: 2 way; 6 lanes; turn lanes; bike lanes; median - 35mph  
SkySong Boulevard: 2 way; 1 lane; no median - 15mph

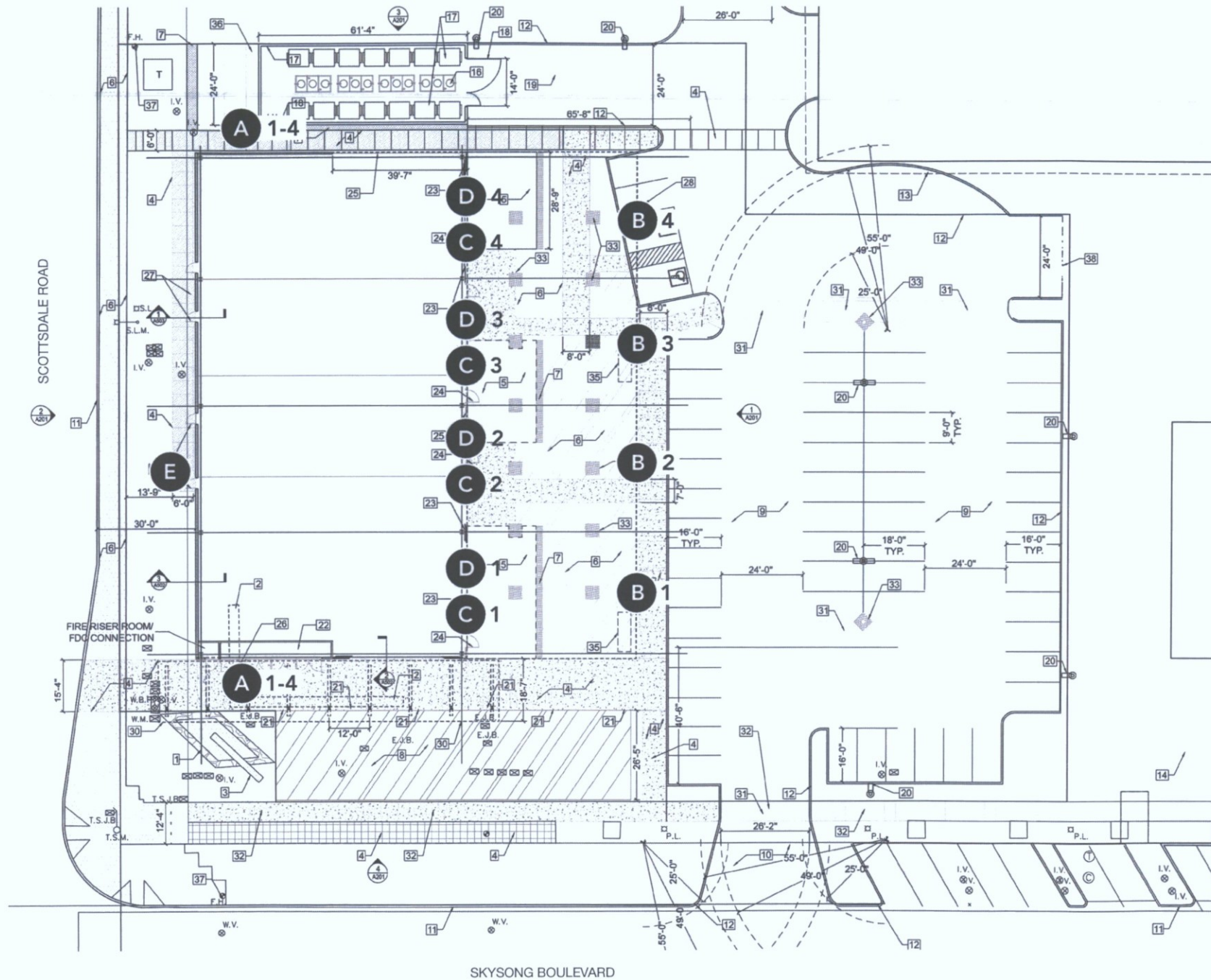
### Additional Information

Any future implementation of sign types not included in this document will adhere to the parameters outlined in the City of Scottsdale Zoning Ordinance





## SIGN DESIGNATION



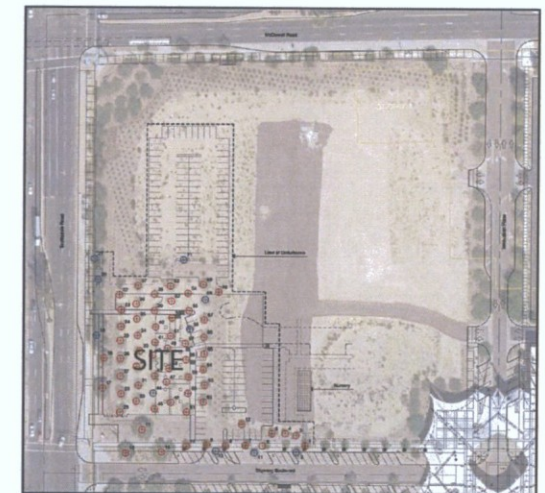
Scale: 1" = 40'-0"

### IDENTITY SIGNAGE

- A 1-4 Primary Tenant ID- Building Mounted, North and South Elevations**
- B 1-4 Secondary Tenant ID- Building Mounted, East Elevation**
- C 1-4 Secondary Tenant ID- Building Mounted Blade Signs, East / South / North Elevations**
- D 1-4 Secondary Tenant ID- Glass Applied, East Elevation**

### ANCILLARY SIGNAGE

- E Addressing- Wall Mounted, West Elevation**



Site Vicinity Map



SKYSONG RESTAURANTS MASTER SIGN PROGRAM  
Prepared for WETTA VENTURES LLC

SITE PLAN

04.15.16  
SHEET 1.0



**SIGN MATRIX**

[illegible]

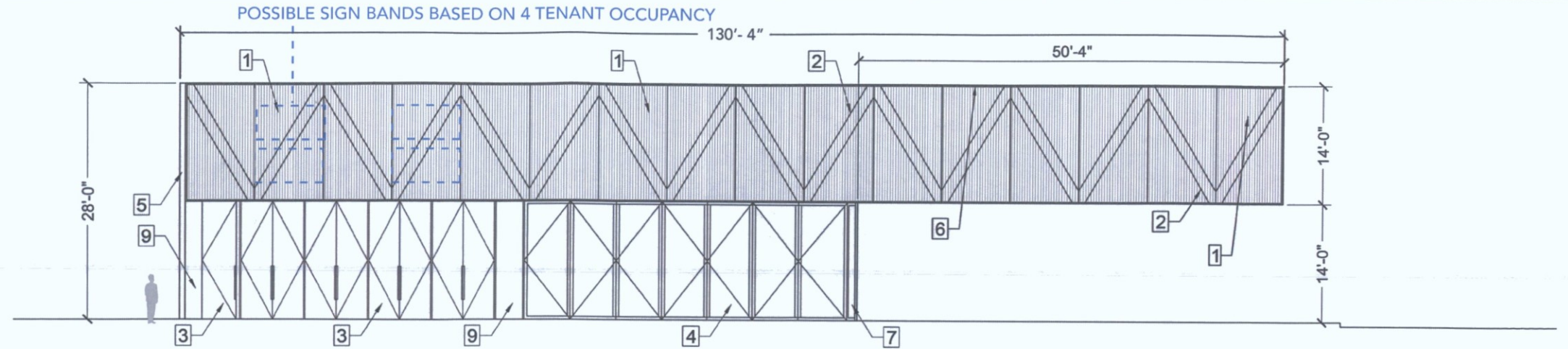


Context Elevation  
South Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage  
based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant  
and landlord.

**Placement and square footage allowed for  
4 tenant occupancy.**

**Tenants 1-4: 32.5 sq. feet of signage each**



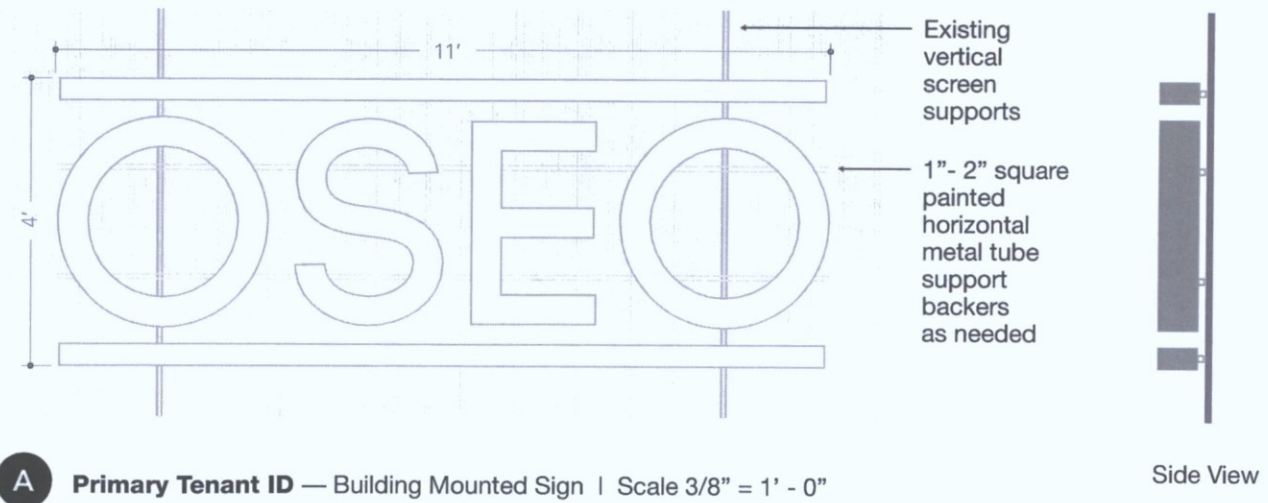
**A Primary Tenant ID — Building Mounted**

#### Fabrication Details

Flat cut out letters, Internally LED illuminated plex-faced  
pan channel, non-illuminated reverse pan-channel letters,  
or halo-illuminated reverse pan-channel letters with metal or  
painted finish mount to painted steel tube backers and attach  
to vertical building screen supports. Sign backer panels allowed.

All designs and installation details shall be approved on  
an individual basis through the landowner's discretion.  
Creative designs and forms are encouraged.

Drawing shown is as sample sign only. Sign design must  
adhere to the parameters outlined in the City of Scottsdale  
zoning ordinance.



**A Primary Tenant ID — Building Mounted Sign | Scale 3/8" = 1' - 0"**



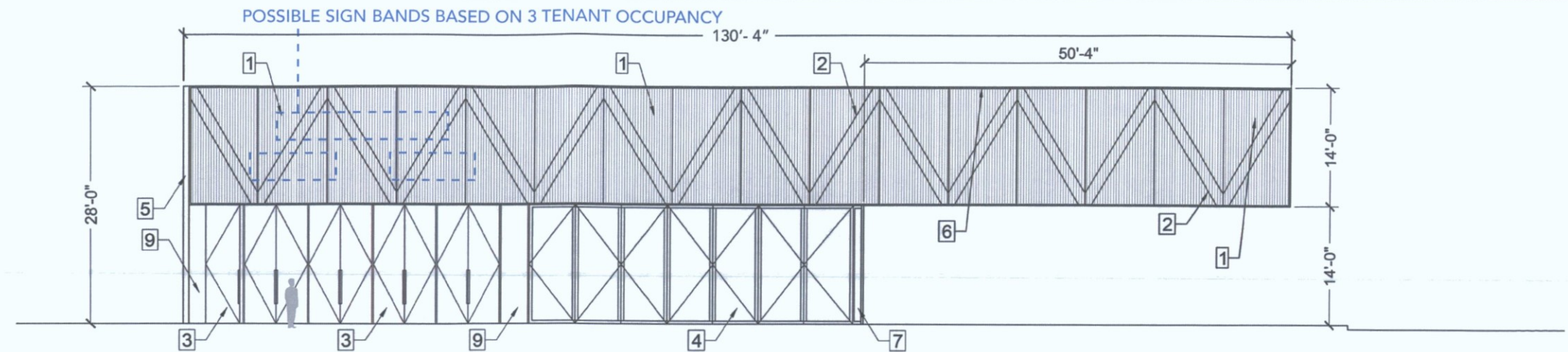
Context Elevation  
South Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 3 tenant occupancy.**

**Tenant 1: 65 sq. feet of signage**  
**Tenants 2 and 3: 32.5 sq. feet of signage each**

**A Primary Tenant ID — Building Mounted**



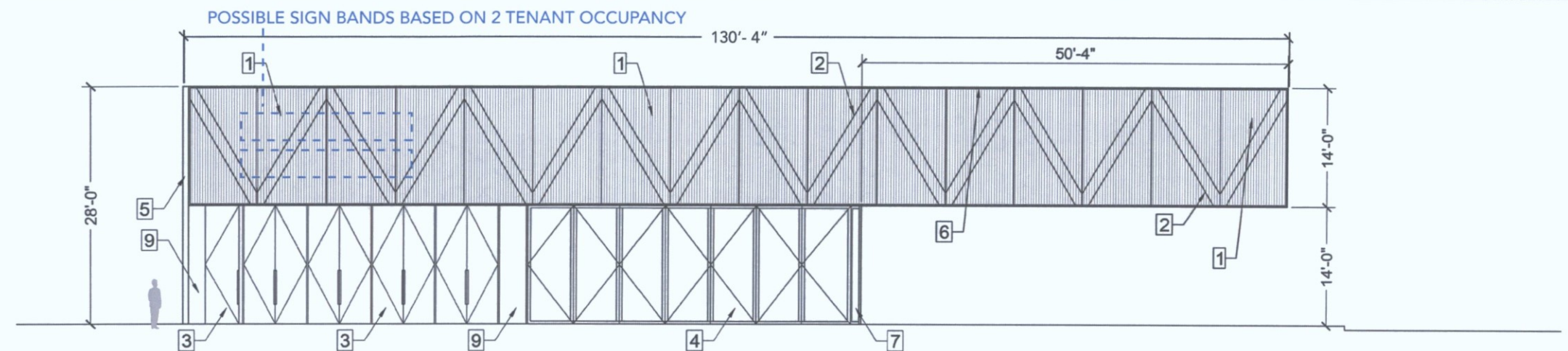
Context Elevation  
South Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 2 tenant occupancy.**

**Tenant 1 and 2: 65 sq. feet of signage each**

**A Primary Tenant ID — Building Mounted**



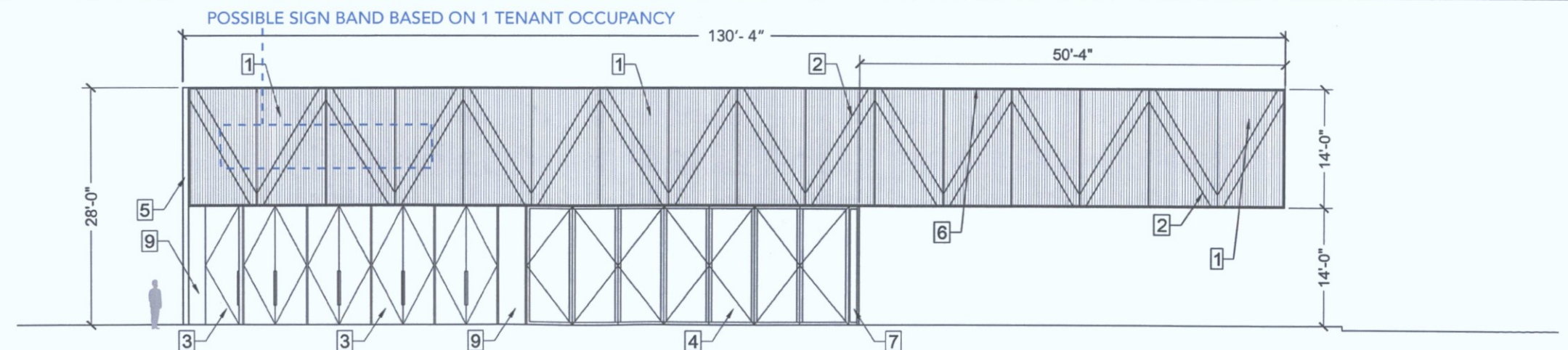
Context Elevation  
South Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 1 tenant occupancy.**

**Tenant 1: 130 sq. feet of signage**

**A Primary Tenant ID — Building Mounted**





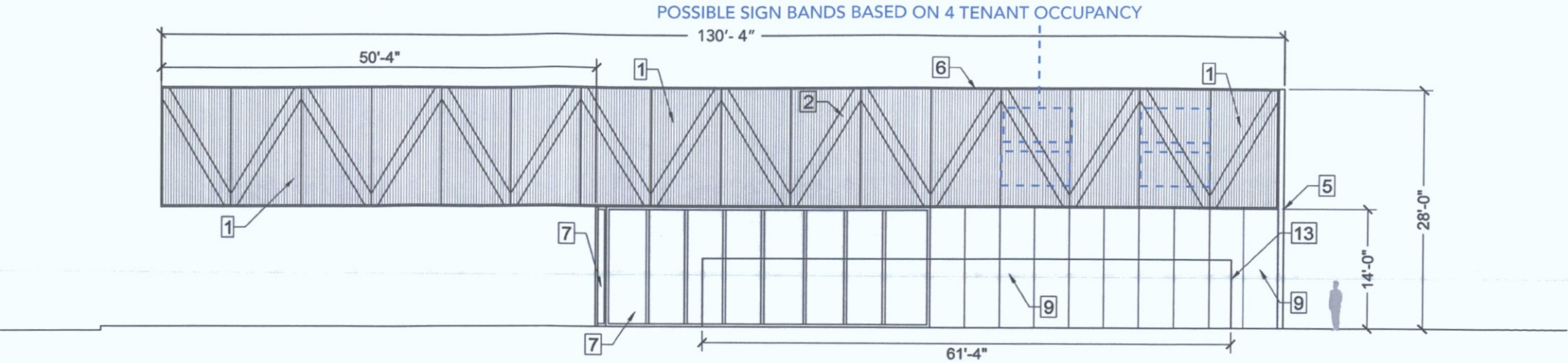
Context Elevation  
North Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage  
based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant  
and landlord.

Placement and square footage allowed for  
4 tenant occupancy.

Tenants 1-4: 32.5 sq. feet of signage each

**A** Primary Tenant ID — Building Mounted

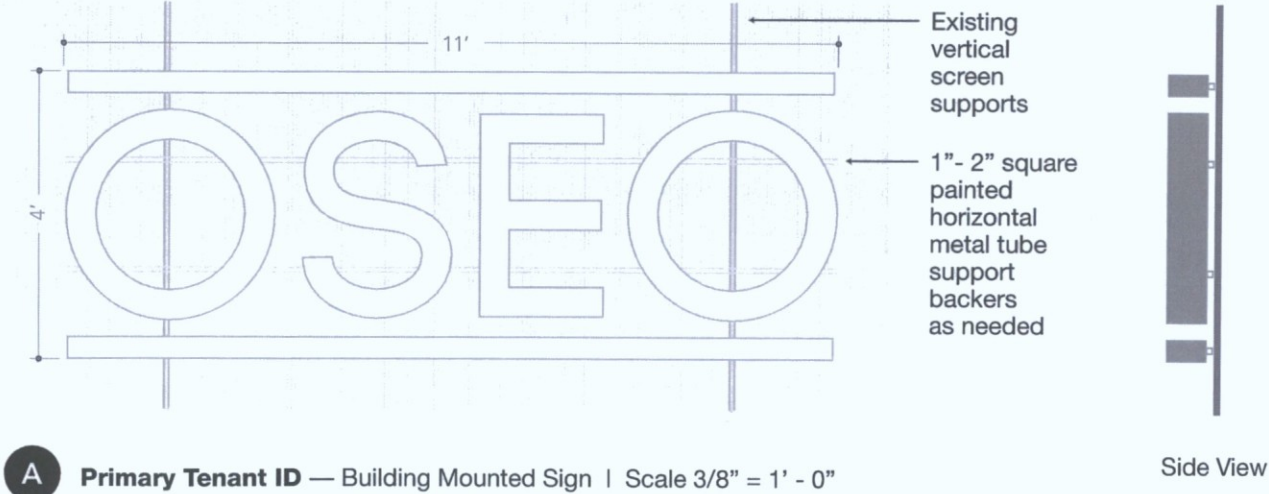


**Fabrication Details**

Flat cut out letters, Internally LED illuminated plex-faced  
pan channel, non-illuminated reverse pan-channel letters,  
or halo-illuminated reverse pan-channel letters with metal or  
painted finish mount to painted steel tube backers and attach  
to vertical building screen supports. Sign backer panels allowed.

All designs and installation details shall be approved on  
an individual basis through the landowner's discretion.  
Creative designs and forms are encouraged.

Drawing shown is as sample sign only. Sign design must  
adhere to the parameters outlined in the City of Scottsdale  
zoning ordinance.



**A** Primary Tenant ID — Building Mounted Sign | Scale 3/8" = 1' - 0"



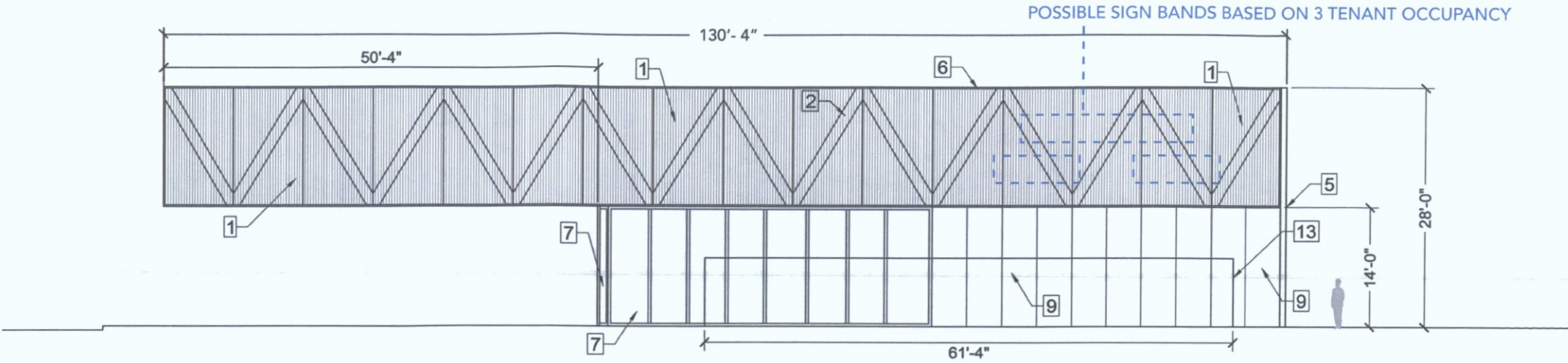
Context Elevation  
North Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 3 tenant occupancy.**

**Tenant 1: 65 sq. feet of signage**  
**Tenants 2 and 3: 32.5 sq. feet of signage each**

**A Primary Tenant ID — Building Mounted**



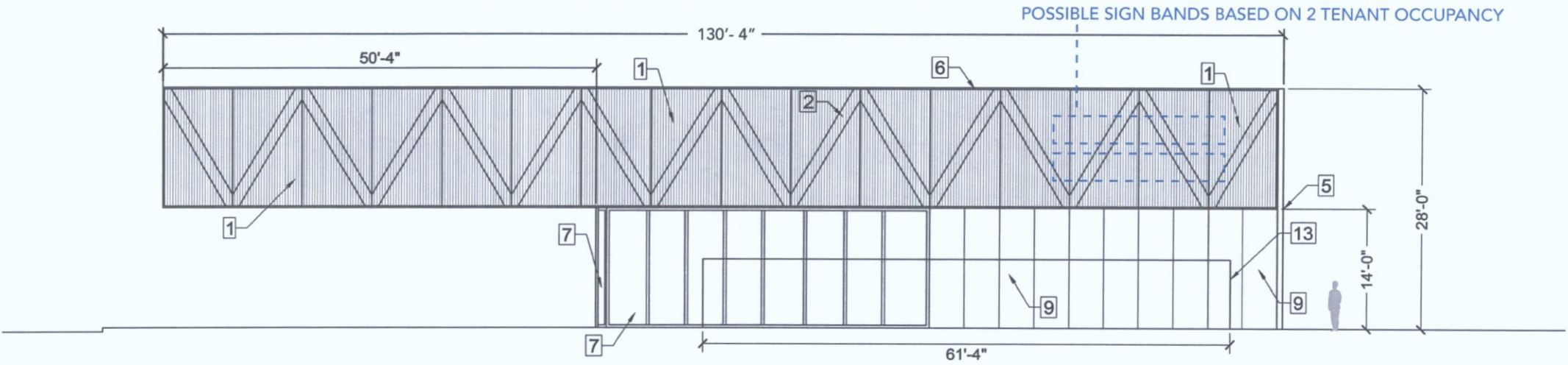
Context Elevation  
North Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 2 tenant occupancy.**

**Tenant 1 and 2: 65 sq. feet of signage each**

**A Primary Tenant ID — Building Mounted**



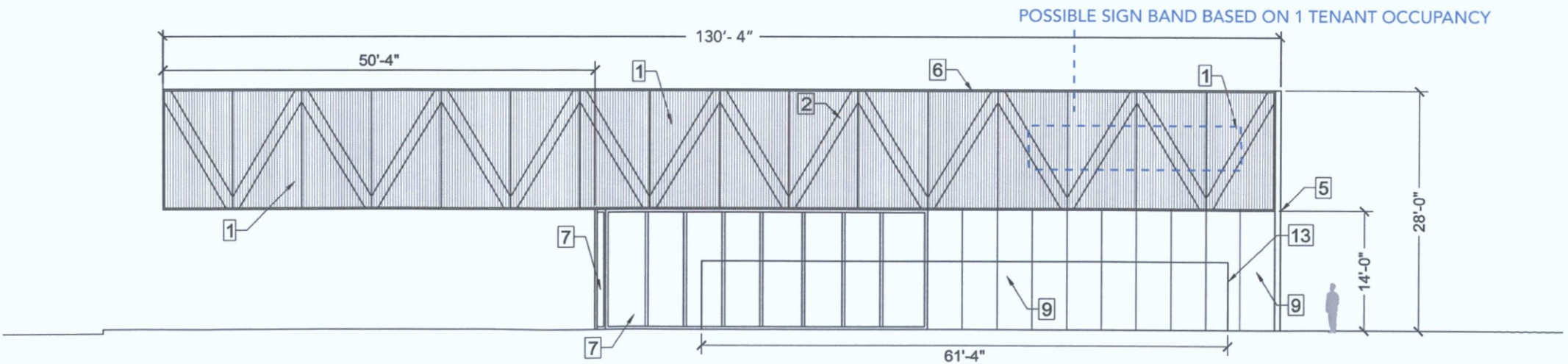
Context Elevation  
North Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.  
Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.  
Signs shape and placement to be determined by tenant and landlord.

**Placement and square footage allowed for 1 tenant occupancy.**

**Tenant 1: 130 sq. feet of signage**

**A Primary Tenant ID — Building Mounted**





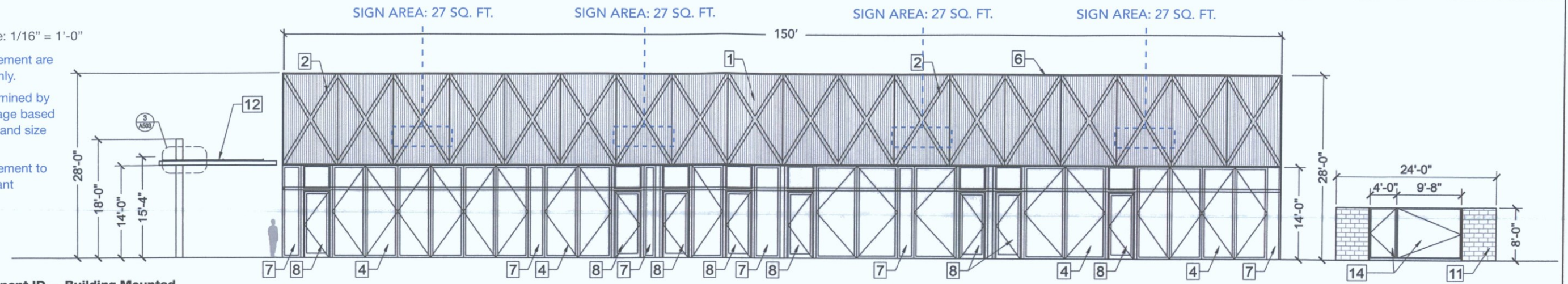
Context Elevation  
East Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.

Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.

Signs shape and placement to be determined by tenant and landlord

## B Secondary Tenant ID — Building Mounted

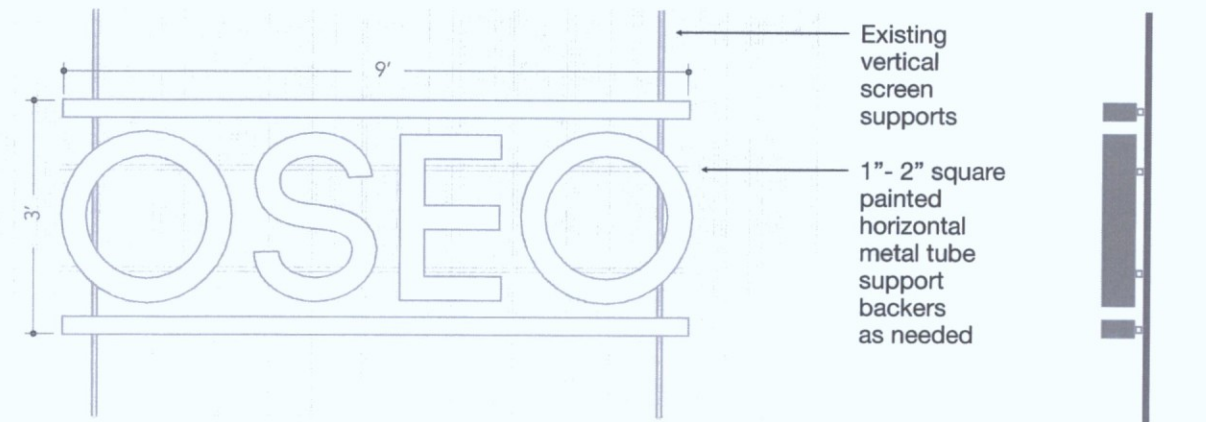


### Fabrication Details

Flat cut out letters, Internally LED illuminated plex-faced pan channel, non-illuminated reverse pan-channel letters, or halo-illuminated reverse pan-channel letters with metal or painted finish mount to painted steel tube backers and attach to vertical building screen supports. Sign backer panels allowed.

All designs and installation details shall be approved on an individual basis through the landowner's discretion. Creative designs and forms are encouraged.

Drawing shown is as sample sign only. Sign design must adhere to the parameters outlined in the City of Scottsdale zoning ordinance.



## B Secondary Tenant ID — Building Mounted Sign | Scale 3/8" = 1' - 0"

Side View



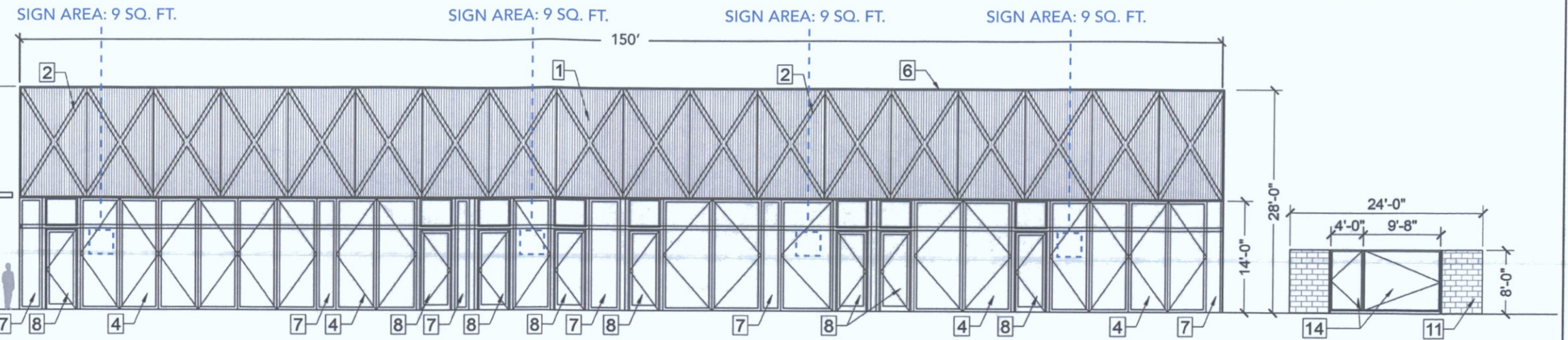
Context Elevation  
East Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.

Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.

Signs shape and placement to be determined by tenant and landlord

### C Secondary Tenant ID — Building Mounted Shingle Sign

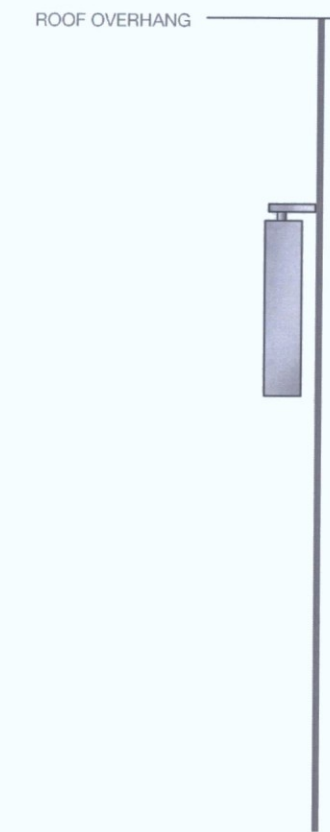


### Fabrication Details

Hand-painted signage or metal constructed signage with internal illumination, external illumination, or non-illuminated attach to horizontal steel building support flange.

The use of non-metal signage and/or signage detailing, such as wood, plexiglass and acrylic, must be approved by the landowner prior to fabrication and installation. The use of exposed neon or LED-tube style illumination is prohibited, in accordance with Section 8.422 - Sign Lighting.

All designs and installation details shall be approved on an individual basis through the landowner's discretion. Creative designs and forms are encouraged.



### C Secondary Tenant ID — Building Mounted Shingle Sign | Scale 5/16" = 1' - 0"

Side View



Context Elevation  
East Elevation | Scale: 1/16" = 1'-0"

Signs shape and placement are shown as examples only.

Signs size to be determined by allowable square footage based on number of tenants and size tenant lease space.

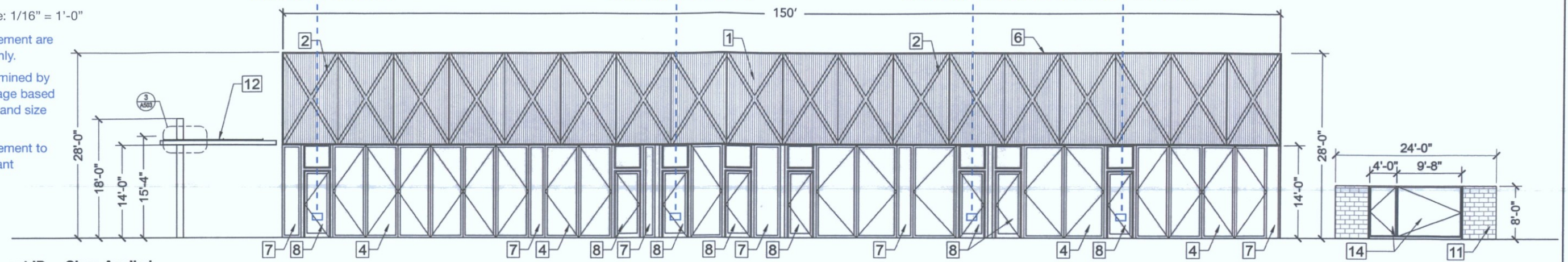
Signs shape and placement to be determined by tenant and landlord

**D** Secondary Tenant ID — Glass Applied

SIGN AREA: 1.5 SQ. FT.

SIGN AREA: 1.5 SQ. FT.

SIGN AREA: 1.5 SQ. FT. SIGN AREA: 1.5 SQ. FT.



### Fabrication Details

Vinyl or painted signage

All designs and installation details shall be approved on an individual basis through the landowner's discretion.

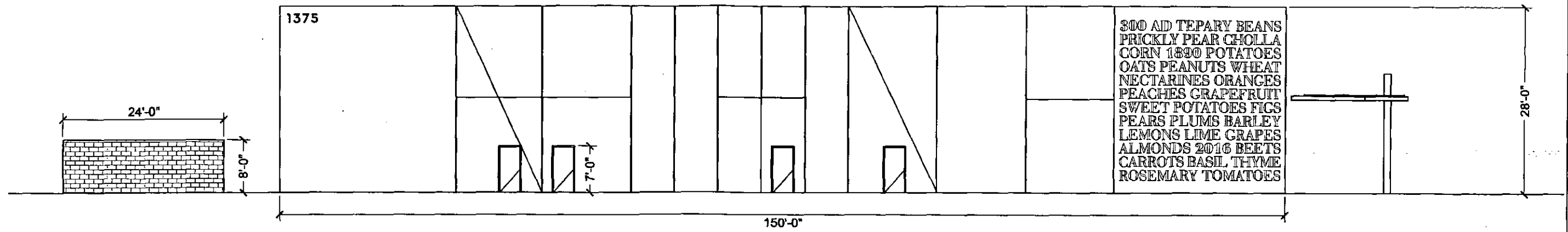


SKYSONG RESTAURANTS MASTER SIGN PROGRAM  
Prepared for WETTA VENTURES LLC

SECONDARY TENANT ID — GLASS APPLIED, EAST, SOUTH, AND NORTH ELEVATIONS  
SIGN DESIGNATION D 1-4

04.15.16  
SHEET 9.0

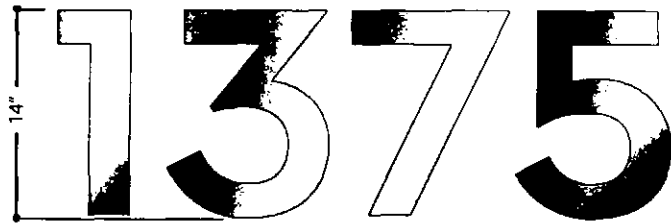
Context Elevation  
West Elevation | Scale: 1/16" = 1'-0"  
Sign shape and placement is shown as example only.



**E** Addressing

**Fabrication Details**

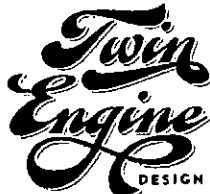
2" thick FCO aluminum numbers with clear coat finish and anchor-mount to concrete wall.



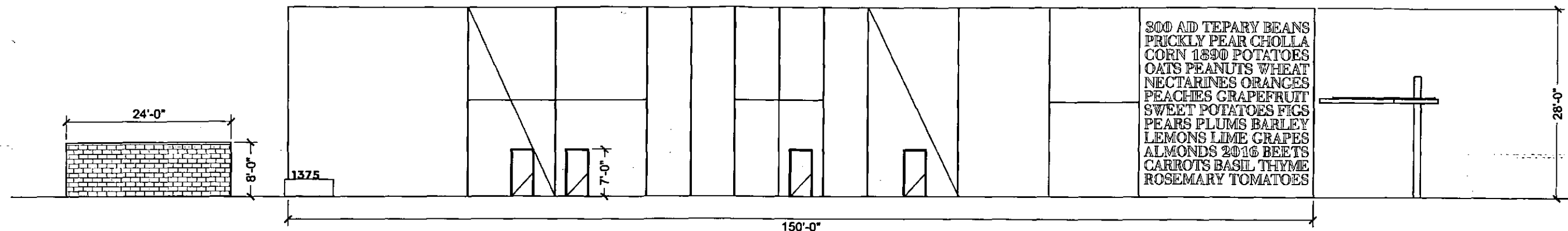
**E** Addressing — Wall Mounted Numbers | Scale 1/2" = 1' - 0"



SIDE VIEW



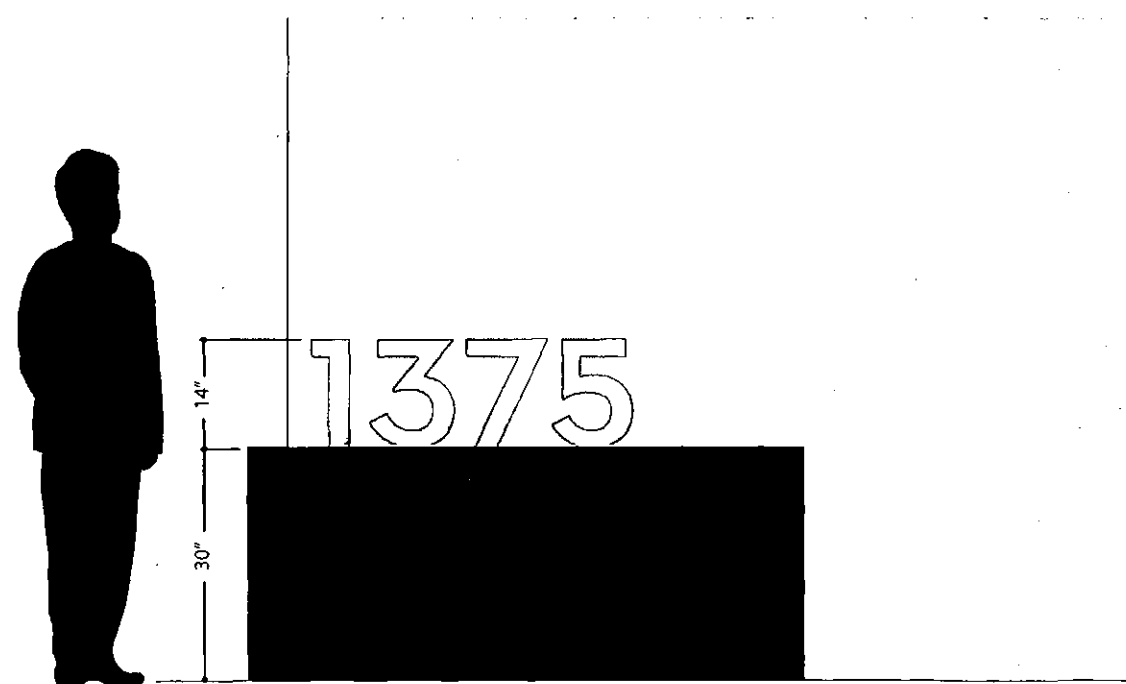
Context Elevation  
 West Elevation | Scale: 1/16" = 1'-0"  
 Sign shape and placement is shown as example only.



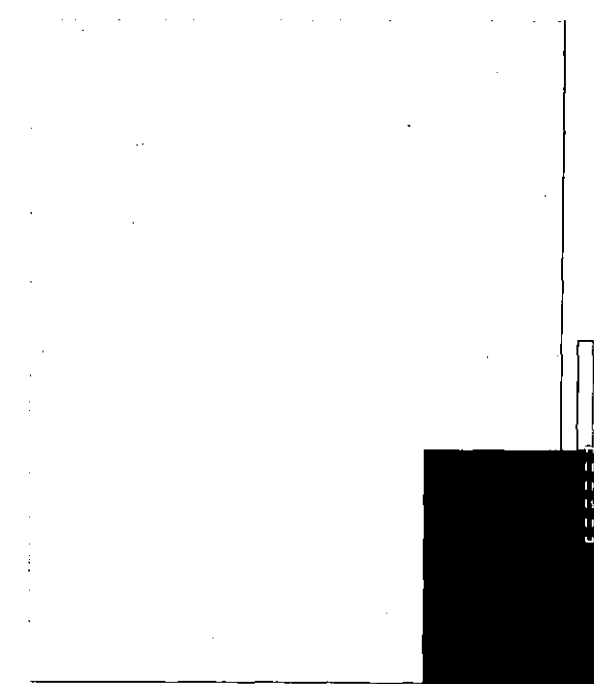
### Fabrication Details

2" thick FCO aluminum numbers with clear coat finish  
 and 8" anchors mount to concrete wall.

Landscape spot illumination.



**E Addressing** — Wall Mounted Numbers | Scale 1/2" = 1' - 0"



SIDE VIEW





300 AD TERRY BEANS  
PRICKLY PEAR CHOLLA  
CORN BEB POTATOES  
OVES PEANUTS WILLY  
NICKARINES ORANGES  
PEACHES GRAPE  
SWEET POTATOES PICS  
PEARS PLUMS BARLEY  
LEMONS LADE GRAPES  
MONDS 2013 BUCKS  
DESBY SHIMIDE  
MRY TAYTORS

OSEO STANDARD  
ENOTECA