



# Development Review (Minor) Staff Approval

6-MS-2017

Chauncey Lane Master Sign  
Program

## APPLICATION INFORMATION

LOCATION: 17757 N Scottsdale Rd	APPLICANT: Dane Alvord
PARCEL: 215-07-004G	COMPANY: Royal Sign
Q.S.: 38-45	ADDRESS: 2631 N. 31st Ave. Phoenix, AZ 85009
CODE VIOLATION: n/a	PHONE: (602) 278-6286
ZONING: PRC PSD PCD	

Request: For approval of a new master sign program for the **commercial portion** of Chauncey Lane Marketplace.

## STIPULATIONS

1. All freestanding and building wall signs within the commercial portion of the Chauncey Lane Marketplace development shall adhere to the Sign Code and Chauncey Lane Master Sign Program approved by City Staff on November 27, 2017.
2. All building wall signs must be located on their own leased frontage. Noncontiguous building wall signs are not permitted.
3. Standing canopy and projecting signs are only permitted in specified sign envelopes.
4. Tenant panels on all freestanding tower signs shall incorporate the same background color, painted 'Sherman Williams Porpoise' or similar. All copy and logo shall utilize routed copy backed with acrylic with internal illumination.
5. Signs must receive landlord approval.
6. Any modifications to the Master Sign Program shall require Development Review Board or staff approval.

Related Cases: 41-DR-2016, 19-ZN-2002, 19-ZN-2002#4, 180-SA-2017

## CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter, along with a completed Sign Permit Application, to the One Stop Shop for future sign plan reviews.

Sign Permit Application & Submittal Requirements: <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:

*Katie Posler*

DATE:

11/27/17

Andrew Chi & Katie Posler

## 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](http://www.scottsdaleaz.gov)

13. AVIGATION EASEMENT. With the Development Review Board submittal, the developer shall provide a signed and completed Avigation Easement in a form acceptable to the City for recording.
14. SOUND ATTENUATION MEASURES. With the final plans submittal, the developer shall provide sound attenuation as set forth in Appendix F to the FAA Part 150 Noise Compatibility Study, Section 4.00. The provided sound attenuation shall result in a minimum reduction in exterior to interior noise levels of 25 decibels.

### INFRASTRUCTURE AND DEDICATIONS

15. CIRCULATION IMPROVEMENTS. Before any certificate of occupancy is issued for the site, the owner shall make the required dedications and provide the following improvements in conformance with the Design Standards and Policies Manual and all other applicable city codes and policies.

- a. STREETS. Dedicate the following right-of-way and construct the following street improvements:

*pertaining to allowed tower signs*

Street Name	Street Type	Dedications	Improvements	Notes
Scottsdale Road	Major Arterial	75-foot half-street right-of-way (existing)	One driveway, deceleration lane, multi-use path, trail, curb and gutter	a.1, a.2
Chauncey Lane	Minor Collector	53.5-foot half-street right-of-way (existing)	One driveway, sidewalk, vertical curb and gutter	a.3, a.4, a.5, a.8
73 <sup>rd</sup> Place	Local Commercial	Minimum 60-foot full right-of-way from roundabout to southern edge of project site	One driveway, sidewalk, vertical curb and gutter	a.6, a.7, a.8

- a.1. The developer shall construct a minimum 10-foot wide multi-use path and a minimum 8-foot wide equestrian trail in the Scenic Corridor; in conformance with the Design Standards and Policies Manual and the Scenic Corridor Design Guidelines. The multi-use path shall be separated from the street curb a minimum distance of nine feet.
- a.2. The site driveway on Scottsdale Road shall be designed in conformance with COS CH-1 Type, Standard Detail #2257. The driveway shall be right-in/right-out only.
- a.3. The site driveway on Chauncey Lane shall be designed in conformance with COS CH-2 Type, Standard Detail #2257.





# Master Sign Program Approval

## Application & Submittal Requirements

<div>208 - PA - 2017 Project Number:</div>	<div>- MS - Case Number:</div>	<div>Katie Posler &amp; Andrew Chi Staff Coordinator:</div>
<div>Please check one of the following:</div>	<div><input checked="" type="checkbox"/> New Master Sign Program</div>	<div><div>***\$307 FEE***</div><div><input type="checkbox"/> Amendment to Existing Master Sign Program</div></div>
<div>Submittal Requirements: Please submit three (3) copies of the materials requested below.</div>		
<div>Project Name: Chauncey Lane Marketplace Master Sign Program</div>		
<div>Project Address: 17757 N Scottsdale</div>		<div>Zip code:</div>
<div>Current Zoning District: PRC PSD PCD</div>	<div>Parcel Number(s): 215-07-004G</div>	<div>Quarter Section: 38-45</div>
<div>Request: Create a new MSP</div>		
<div>Associated Case(s): 41-DR-2016</div>		
<div>Owner: David Sellers</div>	<div>Agent/Applicant: Dane Alvord</div>	
<div>Company: LGE Design Build</div>	<div>Company: Royal Sign</div>	
<div>Address: 740 N. 52nd St. Phoenix 85008</div>	<div>Address: 2631 N. 31st Ave. Phoenix 85009</div>	
<div>Phone: 480-966-4001      Fax:</div>	<div>Phone: 602-278-6286      Fax:</div>	
<div>E-mail: desellers@lgedesignbuild.com</div>	<div>E-mail: dane@royalsign.net</div>	
<div>Submittal Requirements: Please submit <sup>two</sup>three (3) copies of the materials requested below.</div>		
<div><input checked="" type="checkbox"/> Completed Application (this form)</div> <div><input checked="" type="checkbox"/> Application Fee (fees subject to change every July)</div> <div><input type="checkbox"/> Context Aerial and/or Site Location Map</div> <div><input type="checkbox"/> Narrative describing nature of request</div> <div><input checked="" type="checkbox"/> Property Owner Authorization Letter</div> <div><input type="checkbox"/> Homeowners/Property Owners Association Approval Letter (if applicable)</div> <div><input checked="" type="checkbox"/> Sign Criteria Regulations &amp; Language</div> <div><input type="checkbox"/> Color photographs of the site - including all areas of change.</div>	<div><input checked="" type="checkbox"/> Site Plan indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs.</div> <div><input type="checkbox"/> 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.</div> <div><input checked="" type="checkbox"/> Elevation Drawings of all buildings with sign locations indicated.</div> <div><div><input type="checkbox"/> Other:</div><div>*Site plan, elevations, and material samples may be located within sign regulations*</div></div>	
<div>Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2).</div>		
<div><input checked="" type="checkbox"/> Enhanced Application Review:</div>	<div>I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.</div>	
<div><input type="checkbox"/> Standard Application Review:</div>	<div>I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.</div>	
<div>Owner Signature</div>	<div>Agent/Applicant Signature</div>	
<div>Official Use Only</div>	<div>Submittal Date:</div>	<div>Development Application No.:</div>

### 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](http://www.scottsdaleaz.gov)



# 110900

For  
Katie P.

## Received From :

Royal Sign  
2631 N. 31st Ave.  
Phoenix, AZ 85009  
(602) 278-6286

## Bill To :

Royal Sign  
2631 N. 31st Ave.  
Phoenix, AZ 85009  
(602) 278-6286

Reference # 208-PA-2017

Issued Date 5/24/2017

Address 17757 N SCOTTSDALE RD

Paid Date

Subdivision

Payment Type CREDIT CARD

Marketing Name

Lot Number

Cost Center

MCR

Metes/Bounds No

Jurisdiction SCOTTSDALE

APN 215-07-004G

Gross Lot Area 0

Water Zone

## Owner Information

NAOS Lot Area 0

Water Type

LGE Design Build

Net Lot Area 0

Sewer Type

740 N. 52nd St.

Number of Units 1

Meter Size

Phoenix, AZ 85008

Density

QS 38-45

(480) 966-4001

Code	Description	Additional	Qty	Amount	Account Number
3165	DEVELOP REVIEW APPLICATION	MSP	1	\$307.00	100-21300-44221

SIGNED BY JACK ALVORD ON 5/24/2017

Total Amount

\$307.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

3" and larger water meter fees are based on cost recovery. The city will contact the owner of the construction

Payment will be due within 30 days notification



**From:** Projectinput  
**Sent:** Monday, March 20, 2017 3:53 PM  
**To:** Projectinput  
**Subject:** Online Pre-Application Submitted (208-PA-2017)



Pre-Application Number: **208-PA-2017**

Project Name: **Chauncey Lane MSP**  
Location: **17757 N SCOTTSDALE RD**

Contact Name: **Dane Alvord**  
Contact Phone: **(602) 278-6286**  
Contact Email: [dane@royalsign.net](mailto:dane@royalsign.net)



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**From:** David Sellers [mailto:[desellers@lgedesignbuild.com](mailto:desellers@lgedesignbuild.com)]  
**Sent:** Thursday, May 18, 2017 12:28 PM  
**To:** Dane Alvord <[Dane@royalsign.net](mailto:Dane@royalsign.net)>  
**Subject:** Re: Chauncey Lane, updated CSP.

Thanks. Looks good. Directory is in the right place.

Need anything else from me?

David E. Sellers  
President / CEO  
LGE Design Build  
480-966-4001

**From:** Dane Alvord [mailto:[Dane@royalsign.net](mailto:Dane@royalsign.net)]  
**Sent:** Tuesday, May 16, 2017 3:10 PM  
**To:** 'David Sellers' <[desellers@lgedesignbuild.com](mailto:desellers@lgedesignbuild.com)>  
**Subject:** Chauncey Lane, updated CSP.

Dave, attached is the updated CSP, which has been revised per the comments which the city issued and I reviewed with them in our meeting.

The biggest item which needs your attention is the location of sign F, the tenant directory. It has to be a minimum of 150' behind the property line, so we had to push it back into a location where it would fit and meet the setback requirement. You can see the new location on page 15.

If this meets your approval, I'll go ahead and re-submit. You'll want to make sure that the location is updated on all your construction plans so that the electrician knows the correct location to rough in the power.



P: 602.278.6286 | C: 480.220.0122 | [web](#) | [map](#)





# CHAUNCEY LANE

6-MS-17  
STIPULATION SET  
RETAIN FOR RECORDS  
APPROVED  
11/27/17  
DATE  
K.P. & A.C.  
INITIALS

SEC Chauncey Lane & Scottsdale Road | Scottsdale, AZ 85255

Prepared By:

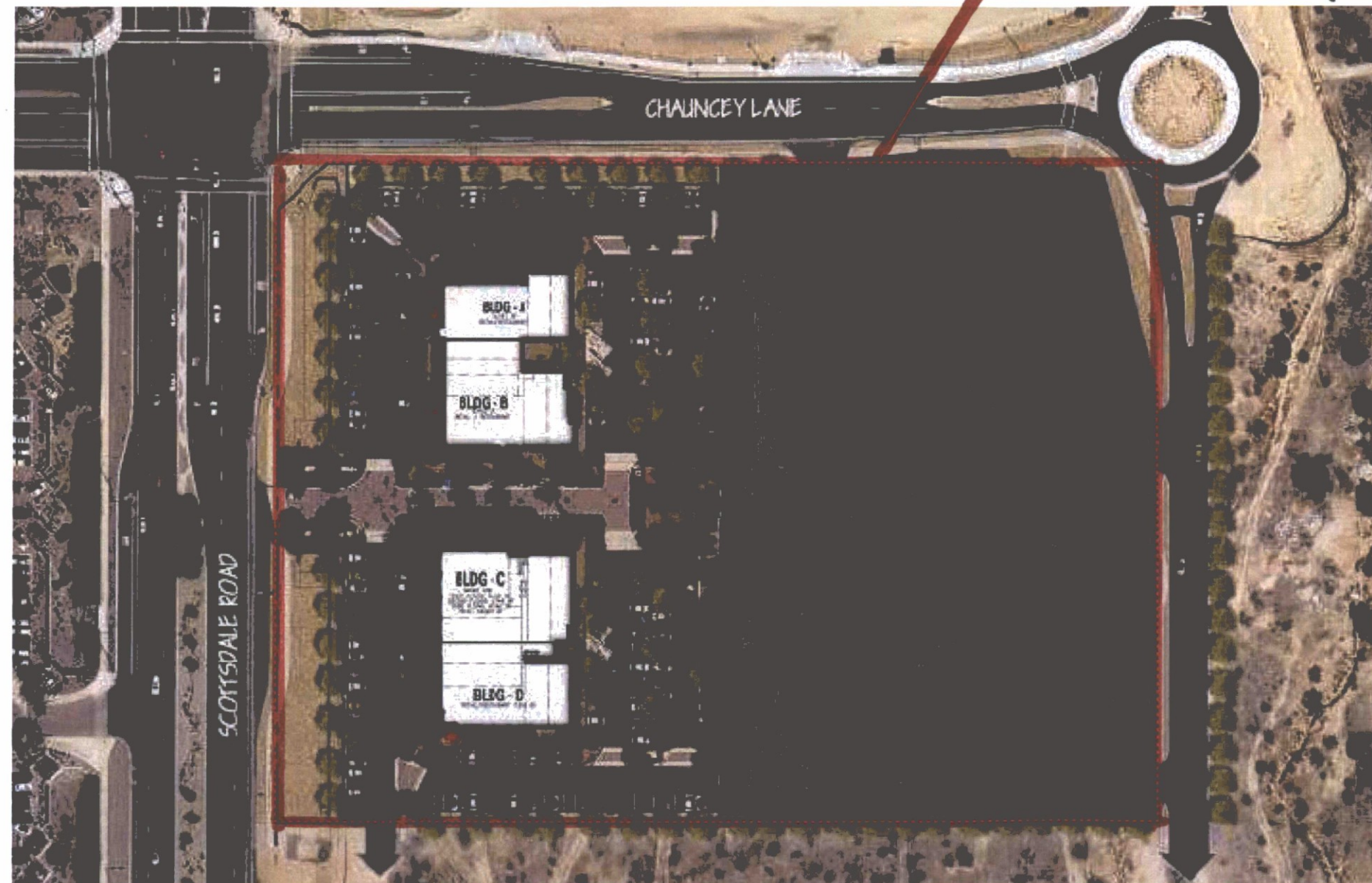


2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286

170175-08

Page Number





Chauncey Lane development project  
per zoning case #19-ZN-2002#4.

(development project gross floor area: 326,600 sf)

## Comprehensive Sign Program Contents

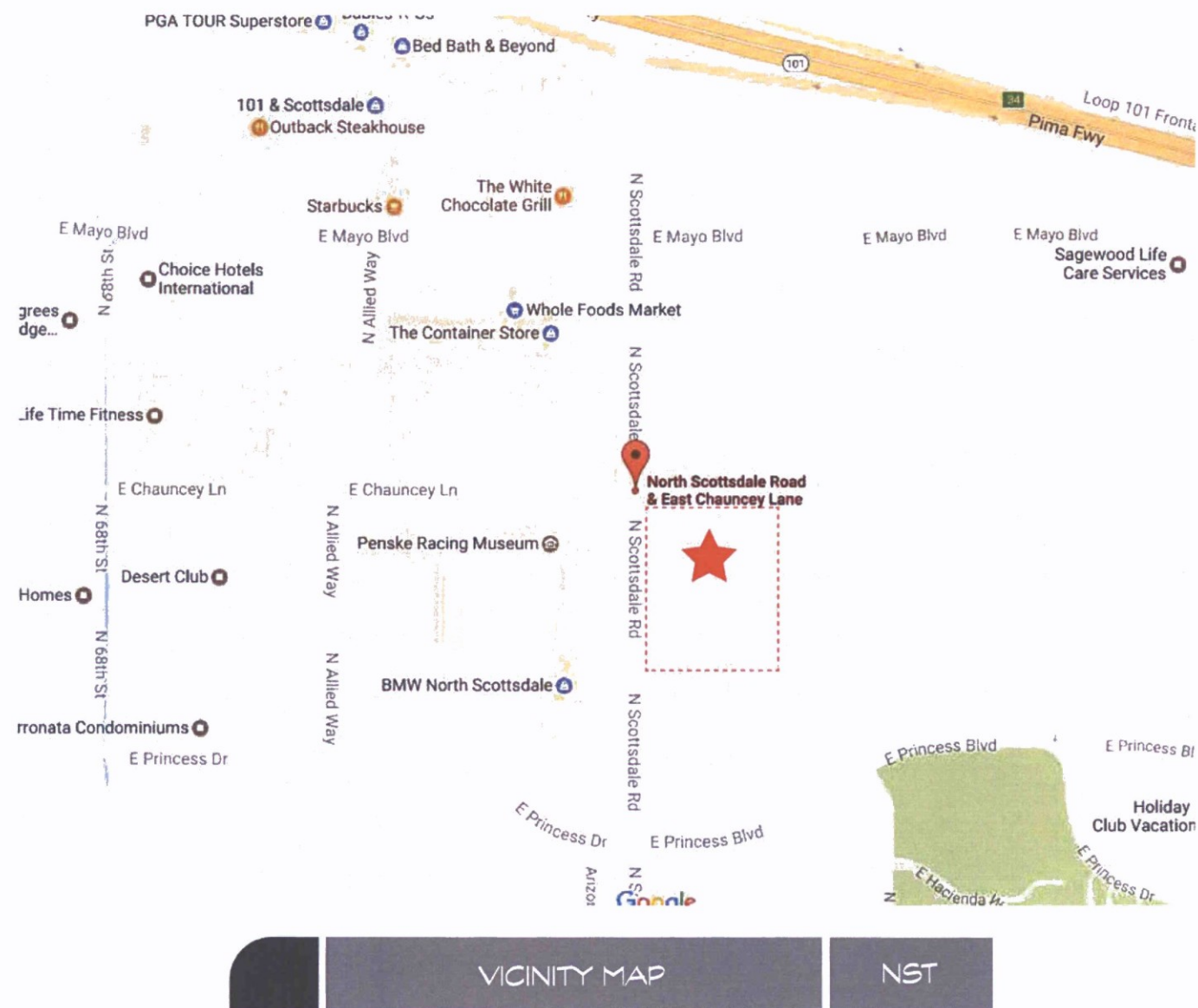
Cover Page	1
Contents	2
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General Requirements	5
Prohibited Signage	6
Approved Paint Colors	7
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Section

A

# General Information





## Intent of Signage / Narrative

### Intent of Signage and Graphics Criteria

This sign criteria is specifically for Chauncey Lane . All tenants of Chauncey Lane are required to follow the guidelines and procedures outline in this criteria specific to Chauncey Lane .

Chauncey Lane encourages its tenants to be creative with their signage designs and does not wish to impose upon or hinder any tenants sign ambitions.

The intent of the Signage and Graphics Criteria for Chauncey Lane is to produce a consistent collage of signs that tastefully inform the patron while fitting in seamlessly with the context of the overall Longbow project environment. All proposed designs and sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive upscale retail center image. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs and its overall image at Chauncey Lane .

All signs must comply with all City of Scottsdale sign ordinance (not expounded upon in this criteria) and will be required to have sign permits issued by the City of Scottsdale. The City of Scottsdale sign code can be viewed in its entirety at:

[www.scottsdaleaz.gov/codes/signs](http://www.scottsdaleaz.gov/codes/signs)

The Landlord reserves the sole right to interpret, enforce and administer this Signage and Graphics Criteria. Landlord approval does not imply that a tenant's sign plan complies with the City of Scottsdale sign ordinance. Tenants and their licensed sign contractors have the responsibility to ensure code compliance and obtain the mandatory permits.

For questions regarding the signage & graphics criteria, or for help with the fabrication and/or installation of your sign package, please contact:

Dane Alvord  
Royal Sign  
602-278-6286 Ext. 212  
[dane@royalsign.net](mailto:dane@royalsign.net)



## General Requirements

- A). Imaginative sign layouts are encouraged.
- B). Each tenant will submit digital copies of detailed drawings specifying the location, size, layout, design methods of illumination and color of the proposed sign, including lettering and/or any special logo graphics. Submit drawings via E-mail to Landlord.
- C). All tenant signage is subject to approval from the Landlord.
- D). After written approval of the tenant's sign plans have been provided by the Landlord, all permits for signs and their installation shall be obtained by the tenant or its representative from the City of Scottsdale prior to sign installation.
- E). The tenant must have their signage installed no later than 45 days after opening business to the public.
- F). Any signs installed or placed by the tenant on the premises or within the common area without the prior written approval of the Landlord will be subject to removal and proper installation at the tenant's cost. The tenant shall upon request of the Landlord, immediately remove any sign placed in, upon, above or about the premises, or in the common area, and which has not been approved in writing by the Landlord. If the tenant fails or refuses to do so, the Landlord may enter upon the premises and remove the same. The tenant shall be responsible for damages to cover the cost of repairs to sign fascia or removal of signage resulting from unapproved installations. The tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon the Landlord or Chauncey Lane by any governmental body or agency having jurisdiction there over pertaining to any sign which the tenant has placed or permitted to be placed in, upon, above or about the premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of such body or agency. The tenant agrees that the exterior signs of the premises shall remain illuminated during the standard hours of operation of Chauncey Lane established by the Landlord.

## **Prohibited Signs**

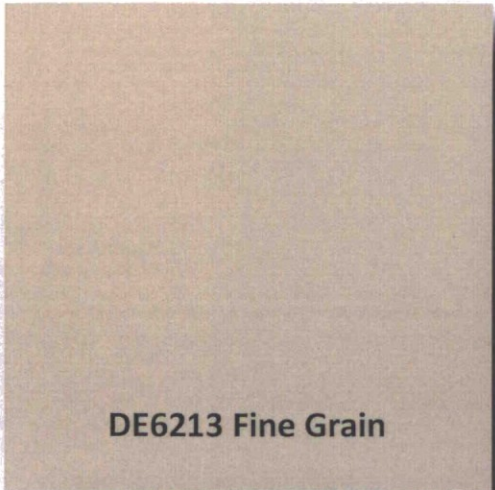
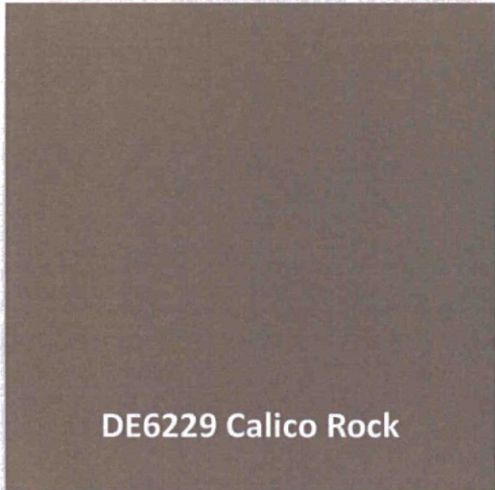
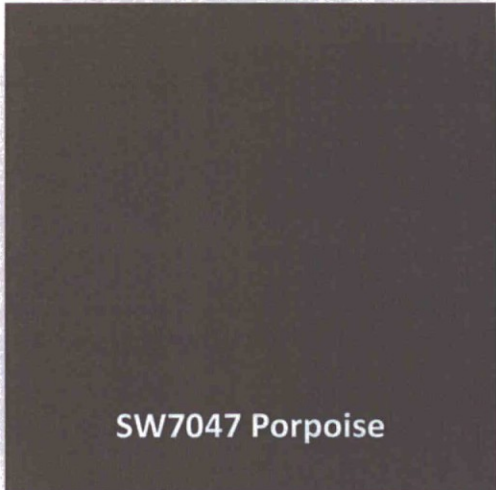
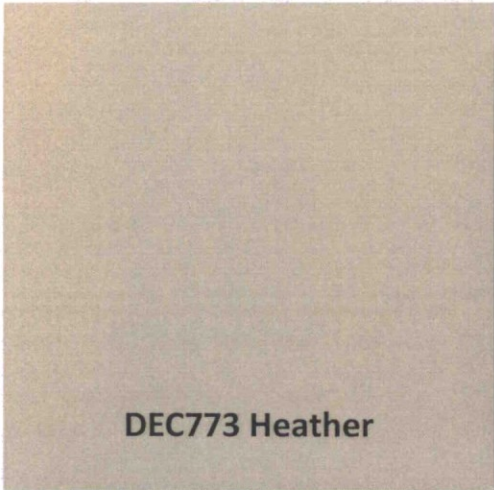
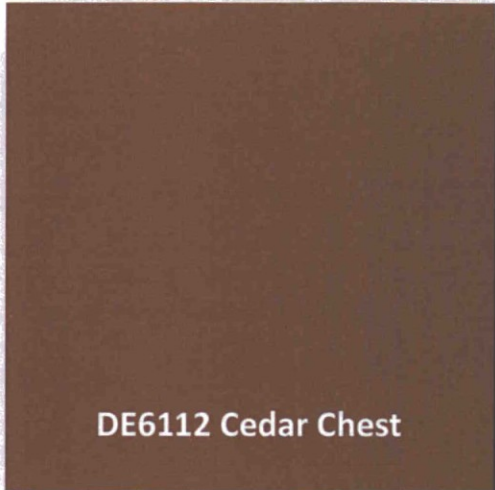
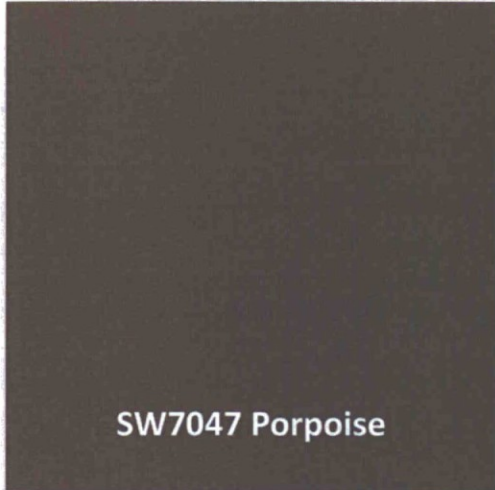
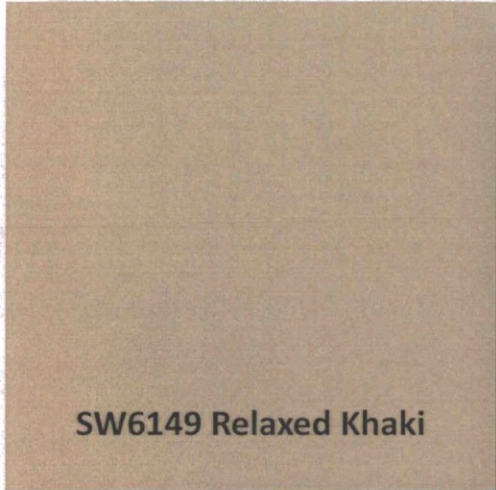
- Conventional acrylic faced sign cabinets.
- Raceway mounted signage.
- Paper, cardboard and Styrofoam signs.
- Vacuum formed or injection-molded plastic signs.
- Flashing, moving or audible signs.
- Inflatable signs or graphic devices.
- Flags or pennants.
- Internally illuminated awnings.
- PK mounted Illumination.
- Other signs deemed unsuitable by the Landlord.

## **Upon Completion of Tenure**

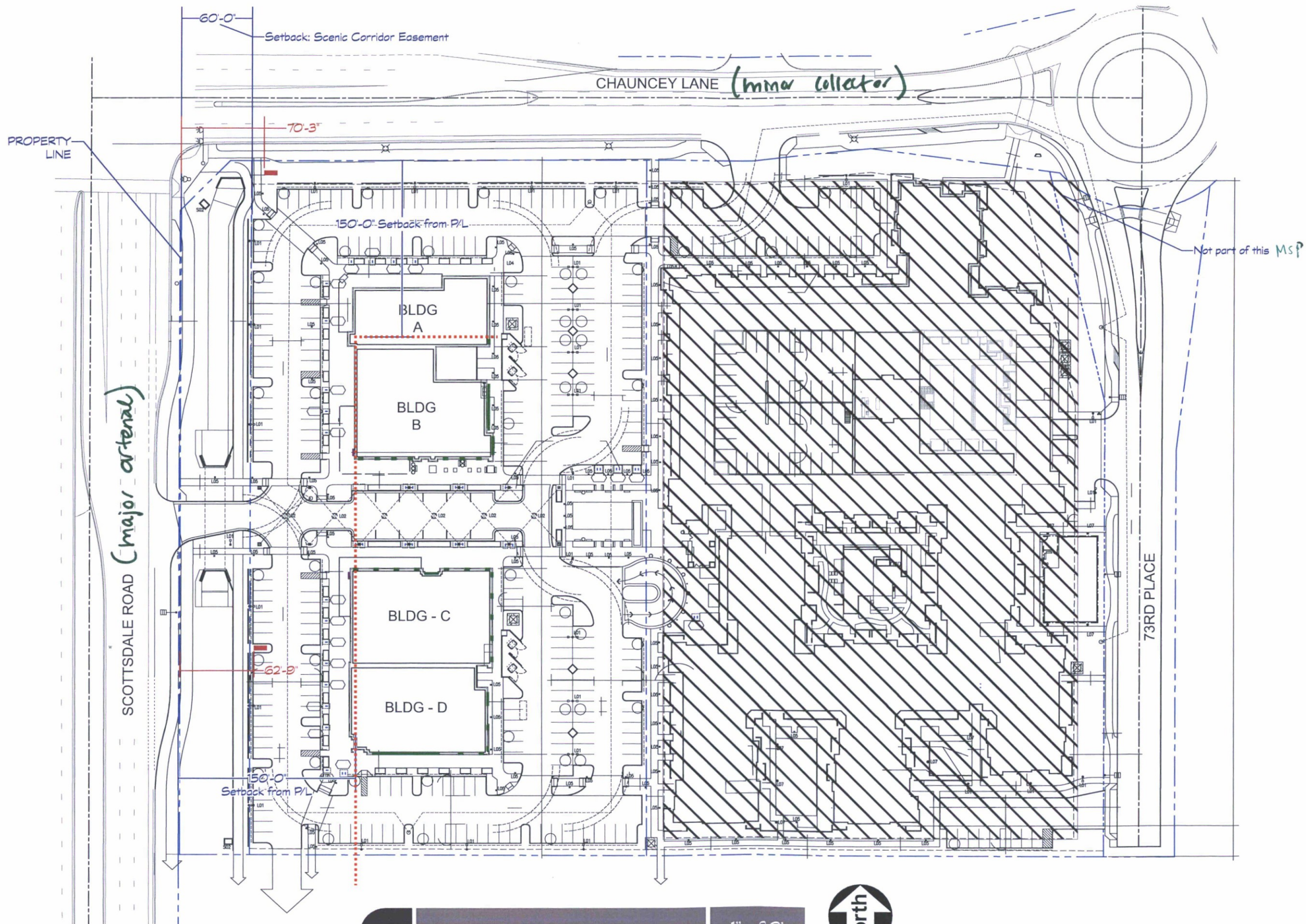
Customer is responsible for:

- Removal of all retired signage.
- Repair of EIFS surface for any flush mount sign.
- Replacing any occupied tenant panels with new, blank units.

Approved Paint Colors  
All colors here approved per Case #41-DR-2016







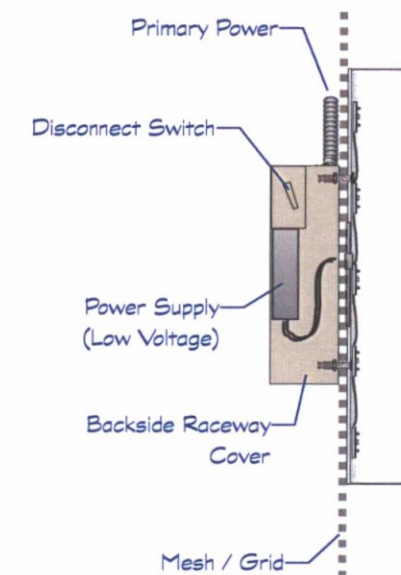
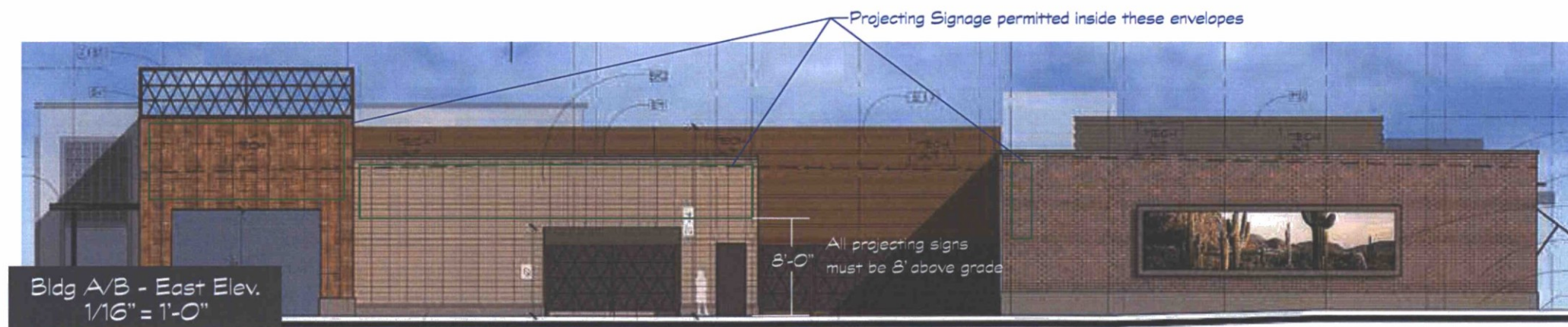
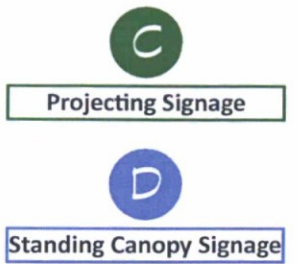
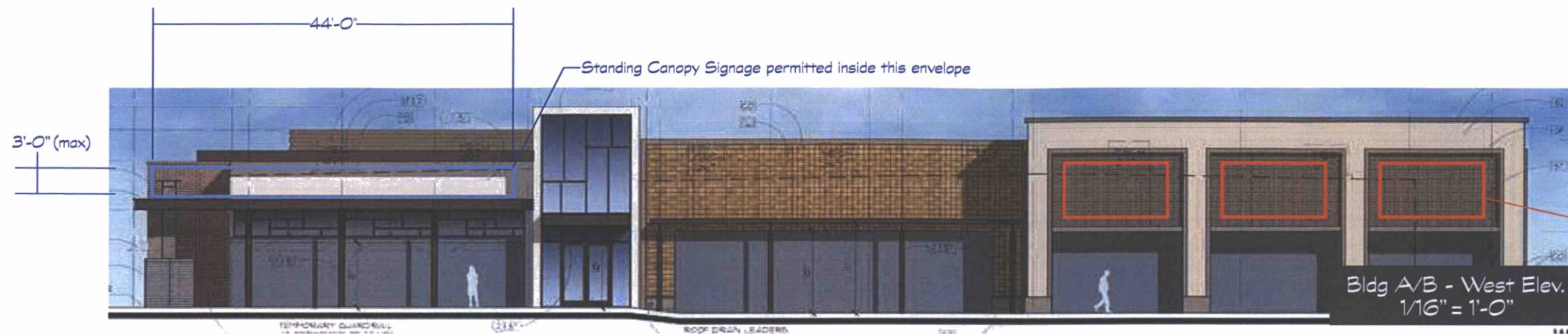
- A**  
Tower Signs
- B**  
Building Address
- C**  
Projecting Signage



Section

B

## Tenant Signage



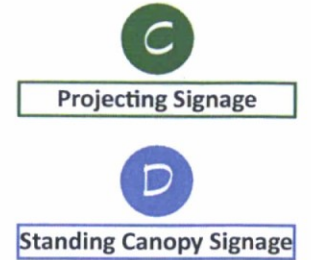
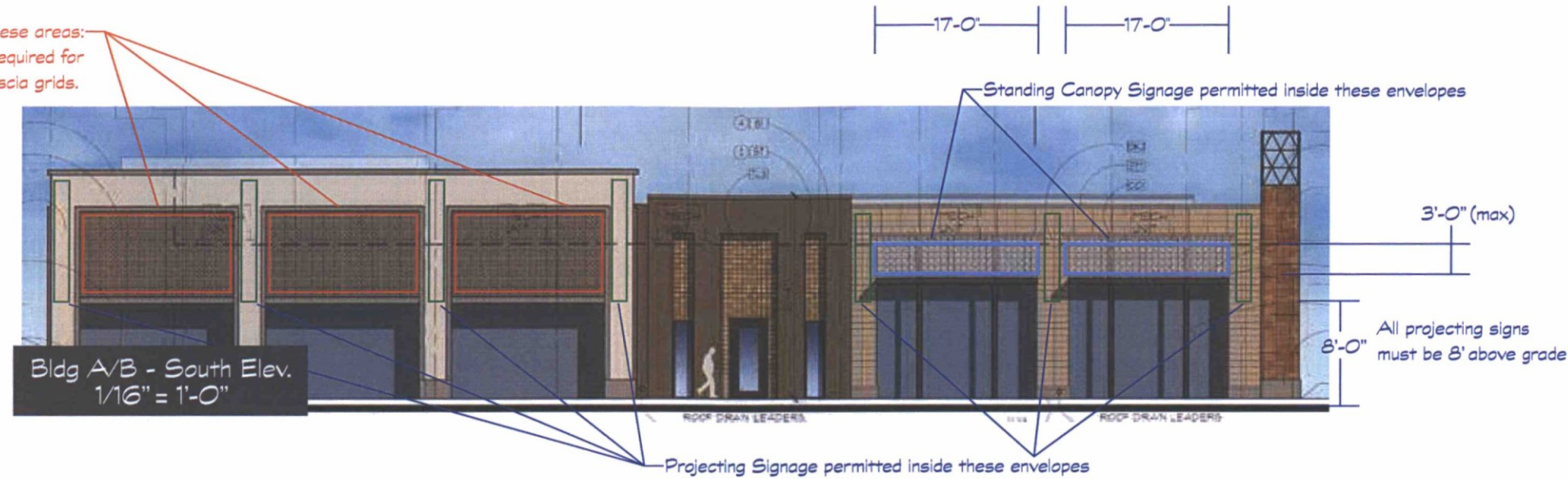
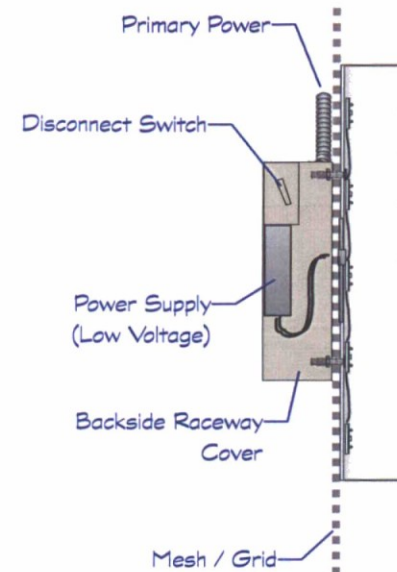
**NOTES**  
 Standing Canopy Signs:  
 Standing Canopy Signs are permitted only in the envelopes illustrated on the elevations. All Standing Canopy Signage must be compliant with the section of the City of Scottsdale sign ordinance for Planned Regional Centers (PRC). Letter style, colors and illumination method subject to approval from landlord.

**NOTES**  
 Projecting Signs:  
 Projecting Signs are permitted only in the envelopes illustrated on the elevations and directly on the tenant's suite frontage. All Projecting Signs must be compliant with the section of the City of Scottsdale sign ordinance for Planned Regional Centers (PRC). Letter style, colors and illumination method subject to approval from landlord.

**NOTES**  
 Tenants may only place signage on their own leased frontage and comply with applicable provision of the Sign Ordinance.



If tenant signage is proposed in these areas:  
Backside raceway covers required for  
all signs attached to fascia grids.

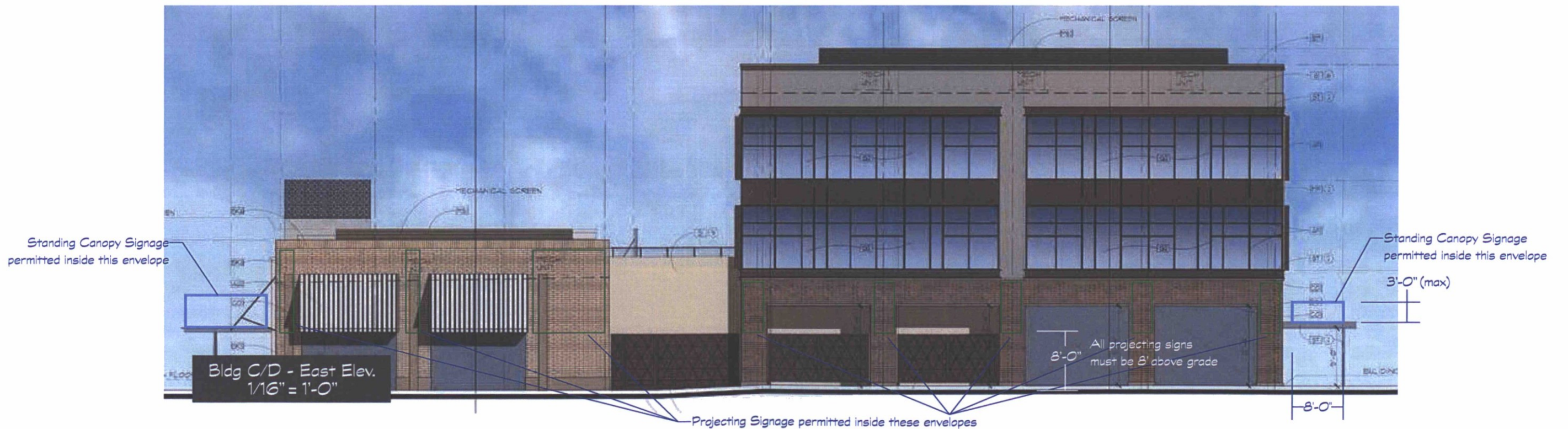


**NOTES**  
Standing Canopy Signs:  
Standing Canopy Signs are permitted only in the envelopes illustrated on the elevations. All Standing Canopy Signage must be compliant with the section of the City of Scottsdale sign ordinance for Planned Regional Centers (PRC). Letter style, colors and illumination method subject to approval from landlord.

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#### NOTES

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#### NOTES

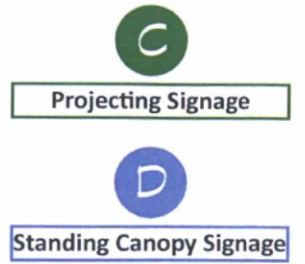
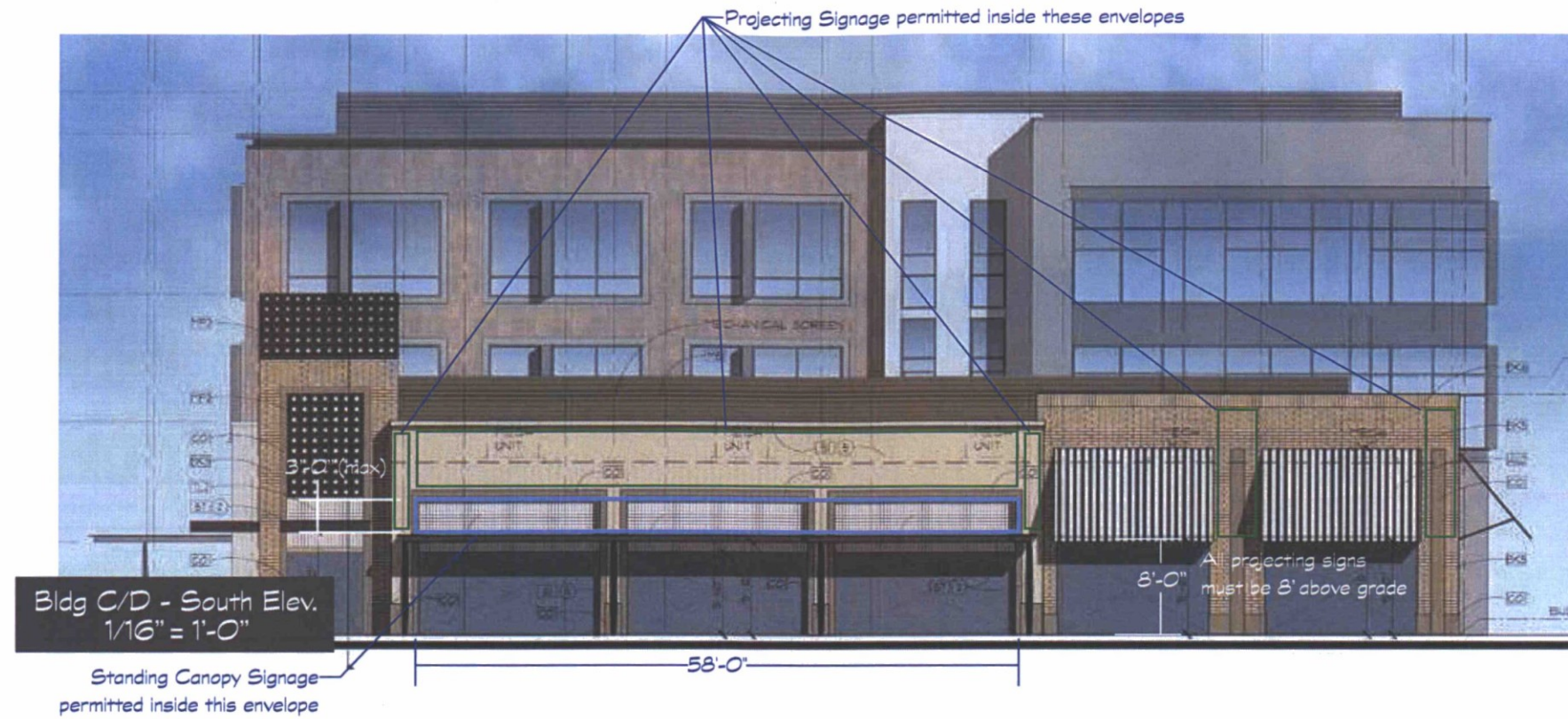
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Section



# Property Signage

1'-0" 12345



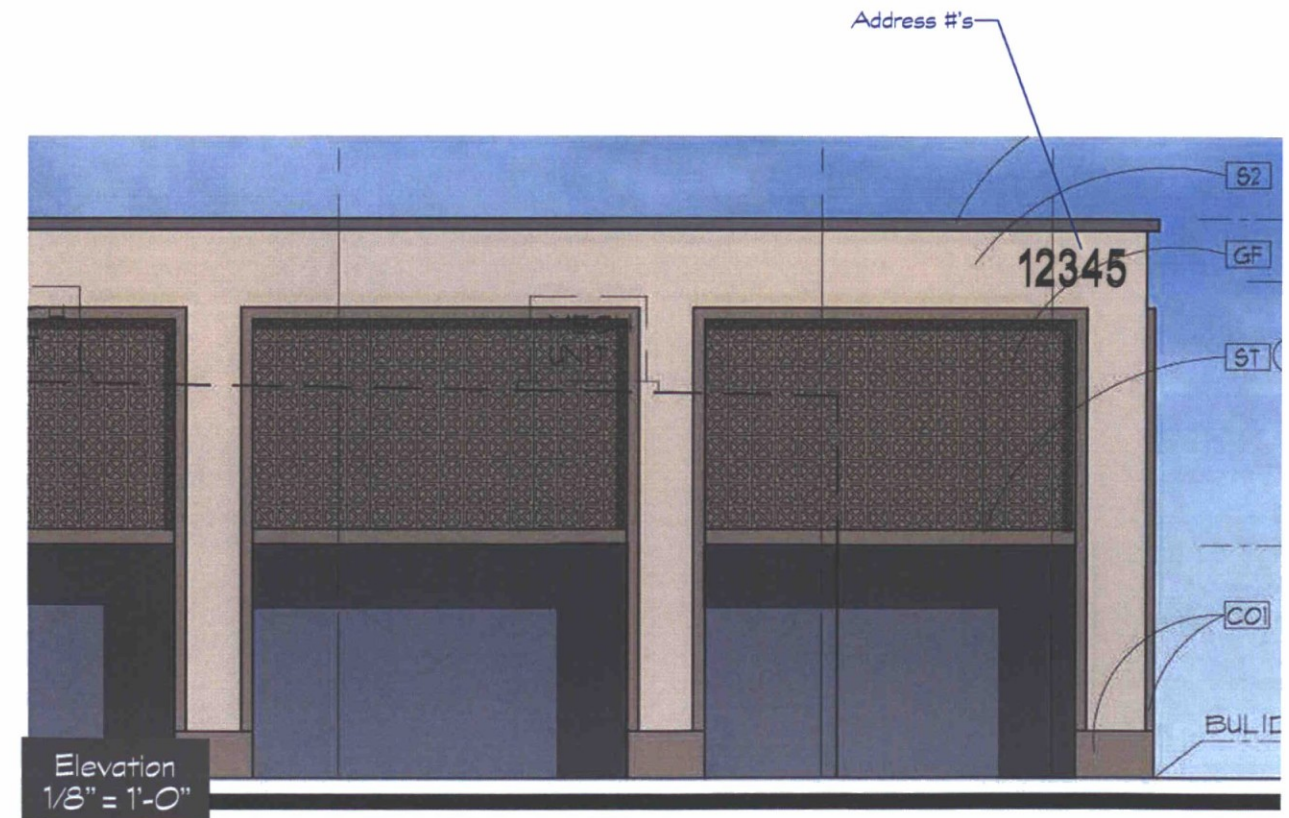
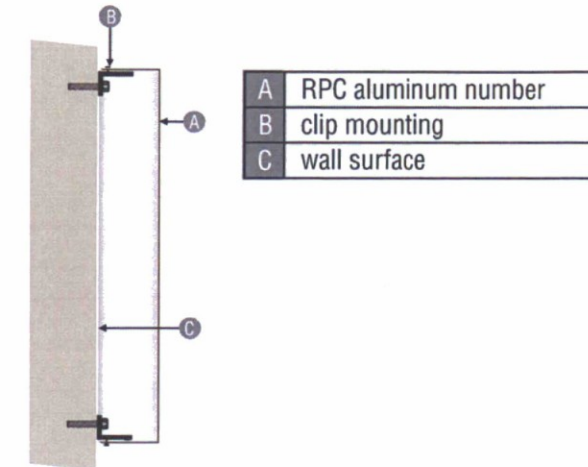
NON-ILLUMINATED  
BUILDING ADDRESS NUMBERS

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

Various sets of aluminum construction, non-illuminated RPC address numbers, (colors TBD). Clip-mount (flush) to wall as illustrated.

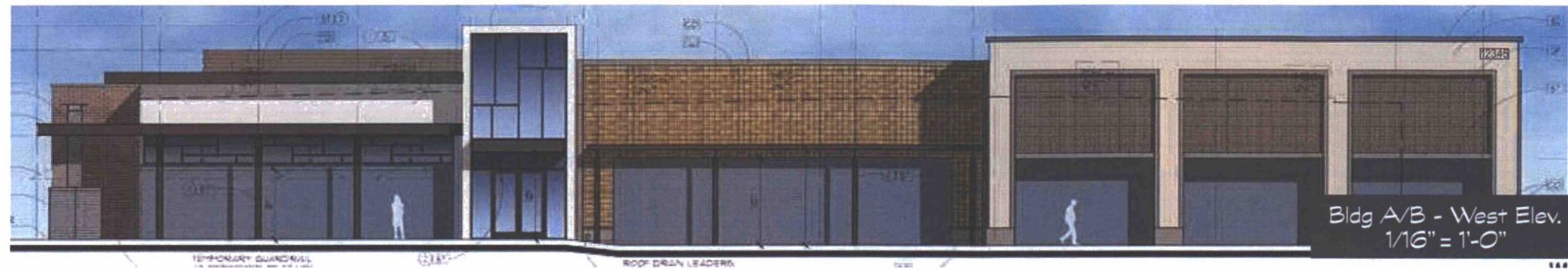
\*Actual addresses not yet assigned (at the time of this draft).

Non-Illuminated RPC - Cross Section Detail

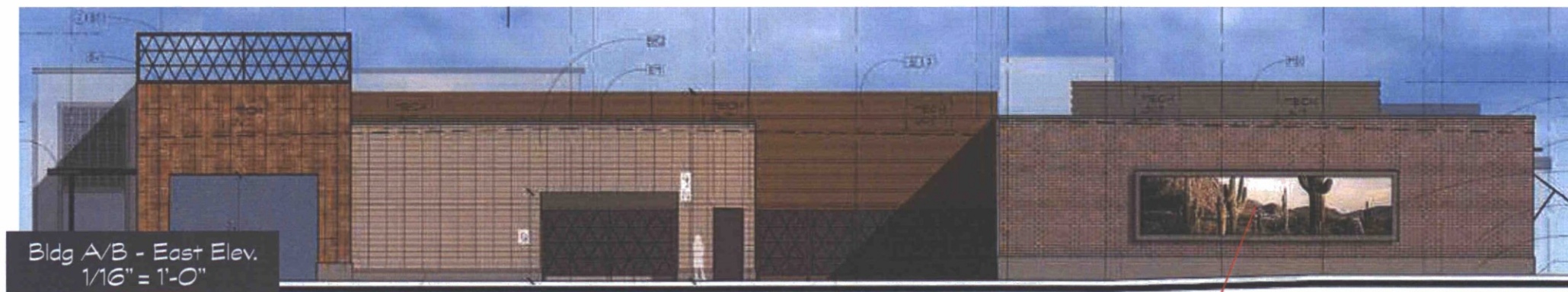




Building Address



Bldg A/B - West Elev.  
1/16" = 1'-0"



Bldg A/B - East Elev.  
1/16" = 1'-0"

Environmental artwork furnished by property owner.  
Not to be used for tenant signage.

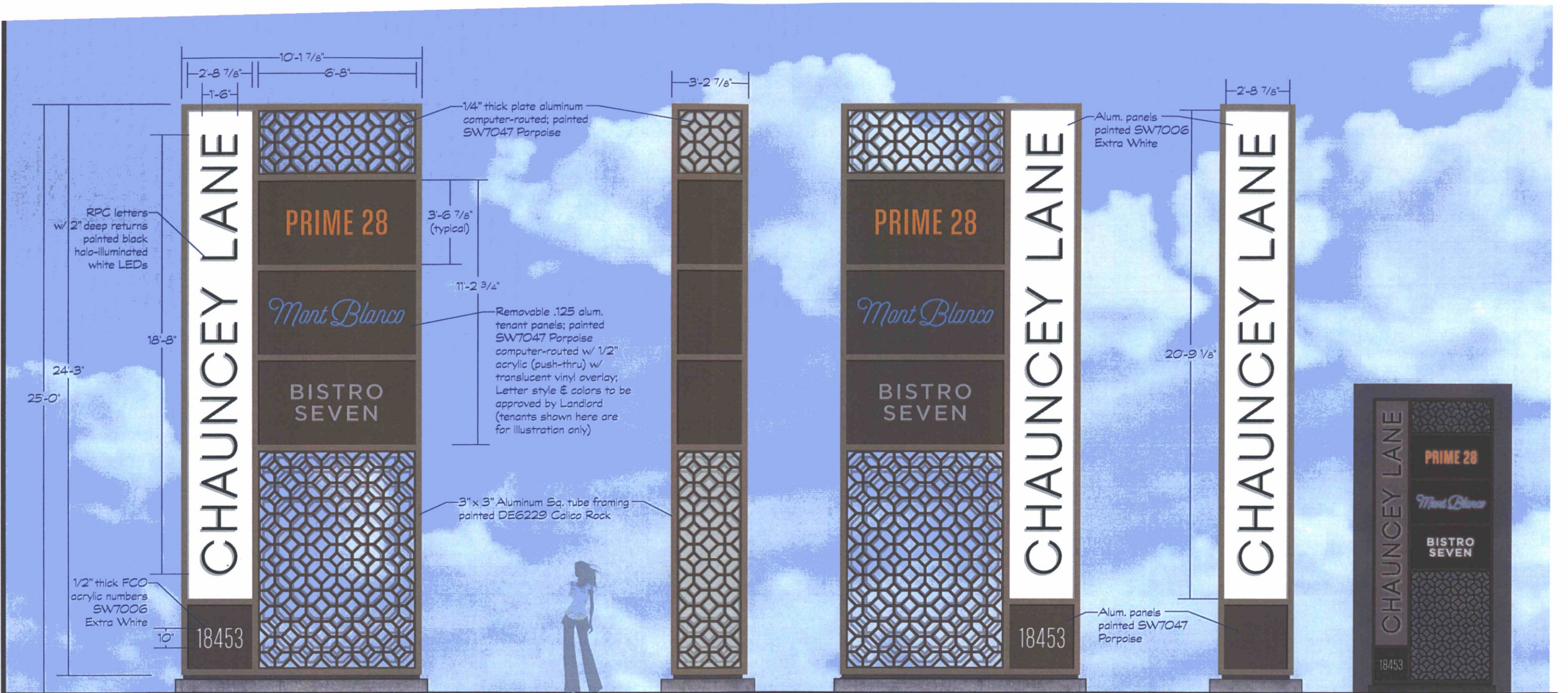




C  
Building Address

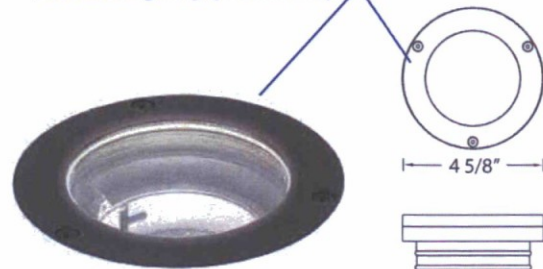






Night View

Recessed lighting (in concrete)



TENANT I.D. TOWER DISPLAYS  
D/F INTERNALLY-ILLUMINATED

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

Fabricate and install two (2) D/F, int-illuminated, tower signs as illustrated.

#### SPECIFICATIONS

**Input:** 110V - 120VAC  
**Power:** 11.5W  
**Brightness:** 515 lm  
**Beam Angle:** 15° to 60°  
**CRI:** 85  
**Rated Life:** 45,000 hours

#### Sign Area

Panels:  $6.67 \times 3.57 = 23.81 \text{ sf} (\times 3) = 71.43 \text{ sf}$   
Development Name:  $1.5' \times 18.67' \times 90\% = 25.20 \text{ sf}$   
Total: 96.63 sf