



Development Review (Minor) Staff Approval

6-MS-2017#2

Chauncey Lane Master Sign
Program Revision

APPLICATION INFORMATION

LOCATION: 17757 N Scottsdale Rd
PARCEL: 215-07-004G
Q.S.: 38-45
CODE VIOLATION: n/a
ZONING: PRC PSD PCD

APPLICANT: Dane Alvord
COMPANY: Royal Sign
ADDRESS: 2631 N. 31st Ave. Phoenix, AZ 85009
PHONE: (602) 278-6286

Request: For approval of a revision to the original Master Sign Program for the commercial portion of Chauncey Lane Marketplace. The revision includes revised designs of the building elevations, which changed the location of various standing canopy sign envelopes. This revision approval replaces the original case (6-MS-2017).

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 Revision approved by City Staff on 9/24/2018.
2. All building wall signs and additional building walls signs (projecting, standing canopy, etc) 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 shown in the Master Sign Program Revision. **All signs must also meet the Sign Ordinance regulations. (Area, height, placement, projection, clearance, separation, etc...)**
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.
7. This Master Sign Program Revision replaces the previous case (6-MS-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.

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:

9/24/18

Katie Posler & Andrew Chi

Planning and Development Services

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



CHAUNCEY LANE

SEC Chauncey Lane & Scottsdale Road | Scottsdale, AZ 85255

***REVISIONS TO BUILDING
ELEVATIONS***

6-MS-2017#2

SIGN APPROVED
CITY OF SCOTTSDALE, ARIZONA

FOR THE ADDRESS SHOWN ON THE PLAN,
APPROVAL SHALL NOT BE CONSTRUED TO PERMIT
VIOLATION OF THE ZONING ORDINANCE,
BUILDING AND ELECTRICAL CODES, OR ANY
OTHER LAW OR ORDINANCE.

KP & AC
APPROVED BY

9/24/18
DATE

Prepared By:

royal
sign 
2631 N. 31st Ave.
Phoenix, AZ 85009
602-278-6286
royalsign.net

180905-09



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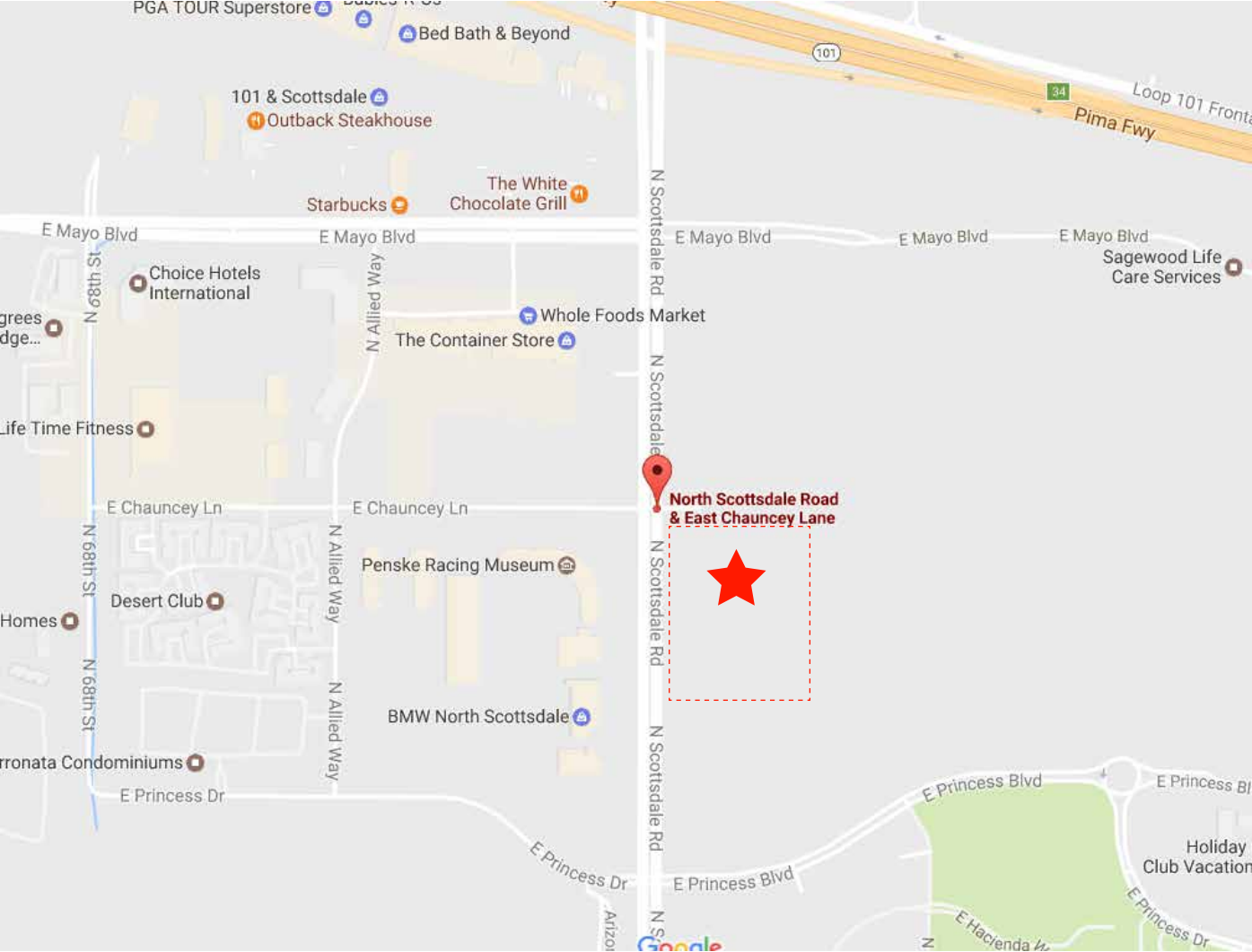
Comprehensive Sign Program Contents

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Section



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

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

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

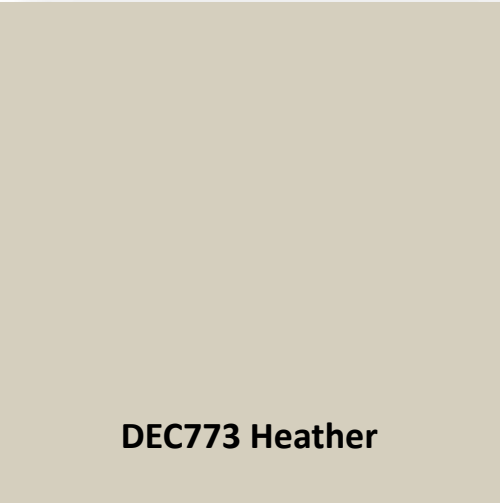
- Conventional acrylic faced sign cabinets.
- Raceway mounted signage.
- Paper, cardboard and Styrofoam signs.
- Vacuum formed or injection-molded plastic signs.
- Flashing, moving or audible signs.
- Inflatable signs or graphic devices.
- Flags or pennants.
- Internally illuminated awnings.
- PK mounted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

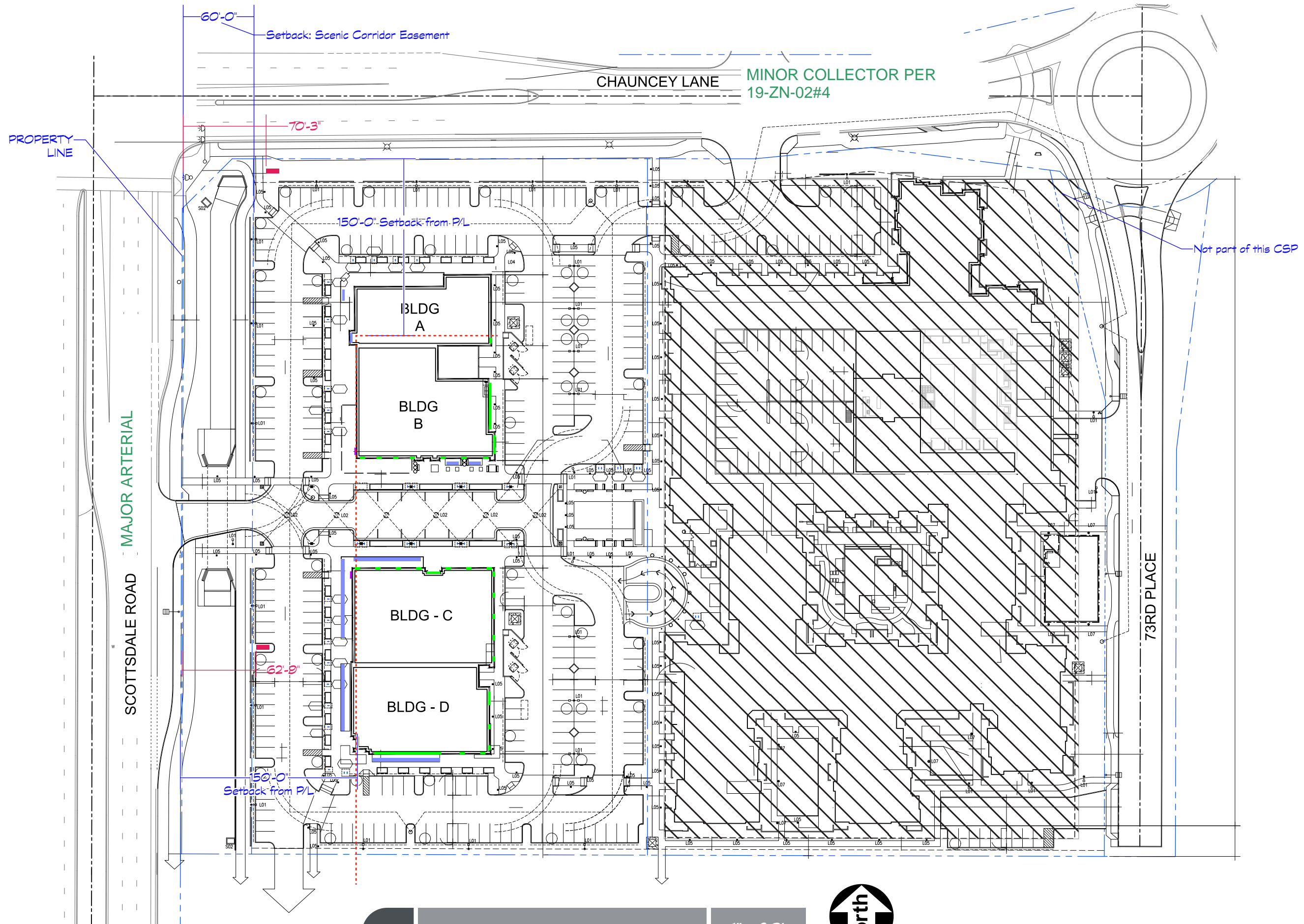
Upon Completion of Tenure

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





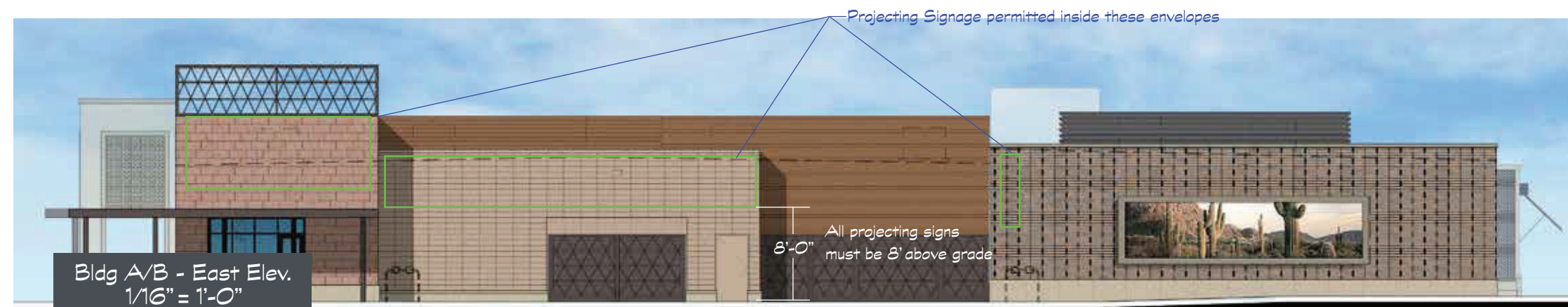
- A** Tower Signs
- B** Building Address
- C** Projecting Signage
- D** Standing Canopy Signage

Section

B

Tenant Signage





ALL SIGNS MUST ALSO MEET ORDINANCE REQUIREMENTS. FYI- Standing canopy and projecting signs also have ordinance requirements for placement, projection, clearance, separation, and design standards...

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

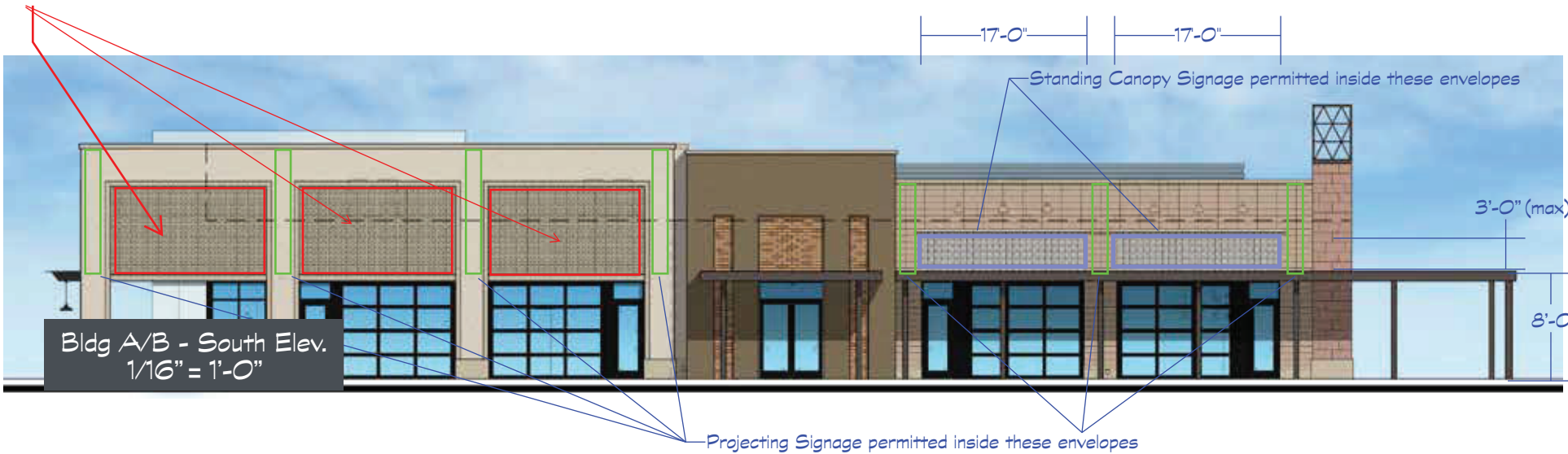
Projecting Signs:

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 are required for all signs attached to the fascia grid.



- C
Projecting Signage
- D
Standing Canopy Signage



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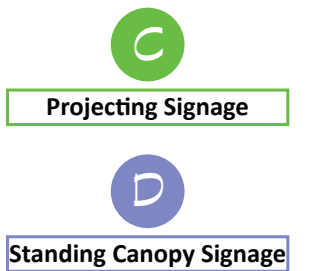
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Section



Property Signage

1'-0" 12345



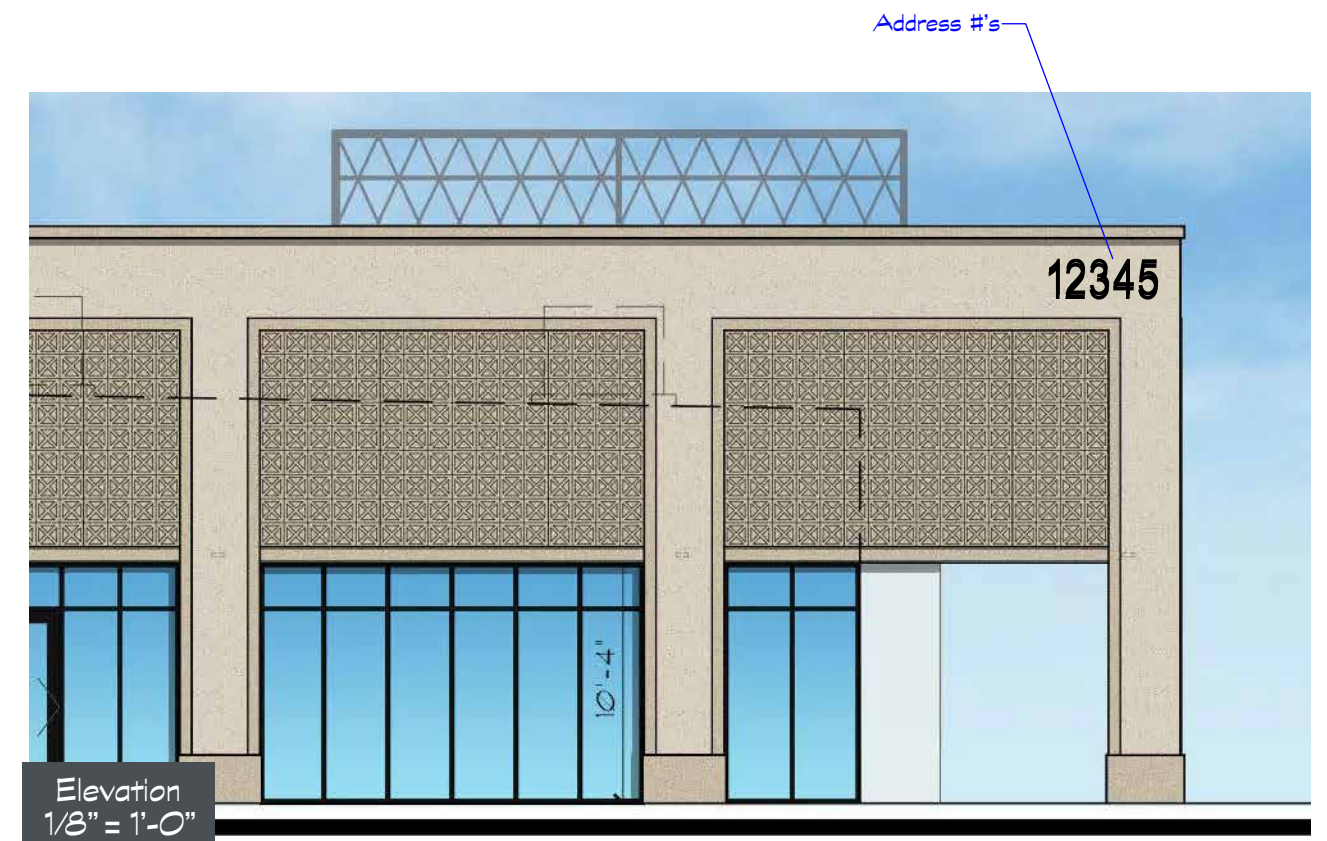
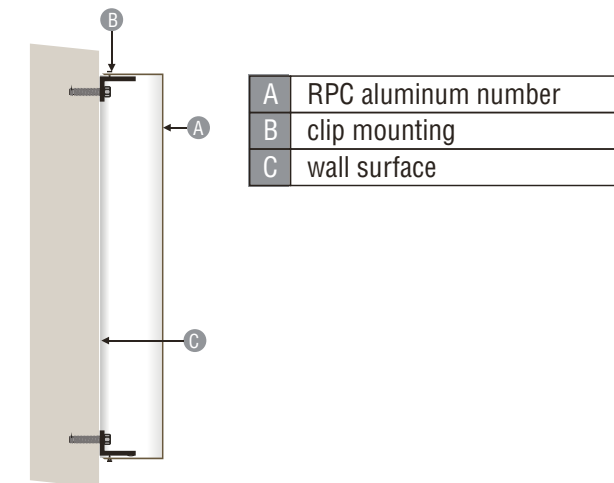
NON-ILLUMINATED
BUILDING ADDRESS NUMBERS

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





C
Building Address



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

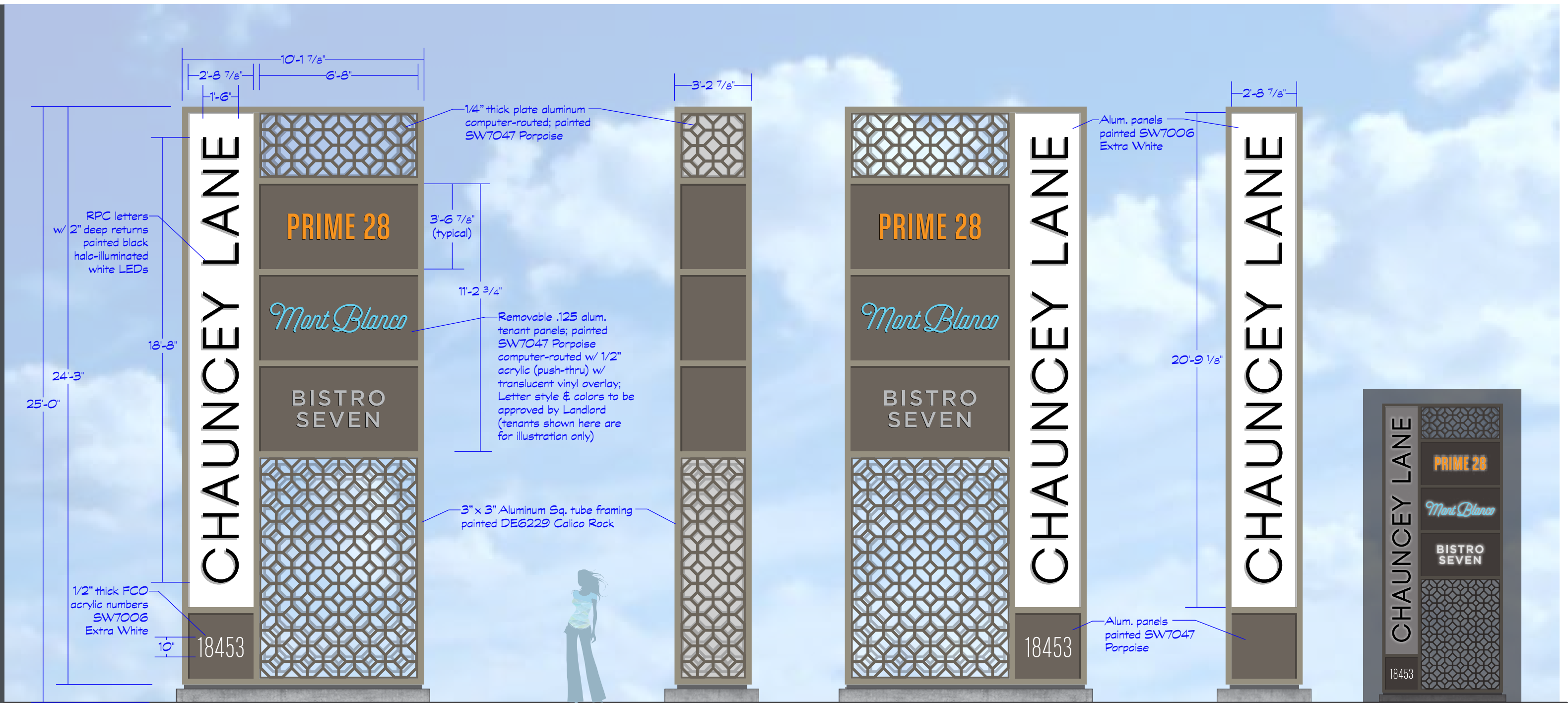


Bldg C/D - West Elev.
1/16" = 1'-0"

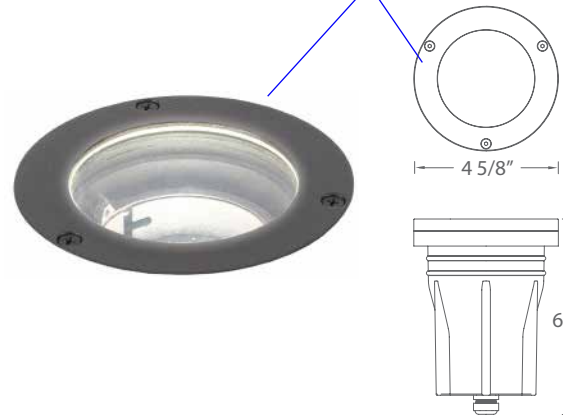
C
Building Address



Bldg C/D - North Elev.
1/16" = 1'-0"



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.

Sign Area

Panels: 6.67' x 3.57' = 23.81 sf (x3) = 71.43 sf
Development Name: 1.5' x 18.67' x 90% = 25.20 sf
Total: 96.63 sf

SPECIFICATIONS

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



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