



Development Review (Minor) Staff Approval

10-MS-2012#4

Camelback Tower Master Sign
Program Amendment

APPLICATION INFORMATION

LOCATION: 6900 E Camelback Rd Ste 110	APPLICANT: Greg Leverton
PARCEL: 173-36-105	COMPANY: Mike Shano
Q.S.: 18-44	ADDRESS: 3335 W. Vernon Avenue Phoenix, AZ 85009
CODE VIOLATION #:	PHONE: (480) 423-7928

Request: Request to amend the Camelback Tower Master Sign Program to increase the size of the sign band for Suite 110 from 50 sq ft to 80 sq ft along the south elevation of the building.

STIPULATIONS

1. Approval is an amendment to the existing Camelback Tower Master Sign Program to allow for an 80 square foot sign along the non-contiguous circular building wall element for Suite 110.
2. The original Camelback Tower Master Sign Program (10-MS-2012) and subsequent amendments shall continue to apply.
3. Any future modifications to the Camelback Tower Master Sign Program shall require Development Review Board or City staff approval.

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 sign plan review. Sign permit application 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: Wendy Hardy DATE: 11/2/16
Wendy Hardy

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



ASSOCIATED SIGN COMPANY

October 26, 2016

Wendy Hardy
Senior Planner
City of Scottsdale Current Planning Department
7447 E. Indian School Road, Suite 105
Scottsdale, AZ 85251

RE: NARRATIVE FOR THE MASTER SIGN PROGRAM AMENDMENT FOR
CAMELBACK TOWER AT 6900 EAST CAMELBACK ROAD

We are requesting an amendment to the MSP to allow an increase of the sign area for Suite 110 on the non-contiguous wall. The sign band is 80' long and request the increase from the current 50 S.F. to 80 S.F.

If you have any questions or comments please contact me at 602-278-8464.

Thank you,

Michael A. Shano
Associated Sign Co., Inc.

Established 1988

MEMBER:



INTERNATIONAL SIGN
ASSOCIATION



LISTED

3335 W. Vernon Ave. ■ Phoenix, AZ 85009 ■ Tel 602.278.8464 ■ Fax 602.278.8933



Intelligent
Real Estate
Solutions

2777 East Camelback Road
Suite 230
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United States

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avisonyoung.com

October 26, 2016



MS. Wendy Hardy

Senior Planner

Planning & Development Services

City of Scottsdale

7447 E. Indian School Road

Suite 105

Scottsdale, AZ. 85251

Wendy,

Please accept this as approval from the owners of the Camelback Tower, 6900 E. Camelback Road, Scottsdale, AZ. 85251 that they wish to have Michael Shand of Associated Sign Co., submit a Master Sign Program amendment to you on behalf of the ownership.

Please let me know if you have any questions on this amendment request.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Gregory C. Leverton", written over a horizontal line.

Gregory C. Leverton

Senior Property Manager

And agent for WCCP II Camelback Tower, LLC.

CRITERIA

3. All exterior building mounted signs shall be located within the pre-designated sign envelopes as detailed in the elevation drawings attached hereto.
4. The sign area for each Tenant shall not exceed 1 square foot in area for each lineal foot of business frontage. Suite 110 will be allowed 80 square feet of building signage installed in the designated sign envelope. Suite 110 will also be 12 square feet of copy on the existing staircase screen wall as shown
5. In no case shall a tenant's building sign exceed 80% of the length or height of the sign band or building wall to which to the sign is attached (whichever is less).
6. The maximum overall letter or logo height for a single line sign shall be based on the pre-designated sign envelopes as detailed in the elevation drawings attached hereto.
7. Such sign may identify the individual businesses by name, logo and/or service.
8. National corporate logos and letter styles are allowed and encouraged.
9. No labels shall be permitted on exposed surfaces or signs, except those required by local ordinance, which shall be applied in an inconspicuous location.
10. Applicant's sign contractor shall repair any damage caused by his work, including damage to landscaping. All penetrations of the building structure required for sign installation shall be sealed in a watertight condition.
11. No exposed tubing, conduit, crossovers or conductors will be allowed. All wiring, transformers, and other electrical parts shall be concealed. No exposed raceways will be allowed.
12. No animated, flashing, or audible signs will be permitted.
13. All fabrication and installation must be completed by a UL approved, insured and licensed Arizona sign contractor.
14. All electrical signs shall bear the UL label, conform to 2000 IBC standards, and conform to 1999 National Electrical Code Standards or most current UL, NEC and IBC standards.
15. Refer to attached exhibit for construction and installation detail.

C. PROJECT SIGN TYPE SUMMARY

- All building mounted tenant signs will be reverse pan either halo-illuminated or non-illuminated individual letters and logos

signs

D. BUILDING MOUNTED SIGNAGE SPECIFICATIONS

Building mounted signs shall be defined as reverse pan channel either non-illuminated or halo-illuminated letters as per the specifications in Detail A. Final approval of any building sign is at the sole discretion of the Landlord.

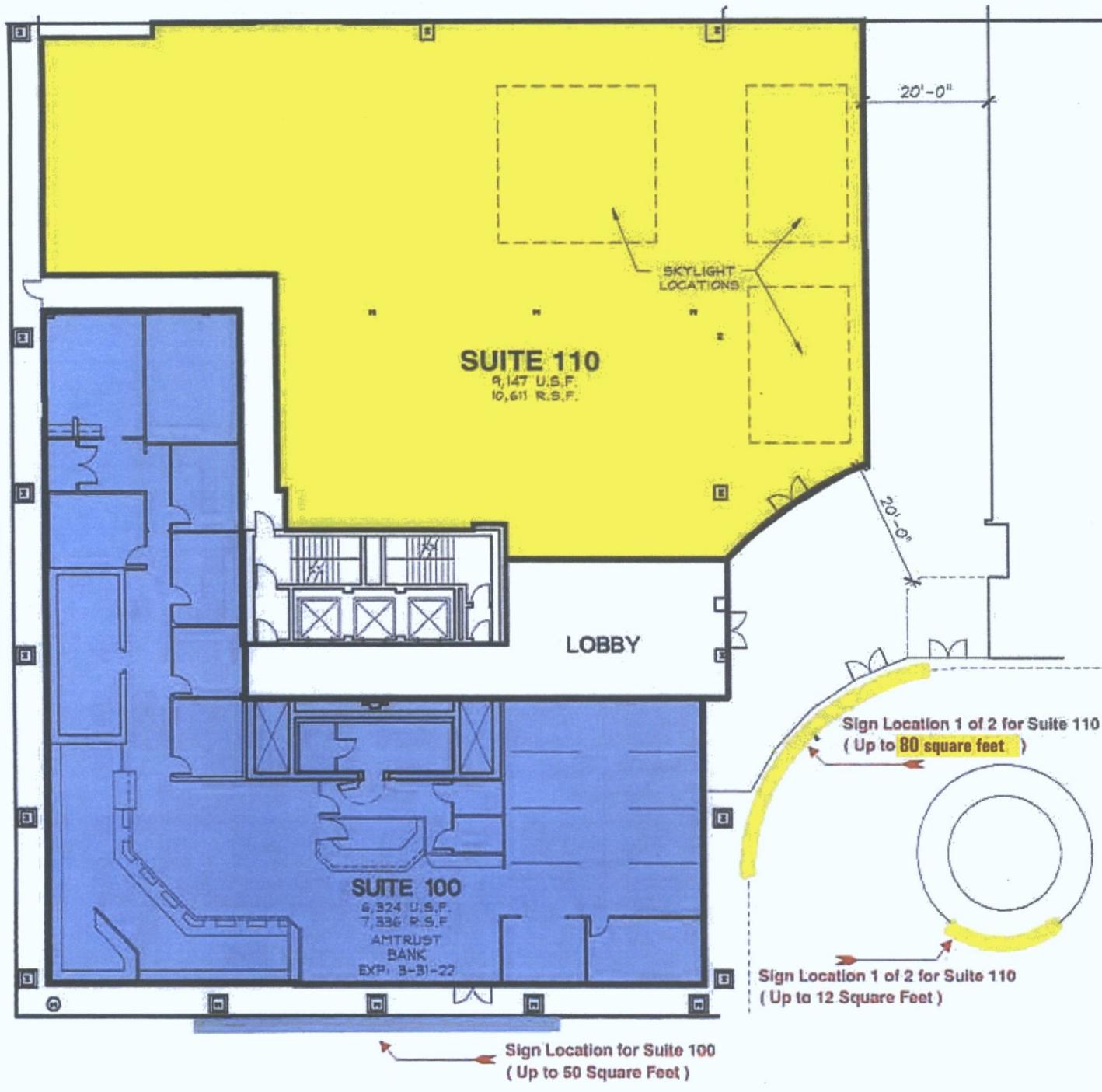
Reverse Pan non-illuminated letter construction requirements:

- Aluminum construction with minimum .090 faces and .063 returns
- **2" deep returns**
- Stud mounted flush to building
- Letters to be painted Acrylic Polyurethane to match Customer Colors - Earth tones are encouraged unless Customer has a trademarked color, trademarked colors will be allowed
- Logos may be routed and backed with acrylic

Reverse Pan halo-illuminated letter construction requirements:

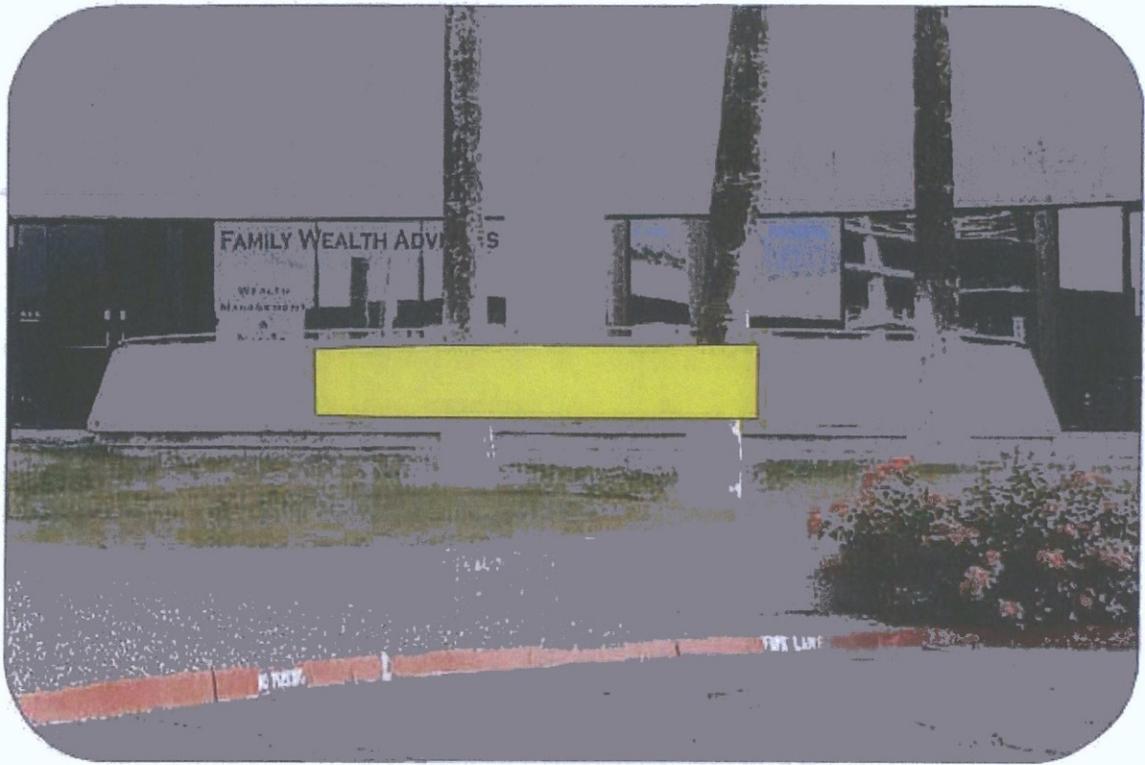
- Aluminum construction with minimum .090 faces and .063 returns
- **2" deep returns**
- 3/16" clear lexan backs
- 1.5" projected stud mount from wall
- Letters to be painted Acrylic Polyurethane to match Customer Colors - Earth tones are encouraged unless Customer has a trademarked color, trademarked colors will be allowed
- Logos may be routed and backed with acrylic
- Illumination will be either 6500 white halo neon or white halo LED
- Neon signs shall use UL approved Electrobit housings and 30ma transformers
- LED signs shall use UL approved components throughout

SIGN BANDS FOR FIRST FLOOR



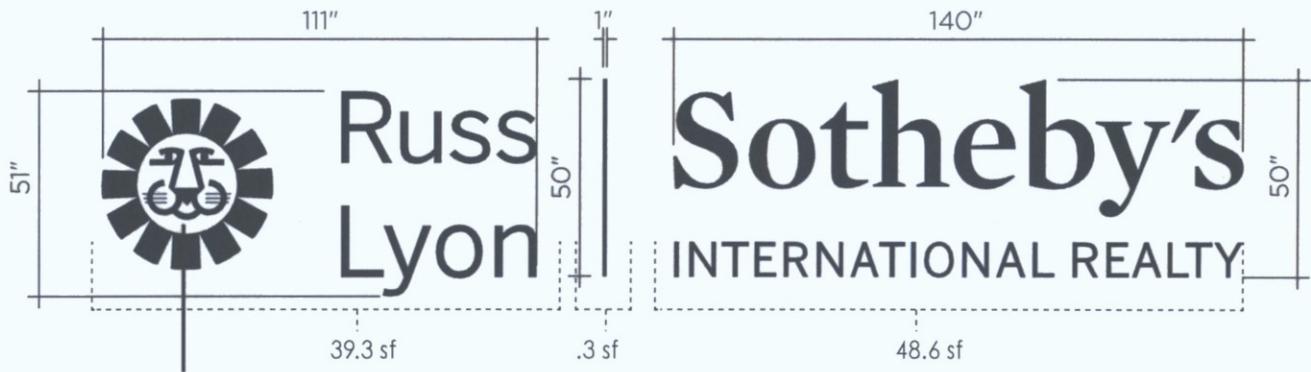
SHEET TITLE
**1ST FLOOR
OVERALL**

SIGN BANDS FOR SUITE 110



80'

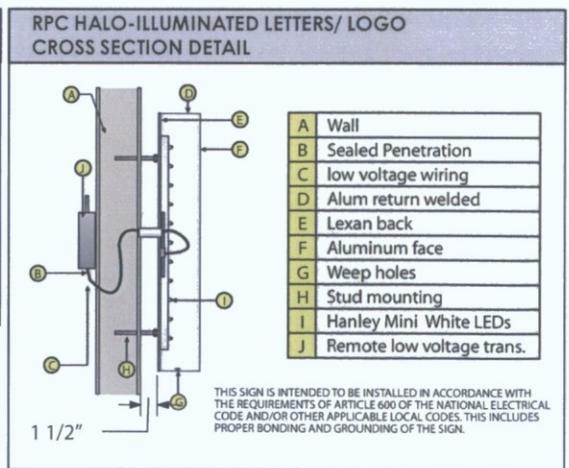




Building to show thru

$$39.3 + .3 + 48.6 = 88.2 (90\%) = 79.38sf$$

WORK DESCRIPTION:	
Manufacture & install (1) set of halo-illuminated reverse pan channel aluminum letters / logo with 2" deep returns.	
LOGO/LETTERS:	Painted to match PMS 289 'Dark Blue'
ILLUMINATION	Hanley P-2072 White LEDs.
MOUNTING	1 1/2" off wall.



Russ Lyon
Sotheby's
 INTERNATIONAL REALTY

06/13/2016

SALES REP: Mike Shano	mshano@associatedsign.com
DESIGNER: Martin Pinedo	Martin@associatedsign.com
DESIGN FILE: Russ Lyon / 6900 E camelback / Exterior Sign.ai	
MFG FILE:	

ALL ORIGINAL LAYOUTS OR DESIGNS, WHETHER PRELIMINARY OR FINAL ARE THE EXCLUSIVE PROPERTY OF ASSOCIATED SIGN COMPANY

NOTE: PLEASE READ CAREFULLY & CHECK THE APPROPRIATE BOX. PRODUCTION SCHEDULES BEGIN UPON APPROVAL OF LAYOUTS.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
PROOF APPROVED AS IS	PROOF NEEDS CORRECTIONS	PROOF APPROVED AFTER CHANGES REQUIRED	NEW PROOF REQUIRED

X SIGNATURE OF APPROVAL

Castro, Lorraine

From: Projectinput
Sent: Wednesday, October 05, 2016 11:37 AM
To: Projectinput
Subject: Online Pre-Application Submitted (801-PA-2016)



Pre-Application Number: **801-PA-2016**

Project Name: **Russ Lyon Sotheby's**
Location: **6900 E CAMELBACK RD STE 110**

Contact Name: **Greg Leverton**
Contact Phone: **(480) 423-7928**
Contact Email: Greg.Leverton@avisonyoung.com



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