



City of Phoenix
PLANNING & DEVELOPMENT DEPARTMENT

June 8, 2012

William Lally
Ridenour, Hinton & Lewis, PLLC
201 North Central Avenue, Ste 3300
Phoenix, AZ 85004

Re: Jackson Street Entertainment District PUD, Minor Amendment Request

Mr. Lally:

I have had the opportunity to review your request for a Minor Amendment to the Jackson Street Entertainment District PUD (Ord. G-5417) that you submitted on behalf of your client – Urban Commons, LLC. Within this request you have proposed minor edits to the allowable areas for sponsorship signs applicable to the Summit at Copper Square structure, located at 310 South 4th Street, Phoenix, Arizona, 85004.

Specifically, you have requested the insertion of three exhibits to the existing PUD, described as follows:

- a. Insert a new exhibit described as 14.7-A, which identifies the specific sponsorship signage areas available to the west face of the Summit at Copper Square structure. For this elevation the property owner understands that the city does not guarantee any rights to the signage on the west face of the building, and that this area is made available to the structure as an interim use until a building is constructed on the adjacent property to the west.
- b. Insert a new exhibit described as 14.9-A, which identifies the revised signage areas available to the north face of the Summit at Copper Square structure.
- c. Insert a new exhibit described as 14.10-A, which identifies the revised signage areas available to the east face of the Summit at Copper Square structure.

Upon review of this material and through consultation with other Planning and Development staff, I have determined that this request is a reasonable modification to the existing PUD ordinance and I therefore approve the amendments described herein. If you have any additional questions please feel free to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read 'Debra W. Stark', with a long horizontal line extending to the right.

Debra W. Stark,
Planning & Development Director

c: Alan Stephenson
Erin Andres

Robert R. Beltz
Jeffrey A. Bernick
Tiffany F. Broberg
Robert E. Brown
Michael D. Curry
Robert J. Hackett
James R. Hienton
Darrell S. Husband
Vishnu R. Jonnalagadda
John P. Kaites
Meaghan K. Kramer
William E. Lally
Christopher A. LaVoy



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Patricia A. Premeau
William G. Ridenour
Beth L. Tippet
Patrick J. Van Zanen
Scott S. Wakefield
Blake E. Whiteman
Jerry D. Worsham II
Daniel B. Zebelman

VIA HAND DELIVERY

May 21, 2012

Debra Stark
Planning and Development Director
200 West Washington Street
Phoenix, AZ 85003

Re: Jackson Street Entertainment District PUD, Minor Amendment Request

Dear Debra:

As you know we represent the interests of Urban Commons, LLC, who is the new owner of and Declarant for the Summit at Copper Square, located at 310 South 4th Street in Phoenix, 85004. This property falls within the boundary of the Jackson Street Entertainment District PUD, which was approved by the City of Phoenix on July 1, 2009 (Ord. G-5417). Within this Ordinance is **Section I. Signs**, which describes the type and design guidelines for the signage program for the Jackson Street Entertainment District. In addition, the PUD also includes within its **Section N. Exhibits**, several images that delineate the specific areas of either current or future structures where on-site and sponsorship may be located.

This letter represents our formal request, on behalf of Urban Commons, LLC, to create a Minor Amendment to these two sections of the Jackson Street Entertainment District PUD. Our specific amendment requests include the following elements:

1. Within Section I. Signs, 5. Sign Categories. The paragraph shall be amended as follows:

5. Sign Categories
Exterior signs within the District will primarily fall into two (2) categories: Sponsorship Program signs and On-Site signs.



Sponsorship Program signs

A sponsorship, as it relates to signage within the District, is the specific promotion of products or services by entities selected by JSED, LLC or its approved Assignee or Successor. A sponsorship may or may not be on-site businesses. Sponsorship signs may utilize any sign listed in the Allowable Signs section (provision 3 of this section) and will fall under the size standards set forth in the Sign Size and Standards section (provision 4 of this section). **TEMPORARY SPONSORSHIP SIGNAGE SHALL BE PERMITTED AS DELINEATED THROUGH THE ATTACHED EXHIBITS FOR SPECIFIC PROPERTY LOCATIONS WITHIN THE PUD AREA. TEMPORARY SPONSORSHIP SIGNAGE IS SUBJECT TO ALL DESIGN AND ADMINISTRATION CRITERIA OF NON-TEMPORARY SPONSORSHIP SIGNAGE.**

2. Exhibits.

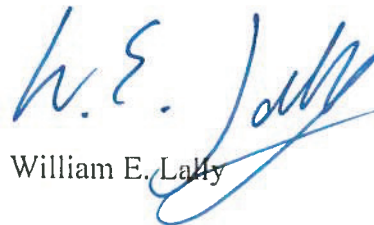
- a. Insert a new exhibit described as 14.7-A (attached), which identifies the specific temporary sponsorship signage areas available to the west face of the Summit at Copper Square structure.
- b. Insert a new exhibit described as 14.9-A (attached), which identifies the revised non-temporary signage areas available to the north face of the Summit at Copper Square structure.
- c. Insert a new exhibit described as 14.10-A (attached), which identifies the revised non-temporary signage areas available to the east face of the Summit at Copper Square structure.

If necessary, upon receipt of this request please contact me to determine a time to meet and deliberate these specific requests. We are very grateful for your time and consideration with this request and look forward to the process moving forward.

Warm Regards,

**RIDENOUR, HIENTON & LEWIS,
P.L.L.C.**

By

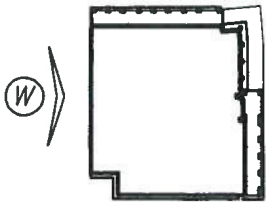

William E. Lally

cc: Teresa Hillner (via email)
Erin Andres (via email)
Jacob Zonn (via email)

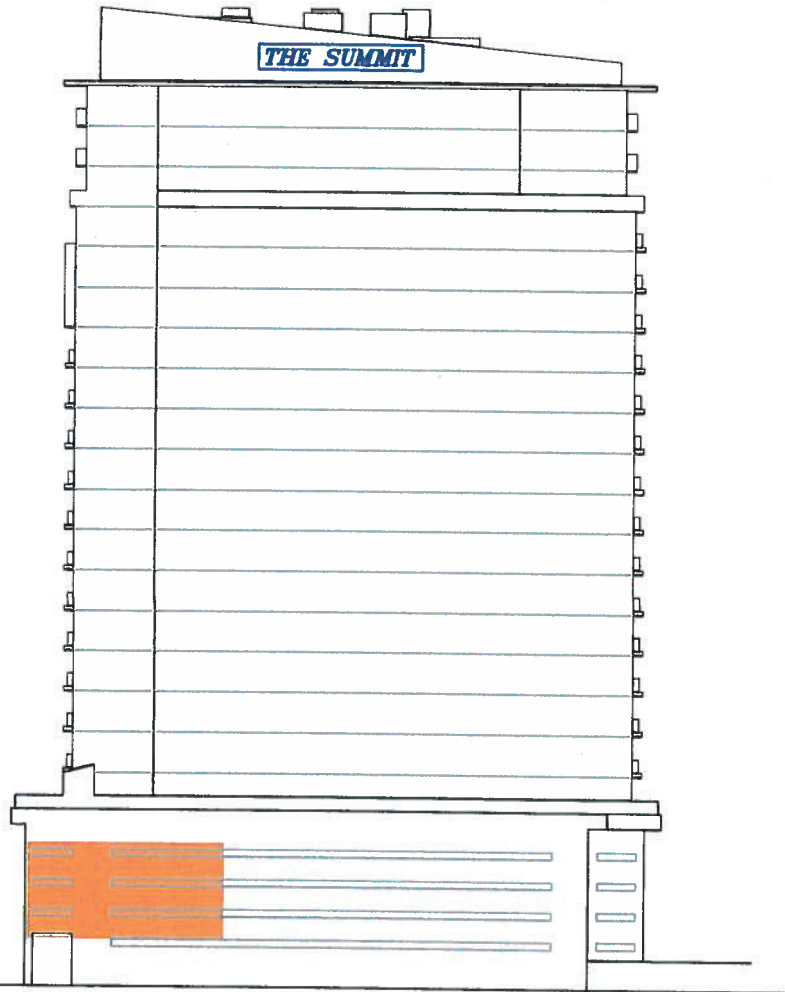
EXHIBIT 14.7-A

CONCEPTUAL SIGNAGE ELEVATIONS
BUILDING "F" WEST ELEVATION OF
TYPICAL SIGN AND LOCATION

-  SPONSORSHIP SIGN AREAS
-  TYPICAL ON-SITE SIGNS



JACKSON STREET



JACKSON STREET ENTERTAINMENT DISTRICT



David S. Klein

EXPIRES 3/31/14

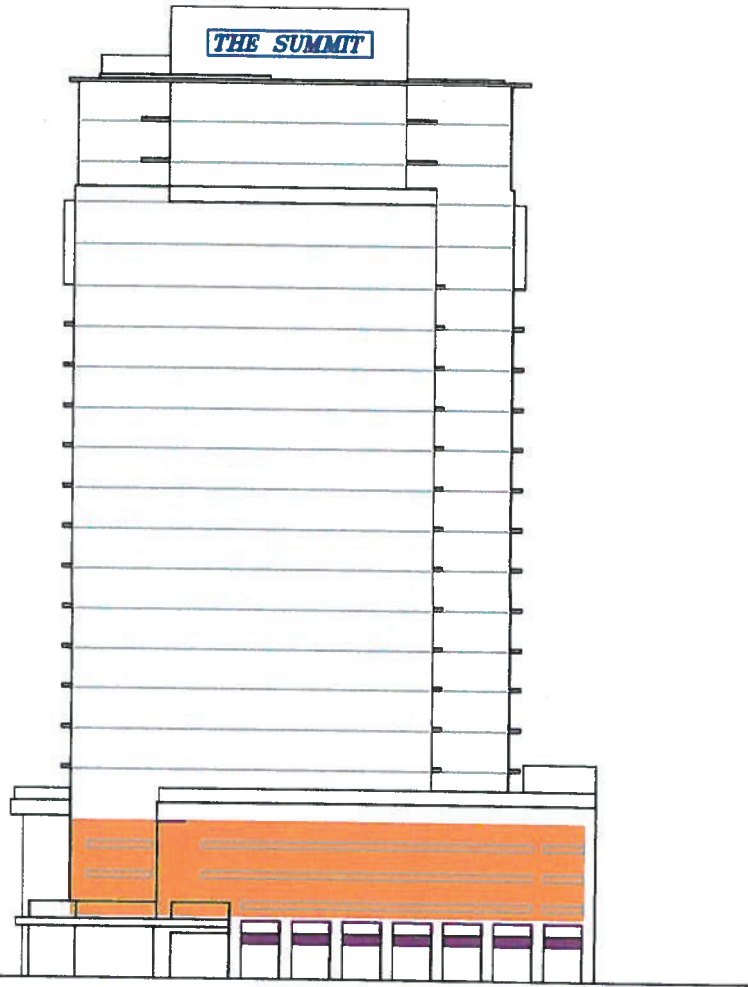
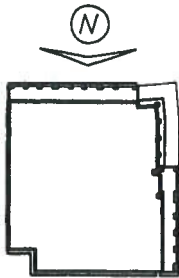
PAGE 1 OF 3

	21415 N. 23rd Avenue Phoenix, AZ 85027 623-869-0223 (office) 623-869-0726 (fax) www.superiorsurveying.com info@superiorsurveying.com
	DATE: 5/21/12

EXHIBIT 14.9-A

CONCEPTUAL SIGNAGE ELEVATIONS
BUILDING "F" NORTH ELEVATION OF
TYPICAL SIGN AND LOCATION

-  SPONSORSHIP SIGN AREAS
-  TYPICAL ON-SITE SIGNS



4TH STREET

JACKSON STREET ENTERTAINMENT DISTRICT



David S. Klein

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	21415 N. 23rd Avenue Phoenix, AZ 85027 623-869-0223 (office) 623-869-0726 (fax) www.superiorsurveying.com info@superiorsurveying.com
	DATE: 5/21/12

EXHIBIT 14.10-A

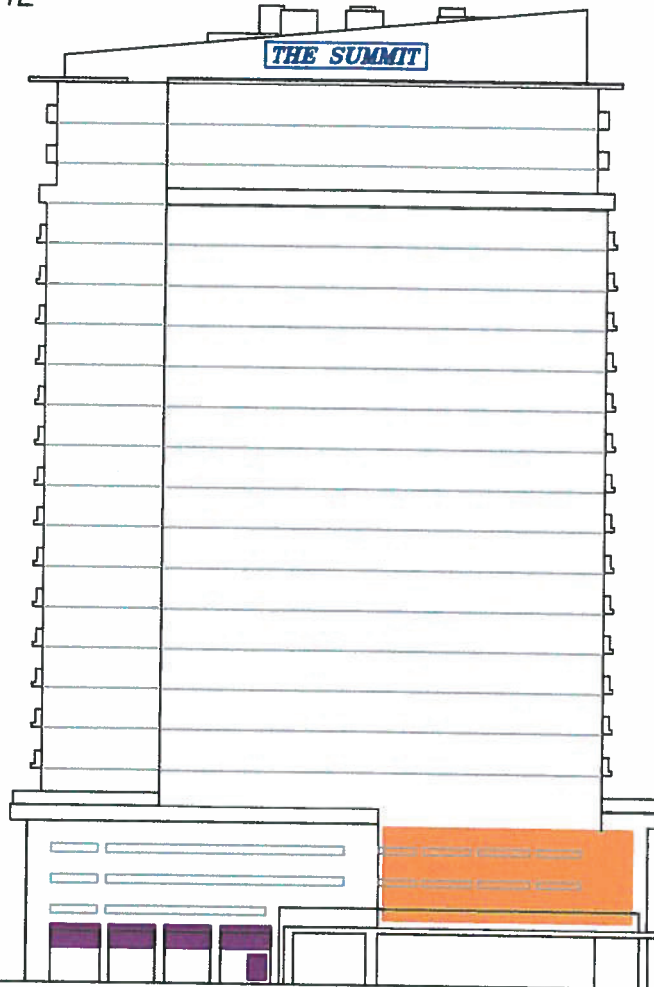
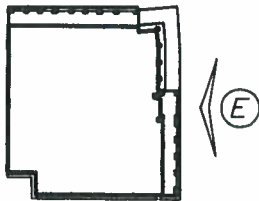
CONCEPTUAL SIGNAGE ELEVATIONS
BUILDING "F" EAST ELEVATION OF
TYPICAL SIGN AND LOCATION



SPONSORSHIP
SIGN AREAS



TYPICAL ON-SITE
SIGNS



JACKSON STREET

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David S. Klein

EXPIRES 3/31/14

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 <p>SUPERIOR SURVEYING SERVICES, INC.</p>	21415 N. 23rd Avenue Phoenix, AZ 85027 623-869-0223 (office) 623-869-0726 (fax) www.superiorsurveying.com info@superiorsurveying.com
	DATE: 5/21/12



City Of Phoenix
Planning And Development Department

200 W. Washington St.
 Phoenix, Arizona 85003

To find out about Phoenix construction code adoption news and to research your permits or projects, please visit <http://www.phoenix.gov/DEVSERV>

Receipt # 12-0025146
Permit # PZPD 1
Name: Z-78~~A~~-08

Payment Receipt

Date Paid 23-MAY-12

Print Date 23-MAY-12

Permit Address		Project ZONING
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Fee/Payment Detail

RZPUDMINA	REZ PUD MINOR AMENDMENT	\$2,100.00
CHECK	1027 REF: PAYOR: URBAN COMMONS SUMMIT LLC	\$2,100.00
Payment Totals		

Fees Remaining on This Item:	\$0.00	Fees:	\$2,100.00
Web Inspection Key:		Amount Received:	\$2,100.00
Cashier:	GMU	Change Due:	\$0.00