



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

June 26, 2013

William Lally
Tiffany & Bosco, P.A.
Camelback Esplanade II, Third Floor
2525 East Camelback Road
Phoenix, AZ 85016

RE: Jackson Street Entertainment District PUD, Minor Amendment Request

Dear 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—Becker Boards. Within this request, you have proposed minor clarifications to the allowable areas for sponsorship signs applicable to the Summit at Copper Square structure, located 310 South 4th Street, Phoenix, Arizona, 85004.

Specifically, you have requested to replace four exhibits to the existing PUD, described as follows:

1. Replace Exhibit 14-7-A, which identifies the specific sponsorship signage area available to the west face of the Summit at Copper Square structure. For this elevation, the property owner/sign company understands that the City does not guarantee any rights to the signage on the west face of this 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. The exhibit also includes a 20 square-foot identification sign for the sponsorship signage company (Becker Boards).
2. Replace Exhibit 14-9-A, which identifies the revised signage areas available on the north face of the Summit at Copper Square structure. The exhibit also includes a 20 square-foot identification sign for the sponsorship signage company (Becker Boards).

3. Replace Exhibit 14-10-A, which clarifies the revised signage areas available on the east face of the Summit at Copper Square structure. The exhibit also includes a 20 square-foot identification sign for the sponsorship signage company (Becker Boards).
4. Replace Exhibit 14-11-A, which identifies the revised signage areas available on the south face of the Summit at Copper Square structure. The exhibit also includes a 20 square-foot identification sign for the sponsorship signage company (Becker Boards).

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 amendment described herein.

If you have any additional questions please feel free to contact me at 602-256-3555 or alan.stephenson@phoenix.gov.

Sincerely,



Alan Stephenson
Acting Assistant Director

c. Erin Andres
Case File Z-78-08

VIA HAND DELIVERY

June 7, 2013

Alan Stephenson
Acting Planning and Development Director
200 West Washington Street
Phoenix, AZ 85003

Re: Jackson Street Entertainment District PUD, Minor Amendment Request

Dear Alan:

As you know we represent the interests of *Becker Boards*, a locally-based advertising sign company who is the owner of wall-mounted advertising signage rights for the Summit at Copper Square property, located at 310 South 4th Street in Phoenix, 85004. This property falls within the boundary of the Jackson Street Entertainment District ("JSED") PUD, which was approved by the City of Phoenix on July 1, 2009 (Ord. G-5417).

You may recall that in May of 2012 a Minor PUD Amendment was approved by the City of Phoenix to authorize expanded sponsorship signage areas for the Summit at Copper Square property, as reflected through *Section N. Exhibits*. Specifically, this approval amended the JSED PUD, as follows:

1. Within Section I. Signs, 5. Sign Categories. The paragraph was amended to read 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.**

In compliance with this recent amendment to the PUD Becker Boards has installed a number of boards on the property. However, through outreach to prospective advertisers (i.e., "sponsors") Becker Boards has gained additional awareness into the ideal locations and sizes for new sponsorship signs on the property, which deviates from the specific size and locations of the previously-approved sponsorship signage areas. Accordingly, this letter represents our formal request, on behalf of *Becker Boards*, to create a Minor Amendment to *Section N. Exhibits* of the JSED PUD which reflect compressed, expanded or modified sponsorship signage areas for all four facades of the existing structure.

As noted through these revised exhibits, if approved this request would yield a total sponsorship signage area for the structure that is less than what is currently available to the site. A reduction in allowable signage area is meaningful to this request because it enables this application to be processed as a Minor PUD Amendment. Specifically, the currently-approved sponsorship signage area for the property includes 6,375 square feet. With the allowable deviation of 5%, this total square footage rises to 6,694 square feet. However, through this request Becker Boards is actually proposing a reduction of allowable sponsorship signage area, to only 6,196.67 square feet. Clearly this reduction in allowable signage area satisfies the intent of the Minor PUD application.

With regard to our specific application the following revised Exhibits have been submitted for your review to replace those existing exhibits:

Exhibit 14.7-A	JSED Building "F" West Elevation Signage Location Areas
Exhibit 14.9-A	JSED Building "F" North Elevation Signage Location Areas
Exhibit 14.10-A	JSED Building "F" East Elevation Signage Location Areas
Exhibit 14.11-A	JSED Building "F" South Elevation Signage Location Areas

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,

Tiffany & Bosco, P.A.

By 

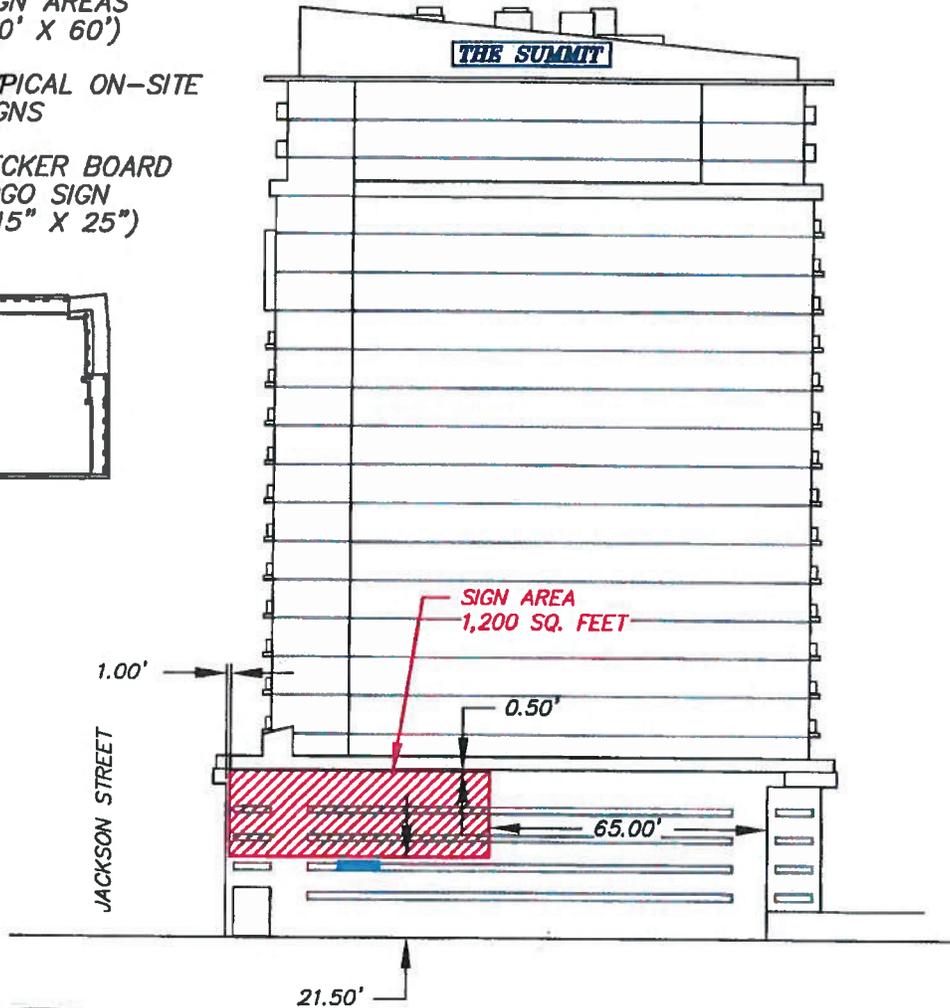
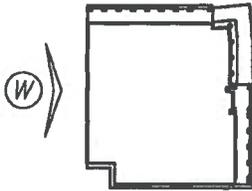
Ben Patton, AICP

cc: Erin Andres (via email)

EXHIBIT 14.7-A

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

-  SPONSORSHIP SIGN AREAS (20' X 60')
-  TYPICAL ON-SITE SIGNS
-  BECKER BOARD LOGO SIGN (115" X 25")



JACKSON STREET ENTERTAINMENT DISTRICT



David S. Klein

EXPIRES 3/31/14

SUPERIOR
SURVEYING SERVICES, INC.

21415 N. 23rd Avenue
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www.superiorsurveying.com
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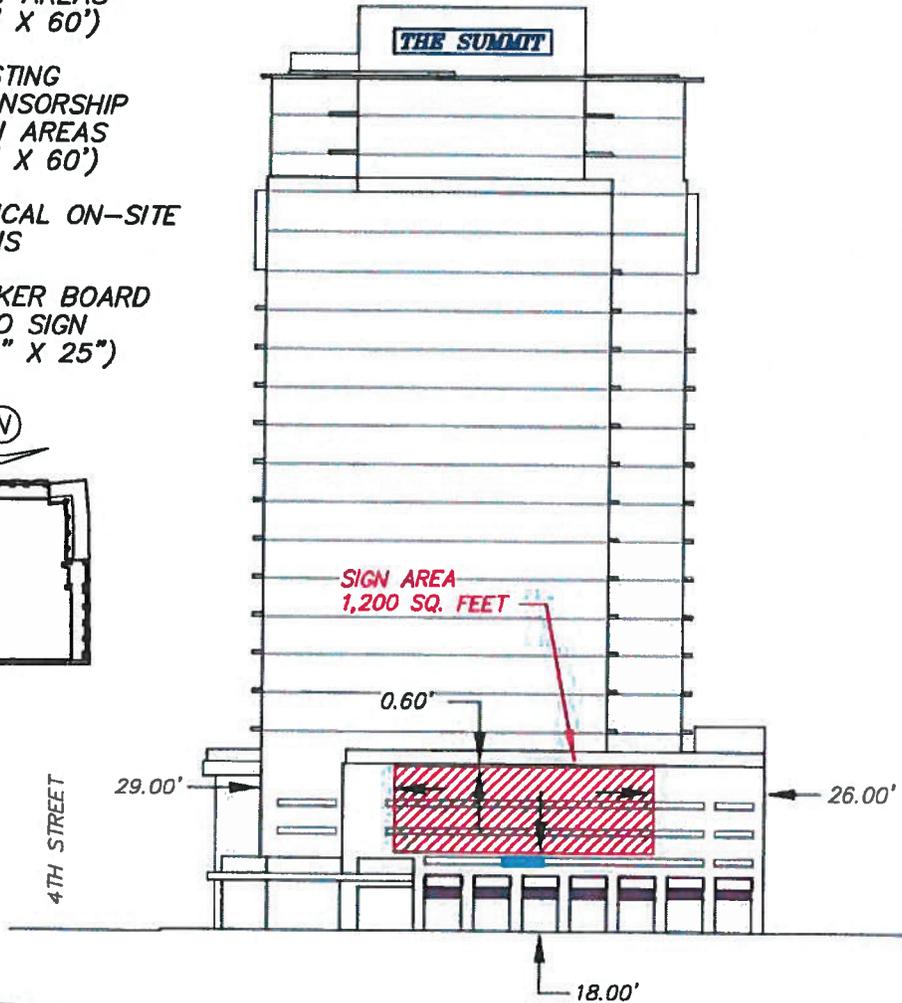
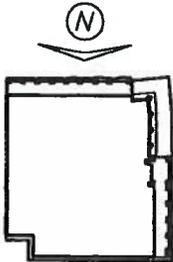
DATE: 6/7/13

JOB NO.: 120409EX

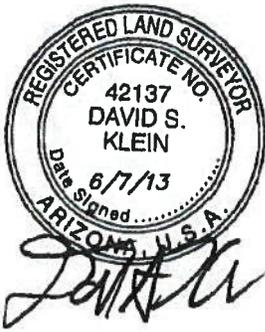
EXHIBIT 14.9-A

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

-  SPONSORSHIP SIGN AREAS (20' X 60')
-  EXISTING SPONSORSHIP SIGN AREAS (20' X 60')
-  TYPICAL ON-SITE SIGNS
-  BECKER BOARD LOGO SIGN (115" X 25")



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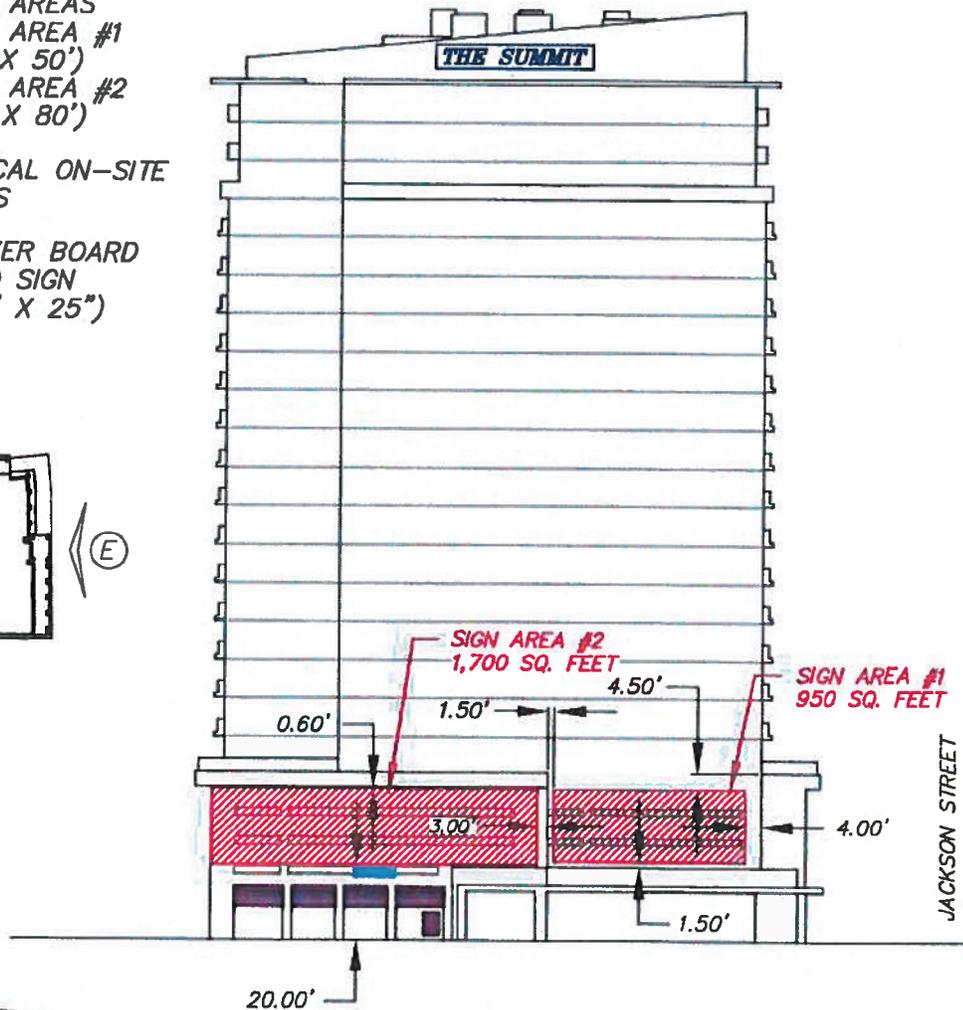
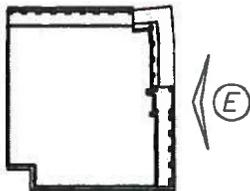
EXPIRES 3/31/14

 <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: 6/7/13

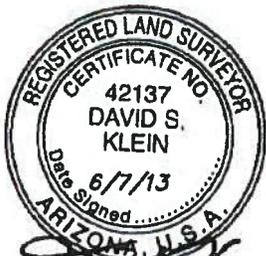
EXHIBIT 14.10-A

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

-  SPONSORSHIP SIGN AREAS
SIGN AREA #1 (19' X 50')
SIGN AREA #2 (20' X 80')
-  TYPICAL ON-SITE SIGNS
-  BECKER BOARD LOGO SIGN (115" X 25")



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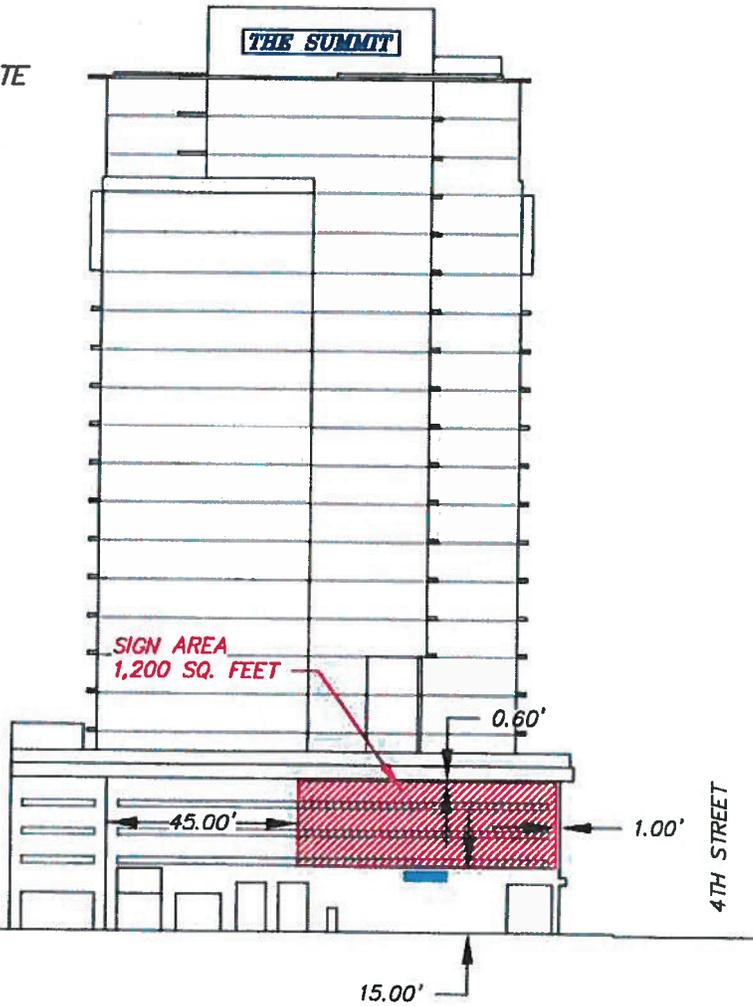
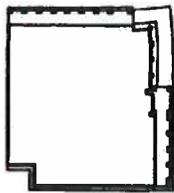
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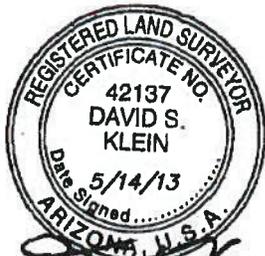
EXHIBIT 14.11-A

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

-  SPONSORSHIP SIGN AREAS (20' X 60')
-  TYPICAL ON-SITE SIGNS
-  BECKER BOARD LOGO SIGN (115" X 25")



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