



City of Phoenix
PLANNING AND DEVELOPMENT DEPARTMENT

June 11, 2015

Mr. Mike Curley
Earl, Curley & Lagarde, PC
3101 North Central Avenue, Suite 1000
Phoenix, AZ 85012

RE: Minor Amendment - Grand Canyon University PUD (Z-3-B-10-5)

Dear Mr. Curley:

This letter is in response to your request dated June 1, 2015 regarding the Grand Canyon University PUD, located within the boundaries of 35th Avenue on the west, Missouri Avenue on the north, Black Canyon Freeway on the east, and Camelback Road on the south. In your correspondence, you requested administrative approval of a minor amendment to the PUD.

Your proposal is to modify Section I: Signage in the final Grand Canyon University PUD narrative date stamped December 17, 2014 as follows: the maximum height of the new freeway pylon sign design is 68 feet 9 inches and the maximum sign area is 1,030 square feet, which includes a 816 square-foot LED screen on each side of the structure, a 10-foot diameter GCU logo (approximately 79 square feet), and a 135 square-foot set of pan channel letters on top of each LED screen. The sign structure itself will also be purple to match the school's colors and the sign faces will be configured in a 'V'-shape.

Section 671 of the City of Phoenix Zoning Ordinance defines a major amendment as:

- (a) A change in the PUD boundary.
- (b) Any change in the height, density, setback, or lot coverage development standards.
- (c) Any change in the location of a land use depicted on the land use plan in the development narrative.

- (d) Any addition to the list of uses in the development narrative.
- (e) Any change to the design guidelines that is inconsistent with the intent of the PUD as described in the development narrative.

The amendment will be deemed minor if the Planning and Development Director determines that the amendment does not meet the criteria established for major amendments. The Planning and Development Director has the authority to administratively approve the minor amendment.

I have reviewed the proposed changes and find that your proposed changes do not meet the criteria of a major amendment. I am administratively approving the amendment to the current Grand Canyon University PUD (Z-3-B-10-5) as outlined above.

If you have any questions, please contact me at 602-262-6656.

Sincerely,



Alan Stephenson
Planning and Development Director

C: File
Tricia Gomes
Xandon Keating

Attachments



City of Phoenix

PLANNING AND DEVELOPMENT DEPARTMENT

APPLICATION TO AMEND ZONING ORDINANCE

APPLICATION NO: Z-3-B-10

PERMIT TYPE: PZPD
FEE AMOUNT: \$2100.00
FEE DATE: 06/02/2015
CASE TYPE: PUD

FEE CODE: RZPUDMINA
AMOUNT WAIVED: \$0.00
RECEIPT:
FILING STAFF: 018823

amendment for signage

Please Note: This application will be reviewed within 2 days. The applicant will be notified if more information is needed and the information will have to be provided within 10 days. If information is not provided, the application will be cancelled and City of Phoenix will keep \$135 of the application fee.

PROPERTY LOCATION: Area generally bounded by 35th Avenue on the west, Missouri Avenue on the north, Black Canyon Freeway on the east, Camelback Road on the south

APPLICANT: Mike Curley - Earl, Curley & Lagarde, PC
ADDRESS: 3101 N. Central Avenue, Suite 1000 Phoenix AZ 85012
PHONE: (602) 265-0094
EMAIL: mcurley@ecllaw.com

I declare that all information submitted is true and correct to the best of my knowledge and belief. I acknowledge that any error in my application may be cause for changing its normal scheduling.

SIGNATURE: _____

DATE: _____



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/PDD>

Receipt # 15-0030885
Permit # PZPD 53
Name: Z-3-B-10

Payment Receipt

Date Paid 02-JUN-15 Print Date 02-JUN-15

Permit Address

Project ZONING
 ZONING APPLICATIONS

Fee/Payment Detail

RZPUDMINA REZ PUD MINOR AMENDMENT	\$2,100.00
CHECK 274060 REF: GRAND CANYON UNIVERSITY	\$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: SMON		Change Due:	\$0.00

EARL, CURLEY & LAGARDE, P.C.
ATTORNEYS AT LAW

Telephone (602) 265-0094
Fax (602) 265-2195
www.ecllaw.com

3101 North Central Avenue
Suite 1000
Phoenix, Arizona 85012

CITY OF PHOENIX

June 1, 2015

JUN 2 2015

**Planning & Development
Department**

SENT VIA EMAIL

Alan Stephenson
City of Phoenix
Planning and Development Dept.
200 West Washington St., 3rd Floor
Phoenix, AZ 85003-1611
alan.stephenson@phoenix.gov

RE: Freeway Signage Along I-17 Freeway for Grand Canyon
University ("GCU")

Dear Alan,

I'm writing to verify that the proposed Freeway pylon sign which Grand Canyon University ("GCU") proposes along their I-17 Freeway property frontage may be administratively approved as part of a Minor Planned Unit Development request.

Attached please find the approved PUD signage provisions which address the proposed Freeway sign. This PUD was approved by City Council in December of 2014. This conceptual rendering was a "placeholder" for the freeway sign because GCU had not gotten to the design phase for the sign when the PUD was being processed. They have since entered into a contract with the sign fabricator who has proposed the attached sign. It's my understanding that the area of the proposed double-sign face (i.e. the 17' X 48' LED portion of the proposed sign) is the same size as the PUD approved sign ("Grand Canyon University"), with the exception of the +/- 135 square-feet of additional lettering that is on top of the sign and the GCU crest that is +/- 100 square-feet in area that is on the sign pole structure. In a meeting that I had with Erin Andres last week, she indicated that the proposed LED sign was in conformance with the PUD, but that she would like to have further discussions with Staff regarding the additional lettering on top of the sign and the GCU crest to see if these could be administratively approved or whether a formal Minor PUD Amendment was necessary.

A couple points that we would like for you to consider when deciding upon this Minor PUD request are as follows. The original height permitted pursuant to the approved PUD is 75'. The proposed sign is 68'9". The location of the proposed sign is consistent with the location shown in the PUD. Lastly, one of the reasons why GCU and the crest are being offered is to distinguish this from a typical billboard which would not have these type of elements. Again, the driving intent of this billboard is to announce to the traveling public that this is the beginning of the campus and the items that will be advertised on it are exclusively campus related.

June 1, 2015
Page 2

Since the I-17 frontage is the University's ultimate front door to the campus, we feel that it's important to have this lettering on top of the sign so that readers will understand the messaging that is taking place on the sign is GCU related. The crest portion of the signage is something that GCU is placing throughout the campus in order to create a brand for the University.

GCU would like to commence work on this sign immediately as they would like the sign erected for the upcoming school year. The schedule for the fabrication and erection of the sign depends upon a response from Staff as quickly as possible.

We'd ask that you review the proposed additions to the LED sign and hopefully conclude that these can be deemed a Minor Amendment to the PUD. If you would like to discuss this matter further or if you believe that I should meet with Erin I'd be more than happy to do so. Thank you for your consideration.

Sincerely,



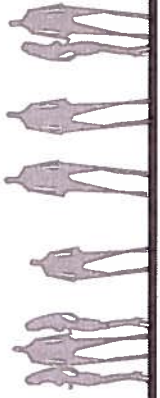
Mike Curley


Attachments: As Stated

Cc: Erin Andres (erin.andres@phoenix.gov)



17' X 48'
 TWO (2) EA. S/F LED SCREENS
 IN A "V" SHAPED WEDGE.



YESCO  **PRODUCTION READY**
 YESCO LLC
 PHOENIX DIVISION
 5728 W. CHANDLER BL. CHANDLER, AZ 85226-3335
 Phone: (480) 448-3725 / Fax: (480) 961-5223

AZ Contractor License: SIGNS #P0C250959, AVNMS #P0C760660, ELECTRICAL #P0C760956
PRODUCTION READY

CLIENT NAME / PROJECT ADDRESS
 GRAND CANYON UNIVERSITY
 3300 WEST CAMELBACK ROAD
 PHOENIX, ARIZONA

ACCOUNT MANAGER
 MATT ANDERSON

ORDER NUMBER
 6093401-PR

ORDER DATE
 08/17/14

SCALE
 AS NOTED

DATE QUOTE SENT
 08/15/14

TRACKING NUMBER
 6093401-PR

SHEET
 1 OF 7



NTS.

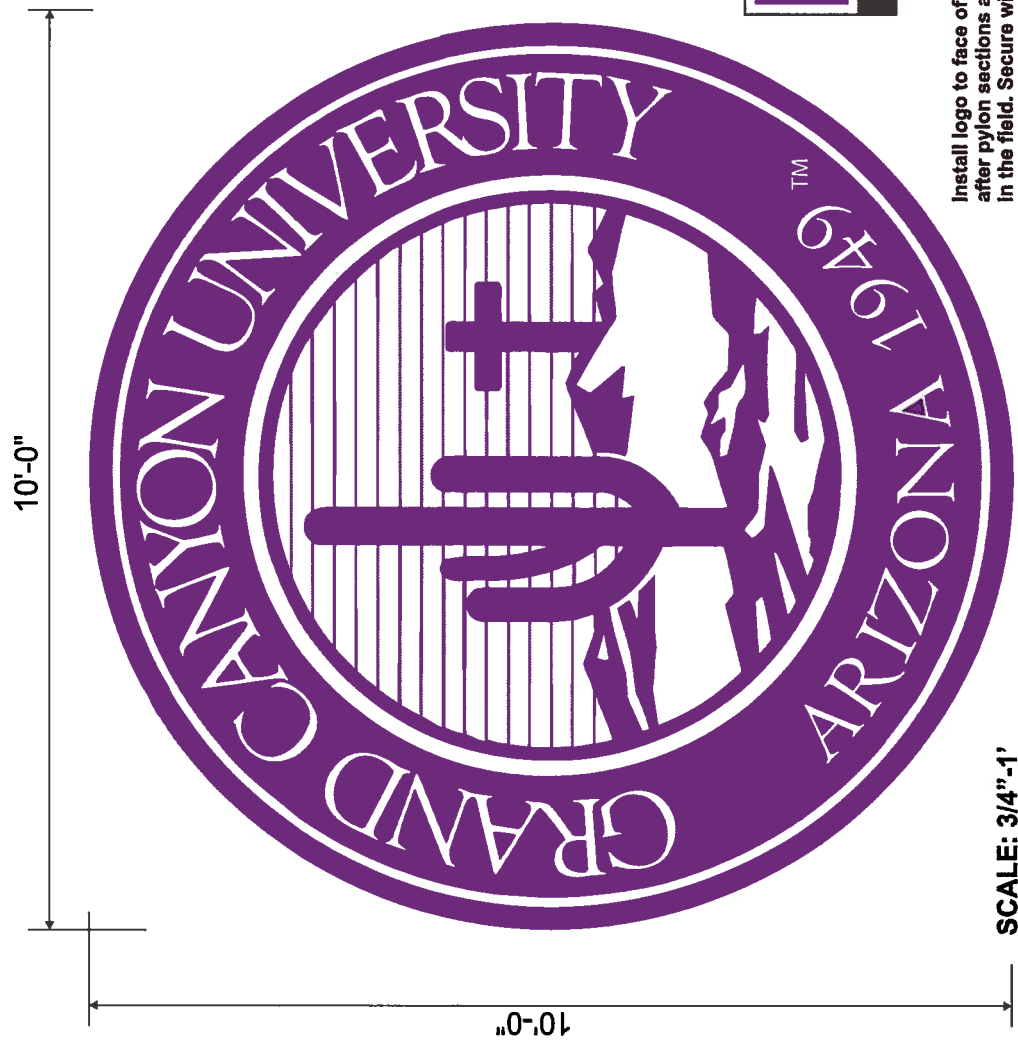
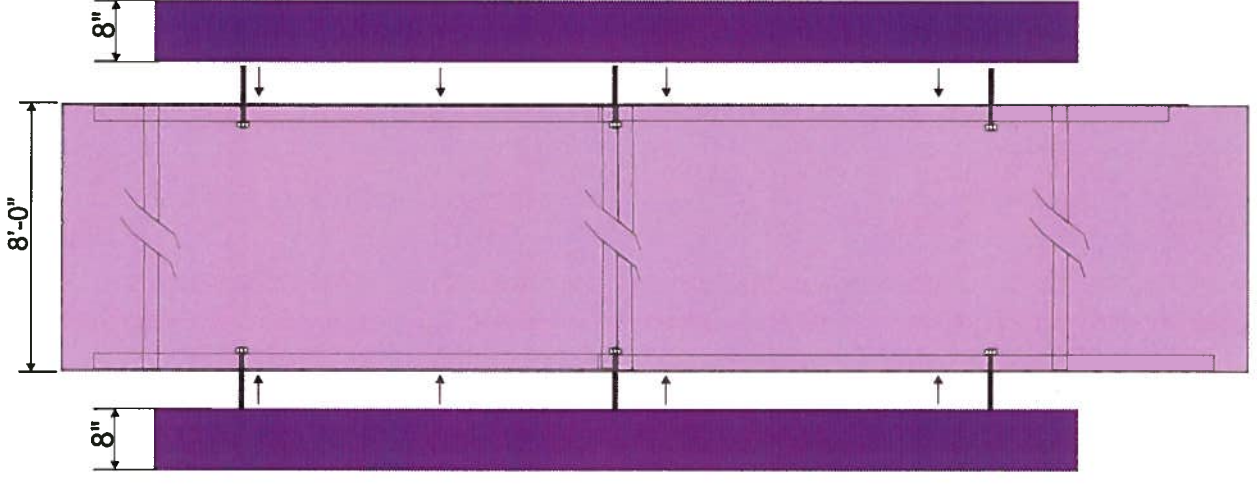
YESCO LLC PHOENIX DIVISION 6725 W CHICAGO ST CHANDLER, AZ 85226-3335 Phone: (480) 449-3726 / Fax: (480) 961-5273		PRODUCTION READY AZ Certificate License: SIGNS #002280950, AVISUALS #002280950, ELECTRICAL #002280950	
CLIENT NAME / PROJECT ADDRESS GRAND CANYON UNIVERSITY 3300 WEST CAMELBACK ROAD PHOENIX, ARIZONA			
ORDER APPROVAL MATT ANDERSON			
CONTACT PERSON JIM GRETZEN LASTING DATE 08/11/16 AS NOTED BY			
TRACKING NUMBER 6093401-PR SHEET			
2 OF 7			

YESCO
 YESCO LLC
 PHOENIX DIVISION
 6726 W. CHANDLER BL. CHANDLER, AZ 85226-3335
 Phone: (480) 449-3728 / Fax: (480) 981-5923
PRODUCTION READY
 AZ Contractor License: SHMS #00260950, ARNMS #00260950, ELECTRICAL #00260950

CLIENT NAME / PROJECT ADDRESS
 GRAND CANYON UNIVERSITY
 3300 WEST CAMELBACK ROAD
 PHOENIX, ARIZONA

DATE: 11/11/14
 DRAWN BY: D001114
 CHECKED BY: [Blank]
 SCALE: AS SHOWN
 REV: 001
 DATE: 11/11/14

DESIGNED APPROVAL: [Blank]
 TRACING NUMBER: 6093401-PR
 SHEET: 4 OF 7



Install logo to face of pylon cover after pylon sections are married in the field. Secure with 1/2" machine bolts thru pylon cover tube steel framing. All pre-fitted in shop. (4) points of attachment minimum

SCALE: 3/4" = 1'

SCOPE OF WORK:

PAN-FLEX FACE WITH DIGITAL GRAPHICS. INTERNAL ILLUMINATED WITH WHITE LEDS

YESCO
YESCO LLC
PHOENIX DIVISION
 4725 W. Chicago St. Chandler, AZ 85226-3333
 Phone: (480) 448-5720 / Fax: (480) 961-5523

Client Name / Project Address
 GRAND CANYON UNIVERSITY
 3300 W. CAMPBELL ROAD
 PHOENIX, ARIZONA

Lead Architect
 Design Consultant
 John Wolfson

Contract No.
 6093601-P4

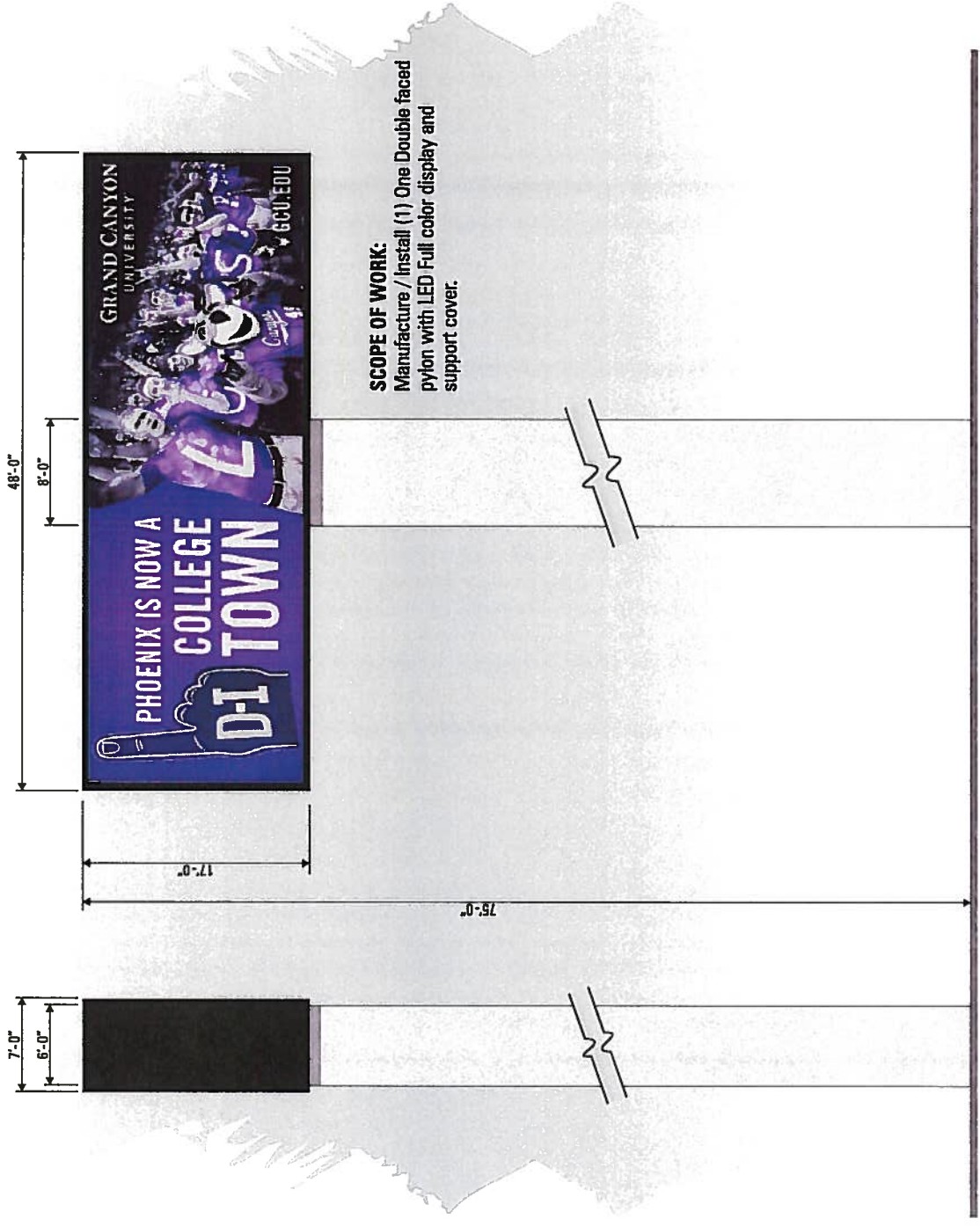
Sheet No.
 1.0

DATE: 03/20/14

REVISIONS

NO.	DATE	DESCRIPTION
1		AS NOTED
2		
3		
4		
5		
6		
7		
8		
9		
10		

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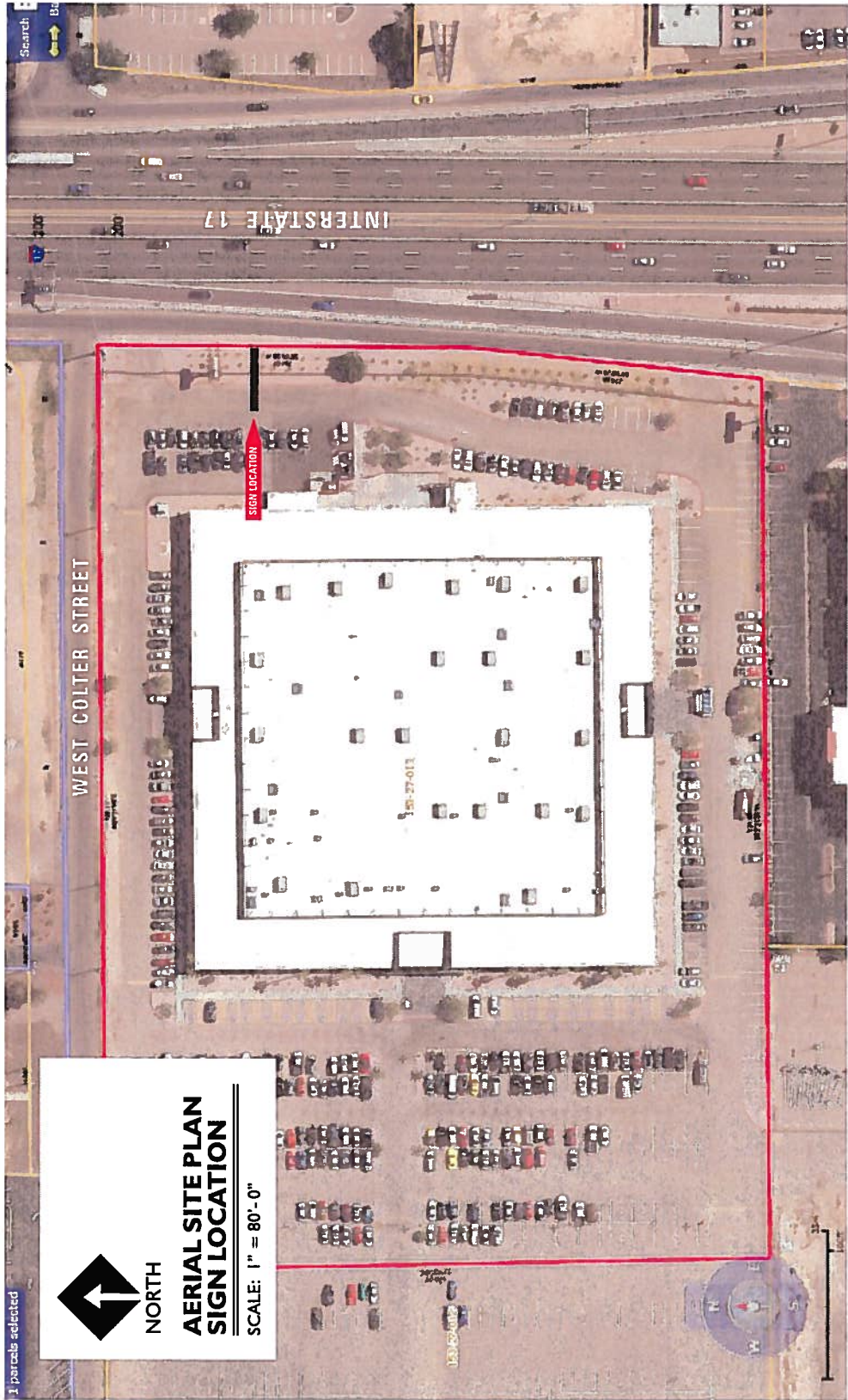
SCOPE OF WORK:
 Manufacture / Install (1) One Double faced pylon with LED Full color display and support cover.

A FULL COLOR LED DOUBLE FACED PYLON DISPLAY
 SCALE: 1/8" = 1'-0"

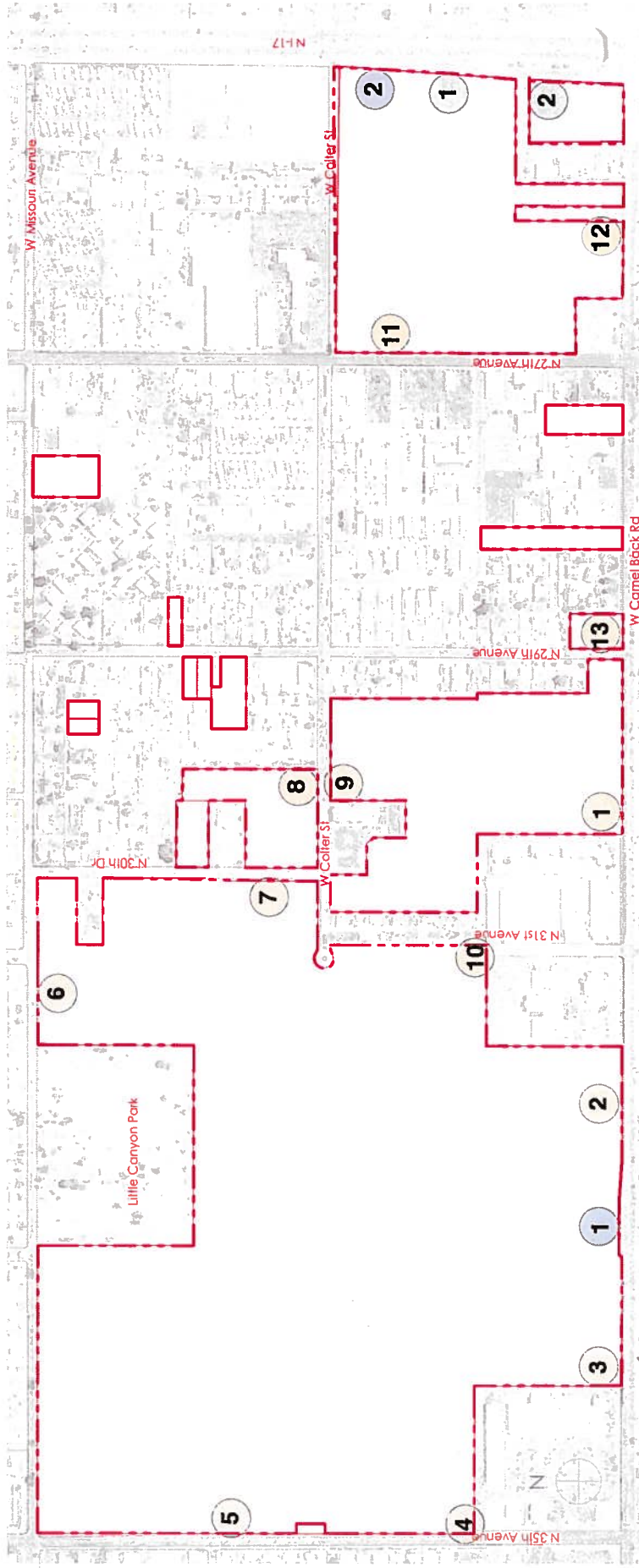
END VIEW

DELETE ALL OTHER OPTIONS. MODIFY REMAINING. INCREASE OVERALL HEIGHT TO 75 FEET.

YESCO LLC PHOENIX DIVISION 6725 W. Chicago St., Chandler, AZ 85226-3335 Phone: (480) 448-9728 / Fax: (480) 961-8923		YESCO		AZ Contractor License: SEINS #00220959, AMWINS #00220980, ELECTRICAL #00220986	
CLIENT NAME / PROJECT ADDRESS GRAND CANYON UNIVERSITY 3300 W. CAMERBACK ROAD PHOENIX, ARIZONA		ACCOUNT NUMBER 1482 ANDERSON		© YESCO LLC. This drawing was prepared to assist you in obtaining the project. The original shall remain the property of YESCO LLC. No part of this drawing may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without the prior written permission of YESCO LLC.	
DATE: 08/27/13 SCALE: AS NOTED		DRAWN BY: JEFF WILSON CHECKED BY: JEFF WILSON		TRACKING NUMBER 6093401-R4	
SHEET 6.0		TITLE SIGN LOCATION		SHEET 6.0	



Perimeter Signage Locations



- # Major monument signage
- # Minor monument signage
- # Freeway Pylon



Erin Andres

From: Matt Anderson <manderson@yesco.com>
Sent: Wednesday, June 10, 2015 2:42 PM
To: Erin Andres
Subject: Fwd: Grand Canyon University Letters

Hello Erin,

I hope your week is going well.

I have been asked to explain some of the logistics behind the proposed size of the "Grand Canyon University" letters that are on the top of the sign.

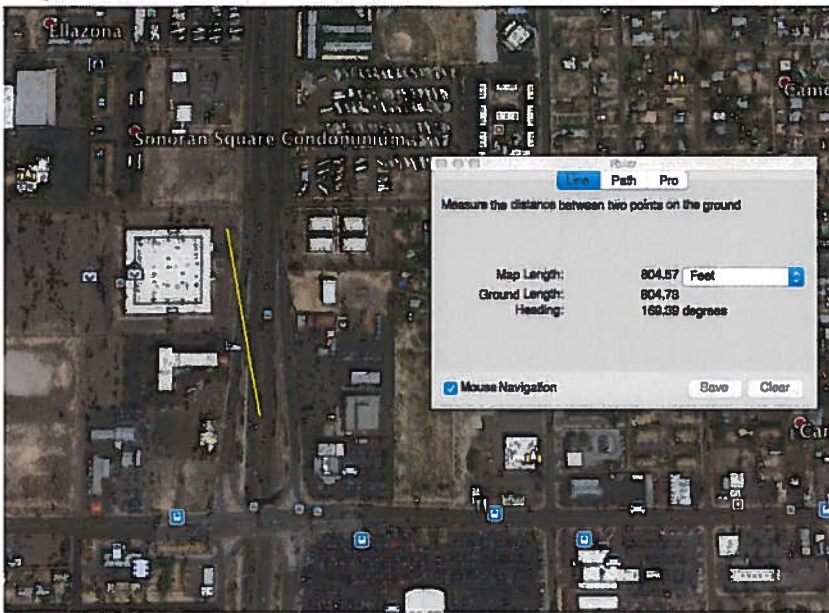
The letter height that is shown was chosen based on the fact that it accomplished readability from the intended distance while also not adding a superfluous amount of square footage to the proposed project.

In our experience we have used two main metrics to determine readability from distance.

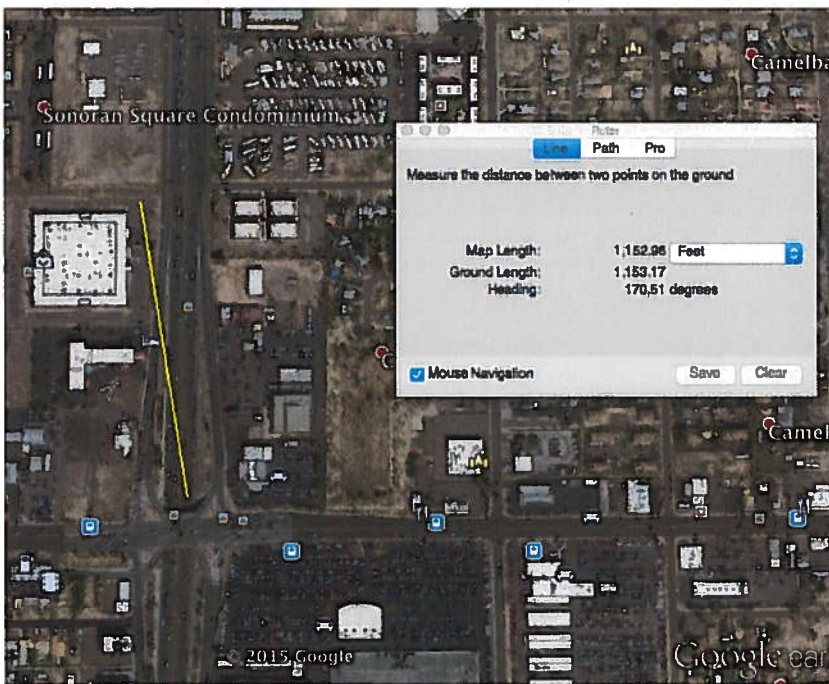
The original metric used to determine readability from distance was 50 feet for every one upright inch of letter height. Studies came out later that when you add other variables such as motion, vertical distance from the intended target, background color, and air conditions these variables could bring that ratio down as close as 25 feet to every one upright inch.

In the case of Grand Canyon University, we had to take into effect the fact that cars are traveling at a rate of 65 miles per hour through that corridor and have to look up from the recessed interstate to view letters that are approximately 65 feet up from street level. With that in mind we established a target closer to 35 feet for every inch for this project.

The goal from the client was to at a bare minimum be readable as soon as a north bound vehicle passed underneath the Camelback Rd. underpass, which is roughly 1,200 feet from the location of the sign. Please take a look at the map below which shows the approximate distance of 805 feet which was derived from the 1 to 35 feet ratio determined above. The letters on the proposed drawings are predominately 23" tall, so we used (23" x 35' = 805').



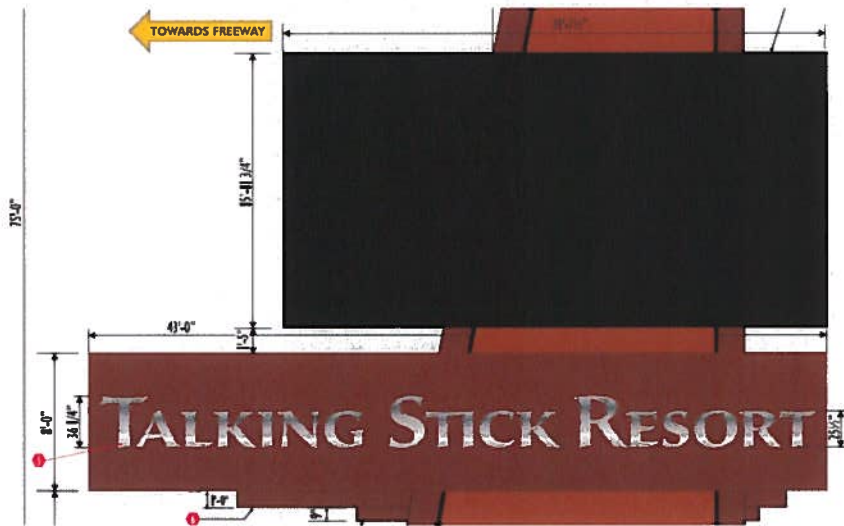
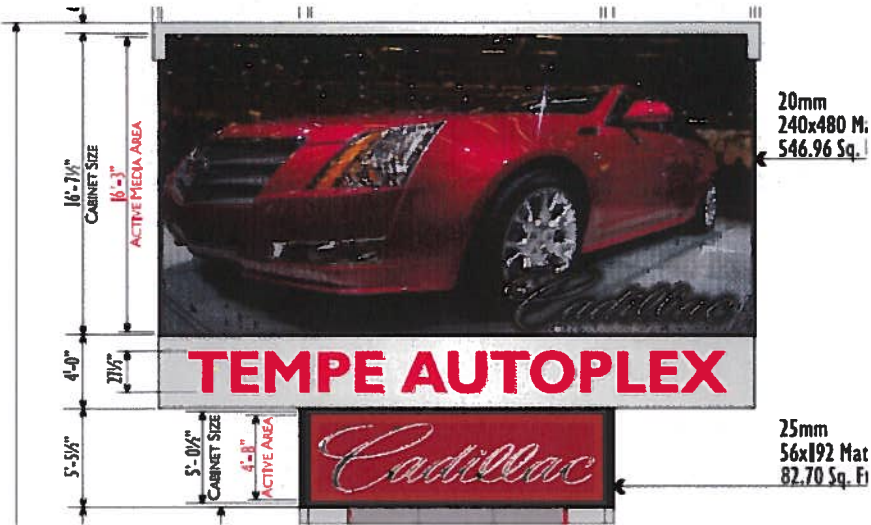
Using this logic the letter height as is is in fact smaller than our recommendation. In the event that the full 50 feet to every one upright inch is used it still doesn't quite accomplish the goal either, shown below (23" x 50' = 1,150 feet).

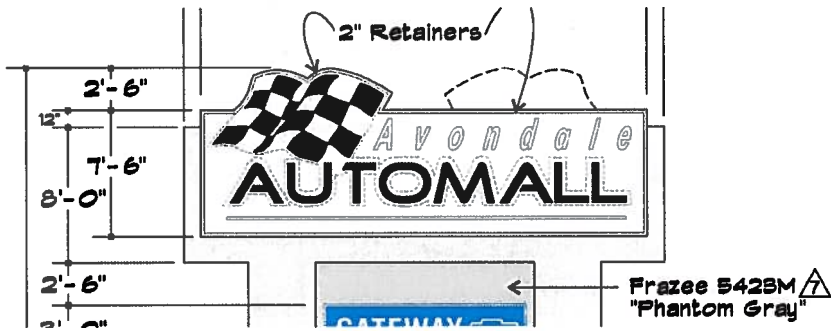
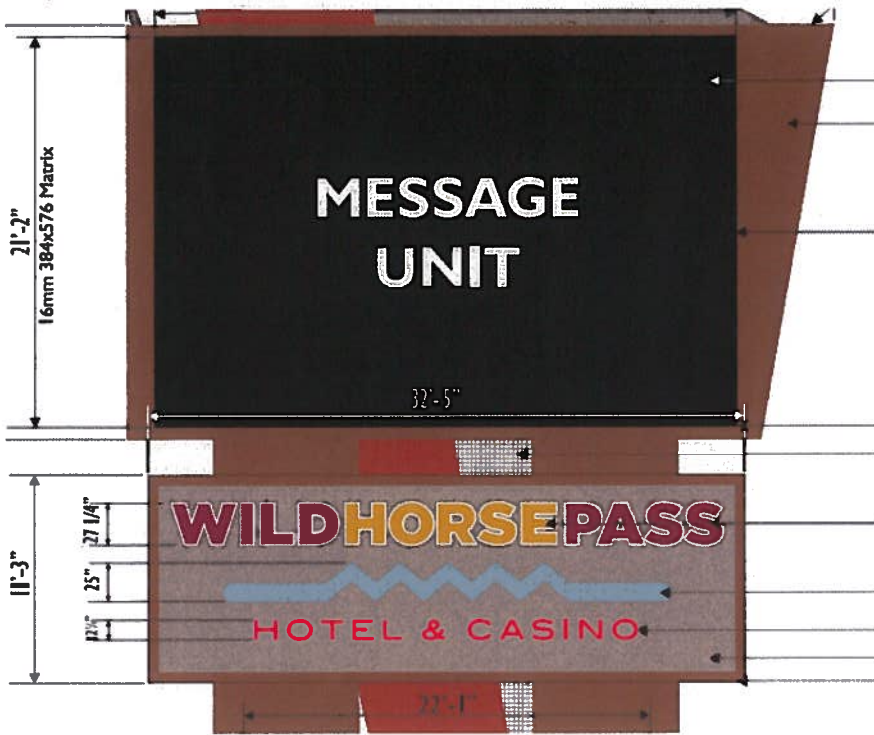


Our opinion is that sign of this nature should have clear readability from much further away than the overpass. However, when you consider the aesthetics, cost, complications to engineering and overall increase in square footage GCU would be asking for to have bigger letters I think it is safe to say they have found what could be considered a "sweet spot."

I have included some snip its below of production files for other pylon signs we have installed in the valley so you have some perspective on letter size compared to the size that GCU is proposing. Obviously each has it's own set of variables etc.. but this should give you the overall impression that what GCU is proposing is right in the same neighborhood.

Please give me a call if you have any questions or would like to discuss this further.





Matt Anderson

YESCO

Account Executive
6725 W. Chicago St.
Chandler AZ, 85226
[480-403-7704](tel:480-403-7704) (Direct)