



07/24/2007

Peter Blied
Red Mountain Retail Group
1234 E 17th St
Santa Ana, CA 92701

RE: 41-DR-2007
The 4020 Building

Dear Mr. Blied:

The Planning and Development Services Department has completed the review of the above referenced submittal dated 05/23/07. The following **1st Review Comments** represent the review performed on the project by our team, and are intended to provide you with guidance for compliance with city codes, policies, and guidelines related to this application type.

Ordinance Related Issues

The following ordinance related issues have been identified in this first review of the project and will need to be addressed in a re-submittal prior to scheduling a hearing.

Zoning:

1. The proposed "Primary Signs" shown in the application do not meet Zoning Ordinance Requirements. Signs are not permitted to be placed on top of a shade canopy or to be located any higher than the front fascia of the canopy if mounted on the fascia on the front of the canopy. Revise the master sign plan to reflect this requirement.

Please resubmit the revised master sign plan and a written summary response addressing the comments/corrections identified above as soon as possible for further review (**Please see Attachment A, Resubmittal Checklist, for a consolidated list of information to be resubmitted**). The City will then review the revisions to determine if it is ready to be scheduled for a hearing date.

In an effort to get this development request to a Development Review Board City hearing staff has identified the following potential schedules (read schedule left to right):

Track	Response/resubmittal by applicant (complete set of revisions)	City to provide status update	Potential DRB Hearing Date
07-20	No later than 08/03/2007	08/24/2007	11/01/2007
07-21	No later than 08/17/2007	09/07/2007	11/15/2007
07-22	No later than 08/31/2007	09/21/2007	12/06/2007

PLEASE CALL 480-312-7000 TO SCHEDULE A RESUBMITTAL MEETING WITH ME PRIOR TO YOUR PLANNED RESUBMITTAL DATE. DO NOT DROP OFF ANY RESUBMITTAL MATERIAL WITHOUT A SCHEDULED MEETING OR THE ABOVE MEETING SCHEDULE MAY BE AFFECTED. THIS WILL HELP MAKE SURE I'M AVAILABLE TO REVIEW YOUR RESUBMITTAL AND PREVENT ANY UNNECESSARY DELAYS.

This schedule is based on the original submittal track and relies on a timely, complete and accurate response/resubmittal to the items addressed in this letter. Please be advised that the **1st Review Comments** are valid for a period of 45 days from the date on this letter. While the case will remain active, failure to resubmit within the 45 days will require the project to begin a new "First Review" track to refresh the review. Failure to resubmit within 190 days may cause the project to be considered inactive.

If you have any questions, or need further assistance please contact me at 480-312-7713 or at bcarr@ScottsdaleAZ.gov.

Sincerely,



Brad Carr
Planner

cc: Peter Blied
Red Mountain Retail Group
1234 E 17th St
Santa Ana, CA 92701