

**From:** Howard Myers [howard.myers@icxt.com]  
**Sent:** Tuesday, December 18, 2007 3:29 PM  
**To:** Fuller, Bonnie  
**Subject:** Re: Scottsdale Ridge Sign (75-DR-2007)  
Bonnie,

Thanks for the reply. The fact that it is outside ESL kicks it into a different category so that explains why they are allowed to have the height they have. That is probably good enough so I appreciate you looking into it.

Thanks

Howard

Fuller, Bonnie wrote:

Howard: First, I wanted to let you know that Joe Collins ([jcollins@scottsdaleaz.gov](mailto:jcollins@scottsdaleaz.gov)) has been assigned as the project coordinator/planner for case 75-DR-2007, Scottsdale Ridge.

Secondly, after doing some research and talking with several people, I gathered the following information:

- 1) The Scenic Corridor is on Scottsdale Road; however, Scottsdale Ridge does not have and ESL (Environmentally Sensitive Lands) overlay.
- 2) Because it is not in an ESL area, the project retains the zoning criteria that was in effect when it was rezoned, including sign height and width.
- 3) The Scottsdale Ridge zoning case was 45-ZN-1989; I still need to do further research to find out the approval date.
- 4) The Scenic Corridor setback criteria in the 1989 zoning was 60 ft from the Right-of-Way, with a 20% allowable encroachment; 48 feet from the R.O.W. fits that criteria.
- 5) The Scottsdale Ridge Sign Criteria, including the sign type and dimensions (height & width) was approved in December 2005.

Regards,  
Bonnie

**From:** Fuller, Bonnie  
**Sent:** Monday, December 17, 2007 3:08 PM  
**To:** 'howard.myers@icxt.com'  
**Subject:** RE: E-mail link

Howard: I'll review the TA and sign specifications and other info, and will try to get back to you by tomorrow afternoon with at least a tentative answer.

Regards,  
Bonnie

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**From:** Howard Myers [<mailto:howard.myers@icxt.com>]  
**Sent:** Monday, December 17, 2007 2:58 PM  
**To:** Fuller, Bonnie  
**Subject:** Re: E-mail link

Bonnie,

Thanks for the reply. The question on this case was the size of the sign vs. what is allowed in a scenic corridor. Assuming it is on Scottsdale Road, which is a scenic corridor, it seems much larger than what is allowed in a scenic corridor. I know they can encroach into the scenic corridor some small percentage with a larger sign, but I also thought scenic setbacks on commercial development are supposed to be 100 feet, not 60 feet. Even with all that, this is an extremely large sign when everyone else is trying to be reasonable. Can the Development Review board control that or do they have to pass it? We recently passed a TA that allows a smaller sign close to the road (more visible) to prevent this sort of thing.

Thanks

Howard

Fuller, Bonnie wrote:

RE: Scottsdale Ridge Monument Sign Relocation, Case 75-DR-2007

Joanie is now working in a different area; this project will be reassigned to another planner soon. You may email me at [bfuller@scottsdaleaz.gov](mailto:bfuller@scottsdaleaz.gov), and I will be happy to assist you.

Regards,  
Bonnie Fuller  
Planning Specialist  
480-312-4162  
[bfuller@scottsdaleaz.gov](mailto:bfuller@scottsdaleaz.gov)

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**From:** Howard Myers [<mailto:howard.myers@icxt.com>]  
**Sent:** Friday, December 14, 2007 7:52 AM  
**To:** Fuller, Bonnie  
**Subject:** E-mail link

The link to [jliebelt@scottsdaleaz.gov](mailto:jliebelt@scottsdaleaz.gov) for case file 75-DR-2007 did not work. If the staff contact has changed who is responsible for this project. If not what is the right address?

Thanks

Howard Myers

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August 13, 2007

Douglas A. Jordan  
Jordan Bischoff & Hiser, PLC  
7272 E. Indian School Rd., Suite 360  
Scottsdale, AZ 85251

Re: Authorization Letter

Dear Mr. Jordan:

The purpose of this letter is to authorize you and your firm to act as our representative with respect to all matters necessary to request approval from the City of Scottsdale to allow a monument sign to be located within the scenic corridor located on our property at Scottsdale Ridge in Scottsdale, Arizona. Our property is more particularly described as:

Parcel 1, of A Property Division of Lot 4 Scottsdale Ridge, Scottsdale, Arizona, according to the plat of record in the office of the County Recorder of Maricopa County, Arizona, recorded in Book 791 of Maps, page 21.

Sincerely,

SCOTTSDALE RIDGE PROPERTY  
RETAIL, LLC, an Arizona limited  
liability company

By: \_\_\_\_\_

David Christenholz

Its: Manager

75-DR-2007  
1ST: 11/06/07