



# Project Application

Schedule a meeting with your project coordinator before submitting your application.

Date: 10/10/2007

Project No.: 742 - PA - 2007

Coordinator: JON HADDER / ANDREW CHI

Case No.: 75 DR 2007

- Case Type:**
- General Plan Amendment
  - Use Permit
  - Land Division
  - Text Amendment
  - Rezoning
  - Development Review
  - Variance
  - Other: \_\_\_\_\_
  - Preliminary Plat
  - ~~Master~~ Sign Program
  - Abandonment

**Project Name:** Scottsdale Ridge - Parcel 1 Associated Case(s): \_\_\_\_\_

**Project Address:** 21811 N. Scottsdale Road (NEC Scottsdale & Deer Valley)

**Current Zoning District:** C-2 **Parcel Number(s):** 212-02-970A **Quarter Section:** 43-45

**Request:** To allow multi-tenant monument sign in scenic corridor.

The property owner shall designate an agent as the coordinator for the project. This person (the applicant) shall attend pre-application conferences and public hearings, will receive the agenda, recommendations, and case reports, and will communicate all case information to other parties as required.

**All contact for this project will be made through the applicant listed below.**

**Owner Contact:** Ron Neagle  
 Company: Scottsdale Ridge Property Retail, LLC  
 Phone: 602-263-5706 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: 3800 N. Central Ave., Suite 750  
Phoenix, AZ 85012

**Developer Contact:** Brent VanDeman  
 Company: Bootz & Duke Sign Company  
 Phone: 602-272-9356 Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: 4028 W. Whitton Ave, Phx 85019

**Architect Contact:** \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

**Engineer Contact:** \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 E-mail: \_\_\_\_\_  
 Address: \_\_\_\_\_

**Applicant Contact:** Douglas Jordan  
 E-mail: djorden@jordenbischoff.com  
 Address: 7272 E. Indian School, Suite 360  
Scottsdale, AZ 85251

Company: Jorden Bischoff & Hiser, PLC  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
480-505-3909 480-505-3901

\_\_\_\_\_  
 Owner Signature Date

Douglas Jordan  
Douglas Jordan  
 Applicant Signature Date 10-30-07

**OFFICIAL USE ONLY**  
 Coordinator Signature: [Signature] E-mail: chadder@ScottsdaleAZ.gov Phone: 480-312-2352

This application needs a:  New Project Number or  Old Project Number: \_\_\_\_\_ Date: \_\_\_\_\_

**Planning and Development Services Department**  
 7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-212-7000 • Fax: 480-312-7088

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

**SCOTTSDALE RIDGE PROPERTY RETAIL, LLC  
PARCEL 1 OF SCOTTSDALE RIDGE  
NEC SCOTTSDALE AND DEER VALLEY ROADS**

**MULTI-TENANT MONUMENT SIGN  
DEVELOPMENT REVIEW BOARD APPLICATION NO. 75-DR-2007**

**NARRATIVE**

Scottsdale Ridge Property Retail, LLC is requesting approval from the City of Scottsdale Development Review Board to allow a multi-tenant monument sign to be placed within the eastern 12 feet of the 60-foot scenic corridor located adjacent to Scottsdale Road, north of the northeast corner of Scottsdale and Deer Valley Roads.

**Basis for Request**

This request is being made in accordance with Section 8.411 of the City's Sign Requirements which provides that a permanent sign may be placed within a scenic corridor upon approval of the Development Review Board. The Board's approval of this request will allow the multi-tenant monument sign to be visible to the traffic along Scottsdale and Deer Valley Roads.

**History**

In December 2005, City approved the master sign program for the Scottsdale Ridge retail and office center. Attached are pages from the approved Scottsdale Ridge master sign program that set forth the design, color scheme, size, and location of the signs at the center, including the multi-tenant monument sign for the retail building owned by Scottsdale Ridge Property Retail, LLC (Sign Type 2B) (Exhibit 1). On April 5, 2007, a building permit for the multi-tenant monument sign (Permit No. 137647) was issued by the City (Exhibit 2). At the time the multi-tenant monument was constructed and prepared to be erected in the approved location, it became apparent that the sign would not be readily visible to vehicular traffic at the approved location. Photos of the current approved sign location are attached (Exhibit 3).

**Sign Detail**

In accordance with the approved 2005 Scottsdale Ridge master sign program and as shown on the attached Sign Detail (Exhibit 4), the multi-tenant monument sign is 12 feet tall and 10-feet 6-inches wide. The sign has been designed to be internally illuminated and the sign face is multifaced with three tenant panels on each side. As suggested by City Planning Department staff, the base of the sign has been slightly redesigned from the originally design in the 2005 master sign program to (1) remove the decorative planters to incorporate the native vegetation within the scenic corridor, and (2) taper the columns to blend with the architecture design of the Scottsdale Ridge buildings. Although it is anticipated that there is sufficient space within the proposed new location for the sign placement without having to remove native vegetation, any native plants that are disturbed or removed with the installation of the sign will be replaced with like size and kind of plant materials.

75-DR-2007  
2nd: 4/17/2008

### **Proposed Sign Relocation**

The proposed new location being requested for the multi-tenant monument sign is depicted on the attached aerial and three site photos (Exhibit 5). As shown on the aerial, the sign will be located at the south end of Scottsdale Ridge Property Retail's building. This location will avoid obstruction of the retail building tenant views to the west and has ample space for the 10-foot 6-inch wide sign to be placed within the eastern 12 feet of the 60-foot scenic corridor. In addition, locating the sign in this location will not obstruct the drainage area or the City's meandering multi-purpose trail within the scenic corridor. Included with this submittal is a conceptual cross-section drawing and two driving photo simulations that clearly illustrate the height comparison of the 12-foot tall sign to the 21-foot tall retail building and the approximately 34-foot tall two-story office building directly to the south. The proposed sign relocation will provide a more adequate visible location for the multi-tenant monument sign without obstructing the existing scenic corridor or building views.



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Date: 10/10/2007 Project No: 7472-PA-2007  
 Coordinator: DON HADDER/ANDREW CH Case No: \_\_\_\_\_

**Case Type:**  General Plan Amendment  Rezoning  Preliminary Plat  
 Use Permit  Development Review  Master Sign Program  
 Land Division  Variance  Abandonment  
 Text Amendment  Other: \_\_\_\_\_

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|   |   |
|---|---|
| <b>Owner Contact:</b> <u>Ron Neagle</u>                                     | <b>Developer Contact:</b> <u>Brent VanDeman</u> |
| Company: <u>Scottsdale Ridge Property Retail, LLC</u>                       | Company: <u>Bootz &amp; Duke Sign Company</u>   |
| Phone: <u>602-263-5706</u> Fax: _____                                       | Phone: <u>602-272-9356</u> Fax: _____           |
| E-mail: _____   | E-mail: _____                                   |
| Address: <u>3800 N. Central Ave., Suite 750</u><br><u>Phoenix, AZ 85012</u> | Address: <u>4023 E. Whitton Ave, Phx 85019</u>  |

|                                 |                                |
|---------------------------------|--------------------------------|
| <b>Architect Contact:</b> _____ | <b>Engineer Contact:</b> _____ |
| Company: _____                  | Company: _____                 |
| Phone: _____ Fax: _____         | Phone: _____ Fax: _____        |
| E-mail: _____                   | E-mail: _____                  |
| Address: _____                  | Address: _____                 |

|   |   |
|---|---|
| <b>Applicant Contact:</b> <u>Douglas Jordan</u>                                 | Company: <u>Jordan Bischoff &amp; Hiser, PLC</u>    |
| E-mail: <u>djordan@jordanbischoff.com</u>                                       | Phone: <u>480-505-3909</u> Fax: <u>480-585-3901</u> |
| Address: <u>7272 F. Indian School, Suite 360</u><br><u>Scottsdale, AZ 85251</u> |   |

Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Applicant Signature: [Signature] Date: 10-30-07

**OFFICIAL USE ONLY**

Coordinator Signature: [Signature] E-mail: hadder@ScottsdaleAZ.gov Phone: 480-312-2352

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