



RED MOUNTAIN
Retail Group

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December 18, 2008

Planning & Development Services

City of Scottsdale
7447 E. Indian School Road
Scottsdale, AZ 85251

RE: 4020 Building - Sign Program

To Whom it may concern,

This letter shall serve as our formal approval to amend the existing sign program at the abovementioned building. Further, this shall also authorize Arizona Commercial Signs to apply for and have issued permits for signs on both the Ice Tango and Daily Dose, located within the 4020 Building.

If you have any questions or concerns, please do not hesitate to contact me at the number listed above.

With much respect,
RED MOUNTAIN RETAIL GROUP, INC
c/o
Scottsdale Lofts, LLC

Eric A. Nelson
Vice President
Entitlements

EAN/en

CC Ken Scott
Kelly Coburn
File



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4018 E. Winslow • Phoenix, AZ 85040 • 480-921-9900 • Fax: 602-437-8073

December 29, 2008

Re: The Loft 4020 Master Sign Program Amendment
4020 N. Scottsdale Rd.
Tennant Main I.D. Signage

Project Narrative for Amendment to MSP

To Whomever it May Concern:

The reason for this amendment is to change the Tennant Main I.D. Sign Construction.

We are asking that the construction be as followed:

To only change the main tenant ID sign construction from individual letters to Aluminum panel sign routed copy; copy to be 1/2" push thru clear acrylic with vinyl overlay; mount to existing beam thru top of panel; sign to be mounted on 2nd beam from front of awning; LED internal illumination.

The primary sign change is requested because the original sign design is considered unsafe to install as the awning is not of construction to hold the letters properly and could present danger to street traffic and pedestrians. Also the lighting source from original design would not be useable to light the sign unless awning was modified.

Should you have any question or need any further information please do not hesitate to contact me.

Thank you for your time with this request,

Sincerely,
Tanya Lane

Arizona Commercial Signs
480-921-9900
480-663-2085 Direct