



Licensed • Bonded • Insured
#92792

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

March 4, 2009

City of Scottsdale
Planning & Development Services Department
7447 E. Indian School Rd. Suite # 105
Scottsdale, Arizona 85251

Re: Agua Caliente
6990 E. Shea Blvd.
Scottsdale, Arizona 85254

Project Narrative for Amendment to MSP

To Whomever it May Concern:

The reason for the request to amend the current criteria for Agua Caliente is to make the signs more visible to the public and increase the traffic with in the business center.

We are asking that the following construction be as followed:

Illumination changing from 12 mil white neon to White LED or 6500 white Neon.
Max Letter Height for 1 Line of Copy:
In Line Tenants 24" and Major Tenants (Suite # 's 101,104 & 126) 30"
Max Letter Height for 2 Lines of Copy:
In Line Tenants 30" and Major Tenant 48"
Letters to be Black reverse pan channel
Logo allowed at corporate colors can be halo lit face lit from the front or back.

Please see the attached revised Master Sign Packet, this is for your review and may have a better description of the changes we are requesting to be made.

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