



STAFF APPROVAL NO. 1-MS-2010

PROJECT NAME: Via Linda Plaza Master Sign Program Amendment
LOCATION: 10810 E Via Linda
PARCEL: 217-27-044E QUARTER SECTION 29-54
COMPANY NAME: Via Linda 108 LLC
APPLICANT'S NAME: Lisa Henry
ADDRESS: 1129 S Oakland Dr Ste 101 Mesa, AZ 85206
PHONE: 480-353-2916 FAX: _____

REQUEST: To approve a master sign program amendment for Via Linda Plaza, updating the signage design standards for all tenants.

STAFF APPROVAL NOTIFICATION

This letter is notification that your REQUEST is approved conceptually by Planning and Development Services Staff. Plans shall be submitted for permits as required by the One-Stop Shop.

This approval expires one (1) year from date of approval if a permit is required but has not been issued.

Stipulations are in order to protect the public health, safety, welfare; and the City of Scottsdale.

X STIPULATIONS:

1. All tenants within Via Linda Plaza shall adhere to this master sign program submitted by Via Linda 108, LLC, and approved by City Staff on January 11, 2010.
2. Any modifications to this master sign program shall require Development Review Board or staff approval.
3. All tenant signage shall require separate submittals, reviews and permits.

RELATED CASES: 69-SD-1986#2

SIGNATURE: *Andrew Chi*
Andrew Chi
Associate Planner

Date Approved: January 11, 2010

STAFF: Please distribute to the list below and return this letter, along with approved plans, to the Coordination Specialists.

CC: Project File
Applicant & Landlord

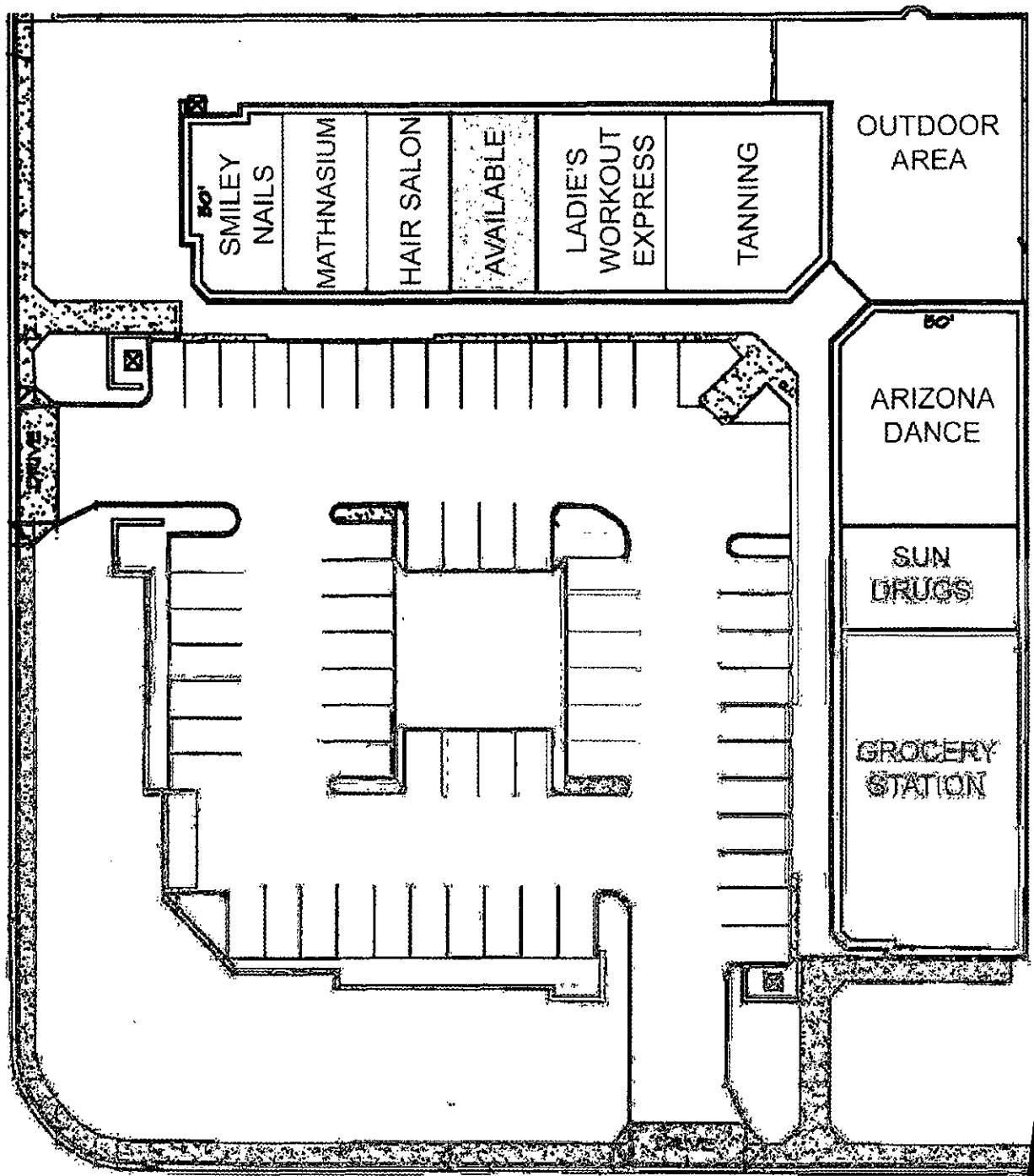
SPACE AVAILABLE

VIA LINDA PLAZA
NEC 108TH STREET & VIA LINDA
SCOTTSDALE, ARIZONA

ARIZONA GOLD PROPERTIES
RETAIL SHOPPING CENTERS

SITE PLAN (NOT DRAWN TO SCALE)

108TH STREET



VIA LINDA

RI-7 PCD
ZONING

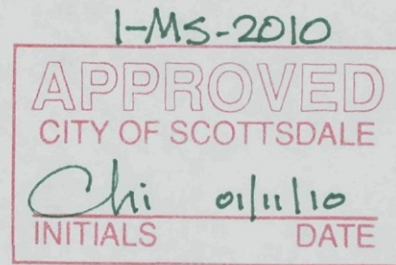
For further information please call

Rob Friend: 480-353-2

EXHIBIT "C"

Sign Criteria

Via Linda Plaza
10810 East Via Linda
Scottsdale, Arizona 85259



The intent of the Owner is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Center. The total concept should give an impression of quality, professionalism and instill a good business image.

The following specifications are to be used for design of your sign; however, in all cases **final written approval by LANDLORD is required** prior to manufacturing and installation of all signs.

PROCEDURE: Sign drawing proposal will be submitted for Landlord prior written approval.

NOTICE:

WRITTEN APPROVAL AND CONFORMANCE WITH THIS SPECIFICATION DOES NOT IMPLY CONFORMANCE WITH LOCAL CITY AND OTHER APPLICABLE SIGN CODES. YOUR SIGN MUST BE PERMITTED, MUST COMPLY WITH THE CITY OF SCOTTSDALE SIGN and ELECTRICAL CODE REQUIREMENTS. RECEIPT OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ALL SIGNS. **A FINAL INSPECTION BY THE CITY OF SCOTTSDALE IS REQUIRED**

1. **Type of Sign:** Individual, pan channel, interior illuminated, aluminum letters. Letters are to be mounted to new fascia/wireway provided for new letters.
2. **Size of Sign:**
 - A. Depth: 5"
 - B. Length: The overall length of spread of letters shall not exceed 80% of leased front footage AS specified by lease.
 - C. Height: The maximum total height shall be 18"
3. **Style of Sign:**
 - A. Any style (block or script) may be used. Upper and lower case may also be used.
 - B. Logo color and design to be at Owner discretion and must be pre-approved by Owner; logo would be limited

to 25% of total area and any printed logo must have a laminate applied to prolong fading. Logo would need to be removable print or 3M translucent 9 year vinyl (High Performance, Intermediate or Promotional vinyl shall not be permitted)

4. **Color of Sign:**

- A. Face: 3/16" Plexiglas is to be one or a combination of the following: RED #2793; GREEN #2108; YELLOW #2016; #7328 WHITE (3M translucent 9 year vinyl may be applied)
- B. Return: 5" painted MATHEWS 41-313 BRONZE
- C. Trim Cap: 3/4" GOLD or SHINY BRONZE

5. **Construction of Letters**

- A. Individual channel letters will have 3/16" Plexiglas faces
- B. Returns .040" and Backs .063" minimum aluminum
- C. No armoply or wood shall be used in the manufactured returns or backs

6. **Placement of Letters**

Letters to be centered on fascia area of storefront left to right and centered vertically top to bottom. A 9" space must be maintained on each end.

7. **Lighting**

- A. All signs shall be illuminated with internal neon lighting or LED illumination; 13mm RED neon for red faces and 13mm 3500 WHITE neon for all other plex colors
- B. All electrical will be U.L. or Equivalent approved.
- C. The complete sign shall be illuminated
- D. Electrical power shall be brought to required location at Tenant expense. Routing and location of other required items shall not be visible on front fascia.
- E. Transformer or power supply shall be concealed in the fascia provided.
- F. Final electrical connection of sign to transformer

8. **Detail Drawing:** Drawing shall indicate the following specifications:

- A. Three (3) copies of a complete and detailed drawing by sign company shall be submitted to Landlord for final review and approval.
- B. Elevation of building fascia and sign shall be drawn to scale.

- C. Drawing shall indicate the following specifications: (1) Type and thickness of Plexiglas (2) Type of material used for backs and returns (3) Finish used on all returns (4) Type of illumination and mounting method (5) detail on logo (if applicable)

9. **Window Signage:** Window signage is not permitted.

County Parcels

PARCELS

- Abc Lot Numbers
- Abc Parcel Dimensions
- ▭ Parcels

SUBDIVISIONS

- Sub. Boundaries
- ▭ Sub Poly

TRANSPORTATION

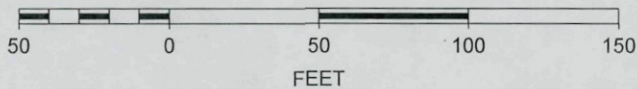
- Abc Street Names
- Streets (MCDOT)
- Streets (ASSR)

AERIAL PHOTOS 2009

- ▣ 2009 Aerial Photos



SCALE 1 : 766











Via Linda 108 LLC
1129 S Oakland - Suite No. 101
Mesa, Arizona 85206

December 30, 2009

City of Scottsdale
7447 East Indian School Road
Suite No. 105
Scottsdale, AZ 85251

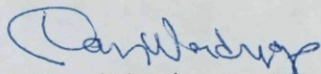
Re: Via Linda Plaza Sign Criteria - REVISION
10810 East Via Linda - Scottsdale, AZ

To Whom It May Concern:

This letter shall serve as the ownership intent to modify the Sign Criteria of Via Linda Plaza to conform with updated procedures (ie LED vs. neon illumination) and plex color modifications. This letter shall serve to authorize Lisa Henry to act on behalf of Via Linda 108 LLC in the application to change the sign criteria

If you have any questions please do not hesitate to contact me

Respectfully



Dan Wardrop - Manager
Via Linda 108 LLC



Master Sign Program Approval Application & Submittal Requirements

Project Number: <u>787 - PA - 2009</u>	Case Number: <u>1 - MS - 2010</u>	Staff Coordinator: <u>Andrew Chi</u>
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Please check one of the following: New Master Sign Program Amendment to Existing Master Sign Program

Project Name: VIA LINDA PLAZA MASTER SIGN PROGRAM AMENDMENT
Project Address: 10810 E. VIA LINDA **Zip Code:** 85259
Current Zoning District: C-1 PCD **Parcel Number(s):** 217-27-044E **Quarter Section:** 29-54
Request: Revised original Sign Criteria to provide for updated colors; modify neon to LED illumination and other minor modifications to document
Associated Case(s): 69-SD-1986#2

Owner: Via Linda 108 LLC
Company: Via Linda 108 LLC
Phone: 480-353-2912 **Fax:** 480-353-2901
E-mail: dwardrop@azgps.com
Address: 1129 S Oakland #101
Mesa AZ 85206

Applicant: Lisa Henry
Company: Via Linda 108 LLC
Phone: 480-353-2916 **Fax:** 480-353-2901
E-mail: lhenry@azgps.com
Address: 1129 S Oakland #101
Mesa, AZ 85206

Submittal Requirements: Please submit three (3) copies of the materials requested below.

<input checked="" type="checkbox"/> Completed Application (this form) \$96.00 <input checked="" type="checkbox"/> Application Fee (fees subject to change every July) <input checked="" type="checkbox"/> Context Aerial and/or Site Location Map <input checked="" type="checkbox"/> Narrative describing nature of request <input checked="" type="checkbox"/> Property Owner Authorization Letter <input type="checkbox"/> Homeowners/Property Owners Association Approval Letter (if applicable) <input checked="" type="checkbox"/> Sign Criteria Regulations & Language <input checked="" type="checkbox"/> Color photographs of the site - including all areas of change. <i>(see e-mail PDF Attach)</i>	<input checked="" type="checkbox"/> Site Plan indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs. <input checked="" type="checkbox"/> Floor Plan(s) of existing building or buildings within a commercial center. The floor plan shall be dimensioned and clearly delineate each potential tenant space. <input type="checkbox"/> Elevation Drawings of all buildings with sign locations indicated. <input type="checkbox"/> Other: _____
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Please Note: After staff review, it may be determined that this request requires approval by the Development Review Board through the public hearing process. Any fees paid shall apply toward the fee for this process. **If approved at staff level, this approval expires twelve (12) months from date of approval if a permit is required but has not been issued.**

Lisa Henry **Applicant Signature** SIGN HERE 12/30/2009 **Date**

Official Use Only:
Submittal Date: 12/30/09 **City Staff Signature:** *Andrew Chi*

Planning, Neighborhood and Transportation

7447 E. Indian School Road, Suite 105, Scottsdale, AZ 85251 • Phone: 480-312-2500 • Fax: 480-312-7088



City of Scottsdale Cash Transmittal

82577

82577
 00211190
 12/30/09 PLN-REC'D
 WPTERR 4P00852004
 12/30/2009 3:10 PM
 996.00

Received From :

VIA LINDA 108 LLC
 1129 S OAKLAND DR STE 101
 MESA, AZ 85206
 480-353-2916

Bill To :

VIA LINDA 108 LLC
 1129 S OAKLAND DR STE 101
 MESA, AZ 85206
 480-353-2916

Reference # 787-PA-2009
 Address 10810 E VIA LINDA

Issued Date 12/30/2009
 Paid Date 12/30/2009

Subdivision

Payment Type CHECK

Marketing Name

Lot Number

Cost Center

MCR

County No

Metes/Bounds No

APN 217-27-044E

Gross Lot Area 0

Water Zone

Owner Information

NAOS Lot Area 0

Water Type

VIA LINDA 108 LLC
 1129 S OAKLAND DR STE 101
 MESA, AZ 85206
 480-353-2916

Net Lot Area

Sewer Type

Number of Units 1

Meter Size

Density

QS 29-54

Code	Description	Additional	Qty	Amount	Account Number
3180	PRE-APPLICATION / SA		1	\$96.00	100-21300-44221

SIGNED BY LISA HENRY ON 12/30/2009

Total Amount \$96.00

(When a credit card is used as payment I agree to pay the above total amount according to the Card Issuer Agreement.)

TO HAVE WATER METER SET - CALL 480-312-5650 AND REFER TO TRANSMITTAL # 82577

