



STAFF APPROVAL LETTER

18-MS-2010

Park Plaza Master Sign Program Amendment

STEP 1

STAFF APPROVAL NOTIFICATION

This letter is notification that your request has been conceptually approved by Current Planning Services staff.

Additional review and permits may be required. Refer to Final Plan Review Submittal Requirements below.

This approval expires one (1) year from date of approval if a permit has not been issued, or if no permit is required, work for which approval has been granted has not been completed.

PROJECT INFORMATION

LOCATION: 5900 N Granite Reef Rd
PARCEL: 173-02-001E
Q.S.: 20-47
CODE VIOLATION #:

APPLICANT: Larry Smith
COMPANY: Western Signs & Lighting
ADDRESS: 331 S River Dr Ste 9 Tempe, AZ 85281
PHONE: 480-831-8600

Request: Request to approve an amendment to the Park Plaza Master Sign Program to allow individual reverse pan channel letters with white halo LED illumination.

STIPULATIONS

1. All tenant signage in Park Plaza shall adhere to Section 8.505, Unspecified Uses in the C-O Zone, of Article VIII. Sign Requirements.
2. Any modifications to the Park Plaza Master Sign Program shall require Development Review Board or Staff Approval.
3. All signs shall require separate review, approvals and permits.

Related Cases: 18-MS-2010, 31-DR-1983, 121-DR-1980

SIGNATURE: _____

Andrew Chi
Associate Planner

DATE APPROVED: August 25, 2010

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit one copy of this approval letter, and a completed Sign Permit Application to the One-Stop-Shop for sign plan review:

**POLICY OF THE CITY OF SCOTTSDALE
ON APPEALS OF DEDICATIONS, EXACTIONS, OR ZONING REGULATIONS**

RIGHTS OF PROPERTY OWNER

In addition to other rights granted to you by the U.S. and Arizona Constitution, federal and state law and city ordinances or regulations, you are hereby notified of your right to appeal the following City actions relating to your property:

- 1) Any dedication or exaction which is required of you by an administrative agency or official of the city as a condition of granting approval of your request to use, improve or develop your real property. This appeal right does not apply to a dedication or exaction required as part of a city legislative act (for example a zoning ordinance) where an administrative agency or official has no discretion to determine the dedication or exaction.
- 2) The adoption or amendment of a zoning regulation that creates a taking of property in violation of Arizona and federal court decisions.

APPEAL PROCEDURE

The appeal must be in writing and specify the City action appealed and the date final action was taken, and it must be filed with or mailed to the hearing officer designated by the city within 30 days after the final action is taken. Address the appeal as follows:

Hearing Officer, C/O City Clerk

3939 Drinkwater Blvd.
Scottsdale, AZ 85251

- ❖ No fee will be charged for filing
- ❖ The City Attorney's Office will review the appeal for compliance with the above requirements, and will notify you if your appeal does not comply.
- ❖ Eligible appeals will be forwarded to the hearing officer, and a hearing will be scheduled within 30 days of receipt by the hearing officer of your request. Ten days notice will be given to you of the date, time and place of the hearing unless you indicate that less notice is acceptable to you.
- ❖ The city will submit a takings impact report to the hearing officer.
- ❖ In an appeal from a dedication or exaction, the City will bear the burden of proving that the dedication or exaction to be imposed on your property bears an essential nexus between the requirement and a legitimate governmental interest and that the proposed dedication or exaction is roughly proportional to the impact of the use, improvement or development you proposed.
- ❖ In an appeal from the adoption or amendment of a zoning regulation, the City will bear the burden of proving that any dedication or exaction requirement in the zoning regulation is roughly proportional to the impact of the proposed use, improvement, or development, and that the zoning regulation does not create a taking of property in violation of Arizona and federal court cases.
- ❖ The hearing officer must render his decision within five working days after the appeal is heard.
- ❖ The hearing officer can modify or delete a dedication or exaction or, in the case of an appeal from a zoning regulation, transmit a recommendation to the City Council.
- ❖ If you are dissatisfied with the decision of the hearing officer, you may file a complaint for a trial de novo with the Superior Court within 30 days of the hearing officer's decision.

If you have questions about this appeal process, you may contact:

City Manager's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2422

City Attorney's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2405

Please be aware that City staff cannot give you legal advice. You may wish, but are not required, to hire an attorney to represent you in an appeal.

SIGNATURE: _____

PARK PLAZA, L.L.C.

5900 North Granite Reef Road, Suite 200
Scottsdale, Arizona 85250
480-951-2100 / Fax 480-483-3519

August 4, 2010

City of Scottsdale
Planning Department
7447 E. Indian School Road.
Suite 105
Scottsdale, AZ 85251

Attn: Andrew Chi
Ref: Master Sign Program Revision - Park Plaza

Dear Mr. Chi,

Park Plaza, LLC is the owner of the property located at 5900 North Granite Reef Road, Scottsdale, AZ. I, Amram Knishinsky am a member of the LLC.

We wish to revise the Master Sign Program to allow individual dark brown aluminum reverse pan channel letters with white halo LED illumination.

Please take any steps necessary to make this change and to approve the sign request by Web Techs.net.

Sincerely,

Park Plaza, LLC.

Amram Knishinsky, PhD.

18-MS-2010

APPROVED
CITY OF SCOTTSDALE

Chi 08/25/10
INITIALS DATE

COLORS:

Letter faces, returns and fasteners: Frazee Pinion #205

Logos: A company with an established logo may use that logo's colors.

All others must use Frazee Pinion #205. In conjunction with this, Frazee Spanish Brown #212 may be used where a contrasting color is necessary.

STYLE:

Letter style - Upper case "SCHOOL BOOK BOLD" only:

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

All letters shall be placed on a horizontal line with the intent of being read horizontally.

LIGHTING: ~~No sign shall be illuminated in any fashion.~~

REVERSE PAN CHANNEL LETTERS WITH WHITE LED HALO ILLUMINATION ALLOWED.

LOCATION:

On the two-story portion of the complex:

Signs shall only be placed on the North and East elevations.

On the North elevation, signs shall only be placed on the 3 stucco panels situated between the first and second story, with not more than one sign per panel.

On the East elevation, signs shall only be placed on the 2 stucco panels situated between the first and second story, with not more than one sign per panel.

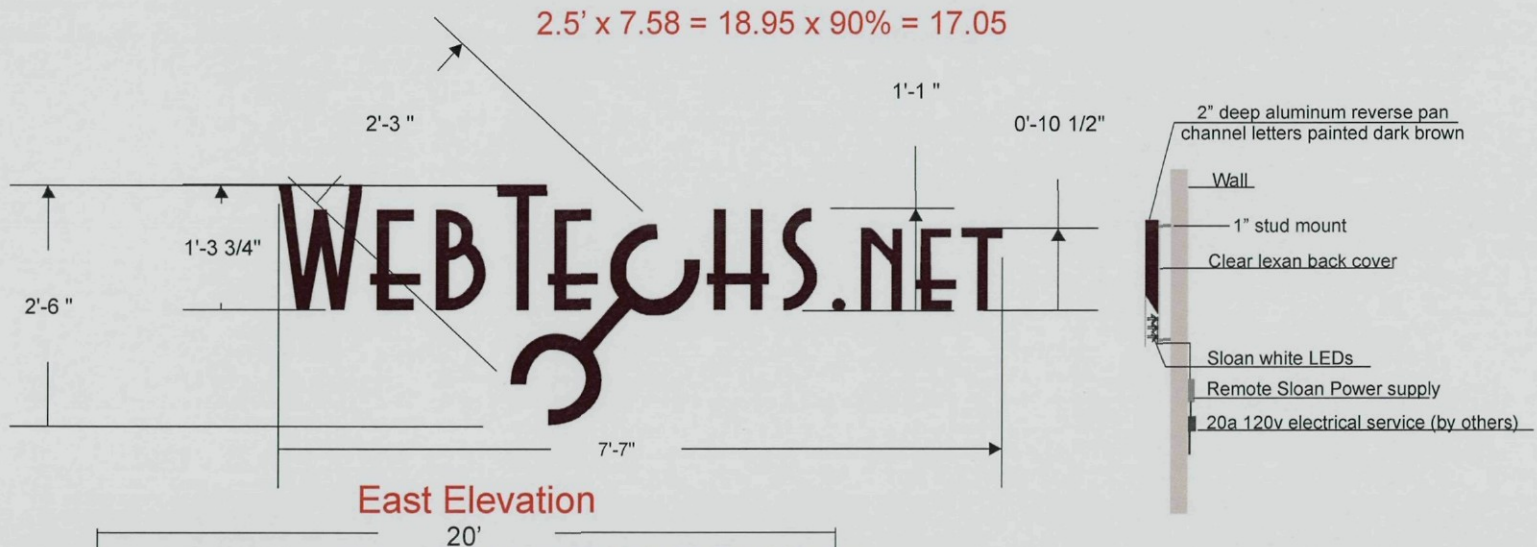
On each stucco panel, signage shall be centered vertically and horizontally. This may result in signage not being on the wall of the associated tenant space; consequently, before a sign permit can be issued, a variance to Scottsdale's sign ordinance might have to be granted.

On the one-story portion of the complex:

Signs shall only be placed on the East and West elevations.

Signs shall be mounted on and centered vertically on the stucco parapet.

It would be preferred that the signage for a given tenant be centered horizontally with respect to a building bay or, at the least, some architectural feature.



*Example only

WESTERN
Signs & Lighting
331 S. River Dr., Suite 9
Tempe, Arizona 85281
OFFICE 480-831-8600 FAX 480-831-8611

This is an original unpublished drawing created by Western Signs & Lighting, LLC. It is submitted for your personal use in connection with Western Signs & Lighting, LLC. It is not to be shown to anyone outside your organization, nor is it to be used, reproduced, copied or exhibited in any fashion. The changing of any colors, sizes, application of material or illumination shall not alter the basic meaning.

CLIENT: **WEBTECHS.NET**
5900 .Granite Reef Rd. Ste 105
Scottsdale, AZ 85250
Attn: Bret & Darren

ACCT REP: LARRY SMITH
602-451-1336
WESTERNSIGNSLSMITH@COX.NET
DATE: 05.06.10
SCALE: 1/2" = 1'

CUSTOMER APPROVAL
☐ Approved without exception ☐ Approved as noted & initialed

PLEASE NOTE: ALL PRINTED COLORS ARE REPRESENTATIONS AND MAY NOT BE AN EXACT MATCH TO ACTUAL COLORS USED. THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THIS SIGN.

APPROVED
CITY OF SCOTTSDALE
INITIALS *Ch*
DATE *08/25/10*

18.M.S.2010

PARCELS

Abc Parcel Numbers

Abc Lot Numbers

Abc Parcel Dimensions

□ Parcels

TRANSPORTATION

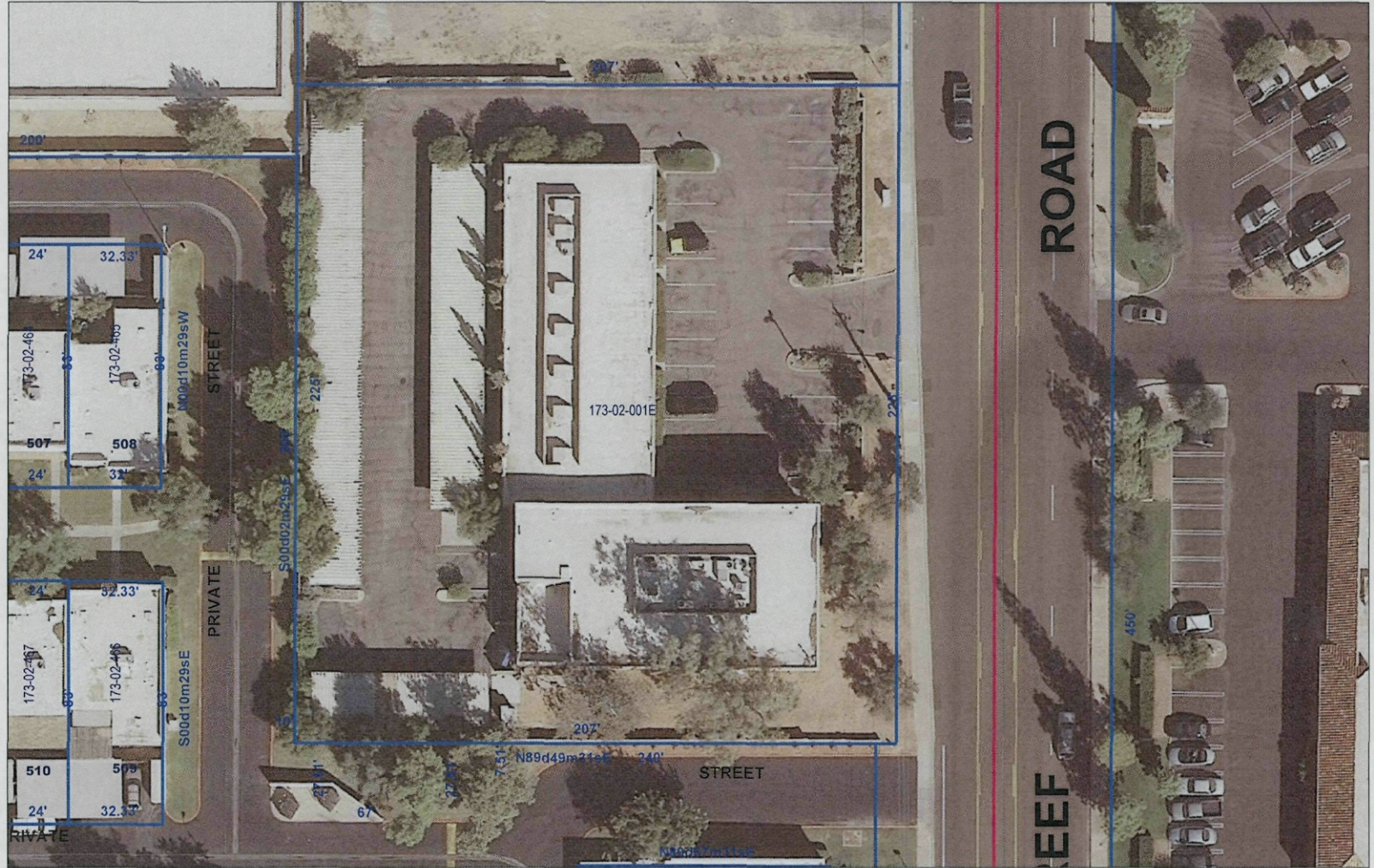
Abc Street Names

— Streets (MCDOT)

— Streets (ASSR)

AERIAL PHOTOS 2010

2010 Aerial Photos

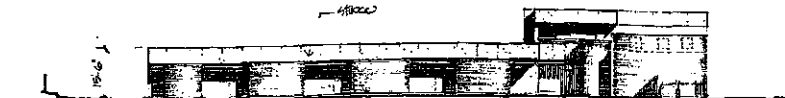




EAST



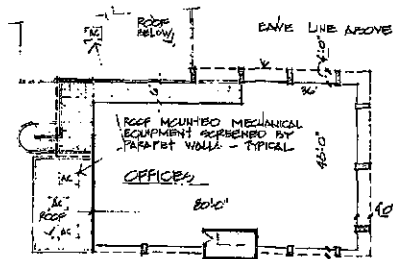
NORTH



WEST



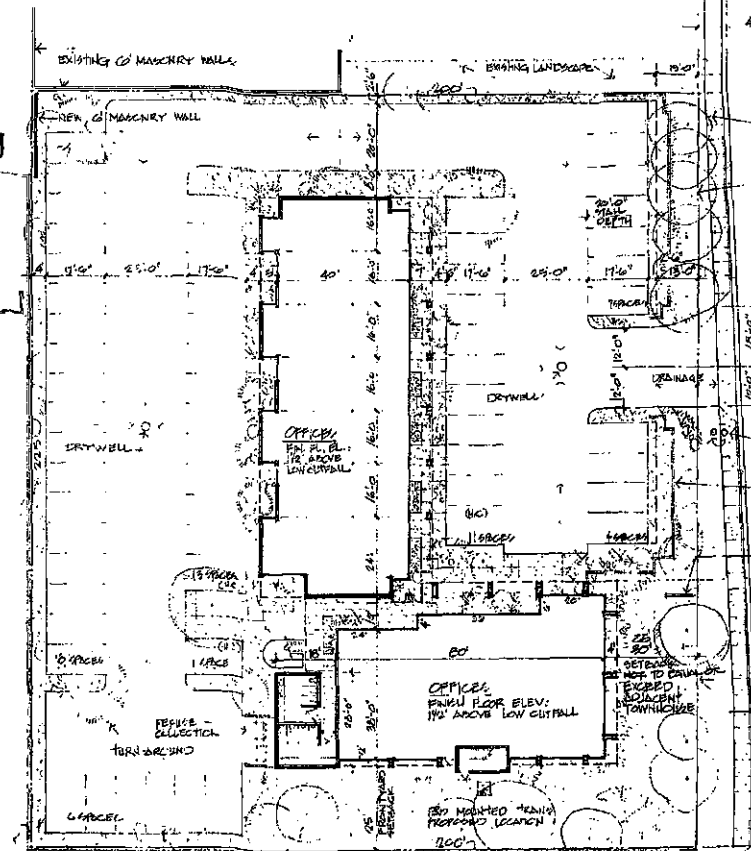
SOUTH



SECOND FLOOR

NOTES

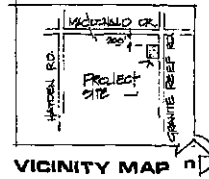
FINAL GRADING AND DRAINAGE PLAN WILL BE SUBMITTED
 PRIOR TO BUILDING PERMIT
 WORKING TO BE MAINTAINED BY CITY OF SOUTHDOWN.
 LEGAL DESCRIPTION: SEE ATTACHED.
 BUILDING USE: PROFESSIONAL & BUSINESS OFFICE.



EXISTING MASONRY WALL
 EXISTING REFUSE COLLECTION

SITE - FLOOR PLAN
 1" = 16'

121DR-80
REV
11/20/80



VICINITY MAP

EXISTING LANDSCAPE
 CENTERLINE / GRANITE REEF ROAD
 NEW WALK, CURB & GUTTER
 PROPOSED ROW DEDICATION
 APPROXIMATE CENTERLINE OF CYCLOPS DRIVE
 RELOCATE POWER POLES TO NEW ROW LOCATION
 9' GREEN WALL AND PERMITS
 PRE-EXISTING SIGN TO CONFORM TO CITY OF SOUTHDOWN SIGN CRITERIA
 ASSUMED WATER & SEWER MAINS IN GRANITE REEF ROW

CITY OF SOUTHDOWN
 DEVELOPMENT REVIEW APPROVAL
SITE PLAN
 THIS SITE PLAN HAS BEEN APPROVED BY THE DEVELOPMENT REVIEW BOARD WITH THE UNDERSTANDING THAT THE DEVELOPER SHALL MAINTAIN THE SIGNAGE AS SHOWN IN THE PLAN AND SHALL MAINTAIN THE SIGNAGE AS SHOWN IN THE PLAN AND SHALL MAINTAIN THE SIGNAGE AS SHOWN IN THE PLAN.

VALLEY PLAZA
 121DR-80
 11/20/80

















Master Sign Program Approval Application & Submittal Requirements

Project Number:	Case Number:	Staff Coordinator:
<u>495 - PA - 2010</u>	<u>17 - MS - 2010</u>	<u>ANDREW CHI</u>

Please check one of the following:	<input type="checkbox"/> New Master Sign Program	<input checked="" type="checkbox"/> Amendment to Existing Master Sign Program
------------------------------------	--	---

Project Name: Park Plaza Master Sign Program Amendment

Project Address: 5900 N. Granite Reef Rd. Zip Code: 85250

Current Zoning District: C-O (C) Parcel Number(s): 173-02-001E Quarter Section: 20-47

Request: AMEND MASTER SIGN PROGRAM TO ALLOW REVERSE PAN CHANNEL LETTERS WITH HALO ILLUMINATION

Associated Case(s): 31-DR-1983

Owner: _____	Applicant: <u>LAWRENCE M. SMITH</u>
Company: <u>PARK PLAZA, L.L.C.</u>	Company: <u>WESTERN SIGNS & LIGHTING</u>
Phone: <u>480-951-2100</u> Fax: <u>480-483-3519</u>	Phone: <u>480-831-8600</u> Fax: <u>480-831-8611</u>
E-mail: _____	E-mail: <u>LARRY@WESTERNSIGNSAZ.COM</u>
Address: <u>5900 N. GRANITE REEF RD, STE 200</u>	Address: <u>331 So. RIVER DR. STE 9</u>
<u>SCOTTSDALE, AZ 85250</u>	<u>TEMPE, AZ 85281</u>

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

<input checked="" type="checkbox"/> Completed Application (this form)	<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"/> Application Fee (fees subject to change every July) <u>\$96.00</u>	<input 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"/> Context Aerial and/or Site Location Map	<input type="checkbox"/> Elevation Drawings of all buildings with sign locations indicated.
<input checked="" type="checkbox"/> Narrative describing nature of request	<input type="checkbox"/> Other: _____
<input checked="" type="checkbox"/> Property Owner Approval 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).	

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.**

 Applicant Signature	<u>08-16-2010</u> Date
--	---------------------------

Official Use Only:

Submittal Date: _____	City Staff Signature: _____
-----------------------	-----------------------------

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

84849

84849
1. 00270192
08/16/10 PLN-1STOP
LORS HPD0858011
8/16/2010 11:42 AM
\$96.00

Received From :

Western Signs & Lighting
331 S RIVER DR STE 9
TEMPE, AZ 85281
480-831-8600

Bill To :

Reference # 495-PA-2010
Address 5900 N GRANITE REEF RD

Subdivision

Marketing Name

MCR

APN 173-02-001E

Owner Information

Park Plaza LLC
5900 N GRANITE REEF RD STE 200
SCOTTSDALE, AZ 85250
480-951-2100

Lot Number

County No

Gross Lot Area 0

NAOS Lot Area 0

Net Lot Area

Number of Units 1

Density

Issued Date 8/16/2010

Paid Date 8/16/2010

Payment Type CHECK

Cost Center

Metes/Bounds No

Water Zone

Water Type

Sewer Type

Meter Size

QS 20-47

Code	Description	Additional	Qty	Amount	Account Number
3231	MINOR AMENDMENT (CASE)	MSP Amd	1	\$96.00	100-21300-44221

SIGNED BY LARRY SMITH ON 8/16/2010

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 # 84849