



STAFF APPROVAL LETTER

19-MS-2010

Pima Crossing 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: 8606 E Shea Bl
PARCEL: 175-29-004C
Q.S.: 29-48
CODE VIOLATION #:

APPLICANT: Gary Danks
COMPANY: Christy Signs
ADDRESS: 1825 S Black Canyon Hwy Phoenix, AZ 85009
PHONE: 602-242-4488

Request: To amend the Pima Crossing Master Sign Program to allow landscape wall signs for tenants without street frontage, and to update the original master sign program (40-MS-1991).

STIPULATIONS

1. All tenants within Pima Crossing shall adhere to the Pima Crossing Master Sign Program Amendment (19-MS-2010), submitted by Christy Signs and approved by City of Scottsdale Current Planning Staff with an approval date of October 5, 2010.
2. Six (6) landscape wall signs are allowed at the entrance into the shopping center off of Shea Boulevard and Pima Crossing. The landscape wall signs are reserved for tenants without any street frontage per the approved site plan in this master sign program, and per Section 8.403 of Article VIII, Sign Requirements. No single landscape wall sign shall exceed 10 square feet in area.
3. A tenant may not have more than one (1) landscape wall sign.
4. Modifications to the Pima Crossing Master Sign Program shall require Development Review Board or staff approval.
5. All tenant signage shall require separate review, approvals and permits.

Related Cases: 19-MS-2010, 40-MS-1991

SIGNATURE: Andrew Chi
Andrew Chi
Associate Planner

DATE APPROVED: October 5, 2010

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter along with a completed Sign Permit Application, to the City of Scottsdale One-Stop-Shop for sign plan review and permits.

**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:

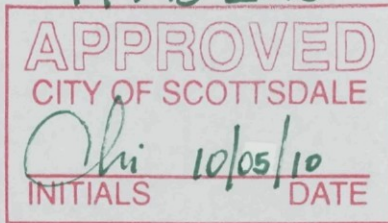
City Manager's Office
3939 Drinkwater Blvd.
Scottsdale, AZ 85251
(480) 312-2422

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: _____

19-MS-2010



Pima Crossing
8612-8764 East Shea Blvd
Scottsdale, AZ 85260
Master Sign Plan

Nbw

A. INTRODUCTION

These criteria have been established for the purpose of assuring a premier center for the mutual benefit of all tenants, and in addition to the requirements as stated in the Lease between Landlord and Tenant. Conformance shall be strictly enforced and any installed nonconforming or unapproved signs shall be brought into conformance at the sole expense of the Tenant.

Landlord shall administer and interpret the criteria. Christy Signs is the consulting company for Pima Crossing.

B. GENERAL REQUIREMENTS

1. Painted lettering directly to the wall shall not be permitted.
2. Flashing or audible signs shall not be permitted.
3. All electrical signs and their installations must comply with all uniform building and electrical codes.
4. No exposed conduit, tubing, transformers or raceways shall be permitted.
5. All letters, conductors, transformers and other equipment shall be securely concealed in a water tight condition.
6. All business identification signs will be internally illuminated with Plexiglas faces.
7. Tenant or his representative must submit detailed sign renderings to Landlord for approval before submission of City permits.
8. City permits must be obtained before any manufacture and installation and must comply with all City, County, State and Federal ordinances and regulations.
9. All illuminated signs must be UL approved and labeled.

C. CONSTRUCTION REQUIREMENTS

1. All exterior bolts, fastenings and clips shall be of hot dipped galvanized iron and no black iron materials of any type shall be permitted.

2. No labels shall be permitted on the exposed surface of sign, except those required by ordinance, which shall be applied as required by ordinance.
3. All penetrations of the building structure required for sign installation shall be securely sealed in a water tight condition.
4. Tenant and his contractor shall repair any damage caused during installation of signage.
5. Tenant and contractor shall be responsible for cleanup of debris associated with sign installation.
6. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

D. DESIGN REQUIREMENTS FOR IN LINE, PAD AND MAJOR TENANTS

1. Business identification sign shall be designed as an integral part of the storefront in a manner complimentary to adjacent and facing storefronts and the overall design concept of the center. No signs will be allowed on the towers.
2. The landlord has provided a sign band above all storefronts.
 - a. Each tenant shall be allowed one square foot of sign area for each linear foot of frontage.
 - b. Maximum letter height shall not exceed 60" for major tenant or 30" for minor tenant.
 - c. Length of sign shall not exceed 80% of leased frontage.
 - d. Tenant shall have a minimum of one sign. Tenants with multiple frontages may have one on each frontage. There must be a minimum of 6" to the top of the fascia and to the bottom of the fascia, from the sign letter.
3. All tenants will have wall signs fabricated as follows:
 - a. All letters and logos will be individual illuminated pan channel letters and logos. Letters and logos shall not be on an exposed raceway.
 - b. Letter faces shall be 1/8" Plexiglas of any color.
 - c. Returns and backs shall be .063 anodized aluminum.
 - d. Returns and trim cap shall be dark bronze.
 - e. National franchises will be allowed use of official colors and logos.
 - f. In line tenants letters and logos shall be 1/8 Plexiglas with 5" deep returns.
 - g. All letters and logo shall be internally illuminated with neon or LED's.
 - h. Logos shall not exceed 25% of sign area.

E. DOORS AND WINDOWS

- a. Each Tenant may have business name and hours of operation in white vinyl lettering, on Tenant door. The maximum size of the lettering shall be 2" high.
- b. Each tenant who has a non-customer back door for receiving may have business name in white vinyl lettering. Lettering to be 2" high Helvetica Medium.

F. ENTRY WALLS

- a. Tenants shall be allowed non-illuminated white reverse pan channel letters on three entry wall at west entrance to center.
- b. Letters shall be Futura MD bold, with 3" returns, painted white.
- c. Tenant or his representative must submit detailed sign renderings to Landlord for approval before submission of City permits.
- d. City permits must be obtained before any manufacture and installation and must comply with all City, County, State and Federal ordinances and regulations

Regency Centers
1873 South Bellaire Street Ste 600
Denver, CO 80202
John Romero
303.300.5353

Christy Signs
1825 South Black Canyon Highway
Phoenix, AZ 85009
Gary Danks
602.242.4488

**Pima Crossing
8612-8764 East Shea Blvd
Scottsdale AZ, 85260
Master Sign Plan Amendment
Narrative**

Pima Crossing is a retail center on the North side of Shea Blvd just West of the 101 Freeway.

We propose to install non-illuminated reverse pan channel letters on the entry walls at the West entrance to the center, identifying tenants in the center.

There is no signage at that entrance, and as you approach the center from the West it is very difficult to see that there is a retail center there, with tenants, due to the pad tenants which block the view of the center.

The letters on the entry walls will allow center tenant identification, not otherwise possible.

Master Sign Plan Amendment request also contains several other minor changes which we feel are appropriate to upgrade sign criteria to present day industry standards.

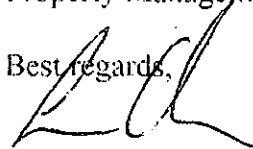
Memorandum

To: City of Scottsdale & Any Other Involved Party
From: Property Management
Date: 9/2/2010
Re: Pima Crossing Master Sign Plan Amendment Approval

To Whom It May Concern:

Regency Centers formally approves a minor amendment to the Pima Crossing Master Sign Plan, as submitted by Christy Signs. If you have any questions, you may contact Property Management at (303) 300-5300.

Best regards,



Laurence Coker

Property Administrator
Regency Centers
8480 East Orchard Road, Suite 6900
Greenwood Village, CO 80111
Phone: 303-300-5353

EXHIBIT F

PIMA CROSSING

PROPOSED 5' HIGH
MASONRY SCREEN
WALL (TYP OF 2)

BOULDERS (TYP)
APPROX. EXISTING
PARKING

PROPOSED 3' HIGH
MASONRY SCREEN
WALL (TYP OF 2)

SIENNA BROWN ROWLOCK
JUMBO BRICK

GREY SPLIT FACED
BLOCK 8"x8"x16"

WALL
HEIGHT



PIMA CROSSING
LANDSCAPE WALL EXHIBIT "F" SHEA BOULEVARD

SEINNA BROWN 8"x8"
 BRICK SOLDIER COURSING

T.O. SCREEN WALL
 SEE ELEVATIONS
 (+6'-0" A.F.G. MAX.)

(1) NO. 4 HORIZONTAL IN
 8" CONT. SOLID GROUT
 BOND BEAM

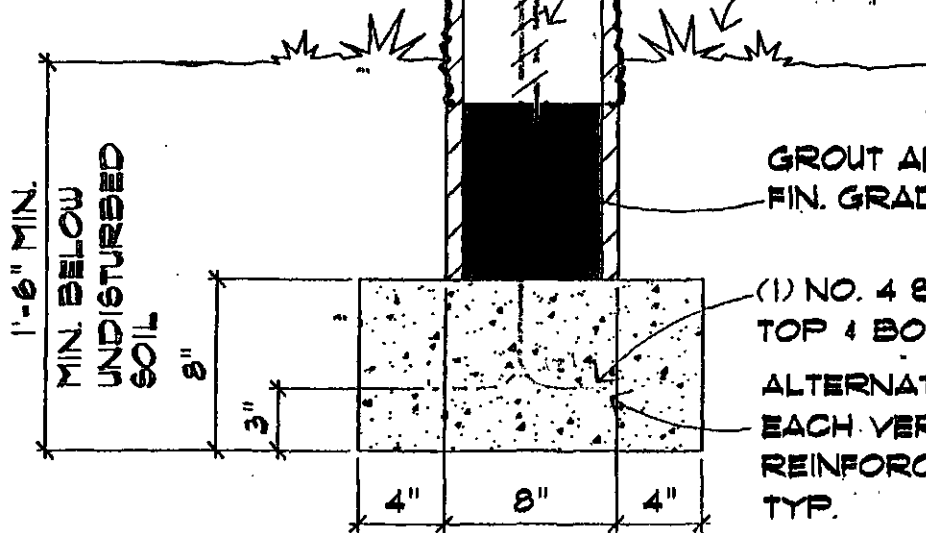
HORIZONTAL STL. REINF.
 AT JOINTS @ 16" O.C. TYP.

GREY 8"x8"x16" SPLIT-
 FACE C.M.U. BLOCK, TYP.

(1) NO. 4 STL. VERTICAL @
 48" O.C. IN SOLID GROUT,
 TYP.

LAP & TIE VERTICAL STEEL
 PER LOCAL BLDG. CODES
 & STRUCTURAL NOTES, TYP.

FINISHED GRADE



GROUT ALL CELLS BELOW
 FIN. GRADE SOLID, TYP.

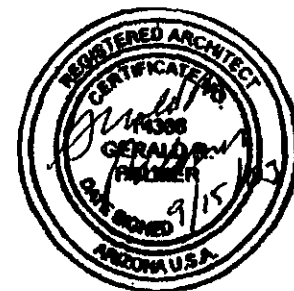
(1) NO. 4 STL. HORIZONTAL
 TOP & BOTTOM.

ALTERNATE BENDS AT
 EACH VERTICAL STEEL
 REINFORCING, 4" HOOKS
 TYP.



PALMER ARCHITECTS

4147 N. GOLDWATER BLVD. STE. 105
 SCOTTSDALE, AZ. 85251
 PH: (480) 947-7717, FAX: (480) 947-7716



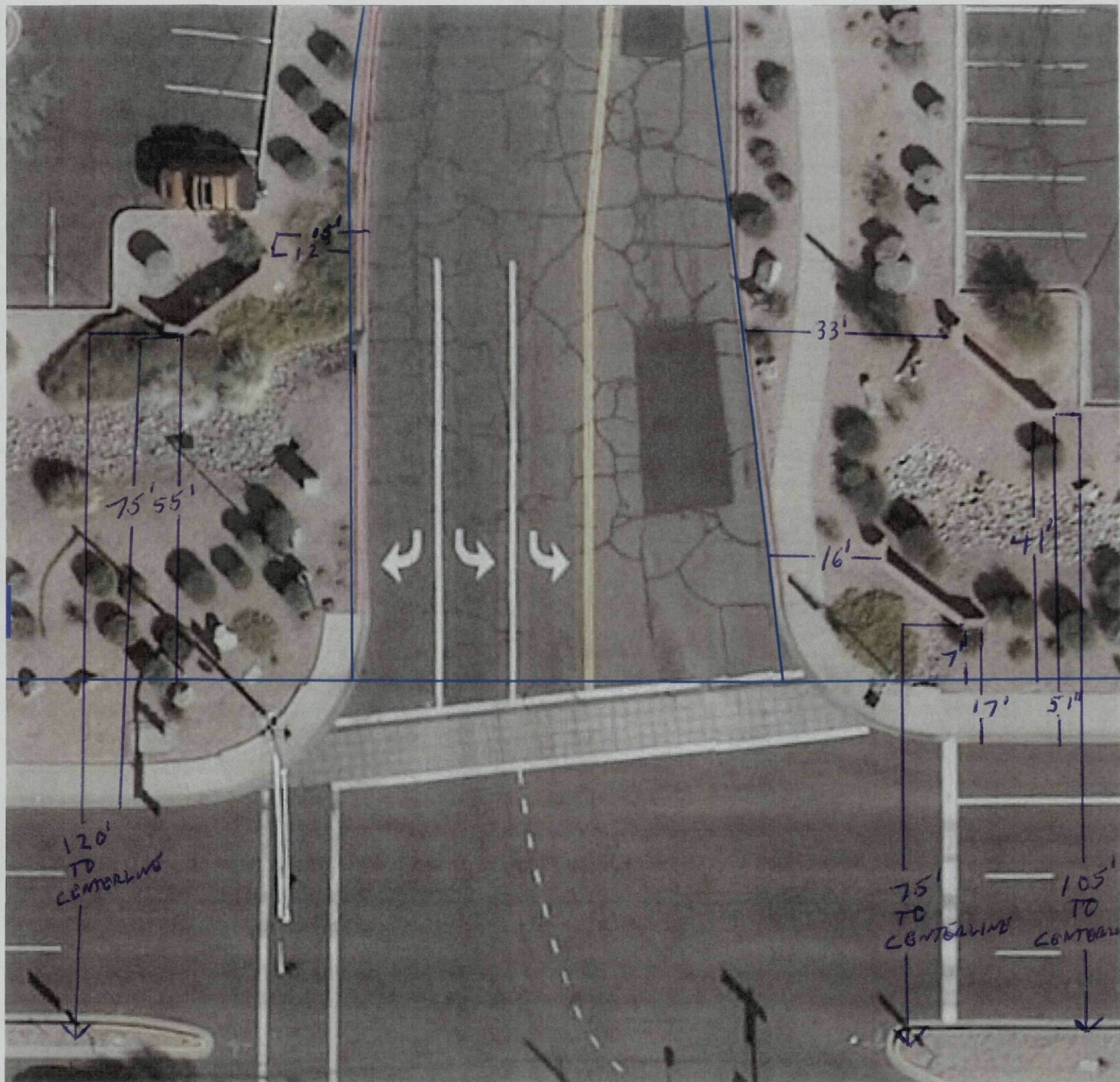
MASONRY SCREEN WALL @ PIMA CROSSING

SCOTTSDALE, AZ.

9/15/03

SCALE: 1"=1'-0"

Pima Crossing





















Master Sign Program Approval Application & Submittal Requirements

Project Number:

580 - PA - 2010

Case Number:

19 - MS - 2010

Staff Coordinator:

W. Hardy / Andrew Chi

Please check one of the following:



New Master Sign Program



Amendment to Existing Master Sign Program

Project Name: PIMA CROSSING MASTER SIGN PROGRAM AMENDMENT

Project Address: 8606 - 8764 E. SHEA BLVD, SCOTTSDALE, AZ Zip Code: 85260

Current Zoning District: C-2 Parcel Number(s): 17529001C Quarter Section: 29.48

Request: TO AMEND THE PIMA CROSSING MSP TO ALLOW LANDSCAPE WALL SIGNS FOR TENANTS WITHOUT STREET FRONTAGE, AND TO UPDATE THE ORIGINAL MSP.

Associated Case(s): 40-MS-1991

Owner: REGENCY CENTERS

Company: SAME

Phone: 303-300-5353 Fax: _____

E-mail: JOHN.ROMANO@REGENCYCENTERS.COM

Address: 1873 S. BELLAIR ST STE 600

DENVER, CO 80202

Applicant: GARY DAMS

Company: CHRISTY SILVUS

Phone: 602-242-4488 Fax: 602-271-0433

E-mail: GARY@CHRISTYSILVUS.COM

Address: 1825 S. BLACK CANYON HIGHWAY

PHX, AZ 85009

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

- ☒ Completed Application (this form)
- ☒ Application Fee (fees subject to change every July) \$98.00
- ☒ Context Aerial and/or Site Location Map
- ☒ Narrative describing nature of request
- ☒ Property Owner Approval Letter
- ☐ Homeowners/Property Owners Association Approval Letter (if applicable)
- ☒ Sign Criteria Regulations & Language
- ☒ Color photographs of the site (including all areas of change).

- ☒ Site Plan indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs.
- ☒ Tenant 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.
- ☒ Elevation Drawings of all buildings with sign locations indicated. Walls
- ☐ Other: _____

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.

Don D D
Applicant Signature

9/8/10
Date

Official Use Only:

Submittal Date: 09/28/10

City Staff Signature

Andrew Chi OK to submit

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

85256

Received From :

CHRISTY SIGNS
1825 S BLACK CANYON HWY HWY
PHOENIX, AZ 85009
602-242-4488

Bill To :

CHRISTY SIGNS
1825 S BLACK CANYON HWY HWY
PHOENIX, AZ 85009
602-242-4488

Reference # 580-PA-2010

Issued Date 9/28/2010

Address 8606 E SHEA BL

Paid Date 9/28/2010

Subdivision

Payment Type CHECK

Marketing Name

Cost Center

MCR

County No

Metes/Bounds No

APN 175-29-004C

Gross Lot Area 0

Water Zone

Owner Information

NAOS Lot Area 0

Water Type

AMTRUST BANK / REGENCY CENTERS

Net Lot Area

Sewer Type

1801 E 9TH ST STE 1025

Number of Units 1

Meter Size

CLEVELAND, OH 44114

Density

QS 29-48

303-300-

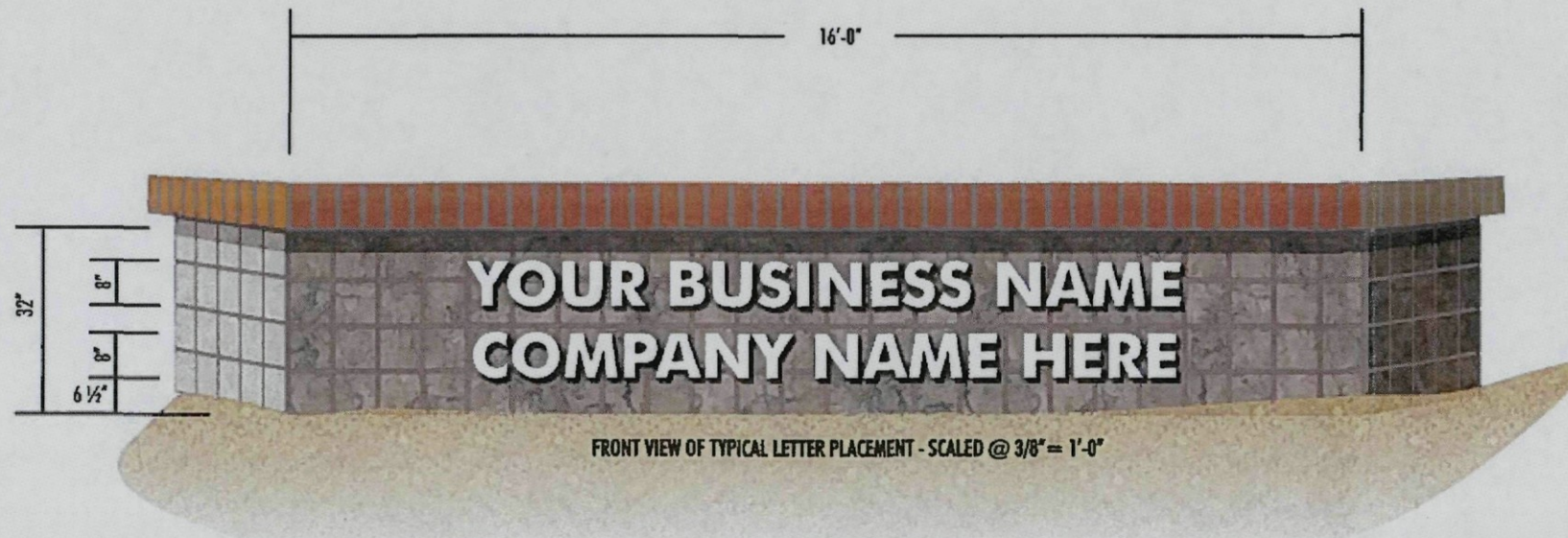
Code	Description	Additional	Qty	Amount	Account Number
3231	MINOR AMENDMENT (CASE)		1	\$98.00	100-21300-44221


SIGNED BY GARY DANKS ON 9/28/2010

Total Amount **\$98.00**

(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 # 85256

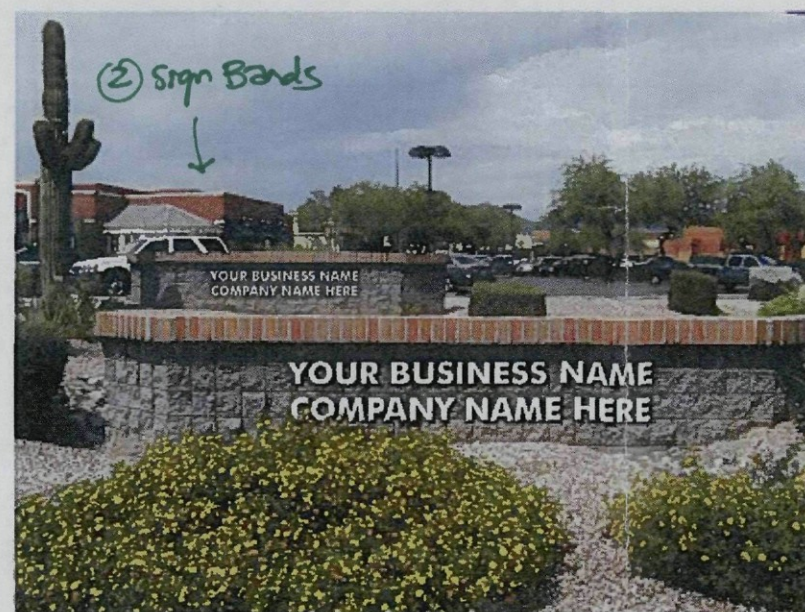
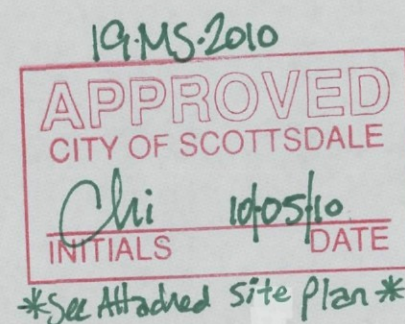


AS NOTED Each sign band not to exceed 10 square feet.

② sign bands



AFTER PHOTO SHOWN LETTER PLACEMENT - NOT TO SCALE
WEST SIDE OF DRIVEWAY



AFTER PHOTO SHOWN LETTER PLACEMENT - NOT TO SCALE
EAST SIDE OF DRIVEWAY

② sign bands

SPECIFICATIONS:

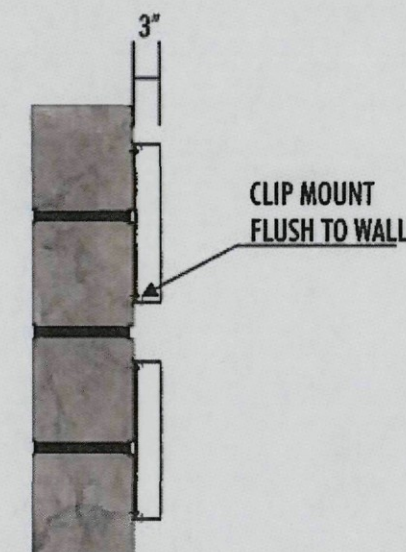
FABRICATE & INSTALL REVERSE PAN CHANNEL LETTERS. FACES & 3" RETURNS TO BE STANDARD ALUMINUM CONSTRUCTION. ALL PAINTED WHITE. ALL COPY TO BE FUTURA MD BOLD 8" CAPS.

ILLUMINATION:

NON-ILLUMINATED.

INSTALLATION:

ALL LETTERS TO BE CLIP MOUNTED FLUSH TO WALL.



SIDE VIEW - NOT TO SCALE



1825 S. Black Canyon Highway
Phoenix, Arizona 85009
602-242-4488
602-271-0433 fax

PROJECT
PIMA CROSSING
8740 E. SHEA BLVD.,
SCOTTSDALE, ARIZONA

PREPARED FOR
REGENCY REALTY
JOHN ROMERO

SALES ASSOCIATE
GARY DANKS

TENANTS
REVERSE PAN
CHANNEL LETTERS

Project: Pima Crossing 6659
Date: 05-28-09
Scale: Noted
Drawn By: J.T.K.
QUOTE# 6659

Revisions

No.	Description	Date
01	Change to Non- Illum.	10/05/10

Approvals

Landlord Signature _____
Client Signature _____
Sales Signature _____

COMPUTER PRINTED COLOR GRAPHICS VARY FROM ACTUAL
COLOR SELECTIONS. COLOR GRAPHICS AND/OR PHOTO
ILLUSTRATIONS ARE DESIGNER CONCEPTS ONLY AND MAY
NOT REPRESENT ACTUAL INSTALLATION.

Exhibit A

Planning Reviewed By:
Andrew Chi (480) 312-7828
email: achi@scottsdaleaz.gov

THIS IS AN ORIGINAL UNPUBLISHED DRAWING SUBMITTED FOR YOUR PERSONAL USE IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY CHRISTY SIGNS. IT IS NOT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION WITHOUT WRITTEN PERMISSION BY CHRISTY SIGNS.

Scottsdale, AZ 85260
Pima Crossing
 8740 E Shea Boulevard



Available Anchor Leased N.A.P. (Not A Part)

Suite Suites boxed in with red have street frontage on Shea Boulevard and therefore cannot have landscape wall signs (Section 8.403 of the Sign Ordinance). Landscape wall signs are reserved for tenants without any street frontage, as selected by the landlord or designee to the landlord.

CENTER SIZE 236,499 SQ. FT.

Available Space

B8	2,131 SQ. FT.	E33	2,613 SQ. FT.
C3A	1,724 SQ. FT.	F27	1,933 SQ. FT.
C5	1,070 SQ. FT.	F36	1,580 SQ. FT.
C6	3,567 SQ. FT.		

Current Retailers

33	CRYSTAL NAILS	793 SQ. FT.
400	CORT FURNITURE RENTAL CORP.	3,803 SQ. FT.
401	THE MASK HOCKEY STORE	4,000 SQ. FT.
402	E & J DESIGNER SHOE OUTLET	12,000 SQ. FT.
8606	PIER 1 IMPORTS	11,062 SQ. FT.
8608	BIG DADDY'S BBQ	7,764 SQ. FT.
8624	THE BAMBOO CLUB	5,420 SQ. FT.
8642	LIFETIME FITNESS	20,620 SQ. FT.
8662	STEIN MART	38,000 SQ. FT.
8668	ROCK BOTTOM RESTAURANT & BREWERY	6,372 SQ. FT.
8710	SHERWIN WILLIAMS	5,168 SQ. FT.
8718	PADDOCK POOLS STORE	17,140 SQ. FT.
8734	EL PASO IMPORTS, INC.	8,027 SQ. FT.
8740	PGA GOLF	46,955 SQ. FT.
A1	AMTRUST BANK	4,030 SQ. FT.
A1A	BEAD WORLD	1,700 SQ. FT.
A2	AMERICAN FAMILY INSURANCE	800 SQ. FT.
B1	SUBWAY	1,204 SQ. FT.
B2	BEAUTY FIRST	2,003 SQ. FT.
B3A	THE UPS STORE	1,031 SQ. FT.
B3B	NORTH SCOTTSDALE FLORAL	1,070 SQ. FT.
B4	FAST FRAME	1,111 SQ. FT.
B5	T-MOBILE	1,070 SQ. FT.
B6	BARTOLI'S CLEANERS	1,070 SQ. FT.
B7	FOUR PEAKS ANIMAL CLINIC	1,070 SQ. FT.
C11	IL POGGIO D'ITALIA	3,247 SQ. FT.
C3B	MASSAGE ENVY	2,151 SQ. FT.
C4	GREAT CLIPS	1,070 SQ. FT.
C9	RIVIERA OPTICARE	2,497 SQ. FT.
D36	H & R BLOCK	1,268 SQ. FT.
D37	KID TO KID	2,640 SQ. FT.
D38	ELITE REPEAT	2,683 SQ. FT.
D39	MIRAGE HAIR SALON	954 SQ. FT.
F3	NELLOS PIZZA	3,880 SQ. FT.
F32	CHIRO-MED	1,082 SQ. FT.
PAD1	CHILIS RESTAURANT	0 SQ. FT.

Rev. 08/05/10

Contact:
 Tricia Freeman
 303.300.5330 / TriciaFreeman@regencycenters.com
 regencycenters.com

regencycenters
 > moving quality forward

PARCELS

□ Parcels

TRANSPORTATION

Abc Street Names

— Streets (MCDOT)

— Streets (ASSR)

AERIAL PHOTOS 2010

2010 Aerial Photos



SCALE 1 : 1,943

