



STAFF APPROVAL LETTER

6-MS-1999#2

DC Ranch Market Street 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: 20555 N Pima Rd
PARCEL: 217-68-687, 217-68-688, 217-68-689, 217-68-690

Q.S.: 41-49

CODE VIOLATION #:

APPLICANT: Steve Loken

COMPANY: DMB Market Street LLC

ADDRESS: 7600 E Doubletree Ranch Rd Ste 300 Scottsdale, AZ 85258

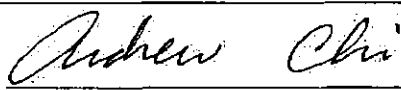
PHONE: 480-376-7673

Request: Request to amend the DC Ranch Market Street Master Sign Program (6-MS-1999) to allow two (2) scenic corridor mid-size monument signs on Pima Road and two (2) mid-size monument signs on Thompson Peak Parkway in an existing mixed-use commercial center.

STIPULATIONS

1. Approvals for two (2) mid-size monument signs on Pima Road (Mid-Size Monument Sign #1 and #2), and two (2) mid-size monument signs on Thompson Peak Parkway (Mid-Size Monument Sign #3 and #4).
2. All mid-size monument signs shall adhere to the Market Street Master Sign Program Amendment (6-MS-1999#2) submitted by DMB Market Street, LLC and approved by city staff on October 2, 2012.
3. The landlord shall select which tenant shall be allowed a tenant panel on all of the mid-size monument signs.
4. No more than one (1) business name shall be displayed on any one (1) side of a mid-size monument sign.
5. Tenant panels may incorporate corporate letter styles, font, color and logos, but the panel background color shall remain opaque black.
6. At the time of final plans submittal, the applicant shall demonstrate the precise location of each of the mid-size monument signs on a dimensioned site plan.
7. The existing scenic corridor complex identification sign on Pima Road and Market Street shall be removed before the sign permit for Mid-Size Monument Sign #1 is finalized.
8. The existing scenic corridor monument sign on Pima Road and south of the north driveway shall be removed before the sign permit for Mid-Size Monument Sign #2 is finalized.
9. All other provisions of Case No. 6-MS-1999 (The Village at DC Ranch) shall remain in-effect.
10. Any modifications to the Market Street Master Sign Program shall require Development Review Board or city staff approval.

Related Cases: 6-MS-1999#2, 6-MS-1999, 116-SA-2007, 72-SA-2007

SIGNATURE: 
Andrew Chi
Associate Planner

DATE APPROVED: October 2, 2012

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: _____



MARKET STREET
CONTEXT MAP

JULY 20, 2012



Background

DC Ranch Market Street has an approved Master Sign Program, Case 6-MS-99, approved by the City of Scottsdale ("City") Development Review Board ("DRB") on May 4, 2000. The approval has been in effect for over twelve (12) years and has allowed signage to occur within the mixed-use development.

Request

Per Section 8.302, Sign Program in the City Zoning Ordinance ("Ordinance"), we respectfully request a minor addendum to the approved master sign program. Over the years, the City has revised its sign ordinance and now allows for signage within the scenic corridor. The request is to amend the existing master sign program for Market Street to approve scenic corridor signage.

Section 8.411, Scenic Corridor, allows for free-standing signage opportunities on non-ESLO properties. Specifically, subsection IV, states..."Permanent signs allowed: All permanent types of signs allowed by this ordinance may be placed within a scenic corridor not located in the ESLO Overlay District, except monument signs, which are not allowed..."

Section 8.534 of the Ordinance describes the types of signage allowed in multiple-tenant commercial buildings in a commercial district with a total floor area of one-hundred thousand (100,000) square feet or greater. Specifically, subsection II. C. states that mid-size monument signs may be placed based on the following criteria:

- Such sign shall identify the building.

- The maximum area of such sign shall be seventy-five (75) square feet.

- The maximum height of such sign shall be twelve (12) feet.

- Such sign shall be setback ten (10) feet from the property line and placed within a landscape setting containing not less than two hundred forty (240) square feet.

- Two (2) such signs shall be allowed to be substituted for one tower sign as provided in Section 8.534.II.E. provided that the maximum area for each sign is limited to sixty (60) square feet.

In addition, in Section 8.411, subsection III. A., states that "when the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be raised by two (2) feet." We respectfully request this provision apply to the signs that meet these criteria.

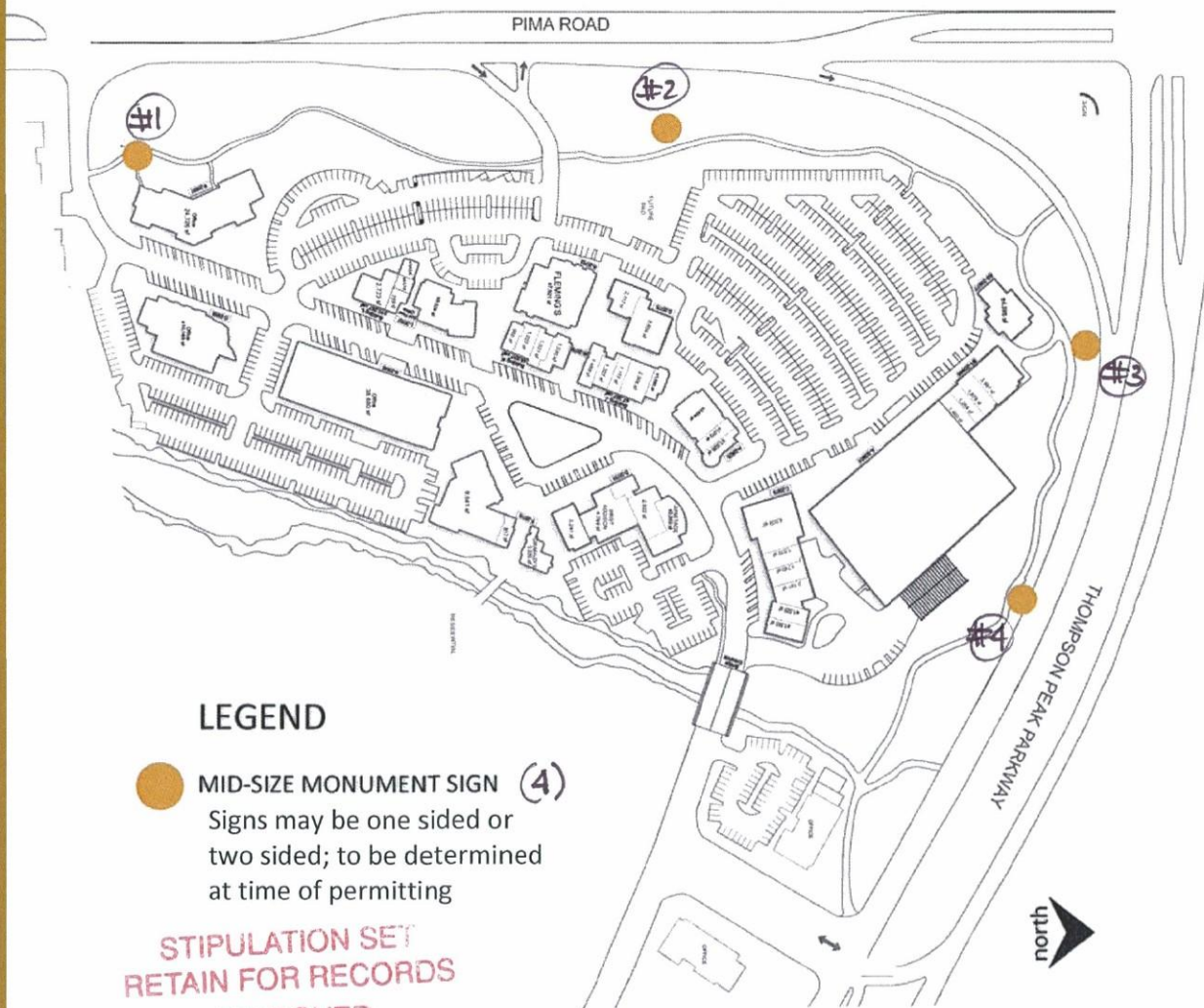
Market Street at DC Ranch has two (2) major street frontages on Pima Road and Thompson Peak Parkway. We are requesting two (2) mid-size monument signs per frontage.

Location and Design

As requested above, the attached graphics depict the request for a mid-size monument sign design for the Market Street development. Since the Market Street development has two (2) major street frontages, a total of four (4) mid-size monument signs are being requested. Please refer to the location of the signs on the attached site plan. Please refer to the attached sign elevations for the proposed design concept for the mid-size monument signs.

Summary of Request

In an effort to ensure Market Street's viability, we respectfully request that this minor addendum to the approved master sign program be approved. The addition of quality mid-size monument signs to the very densely planted scenic corridor will enhance the commercial centers identity while preserving the quality of development and scenic corridor.



LEGEND

- MID-SIZE MONUMENT SIGN (4)**
 Signs may be one sided or two sided; to be determined at time of permitting

STIPULATION SET
RETAIN FOR RECORDS
APPROVED

10/02/12
DATE

Chii
INITIALS

66-MS-19993#2

1.0 Peripheral Signs

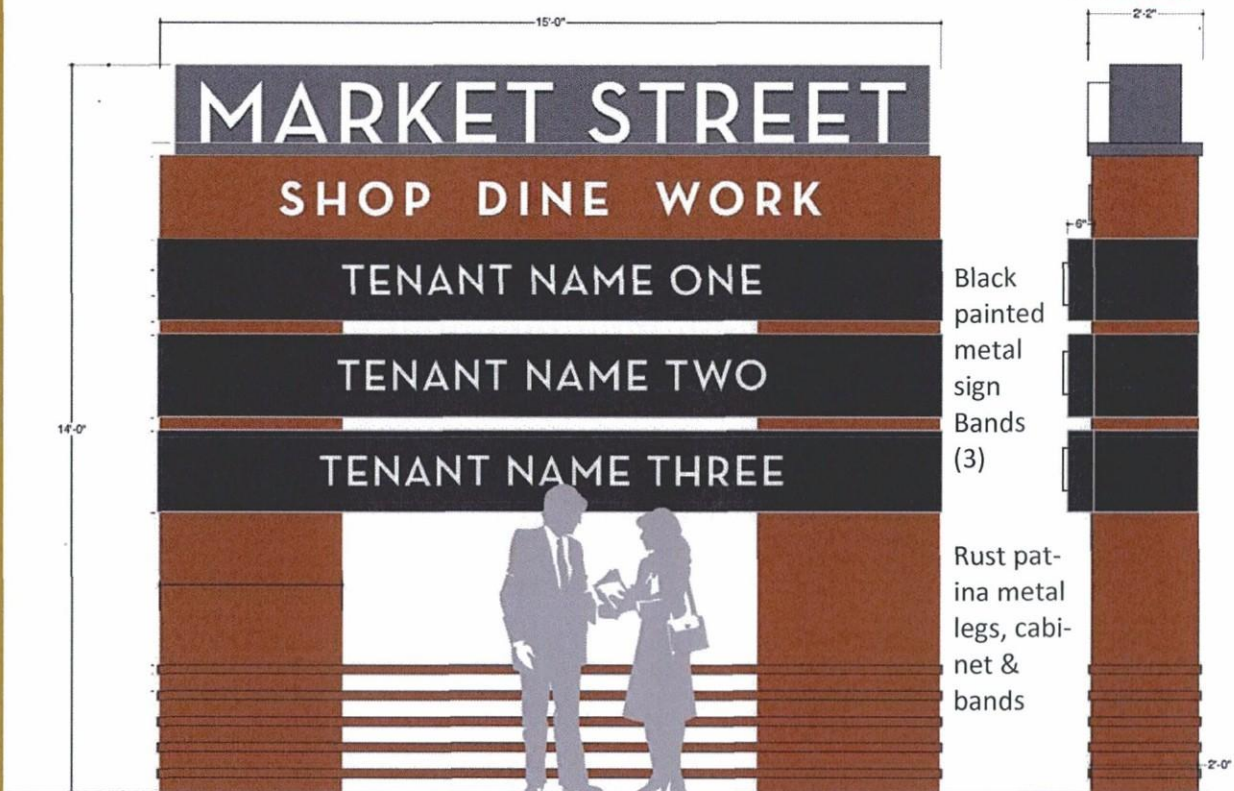
Project site signage has been designed to compliment not only the atmosphere that this center is striving to create, but it also reflects the style already established with the existing DC Ranch signage program. Materials and design of signs are consistent with the architectural theme and style of Market Street and DC Ranch.

APPROVED

10/04/12
DATE

CLN
INITIALS

1.1 MIDSIZE MONUMENT SIGN:



The proposed scenic corridor signage uses simplified graphics & design to make it legible from vehicles traveling at higher speeds on Pima Road or Thompson Peak Parkway. The horizontal banding is derived from the metal handrails found throughout Market Street. The majority of the sign (in red) will be finished in a natural steel that will develop the same rustic patina as the light poles & other "street amenities" within Market Street.

"MARKET STREET" - 5" deep aluminum pan channel letters with white returns. White trim cap & translucent white acrylic. Internally illuminated with White LED's.

"SHOP DINE WORK" - 1/4" aluminum FCO's painted white. Pin mounted to cabinet with 1/2" stand-off.

The tenant ID's will be the tenant logo font & color, the maximum letter height is 12". Tenant Cabinets - 6" deep aluminum box painted black w/1/2" thick clear acrylic push-through letters.



Master Sign Program Approval Application & Submittal Requirements

Project Number:

536 - PA - 2012

Case Number:

6 - MS - 1999 #1

Staff Coordinator:

Andrew Chi & Meredith Tessier

Please check one of the following:



New Master Sign Program



Amendment to Existing Master Sign Program

Project Name: Market Street - Master Sign Plan Update

Project Address: 20555 N Pima Rd. Scottsdale, AZ

Zip Code: 85255

Current Zoning District: PNC/CO PCD Parcel Number(s): 217-68-687

Quarter Section: 41-49

Request: Update to Existing Master Sign Plan

Associated Case(s): 116-SA-2007, 6-MS-1999

Owner:

Company: DMB Market Street, LLC

Phone: (480) 367-7673 Fax: (480) 367-7573

E-mail: sloken@dmbinc.com

Address: 7600 E. Doubletree Ranch Rd., Suite 300
Scottsdale, AZ 85258

Applicant: Steve Loken

Company: DMB Market Street, LLC

Phone: (480) 376-7673 Fax: (480) 367-7573

E-mail: sloken@dmbinc.com

Address: 7600 E. Doubletree Ranch Road, Suite 300
Scottsdale, AZ 85258**Submittal Requirements: Please submit three (3) copies of the materials requested below.**

- ☒ Completed Application (this form)
- ☒ Application Fee (fees subject to change every July) \$100.00
- ☒ 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.
- ☐ 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.
- ☒ Other: Freestanding Monument Sign elevations (included in sign plan)

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.

See Attached

Applicant Signature

7-22-2012

Date

Official Use Only:

Submittal Date:

7/21/2012

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

90725

Received From :

MATHEWS ASSET MANAGEMENT, INC. dba MSREA ITF DMB
20645 N PIMA RD STE N160
SCOTTSDALE, AZ 85255

Bill To :

DMB MARKET STREET LLC
7600 E DOUBLETREE RANCH RD STE 300
SCOTTSDALE, AZ 85258
480-367-7000

Reference # 6-MS-1999#1

Issued Date 7/26/2012

Address E THOMPSON PEAK PY/N PIMA RD (SE)

Paid Date

Subdivision

Payment Type CHECK

Marketing Name

Lot Number

Cost Center

MCR

County No

Metes/Bounds No

APN

Gross Lot Area 0

Water Zone

Owner Information

NAOS Lot Area 0

Water Type

DMB MARKET STREET LLC

Net Lot Area

Sewer Type

7600 E DOUBLETREE RANCH RD STE 300

Number of Units 1

Meter Size

SCOTTSDALE, AZ 85258

Density

QS

480-367-7000

Code	Description	Additional	Qty	Amount	Account Number
3231	MINOR AMENDMENT (CASE)	MS AMENDMENT	1	\$100.00	100-21300-44221

SIGNED BY KURT JONES ON 7/26/2012

Total Amount

\$100.00

(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 # 90725



A PASSION FOR GREAT PLACES®

July 23, 2012

VIA HAND DELIVERY

Ms. Meredith Tessier
Planning Department
City of Scottsdale
7447 East Indian School Road, Suite 150
Scottsdale, AZ 85251

RE: DC Ranch - Market Street - Master Sign Plan Update

Dear Meredith:

As a follow up to our meetings earlier this year, enclosed herewith is our application to update our existing Master Sign Plan (the "Sign Plan") for Market Street. This Sign Plan incorporates material from our originally approved plan as well as approved modifications. Our intent is to provide an updated and simplified Sign Plan that will guide signage for Market Street.

Should you have any questions or need any additional information regarding this issue, please do not hesitate to give me a call at (480) 367-7673.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Loken", with a long horizontal flourish extending to the right.

Steve Loken

attachments

cc: Andrew Chi, City of Scottsdale
Jill Hegardt, DMB Associates
Kurt Jones, Ridenour, Hienton & Lewis





A PASSION FOR GREAT PLACES®

July 20, 2012

Meredith Tessier
Planning Department
City of Scottsdale
7447 E. Indian School Road
Suite 125
Scottsdale, AZ 85251

RE: DC Ranch - Market Street - Updated Master Sign Plan

Dear Ms. Tessier,

As the owner of the approximately twenty-two (22) acre property located at the southeast corner of Pima Road and Thompson Peak Parkway (also referred to as Market Street) (the "Property"), we authorize representatives from DMB Associates and Ridenour, Hienton & Lewis to file a request to update the Master Sign Plan for Market Street.

DMB MARKET STREET LLC, an Arizona limited liability company

By: DMB MS Management, LLC, a Delaware limited liability company, its Manager

By: Mary S. Alexander
Its: Senior Vice President

cc: Steve Loken, DMB Associates
Jill Hegardt, DMB Associates
Kurt Jones, AICP, Ridenour, Hienton & Lewis



DMB MARKET STREET LLC, an Arizona
limited liability company

By: DMB MS Management, LLC, a Delaware
limited liability company, its Manager

By: Mary S. Alexander
Its: Senior Vice President



Request for Site Visits and/or Inspections Development Application

This request concerns all property identified in the development application.

Case No: 6 -MS- 1999#2

Project Name: Market Street Master Sign Program Amendment

Project Address: 20555 N. Pima Road

STATEMENT OF AUTHORITY:

1. I am the owner of the property, or I am the duly and lawfully appointed agent of the property and have the authority from the owner to sign this request on the owner's behalf. If the land has more than one owner, then I am the agent for all owners, and the word "owner" refer to them all.
2. I have the authority from the owner to act for the owner before the City of Scottsdale regarding any and all development application regulatory or related matter of every description involving all property identified in the development application.

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Property owner/Property owners agent: _____

Kurt Jones

Print Name

[Signature]

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning, Neighborhood & Transportation Division

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ Phone: 480-312-7000 ♦ Fax: 480-312-7088