



## STAFF APPROVAL LETTER

3-MS-2013

### Desert Fairways II & III 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 two (2) years 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: 8765 E Bell Rd  
PARCEL: 215-50-345  
Q.S.: 36-48  
CODE VIOLATION #:

APPLICANT: Dave Alvord  
COMPANY: Royal Sign Company Inc  
ADDRESS: 2631 N 31st Ave Phoenix, AZ 850091522  
PHONE: 602-278-6286

**Request:** Request to amend the Desert Fairways II & III Master Sign Program to allow a new mid-size monument sign on the southwest corner of N. Loop 101 and E. Bell Road for an existing mixed-use commercial development.

#### STIPULATIONS

1. The mid-size monument sign Desert Fairways II and III shall substantially adhere to the Desert Fairways Master Sign Program Amendment (3-MS-2013) submitted by Royal Sign Company and approved by Current Planning Staff on February 21, 2013.
2. Tenants of Desert Fairways II and III may utilize their corporate colors, logos and letterstyle on the tenant panels of the mid-size monument sign.
3. The property owner or designee shall select which tenant will be allowed a tenant panel on the mid-size monument sign.
4. No one (1) tenant can occupy more than one (1) tenant panel per side on the mid-size monument sign.
5. The mid-size monument sign shall not encroach into the existing public utility easement (Recordation No. 1998-808470).
6. Any modifications to the Desert Fairways II and III Master Sign Program shall require Development Review Board or staff approval.
7. All other provisions of the 02/01/2008 Amended Desert Fairways Phase II and III Master Sign Program shall continue to apply.

**Related Cases:** MSP Amendments (2003, 2004 & 2008), 3-MS-2002 (Original), 134-ZN-1985#4 (Zoning)

SIGNATURE: Andrew Chi

Andrew Chi  
Associate Planner

DATE APPROVED: February 21, 2013

#### STEP 2

#### FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit a copy of this approval letter along with a completed sign permit application to the One Stop Shop for final plan review:

<http://www.scottsdaleaz.gov/codes/signs>

**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: \_\_\_\_\_

3-MS-2013



# Master Sign Program Approval Application & Submittal Requirements

Project Number: <u>615</u> - PA - <u>2012</u>	Case Number: <u>3-MS-2013</u>	Staff Coordinator: <u>A. Chi</u>
--	-------------------------------	-------------------------------------

Please check one of the following: ☐ New Master Sign Program ☒ Amendment to Existing Master Sign Program

Project Name: DESERT FAIRWAYS II & III MSP Amendment

Project Address: 8765 E. BELL RD. Zip Code: 85260

Current Zoning District: C-0 / C-2 Parcel Number(s): 215-50-345 Quarter Section: \_\_\_\_\_

Request: AMENDMENT TO ALLOW FOR NEW MONUMENT SIGN DESIGN.

Associated Case(s): \_\_\_\_\_

Owner: <u>DESERT FAIRWAYS INVESTORS LLC</u> Company: <u>SAVE VICTORIA PROPERTY MANAGEMENT</u> Phone: <u>480 303 670</u> Fax: <u>480 303 6704</u> E-mail: _____ Address: <u>8940 E. RAINTREE DR. STE 200</u> <u>SCOTTSDALE, AZ 85268</u>	Applicant: <u>ROYAL SIGN CO. DANE ALVORD</u> Company: <u>ROYAL SIGN CO.</u> Phone: <u>602 778 6028</u> Fax: <u>602 778 0234</u> E-mail: <u>DANE @ ROYALSIGN.NET</u> Address: <u>2631 N. 31ST AVE.</u> <u>PHOENIX, AZ 85009</u>
--	---

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

<input type="checkbox"/> Completed Application (this form) <input type="checkbox"/> Application Fee (fees subject to change every July) <u>\$100</u> <input type="checkbox"/> Context Aerial and/or Site Location Map <input type="checkbox"/> Narrative describing nature of request <input type="checkbox"/> Property Owner Approval Letter <input type="checkbox"/> Homeowners/Property Owners Association Approval Letter (if applicable) <input type="checkbox"/> Sign Criteria Regulations & Language <input type="checkbox"/> Color photographs of the site (including all areas of change).	<input type="checkbox"/> Site Plan indicating extent and location of signage, additions, buildings, and other structures; indicate dimensions of all freestanding signs. <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"/> Elevation Drawings of all buildings with sign locations indicated. <input type="checkbox"/> 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.

Applicant Signature: <u>[Signature]</u>	Date: <u>10-31-2012</u>
---	-------------------------

Official Use Only:	
Submittal Date: <u>10/31/12</u>	City Staff Signature: <u>W. Davis</u>

## 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

# VPM

---

VICTORIA PROPERTIES MANAGEMENT, LLC

---

October 22, 2012

Emanouel Frangos  
PO Box 536, 24 Madison St  
Campbell, OH 44405

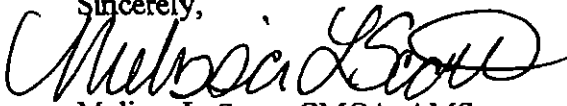
Re: Desert Fairways II & III – Monument Signage Proposal

Dear Emanouel,

The Board of Directors is in receipt of the Monument Signage Agreement dated September 24, 2012 upon review the Board has agreed to the terms outlined in this agreement. In addition the Board is in receipt of the design and location changes for the monument signage from Royal Signs dated October 4, 2012. The Board is in agreement of the new location as well as the design change.

Should you have any questions please do not hesitate to contact me directly at 480-776-5800.

Sincerely,

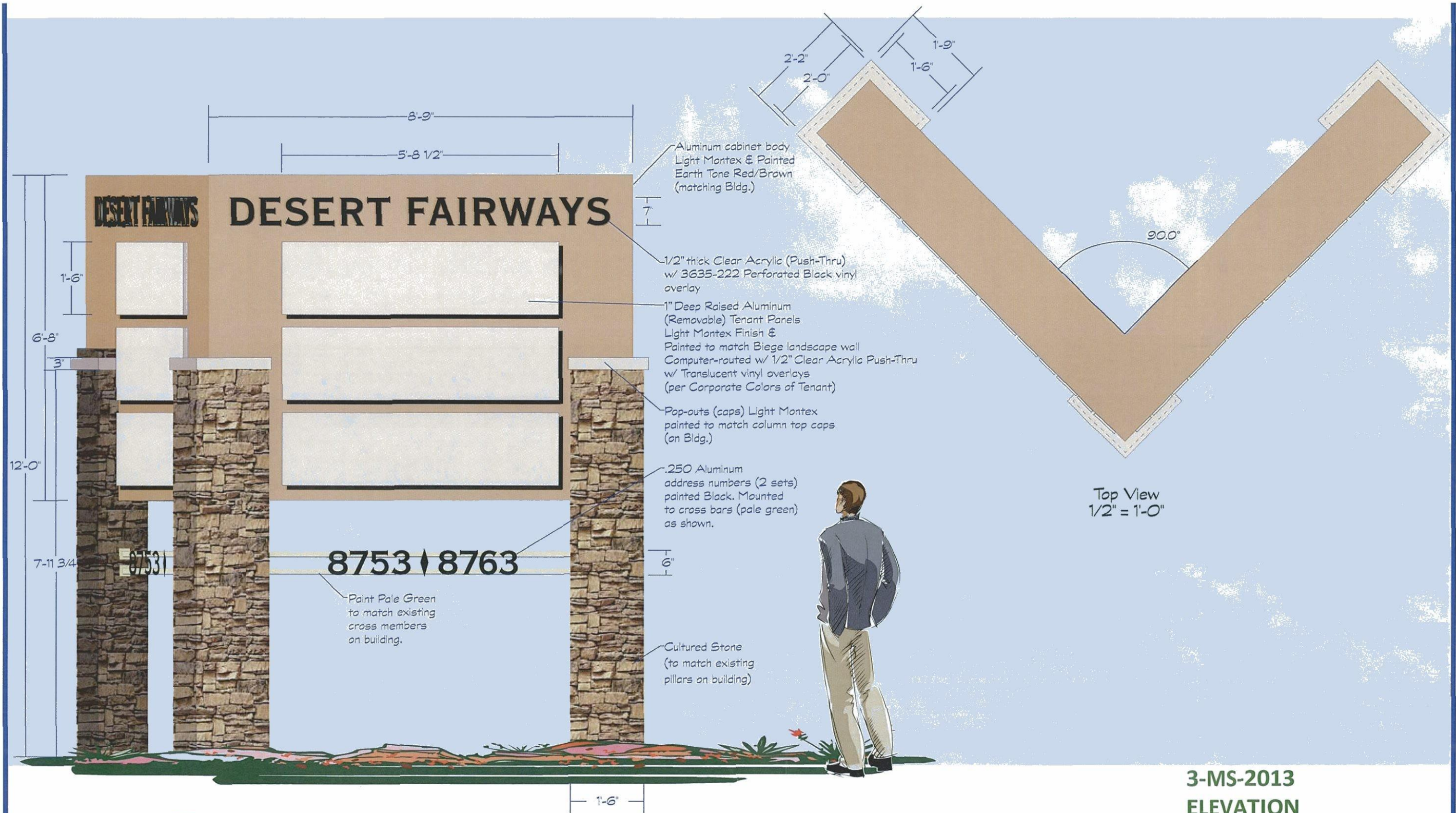


Melissa L. Scott, CMCA, AMS  
Association Property Manager

Enc.

CC: Property Management Professionals  
Chris Menapace  
PO Box 26823  
Scottsdale, AZ 85255





**A**

**D/F INTERNALLY-ILLUMINATED  
FREESTANDING MONUMENT SIGN**

**Scale:  
1/2" = 1'-0"**

Manufacture & install one (1) V-shaped (double-faced) monument display as shown. Internally-illuminated using CW/HO lamps/ ballasts.

\*Customer to provide electric to sign location.

**3-MS-2013  
ELEVATION  
APPROVED  
CITY OF SCOTTSDALE**

**STIPULATION SET  
RETAIN FOR RECORDS**

*Andrew Chis* **02/21/13**  
**APPROVED BY DATE**

Client:  
Desert Fairways

Location:  
Bell Rd & Loop 101  
Scottsdale, AZ

**royal sign co.**

2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

Prior Drawings (Revisions)  
11-3680 13-0331  
12-2852  
12-2895  
12-3195  
13-0001  
13-0019

Sales Representative:  
Dane Alvord

E-Mail:  
dane@royalsign.net

Drawing or Revision Date:  
2/8/13

Drawn By:  
RKP

Revised By:  
CJK

Fonts Used:  
n/a

Approval Signatures  
Client:

Landlord:

Sales:

Estimating:

This original unpublished drawing is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from ROYAL SIGN COMPANY. All specified details on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. ROYAL SIGN COMPANY will do their best to maintain the design intent of these drawings at all times. If the owner or owners' representative wishes to receive detail drawings on all changes during the fabrication process, ROYAL SIGN COMPANY must be advised in writing prior to the start of fabrication.

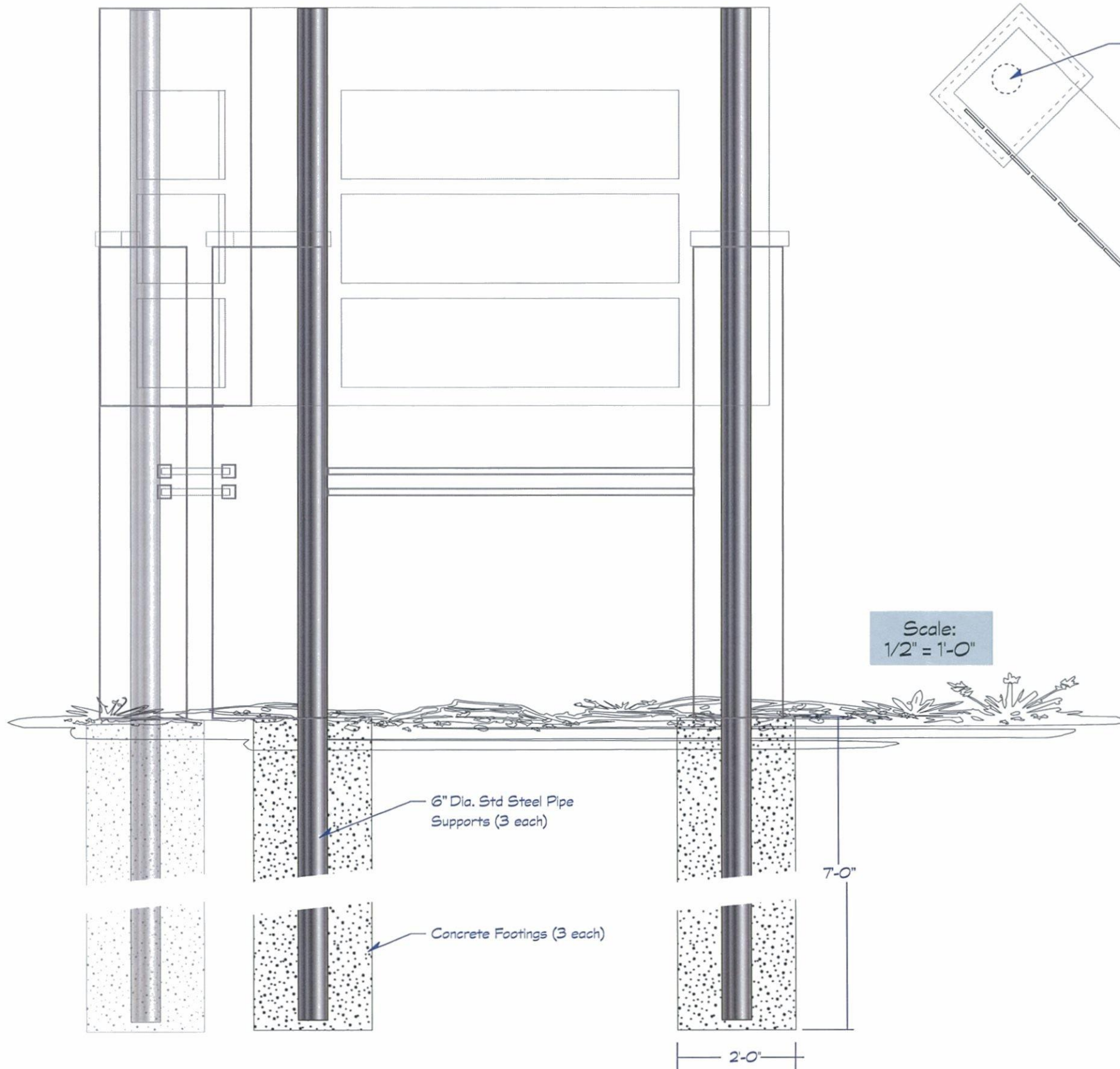
Sheet Title  
Exterior

Scale:  
see drawing

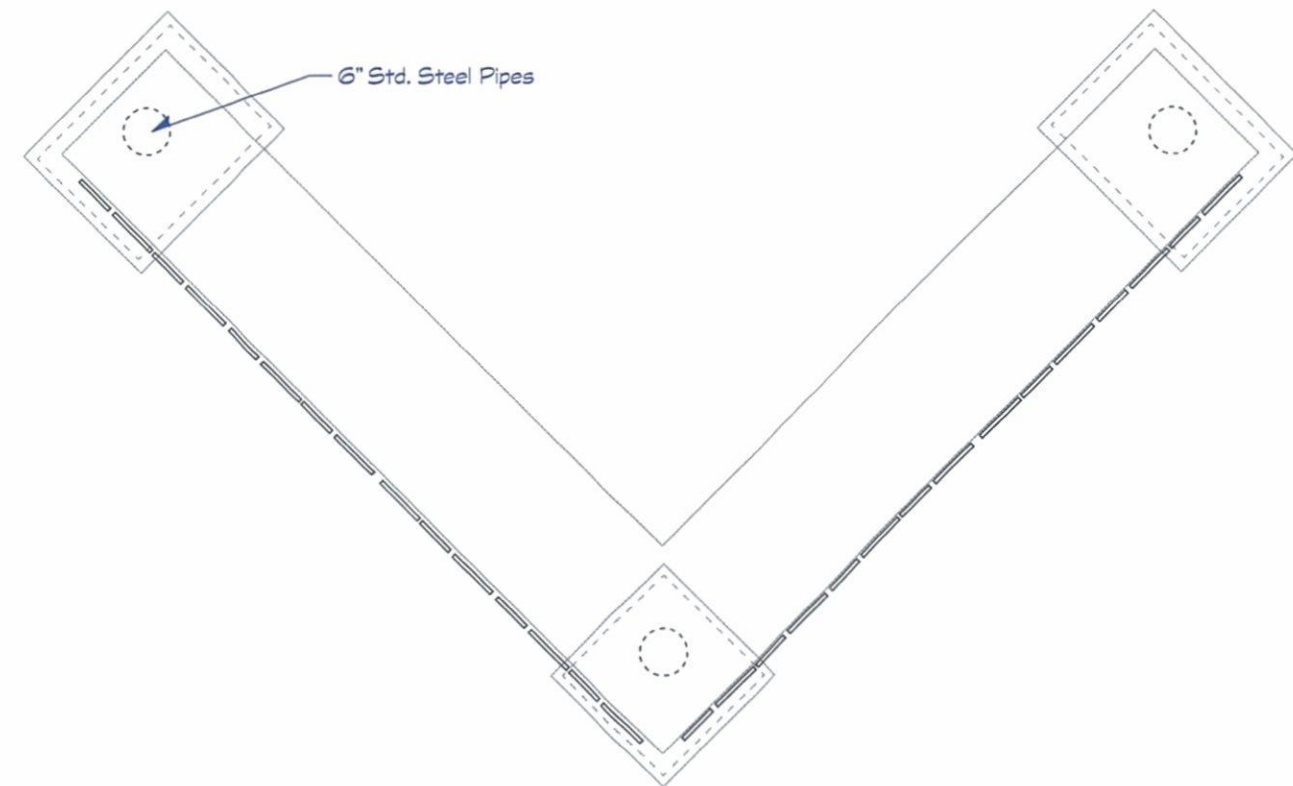
Drawing Number

**13-0331**





Scale:  
1/2" = 1'-0"



Top View  
1/2" = 1'-0"

Client:  
Desert Fairways

Location:  
Bell Rd & Loop 101  
Scottsdale, AZ



2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

Prior Drawings (Revisions)  
11-3680 13-0332  
12-2852  
12-2895  
12-3196  
13-0002  
13-0020

Sales Representative:  
Dane Alvord

E-Mail:  
dane@royalsign.net

Drawing or Revision Date:  
2/8/13

Drawn By:  
RKP

Revised By:  
CJK

Fonts Used:  
n/a

Approval Signatures  
Client:

Landlord:

Sales:

Estimating:

This original unpublished drawing is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from ROYAL SIGN COMPANY. All specified details on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. ROYAL SIGN COMPANY will do their best to maintain the design intent of these drawings at all times. If the owner or owner's representative wishes to receive detail drawings on all changes during the fabrication process, ROYAL SIGN COMPANY must be advised in writing prior to the start of fabrication.

Sheet Title  
Exterior

Scale:  
see drawing

Drawing Number

13-0332



3-MS-2013

SITE PLAN

**APPROVED**

CITY OF SCOTTSDALE

STIPULATION SET  
RETAIN FOR RECORDS

*Andrew Chi* 02/21/13  
APPROVED BY DATE

SET BACKS TO SIGN LOCATION

NORTH FACE OF SIGN TO PROPERTY LINE = 10'-0"

NORTH FACE OF SIGN TO LEADING EDGE OF CURB = 29'-0"

EAST FACE OF SIGN TO PROPERTY LINE = 38'-0"

EAST FACE OF SIGN TO LEADING EDGE OF CURB = 62'-6"

EAST BELL ROAD

LOOP 101

Client:

Desert Fairways

Location:

Bell Rd & Loop 101  
Scottsdale, AZ

**royal sign co.**

2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
fax: 602-278-0234  
E-mail (Art Dept):  
royalsign@royalsign.net

Prior Drawings (Revisions)

11-3682	13-0333
12-2853	
12-2896	
12-3197	
13-0003	
13-0021	

Sales Representative:

Dane Alvord

E-Mail:

dane@royalsign.net

Drawing or Revision Date:

2/8/13

Drawn By:

RKP

Revised By:

CJK

Fonts Used:

n/a

Approval Signatures

Client:

Landlord:

Sales:

Estimating:

This original unpublished drawing is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from ROYAL SIGN COMPANY. All specified details on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. ROYAL SIGN COMPANY will do their best to maintain the design intent of these drawings at all times. If the owner or owners' representative wishes to receive detail drawings on all changes during the fabrication process, ROYAL SIGN COMPANY must be advised in writing prior to the start of fabrication.

Sheet Title

Exterior

Scale:

1" = 50'

Drawing Number

13-0333





Phase II  
Phase III

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

= Per Case 134-ZN-1985 #4,  
Property zoned C-0/C-2 shall  
use C-0 amended regulations,  
including Signage. Properties  
Simply Zoned C-2 shall use C-2  
Signage regulations but must adhere  
to any restrictions in this Master  
Sign Program.

# DESERT FAIRWAYS PHASE 2 AND 3

SCOTTSDALE ARIZONA

## MASTER SIGNAGE CRITERIA PLAN

prepared by: IDEA, inc  
prepared for: SHEA COMMERCIAL

june 16, 2003

revised august 18, 2003

letter color addition September 24, 2004

revised January 26, 2004

revised May 19, 2004

letter color addition July 15, 2004



\* Amendment from  
Victoria Properties  
\* Clarification on  
which zoning  
regulations to  
use.

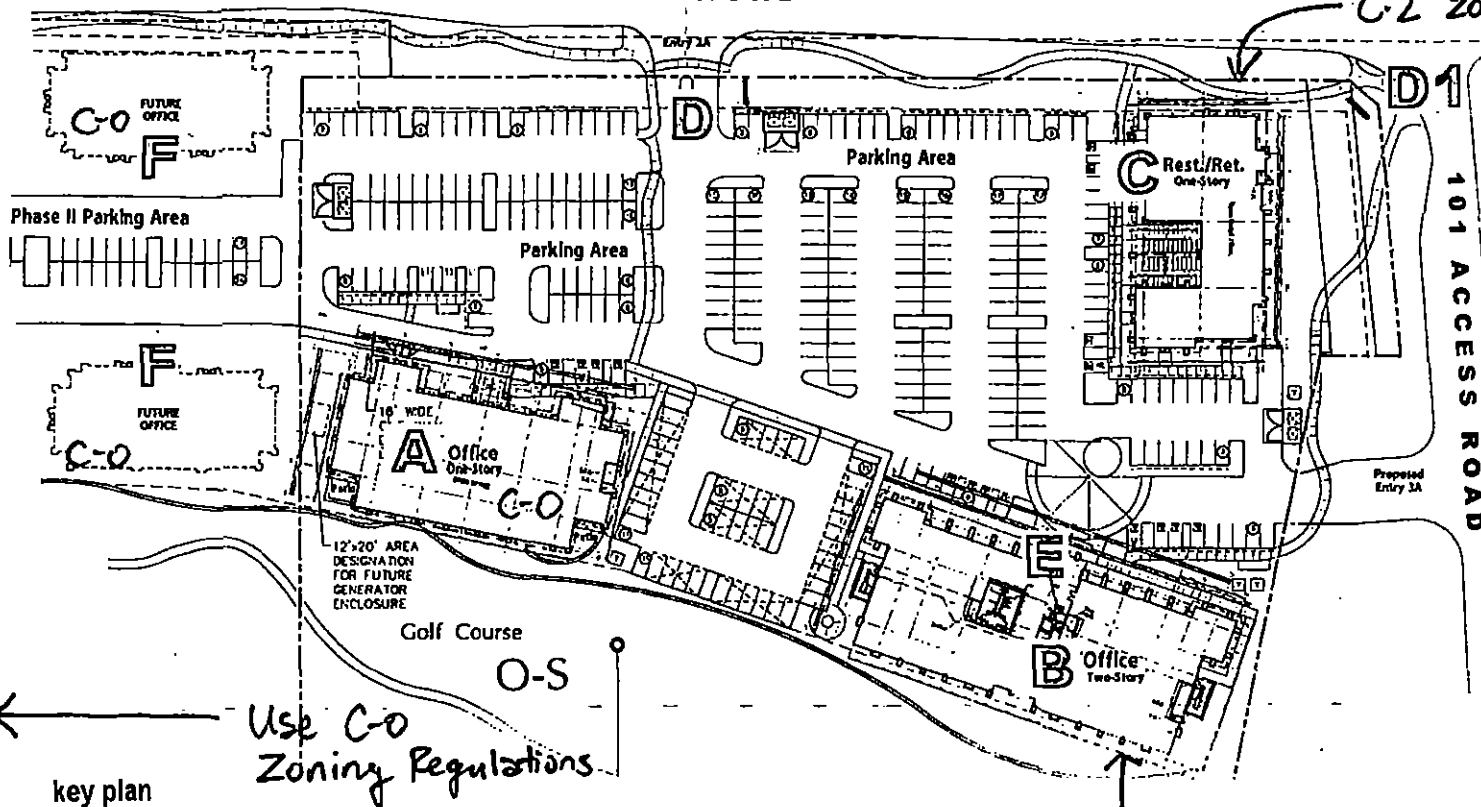
Phase II

Phase III

BELL ROAD

C-2 zoning

101 ACCESS ROAD



signage element legend

- A** one story office building
- B** two story office building
- C** retail / restaurant building
- D** entry monument
- D1** corner entry monument
- E** interior building directory
- F** office condominium buildings (typical of 4)

# DESERT FAIRWAYS 3

## MASTER SIGNAGE CRITERIA PLAN



## sign criteria

These sign criteria have been developed to ensure design compatibility and consistency among all signs within the Desert Fairways Project located at the southwest corner of the 101 and Bad Road in the City of Scottsdale, Arizona. Conformance with these criteria will be strictly enforced by the project developer, Shea Commercial and its successors. Any sign that is installed and is not in conformance with these criteria or not approved by the developer or its successors, must be removed or brought into conformance by the tenant/owner to the satisfaction of the developer or its successors.

The developer or its successors shall approve all tenant/owner signs, in writing, prior to installation. Approval shall be for appearance and location on the building only. The developer is not responsible for review for conformance with the City of Scottsdale's sign code. Sign permits must be obtained from the City by the tenant/owner. These criteria have been developed exclusively for an office / retail project known as Desert Fairways and all signs must be in compliance with these criteria.

## general signage requirements

Any reference herein to the word tenant, owner or tenant/owner shall be construed to include any owner or tenant of any single building or portion of a building under the terms of office condominium ownership as established by the developer. Any reference to developer as it pertains to these criteria shall mean Shea Commercial or its successors. City shall refer to the City of Scottsdale.

1. Tenant/Owner shall submit 2 sets of shop drawings and specifications for all signs proposed to be installed on a building including glass-mounted lettering. Developer shall review the shop drawings and specifications and return one set to the tenant/owner marked "approved," "approved as noted," or "revise and re-submit".

2. "revise and re-submit" drawings will be returned to the tenant/owner with comments. These drawings shall be revised by the tenant/owner and resubmitted to the developer for approval.

3. Upon receipt of developer approval, tenant/owner shall proceed with the city permit process.

4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed, painted or affixed on any part of a sign, except lettering and/or graphics which have received prior written approval of the developer.

5. Tenant/owner or its authorized representative shall obtain all permits for the installation of the tenant signs.

6. Tenant/owner shall have sole responsibility for compliance with all applicable statutes, codes, ordinances or other regulations for all work performed on the premises by or on behalf of the tenant/owner. Subsequent to City approval, tenant/owner may proceed with the installation of signs.

7. The approval of the developer of each tenant/owner plans, specifications, calculations or work shall not constitute an implication, representation, or certification by the developer that said items are in conformance and compliance with applicable statutes, codes, ordinances or other regulations.

8. All signage is subject to City approval and these criteria.

9. All building mounted signage shall be constructed and installed at the sole expense of the tenant/owner unless prior arrangements to the contrary have been agreed upon and stated in writing in the purchase or lease terms.

10. Tenant/owner and the tenant/owner's contractor shall be responsible for the repair of any damage caused by installation or the removal of any signage.

11. All sign bolts, fastenings, sleeves and clips shall be of hot-dipped galvanized iron, stainless steel, aluminum or brass. Black iron material of any type for mounting purposes will not be permitted.

12. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

13. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.

14. No exposed tubing, conduit or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.

15. All electrical signs components shall bear the UL label.

16. All signs shall conform to both the Uniform Building Code and the National Electrical Code.

17. Tenant/owner shall bear all liability and responsibility for the operation of their selected sign contractor.

18. Painted lettering on buildings or glass will not be permitted.

19. Flashing, moving or audible signs will not be permitted.

20. Individual freestanding signs will not be permitted except as described in those plans for sign types A, B and C. Monument signs shall not contain individual tenant names.

21. Exposed neon lighting is not permitted.

22. High-performance glass-applied vinyl graphics in the project logotype of Copperplate with a maximum height of 2" in upper and lower case, to display the name, address, emergency numbers and hours of operation may be applied to the storefront adjacent to the main entry door not to exceed 2 square feet of copy to accommodate the names of individual professionals within a singular or group practice. The layout shall be submitted and approved by the developer prior to installation.

23. Wall-mounted tenant/owner name signage shall be individual 24" high maximum x 2" deep reverse pan channel letters Copperplate typeface. The tenant/owner may exercise the option to either non-illuminate or have illuminate the letters. In no event may signs within 100 feet of a residential zone be illuminated.

24. Any changes to previously approved signage or other window or storefront lettering or graphics will require the tenant/owner submit shop drawings and specifications for the written approval of the developer and said changes shall be subject to City approval.

## tenant / owner signage

1. The purpose of the tenant/owner signage is to effectively identify and direct clients, patients and customers to a building or part of a building from the street and/or parking areas through the use of the business name and address numbers.

2. All tenant/owner signage shall be as described in Item 23 of the general sign requirements section herein. Signs shall be located in a manner consistent with the guidelines presented in graphic elevations of this document for sign for location and placement on the building wall according to the 4 elevations not to exceed one square foot of signage per lineal foot of building frontage.

3. All signage shall correspond with the owned or leased area of the building and shall be placed on the elevation within said area of lease or ownership. In the rare case where this can not be achieved the tenant/owner shall submit a detailed description and shop drawing of any deviation to these criteria to the developer for approval.

4. Corporate logos, corporate colors, corporate lettering styles and the like are permitted under these criteria. In the event that a tenant does not have such corporate criteria, the lettering shall be of the style and finish referenced in number 23 of the general sign requirements section herein and per the City of Scottsdale ordinance.

note:

all tenant signage locations must correspond to the tenant space location.

1. 12" x 2" reverse pan channel address numbers in M-2 building finish (optionally halo illuminated) Copperplate typeface
2. maximum 24" high x 2" reverse pan channel tenant names in M-2 building finish (optionally halo illuminated) Copperplate typeface

**note:**  
all tenant signage locations must correspond to the tenant space location.

**Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'**

Architectural drawing of the West Elevation of the building. The drawing shows a long, low structure with three large bays labeled "TENANT" above the entrances. To the left is a smaller section with the number "8585" above it. The drawing includes numerous dimension lines and numerical callouts indicating measurements for various parts of the facade.

8585

8585

SOUTH ELEVATION

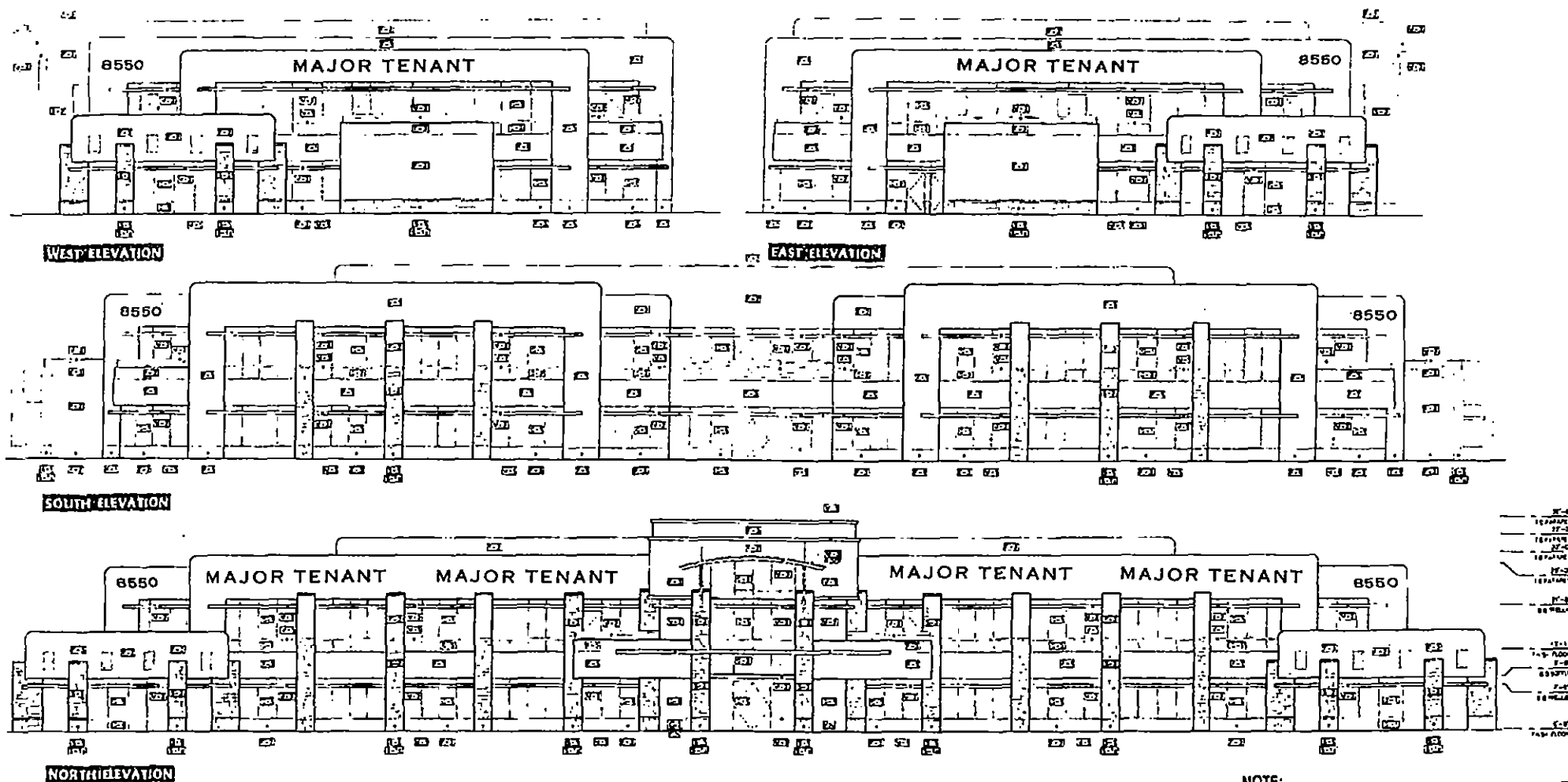
Architectural drawing of the North Elevation of the building. The drawing shows a symmetrical facade with a central entrance and two large wings. The central entrance is labeled "MAJOR TENANT" and features a curved roofline. The wings are labeled "TENANT" and "MAJOR TENANT". The drawing includes a scale bar at the bottom left and a north arrow at the bottom right.

# 3



1. 12" x 2" reverse pan channel address numbers in M-2 building finish (optionally halo illuminated) Copperplate typeface
2. maximum 24" high x 2" reverse pan channel tenant names in M-2 building finish (optionally halo illuminated) Copperplate typeface

Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'  
note:  
all tenant signage locations must correspond to the tenant space location.



## B TENANT BUILDING SIGNAGE CRITERIA

scale of elevations is 1/16"=1'-0"

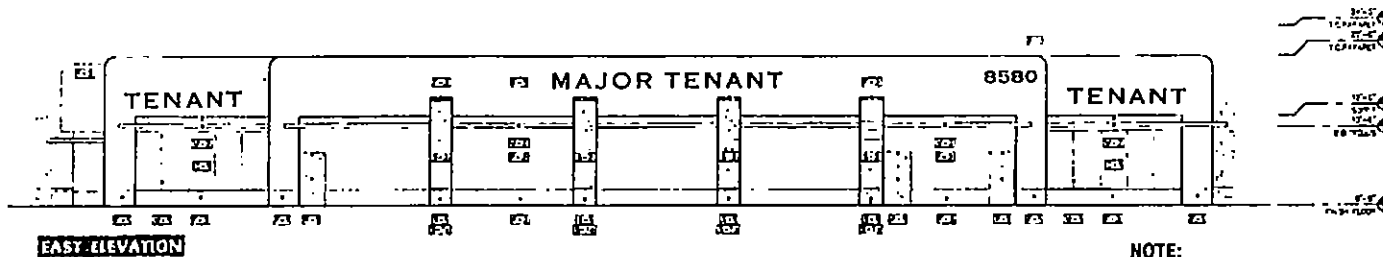
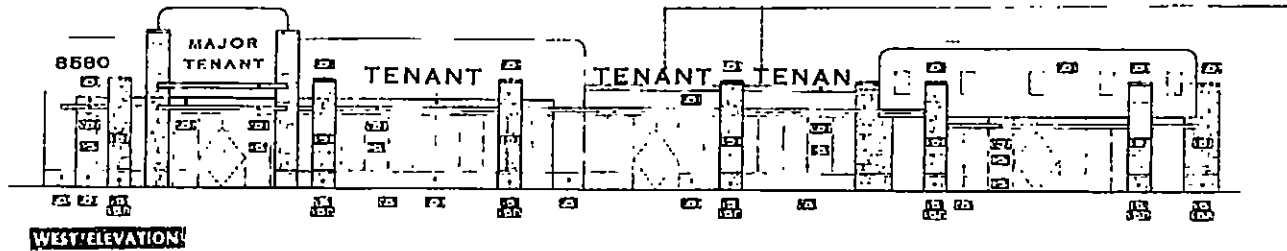
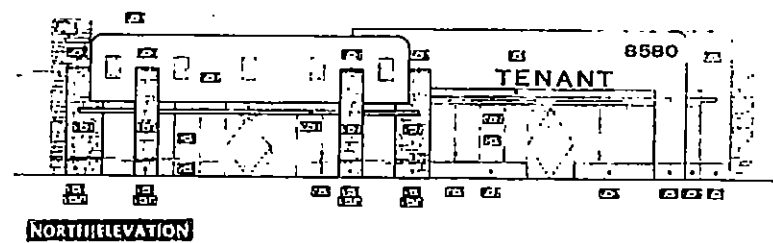
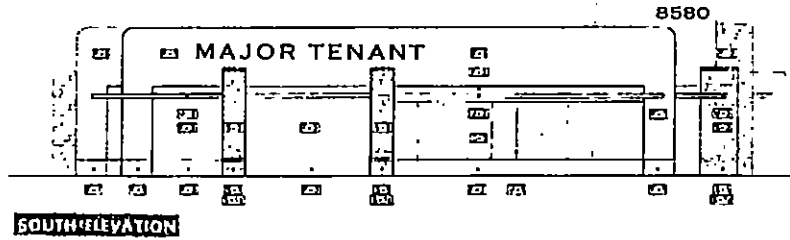
NOTE:  
maximum 24 square feet of sign area  
per tenant is allowed under C-O zoning.

## NOTES for TENANT SIGNAGE CRITERIA

1. 12" x 2" reverse pan channel address numbers in M-2 building finish (optionally halo illuminated) Copperplate typeface
2. maximum 24" high x 2" reverse pan channel tenant names in M-2 building finish (optionally halo illuminated) Copperplate typeface

Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'

note:  
all tenant signage locations must correspond to the tenant space location.

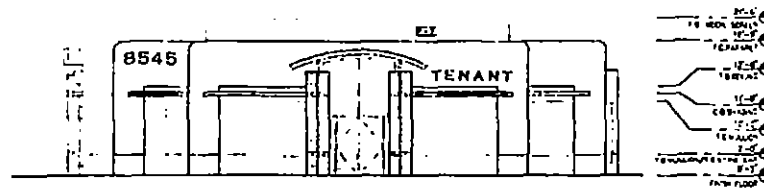


scale of elevations is 1/16"=1'-0"

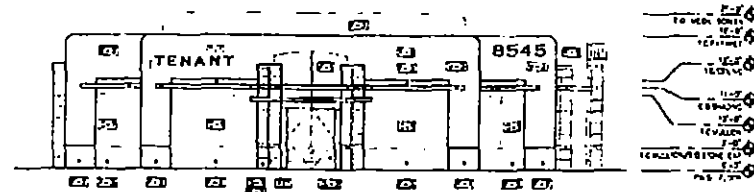
NOTE:  
maximum 24 square feet of sign area  
per tenant is allowed under C-O zoning.

## C TENANT BUILDING SIGNAGE CRITERIA

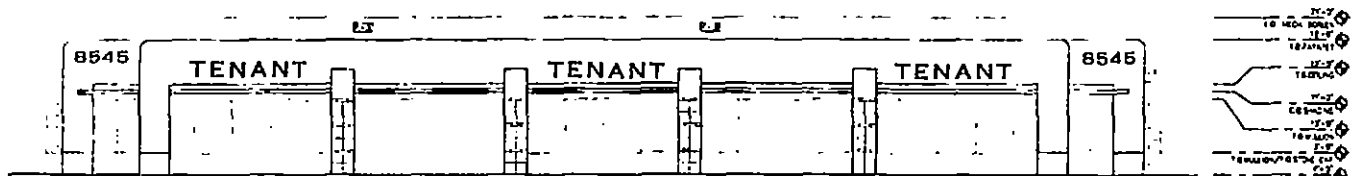




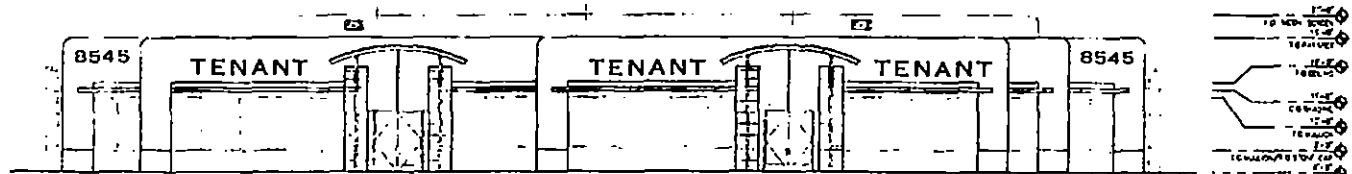
1. ELEVATION



2. ELEVATION



REAR ELEVATION



FRONT ELEVATION

NOTES for TENANT SIGNAGE CRITERIA

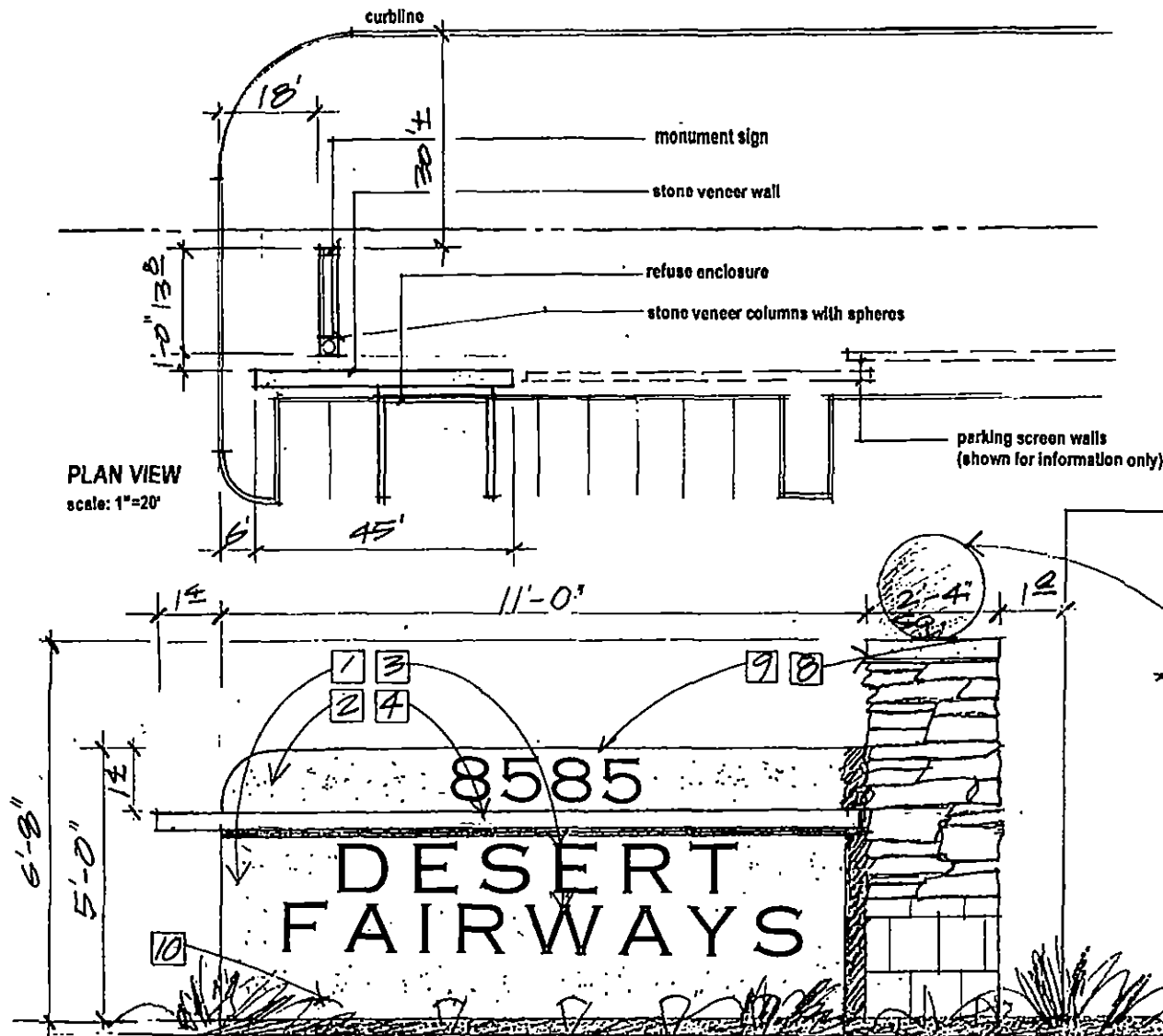
1. 12" x 2" reverse pan channel address numbers in M-2 building finish (optionally halo illuminated) Copperplate typeface
2. maximum 24" high x 2" reverse pan channel tenant names in M-2 building finish (optionally halo illuminated) Copperplate typeface

NOTE:  
maximum 24 square feet of sign area per tenant is allowed under C-0 zoning.  
all tenant signage locations must correspond to the tenant space location.

**F** OFFICE CONDOMINIUM BUILDING ELEVATIONS  
scale: 1/16"=1'-0"

Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'

# BELL ROAD



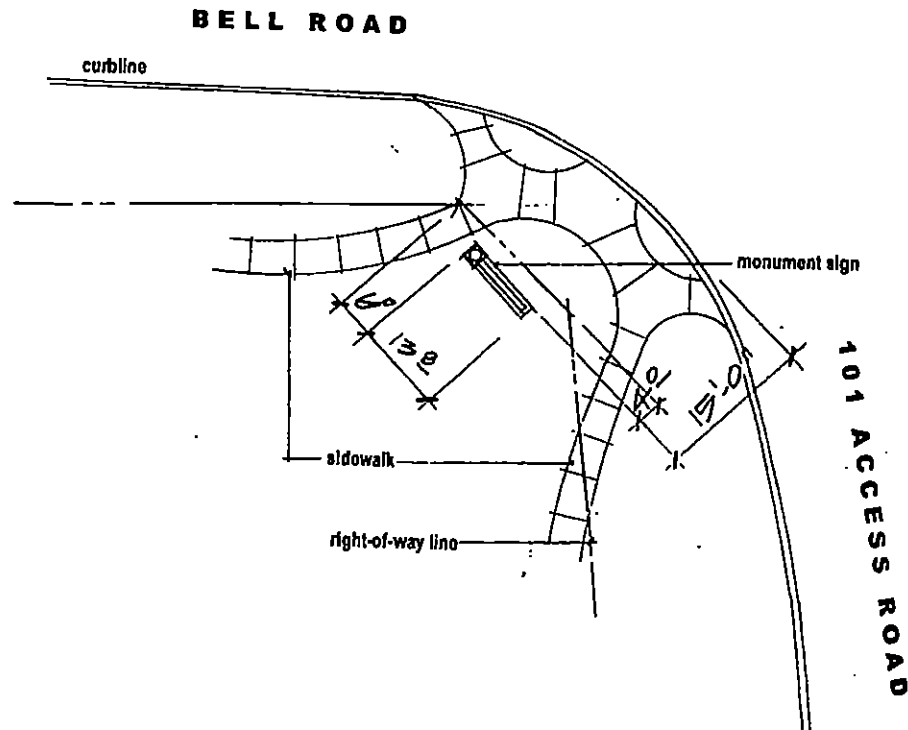
## KEYNOTES for MONUMENT SIGN

1. 16" wide cmu wall with elfs finish to match buildings paint frazes 8305D 'jericho brown'
2. 16" wide cmu wall with elfs finish to match buildings paint frazes 8744D 'sweetwood'
3. 12" x 2" deep reverse pan channel letters in Copperplate typeface as shown finished to match Building metal color Valspar 'Asti'
4. 2" x 4" 16 gauge steel tube as shown finished to match building metals color Valspar 'Asti'
5. 24" diameter concrete sphere
6. stone veneer wall as back wall to refuse enclosure with elfs cap all to match building elements
7. refuse enclosure wall beyond
8. stone veneer pilaster with elfs caps to match building
9. 12" x 1/2" steel plate numbers pinned off 1" finished match building metals color Valspar 'Asti'
10. landscape lighting to illuminate both sides of sign, see electrical drawings.

Note: an alternate letter color shall be Dark Bronze or SherwinWilliams 'gold gray'

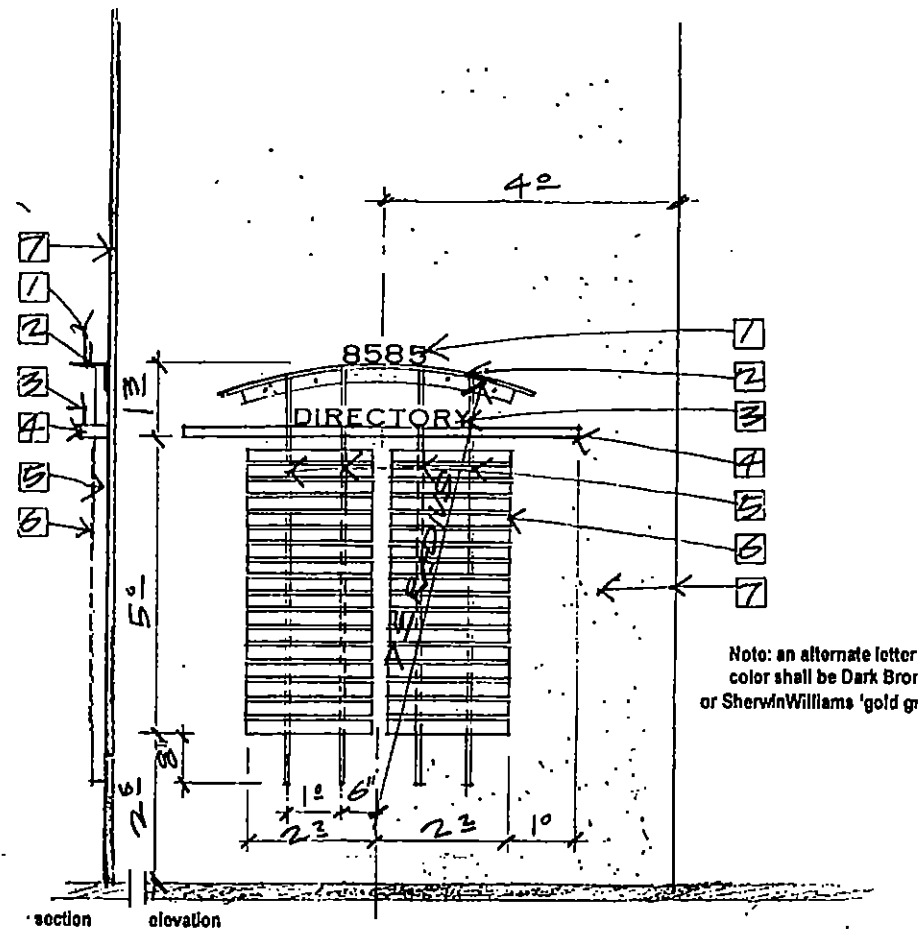
## D ENTRY MONUMENT ELEVATION and DETAIL PLAN

scale: 1/2"=1'-0" (TWO SIDED SIGN)



NOTE  
refer to D monument elevation and match

**D1 CORNER MONUMENT PLAN VIEW**  
scale: 1"=20'



**E OFFICE BUILDING INTERIOR DIRECTORY ELEVATION & SECTION**  
scale: 1/2"=1'-0"  
KEYNOTES for INTERIOR DIRECTORY

1. 4" x 1/4" thick steel plate address numbers attached to leading edge of channel finish to match building metals color Valspar 'Asli'
2. 4 x 4 x 1/4" clear aluminum angle with cut ends as indicated
3. 3" x 1/2" thick steel plate letters attached to leading edge of steel tube finish to match building metals color Valspar 'Asli'
4. 2" x 4" 16 gauge alum. tube with capped ends and mitered corners finished with Frazee thermo powder metallic with clear sealer
5. 1" x 2" clear aluminum vertical as attachments for tenant slats
6. 1/4" x 2" aluminum plate slats with 1/8" space finished Valspar 'Asli' with 1 1/2" tall caps high-performance black vinyl graphics in Copperplate face (upper and lower case)
7. interior building wall



**Chi, Andrew**

**From:** Melissa Scott [mscott@vpmanagement.com]  
**Sent:** Thursday, January 03, 2008 2:47 PM  
**To:** Chi, Andrew  
**Subject:** FW: Bagel Nosh Signage

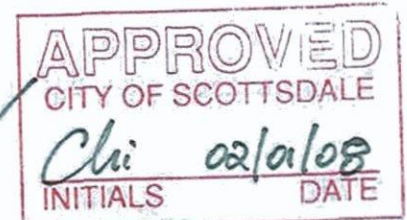
Andrew,  
 I spoke with you a while back in regards to the building signage at 8763 E Bell Rd. Attached is an email from the current board of directors outlining how they have agreed to amend the signage criteria for that building only. Please let me know if you need anything else.

Sincerely,

Melissa L. Scott, CMCA  
 Victoria Properties Management, LLC  
 Association Property Manager  
 627 S. 48th St Suite 110  
 Tempe, AZ 85281  
 480-776-5800 - Direct  
 480-303-6704 - Fax  
 480-303-6701 - Office  
 480-244-9754 - Cell

www.vpmanagement.com

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



**From:** Robert E. Wilder [mailto:rew@lifescapemed.com]  
**Sent:** Monday, November 19, 2007 1:44 PM  
**To:** Melissa Scott  
**Cc:** William Hendry; Jonathan Wainwright  
**Subject:** Re: Bagel Nosh Signage

*\* Amended Master Sign Program*

To clarify, the Board has agreed unanimously to amend the Master Signage Criteria Plan such that "general signage requirements" section 23 of the "general signage requirements" now reads:

Wall-mounted tenant/owner name signage shall be individual 24" high maximum x 2" deep reverse pan channel letters Copperplate typeface to match architectural finish M-2, Valspar "Asti," Sherwin-Williams "Gold Gray," or dark bronze and may include the tenant/owner's proportionally sized corporate logo of matching color. The tenant/owner may exercise the option to either non-illuminate or halo illuminate the letters. In no event may signs within 100 feet of a residential zone be illuminated.

Further, section 4 of "tenant / owner signage" has been amended to read:

Subject to the approval of the developer, wall-mounted tenant/owner name signage on the street frontage elevations of Building \_\_\_\_ (please add correct designation) may include corporate typefaces and understated corporate colors. In the event that the developer denies such approval or a tenant/owner does not have such corporate typefaces and colors, the typeface and color shall be of the style and finish referenced in number 23 of the general sign requirements section herein and per the City of Scottsdale ordinance.

Presuming that we are in agreement, then, on the west (interior) elevation, Bagel Nosh *must use* Copperplate typeface to match architectural finish M-2, Valspar "Asti," Sherwin-Williams "Gold Gray," or dark bronze and may include its proportionally sized corporate logo of matching color. On the east (frontage) elevation, Bagel Nosh *may use* corporate typefaces and *understated* corporate colors. Thus, Bagel Nosh may use white (or another understated color) lettering along the frontage road, however, its interior signage must be in the Copperplate typeface and one of the three approved colors.

I understand that Bagel Nosh may not be happy with the interior signage. However, its owners need to understand that the rule changes represent the Board's effort to accommodate it and the other retail establishments while maintaining the uniform, professional appearance of the complex as a whole. Thus, they can do largely what they like on the street elevation but must conform with the stricter rules on the interior elevation.

2/1/2008

**Robert E. Wilder** | Principal

**LifeScape Medical Associates, P.C.**  
 8757 East Bell Road  
 Scottsdale, Arizona 85260  
 480.860.5500 (Tel.)  
 480.860.5260 (Fax.)  
 480.221-3336 (Cell.)  
[rew@lifescapemed.com](mailto:rew@lifescapemed.com)  
[www.lifescapemed.com](http://www.lifescapemed.com)

**Confidentiality Notice:** This email and any attached documents may contain information that is confidential, proprietary, and/or privileged. If you are not an intended recipient, you may not read, distribute, copy, retain, or otherwise use this information and the sender has not waived any rights through your inadvertent receipt. If you have received this transmission in error, please notify the sender by reply email and permanently delete all copies of this email and any attachments immediately. Thank you.

On Nov 19, 2007, at 12:19 PM, Melissa Scott wrote:

Bob –

I spoke with Bill and it appears everyone is in agreement with the rewording. In the case of Bagel Nosh, I need to know if the signage along the freeway can be approved with the white lettering and the interior of the complex remaining in the gray tone.

---

**From:** Robert E. Wilder [<mailto:rew@lifescapemed.com>]  
**Sent:** Tuesday, November 13, 2007 10:40 AM  
**To:** Melissa Scott; William Hendry; Jonathan Wainwright  
**Subject:** Re: Bagel Nosh Signage

Below are the relevant provisions from the Desert Fairways Phase 2 and 3 Master Signage Criteria Plan with my suggested rewording highlighted. I believe that “architectural finish M-2, Valspar ‘Asti’” is a single color. We need to confirm this and, if so, add the second color in use throughout the development.

Wall-mounted tenant/owner name signage shall be individual 24” high maximum x 2” deep reverse pan channel letters Copperplate typeface to match architectural finish M-2, Valspar ‘Asti’. The tenant/owner may exercise the option to either non-illuminate or halo illuminate the letters. In no event may signs within 100 feet of a residential zone be illuminated.

Wall-mounted tenant/owner name signage shall be individual 24” high maximum x 2” deep reverse pan channel letters Copperplate typeface to match architectural finish M-2, Valspar ‘Asti’ or \_\_\_\_\_ and may include the tenant/owner’s proportionally sized corporate logo of matching color. The tenant/owner may exercise the option to either non-illuminate or halo illuminate the letters. In no event may signs within 100 feet of a residential zone be illuminated.

Corporate logos, corporate colors, corporate lettering styles and the like are permitted under these criteria. In the event that a tenant does not have such corporate criteria, the lettering shall be of the style and finish referenced in number 23 of the general sign requirements section herein and per the City of Scottsdale ordinance.

Subject to the approval of the developer, wall-mounted tenant/owner name signage on the street frontage elevations of Building \_\_\_\_ may include corporate typefaces and understated corporate colors. In the event that the developer denies such approval or a tenant/owner does not have such corporate typefaces and colors, the typeface and color shall be of the style and finish referenced in number 23 of the general sign requirements section herein and per the City of Scottsdale ordinance.

**Robert E. Wilder** | Principal

**LifeScape Medical Associates, P.C.**  
 8757 East Bell Road  
 Scottsdale, Arizona 85260  
 480.860.5500 (Tel.)  
 480.860.5260 (Fax.)  
 480.221-3336 (Cell.)  
[rew@lifescapemed.com](mailto:rew@lifescapemed.com)  
[www.lifescapemed.com](http://www.lifescapemed.com)

2/1/2008

# Unofficial Document



0  
MAR1

RECORDED AT THE REQUEST OF  
ATI TITLE AGENCY, INC.

HELEN FORCELL  
98-0808470 09/10/98 04:30  
PAULA 22 OF 53

WHEN RECORDED MAIL TO;  
LILA MADDEN/RHONDA THOMAS  
ONE STOP SHOP RECORDS  
CITY OF SCOTTSDALE  
7447 E. INDIAN SCHOOL RD. STE 100  
SCOTTSDALE, AZ 85251

## GENERAL WARRANTY DEED

Escrow #9717017069  
Exempt ARS 42-1614 A-3

Tax Parcel #215-50-004H

For the consideration of Ten Dollars, and other valuable  
considerations, I or we, CITY OF SCOTTSDALE, a Municipal corporation

do hereby convey to KARL RANSBERGER, an unmarried man

the following real property situated in Maricopa County, Arizona:

A portion of the Northeast quarter of Section 1, Township 3 North, Range 4  
East of the Gila and Salt River Base and Meridian, Maricopa County, Arizona,  
described as follows:

COMMENCING at the Northeast corner of said Northeast quarter; thence  
North 89 degrees 52 minutes 20 seconds West along the North line of said  
Northeast quarter a distance of 182.22 feet; thence South 00 degrees 07  
minutes 40 seconds West perpendicular to said North line of said Northeast  
quarter a distance of 45 feet to the South right of way line of Bell Road  
said point also being the Point of Beginning; thence South 06 degrees 00  
minutes 04 seconds East a distance of 213.33 feet; thence North 88 degrees  
32 minutes 21 seconds West a distance of 28.24 feet; thence North 06  
degrees 00 minutes 04 seconds West a distance of 212.67 feet to the  
aforementioned South right of way line of Bell Road; thence South 89 degrees  
52 minutes 20 seconds East along said right of way line a distance of 28.16  
feet to the Point of Beginning.

RESERVING unto the City of Scottsdale, a perpetual easement for purposes  
of constructing, operating and maintaining a force main pipe and all  
related appurtenances, on, over, under and across the above described  
property.

Subject to current taxes and assessments, reservations and all  
easements, rights of way, covenants, conditions, restrictions, liens  
and encumbrances of record.

Continued on next page



EXHIBIT "B"

1. All matters set forth in Resolution to Establish State Route for State Route 117, the Northwest Outer Loop, recorded in Document No. 85-466219.
2. An easement and rights incident thereto for underground utilities as set forth in instrument recorded in Document 86-508010.
3. The effect of Letter of Flood Insurance Rate Map Revision, recorded in Document No. 95-077710.

Unofficial Document