

STAFF APPROVAL LETTER

Sonora Village Master Sign Program **Amendment**

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 APPLICANT: Rick Tettelle

LOCATION:

15449 N Hayden Rd

PARCEL:

215-51-019

Q.S.:

35-48 CODE VIOLATION #:

COMPANY: ADDRESS:

Skyline Signs

2241 S 15Th Pl Phoenix, AZ 85034

PHONE:

602-323-0306

Request:

Request to amend the Sonora Village Master Sign Program (151-MS-1994) to modify the design standards for all tenant wall signs, at an existing mixed-use commercial center in the Highway Commercial (C-3) Zoning District.

STIPULATIONS

- 1. All signs shall adhere to the Sonora Village Master Sign Program Amendment (5-MS-2013), submitted by Skyline Signs and approved by Current Planning Staff on March 19, 2013.
- 2. Any modifications to the Sonora Village Master Sign Program shall require Development Review Board or staff approval.

Related Cases: 5-MS-2013, 151-MS-1994, 151-DR-1994

SIGNATURE: Mishew Andrew Chi

Associate Planner

DATE APPROVED:

March 19, 2013

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit one copy of this approval letter, and a completed Sign Permit Application, for plan review:

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

NARRATIVE: AMENDMENT TO MSP

February 2013

Mr. Andrew Chi City of Scottsdale Planning, Neighborhood & Transportation Division 7447 E. Indian School Road Suite 105 Scottsdale, AZ 85251

MR. ANDREW CHI:

Please accept this narrative in regards to the matter of amendment to the Master Sign Program at the Sonora Village retail center. The center has new ownership, and they are dedicated to maximizing occupancy, and creating some fresh energy within the center. This is a prime location, and the new ownership wants to attract prime tenants and creative new tenants that will be a good fit for the demographics of the area.

Allowable signage is often a consideration of prospective tenants, especially those interested in creating a brand for their products/services. To this end, the current MSP has been for too restrictive in color and size allowance, to be an effective benefit for certain prospective tenants. For instance, a prospect that considers green signage to be a critical dimension of their branding.

We appreciate your time and consideration of our proposed amendment to this MSP. It is in keeping with good sign practices, while allowing the owner, landlord and brokers some viable signage options for their prospects. Thank you.

Sincerely,

Rick Rettelle Skyline Signs

WILSON PROPERTY SERVICES, INC.



February 21, 2013

via Facsimile 480-312-7088

Mr. Andrew Chi Planning & Development Services 7447 E. Indian School Rd., Ste. 105 Scottsdale, AZ 85251

RE: Authorization for Amendment to Master Sign Program

Sonora Village

15448 - 15704 North Pima Road

Dear Andrew,

Wilson Property Services, Inc. is the Property Manager for subject property. The Owner, Sonora Village Investors, LLC, has requested us as their authorized agent, to submit a Proposal to amend their Master Sign Program. Therefore, this letter shall serve to authorize Skyline Signs, Inc., our signage contractor, to prepare and submit the necessary documents in order to begin the review process with the City of Scottsdale.

Please don't hesitate to contact me or my Tenant Services Coordinator, Alyssa Lernor, should you have any questions. We may be reached at (480) 874-2600.

Sincerely,

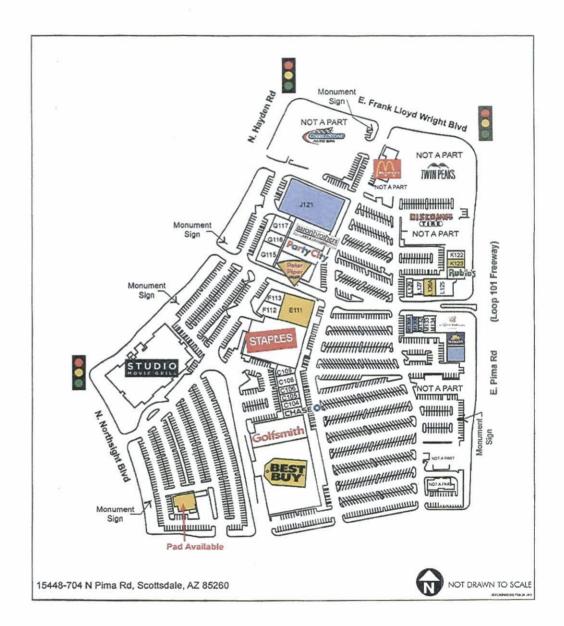
Michael D. Wilson

President

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Suite	Tenant	GLA SF
A101	Studio Movie Grill	40,867
B102	Best Buy	62,178
C103	Chase Bank	2,600
C104	Great Clips	975
C105	Thai Restaurant	1,300
C106	Medi Spa / Weight Loss	1,950
C108	Pizza Restaurant	3,058
C109	Veterinarian Clinic	1,819
D110	Staples Office Superstore	24,000
E111	Available	14,000
F112	Thai Resturant	3,729
F113	Bagel Shop	2,172
G115	Mattress	4,620
G116	Jennifer Andre Salon	1,380
G117	Microbrewery / Restaurant	3,830
H118	Peter Piper Pizza	10,000
1119	Aaron Brothers	4,650
1120	Party City	11,000
J121	Available (at lease)	23,593
K122	Spring Mobile	2,332
K123	Available	1,200
K124	Rubios Baja Grill	2,400
L125	Irish Restaurant	4,937
L126A	Available	1,198
L127	Saffron Market	1,897
L129	Healthii	1,362
M130A	Available (at lease)	1,000
M130B	Available (at lease)	1,000
M132	Hair Cutting - Children's	1,000
M133	Nail Salon	1,200
M134	Dental	1,200
M136	Wildflower Bread Company	3,600
N137	Hi-Health Supermarket	3,840
	Available (at lease)	2,160



5-M5-2013

Case: 151-DR-94 Sonora Village APPROVED

OS/9/13

DATE

RETAIN FOR RECORDS

APPROVED

INITIALS

STIPULATION SET

SONORA VILLAGE SHOPPING CENTER SIGN CRITERIA

This sign criteria has been established for the purpose of assuring an outstanding shopping center for the mutual benefit of all tenants. Conformance shall be strictly enforced and any non-conforming or non-approved signs shall be brought into immediate conformance at the expense of the tenant.

Landlord shall administer and interpret the criteria:

A. GENERAL REQUIREMENTS

- 1. Tenant shall submit or cause to be submitted to Landlord for approval prior to fabrication, two (2) copies of detailed drawings covering the locations, size, layout, design, and color of the proposed sign(s), including lettering and/or graphics.
- 2. All permits for signs and their installation shall be obtained by Tenant or its representative from the City of Scottsdale.
- 3. Tenant shall be responsible for the fulfillment of all requirements and specifications.
- Signs installed without written approval of the Landlord will be subject to removal at the tenant's expense. Damages may be assessed to cover the cost of repairs to sign fascia or removal of signage resulting from non-approved installation.

B. GENERAL SPECIFICATIONS

- 1. Painted lettering shall not be permitted.
- 2. Flashing, moving or audible signs shall not be permitted.
- 3. All electrical signs and their installation must comply with all local building and electrical codes.
- 4. No exposed conduit, neon tubing or raceways shall be permitted.
- 5. All conductors and other equipment shall be concealed in attic area in accordance to UL 48 specifications.

6. No freestanding monument sign will be permitted with the exception of directional signs, menu boards or freestanding signs granted by special use permit by the City of Scottsdale.

C. GENERAL CONSTRUCTION REQUIREMENTS

- 1. All exterior signs, bolts, fastenings and clips shall be of hot dipped galvanized iron or stainless steel. No black iron materials of any type shall be permitted.
- 2. No labels shall be permitted on the exposed surfaces of signs, except those required by local ordinance, which shall be applied in an inconspicuous location.
- 3. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- 4. Tenant's sign contractor shall repair any damage to the property caused by his work.
- 5. Tenant shall be fully responsible for the operations of Tenant's sign contractor.

D. <u>DESIGN REQUIREMENTS: Wall Signage – In Line Shop Tenants</u>

- 1. All signage shall conform to specifications established in this "Master Sign Program" approved by the City of Scottsdale and the Landlord. Specifications include size, placement, colors and materials to be utilized in the construction / installation of tenant signage.
- 2. Maximum size of all wall signs shall be determined by the following formula:

The maximum aggregate sign area for each shop building shall be calculated based upon one and one half (1 1/2) times the length of the longest elevation.

Each individual tenant may place signage on wall surfaces designated for tenant's use by the Landlord. The area for each tenant's sign shall not exceed one (1) square foot of sign area for each lineal foot of wall surface upon which the sign is displayed. In no instance shall the aggregate sign area permitted for the shop building be exceeded.

3. Letter Heights

Maximum letter heights shall be 24" for one (1) line of copy. Maximum overall height of 24" 36" is available for two (2) lines of copy with a 4" minimum space between lines.

- 4. Maximum length of sign shall in no instance exceed 80% of tenant's leased frontage upon which the sign is displayed. Landlord shall designate the exact placement of tenant's signage.
- Logos shall be permitted subject to City of Scottsdale and Landlord approval.
- 6. Fabrication Specifications
 - a. All letters and logos shall be fabricated from a minimum of .050 aluminum material. Letters shall be 5" deep. All letters and logos shall be painted MAP 41-313 Duranodic Dark Bronze. Color of returns is open, subject to landlord approval.
 - b. Letters and logos shall be internally illuminated by neon with 30 ma. remote transformers. Internal illumination with LED's is also permitted.
 - c. All tenant's signage consisting of individual letters, except national franchise tenants noted herein, shall be limited to one (1) of the following acrylic colors:

Acrylite 015-2 White Acrylite 607-1 Blue Acrylite 211-1 Red Acrylite 400-1 Yellow

- c. Colors for tenant signage are open to tenant or corporate color standards, subject to landlord approval. Logos may be multi-colored in accordance to tenant's design specification subject to Landlord and City of Scottsdale approval.
- d. All letters and logos shall be fabricated from 1/8" material. Trimcap shall be Wagner 3/4" Duranodic 313 Bronze. Trimcap color is open to tenant or corporate color standards, subject to landlord approval.

- e. National franchise tenants with a leased occupancy of 2000 square feet or greater shall be permitted to use their corporate color specifications for exterior signage.
- f. All tenants shall be permitted to utilize their established letter style.
- g. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.
- h. Lettering shall be permitted on the glass, but will be restricted to the business name and hours of operation only. The maximum size of lettering shall be 2".
- Each tenant who has a non-customer backdoor for receiving merchandise may have their name applied to the door with 2" high vinyl lettering.

E. DESIGN REQUIREMENTS: Wall Signage - United Artists

- 1. All signage shall conform to specifications established in this "Master Sign Program" approved by the City of Scottsdale and the Landlord. Specifications include size, placement, colors and materials to be utilized in the construction / installation of tenant signage.
- 2. Maximum size of all wall signs shall be determined by the following formula:

Theater signage shall not exceed 120 square feet aggregate sign area.

3. Letter Heights:

Letter height shall be determined by the theater's corporate logo/letterstyle displayed within the allowable aggregate sign area.

4. Fabrication Specifications

a. All letters and logos shall be fabricated from .050 aluminum material. Letters shall be 5" deep. All letters and logos shall be painted black polyurethane satin.

- b. Letters and logos shall be internally illuminated by neon with 30 ma, remote transformers.
- c. All signage consisting of individual letters shall have white Lexan faces with perforated gold aluminum overlay.
- d. All letters and logos shall be fabricated from 1/8" material. Trimcap shall be 3/4" Black.
- e. Theater shall be permitted to utilize their established letter style and logo.
- f. All signage shall be constructed in accordance to UL 48 specifications and shall be labeled accordingly.

F. <u>DESIGN REQUIREMENTS: Wall Signage - Major Tenant (Fry's)</u>

 Major Tenant "Fry's" shall cause to be submitted for separate Landlord and City of Scottsdale approval, its individual exterior sign program for this project.

G. DESIGN REQUIREMENTS: Wall Signage - Major Tenant(s) Future

1. Future major tenant(s) occupying buildings "C", "D", and "E" shall cause to be submitted for separate Landlord and City of Scottsdale approval, its individual exterior sign program for this project.

H. <u>DESIGN REQUIREMENTS: Wall Signage - Pad Tenant(s) Future</u>

1. Future pad tenant(s) shall cause to be submitted for separate Landlord and City of Scottsdale approval, its individual exterior sign program for this project.

I. <u>DESIGN REQUIREMENTS: Freestanding Pylon Sign(s)</u>

- 1. Sonora Village shall be identified on freestanding, internally illuminated pylon signs as submitted. All copy shall be routed from textured aluminum background and backed with acrylic. (Color To Be Determined). Display shall integrate final building colors and design features.
- 2. "United Artists" copy shall be displayed, subject to ordinance revision and/or variance approval in lieu of an individual permitted monument display.

5-M5-2013



Pre-Application Request

Purpose:

The purpose of the Pre-Application submittal, and meeting, is for the applicant and City Staff to discuss a proposed Development Application, and the information and process that is necessary for City Staff to process the proposal.

In accordance with the Zoning Ordinance, no development application shall be accepted before a Pre-Application has been submitted, and a Pre-Application meeting has been conducted with City Staff, unless the Pre-Application meeting has been waived by the Zoning Administrator.

Submittal:

The completed Pre-Application request form, all required materials and fees should be submitted in person to the One-Stop-Shop located at 7447 East Indian School Road. All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application packet has been accepted at the One-Stop-Shop, a staff member will contact the Applicant within five (5) Staff Working Days to schedule a Pre-Application meeting with the assigned staff member(s). Generally, a Pre-Application meeting is scheduled within five (5) to fifteen (15) Staff Working Days from the date of the submittal.

-						
	Project Name: Sonora Village Master Sign Program Amendment					
	Property's Address: SWC Frank Lloyd Wright Blod & 201 APN: 215-51-019					
	Property's Zoning District Designation: C-3					
	Property Details:					
	☐ Single-Family Residential ☐ Multi-Family Residential ☐ Commercial ☐ Industrial ☐ Other					
	Has a 'Notice of Compliance' been issued? Yes No If yes, provide a copy with this submittal					
*	Owner: Johora Village Investors LK *Applicant: Rick Rettelle					
	company: Sonova Village Shursman LLC Company: Skyline Signs					
	Address: 5 CO++ Solale, MZ 85260 Address: 2241 5. 15th Pl. 85034					
	Phone: 480-874-2600 Fax: 480-874-2601 Phone: 602323 0306 Fax: 323 0199					
	E-mail: alyssa, Lernordwilsonps. net E-mail: rickaskylinesigns. net					
	As Authorized Agent tor owner Well					
	Owner Signature Applicant Signature					
	Official Use Only Submittal Dates 225-13 Application No.: Application No.: PA-2013 Project Coordinator: Ararw Chi 480-312-7828					



Pre-Application Request

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	Project Name: Sonora Village Master Sign Program Amendment			
	Property's Address: SWC Frank Lloyd Wright Blod & LOOP APN: 215-51-019			
	Property's Zoning District Designation: C3			
	Property Details:			
☐ Single-Family Residential ☐ Multi-Family Residential ☐ Commercial ☐ Industri				
	Has a 'Notice of Compliance' been issued? Yes No If yes, provide a copy with this submittal			
Owner: **Applicant: Rick Rettelle				
	Company: Skyline Signs			
	Address: 2241 5. 15th Pl. 85034			
	Phone: Fax: Phone: 6023230306 Fax: 3230199			
	E-mail: ricko skyline signs net			
Owner Signature Applicant Signature				
	Andrew 1 0/2 180 710 782			
	Project Coordinator: Andrew Chi 480-3127828			

Planning, Neighborhood & Transportation Division

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

Page 1 of 2

Revision Date 12/17/2012



Pre-Application Request

Development Application Type: Please check the appropriate box of the Type(s) of Application(s) you are requesting					
Zoning	Şigns				
☐ Text Amendment (TA)	Development Review (Major) (DR)	Master Sign Program (MS)			
☐ Rezoning (ZN)	Development Review (Minor) (SA)	Community Sign District (MS)			
☐ In-fill Incentive (II)	☐ Wash Modification (WM)	Other			
☐ Conditional Use Permit (UP)	☐ Historic Property (HP)	☐ Annexation/De-annexation (AN)			
Exemptions to the Zoning Ordinance	Land Divisions (PP)	☐ General Plan Amendment (GP)			
☐ Hardship Exemption (HE)	Subdivisions	☐ In-Lieu Parking (IP)			
Special Exception (SX)	Condominium Conversion	Abandonment (AB)			
☐ Variance (BA)	Perimeter Exceptions	Other Application Type Not Listed			
☐ Minor Amendment (MA)	☐ Plat Correction/Revision				
Submittal Requirements: (fees subject to cha	the state of the s				
Pre-Application Fee: \$ 87.00 + \$10	no (at approval) . The following	list of Additional Submittal Information is			
MA CA	not required jo	or a Pre-Application meeting, <u>unless</u>			
NECOTUS PACKEL PEE. J. NET	indicated belo	w by staff prior to the submittal of this			
Processed by staff. The applicant need no	816	1			
A September 1 of the september 1 of the september 2	desk to obtain the packet. (Only required for ZN, II, UP, DR, PP, AB applications, or information list				
otherwise required by Staff)	ted below. This will assist staff to provide with direction regarding an application.				
Application Narrative:					
The narrative shall describe the propose of		Additional Submittal Information Site Plan (two copies) Show Sure (ayouts			
all pertinent information related to the re	Site Flair (two t	Subdivision plan (two copies)			
not limited to, site circulation, parking and	A				
architecture, proposed land use, and lot of		Floor Plans (two copies) Elevations (two copies) Landscape plans (two copies) H.O.A. Approval letter Sign Criteria Regulations & Language (two copies) Material Samples – color chips, awning fabric, etc.			
Property Owner Authorization Letter					
(Required for the SA and MS Pre-Applica					
A second					
Site / Context Photographs	☐ Material Samp				
Provide color photographs showing the site and the	-	☐ Cross Sections – for all cuts and fills			
surrounding properties. Use the	I State of the sta	☐ Conceptual Grading & Drainage Plan (three copies)			
guidelines below for photos.	The state of the s	g – provide cut sheets, details and			
Photos shall be taken looking in		or any proposed exterior lighting.			
Language of the second of the		☐ Boundary Survey (required for minor land divisons) ☐ Areal of property that includes property lines and			
adjacent to the site.	17 7 5	a abandonment request.			
Photos should show adjacent		e recorded document for the area that is			
improvements and existing on-site		e abandoned. Such as: subdivision plat, map			
conditions.		GLO (General Land Office) federal patent			
Each photograph shall include a		nent, or separate dedication document. A			
number and direction.		ecorded documents to be abandoned may			
Sites greater than 500 ft. in length, also take the photo lengtions.		t the City of Scottsdale Records Dept. (480-			
also take the photo locations shown in the dashed lines.		he Maricopa County Recorder's Office (602-			
 Photos shall be provided 8 ½ x 11 		opy of the General Land Office (GLO) federal			
paper, max. two per page.		y easement may be purchased from the Management (602-417-9200).			



City of Scottsdale Cash Transmittal

92406

Received From:

SKYLINE SIGNS 2241 S 15TH PL PHOENIX, AZ 85034 602-323-0306

Bill To:

SKYLINE SIGNS 2241 S 15TH PL PHOENIX, AZ 85034 602-323-0306

Reference #

124-PA-2013

Issued Date

2/25/2013

Address

15449 N HAYDEN RD

Paid Date

Payment Type CHECK

Subdivision

Marketing Name

480-874-2600

NORTHSIGHT II

Lot Number

Cost Center

MCR

967-27

County

No

Metes/Bounds No

215-51-019 APN

Water Zone

Gross Lot Area

Water Type

Owner Information

NAOS Lot Area

Sewer Type

Net Lot Area 8120 E CACTUS RD STE 200 Number of Units 1

Meter Size

SCOTTSDALE, AZ 85260

Sonora Village Investors, LLC

Density

QS

35-48

Code	Description	Additional	Qty	Amount	Account Number
3180	PRE-APPLICATION / SA	Amendment to MS program	1	\$87.00	100-21300-44221
3199	RECORDS PACKET FOR PREAPPS		1	\$21.00	100-21300-44221

Total Amount

\$108.00