



STAFF APPROVAL LETTER

13-MS-2010#2

McDowell Mountain Marketplace 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: 10111 E Bell Rd
PARCEL: 217-14-985
Q.S.: 36-52
ZONING: PCC ESL

APPLICANT: Matt Olinger
COMPANY: Number One Signs Corp
ADDRESS: 1842 E 3Rd St Ste 104 Tempe, AZ 852812985
PHONE: 480-970-8060

Request: To amend the McDowell Mountain Marketplace Master Sign Program to allow additional colors (orange and grey) for all tenant wall signs.

STIPULATIONS

1. All signs shall adhere to the McDowell Mountain Marketplace Master Sign Program Amendment, 13-MS-2010#2, submitted by Number One Signs Corporation and approved by Current Planning staff on April 25, 2013.
2. The original McDowell Mountain Marketplace Master Sign Program Amendment (13-MS-2010) shall continue to apply.
3. Any modifications to the McDowell Mountain Marketplace Master Sign Program shall require Development Review Board or staff approval.
4. All signs shall require separate permits and approvals.

Related Cases: 13-MS-2010

SIGNATURE: _____

Andrew Chi
Associate Planner

DATE APPROVED: April 25, 2013

STEP 2

FINAL PLAN REVIEW SUBMITTAL REQUIREMENTS

No additional reviews are required.

Sign permits require separate submittals, reviews and permits. Additional information can be found at:
www.scottsdale.az.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: _____

MCDOWELL MOUNTAIN MARKET PLACE

COMPREHENSIVE SIGN PACKAGE
DEVELOPMENT REVIEW BOARD SUBMITTAL
SEPTEMBER 28, 2001

STIPULATION SET
RETAIN FOR RECORDS
APPROVED

04/25/13
DATE

Chi:
INITIALS

13-MS-2010 #2

Amended: 06/15/2010 : 13-MS-2010
Amended: 04/25/2013 : 13-MS-2010 #2



McDOWELL MOUNTAIN MARKETPLACE

COMPREHENSIVE SIGN PACKAGE
DEVELOPMENT REVIEW BOARD SUBMITTAL
SEPTEMBER 28, 2001

McDowell Mountain Village Center Project Narrative (SWC Bell Road and Thompson Peak Parkway) Scottsdale, Arizona

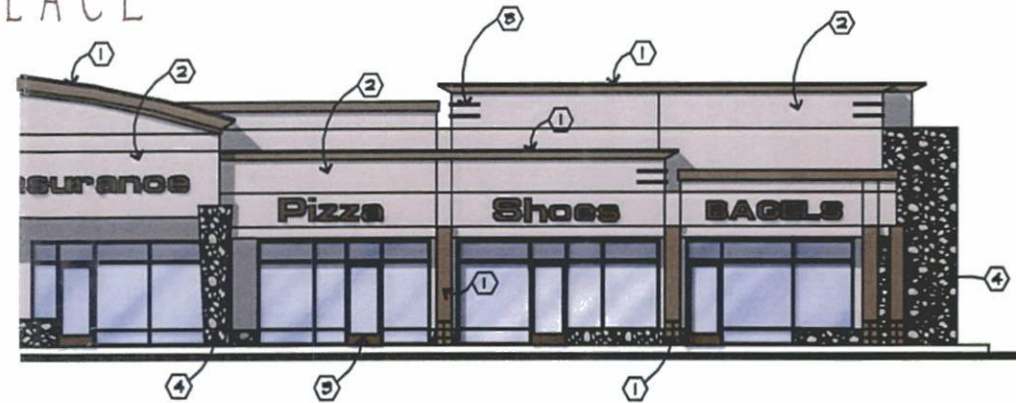
McDowell Mountain Village Center will provide a full range of service, both retail and community based services. It is a neighborhood environment whereby residents are conveniently serviced within the McDowell Mountain Ranch area. Nestled adjacent to a preserved wash, the residentially scaled buildings provide the North East Scottsdale community village shopping. The significant design criteria utilized for McDowell Mountain Village Center are the following:

Site Plan Principles: The center provides ease of access to McDowell Mountain Village Center and is buffered from adjacent residential areas by a natural open space. Open space, a variety of buildings and location develops a village feeling.

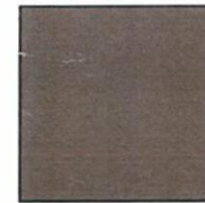
Architectural Principles: The buildings at McDowell Mountain Village Center have been derived from a residential scale through the use of stone, stucco and masonry. The low profiles of the retail buildings offer a non-interrupted view of the McDowell mountain range. Colors, textures and the architectural building elements are intended to reflect the surrounding development.

Landscape Concept: The contextual environment allows full utilization of both native and indigenous desert plants. Low water usage and compatible desert themes are to reflect the Lower Sonoran desert. Specimens shall re-establish materials which naturally grow in the McDowell mountain foothills.

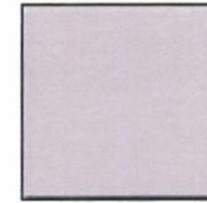
A sense of intimate scale, village character and the use of compatible colors and materials are the design criteria established for McDowell VMountain Village Center.



NOTE: ALL STUCCO FINISH TO BE SMOOTH SAND FINISH AS PER McDOWELL MOUNTAIN RANCH CC and R'S



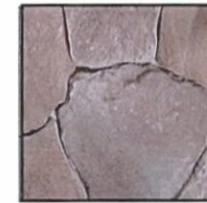
1 PAINTED STUCCO
BY: SHERWIN WILLIAMS
FOOTHILLS SW 2033 / LRV 21%



2 PAINTED STUCCO
BY: SHERWIN WILLIAMS
DORMER BROWN SW 2050 / LRV 33%



3 STOREFRONT and ACCENT
MATCH "KAWNEER"
MEDIUM BRONZE FINISH



4 CLONE STONE
BY: LONE STONE
"FALL STONE" (TRAVERTINE)

MCDOWELL MOUNTAIN MARKETPLACE

COMPREHENSIVE SIGN PACKAGE
DEVELOPMENT REVIEW BOARD SUBMITTAL
SEPTEMBER 28, 2001



MCDOWELL MOUNTAIN MARKETPLACE MASTER SIGN PROGRAM AMENDMENT 13-MS-2010#2

SIGN TYPE

ANCHOR TENANT WALL SIGNAGE:

CONSTRUCTION: ALL SIGNS (LETTERS AND LOGOS) SHALL BE INDIVIDUAL ALUMINUM RPC LETTERS, ALL WELDED CONSTRUCTION WITH FACES / RETURNS TO BE PAINTED TO MATCH DESIGNATED MAP COLORS, 3" RETURNS, 1" OFFSET, AND CONCEALED RACEWAYS. LOGOS ALLOWED TO USE CORPORATE COLORS BUT SHALL USE RPC CONSTRUCTION.

SIGN AREA:

THE MAXIMUM AGGREGATE SIGN AREA PERMITTED FOR EACH BUSINESS ESTABLISHMENT SHALL BE BASED ON THE LINEAL FEET OF LEASED BUILDING STOREFRONT.

FOR EACH ONE (1) FOOT OF STOREFRONT, ONE AND ONE HALF (1 1/2) SQUARE FOOTAGE OF SIGNAGE IS ALLOWED BASED ON THE SET BACK FROM THE ROAD OF OVER 200 FEET.

LOCATIONS:

MAIN IDENTIFICATION: VERTICALLY AND HORIZONTALLY CENTERED IN THE ARCHITECTURAL FASCIA, NOT EXCEEDING THE 72" SIGN ENVELOPE.

MODIFIERS: VERTICALLY AND HORIZONTALLY CENTERED WITHIN THE 36" HIGH FASCIA BANDING AS NOTED.

SIZE:

THE OVERALL LENGTH OF ANY SIGN SHALL NOT EXCEED AN AGGREGATE ARE 80% OF THE ARCHITECTURAL FASCIA AREA IN WHICH IT IS LOCATED.

MAIN IDENTIFICATION:

THE OVERALL HEIGHT OF ANY SINGLE LETTER OR LOGO SHALL NOT EXCEED 72".

MODIFIERS:

THE OVERALL HEIGHT OF ANY SINGLE LETTER SHALL NOT EXCEED 18".

BANK / SPECIFIED USER:

SHALL BE LIMITED TO THE ALLOWED SQUARE FOOTAGE PER CITY

COLORS: MAP COLORS

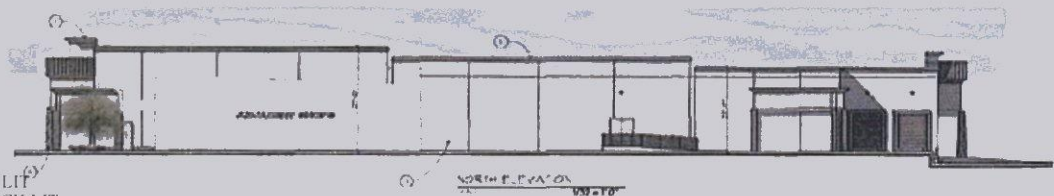
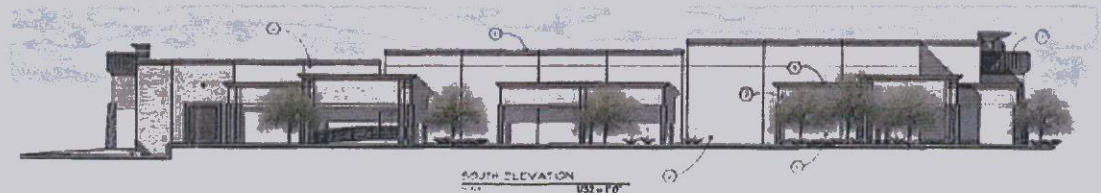
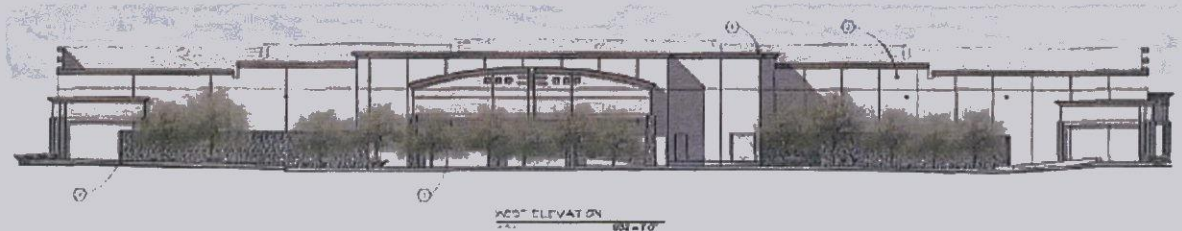
NATURAL WHITE - YCC 28 2215	ORANGE
CITRUS YELLOW - YCC 28 2217	GREY
SCARLET RED - YCC 28 2212	
CAPRI BLUE - MPC 42-219	

LETTER STYLE:

PER TENANTS' CORPORATE STANDARDS.

ILLUMINATION:

BASHAS' - 2800 SERIES WHITE NEON HALO BACKLIT OR WHITE LEDS HALO BACK LIT
MODIFIERS - 2800 SERIES WHITE NEON HALO BACKLIT OR WHITE LEDS HALO BACK LIT



13-MS-2010#2

APPROVED
CITY OF SCOTTSDALE

STIPULATION SET
RETAIN FOR RECORDS

MCDOWELL MOUNTAIN MARKETPLACE
APPROVED FOR RECORDS

ik BOWEN KIRCH
Architects and Interiors Inc.

Andrew Chin 04/25/13
APPROVED BY DATE

MCDOWELL MOUNTAIN MARKETPLACE MASTER SIGN PROGRAM AMENDMENT 13-MS-2010#2

SIGN TYPE

PAD "SHOPS" WALL SIGNAGE:

CONSTRUCTION:

ALL SIGNS (LETTERS AND LOGOS) SHALL BE INDIVIDUAL ALUMINUM RPC LETTERS, ALL WELDED CONSTRUCTION WITH FACES / RETURNS TO BE PAINTED TO MATCH DESIGNATED MAP COLORS, 3" RETURNS, 1" OFFSET, AND CONCEALED RACEWAYS. LOGOS ALLOWED TO USE CORPORATE COLORS BUT SHALL USE RPC CONSTRUCTION.

SIGN AREA:

THE MAXIMUM AGGREGATE SIGN AREA PERMITTED FOR EACH BUSINESS ESTABLISHMENT SHALL BE BASED ON LINEAL FEET OF LEASED BUILDING STOREFRONT.

BASED ON THE ARCHITECTURAL REQUIREMENTS OF ACCESS ALL FOUR SIDES OF BUILDING, TENANTS SHALL BE ALLOWED FOR EACH ONE (1) FOOT OF STOREFRONT, ONE (1) SQUARE FOOTAGE OF SIGNAGE ON BOTH THE FRONT AND BACK OF LEASED FRONTAGE.

LOCATION:

CENTERED HORIZONTALLY WITHIN THE LEASED FRONTAGE OR DIRECTLY OVER THE DOORWAY IF SPACE PERMITS.

VERTICALLY CENTER ALONG THE CENTER LINE, NOT EXCEEDING THE 48" SIGN ENVELOPE FOR DOUBLE LINE LAYOUTS. FOR SINGLE LINE LAYOUTS, A MAXIMUM OF 36" SIGN ENVELOPE IS ALLOWED.

SIZE:

THE OVERALL LENGTH OF ANY SIGN SHALL NOT EXCEED 80% OF THE LEASED FRONTAGE.

THE OVERALL HEIGHT OF ANY SINGLE LETTERS OR LOGO SHALL NOT EXCEED 24".

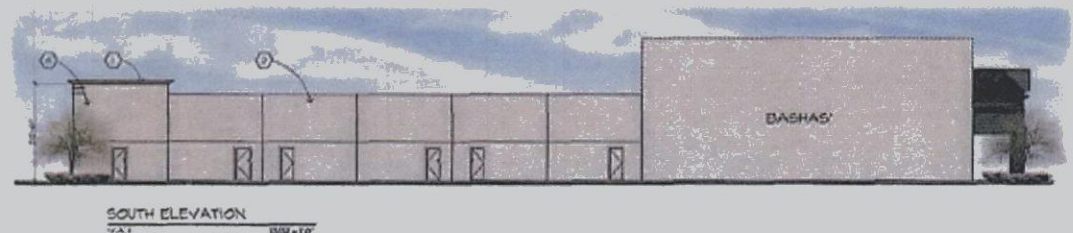
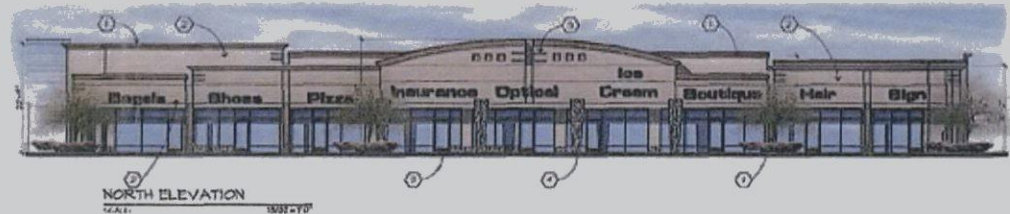
COLORS: MAP COLORS
NATURAL WHITE - YCC 28 2215
CITRUS YELLOW - YCC 28 2217
SCARLET RED - YCC 28 2212
CAPRI BLUE - MPC 42-219
ORANGE
GREY

LETTER STYLE:

PER TENANTS' CORPORATE STANDARDS.

ILLUMINATION:

2800 SERIES WHITE NEON HALO BACKLIT
OR WHITE LEDS HALO BACK LIT



13-MS-2010#2
APPROVED
CITY OF SCOTTSDALE

STIPULATION SET
RETAIN FOR RECORDS

Andrew Chiu 04/25/13
APPROVED BY DATE

MCDOWELL MOUNTAIN MARKETPLACE MASTER SIGN PROGRAM AMENDMENT 13-MS-2010#2

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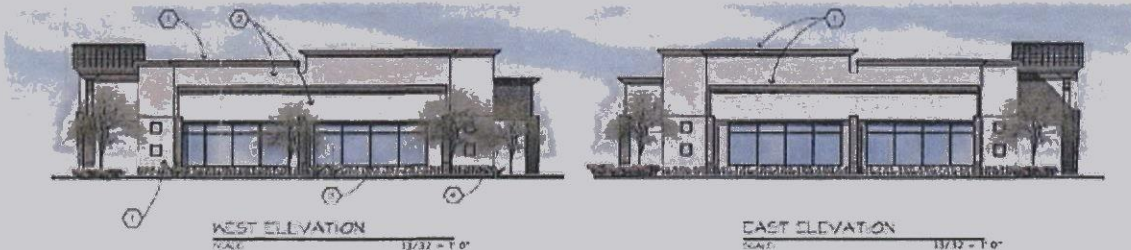
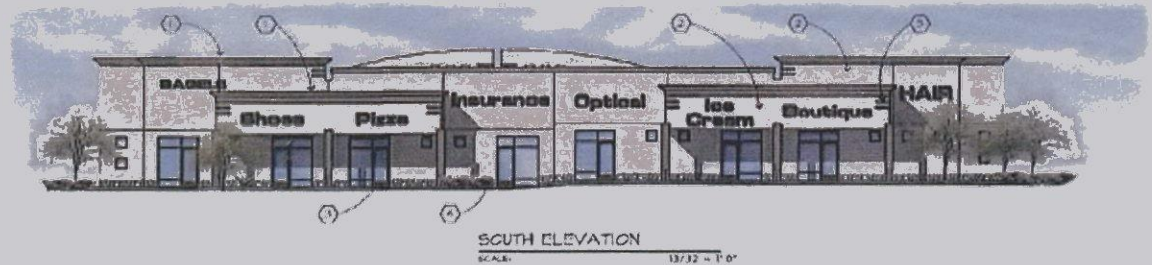
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ILLUMINATION:

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13-MS-2010#2
APPROVED
CITY OF SCOTTSDALE

STIPULATION SET
RETAIN FOR RECORDS

Andrew Chi 04/25/13
APPROVED BY DATE

GENERAL REQUIREMENTS AND/OR RESTRICTIONS:

1. EACH TENANT WILL BE SUPPLIED A COPY OF THE SIGN CRITERIA.
2. THE TENANT AND/OR TENANTS'S SIGN CONTRACTOR SHALL SECURE ALL NECESSARY APPROVALS FROM THE LANDLORD IN ADDITION TO OBTAINING ALL REQUIRED PERMITS AND INSPECTIONS REQUIRED BY THE CITY OF SCOTTSDALE. NO SIGNAGE SHALL BE INSTALLED PRIOR TO OBTAINING SAID APPROVALS AND PERMITS.
3. ANY REQUEST FOR SIGNAGE IN EXCESS OF THE SIGNAGE ORDINANCES OF THE CITY OF SCOTTSDALE WILL REQUIRE A VARIANCE FROM THE CITY AND WRITTEN APPROVAL OF THE LANDLORD AND IS THE SOLE RESPONSIBILITY OF THE TENANT.
4. ALL SIGNAGE SHALL BE INSTALLED AND MAINTAINED BY THE TENANT, AT TENANT'S EXPENSE. ILLUMINATION OUTAGES, BREAKAGE, OR OTHER REQUIRED SIGN MAINTENANCE SHALL BE REPAIRED AND RESTORED TO PROPER CONDITION WITHIN FIVE (5) WORKING DAYS OF NOTIFICATION (WRITTEN OR VERBAL) FROM THE LANDLORD.
5. A PENALTY OF 100% OF THE LANDLORD'S COST TO REPAIR SAID SIGNAGE, IN ADDITION TO THE COST OF THE REPAIR, MAY BE ASSESSED TO THE TENANT SHOULD THE LANDLORD BE REQUIRED TO PROVIDE THE NECESSARY MAINTENANCE DUE TO TENANTS NONCOMPLIANCE TO THE NOTIFICATION.
6. NO LABELS SHALL BE PERMITTED ON THE EXPOSED SURFACE OF SIGNS, EXCEPT THOSE REQUIRED BY LOCAL ORDINANCE. THOSE REQUIRED SHALL BE INSTALLED IN AN INCONSPICUOUS LOCATION.
7. NO ADVERTISING PLACARDS, FREESTANDING ATTRACTION BOARDS, PAPER, CARDBOARD, STYROFOAM, SALE SIGNS, GOING OUT OF BUSINESS SALES SIGNS, PENNANTS, PORTABLE, FLASHING, PAINTED OR HAND LETTERED MOVING OR AUDIBLE SIGNS SHALL BE PERMITTED. BANNER SIGNS MAY BE USED WITH WRITTEN APPROVAL OF THE LANDLORD AND UPON OBTAINING A PERMIT FROM THE CITY OF SCOTTSDALE AND ONLY DURING THE DESIGNATED TIME AS STIPULATED WITHIN THE SIGN ORDINANCE GUIDELINES.
8. NO "CAN" SIGNS WILL BE ALLOWED WITHOUT WRITTEN APPROVAL OF LANDLORD TO BE UNIQUE IN IT'S DESIGN, CONSTRUCTION AND APPLICATION. (TYPICAL CAN SIGNS CONSISTING OF ACRYLIC, PLEXIGLAS OR PLASTIC FACED PANELS INTERNALLY BACKLIT IN A BOX CONSTRUCTION SHALL BE PROHIBITED IN ALL CASES.)
9. NO EXPOSED RACEWAYS, CROSSOVERS, BALLAST, CONDUIT OR TRANSFORMER BOXES ARE PERMITTED.
10. INDIVIDUAL REVERSE PAN CHANNEL AND/OR PAN CHANNEL LETTERS AND LOGOS MUST BE CONSTRUCTED WITH SHEET METAL RETURNS. NO "CHANNELUME", "LETTEREDGE", OR SIMILAR MATERIAL WILL BE ALLOWED.
11. ALL TENANT WALL SIGNAGE SHALL BE ILLUMINATED. ALL ELECTRICAL CONNECTIONS AND TRANSFORMER BOXES SHALL BE INSTALLED IN A WORKMANLIKE MANNER. ALL TRANSFORMER(S) SHALL BE PROPERLY HOUSED, INDIVIDUALLY FUSED AND WIRED WITH A PROPER DISCONNECT SWITCH AT THE PRIMARY CONNECTION. THE TENANT SHALL BE RESPONSIBLE TO PROVIDE AND PAY FOR PRIMARY FEED WIRES TO THE ILLUMINATED SIGN LOCATION IN ADDITION TO ALL FUTURE COST OF ELECTRICAL POWER CONSUMPTION, WHICH MAY BE CHARGED ON AN INDIVIDUAL OR PRO-RATE BASIS.
12. SIGN CONTRACTOR SHALL REVIEW ALL ARCHITECTURAL, STRUCTURAL AND ELECTRICAL DOCUMENTS AS THEY RELATE TO BUILDING WALL AND/OR STOREFRONT DETAILS AT THE PROPOSED LOCATION OF SIGNAGE PRIOR TO PREPARATION OF SIGNAGE DRAWINGS AND SPECIFICATIONS. IN ADDITION, THE TENANT'S SIGN CONTRACTOR SHOULD VISIT THE PROJECT SITE TO BECOME FAMILIAR WITH AS-BUILT CONDITIONS AND VERIFY ALL DIMENSIONS AT SIGN'S LOCATION.
13. TENANT SHALL BE FULLY RESPONSIBLE FOR THE OPERATION OF TENANT'S SIGN CONTRACTORS AND SHALL IDEMNIFY, DEFEND AND HOLD LANDLORD HARMLESS FOR, FROM AND AGAINST DAMAGES OR LIABILITIES OF ACCOUNT THEREOF.
14. ALL SIGNS AND THEIR INSTALLATION MUST COMPLY WITH ALL LOCAL BUILDING AND ELECTRICAL CODES.
15. ALL SIGN CONTRACTORS SHALL CARRY WORKER'S COMPENSATION AND COMMERCIAL LIABILITY INSURANCE AGAINST ALL DAMAGES SUFFERED OR DONE TO ANY AND ALL PERSONS AND/OR PROPERTY WHILE ENGAGED IN THE CONSTRUCTION OR INSTALLATION OF SIGNS WITH A COMBINED SINGLE LIMIT IN AN AMOUNT NOT LESS THAN ONE MILLION AND NO/ 100 DOLLARS (\$1,000,000.00) PER OCCURRENCE. ALL SIGN CONTRACTOR'S SHALL HOLD A CURRENT CONTRACTOR'S LICENSE IN THE STATE OF ARIZONA. LANDLORD SHALL BE NAMED AS ADDITIONALLY INSURED IN THE WORKER'S COMPENSATION AND COMMERCIAL LIABILITY INSURANCE.

DEFINITIONS:

THE FOLLOWING IS A LIST OF TENANT SIGNAGE CRITERIA TERMS:

AGGREGATE SIGN AREA - THE TOTAL AREA OF ALL PERMITTED SIGNS PERTAINING TO ANY ONE TENANT, WHICH INCLUDES STREET FRONT SIGNAGE, STOREFRONT SIGNAGE AND WINDOW SIGNAGE / GRAPHICS.

BUILDING FRONTAGE - THE WIDTH OF THE OCCUPANCY SPACE.

GRAPHICS - LETTERING, SYMBOLS AND LOGOS USED FOR IDENTIFICATION SIGNAGE.

SIGN AREA - SIGN AREA SHALL BE CALCULATED AS THE AREA CONTAINED WITHIN THE SMALLEST RECTANGLE THAT ENCLOSES ALL ELEMENTS OF THE SIGN COPY AND LOGOS.

SIGN ENVELOPE - THE OVERALL LOCATION AND DIMENSION OF A DESIGNATED TENANT SIGN PLACEMENT ON THE BUILDING ELEVATION.

SHINGLE SIGN - SUPPLEMENTAL SIGNAGE INSTALLED PERPENDICULAR TO THE STOREFRONT IN RETAIL BUILDINGS FOR VISIBILITY TO PEDESTRIANS ALONG THE COVERED WALKWAY AREA.

WALL SIGN - SIGNAGE INSTALLED ON FASCIA AREAS ORIENTED AND DESIGNED FOR VEHICULAR IDENTIFICATIONS VISIBILITY.

WINDOW GRAPHICS - TRANSPARENT PORTION OF STOREFRONT USED FOR MERCHANDISE DISPLAY AND INCLUDES SUITE IDENTIFICATION, HOURS OF BUSINESS AND OR PRODUCT DISPLAY ATTACHED DIRECTLY TO WINDOW SURFACES.

CONSTRUCTION - ALL SIGN SHALL BE INDIVIDUAL REVERSE PAN CHANNEL LETTERS, ALL WELDED CONSTRUCTION WITH FACES / RETURNS TO BE PAINTED TO MATCH DESIGNATED MAP COLORS, 3" RETURNS, 1" OFFSET AND CONCEALED RACEWAYS.

SIGN AREA - THE MAXIMUM AGGREGATE SIGN AREA PERMITTED FOR EACH BUSINESS ESTABLISHMENT SHALL BE BASED ON THE LINEAL FEET OF LEASED BUILDING STOREFRONT.

LOCATION - CENTERED HORIZONTALLY WITHIN THE LEASED FRONTAGE OR DIRECTLY OVER THE DOORWAY IF SPACE PERMITS.

VERTICALLY CENTER ALONG THE CENTER LINE, NOT EXCEEDING THE MAXIMUM SIGN ENVELOPE FOR DOUBLE LINE LAYOUTS. FOR SINGLE LINE LAYOUTS, A MAXIMUM OF 48" SIGN ENVELOPE IS ALLOWED.

SIZE - THE OVERALL LENGTH OF ANY SIGN SHALL NOT EXCEED 80% OF THE LEASED FRONTAGE.

MAJOR TENANTS - THE OVERALL HEIGHT OF ANY SINGLE OR LOGO SHALL NOT EXCEED 72".

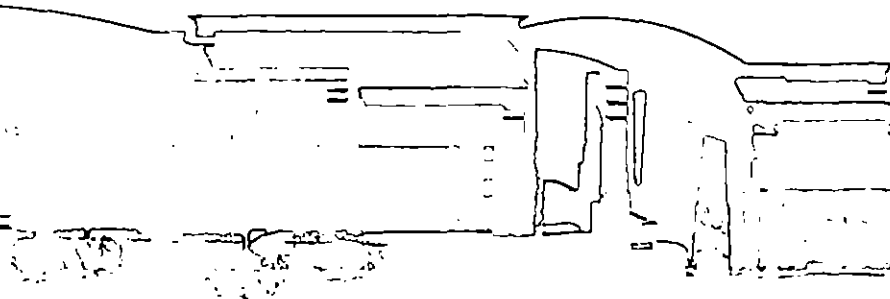
MINOR TENANTS - THE OVERALL HEIGHT OF ANY SINGLE OR LOGO SHALL NOT EXCEED 24".

COLORS - FACES - PER ALLOWABLE MAP COLORS.

RETURNS - MATCHING FACES

LETTER STYLE - PER TENANTS' CORPORATE STANDARDS.

ILLUMINATION - 2800 SERIES NEON HALO BACKLIT.





McDowell Mountain Marketplace MSP Amendment

PROJECT NAME: ~~THE EXERCISE COACH~~

To Whom It May Concern: We are submitting a application for a variance in colors according to the Master Sign Program at the McDowell Mountain Marketplace located at 10111 E. Bell Rd. All other fabrication will follow the sign criteria for this center. We would like to use corporate colors for the sign "The Exercise Coach". The colors we are proposing to use area Avery Pumpkin Orange Translucent and 430-C Grey Translucent Vinyl. Please see attached related documents for detail. Thank you for your time and consideration on this matter.

Matt Olinger
Number One Signs Corp.
1842 E. 3rd St.

McDowell Mountain Ranch Community Association
c/o AAM, LLC
16116 N. McDowell Mountain Ranch Road
Scottsdale, AZ 85255
Tel: 480-473-0877 Fax: 480-473-3172

02/26/2013

McDowell Market Tower LLC
Attn: Patti Farina
2555 E Camelback Rd Ste 300
Phoenix, AZ 85016-9218

Re: Parcel R Lot #: M1-0000-000R
Scottsdale, AZ 85255
Submittal: SIGNAGE

Dear McDowell Market Tower LLC:

The Architectural Committee has reviewed and **APPROVED** the above listed application.

Single Row Signage approved for The Exercise Coach - Any changes to the design of the single sign submitted and subsequently approved must be re-submitted for approval.

Picture of approved sign attached.

This approval is subject to all City, State and Federal permits, codes, statutes, laws, rules and regulations, which are the sole responsibility of the homeowner. This approval shall not be deemed a warranty or representation as to the quality of construction, installation, addition, alteration, repair, change or other work.

Should you have any questions, please feel free to contact me at (480) 473-0877 or by email at ccclinton@aamaz.com. We thank you for your patience with this process.

Sincerely,

Caroline Clinton
Community Standards Administrator
For the Architectural Committee of
McDowell Mountain Ranch Community Association

Cushman & Wakefield of Arizona



Brian Weimer
Property Manager

Cushman & Wakefield of
Arizona, Inc.
2555 East Camelback Road
Suite 300
Phoenix, AZ 85016
(602) 253 7900 Tel
(602) 229 5830 Fax
www.cushwake.com

March 29, 2013

The Exercise Coach
Attn: Amanda Coe
10101 E Bell Rd. Suite A-113
Scottsdale, AZ 85260

Re: McDowell Mountain Marketplace – The Exercise Coach Signage Approval
10101 E. Bell Road, Suite A-113, Scottsdale, AZ 85260

Dear Amanda:

The Landlord has authorized the use of The Exercise Coach corporate colors for the exterior signage at McDowell Mountain Marketplace.

If there are any questions please feel free to contact me at 602 229-5908.

Thank you.

Cushman & Wakefield of Arizona, Inc.
As managing agent for McDowell Marketplace Tower, LLC

A handwritten signature in black ink, appearing to read "Brian Weimer".

Brian Weimer
Property Manager



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: McDowell Mountain Marketplace Master Sign Program Amendment	
Property's Address: 10111 E BELL ROAD	APN: 217-14-985
Property's Zoning District Designation: PCC ESL	
Property Details:	
<input type="checkbox"/> Single-Family Residential <input type="checkbox"/> Multi-Family Residential <input checked="" type="checkbox"/> Commercial <input type="checkbox"/> Industrial <input type="checkbox"/> Other	
Has a 'Notice of Compliance' been issued? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, provide a copy with this submittal	
Owner: Amanda Coe	Applicant: Matt Olinger
Company: AC Fitness Studio, LLC (The Exercise Coach)	Company: Number One Signs Corp.
Address: 10101 E. Bell Rd, A-113, Scottsdale, AZ 85260	Address: 1042 E. 3rd St. #104 Tempe, AZ 85281
Phone: 480-419-4358 Fax: 480-585-9462	Phone: 480-970-8060 Fax: 480-970-6646
E-mail: a.coe@exercisecoach.com	E-mail: matt@number1signs.net
Owner Signature:	Applicant Signature:
Official Use Only: Submittal Date: 5-1-13	Application No: 2008-14-2913
Project Coordinator:	



Note: PA meeting not required per Andrew Chi 03/11/13



Pre-Application Request

Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Signs
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Development Review (Major) (DR)	<input checked="" type="checkbox"/> Master Sign Program (MS)
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Community Sign District (MS)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Wash Modification (WM)	Other
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Historic Property (HP)	<input type="checkbox"/> Annexation/De-annexation (AN)
Exemptions to the Zoning Ordinance	Land Divisions (PP)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Condominium Conversion	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Plat Correction/Revision	<input type="checkbox"/>

Submittal Requirements: (fees subject to change every July)

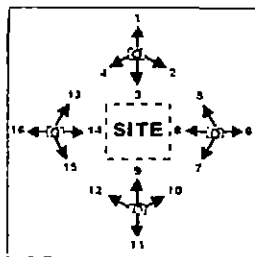
☒ Pre-Application Fee: \$ 87.00

☒ Records Packet Fee: \$ N/A
 Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required for ZN, II, UP, DR, PP, AB applications, or otherwise required by Staff)

☒ Application Narrative:
 The narrative shall describe the propose of the request, and all pertinent information related to the request, such as, but not limited to, site circulation, parking and design, drainage, architecture, proposed land use, and lot design.

☒ Property Owner Authorization Letter
(Required for the SA and MS Pre-Applications)

- ☒ Site / Context Photographs
- Provide color photographs showing the site and the surrounding properties. Use the guidelines below for photos.
 - Photos shall be taken looking in towards the project site and adjacent to the site.
 - Photos should show adjacent improvements and existing on-site conditions.
 - Each photograph shall include a number and direction.
 - Sites greater than 500 ft. in length, also take the photo locations shown in the dashed lines.
 - Photos shall be provided 8 1/2 x 11 paper, max. two per page.



- *The following list of Additional Submittal Information is not required for a Pre-Application meeting, unless indicated below by staff prior to the submittal of this request.*
- *Applicants are advised to provide any additional information listed below. This will assist staff to provide the applicant with direction regarding an application.*

Additional Submittal Information

- ☒ Site Plan (two copies)
- ☐ Subdivision plan (two copies)
- ☐ 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.
- ☐ Cross Sections – for all cuts and fills
- ☐ Conceptual Grading & Drainage Plan (three copies)
- ☐ Exterior Lighting – provide cut sheets, details and photometrics for any proposed exterior lighting.
- ☐ Boundary Survey (required for minor land divisions)
- ☐ Areal of property that includes property lines and highlighted area abandonment request.
- ☐ One copy of the recorded document for the area that is requested to be abandoned. Such as: subdivision plat, map of dedication, GLO (General Land Office) federal patent roadway easement, or separate dedication document. A copy of most recorded documents to be abandoned may be purchased at the City of Scottsdale Records Dept. (480-312-2356), or the Maricopa County Recorder's Office (602-506-3535). A copy of the General Land Office (GLO) federal patent roadway easement may be purchased from the Bureau of Land Management (602-417-9200).

Planning, Neighborhood & Transportation Division

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



City of Scottsdale Cash Transmittal

92738

92738
00552372
04/01/13 PLN-1510P
DSINHONS HPDGB53004
4/1/2013 10:50 AM
\$87.00

Received From :

NUMBER ONE SIGNS CORP
1842 E 3RD ST STE 104
TEMPE, AZ 852812985
480-970-8060

Bill To :

NUMBER ONE SIGNS CORP
1842 E 3RD ST STE 104
TEMPE, AZ 852812985
480-970-8060

Reference # 205-PA-2013

Issued Date 4/1/2013

Address 10111 E BELL RD

Paid Date

Subdivision MCDOWELL MOUNTAIN MARKETPLACE

Payment Type CREDIT CARD

Marketing Name

Lot Number 1

Cost Center

MCR 767-37

County No

Metes/Bounds No

APN 217-14-985

Gross Lot Area 0

Water Zone

Owner Information

NAOS Lot Area 0

Water Type

AC Fitness Studio

Net Lot Area

Sewer Type

10101 E BELL RD STE A-113

Number of Units 1

Meter Size

SCOTTSDALE, AZ 85260

Density

QS 36-52

480-419-4358

Code	Description	Additional	Qty	Amount	Account Number
3180	PRE-APPLICATION / SA	MSP	1	\$87.00	100-21300-44221

SIGNED BY MATT OLINGER ON 4/1/2013

Total Amount

\$87.00

(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 # 92738