



# STAFF APPROVAL LETTER

8-MS-2013

## Paradise Valley Plaza Master Sign Program

### 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: 10245 N Scottsdale Rd  
PARCEL: 175-33-025B  
Q.S.: 28-45  
ZONING: C-3

APPLICANT: Rocky Marsh  
COMPANY: Christy Signs  
ADDRESS: 1825 S Black Canyon Hwy Phoenix, AZ 850096516  
PHONE: 602-708-4486

**Request:** To approve a new master sign program for Paradise Valley Plaza, to allow a four tenant panel directory wall sign on the south elevation of the E.D. Marshal Building at 10245 N. Scottsdale Road.

#### STIPULATIONS

1. Sign shall have only four (4) tenant panels, to be located on the south elevation of 10245 N. Scottsdale Road, as shown on the exhibit and site plan of the Paradise Valley Master Sign Program.
2. Each tenant panel shall use the same background color, Matthews MP07585 "Split Leather."
3. Red acrylic faces shall be the standard copy color; however, the property owner or designee may approve the use of corporate colors.
4. The property owner or designee shall approve which tenant will be allowed a tenant panel on the multi-tenant panel sign.
5. Each of the tenant panels shall require a separate sign permit.
6. Any modifications to the Paradise Valley Master Sign Program shall require Development Review Board or staff approval.
7. All signs shall require separate submittal, reviews and permits.

**Related Cases:** 8-MS-2013

SIGNATURE: \_\_\_\_\_

Andrew Chi  
Associate Planner

DATE APPROVED: May 2, 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.scottsdaleaz.gov/codes/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  
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: \_\_\_\_\_

April 23, 2013

Paradise Valley Plaza  
10271 N. Scottsdale Rd.,  
Scottsdale, Arizona 85253

**Re: MSP Application**

Narrative:

The purpose of establishing this MSP is to establish and maintain a continuity of quality with the existing and future tenants. Paradise valley Plaza does not have a MSP for the property at this time and is creating a bench mark for future tenants. This MSP seeks to bring the signage up to date with modern manufacturing methods and materials, also provide tenants the opportunity to have needed exposure to Scottsdale Road traffic.



PARADISE VALLEY PLAZA  
10271 SCOTTSDALE RD  
SCOTTSDALE, AZ

SIGN  
"A"

Paradise Valley Plaza  
10271 N. Scottsdale Rd.  
Scottsdale Az

**Sign Criteria  
Sign Specifications and Requirements**

APRIL 23, 2013

The purpose of the owners and the management is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Center. The total concept should give the impression of quality, professionalism and instill a good business image.

The following specifications are to be used for the design of your sign; however in all cases final written approval by management is required prior to manufacturing of all sign.

PROCEDURE: Sign drawing proposal will be submitted in two (2) copies to Moulay Zougari for written approval, prior to applying for sign permit. One copy will be returned to the Sign Company and One copy will be retained in managements possession..

**DETAIL DRAWINGS**

Two copies of a complete and detailed drawing by Sign Company shall be submitted to the landlord for final review and approval.

1. Elevation of tenant sign shall be drawn using a minimum 1/4" to 1" scale.
2. Drawings shall indicate the following specifications:
  - a. Type, thickness of metal and plastic.
  - b Type of Font to be used.
  - c. Type of mounting.
  - d. Color called out of lettering.

**NOTICE**

**WRITTEN APPROVAL AND CONFORMATION WITH THIS SPECIFICATION DOES NOT IMPLY CONFORMANCE WITH LOCAL CITY AND OTHER APPLICABLE CITY CODES. YOUR SIGN MUST BE PERMITTED AND MUST COMPLY WITH THE CITY OF SCOTTSDALE SIGN CODES AND A RECEIPT OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ALL SIGNS.**

Paradise Valley Plaza  
10271 N. Scottsdale Rd.  
Scottsdale Az

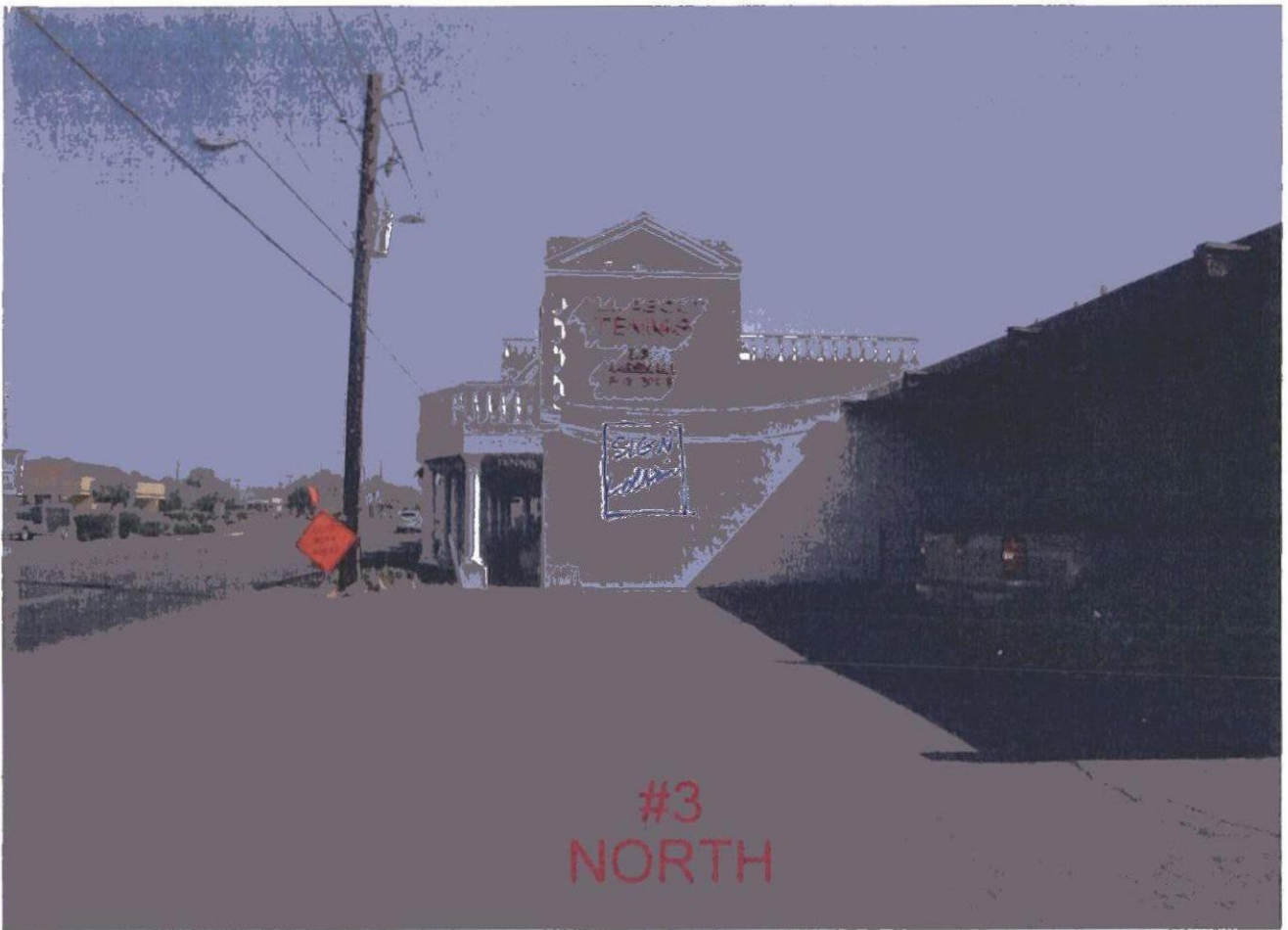
## Prohibited Signs

1. No sign shall be painted on the surface of any tenant panel.
2. No sign shall be placed or located on the roof or above the roofline on any building.
3. No animated, flashing, blinking, place card, poster, playbill, posting, painting, flag, fixed balloon, rotating light, A-frame, audible, offensive, rude, moving or rotating signs are permitted. Exceptions may be made for Grand Openings or special events ect, with written approval from management and permitted by City of Scottsdale.
4. Signs may not be installed within the public right-of-way.
5. No sign shall be placed on or attached to any vehicle except painted directly on the surface of of the vehicle and meeting all applicable government requirements. The primary use of such vehicles shall be in connection with the operations of a business on a parcel and not advertising or identifying the business premises.
6. No sign shall be permitted which is structually unsafe of constitutes a hazard to safety or health.
7. Signs that are installed without written approval from the Management may be subject to the removal by the Management at the tenants expense.

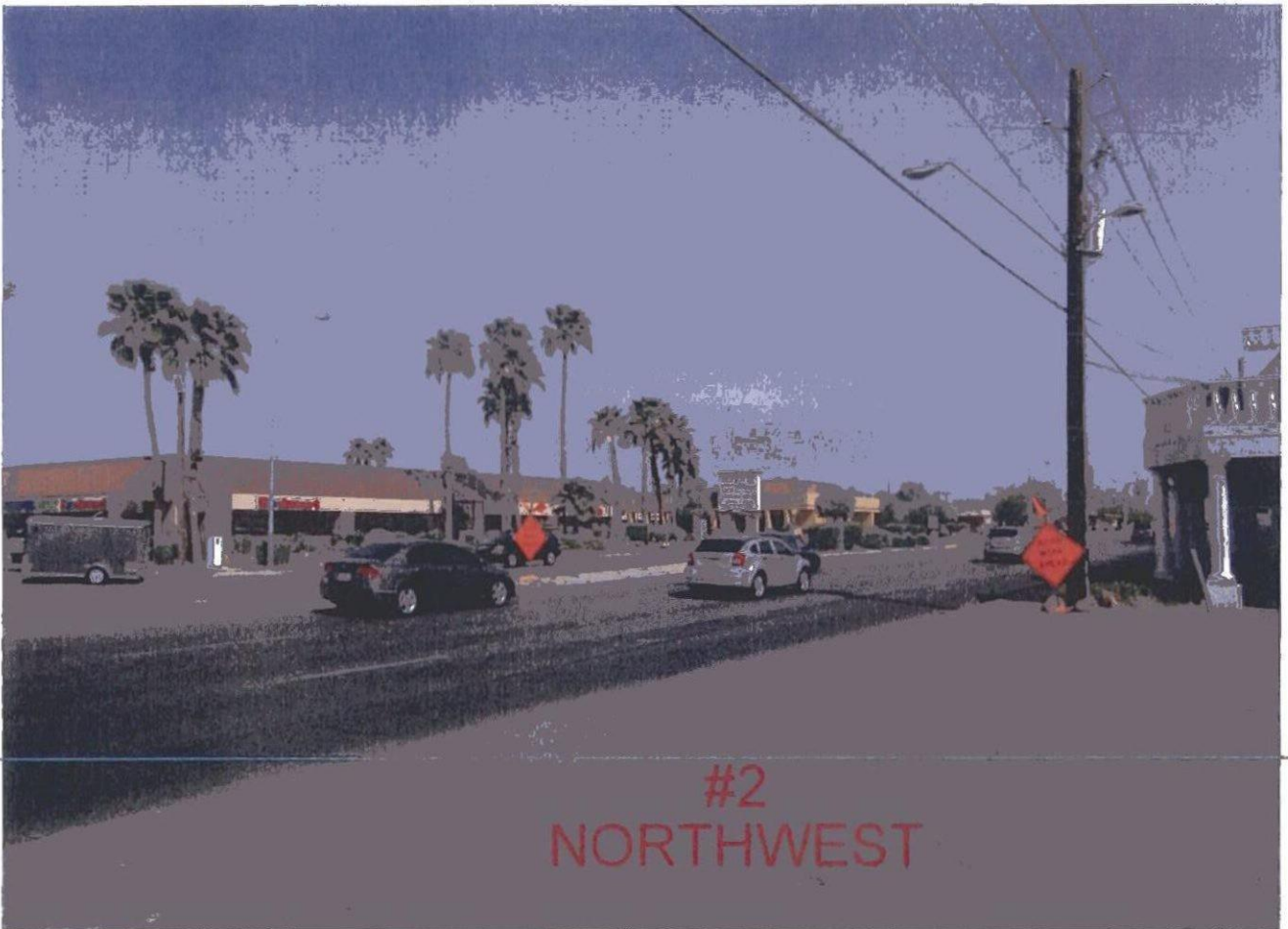
## Building Multi-Tenant Sign

There will be ONE (1) illuminated multi tenant wall sign, at the entrance from Scottsdale Rd.

1. Copy shall not exceed more than Two lines and not exceed 80% of the height, and width of each tenant panel.
2. All Fonts are allowed, but must be approved by management and the City of Scottsdale.
3. 3M or equivalent High Performance Viny color equivalent Pantone 485C2X.
4. Tenants may combine two or more sign spaces.



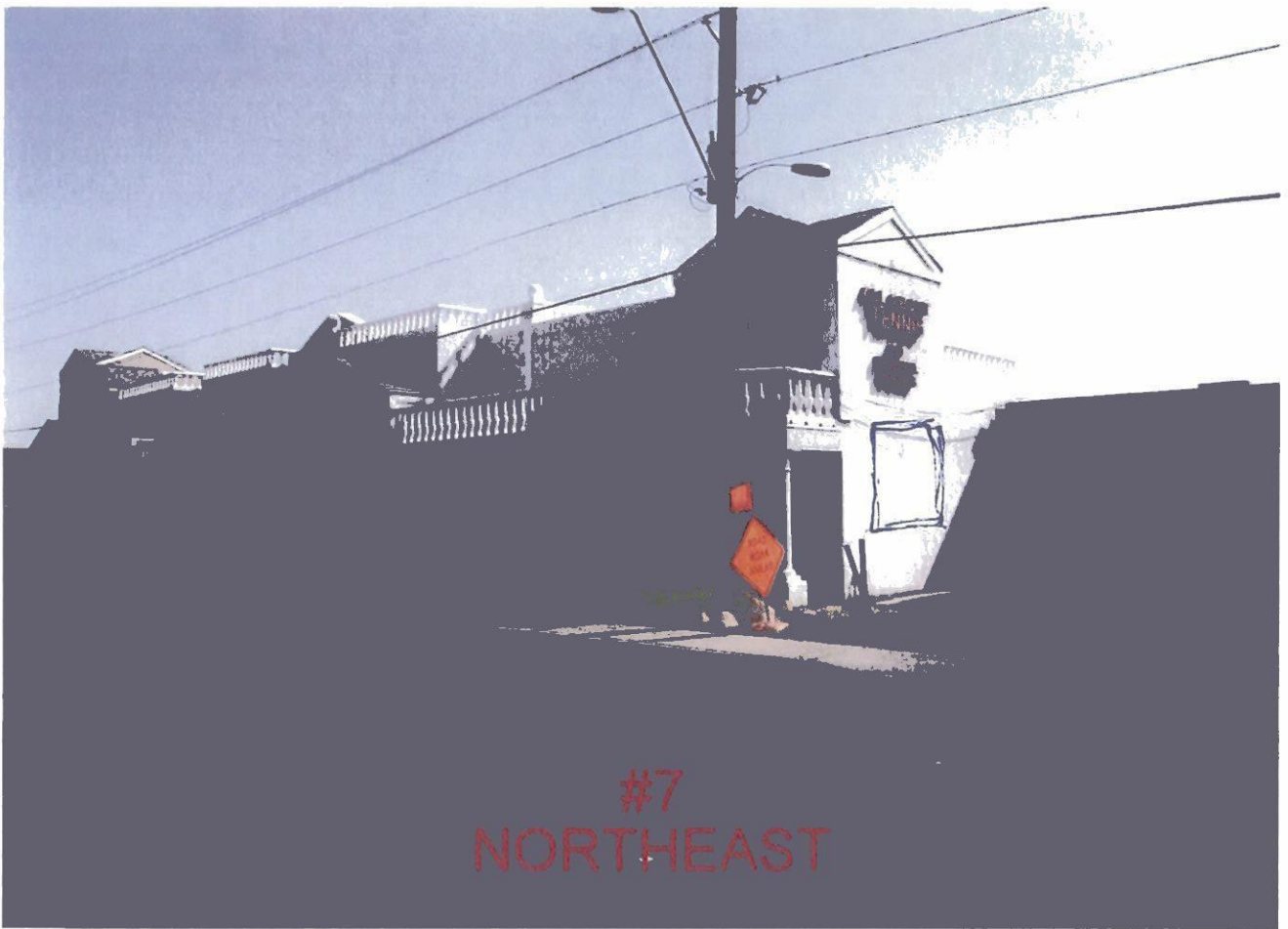
#3  
NORTH



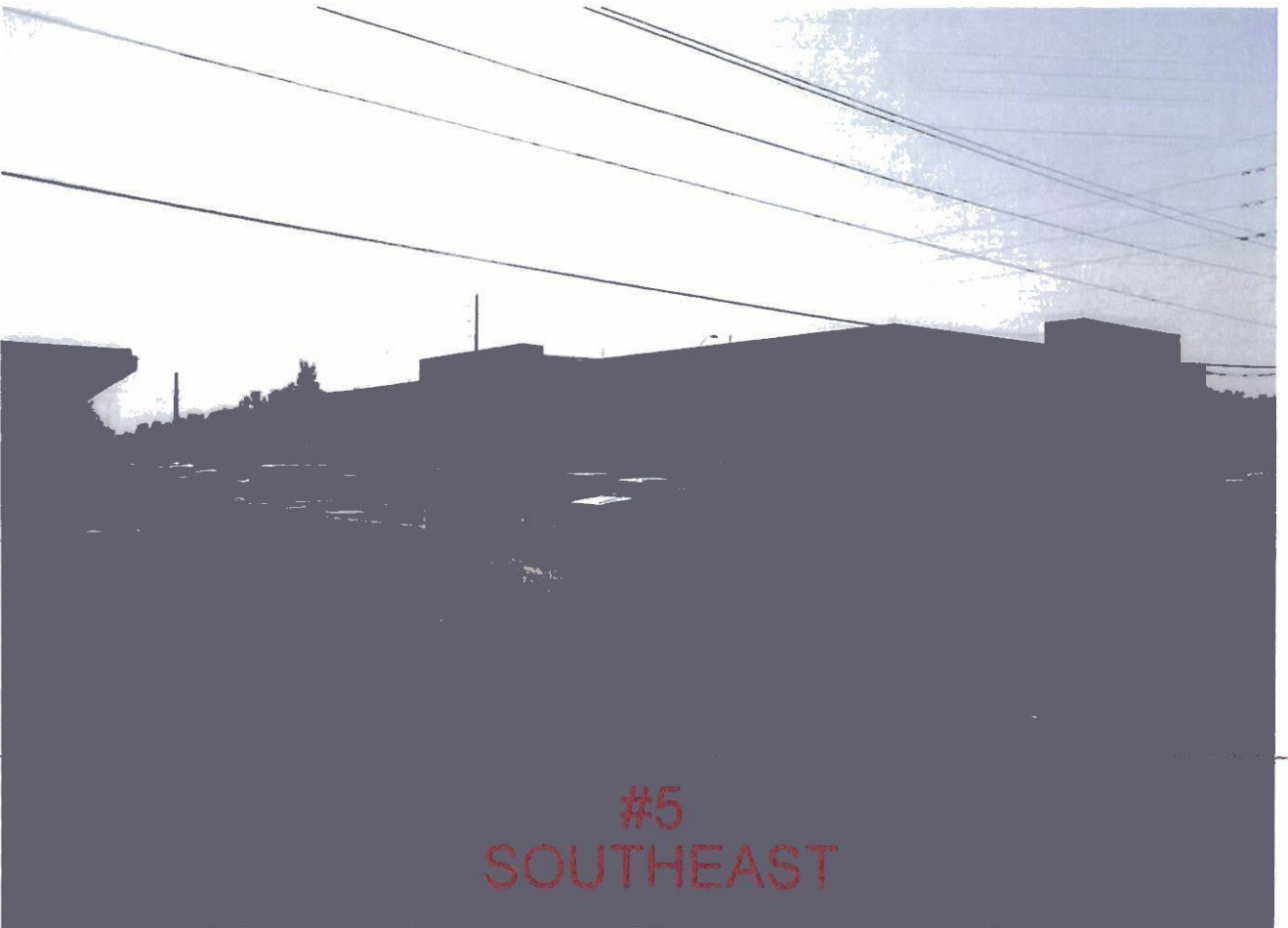
#2  
NORTHWEST







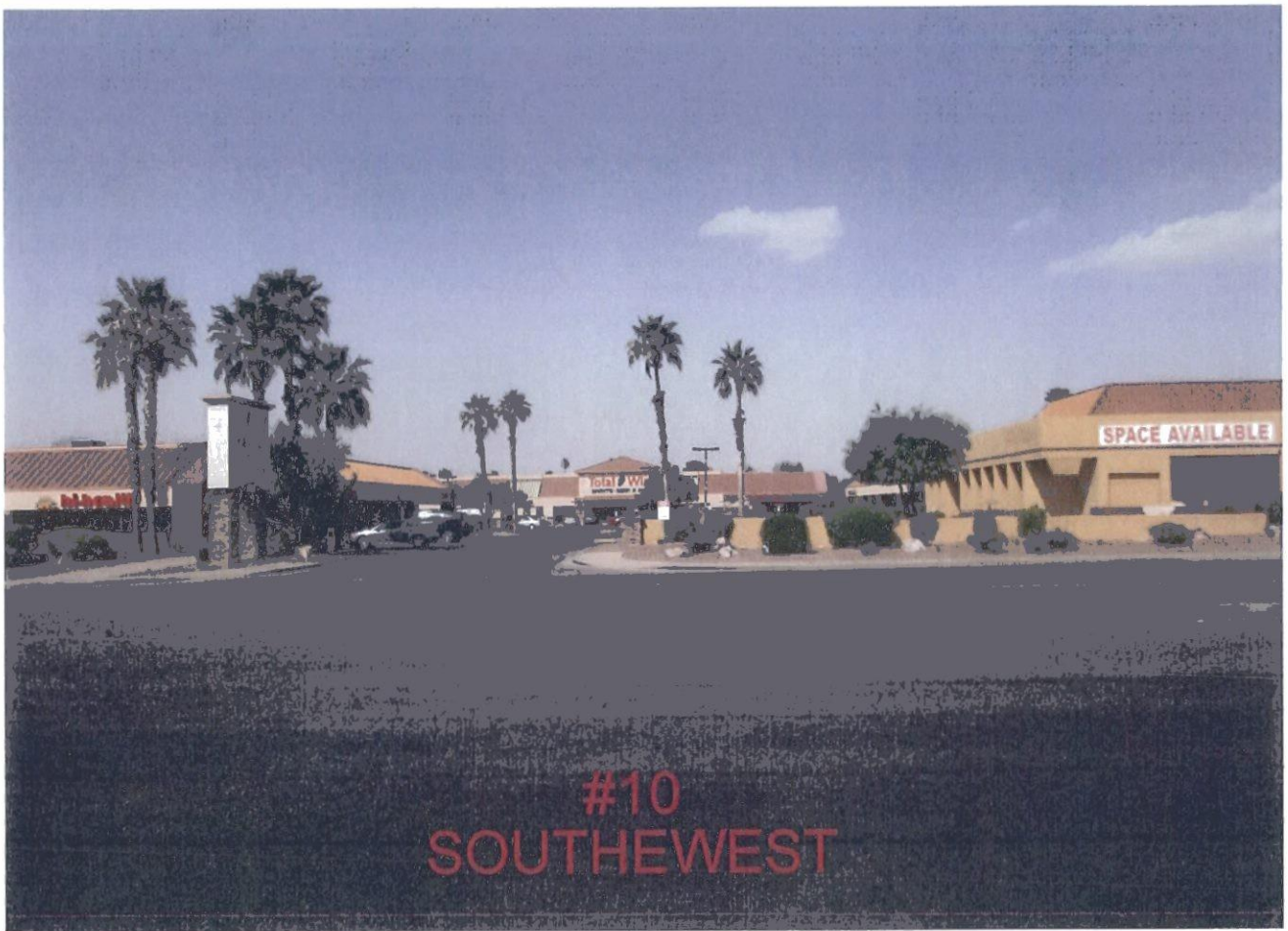
#7  
NORTHEAST

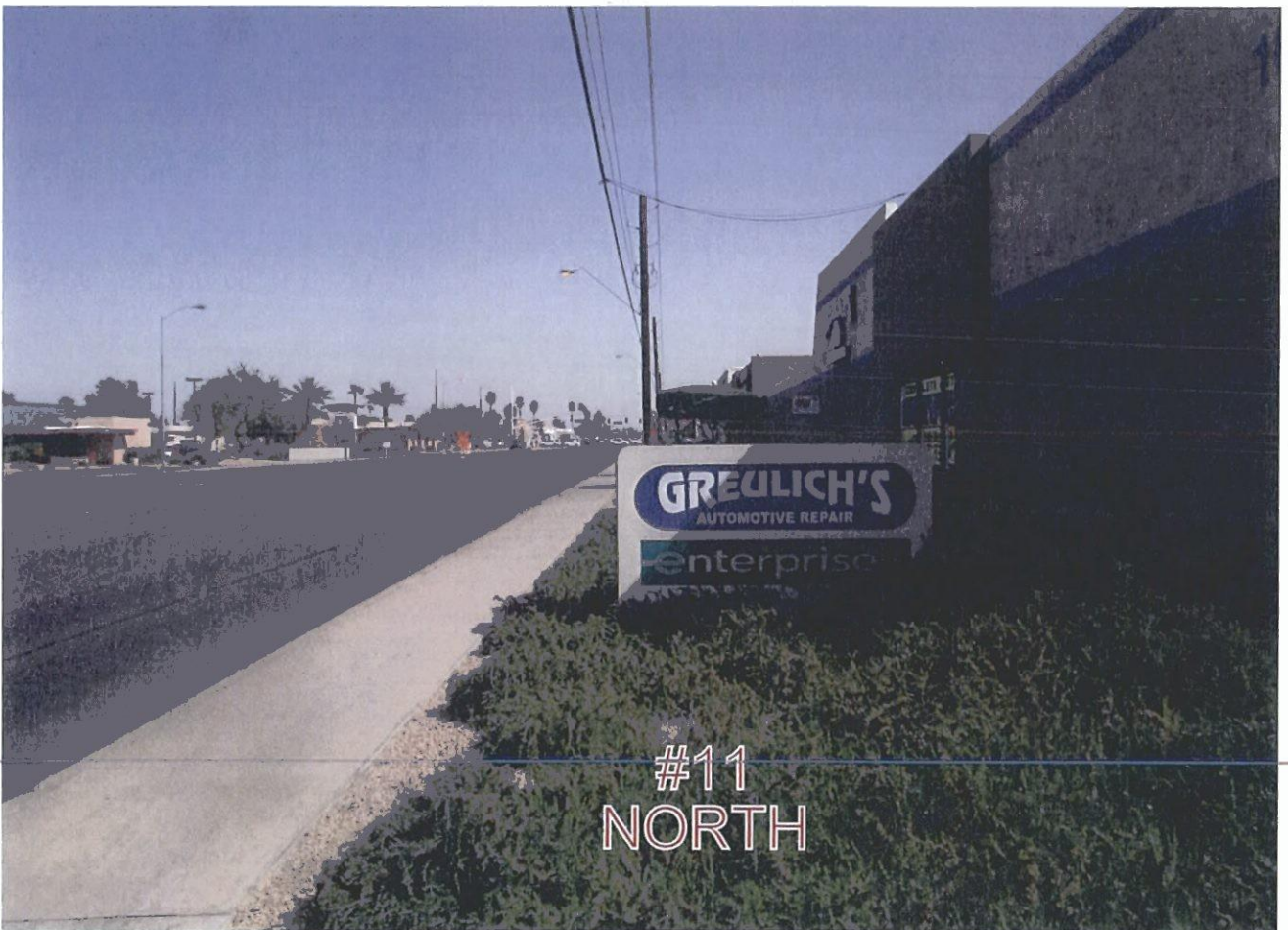


#5  
SOUTHEAST









**To:** City of Scottsdale Planning Department

**From:** Ed Marshall  
Paradise Valley Plaza

**Date:** December 18, 2012

I approve the design and placement of the multi-tenant sign submitted by Moulay Zougari.

Regards,

A handwritten signature in cursive script that reads "Ed Marshall". The signature is written in black ink and is positioned above the printed name.

Ed Marshall



# 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: <u>Paradise Valley Plaza Master Sign Program</u>	
Property's Address: <u>10271 SCOTTSDALE RD, SCOTTSDALE, AZ</u>	APN: <u>75-33-095</u> <u>75-33-096</u>
Property's Zoning District Designation: <u>G3 + P-2</u>	
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: <u>MOULAY Jougari</u>	* Applicant: <u>ERIC "Rocky" MARSH</u>
Company: <u>TAKEDA Thai By Manlay</u>	Company: <u>CHRISTY SIGNS</u>
Address: <u>10271 N. Scottsdale Rd</u>	Address: <u>1825 S. BLACK CANYON HWY</u>
Phone: <u>480 483 5006</u> Fax:	Phone: <u>602-708-4486</u> Fax:
E-mail: <u>moulay@takedathai.com</u>	E-mail: <u>SERVICE@CHRISTYSIGNS.COM</u>
* Owner Signature:	* Applicant Signature:
Official Use Only: Submittal Date: <u>4/9/13</u>	Application No.: <u>221</u> RA: <u>2013</u>
Project Coordinator:	



# 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 checked="" 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)

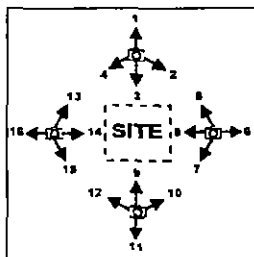
Pre-Application Fee: \$ 87.00 \*Additional (separate) new MSP fee of \$230 will be charged at approval.

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 (two copies)
- 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



FRONT VIEW - SCALED @ 1/2" = 1'-0" (SIGN AREA = 58.00 SQ. FT.)

80% of 10.125 sq. ft. = 8.10 sq. ft.  
copy this panel = 7.25 sq. ft.

80% of 10.125 sq. ft. = 8.10 sq. ft.  
copy this panel = 6.25 sq. ft.

80% of 10.125 sq. ft. = 8.10 sq. ft.  
copy this panel = 7.60 sq. ft.

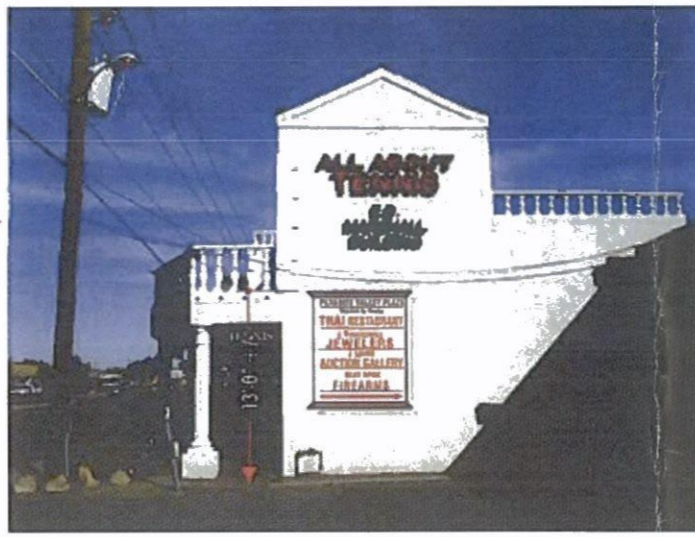
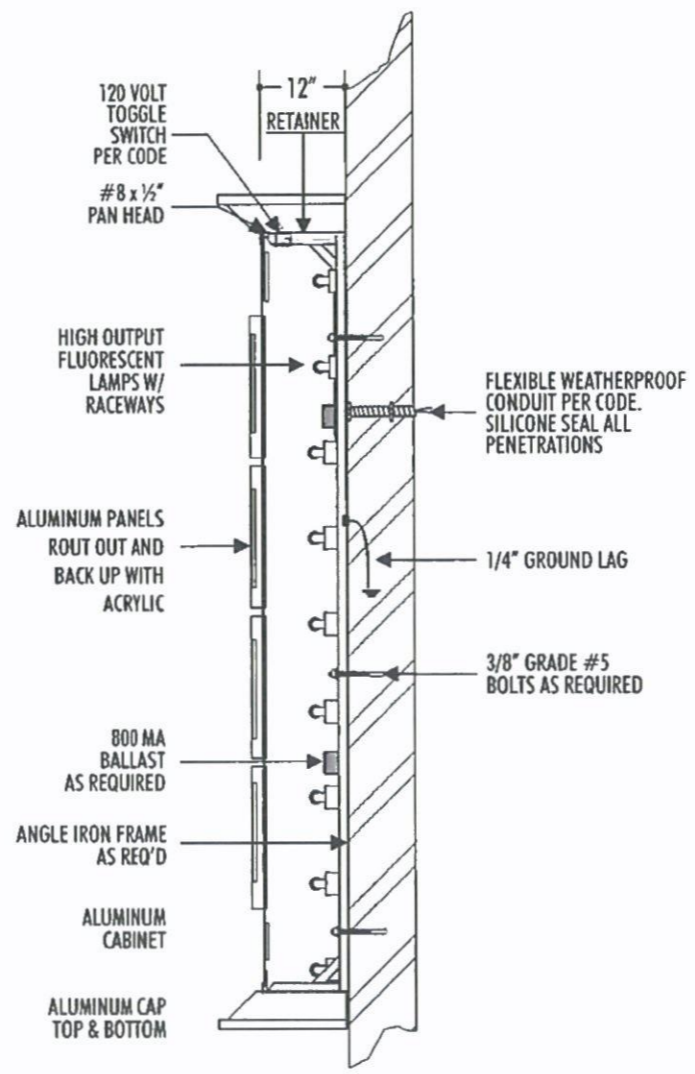
80% of 10.125 sq. ft. = 8.10 sq. ft.  
copy this panel = 5.00 sq. ft.

**8-MS-2013**  
**APPROVED**  
CITY OF SCOTTSDALE

**STIPULATION SET**  
**RETAIN FOR RECORDS**

*Andrew Chi*  
**APPROVED BY** **05/02/13**  
**DATE**

**SPECIFICATIONS:**  
FABRICATE & INSTALL (1) ONE NEW SINGLE, INTERNALLY ILLUMINATED WALL CABINET. CABINET & BOTTOM & TOP CORNICES TO BE STANDARD ALUMINUM CONSTRUCTION. TENANT PANELS TO BE REVERSED ALUMINUM PANS WITH FACES ROUT OUT & BACK UP WITH RED ACRYLIC. CENTER ID ROUT OUT & BACK UP WITH WHITE ACRYLIC WITH 3M DAY/NIGHT BLACK PERFORATED VINYL. BOTTOM ARROW ROUT OUR AND BACK UP WITH RED ACRYLIC. ALL INTERNALLY ILLUMINATED WITH 800ma FLUORESCENT LAMPS. INSTALLATION & ELECTRICAL TO COMPLY WITH ASA & UL STANDARDS.



AFTER PHOTO - NOT TO SCALE

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

**88**  
Years of EXPERIENCE

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

**PROJECT**  
PARADISE VALLEY PLAZA  
10271 SCOTTSDALE RD.,  
SCOTTSDALE, AZ

**PREPARED FOR**  
MOVIAV Z.

**SALES ASSOCIATE**  
ROCKY MARSH

**NEW SINGLE FACE ILLUMINATED TENANT CABINET**

**OPTION A**

PROJECT:	PARADISE VALLEY PLAZA 12317
DATE:	12/06/12
SCALE:	NOTED
DRAWN BY:	JTK
QUOTE:	12317

Revisions		
No.	Description	Date
02	Change Font	12/17/12
03	Change Design	12/27/12
04	Change Design	01/28/13
05	Change Specs	02/28/13
06	Change Illuminated	04/24/13
06	Spec Copy Size	05/02/13

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

**EXHIBIT A**

8-MS-2013