



# STAFF APPROVAL LETTER

5-MS-2013#3

## Sonora Village 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: 15681 N Hayden Rd  
PARCEL: 215-51-019  
Q.S.: 35-48  
ZONING: C-3

APPLICANT: Z Hess & Dan Pettit  
COMPANY: Total Signs & Graphics  
ADDRESS: 2240 W Desert Cove Ave Phoenix, AZ 85029  
PHONE: 602-350-4572

**Request:** Request to amend the Sonora Village Master Sign Program to allow a second mid-size monument sign, and to refurbish the existing mid-size monument sign, both along Frank Lloyd Wright Blvd.

#### STIPULATIONS

- Both mid-size monument signs along Frank Lloyd Wright Blvd. shall substantially adhere to the Sonora Village Master Sign Program Amendment, 5-MS-2013#3, submitted by Total Signs & Graphics, and approved by Current Planning Staff on September 11, 2014.
- The landlord shall select which tenant shall be allowed to display on a mid-size monument sign tenant panel.
- On any mid-size monument sign, no tenant name shall occupy more than one (1) tenant panel per side.
- Tenant panels shall incorporate the tenant's corporate colors, letter styles, fonts and logos.
- All tenant panels shall utilize one background color: Dunn Edwards "DE5263 Creamy Apricot."
- All other provisions of the Sonora Village Master Sign Program Amendments, 5-MS-2013 (Approved 03/19/13) and 5-MS-2013#2 (Approved 10/29/13), shall continue to apply.
- Any modifications to the Sonora Village Master Sign Program shall require Development Review Board or City Staff Approval.
- All signs shall require separate submittals, reviews and permits.
- At the time of Final Plan Review Submittal, the applicant shall provide a letter of approval from the property owner (or designee) of 8787 E. Frank Lloyd Wright Blvd (APN: 215-51-011T), to allow the 2<sup>nd</sup> mid-size monument sign to be placed on the parcel.

**Related Cases:** 5-MS-2013#3, 5-MS-2013#2, 5-MS-2013, 151-MS-1994, 151-DR-1994

SIGNATURE: 

Andrew Chi  
Associate Planner

DATE APPROVED: September 11, 2014

### 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 plan review.  
Sign Permit Application & Submittal Requirements: <http://www.scottsdaleaz.gov/codes/signs>

**This plan set shall be reviewed by the following departments:**

Department	Staff Reviewer
PLANNING:	Andrew Chi
BUILDING:	Building Group (TBD)

# SONORA VILLAGE

## SIGN DETAILS

SINGLE FACE INTERNALLY FLUORESCENT ILLUMINATED ALUMINUM SIGN, WITH ALL ALUMINUM SIGN DETAILS.

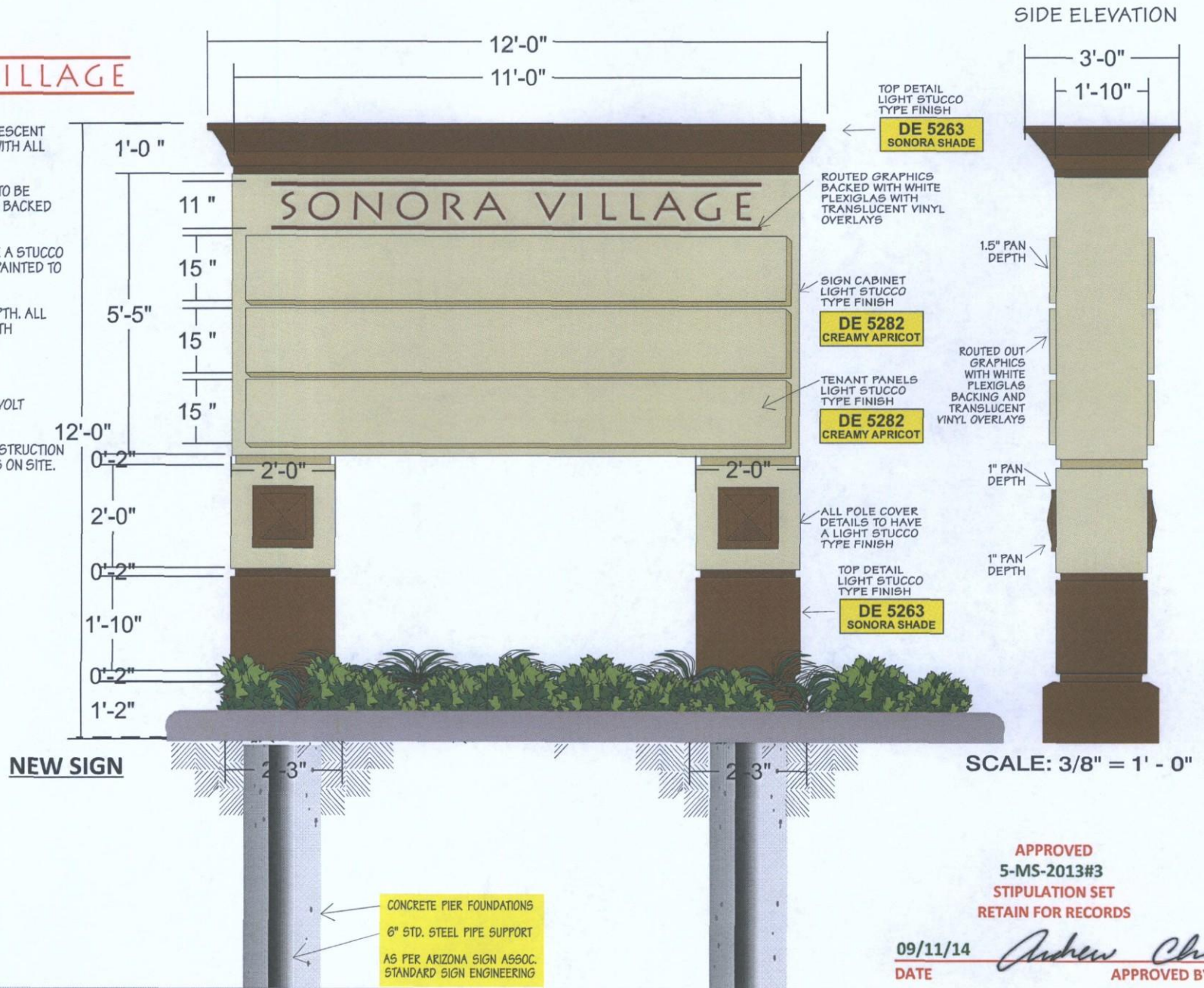
"SONORA VILLAGE AND STRIPS" TO BE ILLUMINATED, ROUTED GRAPHICS BACKED WITH RED PLEXIGLAS.

SIGN AND SIGN DETAILS TO HAVE A STUCCO TYPE FINISH (MEDIUM MONTEX), PAINTED TO MATCH BUILDING COLOR.

TENANT PANELS TO BE 1.5" IN DEPTH. ALL GRAPHICS TO BE ROUTED OUT WITH WHITE PLEXIGLAS BACKING AND TRANSLUCENT VINYL OVERLAYS.

ILLUMINATED TO BE 800MA, 120 VOLT FLUORESCENT LAMPS.

\*SIGN DESIGN, COLORS AND CONSTRUCTION TO MATCH EXISTING MONUMENTS ON SITE.



APPROVED  
5-MS-2013#3  
STIPULATION SET  
RETAIN FOR RECORDS

09/11/14  
DATE

Andrew Chi  
APPROVED BY



**TOTAL SIGNS**  
GRAPHICS LLC

2240 W. DESERT COVE AVE #106  
PHOENIX, AZ 85029

602.861.6762 fax: 602.861.5815

e-mail: info@totalsigns.net

LICENSED • BONDED • INSURED

ROC 291227

client:

revision:

address:

salesman:

designer:

design #:

date:

scale:

revisions:

page:

www.totalsigns.net

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APPROVED  
5-MS-2013#3  
STIPULATION SET  
RETAIN FOR RECORDS

09/11/14

DATE

*Andrew Chi*

APPROVED BY



NEW SIGN



**TOTAL SIGNS**  
GRAPHICS LLC

2240 W. DESERT COVE AVE #106  
PHOENIX, AZ 85029

**602.861.6762 fax: 602.861.5815**

e-mail: [info@totalsigns.net](mailto:info@totalsigns.net)

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09/11/14

DATE

*Andrew Chi*  
APPROVED BY



**TOTAL SIGNS & GRAPHICS LLC**

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APPROVED  
5-MS-2013#3  
STIPULATION SET  
RETAIN FOR RECORDS

09/11/14

DATE

*Andrew Chin*  
APPROVED BY



EXISTING SIGN  
(REFURBISHED)



**TOTAL SIGNS**  
GRAPHICS, LLC

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PHOENIX, AZ 85029

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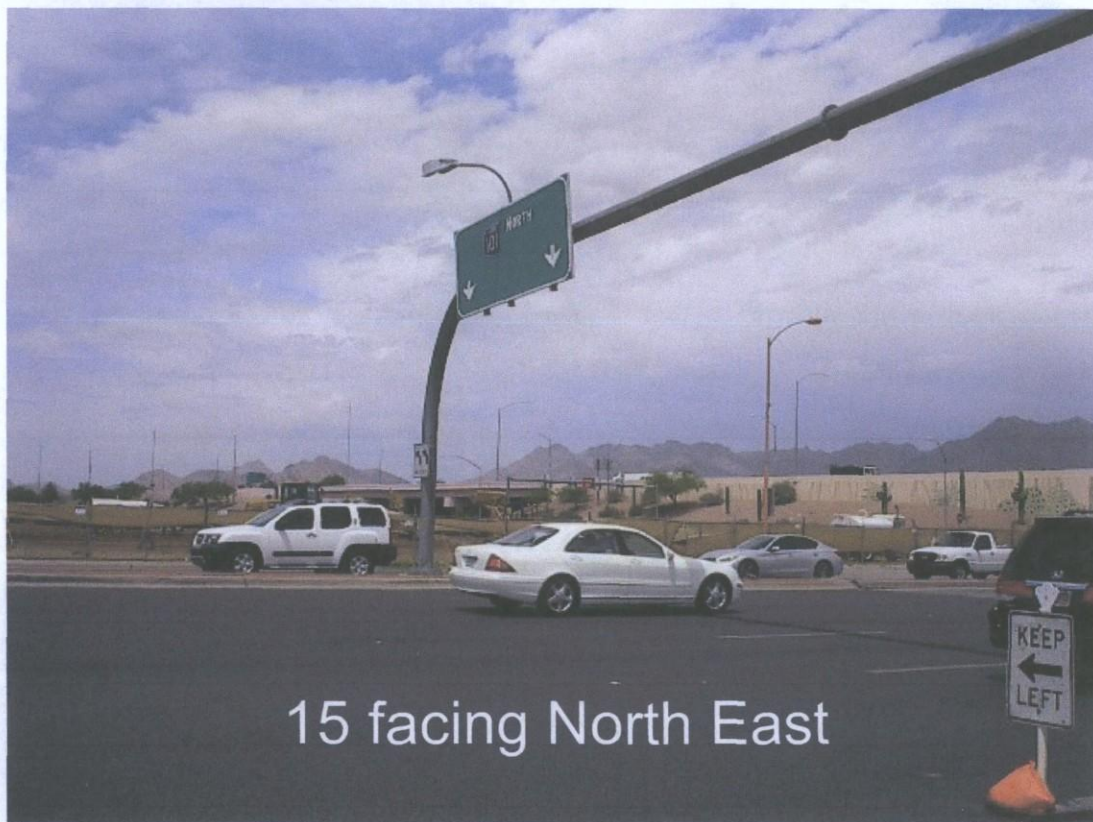
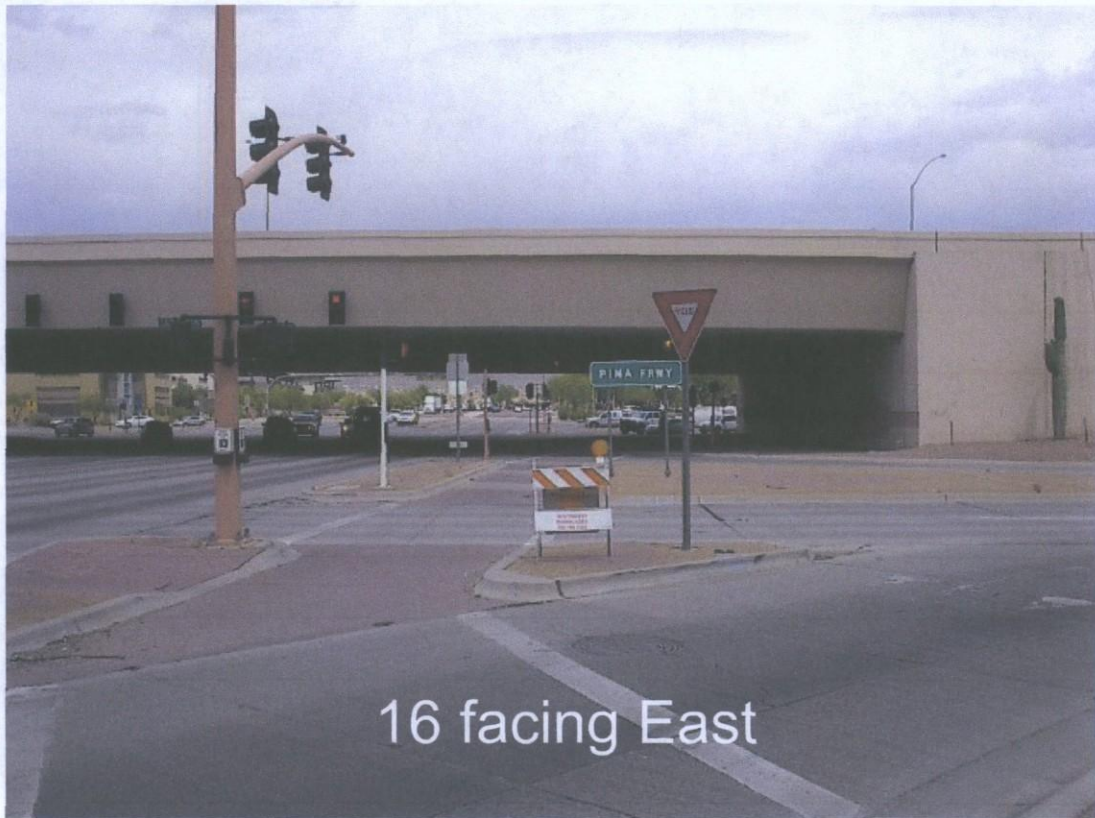
page:

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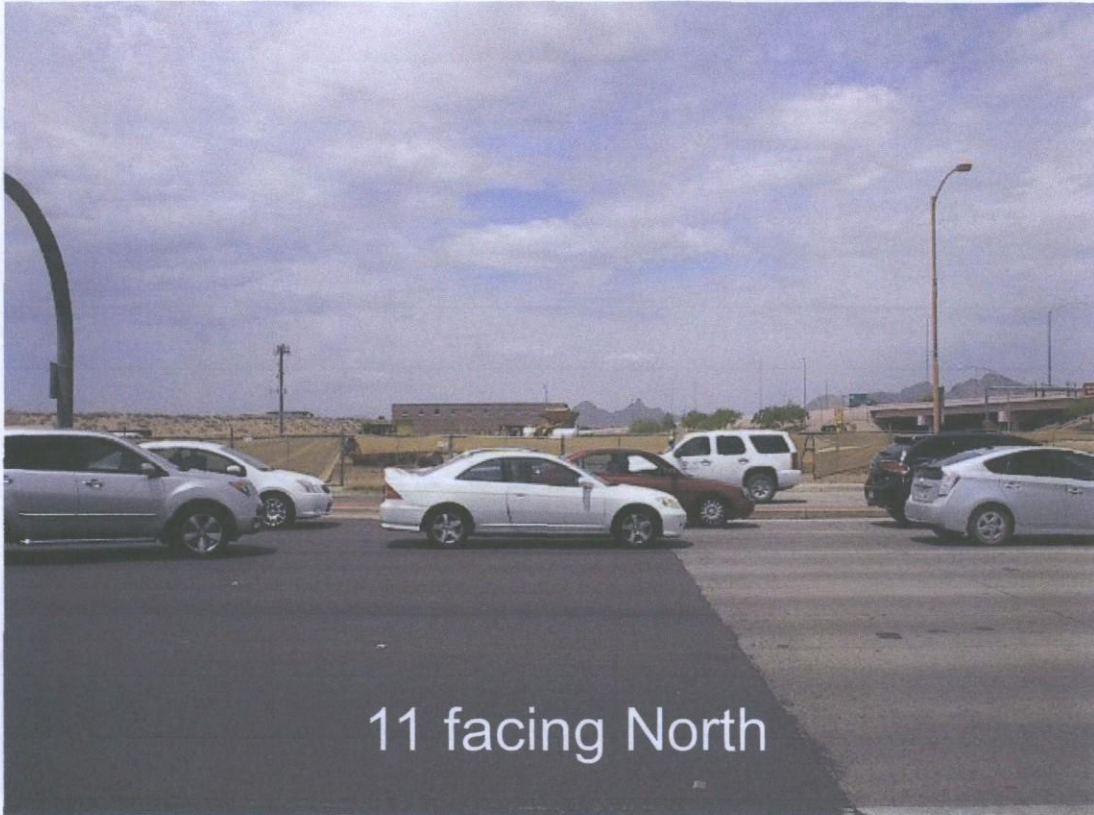
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# Site Pictures



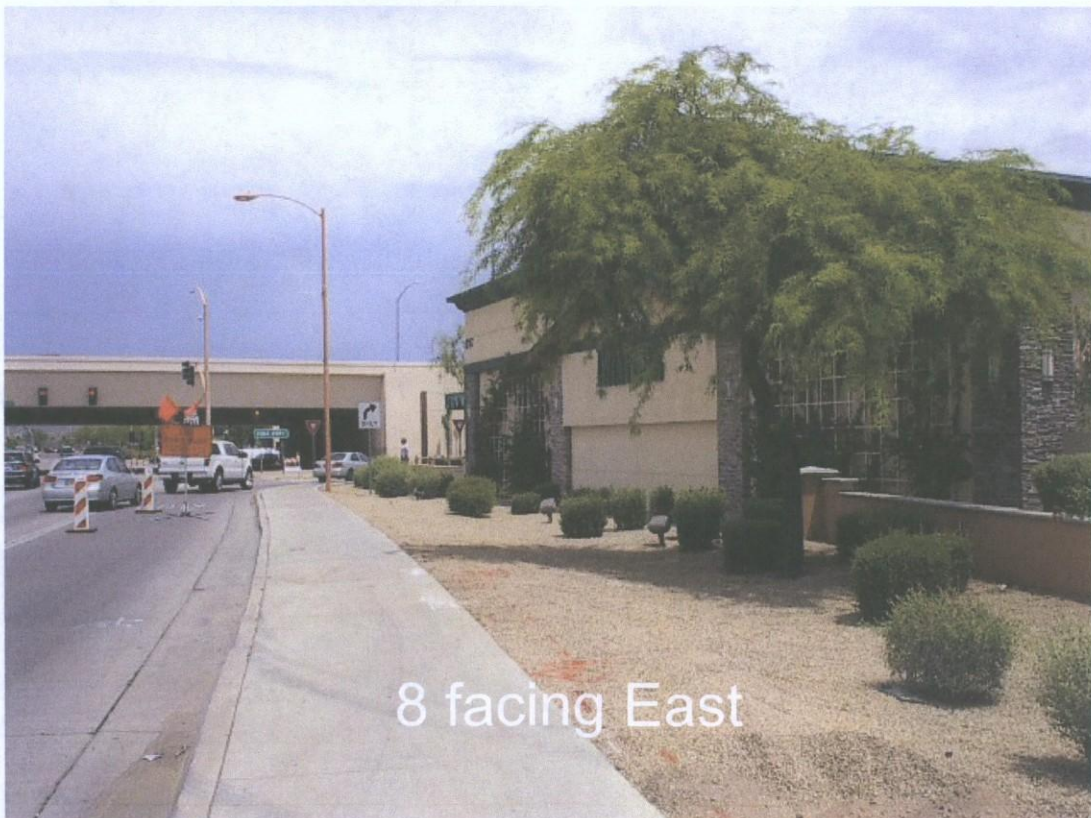








6 facing West



8 facing East







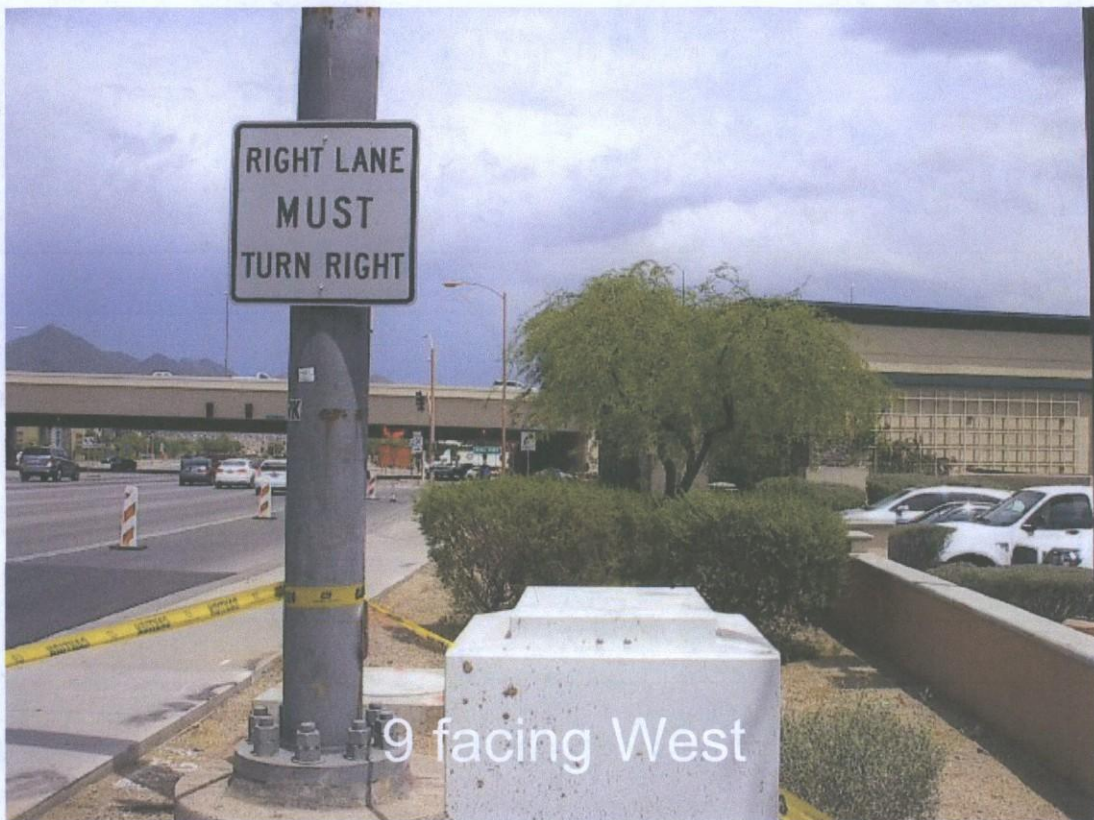


5 facing West



2 facing West









12 facing West



7 facing West





13 facing North East



4 facing North East



**Narrative for Sonora Village Mid-Size monument #3 (located on APN 215-51-011T )**

We seek approval to install an identical size and style monument as the 2 monuments that were installed earlier this year along Pima ( the frontage road for the 101), however this one will be located along FLW Blvd. There is another monument in the area, however it is located over 100+ ft from the proposed location of the monument sign referenced in this narrative.

Approval of this monument will not have an adverse to the property value in the area, would provide tenants more opportunity for signage.

There is no restriction to the drainage, nor the parking lot design as this sign would not be installed in the parking lot.

The architecture of this mid-level sign would follow those guidelines set forth by the other monument signs on the property in size, style, shape, and color. By having the monument sign follow those same design criteria, there will be consistent throughout the development.

Thank you for your time and consideration

Z Hess

Total Signs and Graphics

[Z@TOTALSIGNS.NET](mailto:Z@TOTALSIGNS.NET)

602-350-5472-direct/cell



Print

LANDLORD  
Approval

Close

## FW: Sonora Village signs

From: **Z Hess** (the\_z39@hotmail.com)  
Sent: Mon 8/18/14 6:11 PM  
To: z@totalsigns.net (z@totalsigns.net)

---

Date: Tue, 20 May 2014 10:54:12 -0700  
Subject: Fwd: Sonora Village signs  
From: dan@totalsigns.net  
To: the\_z39@hotmail.com

----- Forwarded message -----

From: **Lindsay Esparza** <esparza.lindsay37@gmail.com>  
Date: Tue, May 20, 2014 at 10:42 AM  
Subject: Re: Sonora Village signs  
To: Ryan Denk <rynden@aol.com>  
Cc: TOTAL SIGNS <dan@totalsigns.net>, Maria klauer cpa <mklauer@linderklauer.com>

Hello Dan,

The TP city of Scottsdale license number is 1087616. Let me know if you need anything else. Thanks!

Sincerely,  
Lindsay Esparza

On Tue, May 20, 2014 at 10:31 AM, Ryan Denk <rynden@aol.com> wrote:

Hi Maria and Lindsay, do you guys have the business license number with the city of scottsdale for TP Scottsdale? If so please answer Dans email here below so that he can get started on the 2 monument signs of FLW!

Thank you

Ryan

Sent from my iPhone



On May 20, 2014, at 10:02 AM, TOTAL SIGNS <[dan@totalsigns.net](mailto:dan@totalsigns.net)> wrote:

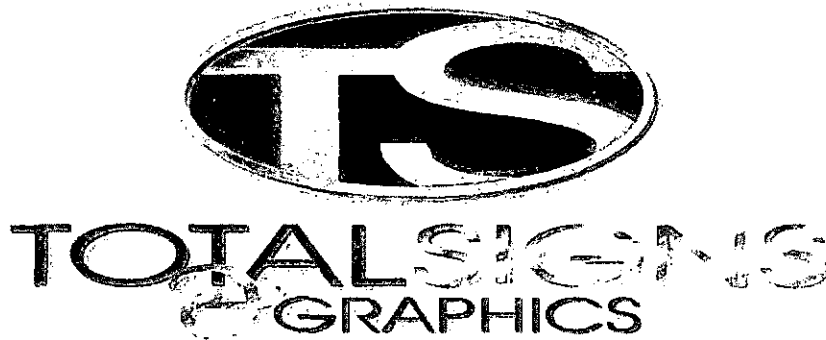
Hello Ryan and Alyssa, the city is asking for a business license number for the parcel of Twin Peaks. Does Ryan have a business license for Sonora Village?

--

***Thank You,  
Dan Pettit  
602.799.1003***

**TOTAL SIGNS & GRAPHICS**  
602.861.6762 FAX:602.861.5815  
[www.totalsigns.net](http://www.totalsigns.net)

Check us out on Facebook [www.facebook.com/totalsignsaz](http://www.facebook.com/totalsignsaz)



--

***Thank You,  
Dan Pettit  
602.799.1003***

**TOTAL SIGNS & GRAPHICS**  
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[www.totalsigns.net](http://www.totalsigns.net)





## Scottsdale Airport Vicinity Development Guidelines and Checklist and Declaration (Short Form)

Name of Development:	<u>Sonora Village</u>
Development Pre-Application Number:	
Site Address/APN:	<u>8787 E. FLW BND / 215-51-0115</u>
Maximum Elevation Height of Building + Appurtenances:	<u>12'</u>
Latitude and Longitude of Highest Elevation Point:	<u>33.629578 / -111.891754</u>
Contact Name and Phone Number:	<u>Z. Hess 602-350-4572</u>

### PROJECT REVIEW ANALYSIS DESCRIPTION (short form)

This information pertains to object height, land use compatibility, aviation easements, aircraft noise and overflight disclosure and is in addition to other City Codes (building, fire, zoning). **Please review and complete EACH SECTION of this Short Form Declaration and submit it along with your development application.**

#### Part I. Height Analysis

Applicants must conduct an analysis for all projects within 20,000 feet of Scottsdale Airport to determine if a 100:1 slope is penetrated by proposed structures, appurtenances, or construction equipment and/or cranes. If structures, appurtenances, or construction equipment penetrate the 100:1 slope area from the airport, then the project applicant must complete an Federal Aviation Administration (FAA) form 7460-1 and submit it to FAA unless exemptions apply. Please allow approximately 30 days for FAA to review your project. An analysis and submission of form 7460-1 can be completed at the following website <https://oeaaa.faa.gov/oeaaa/external/portal.jsp> and click on the "Notice Criteria Tool" on the left side. Accurate coordinates and site elevation will be needed to complete this analysis. Applicants are required to file their 7460-1 electronically at the above referenced website.

#### Check ONLY one declaration below:

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | 1. Based on the height analysis of my proposed development, I declare structures or construction crane(s) DO NOT penetrate the airspace above the 100:1 slope from Scottsdale Airport's Runway. I attached a copy of the analysis to this form.  |
| <input type="checkbox"/> | 2. Based on the height analysis of my proposed development structures or construction crane(s) DO penetrate the airspace above the 100:1 slope from Scottsdale Airport's Runway. I completed the required FAA form 7460-1 and submitted it to the FAA with latitude and longitude points of the highest point of each proposed structure, including appurtenances. I attached a copy of the completed FAA documents to this form. I will also provide a copy of FAA's response and determination to the Aviation Director <b>prior to final plan approval.</b> |

#### Part II. Aircraft Noise and Overflight Disclosure

I have reviewed the traffic pattern airspace map and executive summaries for the adopted Scottsdale Airport Master Plan and 14 C.F.R. Part 150 Noise Compatibility Study, as part of the due diligence to determine any future impacts on my development by proposed airport growth or operational changes. These documents are available on <http://www.scottsdaleaz.gov/airport/Part150> or by calling the airport at 480-312-2321. In accordance with the Airport Influence Area and Noise Overlay Zone and the Airport Overlay Zone Matrix for Scottsdale Airport (see attached), I understand the following may be true for my development and will provide the City of Scottsdale all appropriate documentation as applicable below:

- |                          |  |
|--------------------------|--|
| <input type="checkbox"/> | Incorporate the Airport Disclosure For Development Around Scottsdale Airport language into the CC & R's or other procedural documents for my development.  |
| <input type="checkbox"/> | An Aviation Easement to the City of Scottsdale for recording. Download this document at <a href="http://www.scottsdaleaz.gov/bldgresources/forms/dedications.asp">http://www.scottsdaleaz.gov/bldgresources/forms/dedications.asp</a> and must be completed <b>prior to final plan approval.</b> |

The information provided for this project is certified to be true and correct. Staff will review the proposed development and all attached documents required by this form. All information shall be submitted and complete prior to approval by the City.

Signature of Applicant

6/25/14  
Date

Questions pertaining to this form or content required for airport review of proposed projects should be directed to Scottsdale Airport staff at (480) 312-2321.

Attachments: 1. Scottsdale Airport Vicinity Map FAA Notice

2. Airport Influence Area and Noise Overlay Zones

3. Airport Overlay Zone Matrix

4. Scottsdale Airport Traffic Pattern Airspace

5. Sample Airport Disclosure Notice

6. Aviation Easement

Revised October 2010

Page 1

Dan Shovermiller @faa.gov  
(425) 227-2791  
said we are ok  
to proceed

SARAH FEMES  
480-312-2321  
said we are  
good to go.





**Community & Economic Development Division  
Planning, Neighborhood & Transportation**

7447 East Indian School Road  
Scottsdale, Arizona 85251

August 19, 2014

Z Hess  
Total Signs & Graphics LLC  
2240 W Desert Cove Ste 106  
Phoenix, AZ 85029

RE: Administrative Completeness Determination.

Dear Mr. Hess:

It has been determined that your Development Application 323-SA-2014, Sonora Village is administratively complete, and City Staff has begun their substantive review of the application material. Your Development Application is being reviewed under the City's Enhanced Application Review Methodology, as requested on your Development Application form.

Upon completion of the Staff's review of the application material, I will inform you *in writing or electronically* either: 1) the steps necessary to submit additional information; or, 2) City Staff will issue a written or electronic determination pertaining to this application. If you have any questions, or need further assistance please contact me at 480-312-7828 or at [achi@ScottsdaleAZ.gov](mailto:achi@ScottsdaleAZ.gov).

Sincerely,

Andrew Chi  
Associate Planner

C: Case File



5MS-2013#3

Pre-Application No.: 551 -PA-2014 Submittal Date: 08/18/14



# Development Review (Minor)

## (Administrative Staff Approval)

### Development Application Checklist

Official Use:  
 City Staff Contact: Andrew Chi Email: achi@scottsdaleaz.gov  
 Phone: 480-312-7828  
 Project Name: Sonora Village Master Sign Program Amendment  
 Property's Address: 15515 N. HAYDEN RD. A.P.N.: 215-51-019  
 Property's Zoning District Designation: C-3  
 Application Request: MSP Amendment  
 Owner: Lynn Dent Applicant: Z Hess Graphics  
 Company: TP Scottsdale LLC Company: Total Signs & Graphics LLC  
 Address: 16611 N. 91st St #107 SPALDING AZ 85260 Address: 2240 W. Desert Cove #106  
 Phone: / Fax: / Phone: 602-350 4572 Fax: 602-861 5819  
 E-mail: MSP Amendment FEE Ryden @ 901 010 E-mail: z@total5signs.net

**Submittal Requirements:** Please submit materials requested below. All plans must be folded.

<input checked="" type="checkbox"/> Completed Application (this form) and Application Fee - \$ <u>6100.00</u> (fee subject to change every July)	<input type="checkbox"/> Landscape Plan (___ copy(ies)) - indicate location of existing and new plants, location and dimension of paving, a plant palette with names, symbols, sizes, spacing & quantities, and open space/landscaping calculations.
<input checked="" type="checkbox"/> Affidavit of Authority to Act for Property Owner, letter of authorization, or signature below	<input type="checkbox"/> Cross Sections - for all cuts and fills applications
<input type="checkbox"/> Request for Site Visits and/or Inspections form	<input type="checkbox"/> Conceptual Grading & Drainage Plan - show existing, proposed drainage flows, channels, retention, etc.
<input checked="" type="checkbox"/> Context Aerial - with site highlighted	<input type="checkbox"/> Copy of Liquor License Application (for all bars or restaurants patio applications)
<input checked="" type="checkbox"/> Narrative - describing nature of request	<input checked="" type="checkbox"/> Airport Vicinity Development Checklist
<input type="checkbox"/> Homeowners or Property Owners Association Approval	<input type="checkbox"/> Floor Plan(s) - show additions, alterations, or new structures. The floor plan shall be dimensioned and clearly delineate existing and proposed construction.
<input checked="" type="checkbox"/> Color photographs of site - include area of request	<input type="checkbox"/> Exterior Lighting - provide cut sheets, details and photometrics for any proposed lighting.
<input checked="" type="checkbox"/> Site plan ( <u>3</u> copy(ies)) indicate the extent and location of additions, buildings and other structures, dimensions of existing and proposed structures, sidewalks, and/or driveways as well as any required setbacks.	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Material Samples - color chips, awning fabric, glazing, etc.	
<input checked="" type="checkbox"/> Elevation Drawings or Color Photo simulations ( <u>3</u> copy(ies)) - of additions, buildings, or other changes with materials and colors noted and keyed	

**Please indicate in the checkbox below the requested review methodology (please see the descriptions on page 2):**

☒ **Enhanced Application Review:** I hereby authorize the City of Scottsdale to review this application utilizing the Enhanced Application Review methodology.

☐ **Standard Application Review:** I hereby authorize the City of Scottsdale to review this application utilizing the Standard Application Review methodology.

Owner Signature: \_\_\_\_\_ Agent/Applicant Signature: \_\_\_\_\_



5-MS-2013#3



# 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>Sonora Village Master Sign Program Amendment</u>	
Property's Address: <u>8787 E. FRANK LLOYD WRIGHT</u>	APN: <u>215-51-011T</u>
Property's Zoning District Designation:	
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>Ryan Denk</u>	Applicant: <u>Z. Hess</u>
Company: <u>TP Scottsdale LLC</u>	Company: <u>Total Signs &amp; Graphics LLC</u>
Address: <u>16611 N. 91<sup>st</sup> St. Scottsdale AZ</u>	Address: <u>2240 W. Desert Cove #106 Phoenix, AZ</u>
Phone: <u>/</u> Fax: <u>/</u>	Phone: <u>602-356-4572</u> Fax: <u>602-861-5815</u>
E-mail: <u>Rynden@go1.com</u>	E-mail: <u>Z@totalsigns.net</u>
Owner Signature: <u>see email</u>	Applicant Signature: <u>[Signature]</u>
Official Use Only    Submittal Date: <u>6-8-14</u>	Application No.: <u>551</u> -PA- <u>2014</u>
Project Coordinator: _____	

## Planning, Neighborhood & Transportation Division

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





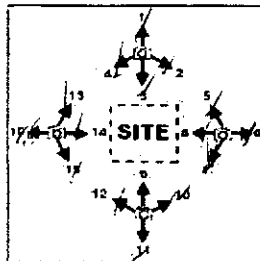
# Pre-Application Request

**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	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Subdivisions (PP)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Subdivision (minor) (MD)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance (BA)	<input type="checkbox"/> Perimeter Exceptions (PE)	Other Application Type Not Listed
<input type="checkbox"/> Minor Amendment (MA)	<input type="checkbox"/> Lot Tie or Lot Line Adjustment	<input type="checkbox"/>

**Submittal Requirements:** (fees subject to change every July)

- ☒ Pre-Application Fee: \$ 87
- ☒ Records Packet Fee: \$ \_\_\_\_\_  
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 purpose 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)
- ☐ Aerial 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**

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