



# Development Review (Minor) Staff Approval

3-MS-2008#5

Dominicks Steakhouse

## APPLICATION INFORMATION

LOCATION:	15169 N Scottsdale Rd Ste 100	APPLICANT:	Kimberly w. Euers
PARCEL:	215-44-001F	COMPANY:	YESCO, LLC/Kimberly W. Euers
Q.S.:	35-45	ADDRESS:	6725 W. Chicago Street Phoenix, AZ 85226
CODE VIOLATION #:		PHONE:	480-403-7707

Request: Request approval for an amendment to the Master Sign Program for Scottsdale Quarter to update the building elevation of Building C at the Dominicks suite, and specify locations for new Standing Canopy Signs.

## STIPULATIONS

1. This approval shall be considered an addendum to the existing Master Sign Program for Scottsdale Quarter (as amended), which shall remain intact and fully applicable.
2. The allowed signage for the Dominick's tenant space shall be consistent with the building elevations stamped approved by City staff 4/13/16.
3. Any details, requirements, or specifications that are not addressed in this amendment shall revert back to the requirements of the latest applicable revision to the Scottsdale Quarter Mater Sign Program.
4. All signs shall require separate review and permit.

## CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit one copy of this approval letter along with a completed sign permit application to the One Stop Shop for sign plan review. Sign permit application minimum submittal requirements can be found at:

[www.scottsdaleaz.gov/codes/signs](http://www.scottsdaleaz.gov/codes/signs).

## Expiration of Development Review (Minor) Approval

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.

Staff Signature: \_\_\_\_\_

Bryan Cluff, LEED AP  
Senior Planner

DATE: \_\_\_\_\_

4/13/16

## Planning and Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 Phone: 480-312-7000 Fax: 480-312-7088

City of Scottsdale's Website: [www.scottsdaleaz.gov](http://www.scottsdaleaz.gov)



## Custom Electric Signs<sup>SM</sup>

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March 21, 2016

City of Scottsdale  
Planning and Development Department  
7447 East Indian School Road  
Scottsdale, Arizona 85251  
Attn: Bryan Cluff

RE: Dominick's Steakhouse  
15169 N. Scottsdale Road, Suite C100  
PC 145-16

Dear Mr. Cluff:

YESCO is requesting approval for an amendment to the current Scottsdale Quarter Master Sign Plan.

The purpose of the current MSP is to provide design standards and general guidelines that assure consistency in quality, placement, scale, illumination and materials for all site signage. It is intended that all signs be designed and placed as to contribute to, and improve upon, the overall character and aesthetic theme of the Scottsdale Quarter Development.

To this end, Dominick's would like to change the designated sign band for its west elevation. The west elevation currently hosts a fascia display at approximately 20' OAH. Dominick's would like to remove the fascia display and install a standing canopy display on its window awnings. This particular type of display is referenced as Sign Type T2 in the MSP, and can be found throughout the Scottsdale Quarter property.

Rather than maximizing signage visibility, Dominick's seeks to create a glowing ambience that the signage will cast on the trees currently lining this elevation. In furtherance of this objective, Oliver Badgio, proprietor of Dominick's, has assured the City of Scottsdale that he will not attempt to alter the trees in any manner following the installation of said signage.

Illustrations have been provided detailing the proposed signage and its placement on the west elevation awnings. All other aspects of the proposed signage, such as area, illumination and size will meet the current MSP requirements. The property owner of this site is in favor of this action - see approval provided with permit application submittal.

The proposed signage would not negatively affect surrounding businesses or residential areas. There would be no safety issue which would harm the general public.

480-449-3726

6725 W Chicago Street  
Chandler, AZ 85226

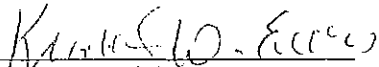
AZ Contractor's License No. ROC260958  
L-1, ROC260959 L-38, ROC260960 L-3

[yesco.com](http://yesco.com)

Per City staff request, YESCO will prepare new elevation drawings for inclusion in the existing MSP. This will document architectural alterations to the property and modifications to the approved sign band.

Please consider approval for this requested minor amendment. Should you have any additional questions or comments, please direct them to my attention.

Respectfully,

  
\_\_\_\_\_  
Kimberly W. Euers  
YESCO LLC

DOMINICK'S - 15169 N. SCOTTSDALE ROAD  
STE. 100

SQ - BUILDING C



West Elevation

3-MY-2008 #5

STIPULATION SET  
RETAIN FOR RECORDS

APPROVED

4/13/10

INITIALS

SO - BUILDING C



South Elevation

3-M5-2008 #5

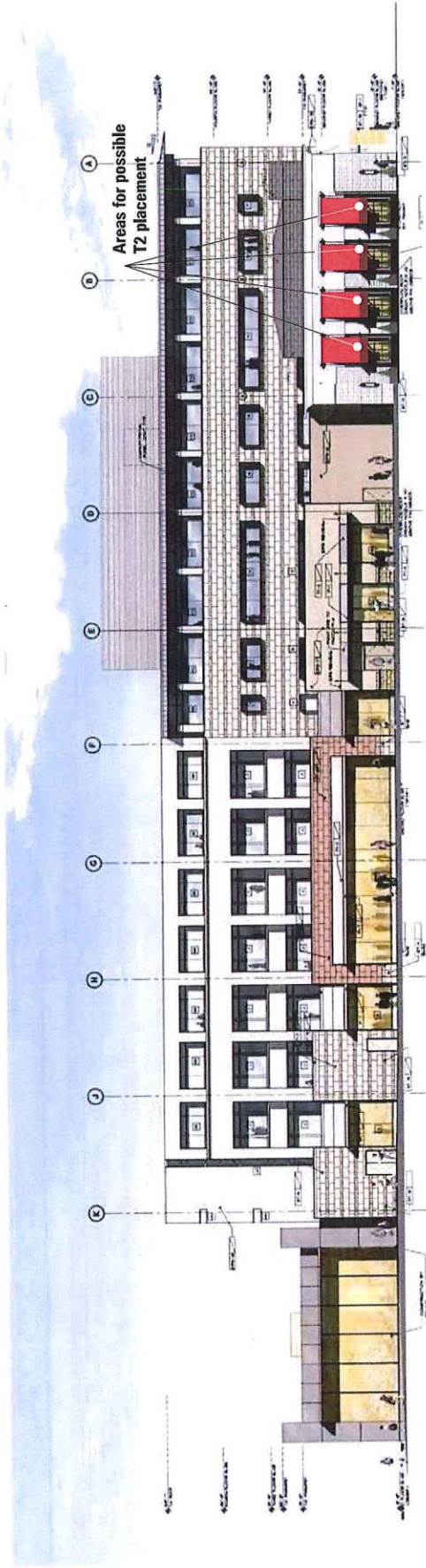
STIPULATION SET  
RETAIN FOR RECORDS

APPROVED

4/13/16  
DATE

INITIALS

SQ - BUILDING C



PROPOSED WEST BUILDING ELEVATION



SCOTTSDALE ROAD ELEVATION

3-Ms-2008 #5  
STIPULATION SET  
RETAIN FOR RECORDS

APPROVED  
4/13/16  
DATE INITIALS