



**Correspondence Between
Staff and Applicant
Approval Letter**

2/12/18

Bryan Cluff
City of Scottsdale
7447 E Indian School Road
Scottsdale, Arizona 85251

Re: 8-MS-17
Yam Circle Master Sign Program

Dear Mr. Cluff:

Signs Plus is working with ownership of multiple shopping centers and retail companies to establish a community sign program. As part of this request, we are asking for additional monument signs near the intersection of Hayden Rd. and Northsight Blvd. for both GO AZ Motorcycles, and Yam Circle.

Yam Circle is a new retail shopping center that is being redeveloped to take the place of the old Harley Davidson of Scottsdale building. Due to the layout of the shopping center and the limited Hayden Rd street frontage, most of the inline retail tenants have no frontage to Hayden Road which means they have no exposure to drive by traffic. Drive by traffic is crucial to gaining new customers for the small retail business owner. As such, we are requesting six tenant panels (two mid size monument signs) for the 300' (+/-) of frontage on Hayden Road to allow each business owner the exposure they need. These will be spaced apart strategically to create an aesthetically pleasing, well thought out sign plan (see visual representation streetscape rendering in submittal for reference).

GOAZ Motorcycles is an existing motorcycle dealership that has been a part of the community for many years. There are currently three existing mid sized monument signs which identify the 8 different motorcycle brands inside of the dealership, and one monument sign which identifies the dealership name. As part of this submittal we are updating these signs to match the newly proposed community sign program, and ensure a uniform look across the community sign plan.

If there are any questions, or further clarification is necessary please contact me on my cell anytime.

Thank You,



Gary Johnson
Account Manager
623-238-1099
gary@arizonasignsplus.com

8-MS-2017
02/26/18



11/30/17

Gary Johnson
Signs Plus
9200 E Valley Rd Ste A
Prescott Valley, AZ 863142308

RE: 8-MS-2017
Yam Circle Community Sign District

Dear Mr. Johnson:

The Planning & Development Services Division has completed the review of the above referenced development application submitted on 11/2/17. The following **1st Review Comments** represent the review performed by our team, and is intended to provide you with guidance for compliance with city codes, policies, and guidelines related to this application.

Zoning Ordinance and Scottsdale Revise Code Significant Issues

The following code and ordinance related issues have been identified in the first review of this application, and shall be addressed in the resubmittal of the revised application material. Addressing these items is critical to scheduling the application for public hearing, and may affect the City Staff's recommendation. Please address the following:

Zoning:

1. Per Zoning Ordinance Section 8.200., a Community Sign District is intended to be "A group of property owners... organized into a coordinated group for the purpose of common signage and signage control." The proposed ground mounted signs appear to have architectural compatibility with the buildings they represent; however, there does not appear to be a common design theme between all of the ground mounted signage together. Specifically, the new tower sign and directory signs that are proposed within Sonora Village in comparison with those proposed for Yam and Harley. Please modify the proposed ground signs to integrate a common design element that can be incorporated in to all proposed signs.

Significant Policy Related Issues

The following policy related issues have been identified in the first review of this application. Even though some of these issues may not be critical to scheduling the application for public hearing, they may affect the City Staff's recommendation pertaining to the application and should be addressed with the resubmittal of the revised application material. Please address the following:

Site Design:

2. The Community Sign District allows for flexibility in sign options including the allowance of more signage that what would be normally allowed by the sign code. The owner is choosing to

use this flexibility to locate more monument signs along the street frontages, specifically for Yam Circle and GOAZ near the intersection of Hayden and Northsight. With the resubmittal please provide explanation and justification as to why it is necessary to have the multiple monument signs along this street frontage. In the justification, please keep in mind that the intent behind limiting the number of ground signs allowed is to reduce visual clutter. As part of the response please provide a streetscape rendering, from the perspective of a car passing by, that will illustrate what the view will look like with all the proposed signs along Hayden Road.

Technical Corrections

The following technical ordinance or policy related corrections have been identified in the first review of the project. While these items are not as critical to scheduling the case for public hearing, they will likely affect a decision on the final plans submittal (construction and improvement documents) and should be addressed as soon as possible. Correcting these items before the hearing may also help clarify questions regarding these plans. Please address the following:

Site:

3. Please modify the proposed Community Sign District so that the terminology used to identify sign types is consistent with the terminology used in the Zoning Ordinance Section 8.200. For example, instead of "Commercial Mid-Size Monument Sign" use Mid-Size Monument sign and instead of "Power Sign" use Tower Sign.

Building Elevations:

4. Please modify the proposed Community Sign District to not include specific locations of sign bands on the buildings. Instead, refer to the Zoning Ordinance requirements for building signs and include a matrix within the Community Sign District to specify size and area maximums, including the additional 20% allowance per the District.
5. The material samples that were provided with the application appear to represent the existing signage rather than the materials that are proposed for the new signage. Please provide a material and color sample board representative of those materials to be used on the new ground signs.

Please resubmit the revised application requirements and additional information identified in Attachment A, Resubmittal Checklist, and a written summary response addressing the comments/corrections identified above as soon as possible for further review. The City will then review the revisions to determine if the application is to be scheduled for a hearing date, or if additional modifications, corrections, or additional information is necessary.

PLEASE CALL 480-312-7000 TO SCHEDULE A RESUBMITTAL MEETING WITH ME PRIOR TO YOUR PLANNED RESUBMITTAL DATE. DO NOT DROP OFF ANY RESUBMITTAL MATERIAL WITHOUT A SCHEDULED MEETING. THIS WILL HELP MAKE SURE I'M AVAILABLE TO REVIEW YOUR RESUBMITTAL AND PREVENT ANY UNNECESSARY DELAYS. RESUBMITTAL MATERIAL THAT IS DROPPED OFF MAY NOT BE ACCEPTED AND RETURNED TO THE APPLICANT.

These 1st Review Comments are valid for a period of 180 days from the date on this letter. The Zoning Administrator may consider an application withdrawn if a revised submittal has not been received within 180 days of the date of this letter (Section 1.305. of the Zoning Ordinance).

If you have any questions, or need further assistance please contact me at 480-312-2258 or at bcluff@ScottsdaleAZ.gov.

Sincerely,

Bryan Cluff
Senior Planner

**ATTACHMENT A
Resubmittal Checklist**

Case Number: **8-MS-2017**

Please provide the following documents, in the quantities indicated, with the resubmittal (all plans larger than 8 ½ x11 shall be folded):

One copy: COVER LETTER – Respond to all the issues identified in the 1st Review Comment Letter

Revised Community Sign District

Color _____ 24" x 36" 2 11" x 17" 2 8 ½" x 11"

Perspective(s):

Color _____ 24" x 36" 2 11" x 17" 2 8 ½" x 11"

Date: 11/01/17
Contact Name: CHRIS TOTTON
Firm Name: SIGNS PLUS
Address: 9200 E. VAWWY RD
City, State, Zip: PRESCOTT VAWWY, AZ 86314

RE: Application Accepted for Review.

378 - PA - 2017

Dear MR. TOTTON :

It has been determined that your Development Application for YAM CIRCLE has been accepted for review.

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 corrections; 2) the date that your Development Application will be scheduled for a public hearing or, 3) 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.

Sincerely,



Name: BRYAN CLUFF
Title: CAR. PLANNER
Phone Number: (480) 312 - 2258
Email Address: bcluff @ScottsdaleAZ.gov

Date: _____
Contact Name: _____
Firm Name: _____
Address: _____
City, State, Zip: _____

RE: Minimal Submittal Comments

_____ - PA - _____

Dear _____ :

It has been determined that your Development Application for _____
Does not contain the minimal information, and has not been accepted for review.

Please refer to the application checklist and the Minimal Information to be Accepted for Review Checklist, and the Plan & Report Requirements pertaining to the minimal information necessary to be accepted for review.

PLEASE CALL 480-312-7000 TO SCHEDULE A RESUBMITTAL MEETING WITH ME PRIOR TO YOUR PLANNED RESUBMITTAL DATE. DO NOT DROP OFF ANY RESUBMITTAL MATERIAL WITHOUT A SCHEDULED MEETING. THIS WILL HELP MAKE SURE I'M AVAILABLE TO REVIEW YOUR RESUBMITTAL AND PREVENT ANY UNNECESSARY DELAYS. RESUBMITTAL MATERIAL THAT IS DROPPED OFF MAY NOT BE ACCEPTED AND RETURNED TO THE APPLICANT.

These **Minimal Submittal Comments** are valid for a period of 180 days from the date on this letter. The Zoning Administrator may consider an application withdrawn if a revised submittal has not been received within 180 days of the date of this letter (Section 1.305. of the Zoning Ordinance).

Sincerely,

Name: _____
Title: _____
Phone Number: (480) 312 - _____
Email Address: _____@ScottsdaleAZ.gov

Cluff, Bryan

From: Cluff, Bryan
Sent: Thursday, March 08, 2018 1:54 PM
To: 'Gary Johnson'
Subject: Yam CSD 8-MS-2018
Attachments: YAMCSD_Redline_3-8.pdf

Gary,

We have completed review of the resubmittal for the YAM CSD. There are some technical corrections that are needed prior to scheduling for hearing. Please see the attached mark-up and let me know if you have any questions. Also, I will be out of the office next week so if you are ready to make a resubmittal when I am gone please coordinate with Wayland Barton – 480-312-2347.

Thank you,

Bryan D. Cluff, LEED AP
Senior Planner
City of Scottsdale
Planning & Development
Phone: 480-312-2258
Fax: 480-312-7088
bcluff@ScottsdaleAZ.gov

Get informed!

Subscribe to [Scottsdale P & Z Link](#) newsletter

 follow us on Facebook

 twitter



11/30/17

Gary Johnson
Signs Plus
9200 E Valley Rd Ste A
Prescott Valley, AZ 863142308

RE: 8-MS-2017
Yam Circle Master Sign Program

Dear Mr. Johnson:

The Planning & Development Services Division has completed the review of the above referenced development application submitted on 11/2/17. The following **1st Review Comments** represent the review performed by our team, and is intended to provide you with guidance for compliance with city codes, policies, and guidelines related to this application.

Zoning Ordinance and Scottsdale Revised Code Significant Issues

The following code and ordinance related issues have been identified in the first review of this application, and shall be addressed in the resubmittal of the revised application material. Addressing these items is critical to scheduling the application for public hearing, and may affect the City Staff's recommendation. Please address the following:

Zoning:

1. Per Zoning Ordinance Section 8.200., a Community Sign District is intended to be "A group of property owners... organized into a coordinated group for the purpose of common signage and signage control." The proposed ground mounted signs appear to have architectural compatibility with the buildings they represent; however, there does not appear to be a common design theme between all of the ground mounted signage together. Specifically, the new tower sign and directory signs that are proposed within Sonora Village in comparison with those proposed for Yam and Harley. Please modify the proposed ground signs to integrate a common design element that can be incorporated in to all proposed signs.

Significant Policy Related Issues

The following policy related issues have been identified in the first review of this application. Even though some of these issues may not be critical to scheduling the application for public hearing, they may affect the City Staff's recommendation pertaining to the application and should be addressed with the resubmittal of the revised application material. Please address the following:

Site Design:

2. The Community Sign District allows for flexibility in sign options including the allowance of more signage than what would be normally allowed by the sign code. The owner is choosing to

use this flexibility to locate more monument signs along the street frontages, specifically for Yam Circle and GOAZ near the intersection of Hayden and Northsight. With the resubmittal please provide explanation and justification as to why it is necessary to have the multiple monument signs along this street frontage. In the justification, please keep in mind that the intent behind limiting the number of ground signs allowed is to reduce visual clutter. As part of the response please provide a streetscape rendering, from the perspective of a car passing by, that will illustrate what the view will look like with all the proposed signs along Hayden Road.

Technical Corrections

The following technical ordinance or policy related corrections have been identified in the first review of the project. While these items are not as critical to scheduling the case for public hearing, they will likely affect a decision on the final plans submittal (construction and improvement documents) and should be addressed as soon as possible. Correcting these items before the hearing may also help clarify questions regarding these plans. Please address the following:

Site:

3. Please modify the proposed Community Sign District so that the terminology used to identify sign types is consistent with the terminology used in the Zoning Ordinance Section 8.200. For example, instead of "Commercial Mid-Size Monument Sign" use Mid-Size Monument sign and instead of "Power Sign" use Tower Sign.

Building Elevations:

4. Please modify the proposed Community Sign District to not include specific locations of sign bands on the buildings. Instead, refer to the Zoning Ordinance requirements for building signs and include a matrix within the Community Sign District to specify size and area maximums, including the additional 20% allowance per the District.
5. The material samples that were provided with the application appear to represent the existing signage rather than the materials that are proposed for the new signage. Please provide a material and color sample board representative of those materials to be used on the new ground signs.

Please resubmit the revised application requirements and additional information identified in Attachment A, Resubmittal Checklist, and a written summary response addressing the comments/corrections identified above as soon as possible for further review. The City will then review the revisions to determine if the application is to be scheduled for a hearing date, or if additional modifications, corrections, or additional information is necessary.

PLEASE CALL 480-312-7000 TO SCHEDULE A RESUBMITTAL MEETING WITH ME PRIOR TO YOUR PLANNED RESUBMITTAL DATE. DO NOT DROP OFF ANY RESUBMITTAL MATERIAL WITHOUT A SCHEDULED MEETING. THIS WILL HELP MAKE SURE I'M AVAILABLE TO REVIEW YOUR RESUBMITTAL AND PREVENT ANY UNNECESSARY DELAYS. RESUBMITTAL MATERIAL THAT IS DROPPED OFF MAY NOT BE ACCEPTED AND RETURNED TO THE APPLICANT.

These **1st Review Comments** are valid for a period of 180 days from the date on this letter. The Zoning Administrator may consider an application withdrawn if a revised submittal has not been received within 180 days of the date of this letter (Section 1.305. of the Zoning Ordinance).

If you have any questions, or need further assistance please contact me at 480-312-2258 or at bcluff@ScottsdaleAZ.gov.

Sincerely,



Bryan Cluff
Senior Planner

ATTACHMENT A
Resubmittal Checklist

Case Number: **8-MS-2017**

Please provide the following documents, in the quantities indicated, with the resubmittal (all plans larger than 8 ½ x11 shall be folded):

One copy: COVER LETTER – Respond to all the issues identified in the 1st Review Comment Letter

Revised Community Sign District

Color _____ 24" x 36" 2 11" x 17" 2 8 ½" x 11"

Perspective(s):

Color _____ 24" x 36" 2 11" x 17" 2 8 ½" x 11"