

**From:** Chi, Andrew  
**Sent:** Thursday, November 02, 2017 7:55 PM  
**To:** Moriarity, Ben  
**Subject:** RE: 30-DR-1982#4 Scottsdale Executive Square Master Sign Program Amendment

Hi Ben,  
Here are my comments for the resubmittal:

- For 'Building Wall Signs,' it states all signage to be installed on tenant's leased space or designated sign envelopes. Can you ask Mike what that means? We prefer that the signs be installed on the tenant's frontage, but if the MSP is proposing non-contiguous wall signs, he needs to clarify that. Also, if non-contiguous wall signs are proposed, we ask that Associated Signs 'break-up' the very long sign envelopes into at least two envelopes, so we don't get a massive 162 square feet non-contiguous wall sign (for example).
- For 'Landscape Wall Signs,' it states maximum 10 square feet of sign area in designated envelopes. There are 5 envelopes on the site plan, which means in the future there may be some confusion and the development may accidentally install 5 landscape wall signs @ 10 square feet each, with 50 square feet sum total, which would exceed the 33 square feet sum total allowed.
  - Associated Signs needs to either: 1) reduce the amount of 10 square feet landscape wall signs down to three (3) sign envelopes on the site plan, or 2) reduce the size from 10 square feet each to 3.3 square feet each if they intend to leave five (5) landscape wall sign envelopes in-place. It's one or the other.
- For the 'Mid-Size Monument Sign,' Associated Signs must provide the actual color of the tenant panels. 'Painted to Match Building' is not sufficient – a color needs to be selected to that we can stipulate it to avoid multi-colored panels. The MSP should also state that routed copy and logos with corporate colors on the tenant panels are allowed (it's not clear on the color requirements).
  - On the site plan, Scottsdale Road needs to be labeled, and both Mid-Size Monument Signs (Sign C) on Scottsdale Road must be further apart (preferably 150' to 200' between mid-size monument signs). Ask him if he can provide additional separation between both mid-size signs along Scottsdale Road.
  - Refer to Section 8.515, Table 8.515.B.2: the section requires a maximum 8' tall 30 square feet mid-size monument sign for two (2) along an arterial street, and 6 feet tall and 24 square feet for mid-size signs along unclassified streets – Redfield Road is an unclassified street with less than 300 feet frontage – so the sign along Redfield Road must shrink. Along 74<sup>th</sup> Street, it's a collector street, so the sign along 74<sup>th</sup> Street can be 8' tall and 30 square feet.
  - Ask Associated Signs to provide an additional elevation for the smaller mid-size sign along Redfield, and demonstrate compliance with the 24 square feet along Redfield, and 30 square feet along 74<sup>th</sup> and along Scottsdale.

That's all I have. If you can put my comments into something you can send to Mike as a 2<sup>nd</sup> review comment that would be excellent. I will be back on Monday 11/6, in-case you have questions. I plan to take a 2 week break from work starting next Tuesday or Wednesday FYI.

Thanks Ben.

Regards,

**Andrew Chi, Planner**

City of Scottsdale | Planning & Development Department  
7447 East Indian School Road, Suite 105 Scottsdale, Arizona 85251  
[Direct] 480.312.7828  
[Email] [achi@scottsdaleaz.gov](mailto:achi@scottsdaleaz.gov)  
[Web] [www.scottsdaleaz.gov/codes](http://www.scottsdaleaz.gov/codes)

**From:** Moriarity, Ben  
**Sent:** Friday, October 27, 2017 9:21 AM  
**To:** Chi, Andrew  
**Subject:** 30-DR-1982#4 Scottsdale Executive Square Master Sign Program Amendment

Andrew,

Happy Friday, hope your feeling more yourself. Mike submitted another draft, please let me know when you might have a minute to discuss it.

Thanks,

**Ben Moriarity**  
Planner  
Planning & Development Department

**CITY OF SCOTTSDALE**  
7447 E Indian School Rd.  
Scottsdale, AZ. 85251  
[BMoriarity@ScottsdaleAZ.gov](mailto:BMoriarity@ScottsdaleAZ.gov)  
O: 480-312-2836

---

**From:** Mike Shano [<mailto:mshano@associatedsign.com>]  
**Sent:** Wednesday, October 25, 2017 11:22 AM  
**To:** Moriarity, Ben  
**Subject:** RE: 30-DR-1982#4 Scottsdale Executive Square Master Sign Program Amendment

Hi Ben,  
I added that note as discussed and the revised MSP is attached.  
Thanks, and let me know if you need anything else.  
Mike



---

**From:** Moriarity, Ben [<mailto:BMoriarity@Scottsdaleaz.gov>]  
**Sent:** Tuesday, October 24, 2017 3:30 PM  
**To:** 'mshano@associatedsign.com' <[mshano@associatedsign.com](mailto:mshano@associatedsign.com)>  
**Subject:** 30-DR-1982#4 Scottsdale Executive Square Master Sign Program Amendment

Mike,



## MASTER SIGN PACKAGE / CRITERIA

UPDATED: 10/25/2017  
PROJECT NAME: SCOTTSDALE EXECUTIVE SQUARE  
PROJECT ADDRESS: 13951 N SCOTTSDALE ROAD

### A BUILDING WALL SIGNS:

SIGN AREA: 1 Square foot of sign area per linear foot building frontage; adjacent to tenants leased space or designated envelopes.

LETTER TYPE: Primary Copy: Reverse pan channel letters / logo with 2" deep returns  
Secondary Copy: 1/2" - 1" Thick flat cut out acrylic ~~Painted MAP Brushed Aluminum.~~

ILLUMINATION: Non-Illuminated OR Halo Illumination by White LED's, per attached detail.

COLOR / MATERIAL: RPC Letter / Logo ~~Painted MAP Brushed Aluminum~~ Open to Corporate colors  
FCO Letter / Logo ~~Painted MAP Brushed Aluminum.~~ Open to Corporate colors

LETTER STYLE: Open, subject to property management's approval.

LOGOS: Open, subject to property management's approval.

SIGN PLACEMENT: All signage to be installed on the tenants leased space or designated sign Envelopes on elevation drawings. Signage to be centered horizontally & vertically in the sign band.

### B LANDSCAPE WALL/PERIMETER WALL SIGNS

SIGN AREA: Maximum 10 Square feet of sign area in designated envelopes.  
Total sign area of all landscape/perimeter wall signs not to exceed 32.99 square feet

LETTER TYPE: Primary Copy: Reverse pan channel letters / logo with 2" deep returns  
Secondary Copy: 1/2" - 1" Thick flat cut out acrylic ~~Painted MAP Brushed Aluminum.~~

ILLUMINATION: Non-Illuminated OR Halo Illumination by White LED's, per attached detail.

COLOR / MATERIAL: RPC Letter / Logo ~~Painted MAP Brushed Aluminum~~ Open to Corporate colors  
FCO Letter / Logo ~~Painted MAP Brushed Aluminum.~~ Open to Corporate colors

LETTER STYLE: Open, subject to property management's approval.

LOGOS: Open, subject to property management's approval.

SIGN PLACEMENT: In designated sign envelopes on elevation drawings. Signage to be centered horizontally & vertically in the sign band.

# SCOTTSDALE EXECUTIVE SQUARE

## MASTER SIGN PACKAGE / CRITERIA

UPDATED: 11/15/2016  
PROJECT NAME: SCOTTSDALE EXECUTIVE SQUARE  
PROJECT ADDRESS: 13951 N SCOTTSDALE ROAD

### ☐ MID SIZE MONUMENT

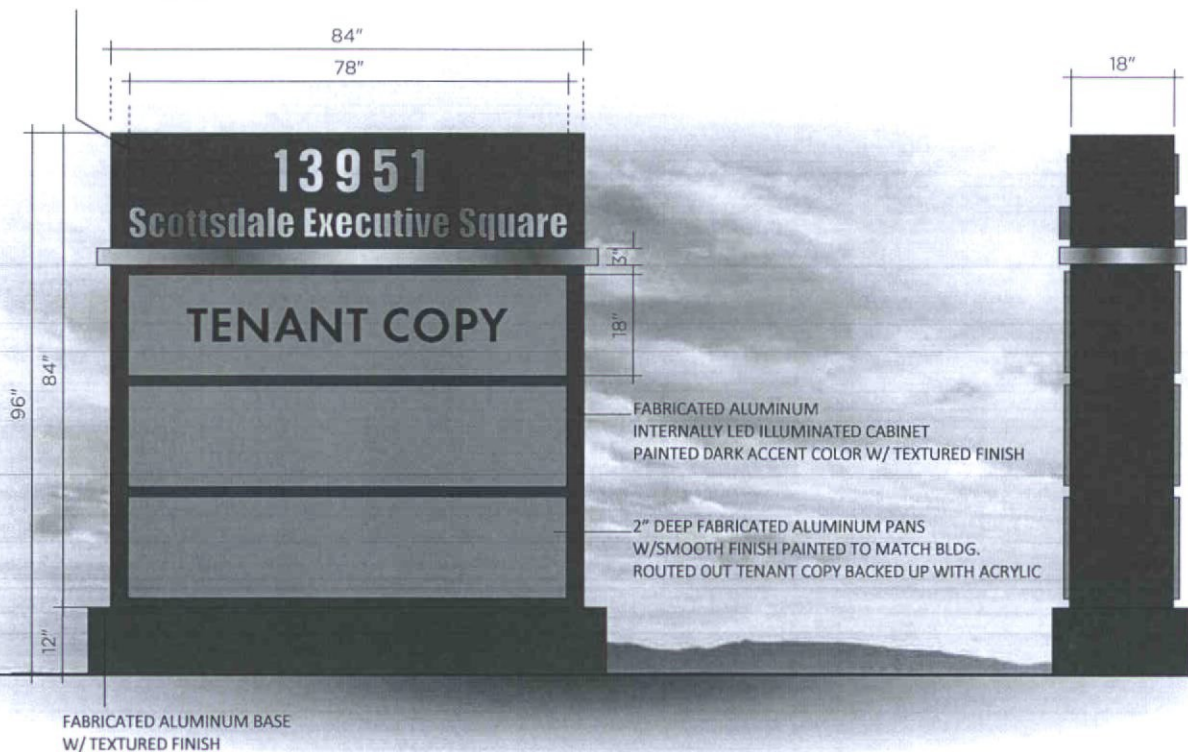
SIGN AREA: 50 sf sign area 8 feet tall. (conceptual rendering attached)  
ILLUMINATION: Internally Illumination by White LED's  
LETTER STYLE: Open, subject to property management's approval.  
LOGOS: Open, subject to property management's approval.  
SIGN PLACEMENT: One per street front per site plan

1. Tenant is to provide scaled plans of proposed signage in compliance with the criteria to property management for approval before submitting to the City of Scottsdale for a sign permit.
2. Property management reserves the right to deny signage privileges at its sole and absolute discretion.
3. Tenant signage is to be installed by a licensed sign contractor.
4. Tenant is responsible for the maintenance of their sign. If signage is in a state of disrepair; 15 working days after notification by building owner, tenant is to reimburse property management and all costs to bring sign up to building standards.
5. Tenant is to reimburse property management for any damage to the building incurred during installation or maintenance of sign signage.

# SCOTTSDALE EXECUTIVE SQUARE

## MID SIZE MONUMENT

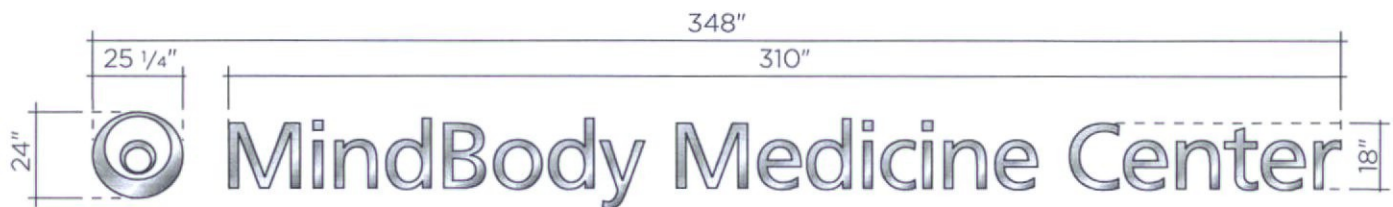
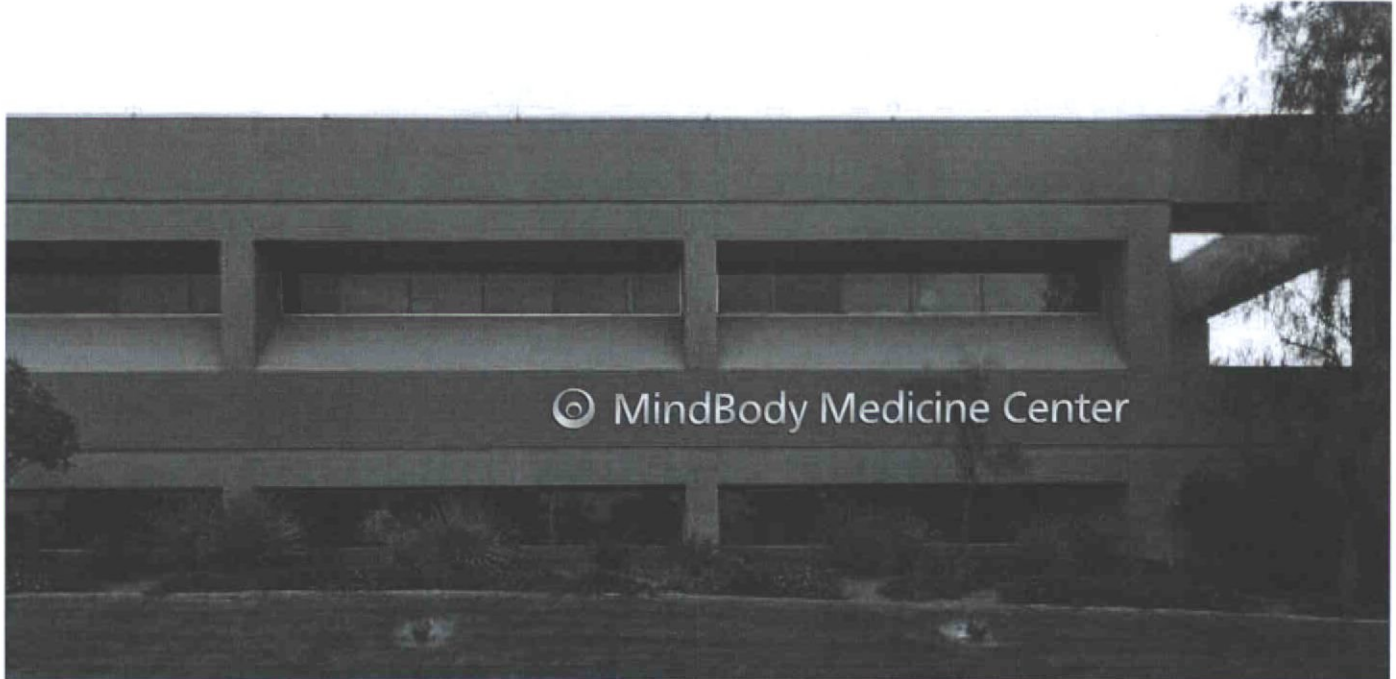
1" THICK FCO ACRYLIC PUSH-THRU LETTERS  
W/TRANSLUCENT SILVER METALLIC VINYL  
(SILVER WITH EDGES GLOWING WHITE AT NIGHT)





# SCOTTSDALE EXECUTIVE SQUARE

## BUILDING WALL SIGNS



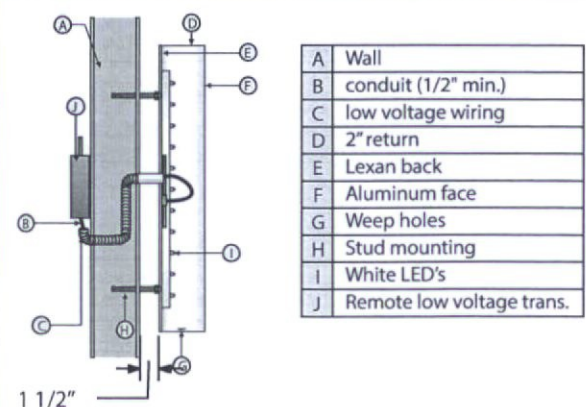
### WORK DESCRIPTION

Manufacture & install (1) set of halo-illuminated reverse pan channel aluminum letters.

Faces	1/8" aluminum painted MAP Brushed Aluminum
Returns	2" returns painted MAP Brushed Aluminum
Illumination	White LED's
Mounting	Flush to wall

SQUARE FEET: 2'-0" X 2'-1 1/4" = 4.2  
 1'-6" X 25'-10" = 38.75  
 4.2 + 38.75 = 42.95 X 90% = 38.7 TOTAL SQ.FT

### RPC LETTER / LED ILLUMINATED CROSS SECTION



# SCOTTSDALE EXECUTIVE SQUARE

## LANDSCAPE WALL SIGNS



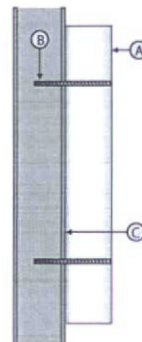
### WORK DESCRIPTION:

Manufacture & Install (1) set of reverse pan channel aluminum lettering with 2" returns

Paint letters Matthews Brushed Aluminum

$$57.25" \times 24.25" = 9.6 \times 90\% = 8.6 \text{ sf}$$

### RPC LETTER / NON-ILLUMINATED FLUSH

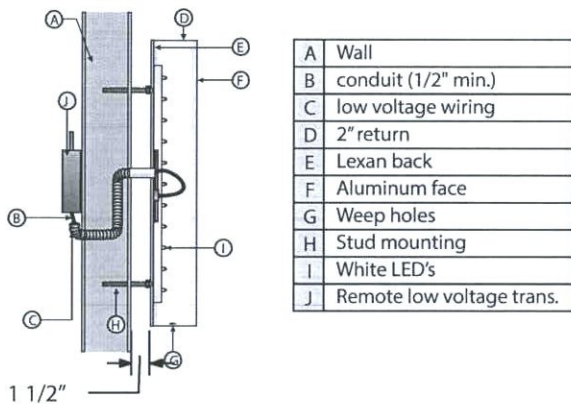


A	RPC Metal Letter
B	Stud mounting
C	Wall surface

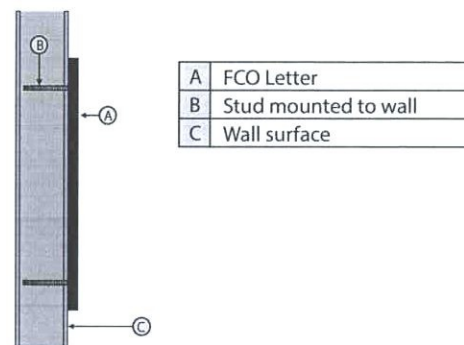


## CROSS SECTION DETAILS

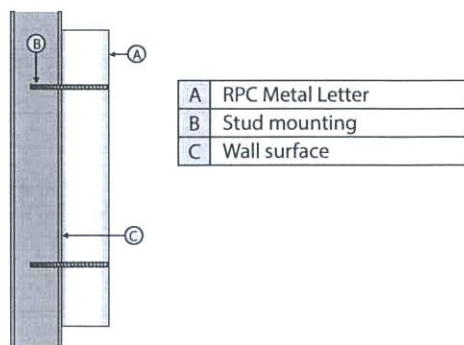
RPC LETTER / LED ILLUMINATED



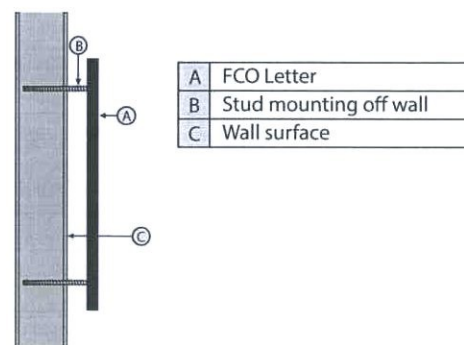
FCO LETTER / FLUSH



RPC LETTER / NON-ILLUMINATED FLUSH



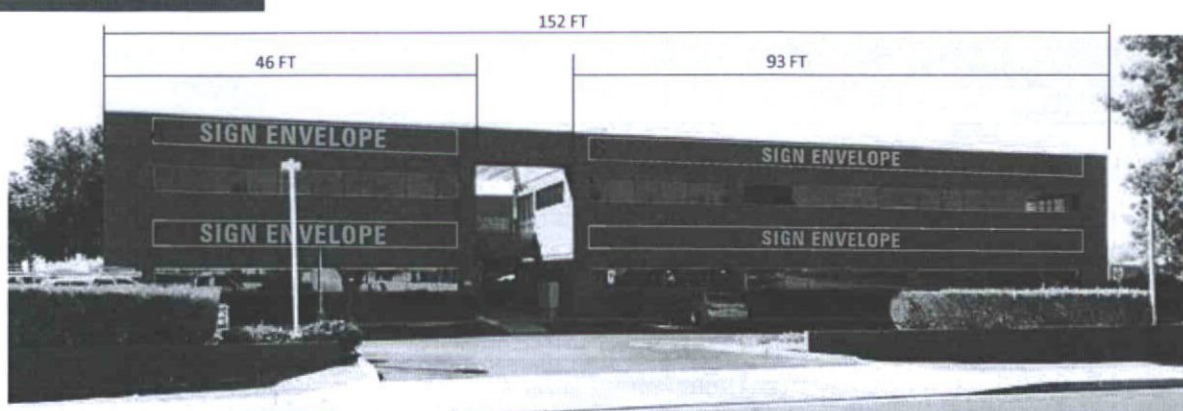
FCO LETTER / FLOAT





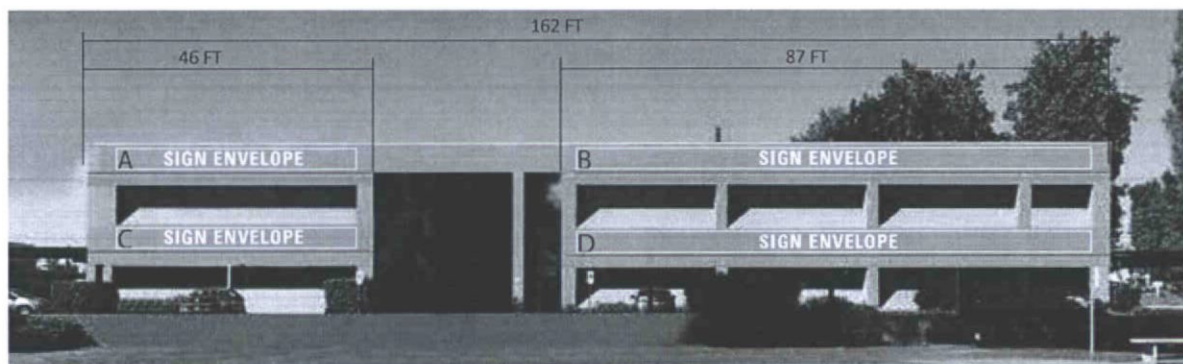
# SCOTTSDALE EXECUTIVE SQUARE

## SIGN ENVELOPES



SIGN	SIZE
A:	46 SF
B:	93 SF
C:	46 SF
D:	93 SF

NORTH ELEVATION



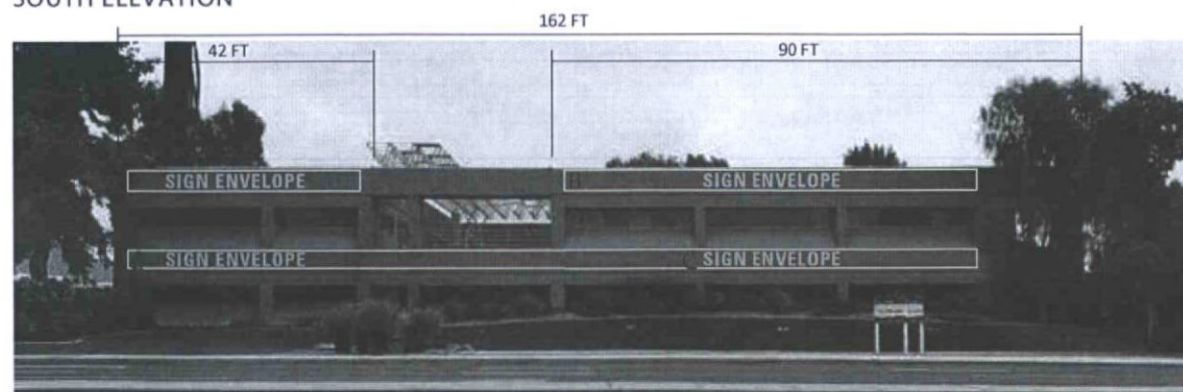
SIGN	SIZE
A:	46 SF
B:	87 SF
C:	46 SF
D:	87 SF

EAST ELEVATION



SIGN	SIZE
A:	46 SF
B:	94 SF
C:	46 SF
D:	94 SF

SOUTH ELEVATION

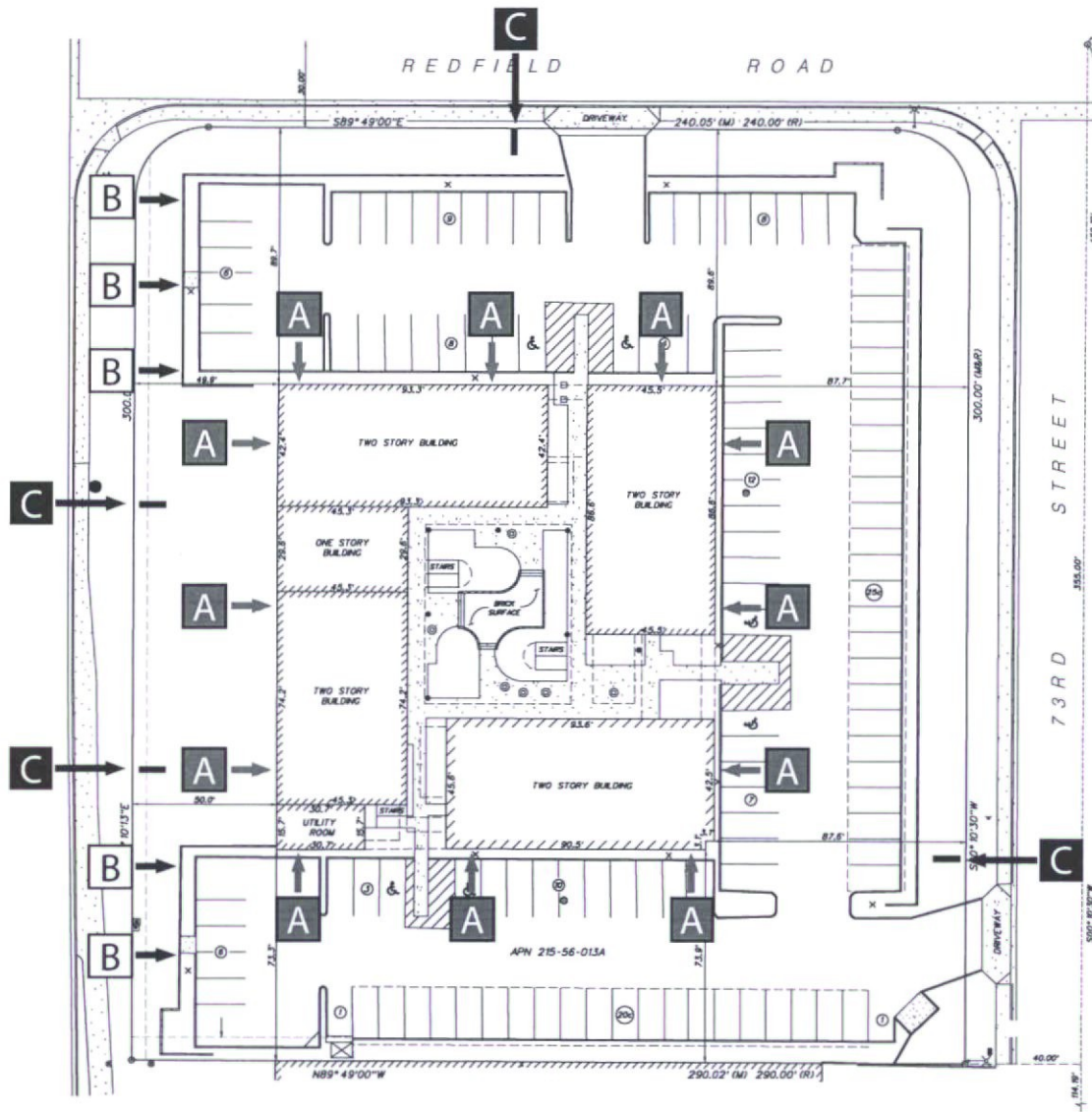


SIGN	SIZE
A:	42 SF
B:	90 SF
C:	162 SF

WEST ELEVATION

# SCOTTSDALE EXECUTIVE SQUARE

## SITE PLAN



**A** BUILDING SING      **B** LANDSCAPE WALL SIGN      **C** MONUMENT SIGN



We had the chance to review the proposed changes. Because of the new sign code being adopted we want to insure that the existing signs, the MSP, and the amendments clearly comply. Please address the following comments and submit a revised MSP amendment documents.

- In the previous MSP that was reviewed and approved (30-DR-1982#3), we addressed Landscape Wall Signs. In the new code, 'Landscape Wall Signs for Tenants without Street Frontage' became 'Perimeter Site Wall Signs' which is regulated under Section 8.516.G. Based on the narrative, the Gross Floor Area (GFA) of the development is 32,987 square feet. Using that number divided by 1,000, the maximum sum total sign area allowed for all 'Perimeter Site Wall Signs' is 32.99 square feet. If five (5) Landscape Wall Signs are proposed, that means 32.99 square feet divided by 5 = 6.6 square feet maximum area allowed per Landscape Wall Sign to allow 5 signs.
- On the Landscape Wall Sign elevation page, the example 'O'Connor Commercial' is sized up at 8.6 square feet. Since the development has 32,987 square feet GFA, that gets a sum total of 32.99 square feet for all Landscape Wall Signs, and if each Landscape Wall Sign is sized up at 10 square feet, only THREE (3) Landscape Wall Signs are allowed in this case, not five (5). Please address the Perimeter Site Wall Signs in this revision to make it clear that the Perimeter Site Wall Signs will not exceed the sum total.
- In-addition, we need to know the color of the tenant panel background on the monument signs, so that we can stipulate that color in the approval.
- On the Building Wall Signs and Landscape Wall Signs example pages colors are specified as MAP Brushed Aluminum, please revise to indicate 'Open to Corporate Colors' or 'Subject to Landlord Approval'

Resubmittal Checklist:

Revised Narrative

Revised MSP Criteria

Revised Site Plan

Revised Elevations

Thank you,

**Ben Moriarity**

Planner

Planning & Development Department

**CITY OF SCOTTSDALE**

7447 E Indian School Rd.

Scottsdale, AZ. 85251

[BMoriarity@ScottsdaleAZ.gov](mailto:BMoriarity@ScottsdaleAZ.gov)

O: 480-312-2836



## Moriarity, Ben

---

**From:** Moriarity, Ben  
**Sent:** Tuesday, October 24, 2017 3:30 PM  
**To:** 'mshano@associatedsign.com'  
**Subject:** 30-DR-1982#4 Scottsdale Executive Square Master Sign Program Amendment

Mike,

We had the chance to review the proposed changes. Because of the new sign code being adopted we want to insure that the existing signs, the MSP, and the amendments clearly comply. Please address the following comments and submit a revised MSP amendment documents.

- In the previous MSP that was reviewed and approved (30-DR-1982#3), we addressed Landscape Wall Signs. In the new code, 'Landscape Wall Signs for Tenants without Street Frontage' became 'Perimeter Site Wall Signs' which is regulated under Section 8.516.G. Based on the narrative, the Gross Floor Area (GFA) of the development is 32,987 square feet. Using that number divided by 1,000, the maximum sum total sign area allowed for all 'Perimeter Site Wall Signs' is 32.99 square feet. If five (5) Landscape Wall Signs are proposed, that means 32.99 square feet divided by 5 = 6.6 square feet maximum area allowed per Landscape Wall Sign to allow 5 signs.
- On the Landscape Wall Sign elevation page, the example 'O'Connor Commercial' is sized up at 8.6 square feet. Since the development has 32,987 square feet GFA, that gets a sum total of 32.99 square feet for all Landscape Wall Signs, and if each Landscape Wall Sign is sized up at 10 square feet, only THREE (3) Landscape Wall Signs are allowed in this case, not five (5). Please address the Perimeter Site Wall Signs in this revision to make it clear that the Perimeter Site Wall Signs will not exceed the sum total.
- In-addition, we need to know the color of the tenant panel background on the monument signs, so that we can stipulate that color in the approval.
- On the Building Wall Signs and Landscape Wall Signs example pages colors are specified as MAP Brushed Aluminum, please revise to indicate 'Open to Corporate Colors' or 'Subject to Landlord Approval'

Resubmittal Checklist:

Revised Narrative  
Revised MSP Criteria  
Revised Site Plan  
Revised Elevations

Thank you,

**Ben Moriarity**  
Planner  
Planning & Development Department

**CITY OF SCOTTSDALE**  
7447 E Indian School Rd.  
Scottsdale, AZ. 85251  
[BMoriarity@ScottsdaleAZ.gov](mailto:BMoriarity@ScottsdaleAZ.gov)  
O: 480-312-2836

# SCOTTSDALE EXECUTIVE SQUARE

## MASTER SIGN PACKAGE / CRITERIA

**UPDATED:** 10/10/2017  
**PROJECT NAME:** SCOTTSDALE EXECUTIVE SQUARE  
**PROJECT ADDRESS:** 13951 N SCOTTSDALE ROAD

### **A** BUILDING WALL SIGNS:

**SIGN AREA:** 1 Square foot of sign area per linear foot building frontage; adjacent to tenants leased space or designated envelopes.

**LETTER TYPE:** Primary Copy: Reverse pan channel letters / logo with 2" deep returns  
Secondary Copy: 1/2" - 1" Thick flat cut out acrylic ~~painted MAP Brushed Aluminum.~~

**ILLUMINATION:** Non-Illuminated OR Halo Illumination by White LED's, per attached detail.

**COLOR / MATERIAL:** RPC Letter / Logo ~~Painted MAP Brushed Aluminum~~ Open to Corporate colors  
FCO Letter / Logo ~~Painted MAP Brushed Aluminum.~~ Open to Corporate colors

**LETTER STYLE:** Open, subject to property management's approval.

**LOGOS:** Open, subject to property management's approval.

**SIGN PLACEMENT:** All signage to be installed on the tenants leased space or designated sign Envelopes on elevation drawings. Signage to be centered horizontally & vertically in the sign band.

### **B** LANDSCAPE WALL SIGNS

**SIGN AREA:** 10 Square feet of sign area in designated envelopes.  
*SUM TOTAL → NOT TO EXCEED 1 SQ FT. / 1000 SQ FT. OF GFA*

**LETTER TYPE:** Primary Copy: Reverse pan channel letters / logo with 2" deep returns  
Secondary Copy: 1/2" - 1" Thick flat cut out acrylic ~~painted MAP Brushed Aluminum.~~

**ILLUMINATION:** Non-Illuminated OR Halo Illumination by White LED's, per attached detail.

**COLOR / MATERIAL:** RPC Letter / Logo ~~Painted MAP Brushed Aluminum~~ Open to Corporate colors  
FCO Letter / Logo ~~Painted MAP Brushed Aluminum.~~ Open to Corporate colors

**LETTER STYLE:** Open, subject to property management's approval.

**LOGOS:** Open, subject to property management's approval.

**SIGN PLACEMENT:** In designated sign envelopes on elevation drawings. Signage to be centered horizontally & vertically in the sign band.

## MASTER SIGN PACKAGE / CRITERIA

**UPDATED:** 11/15/2016  
**PROJECT NAME:** SCOTTSDALE EXECUTIVE SQUARE  
**PROJECT ADDRESS:** 13951 N SCOTTSDALE ROAD

### **C** MID SIZE MONUMENT

**SIGN AREA:** 50 sf sign area 8 feet tall. (conceptual rendering attached)  
**ILLUMINATION:** Internally Illumination by White LED's  
**LETTER STYLE:** Open, subject to property management's approval.  
**LOGOS:** Open, subject to property management's approval.  
**SIGN PLACEMENT:** One per street front per site plan

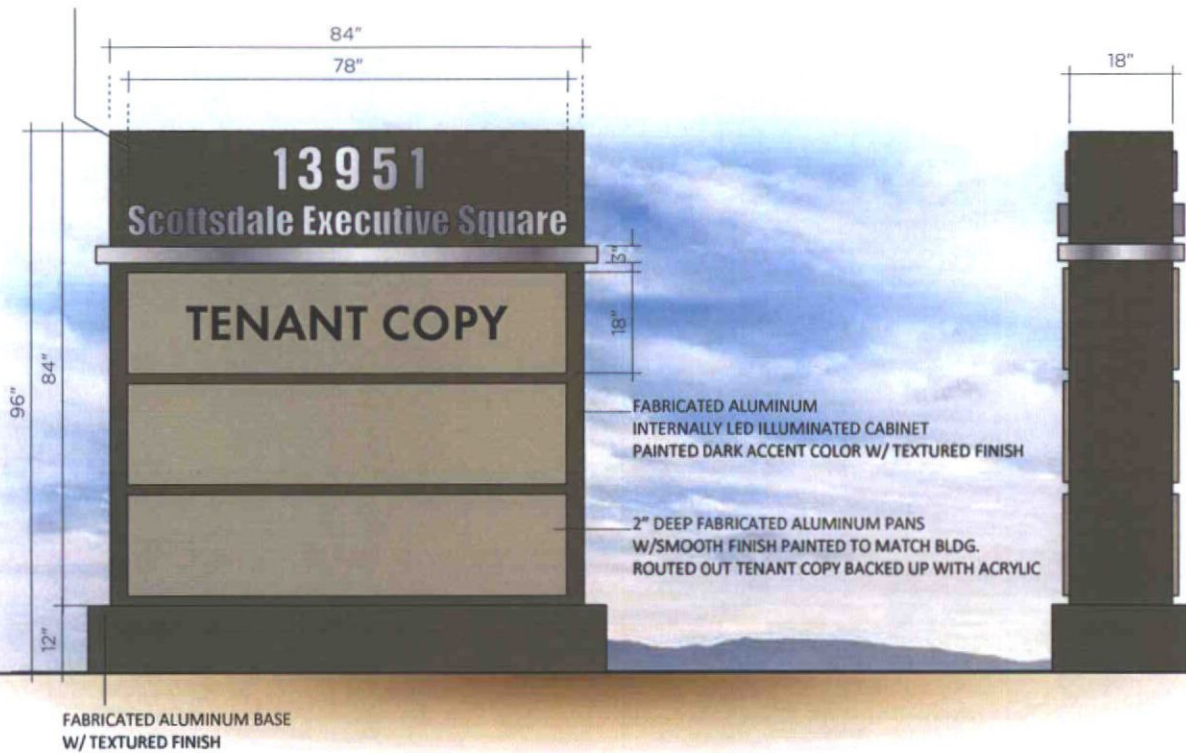
1. Tenant is to provide scaled plans of proposed signage in compliance with the criteria to property management for approval before submitting to the City of Scottsdale for a sign permit.
2. Property management reserves the right to deny signage privileges at its sole and absolute discretion.
3. Tenant signage is to be installed by a licensed sign contractor.
4. Tenant is responsible for the maintenance of their sign. If signage is in a state of disrepair; 15 working days after notification by building owner, tenant is to reimburse property management and all costs to bring sign up to building standards.
5. Tenant is to reimburse property management for any damage to the building incurred during installation or maintenance of sign signage.



# SCOTTSDALE EXECUTIVE SQUARE

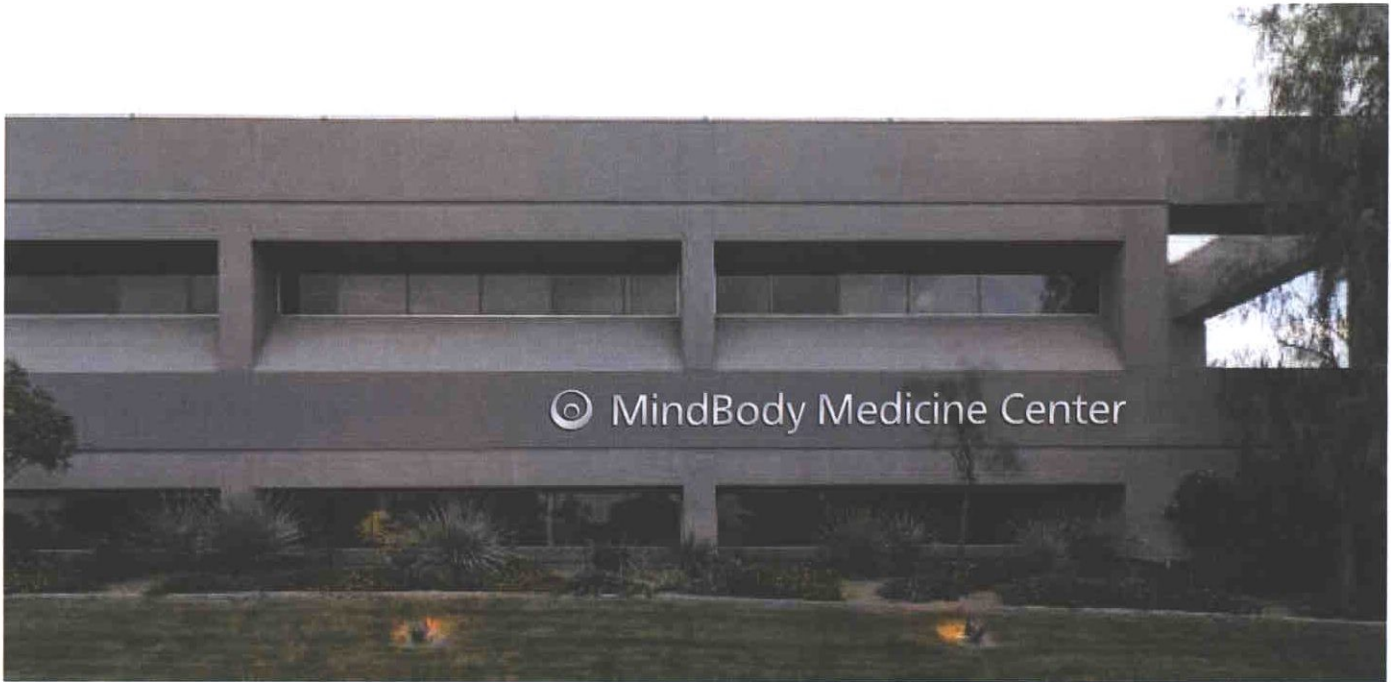
## MID SIZE MONUMENT

1" THICK FCO ACRYLIC PUSH-THRU LETTERS  
W/TRANSLUCENT SILVER METALLIC VINYL  
(SILVER WITH EDGES GLOWING WHITE AT NIGHT)



# SCOTTSDALE EXECUTIVE SQUARE

## BUILDING WALL SIGNS



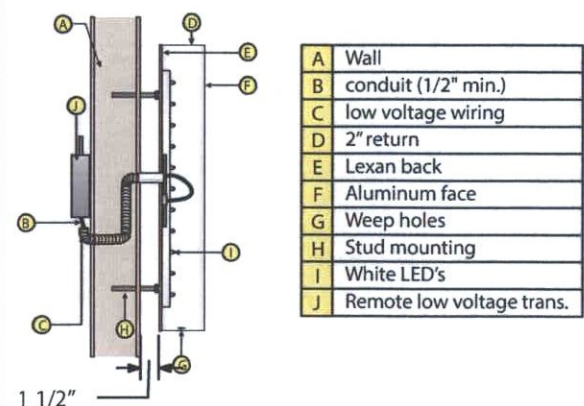
### WORK DESCRIPTION

Manufacture & install (1) set of halo-illuminated reverse pan channel aluminum letters.

Faces	1/8" aluminum painted MAP Brushed Aluminum
Returns	2" returns painted MAP Brushed Aluminum
Illumination	White LED's
Mounting	Flush to wall

**SQUARE FEET:** 2'-0" X 2'-1 1/4" = 4.2  
 1'-6" X 25'-10" = 38.75  
 4.2 + 38.75 = 42.95 X 90% = 38.7 TOTAL SQ. FT

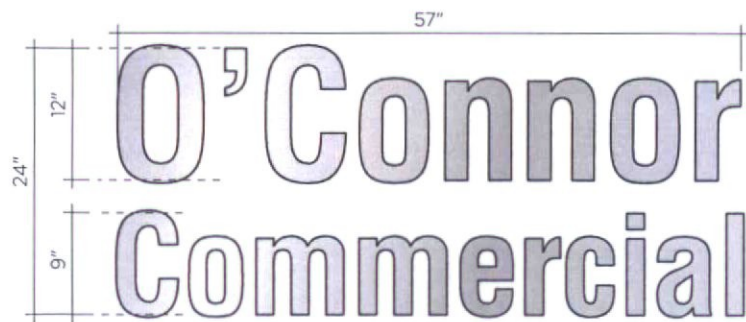
### RPC LETTER / LED ILLUMINATED CROSS SECTION





# SCOTTSDALE EXECUTIVE SQUARE

## LANDSCAPE WALL SIGNS



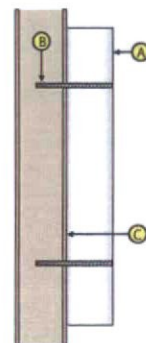
### WORK DESCRIPTION:

Manufacture & Install (1) set of reverse pan channel aluminum lettering with 2" returns

Paint letters Matthews Brushed Aluminum

$$57.25" \times 24.25" = 9.6 \times 90\% = 8.6 \text{ sf}$$

### RPC LETTER / NON-ILLUMINATED FLUSH

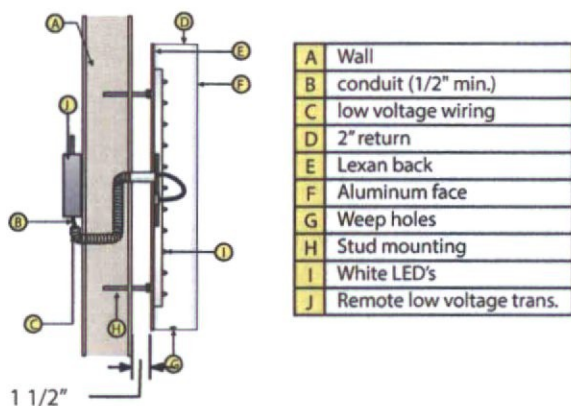


A	RPC Metal Letter
B	Stud mounting
C	Wall surface

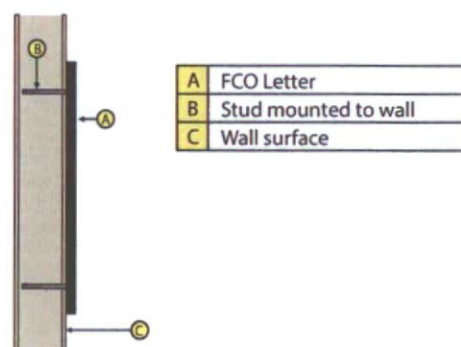


## CROSS SECTION DETAILS

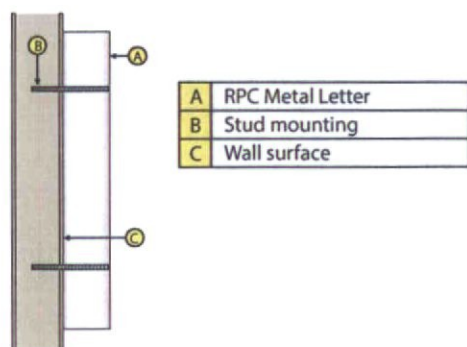
**RPC LETTER / LED ILLUMINATED**



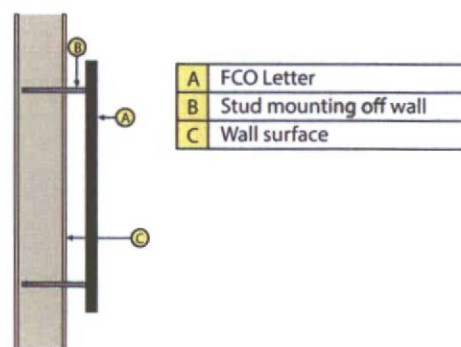
**FCO LETTER / FLUSH**



**RPC LETTER / NON-ILLUMINATED FLUSH**

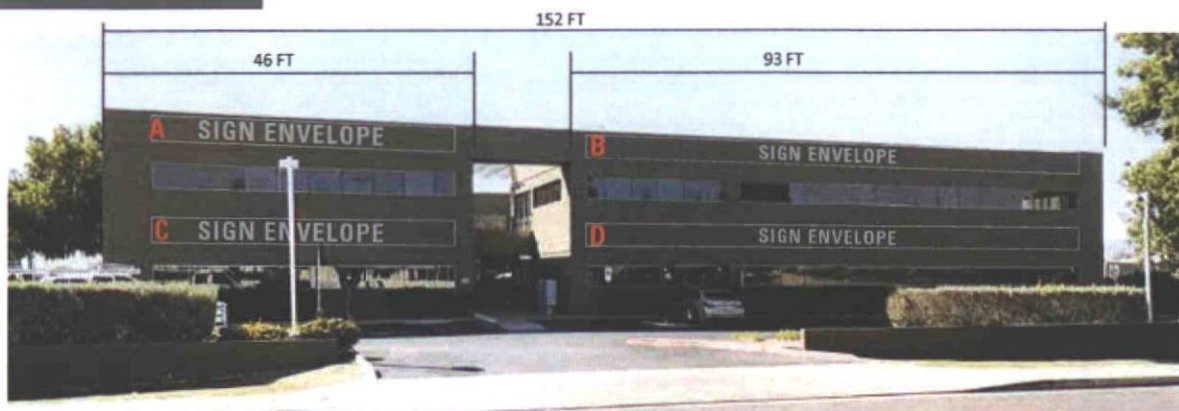


**FCO LETTER / FLOAT**



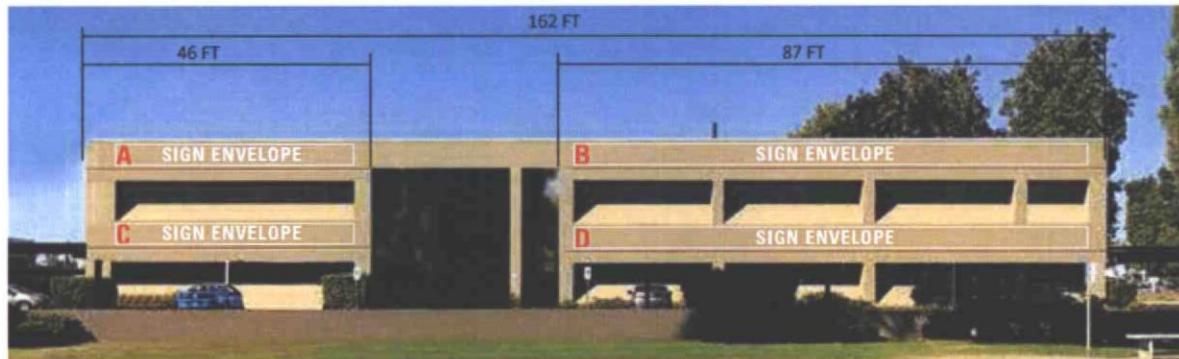
# SCOTTSDALE EXECUTIVE SQUARE

## SIGN ENVELOPES



SIGN	SIZE
A:	46 SF
B:	93 SF
C:	46 SF
D:	93 SF

**NORTH ELEVATION**



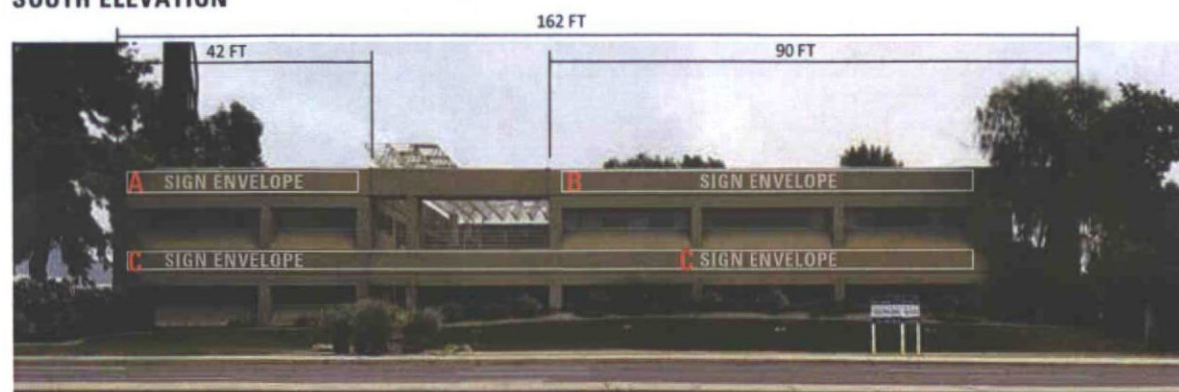
SIGN	SIZE
A:	46 SF
B:	87 SF
C:	46 SF
D:	87 SF

**EAST ELEVATION**



SIGN	SIZE
A:	46 SF
B:	94 SF
C:	46 SF
D:	94 SF

**SOUTH ELEVATION**

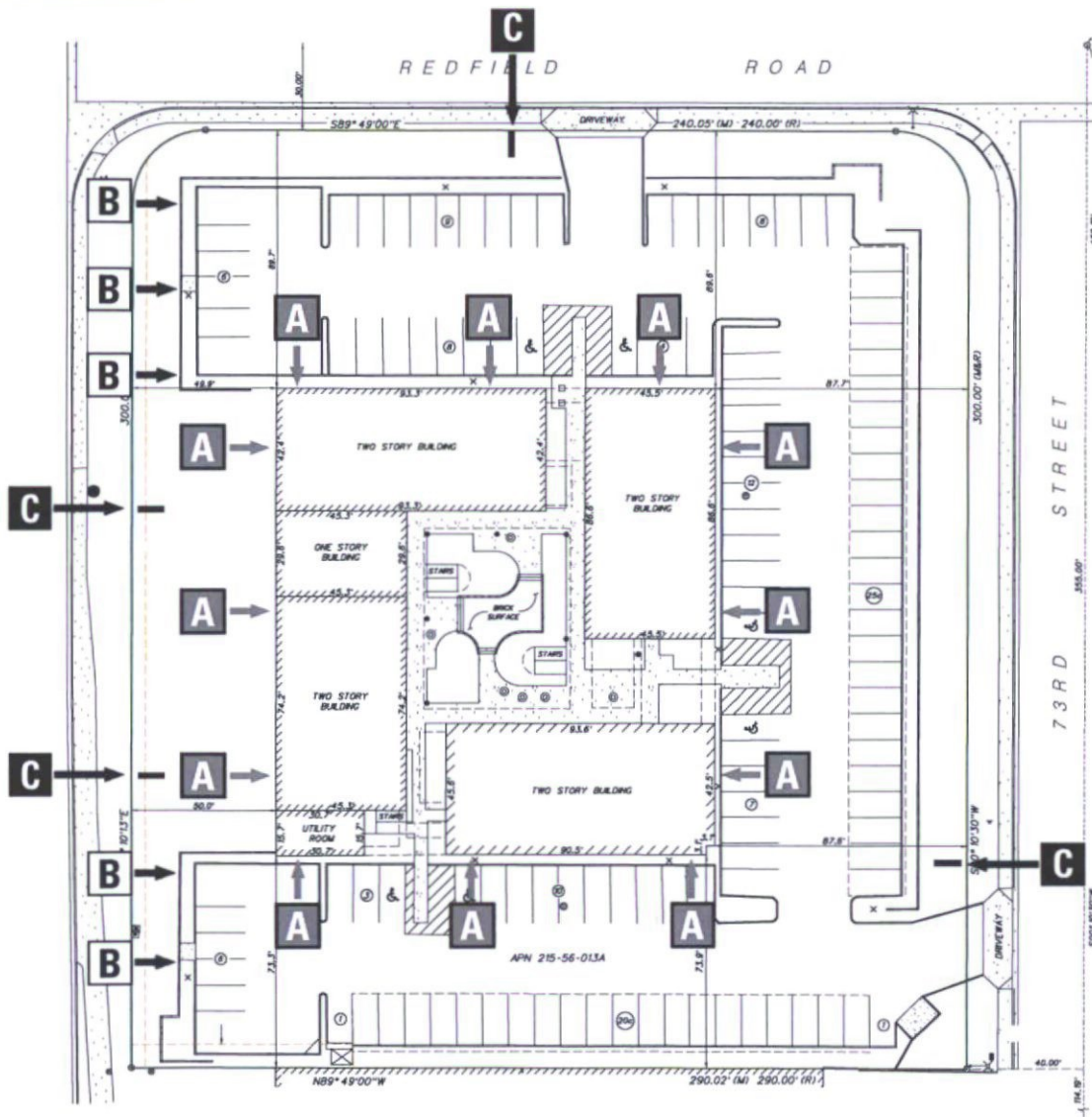


SIGN	SIZE
A:	42 SF
B:	90 SF
C:	162 SF

**WEST ELEVATION**

# SCOTTSDALE EXECUTIVE SQUARE

## SITE PLAN





Chi, Andrew

**From:** Chi, Andrew  
**Sent:** Monday, October 23, 2017 7:51 PM  
**To:** Moriarity, Ben  
**Subject:** RE: Scottsdale Executive Square Master Sign Program Amendment 30-DR-1982#4 (Staff Review)

Hi Ben,

I am feeling better, thank you for asking. I was able to review the application 30-DR-1982#4, and I actually have corrections that Mike Shano must correct before we can approve this latest amendment to the sign program for Scottsdale Executive Square. I am not comfortable approving the current draft – Mike needs to do his homework, and we (staff) must make sure that all signs, including Landscape Wall Signs, comply with the size requirements outlined in the new code.

- In the previous MSP that was reviewed and approved (30-DR-1982#3), we should have addressed the maximum quantity allowed for the development's Landscape Wall Signs. Before the new sign code was adopted, Landscape Wall Signs used to be called 'Landscape Wall Signs for Tenants without Street Frontage.' The maximum area allowed is 10 square feet, and the sum total sign area for ALL Landscape Wall Signs cannot exceed the total GFA divided by 1,000.
- In the new code, 'Landscape Wall Signs for Tenants without Street Frontage' became 'Perimeter Site Wall Signs' which is regulated under [Section 8.516.G](#). Based on Mike's narrative, the GFA of the development is 32,987 square feet. Using that number divided by 1,000, the maximum sum total sign area allowed for all 'Perimeter Site Wall Signs' is 32.99 square feet. If five (5) Landscape Wall Signs are proposed, that means 32.99 square feet divided by 5 = 6.6 square feet maximum area allowed per Landscape Wall Sign to allow 5 signs.
- On the Landscape Wall Sign elevation page, the example 'O'Connor Commercial' is sized up at 8.6 square feet. If Mike is proposing five (5) total Landscape Wall Signs at a maximum 10 square feet each, the development must have a GFA of at least **50,000 square feet** (50,000 square feet divided by 1,000 = 50 square feet sum total sign area = five (5) 10 square feet Landscape Wall Signs allowed). Since the development has 32,987 square feet GFA, that gets a sum total of 32.99 square feet for all Landscape Wall Signs, and if each Landscape Wall Sign is sized up at 10 square feet, only THREE (3) Landscape Wall Signs are allowed in this case, not five (5). This should have been addressed under the previous MSP case 30-DR-1982#3. No worries, we can now address this issue with this case review (30-DR-1982#4).
- In-addition, we need to know the color of the tenant panel background, so that we can stipulate that color in the SA letter. Please ask for the color from Mike.

Go ahead and look at the revised Staff Approval Letter. You will notice I modified the text boxes, line weights, icons, font size, alignment, language, stipulations, etc. I also highlighted items that Mike Shano must correct in **red** based on my analysis above. Specifically, the Landscape Wall Sign/Perimeter Site Wall sum total allowances must be corrected under this application (30-DR-1983#4) before we can approve it. In-addition, I changed the name of the case to **Scottsdale Executive Square Master Sign Program Amendment**. Staff needs to get into the habit of correctly naming cases in full, so that the case searchable online, instead of using the acronym 'MSP.'

please go ahead and produce a 1<sup>st</sup> review comment email/letter, and send the comments corrections. Mike can email us back a revised narrative, site plan, elevations, etc. We can put it all together.

If Mike argues with you about the Landscape Wall Signs, you can tell him it was sr 15P review, and that we must address this minor discrepancy now rather than

Thank you Ben, and let me know if you have any follow-up questions.

As,

**Andrew Chi, Planner**

City of Scottsdale | Planning & Development Department  
7447 East Indian School Road, Suite 105 Scottsdale, Arizona 85251  
[Direct] 480.312.7828  
[Email] [achi@scottsdaleaz.gov](mailto:achi@scottsdaleaz.gov)  
[Web] [www.scottsdaleaz.gov/codes](http://www.scottsdaleaz.gov/codes)

---

**From:** Moriarity, Ben

**Sent:** Friday, October 20, 2017 3:42 PM

**To:** Chi, Andrew

**Subject:** Scottsdale Executive Square 30-DR-1982#4

Andrew,

Hope you are feeling better. I took a look at the MSP amendment proposed (739-PA-2017) hoping to encourage them to rescind, but the amendment we worked on at the beginning of the year (30-DR-1982#3) allows for non-contiguous sign bands.

Could you please do me the favor of looking at my draft staff approval letter saved in the CDS Documents tab of 30-DR-1982#4 and sharing any comments you may have? The folders are on my desk if you would like to view the physical MSP file or proposed changes. I'd like to send them a response by COB Tuesday (10/24/2017).

Thank you,

**Ben Moriarity**

Planner

Planning & Development Department

**CITY OF SCOTTSDALE**

7447 E Indian School Rd.

Scottsdale, AZ. 85251

[BMoriarity@ScottsdaleAZ.gov](mailto:BMoriarity@ScottsdaleAZ.gov)

O: 480-312-2836