



Development Review (Minor) Staff Approval

2-MS-2019

Park Place (Park Plaza) Master Sign Program

APPLICATION INFORMATION

LOCATION:	5900 N Granite Reef Rd	APPLICANT:	Fred Sullenberger
PARCEL:	173-02-001E	COMPANY:	Arizona Commercial Signs
Q.S.:	20-47	ADDRESS:	4018 E Winslow Ave Phoenix, AZ 85040
ZONING:	C-O (C)	PHONE:	623-215-5591

Request: To establish a new master sign program for Park Place (Park Plaza/Scottsdale Dental Center) to allow new design standards for building signs, non-contiguous sign envelopes, and a new monument sign, at an existing office development with Commercial Office (C-O) zoning.

STIPULATIONS

1. All building wall and freestanding signs shall comply with the Park Place (Park Plaza) Master Sign Program (Case# 2-MS-2019), produced by Arizona Commercial Signs with a City Staff approval date of 03/27/19.
2. The sum total sign area (the aggregate of all building wall signs) per business shall not exceed 24 square feet, in accordance with the sign requirements for Commercial Office (C-O) zoning.
3. No building wall signs are allowed on the west and south elevations (facing residential), except for required non-illuminated suite number identification signs, in accordance with address number requirements per the Fire Code (Scottsdale Revised Code, Chapter 36, Section 505).
4. The tenant panels on the freestanding Monument Sign along Granite Reef Road shall utilize a white opaque background color, with illuminated routed copy. Routed copy default color shall be black; however, corporate colors are allowed with written landlord approval.
5. Any modifications to the Park Place (Park Plaza) Master Sign Program shall require Development Review Board or Staff Approval.

Related Cases: 260-SA-2018, 18-MS-2010, 31-DR-1983, 121-DR-1980

CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Signs require separate submittal, review, approval and permits. Related Plan Check Number: 1284-19.

Submit copies of this approval letter, along with the following plan sets to the One Stop Shop for sign plan review:

SIGN PERMIT APPLICATION



Completed Sign Permit Application: 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:

Date:

March 27, 2019

Andrew Chi, Planner

Planning and Development Services

7447 East Indian School Road, Suite 105, Scottsdale, Arizona 85251 ♦ www.ScottsdaleAZ.gov

Page 1 of 1

Form Revision Date: 12/4/2018

NARRATIVE

Park Place 5900-5950 N. Granite Reef Road

The property is to become a medical center with the primary tenant a dental office with office space shared between doctors. The current sign criteria is limited to non-illuminated reverse pan channel letters. In order to help the economic activity we propose changing the sign criteria to include illuminated pan channel letters to increase visibility from McDonald Road and the shopping center across the street. In additionpA we are proposing a monument sign to be located in the north east corner of the property to increase visibility for traffic on Granite Reef Road.

NARRATIVE

Park Place 5900-5950 N. Granite Reef Road

The property is to become a medical center with the primary tenant a dental office with office space shared between doctors. The current sign criteria is limited to non-illuminated reverse pan channel letters. In order to help the economic activity we propose changing the sign criteria to include:

- *Allowing different types of building wall signs including pan channel and reverse pan channel characters*
- *Allowing face-illumination*
- *Allowing backer panels*
- *Allowing non-contiguous wall signs*
- *Proposing a new monument sign*

LETTER OF AUTHORIZATION

Owner/Agent Address

10078 E. PERSHING AVE
SCOTTSDALE
AZ 85260

Business/Location Site Address

5900 N. GRANITE REEF RD
SCOTTSDALE AZ
85250

Contact Name: BONAFINA LLC
46 GARY GOLD
Phone: 602 703 7276
Email: 22 GGOLD@gmail.com

I, (print) Gary Gold, as owner/agent for
(Location) 5900 N. GRANITE REEF RD Property, give

(Contractor Name) Arizona Commercial Signs authorization to

Install (type of sign) PAN CHANNEL LETTERS signage at the above mentioned location.
MONUMENT SIGN

This letter shall also serve as authorization for Arizona Commercial Signs to act as our agent

When applying for the necessary municipal permits.

Owner/Agent BONAFINA LLC / Gary Gold

Signature [Signature] Date 01.15.19

Legal Description/Parcel Number 173-02-001E

0

PARK PLACE

MASTER SIGN PROGRAM - AMENDMENT

5900-5950 NORTH GRANITE REEF ROAD

scottsdale, arizona

CASE# 2-MS-2019

APPROVED

STIPULATION SET
RETAIN FOR RECORDS

03/27/19

DATE

Andrew Chi

APPROVED BY

CSP prepared by



4018 E. WINSLOW
PHOENIX, ARIZONA 85040

SCOTT HUDSON 480-921-9900 OFFICE
602-570-1912 CELL

**PARK PLACE (PARK PLAZA)
MASTER SIGN PROGRAM**

Date: March 22, 2019

DEVELOPMENT INFORMATION

Addresses	5900 & 5950 N. Granite Reef Rd.
Maricopa County Assessor Parcel Numbers	173-02-001E
Zoning District	C-O (C)
Gross Floor Area of Development	12,832 square feet

SIGN REQUIREMENTS

Maximum Sign Area	<ul style="list-style-type: none">• 24 square feet per C-O zoning district
Maximum Sum Total Sign Area	<ul style="list-style-type: none">• 24 square feet per business per C-O zoning district
Sign Envelope	<ul style="list-style-type: none">• Maximum Envelope Height: 36 inches• Maximum Length: 80% of Tenant Frontage
Sign Construction	<ul style="list-style-type: none">• Individual Pan Channel & Reverse Pan Channel Characters• Individual Flat Cut Out Characters• Logos may use Aluminum Pan Form Construction with Routed Copy• No exposed raceways• Backer Panel allowed• Maximum projection from building wall: 12 inches
Sign Design & Style	<ul style="list-style-type: none">• All logos and characters allowed with Landlord Approval
Sign Colors	<ul style="list-style-type: none">• Corporate colors allowed with Landlord Approval
Sign Illumination	<ul style="list-style-type: none">• Internal LED or Neon allowed• Halo-illumination, Non-illuminated, and Routed Copy Face Illumination allowed• If Halo-illumination, default color: white• Corporate Halo-illumination colors are allowed with Landlord approval• No sign illumination allowed on west and south elevations
Sign Placement	<ul style="list-style-type: none">• Contiguous and non-contiguous building wall signs are allowed on designated sign envelopes only (refer to sign elevations)• Centered vertically and horizontally on building facade• No signs allowed on the west and south elevations (facing existing residential) except for required suite number identifications
Freestanding Signs	<ul style="list-style-type: none">• 5'-0" tall, 24 square feet maximum sign panel area• Tenant panel background color shall be Dunn Edwards DEW380 "White" or similar color• Tenant panels shall be aluminum with routed copy. Copy may use corporate color• Maximum two (2) listings per side
Sign Ordinance	<ul style="list-style-type: none">• All applicable provisions of the Scottsdale Sign Ordinance shall apply http://www.scottsdaleaz.gov/codes/signs/



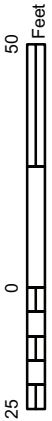
SITE PLAN

SCALE: 1" = 40'



10/26/2018 12:26:36 PM

Notice: This document is provided for general information purposes only. The City of Scottsdale does not warrant its accuracy, completeness, or suitability for any particular purpose. It should not be relied upon without field verification.



NON-CONTUGUOUS SIGN ENVELOPES
57.3'± FRONTAGE



EAST ELEVATION - SCALE: 1/8" = 1'-0"

NON-CONTUGUOUS SIGN ENVELOPES
56.1 ± FRONTAGE

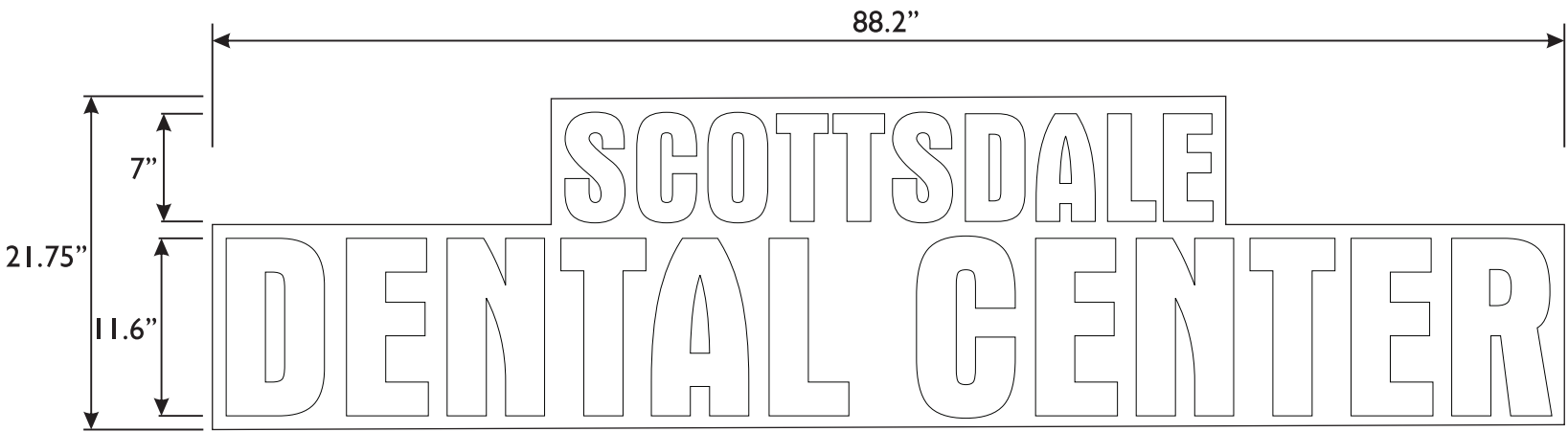


NORTH ELEVATION - SCALE: 1/8" = 1'-0"

NON-CONTUGUOUS SIGN ENVELOPES
117.4± FRONTAGE



EAST ELEVATION - SCALE: 1/8" = 1'-0"



A

HALO/FACE ILLUMINATED PAN CHANNEL LETTER

SCALE: 1" = 1'-0"

13.32 x 90% = 11.99 SQ.FT.

MANUFACTURE AND INSTALL (1) SET OF HALO/FACE ILLUMINATED REVERSE PAN CHANNEL LETTERS. 5" DEEP RETURNS AND TRIM CAP ARE DURANODIC BRONZE, WHITE ACRYLIC FACES, WHITE LEDS. CLEAR LEXAN BACKS. MOUNT 1.5" OFF 4" DEEP BACKER PANEL PAINTED TO MATCH WALL. PAN BACKER IS MOUNTED FLUSH TO FASCIA AS SHOWN.

BUILDING WALL SIGN EXAMPLE

INSTALLATION/BUILD DETAILS

NO ACCESS BEHIND DISPLAY DUE TO STEEL I-BEAM
LED ILLUMINATED REVERSE CHANNEL LETTER WITH
POLYCARBONATE BACKS & CUSTOM WIREWAY

Countersunk #6 screw
Aluminum face W/ 3" returns
Threaded inserts and studs with spacers top & bottom
Low voltage wire power leads
LED lighting modules
Polycarbonate backs
Custom Backer Panel

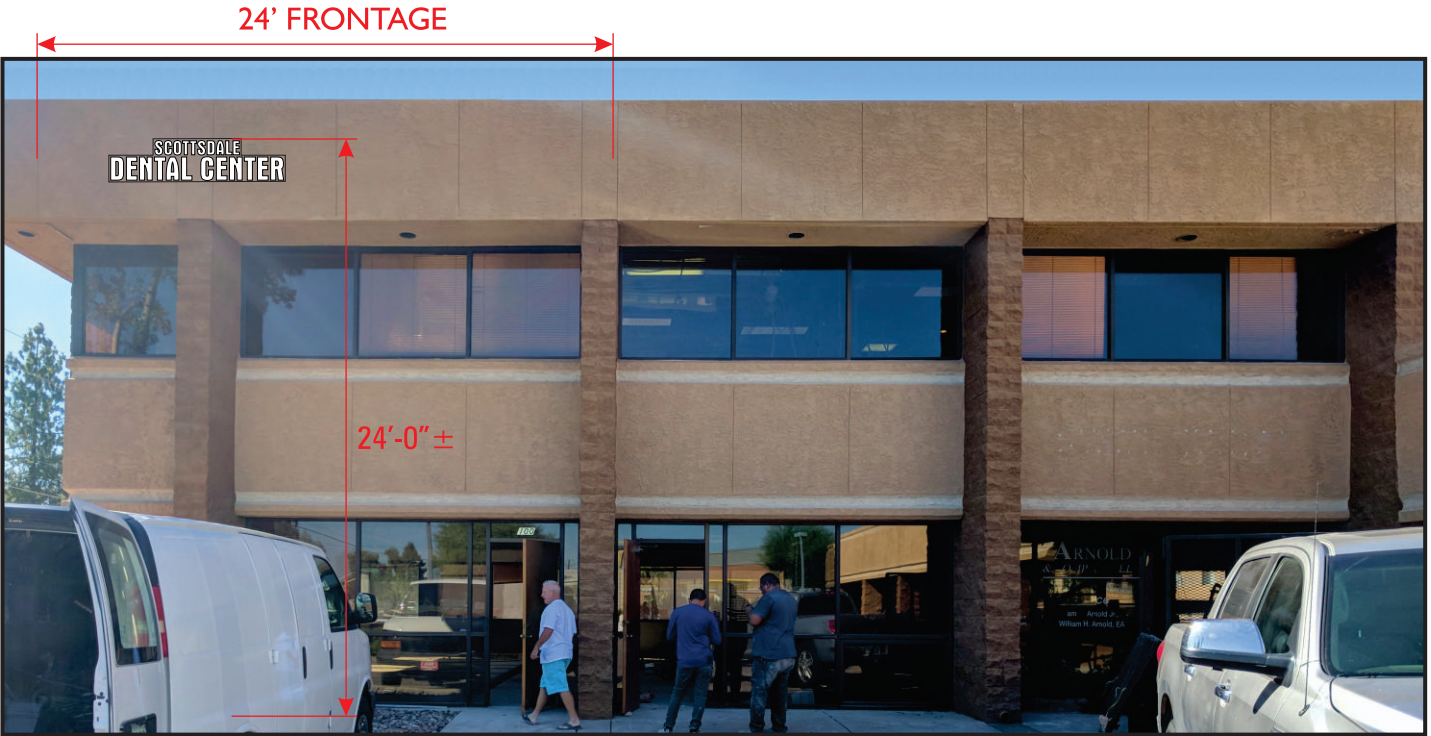
LETTERS ELECTRICAL SPECIFICATIONS
☒ U.L. REQUIRED ☐ OTHER
☐ NON U.L. REQUIRED
(1) 20 AMP CIRCUITS REQUIRED
ACTUAL AMP LOAD
☒ 120 VOLTS ☐ 277 VOLTS
☐ OTHER

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

THIS SIGN IS TO BE MANUFACTURED TO U.L. SPECIFICATIONS AND WILL BEAR THE U.L. LABEL(S). INSTALL IN ACCORDANCE WITH NATIONAL ELECTRICAL CODES.

THIS SIGN DISPLAY COMPLIES WITH CCR TITLE 24, PART 6, SECTION 148.

ELECTRICAL LETTER ☒ YES ☐ NO



NORTH ELEVATION - SCALE: 1/8" = 1'-0"

THIS DRAWING IS THE INTELLECTUAL PROPERTY OF ARIZONA COMMERCIAL SIGNS. REPRODUCTION IS PROHIBITED BY LAW - STATUTE: 17 U.S.C. §§ 101-810

www.arizonacommercialsigns.com



PROJECT NAME:
■ SCOTTSDALE DENTAL CENTER
5900 N. GRANITE REEF
SCOTTSDALE, ARIZONA 85254

CONTACT:
PHONE:
EMAIL:

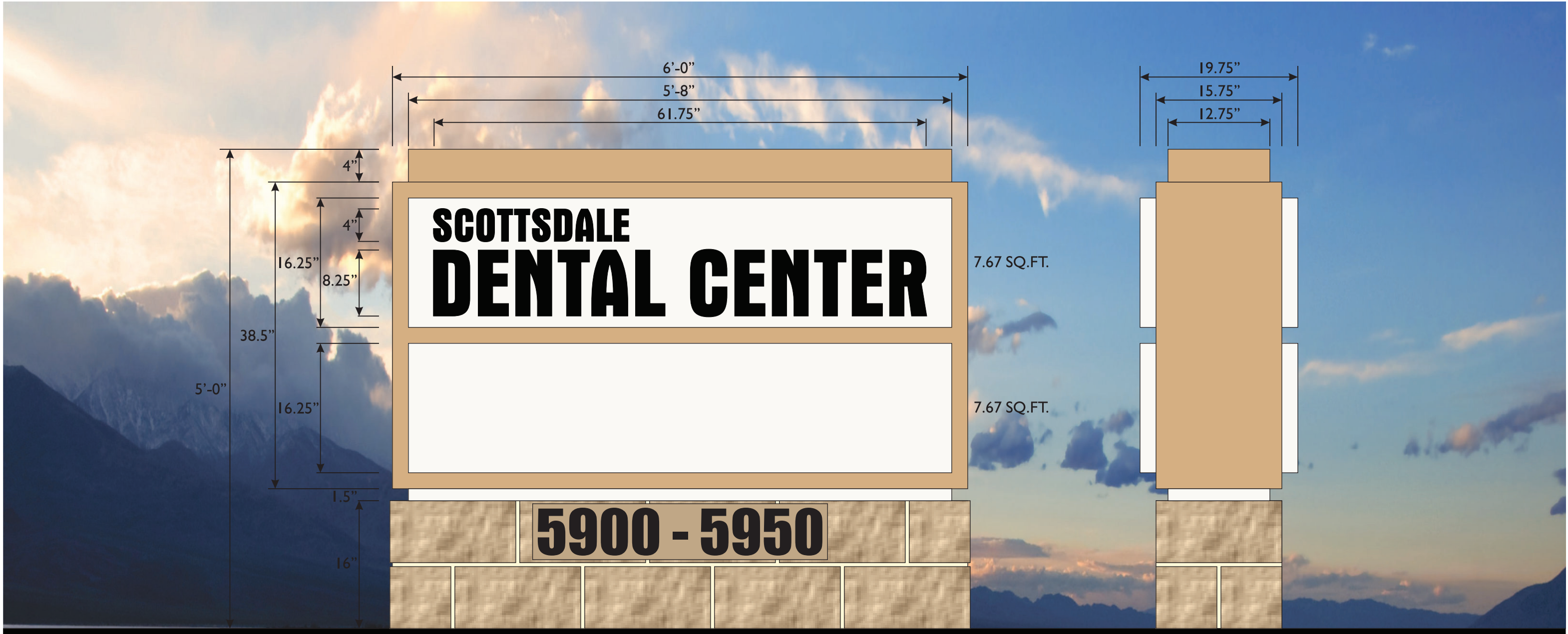
CONTACT REP:
■ FRED SULLENBERGER 623-215-5591
DESIGNER:
■ JON WALLACE

DESIGN NUMBER:
■ SCOTTSDALE DENTAL 11-16-18-R2**PERMIT**
SCALE:
■ NOTED
DATE:
■ 11/16/18

REVISIONS:		
1	ADD "B" / PERMIT	12/05/18 JLW
2	BACKER PANEL	02/22/19 JLW
3		
4		
5		

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:



D/F ILLUMINATED TENANT MONUMENT SIGN

SCALE: 1" = 1'- 0" 15.34 SQ.FT.

MANUFACTURE AND INSTALL (1) D/F ILLUMINATED TENANT MONUMENT SIGN.
MAIN CABINET IS ALUMINUM PAINTED TO MATCH BUILDING, LIGHT TEXTURE.
TENANT PANELS ARE 2" DEEP PAINTED DEW380 WHITE, LIGHT TEXTURE, ROUTED
OUT WITH BACK-UP WHITE ACRYLIC. 3M DUAL COLOR FILM 3635-222 BLACK VINYL OVERLAY.
BASE HAS SPLIT FACE BLOCK PAINTED TO MATCH BUILDING.
6" ADDRESS NUMBERS ARE .125" ALUMINUM PAINTED BLACK ON .080" ALUMINUM PAINTED
TO MATCH BLOCK.

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www.arizonacommercialsigns.com



PROJECT NAME:
■ SCOTTSDALE DENTAL CENTER
5900 N. GRANITE REEF
SCOTTSDALE, ARIZONA 85254

CONTACT:
PHONE:
EMAIL:

CONTACT REP:
■ FRED SULLENBERGER 623-215-5591
DESIGNER:
■ JON WALLACE

DESIGN NUMBER:
■ SCOTTSDALE DENTAL 02-20-19-RIMONUMENT
PERMIT
SCALE:
■ NOTED
DATE:
■ 02/20/19

REVISIONS:
1 CITY REQUESTS 03/13/19 JW
2
3
4
5

LANDLORD / DEVELOPER APPROVAL
SIGNATURE & DATE:

CUSTOMER APPROVAL
SIGNATURE & DATE:

2-MS-2019

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; or, may they be submitted digitally at following website:

<https://eservices.scottsdaleaz.gov/eServices/PreApp/Introduction>

All checks shall be payable to "City of Scottsdale."

Scheduling

After the Pre-Application submittal 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>Scottsdale Dental / Park Place</u>	
Property's Address: <u>5900 N. Granite Reef Rd.</u>	APN: _____
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 type="checkbox"/> No If yes, provide a copy with this submittal	
Owner: <u>Gerry Gold</u>	Applicant: <u>AZ Commercial Signs</u>
Company: <u>Bonafina LLC</u>	Company: <u>Fred Sullenberger</u>
Address: <u>10078 E.</u>	Address: <u>4018 E. Winslow</u>
Phone: <u>602-703-7276</u> Fax: _____	Phone: <u>623-215-5591</u> Fax: <u>437-8073</u>
E-mail: <u>22GGold@gmail.com</u>	E-mail: <u>Freds@arizonacommercialsigns.com</u>
<u>[Signature]</u> Owner Signature	<u>[Signature]</u> Applicant Signature
Official Use Only	Submittal Date: _____ Application No.: <u>74</u> -PA- <u>2019</u>
Project Coordinator: _____	

Planning and Development Services

7447 E Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov

Pre-Application Request



Development Application Type:

Please check the appropriate box of the Type(s) of Application(s) you are requesting

Zoning	Development Review	Land Divisions
<input type="checkbox"/> Rezoning (ZN)	<input type="checkbox"/> Development Review (Major) (DR)	<input type="checkbox"/> Subdivision (PP)
<input type="checkbox"/> In-fill Incentive (II)	<input type="checkbox"/> Development Review (Minor) (SA)	<input type="checkbox"/> Subdivision (Minor) (MD)
<input type="checkbox"/> Conditional Use Permit (UP)	<input type="checkbox"/> Wash Modification (WM)	<input type="checkbox"/> Land Assemblage
<input type="checkbox"/> Text Amendment (TA)	<input type="checkbox"/> Historic Property (HP)	Other
Exceptions to the Zoning Ordinance	Wireless Communication Facilities	<input type="checkbox"/> General Plan Amendment (GP)
<input checked="" type="checkbox"/> Minor Amendment (MN)	<input type="checkbox"/> Small Wireless Facilities (SW)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Hardship Exemption (HE)	<input type="checkbox"/> Type 2 WCF DR Review Minor (SA)	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance/Accommodation/Appeal (BA)	Signs	<input type="checkbox"/> Care Home (AC)
<input type="checkbox"/> Special Exception (SX)	<input checked="" type="checkbox"/> Master Sign Program (MS)	<input type="checkbox"/> Single-Family Residential
	<input type="checkbox"/> Community Sign District (MS)	<input type="checkbox"/> Other:

Submittal Requirements: (fees subject to change every July)

☒ Pre-Application Fee: \$ _____
(No fees are charged for Historic Preservation (HP) properties.)

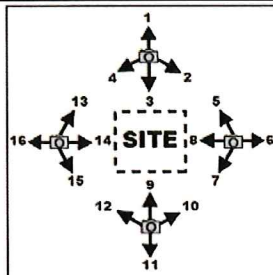
☐ Records Packet Fee: \$ _____
Processed by staff. The applicant need not visit the Records desk to obtain the packet.
(Only required when requested by Staff)

☒ 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 Required
(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 ½ x 11 paper, max. two per page.



☐ Other

- **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
- ☐ Subdivision plan
- ☐ Floor Plans
- ☐ Elevations
- ☐ Landscape plans
- ☐ H.O.A. Approval letter
- ☐ Sign Criteria Regulations & Language
- ☐ Material Samples – color chips, awning fabric, etc.
- ☐ Cross Sections – for all cuts and fills
- ☐ Conceptual Grading & Drainage Plan
- ☐ 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 and Development Services

7447 E Indian School Road Suite 105, Scottsdale, Arizona 85251 • www.ScottsdaleAZ.gov



Planning and Development Services

7447 East Indian School Road
Scottsdale, Arizona 85251

March 22, 2019

Fred Sullenberger
Arizona Commercial Signs
4018 E Winslow Ave
Phoenix, AZ 85040

RE: Administrative Completeness Determination
Case Number: 2-MS-2019
Key Code: 82S55

Dear Fred:

It has been determined that your Development Application 2-MS-2019, Park Place (Park Plaza) Master Sign Program, is administratively complete. Your Development Application is being reviewed under the City's Enhanced Application Review Methodology. City Staff will begin their substantive review of the application material after payment has been received. Please submit payment for this application by either:

- 1) Submitting payment through the online interface for the Digital Case Submittal process utilizing the Key Code 82S55,

OR

- 2) Submitting payment in-person at the City's One Stop Shop referencing the project's case number.

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.

Sincerely,

Andrew Chi
Planner

C: Case File