



CERTIFICATE OF NO EFFECT - HISTORIC RESOURCES

35-HP-2020

Hotel Valley Ho Monument Sign

APPLICATION INFORMATION

LOCATION:	6850 E Main St	APPLICANT:	Mike Shano
PARCEL:	130-11-174A	COMPANY:	Associated Sign Company
Q.S.:	16-44	ADDRESS:	3335 W Vernon Ave Phoenix, AZ 85009
ZONING:	C-3 DO HP	PHONE:	602-278-8464

Request: For a Certificate of No Effect - Historic Resources, to approve and install a new freestanding monument sign on the southwest corner of 69th Street and Indian School Road for the Hotel Valley Ho. The design of the new sign will match the design of existing sign at the N. 69th Street & E. Main street main entrance.

Certificate of No Effect Criteria:

In accordance with the Section 6.122.D of the Zoning Ordinance, the Historic Preservation Officer:

- Finds that the proposed work is determined the proposed work is minor and clearly within the adopted Historic Preservation Plan;
- Requires that any modifications to the proposed work requested by the Historic Preservation Officer are agreed to by the owner/applicant; and
- Finds that the proposed work will not diminish, eliminate, or adversely affect the historic character of the subject property or the HP District.

STIPULATIONS

1. The Monument Sign shall not encroach into the existing 35' x 35' Sight Distance Easement on the southwest corner of N. 69th Street and E. Indian School Road.
2. Any disturbance of the existing grass landscaping material as a result of the installation of the new Monument Sign shall be revegetated back to its original condition.
3. A separate sign permit application submittal, review and permit is required.

Related Cases: 1-HP-2003, 2-HP-2004

CONSTRUCTION DOCUMENT PLAN REVIEW SUBMITTAL REQUIREMENTS

Submit one (1) PDF copy of this approval letter, a completed Sign Permit Application permit application, and all information required in the Sign Permit Application checklist online for review and permit:

SIGN PERMIT APPLICATION	<input checked="" type="checkbox"/>	https://www.scottsdaleaz.gov/codes/signs https://eservices.scottsdaleaz.gov/bldgresources/Plans
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Expiration of this Certificate of No Effect Determination

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: Andrew Chi Date: April 29, 2020
Andrew Chi, Planner

Planning and Development Services

7447 E Indian School Road Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov



Planning and Development Services

7447 East Indian School Road
Scottsdale, Arizona 85251

April 8, 2020

Mike Shano
Associated Sign Company
3335 W Vernon Ave
Phoenix, AZ 85009

RE: Administrative Completeness Determination
CASE: 35-HP-2020 – Hotel Valley Ho Monument Sign

Dear Mike,

It has been determined that your Historic Preservation Development Application 35-HP-2020, Hotel Valley Ho Monument Sign, is administratively complete. Your Development Application is being reviewed under the City's Enhanced Application Review Methodology, as requested on your Development Application form.

City Staff has begun the substantive review of the application material. The review time frame is up to 21 calendar days. No case fee is required because this is a Historic Preservation application, however, standard plan review and permit fees will apply under a Sign Permit Application submittal.

Upon completion of City 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 an 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

Development Application



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 checked="" type="checkbox"/> Historic Property (HP)	Other
<input type="checkbox"/> Development Agreement (DA)	Wireless Communication Facilities	<input type="checkbox"/> Annexation/De-annexation (AN)
Exceptions to the Zoning Ordinance	<input type="checkbox"/> Small Wireless Facilities (SW)	<input type="checkbox"/> General Plan Amendment (GP)
<input type="checkbox"/> Minor Amendment (MN)	<input type="checkbox"/> Type 2 WCF DR Review Minor (SA)	<input type="checkbox"/> In-Lieu Parking (IP)
<input type="checkbox"/> Hardship Exemption (HE)	Signs	<input type="checkbox"/> Abandonment (AB)
<input type="checkbox"/> Variance/Accommodation/Appeal (BA)	<input type="checkbox"/> Master Sign Program (MS)	Other Application Type Not Listed
<input type="checkbox"/> Special Exception (SX)	<input type="checkbox"/> Community Sign District (MS)	<input type="checkbox"/> Other: _____

Project Name: Hotel Valley Ho Monument Sign Certificate of No Effect

Property's Address: 6850 E. Main Street

Property's Current Zoning District Designation: C-3 DO HP

The property owner shall designate an agent/applicant for the Development Application. This person shall be the owner's contact for the City regarding this Development Application. The agent/applicant shall be responsible for communicating all City information to the owner and the owner application team.

Owner: <u>HOTEL VALLEY HO</u>	Agent/Applicant: <u>Mike Shano</u>
Company: <u>HOTEL VALLEY HO</u>	Company: <u>Associated Sign Company</u>
Address: <u>6850 E. MAIN STREET</u>	Address: <u>3335 W. Vernon Avenue, Phoenix, AZ 85009</u>
Phone: <u>480-421-7810</u> Fax: _____	Phone: <u>602-278-8464</u> Fax: <u>602-278-8933</u>
E-mail: _____	E-mail: <u>mshano@ascosigns.com</u>
Designer: <u>raviram@hotelvalleyho.com</u>	Engineer: _____
Company: _____	Company: _____
Address: _____	Address: _____
Phone: _____ Fax: _____	Phone: _____ Fax: _____
E-mail: <u>mshano@ascosigns.com</u>	E-mail: _____

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

- This is not required for the following Development Application types: AN, AB, BA, II, GP, TA, PE and ZN. These applications¹ will be reviewed in a format similar to the Enhanced Application Review methodology.



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.

[Signature]
Owner Signature

Michael Shano

Agent/Applicant Signature

Official Use Only

Submittal Date:

Development Application No.:

Planning and Development Services

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

Development Application

Page 1 of 3

Revision Date: 5/10/2018

Request for Site Visits and/or Inspections Development Application (Case Submittals)



This request concerns all property identified in the development application.

Pre-application No: 255-PA-2020

Project Name: Hotel Valley Ho Monument Sign Certificate of No Effect

Project Address: 6850 E. Main Street

STATEMENT OF AUTHORITY:

1. I am the owner of the property, or I am the duly and lawfully appointed agent of the property and have the authority from the owner to sign this request on the owner's behalf. If the land has more than one owner, then I am the agent for all owners, and the word "owner" refer to them all.
2. I have the authority from the owner to act for the owner before the City of Scottsdale regarding any and all development application regulatory or related matter of every description involving all property identified in the development application.

STATEMENT OF REQUEST FOR SITE VISITS AND/OR INSPECTIONS

1. I hereby request that the City of Scottsdale's staff conduct site visits and/or inspections of the property identified in the development application in order to efficiently process the application.
2. I understand that even though I have requested the City of Scottsdale's staff conduct site visits and/or inspections, city staff may determine that a site visit and/or an inspection is not necessary, and may opt not to perform the site visit and/or an inspection.

Mike Shano

Property owner/Property owner's agent: _____

Print Name

Michael Shano

Signature

City Use Only:

Submittal Date: _____ Case number: _____

Planning and Development Services

7447 E Indian School Road, Suite 105, Scottsdale, AZ 85251 ♦ www.ScottsdaleAZ.gov

mshano@ascosigns.com

From: Brian Brandlein <brianb@angelonebuilders.com>
Sent: Tuesday, March 10, 2020 3:18 PM
To: mshano@ascosigns.com
Subject: FW: Updated monument sign drawing

Does this work?

From: Ronen Aviram [mailto:raviram@hotelvalleyho.com]
Sent: Tuesday, March 10, 2020 9:07 AM
To: Brian Brandlein <brianb@angelonebuilders.com>; Scott Lyon <slyon@Westroc.com>
Cc: Lia Brannan <lia@angelonebuilders.com>
Subject: RE: Updated monument sign drawing

Looks great. Please move forward.

Ronen Aviram

Vice President & General Manager

6850 East Main Street
Scottsdale, AZ 85251
480.421.7810

raviram@hotelvalleyho.com

hotelvalleyho.com



Hotel Valley Ho in the media...

Meetings Today

2019 Meetings Today Best of 2019 Awards

Condé Nast Traveler

The 2019 Reader's Choice Awards // No. 8 Top Hotels in the Southwest and West

Architectural Digest

The 23 Most Iconic Hotels of the Last Century

From: Brian Brandlein <brianb@angelonebuilders.com>
Sent: Monday, March 9, 2020 6:06 AM
To: Ronen Aviram <raviram@hotelvalleyho.com>; Scott Lyon <slyon@Westroc.com>
Cc: Lia Brannan <lia@angelonebuilders.com>
Subject: Updated monument sign drawing

Mr., Aviram, Mr. Lyon

Attached is the revised rendering for the monument sign. I wanted to get your approval since it changed a bit to get the cost down. Please let me know what you think. The main sign is all metal and the Valley Ho part is now also illuminated.

Brian Brandlein

Estimating



ASSOCIATED SIGN COMPANY

City of Scottsdale
Historic Preservation Office
7447 E. Indian School Road
Scottsdale, AZ 85251

March 26, 2020

NARRATIVE FOR REQUEST OF CERTIFICATE OF NO EFFECT FOR A MONUMENT SIGN AT HOTEL VALLEY HO:

Hotel Valley Ho is wanting to erect a single faced internally illuminated monument sign on the corner of 69th Street and Indian School Road. We are requesting a Certificate of No Effect from the Historic Preservation Officer to be able to submit for the sign permit.

If you have any questions or comments, please contact me at 602-278-8464.

Thank you,

Michael A. Shano
Associated Sign Co., Inc.

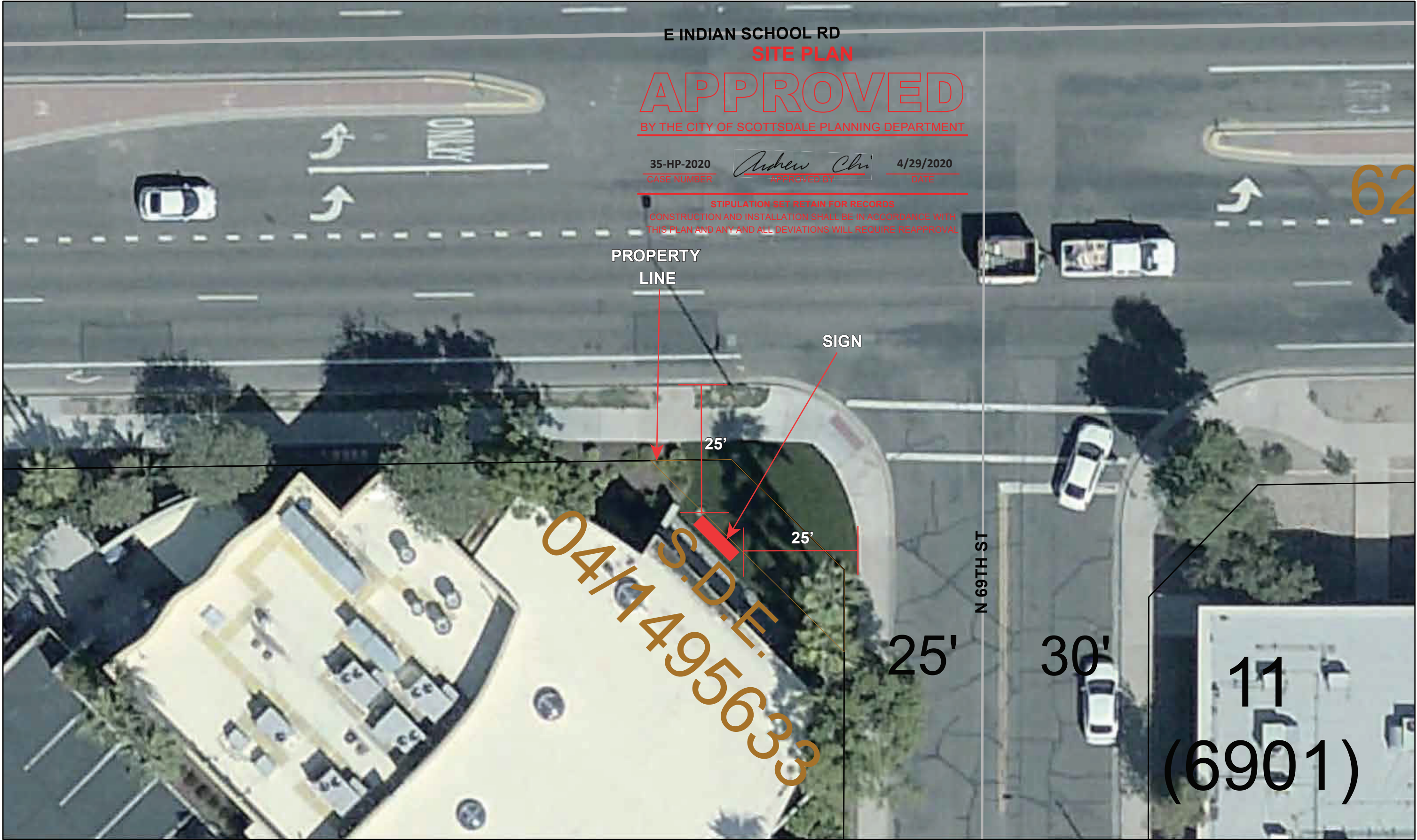
Established 1988

MEMBER:



2018 AERIAL





E INDIAN SCHOOL RD
SITE PLAN
APPROVED
BY THE CITY OF SCOTTSDALE PLANNING DEPARTMENT

35-HP-2020 CASE NUMBER	<i>Andrew Chi</i> APPROVED BY	4/29/2020 DATE
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STIPULATION SET RETAIN FOR RECORDS
CONSTRUCTION AND INSTALLATION SHALL BE IN ACCORDANCE WITH
THIS PLAN AND ANY AND ALL DEVIATIONS WILL REQUIRE REAPPROVAL

PROPERTY
LINE

SIGN

25'

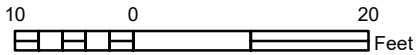
25'

N 69TH ST

25'

30'

11
(6901)





Elevation Day View | Proposed
SCALE: 1/2" = 1'

STIPULATION SET
RETAIN FOR RECORDS

APPROVED

BY THE CITY OF SCOTTSDALE PLANNING DEPARTMENT

35-HP-2020
CASE NUMBER

Andrew Chi
APPROVED BY

4/29/2020
DATE

CONSTRUCTION AND INSTALLATION SHALL BE IN ACCORDANCE WITH
THIS PLAN AND ANY AND ALL DEVIATIONS WILL REQUIRE REAPPROVAL

R2



CLIENT

COMPANY: Valley Ho Hotel
PROJECT: Exterior Sign
ADDRESS: Indian School Rd & 69th St., Scottsdale, AZ
DESIGN FILE: PROP / Valley Ho / Ai / Exterior Sign R2.ai
MFG FILE: JOBS /
PRINT FILE: ENCAD /

DATE

02/21/2020

PJM DES

M.S M.G

REVISION NOTES

R1:

© Copyright Associated Sign Co., Inc. 2020

These plans are the exclusive property of Associated Sign Co., Inc. the original work of its design team.
They are submitted to your company for the sole purpose of your consideration of whether to purchase
these plans or to purchase from Associated Sign Co., Inc. a sign manufactured according to these plans.
Distribution or exhibition of these plans to anyone other than employees of your company, or use of these
plans to construct a sign similar to the one embodied herein, is expressly forbidden. In the event that such
exhibition occurs, Associated Sign Co., Inc. expects to be reimbursed 15% of total project value in
compensation for time and effort entailed in creating these plans.

CLIENT APPROVAL

PRODUCTION BEGINS UPON APPROVAL

X
SIGNATURE OF APPROVAL

DATE:

LANDLORD APPROVAL

PRODUCTION BEGINS UPON APPROVAL

X
SIGNATURE OF APPROVAL

DATE:



STIPULATION SET
RETAIN FOR RECORDS

APPROVED

BY THE CITY OF SCOTTSDALE PLANNING DEPARTMENT

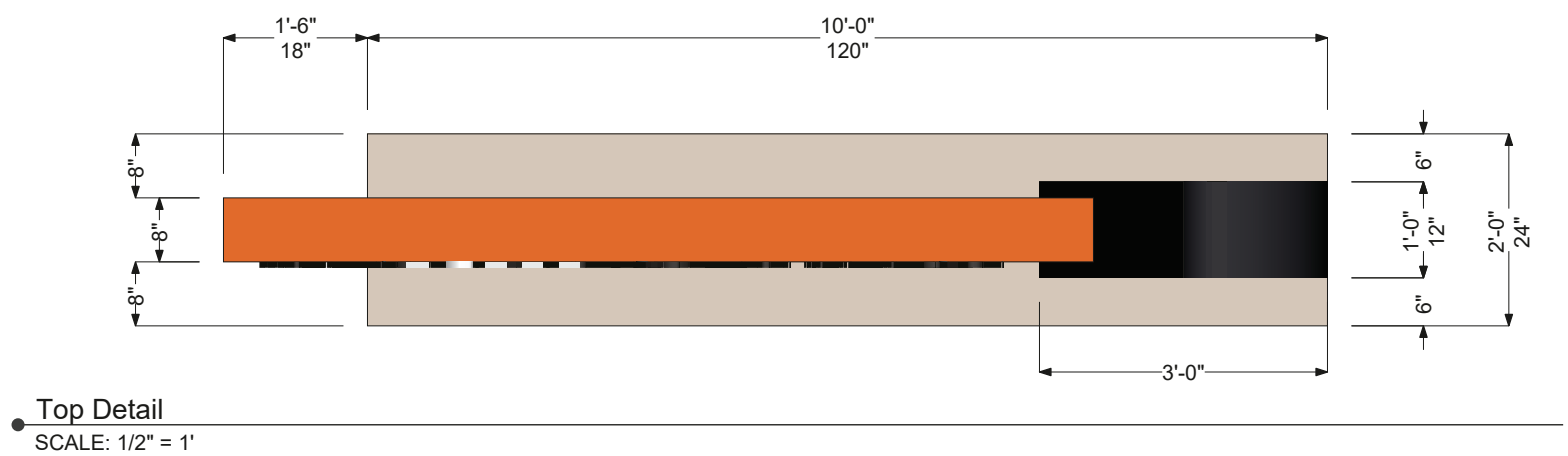
35-HP-2020
CASE NUMBER


APPROVED BY

4/29/2020
DATE

CONSTRUCTION AND INSTALLATION SHALL BE IN ACCORDANCE WITH
THIS PLAN AND ANY AND ALL DEVIATIONS WILL REQUIRE REAPPROVAL

Elevation Day View | Proposed
SCALE: 1/2" = 1'



Top Detail
SCALE: 1/2" = 1'

ARCHITECTURAL ELEVATIONS
APPROVED
BY THE CITY OF SCOTTSDALE PLANNING DEPARTMENT

35-HP-2020	<i>Andrew Chiu</i>	4/29/2020
CASE NUMBER	APPROVED BY	DATE

STIPULATION SET RETAIN FOR RECORDS
CONSTRUCTION AND INSTALLATION SHALL BE IN ACCORDANCE WITH
THIS PLAN AND ANY AND ALL DEVIATIONS WILL REQUIRE REAPPROVAL

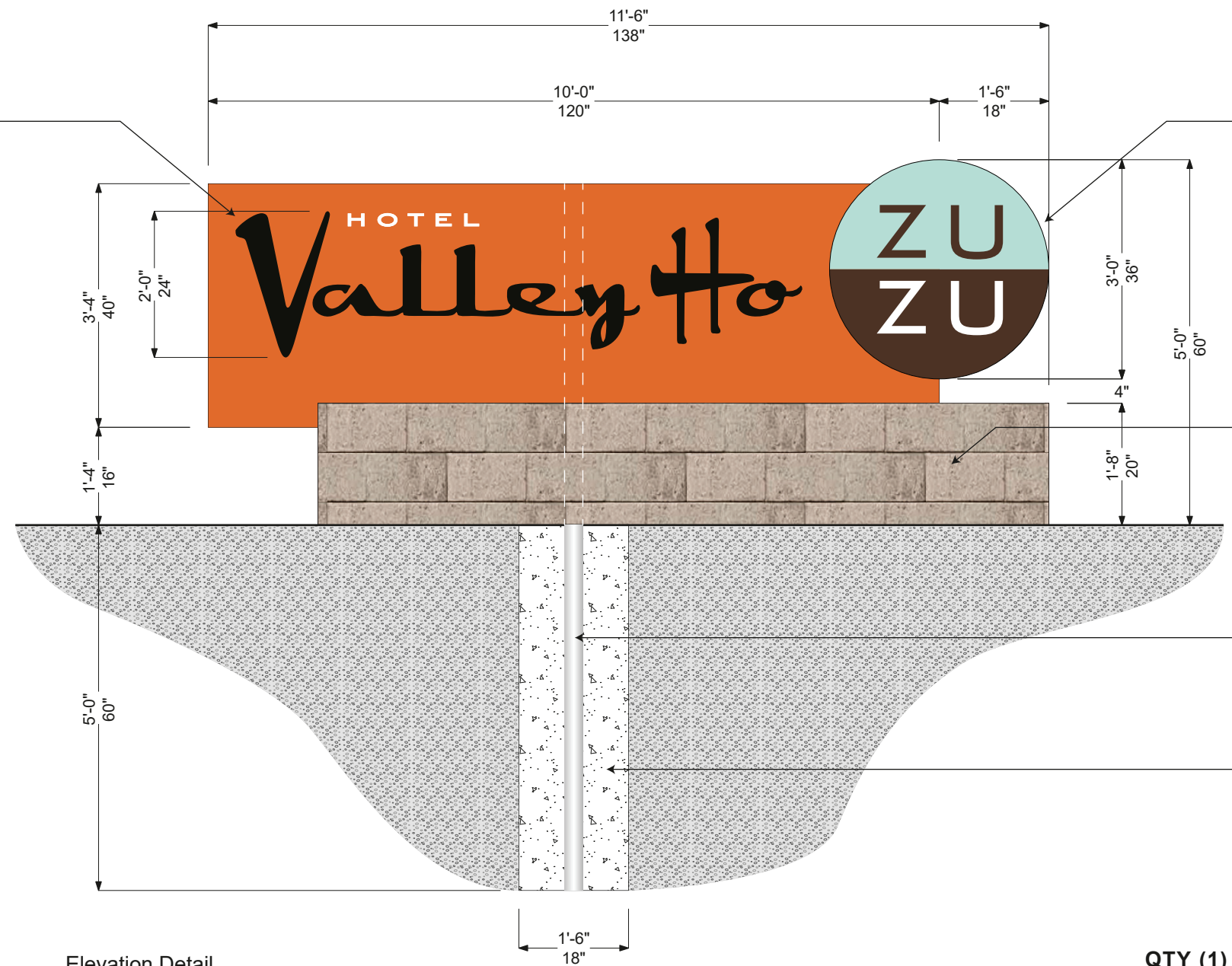
ALUMINUM CABINET
Single-Faced
Painted (All-Sides):
■ DE5202 'Desert Spice'
ROUTED LOGO / COPY
3/4" Push-Thru FCO Acylic
Vinyl Overlay:
■ 3M Dual-Color Black Film
□ 3M Translucent White

FABRICATED PAN CHANNEL LOGO
Single-Faced
Painted:
■ MAP Black
Faces:
3/16" Acrylic w/ Digitally Printed Translucent Vinyl Graphics
Media:
Arlon DPF 6500 Trans
Laminate:
Arlon Series 3220
Illumination:
Internally Illuminated

BASE
To match existng

STD PIPE
3" Diam

CONCRETE FOOTING
18" Diam x 60" deep
Per ASA 2018 IBC



Elevation Detail
SCALE: 1/2" = 1'

QTY (1)



ALL ELECTRICAL COMPONENTS TO BE U.L. LISTED, APPROVED AND MARKED PER N.E.C. 600-4. Inspected and labeled in accordance with UL Standards using UL listed parts and methods of installation 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. Client is responsible to provide primary electrical feed to within six (6) feet of sign location. 120V unless noted. The location of the disconnect switch after installation shall comply with Article 600.6(A) (1) of the National Electrical Code.

CLIENT
COMPANY: Valley Ho Hotel
PROJECT: Exterior Sign
ADDRESS: Indian School Rd & 69th St., Scottsdale, AZ
DESIGN FILE: PROP / Valley Ho / Ai / Exterior Sign R2.ai
MFG FILE: JOBS /
PRINT FILE: ENCAD /

DATE
02/21/2020
PJM DES
M.S M.G

REVISION NOTES
R1:

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CLIENT APPROVAL	PRODUCTION BEGINS UPON APPROVAL
X SIGNATURE OF APPROVAL	DATE:
LANDLORD APPROVAL	PRODUCTION BEGINS UPON APPROVAL
X SIGNATURE OF APPROVAL	DATE: