

From: [Hardy, Wendy](#)
To: ["ajones@trademarkvisual.com"](mailto:ajones@trademarkvisual.com)
Subject: RE: 922-PA-2020 104028 Raintree Office Building
Date: Wednesday, December 2, 2020 1:00:00 PM
Attachments: [PREAPPDIRECTIONLETTER 922-PA-2020.doc](#)

Hello Ana,

I hope you are doing well. I reviewed the MSP submittal and I'm hoping that it can be significantly condensed. Try and see this from the plan reviewers perspective as we are expected to review sign plans expeditiously. When there are hundreds of MSP cases on file, it takes a significant amount of time to read through pages and pages of individual regulations. MSP's that restate what our ordinance already states, attempts to interpret code, or include standard details for traffic signs occupy our time but serve no real purpose when the focus of a MSP should be for site specific design and location only. If the landlord wants things like color and lighting to be open that content does not require a MSP case. Please review my comment letter and see if the proposal can be reduced accordingly.

Master sign program. A **specific set of design standards** established for the purpose of unifying a variety of signs associated with a multi-tenant or multi-use building or complex of buildings.

Thank you,
Wendy Hardy
Senior Planner
480-312-7938

*Scottsdale's Planning & Development Services Department has implemented temporary changes to how we operate in order to minimize potential exposure for staff and customers. Most One Stop Shop and Planning and Development services can be requested and completed online at the Planning Online Center. <https://eservices.scottsdaleaz.gov/bldgresources>

To make arrangements for payments and permit services not available online, please contact us at OneStopShopStaff@ScottsdaleAZ.gov.

From: Hemby, Karen <KHemby@Scottsdaleaz.gov>
Sent: Monday, November 23, 2020 11:47 AM
To: 'ajones@trademarkvisual.com' <ajones@trademarkvisual.com>
Cc: Hardy, Wendy <wenh@scottsdaleaz.gov>
Subject: 922-PA-2020 104028 Raintree Office Building

Good Morning,

This email is to confirm that we have received your pre-application re: 922-PA-2020 104028 Raintree Office Building

Wendy Hardy will be your planning coordinator.

No meeting is necessary at this time.

If your coordinator has any questions, she will contact you soon after she reviews your application.

Have a great day!

Karen Hemby

Planning Specialist

City of Scottsdale

Planning & Development Services

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