

SEPTEMBER 6, 2007

TO: CITY OF SCOTTSDALE
FROM: IRA CRIDER
SUBJECT: TARGET SIGN ON NORTH SCOTTSDALE ROAD

I AM NOT IN FAVOR OF APPROVING A MONUMENT SIGN FOR THE TARGET STORE ON SCOTTSDALE ROAD. IN MY OPINION, THE TARGET SIGN PRODUCES NO BENEFIT FOR THE RESIDENTS OF SCOTTSDALE IN GENERAL OR THE LOCAL SCOTTSDALE RESIDENTS IN THE VICINITY OF THE TARGET STORE. *on the Summit Shopping Center*

A MONUMENT SIGN IS NOT NECESSARY TO HELP RESIDENTS FIND THIS TARGET LOCATION. THIS TARGET STORE HAS BEEN THERE FOR YEARS, IT IS WELL ESTABLISHED AND EASY TO FIND. SHOPPERS ALREADY KNOW WHERE IT IS AND HOW TO GET THERE. *just like the dry cleaners, the Hallmark store and Reelies Pool supply*

OUTDOOR COMMERCIAL SIGNS ARE INHERENTLY UGLY AND REPRESENT VISUAL CLUTTER TO THE COMMUNITY. THE CITY OF SCOTTSDALE ALREADY HAS A BAN ON BILLBOARDS. A MONUMENT SIGN ON SCOTTSDALE ROAD SERVES EXACTLY THE SAME PURPOSE AS A BILLBOARD – TO ADVERTISE A COMMERCIAL PRODUCT OR SERVICE.

THE VALUE OF ADVERTISING CAN BE MEASURED BY THE NUMBER OF IMAGES OR IMPRESSIONS RECEIVED. SCOTTSDALE ROAD IS ONE OF THE BUSIEST TRAFFIC LANES IN THE CITY. EVEN IF THERE WASN'T A TARGET STORE AT THIS LOCATION, A MONUMENT SIGN ON SCOTTSDALE ROAD IS AN ENORMOUS ADVERTISING BENEFIT FOR TARGET STORES PRODUCING A SUBLIMINAL MESSAGE FOR THE HUNDREDS OF THOUSANDS OF PEOPLE PASSING BY.

Coop (myself)

Digital Submittal and Review

Using DWF & PDF for Digital Review
Staff Training Session
August 8, 2007

TECHNOLOGY

Helping Us
Help Our Customers

Stamps & Security

A. Overview of Digital Review Process (if needed)

B. Stamping in PDF

1. Converting DWF file to PDF
2. Importing PDF approval stamps
3. Creating your own PDF stamps
4. Options for creating digital signatures

C. Securing Approved Plans

1. PDF document security
2. Securing your passwords

D. Reviewing Techniques (if time allows)

1. Uploading/downloading files
2. Locking & unlocking customer interface





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Welcome **Teri Gleason**



Mailing History

Order Number	Document Name	Cost	Order Placed	Status
40047616	34-DR-2007HUP	12.3520	6/25/2007 2:34:24 PM	Submitting
40047612	4-DR-2005#6HUP	33.3787	6/25/2007 2:22:10 PM	Submitted
40047595	36-DR-2007HUP	44.0382	6/25/2007 2:02:24 PM	Submitted
40047590	33-DR-2007HUP	40.0978	6/25/2007 1:56:38 PM	Submitted
40041547	3-BA-2007PostCard	62.6062	6/18/2007 10:29:51 AM	Completed
40039892	28-UP-2004	25.2878	6/15/2007 10:21:50 AM	Completed

Account Details [\[Edit Account Details\]](#)

Teri Gleason
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 Home Phone:
 Fax Number:
 Email: tgleason@scottsdaleaz.gov

Return Address

Default

- [Edit Return Addresses](#)
- [Add Return Addresses](#)
- [Delete Return Addresses](#)

Address Block Preview

Teri Gleason
 City of Scottsdale
 PO Box 1000
 Scottsdale, AZ 85252-1000

This is a standardized address.

Credits [\[Buy Credit Now\]](#)

Current Credit: \$0.00

Last Credit Payment into Account: No Credit Purchase made yet.

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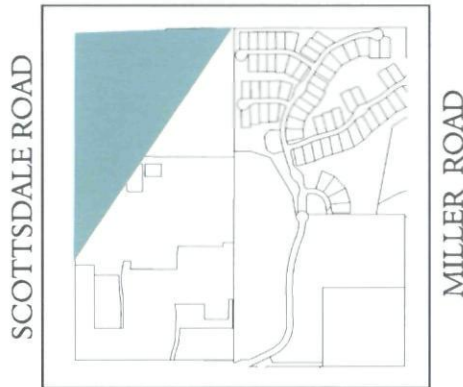
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KEEPING YOU INFORMED



VICINITY MAP

DOVE VALLEY ROAD



ASHLER HILLS DRIVE

32351 N Scottsdale Rd

Case Name:

Target At The Summit

Case Number:

34-DR-2007

Dear Property Owner:

This is to inform you of a request to install one double sided monument sign reading Target.

Please call the staff or applicant contact as soon as possible if you would like to learn more or provide input about this request.

Staff contact: Greg Williams, 480-312-4205

Applicant contact: Aaron Garcia, 480-668-5031

To view applications, call **480-312-7000**; for more information or to comment, e-mail **projectinput@scottsdaleaz.gov**.

To view new cases, click on "Recently Submitted Cases" at:
<http://www.scottsdaleaz.gov/projects>

To view activity in your neighborhood, visit:
<http://www.scottsdaleaz.gov/projects/myneighborhood>

The case file may be viewed at Planning and Development Services, 7447 E Indian School Road, Suite 105