



# PLANNING & ZONING COMMISSION A G E N D A

**PLANNING & ZONING COMMISSION  
REGULAR MEETING / PUBLIC HEARING  
THURSDAY, JANUARY 9, 2014  
9:00 AM**

**COUNCIL CHAMBERS  
CITY HALL  
201 S. CORTEZ STREET  
PRESCOTT, ARIZONA  
(928) 777-1207**

The following agenda will be considered by the **PLANNING & ZONING COMMISSION** at its **REGULAR MEETING / PUBLIC HEARING** to be held on **THURSDAY, JANUARY 9, 2014, at 9:00 AM** in **COUNCIL CHAMBERS, CITY HALL**, located at **201 S. CORTEZ STREET**. Notice of this meeting is given pursuant to *Arizona Revised Statutes*, Section 38-431.02.

**I. CALL TO ORDER**

**II. ATTENDANCE**

**MEMBERS**

Tom Menser, Chairman  
Ken Mabarak, Vice Chairman  
Joseph Gardner  
Timothy Greseth

George Sheats  
Don Michelman  
Terry Marshall

**III. REGULAR ACTION ITEMS**

1. Approval of the October 31, 2013 meeting minutes.
2. CC13-004 APNs 106-20-189 to 201 located south of the intersection of Willow Creek Road at Willow Lake Road. LDC Section 6.12.6. Zoning is Business General. Request is to allow for additional signage for a commercial center and its individual business in the Lakeview Plaza commercial subdivision. The Owner/Applicant/Agent is Lakeview Plaza LLC – Ken Mabarak, 1400 St. George Circle, Prescott 86301. Planner is Ryan Smith (928) 777-1209.
3. Discussion of the General Plan Update; no action required.

**IV. PUBLIC HEARING ITEMS**

**V. CITY UPDATES**

**VI. SUMMARY OF CURRENT OR RECENT EVENTS**

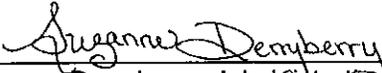
**VII. ADJOURNMENT**

THE CITY OF PRESCOTT ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. WITH 48 HOURS ADVANCE NOTICE, SPECIAL ASSISTANCE CAN BE PROVIDED FOR SIGHT AND/OR HEARING IMPAIRED PERSONS AT PUBLIC MEETINGS. PLEASE CALL 777-1272 OR 777-1100 (TDD) TO REQUEST AN ACCOMMODATION TO PARTICIPATE IN THIS MEETING.

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**CERTIFICATION OF POSTING OF NOTICE**

The undersigned hereby certifies that a copy of the foregoing notice was duly posted at Prescott City Hall and on the City's website on January 9, 2014 at 1:00 p.m. in accordance with the statement filed with the City Clerk's Office.

  
\_\_\_\_\_  
Suzanne Derryberry, Administrative Specialist  
Community Development Department



**PLANNING & ZONING COMMISSION  
REGULAR MEETING / PUBLIC HEARING  
OCTOBER 31, 2013  
PRESCOTT, ARIZONA**

**MINUTES of the PRESCOTT PLANNING & ZONING COMMISSION held on OCTOBER 31, 2013 at 9:00 AM in COUNCIL CHAMBERS, CITY HALL, 201 S. CORTEZ STREET, PRESCOTT, ARIZONA.**

**I. CALL TO ORDER**

Chairman Menser called the meeting to order at 9:00 a.m.

**II. ATTENDANCE**

<b>BOARD MEMBERS</b>	<b>STAFF MEMBERS</b>
Tom Menser, Chairman	George Worley, Planning Manager
Ken Mabarak, Vice Chairman	Suzanne Derryberry, Administrative Specialist
Don Michelman	
George Sheats	<b>COUNCIL PRESENT</b>
Terry Marshall	Len Scamardo
Joe Gardner	Marlin Kuykendall, Mayor
Tim Greseth	Charlie Arnold

**III. REGULAR ACTION ITEMS**

1. Approval of the September 12, 2013 meeting minutes.

Mr. Michelman, MOTION to approve the minutes of the September 12, 2013 meeting.  
Mr. Mabarak, 2nd. VOTE 7-0; passed.

2. SI13-002 - Site plan approval for a 160 unit rental apartment complex Planned Area Development on 5 acres. Zoning is Multifamily High density (MF-H). Property is located at 3141 Willow Creek Road. APN is 106-20-006. Applicant is Tim Emberlin. Project planner is George Worley, 777-1287.

Mr. Worley reviewed the staff report and indicated that the request was for a site plan approval due to the requested planned area development. Under the city's zoning code, planned area developments must go before the Planning and Zoning Commission for review then continue to City Council for final approval.

Mr. Worley displayed site plans and photos on the overhead projector and went on to discuss the specifics of the planned area development, emergency access to the complex and related open space.

Chairman Menser expressed his concerns regarding the small amount of proposed open space. Mr. Worley stated that although they preferred to see more functional open space, the current proposal did meet the city's code regarding open space.

Mr. Worley pointed out that the project did meet parking requirements based on the type and size of units; it also met all setback requirements and building heights. In addition, the project was located in a commercial corridor overlay which has requirements for building color schemes and ground mounted equipment. The access both in and out, met the Fire Department requirements. The circulation within the property would be reevaluated during the permitting process to ensure proper turn radiuses, etc.

Mr. Worley stated that the project had been proposed to be geared toward workforce housing and noted that the applicant was available for any questions.

Various members of the commission discussed topics related to emergency access, city maintained streets, exterior lighting and workforce housing water allocation.

Chris Fergis, 7227 N 16<sup>th</sup> St, stated that the site plan being displayed was not the most current up to date plan for the project and continued by discussing specifics elements related to the plan. In addition, Mr. Fergis discussed the grading of the site and their plans on doing as little grading as possible.

Mr. Fergis, along with various members of the commission, discussed the size of the buildings and units as well as HUD requirements.

Tim Emberlin, 1390 Loren Dr., discussed their proposed rental fees and stated that there is a need for apartment housing in Prescott and added that their target was geared for workforce housing. He noted that HUD did not require them to keep their rental fees in effect for any specific amount of time; however, he indicated that they would probably stay the same if they remained profitable but more than likely, the market would probably end up setting the rates.

Other discussions which took place were regarding parking specifications, HUD requirements, water drainage, roof mounted equipment, and the General Plan in regards to workforce housing for rental units.

Chairman Menser made a call for public comment; there were none.

Mr. Michelman stated that he was supporting the project because apartment living like the kind being proposed are needed even though he didn't feel that it met the requirements of open space or workforce housing.

Mr. Mabarak requested staff to verify the parking requirements. Mr. Fergis pointed out that the garages provided 16 additional spaces. Mr. Worley stated that the amount of parking had been reviewed and the proposed amount was correct.

Mr. Michelman MOTION to recommend approval of S113-002, the site plan for the Willow Creek Apartments, a PAD, with the following conditions of approval:

1. Building and site design shall meet all requirements of the Commercial Corridor Overlay.
2. City Council approval of a Water Service Agreement for the project.

Mr. Marshall, 2<sup>nd</sup>. VOTE 7-0; passed.

**IV. PUBLIC HEARING ITEMS**

None

**V. CITY UPDATES**

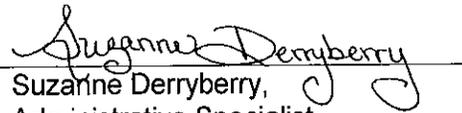
None

**VI. SUMMARY OF CURRENT OR RECENT EVENTS**

None

**VII. ADJOURNMENT**

Chairman Menser adjourned the meeting at 9:53a.m.

  
Suzanne Derryberry,  
Administrative Specialist

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Tom Menser, Chairman

## PLANNING AND ZONING COMMISSION MEMO – January 9, 2014

**DEPARTMENT:** Community Development

**AGENDA ITEM:** CC13-004. Request for a Comprehensive Sign Plan to allow for additional monument signage for a commercial center and its individual business in the Lakeview Plaza commercial subdivision. APNs 106-20-189 to 201 located south of the intersection of Willow Creek Road at Willow Lake Road. LDC Section 6.12.6. Zoning is Business General. The Owner/Applicant/Agent is Lakeview Plaza LLC - Ken Mabarak, 1400 St. George Circle, Prescott 86301.

**Department Head:** Tom Guice *TG*

**Planning Manager:** George Worley *GW*

**Project Planner:** Ryan Smith *RS*

### SUMMARY

Lakeview Plaza is proposing three center identification/multi-tenant monument signs in addition to individual tenant monument signs. Three Plaza monument signs are proposed to be 50 square feet with a maximum height of 10'. Individual businesses are proposed to have one monument sign each with up to 25 square feet and a maximum height of 6'. Wall signage for individual businesses, other than McDonald's and CVS Pharmacy, will remain unchanged from current Land Development Code standards for non-highway commercial businesses. The Land Development Code allows either monument signage for the Plaza or monument signage for individual businesses, but not both. Therefore, a Comprehensive Sign Plan is appropriate.

### BACKGROUND

Lakeview Plaza is located in a highway commercial signage area with a posted speed limit of 40 MPH. The LDC allows two monument signs up to 32 square feet each and up to 12' in height, or, as a highway commercial alternative, two monument signs up to 100 square feet each and up to 20'. Highway commercial monument signage is required to be setback 1' from the property line for every 2 square feet of sign area. The Comprehensive Sign Plan features three subdivision monument signs, but with a reduced area and height when compared to allowed highway commercial signage.

The LDC allows individual businesses one monument sign up to 24 square feet and a maximum height of 12'. Highway commercial monument signage would also be available. Clusters of 3 or more businesses on a single lot are allowed one monument sign to be shared by all business. The Comprehensive Sign Plan requests an increased number of individual business monument signs with each business allowed a monument sign.

For businesses other than McDonald's and CVS, the Comprehensive Sign Plan would limit wall signage to current LDC standards for non-highway commercial businesses. Individual tenants are allowed a maximum of 40 to 100 square feet of wall signage depending on the number of businesses occupying an individual lot and building street

**AGENDA ITEM:** CC13-004. APNs 106-20-189 to 201 located south of the intersection of Willow Creek Road at Willow Lake Road. LDC Section 6.12.6. Zoning is Business General. Request is to allow for additional monument signage for a commercial center and its individual business in the Lakeview Plaza commercial subdivision.

frontage. Highway Commercial wall signage will allow up to 300 square feet depending on building frontage, such as for a big-box storefront.

The applicant has lease agreements with both McDonald's and CVS Pharmacy. Renderings of proposed Lakeview Plaza, McDonald's and CVS Pharmacy signage have been provided, which show the quality and design of Plaza signage. Both businesses have drive-thru windows and both are requesting specific signage as shown in the application materials. CVS meets Highway Commercial wall signage requirements, while McDonald's is requesting greater wall signage.

CVS is proposing 4 wall signs totaling 200 square feet in area. Under Highway Commercial signage, they would be allowed up to 239 square feet of wall signage due to their large building frontage located on a street corner.

McDonald's wall signage is proposed as 2 name signs, 4 logos, 4 gold arches and 2 "welcome" signs totaling approximately 385 square feet. Drive through signage not attached to the building consists of 2 "order here" signs, 2 "drive-through" signs and a 3 sided pre-sell board all totaling another 73 square feet. Two 41 square feet menu boards are also requested - one for each drive through lane. Due to limited building frontage, under either Highway Commercial or standard signage, McDonald's would be allowed 50 square feet of wall signage and two menu boards.

*Comparison of LDC verses proposed Comprehensive Sign Plan*

	<u>LDC</u>	<u>Proposed CSP</u>
<u>Subdivision Monument:</u>	two signs: 32 SF @ 12' height Or hwy commercial 100SF @ 20'	three signs: 50 SF @ 10' height
<u>1 or 2 Tenants Monument:</u>	one per business 24 SF @ 12' height Or hwy commercial 100SF @ 20'	one sign per business 25 SF @ 6' height
<u>3+ Tenants Monument:</u>	one sign per lot 32 SF @ 12' height Or hwy commercial 100 SF @ 20'	one sign per business 25 SF @ 6' height
<u>Tenant Wall:</u>	40 SF to 100 SF Or hwy commercial up to 300 SF	Non-highway commercial LDC standards will apply to future tenants
<u>Menu Boards (McDonald's):</u>	two boards per restaurant (limited to 24 SF if visible from a ROW)	two "order here", two "drive-thru", pre-sell board & two 41 SF menu boards

Note: The LDC allows for two monument signs per tenant or tenant cluster on corner lots located where two public right-of-ways intersect.

**AGENDA ITEM:** CC13-004. APNs 106-20-189 to 201 located south of the intersection of Willow Creek Road at Willow Lake Road. LDC Section 6.12.6. Zoning is Business General. Request is to allow for additional monument signage for a commercial center and its individual business in the Lakeview Plaza commercial subdivision.

Lakeview Plaza is proposing to provide its own review criteria, whereby all signage must be approved in writing by the LLC prior to any sign permit submittal to the City. This is intended to reduce overall signage and to maintain high quality signage within the Plaza, while still providing flexibility for current and future tenants who may request a monument sign.

**RECOMMENDATION**

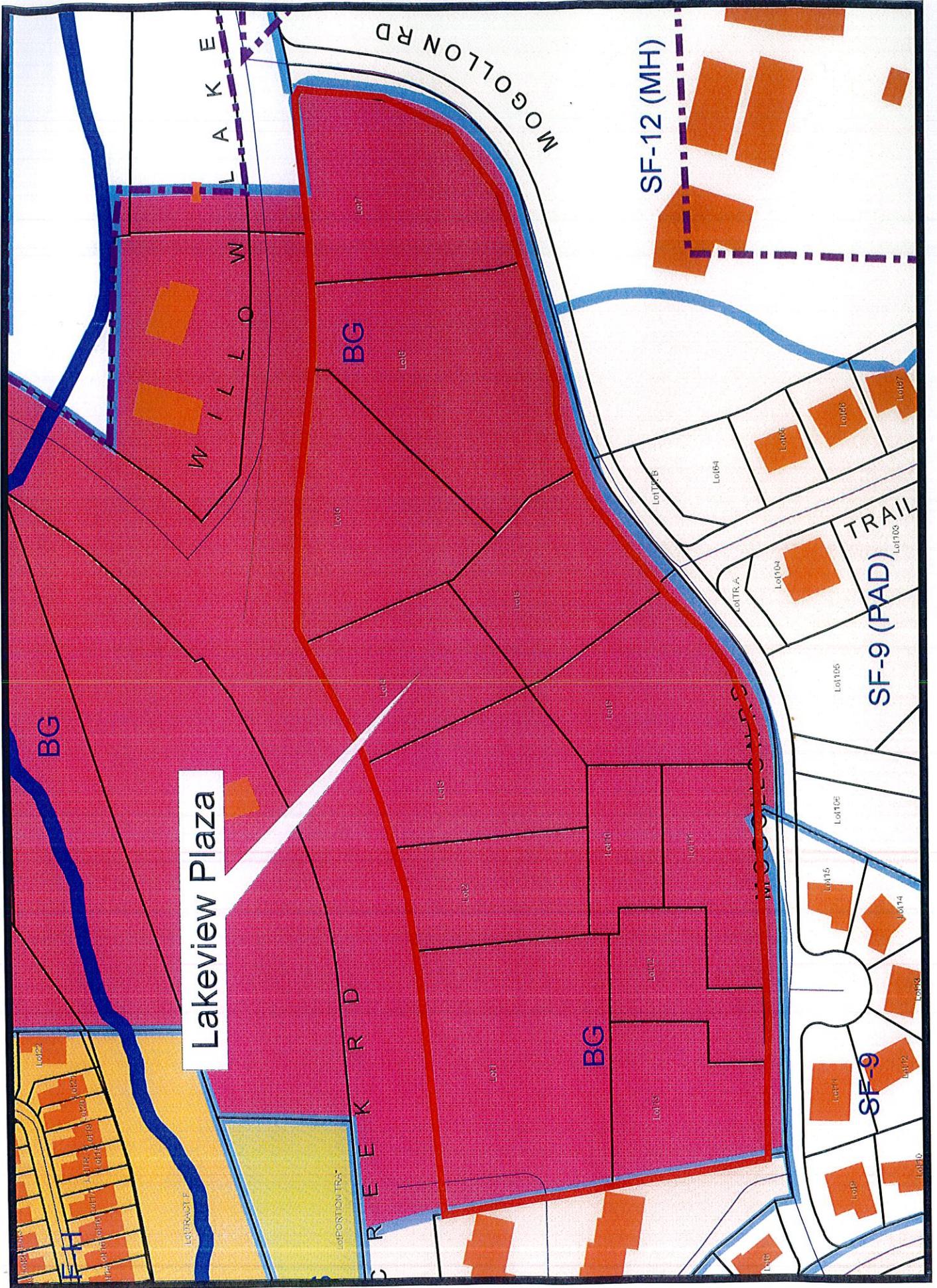
The proposed Comprehensive Sign Plan CC13-004 trades an increased number of subdivision monument signs for reduced signage area and height. Staff is providing a positive recommendation for approval with conditions.

**ATTACHMENTS**

- Vicinity and Zoning Map
- Applicant Narrative
- Site Plan
- Renderings / Elevations
- Summary Sheet of LLC review criteria

**Recommended Action: MOVE** to recommend approval of CC13-004, Comprehensive Sign Plan for Lakeview Plaza with the following conditions:

1. Lakeview Plaza shall be allowed 3 monument signs up to 50 square feet in area and not more than 10' in height.
2. One monument sign shall be allowed per individual business up to 25 square feet in area and not more than 6' in height.
3. CVS Pharmacy shall be allowed up to 4 wall signs totaling 200 square feet in area.
4. McDonald's shall be allowed wall and drive through signage totaling 458 square feet plus two menu boards 41 square feet each according to sign plan submittals.
5. Future tenants/businesses other than McDonald's and CVS shall be allowed wall signage according to LDC standards for non-highway commercial businesses.



Lakeview Plaza

MOGOLLON RD

WILLOW LAKE

CREEK RD

MOCCASIN RD

BG

BG

BG

SF-12 (MH)

SF-9 (PAD)

SF-9

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Lot 3

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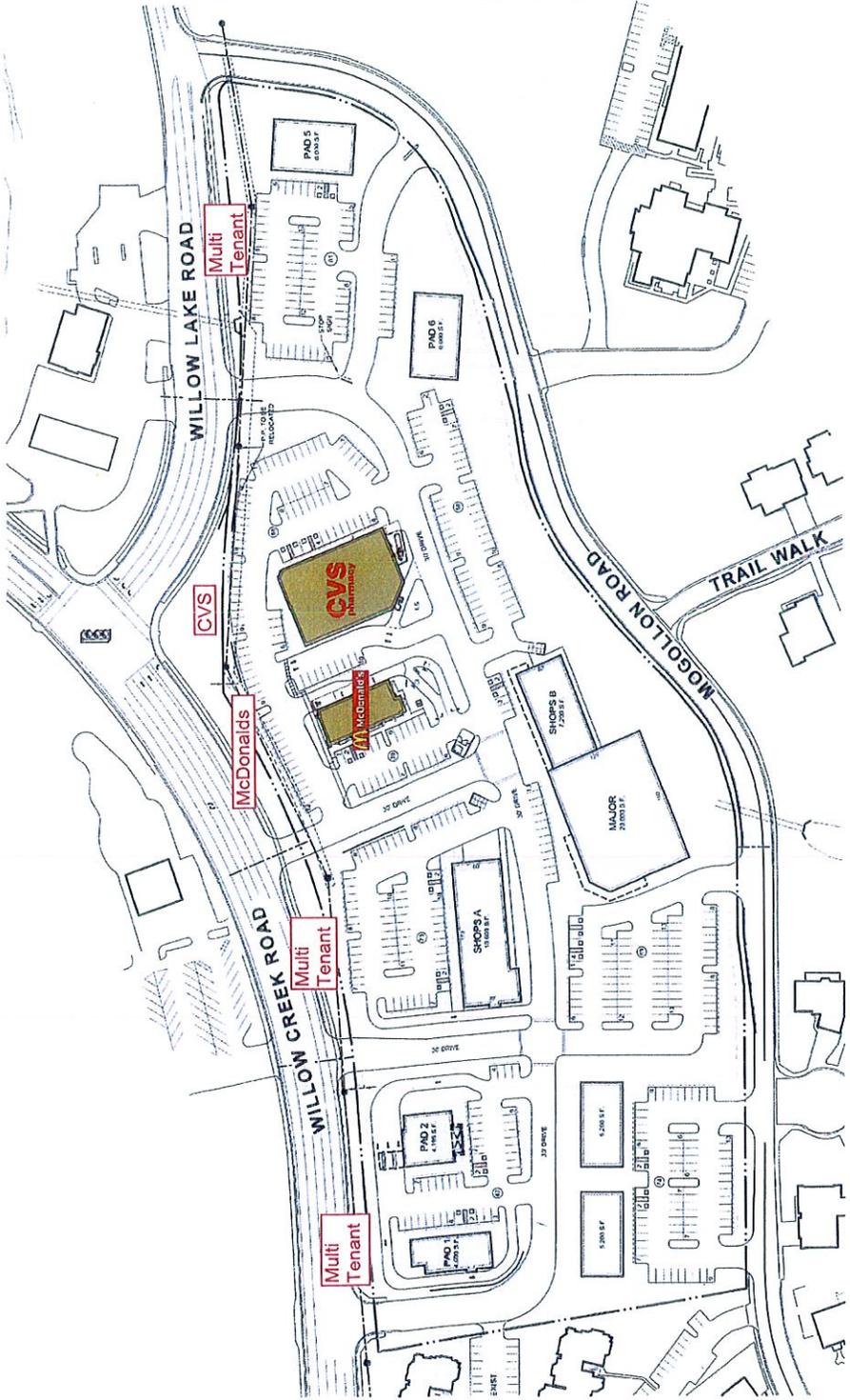
Lot 347

Lot 348

# LAKEVIEW PLAZA SHOPPING CENTER

## Willow Creek & Willow Lake Roads

- Lakeview Plaza signage will consist of a maximum of 3 Multi-Tenant monument signs as located on site plan. The signs shall be a maximum of 50 square feet with a maximum height of 10 feet and will feature 4 to 8 individual plaques or panels for the Lakeview Plaza businesses.
- The Lakeview Plaza monument signs for the commercial Center will be located in general conformance with the site plan in order to compliment the ultimate location of adjacent buildings.
- Individual business within the Lakeview Plaza may be allowed one monument sign per business to be located within their owned or leased parcel. The sign shall be a maximum of 25 square feet with a maximum height of 6 feet.
- Individual business within the Lakeview Plaza will be allowed wall signage according to the City of Prescott guidelines allowing for 40 to 100 square feet depending on the number of business per lot and building street frontage.
- All signage shall be approved in writing, at the discretion of the Lakeview Plaza LLC / Developer / Landlord, prior to Permit Application to the City of Prescott. Approval shall be for appearance and compatibility only and not for compliance to City Code.
- All signage shall conform to all City codes including, but not limited to, landscape requirements for monument signs and Light Reflective Value (LRV) requirements within the Commercial Corridor Overlay District.
- Painted lettering will not be permitted.
- Flashing, moving, or audible signs will not be permitted with the exception of drive-thru menu boards and associated speakers.



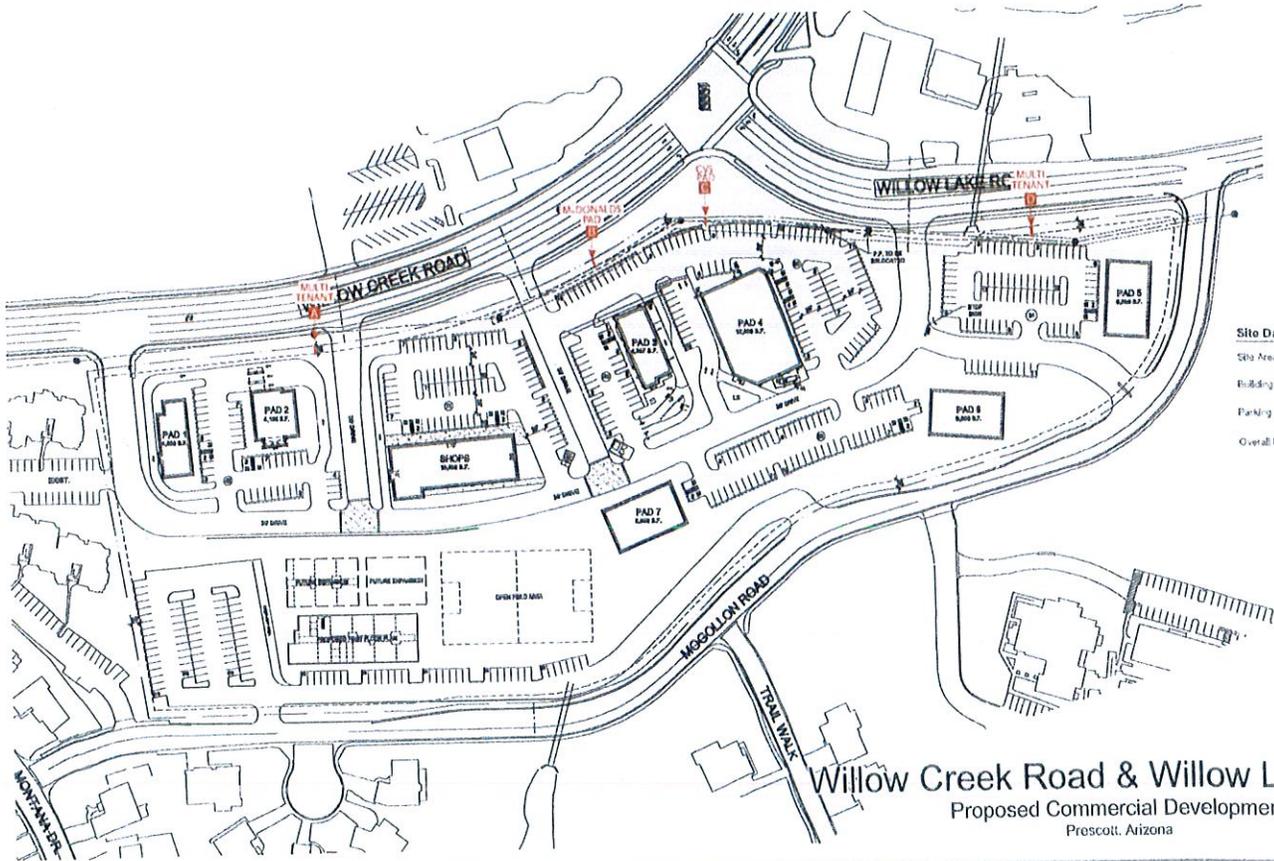
# LAKEVIEW PLAZA

Willow Creek Road & Willow Lake Road  
 Prescott, Arizona

09-215-13  
 12/2018



Butler Design Group, Inc.  
 ARCHITECTS & PLANNERS



SCALE: 1" = 120'

**Site Data**

Site Area: 619,687 S.F. (14.2 AC.)

Building Area: 54,692 S.F.

Parking Provided: 352 Spaces

Overall Parking Ratio: 7.1 / 1,000



## Willow Creek Road & Willow Lake Road Proposed Commercial Development Prescott, Arizona

www.arizonacommercialsigns.com

**COMMERCIALSIGNS**

ARIZONA COMMERCIAL SIGNS  
413 E. SMOCK CAV. • PRESCOTT, AZ 86301  
OFFICE: 930.221.8886 • FAX: 930.247.8171

**CLIENT:**  
LAKEVIEW PLAZA  
S. OF WILLOW CREEK & WILLOW LAKE RD  
PRESCOTT, ARIZONA

**CONTACT:**  
PHONE:

**ARCHITECT:**  
SCOTT HUDSON - 602-510-1912

**DESIGNER:**  
WALLACE

THE DRAWING IS THE PROPERTY OF MCGRAW HILL CONSTRUCTION AND IS NOT TO BE REPRODUCED OR TRANSMITTED IN ANY FORM OR BY ANY MEANS.

**DESIGNER:**  
LAKEVIEW PLAZA MONUMENTS 07-12-13-R1

**SCALE:**  
AS NOTED

**DATE:**  
07/12/13

REVISION	DATE	BY
△ CENTER BASED GENERAL ETC.	07/18/13	W
△ BASE	08/01/13	W
△ RE-ANCHORING	08/01/13	W
△ RE-ANCHOR	10/01/13	W

LANDSCAPE DEVELOPER REFERENCE	SYMBOL	KEY
LANDSCAPE DEVELOPER REFERENCE	■	LANDSCAPE DEVELOPER REFERENCE
LANDSCAPE DEVELOPER REFERENCE	■	LANDSCAPE DEVELOPER REFERENCE

**SHEET:**  
4 of 4



**SPECIFICATION NOTES**

- ① EMBELLISHMENTS PAINTED SW 6006 "BLACK BEAN", LIGHT TEXTURE. ID HEADER ROUTED OUT AND BACK-UP WITH WHITE ACRYLIC.
- ② MAIN CABINET PAINTED TO MATCH BUILDING, "SW 6129 RESTRAINED GOLD", LIGHT TEXTURE. ILLUMINATED WITH HO FLUORESCENT LAMPS
- ③ 2" DEEP PAN FACE IS ALUMINUM PAINTED TO MATCH BUILDING, SW 7722 "TRAVERTINE" ROUTED OUT AND BACKED-UP WITH ACRYLIC/VINYL OVERLAYS.
- ④ BASE HAS BRICK TO MATCH BUILDING. SUMMIT BRICK CO. "SUNSET RED"

- SW 6143 "BASKET BEIGE"
- SW 6129 "RESTRAINED GOLD"
- SW 6137 "BURLAP"
- SW 6141 "SOFTER TAN"
- SW 7722 "TRAVERTINE"
- SW 6006 "BLACK BEAN"

**AD** 10' D/F ILLUMINATED TENANT MONUMENT SIGN  
 SCALE: 1/2" = 1'-0" 47.50 SQ.FT.  
 MANUFACTURE AND INSTALL (2) 10' D/F ILLUMINATED TENANT MONUMENT SIGNS.



PROJECT: LAKELVIEW PLAZA  
 5 OF WILLOW CREEK & WILLOW LAKE RD  
 PUEBLO, ARIZONA  
 CONTACT: PHONE:

CONTRACTOR: SCOTT HUDSON - 602-570-1912  
 ESTIMATOR: KWALLACE  
 THE DRAWING IS THE PROPERTY OF MCMAN  
 COMMERCIAL SIGNS & NOT TO BE REPRODUCED BY  
 ANY OTHER SIGN COMPANY.

DESIGN NUMBER: LAKELVIEW PLAZA MONUMENTS 07-12-13-R4  
 SCALE: AS NOTED  
 DATE: 07/12/13

REVISION	DATE	BY	DESCRIPTION
1	07/12/13	SW	ISSUED FOR PERMIT
2	08/07/13	SW	ISSUED FOR PERMIT
3	08/07/13	SW	ISSUED FOR PERMIT
4	05/20/13	SW	ISSUED FOR PERMIT

REVISION	DATE	BY	DESCRIPTION
1	07/12/13	SW	ISSUED FOR PERMIT
2	08/07/13	SW	ISSUED FOR PERMIT
3	08/07/13	SW	ISSUED FOR PERMIT
4	05/20/13	SW	ISSUED FOR PERMIT



- SPECIFICATION NOTES**
- 1 MAIN SUPPORT COLUMN PAINTED SW 6006 "BLACK BEAN", LIGHT TEXTURE.
  - 2 MAIN CABINET PAINTED TO MATCH BUILDING. "SW 6129 RESTRAINED GOLD", LIGHT TEXTURE. ILLUMINATED WITH HO FLUORESCENT LAMPS
  - 3 2" DEEP PAN FACE IS ALUMINUM PAINTED WHITE, LIGHT TEXTURE. ROUTED OUT AND BACKED-UP WITH WHITE ACRYLIC
  - 4 BASE HAS BRICK TO MATCH BUILDING. SUMMIT BRICK CO. "SUNSET RED"

- SW 6143 "BASKET BEIGE"
- SW 6129 "RESTRAINED GOLD"
- SW 6137 "BURLAP"
- SW 6141 "SOFTER TAN"
- SW 7722 "TRAVERTINE"
- SW 6006 "BLACK BEAN"

**C** 6'-0" D/F ILLUMINATED PAD MONUMENT SIGN  
 SCALE: 1/2" = 1'-0" 24.38 SQ.FT.  
 MANUFACTURE AND INSTALL (1) 6'-0" D/F ILLUMINATED MONUMENT SIGN

www.arizonacommercialsigns.com  
  
 4020 N. GILBERT ROAD, SUITE 100  
 AVONDALE, ARIZONA 85015  
 OFFICE: (480) 971-8900 • FAX: (480) 971-8901

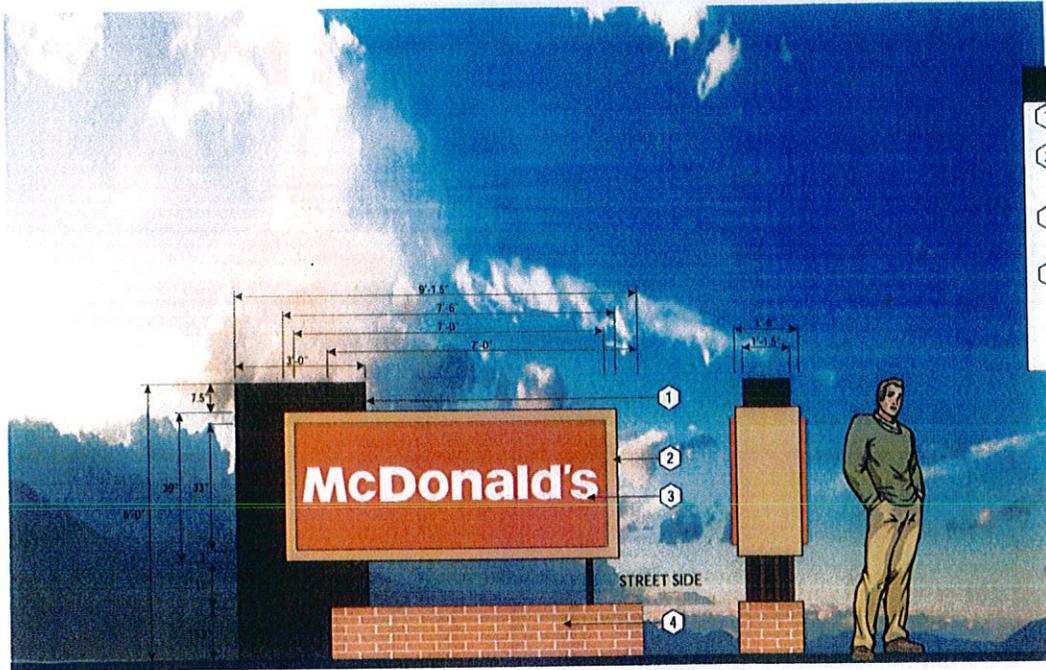
PROJECT NAME:  
 LAKEVIEW PLAZA  
 S. OF WILLOW CREEK & WILLOW LAKE RD  
 PRECOTT, ARIZONA  
 CONTACT:  
 PHONE:

CONTACT PERSON:  
 SCOTT HUDSON - 602-570-1912  
 BUSINESS:  
 WALLACE  
 THIS DRAWING IS THE PROPERTY OF ARIZONA COMMERCIAL SIGNS & SHOULD NOT BE REPRODUCED OR COPIED WITHOUT PERMISSION.

DATE: 07/12/13  
 SCALE: AS NOTED  
 PROJECT NAME: LAKEVIEW PLAZA MONUMENTS 07-12-13-R1

REVISION	DATE	BY	DESCRIPTION
1	07-12-13	W	ISSUED FOR PERMITS
2	08-07-13	W	REVISED PER PERMIT
3	08-07-13	W	REVISED PER PERMIT
4	10-02-13	W	REVISED PER PERMIT

REVISION	DATE	BY	DESCRIPTION
1	07-12-13	W	ISSUED FOR PERMITS
2	08-07-13	W	REVISED PER PERMIT
3	08-07-13	W	REVISED PER PERMIT
4	10-02-13	W	REVISED PER PERMIT



**SPECIFICATION NOTES**

- ① MAIN SUPPORT COLUMN PAINTED SW 6006 "BLACK BEAN", LIGHT TEXTURE.
- ② MAIN CABINET PAINTED TO MATCH BUILDING, "SW 6129 RESTRAINED GOLD", LIGHT TEXTURE. ILLUMINATED WITH HO FLUORESCENT LAMPS.
- ③ 2' DEEP PAN FACE IS ALUMINUM PAINTED MACDONALD'S RED, LIGHT TEXTURE, ROUTED OUT AND BACKED UP WITH WHITE ACRYLIC.
- ④ BASE HAS BRICK TO MATCH BUILDING SUMMIT BRICK CO. "SUNSET RED"

- SW 6143 "BASKET BEIGE"
- SW 6129 "RESTRAINED GOLD"
- SW 6137 "BURLAP"
- SW 6141 "SOFTER TAN"
- SW 7722 "TRAVERTINE"
- SW 6006 "BLACK BEAN"

**B** 6'-0" D/F ILLUMINATED PAD MONUMENT SIGN  
 SCALE: 3/8" = 1'-0" 24.38 SQ.FT.  
 MANUFACTURE AND INSTALL (1) 6'-0" D/F ILLUMINATED MONUMENT SIGN.

www.arizonacommercialsigns.com  
  
 ARIZONA COMMERCIAL SIGNS  
 4015 W. ANTONIO AVENUE, SUITE 100  
 GILBERT, AZ 85234

CLIENT NAME:  
 LAKEVIEW PLAZA  
 S. OF WILLOW CREEK & WILLOW LAKE RD  
 PRECOTT, ARIZONA  
 CONTACT  
 PHONE:

CONTACT REF:  
 SCOTT HUDSON - 602-570-1912  
 MESSAGE:  
 WALLACE  
 THE DRAWING IS THE PROPERTY OF MILLER  
 COMMERCIAL SIGNAGE AND TO BE REPRODUCED BY  
 ANY OTHER SIGN COMPANY

DESIGN NUMBER:  
 LAKEVIEW PLAZA MONUMENT SIGN 07-12-13-R4  
 D.P.F. #:  
 AS NOTED  
 DATE:  
 07/12/13

REV. NO.	DESCRIPTION	DATE	BY
1	ISSUE FOR PERMITS	07/12/13	W
2	REVISED	08/11/13	W
3	REVISED	08/21/13	W
4	REVISED	10/22/13	W

APPROVED: DEVELOPER APPROVE	SIGNATURE & DATE

SHEET:  
 2 OF 4

# CVS pharmacy

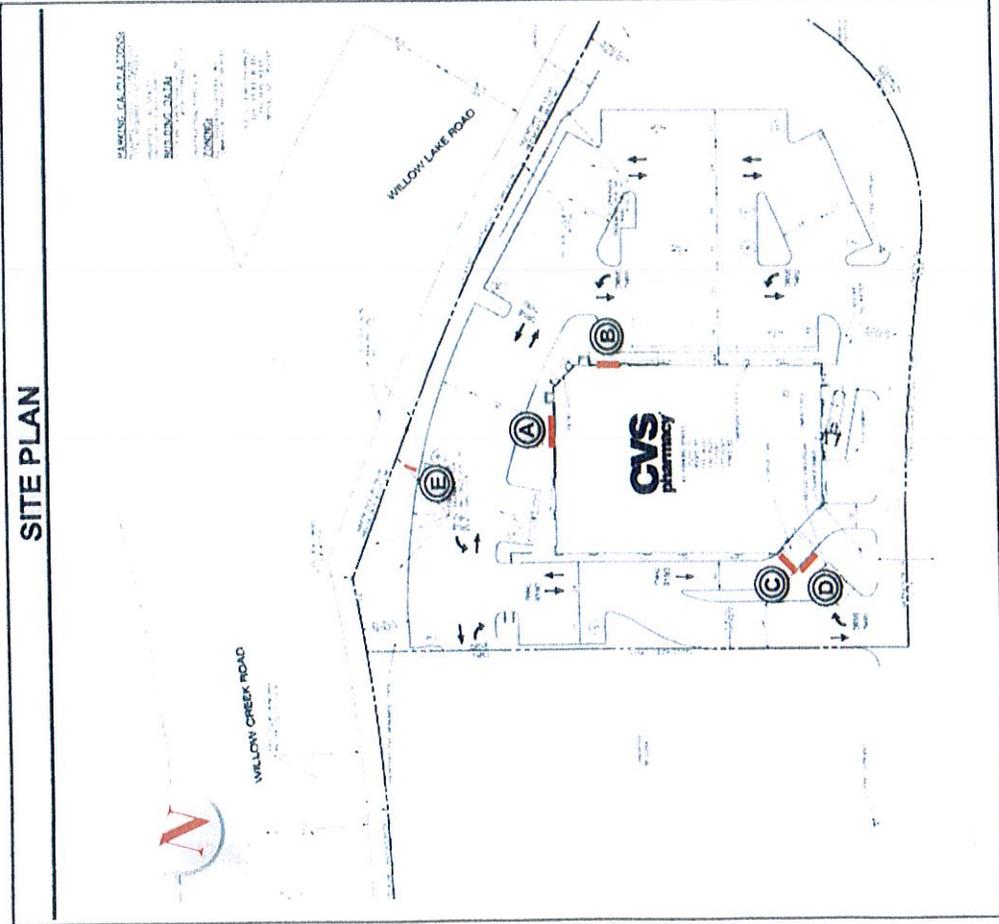
**SEC Willow Creek & Willow Lake  
Prescott, AZ**

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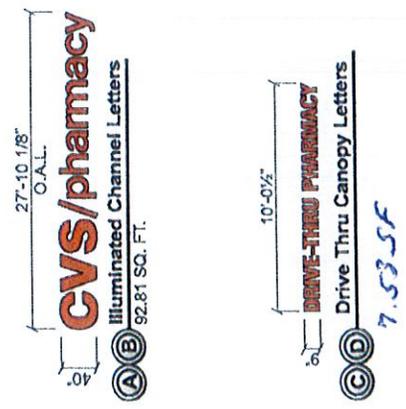
**BRANDING BOOK**



**SITE PLAN**

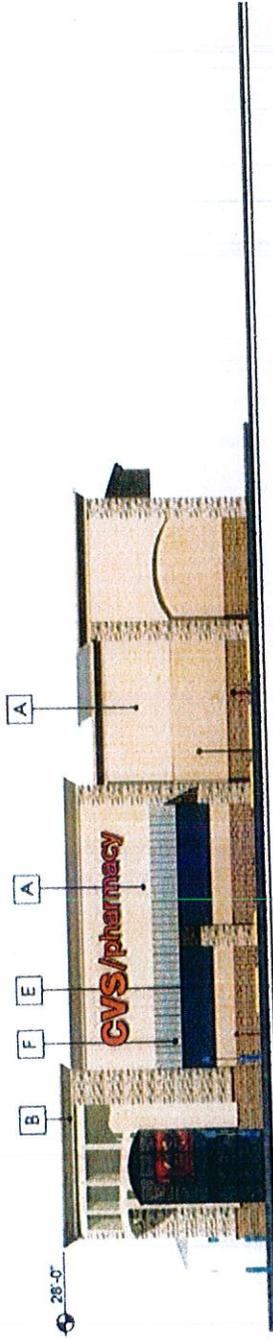


**SIGNS**



<b>CVS/pharmacy</b>	<b>CODE ALLOWED SIGNAGE</b>		<b>DESIGN DRAWING 1 of 3</b>
	LOCATION: SEC Willow Creek & Willow Lake ADDRESS: Prescott, AZ	FILE: DEV-CVS1-00568L.dcf DATE: 5-1-13 DRAWN: RV	Request Number: <b>DEV-CVS1-00568-R1</b> File Location: W:\CVS\ArtDrawings

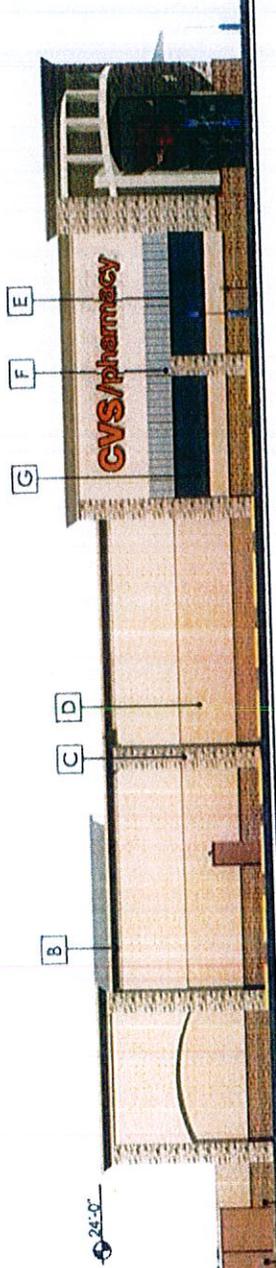
(A)



**NORTH ELEVATION**

Scale: 1/16"=1'-0"

(B)



**EAST ELEVATION**

Scale: 1/16"=1'-0"

**DESIGN DRAWING 2 of 3**  
 Request Number: **DEV-CVS1-00568-R1**  
 File Location: W:\CVS\AR\Drawings\

REVISED:

FILE: DEV-CVS1-00568.rvt

LOCATION: SEC Willow Creek & Willow Lake

DATE: 5-1-13

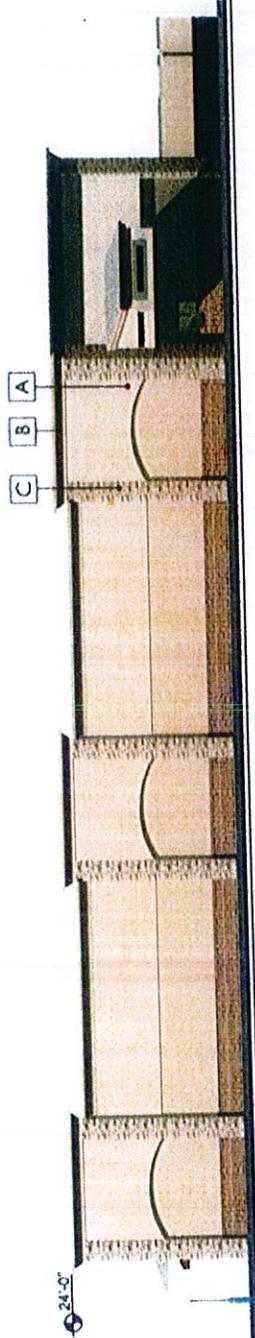
ADDRESS: Prescott, AZ

DRAWN: RV

**CODE ALLOWED  
SIGNAGE**

**CVS/pharmacy**

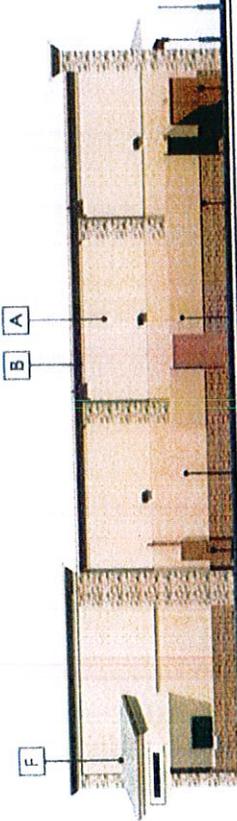
©D



WEST ELEVATION

Scale: 1/16"=1'-0"

©D



SOUTH ELEVATION

Scale: 1/16"=1'-0"

DESIGN DRAWING 3 of 3

Request Number:  
**DEV-CVS1-00568-R1**  
 File Location:  
 W:\CVS\1\00568\1

REVISED:

FILE: DEV-CVS1-00568.rvt

LOCATION: SEC Willow Creek & Willow Lake

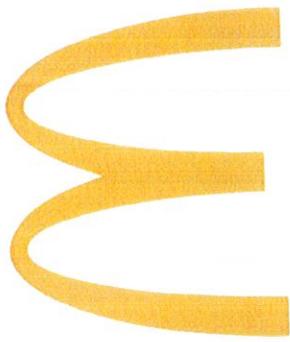
DATE: 5-1-13

ADDRESS: Prescott, AZ

DRAWN: RV

CODE ALLOWED  
SIGNAGE

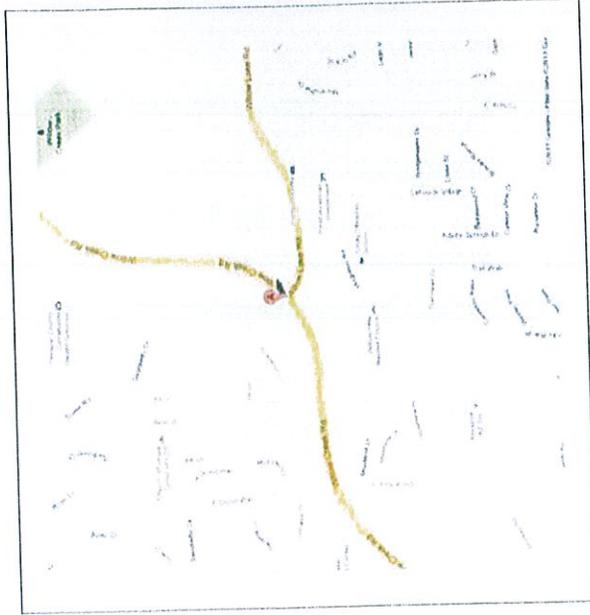
**CVS/pharmacy**



# McDonald's

**WILLOW CREEK RD & WILLOW LAKE RD - PRESCOTT, AZ**

## SIGN PROGRAM BOOK



VICINITY MAP  
NTS

DISTRIBUTED BY SIGN UP COMPANY  
700 21st Street Southwest  
PO Box 210  
Watertown, SD 57261-0210  
1 (800) 843-9888 • www.signup-inc.com

**PERSÓNÁ**  
SIGN MAKERS / IMAGE BUILDERS

Note: Color register and ink marks are intended for printing this drawing. No other use for PMS or the client's CMYK equivalent. If there are any questions, please provide the correct PMS number and a swatch in this drawing will be made.

Erige: **X**

Prepared By: **ISU**

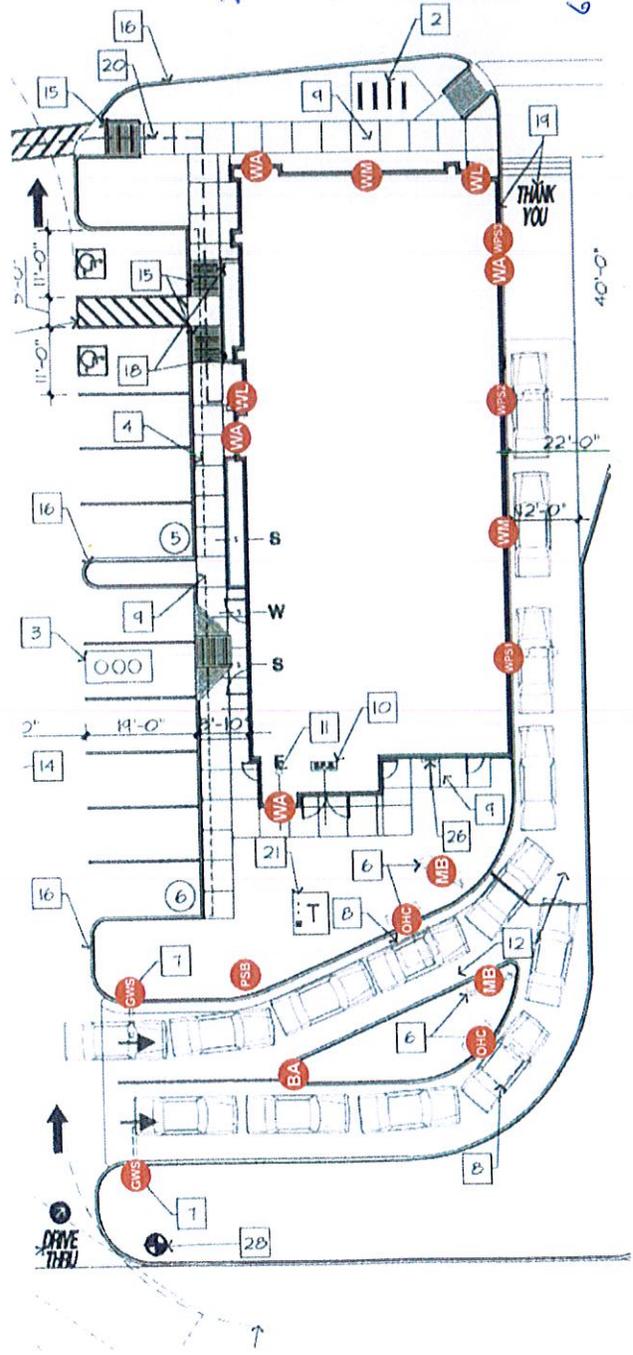
Date: **06/01/13**

Customer: **McDONALD'S**

File Name: **118379 -R2- WILLOW CREEK RD & WILLOW LAKE RD, PRESCOTT, AZ - PROGRAM BOOK**

Location: **PRESCOTT, AZ**

- ~100 GWS SINGLE ARM GATEWAY (QTY 2)
- ~100 OHC ORDER HERE CANOPY (QTY 2)
- 33 MB MENU BOARD (QTY 2)
- 2.25 PSS PRE-SELL BOARD
- 2.25 BA ANY LANE BOLLARD
- 2.5 WPS1 WINDOW POSITION SIGN 1
- 2.5 WPS2 WINDOW POSITION SIGN 2
- 2.5 WPS3 WINDOW POSITION SIGN 3
- 66.76 WM 24" WORDMARK (QTY 2)
- 305.8 WA WALLARCH (QTY 4)
- 5.08 WL WELCOME LETTERS (QTY 2)



**PERSONA**  
SIGN MAKERS/IMAGE BUILDERS

DISTRIBUTED BY SIGN UP COMPANY  
700 1st Street Southwest  
PO Box 210  
Waterbury, SD 57261-0210  
1 (800) 845-9888 • www.persona-inc.com

Note: Color refers to the color of the printing. All colors must be PMS or the closest CMYK equivalent. If any colors are incorrect, please provide the correct PMS number and a swatch in the drawing will be made.

Prepared By: ISU/RA

Date: 06/04/13

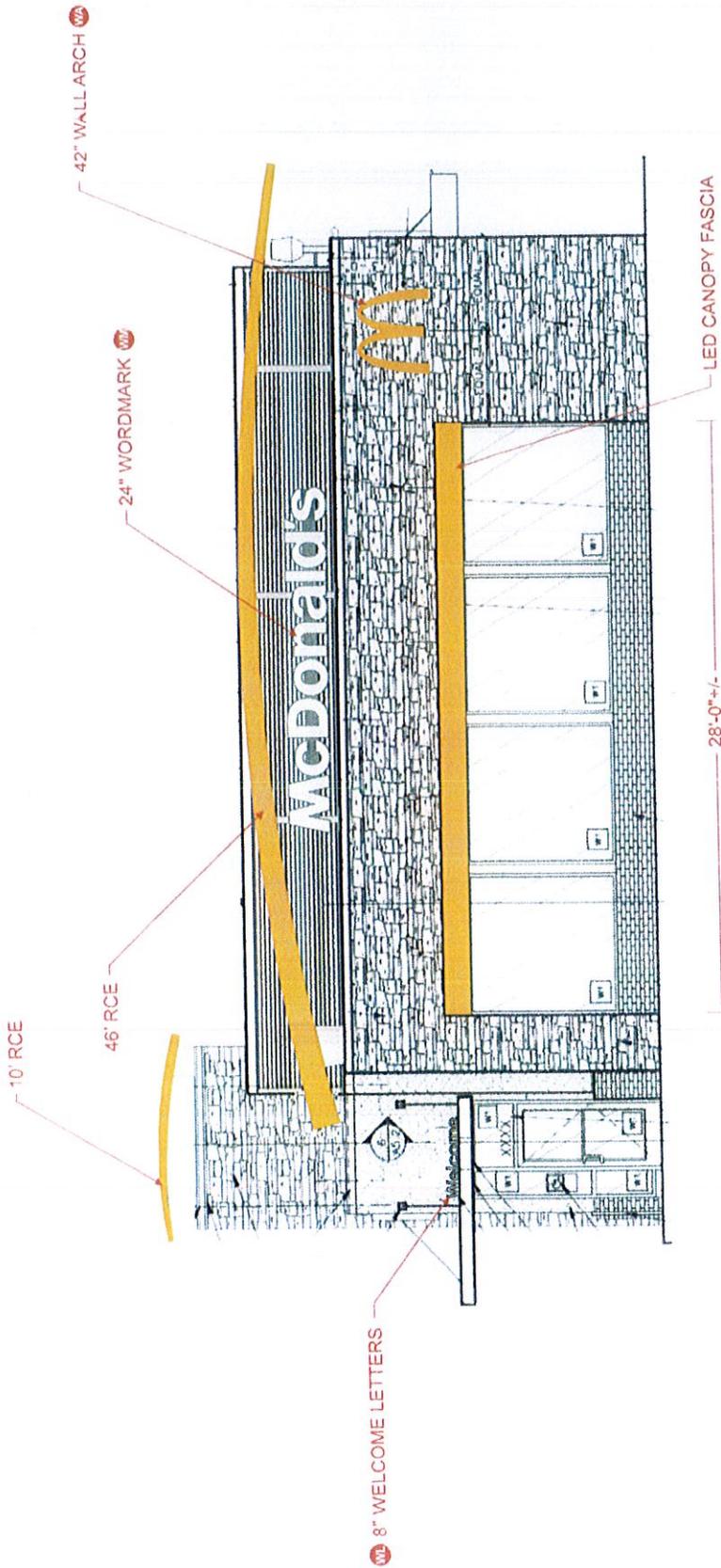
File Name: 118379-R2-WILLOW CREEK RD & WILLOW LAKE RD, PRESCOTT, AZ - PROGRAM BOOK

Customer: McDONALD'S

Location: PRESCOTT, AZ

Eng: X

FRONT ELEVATION



SCALE: 3/16" = 1'-0"

DISTRIBUTED BY SIGN UP COMPANY  
 700 1st Street Southwest  
 PO Box 210  
 Watertown, SD 57201-0210  
 1 (800) 843-9888 • www.persona-inc.com

**PERSONA**  
 SIGN MAKERS | IMAGE BUILDER™

Note: Our sign art is not to scale when viewing or printing this drawing. All colors used are PMS or the closest CMYK equivalent. If these colors are necessary, please provide the correct PMS number and a swatch to the contractor will be made.

Fig: X

Prepared By: ISU

Date: 06/01/13

Customer: McDONALD'S

File Name: 118379-R2-WILLOW CREEK RD & WILLOW LAKE RD, PRESCOTT, AZ - PROGRAM BOOK

Location: PRESCOTT, AZ



Nationwide

Sign Systems

4018 E. Winslow Ave.  
(480) 921-9900

Phoenix, AZ 85040  
(602) 437-8073

PREPARED BY: SCOTT D. HUDSON

***SIGN CRITERIA  
LAKEVIEW PLAZA***

*Lakeview Plaza  
review criteria  
only - Not for  
City use!*

**SIGN CRITERIA**

This criteria has been developed by Lakeview Plaza, LLC, its successors and assigns ("Developer/Landlord") to insure design compatibility among all signs at Lakeview Plaza in Prescott, Arizona. Conformance to the criteria will be strictly enforced. Any sign installed that is not conforming to this criteria and not approved by Developer/Landlord, must be removed or brought into conformance by the Applicant and/or its Sign Contractor.

The Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code. Sign permits must be obtained from the City of Prescott.

The following is a description of the design criteria:

**GENERAL SIGNAGE REQUIREMENTS**

Any reference herein to the word Tenant or Tenants shall be construed to be the same as Owner or Owners.

1. The Landlord shall review the shop drawings and specification of the (2) two sets and (1) one set return to the Applicant marked "Approved", "Approved as Noted", or "Revised and Re-Submit".
2. "Revise and Re-Submit" drawings will be returned to the Applicant with comments. These drawings shall be revised by the Applicant and re-submitted to the Landlord for its approval.
3. Upon receipt of the Landlord's approval, Applicant shall proceed with City of Prescott permit process. Subsequent to city approval, Applicant may proceed with installation.
4. No signs, advertisements, notices, or other lettering shall be exhibited, inscribed, painted, Or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of the Developer/Landlord.
5. Applicant or its Representatives shall obtain all permits for its exterior sign and its

installation. Applicant shall be responsible for all requirements and specifications.

6. Applicant shall have the sole responsibility for compliance with all applicable statues/codes, ordinances, or other regulations for all work performed on the premises by or on behalf of the Applicant.
7. The Landlord's approval of Applicant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by the Landlord that said items are in compliance with applicable statues/codes, ordinances, or other regulations.
8. All signage is subject to City of Prescott approval and this master sign exhibit. Developer/Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee city approval.
9. All signage shall be constructed and installed at Tenant's expense.
10. Tenant and the Tenant's Contractor shall be responsible for the repair of any damage caused by installation or removal of any signage.
11. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze and no black iron material of any type will be permitted.
12. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
13. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
14. All exposed metals shall be painted to render them inconspicuous.
15. No exposed tubing, conduit, or raceways will be permitted. All conductors, transformers, and other equipment shall be concealed.
16. All electrical signs shall bear the UL label and be mounted on top of letters.
17. All signs shall conform to the Uniform Building Code Standards.
18. All electrical signs shall conform to the National Electrical Code Standards.
19. Tenant shall be liable for the operation of their Sign Contractor.
20. Painted lettering will not be permitted.
21. Flashing, moving, or audible signs will not be permitted with the exception of drive-thru menu boards and speakers.
22. Logos may be permitted. All logos may be pan-channel with company graphics and must be approved by the Landlord.

23. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Developer/Landlord prior to fabrication or implementation.
24. Wall signs shall consist of individual interior LED illuminated pan-channel letters. These letters shall be mounted on the building fascia in the area allocated for sign by the Developer/Landlord.
25. All signage for Anchor Pad Tenants, Majors, Pads, and In-Line Tenants shall calculate signage by the following formula: 2 to 1 square foot of leased space. No sign to exceed 80% of leased front. Tenant with leased space less than 50' frontage will be allowed 50 sq.ft. maximum.
26. Letter style and color shall be subject to the approval by the Developer/Landlord.

### **ANCHOR PAD TENANT**

1. An Anchor Pad Tenant is defined as a free standing building in the shopping complex. May have 1 to 5 signs depending on building elevations.
2. Type of Signage: (Pan-Channel Letters)
  - A. Signs to be pan-channel letters. Returns 5" or 8", made of aluminum.
  - B. Major Tenant's faces may use more corporate colors per individual corporate identities.
  - C. Trim cap colors may use corporate colors per individual corporate identities.
  - D. Letter returns may use more corporate colors per individual corporate identities.
  - E. Letters with a greater stroke of 5-1/2" must be double stroke LED's.
  - F. LED color to match acrylic faces.
  - G. Logos may be pan-channel letters with company graphics. Definition (pan-channel) 1/8" acrylic face, 3/4" trim cap, 5"-8" returns. Returns to match.
  - H. Maximum Letter Height: Not to exceed 72" height one line of copy. Two lines of copy may not exceed 72".
  - I. Maximum Logo Height: Not to exceed 72".
  - J. National Franchise may use their custom National colors.

### **IN-LINE SHOP TENANTS**

1. Tenant shall have one or two wall signs per street front of individual interior illuminated pan-channel letters mounted on the fascia of the canopy.
2. Letters to be pan-channel letters, made of .040 aluminum. Returns to be 5" or 8".

3. Return colors at landlords and or tenants discretion.
4. The area of the copy of the main sign fascia shall not be greater than 2 square feet to 1 max on building frontage elevation. No sign may occupy an area greater than 80% of their leased space. Tenants with leased space less than 50' frontage will be allowed 50 sq.ft. maximum.
5. Letter style and color shall be subject to approval by the Developer/Landlord. Logos may be pan-channel with company graphics.
6. All letters shall not to exceed 36" in height for one line or 36" for two lines of copy.
7. Logos may be incorporated into signage.
8. Window graphics are to be 35% maximum coverage of window area.
9. Acrylic colors to be decided by tenant & approved by Landlord.
10. Trim Cap color up to Tenant and Landlord.
11. Tenants may use pan channel tag lines with same specifications.
12. Inline shop tenants, end caps, may place signs on sides of building.