



PHASE 2 SIGN PLAN SUBMITTAL

JULY 1, 2015

RESUBMITTAL OCTOBER 1 & 20, 2015

Amended 11/29/16 - Canopy Signs (Pages 2, 9 & 10) - Case DR14-40-S-A (PAL16-72)

APPROVED

Minor Administrative Design Review

Case # PAL16-72

Date 11-29-2016

PREPARED BY:



PREPARED FOR:



Introduction

Heritage Marketplace Phase 2 will consist of Building 4, a one story retail tenant building with space for 8 tenants and Building 5, a 2 story building with space for eight 1st floor retail tenants and office tenants on the 2nd floor. It will follow the retail sign theme approved as part of the Phase 1 Master Sign Plan.

There are 2 broad categories of signage for Heritage marketplace: Overall Project Identity Signage and Individual Tenant Signage.

Overall Project Signage

These signs are meant to convey the identity of the entire project and consist of two Project Identity Murals (M sign).

Building 4 - This 11' high x 104' "Gilbert Arizona" lettering is painted directly on the wall on the rear of Building 4. In keeping with the historic imagery the lettering will look slightly weathered. It will announce the project and town to traffic travelling south on Gilbert Road.

Building 5 - 12" High letters spelling "Mercantile" will be painted on the south wall facing Vaughn Avenue. This will enhance the period look of the building.

Tenant Signage

Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples of allowable sign configurations are shown on the Building 5 - 1st Floor Tenant page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination, internally lit channels and cabinets, indirect spot lighting and exposed bulbs.

Awning, Wall and Projecting Wall Signs (B Sign) - Allowable tenant sign envelopes are dotted in on each building elevation.

Signs with exposed raceways are prohibited, except where it is determined by the Zoning Administrator that it is not structurally feasible to install a sign in an otherwise permitted location without using an exposed raceway. The use of raceways in this development has been approved due to the limitations of the the building's architecture relating to mounting illuminated signs on canopies. Through this MSP, two categories of signs with raceways will be permitted: Canopy Mounted Signs with Integrated Raceways and Canopy Mounted Signs with Exposed Raceways. Canopy Mounted Signs with integrated raceways are designed with raceways as an integral part of the overall sign design and the raceway height shall not exceed 50 percent of the vertical dimension of the sign band. Canopy Mounted Signs with minimal raceway are designed with lettering attached in front of the raceway and the raceway height shall not exceed 6 inches (8 inches for neon) or no more than 30 percent of the vertical dimension of the sign band, whichever is less. The minimum Wall Sign area allowance includes Canopy Mounted Signs. Raceways are to be made of metal and painted the same color as the canopy, awning or building on which they are attached.

Tenant Sign Approval Process

The length of any tenant wall sign shall not exceed 80% of the horizontal length and 80% of the vertical dimensions of the sign band or wall space on which the sign is placed.

Projecting signs shall be permanently affixed to the exterior building wall of the tenant/user suite to which they are appurtenant. Projectng signs shall not exceed the height of a roofline or parapet by more than 25 percent of the overall height of the sign.

Awning signs shall only be located on the valance of the awning and shall not obstruct sidewalks, required accessible paths of travel, or the visibility of other signs. Awning signs shall have graphics permanently affixed to the awning and may be indirectly illuminated if the light fixtures are decorative and architecturally compactible with the building. Awning signs shall not be backlit.

All signs that meet the HSP guidelines and are in conformance with the Land Development Code (LDC) shall be reviewed administratively as part of the sign permit process to ensure they meet guidelines for appropriate design, materials and color of fixtures as set forth in the Heritage District Redevelopment Plan.



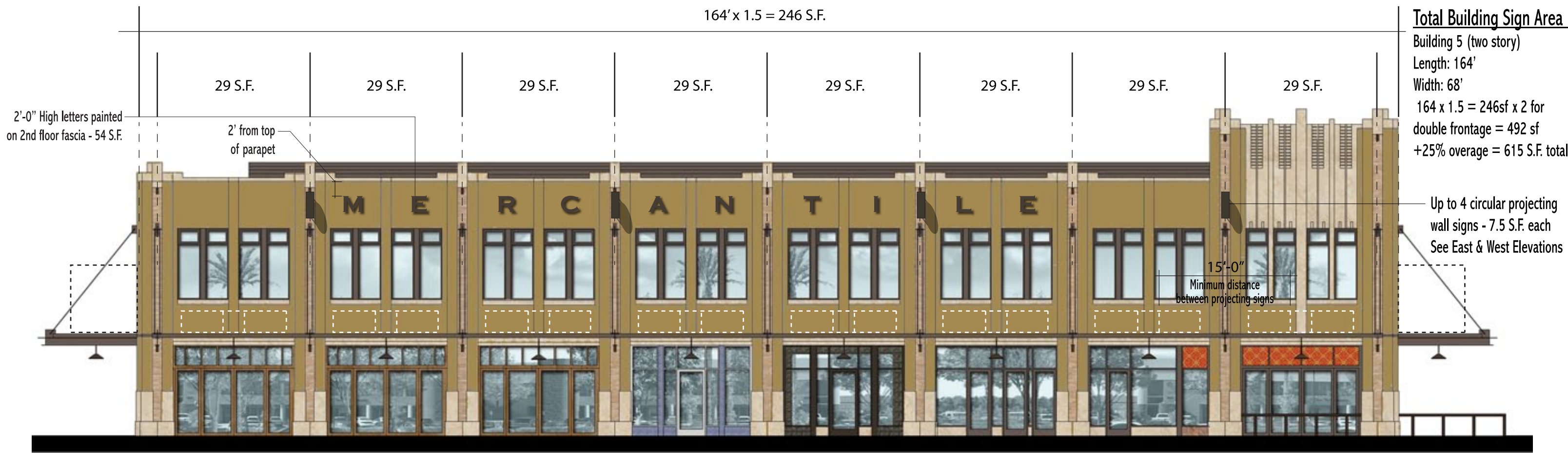


SIGN LOCATION PLAN
 PHASE 2
 07.01.15 Revised 10.01.15
 Scale: NTS

- M Mural
- B Tenant Wall Sign



164' x 1.5 = 246 S.F.



Building 5 - South Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

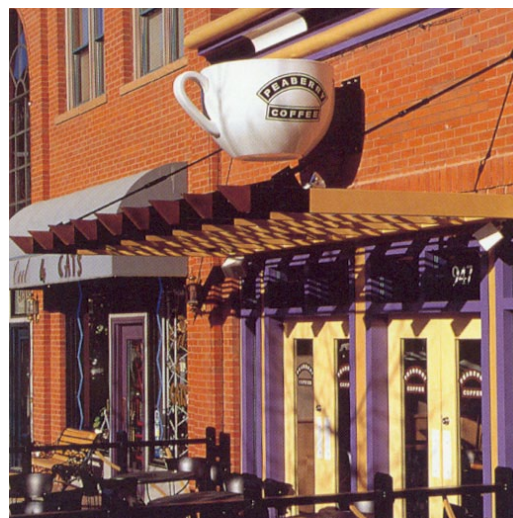
Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



Illuminated dimensional letters mounted on canopy



Multi-level dimensional logo with exposed neon
Projecting Wall Sign



3D Fabrication Projecting Wall Sign



Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination

Allowable Tenant Sign Configurations

Photos are examples only

Total Building Sign Area

Building 5 (two story)
 Length: 164'
 Width: 68'
 164 x 1.5 = 246 sf x 2
 for double frontage = 492 sf
 +25% overage = 615 S.F. total

164' x 1.5 = 246 S.F.



Building 5 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

60 S.F.



Building 5 - West Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

60 S.F.



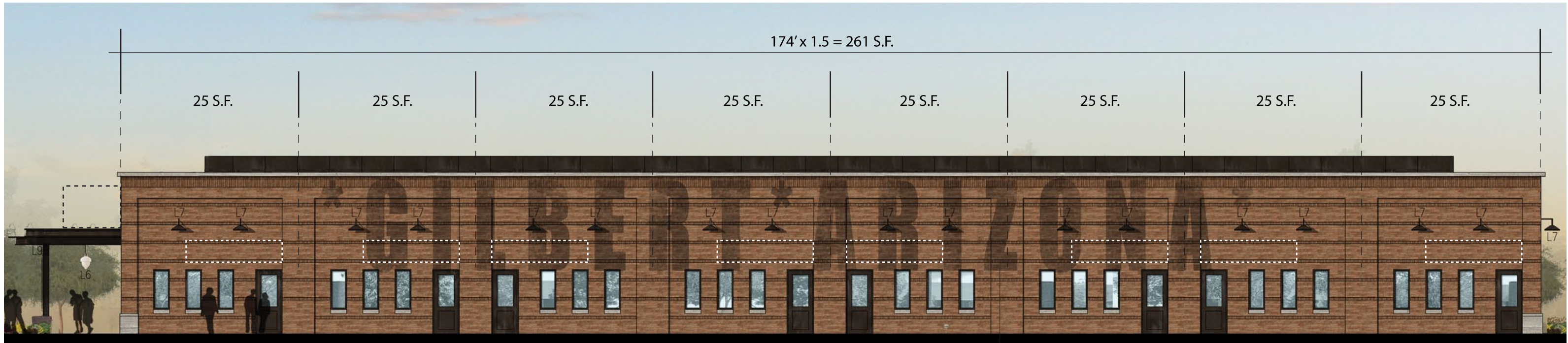
Building 5 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

BUILDING 5 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
 07.01.15 Revised 10.20.15
 Scale: NTS





Building 4 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

11'-0" High x 104'-0" wide painted wall mural with weathered look
 1,144 S.F.

Total Building Sign Area

Building 4 (one story)
 Length: 174'
 Width: 56'
 $174 \times 1.5 = 261\text{sf} \times 2$
 double frontage = 522 S.F.
 +25% overage = 653 S.F. total

See photos of allowable tenant sign configurations on Building 5 Drawing



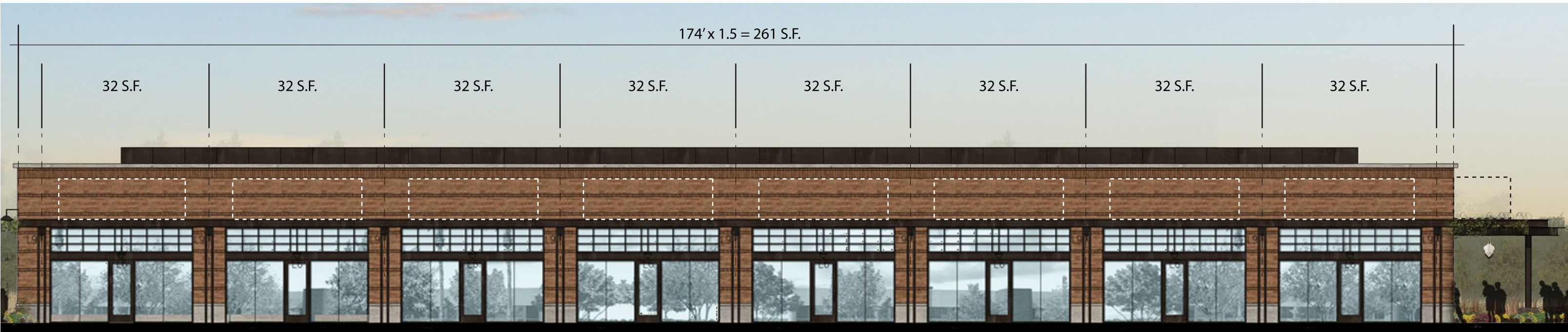
Building 4 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

BUILDING 4 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
 07.01.15 Revised 10.20.15
 Scale: NTS UNLESS NOTED





Building 4 - South Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



Building 4 - West Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Total Building Sign Area

Building 4 (one story)
 Length: 174'
 Width: 56'
 $174 \times 1.5 = 261\text{sf} \times 2$ for double frontage = 522 sf
 +25% overage = 653 S.F. total

See photos of allowable tenant sign configurations on Building 5 Drawing

BUILDING 4 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
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 Scale: NTS

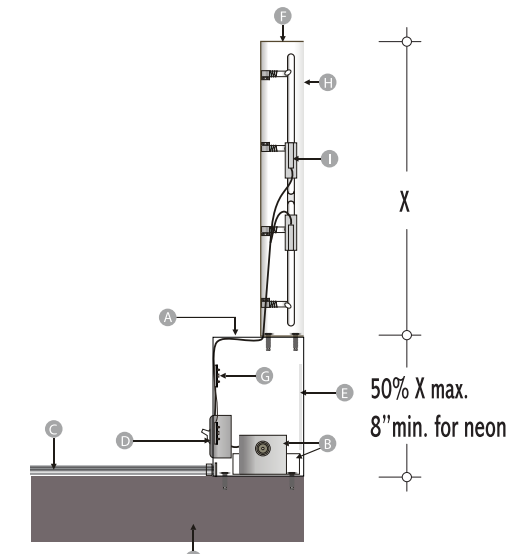


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50% X max.
 Raceway height is limited to a maximum of 50% of the height of the tallest letter (8" min. for neon)
 May have lettering integrated into raceway
 Custom metal raceway painted to match canopy I-beam and integrated into the sign design

Raceway with Lettering



Typical Section

A	raceway
B	transformer & power
C	primary power supply
D	disconnect switch
E	routed & backed w/ plex
F	aluminum letter returns
G	LED modules
H	letter face
I	neon or LED lighting
J	building canopy I-beam

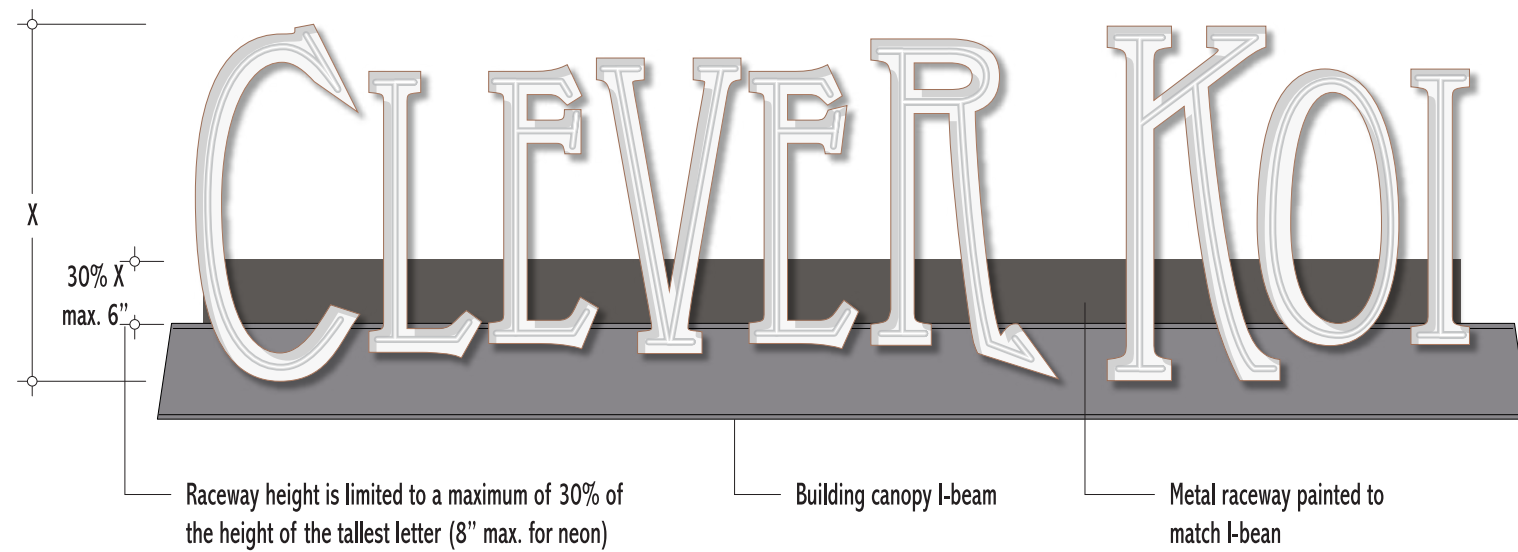
Typical Section Notes



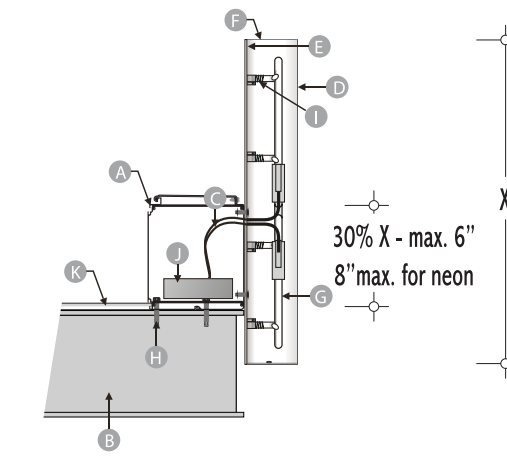
Canopy Mounted Sign With Integrated Raceway



Example of Canopy Mounted Sign With Integrated Raceway



Typical Raceway



Typical Section

A	metal raceway
B	canopy I-beam
C	GTO wiring
D	letter face
E	letter back
F	letter return
G	neon or LED lighting
H	mounting system
I	neon tube supports
J	transformer
K	primary power supply

Typical Section Notes



Canopy Mounted Sign with Exposed Raceway

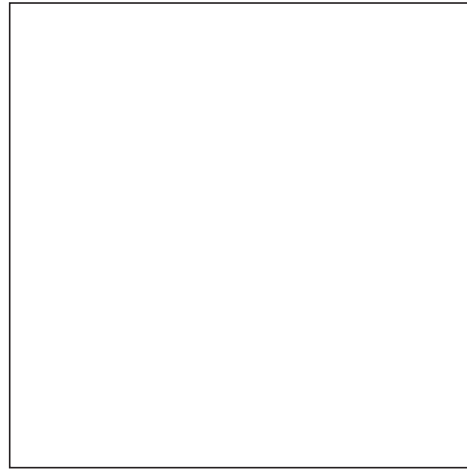


Example of Canopy Mounted Sign with Exposed Raceway

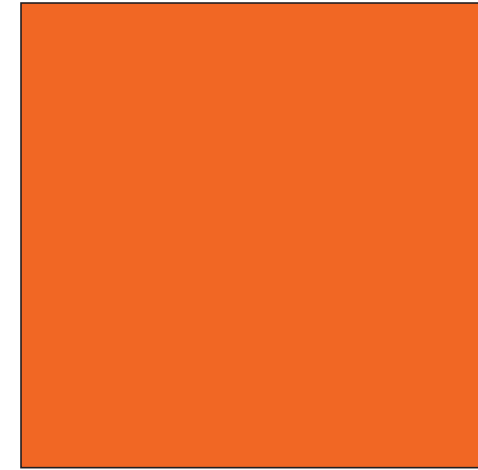
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Black
Matthews Paint
MP 10269



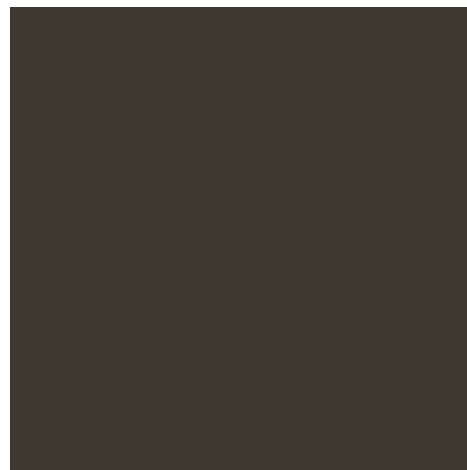
White
Matthews Paint
MP 03673



Orange
Matthews Paint
MP 10269



Rust
Pantone Matching System
PMS 1535c



Brown
Dunn Edwards "Weathered Brown"
DEC 756

Notes:
Paints match colors noted
Tenants may use their established colors for their signs