

# NOTICE OF DECISION

November 14, 2024

Braden Michaud ABC Dentistry for Children 2357 East Baseline Road Gilbert, AZ 85234

RE: DR97-82-E (PDR-2024-00094): Burk Plaza - CSP Amendment

# Dear Applicant:

Staff has reviewed the exhibits for a Minor Comprehensive Sign Plan Amendment application for Burk Plaza located at the southeast corner of Burk Street and Baseline Road and zoned General Commercial (GC) with a Planned Area Development (PAD) overlay. The proposal consists of modifying the sign plan to allow for signage along the west elevation of the ABC Dentistry for Children building addressed 2357 East Baseline Road. A general summary of the proposed request is listed below:

- Update the overall site plan to reflect the current building layout of the Burk Plaza commercial development.
- Include the addition of wall signage along the west elevation for the building addressed 2357 East Baseline Road.

# **Findings**

Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines.
- The project has received discretionary approval for the sign mounting height from the Zoning Administrator.
- The project is compatible with adjacent and nearby development.
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has <u>approved this Minor Administrative Design Review</u> with the following attached information and conditions:

- 1. The proposed signage must conform to the exhibits submitted for this request. All exhibits are stamped administratively approved November 14, 2024.
- 2. The inclusion of signage is only for the west elevation of the building addressed 2357 East Baseline Road.
- 3. All approvals under the parent case number PDR-1997-00082 and associated amendments shall remain in effect.
- 4. The applicant must obtain any necessary building permits prior to construction.

If you have any questions regarding the above, please contact me at (480) 503-6768 or <a href="mailto:erica.prater@gilbertaz.gov">erica.prater@gilbertaz.gov</a>.

Sincerely,

Erica Prater Planner I

### **Attachments:**

- 1. Project Narrative
- 2. Site Plan
- 3. Sign Location
- 4. Sign Details
- 5. Discretionary Approval Memorandum

We wish to amend the CSP for Burk Plaza to allow signage at 2357 E Baseline Rd on the west elevation and to update the site plan to include the current building configuration into the CSP.		
APPROVED		

Minor Administrative Design Review Case #PDR-2024-00094 (DR97-82-E)

Date

11/14/2024



= Burk Plaza Commercial Development

# **APPROVED**

Minor Administrative Design Review
Case #PDR-2024-00094 (DR97-82-E)
Date 11/14/2024

1 AERIAL VIEW - SIGN LOCATION PERMIT DRAWING





ABC Dentistry

DDRESS: 2357 E. Baseline Roa

CITY/STATE: Gilbert, AZ 85234

Minor Administrative Design Review of The Case #PDR-2024-00094 (DR97-82-E)

DESIGNER: MYM
DATE: 11/01/24
PAGE 2
240710

**WEST ELEVATION** 

Scale: 1/2" = 1'

Qty: 1

TOTAL SQUARE FEET: no more than 16 sq ft

78.0' FRONTAGE SIGN BAND 18'-6"

WEST ELEVATION

ABC Dentistry

DDRESS: 2357 E. Baseline Road

ITY/STATE: Gilbert, AZ 85234

Scale: 1/8" = 1'

4049 E. Presidio St., Ste 101, Mesa, AZ 85215 PH: 480.926.3465

SALES REP: Stephanie Johnson EMAIL: stephanie@summitwestsigns.com DRAWING: 240710\_Permit\_ABC\_Dentistry\_v4 PROOF OK AS IS PROCEED WITH CHANGES AS MARKED

**COLOR SCHEDULE:** 

MP 31045 / PMS 7455C

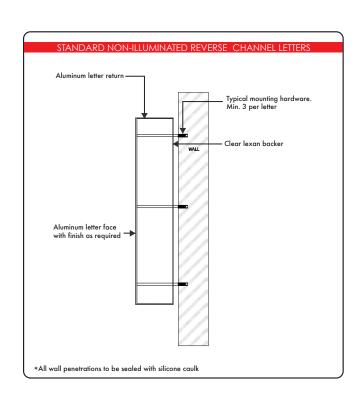
MP WHITE

SPECIFICATIONS:

MANUFACTURE AND INSTALL NON-ILLUMINATED REVERSE PAN CHANNEL LETTERS

3" DEEP PAN REVERSE CHANNEL LETTERS RETURNS PAINTED MP WHITE FACES PAINTED MP 31045 WITH A MP WHITE OUTLINE

STUD MOUNT WITH A 1/5" OFFSET FROM EXTERIOR WALL



# **APPROVED**

Minor Administrative Design Review Case #PDR-2024-00094 (DR97-82-E) 11/14/2024

MYM Your signature acknowledges full approval of design layout and content, releasing SummitWest Signs from responsibility in regard to incorrect information and design. All colors, sizes, positions and specifications shown on this page are artistic concepts only and may vary as needed to facilitate fabrication and installation. Final colors will be matched as close as possible. Slight color variances are inevitable due to materials used and variations in color adjustments between computer monitor and individual desktop printers. All designs are the sole property of SummitWest Signs, are @ copyright 2015-2024 and may not be reproduced or used in any way without the written permission and consent of the copyright holder. Violators 11/14/24 DATE: used in any way without the written permission and consent of the copyright holder. Violators may be prosecuted.



# Shaping a new tomorrow, today.

# Memorandum

Date: October 21, 2024

To: Braden Michaud

From: Eva Cutro, Zoning Administrator

Subject: Burk Plaza; ABC Dental Sign – Height Requirements Abutting to Residential

#### Land Development Code

Section 5.6 of the Land Development Code ("LDC") regulates the placement of signs within the Town. Based on the application, the proposed sign qualifies as a wall sign. *See* LDC § 2.0. The general criteria for wall signs are found in LDC Table 5.6.11.E.1. These criteria include general standards for height, illumination, and maximum sign area.

The criteria for height, illumination, and sign area are subject to varying interpretations based on language in Table 5.6.11.E.1 that changes the standard in certain instances "when abutting property designated for residential use." The LDC does not further define "abutting property" or specify what aspect of the property or building must abut the residential use. This ambiguity necessarily requires that Town staff exercise discretion in enforcing these criteria for wall signs relating to their height, illumination, and sign area.

Under LDC § 5.6.8(C), where discretion is involved in issuing a sign permit, discretion is to be exercised by the Zoning Administrator, subject to certain structural and location factors. For brevity, the factors are discussed below.

# **Background/Analysis**

In the case of ABC Dental's sign application, the southern portion of the building shares a border with a residential community. The northern, eastern, and western sides of the building are internal to the commercial development.

The applicant has applied for signage on the northern and western walls of the building. It is the Town's standard practice in instances such as this to not include the northern-facing wall which is wholly shielded

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Fax: (480) 497-4943



# Shaping a new tomorrow, today.

from the residential use by the building itself, as "abutting property designated for residential use." As such, the northern-facing wall sign was approved. The question remaining is whether any potential signage located on the western side would be considered "abutting" for purposes of determining height restrictions discussed above.

Because of the ambiguity in the LDC relating to the definition of "abutting," in the case of the sign proposed on the western side of the building, we must apply the above factors to determine the proper location of the sign. Specifically, allowing the western wall sign to follow the general height requirement of Table 5.6.11.E.1 would not run afoul of any of the following factors:

- a. Whether the location and placement of the sign will endanger motorists.
  - a. No, the location and placement of a sign at 18' 6" in height will not endanger motorists because its placement on the wall is not near any roadway.
- b. Whether the sign will cover, blanket or interfere with any prominent view of a structure or façade of architectural significance.
  - a. No, the height of the sign will not cover, blanket, or interfere with any prominent feature. To the contrary, the placement of the sign directly above the doorway arch may, in fact, ensure that the sign does not detract from the architecture of other buildings within the development.
- c. Whether the sign will obstruct views of users or abutting buildings to landscaped areas or open space.
  - a. No, the height of the sign will not obstruct views of any landscaped areas or open space because, as proposed, the sign will sit flush against the wall of the building to reduce any potential obstruction.
- d. Whether the sign will negatively impact the visual quality of a public open space, such as a public recreation facility, square, plaza, park, courtyard and the like.
  - a. No, the height and placement of the sign will not negatively impact the visual quality of a public open space. Arguably, it may have a positive impact on the development by ensuring that there is a consistent placement of signs throughout. Other buildings directly to the north of the proposed building include wall signs in the same general location and height as the proposed sign. It is likely that imposing the 14' height requirement would result in this building's signage being an outlier from the rest of the development, which would result in a negative impact on the visual quality of Burk Plaza.
- e. Whether the sign is compatible with nearby building heights.
  - a. Yes, other buildings in Burk Plaza contain wall signs at a similar height and direction to the proposed signage.
- f. Whether the sign's lighting or illumination system will cause hazardous or unsafe driving conditions for motorists.

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gilbertaz.gov



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a. Based on the amended application, the sign will not be illuminated and therefore, it's illumination will not cause a hazardous or unsafe driving condition.

#### Conclusion

Based on the above analysis, the proposed sign height of 18' 6" is consistent with the purpose and intent of the Town sign code. Under the amended application, the sign area and illumination requirements adhere to the general and special criteria for "when abutting property for residential use." Because both criteria are met, there is no need for a discretionary finding here. Should the applicant propose that the sign be illuminated, or the sign area be changed, those changes must be addressed individually.

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Fax: (480) 497-4943

Please let me know if you should have any questions.

Thank you.

was Cutro



#### NOTICE OF ADMINISTRATIVE DECISION

February 18, 2016

Mike Koch AZ Automasters 4122 W. Venus Way, Ste. B Chandler, AZ 85226 Email: mike@azautomasters.com

RE: Administrative Design Review for the AZ Automasters Building Signage of Burk Plaza – an Amendment to the Comprehensive Sign Plan for Burk Plaza, Lot 1: **DR97-82D** (**PAL-2016-00007**).

Dear Mr. Koch:

Staff has reviewed and approved your Administrative Design Review DR97-82D (PAL-2016-00007), for approval of the proposed Amendment to the existing Comprehensive Sign Plan for Burk Plaza, to allow Lot 1 (currently AZ Automasters) to update the previously approved wall signage. The subject site is located at 2343 E. Baseline Road and zoned General Commercial (GC) PAD zoning district.

The subject site is currently developed with Burk Plaza Comprehensive Sign Plan approved by the Design Review Board under DR97-82S. A general summary of the newly proposed requests on the subject site are listed below:

- The Amended Comprehensive Sign Plan proposal under this application is only for Lot 1 (currently AZ Automasters) and includes amendments to the wall signage for the building.
- Under General Requirements in the CSP, requirement No. (1) is amended as follows:
  - 1. All signs shall be furnished and installed by the tenant at its sole expense. Manufacture and installation shall be done by a licensed contractor.
- Wall Signage changes consist of updating the CSP to allow the standards of the Land Development Code, Article 4.407, to be applied to the Wall Signage of Lot 1 and allow wall signage fonts and colors to be corporate colors and landlord/ property owner association approval.
- Staff notes that the Burk Plaza, lot 1 building is located less than 75' from the adjacent Baseline Road ROW and is 90' in length (longest elevation). As such a maximum of 90 sq. ft. for total sign area is permitted per LDC – 4.407. The applicant is proposing a maximum of 73.7 sq. ft. for two (2) wall signs.
- No changes to the existing Freestanding Monument Signage are proposed under this application.

Staff has approved your request with the following conditions:

1. Construction shall conform to the exhibits submitted for this request, consisting of the following sheets: Site Plans, Sign Details and Elevations and Project Narrative. All exhibits are stamped administratively approved February 18, 2016.

If you have any questions regarding these findings, please contact me at (480) 503-6742.

Sincerely,

Tanya Castro
Planning Specialist

Town of Gilbert



Wall signage to be based off of the standards of the Land Development Code, Article 4.407, Commercial Districts. Fonts and colors to be corporate colors and landlord/property owner association approval. 2/18/16

SIGN CRITERIA FOR **BURK PLAZA** 

2353-2373 E. BASELINE RD GILBERT, AZ

#### General Requirements Α.

- APPROVED

  Minor Administrative Design Review

  Case # DR97-82D/PAL16-07

  Date 2/18/16

  RD

  And installed by the danufacture and a licensed sign All signs shall be furnished and installed by the tenant at its sole expense. Manufacture and installation shall be done by a licensed signcontractor.
- Permits, fees and inspections required shall be 2. obtained by the tenant or its representatives.
- Tenants shall be respectively responsible for the З. fulfillment of all requirements of these criteria by its representatives and contractors.

#### General Specifications B .

- Painted lettering will not be permitted except as 1 \_ hereinafter stated under design and construction requirements.
- No animated, flashing or audible signs will be 2. permitted. All signs will function solely as graphic, visual identifications of the store name.
- No exposed lamps. 3:
- All illuminated signs shall conform to all local 4. building and electrical codes.
- No exposed crossovers, conduit or raceways will be 5. permitted.
- All cabinets, conductors, transformers and other 6. equipment shall be concealed.
- Electrical services to a particular tenant's 7. illuminated signs shall be on such tenant's meters and shall be controlled by such tenant's time switches.

### APPROVED

Minor Administrative Design Review Case # \_\_\_\_DR97-82D/PAL16-07

Date 02/17/16

Sign Criteria - Burk Plaza

page 2

# C. Multi Tenant Construction Requirements

1. All exterior sign shall be individual illuminated pan channel letters flush mounted to fascia. Letters of 22 gauge paintlok metal with enamel finish on returns. 3/16" acrylic faces with 3/4" trim cap. All penetrations of the wall required for sign installation and electrical service shall be neatly sealed in a watertight condition.

# D. Multi Tenant Design Requirements

- Signs shall have separated luminous letters mounted to fascia.
- Signs shall be separate luminous letters with 3/16" acrylic faces and 3/4" gold trim cap with 5" #313 Duranic Bronze returns. Acrylic colors: black, #211-0 Red. #607 Blue, #015 white.
- Logo's shall be permitted but shall not exceed 25% of sign area and shall be approved by landlord.
- No signs of any sort shall be permitted on building roof.
- 5. Exterior signs shall be mounted to sign band surface of the building in the space designated by the Director of Tenant Coordination. The total horizontal dimension of the sign shall not exceed 75% of the leasehold width on the designated sign area. Square footage allowed is 1/2 square feet to 1 for suites facing Baseline Rd. and 16 square feet total for suites facing parking lot. Maximum sign height not to exceed 24". Letter styles to be open with landlords approval.

# r Adr

DR97-82

**APPROVED** 

Minor Administrative Design Review Case # \_\_\_\_DR97-82D/PAL16-07

Date 02/17/16

Sign Criteria - Burk Plaza

page 3

DESIGN REVIEW BOARD 12/11/9

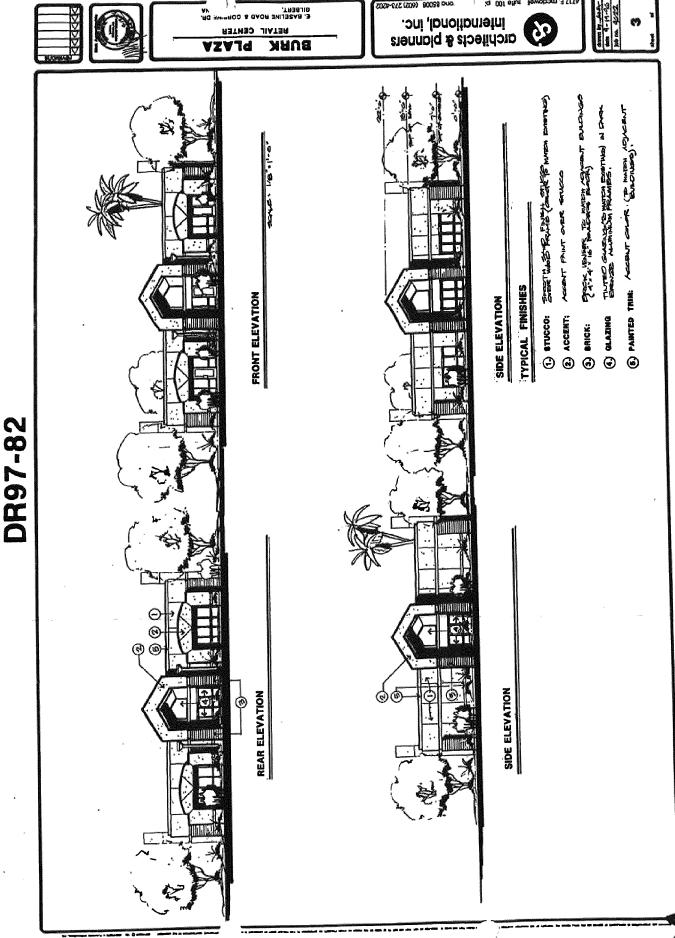
# E. Miscellaneous Signs

- 1. Each tenant shall be permitted to place upon the public entrance of its demised premises not more than 144 square inches of decal application of lettering not to exceed four inches (4") in height indicating hours of business and emergency telephone numbers.
- Except as herein provided. no advertising place cards, banners, pennants, names, insignia, trademarks or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the show window and doors or upon the exterior walls of the building.
- 3. (2) Multi-tennant monument signs located
  (1) in front of each building respectivly.
  Tennants to be allocated space by
  landlord.

# F. Required Approvals

Approved of design, contents, materials, colors, sizes, details and location must be obtained from the Landlord. To fulfill the sign approvals required by this Lease, tenants shall submit to the Director of Tenant Coordination two (2) sets of drawings of the proposed signs. One (1) set of prints thereof will be returned to the Tenant showing the approval of the Director of Tenant Coordination with or without qualifications. If the approval qualifications are of such scope that significant changes are required. Tenant shall resubmit two (2) revised prints for final approval. Although previous signing practices of the Tenant will be considered, they will not necessarily govern the signing to be installed in the center. Until such approval is obtained, no sign shall be installed.

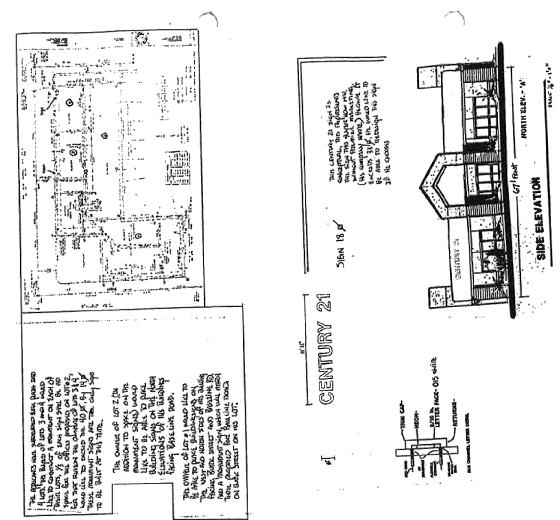
G. Town of Gilbert sign permits may then be obtained.

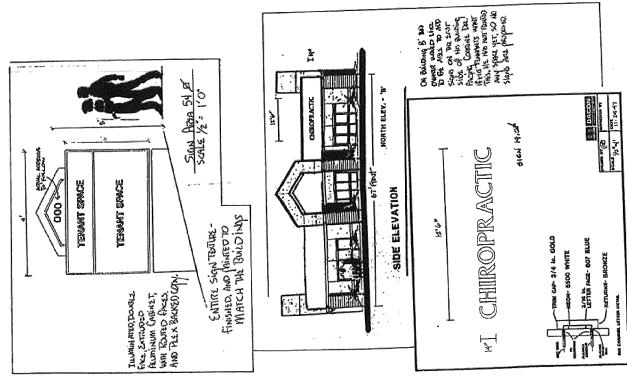


EACHIN

BURK 🌎 PLAZA

# **DR97-82**





9

Sign Criteria - Burk Plaza

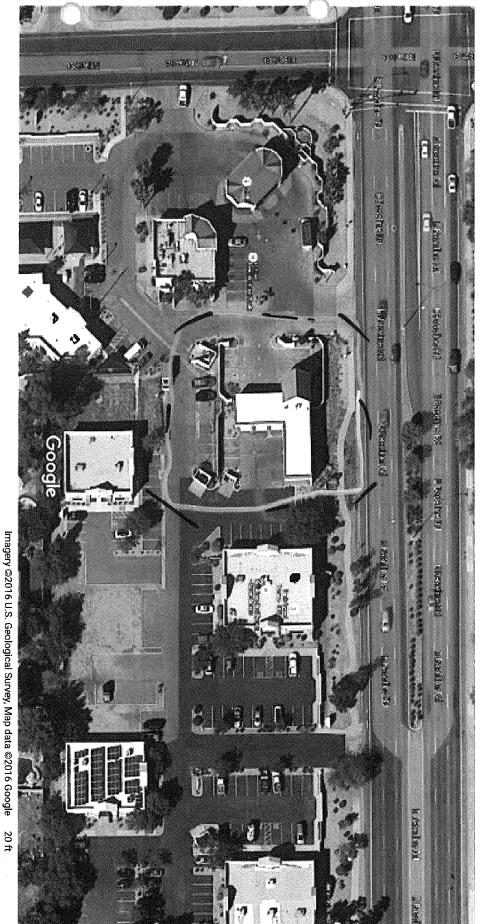
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page 4

The Landlord has designated Bacon Signs of Arizona, Inc. as the recommended sign contractor to furnish and install signage at this project. Landlord suggests that Bacon Signs of Arizona. Inc. provide all tenant signage in order to insure strict compliance with this sign criteria. Non-conformance with this sign criteria will be strictly enforced and corrected at the tenant's expense.

For further information, contact:

DEAN KROENING
BACON SIGNS OF ARIZONA, INC.
928 E. JAVELINA, STE. 1
MESA, AZ 85204
(602) 892-9558



Administrative Design Reyley Case Planner Initials:
Case # DR97: 82 Date: 

Imagery ©2016 U.S. Geological Survey, Map data ©2016 Google

(154) DR97-82-D

Az Automasters Project Narrative:

2/3/2016

To Amend the CSP for the Burk plaza to be consistent with the town of Gilbert sign code.

Mike Koch – Owner Mike Kick

**Az Automasters** 

**APPROVED** 

Administrative Design Review

Case Planner Initials: UC Case # DIGHT 820 Paule 17

Date: 21816



## NOTICE OF ADMINISTRATIVE DECISION

December 2, 2015

Wes Bails Signarama 3400 N. Arizona Ave, Suite #117 Chandler, AZ 85225 Email: wesb@sarchandler.com

RE: Administrative Design Review for the Solutions Real Estate Building Signage of Burk Plaza – an Amendment to the Comprehensive Sign Plan for Burk Plaza, Phase 1, Building A: **DR97-82C** (**PAL-2015-00088**).

Dear Mr. Bails:

Staff has reviewed and **approved** your Administrative Design Review **DR97-82C** (**PAL-2015-00088**), for approval of the proposed Amendment to the existing Comprehensive Sign Plan for Burk Plaza, to allow the Phase 1, Building A (currently Solutions Real Estate) to update the previously approved wall signage. The subject site is located at 2353 E. Baseline Road and zoned General Commercial (GC) PAD zoning district.

The subject site is currently developed with Burk Plaza, Phase 1 and Phase 2 approved by the Design Review Board under DR97-82S. A general summary of the newly proposed requests on the subject site are listed below:

- The Amended Comprehensive Sign Plan proposal under this application now includes only the Phase 1, Building A (currently Solutions Real Estate) and includes amendments only to the wall signage for the building.
  - Wall Signage changes consists of updating the CSP to allow the standards of the Land Development Code, Article 4.407, to be applied to the Wall Signage of Phase 1, Building A. And allow wall signage fonts and colors to be corporate colors and landlord/ property owner association approval.
  - Changes to the existing wall signage includes revising the existing north facing (Baseline Road) wall sign with black individual pan channel letters with a new black individual reverse pan channel letter sign "Solutions Real Estate" (13.59 sq. ft. in area) with halo-illuminated letters. Additionally a second wall mounted sign will be added to the east building elevation "Solutions Real Estate" (13.59 sq. ft. in area) consisting of black individual reverse pan channel letter, halo-illuminated and mounted on above the front entry of the building. All signage will comply with the requirements of the LDC.
  - Staff notes that the Burk Plaza, Phase 1, Building A, building is located less than
     75' from the adjacent Baseline Road ROW and is 75' in length (longest elevation). As such a maximum of 75 sq. ft. for total sign area is permitted per

LDC -4.407. The applicant is proposing a maximum of 27.18 sq. ft. for two (2) wall signs.

o No changes to the existing Freestanding Monument Signage are proposed under this application.

Staff has approved your request with the following conditions:

1. Construction shall conform to the exhibits submitted for this request, consisting of the following sheets: Site Plans, Sign Details and Elevations and Project Narrative. All exhibits are stamped administratively approved December 2, 2015.

If you have any questions regarding these findings, please contact me at (480) 503-6805.

Sincerely,

Nathan Williams, AICP

Senior Planner

Town of Gilbert



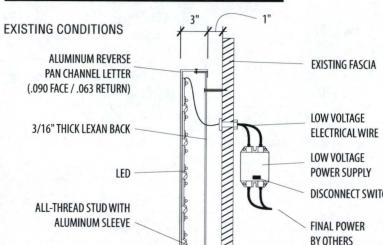
# NOTES SIGN TYPE - HALO-LIT RPC LETTERS W/ FCO HDU LETTERS FACES - .090 ALUMINUM RETURNS - .063 ALUMINUM (BLACK) TRIMCAP - NA **ILLUMINATION - WHITE** LOW VOLTAGE LED DRIVER - PERR 100 LED MODULES **EXISTING SIGN - YES** REMOVAL - NA PATCH & PAINT - NA **ELECTRICAL - YES** ILLUMINATION

# Solutions REAL ESTATE

Letter Layout HALO-LIT RPC LETTERS W/ FCO HDU LETTERS

PROPOSED NEW SIGN

13.59 SQ. FT.



DISCONNECT SWITCH

75 FT. FROMTAGE

6.29 ft 15 ft TTOS 2.16 f

> **East Elevation** HALO-LIT RPC LETTERS W/ FCO HDU LETTERS

PROPOSED NEW SIGN 75 FT. FRONTAGE

3400 N. Arizona Ave. Suite 117/118 • Chandler, Arizona 8522 Ph: 480.821.1100 • Fx: 480.821.0700

Section View

HALO-LIT RPC LETTERS W/ FCO HDU LETTERS

**ALL-THREAD STUD** FOR MOUNTING



l				
	Date: 8.26.15	Project Name	SOLUTIONS REAL ESTATE	
L	Scale: NTS	Address:	2353 E BASELINE	
	Drawn:8.26.15	City / State:	GILBERT, AZ	
	Sales: CG	Zip Code:	85234	

1" FOR SCALING **DESIGN DRAWING** 1 of 1

File No: 14486 File Location: 8.15 Designer: WES



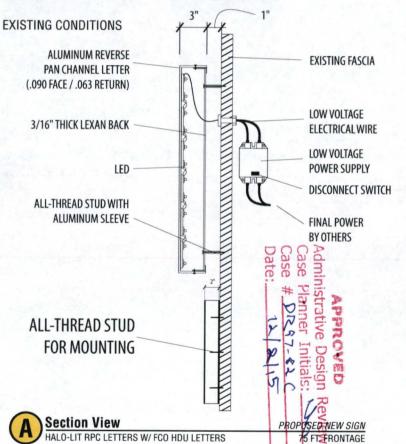
	NOTES		
SIGN	TYPE - HALO-LIT RPC LETTERS W/ FCO HDU LETTERS		
FACE	S090 ALUMINUM		
RETU	JRNS063 ALUMINUM (BLACK)		
TRIN	ICAP - NA		
ILLUMINATION - WHITE			
LOW VOLTAGE LED DRIVER - PERR 100 LED MODULES			
EXISTING SIGN - YES			
REM	OVAL - NA		
PATO	H & PAINT - NA		
ELEC	TRICAL - YES		
	ILLUMINATION		

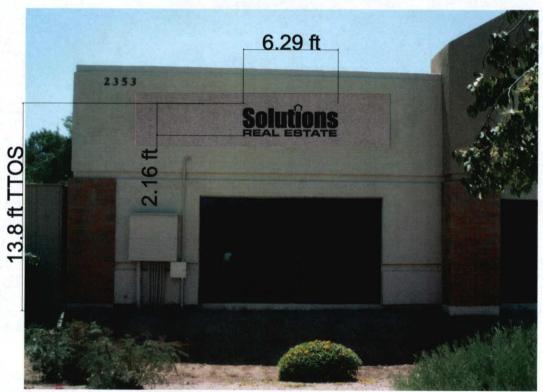


B Letter Layout
HALO-LIT RPC LETTERS W/ FCO HDU LETTERS

PROPOSED NEW SIGN

13.59 SQ. FT.







PROPOSED NEW SIGN

1" FOR SCALING







	Date: 8.26.15	Project Name: SOLUTIONS REAL ESTATE		
AL	Scale: NTS	Address:	2353 E BASELINE	
N	Drawn:8.26.15	City / State:	GILBERT, AZ	
	Sales: CG	Zip Code:	85234	



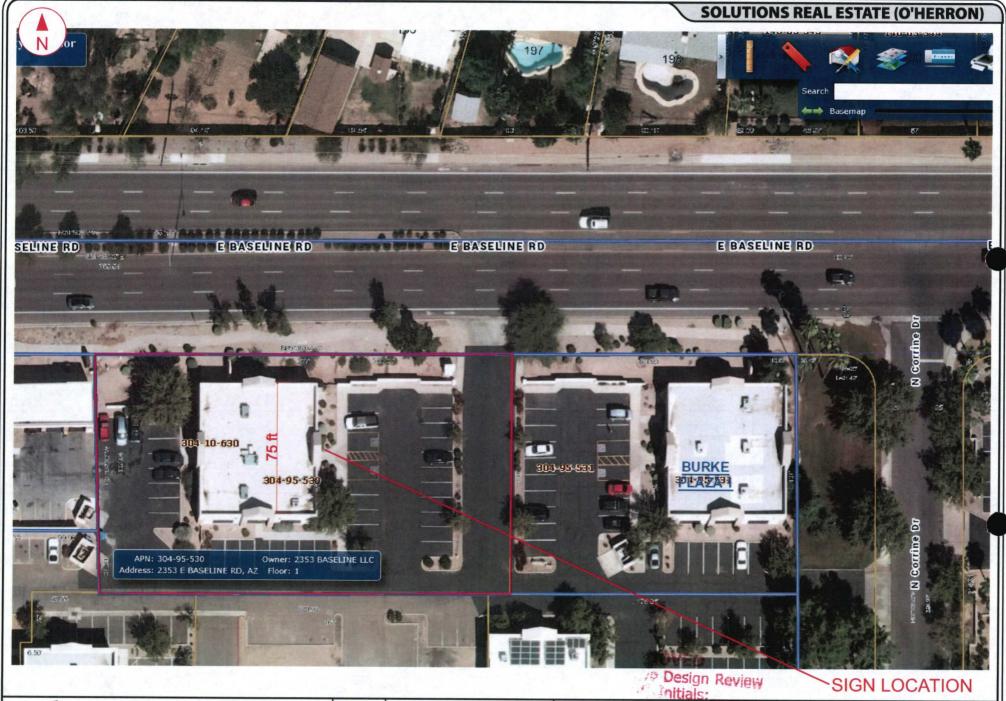
This sign will be constructed to meet safety standards specified by

is sign is intended to be installed in accordance with the requirements of Article 600 the National Electrical Code and/or other applicable local codes. This includes proper

DAI information contained in this and subsequent documents are the sole property of Signarama. Chandler. Any use or re-distribution of said information contained within this documentation may be done only with the express written consent of Signarama. Chandler or any of its authorized agen DESIGN DRAWING 1 of 1

File No: 14486 File Location: 8.15 Designer: WES

DR97.82CC0









Date: 8.26.15	Project Name: SOLUTIONS REAL ESTATE		
Scale: NTS	Address:	2353 E BASELINE	
Drawn:8.26.15	City / State:	GILBERT, AZ	
Sales: CG	Zip Code:	85234	



# **DESIGN DRAWING** 1 of 1

File No: 14486 File Location: 8.15 Designer: WES

3400 N. Arizona Ave. Suite 117/118 • Chandler, Arizona 85225 Ph: 480.821.1100 • Fx: 480.821.0700

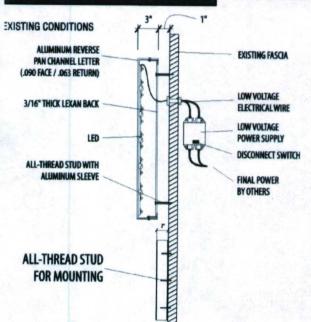


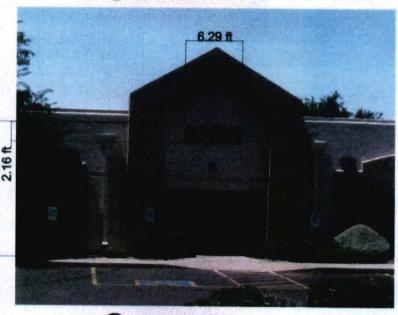


# SOLUTIONS REAL ESTATE

B Letter Layout
HALO-LIT RPC LETTERS W/ FCO HOU LETTERS

PROPOSED NEW SIGN 13.59 SQ. FT.





Section View PROPULATION ALCOLUTE RPC LETTERS W/ FCO HOU LETTERS 7

PROPOSED NEW SIGN 75 FT. FRONTAGE East Elevation
HALO-LIT RPC LETTERS W/ FCO HOU LETTERS

75 FT. FRONTAGE

1" FOR SCALE

Signarama
The very to grow your business.

114. Adeas As Sale 117/16 + Consults. Adeas 6828
Pt. 488.821.1100 + Fr. 489.821.2700





The second secon

DESIGN DRAWING 1
File No: 14486
File Location: 8.15
Designer: WES

Kathleen O'Herron 09/04/15

APPROVED

Administrative Design Review Case Planner Initials:

Case # DR 97-820 Date: 12/2/15



# NOTICE OF ADMINISTRATIVE DECISION

March 3, 2010

Gary Spinner Pearsons Sign Company 1904 N. Black Canyon Hwy Phoenix, AZ 85009

RE: Administrative Design Review DR97-82B (PDA-2010-00010), for an amendment to the monument and wall signage for the Shell gas station, located at the SEC of Burke Street and Baseline Road (2371 E. Baseline Rd.).

Dear Mr. Spinner:

Staff has reviewed and **approved** your Administrative Design Review DR97-82B (PDA-2010-00010), for an amendment to the monument and wall signage for the Shell gas station, located at the SEC of Burke Street and Baseline Road (2371 E. Baseline Rd.).

A summary of your requests are listed below:

- The two (2) existing Freestanding Monument Signs will be re-faced with the Shell colors and materials as shown on the attached sheet(s). The monument signs will be approximately 24 sq. ft. in area, and consist of white background with embossed Shell logo portion, internally-illuminated and 12" numbers, illuminated with LED lighting. The location for the monument signs will not change, the existing sign base and framework will be utilized and will remain on the subject site.
- The proposed "Food Mart" wall sign will be located above the front entrance of the
  existing building and will consist of non-illuminated, acrylic letters with 2" returns, colored
  Shell "red" with "yellow" returns. The proposed wall sign will be approximately 3.68 sq.
  ft. in area. See attached Sign Details

Staff has approved your request with the following conditions:

- Construction shall conform to the exhibits submitted for this request, consisting of the following sheets: Site Plan (1 page), Monument Sign Details (1 page), Building Elevation/ Photo (1 page) and Wall Sign Details (1 page). All exhibits are stamped administratively approved March 3, 2010.
- 2. The LED illuminated numbers shall be to the minimum possible illumination.

If you have any questions regarding these findings, please contact me at (480) 503-6805.

Nathan Williams Planner II Town of Gilbert

# **Custom Food Mart Letters**

Non illuminated

58 3/4"

# Food Mart

# **APPROVED**

Administrative Design Review Case Planner Initials: NW Case # 1897-828 OA10-10

Design Number

### Colors

L8-5850 PAINT RED OIL 521 GFSS YELLOW PAINT



www.FederalHeath.com 1500 North Bolton + Jacksonville Texas 75766 (903) 589-2100 • Fax (903) 589-2101

Manufacturing Facilities.

Oceanside - Euless - Jacksonville - Columbus Office Locations: Office Locations.

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Euless - Jacksonville - Houston - San Antonio
Corpus Christi - Grafton - Milwaufree
Willowptonk - Louisville - Indianapolis - Columbu
Cincinnati - Westerville - Knoxville - Turica

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Oceanside - Euless - Jacksonville - Columbus	
Office Locations: Oceanside - Las Vegas - Laughlin - Idaho Falls Euless - Jacksonville - Houston - San Antonio Corpus Christi - Grafton - Milwaukee	
Willowprook - Louisville - Indianapolis - Columbus Cincinnati - Westerville - Knoxville - Tunica Atlanta - Tampa - Daytona Beach - Winter Park	Colors Depicted in This Rendering May Not March Actual Finished Materials. Refer to Product Samples For Exact Color M.
Building Quality Signage Since 1901	Client Approval/Date:
building Quality signage since 1701	Landiord Approva/Date.

oject Manager: Sherri McFadden Underwriters Laboratories Inc.



Job Number: sh100530 E 02.24.10

permission o Company. LLC or its authorized agent. © 2008

# **CUSTOM RVI** Evolution **Retro-Fit Faces** in Existing Monument

Re-face two existing Monument Signs.

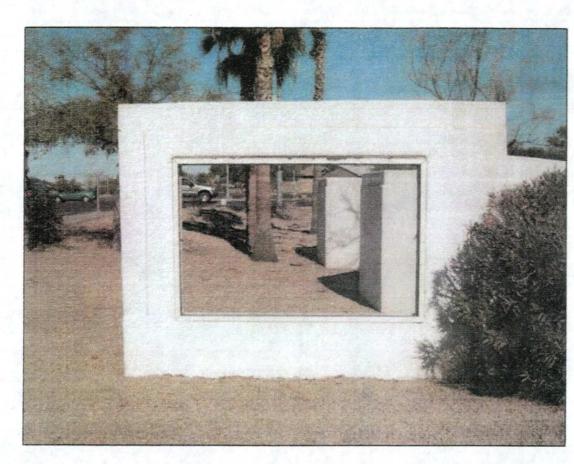


# **ELECTRICAL**

LAMP ... F42 T12 CW HO (3) AMPS ... CABINET 1.12 TOTAL AMPS AMPS ... LED'S 9.2 TOTAL AMPS CIRCUITS ...(1) 20a VOLTS ...120v

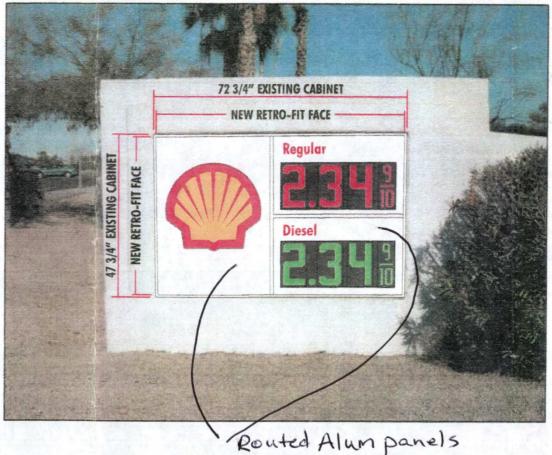






12" LED

12" LED



PROPOSED ELEVATION

# **EXISTING ELEVATION**

Approved	Approved w/changes
Signature	Date

FEDERAL HEATH
SIGN COMPANY

1500 North Bolton . Jacksonville, Texas 75766 (903) 589-2100 • Fax (903) 589-2101

lanufacturing Facilities: - Euless - Jacksonville - Columbus
Office Locations: Las Vegas - Laughlin - Idano Falls conville - Houston - San Antonio Chilsti - Grafton - Milvaukee Lousville - Indianapolis - Columbus - Westenville - Knoiville - Tunica ipa - Daytona Beach - Winter Park
uality Signage Since 1901

Account Rep.
Project Manager. Sherry Rown
Drawn By: TRose
File Name: SE093406_



Job Number: SE093406 11/04/09 Sheet Number:

s provided as part of a planned project and is not to be exhibited, copied or reproduced permission of Federal Heath Sign Company, LLC or its

DR97-82-B

**APPROVED** 

Administrative Design Review
Case Planner Initials:
Case # Design Review
Case # Design Review



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



1904 NORTH BLACK CANYON PHOENIX, ARIZONA (602) 272-9461 FAX (602) 272-1163

# JOB INFO

CUSTOMER: SHELL

BURK/BASELINE

FILE NAME: SHELL BASELINE FRONT

REVISION #: 1

DATE: 1/26/09

BRAD McROBERTS

ROBBIE ADAIR

# JOB DETAILS

"FOODMART" 3M Shell-Acylin



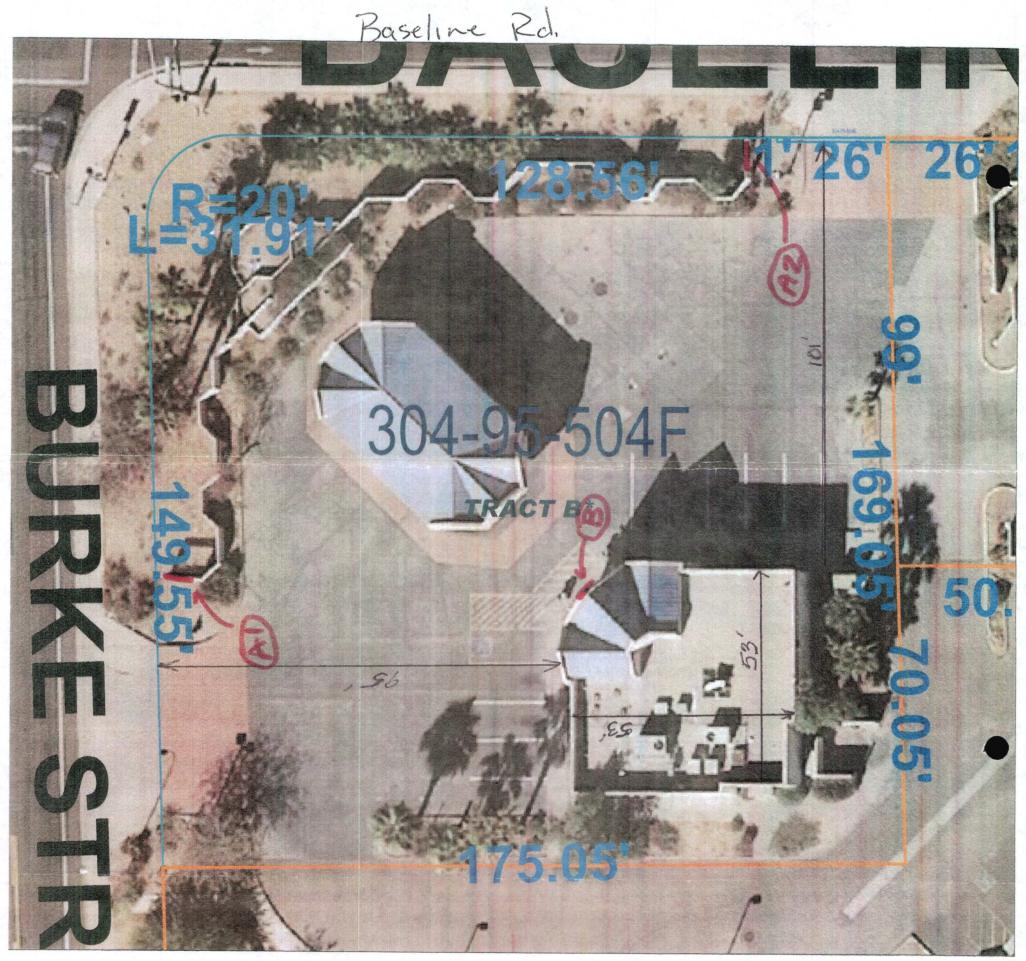
APPROVED

dministrative Design Review lase Planner Initials:
lase # D297-828 / DAIO-110
late: 3/3/10

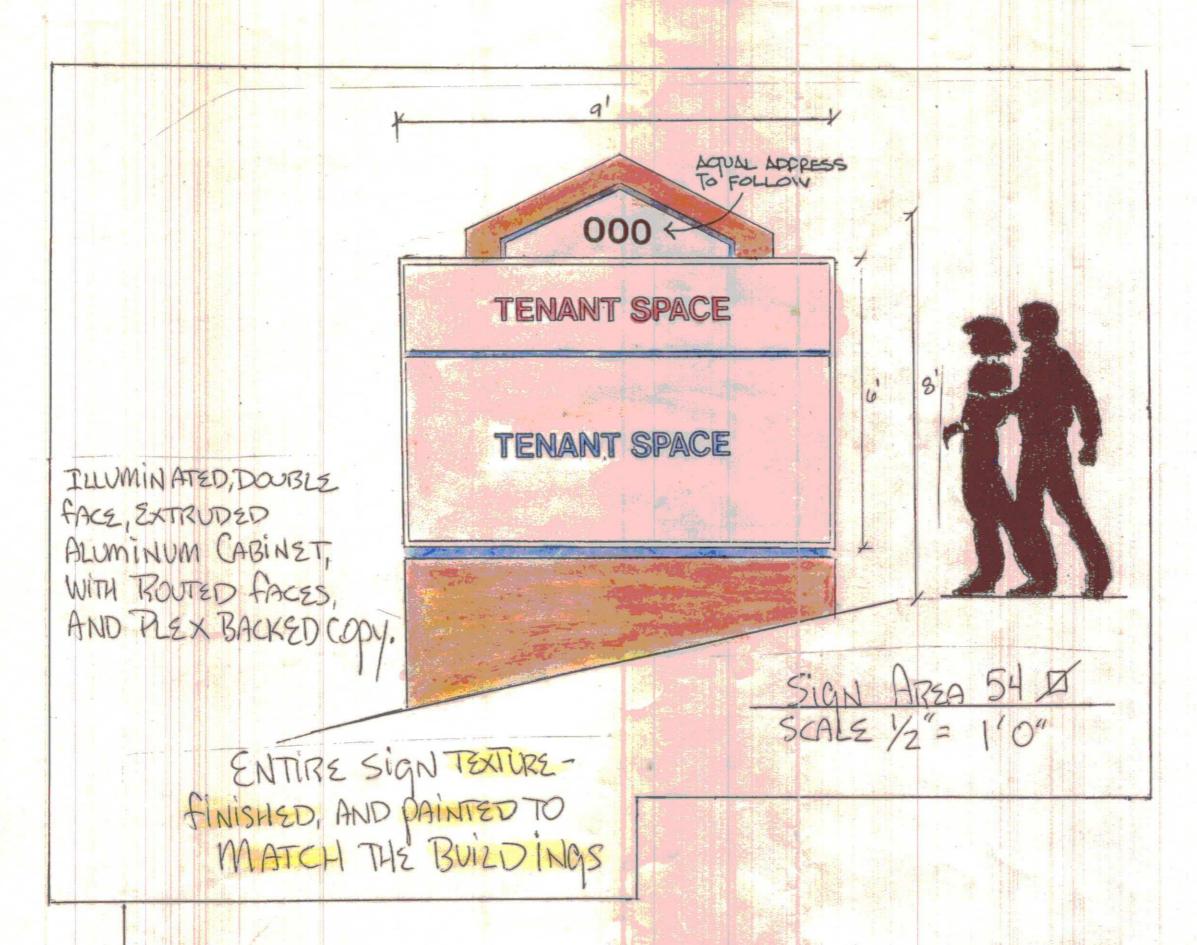
COLORS

# County Parcels





DR97-82-B





ON BUILDING B" THIS

SIGNS ON THE EAST

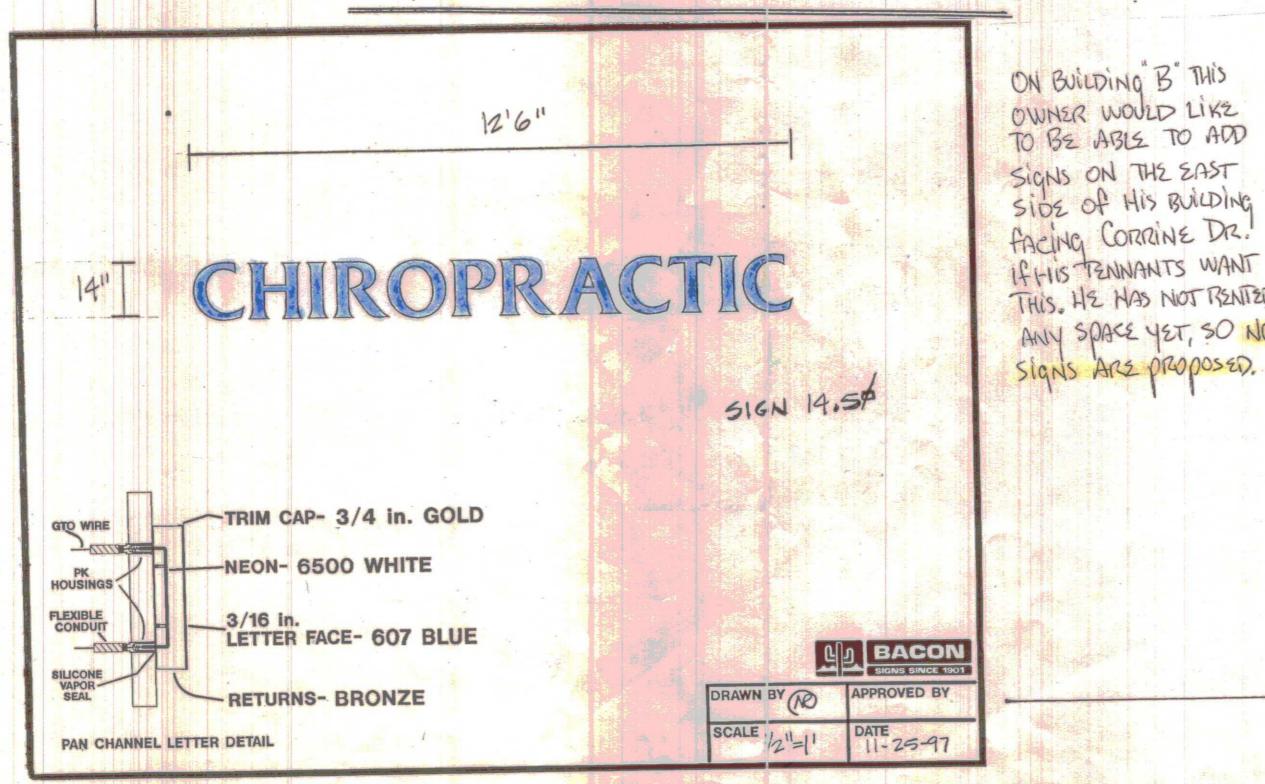
SIDE of His BUILDING

IFHIS TENNANTS WANT

THIS. HE HAS NOT RENTED

ANY SPACE YET, SO NO

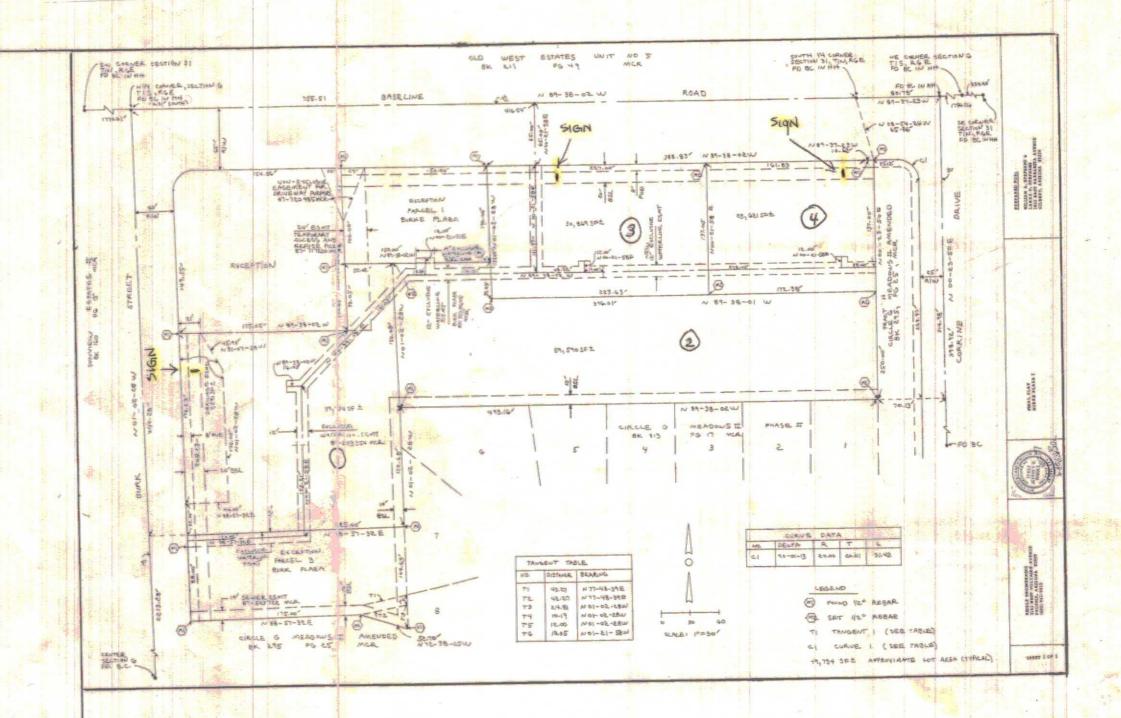
signs Arz proposed.



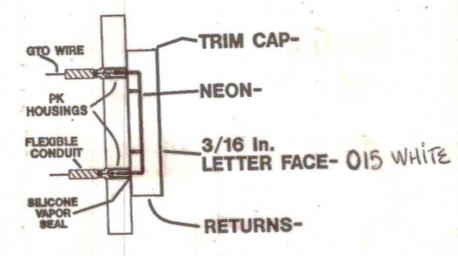
THE APPLICANTS HAVE SUBDEVIDED BURK PLAZA INTO 4 LOTS. THE BLYEN OF LOTS 3 AND 4 WOULD LIKE TO CONSTRUCT A MONUMENT ON EACH OF THEIR LOTS, 1/3 OF EACH SIGN SHALL BE AD
SPACE FOR THE OFFICES PROPOSED ON LOT#2,
for THAT REASON THE OWNERS OF LOTS 3 \$ 4
WOULD LIKE TO EXCELD THE 40 \$ BY 14 \$ THESE MONUMENT SIGNS ARE TORE ONLY SIGNS TO BE BUILT AT THIS TIME.

> THE OWNER OF LOT ZEN ADDITION TO SPACE ON THE MONUMENT SIGNS.) WOULD LIKE TO BE ABLE TO PLACE
> BUILDING SIGNS ON THE NORTH
> ELEVATIONS OF HIS BUILDINGS FACING BASELINE ROAD.

THE OWNER OF LOT # I WOULD LIKE TO BE ABLE TO PLACE BUILDINGSIGNS ON THE WEST AND NOTOTH SIDES OF HIS BUILDING FACING BUTCK STREET AND BASELINE RD. AND A MONUMENT SIGN, WHICH WILL MATCH THOSE PROPOSED FOR BASELINE TROAD, ON BUTCK STREET ON HIS LOT.



THIS CENTURY 21 SIGN IS
CONCEPTUAL. THIS PREPRESENTS
THE SIGN THIS BUYER NOW HAS,
WITHOUT PREMIETE MARKETING,
(HIS COMPANY NAME) BECAUSE IT
EXCRETS 33/DI, HE WOULD LIKE TO
BE ABLE TO REDESIGN THIS SIGN IF HE CHOOSES



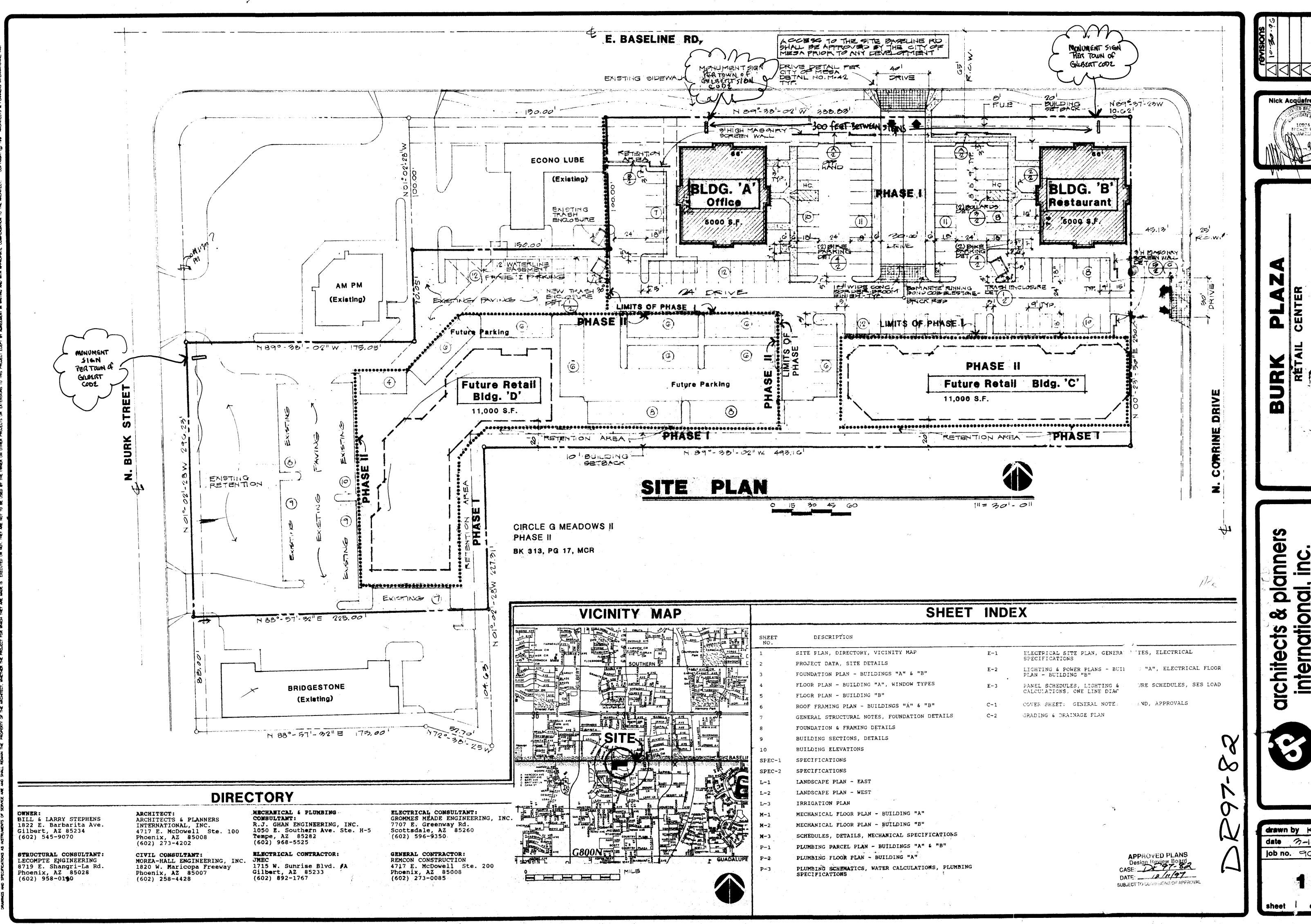


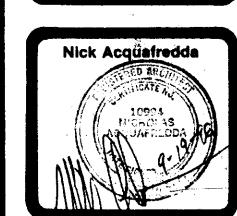
SIDE ELEVATION

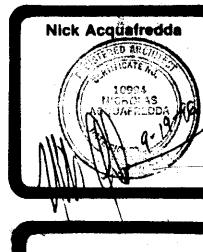
SCALE 1/8"=10"











drawn by KU 3-10-97 Job no. 9622

- 3. The design, color, type, and lighting intensity of the lighting fixtures for all of the buildings and parking lots within Phases I & II of the shopping center shall be similar to the ones approved, herein, by the Design Review Board.
- 5. **DR97-80** Approval of site plan, landscaping, elevations, and signage for Heritage Court located at the NEC of Gilbert Road and Cullumber Avenue.
- 1. Applicant shall submit the landscape and streetscape plan for the site and adjacent temporary parking lot for Design Review Board approval prior to issuance of a building permit.
- 2. The streetscape shall include trees planted at grade, with grates, as is common for other Heritage District street tree plantings. Raised planters may also be used as focal points around the street perimeter.
- 3. The street furniture shall be chosen from Heritage District palette as attached.
- 6. **DR97-82** Approval of signage package for Burk Plaza, Phases I and II, located at the SEC of Burk Street and Baseline Road.
- 1. Upon review by the Planning Department Staff, all signs shall be permitted through the Building Department prior to the issuance of a sign permit.
- 2. All signs shall be permitted to substantially comply with renderings presented and approved by the Board at the hearing of December 11, 1997.
- 3. Freestanding signage adjacent to Burk Street shall provide center identification 'Burk Plaza', at the top one-third (1/3) of the sign.
- 4. Each freestanding sign shall not exceed sixty-three (63) square feet in area, no eight (8') feet in height. Said height of signs shall be measured from the top of curb of the parking lot. Calculations for area shall not include architectural embellishment proposed at apex of sign.
- 5. The freestanding monument sign adjacent to Burk Street shall be repositioned approximately eighty (80') feet to the south to provide an approximate separation from the existing AM/PM sign of one hundred fifty (150') feet.
- 6. Wall mounted signs for Phase I shall not exceed one-half (.5) square feet of sign area per lineal footage.
- 7. Wall mounted signs shall be limited to the north elevation of Building 'A', to the north and east elevations of Building 'B' and 'C', and to the north and west elevation of Building 'D'.



- 8. Wall mounted signs for Phase II shall not exceed one and one-half (1.5) square feet of sign area per lineal footage.
- 9. All window signage, temporary or permanent, shall be limited to twenty-five (25%) percent coverage of the window area.
- 10. Exposed crossovers, conduit, transformers, and other equipment shall be concealed.
- 11. All cabinets, conductors, transformers, and other equipment shall be concealed.
- 12. All exterior signage shall be individually illuminated pan channel letters, flush mounted to the fascia.
- 13. Signs shall not utilize the color 'black' except for trim and accent applications and treatment.
- 7. **DR97-83** Approval of site plan, landscaping, preliminary grading and drainage and elevations for an LDS Church to be located on Guadalupe Road between McQueen and Cooper Roads.
- 1. Construction of the project shall conform with the exhibits presented and conditions stipulated by the Design Review Board at the December 11, 1997 meeting. Any revisions to the approved plans shall be reviewed by the Board prior to the issuance of a building permit for the Project.
- 2. Prior to the issuance of a building permit, the applicant shall submit a final landscape plan for review and approval of the Planning Department. The final landscape plan shall include additional shrubs within the Lawn areas, subject to the review and approval of the Planning Department
- 3. No more than 50% of the landscaping areas along the front property line shall be utilized for water retention purposes.
- 4. Prior to the issuance of a building permit, the applicant shall submit the exterior elevations for the storage building for the Planning Department review and approval.
- 5. Ground mounted mechanical equipment shall be screened from public view in its entirety by a solid wall, compatible with the exterior elevations and the perimeter wall. Roof mounted equipment shall be located no higher than the parapet wall and shall be screened in its entirety from public view.
- 6. Bicycle parking shall be provided at a minimum of 6 spaces for the facilities. Location and design of bicycle parking facilities shall be provided by the Planning Department.

4



# TOWN OF GILBERT GILBERT, ARIZONA 85296

# **MEMORANDUM**

TO:

**DESIGN REVIEW BOARD** 

FROM:

MARIO MANGIAMELE, PLANNER

DATE:

**DECEMBER 11, 1997** 

**SUBJECT:** 

DR97-82 - BURK PLAZA SIGN PACKAGE,

S.E.C. BURK STREET & BASELINE ROAD

#### **PROJECT**

DR 97-82:

SIGN PACKAGE for BURK PLAZA

S.E.C. BURK STREET & BASELINE ROAD P.A.D.: (C-2) GENERAL COMMERCIAL

### APPLICANT/OWNER

Bill & Larry Stephens 1822 East Barbarita Avenue Gilbert, Arizona 85234

Ph: 602.545-9070

### HISTORY

February 12, 1987:

The Design Review Board conditionally approved the site, landscaping, grading and building plans for the Burk Plaza retail shopping center located at the southeast corner of Baseline Road and Burk Street.

June 21, 1988:

The Town Council amended Ordinance No. 389 by adding a Preliminary Site Plan, Conceptual Landscape Plan, and Streetscape Plans by approving Ordinance No. 583 (Z86-55). The referenced ordinance changed the 11± acre Townhouse parcel (R-3) to C-2 (General Commercial) and R1-7 (Single Family Residential). This amendment provided for a 5.25± acre commercial site at the southeast corner of Burk Street and Baseline Road.

November 14, 1996: The Design Review Board recommended approval of the site plan,

landscaping, grading and drainage, and building elevations for the proposed Phase I development of the Burk Plaza retail center.

December 3, 1996:

Town Council approved: a.) Final Site Plan approval for Phase I that includes a 5,000 square foot Office Building, a 5,000 square foot building earmarked for a Restaurant, common areas for circulation, and parking; and b.) Preliminary Site Plan approval for Phase II development of 22,000 square foot of Retail Building uses.

1987 to Present:

Since the creation of the Burk Plaza Retail Center, the Board has reviewed several projects in this commercial development. These projects include the AM-PM Market, Bridgestone Auto & Tire Center, and Econo Lube N' Tune.

# REQUEST

Review and approval of the sign package for Phase I and Phase II of Burk Plaza, located at the SEC of Burk Street and Baseline Road. This request includes design and placement of freestanding monument and wall mounted signage.

### DISCUSSION

Background: The subject site was recommended approval by the Design Review Board on November 14, 1996. This approval included the proposed locations for wall mounted signage on the building elevations only. Due to the absence of any signage proposal in the original Design Review Board submittal, Staff stipulated and the Board concurred that any signage for the project shall receive review and approval by the Board prior to the issuance of a sign permit. The current sign package submittal includes a proposal for three (3) freestanding signs and multiple wall mounted signs.

Monument Signs: As proposed, the site plan illustrates the placement of three (3) freestanding monument signs (Exhibit B). One (1) freestanding monument sign is proposed adjacent to Burk Street for the Phase II Pad, located between the existing AM/PM convenience store and the existing Cobre Tire automotive store. The remaining two (2) freestanding monument signs are proposed adjacent to Baseline Road to address the signage needs of Phase I and Phase II of the project. Design of the signs is consistent with the design and colors used on the center by replicating the gable treatment and previously approved color palette into the design of the signs. Additionally, placement of the signs is approximately three-hundred (300') feet apart which meets the Unified Land Development Code (ULDC) requirements. However, the western most monument sign proposed adjacent to Baseline Road does not meet the three-hundred (300') distance requirement from the existing Econo Lube N' Tune. Staff believes that this proposed location does not present any adverse issues due to the allotment of freestanding signs for each property owner. Furthermore, the proposed monument sign adjacent to Burk Street is proposed approximately sixty (60') feet from the existing AM/PM freestanding signage. Although these are two separate properties, Staff recommends to provide more separation between the existing and the proposed freestanding monument sign adjacent to Burk Street. Staff further recommends to reposition the proposed monument sign approximately eighty (80') feet to the south to meet the intent of the ULDC requirements for separation of monument signs.

The monument signs, as proposed, are approximately sixty-three (63) square feet in area, with a maximum height of eight (8') feet. Calculations for the signage does not include the architectural embellishment proposed at the apex of the sign. Height measurements are further taken from the top of curb of the parking lot, due to the need to locate a portion of the freestanding signs in the retention areas fronting Baseline Road and Burk Street.

The freestanding monument signs proposed adjacent to Burk Street appears to exclusively address the needs of the future Pad user at this location. In respect to the sign proposed, Staff recommends that said sign address the needs of the entire center by providing center identification 'Burk Plaza', at the top one-third (1/3) of the sign.

The two (2) remaining freestanding monument signs proposed adjacent to Baseline Road are designed to address the needs of the existing Phase I buildings and the future Pad users within the rear (Phase II) of the site. The ULDC requires that buildings setback less than seventy-five (75') feet, shall not exceed forty (40) square feet in area, nor eight (8') feet in height (Phase I buildings). The ULDC further states that buildings setback greater than seventy-five (75') feet, shall not exceed seventy-five (75) square feet in area, not eight (8') feet in height. Staff believes that the proposed monument signs adjacent to Baseline Road adequately address the needs of the existing Phase I buildings and the future needs of the Phase II buildings. Therefore, Staff recommends that the freestanding signs adjacent to Baseline Road, not exceed the proposed sixty-three (63) square feet of area for each sign.

Wall Mounted Signs: As proposed, this project will contain space for multiple tenants, which will likely have different requirements for signage. As illustrated (Exhibit D), the development is proposing one (1) illuminated, wall mounted sign for Building 'A', and one (1) illuminated, wall mounted sign for Building 'B'. The ULDC allows one-half (.5) square feet of sign area per one (1) foot of lineal footage for the wall mounted signs within Phase I. Additionally, the proposed signs for Phase I are in compliance with the ULDC in that they are proposing less than the maximum allowable square footage for signs at these locations. Additional signage will only be permitted on the north elevation for Building 'A', and the north and east elevations of Building 'B'.

Additional wall mounted signage will most likely be required by the future tenants of the Phase II buildings. The ULDC states that these future buildings will be permitted wall mounted signage at a ratio of one and one-half (1.5) square feet of sign area for each front foot of building. Said signs must be placed on side of building upon which it draws its allowed square footage. The ULDC additionally states that each tenant or use is permitted a minimum of sixteen (16) square feet of sign area for buildings which can not draw sufficient signage upon the lineal front footage.

As provided with Exhibits' E-1 through E-4, sign criteria has been outlined in general requirements, specifications, and design requirements. Staff supports the aforementioned sign criteria however, Staff can not support the proposed black color as a primary color for the

signage. Staff believes that this proposed color is not complementary to the existing color palette for the center. However, Staff can support the use of black as an accent or trim color.

# STAFF RECOMMENDATION

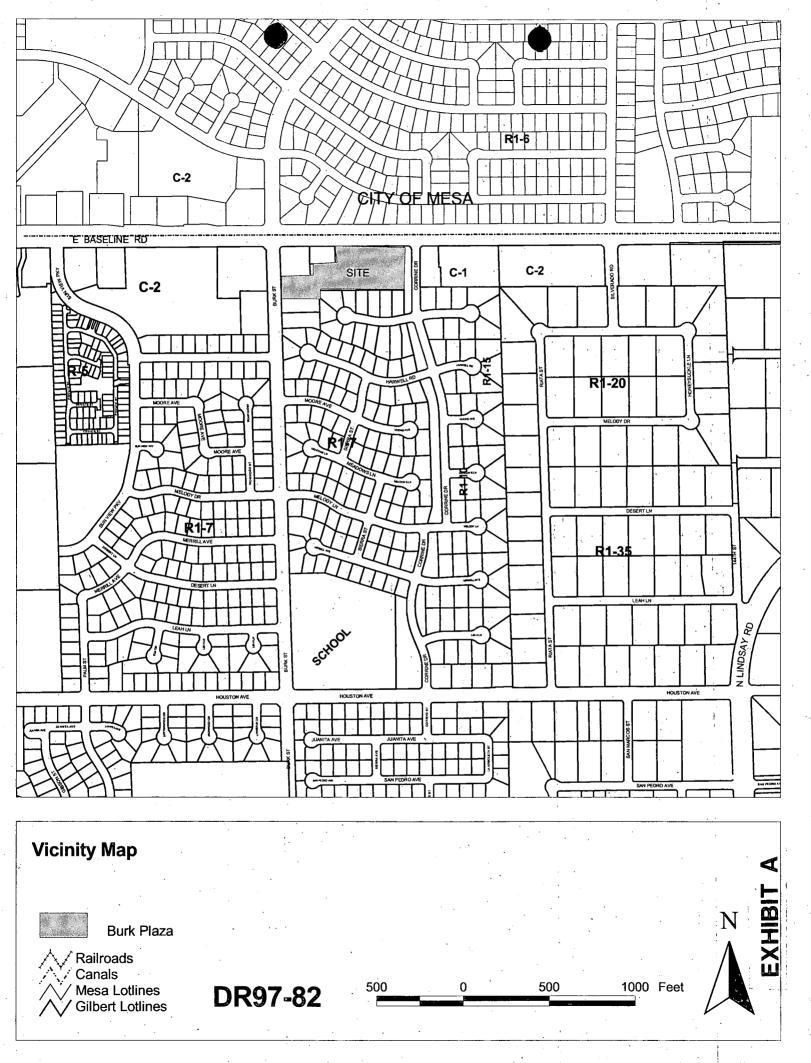
Staff recommends approval of DR97-82 sign package for Burk Plaza, subject to the following conditions:

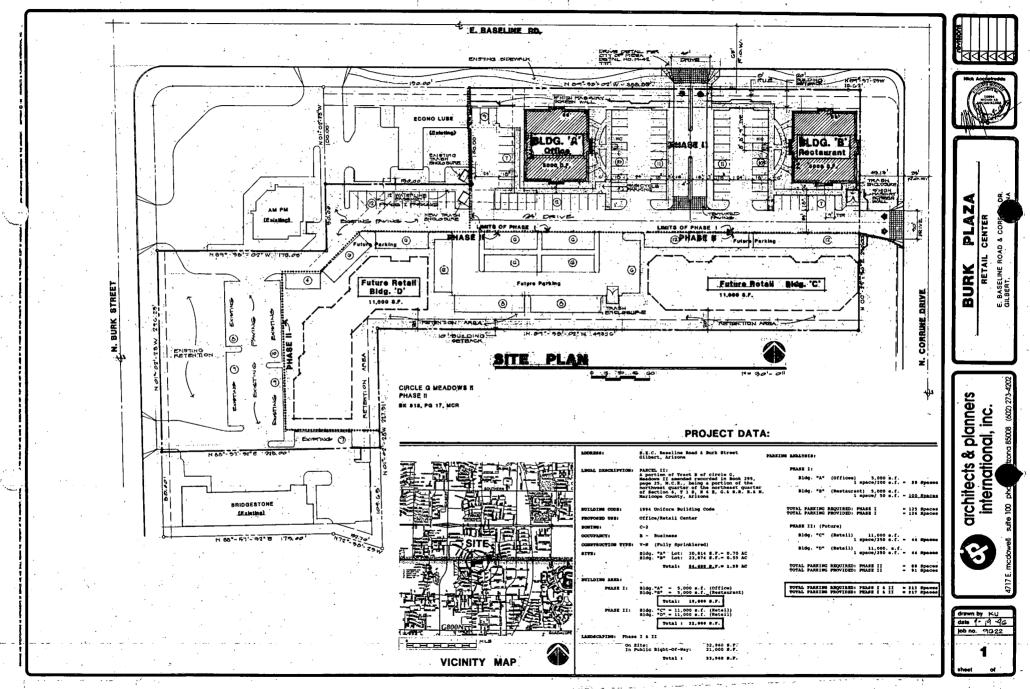
- 1. Upon review by the Planning Department Staff, all signs shall be permitted through the Building Department prior to the issuance of a sign permit.
- 2. All signs shall be permitted to substantially comply with renderings presented and approved by the Board at the hearing of December 11, 1997.
- 3. Freestanding signage adjacent to Burk Street shall provide center identification 'Burk Plaza', at the top one-third (1/3) of the sign.
- 4. Each freestanding sign shall not exceed sixty-three (63) square feet in area, nor eight (8') feet in height. Said height of signs shall be measured from the top of curb of the parking lot. Calculations for area shall not include architectural embellishment proposed at apex of sign.
- 5. The freestanding monument sign adjacent to Burk Street shall be repositioned approximately eighty (80') feet to the south to provide an approximate separation from the existing AM/PM sign of one-hundred fifty (150') feet.
- 6. Wall mounted signs for Phase I shall not exceed one-half (.5) square feet of sign area per lineal footage.
- 7. Wall mounted signs shall be limited to the north elevation of Building 'A', to the north and east elevations of Buildings 'B' and 'C', and to the north and west elevation of Building 'D'.
- 8. Wall mounted signs for Phase II shall not exceed one and one-half (1.5) square feet of sign area per lineal footage.
- 9. All window signage, temporary or permanent, shall be limited to twenty-five (25%) percent coverage of the window area.
- 10. Exposed crossovers, conduit, or raceways will not be permitted.
- 11. All cabinets, conductors, transformers, and other equipment shall be concealed.
- 12. All exterior signage shall be individually illuminated pan channel letters, flush mounted to the fascia.
- 13. Signs shall not utilize the color 'black' except for trim and accent applications and treatment.

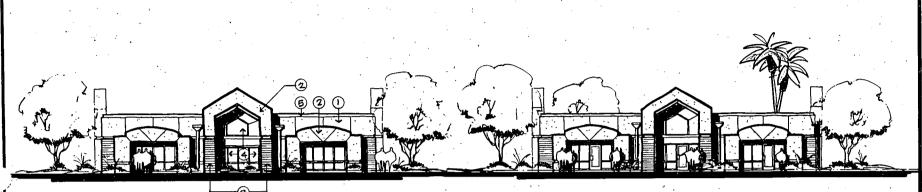
# Attachments:

Vicinity Map Site Plan Exhibit A: Exhibit B:

Exhibit C: Building Elevations
Exhibit D: Freestanding & Wall Mounted Signage
Exhibit E-1 thru E-4: Sign Criteria for Burk Plaza







REAR ELEVATION

FRONT ELEVATION



SIDE ELEVATION

### SIDE ELEVATION

#### TYPICAL FINISHES

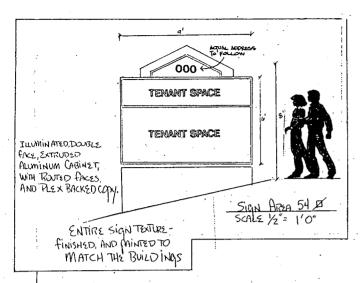
2. ACCENT:

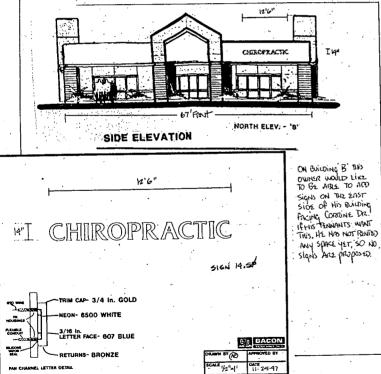
3. BRICK:



architects & planners international, inc.

date 9-14-96 lob no. 9622

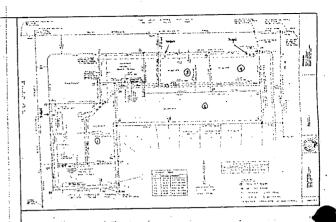




THE APPLICANTS HAVE SUBDILIDED BUTK PARTY DITO I UTIS THE BLAND OF LOTS 3 AND A WOULD LIKE TO CONSTRUCT A MOMENT ON EACH OF THIS LOTS, 39 OF EACH SIGN STALL BE NO SPICE FOR THE CHIEFE PROPOSED ON LOTTE Z. FOR THAT TRANSON THE COUNTY OF ESTS 3 & 4 ' LONG WITH TO EXCELD THE 40 XT. BY I HE THISSE MOMENTS TO EXCELD THE 40 XT. BY INFO TO BE BUILT AT THIS TIME.

THE OWNER OF LOT Z (DA ADDITION TO SPACE ON THE MOUNTENT SIGNE) WOULD LIKE TO BE ATLE TO PARE BILLDING SIGNS ON THE NORTH ELEWATIONS OF HIS BUIDINGS FACING BASE LINE ROAD.

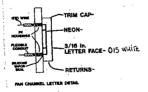
THE OWNER OF LOT # I WOULD LIKE TO BE AFFLE TO PLACE BUILDINGS FORD OF HIS TAKING FORD OF HIS TAKING FORD OF HIS TAKING FORD A MOST HOLD FORD FORD FORD FORD HIS THOMAN THEM THEM THOSE PROPOSED FOR BASELINE TROMON ON BUTCH STREET ON HIS LOT.



CENTURY 2

516N 18 ×

THIS LENTURY ZI SIGN IS
CONCEPTION. THIS TEXPRESSION
THE SIGN THIS TRANSECTION,
WHICH THE MICH THIS ETHER
EXCETS 13/1/4. HE WOULD LIVE TO
BY ABLE TO TRANSINGH THIS SIGN
THE HE CHOOSES





SIDE ELEVATION

38ALE 16" - 1'0"







## SIGN CRITERIA FOR BURK PLAZA 2353-2373 E. BASELINE RD GILBERT. AZ

### A. General Requirements

- 1. All signs shall be furnished and installed by the tenant at its sole expense. Manufacture and installation shall be done by a licensed sign contractor.
- 2. Permits, fees and inspections required shall be obtained by the tenant or its representatives.
- 3. Tenants shall be respectively responsible for the fulfillment of all requirements of these criteria by its representatives and contractors.

# B. <u>General Specifications</u>

- 1. Painted lettering will not be permitted except as hereinafter stated under design and construction requirements.
- 2. No animated, flashing or audible signs will be permitted. All signs will function solely as graphic, visual identifications of the store name.
- 3. No exposed lamps.
- 4. All illuminated signs shall conform to all local building and electrical codes.
- 5. No exposed crossovers, conduit or raceways will be permitted.
- 6. All cabinets, conductors, transformers and other equipment shall be concealed.
- 7. Electrical services to a particular tenant's illuminated signs shall be on such tenant's meters and shall be controlled by such tenant's time switches.

Sign Criteria - Burk Plaza

page 2

# C. Multi Tenant Construction Requirements

1. All exterior sign shall be individual illuminated pan channel letters flush mounted to fascia. Letters of 22 gauge paintlok metal with enamel finish on returns. 3/16" acrylic faces with 3/4" trim cap. All penetrations of the wall required for sign installation and electrical service shall be neatly sealed in a watertight condition.

### D. Multi Tenant Design Requirements

- 1. Signs shall have separated luminous letters mounted to fascia.
- 2. Signs shall be separate luminous letters with 3/16" acrylic faces and 3/4" gold trim cap with 5" #313 Duranic Bronze returns. Acrylic colors: black, #211-0 Red, #607 Blue, #015 white.
- 3. Logo's shall be permitted but shall not exceed 25% of sign area and shall be approved by landlord.
- 4. No signs of any sort shall be permitted on building roof.
- 5. Exterior signs shall be mounted to sign band surface of the building in the space designated by the Director of Tenant Coordination. The total horizontal dimension of the sign shall not exceed 75% of the leasehold width on the designated sign area. Square footage allowed is 1/2 square feet to 1 for suites facing Baseline Rd. and 16 square feet total for suites facing parking lot. Maximum sign height not to exceed 24". Letter styles to be open with landlords approval.

EXHIBIT E-2

Sign Criteria - Burk Plaza

page 3

# E. Miscellaneous Signs

- 1. Each tenant shall be permitted to place upon the public entrance of its demised premises not more than 144 square inches of decal application of lettering not to exceed four inches (4") in height indicating hours of business and emergency telephone numbers.
- 2. Except as herein provided, no advertising place cards, banners, pennants, names, insignia, trademarks or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the show window and doors or upon the exterior walls of the building.
- 3. (2) Multi-tennant monument signs located
  (1) in front of each building respectivly.
  Tennants to be allocated space by
  landlord.

# F. Required Approvals

Approved of design, contents, materials, colors, sizes, details and location must be obtained from the To fulfill the sign approvals required by Landlord. this Lease, tenants shall submit to the Director of Tenant Coordination two (2) sets of drawings of the proposed signs. One (1) set of prints thereof will be returned to the Tenant showing the approval of the Director of Tenant Coordination with or without qualifications. If the approval qualifications are of such scope that significant changes are required. Tenant shall resubmit two (2) revised prints for final Although previous signing practices of the Tenant will be considered, they will not necessarily govern the signing to be installed in the center. Until such approval is obtained, no sign shall be installed.

G. Town of Gilbert sign permits may then be obtained.

EXHIBIT E-3

L-4

Sign Criteria - Burk Plaza

page 4

The Landlord has designated Bacon Signs of Arizona, Inc. as the recommended sign contractor to furnish and install signage at this project. Landlord suggests that Bacon Signs of Arizona, Inc. provide all tenant signage in order to insure strict compliance with this sign criteria. Non-conformance with this sign criteria will be strictly enforced and corrected at the tenant's expense.

For further information, contact:

DEAN KROENING
BACON SIGNS OF ARIZONA, INC.
928 E. JAVELINA, STE. 1
MESA, AZ 85204
(602) 892-9558