



DESIGN REVIEW BOARD STAFF REPORT

AGENDA #
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TO: DESIGN REVIEW BOARD *1720 W Elliott*

FROM: JASON SANKS, PLANNER *JS*

THROUGH: LINDA EDWARDS, AICP, PLANNING MANAGER *LE*

MEETING DATE: JUNE 12, 2003

SUBJECT: **DR03-25 COMPREHENSIVE SIGN PACKAGE FOR ELLIOT ROAD GROUP LLC, LOCATED AT 1720 E. ELLIOT ROAD.**

REQUEST

Approval of a comprehensive sign package for Elliot Road Group LLC at 1720 W. Elliot Road, subject to conditions.

RECOMMENDED MOTION

Move to approve DR03-25, subject to conditions.

APPLICANT/OWNER/ARCHITECT

Mike LaPorte/ Caliber Signs
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Tempe, AZ, 85281
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F: 480.755.7997
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Elliot Road Group, LLC
5040 N. 40th St. Ste. 260
Phoenix, AZ, 85018
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HISTORY

March 24, 1986 The Town Council approved zoning request Z86-53 (Ordinance 507) changing the PSC-1 (Planned Shopping Center), R-2 (Duplex), and R-5 (Townhouse) PAD zoning classifications to PSC-1 (Planned Shopping Center), I-1 (Garden Industry), and I-2 (Light Industry) PAD for development of a Business/Industrial Park at the northwest corner of Elliott and McQueen Roads.

November 9, 2000 The Design Review Board reviewed and approved DR00-109, site plan and architecture for the Clark Industrial Building. This building is the subject of the current request.

PROJECT FACTS

Surrounding land uses

	Land Use Category	Existing Zoning	Existing Use
North	LI (Light Industrial)	I-1 PAD (Garden Industry)	Sunrise Susiness Park – Industrial Buildings
East	CC (Community Commercial)	PSC-1 PAD (Planned Shopping Center)	(Proposed) Venice of Gilbert project
South	LI (Light Industrial)	I-1 PAD (Garden Industry)	Spectrum Astro
West	LI (Light Industrial)	I-1 PAD (Garden Industry)	Auto Body World
Onsite	LI (Light Industrial)	I-1 PAD (Garden Industry)	Industrial office building

Data

Signage Details	Proposed	Sign Code Regulations for Wall Signs in I-1
Number of signs proposed	5	N/A
Storefront width	48 feet	N/A
Sign area allowed per tenant	Maximum 1.5 square feet of signage per linear-foot of store front	Maximum 1.0 square feet of signage per linear-foot of store front
Maximum sign length proposed	80% of store front width	80% of storefront width
Maximum letter height proposed	30 inches	80% of vertical dimension of sign band or wall space on which the sign is placed
Type of signs	Pan channel plexiglass and aluminum with internal neon illumination.	Exposed raceways are prohibited

BACKGROUND

Signage

On March 24, 1986, the Town Council approved the rezoning for Sunrise Business Park (Ordinance 507). Condition D.b in Exhibit B, requires the appearance of fascia mounted signs in the business park have a non-retail appearance.

On November 9, 2000, the Design Review Board (DRB) approved the Clark Industrial Building that is now owned by the Elliot Road Group LLC. At that time, there was no proposed signage and the DRB conditioned the site plan approval with a requirement for a comprehensive sign package application for the building.

There are five tenant suites in the building that range in size from 7447sf to 8700sf. Building frontage lies along Elliot Road and is setback 96 feet.

Monument Signs

There are no proposed monument signs for this project.

Wall Signs

The tenant space frontages are 48 feet wide each. No individual sign may exceed 80% of the tenant's respective frontage. The applicant is proposing the wall signs not exceed 24 feet in height from grade to top of sign. Maximum sign letter height is 30". Total maximum height, including double line design, is also 30". Where possible, single line design shall be required.

There are four panel material choices for the sign. These include: 1) Black/white acrylic that is black during the day and illuminates white at night, 2) white plexiglass, 3) red plexiglass, and 4) blue plexiglass. There are three trim cap choices of bronze, black, and gold. The applicant is proposing internal illumination.

Staff recommends that internal illumination not be allowed. Normal business hours of a typical business park use do not necessitate the need for internally illuminated signs. Nearly all of the businesses in Sunrise Business Park do not have internally illuminated signs. Staff finds that internal illumination is indicative of a "retail" appearance, which is prohibited by Ordinance 507, D.b. Although the acrylic and plexiglass material choices proposed by the owner are often used with internally illuminated applications, Staff notes the signs are visible from Elliot Road without the illumination.

The sign criteria, with the exception of internal illumination and sign square footage per linear foot of store front, are in compliance with Town of Gilbert code and are more restrictive in terms of both letter heights and sign height from grade. These restrictions were requested by the owner to maintain a higher visual aesthetic standard than is currently required by the Town.

STAFF RECOMMENDATION

Staff recommends approval of DR03-25, comprehensive sign package for Elliot Road Group LLC at 1720 W. Elliot Road, subject to the following conditions:

1. The sign package shall be permitted per Exhibit 2 and color renderings approved at the public meeting of June 12, 2003.
2. Signage shall not be internally illuminated.

Exhibits

1. Vicinity Map with Site and Floor Plan
2. Building Elevations with signage
3. Applicant's "Sign Criteria" narrative
4. Ordinance No. 507, Exhibit B
5. Property owner's letter regarding monument signage

Elliott Road Group LLC

1720 W. Elliott Road
Gilbert, AZ 85233

Sign Criteria

This criteria has been established by the landlord/owner to maintain a theme consistent with the architecture and character of the area and to be compatible with the regulations set forth by the Town of Gilbert. Additionally, compliance is required to maintain continuity in the quality and aesthetics of all signage installed for each tenant. Specific materials, colors, fabrication and installation standards are outlined that define the standards of workmanship for the benefit of all individual tenants, the landlord(s) and building owners. Without exception, the proposals/designs for all wall mounted tenant identification signage must be reviewed by the landlord and issued written consent prior to construction. Furthermore, any and all applicable municipal permits required for said signage must be obtained prior to construction and installation.

Conformance to this criteria will be strictly enforced by landlord/owner. Any installed signs which have not been not received landlord consent or the required municipal permit(s) must be brought into conformance or will be removed from the premises at the sole expense of the tenant within 10 calendar days of written notice from the landlord /owner and /or Town of Gilbert.

Building (attached) wall signage

General Requirements

*All signage must be designed in accordance with the Town of Gilbert Sign Ordinance and shall comply with current electrical codes and regulations.

Wall Signs: Refer to section 3.71 Town of Gilbert Sign Ordinance: Maximum sign area shall not exceed 1.5 square feet per 1.0 linear foot of building street frontage for the business suite. No individual sign length may exceed 80% of the of the tenant/user's leased frontage on which the sign is placed. All signs shall fit proportionally with the overall building mass and design as well as the individual tenants' space. Signs may be ~~internally illuminated or~~ non-illuminated pan-

channel letters with plexiglas faces. Cabinet signs, reverse-pan channel and routed panel signs are prohibited.

Specifications:

1. Maximum vertical height of any sign shall not exceed 30" including space between lines, ascenders and/or descenders. Where possible, single line design shall be required. The use of company logos is permissible with landlord approval, but the dimension of each company logo must not exceed six square feet. This will eliminate oversized signage and maintain the improved appearance of the building in the community.
2. Returns shall be constructed of paint-lok steel or aluminum with a maximum depth of 5". They shall be painted bronze, black, or gold. Face colors shall be limited to Red 2415, White 7328, Sky Blue 2648 or Black-White plex. To maintain continuity, trim cap must match the color selected for the individual letter faces.
3. To provide for an improved overall building appearance both interior and exterior, exposed raceways are prohibited. ~~Exposed neon tubing, crossovers or conduits are not permitted. All conductors, transformers and GTO wiring shall be concealed on the interior the building and above any visible drop ceiling tiles if present.~~
4. Placement of each tenant identification sign must be centered between each interior wall of leased space and above primary entry. Top of sign may not exceed twenty-four feet from grade. This shall maintain the consistency in placement for all tenant signage.
5. Premium applied vinyl lettering displays on glass doors or windows is allowed, but shall be limited to a space not in excess of twenty five percent of the total window area. Approved color is white. Font selection is at the discretion of each tenant, but must be distinctive and conservative. Hours of operation, contact names and/or numbers in the event of any emergency etc. must not exceed 3" in height. All applied vinyl lettering must be installed professionally by approved contractor and shall be at the sole expense of the tenant Suite number identification only shall be provided by the contractor/developer.



Notice of Action

Project Name: Comprehensive sign package for Elliot Road Group LLC


Project Number: DR03-25

Date: July 18, 2003

Address or Location: 1720 West Elliot Road

Applicant Information: Mike LaPorte/ Caliber Signs
1320 South Priest Drive, Suite 102
Tempe, Arizona 85281
P: 480.755.8121 F: 480.755.7997

Owner Information: Elliot Road Group, LLC
5040 North 40th Street, Suite 260
Phoenix, Arizona 85018
P: 602.956.6060 ext. 117 F: 602.956.3535

Planner: Jason Sanks, Planner II 
P: 480.503.6805 F: 480.497-4923
Email: jasons@ci.gilbert.az.us

Action: The Design Review Board on June 12, 2003 approved this project, subject to the conditions contained in the final minutes attached. Please incorporate these conditions in the set of construction documents or civil drawings to help us in expediting the implementation phase of this project.

In our effort to continuously strive for increased customer service, we would ask that you take several minutes of your time to complete and return the enclosed Community Development Customer Satisfaction Survey.

Thank you again for your cooperation in the approval process of this project. Should you have any questions, please contact Jason Sanks at (480) 503.6805, or at jasons@ci.gilbert.az.us.

Attachments: Design Review Board Final Minutes 6/12/03
Development Services Customer Satisfaction Survey

APPROVAL OF AGENDA:

Chairman Darrell Truitt announced that the agenda needed to be revise by pulling DR03-29 and DR03-28 off the consent items and put them on the public hearing.

Chairman Darrell Truitt requested a motion to approve the agenda.

A motion was made by Vice Chairman Gary Petterson, seconded by Board Member David Gibson to approve the agenda as modified adding DR03-29 and DR03-28 to the public hearing.

Motion Carried 6-0.

COMMUNICATION FROM CITIZENS

Chairman Darrell Truitt announced that at that time members of the public may comment on items not on the agenda. He stated that the Board’s response was limited to responding to criticism, asking staff to review a matter commented upon or asking that the matter be put on a future agenda. He asked if anyone would like to speak. He reminded the audience that they needed to fill out a yellow slip if they wanted to speak during that time or regarding any of the items on the public hearing.

No one came forward.

CONSENT ITEMS

Chairman Darrell Truitt read through the consent items.

A motion was made by Board Member Jacquelyn Cole, seconded by Board Member Gibson to approve the consent items, subject to staff stipulations.

Motion Carried 7-0.

Minutes - Approval of Regular Meeting Minutes of May 15, 2003.

DR01-121 - Approval of a comprehensive sign package for the Arizona Farm Bureau, located south of the southeast corner of Elliot and Higley Roads, subject to conditions.

Approval of DR01-121, comprehensive sign package for Arizona Farm Bureau, subject to the following conditions:

- 1. The sign package shall be permitted per exhibits approved at the public meeting of June 12, 2003.

DR03-25 - Approval of a comprehensive sign package for Elliot Road Group LLC at 1720 W. Elliot Road, subject to conditions.

Approval of DR03-25, comprehensive sign package for Elliot Road Group LLC at 1720 W. Elliot Road, subject to the following conditions:



1. The sign package shall be permitted per Exhibit 2 and color renderings approved at the public meeting of June 12, 2003.
2. Signage shall not be internally illuminated.

DR97-80 - Amendment to the Heritage Court Building Sign Package, located at 207 North Gilbert Road. The property is zoned C-2.

Approval for DR97-80, the revised sign package for Heritage Court, located at 207 North Gilbert Road, subject to the following conditions:

1. The sign shall be permitted per the attached exhibits approved at the Public Hearing meeting held June 12, 2003
2. Prior to installation or pulling of sign permits, there shall be an Encroachment Permit obtained by the applicant, as drafted and approved by the Town Attorney

DR03-7 - Approval of final site plan, landscaping, grading, building elevations, lighting and conceptual signage for a CVS/Pharmacy proposed at the NWC of Higley and Pecos Roads and approval of the preliminary site plan for the remainder of the commercial acreage.

Approval of DR03-7, for the CVS/Pharmacy on the NWC of Higley and Pecos Roads with the following conditions:

1. Construction of the project shall conform to the Exhibits approved by the Design Review Board at the June 12, 2003 public hearing.
2. At the time of construction document submittal, the site plan shall include Town of Gilbert Standard Commercial and Industrial Site Plan notes.
3. The parking lot pole light fixtures shall be the flat glass lens style.

DR02-110 - Approval of (8) eight standard plans, Plans I-1, I-2, I-3, I-4, II-1, II-2, II-3 and II-4 proposed for La Aldea, located ¼ mile south of the southwest corner of Power and Guadalupe Roads and is zoned (R-CH) Single-family, Cluster Home.

Approval of DR02-110 La Aldea (8) eight standard plans I-1, I-2, I-3, I-4, II-1, II-2, II-3 and II-4, subject to the following conditions:

1. All standard plans shall meet requirements set forth in the Resolution of the Design Review Board adopting standard residential house plan conditions approved on December 14, 2000.
2. All standard plan elevations shall be built per exhibits approved by the Design Review Board as presented at the public hearing of June 12, 2003 subject to staff stipulations.
3. Product I (I-1, I-2, I-3, I-4) is approved for 216 lots, lots 1 through 216 and Product II (II-1, II-2, II-3, II-4) is approved for 136 lots, lots 217 through 352 within the La Aldea development. Any two or more additional standard plans or major revisions to the approved plans shall require review and approval by the Design Review Board prior to the issuance of a building permit.
4. All standard plans shall adhere to the requirements stipulated by Ordinance No. 1453 in rezoning case Z02-23.
5. Prior to review and approval of construction documents, the following elevations shall be revised to wrap stucco, stone or brick wainscoting to a natural stopping point: Plan I-1