



NOTICE OF DECISION

January 8, 2024

Julie Kulka
Airpark Signs & Graphics
1205 N Miller St.
Tempe, AZ 85281

RE: Minor Administrative Design Review to amend the Comprehensive Sign Program (CSP) for the Forum at Gilbert Ranch located at the NEC of Val Vista Drive and Williams Field Road.
PDR-2006-00147-D (DR23-171)

Dear Julie Kulka,

Staff has reviewed and approved your Minor Administrative Design Review DR06-147-D (DR23-171), for approval of the amended Comprehensive Sign Plan (CSP) for the Forum at Gilbert Ranch to allow two new sign bands for Office Building D (east and south elevations) and revisions to Office Wall Signage Standards. The subject site located at the NEC of Val Vista Drive and Williams Field Road, and zoned Shopping Center (SC) with a Planned Area Development (PAD) overlay.

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

1. Construction of future wall signage shall conform to the exhibits submitted for this request. All exhibits are stamped administratively approved January 8, 2024.
2. The applicant must obtain any necessary building permits prior to construction.
3. All other requirements set forth in the Forum at Gilbert Ranch CSP shall remain in full effect.

If you have any questions regarding the above, please contact me at (480) 503-6759 or sal.disanto@gilbertaz.gov.

Sincerely,

Sal DiSanto

Sal DiSanto
Planner I

Attachments:

1. Approved exhibits stamped 1/8/2024



Town of Gilbert
Development Services Department
90 E Civic Center Dr,
Gilbert, Arizona 85296

Narrative: Amendment to DR06-147A
The Forum at Gilbert Ranch CSP

To Whom it May Concern,

Attached is the application to amend the CSP for The Forum at Gilbert Ranch on the NWC of Williams Field Road and Val Vista Drive, Gilbert, AZ. We propose that the plan be amended to update the allowed architectural dimensions for wall signage as well as add two new sign band locations on Building D.

Currently, the CSP states that the maximum height of a sign cannot exceed 80% of "the most narrow vertical dimension of the architectural fascia..." or 24", whichever is smaller. We propose that the sign's height should only be restricted to 80% of the vertical dimension of the architectural fascia, regardless if it exceeds 24". The maximum length of a sign will still remain 80% of the architectural fascia as stated in the CSP. This amendment would allow for larger signage, but will still keep it in proportion to location to which it is mounted.

We also propose that two additional sign band locations, one on the eastern face and one on the southern face, be added to the second-floor elevations for Building D. Building D is located in the NE corner of the complex at 2314 S Val Vista Dr. The two new sign bands will be subject to the same architectural sign size restrictions as proposed above; the eastern sign band will have a maximum sign area of 57.88 sq/ft and the southern sign band will have a maximum sign area of 26.1 sq/ft. The inclusion of these new sign locations would allow more prominent places for signage that will aid locating of the sign's tenant by clients and customers.

All other requirements for building mounted signage set forth in the CSP will still apply. All remaining criteria of The Forum at Gilbert Ranch CSP will remain in place. Please refer to the attached application package for additional details. Outside of this CSP, all tenant signage shall be held to the applicable provisions of the Gilbert Sign Ordinance.

For any questions that arise, you can reach me at the information listed below.

Thank you,

Janet Ayala
Permit Admin
480-966-6565
janet@airparksigns.com

1205 North Miller Road
Tempe, Arizona
85281
480.966.6565
480.966.5668(f)
signs@airparksigns.com

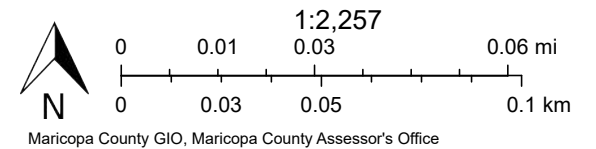
APPROVED
Minor Administrative Design Review
Case # DR06-147-D (DR23-171)
Date 1/8/2023

Map



December 6, 2023

APPROVED
Minor Administrative Design Review
Case # DR06-147-D (DR23-171)
Date 1/8/2023





NOTICE OF ADMINISTRATIVE DECISION

October 1, 2012

Mr. Cody Flamm
Layton Construction Co.
4686 E. Van Buren Street
Phoenix, AZ 85008
cflamm@laytonconstruction.com

**RE: Administrative Design Review: DR06-147A, Eden # PAL-2012-00050
(Original Case # DR06-147)
Forum at Gilbert Ranch 1528 E. Williams Field Road**

Dear Mr. Flamm:

Staff has reviewed the minor administrative design review application submitted on August 15, 2012 to amend the Comprehensive Sign Program for The Forum at Gilbert Ranch. Your specific request included:

1. Sign Type 1A: Change from electronic changeable message sign on two monument signs to reverse pan face tenant panels. The panels will be aluminum as described in the "Modification" narrative submitted.
2. Sign Type 1B: Change the sign face on the Accessory Entry Monument sign located on Williams Field Rd.

Findings:

Staff finds that the modifications proposed for The Forum at Gilbert Ranch including all of the sign materials and dimensions are consistent with the Sign Regulations, specifically LDC Section 4.407C2.a. Monument Signs and Section 4.402R.12 Prohibited Signs (Cabinets & Logos).

Decision:

Based on the finding stated above staff approves DR06-147A, a minor administrative design review to:

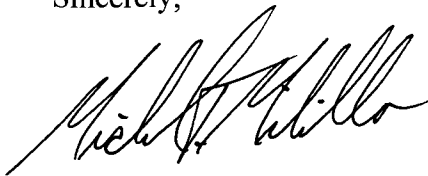
- a. Change Sign Type 1A.
- b. Change Sign Type 1B.

The modifications to the existing Comprehensive Sign Program for The Forum at Gilbert subject to the following conditions:

1. Revisions proposed and listed above shall be per Modifications narrative and plans submitted on and dated August 15, 2012 (See stamped copies in the file).
2. No other revisions to the Comprehensive Sign Program at 1528 E. Williams Field Road.

If you have any questions regarding this decision or require additional information please contact me at (480) 503-6747.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Milillo". The signature is fluid and cursive, with a large initial "M" and "M".

Mike Milillo, CSBA
Senior Planner

C: DR06-147A

See pages 27 & 33 for updated requirements per case number PDR-2006-147-D (DR23-171)



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

~~THE FORUM AT GILBERT RANCH, LP
c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260~~

FNBN Forum, LLC Delaware
BY: FNBN CMLCON I LLC, its Manager
BY: SGH FNB VENTURES, LLC, its Manager
BY: SORENSON GROUP MANAGEMENT, LLC, its Manager
299 South Main Street, Suite 2200
Salt Lake City, UT 84111

APPROVED

Administrative Design Review

Case Planner Initials: *[Signature]*

Case # DR06-147A

Date: 10/1/12

SIGNAGE AND CSP DESIGN BY:
JRC DESIGN

September 26, 2007

APPROVED

Minor Administrative Design Review

Case # DR06-147-D (DR23-171)

Date 1/8/2023

~~**APPROVED PLANS**~~

~~Design Review Board~~

~~CASE: DR06-147~~

~~DATE: 11/15/2007~~

~~SUBJECT TO CONDITIONS OF APPROVAL~~



8/15/12
DR06-147-A(1st) 8



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Modified as noted
on reference
sheets

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- 8 **Sign Type 4** - Drive-Thru Signage

No changes to this

Tenant Identification Signage

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APPROVED

Administrative Design Review
Case Planner Initials: MTM
Case # DR06-147A
Date: 10/1/12

Sign Hierarchy & Location Plan

1A - Electronic Message Monument

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and Val Vista Drive. These monuments will be double-sided and display The Forum tenants digitally.

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

2 - Traffic Directionals

The purpose of the traffic directionals is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to accent the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities such as stopping and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide menu boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building fascia above their leased space.

6 - Building Address Numbers

Consistent letter style, size, color and location of all building addressing for the project.

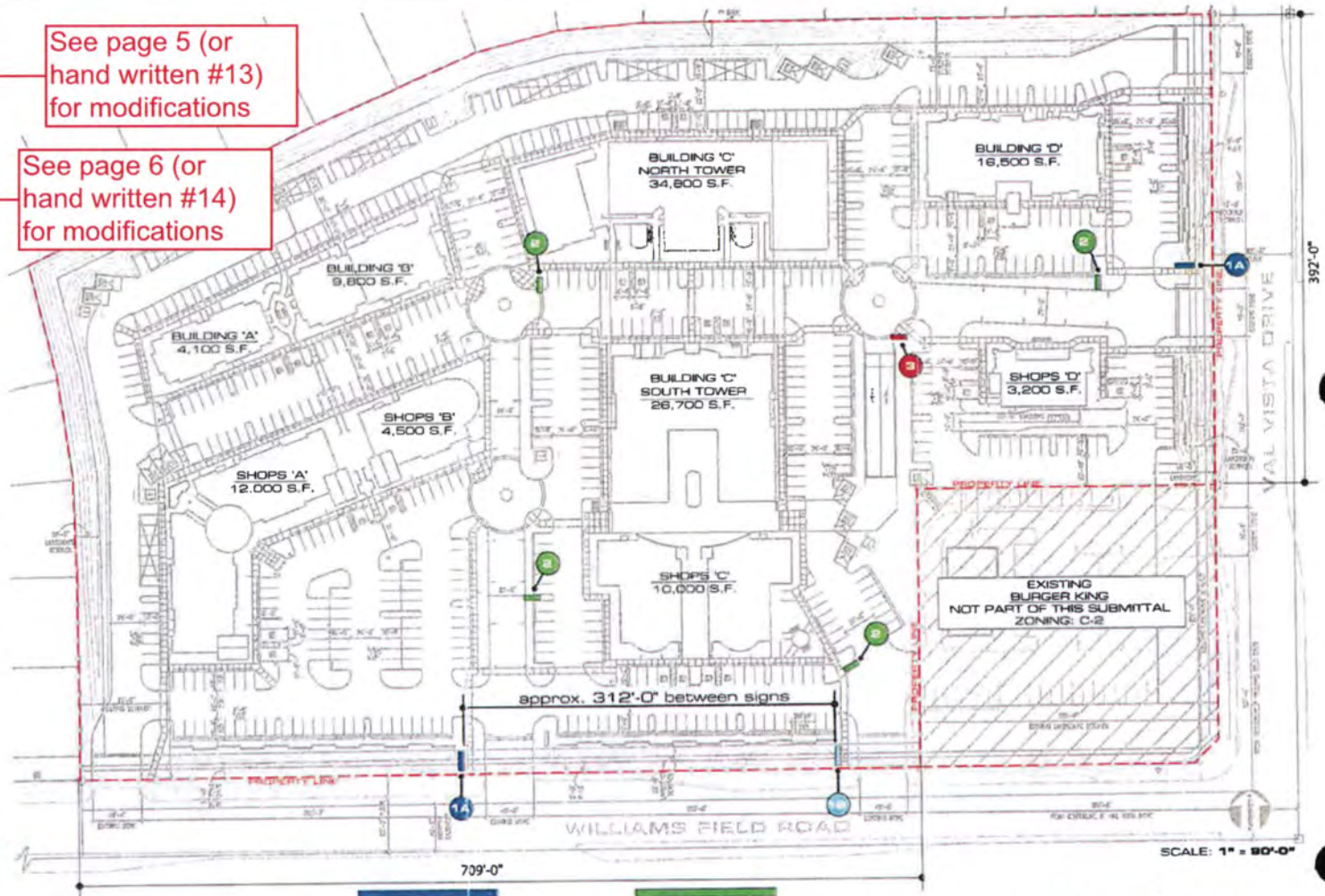
7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4-7 not shown on sign location plan. Specific locations for Menu boards are to be delineated at a later date, and must be approved by the Town of Gilbert.

See page 5 (or hand written #13) for modifications

See page 6 (or hand written #14) for modifications



- SIGN TYPE 1A**
ELECTRONIC/LED MESSAGE MONUMENT
- SIGN TYPE 2**
DIRECTORY SIGNAGE
- SIGN TYPE 1B**
PROJECT ID MONUMENT
- SIGN TYPE 3**
REGULATORY STOP SIGN

NOTE: All monument signage to be located at least three (3) feet back of any public right of way.

APPROVED

Administrative Design Review

City Planner Initials: *DR/GR/197A*

Date: *10/1/12*

Sign Type IA - Electronic Message Monument

The two (2) electronic message monument signs are located at each of the main arterial driveways leading into the site. This two-sided monument sign will feature a Daktronics electronic message system to display the project tenants information.

Message intervals shall be limited to a frequency of four (4) items per minute, and shall utilize a fade-in/fade-out type of transition.

Sizes

Overall Height: 8'-0"
 Overall Sign Area: 5'-10" x 6'-8" = 39 SF
 Logo: 1'-2" x 1'-5" = 1.6 SF
 Message Cabinet: 5'-4" x 4'-0" = 17.5 SF

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color. A 3'-0" diameter circular planter set on top of wall.

Logo: Logo routed from .090 aluminum with a backing of .090 aluminum, and painted designated colors. 1/2" thick FCO aluminum stock, welded to backer plate, suspending logo 1" off of sign face.

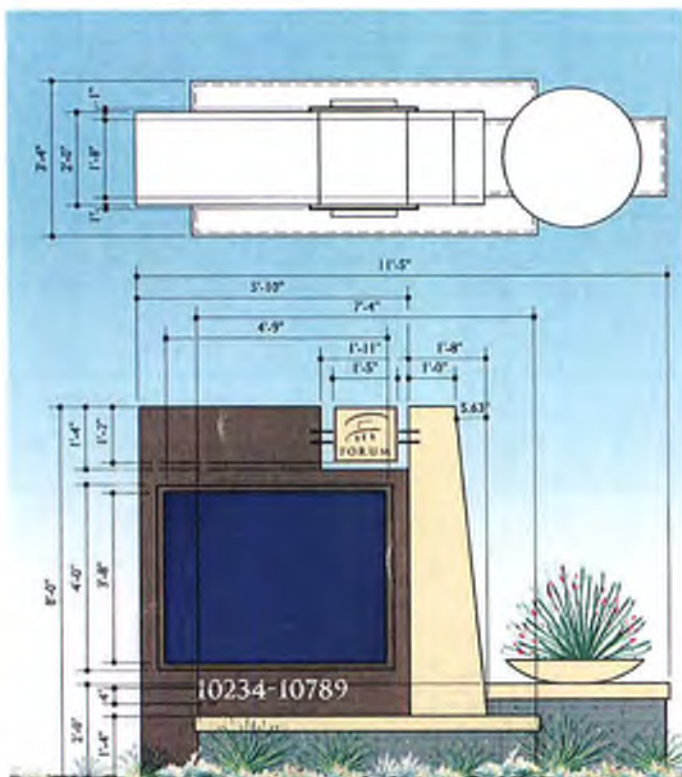
Cabinet: .090 aluminum cabinet with necessary reinforcement to support the 5'-4" x 4'-0" Daktronics® 20 mm full-color board. Project addressing to be 4" tall halo-illuminated push thru numerals.

Column: Typeface to be Trajan Pro Bold. Cabinet and addressing to be painted designated colors. .090 aluminum cabinet to be painted designated color.

Modifications: Change from EMC to (5) 9 in. x 60 in. reverse pan face tenant panels equally spaced 1 in. apart. Panels are to be .090 in. aluminum with 1.5 in. returns ready for route out faces with flat acrylic backer (do not include a blank acrylic backer). The reverse pan face is to be smooth painted Frazee 8234M - Daplin. In lieu of specified illuminated "push-thru" acrylic address numbers, fabricate and install .125 in. aluminum flat cut numbers, painted the color shown and mounted flush. Concrete cap will be changed to metal and painted the same color as the plan.

Colors

Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin



APPROVED
 Administrative Design Review
 Case Planner Initials: MM
 Case # DR06-147A
 Date: 10/1/12



Sign Type 1B - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"
Overall Width: 12'-4"
Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.
Cabinet: .090 aluminum cabinet painted designated color.
Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

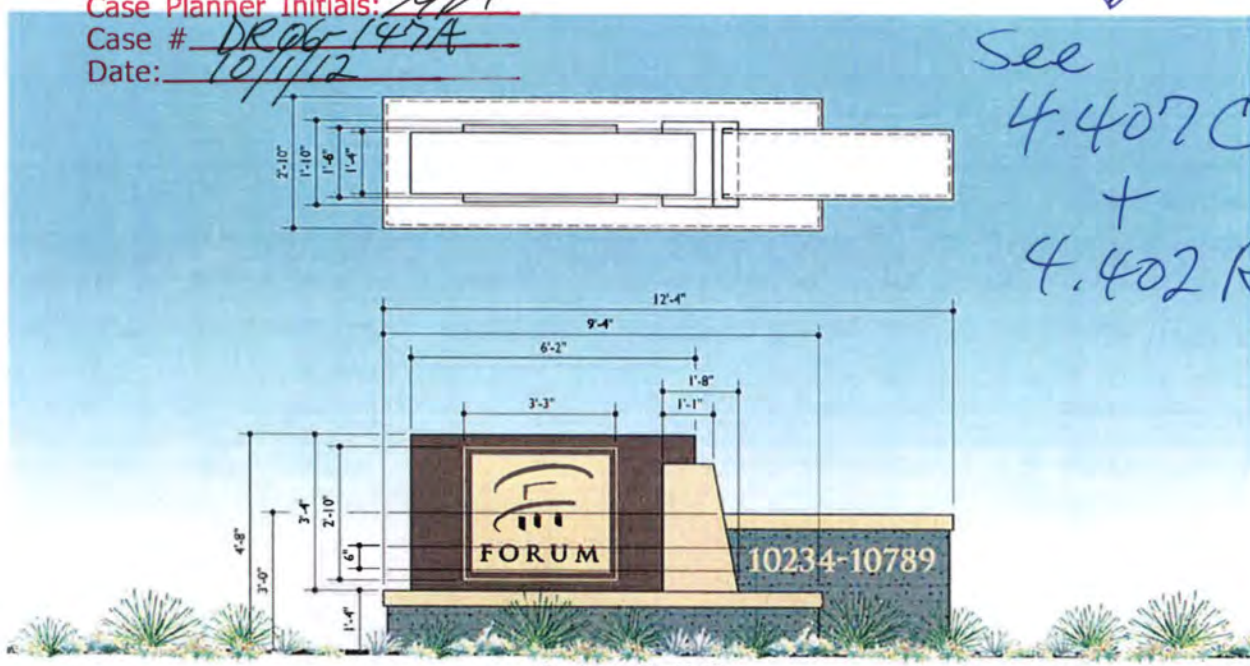
Colors

Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Modifications:
Logo to be routed out of a .090 in. aluminum reverse pan face of dimension 2 ft. - 10 in. x 3 ft. 3 in. with a 1-1/2 in return, and backed with flat day/night acrylic. The reverse pan face is to be smooth painted Frazee 8234M - Daplin." Address flat cut letters to be .125 in. aluminum mounted flush, NOT pinned off.

APPROVED
Administrative Design Review
Case Planner Initials: *YMM*
Case # *DR 06-147A*
Date: *10/1/12*

See 4.407C2 + 4.402R.12



Scale: 1/4"=1'-0"

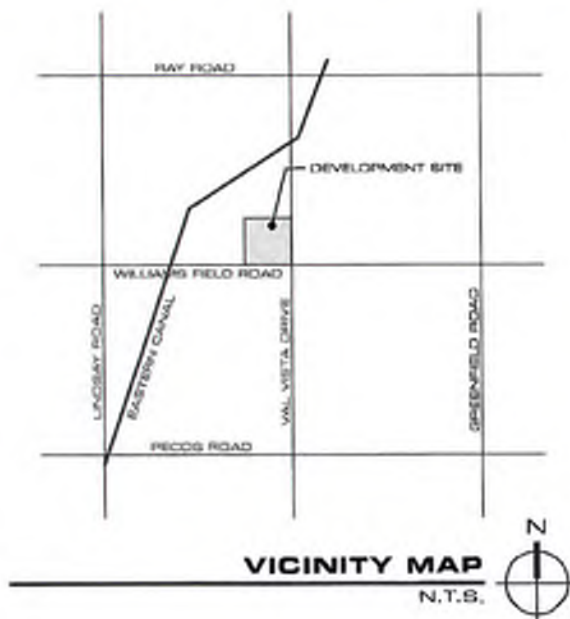


Introduction

The Forum is a multi-use retail and office project located on the northwest corner of Williams Field Road and Val Vista Drive in Gilbert, Arizona. The project contains approximately 11.5 acres and is zoned ~~C-2~~ *sc*.

The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

The sign criteria is meant to assure a standard conformance and quality for the design, size, placement and materials used for all business identification, both retail and office, for The Forum. Properly adhered to, the criteria will ensure that tenant identification is compatible with the overall architectural character of the center and surrounding neighborhoods. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.



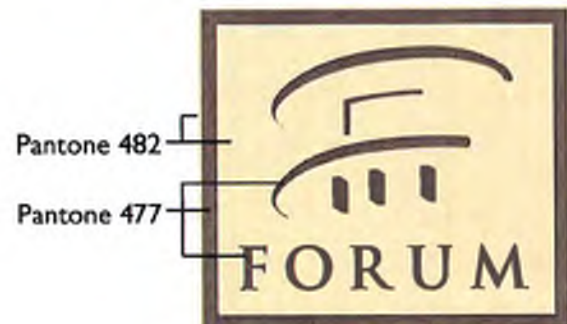
Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.



Logo Standard

There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.



Owner:

The Forum at Gilbert Ranch, LP
 c/o VP Commercial, LLC
 14362 North Frank Lloyd Wright Blvd #1000
 Scottsdale, Arizona 85260
 480.477.6400 (phone)
 480.477.7766 (fax)

Contact: Rob Curtis
 Michael Gustafson

Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

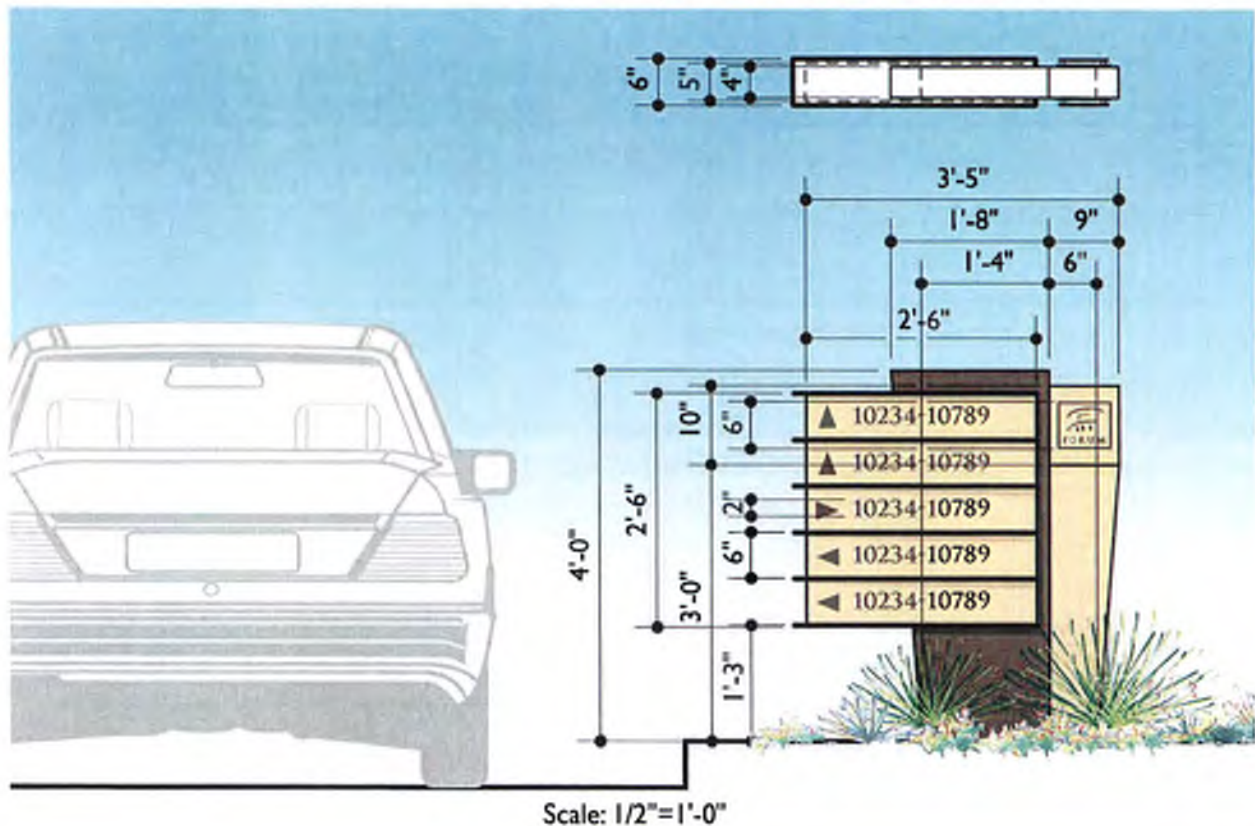
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

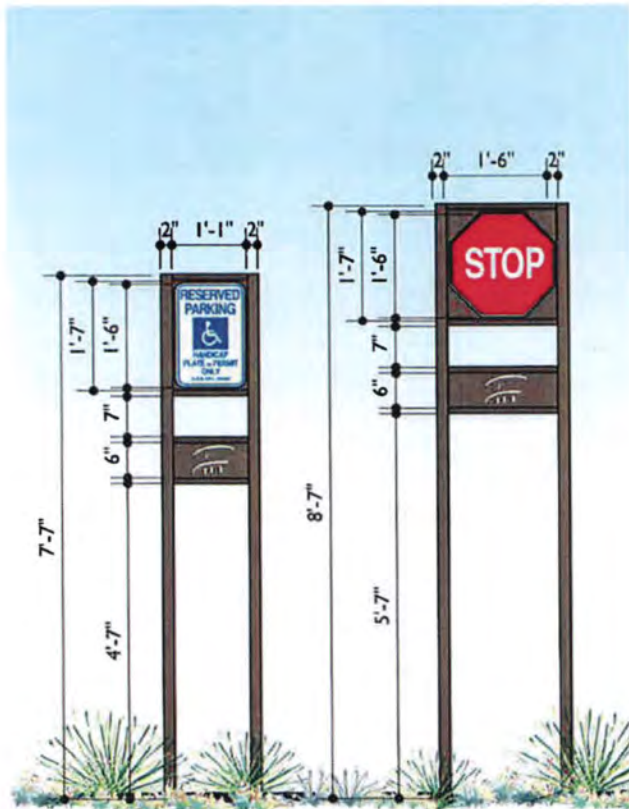
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"



See page 5 for modifications

Freestanding Sign Matrix

Type	# of Signs	Maximum Height	Maximum Area	Description	Location
1A - Electronic Message Monument	Two (2)	8 Feet	Total Signage not to exceed 50% of the area of the structure.	Identification of Master Development - Electronic message board to provide tenant information.	At the primary entrances along Williams Field Road and Val Vista Drive.
1B - Project ID Monument	One (1)	4 feet 8 inches	Total Signage not to exceed 50% of the area of the structure.	Identification of Master Development Only	At the eastern-most entrance along Williams Field Road.
2 - Vehicular Directory	Four (4)	4 feet	6.25 square feet	Directional information for vehicular traffic to various destinations throughout the site.	As per plans
3 - Vehicular Regulatory Signage	As required to provide safe traffic flow.	Varies	As required to meet MUTCD standards.	Regulate movement to provide safe traffic flow.	TBD
4A - Drive-Thru Menu Boards	Two per drive-thru lane.	7 feet	50 square feet	Ordering of food, etc. from drive thru establishments. To be constructed with solid bases.	TBD - Must be approved by the Town of Gilbert Design Review Board through CSP amendment.
4B - Drive-Thru Directional	As required to provide safe traffic flow.	3 feet	3 square feet	Direct to drive-thru entrance	TBD - Must be approved by the Town of Gilbert Design Review Board through CSP amendment.

Sign locations must be delineated at time of Final Site Plan review.
 For all multi-tenant freestanding signs, a landscaped area shall be provided, on-premise at the street frontage at the base of the sign, which shall extend a minimum of four (4) feet beyond the perimeter section of the sign structure at its widest point.

Setbacks
 All signs shall be located a minimum of three (3) feet from any public right of way.
 No signs shall be located in any public utility easement.

11

Office Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

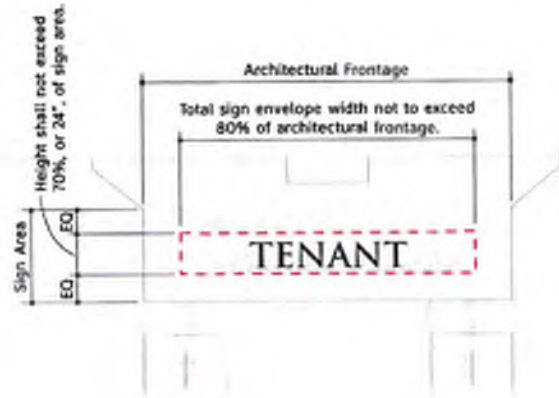
A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed twenty four inches (24") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), ~~or twenty four inches (24")~~ ~~whichever is less~~, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Smallest letter size



Per request of PDR-2006-147-A (DR23-171) the following language is removed.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height

APPROVED

Minor Administrative Design Review

Case # DR06-147-D (DR23-171)

Date 1/8/2023



NOTICE OF DECISION

October 24, 2014

RE: DR06-147B (PAL14-76) Forum at Gilbert Ranch CSP

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding Forum at Gilbert Ranch CSP. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. The existing monument sign (1464 East Williams Field Road) is revised per sign detail 1C as a tenant panel and electronic reader.
2. Sign 1C has a total sign area of 38.3 sqft (message cabinet 16 sqft and the tenant panels 22.3 sqft)
3. The new double sided LED reader board shall be wrapped, textured and painted to match the existing sign base, Kayak Brown ICI 355.
4. The electronic reader shall be static message, no animation, flashing or video. The minimum display time is 8 second with an instant transition method. The brightness shall not exceed .3 candle foot above ambient conditions.

If you have any questions regarding the above, please contact me at 480-503-6729.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Temes", with a long horizontal flourish extending to the right.

Amy Temes
Senior Planner

Attachments:
Forum at Gilbert Ranch CSP (Revised 10/22/2014)



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

THE FORUM AT GILBERT RANCH, LP

c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260

SIGNAGE AND CSP DESIGN BY:
JRC DESIGN

September 26, 2007
Revised 10/22/2014

APPROVED
Minor Administrative Design Review
Case # DR06-147-D (DR23-171)
Date 1/8/2023

APPROVED PLANS
Design Review Board
CASE: DR06-147
DATE: 11/15/2007
SUBJECT TO CONDITIONS OF APPROVAL



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	Tenant Identification Signage
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21-24	Sign Type 5B - Retail Wall Signage Locations
25	Sign Type 6 - Building Addressing
26	Sign Type 7A - Office Suite Entry Graphics
27	Sign Type 7B - Retail Suite Entry Graphics
28	Definitions
29-30	General Sign Standards and Requirements

Introduction

The Forum is a multi-use retail and office project located on the northwest corner of Williams Field Road and Val Vista Drive in Gilbert, Arizona. The project contains approximately 11.5 acres and is zoned C-2.

The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

The sign criteria is meant to assure a standard conformance and quality for the design, size, placement and materials used for all business identification, both retail and office, for The Forum. Properly adhered to, the criteria will ensure that tenant identification is compatible with the overall architectural character of the center and surrounding neighborhoods. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.

Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.

-  Frazee 8234M
Daplin
-  ICI #355
Kayak Brown
-  Frazee 8796N
Black Metal
-  Trenwyth Block - Trendstone
Black Canyon

Logo Standard

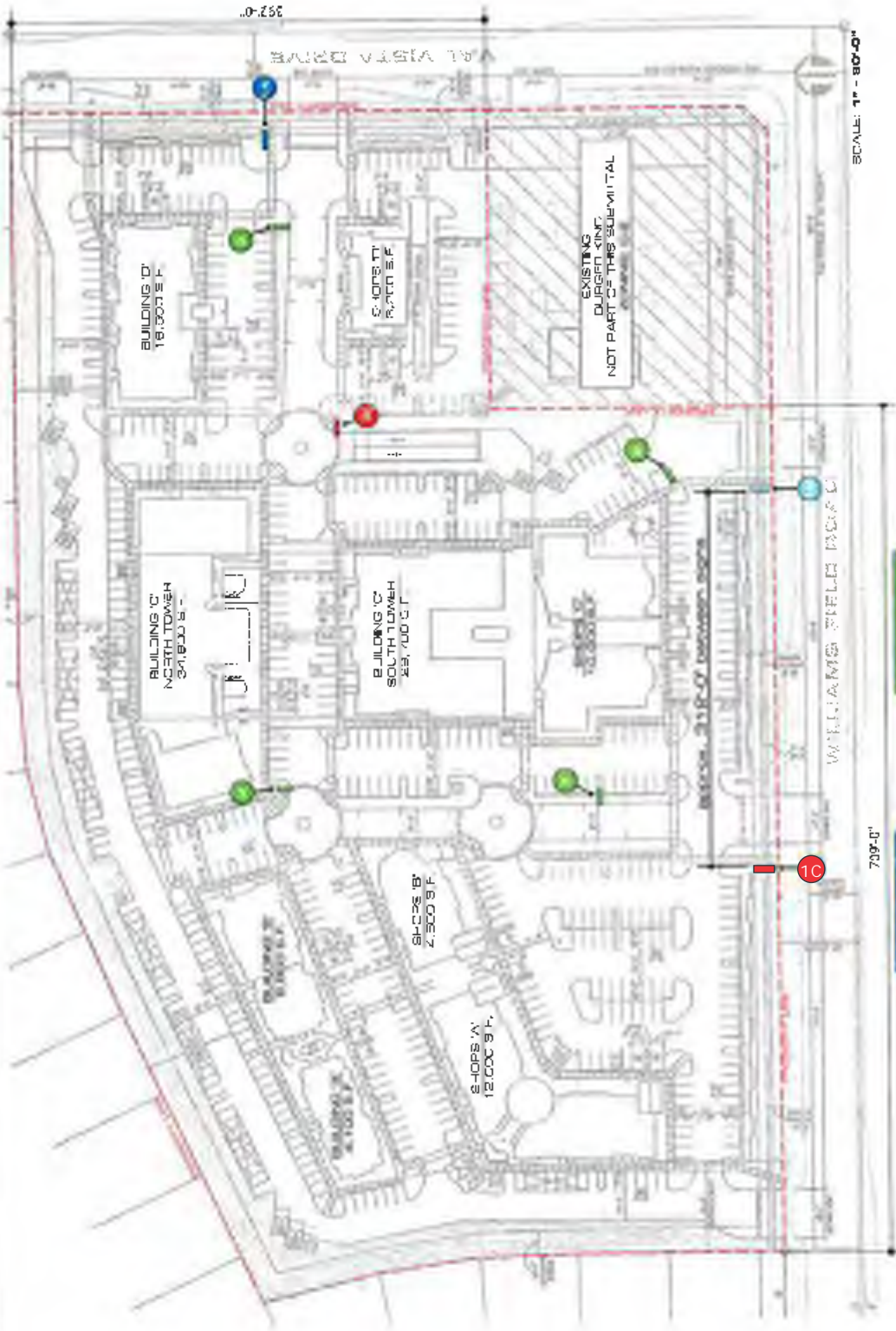
There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.



Owner:

The Forum at Gilbert Ranch, LP
 c/o VP Commercial, LLC
 14362 North Frank Lloyd Wright Blvd #1000
 Scottsdale, Arizona 85260
 480.477.6400 (phone)
 480.477.7766 (fax)

Contact: Rob Curtis
 Michael Gustafson



NOTE: All monument signage to be located at least three (3) feet back of any public right of way.

- █ SIGN TYPE 1A
- █ SIGN TYPE 1B
- █ SIGN TYPE 1C
- █ TRAFFIC DIRECTORY SIGNAGE
- █ SIGN TYPE 2
- █ REGULATORY STOP SIGN
- █ ELECTRONIC MESSAGE MONUMENT
- █ SIGN TYPE 1B
- █ SIGN TYPE 1C
- █ PROJECT 1C MONUMENT

Sign Hierarchy & Location Plan

1A and 1C - Electronic Message Monuments

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and Val Vista Drive. These monuments will be double-sided and display the Forum tenants digitally.

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

2 - Traffic Directionals

The purpose of the traffic directionals is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to accent the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities such as stopping and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide menu boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building fascia above their leased space.

6 - Building Address Numbers

Consistent letter style, size, color and location of all building addressing for the project.

7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4, 7 are shown on sign location plan. Specific locations for Menu boards are to be determined at a later date, and must be approved by the Town of Gilbert.

SIGN TYPE 1C - Monument Sign Electronic Message Board

1A and 1C - Electronic Message Monuments

The two (2) electronic message monument signs are located at each of the main arterial driveways leading into the site. This two-sided monument sign will feature a Daktronics electronic message sign system to display the project tenants information.

Message intervals shall be limited to a frequency of four (4) items per minute, and shall utilize a fade-in/fade-out type of transition.

Sizes

Overall Height: 10'-0"

Overall Sign Area: 5'-9" x 6'-8" = 38.3 SF

Message Cabinet: 2'-9" x 5'-9" = 16 SF

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color. A 3'-0" diameter circular planter set on top of wall.

Colors

Base & Wall: Trendstone - Black Canyon

Caps: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Cabinet: ICI 355 - Kayak Brown

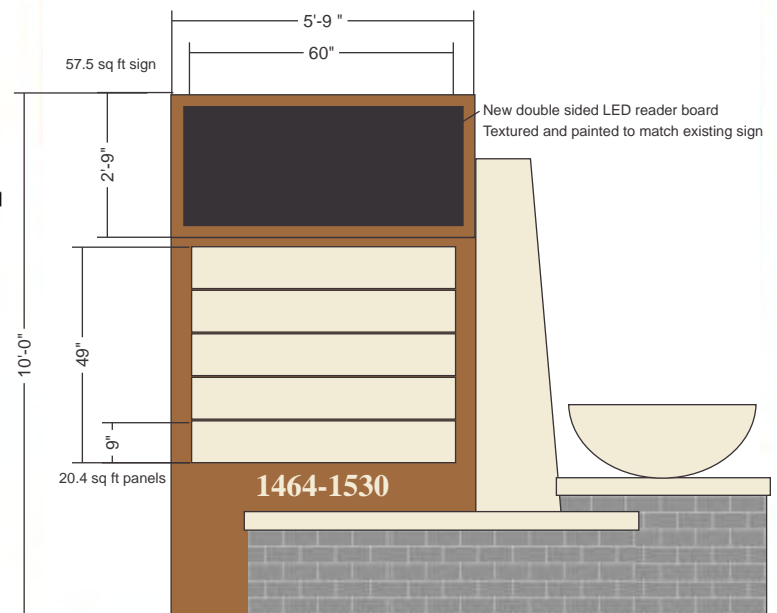
Addressing: Frazee 8234M - Daplin

Column: Frazee 8234M - Daplin

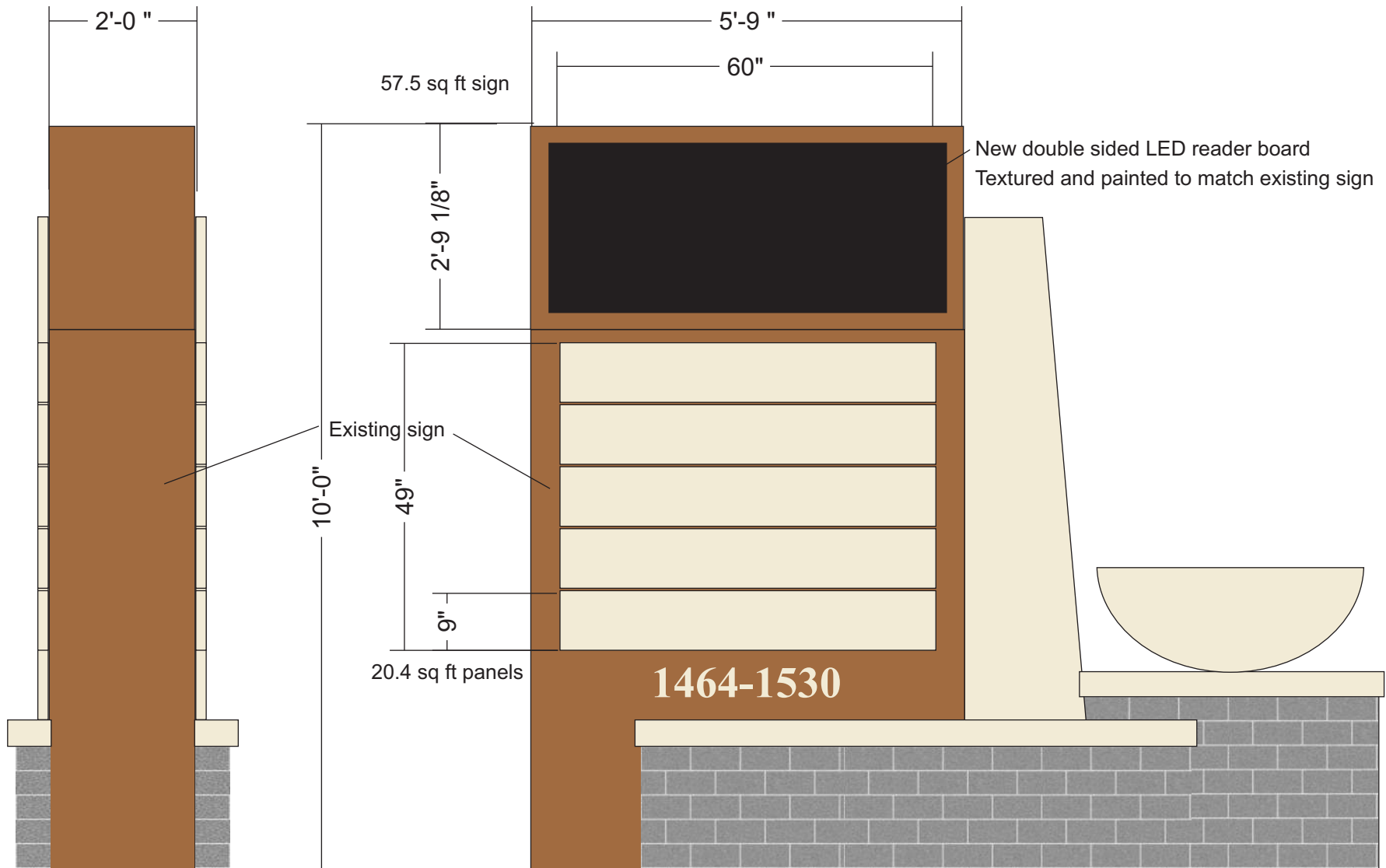
Cabinet: .090 aluminum cabinet with necessary reinforcement to support the 5'-4" x 4'-0" Daktronics® 20 mm full-color board. Project addressing to be 4" tall halo-illuminated push thru numerals.

Typeface to be Trajan Pro Bold. Cabinet and addressing to be painted designated colors.

Column: .090 aluminum cabinet to be painted designated color.



SIGN 1C



“The changeable message may be a full color static message. No animation, flashing or video is allowed. The minimum display time (Per the Land Development Code) is 8 seconds, the transition method is instant. The brightness shall not exceed .3 candle foot above ambient light conditions”



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Sign Type 1B - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"

Overall Width: 12'-4"

Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.

Cabinet: .090 aluminum cabinet painted designated color.

Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

Colors

Base & Wall: Trendstone - Black Canyon

Caps: Frazee 8234M - Daplin

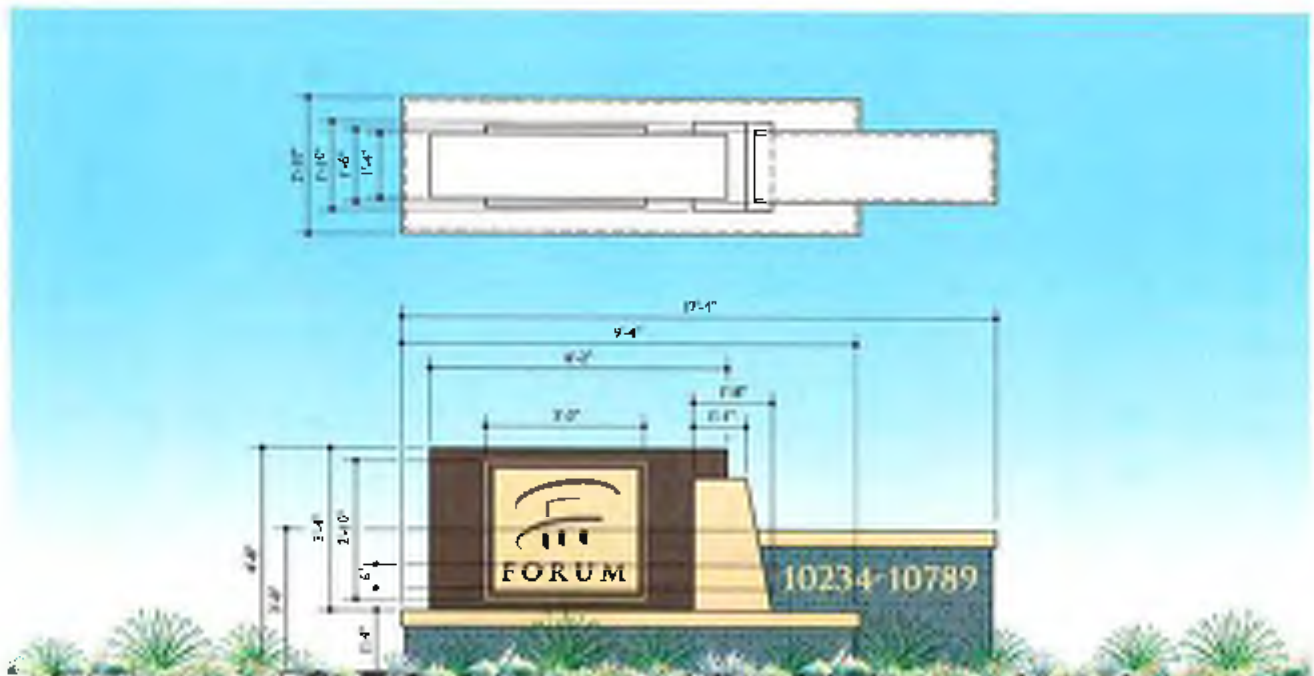
Column: Frazee 8234M - Daplin

Cabinet: ICI 355 - Kayak Brown

Addressing: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and

Frazee 8234M - Daplin



Scale: 1/4"=1'-0"

Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

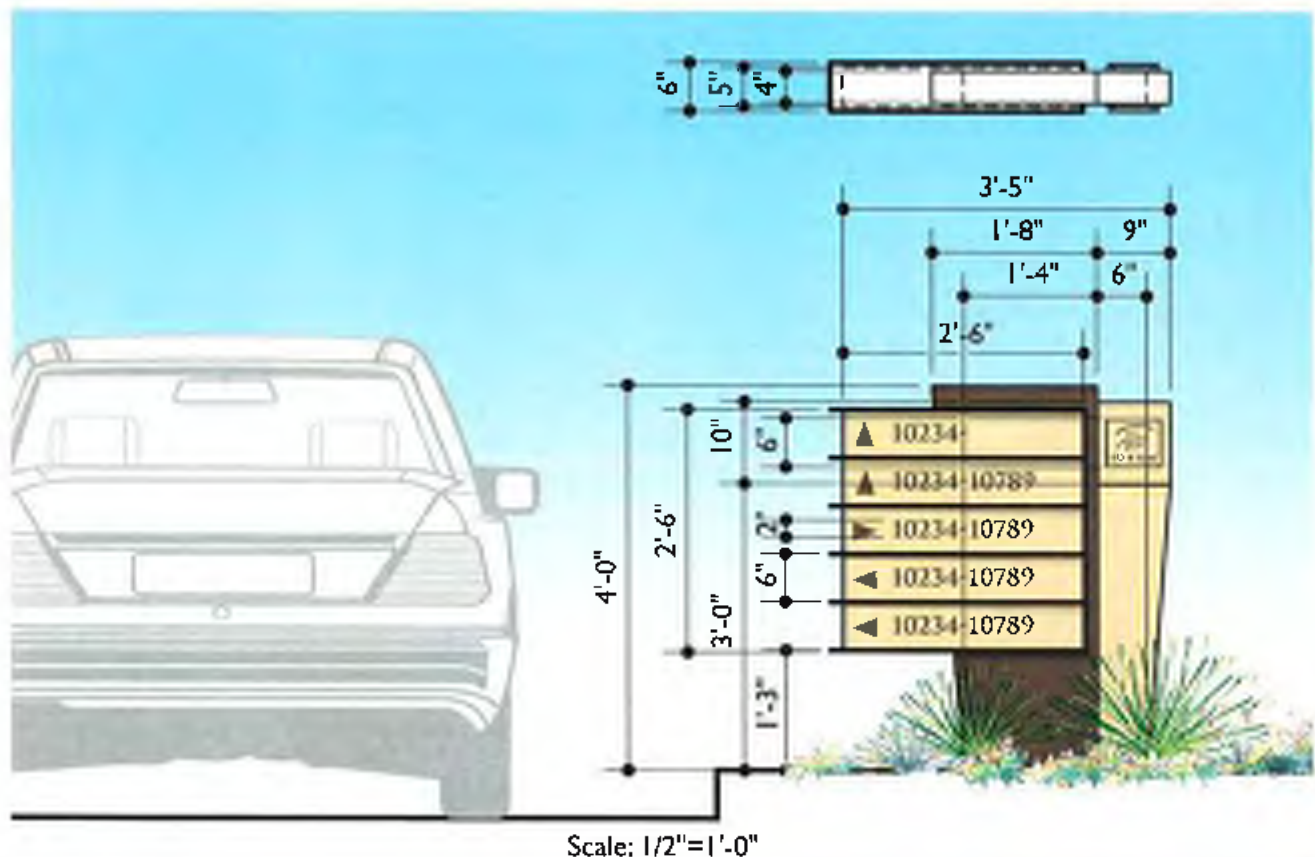
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

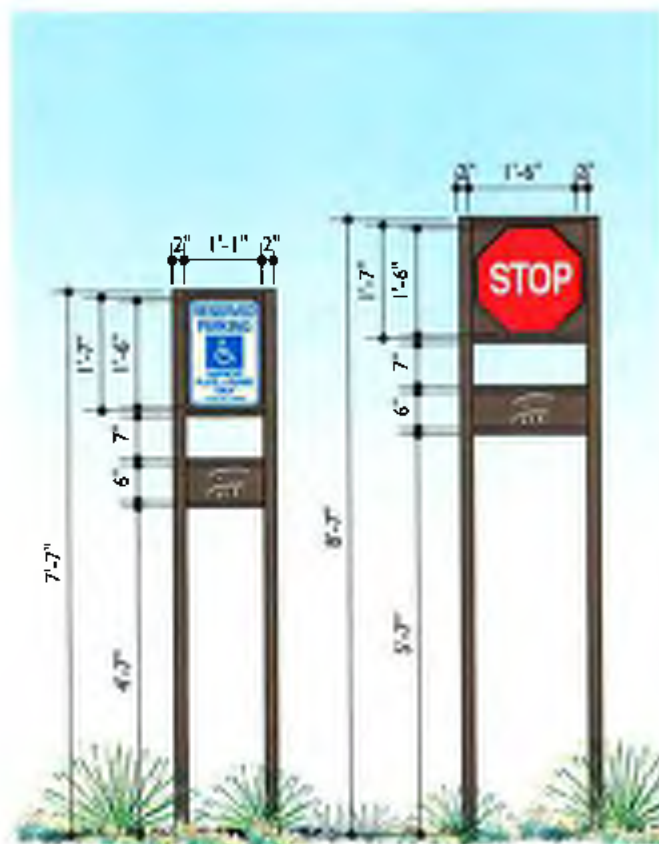
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"

Office Wall Signage Standards

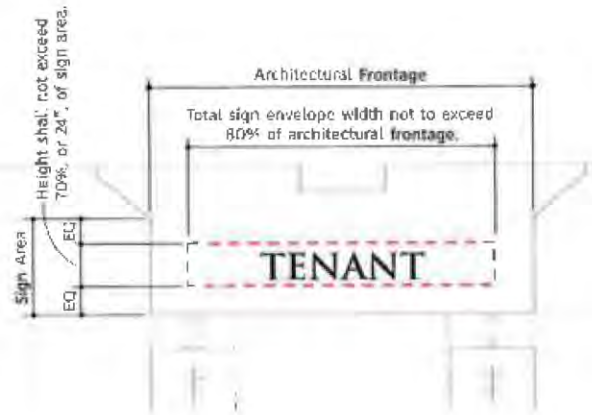
Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed eighty percent (80%) of the most narrow vertical dimension of the architectural fascia, wall, or sign. Letter height may vary; see right for examples."



Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%) of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.

NOTE: Updated language per PDR-2006-147-D (DR23-171) approval.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height

APPROVED

Minor Administrative Design Review

Case # DR06-147-D (DR23-171)

Date 1/8/2023

Office Wall Signage Standards

Sign Area Calculation Options:

Where a sign consists only of individual letters, numerals, symbols, or other similar components where such individual components are without an integrated background definition and are not within a circumscribed frame area, the total area of the sign shall be the sum of the area of the smallest square, or rectangle, surrounding all of the components that make up the sign. See right for examples.



Letter Spacing/Kerning

To fit within layout standards, the lettering and/or identity may not be condensed more than 90% of horizontal letter width or vertical letter height of the original design.

Designs should be scaled down to fit the allowed area proportionately, as required to fit within the designated area.



Office Tenant Wall Signage

Individual Letter Details

Construction

All office wall signage shall be individual reverse pan channel letters and logos, which may be either halo-illuminated or non-illuminated. Letters/logos must be constructed with a minimum 1/8" faces and .090 aluminum returns, three inches (3") deep. No "Channelume", "Letteredge", or similar material will be allowed.

All sign designs and layouts will be approved on an individual basis through the Owner's discretion.

Illumination

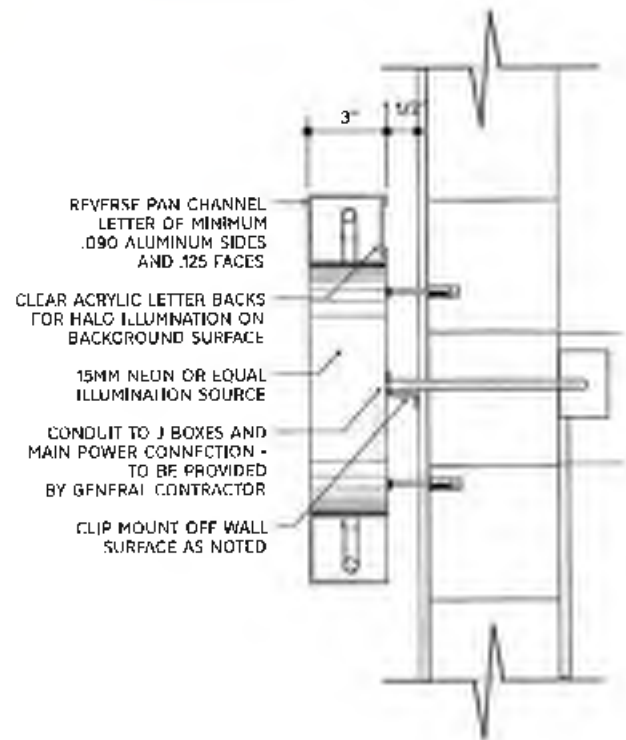
All signage may be halo backlit illuminated to provide definition of the outer edge of the lettering and graphics. Any signage facing residential districts, however, is to be non-illuminated.

Halo illumination shall be from 30 M.A. white neon tubing, or equal lighting source. Exposed conduits, fasteners, tubing or transformers will not be permitted.

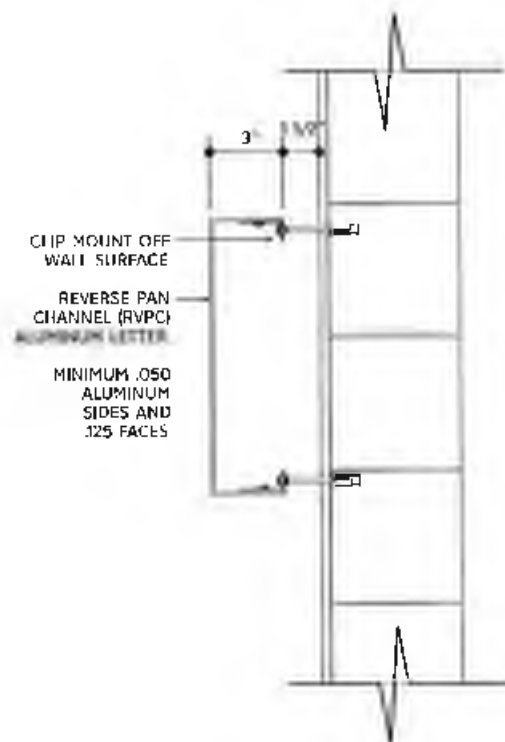
All wall signage which is illuminated shall be on timers and must be turned off at 10:00 pm.

Installation

Illuminated and non-illuminated letters and graphics shall be installed one and a half inches (1-1/2") off face of building for halo illumination and, if non-illuminated, for consistency in visual look of all signage applications.



Typical Reverse Pan Channel (Illuminated)



Typical Reverse Pan Channel (Non-Illuminated)

Sign Type 5A - Tenant Wall Signage Office Building A

Design/Colors

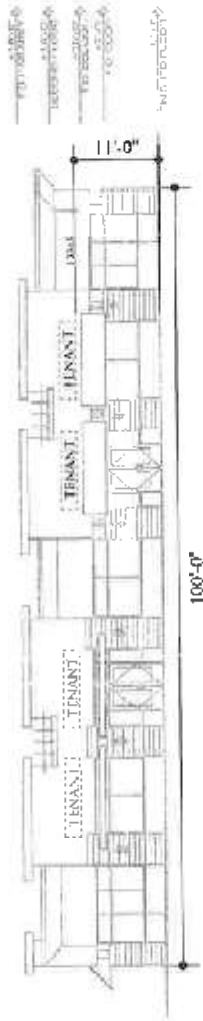
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee B796N Black Metal.

Restrictions

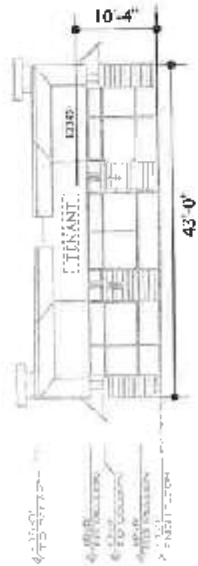
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Building A - North and South Elevations.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building A - West and East Elevations.
Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building B

Design/Colors

Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

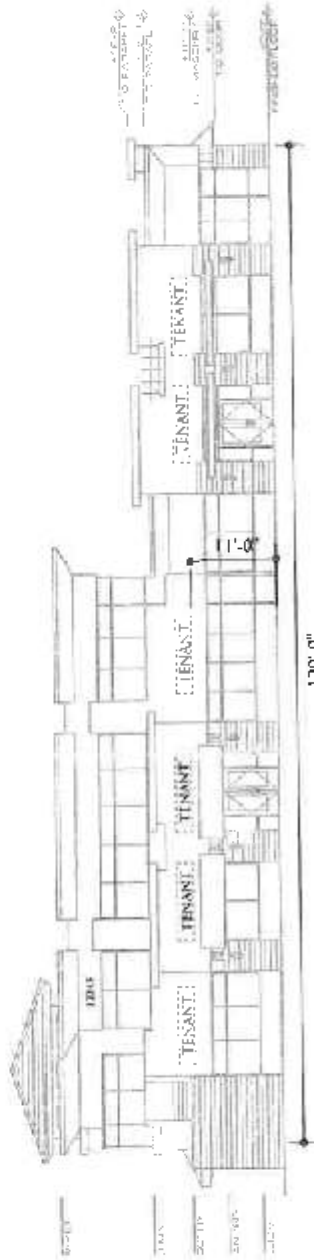
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



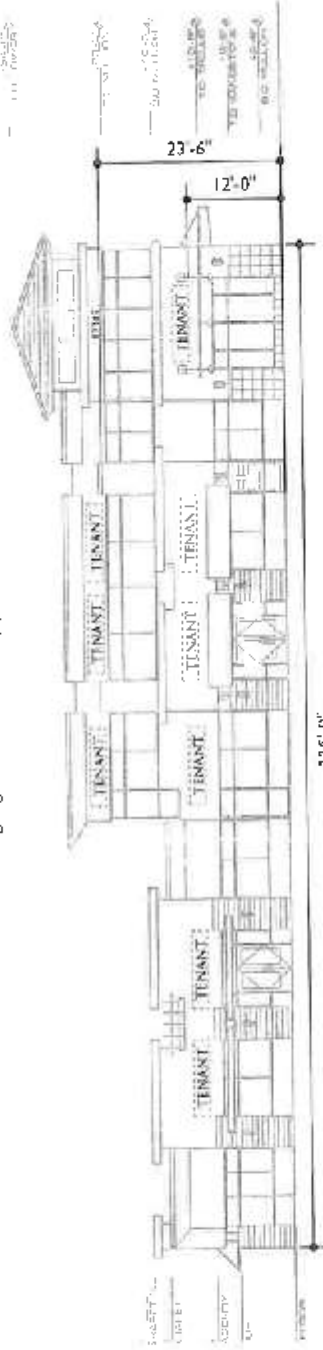
Typical Wall Sign Locations For Building B - East Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building B - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building B - South Elevation.

Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building C (North Tower)

Design/Colors

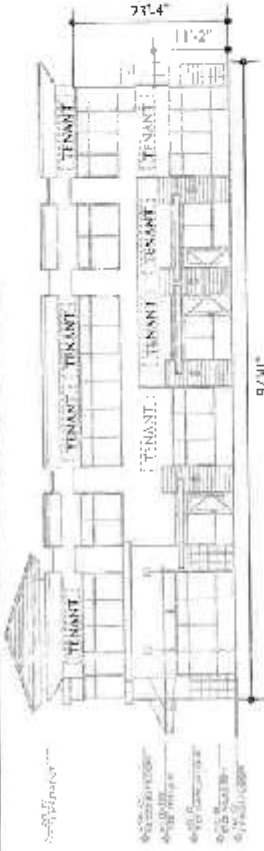
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural facade. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

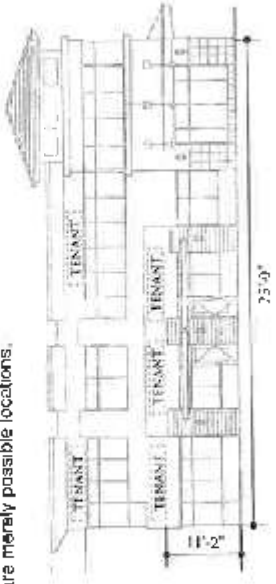
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



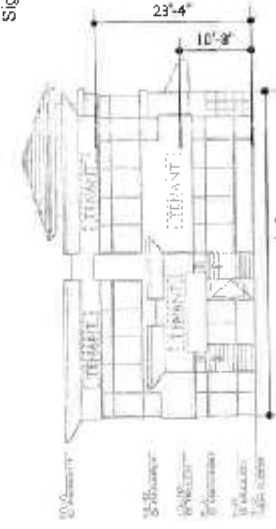
Typical Wall Sign Locations For Building C (North Tower) - East Elevation.

Signage shown are merely possible locations.



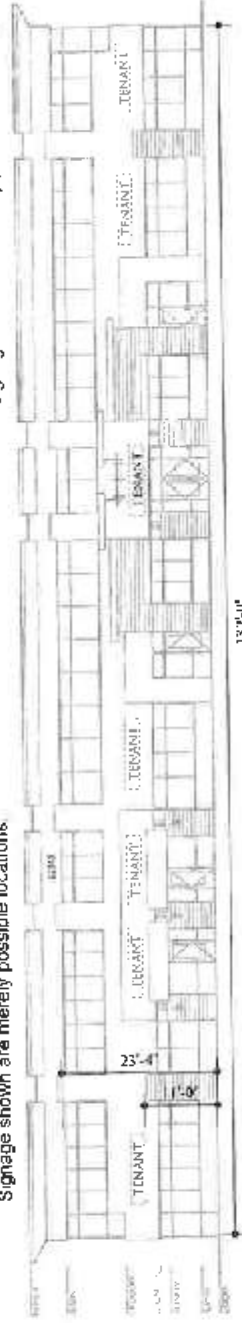
Typical Wall Sign Locations For Building C (North Tower) - West Elevation.

Signage shown are merely possible locations.



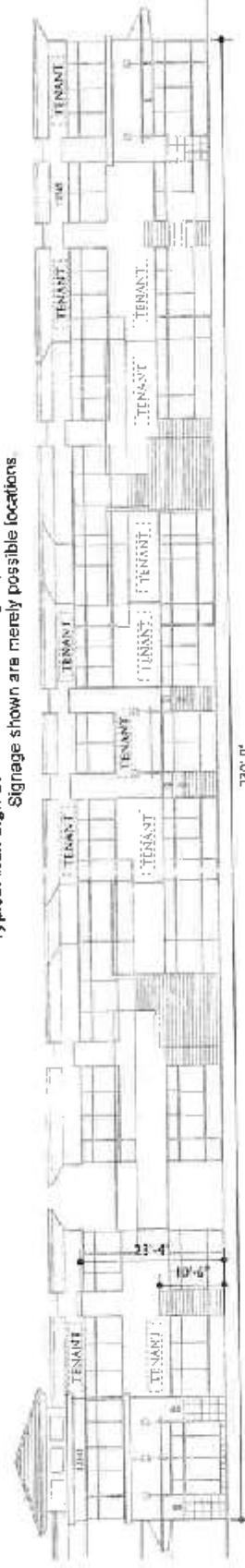
Typical Wall Sign Locations For Building C (North Tower) - Northwest Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (North Tower) - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (North Tower) - South Elevation.

Signage shown are merely possible locations.

12

Sign Type 5A - Tenant Wall Signage Office Building C (South Tower)

Design/Colors

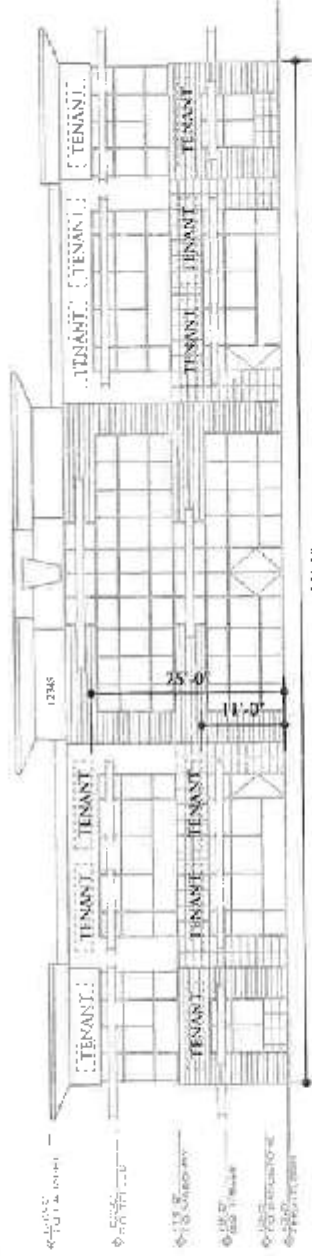
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Fmzee 8796N Black Metal.

Restrictions

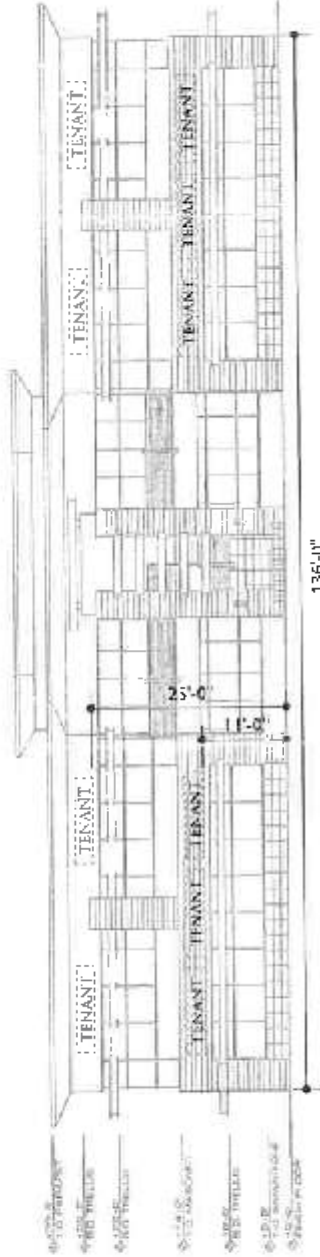
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural facade. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

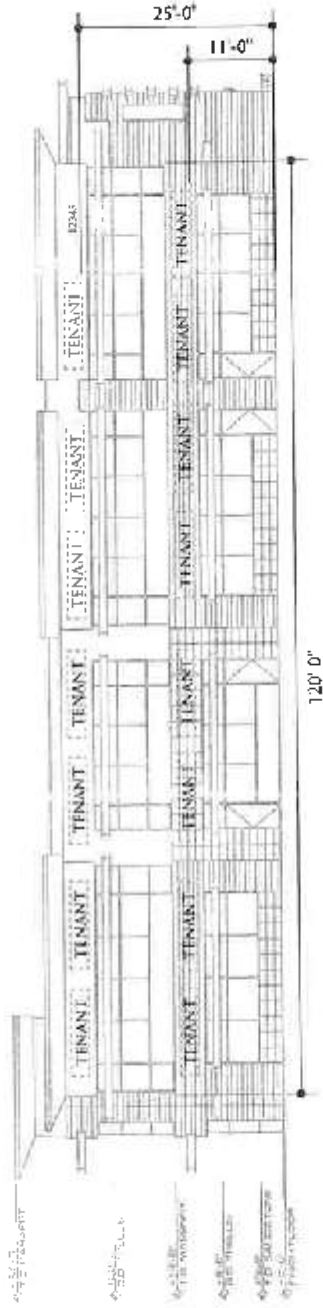
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Building C (South Tower) - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (South Tower) - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (South Tower) - West and East Elevations.
Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building D

Design/Colors

Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

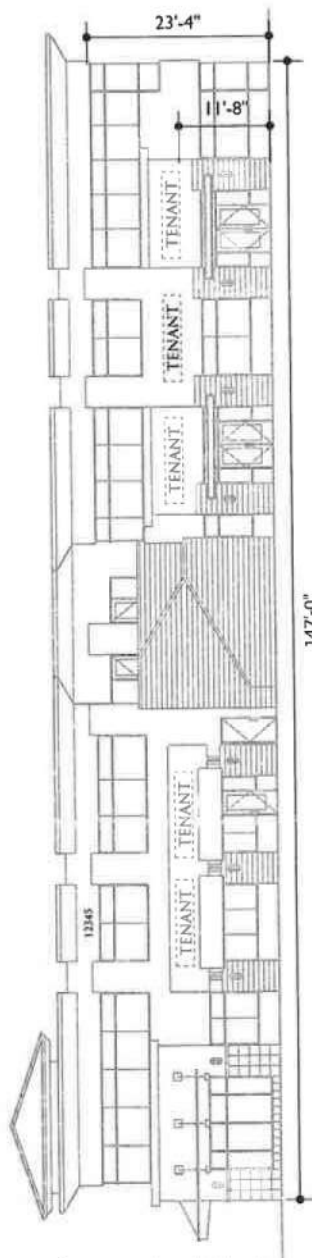
Restrictions

Sign locations shown are approximate representations. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions.

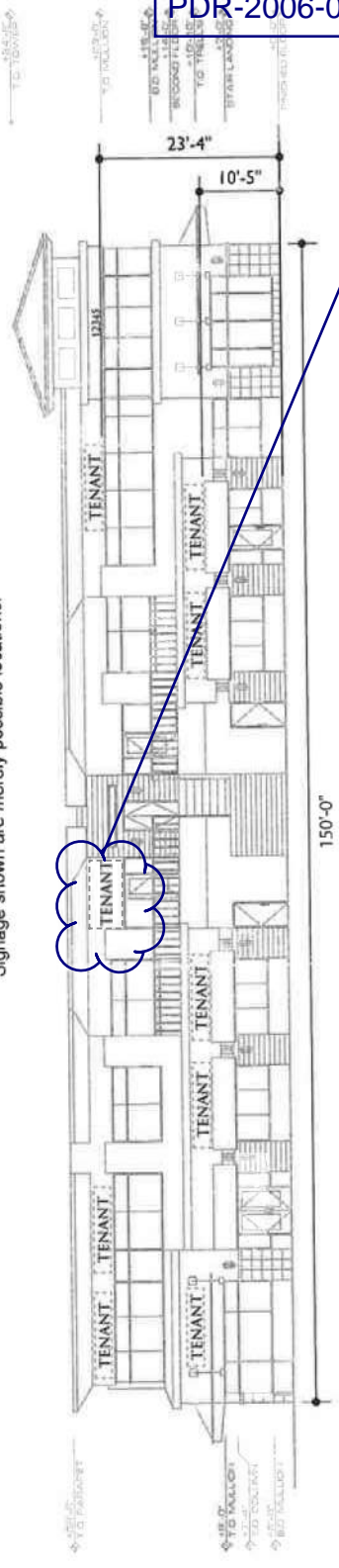
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.

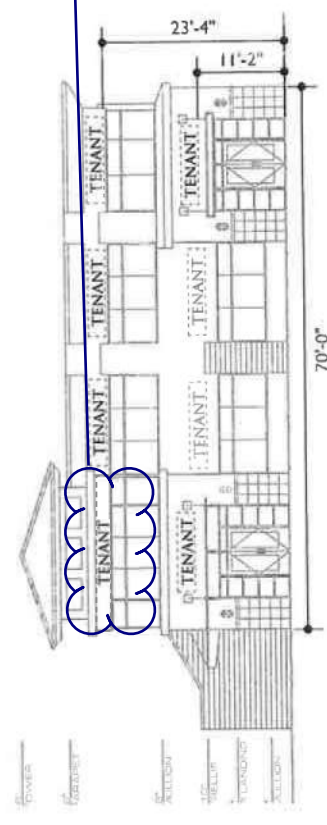
Note: New sign bands per PDR-2006-00147 (DR23-171) approval.



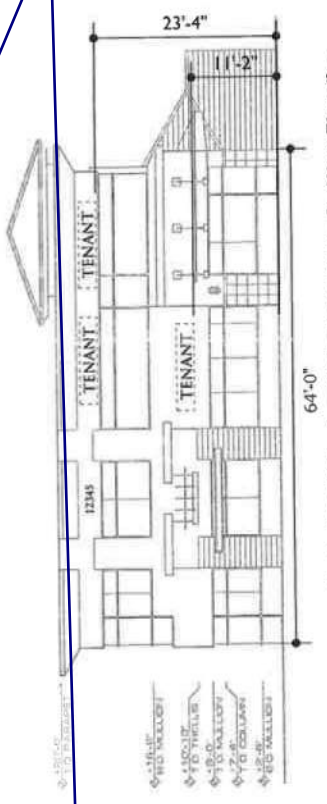
147'-0"
Typical Wall Sign Locations For Building D - North Elevation.
Signage shown are merely possible locations.



150'-0"
Typical Wall Sign Locations For Building D - South Elevation.
Signage shown are merely possible locations.



70'-0"
Typical Wall Sign Locations For Building D - East Elevation.
Signage shown are merely possible locations.



64'-0"
Typical Wall Sign Locations For Building D - West Elevation.
Signage shown are merely possible locations.

APPROVED
Minor Administrative Design Review
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Date 1/8/2023

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Sign Type 5B - Tenant Wall Signage Retail Building A

Design/Colors

Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

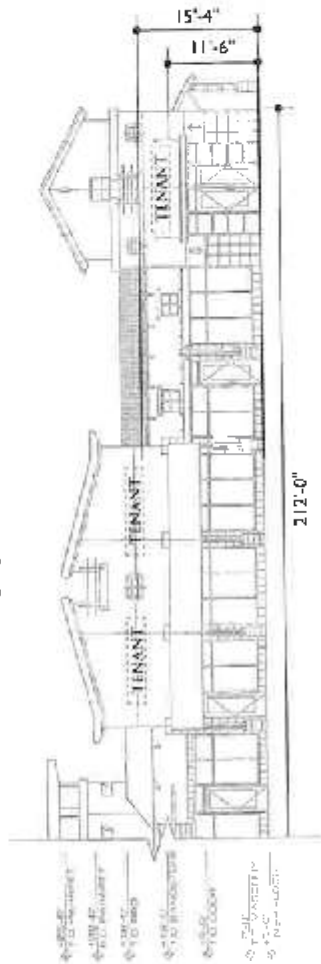
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontages. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum thirty inch (30") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square foot, and a maximum height of 14 feet.

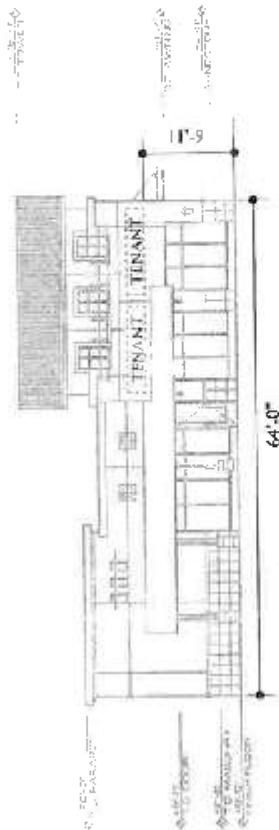
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building A - East Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building A - Southeast Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building A - South Elevation.
Signage shown are merely possible locations.

12

Retail Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

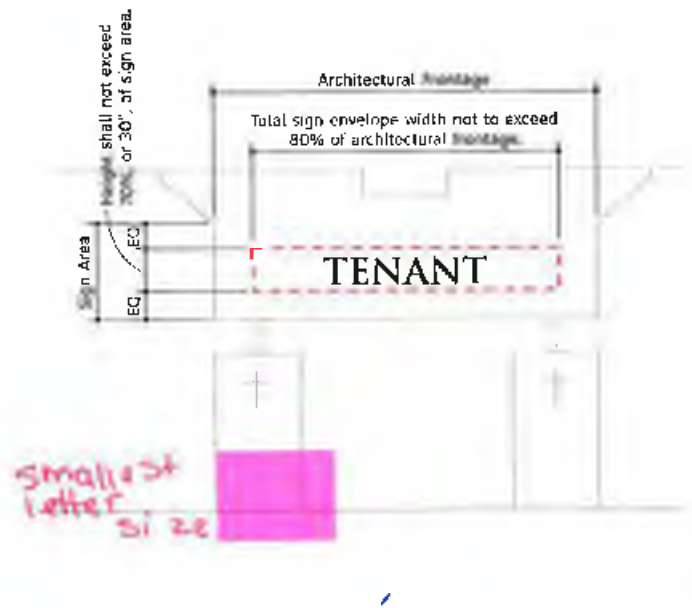
A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of twenty four inches (24") for a single line. Double lines shall not exceed thirty inches (30") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or thirty inches (30") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo
With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height

Retail Wall Signage Standards

Sign Area Calculation Options:

Where a sign consists only of individual letters, numerals, symbols, or other similar components where such individual components are without an integrated background definition and are not within a circumscribed frame area, the total area of the sign shall be the sum of the area of the smallest square, or rectangle, surrounding all of the components that make up the sign. See right for examples.



Letter Spacing/Kerning

To fit within layout standards, the lettering and/or identity may not be condensed more than 90% of horizontal letter width or vertical letter height of the original design.

Designs should be scaled down to fit the allowed area proportionately, as required to fit within the designated area.



MAXIMUM 30" LETTER - STANDARD LAYOUT



ACCEPTABLE LAYOUT
20" LETTER AT 90% HORIZONTAL SPACING



UNACCEPTABLE LAYOUT
24" LETTER-TOO TIGHT KERNING AND AT 90% HORIZONTAL SPACING



UNACCEPTABLE LAYOUT
24" LETTER-80% HORIZONTAL SPACING

Retail Tenant Wall Signage

Construction

All Retail Tenants may have building mounted signs fabricated from either internally illuminated individual pan-channel, reverse pan channel, flat cut out dimensional letters and logos, or Custom Cabinets.

Creative designs and forms, and "custom" cabinet signs are encouraged. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "custom" cabinets are prohibited.

Letters/graphics must be constructed with a minimum of .050" thick aluminum returns, three inches (3") deep, and minimum of .1875" thick acrylic faces.

All sign designs and layouts will be approved on an individual basis through the Owner's discretion.

Colors

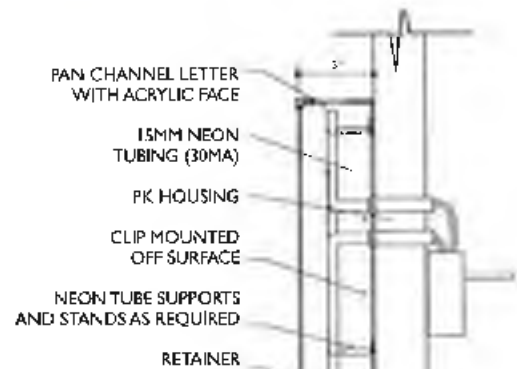
Acrylic faces may use colors designated by corporate standards. Letter retainer and return must be painted to match color of the wall on which the letters are mounted.

Illumination

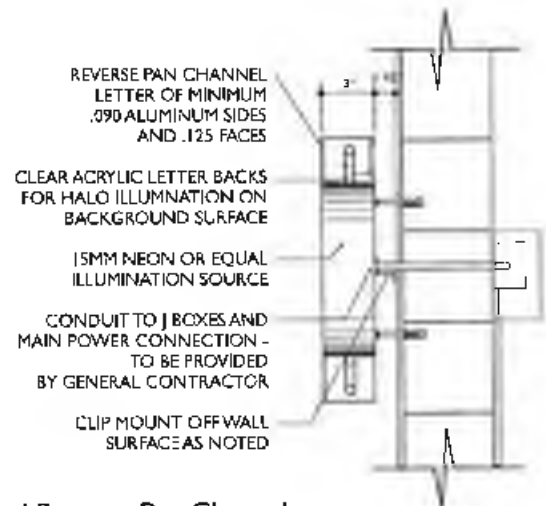
Illumination shall be from 30 M.A. white neon tubing, or equal lighting source. Exposed conduits, fasteners, tubing or transformers will not be permitted. All raceways must be hidden.

Installation

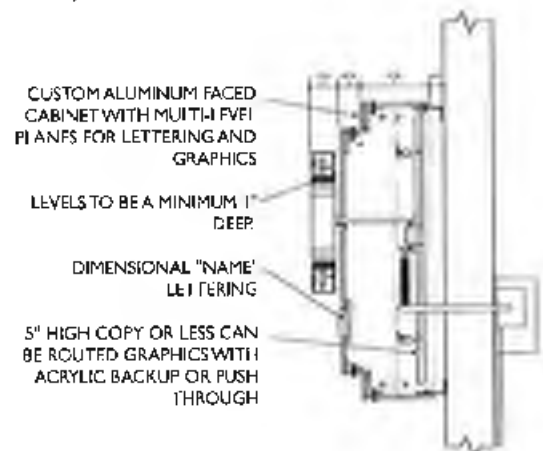
Illuminated and non-illuminated letters and graphics shall be flush mounted to building face, for consistency in visual look of all signage applications.



Typical Pan Channel (Illuminated)



Typical Reverse Pan Channel (Illuminated)



Typical custom cabinet with halo illumination.

Sign Type 5B - Tenant Wall Signage Retail Building B

Design/Colors

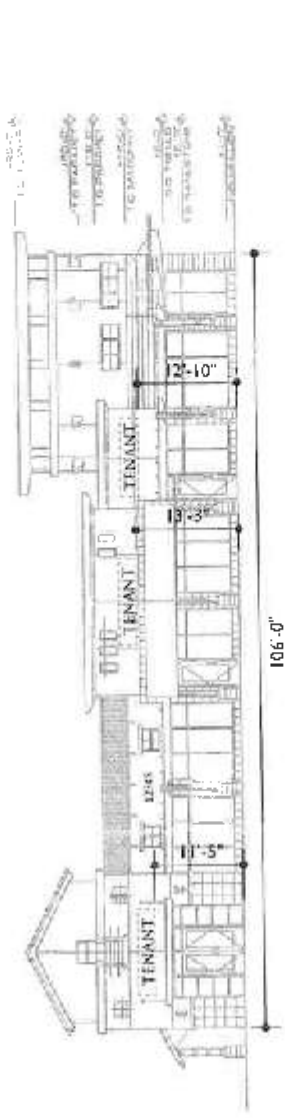
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

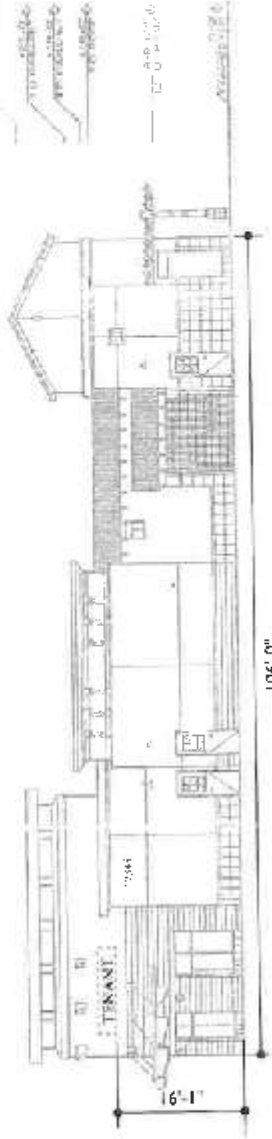
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum thirty inch (30") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

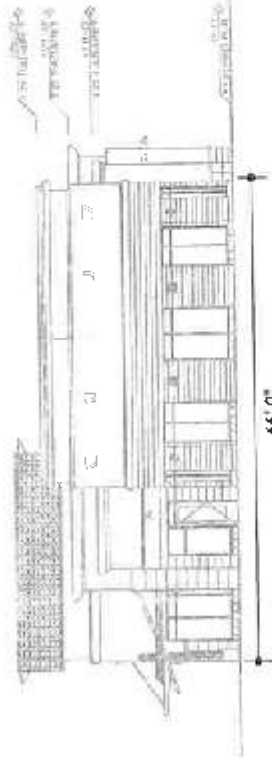
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building B - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building B - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building B - East Elevation.
Signage shown are merely possible locations.

Sign Type 5B - Tenant Wall Signage Retail Building C

Design/Colors

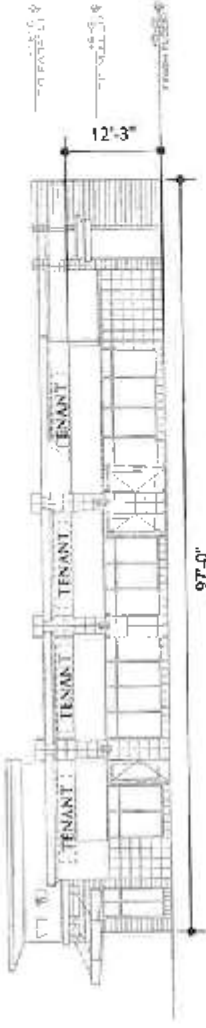
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed within an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typical's are showing the maximum thirty inch (30") sign height.

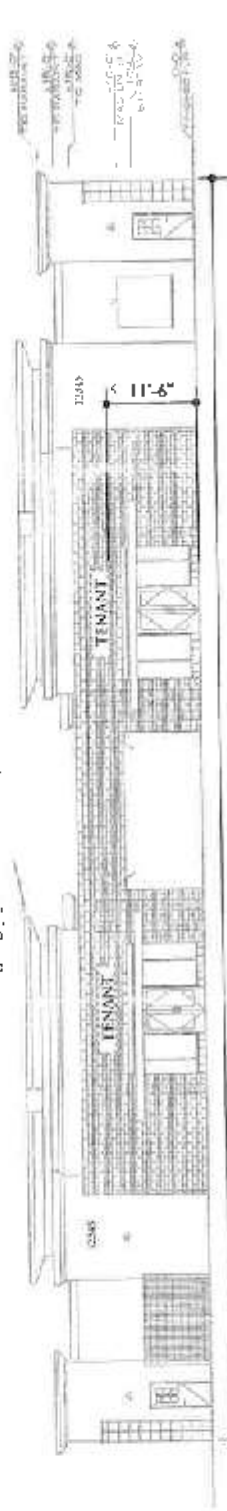
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 30% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



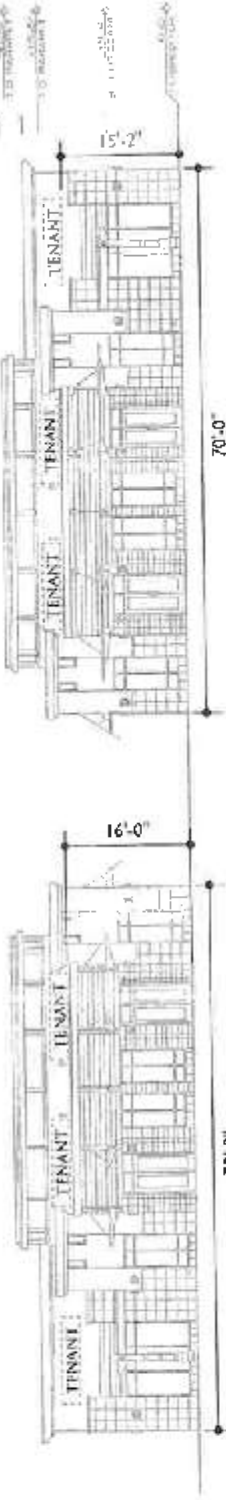
Typical Wall Sign Locations For Retail Building C - East and West Elevations.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - South Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - West and East Elevations.

Signage shown are merely possible locations.

Sign Type 5B - Tenant Wall Signage Retail Building D

Design/Colors

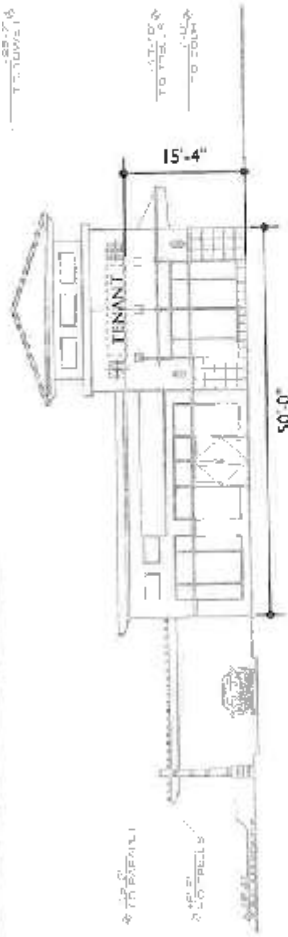
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed within an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typical are showing the maximum thirty inch (30") sign height.

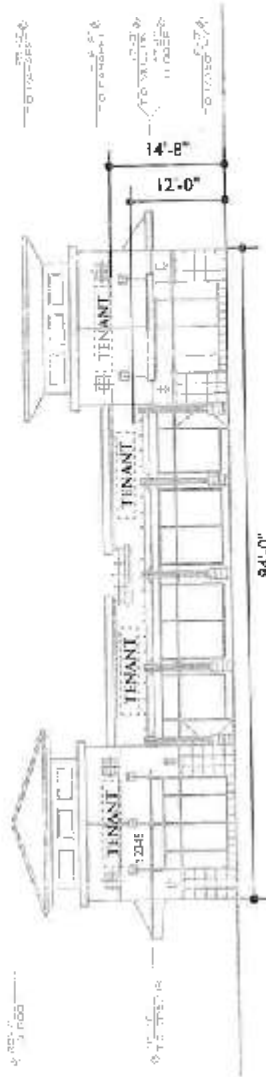
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building D - East Elevation.

Signage shown are merely possible locations.



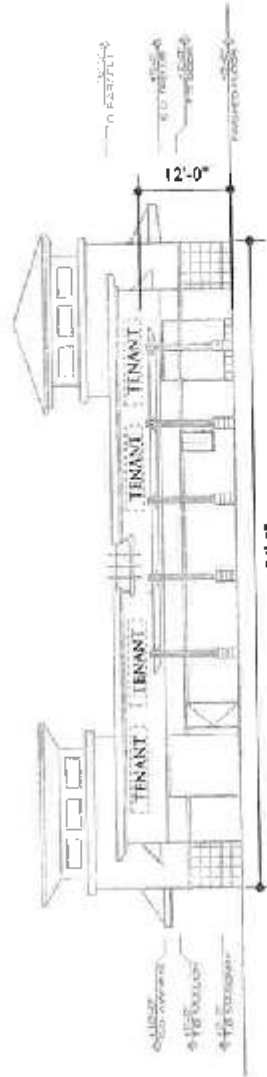
Typical Wall Sign Locations For Retail Building D - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building D - West Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building D - South Elevation.

Signage shown are merely possible locations.

Sign Type 6 - Office and Retail Building Addressing

Building address numerals for the retail and office buildings shall be Trajan Pro typeface, with a height of twelve inches (12").

Construction and Colors

Numbers shall be flat cut out, one half inch (1/2") thick aluminum plate, stud mounted flush to building.

Numbers to be painted to match either Frazee 8234M Daplin or ICI #355 Kayak Brown. The color choice will be determined by maximizing the contrast of the numbers to the wall in which they will be mounted to.



12" 1234567890

Sign Type 7A - Office Suite Entry Window Graphics

Window Graphics:

No more than 25% of front glass area may have signage/graphics applied to, or within, three (3) feet behind the window area.

Recommended designs should be subtle and sophisticated. Cream, ivory or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

Window graphics may NOT be:

- prefabricated, "off the shelf" neon elements
- Painted seasonal or thematic in nature
- "Going-out-of-Business" in any medium
- Solid black-out films of any kind or color

Suite Numbers:

Suite Numbers shall appear directly over each entry and be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Trajan Pro Bold to match project identity.

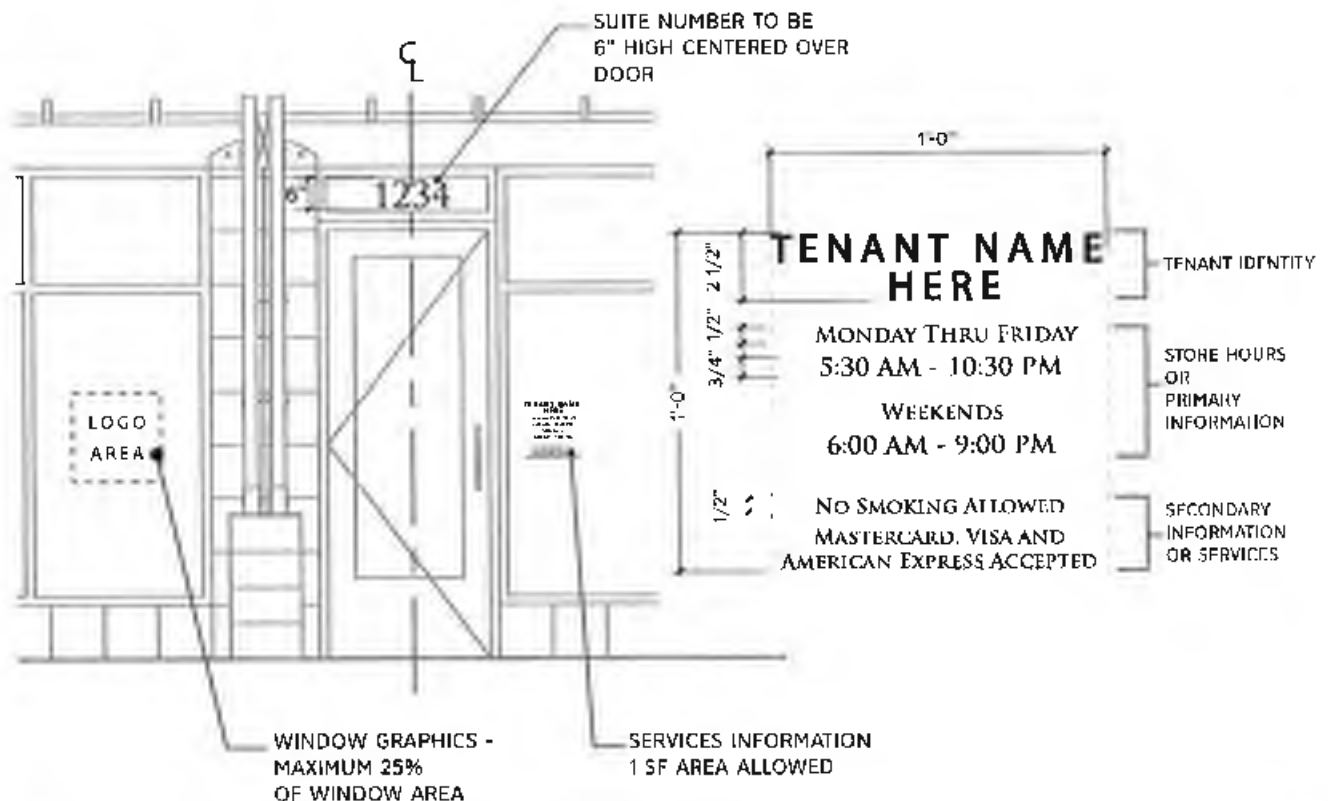
Services Information:

Services Information may consist of the tenants identification typeface, hours of operation, services provided, payment options, prohibited elements, etc.

Information shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass.

Typeface for identity area shall be allowed as the tenant's graphic standards. Information areas shall be Trajan Pro Bold, sizes and layout standard as shown below.

All Storefront Graphics (window graphics, suite number and services information signage) layouts shall be approved in writing by the landlord for quality and consistency with the criteria package for The Forum, prior to submittal to the Town of Gilbert for approval.



Sign Type 7B - Retail Storefront Graphics

Window Graphics:

No more than 25% of front glass area may have signage/graphics applied to, or within, three (3) feet behind the window area.

Recommended designs should be subtle and sophisticated. Cream, ivory or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

Window graphics may NOT be:

- prefabricated, "off the shelf" neon elements
- Painted seasonal or thematic in nature
- "Going-out-of-Business" in any medium
- Solid black-out films of any kind or color

Suite Numbers:

Suite Numbers shall appear directly over each entry and be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Trajan Pro Bold to match project identity.

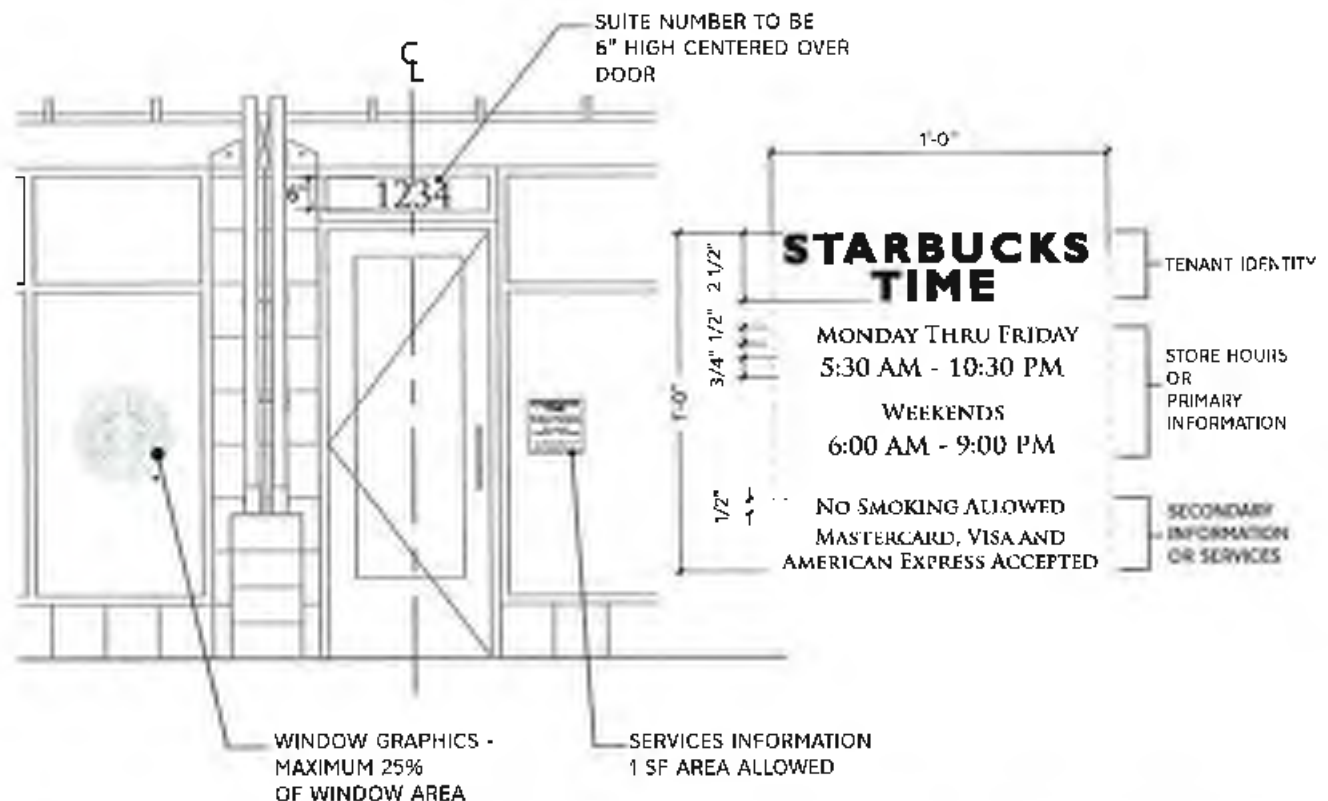
Services Information:

Services Information may consist of the tenants identification typeface, hours of operation, services provided, payment options, prohibited elements, etc.

Information shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass.

Typeface for identity area shall be allowed as the tenant's graphic standards. Information areas shall be Trajan Pro Bold, sizes and layout standard as shown below.

All Storefront Graphics (window graphics, suite number and services information signage) layouts shall be approved in writing by the landlord for quality and consistency with the criteria package for The Forum, prior to submittal to the Town of Gilbert for approval.



Definitions

The following definitions are used throughout the comprehensive signage plan and are exclusive to this document.

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Owner/Occupant, which includes Street-front signage, Storefront signage (arcade and window signage/graphics).

Architectural Frontage

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc that creates a special area for signage.

Architectural Awnings

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Cabinet (Typical)

Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a box construction.

Custom Cabinet

Cabinet designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds.

Committee

Made up of the consenting owners as defined in the Construction, Operation and Reciprocal Easement Agreement.

Graphics

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

Sign Area

The aggregate area contained within the smallest group of an individual rectangle, which encloses all elements of a sign's copy and logos.

Sign Envelope

The overall height and length allowances of sign area designated for Owner/Occupant sign placement on a building elevation.

Street Front Signage

Signage installed parallel to the building fascia, typically located along the front of the building on parapet, fascia or building wall intended for the viewing of vehicular traffic.

Storefront Signage & Graphics- Permanent

This is the signage located along the storefront portion, oriented to pedestrian. It includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics. This includes awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

Storefront Signage & Graphics - Temporary

Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.

General Requirements

All signs at The Forum must be compatible with the standards outlined in this Comprehensive Sign Program and in conformance with Town of Gilbert Sign Requirements. The purpose of the sign standards is to ensure an attractive office space and shopping environment, and to protect the interests of the surrounding neighborhood. Developer, and Owners/Occupants of all parcels within The Forum. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Owner/Occupant.

The Forum Owners Association, herein referred to as "Association", shall administer and interpret the criteria. Before designing signs, all Forum Owners/Occupants will receive a copy of these signage standards. Sign plans submitted to the Association for approval must conform to these standards. The Association will administer and interpret the criteria. All signs must be approved in writing by the Association prior to permit application and installation.

1 Signage Proposal

Each Owner/Occupant must submit to the Association four (4) sets of detailed shop drawings showing locations, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

2 Sign Contractor's Responsibilities

Prior to preparation of signage drawings and specifications, the Owner's/Occupant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

3 Association Review

After review of the signage proposal, the Association will return one of the three sets of drawings to the Owner/Occupant, marked either "Approved", "Approved as Noted," or "Revise and Resubmit."

4 "Approved"

If drawings are marked "Approved," the Owner/Occupant is allowed to proceed with sign construction and installation in accordance with the drawings.

5 "Approved as Noted"

If drawings are marked "Approved as Noted," the Owner/Occupant is allowed to proceed with sign construction and installation, provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

6 "Revise and Resubmit"

If drawings are marked "Revise and Resubmit," the plans will be returned to the Owner/Occupant with comments. The drawings should be revised and resubmitted for Association approval.

7 Openings In Building Walls

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

8 Messages

Except for tenants leasing more than 5,000 square feet of space; Sign Band signs are restricted to advertising either (a) the person, firm, company, or corporation operating the use conducted on the site, or (b) the products sold therein, but not both.

9 Owner/Occupant Responsibilities for Other Regulations

The Association's approval of an Owner's/Occupant's signage plan does not constitute an implication, representation, or certification by the Association that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the Owner/Occupant for all work performed on the premises by or for the Owner/Occupant.

10 Prohibited Signs

- Cabinet (Typical) Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, injection molded panels with integral color - internally backlit cabinet construction.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Association.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.

General Requirements (continued)

- Placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- Change-panel signs are prohibited.
- "A" frames and portable signs.
- Signs that are installed without written approval from the Association, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Developer at the Owner's Occupant's expense.
- Painted or hand lettered signs on storefronts.
- Flashing, moving or audible signs.
- Luminous vacuum formed type plastic letters.
- Inflatable signs or graphic devices.
- Freestanding attraction boards, posters or other permanent advertising devices.
- Paper, cardboard or Styrofoam signs.
- Signs with exposed neon tubing or raceways.
- Signs with gold or silver plastic trim caps that contrast with letter returns.

11 Illuminated Signs

The Town of Gilbert requires permits for all signs and electrical permits for all signs that are illuminated. It is the Owner's/Occupant's sole responsibility to secure these and any other permits that may be required.

12 Size Limitation

Each Owner/Occupant must limit the area of its sign in accordance with the area allocated for signage. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signage. Each Owner/Occupant will be granted a minimum of one sign. Owners/Occupants with more than one elevation wall may have a sign on each elevation.

13 Labels

No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

14 Freestanding Signs

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

15 Upkeep and Maintenance

Each Owner/Occupant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and Owners/

Occupants are to repair any sign defects within five (5) days of notification. If an Owner/Occupant does not repair said sign(s), the Developer, at the Owner/Occupant sole cost and expense, may repair and/or replace sign(s).

A penalty of 100% of the Developer's cost to repair said signage, in addition to the cost of the repair, may be assessed to the Owner/Occupant if the Developer is required to provide the necessary maintenance due to the Owner's/Occupant's noncompliance following notification.

16 Illumination Timer

Power to illuminate the Owner's/Occupant's sign is to be from Owner's/Occupant's electricity meter, switched through a Tork DW-2100AY time clock, set in accordance with schedules determined by the Developer.

17 Sealing of Building Penetrations

All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight fashion.

18 Damage Caused by or During Installation

The sign contractor and/or Owner/Occupant will pay for any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation. Owner/Occupant shall be fully responsible for the operations of Owner's/Occupant's sign contractor and shall indemnify, defend, and hold Association/Developer harmless for, from, and against damages or liabilities of account thereof.

19 Required Insurance for Sign Contractors

All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Arizona. Developer must be named as additionally insured in the workers' compensation and commercial liability insurance.

20 Sign Permits

Owner/Occupant is responsible for obtaining all necessary sign permits prior to sign installation.

21 Association's Right to Modify Requirements

The Association has the right to modify the sign standards and requirements for any Owner/Occupant.



NOTICE OF ADMINISTRATIVE DECISION

October 1, 2012

Mr. Cody Flamm
Layton Construction Co.
4686 E. Van Buren Street
Phoenix, AZ 85008
cflamm@laytonconstruction.com

**RE: Administrative Design Review: DR06-147A, Eden # PAI.-2012-00050
(Original Case # DR06-147)
Forum at Gilbert Ranch 1528 E. Williams Field Road**

Dear Mr. Flamm:

Staff has reviewed the minor administrative design review application submitted on August 15, 2012 to amend the Comprehensive Sign Program for The Forum at Gilbert Ranch. Your specific request included:

1. Sign Type 1A: Change from electronic changeable message sign on two monument signs to reverse pan face tenant panels. The panels will be aluminum as described in the "Modification" narrative submitted.
2. Sign Type 1B: Change the sign face on the Accessory Entry Monument sign located on Williams Field Rd.

Findings:

Staff finds that the modifications proposed for The Forum at Gilbert Ranch including all of the sign materials and dimensions are consistent with the Sign Regulations, specifically LDC Section 4.407C2.a. Monument Signs and Section 4.402R.12 Prohibited Signs (Cabinets & Logos).

Decision:

Based on the finding stated above staff approves DR06-147A, a minor administrative design review to:

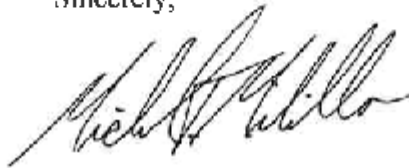
- a. Change Sign Type 1A.
- b. Change Sign Type 1B.

The modifications to the existing Comprehensive Sign Program for The Forum at Gilbert subject to the following conditions:

1. Revisions proposed and listed above shall be per Modifications narrative and plans submitted on and dated August 15, 2012 (See stamped copies in the file).
2. No other revisions to the Comprehensive Sign Program at 1528 E. Williams Field Road.

If you have any questions regarding this decision or require additional information please contact me at (480) 503-6747.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Milillo". The signature is fluid and cursive, with a large initial "M" and "M".

Mike Milillo, CSBA
Senior Planner

C: DR06-147A



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

THE FORUM AT GILBERT RANCH, LP
c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260

APPROVED

Administrative Design Review
Case Planner Initials: *MM*
Case # *DR06-147A*
Date: *10/1/12*

FNBN Forum, LLC Delaware
BY: FNBN CMLCON I LLC, its Manager
BY: SGH FNB VENTURES, LLC, its Manager
BY: SORENSON GROUP MANAGEMENT, LLC, its Manager
299 South Main Street, Suite 2200
Salt Lake City, UT 84111

SIGNAGE AND CSP DESIGN BY:
JRC DESIGN

September 26, 2007

~~APPROVED PLANS~~
Design Review Board
CASE: ~~DR06-147~~
DATE: ~~8/15/2007~~
SUBJECT TO CONDITIONS OF APPROVAL

8/15/12
DR06-147-A(1st) 8



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- 3 Signage Hierarchy & Location Plan
- 4 Freestanding Sign Matrix

Modified as noted
on reference
sheets

Freestanding Signage

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- 6 **Sign Type 1B - Project ID Monument**
- 7 **Sign Type 2 - Directory Signage**
- 8 **Sign Type 3 - Vehicular Regulatory**
- 8 **Sign Type 4 - Drive-Thru Signage**

No changes to this

Tenant Identification Signage

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- 10-12 Office Wall Signage Standards
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- 18-19 Retail Wall Signage Standards
- 20 Custom Cabinet Letter Details - Recall
- 21-24 **Sign Type 5B - Retail Wall Signage Locations**
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- 26 **Sign Type 7A - Office Suite Entry Graphics**
- 27 **Sign Type 7B - Retail Suite Entry Graphics**
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- 29-30 General Sign Standards and Requirements

APPROVED

Administrative Design Review
Case Planner Initials: MM
Case # DR06-147A
Date: 10/1/12

Sign Hierarchy & Location Plan

1A - Electronic Message Monument

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and WYms Drive. These monuments will be double-sided and display The Forum terms digitally.

See page 5 (or hand written #13) for modifications

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

See page 6 (or hand written #14) for modifications

2 - Traffic Directionals

The purpose of the traffic directional is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to access the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities, such as blocking and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide message boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building facade above their leased space.

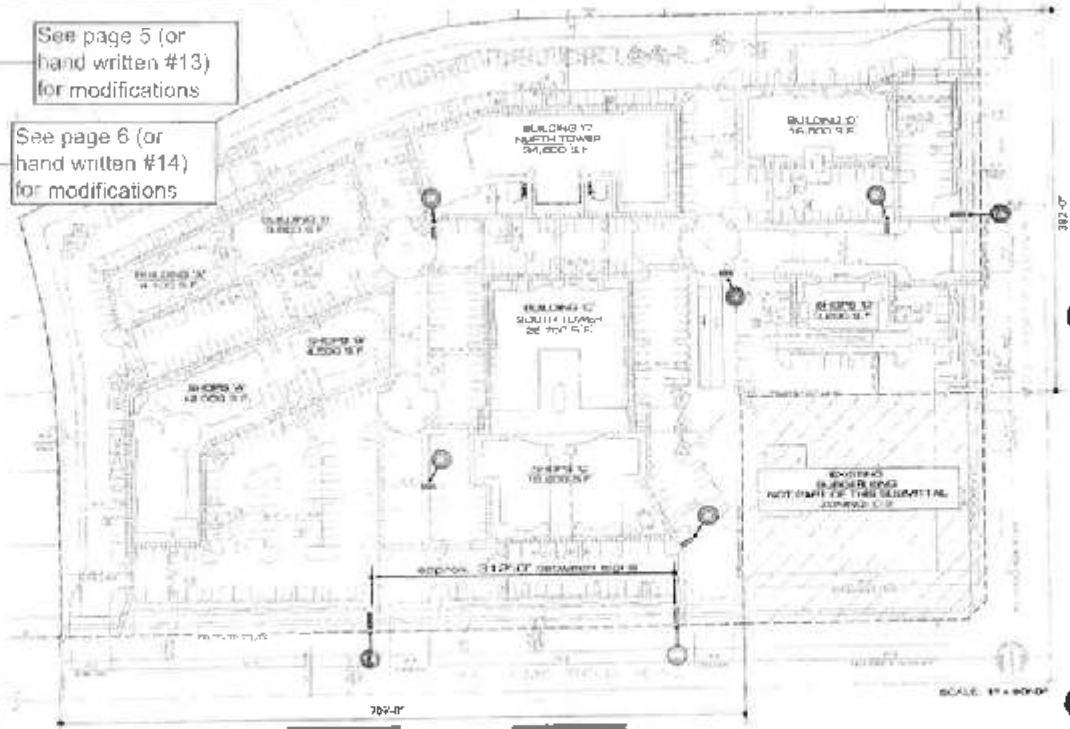
6 - Building Address Numbers

Compliant letter style, size, color and location of all building addressing for the project.

7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4-7 not shown on site location plan. Specific locations for these signs and to be delineated at a later date, and must be approved by the Town of Gilbert.



- SIGN TYPE 1A REFERENCE TO NEIGHBORLY MONUMENT
- SIGN TYPE 1B REF. ETC TO MONUMENT
- SIGN TYPE 3 OFFICE 1 STORY GROUND SIGN
- SIGN TYPE 5 OFFICE 2 STORY SIGN

NOTE: All monument signage to be located at least three (3) feet back of any public right-of-way.

APPROVED
 City of Gilbert
 Planning & Development Department
 Design Review
 DEBORAH A. [Signature]
 Director



Sign Type IB - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"
Overall Width: 12'-4"
Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.
Cabinet: .090 aluminum cabinet painted designated color.
Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

Colors

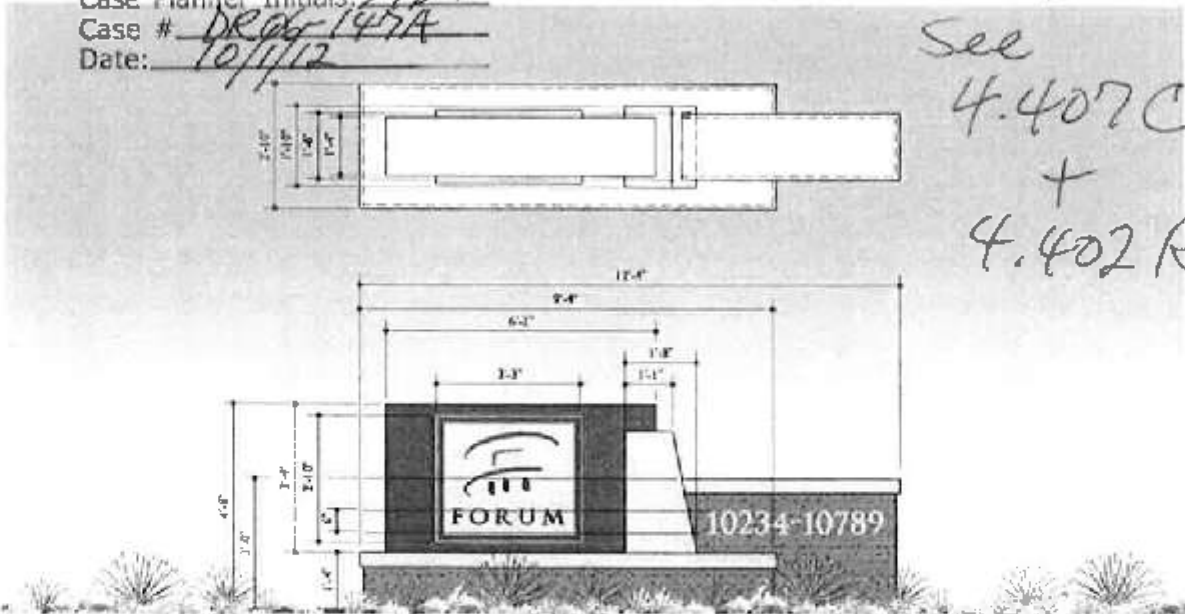
Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Modifications:
Logo to be routed out of a .090 in. aluminum reverse pan face of dimension 2 ft. - 10 in. x 3 ft. 3 in. with a 1-1/2 in return, and backed with flat day/night acrylic. The reverse pan face is to be smooth painted Frazee 8234M - Daplin. Address flat cut letters to be .125 in. aluminum mounted flush, NOT pinned off.

APPROVED

Administrative Design Review
Case Planner Initials: *AMM*
Case # DR-147A
Date: 10/1/12

See 4.407C2 + 4.402R.12



Scale: 1/4"=1'-0"



Introduction

The Forum is a multi-use retail and office project located on the northwest corner of Williams Field Road and Val Vista Drive in Gilbert, Arizona. The project contains approximately 11.5 acres and is zoned ~~02~~ SC

The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

The sign criteria is meant to assure a standard conformance and quality for the design, size, placement and materials used for all business identification, both retail and office, for The Forum. Properly adhered to, the criteria will ensure that tenant identification is compatible with the overall architectural character of the center and surrounding neighborhoods. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.



Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.

Frazee 8234M
Daplin



ICI #355
Kayak Brown



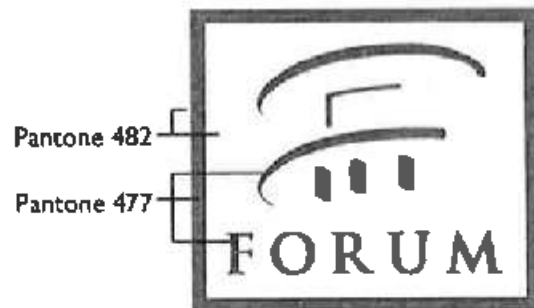
Frazee 8796N
Black Metal



Trenwyth Block - Trendstone
Black Canyon

Logo Standard

There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.



Owner:

The Forum at Gilbert Ranch, LP
c/o VP Commercial, LLC
14362 North Frank Lloyd Wright Blvd #1000
Scottsdale, Arizona 85260
480.477.6400 (phone)
480.477.7766 (fax)

Contact: Rob Curtis
Michael Gustafson



Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

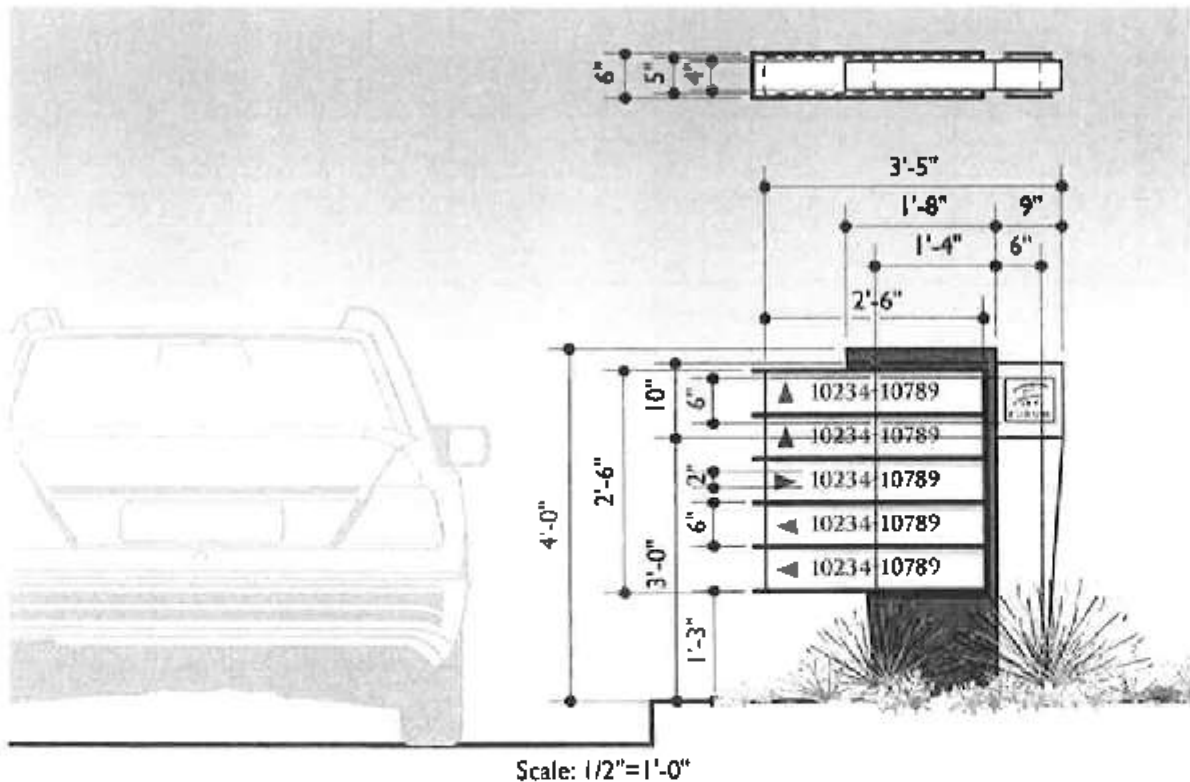
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

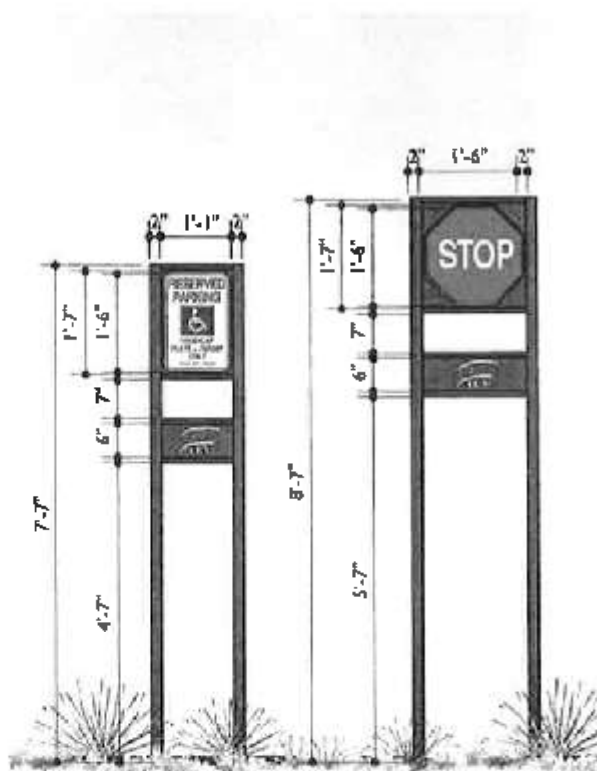
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"

Office Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed twenty four inches (24") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or twenty-four inches (24") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo
With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height



NOTICE OF ADMINISTRATIVE DECISION

October 1, 2012

Mr. Cody Flamm
Layton Construction Co.
4686 E. Van Buren Street
Phoenix, AZ 85008
cflamm@laytonconstruction.com

**RE: Administrative Design Review: DR06-147A, Eden # PAL-2012-00050
(Original Case # DR06-147)
Forum at Gilbert Ranch 1528 E. Williams Field Road**

Dear Mr. Flamm:

Staff has reviewed the minor administrative design review application submitted on August 15, 2012 to amend the Comprehensive Sign Program for The Forum at Gilbert Ranch. Your specific request included:

1. Sign Type 1A: Change from electronic changeable message sign on two monument signs to reverse pan face tenant panels. The panels will be aluminum as described in the "Modification" narrative submitted.
2. Sign Type 1B: Change the sign face on the Accessory Entry Monument sign located on Williams Field Rd.

Findings:

Staff finds that the modifications proposed for The Forum at Gilbert Ranch including all of the sign materials and dimensions are consistent with the Sign Regulations, specifically LDC Section 4.407C2.a. Monument Signs and Section 4.402R.12 Prohibited Signs (Cabinets & Logos).

Decision:

Based on the finding stated above staff approves DR06-147A, a minor administrative design review to:

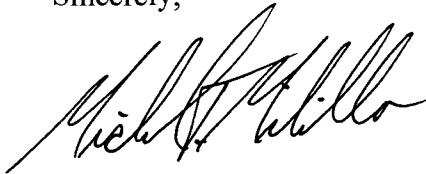
- a. Change Sign Type 1A.
- b. Change Sign Type 1B.

The modifications to the existing Comprehensive Sign Program for The Forum at Gilbert subject to the following conditions:

1. Revisions proposed and listed above shall be per Modifications narrative and plans submitted on and dated August 15, 2012 (See stamped copies in the file).
2. No other revisions to the Comprehensive Sign Program at 1528 E. Williams Field Road.

If you have any questions regarding this decision or require additional information please contact me at (480) 503-6747.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Milillo". The signature is fluid and cursive, with the first name "Mike" and last name "Milillo" clearly distinguishable.

Mike Milillo, CSBA
Senior Planner

C: DR06-147A



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

~~THE FORUM AT GILBERT RANCH, LP
c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260~~

FNBN Forum, LLC Delaware
BY: FNBN CMLCON I LLC, its Manager
BY: SGH FNB VENTURES, LLC, its Manager
BY: SORENSON GROUP MANAGEMENT, LLC, its Manager
299 South Main Street, Suite 2200
Salt Lake City, UT 84111

APPROVED

Administrative Design Review

Case Planner Initials: *[Signature]*

Case # DR06-147A

Date: 10/1/12

SIGNAGE AND CSP DESIGN BY:
JRC DESIGN

September 26, 2007

~~**APPROVED PLANS**
Design Review Board
CASE: DR06-147
DATE: 11/15/2007
SUBJECT TO CONDITIONS OF APPROVAL~~

8/15/12
DR06-147-A(1st) 8



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- 3 Signage Hierarchy & Location Plan
- 4 Freestanding Sign Matrix

Modified as noted on reference sheets

Freestanding Signage

- 5 **Sign Type 1A** - Electronic Message Monument
- 6 **Sign Type 1B** - Project ID Monument
- 7 **Sign Type 2** - Directory Signage
- 8 **Sign Type 3** - Vehicular Regulatory
- 8 **Sign Type 4** - Drive-Thru Signage

No changes to this

Tenant Identification Signage

- 9 Building Wall Sign Matrix
- 10-12 Office Wall Signage Standards
- 13-17 **Sign Type 5A** - Office Wall Signage Locations
- 18-19 Retail Wall Signage Standards
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- 25 **Sign Type 6** - Building Addressing
- 26 **Sign Type 7A** - Office Suite Entry Graphics
- 27 **Sign Type 7B** - Retail Suite Entry Graphics
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- 29-30 General Sign Standards and Requirements

APPROVED

Administrative Design Review
 Case Planner Initials: MM
 Case # DR06-147A
 Date: 10/1/12

Sign Hierarchy & Location Plan

1A - Electronic Message Monument

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and Val Vista Drive. These monuments will be double-sided and display The Forum tenants digitally.

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

2 - Traffic Directionals

The purpose of the traffic directionals is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to accent the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities such as stopping and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide menu boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building fascia above their leased space.

6 - Building Address Numbers

Consistent letter style, size, color and location of all building addressing for the project.

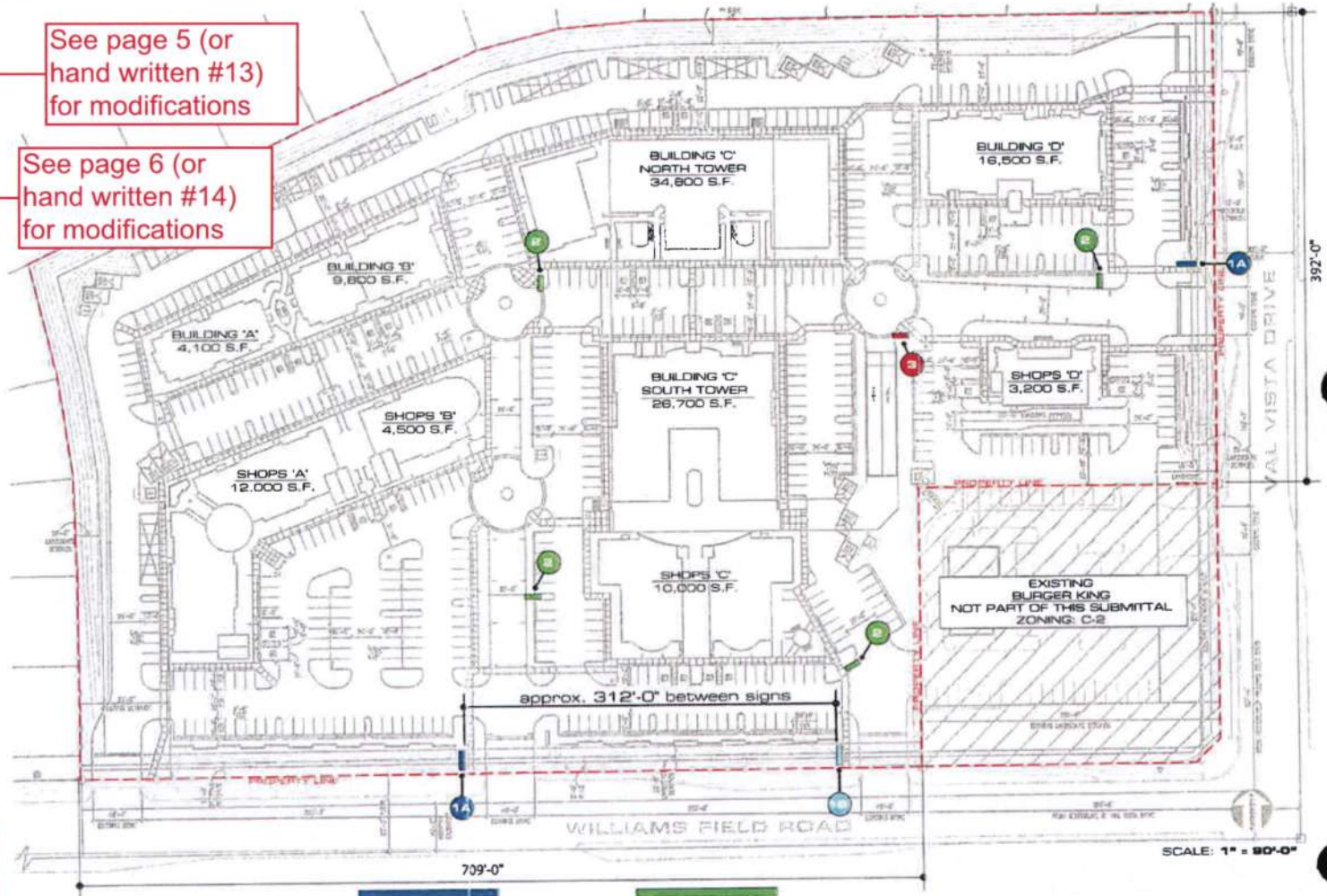
7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4-7 not shown on sign location plan. Specific locations for Menu boards are to be delineated at a later date, and must be approved by the Town of Gilbert.

See page 5 (or hand written #13) for modifications

See page 6 (or hand written #14) for modifications



- SIGN TYPE 1A**
ELECTRONIC/LED MESSAGE MONUMENT
- SIGN TYPE 2**
DIRECTORY SIGNAGE
- SIGN TYPE 1B**
PROJECT ID MONUMENT
- SIGN TYPE 3**
REGULATORY STOP SIGN

NOTE: All monument signage to be located at least three (3) feet back of any public right of way.

APPROVED

Administrative Design Review

C:\Planner Initials: DRG/147A

Date: 10/1/12

Sign Type IA - Electronic Message Monument

The two (2) electronic message monument signs are located at each of the main arterial driveways leading into the site. This two-sided monument sign will feature a Daktronics electronic message system to display the project tenants information.

Message intervals shall be limited to a frequency of four (4) items per minute, and shall utilize a fade-in/fade-out type of transition.

Sizes

Overall Height: 8'-0"
 Overall Sign Area: 5'-10" x 6'-8" = 39 SF
 Logo: 1'-2" x 1'-5" = 1.6 SF
 Message Cabinet: 5'-4" x 4'-0" = 17.5 SF

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color. A 3'-0" diameter circular planter set on top of wall.

Logo: Logo routed from .090 aluminum with a backing of .090 aluminum, and painted designated colors. 1/2" thick FCO aluminum stock, welded to backer plate, suspending logo 1" off of sign face.

Cabinet: .090 aluminum cabinet with necessary reinforcement to support the 5'-4" x 4'-0" Daktronics® 20 mm full-color board. Project addressing to be 4" tall halo-illuminated push thru numerals.

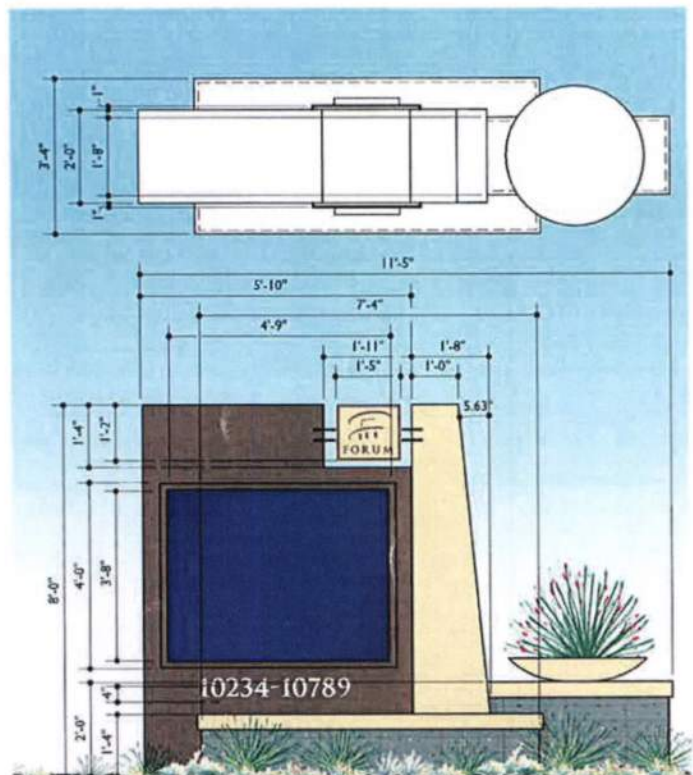
Typeface to be Trajan Pro Bold. Cabinet and addressing to be painted designated colors.

Column: .090 aluminum cabinet to be painted designated color.

Modifications: Change from EMC to (5) 9 in. x 60 in. reverse pan face tenant panels equally spaced 1 in. apart. Panels are to be .090 in. aluminum with 1.5 in. returns ready for route out faces with flat acrylic backer (do not include a blank acrylic backer). The reverse pan face is to be smooth painted Frazee 8234M - Daplin. In lieu of specified illuminated "push-thru" acrylic address numbers, fabricate and install .125 in. aluminum flat cut numbers, painted the color shown and mounted flush. Concrete cap will be changed to metal and painted the same color as the plan.

Colors

Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin



Scale: 1/4" = 1'-0"

APPROVED
 Administrative Design Review
 Case Planner Initials: *[Signature]*
 Case # DR06-147A
 Date: 10/1/12



Sign Type 1B - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"
Overall Width: 12'-4"
Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.
Cabinet: .090 aluminum cabinet painted designated color.
Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

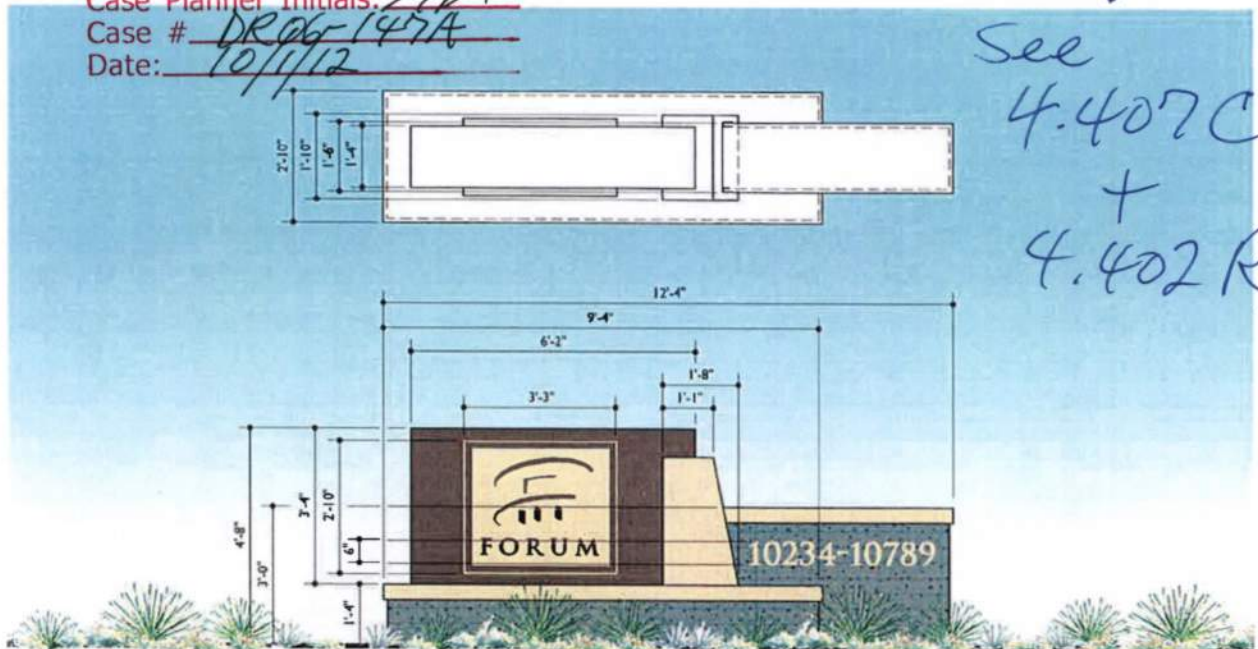
Colors

Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Modifications:
Logo to be routed out of a .090 in. aluminum reverse pan face of dimension 2 ft. - 10 in. x 3 ft. 3 in. with a 1-1/2 in return, and backed with flat day/night acrylic. The reverse pan face is to be smooth painted Frazee 8234M - Daplin." Address flat cut letters to be .125 in. aluminum mounted flush, NOT pinned off.

APPROVED
Administrative Design Review
Case Planner Initials: AM
Case # DR 06-147A
Date: 10/1/12

See
4.407C2
+
4.402R.12



Scale: 1/4"=1'-0"

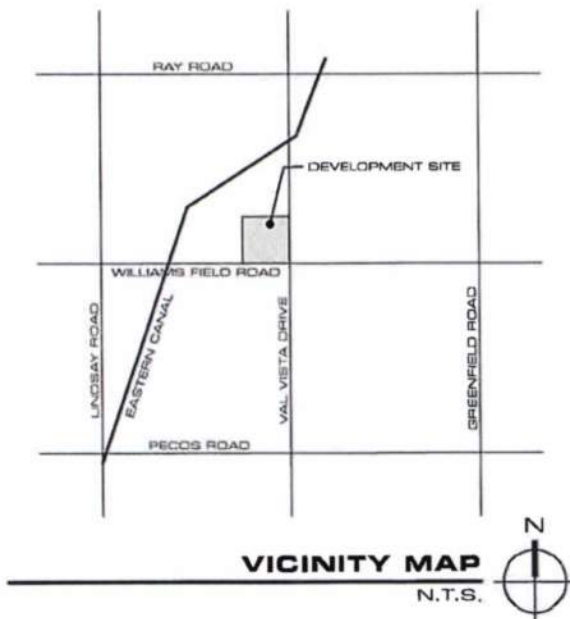


Introduction

The Forum is a multi-use retail and office project located on the northwest corner of Williams Field Road and Val Vista Drive in Gilbert, Arizona. The project contains approximately 11.5 acres and is zoned ~~C-2~~ *SC*.

The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

The sign criteria is meant to assure a standard conformance and quality for the design, size, placement and materials used for all business identification, both retail and office, for The Forum. Properly adhered to, the criteria will ensure that tenant identification is compatible with the overall architectural character of the center and surrounding neighborhoods. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.



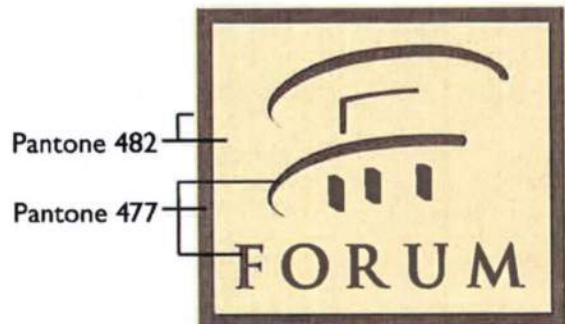
Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.

-  Frazee 8234M
Daplin
-  ICI #355
Kayak Brown
-  Frazee 8796N
Black Metal
-  Trenwyth Block - Trendstone
Black Canyon

Logo Standard

There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.



Owner:

The Forum at Gilbert Ranch, LP
c/o VP Commercial, LLC
14362 North Frank Lloyd Wright Blvd #1000
Scottsdale, Arizona 85260
480.477.6400 (phone)
480.477.7766 (fax)

Contact: Rob Curtis
Michael Gustafson



Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

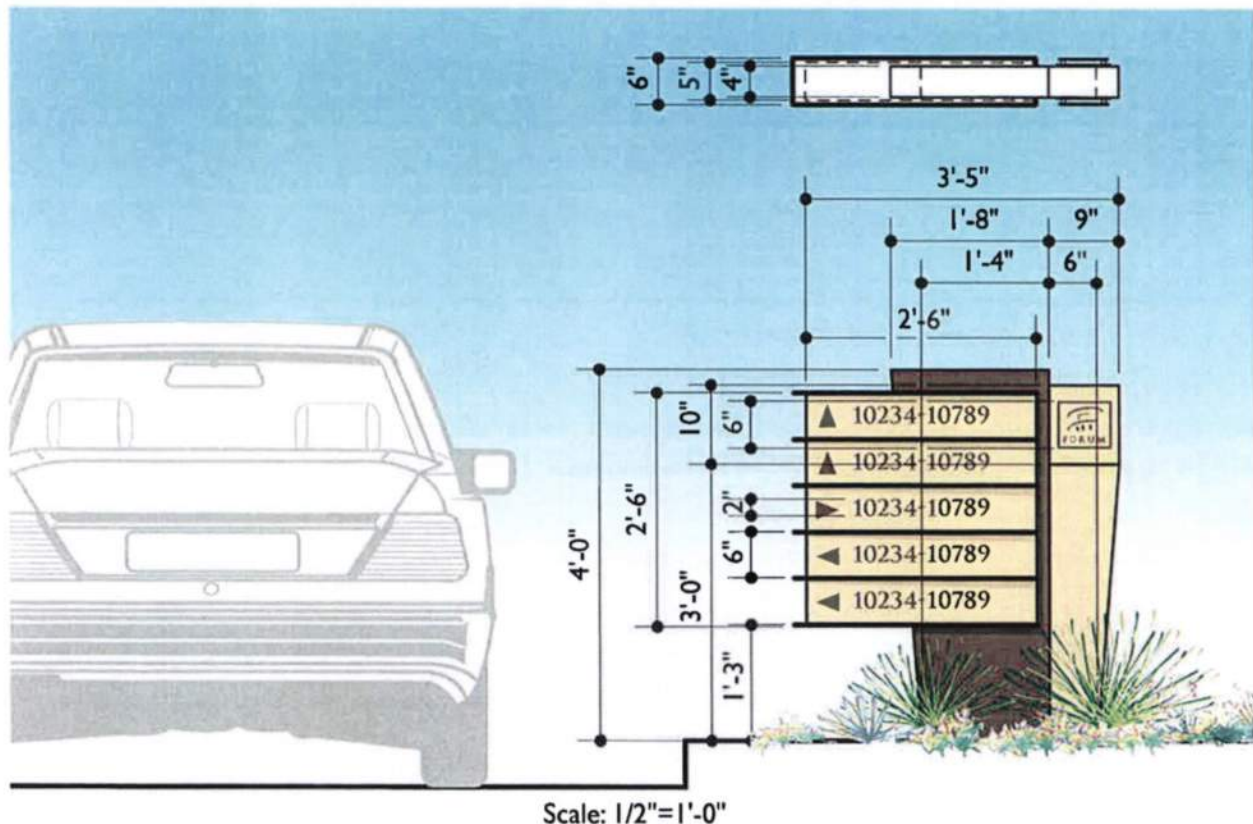
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

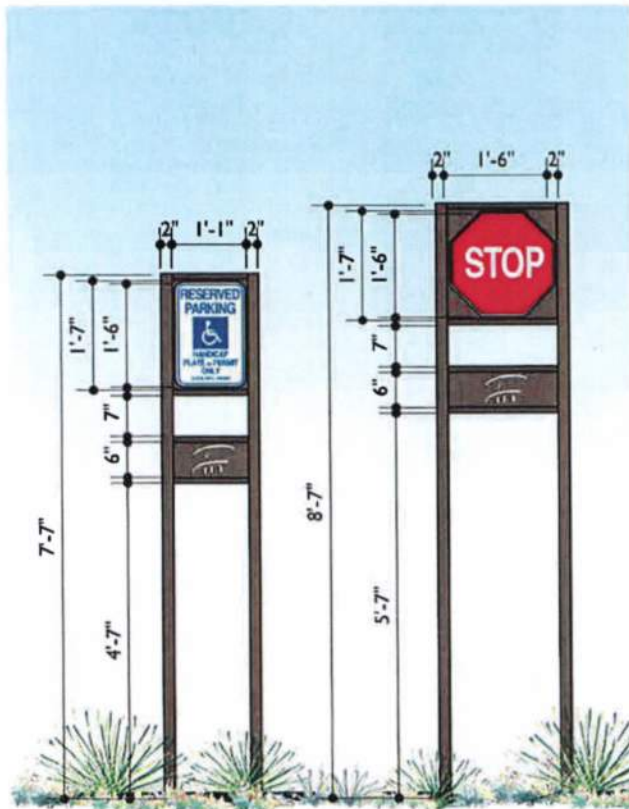
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"



See page 5 for modifications

Freestanding Sign Matrix

Type	# of Signs	Maximum Height	Maximum Area	Description	Location
1A - Electronic Message Monument	Two (2)	8 Feet	Total Signage not to exceed 50% of the area of the structure.	Identification of Master Development - Electronic message board to provide tenant information.	At the primary entrances along Williams Field Road and Val Vista Drive.
1B - Project ID Monument	One (1)	4 feet 8 inches	Total Signage not to exceed 50% of the area of the structure.	Identification of Master Development Only	At the eastern-most entrance along Williams Field Road.
2 - Vehicular Directory	Four (4)	4 feet	6.25 square feet	Directional information for vehicular traffic to various destinations throughout the site.	As per plans
3 - Vehicular Regulatory Signage	As required to provide safe traffic flow.	Varies	As required to meet MUTCD standards.	Regulate movement to provide safe traffic flow.	TBD
4A - Drive-Thru Menu Boards	Two per drive-thru lane.	7 feet	50 square feet	Ordering of food, etc. from drive thru establishments. To be constructed with solid bases.	TBD - Must be approved by the Town of Gilbert Design Review Board through CSP amendment.
4B - Drive-Thru Directional	As required to provide safe traffic flow.	3 feet	3 square feet	Direct to drive-thru entrance	TBD - Must be approved by the Town of Gilbert Design Review Board through CSP amendment.

Sign locations must be delineated at time of Final Site Plan review.
 For all multi-tenant freestanding signs, a landscaped area shall be provided, on-premise at the street frontage at the base of the sign, which shall extend a minimum of four (4) feet beyond the perimeter section of the sign structure at its widest point.

Setbacks
 All signs shall be located a minimum of three (3) feet from any public right of way.
 No signs shall be located in any public utility easement.

11

Office Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

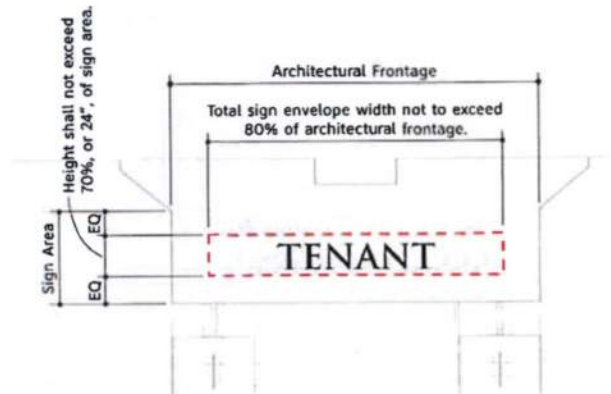
A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed twenty four inches (24") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or twenty-four inches (24") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Smallest letter size



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height



NOTICE OF DECISION

October 24, 2014

RE: DR06-147B (PAL14-76) Forum at Gilbert Ranch CSP

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding Forum at Gilbert Ranch CSP. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has approved this Administrative Design Review with the following attached information and conditions:

1. The existing monument sign (1464 East Williams Field Road) is revised per sign detail 1C as a tenant panel and electronic reader.
2. Sign 1C has a total sign area of 38.3 sqft (message cabinet 16 sqft and the tenant panels 22.3 sqft)
3. The new double sided LED reader board shall be wrapped, textured and painted to match the existing sign base, Kayak Brown ICI 355.
4. The electronic reader shall be static message, no animation, flashing or video. The minimum display time is 8 second with an instant transition method. The brightness shall not exceed .3 candle foot above ambient conditions.

If you have any questions regarding the above, please contact me at 480-503-6729.

Sincerely,

A handwritten signature in black ink, appearing to read "Amy Temes", with a long horizontal flourish extending to the right.

Amy Temes
Senior Planner

Attachments:
Forum at Gilbert Ranch CSP (Revised 10/22/2014)



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

THE FORUM AT GILBERT RANCH, LP

c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260

SIGNAGE AND CSP DESIGN BY:
JRC DESIGN

September 26, 2007
Revised 10/22/2014



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	Tenant Identification Signage
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27	Sign Type 7B - Retail Suite Entry Graphics
28	Definitions
29-30	General Sign Standards and Requirements

Introduction

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The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

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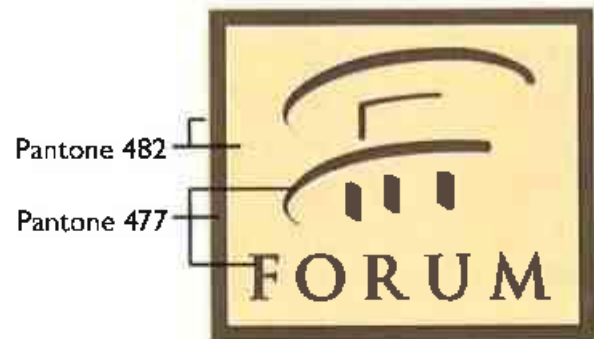
Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.

-  Frazee 8234M
Daplin
-  ICI #355
Kayak Brown
-  Frazee 8796N
Black Metal
-  Trenwyth Block - Trendstone
Black Canyon

Logo Standard

There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.

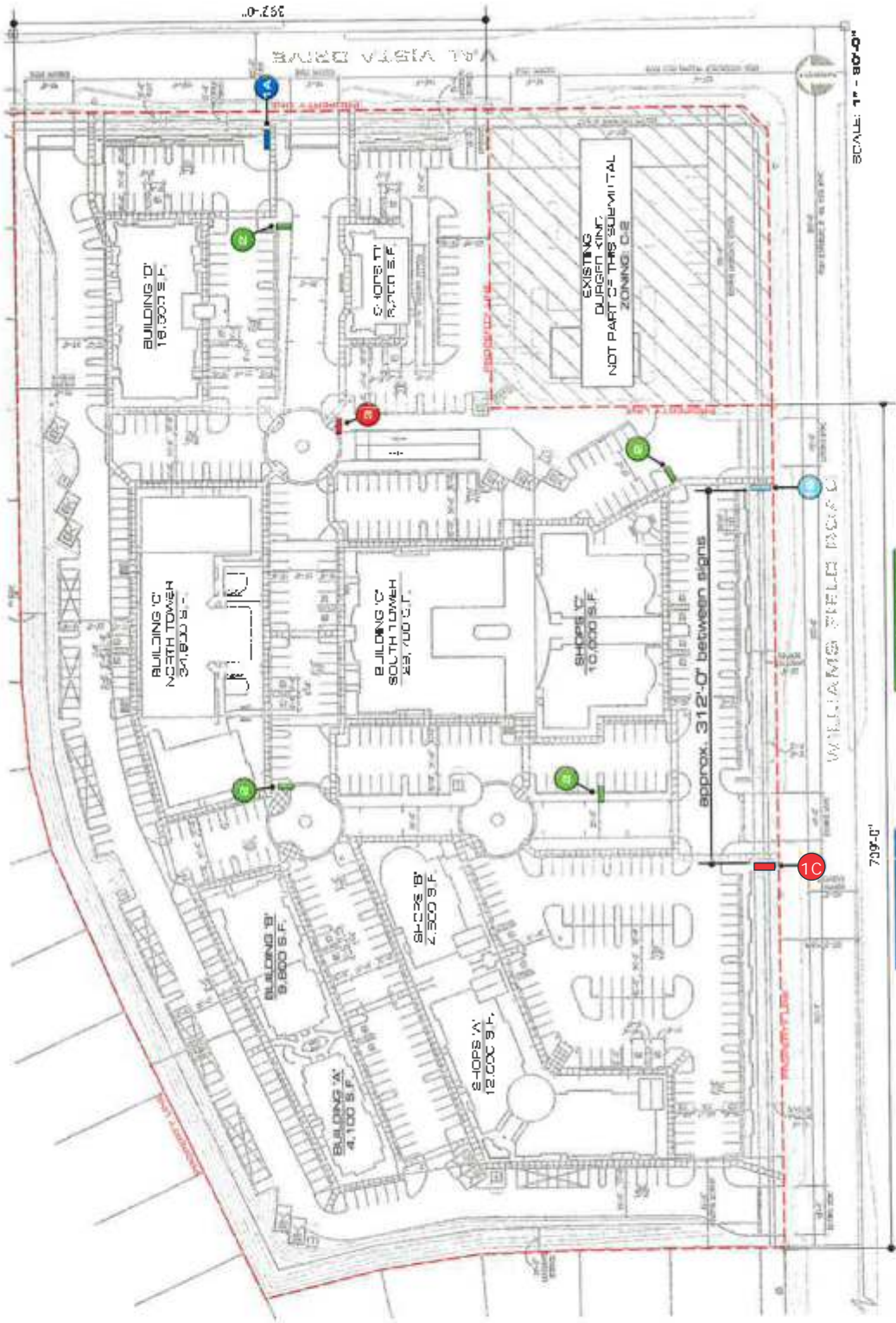


Owner:

The Forum at Gilbert Ranch, LP
 c/o VP Commercial, LLC
 14362 North Frank Lloyd Wright Blvd #1000
 Scottsdale, Arizona 85260
 480.477.6400 (phone)
 480.477.7766 (fax)

Contact: Rob Curtis
 Michael Gustafson





NOTE: All monument signage to be located at least three (3) feet back of any public right of way.

- SIGN TYPE 2 IMPERFORATE SIGNAGE
- SIGN TYPE 3 OFFICIAL STOP SIGN
- SIGN TYPE 1A ELECTRONIC MESSAGE MONUMENT
- SIGN TYPE 1B PROJECT MESSAGE MONUMENT
- SIGN TYPE 1C

Sign Hierarchy & Location Plan

1A and 1C - Electronic Message Monuments

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and Val Vista Drive. These monuments will be double-sided and display the Forum tenants digitally.

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

2 - Traffic Directionals

The purpose of the traffic directionals is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to accent the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities such as stopping and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide menu boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building fascia above their leased space.

6 - Building Address Numbers

Consistent letter style, size, color and location of all building addressing for the project.

7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4-7 not shown on sign location plan. Specific locations for Menu boards are to be delineated at a later date, and must be approved by the Town of Gilbert.

SIGN TYPE 1C - Monument Sign Electronic Message Board

1A and 1C - Electronic Message Monuments

The two (2) electronic message monument signs are located at each of the main arterial driveways leading into the site. This two-sided monument sign will feature a Daktronics electronic message sign system to display the project tenants information.

Message intervals shall be limited to a frequency of four (4) items per minute, and shall utilize a fade-in/fade-out type of transition.

Sizes

Overall Height: 10'-0"

Overall Sign Area: 5'-9" x 6'-8" = 38.3 SF

Message Cabinet: 2'-9" x 5'-9" = 16 SF

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color. A 3'-0" diameter circular planter set on top of wall.

Colors

Base & Wall: Trendstone - Black Canyon

Caps: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Cabinet: ICI 355 - Kayak Brown

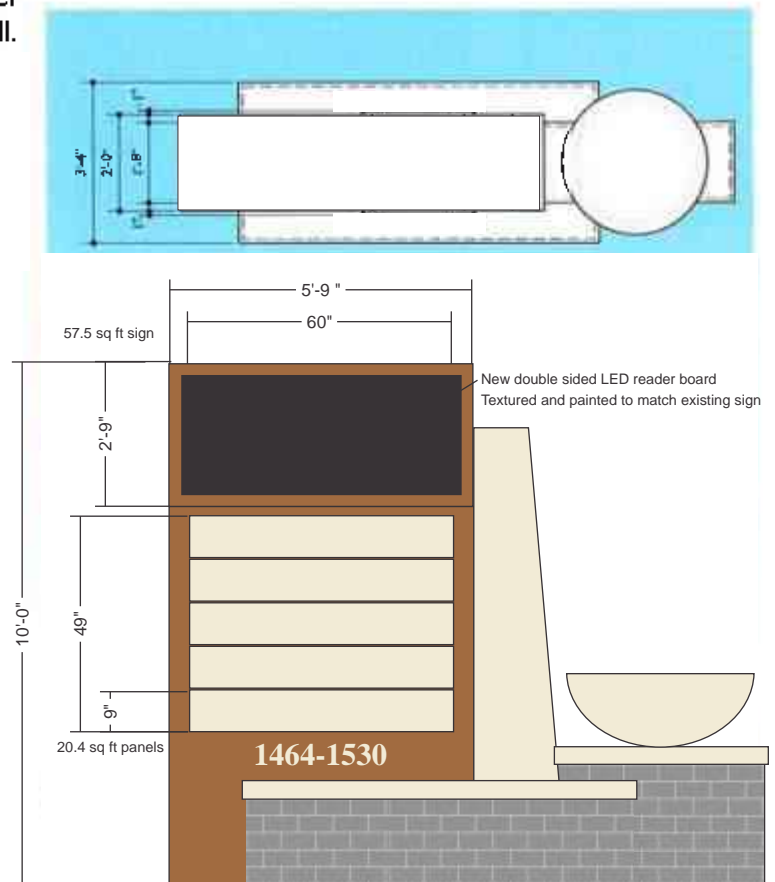
Addressing: Frazee 8234M - Daplin

Column: Frazee 8234M - Daplin

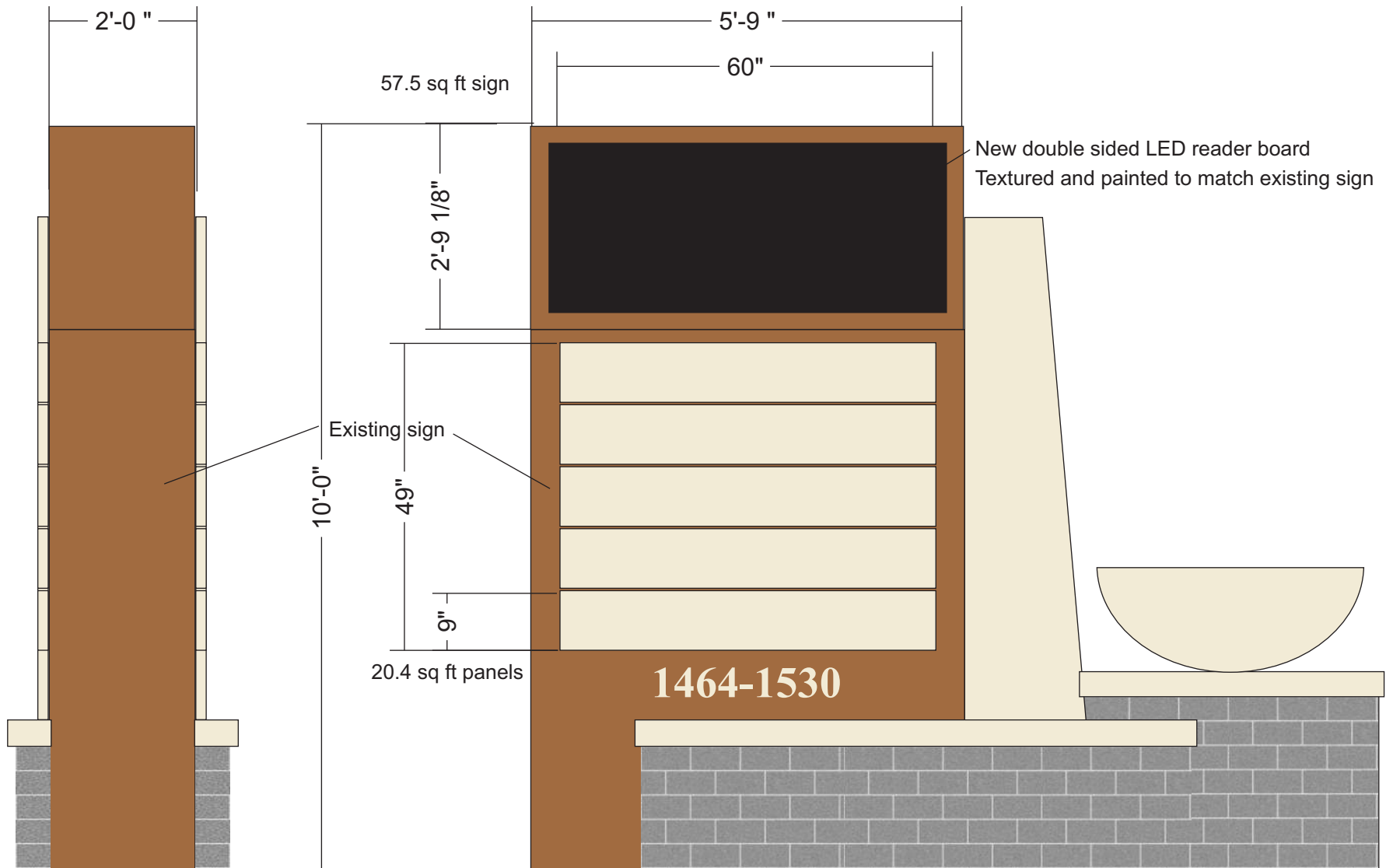
Cabinet: .090 aluminum cabinet with necessary reinforcement to support the 5'-4" x 4'-0" Daktronics® 20 mm full-color board. Project addressing to be 4" tall halo-illuminated push thru numerals.

Typeface to be Trajan Pro Bold. Cabinet and addressing to be painted designated colors.

Column: .090 aluminum cabinet to be painted designated color.



SIGN 1C



“The changeable message may be a full color static message. No animation, flashing or video is allowed. The minimum display time (Per the Land Development Code) is 8 seconds, the transition method is instant. The brightness shall not exceed .3 candle foot above ambient light conditions”



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scale:	revisions:
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Sign Type 1B - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"

Overall Width: 12'-4"

Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.

Cabinet: .090 aluminum cabinet painted designated color.

Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

Colors

Base & Wall: Trendstone - Black Canyon

Caps: Frazee 8234M - Daplin

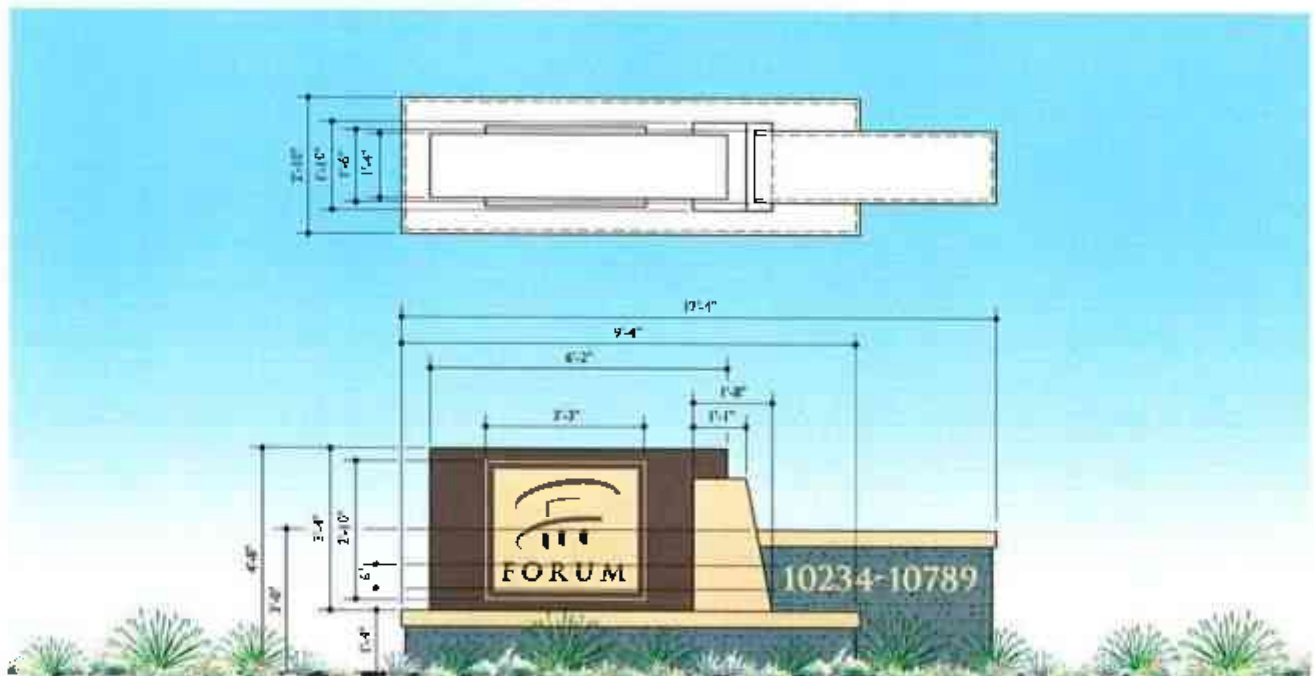
Column: Frazee 8234M - Daplin

Cabinet: ICI 355 - Kayak Brown

Addressing: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and

Frazee 8234M - Daplin



Scale: 1/4"=1'-0"

Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

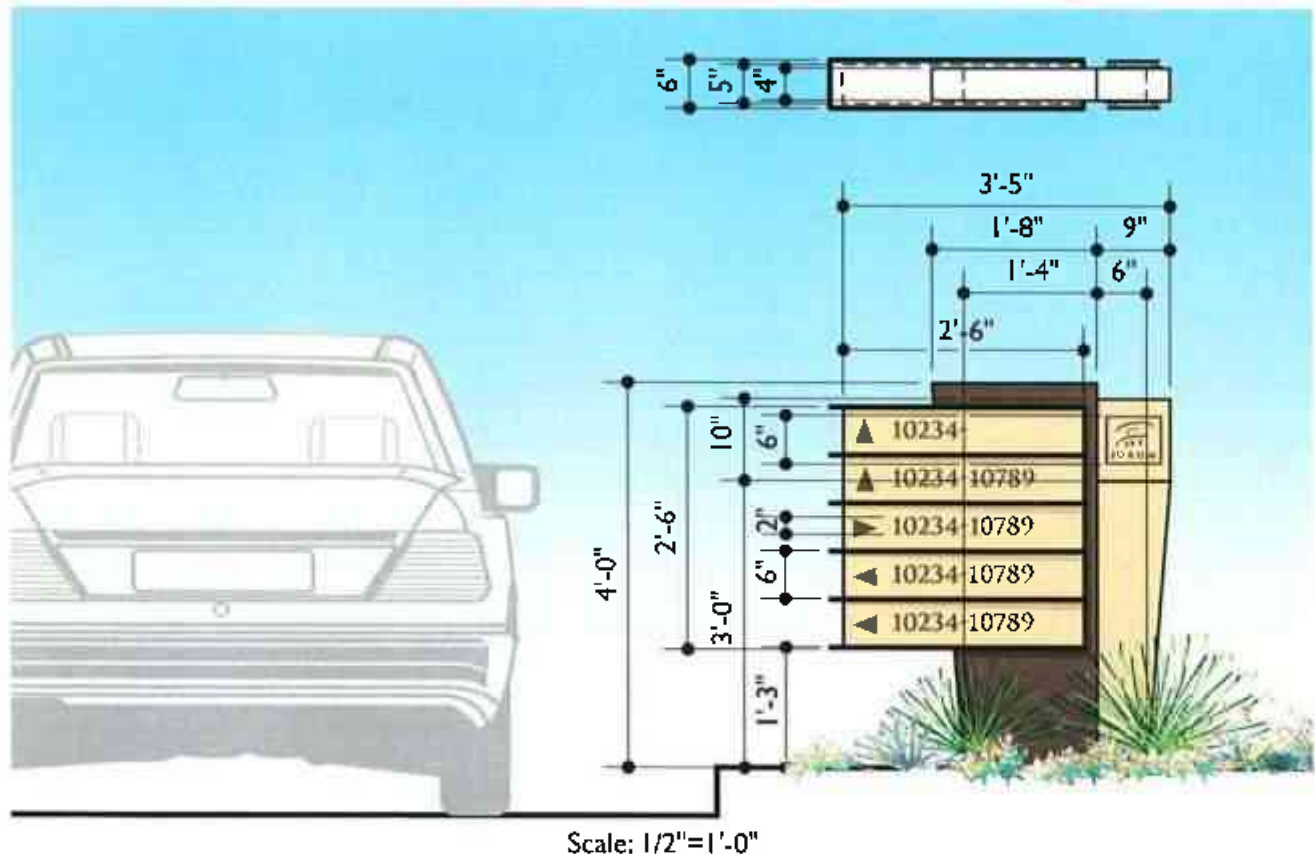
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

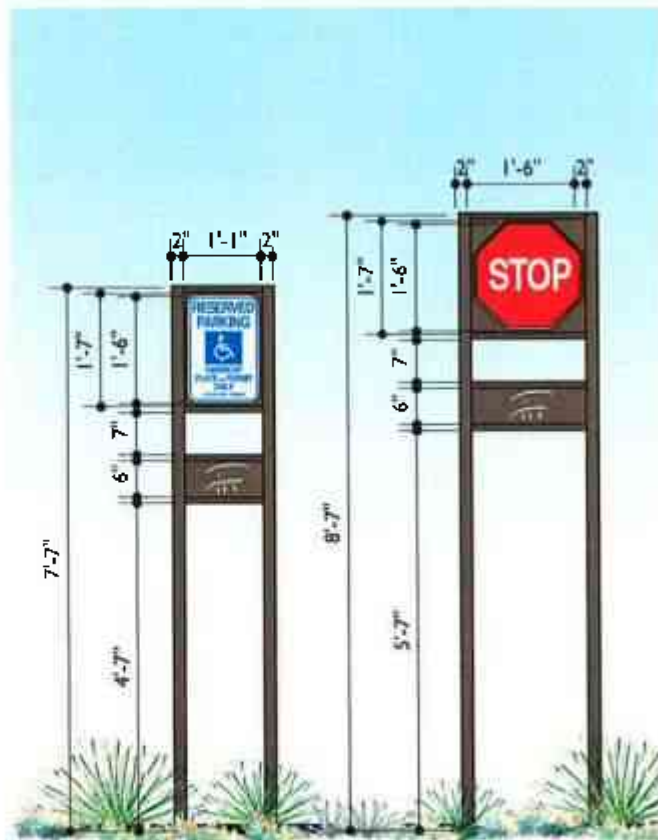
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"

Office Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

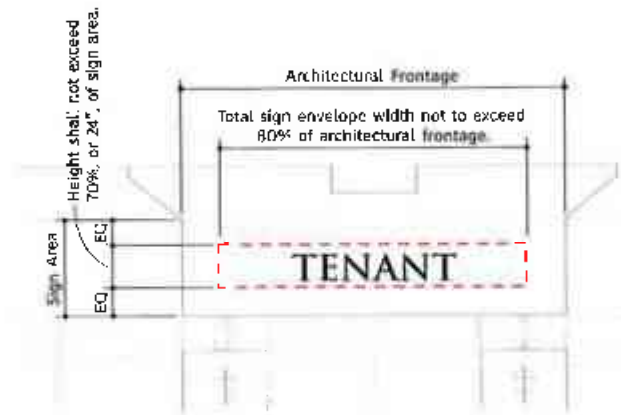
A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed twenty four inches (24") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or twenty-four inches (24") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height

Office Wall Signage Standards

Sign Area Calculation Options:

Where a sign consists only of individual letters, numerals, symbols, or other similar components where such individual components are without an integrated background definition and are not within a circumscribed frame area, the total area of the sign shall be the sum of the area of the smallest square, or rectangle, surrounding all of the components that make up the sign. See right for examples.



Letter Spacing/Kerning

To fit within layout standards, the lettering and/or identity may not be condensed more than 90% of horizontal letter width or vertical letter height of the original design.

Designs should be scaled down to fit the allowed area proportionately, as required to fit within the designated area.



Office Tenant Wall Signage

Individual Letter Details

Construction

All office wall signage shall be individual reverse pan channel letters and logos, which may be either halo-illuminated or non-illuminated. Letters/logos must be constructed with a minimum 1/8" faces and .090 aluminum returns, three inches (3") deep. No "Channelume", "Letteredge", or similar material will be allowed.

All sign designs and layouts will be approved on an individual basis through the Owner's discretion.

Illumination

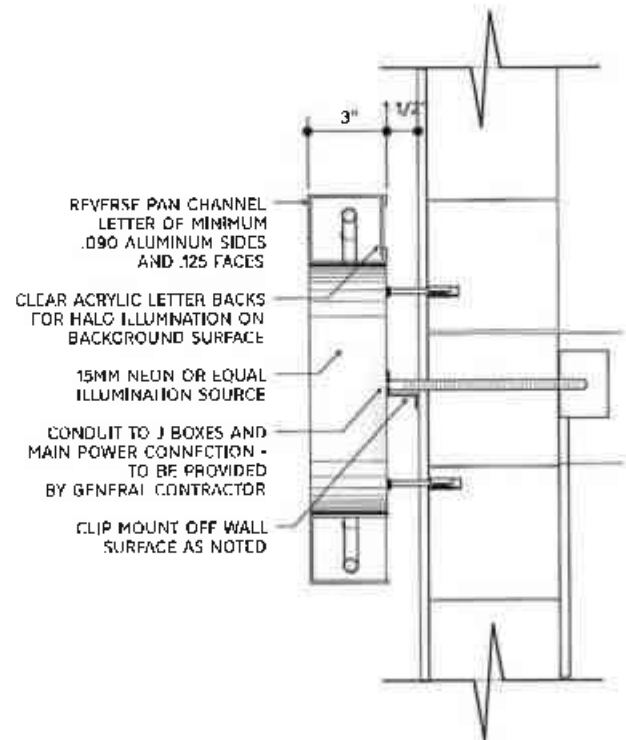
All signage may be halo backlit illuminated to provide definition of the outer edge of the lettering and graphics. Any signage facing residential districts, however, is to be non-illuminated.

Halo illumination shall be from 30 M.A. white neon tubing, or equal lighting source. Exposed conduits, fasteners, tubing or transformers will not be permitted.

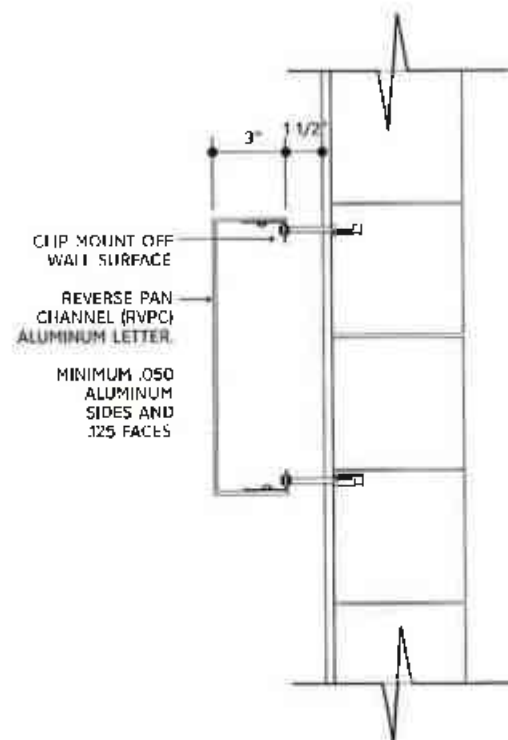
All wall signage which is illuminated shall be on timers and must be turned off at 10:00 pm.

Installation

Illuminated and non-illuminated letters and graphics shall be installed one and a half inches (1-1/2") off face of building for halo illumination and, if non-illuminated, for consistency in visual look of all signage applications.



Typical Reverse Pan Channel (Illuminated)



Typical Reverse Pan Channel (Non-Illuminated)

Sign Type 5A - Tenant Wall Signage Office Building A

Design/Colors

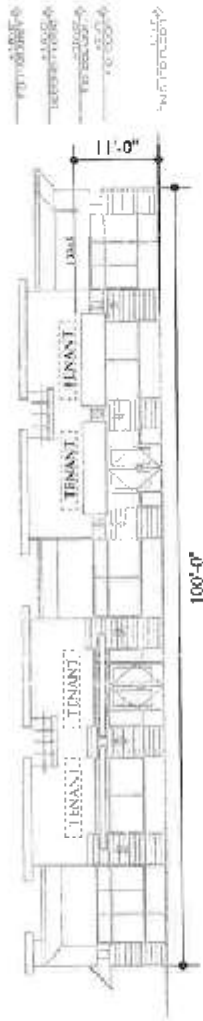
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee B796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Building A - North and South Elevations.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building A - West and East Elevations.

Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building B

Design/Colors

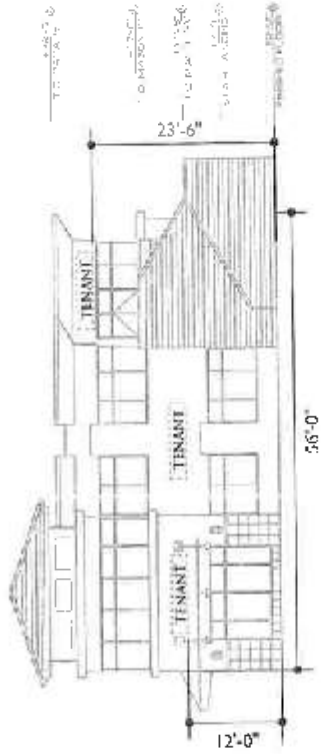
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



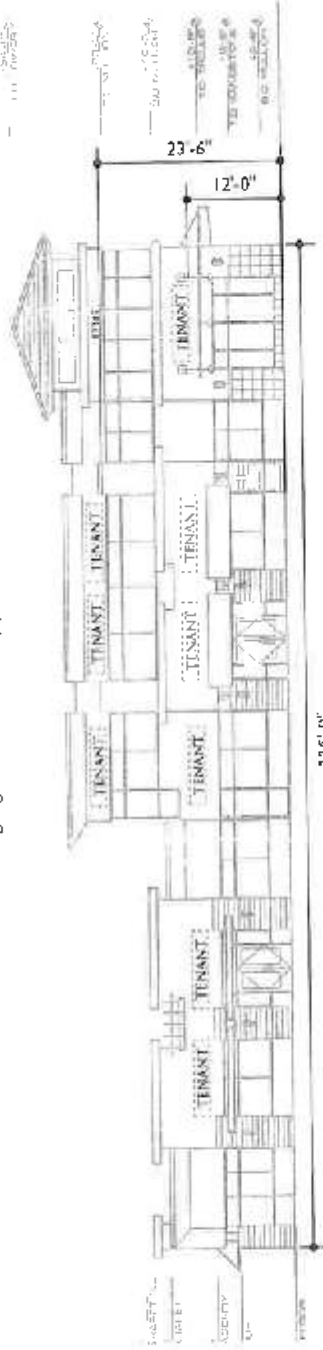
Typical Wall Sign Locations For Building B - East Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building B - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building B - South Elevation.

Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building C (North Tower)

Design/Colors

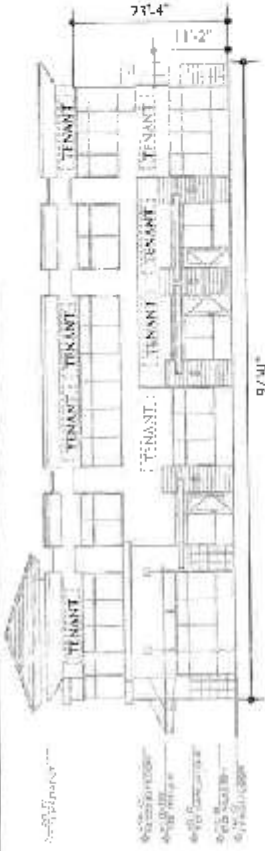
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural facade. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

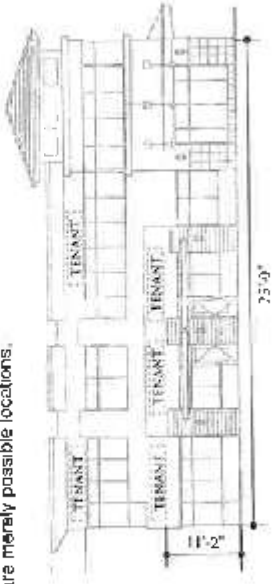
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



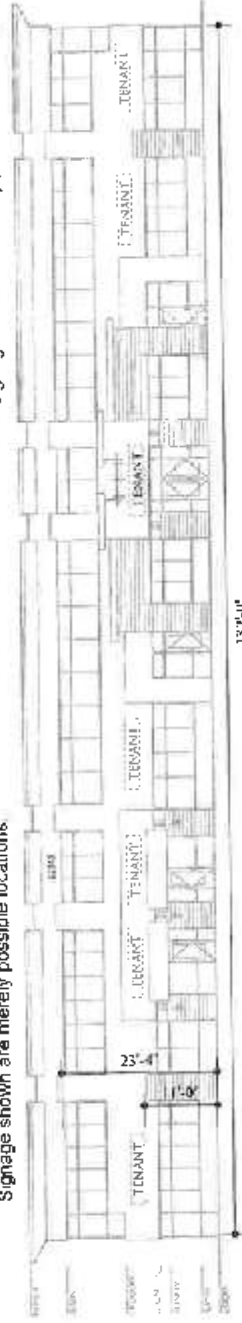
Typical Wall Sign Locations For Building C (North Tower) - East Elevation.

Signage shown are merely possible locations.



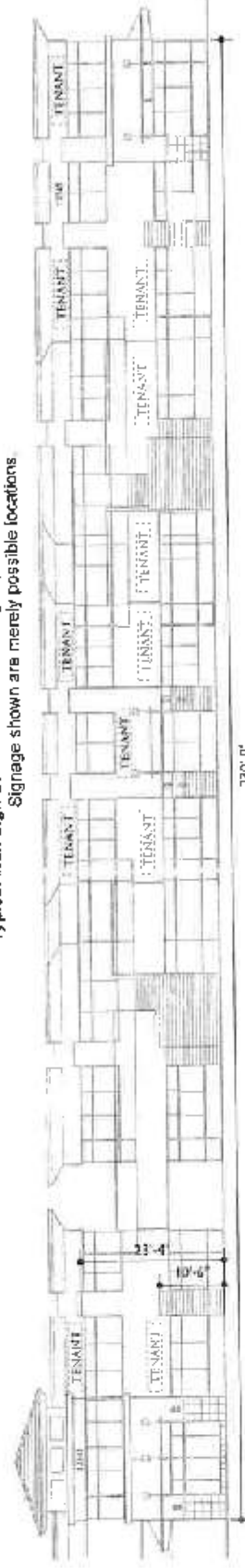
Typical Wall Sign Locations For Building C (North Tower) - Northwest Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (North Tower) - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (North Tower) - South Elevation.

Signage shown are merely possible locations.

12

Sign Type 5A - Tenant Wall Signage Office Building C (South Tower)

Design/Colors

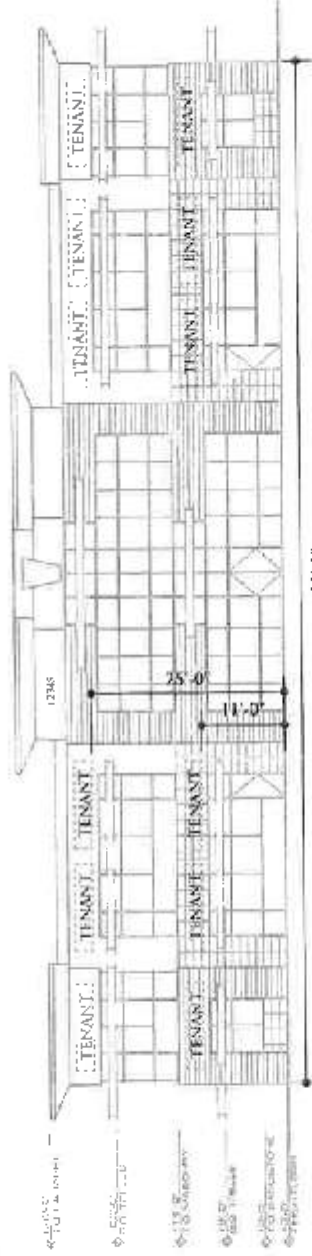
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Fmzee 8796N Black Metal.

Restrictions

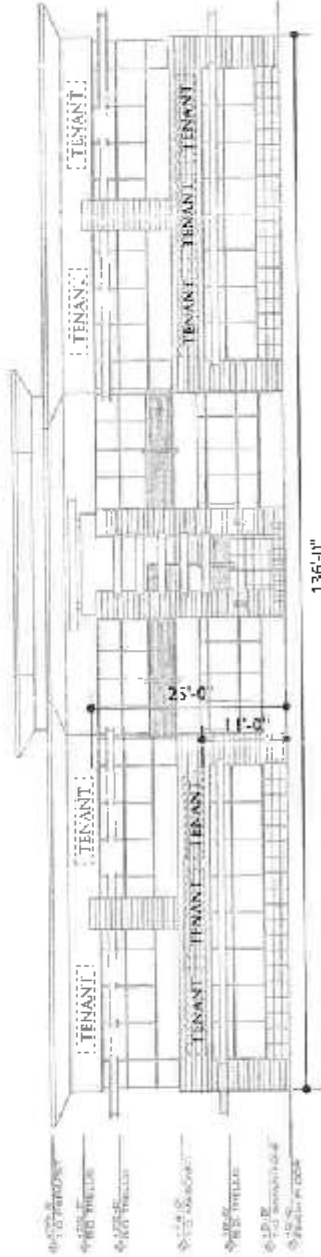
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural facade. Signs must be located within the tenant's leased space. See pages 9-11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

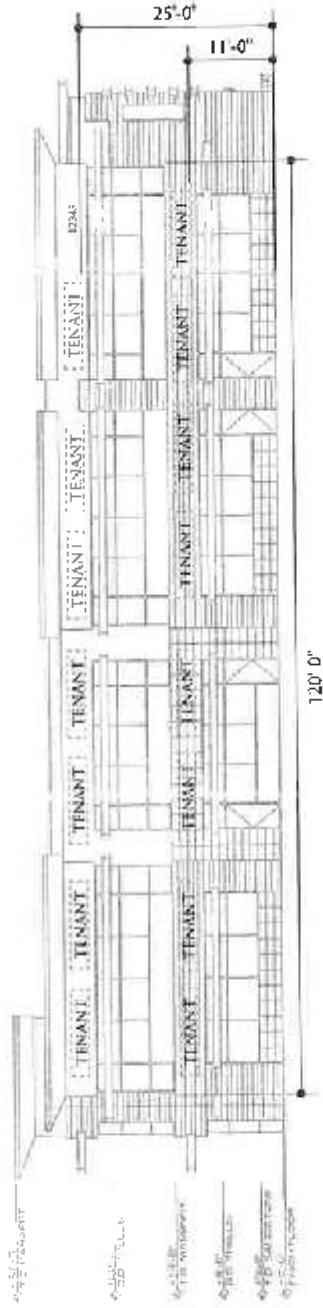
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Building C (South Tower) - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (South Tower) - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building C (South Tower) - West and East Elevations.
Signage shown are merely possible locations.

Sign Type 5A - Tenant Wall Signage Office Building D

Design/Colors

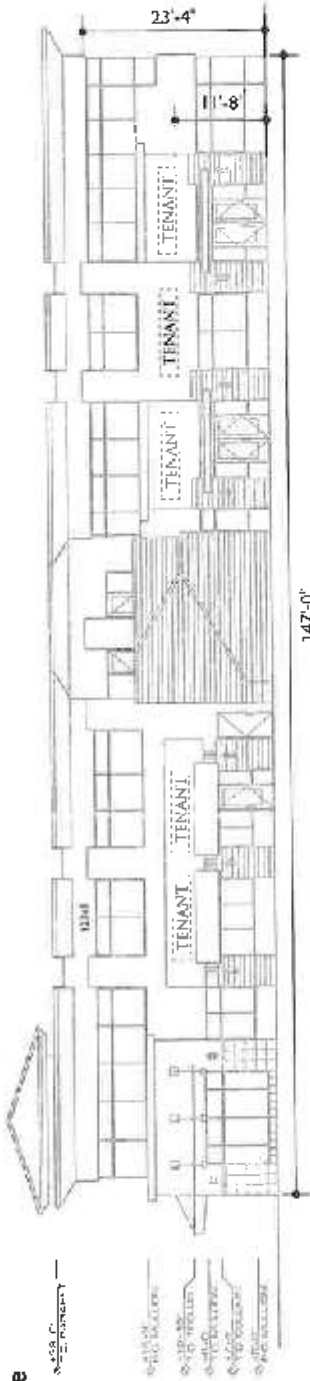
Each Owner/Occupant may use their own corporate standards for the design of the signage. However, all letters are to be painted Frazee 8796N Black Metal.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9.11 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum twenty four inch (24") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

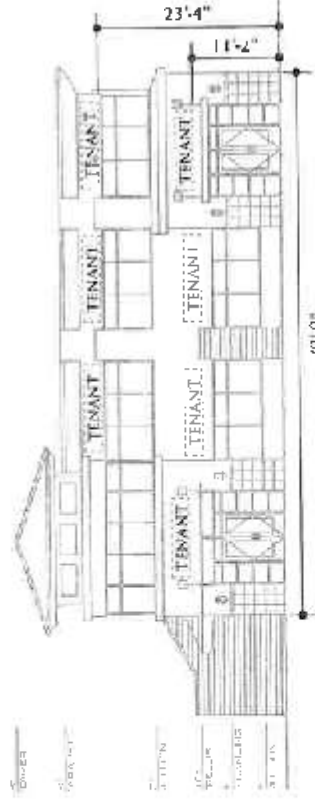
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



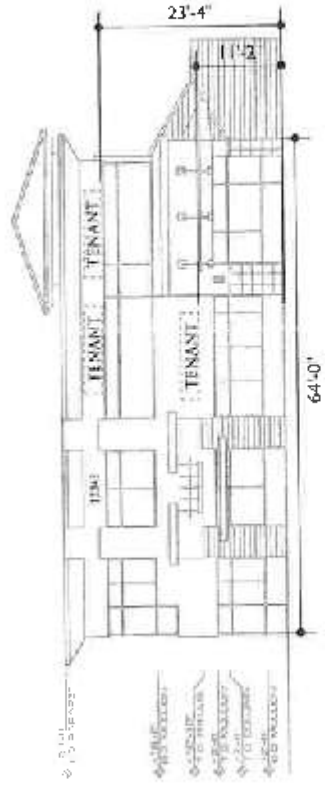
Typical Wall Sign Locations For Building D - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building D - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building D - East Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Building D - West Elevation.
Signage shown are merely possible locations.

12

Sign Type 5B - Tenant Wall Signage Retail Building A

Design/Colors

Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

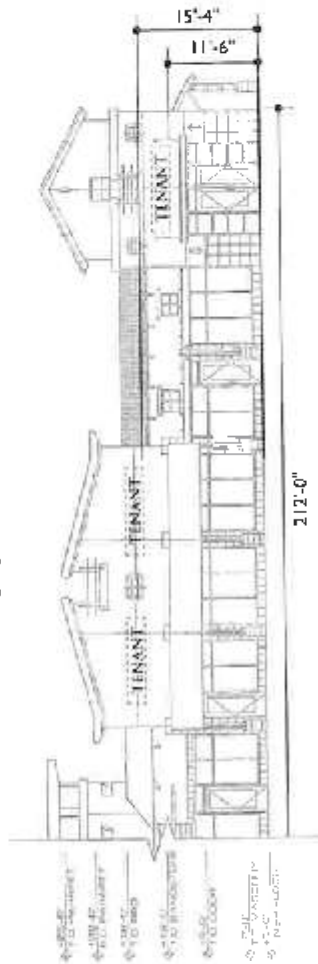
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontages. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum thirty inch (30") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square foot, and a maximum height of 14 feet.

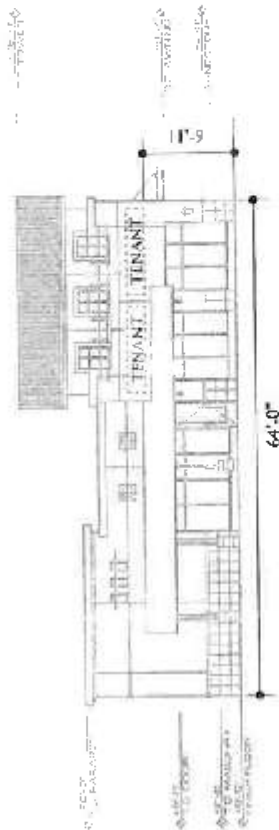
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building A - East Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building A - Southeast Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building A - South Elevation.
Signage shown are merely possible locations.

12

Retail Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

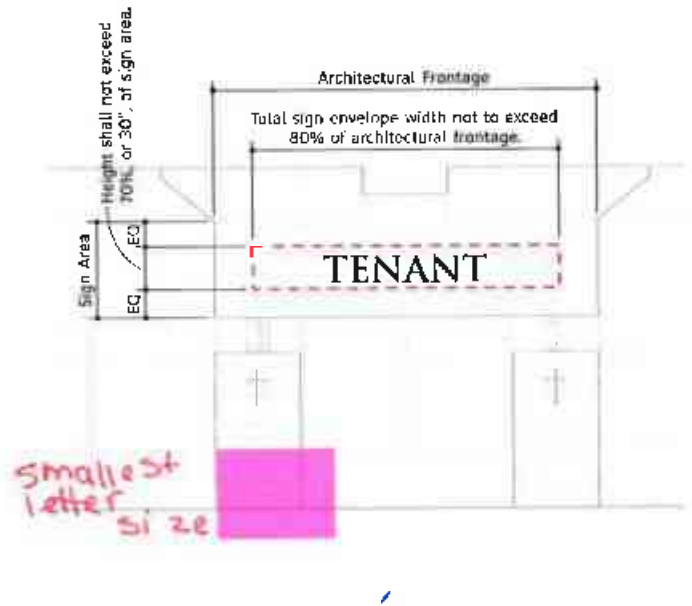
A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of twenty four inches (24") for a single line. Double lines shall not exceed thirty inches (30") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or thirty inches (30") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height

Retail Wall Signage Standards

Sign Area Calculation Options:

Where a sign consists only of individual letters, numerals, symbols, or other similar components where such individual components are without an integrated background definition and are not within a circumscribed frame area, the total area of the sign shall be the sum of the area of the smallest square, or rectangle, surrounding all of the components that make up the sign. See right for examples.



Letter Spacing/Kerning

To fit within layout standards, the lettering and/or identity may not be condensed more than 90% of horizontal letter width or vertical letter height of the original design.

Designs should be scaled down to fit the allowed area proportionately, as required to fit within the designated area.



Retail Tenant Wall Signage

Construction

All Retail Tenants may have building mounted signs fabricated from either internally illuminated individual pan-channel, reverse pan channel, flat cut out dimensional letters and logos, or Custom Cabinets.

Creative designs and forms, and "custom" cabinet signs are encouraged. Unless as part of a nationally registered and/or trademarked logo, rectangular shaped "custom" cabinets are prohibited.

Letters/graphics must be constructed with a minimum of .050" thick aluminum returns, three inches (3") deep, and minimum of .1875" thick acrylic faces.

All sign designs and layouts will be approved on an individual basis through the Owner's discretion.

Colors

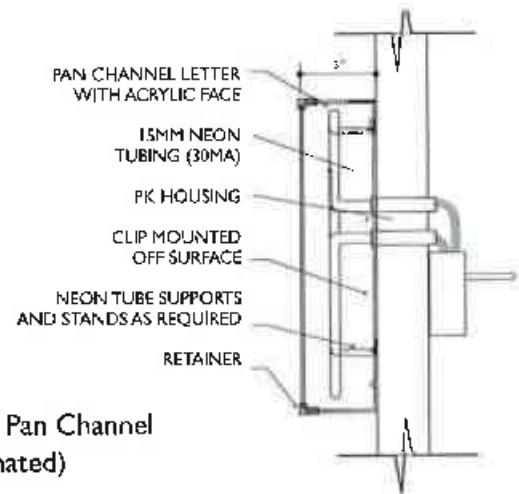
Acrylic faces may use colors designated by corporate standards. Letter retainer and return must be painted to match color of the wall on which the letters are mounted.

Illumination

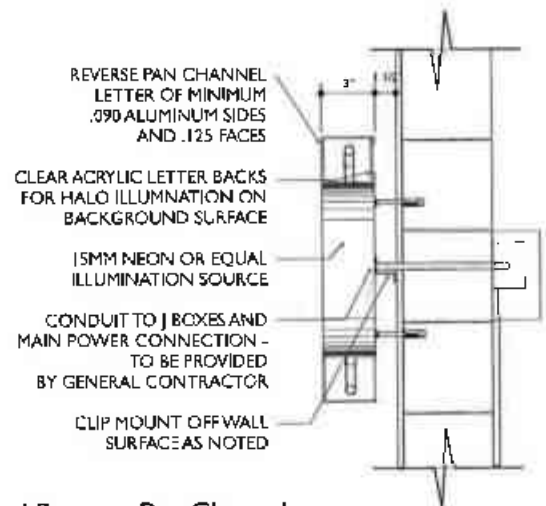
Illumination shall be from 30 M.A. white neon tubing, or equal lighting source. Exposed conduits, fasteners, tubing or transformers will not be permitted. All raceways must be hidden.

Installation

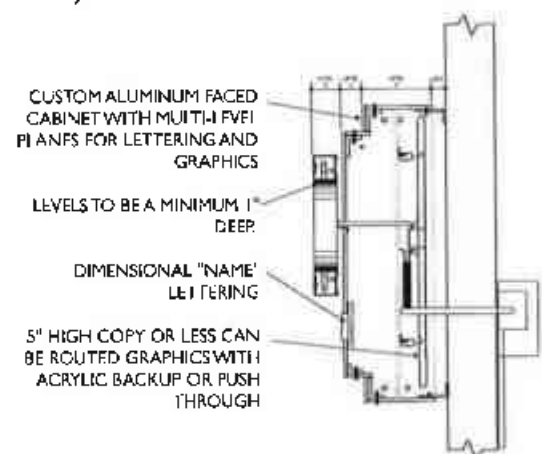
Illuminated and non-illuminated letters and graphics shall be flush mounted to building face, for consistency in visual look of all signage applications.



Typical Pan Channel (Illuminated)



Typical Reverse Pan Channel (Illuminated)



Typical custom cabinet with halo illumination.

Sign Type 5B - Tenant Wall Signage Retail Building B

Design/Colors

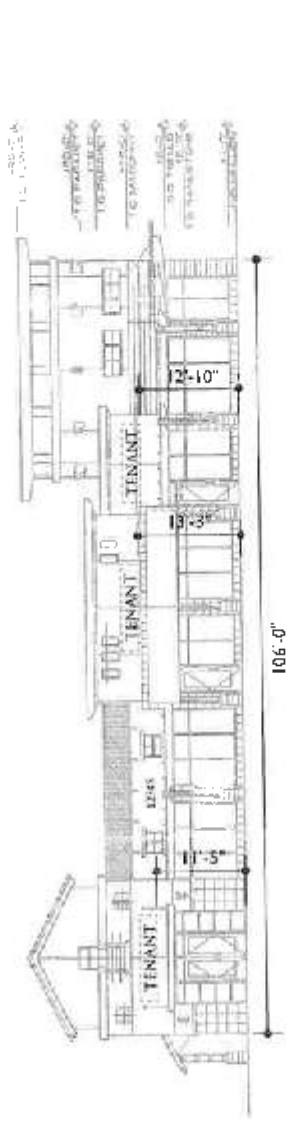
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

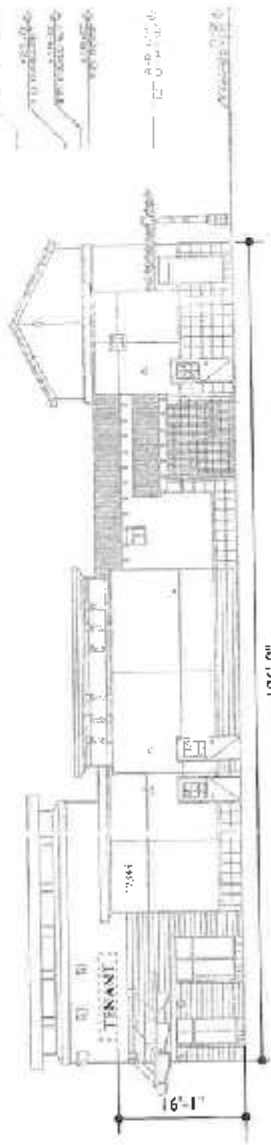
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed on an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum thirty inch (30") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

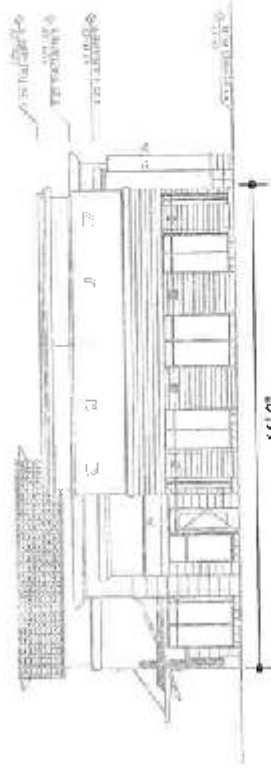
Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building B - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building B - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building B - East Elevation.
Signage shown are merely possible locations.

Sign Type 5B - Tenant Wall Signage Retail Building C

Design/Colors

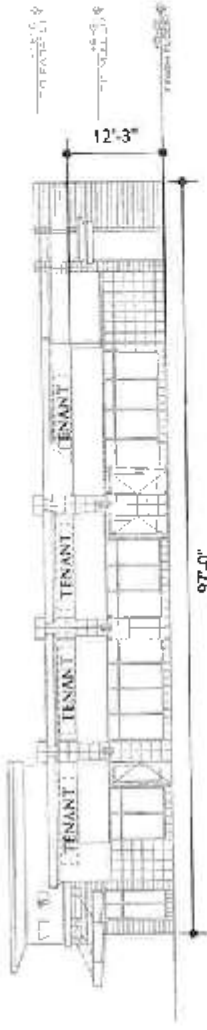
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

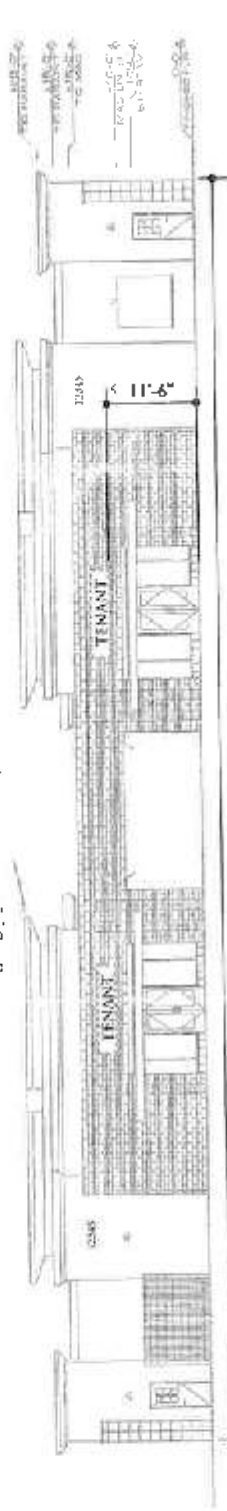
Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed within an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typical's are showing the maximum thirty inch (30") sign height.

Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

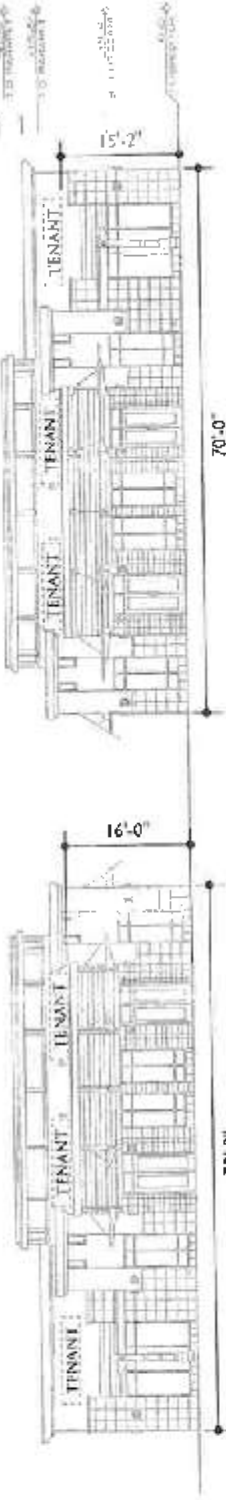
Signage located on the second story is not to exceed 30% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building C - East and West Elevations.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - North Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - South Elevation.
Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building C - West and East Elevations.
Signage shown are merely possible locations.

Sign Type 5B - Tenant Wall Signage Retail Building D

Design/Colors

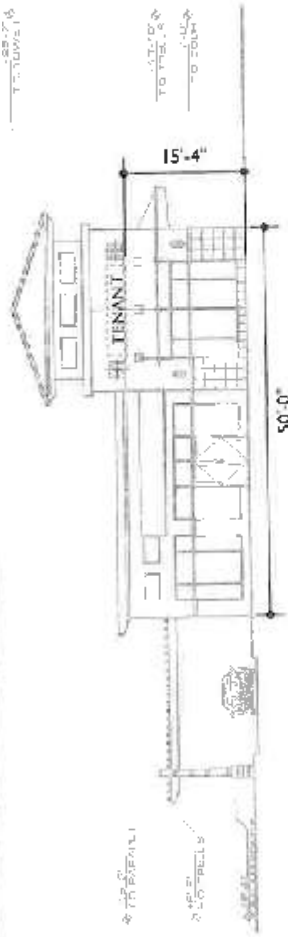
Each Owner/Occupant may use their own corporate standards for the design of the signage, as well as the colors used.

Restrictions

Sign locations shown are approximate representations of the maximum size, and quantity, of signs allowed within an architectural frontage. Signs must be located within the tenant's leased space. See pages 9, 18-19 and the Town of Gilbert sign code for directions on how to calculate the sign dimensions. Wall signage typicals are showing the maximum thirty inch (30") sign height.

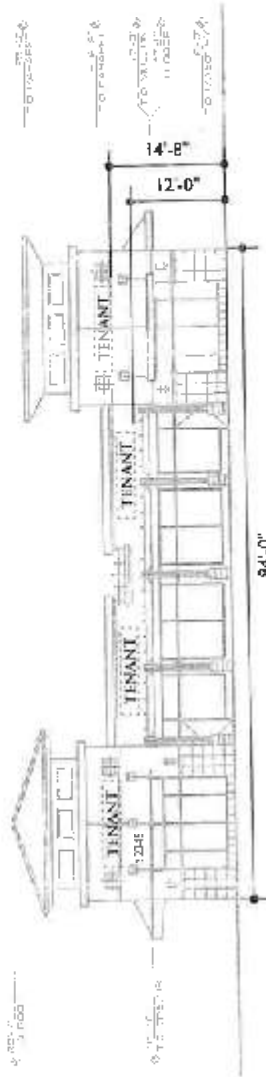
Any signage facing a residential area shall be non-illuminated, with a maximum area of 16 square feet, and a maximum height of 14 feet.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Typical Wall Sign Locations For Retail Building D - East Elevation.

Signage shown are merely possible locations.



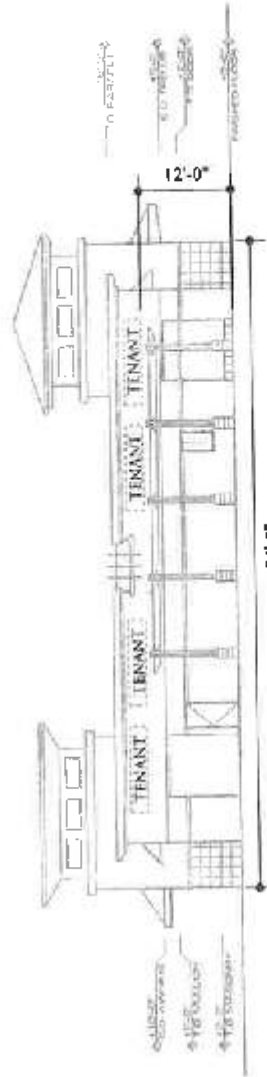
Typical Wall Sign Locations For Retail Building D - North Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building D - West Elevation.

Signage shown are merely possible locations.



Typical Wall Sign Locations For Retail Building D - South Elevation.

Signage shown are merely possible locations.

Sign Type 6 - Office and Retail Building Addressing

Building address numerals for the retail and office buildings shall be Trajan Pro typeface, with a height of twelve inches (12").

Construction and Colors

Numbers shall be flat cut out, one half inch (1/2") thick aluminum plate, stud mounted flush to building.

Numbers to be painted to match either Frazee 8234M Daplin or ICI #355 Kayak Brown. The color choice will be determined by maximizing the contrast of the numbers to the wall in which they will be mounted to.



12" 1 2 3 4 5 6 7 8 9 0

Sign Type 7A - Office Suite Entry Window Graphics

Window Graphics:

No more than 25% of front glass area may have signage/graphics applied to, or within, three (3) feet behind the window area.

Recommended designs should be subtle and sophisticated. Cream, ivory or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

Window graphics may NOT be:

- prefabricated, "off the shelf" neon elements
- Painted seasonal or thematic in nature
- "Going-out-of-Business" in any medium
- Solid black-out films of any kind or color

Suite Numbers:

Suite Numbers shall appear directly over each entry and be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Trajan Pro Bold to match project identity.

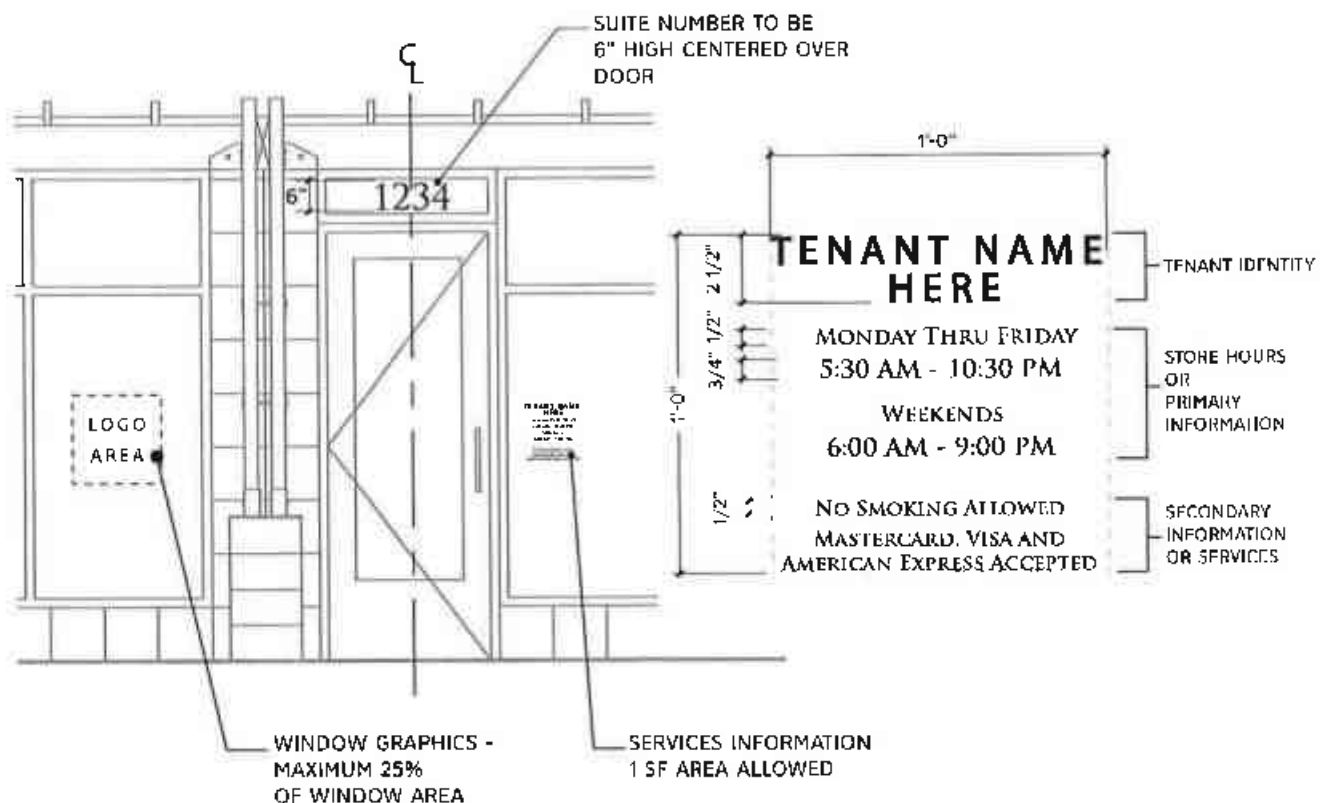
Services Information:

Services Information may consist of the tenants identification typeface, hours of operation, services provided, payment options, prohibited elements, etc.

Information shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass.

Typeface for identity area shall be allowed as the tenant's graphic standards. Information areas shall be Trajan Pro Bold, sizes and layout standard as shown below.

All Storefront Graphics (window graphics, suite number and services information signage) layouts shall be approved in writing by the landlord for quality and consistency with the criteria package for The Forum, prior to submittal to the Town of Gilbert for approval.



Sign Type 7B - Retail Storefront Graphics

Window Graphics:

No more than 25% of front glass area may have signage/graphics applied to, or within, three (3) feet behind the window area.

Recommended designs should be subtle and sophisticated. Cream, ivory or frosted vinyls are recommended. When color is used, it should be muted and have a transparency of a minimum of 50%.

Window graphics may NOT be:

- prefabricated, "off the shelf" neon elements
- Painted seasonal or thematic in nature
- "Going-out-of-Business" in any medium
- Solid black-out films of any kind or color

Suite Numbers:

Suite Numbers shall appear directly over each entry and be applied white vinyl on the exterior of the glass. 6" high suite numbers to be displayed in Trajan Pro Bold to match project identity.

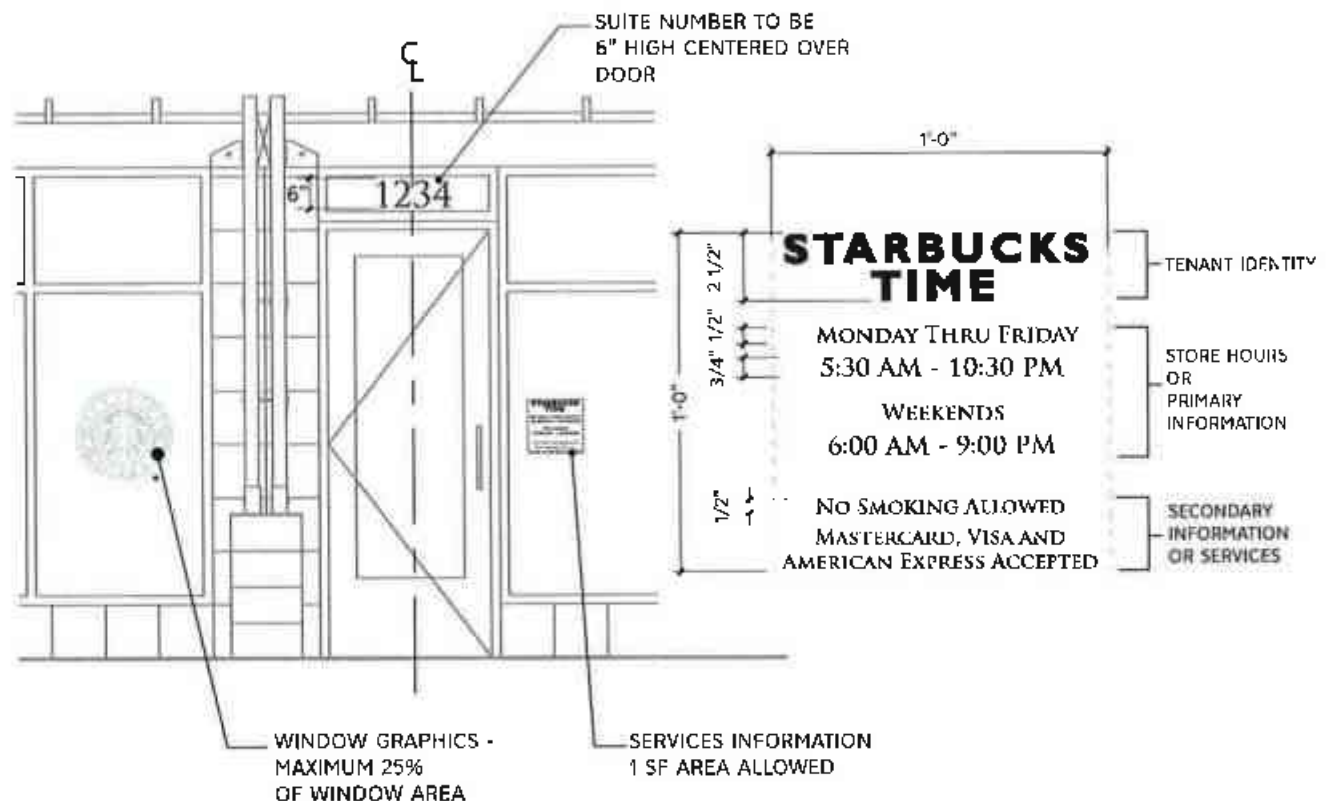
Services Information:

Services Information may consist of the tenants identification typeface, hours of operation, services provided, payment options, prohibited elements, etc.

Information shall appear adjacent to each entry, to be applied vinyl on the exterior of the glass.

Typeface for identity area shall be allowed as the tenant's graphic standards. Information areas shall be Trajan Pro Bold, sizes and layout standard as shown below.

All Storefront Graphics (window graphics, suite number and services information signage) layouts shall be approved in writing by the landlord for quality and consistency with the criteria package for The Forum, prior to submittal to the Town of Gilbert for approval.



Definitions

The following definitions are used throughout the comprehensive signage plan and are exclusive to this document.

Aggregate Sign Area

The total area of all permitted signs pertaining to any one Owner/Occupant, which includes Street-front signage, Storefront signage (arcade and window signage/graphics).

Architectural Frontage

The portion of the building frontage of the leased space which has been delineated through use of reveals, patterning, materials, finishes, column breaks, etc that creates a special area for signage.

Architectural Awnings

Elements which are constructed of permanent type of materials and are an integral part of the building elevation design.

Building Leased Frontage

The overall lineal foot frontage of a leased space.

Cabinet (Typical)

Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, internally backlit in a box construction.

Custom Cabinet

Cabinet designed and fabricated in multiple planes, colors, finishes and unique shapes and forms. Typically with dimensional illuminated letters and opaque backgrounds.

Committee

Made up of the consenting owners as defined in the Construction, Operation and Reciprocal Easement Agreement.

Graphics

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

Sign Area

The aggregate area contained within the smallest group of an individual rectangle, which encloses all elements of a sign's copy and logos.

Sign Envelope

The overall height and length allowances of sign area designated for Owner/Occupant sign placement on a building elevation.

Street Front Signage

Signage installed parallel to the building fascia, typically located along the front of the building on parapet, fascia or building wall intended for the viewing of vehicular traffic.

Storefront Signage & Graphics- Permanent

This is the signage located along the storefront portion, oriented to pedestrian. It includes the transparent portion of storefront (windows) and/or solid wall areas used for merchandise display and permanent graphics. This includes awnings, tenant suite number, logo and name identification, secondary name modifiers, hours of operation, services or name brand marketing, menu cabinets, etc.

Storefront Signage & Graphics - Temporary

Any sign, banner, pennant, valance or advertising display constructed of cloth, canvas, light fabric, cardboard, wallboard or other like material with or without frames.

General Requirements

All signs at The Forum must be compatible with the standards outlined in this Comprehensive Sign Program and in conformance with Town of Gilbert Sign Requirements. The purpose of the sign standards is to ensure an attractive office space and shopping environment, and to protect the interests of the surrounding neighborhood. Developer, and Owners/Occupants of all parcels within The Forum. Conformance will be strictly enforced, and any installed nonconforming or unapproved signs will be brought into conformance at the sole expense of the Owner/Occupant.

The Forum Owners Association, herein referred to as "Association", shall administer and interpret the criteria. Before designing signs, all Forum Owners/Occupants will receive a copy of these signage standards. Sign plans submitted to the Association for approval must conform to these standards. The Association will administer and interpret the criteria. All signs must be approved in writing by the Association prior to permit application and installation.

1 Signage Proposal

Each Owner/Occupant must submit to the Association four (4) sets of detailed shop drawings showing locations, sizes, design, colors, materials, lettering, graphics, conduits, junction boxes, sleeves, methods of illumination and other mounting apparatus of all proposed wall, window, and rear door signs. This submittal must be made at least fifteen (15) days prior to submitting requests for permits or manufacturing.

2 Sign Contractor's Responsibilities

Prior to preparation of signage drawings and specifications, the Owner's/Occupant's sign contractor must review all architectural, structural, and electrical documents as they relate to the building wall and/or storefront at the proposed signage location. In addition, the sign contractor should visit the project site to become familiar with as-built conditions and verify all dimensions.

3 Association Review

After review of the signage proposal, the Association will return one of the three sets of drawings to the Owner/Occupant, marked either "Approved", "Approved as Noted," or "Revise and Resubmit."

4 "Approved"

If drawings are marked "Approved," the Owner/Occupant is allowed to proceed with sign construction and installation in accordance with the drawings.

5 "Approved as Noted"

If drawings are marked "Approved as Noted," the Owner/Occupant is allowed to proceed with sign construction and installation, provided that any modifications noted are incorporated into the design. An applicant that takes exception to the noted modifications may revise and resubmit, as explained below.

6 "Revise and Resubmit"

If drawings are marked "Revise and Resubmit," the plans will be returned to the Owner/Occupant with comments. The drawings should be revised and resubmitted for Association approval.

7 Openings In Building Walls

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings.

8 Messages

Except for tenants leasing more than 5,000 square feet of space; Sign Band signs are restricted to advertising either (a) the person, firm, company, or corporation operating the use conducted on the site, or (b) the products sold therein, but not both.

9 Owner/Occupant Responsibilities for Other Regulations

The Association's approval of an Owner's/Occupant's signage plan does not constitute an implication, representation, or certification by the Association that those plans are in compliance with applicable statutes, codes, ordinances, or other regulations. Compliance with other regulations is the sole responsibility of the Owner/Occupant for all work performed on the premises by or for the Owner/Occupant.

10 Prohibited Signs

- Cabinet (Typical) Acrylic, Plexiglas, or plastic-faced panels with surface or second-surface applied or painted graphics, injection molded panels with integral color - internally backlit cabinet construction.
- No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted, or affixed on any part of the buildings visible from outside the premises, except as specifically approved by the Association.
- Rude, obscene, offensive, animated, flashing, blinking, rotating, moving, or audible signs.

General Requirements (continued)

- Placards; posters; playbills; postings; paintings; flags; signs in public right-of-way; and fixed balloons are not permitted in any location, whether or not visible from outside the premises.
- Change-panel signs are prohibited.
- "A" frames and portable signs.
- Signs that are installed without written approval from the Association, or that are inconsistent with approved drawings, may be subject to removal and reinstallation by the Developer at the Owner's Occupant's expense.
- Painted or hand lettered signs on storefronts.
- Flashing, moving or audible signs.
- Luminous vacuum formed type plastic letters.
- Inflatable signs or graphic devices.
- Freestanding attraction boards, posters or other permanent advertising devices.
- Paper, cardboard or Styrofoam signs.
- Signs with exposed neon tubing or raceways.
- Signs with gold or silver plastic trim caps that contrast with letter returns.

11 Illuminated Signs

The Town of Gilbert requires permits for all signs and electrical permits for all signs that are illuminated. It is the Owner's/Occupant's sole responsibility to secure these and any other permits that may be required.

12 Size Limitation

Each Owner/Occupant must limit the area of its sign in accordance with the area allocated for signage. Maximum letter height and length varies according to storefront, but it must not exceed the area allocated for signage. Each Owner/Occupant will be granted a minimum of one sign. Owners/Occupants with more than one elevation wall may have a sign on each elevation.

13 Labels

No labels are permitted on the exposed surface of signs, except those required by local ordinance. Sets of individual letters shall have one label on an end letter only. These are to be installed in an inconspicuous location.

14 Freestanding Signs

All freestanding signs must meet applicable setbacks, and their installation must comply with all local building and electrical codes.

15 Upkeep and Maintenance

Each Owner/Occupant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and Owners/

Occupants are to repair any sign defects within five (5) days of notification. If an Owner/Occupant does not repair said sign(s), the Developer, at the Owner/Occupant sole cost and expense, may repair and/or replace sign(s).

A penalty of 100% of the Developer's cost to repair said signage, in addition to the cost of the repair, may be assessed to the Owner/Occupant if the Developer is required to provide the necessary maintenance due to the Owner's/Occupant's noncompliance following notification.

16 Illumination Timer

Power to illuminate the Owner's/Occupant's sign is to be from Owner's/Occupant's electricity meter, switched through a Tork DW-2100AY time clock, set in accordance with schedules determined by the Developer.

17 Sealing of Building Penetrations

All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight fashion.

18 Damage Caused by or During Installation

The sign contractor and/or Owner/Occupant will pay for any damage to a building's fascia, canopy, structure, roof, or flashing caused by sign installation. Owner/Occupant shall be fully responsible for the operations of Owner's/Occupant's sign contractor and shall indemnify, defend, and hold Association/Developer harmless for, from, and against damages or liabilities of account thereof.

19 Required Insurance for Sign Contractors

All sign contractors must carry workers' compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor's license in the State of Arizona. Developer must be named as additionally insured in the workers' compensation and commercial liability insurance.

20 Sign Permits

Owner/Occupant is responsible for obtaining all necessary sign permits prior to sign installation.

21 Association's Right to Modify Requirements

The Association has the right to modify the sign standards and requirements for any Owner/Occupant.



NOTICE OF ADMINISTRATIVE DECISION

October 1, 2012

Mr. Cody Flamm
Layton Construction Co.
4686 E. Van Buren Street
Phoenix, AZ 85008
cflamm@laytonconstruction.com

**RE: Administrative Design Review: DR06-147A, Eden # PAI.-2012-00050
(Original Case # DR06-147)
Forum at Gilbert Ranch 1528 E. Williams Field Road**

Dear Mr. Flamm:

Staff has reviewed the minor administrative design review application submitted on August 15, 2012 to amend the Comprehensive Sign Program for The Forum at Gilbert Ranch. Your specific request included:

1. Sign Type 1A: Change from electronic changeable message sign on two monument signs to reverse pan face tenant panels. The panels will be aluminum as described in the "Modification" narrative submitted.
2. Sign Type 1B: Change the sign face on the Accessory Entry Monument sign located on Williams Field Rd.

Findings:

Staff finds that the modifications proposed for The Forum at Gilbert Ranch including all of the sign materials and dimensions are consistent with the Sign Regulations, specifically LDC Section 4.407C2.a. Monument Signs and Section 4.402R.12 Prohibited Signs (Cabinets & Logos).

Decision:

Based on the finding stated above staff approves DR06-147A, a minor administrative design review to:

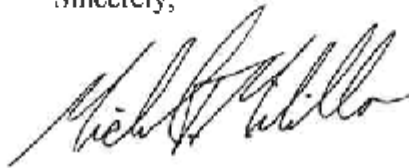
- a. Change Sign Type 1A.
- b. Change Sign Type 1B.

The modifications to the existing Comprehensive Sign Program for The Forum at Gilbert subject to the following conditions:

1. Revisions proposed and listed above shall be per Modifications narrative and plans submitted on and dated August 15, 2012 (See stamped copies in the file).
2. No other revisions to the Comprehensive Sign Program at 1528 E. Williams Field Road.

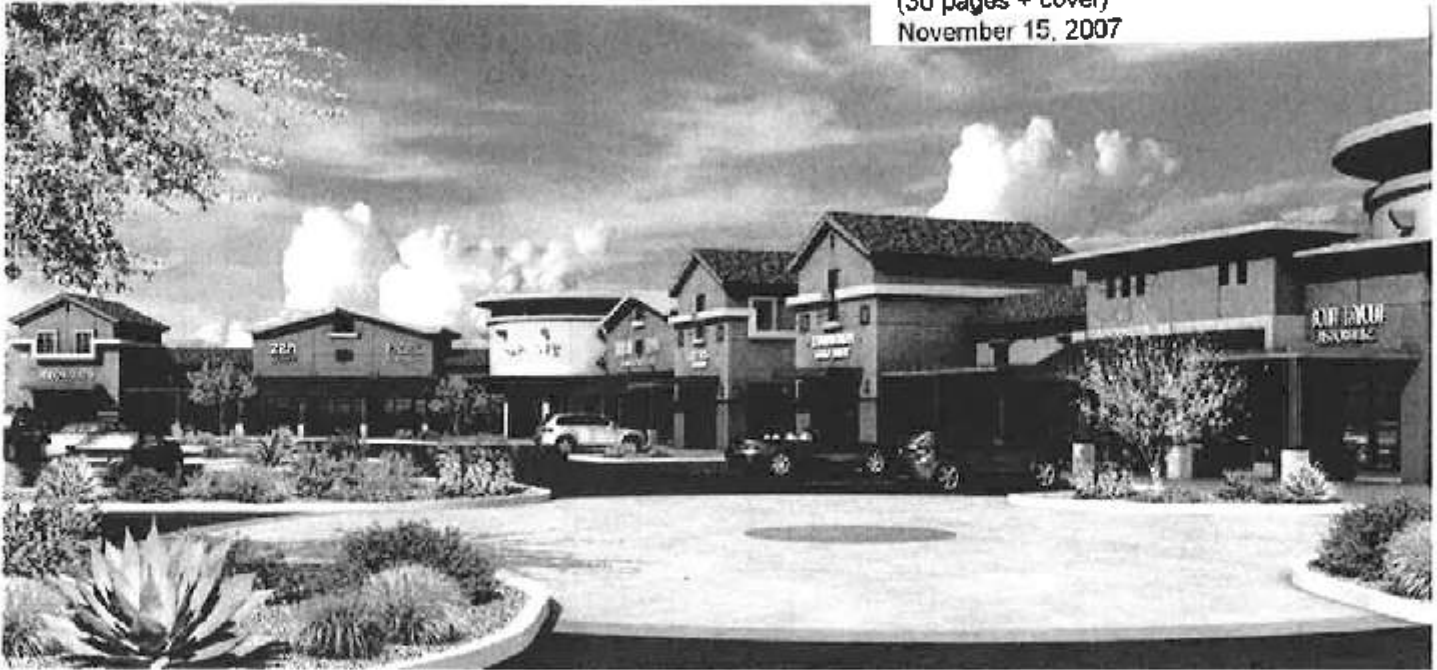
If you have any questions regarding this decision or require additional information please contact me at (480) 503-6747.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike Milillo". The signature is fluid and cursive, with a large initial "M" and "M".

Mike Milillo, CSBA
Senior Planner

C: DR06-147A



COMPREHENSIVE SIGN PLAN PREPARED FOR:

THE FORUM

NWC OF WILLIAMS FIELD ROAD
& VAL VISTA DRIVE, GILBERT, AZ

A PROPERTY OWNED BY:

~~THE FORUM AT GILBERT RANCH, LP
c/o VP COMMERCIAL, LLC
14362 NORTH FRANK LLOYD WRIGHT BLVD
SUITE 1000
SCOTTSDALE, AZ 85260~~

FNBN Forum, LLC Delaware
BY: FNBN CMLCON I LLC, its Manager
BY: SGH FNB VENTURES, LLC, its Manager
BY: SORENSON GROUP MANAGEMENT, LLC, its Manager
299 South Main Street, Suite 2200
Salt Lake City, UT 84111

APPROVED

Administrative Design Review

Case Planner Initials: *MM*

Case # *DR06-147A*

Date: *10/1/12*

**SIGNAGE AND CSP DESIGN BY:
JRC DESIGN**

September 26, 2007

~~**APPROVED PLANS**~~

~~Design Review Board~~

~~CASE: *DR06-147*~~

~~DATE: *11/15/2007*~~

~~SUBJECT TO CONDITIONS OF APPROVAL~~

8/15/12
DR06-147-A(1st) 8



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- 4 Freestanding Sign Matrix

Modified as noted
on reference
sheets

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- 6 **Sign Type 1B - Project ID Monument**
- 7 **Sign Type 2 - Directory Signage**
- 8 **Sign Type 3 - Vehicular Regulatory**
- 8 **Sign Type 4 - Drive-Thru Signage**

No changes to this

Tenant Identification Signage

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APPROVED

Administrative Design Review
Case Planner Initials: MM
Case # DR06-147A
Date: 10/1/12

Sign Hierarchy & Location Plan

1A - Electronic Message Monument

There will be two (2) digital message monuments. One will be located near each main site entrance along both Williams Field Road and WYms Drive. These monuments will be double-sided and display The Forum terms digitally.

See page 5 (or hand written #13) for modifications

1B - Project Identification Monument

This sign is intended to identify the project and the project addressing.

See page 6 (or hand written #14) for modifications

2 - Traffic Directionals

The purpose of the traffic directional is to safely and efficiently direct vehicular traffic to a specific destination throughout the site.

3 - Vehicular Regulatory

Regulatory signs are designed to access the other sign types. The purpose of these signs is to provide information pertaining to vehicular activities, such as blocking and handicap accessible parking.

4A & 4B - Drive Thru Signage

Drive Thru signage is intended to direct vehicular traffic to drive thru lanes and provide message boards for ordering food/services. These signs should reflect the architectural colors/materials of the building to which it correlates.

5A & 5B - Wall Signage Tenant Identification

Office and Retail Tenants will have identification signage mounted to the building facade above their leased space.

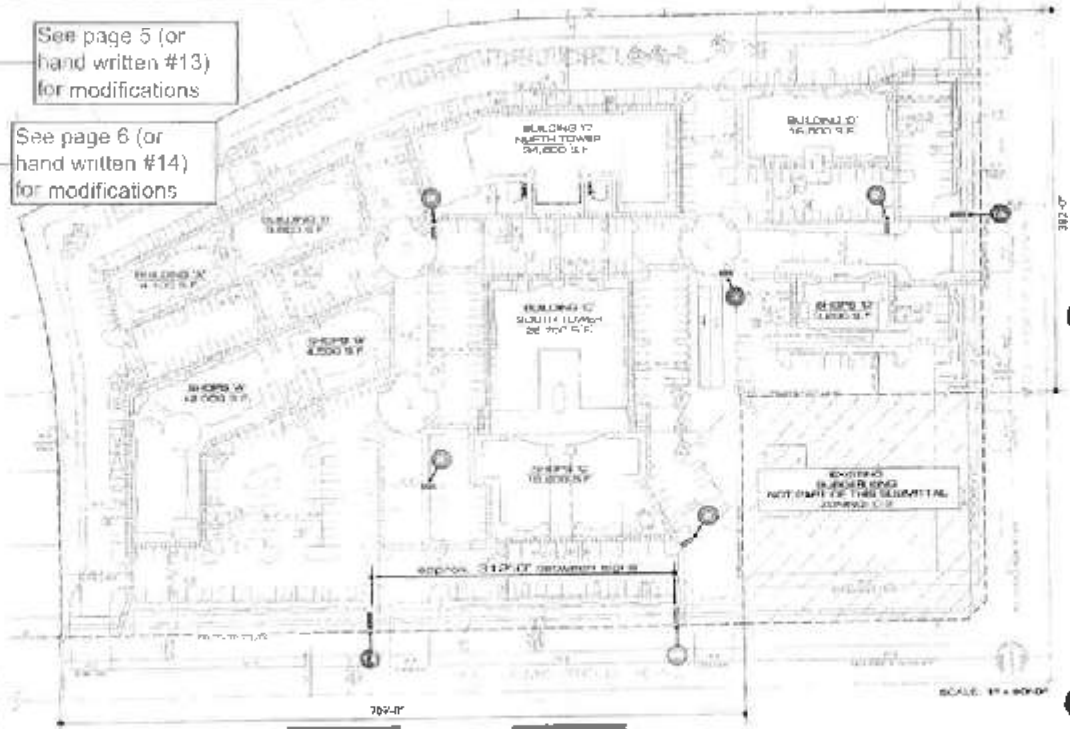
6 - Building Address Numbers

Compliant letter style, size, color and location of all building addressing for the project.

7A & 7B - Window Graphics

Standard guidelines for retail and office tenant window signage.

NOTE: Sign types 4-7 not shown on site location plan. Specific locations for these signs and so to be delineated at a later date, and must be approved by the Town of Gilbert.



- SIGN TYPE 1A REFERENCE TO NEIGHBORLY MONUMENT
- SIGN TYPE 1B REF. ETC TO MONUMENT
- SIGN TYPE 2 ORIENTARY SIGNALS
- SIGN TYPE 3 APPL. ATORY GTO SIGN

APPROVED
Patricia A. ...
City of Gilbert
Department of Planning & Development



Sign Type IB - Project ID Monument

There will be one (1) project identification monument defining the project and the addressing for the project. This two-sided sign will be located near a minor entrance to the site, along Williams Field Road.

Sizes

Overall Height: 4'-8"
Overall Width: 12'-4"
Logo: 2'-10" x 3'-3"

Construction

Base & Wall: 8 x 4 x 16 ground finish Trendstone masonry block with 4" concrete caps to be painted designated color.

Project addressing to be 6" tall FCO aluminum pin mounted 1/2" off face of masonry wall.

Addressing typeface to be Trajan Pro Bold.

Column: .090 aluminum cabinet to be painted designated color.
Cabinet: .090 aluminum cabinet painted designated color.
Logo: Logo graphic to be push thru aluminum to provide for halo illumination. Logo to have a 2" deep cabinet backing of .090 aluminum, and painted designated colors.

Colors

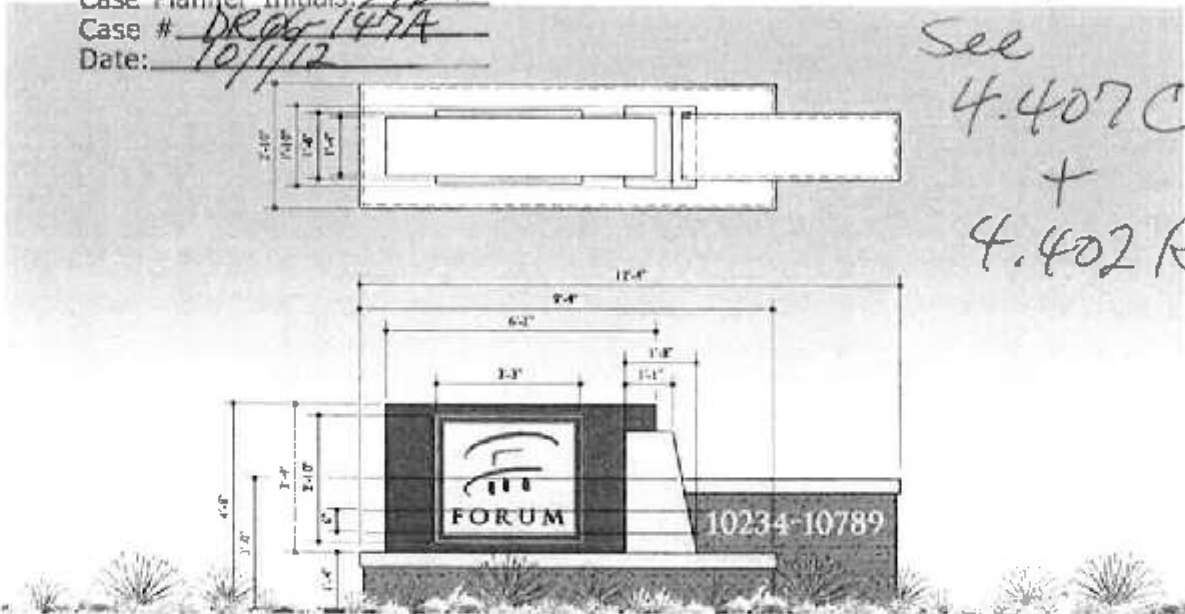
Base & Wall: Trendstone - Black Canyon
Caps: Frazee 8234M - Daplin
Column: Frazee 8234M - Daplin
Cabinet: ICI 355 - Kayak Brown
Addressing: Frazee 8234M - Daplin
Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Modifications:
Logo to be routed out of a .090 in. aluminum reverse pan face of dimension 2 ft. - 10 in. x 3 ft. 3 in. with a 1-1/2 in return, and backed with flat day/night acrylic. The reverse pan face is to be smooth painted Frazee 8234M - Daplin. Address flat cut letters to be .125 in. aluminum mounted flush, NOT pinned off.

APPROVED

Administrative Design Review
Case Planner Initials: *AMM*
Case # *DR-147A*
Date: *10/1/12*

See 4.407C2 + 4.402R.12



Scale: 1/4"=1'-0"



Introduction

The Forum is a multi-use retail and office project located on the northwest corner of Williams Field Road and Val Vista Drive in Gilbert, Arizona. The project contains approximately 11.5 acres and is zoned ~~Q2~~ SC




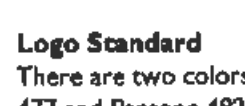
The purpose of this sign criteria is to ensure the design production of quality signage, consistent with the signage policies and ordinances of the Town of Gilbert. The project signage provides project identification along roadways and adequate directional information to quickly inform visitors of entries and tenant locations. The program outlines the particular guidelines and parameters each user is to follow for the application of their individual business identity through signage, so as to compliment the entire project.

The sign criteria is meant to assure a standard conformance and quality for the design, size, placement and materials used for all business identification, both retail and office, for The Forum. Properly adhered to, the criteria will ensure that tenant identification is compatible with the overall architectural character of the center and surrounding neighborhoods. User's signs are required to be designed and manufactured by standards which meet or exceed the quality and the aesthetic impact set forth in this criteria.



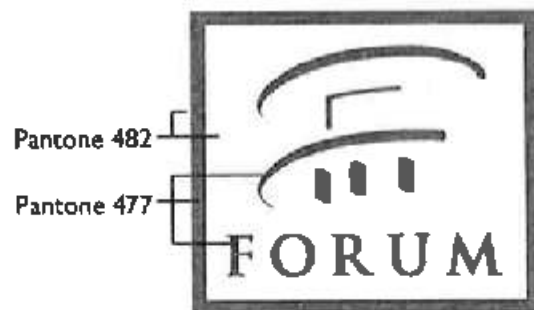
Project Colors and Materials

The sign system and the colors/materials palette has been derived from the schematic architecture, creating a cohesive design package throughout the project.

-  Frazee 8234M
Daplin
-  ICI #355
Kayak Brown
-  Frazee 8796N
Black Metal
-  Trenwyth Block - Trendstone
Black Canyon

Logo Standard

There are two colors used on the logo, Pantone 477 and Pantone 482. Both colors are shown below as they are used in the logo application.



Owner:

The Forum at Gilbert Ranch, LP
c/o VP Commercial, LLC
14362 North Frank Lloyd Wright Blvd #1000
Scottsdale, Arizona 85260
480.477.6400 (phone)
480.477.7766 (fax)

Contact: Rob Curtis
Michael Gustafson



Sign Type 2 - Directory Signage

Traffic directionals are designed to safely and efficiently guide vehicular traffic to destinations throughout the site. No tenant identification will be allowed on this sign - only building addressing. There will be four (4) double-sided traffic directionals located at decision points on site.

Sizes

Overall Height: 4'-0"

Overall Width: 3'-5"

Information Area: 2'-6" x 2'-6" = 6.25 SF

Construction

Cabinet: .090 aluminum cabinet and column to be painted designated colors.

Logo: Logo to be routed from .090 aluminum, pin mounted 1/2" off .090 aluminum backing plate, and painted designated colors.

Address Panels: .090 aluminum tenant cabinet to wrap around the sign cabinet column. Addressing panels will be created by 3/8" aluminum strips separating the 6" address panels.

Letters/numerals to be reflective 3M vinyl or equal. Typeface to be Trajan Pro.

Colors

Cabinet: ICI 355 - Kayak Brown

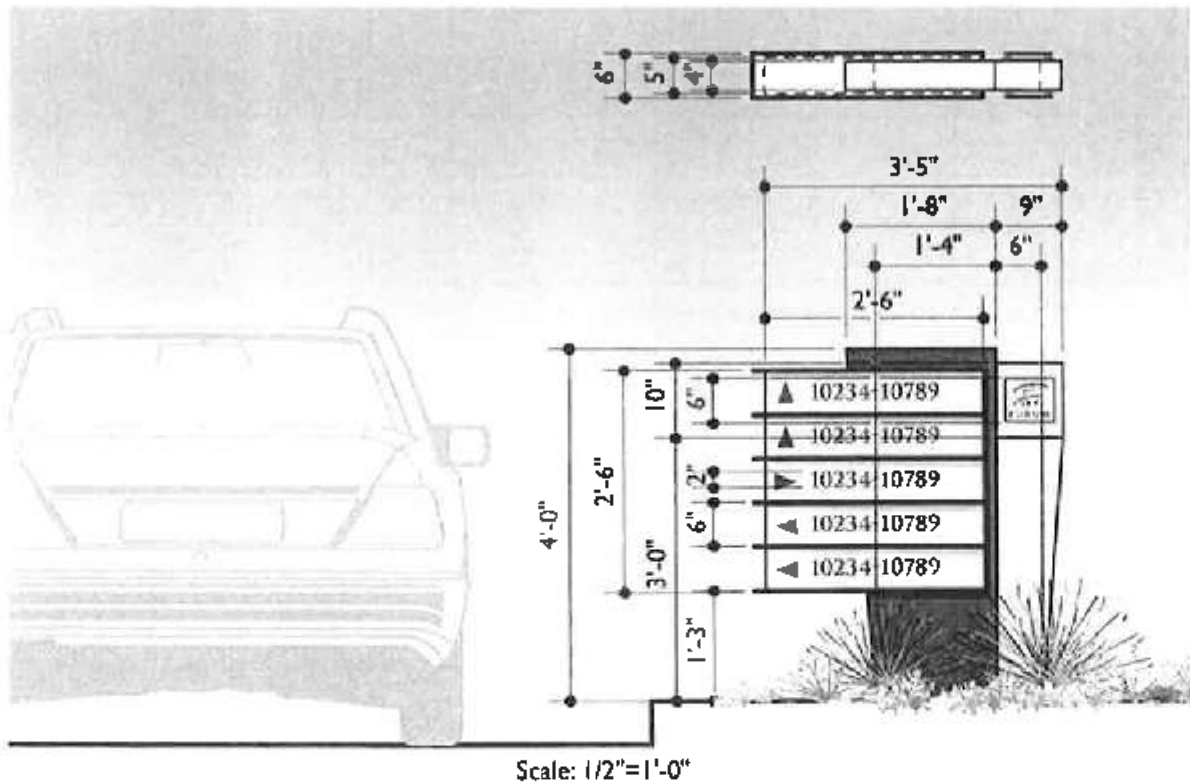
Column: Frazee 8234M - Daplin

Logo: ICI 355 - Kayak Brown and Frazee 8234M - Daplin

Address Panels: Frazee 8234M - Daplin

Lettering: 3M reflective vinyl - brown #3279

(Addressing for placement purposes only. Numerals are not actual address.)



Sign Type 3 - Vehicular Regulatory Signage

The purpose of these signs is to provide information pertaining to regulation of vehicular activities, such as stopping and handicap accessible parking.

Sizes

Height: HC Accessible: 7'-7"
Stop: 8'-7"

Construction

Structure: Aluminum post & panel.
Graphics: Applied reflective vinyl.

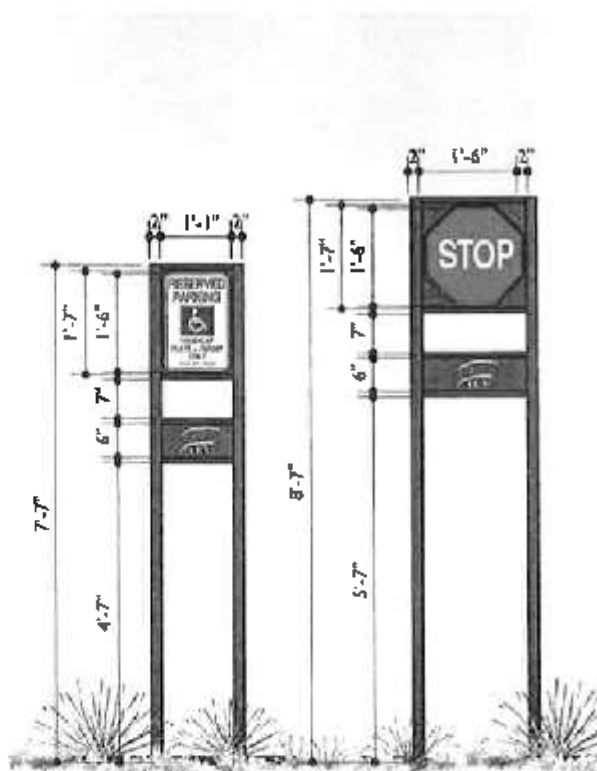
Colors

Structure: ICI 355 - Kayak Brown
Text/Graphic: HC Accessible: 3M Bristol Blue and 3M white reflective vinyl
Stop: 3M Tomato Red and 3M white reflective vinyl

Sign Type 4A/4B - Drive-Thru Signage

Sign Type 4A (drive-thru menu boards) and Sign Type 4B (drive-thru directionals) will be signs specific to the building which it serves. The user shall follow the guidelines outlined in this Comprehensive Sign Program.

Colors and materials for these signs are to be pulled from the architectural palette of the building, and all menu boards are to have a solid base. See the matrix on page 4 for more in depth criteria.



Scale: 3/8"=1'-0"

Office Wall Signage Standards

Sign Layouts

Signage shall be centered horizontally and vertically within the architectural frontage and/or directly over the doorway if space permits. Signs must be located within tenants leased space.

Tenant signage may have occasional ascenders and descenders or logo details (maximum of 4%), but they must be counted as square footage. They may not be closer than three inches (3") from a break or delineation of architecture.

A minimum of one-half letter height line spacing will be used between all multiple lines of signage layouts, unless corporate standards (owner's nationally registered identity) create a unique circumstance.

The maximum letter height shall not exceed a capital letter height of eighteen inches (18") for a single line. Double lines shall not exceed twenty four inches (24") in total, and letter height may vary. See right for examples.

Architectural Sign Size

The overall height of any sign layout for offices (single or multiple lines of copy and graphics) shall be held to a maximum vertical height of eighty percent (80%), or twenty-four inches (24") whichever is less, of the most narrow vertical dimension of the architectural fascia, wall, or sign area which it is installed upon. The overall length of any sign shall be held to a maximum of eighty percent (80%) of the area which it is installed upon.

Signage located on the second story is not to exceed 50% of the linear building elevation of the second story. No sign on the second story is to exceed seventy-five (75) square feet.



Single Line - Maximum Letter/Logo



Double Line - Maximum Letter/Logo
With Descriptor Text at Partial Size



Double Line - Spacing of Minimum 1/2 Letter Height