

Highland Plaza

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DR99-77-Approval of Highland Plaza sign program, proposed at the southwest corner of Guadalupe and Recker Roads.

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2. All signage shall comply with the sign criteria for Highland Plaza including all conditions and modifications made by the Design Review Board.

3. A variance shall be obtained to allow the placement of freestanding signs at a distance of less than 300 feet as required by the ULDC.

4. The freestanding sign columns and cornice element shall be frame construction with a stucco finish to match the building finish material.

5. The cornice treatment of the freestanding signs shall be extended down four (4") inches, to create a backing for the corbels.

6. The corbel accents shall be increased in size to be at least four (4") inches wide by four (4") inches tall.

7. The maximum height of the freestanding signs shall not exceed eight feet six inches (8'-6") including the cornice architectural embellishment.

8. Any proposed free standing directional signage shall not exceed three (3') in height, as measured from the adjacent ground level, shall have a minimum setback of three (3') feet away from any property line, shall not be located in any required landscape setback, and shall not have any business identification or advertisement.

9. Exposed neon, crossovers, conduit, or raceways will not be permitted.
10. All cabinets, conductors, transformers, and other equipment shall be concealed.
11. All exterior signage shall be individually illuminated pan channel letters, flush mounted to the fascia.
12. All wall mounted signage shall have bronze returns and 3/4" gold trim caps.
13. All Sign Code requirements shall be complied with prior to the issuance of a sign permit through the Building Department.

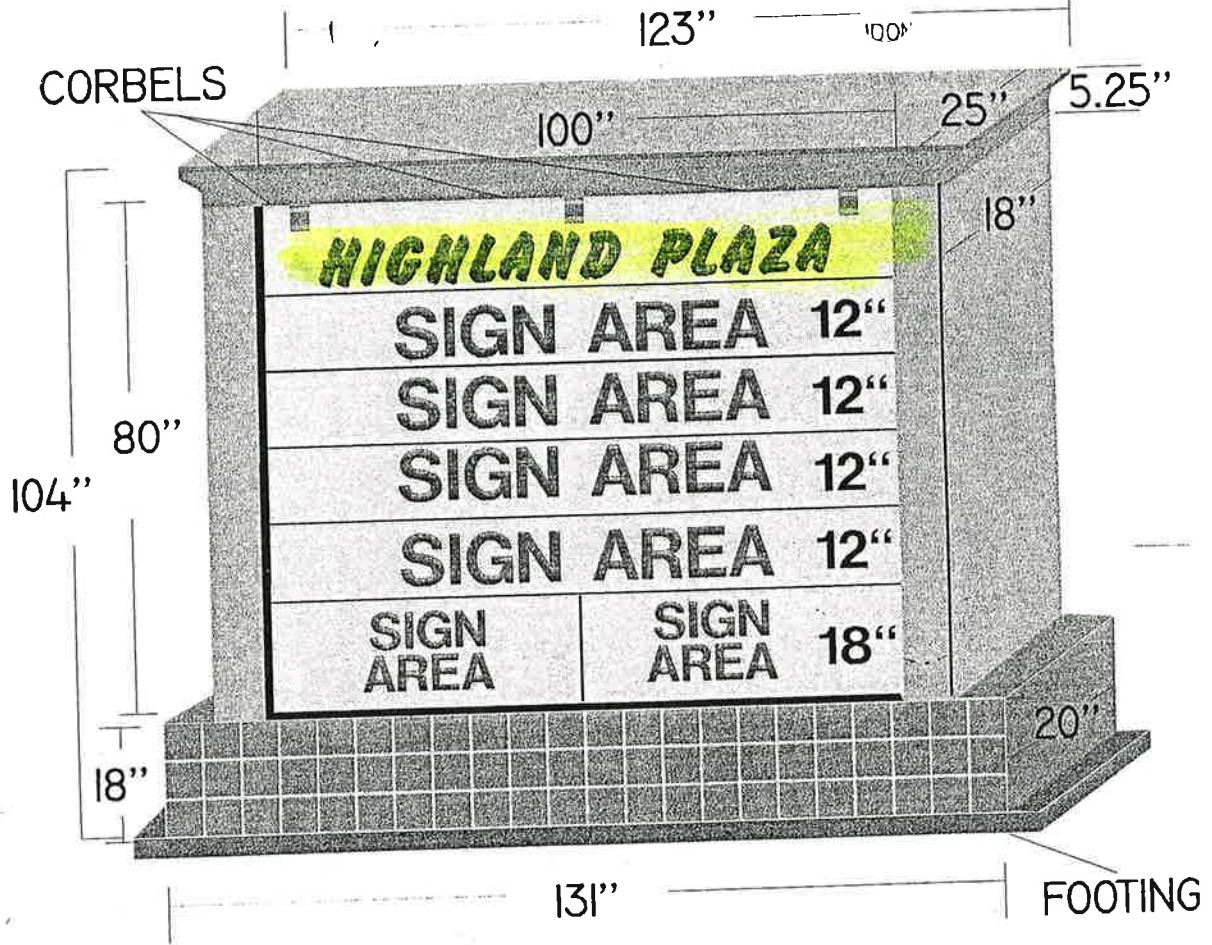
DR99-78-Approval of open space, landscape amenities, perimeter wall and monument signs for Pecos Park proposed at the northeast corner of Pecos and Higley Roads.

1. Construction of the project shall conform with the exhibits presented and conditions stipulated by the Design Review Board on September 9, 1999. Any revisions to the approved plans shall be reviewed by the Board prior to the issuance of a building permit.
2. Improvement plans shall include a detail for the pedestrian/equestrian pathway provided along Higley Road for review and approval by the Planning Department Staff.
3. All bicycle parking racks shall be in-ground mount. Review and approval of the Planning Department required prior to the issuance of a building permit.
4. The landscape plans shall meet the Street Theme District palette for District 9, which includes the Chilean Mesquite as the theme tree.
5. A lighting pole shall be provided with the improvement plans to include low level lighting and pole lighting, maximum of 12' in height adjacent to the ramada and the sport court. Cut sheets and/or details shall be provided for review and approval by the Planning Department Staff.
6. Specifications for the tot lot amenities shall be included with the improvement plans for review and approval of the Planning Department Staff. A minimum of 33 play stations shall be provided for the development as required by Z99-10.
7. The improvement plans shall include wall plans with

17. STOP SIGN - SEE DETAIL 20/SP1

18. PROPERTY LINE - SEE CIVIL DRAWINGS

19. MASONRY SCREEN WALL (7/8" MIN) ABOVE PARKING LOT




ALUMINUM DOUBLE FACE SIGN CABINET
INTERIOR FLOURESCENT ILLUMINATION.
FACES TO BE ROUTED OUT, RED PLEX BACKED.
SIGN FACE IS 80" HIGH X 100" WIDE, 55,5 SQ. FT.
FACE IS RECESSED BACK 1" FROM COLUMN FRONT.
COLUMNS ARE 8" WIDE X 80" HIGH X 18" DEEP.
SIGN TOP IS CORNICED AND IS 5.25" HIGH X 25"
DEEP AND 123" LONG. THER ARE THREE CORBELS
SPACED ALONG THE SIGN FACE UNDER THE CORNICE.
THE SIGN IS MONTEXED TO MATCH STUCCO FINISH.
THE SIGN FACE IS PAINTED D. E. SP2500 AJO LILY.
CORNICE AND COLUMNS PAINTED D. E. 173 MOCHA
TAFFY.
SIGN IS BOLTED TO THE BASE WHICH IS 18" HIGH X
20" DEEP X 131" LONG SUPERLITE SPLIT FACE
BLOCK R-28 BUFF.

Design Review Board

**TOWN OF GILBERT
GILBERT, ARIZONA 85296**

MEMORANDUM

TO: DESIGN REVIEW BOARD
FROM: GREORY DAVIS, PLANNER 
DATE: SEPTEMBER 9TH, 1999
SUBJECT: DR99-77 - HIGHLAND PLAZA SIGN PACKAGE

PROJECT

DR 99-77: Sign package for Highland Plaza
SWC Recker Road & Guadalupe Road
P.A.D.: (C-1) Light Commercial

APPLICANT/OWNER

Sign World - Don Meinershagen
1985 W. Apache Trail
Apache Junction, Arizona 85220
Phone: 480.982-6696
Fax: 480.982-6774

Glenwood Development
100 W. Broadway
Glendale, CA 91209
Phone: 818.409-0115

HISTORY

- October 25, 1994:* Ordinance No. 901 (Z94-30) rezoned approximately 160 acres at the southwest corner of Recker and Guadalupe Roads from AG (Agriculture) to PAD (Planned Area Development) with the underlying zoning of R1-5, R1-7, R1-20, and R1-35; creating the Morrison PAD.
- November 14, 1994:* Ordinance No. 960 (Z95-18) rezoned approximately 5.2 acres at the immediate southwest corner of Recker and Guadalupe Roads from R1-43 (Rural Residential) to PAD (Planned Area Development) with the underlying zoning of C-1 (Neighborhood Commercial); adding said property to the Morrison PAD.
- November 14, 1995:* The Town Council approved; a.) a Use Permit (UP95-11) to allow a convenience store, AM/PM, that dispenses gasoline at the southwest

corner of Recker and Guadalupe Roads; b.) a Preliminary Site Plan for Highland Commercial; and c.) Final Site Plan for Arco AM/PM.

January 5, 1999: The Town Council approved SP498, the final site plan for Highland Plaza.

REQUEST

Review and approval of the sign package for the Highland Plaza, located at the SWC of Recker Road and Guadalupe Road. This request includes design and placement of freestanding and wall mounted signage.

DISCUSSION

Freestanding Signs:

The general purpose of a commercial center's monument signs are to provide street identification for the major and minor in-line-suite tenants who are otherwise not visible from the street. In order to allow the two (2) freestanding signs proposed, the applicant will need to receive a variance to deviate from the Sign Code requirement of a minimum distance of three-hundred(300') feet between monument signs. As proposed, the eastern freestanding sign location is only one-hundred fifty (150') feet from the existing Arco AM/PM freestanding sign.

The design of the monument signs should be in conformance with the prevailing architectural design of the center. This center's architectural theme has a very distinctive design. The buildings all have a split-face CMU wainscot, a stucco body painted "Ajo Lily", and a cornice EIFS system featuring corbels. The applicant is proposing a split-face CMU base to match the building. The rest of the sign is proposed to be aluminum with a montex finish. Staff recommends the columns and cornice of the sign be frame construction with a stucco finish that matches the building material. Additionally, the cornice treatment should be extended down creating a backing for the corbels. As proposed, the corbels do not appear to be integrated into the sign face. The corbels should also be increased in size to be at least four(4") inches wide by four(4") inches tall.

The overall height of the sign is proposed to be over eight (8') feet. The applicant has agreed to lower the base of the sign by two (2") inches leaving the sign eight feet six inches (8'-6") in height. Although this height does exceed the maximum height permitted by Code, it is the interpretation of the Planning Department that the portion of the sign above eight(8') feet is an architectural embellishment and is not subject to the height restriction. Therefore, with the aforementioned changes, Staff supports the design of the freestanding signs.

At this time no directional signage has been submitted for Staff review. However, to adhere to Town policy, any freestanding directional signs proposed should be less than three(3') feet in height and have a minimum setback of three(3') feet away from any property line. They shall not be located in any required landscape setback. Directional signs are not permitted to have any business identification or advertisement.

Wall Mounted Signs:

The submitted wall mounted sign plan shows the signage being applied to the fascia. The tenant signs have also been applied to the tower elements to provide identification for the tenants behind the thick columns supporting the towers. This application is consistent with the original exhibits presented to the Board as part of DR98-89. The sign criteria proposed requires all wall mounted signage to be internally illuminated, individually raised pan channel letters, which is consistent with the requirements of the Town. Staff believes the wall signage proposed meets the Town's sign requirements. In addition, all trim caps should utilize a the 3/4" gold color; proposed in the sign criteria for uniformity throughout the center.

A sign permit is required for all wall mounted signage. Additionally, all Code requirements, pertaining to the placement, square footage allowed, type of construction, materials used, colors applied, etc. shall be applicable.

STAFF RECOMMENDATION

Staff recommends approval of DR99-77, the sign package for the Highland Plaza, subject to the following conditions:

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9. Exposed neon, crossovers, conduit, or raceways will not be permitted.

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Attachments:

- Exhibit A: Vicinity Map
- Exhibit B: Site Plan
- Exhibit C: Freestanding Sign Design
- Exhibit D1-3: Wall Sign Placement Elevations

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