



NOTICE OF ADMINISTRATIVE DECISION

July 6, 2015

Chris Totton
Signs Plus
via email chris@arizonasignsplus.com

**Subject: DR00-122-A [PAL15-49]
Rodeo Park CSP Amendment (Mobil/Q-Mart)**

Mr. Totton:

Thank you for your Minor Administrative Design Review application to allow for future permitting of multiple commercial signs for the Mobil/Q-Mart [Vehicle Services - Fueling Facility] within Rodeo Park Plaza.

Background

The site is at the immediate southeast corner of Ray Road and Val Vista Drive and zoned Neighborhood Commercial (NC). The subject request is in support of the Mobil conversion/tenant improvement of the site (the existing facility was mostly recently occupied by a competing fueling facility). The site is subject to an existing Comprehensive Sign Program (CSP); this CSP does not deviate from the Land Development Code standards and design direction for the fueling facility portion of the greater site was specific to the initial fueling facility operator and generally doesn't have bearing on the proposed Mobil design.

The proposed signage is subject to Minor Administrative Design Review. The Land Development Code (Chapter I, Article 5.602.B.h) states Administrative Design Review shall be conducted for minor changes to an approved CSP that doesn't alter the intent of the original approval. The Planning Director has determined that this application is subject to Minor Administrative Design Review per the criterion "minor changes to sign location, material or color from an approved sign package or Master Sign Plan."

Proposed Signage & Analysis

1. Total Signage Allowance (Proposed)

Sign	Area
Canopies	22.56
Q Mart	37.8

Monument	47.81
Smoke	33.15
Juice	31.75
Exit	10
TOTAL	183

- a. 4.407.C.1.b Total Business Sign Area. Each business shall be permitted a minimum Wall Sign area of 32 square feet. For businesses with double frontage the maximum wall sign area as calculated below shall be permitted on two building elevations. **THE SUBJECT BUILDING HAS DOUBLE FRONTAGE.**
 - b. 4.407.C.1.c Sign Area Allowances. Wall Signs are permitted at a rate of 1 square foot of sign area for each 1 lineal foot of the building elevation adjacent to the suite. For buildings set back more than 75 feet from the right-of-way, 1.5 square feet of sign area is permitted for each 1 lineal foot of building elevation adjacent to the suite. **BOTH FRONTAGES ARE MORE THAN 75' FROM ROW. TBSA CALCULATION = 1.5 (65' + 70'-6") = 206SF [PROPOSES TOTAL SIGN AREA IS LESS THAN THE TBSA MAX.]**
 - c. **Analysis – MEETS APPLICABLE CRITERIA**
2. 2x "Mobil" illuminated services station canopy signs
- a. 1'-10" x 6'-10" each (in general, see graphic)
 - b. Single SF: 11.28sf
 - c. TOTAL SF: 22.56 SF
 - d. 4.407.C.4 Service Station Canopy Signs. Service Station Canopy Signs shall display only the company logo and/ or name.
 - a. Number. The maximum number of signs attached to a canopy shall be 2 **TWO SIGNS PROPOSED.**
 - b. Area. Signs shall not exceed 12 square feet in area **THIS IS INTERPRETED TO MEAN 12SF PER SIGN.**
 - c. Projection. No part of the sign shall project from a canopy wall by more than 6 inches. **PROPOSED PROJECTION IS 4"**
 - d. Placement and Scale. The sign shall be vertically centered on the face of the canopy and be a minimum of 3 inches from both the top and bottom. **PROPOSED PARAPET SETBACK IS 9"**
 - e. **Analysis – MEETS APPLICABLE CRITERIA**
3. 2x "Q-Mart" illuminated wall signs
- a. 1x west elev; 2x south elev
 - b. 2' x 9'-5.5" each
 - c. Single SF: 18.9sf
 - d. TOTAL SF: 37.8 SF
 - e. **Analysis – MEETS APPLICABLE CRITERIA**
4. Monument Sign, illuminated
- a. Monument overall dimension is 12'x11'
 - b. Signage dimension is 6'6½"x 10'-½"
 - c. TOTAL SF: 47.81sf

- d. The proposed angle of the monument sign faces is 45 degrees [LDC Glossary: All sides of a sign visible from any 1 location shall be measured in determining the area of the sign, except that only 1 side of a sign shall be measured* if the 2 sides are back-to-back or separated by an interior angle of 45 degrees or less].
 - e. 4.407.C.2.a(2) Height Criteria. Signs shall be no greater than 12 feet in height to the top of design embellishments. The sign face shall be located between 2 feet and 10 feet above grade with design embellishments added to the top, sides or bottom of the sign; proposed sign face is at 10' AGL.
 - f. 4.407.C.2.a(3) Area. The Monument Sign area shall not exceed 60 square feet; proposed sign face is 47.81sf.
 - g. 4.407.C.2.a(4) Setback. Signs shall be set back a minimum of 3 feet from the right-of-way; the sign is set back 3 feet.
 - h. **Analysis – MEETS APPLICABLE CRITERIA**
5. "Smoke 4 Less" non-illuminated wall sign
 - a. North elevation, 1x 2'-7" x 12'-10"
 - b. TOTAL SF: 33.15 SF
 - c. **Analysis – MEETS APPLICABLE CRITERIA**
 6. "JuiceEvape" non-illuminated wall sign
 - a. North elevation, 1x 2'-7" x 12'-3½"
 - b. TOTAL SF: 31.75 SF
 - c. **Analysis – MEETS APPLICABLE CRITERIA**
 7. "Car wash exit" illuminated wall sign
 - a. 11.5"x10.5"
 - b. TOTAL SF: 1.8 SF
 - c. **Analysis – MEETS APPLICABLE CRITERIA**

Findings

Staff conducts Administrative Design Review to evaluate a project's specific responsiveness to the Land Development Code and general conformance with policy and design policies. The result of this analysis is the application findings; these findings are provided below.

- ***Land Development Conformance***
The project conforms to the Land Development Code.
- ***General Plan/ Redevelopment Plan Conformance***
The project generally conforms to adopted policies.
- ***Implements applicable design guidelines***
The project conforms to design guidelines.
- ***Ensure compatibility with adjacent and nearby development***
The project is compatible with surrounding development in regard to aesthetics and function.
- ***Ensure safe and efficient provision of public services***
The project generally does not affect public service delivery.
- ***Provide for a functional, energy efficient, aesthetic, and safe project design***

The project provides critical design elements (safety, function, attractiveness and efficiency).

Decision

This application for Administrative Design Review (Minor) [PAL15-49] is approved with the following condition:

1. Development shall be in general conformance with the signage exhibits dated July 6, 2015 as approved or modified by the Town.

Please contact me at 480-503-6748 or jordan.feld@gilbertaz.gov if you have any questions concerns regarding this Notice of Decision.

Respectfully,

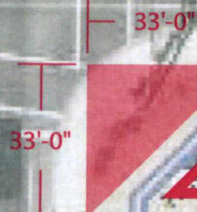


Jordan Feld, AICP
Senior Planner

encl *Approved Exhibits*

cc *Zoning Spec (Castro)*
 File

Mobil



SITE MAP Scale: 1" = 40'-0"



Juicevape

Q-Mart

304-41-906

65'-0"

72'-6"

RODEO PARK

CAR WASH EXIT

Smoke4Less

304-41-907

APPROVED
Minor Administrative Design Review
Case # PAL15-49
Date July 6, 2015

PROJECT: Mobil

9200 Valley Rd.
Prescott Valley,
Arizona
86314
800-257-5095

SIGNS PLUS

Account Executive: Dale Johnson

Designer: AL

Design Number: 5714

DATE: 04/03/2015

SCALE: AS NOTED

REVISIONS:
1 04/27/2015

2 04/27/2015

3 05/07/2015

4 06/24/2015

CUSTOMER APPROVAL
BY: _____
DATE: _____ W/O CHGS W/ CHGS

SHEET: 2 OF 9

This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion without the written permission of an authorized agent of SIGNS PLUS.

APPROVED

Minor Administrative Design Review

Case # PAL15-49

Date July 6, 2015



SITE MAP Scale:
1" = 20'-0"



3' past property line

45 Degrees

3' past property line

PROJECT: Mobil

9200 Valley Rd.
Prescott Valley,
Arizona
86314
800-257-5095



Account Executive:
Dale Johnson

Designer:
AL

Design Number:
5613

DATE:
04/03/2015

SCALE:
AS NOTED

REVISIONS:
1 04/27/2015
2 04/27/2015
3 05/07/2015
4 06/24/2015

CUSTOMER APPROVAL

BY: _____
DATE: _____ W/O CHGS W/ CHGS

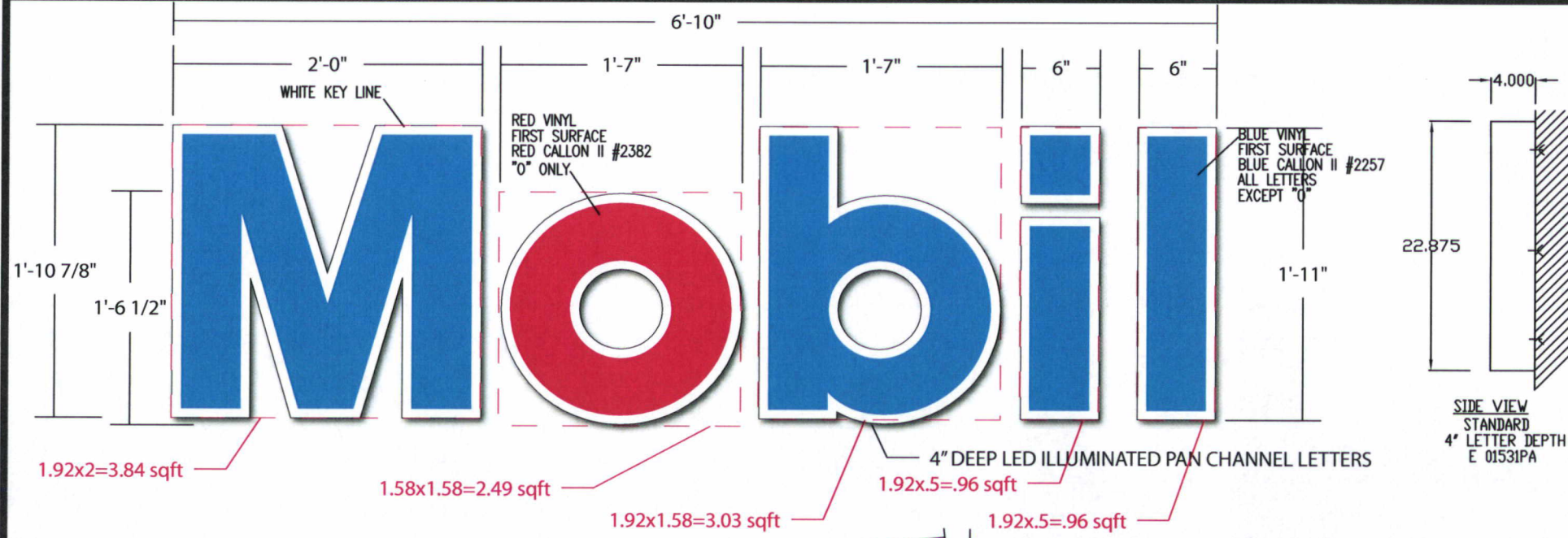
SHEET:
3 of 9

APPROVED

Minor Administrative Design Review

Case # PAL15-49

Date July 6, 2015



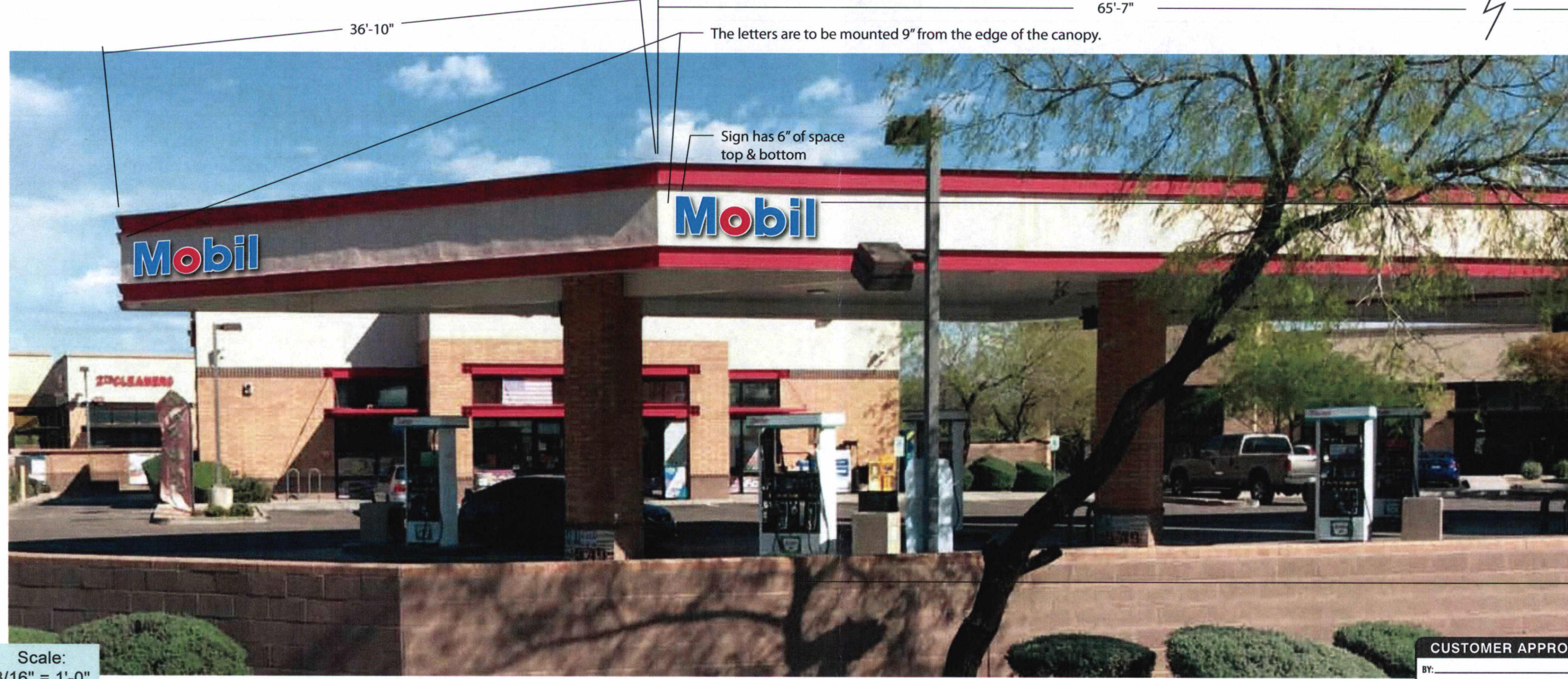
CANOPY PAN CHANNEL LETTERS

Scale: 1" = 1'-0"

SQFT: 11.28 EA.

2 sets

SIDE VIEW
STANDARD
4" LETTER DEPTH
E 01531PA



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

CUSTOMER APPROVAL
BY: _____
DATE: _____ W/O CHGS W/ CHGS

PROJECT: Mobil
LOCATION: 1631 S. Val Vista Dr., Gilbert, AZ 85295

9200 Valley Rd.
Prescott Valley,
Arizona
86314
800-257-5095

SIGNS PLUS

Account Executive: Dale Johnson

Designer: AL

Design Number: 5613

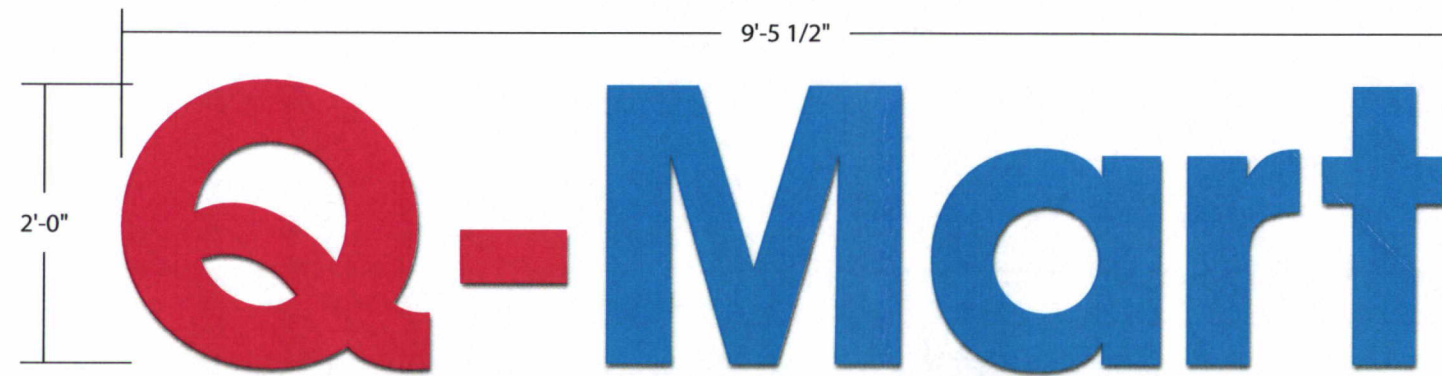
DATE: 04/03/2015

SCALE: AS NOTED

REVISIONS:
A 04/27/2015
B 04/27/2015
C 05/07/2015
D 06/24/2015

SHEET: 4 OF 9

This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion without the written permission of an authorized agent at SIGNS PLUS.



BUILDING SIGNAGE Scale: 3/4" = 1'-0" SQFT: 19

Install one (1) set of LED illuminated pan channel letters.



APPROVED
 Minor Administrative Design Review
 Case # PAL15-49
 Date July 6, 2015

CUSTOMER APPROVAL
 BY: _____
 DATE: _____ W/O CHGS W/ CHGS

PROJECT: Mobil
LOCATION: 1631 S. Val Vista Dr., Gilbert, AZ 85295

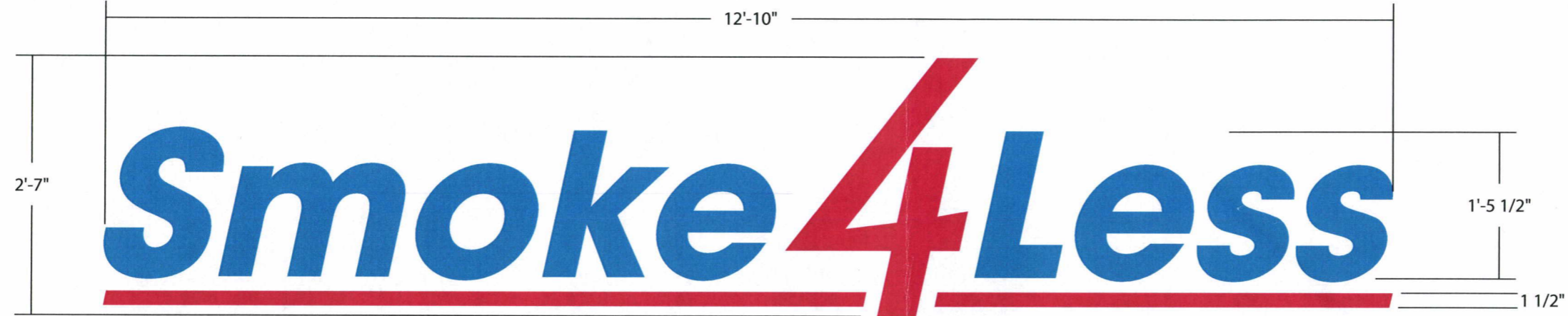
9200 Valley Rd.
 Prescott Valley,
 Arizona
 86314
 800-257-5095

SIGNS PLUS

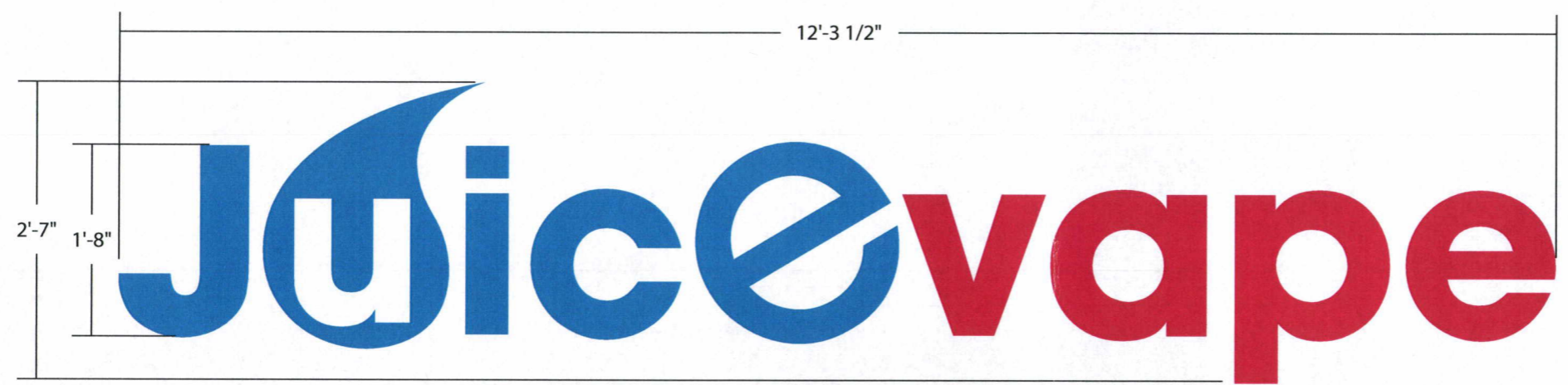
Account Executive: Dale Johnson
Designer: AL
Design Number: 5613
DATE: 04/03/2015
SCALE: AS NOTED
REVISIONS:
 1. 04/27/2015
 2. 04/27/2015
 3. 05/07/2015
 4. 06/24/2015

SHEET: 5 of 9

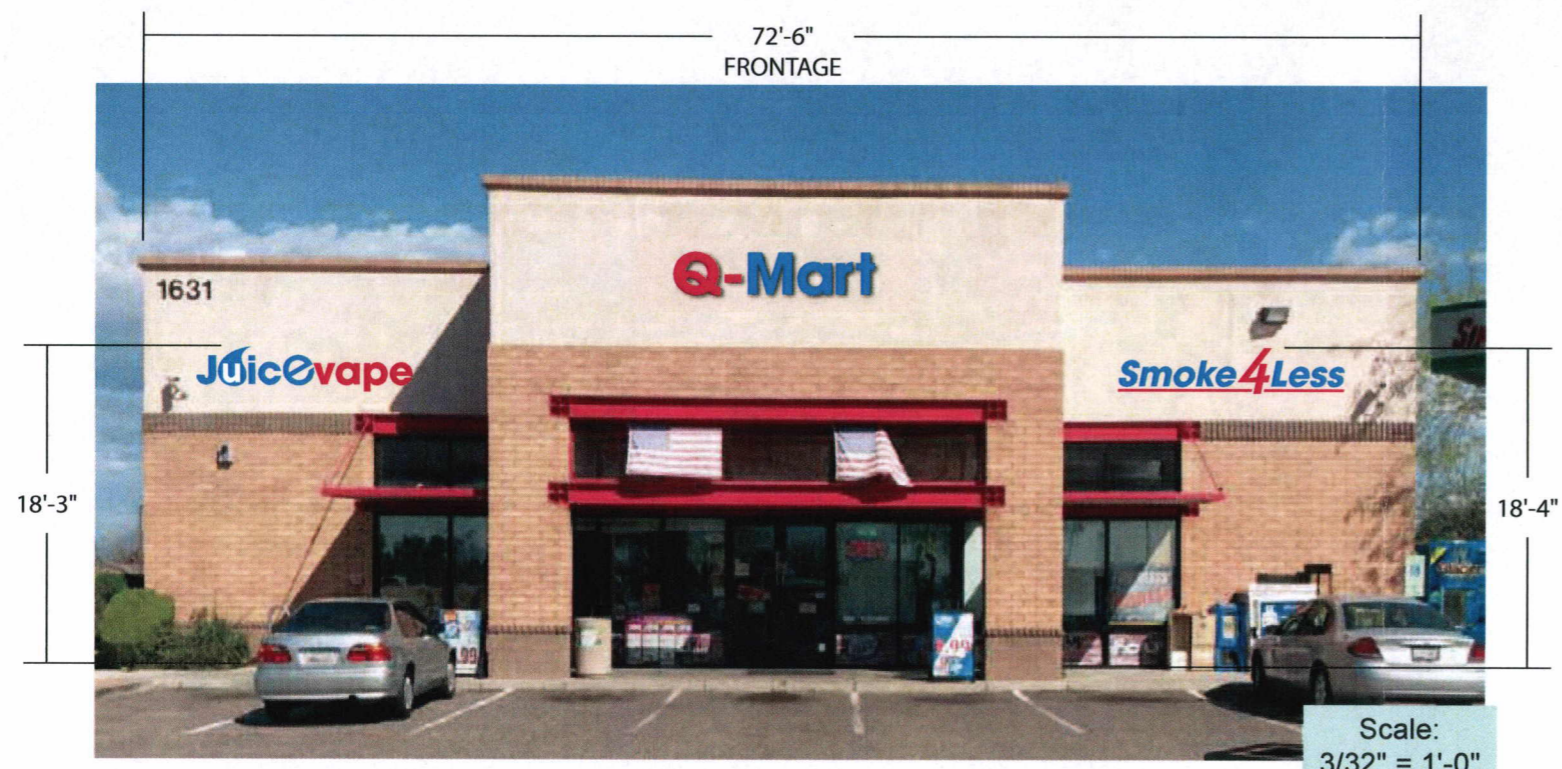
This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion to anyone outside of your organization without the written permission of an authorized agent of SIGNS PLUS.



SQFT:
33.10



SQFT:
31.81



BUILDING SIGNAGE

Scale:
3/4" = 1'-0"

Fabricate & Install one (1) set of each 3/16" plex non illuminated flat cut out letters. Painted to match Mobil blue and red and stud mounted flush to the wall.

APPROVED
Minor Administrative Design Review
Case # PAL15-49
Date July 6, 2015

CUSTOMER APPROVAL

BY: _____

DATE: _____ W/O CHGS W/ CHGS

SIGNS PLUS

PROJECT: Mobil

9200 Valley Rd.
Prescott Valley,
Arizona
86314
800-257-5095

LOCATION: 1631 S. Val Vista Dr., Gilbert, AZ 85295

Account Executive:
Dale Johnson

Designer:
AL

Design Number:
5613

DATE:
04/03/2015

SCALE:
AS NOTED

REVISIONS:

- ▲ 04/27/2015
- ▲ 04/27/2015
- ▲ 05/07/2015
- ▲ 06/24/2015

SHEET:
6 OF **9**

This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion to anyone outside of your organization without the written permission of an authorized agent of SIGNS PLUS.

9'-5 1/2"

2'-0"

Q-Mart

BUILDING SIGNAGE Scale: 1/2" = 1'-0" SQFT: 19

Fabricate & Install one (1) set of illuminated pan channel letters.

10'-1/2"

1'-0"

CAR WASH EXIT

BUILDING SIGNAGE Scale: 3/4" = 1'-0" SQFT: 10.08

Fabricate & Install one (1) set of 3/16" plexon illuminated flat cut out letters painted Mobil blue and stud mounted flush to the wall.

APPROVED
 Minor Administrative Design Review
 Case # PAL15-49
 Date July 6, 2015



PROJECT: Mobil
 LOCATION: 1631 S. Val Vista Dr., Gilbert, AZ 85295
 9200 Valley Rd.
 Prescott Valley,
 Arizona
 86314
 800-257-5095



Account Executive:
 Dale Johnson
 Designer:
 AL
 Design Number:
 5613
 DATE:
 04/03/2015
 SCALE:
 AS NOTED
 REVISIONS:
 04/27/2015
 04/27/2015
 05/07/2015
 06/24/2015

CUSTOMER APPROVAL
 BY: _____
 DATE: _____ W/O CHGS W/ CHGS

SHEET:
 7 of 9

This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion to anyone outside of your organization without the written permission of an authorized agent of SIGNS PLUS.

APPROVED
 Minor Administrative Design Review
 Case # PAL15-49
 Date July 6, 2015

MONUMENT SIGN
 INSERTS

Scale:
 1" = 1'-0"

SQFT:
 47.81

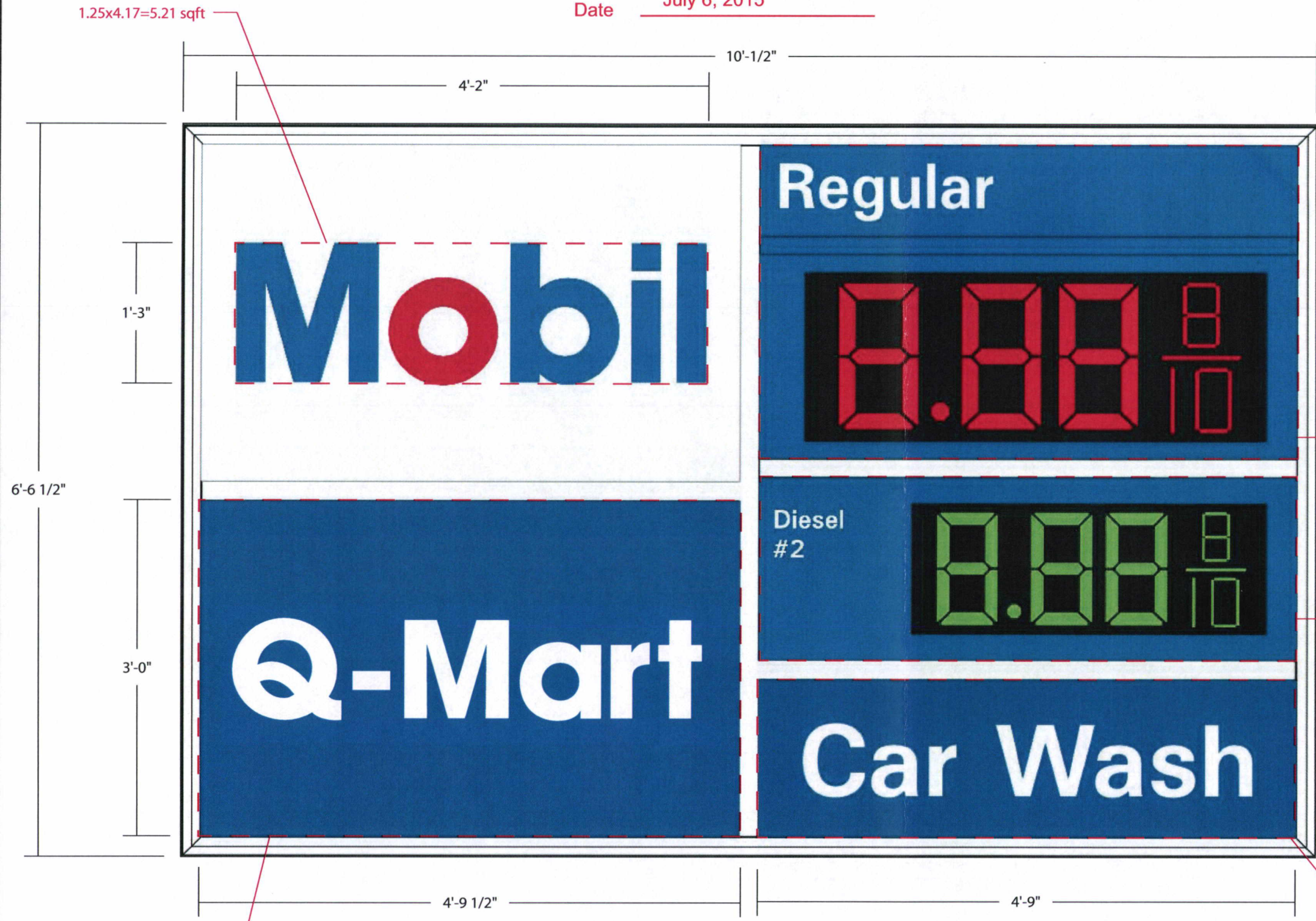
Detailed Information:
 Frame Size: 77.875"H X 119.875"W
 Existing Cabinet: 78.25"X120.25"

Detail 1, Logo Face
 Mobil, Flat Embossed Face
 VO: 35.938"H X 56.938"W

Detail 2, Imprint
 Mart, Flat Face
 VO: 35.938"H X 56.938"W
 VO: 54.937"H
 X 56.938"W

Detail 3, LED Digit
 LED Priceline 1 : Red 16"
 LED Priceline 2 : Green 12"

Detail 4, Imprint
 Car Wash, Flat Face
 VO: 16.938"H X 56.938"W



PROJECT: Mobil

9200 Valley Rd.
 Prescott Valley,
 Arizona
 86314
 800-257-5095



Account Executive:
 Dale Johnson

Designer:
 AL

Design Number:
 5613

DATE:
 04/03/2015

SCALE:
 AS NOTED

REVISIONS:
 1 04/27/2015
 2 04/27/2015
 3 05/07/2015
 4 06/24/2015

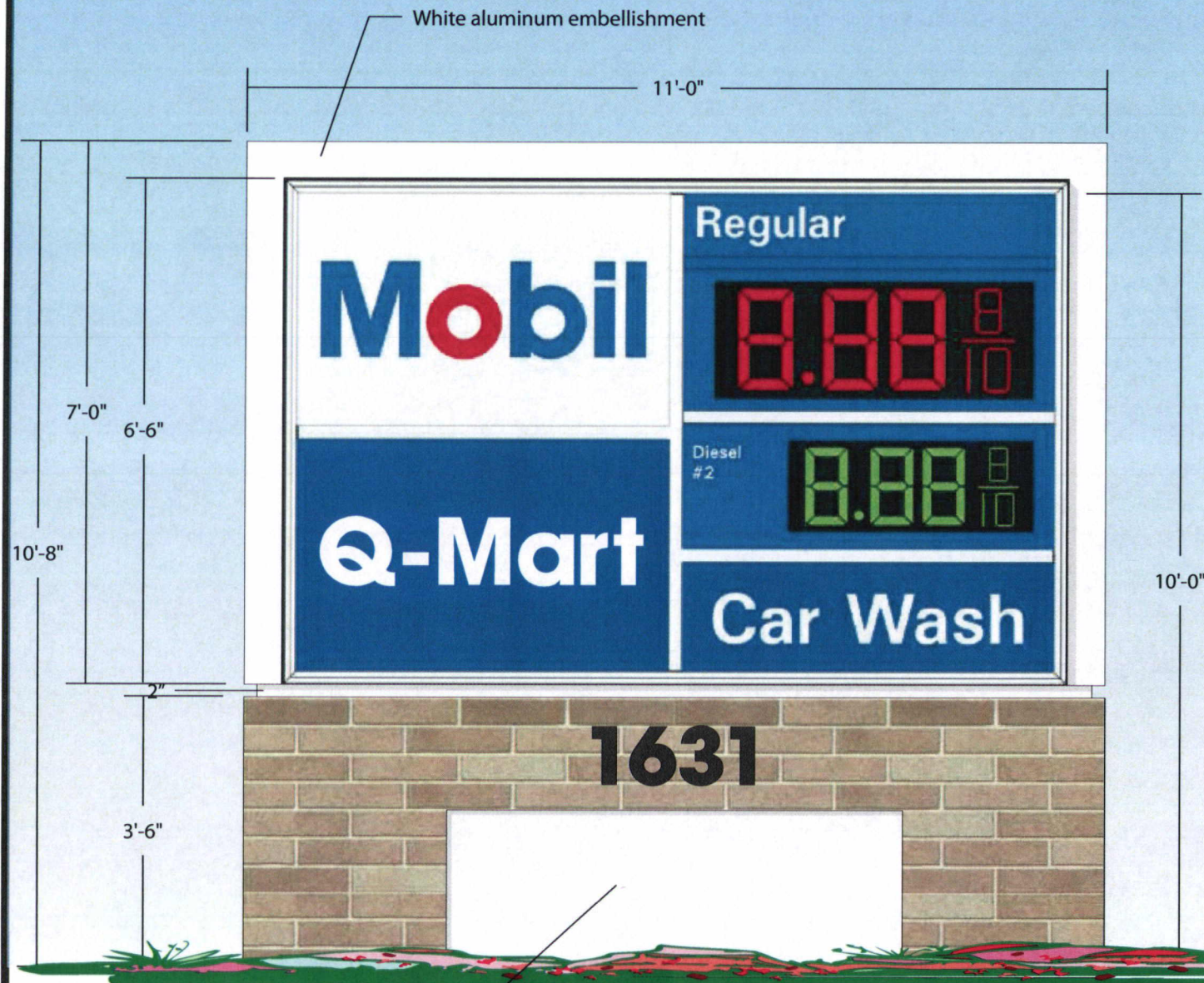
SHEET:

8 OF 9

CUSTOMER APPROVAL

BY: _____
 DATE: _____ W/O CHGS W/ CHGS

APPROVED
 Minor Administrative Design Review
 Case # PAL15-49
 Date July 6, 2015

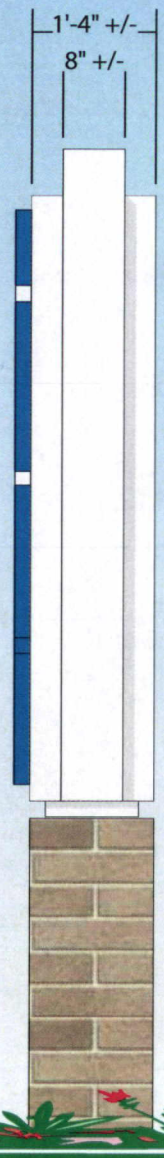


Recessed white aluminum panel.

***Note* Field Verify All Measurements
 Prior to Fabrication of sign.**



Existing Sign



SINGLE FACED
 MONUMENT SIGN

Scale:
 1/2" = 1'-0"

Fabricate & Install one (1) single faced illuminated monument sign and base.

Fabricate & Install one (1) single faced illuminated monument sign and base. The existing sign will be refurbished and made into a single faced sign with new faces and it will be painted Mobil white.

The signs will than be placed as a v shape shown on the site map.

CUSTOMER APPROVAL
 BY: _____
 DATE: _____ W/O CHGS W/ CHGS

PROJECT: Mobil

9200 Valley Rd.
 Prescott Valley,
 Arizona
 86314
 800-257-5095



Account Executive:
 Dale Johnson

Designer:
 AL

Design Number:
 5613

DATE:
 04/03/2015

SCALE:
 AS NOTED

REVISIONS:
 1 04/27/2015
 2 04/27/2015
 3 05/07/2015
 4 06/24/2015

SHEET:

9 OF 9

This custom design submitted for your personal use is the exclusive property of SIGNS PLUS. It may not be reproduced, copied, or exhibited in any fashion without the written permission of an authorized agent of SIGNS PLUS.

COMPREHENSIVE SIGN PLAN

PROJECT

RODEO PARK PLAZA

SEC Val Vista Drive & Ray Road
Gilbert, Arizona

DEVELOPER/LANDLORD

THE RBM GROUP, L.L.C.

Mr. Steve Bauer

320 E. McDowell Road, Suite 220

Phoenix, Arizona 85004

(602) 307-9980

FAX (602) 307-9984

SIGNAGE CONSULTANT

YOUNG ELECTRIC SIGN COMPANY

201 South 26th Street

Phoenix, Arizona 85034

(602) 275-5791

FAX (602) 273-1701

APPROVED PLANS
Design Review Board
CASE DR00-122
DATE 12/14/00
SUBJECT TO CONDITIONS OF APPROVAL

- ❖ The guidelines contained within are set up to ensure uniformity and consistency of signage throughout Rodeo Park Plaza.
- ❖ Developer/Landlord shall have the right to approve all signage prior to fabrication. Developer/Landlord shall also have the right to remove, or cause to be removed, any sign(s) not conforming to the guidelines or installed without Developer/Landlord written approval.
- ❖ Tenant shall submit (3)three copies of sign plan to Developer/Landlord for written approval. Sign plans/design services shall be at tenant's expense.
- ❖ Sign(s) and their installation(s) shall comply with all local building, zoning and electrical codes. Nothing in this criteria shall imply a waiver or requirements by the local authorities.
- ❖ Tenant or tenants representative shall be responsible for obtaining all required sign permits.
- ❖ Tenant shall be responsible for the design, fabrication, installation and maintenance of their sign.
- ❖ Tenant shall be responsible for electrical service, hook-up and metering of their sign.
- ❖ All conduit, transformers, wiring, lamps, neon, clips and other equipment shall be concealed.
- ❖ Should tenant need to remove their sign, tenants shall be responsible to patch and repair any building damage to the Developer/Landlord's satisfaction.
- ❖ Tenants sign contractor shall repair any damage caused by said contractor's work or by its agents or employees.
- ❖ No sign, advertisement, notice of lettering other than store name, hours, and logos shall be exhibited on any part of tenants store front unless approved in writing by Developer/Landlord.
- ❖ Temporary banners may not be displayed without prior written approval by Developer/Landlord. Temporary banner permits shall be the responsibility of tenant and shall comply with ordinance requirements.

APPROVED PLANS
Design Review Board
CASE: DT06-122
DATE: 12/14/00
FOR NOT TO EXCEED DATES OF APPROVAL

SIGN GUIDELINES

TYPE	NAME	FUNCTION	QTY.	DIMENSIONS	MATERIALS/ ILLUMINATION
A1, A2, A3	Monument	Center Identification	2	8' high 40 square feet	Painted, routed aluminum with copy backed in plex. Fluorescent illumination.
B1 thru B3	Directional	Directional	3	3' high 3 square feet	Painted aluminum with reflective vinyl copy. Non-illuminated.
C1	Monument	ARCO Identification		7'-10" high 73.7 square feet	Painted routed aluminum with plex. Fluorescent illumination.

APPROVED PLANS
Design Review Board

CASE 17-00-122

DATE: 12/14/00

SUBJECT TO CONDITIONS OF APPROVAL

**BUILDING IDENTIFICATION
(INCLUDING ARCO BUILDING)**

- ❖ All building identification shall be individual pan channel letters and logo (if desired).
- ❖ All signs shall be internally illuminated with 6500 white neon or clear red neon when red letter faces are used.
- ❖ Letter style shall be appropriately designed so that no PK building penetration are visible.
- ❖ Logos are permitted up to 6 square as one piece.
- ❖ Pan channel letter faces shall be acrylite 211-1 red, 407-2 yellow, 605-0 blue, 506-0 green, or 303-0 white. Returns to be painted brick red with gold trim cap.
- ❖ Signs shall be centered vertically and horizontally on fascia and shall not exceed 80% of the length of the frontage for your business. *← beige (fascia color) DMN 12/14/00*
- ❖ For stores 6000 square feet or less, the maximum letter height shall be 24"
- ❖ Corner tenants may have one sign on each building frontage.
- ❖ No raceways are allowed.
- ❖ No cabinet type signs are allowed.
- ❖ Tenants shall provide developer with 3(three) copies of sign plan for review and written approval prior to fabrication of any signage.
- ❖ It is the sole responsibility of tenant to ensure that all of their signs comply with this Comprehensive Sign Plan and the Gilbert Zoning and Sign Ordinance.
- ❖ Developer reserves the right to deny signage and request immediate removal of any signage not conforming to these guidelines.
- ❖ All other Gilbert Zoning Ordinance guidelines shall apply.

APPROVED PLANS
Design Review Board
CASE: D-00-02
DATE: 12/14/00
SUBJECT TO CONDITIONS OF APPROVAL

driveway areas.

10. The 3' parking screening wall adjacent to Ithica Street shall be a stuccoed painted wall and shall incorporate a decorative scored CMU accent course consistent with the adjacent 8' screening wall.

11. All utility boxes shall be painted to match that of the approved color palette for the project and shall be screened from the public street.

12. Prior to the submittal of the construction documents, the applicant shall submit revised building elevations to Planning Staff for review of a revised parapet which is 36" above the highest point of the roof. Any future roof-mounted mechanical equipment shall be fully screened by a parapet wall. To the extent permitted by law, satellite dishes shall be required to be fully screened from public view. Ground mounted mechanical equipment shall be fully screened from public view by a combination of a six-foot 6' high decorative solid wall and dense landscaping.

13. All project signage shall be submitted to Planning Staff for review and approval prior to the submittal of the construction documents.

14. All project lighting shall conform to ULDC section 11.22.A. Building and pole-mounted lighting shall not exceed a height of 14' from finished grade.

15. In accordance with the light and glare ordinance, the maximum lighting level within 1 hour of the close of business is .3 foot-candle and the maximum lighting level thereafter may be .1 foot-candle as measured at the property line.

DR00-122-Rodeo Park Plaza Comprehensive Sign Package located at the southeast corner of Val Vista Drive and Ray Roads.

1. Construction of the project shall conform with the exhibits presented and conditions stipulated by the Design Review Board on December 14, 2000. Any revisions to the approved plans shall be reviewed by the Board prior to the issuance of a building permit for the project.

2. All signage installed shall conform to the minimum new Sign Ordinance (No. 1286).

3. The returns shall be painted ~~brick red~~ with gold trim cap, per the Rodeo Park Plaza Comprehensive Sign Plan Criteria and shall not be dark gray (#425) as stated on the color exhibit.

4. The service station canopy signs shall be limited to two (2) logos no greater than six (6) square feet each and not to extend more than 2" from the canopy.

5. The proposed copy and logo for the Arco monument sign shall be routed out with the backgrounds painted to match the color exhibit and the plaza color palette. The signage that shall be routed out include the following: The Arco logo, Arco, AM/PM, Car Wash, and Diesel. The copy, logo, and change panel price sign shall be illuminated only.

6. The gable peak of the Arco monument sign shall be painted to match the metal accents utilized throughout the plaza and Arco building.

7. Review and approval by the Planning Department shall be required, prior to the issuance of any sign permits.

DR00-123-Approval of three (3) additional standard plans proposed by Meritage Homes at Power Ranch located at the northeast corner of Queen Creek and Recker Roads.

1. All standard plan elevations shall be built per exhibits approved by the Design Review Board as presented at the public meeting of December 14, 2000, subject to Staff stipulations and any additional conditions that may be imposed by the Board at said meeting.

2. Plans 1015 and 1035 are approved for 143 lots; lots 62 through 113 and lots 209 through 301 within Power Ranch Neighborhood 1 to be built along with the previously approved 1000 series (DR00-37). Any revisions to the approved standard plans, or additional plans shall require review and approval by the Design Review Board prior to the issuance of a building permit.

3. Plan 2035 is approved for 61 lots; lots 1 through 61 within Power Ranch Neighborhood 1 to be built along with the previously approved 2000 Series (DR99-126). Any revisions to the approved standard plans or additional plans shall require review and approval by the Design Review Board prior to the issuance of a building permit.

4. All standard plans shall adhere to the lot coverage and setback requirements stipulated by Ordinance No. 1048 as amended by Ordinance Nos. 1156, 1187 and 1284. Coverage is interpreted as the area under roof including patios, porches, and garages.