



## NOTICE OF ADMINISTRATIVE DECISION

February 6, 2008

Mr. Steve Nelsen  
Bootz and Duke Sign Co.  
4028 W. Whitton  
Phoenix, AZ 85019  
602.272.9356 p/ 602.272.4608 f  
[steve@bootzandduke.com](mailto:steve@bootzandduke.com)

RE: DR02-47 (DA07-103) The Shoppes @ Val Vista

Dear Mr. Nelsen:

Staff has reviewed your Administrative Design Review application to amend the sign package to allow for the square footage of wall signs to be calculated under the Land Development Code (LDC) for the Shoppes @ Val Vista located at the SWC of Williams Field and Val Vista Roads and zoned Regional Commercial (RC) which includes the following:

- A minimum Wall Sign area of 32 square feet.
- 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 to the suite.

Staff has approved your request, based on the following conditions:

1. The proposal shall conform to the existing Comprehensive Sign Package with exception to the wall sign area.
2. Wall signage shall conform to the plans submitted for this request and stamped approved September 13, 2002.
3. All signs are to match the previously approved colors, materials and design.

If you have any questions regarding these findings or require additional information, please contact me at (480) 503-6808.

Sincerely,

Amanda Hoffman  
Planner I  
Town of Gilbert

## THE SHOPPES AT VAL VISTA SIGN CRITERIA

These sign criteria (these "Criteria") have been developed to insure design compatibility among all signs at The Shoppes at Val Vista, a retail shopping center located at the SWC of Williams Field Road and Val Vista Road in the Town of Gilbert, AZ (the "Town"). Conformance to these Criteria will be strictly enforced. Any sign installed that is non-conforming to these Criteria or not approved by Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for compliance with Town code. Sign permits must be obtained by the Tenant from the Town.

The following is a description of the design criteria:

### GENERAL SIGNAGE REQUIREMENTS

Any reference herein to the word Tenant or Tenants shall be construed to include any owner of any pad or land within The Shoppes at Val Vista or any ground lessor.

1. Tenant shall submit shop drawings and specifications (2 sets) for all signs proposed to be installed. Landlord shall review the shop drawings and specifications and return one (1) set to Tenant marked "Approved," "Approved as Noted," or "Revise and Re-Submit".
2. "Revise and Re-Submit" drawings will be returned to Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Landlord for its approval.
3. Upon receipt of Landlord approval, Tenant shall proceed with the Town permit process.
4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of Landlord.
5. Tenant or its representatives shall obtain all permits for its exterior sign and its installation.
6. Tenant shall have the sole responsibility for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the shopping center property by or on behalf of the Tenant. Subsequent to Town approval, Tenant may proceed with installation of signs.
7. Landlord's approval of Tenant's plans specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said

items are in compliance with applicable statutes, codes, ordinances or other regulations.

8. All signage is subject to Town approval and these Criteria.
9. All signage shall be constructed and installed at Tenant's sole expense.
10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by the installation or removal of any signage.
11. All sign bolts, fastenings, sleeves, and clips shall be of hot dipped galvanized iron, stainless steel, aluminum, brass, or bronze. No black iron material of any type will be permitted.
12. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.
13. Any penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
14. All exposed metals shall be painted to render them inconspicuous.
15. The Town of Gilbert sign code does not allow exposed conduit or raceways; therefore these will not be permitted. All conductors, transformers, and other equipment shall be concealed.
16. All electrical signs shall bear the UL label.
17. All signs shall conform to Uniform Building Code Standards.
18. All electrical signs shall conform to National Electrical Code Standards.
19. Tenant shall be liable for the operation of their sign contractor.
20. Painted lettering will not be permitted.
21. Flashing signs will not be permitted per Town code.
22. Individual freestanding signs will not be permitted except as noted below.
23. No exposed neon lighting shall be used on signs, symbols, or decorative elements without prior approval by Landlord and Town.

24. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers etc. on storefront. Such die cut copy shall not exceed one hundred forty-four (144") square inches in area.
25. Wall signs shall consist of individual interior neon illuminated channel letters. These letters shall be mounted to the building fascia in the area allocated by the Landlord for signs.
26. Wall signs shall use integral 1/8" plexiglas inserts with standard 1" trim cap. Trim cap shall be the same color as the return.
27. Any changes to previously approved signage or other window or store front lettering or graphics will require that Tenant submit shop drawings and specifications for Landlord's prior written approval and shall be subject to Town approval.

#### ANCHOR TENANT (20,000- 50,000 square feet)

Kohl's is the Anchor Tenant and their signage will consist of signage per attached; including color, lettering style, size etc. Anchor tenants are allowed 1.5 square foot per one foot of frontage and can have multiple signs as long as the total square footage is not exceeded.

#### MAJOR TENANT Over 50,000 square feet

1. A Major Tenant will be allowed sign space on a street monument sign as designated by Landlord.  
  
A Major Tenant shall have one wall sign per street front of individual interior illuminated channel letters.
2. Wall signs shall use integral color 1/8" plexiglas inserts with standard 1" trim cap. Returns shall be dark Duranodic bronze or black color. Trim cap shall be the same color as the returns. Returns to be a minimum of (six) 6" deep and a maximum of twelve inches (12") deep.
3. The area of the copy on the main sign fascia shall be no greater than 1.5 square foot of signage for each linear foot of leased frontage. No sign may occupy an area greater than 80% of their leased frontage. End suite Major Tenants may have 1.5 square foot of sign per building foot front for the second frontage. Each Major Tenant is allowed a minimum of 16 square feet of sign area.
4. Major tenants are allowed to use their choice of colors, fonts, and logos on their wall signage.

5. Refer to general sign requirements.

### MAJOR SHOP TENANTS

A Major Shop Tenant is defined as those Tenants with a single building area exceeding 6,000 gross rentable square feet, but less than 20,000 square feet.

1. A Major Shop Tenant shall have one wall sign per street front of individual interior illuminated channel letters.
2. Wall signs shall use integral color 1/8" plexiglas inserts with standard 1" trim cap. Returns shall be dark Duranodic bronze or black color. Trim cap shall be the same color as the returns. Returns to be a maximum of six inches (6") deep.
3. The area of the copy on the main sign fascia shall be no greater than 1.5 square foot of signage for each linear foot of leased frontage. No sign may occupy an area greater than 80% of their leased frontage. End Major Shop Tenants may have 1.5 square foot of sign per building foot front for the second frontage. Each Major Shop Tenant is allowed a minimum of 16 square feet of sign area.
4. Major Shop tenants are allowed to use their choice of colors, fonts, and logos on their wall signage.
5. Refer to general sign requirements.

### FREESTANDING PAD TENANTS

1. Free Standing Pad Tenants ("Pad Tenants") are defined as Tenants occupying a single freestanding building located within The Shoppes at Val Vista.
2. Pad Tenants shall not be allowed individual monument signage.
3. Each Pad Tenant shall be allowed wall-mounted identification signs as follows: An elevation may have 1.5 square foot of sign per building foot frontage. Pad users are allowed signage on all four sides. Multiple signs on one elevation are allowed as long as the total sign square footage is not exceeded.
4. Signage shall not exceed 80% of the length of the building frontage.
5. Pad Tenant shall be permitted to install directional signs designed and located solely for the purpose of relieving traffic congestion and promoting the safe flow of traffic. Such signs shall contain no more than 25% copy area for logo purposes only. Three (3) square

feet per directional and no higher than 3'0". Locations must be clearly marked for submittals. See attached sign drawing G.

6. All menu boards shall be internally illuminated and will be in keeping with the building's colors and materials, matching those of the freestanding directional.
7. Wall signs shall use integral color 1/8" plexiglas inserts with standard 1" trim cap.
8. Each pad sign package shall be subject to review and approval by the Landlord and the Town.
9. Pad users are allowed to use their choice of colors, fonts, and logos on their wall signage.
10. Refer to general sign requirements.

### SHOP TENANT

A Shop Tenant is defined as those Tenants with a single building area of 6,000 gross rentable square feet or less.

- a. A Shop Tenant shall have one wall sign per street front of individual interior illuminated pan channel letters.
  - b. Wall signs shall use integral color 1/8" plexiglas inserts with standard 1" trim cap. Returns shall be dark Duranodic bronze or black color. Trim cap shall be the same color as the returns. Returns to be a maximum of six inches (6") deep.
2. The area of the copy on the main sign fascia shall be no greater than 1.5 square foot of signage for each linear foot of leased frontage. No sign may occupy an area greater than 80% of their leased frontage. End suite Shop Tenants may have 1.5 square foot of sign per building foot front for the second frontage. Each Shop Tenant is allowed a minimum of 16 square feet of sign area.
  3. Shop tenants are allowed to use their choice of colors, fonts, and logos on their wall signage.
  4. Refer to general sign requirements.

### GROUND MONUMENT SIGNS

The following monument signs are the only signs permitted and shall conform to the following criteria.

1. Center Monument ID.

Four major identification signs shall be allowed as shown on the attached drawings.

Tenants are allowed their specific colors, fonts, logos and background colors on sign panels.

- a) Two 14' tall 75 square foot sign on Williams Field Road
- b) Two 14' tall 75 square foot sign on Val Vista Road. See attached sketch A, B, C, D and site plan.
- c) Each monument sign may not necessarily have the same tenant panels on each sign. Landlord will decide location of tenants on all monuments signs. Split sign panels

2. Pad Tenant Monument Signs

- a) Pad monument signs are not permitted.

3. Drive Thru Menu Signs

- a). Drive thru menu signs shall be no larger then 36 square feet and 8' tall. Drive thru menu signs are not included in the overall allowable square footage for ground signs or building signs.

4. Directory signs for traffic control within the shopping center shall not exceed 3' tall and 3 square feet. Commercial logos can be placed on these signs at 25% or less of sign area for directional purposes only. Locations to be determined.

5. Service station/canopy signs are as follows:

- a). Canopy signs may display only the company logo. The maximum number of signs attached to a canopy shall be limited 2 signs not to exceed 6 square feet in area for each sign. No part of the sign shall project from a canopy wall a distance greater than 2 inches. The sign shall be centered on the face of the canopy a minimum of 3 inches from the top and 3 inches from the bottom.

6. Temporary signs are as follows:

- a). General contractor, lender signs and coming soon signs are limited to 120 square feet, and may include store name, opening date, lender's name and contractor name. Multiple signs must be in an orderly fashion.
- b). Grand Opening signs are allowed

This criteria has been developed by:

***Bootz & Duke Signs***  
***Bill Gibson VP***  
***4028 W Whitton Ave***  
***Phoenix, Az 85019***  
***602-272-9356 – p***  
***602-278-1468 – f***



A Comprehensive Sign Proposal for:

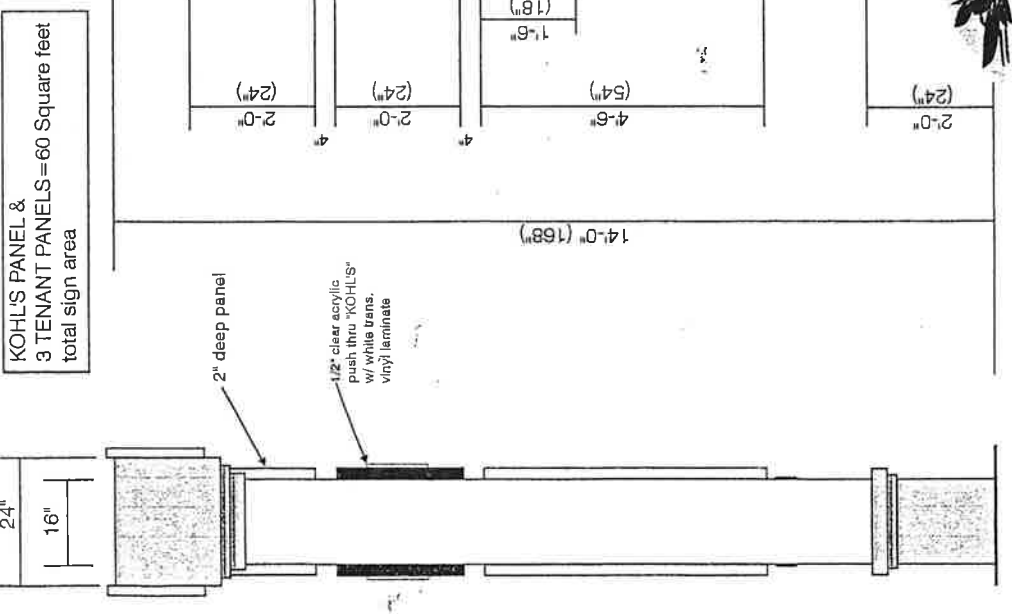
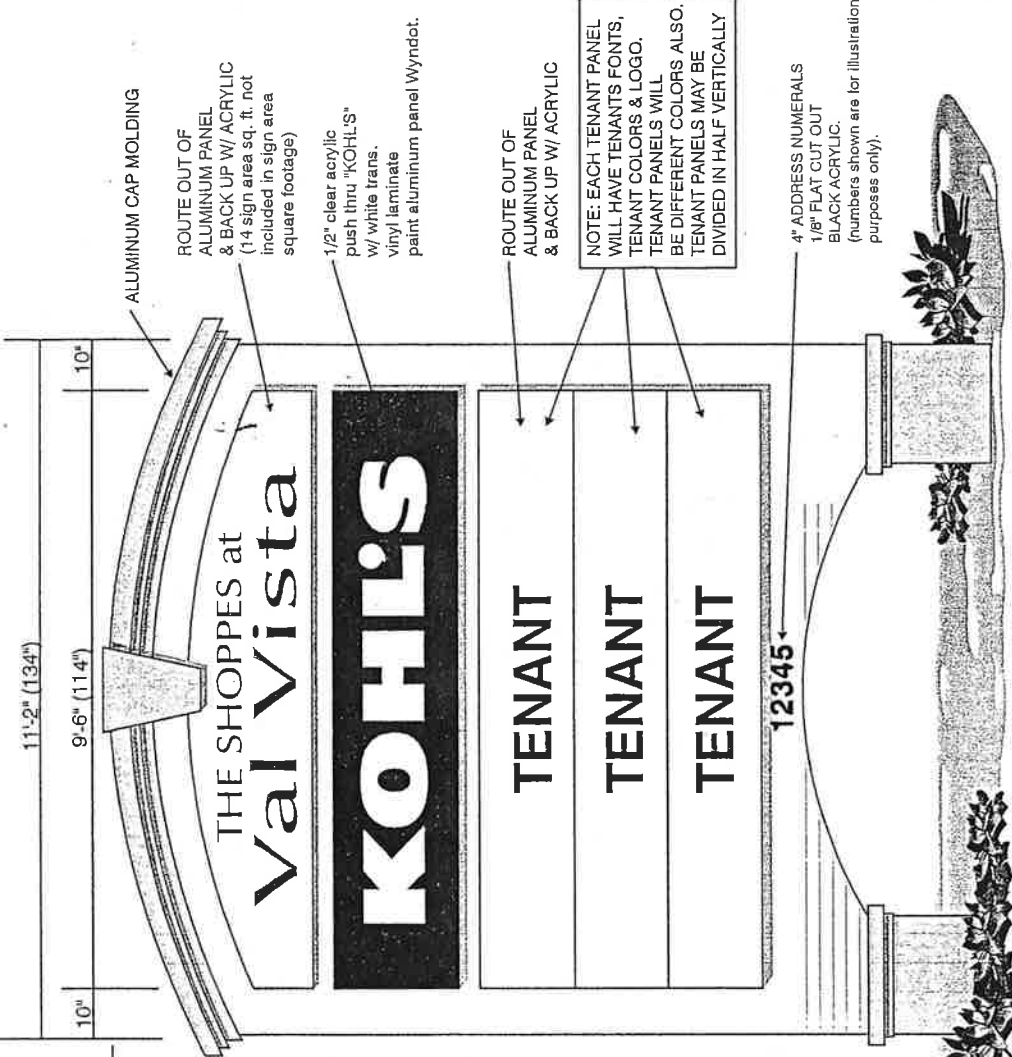
# THE SHOPPES at Val Vista

Val Vista & Williams Field Road  
Gilbert, Arizona

Provided By:



4028 W. Whitton Ave. Phoenix, AZ 85019-3623  
602-272-9356 Fax: 602-272-4608



**NOTE:**  
 Displays (A) (B) (C) (D)  
 may have different tenants  
 per landlord.

**NOTE:** EACH TENANT PANEL  
 WILL HAVE TENANTS FONTS,  
 TENANT COLORS & LOGO.  
 TENANT PANELS WILL  
 BE DIFFERENT COLORS ALSO.  
 TENANT PANELS MAY BE  
 DIVIDED IN HALF VERTICALLY

4" ADDRESS NUMERALS  
 1/8" FLAT CUT OUT  
 BLACK ACRYLIC.  
 (numbers shown are for illustration  
 purposes only).

**NOTE:**  
 FABRICATE & INSTALL (4) FOUR NEW DOUBLE FACE ILLUMINATED MONUMENT DISPLAYS.  
 ALUMINUM CONSTRUCTION  
 KOHL'S-ROUTED OUT OF ALUMINUM W/ 1/2" CLEAR ACRYLIC PUSH THRU W/WHITE  
 VINYL LAMINATE ON FACES.  
 TENANT COPYROUTED OUT OF ALUMINUM & BACKED UP W/ ACRYLIC.  
 ILLUMINATE W/ F-T-12 CW HO LAMPS 800MA  
 BASE & PILLARS TO MATCH BUILDING.  
 ALL COLORS TO MATCH BUILDING.

(A) (B) (C) (D) (4) FOUR DOUBLE FACE ILLUMINATED MONUMENT DISPLAY  
 SCALE: 1/2" = 1'-0"

11'-2" (134")  
 9'-6" (114")  
 10"  
 10"  
 12345  
 2'-0"  
 4"  
 4'-6"  
 1'-6"  
 2'-0"  
 2'-0"  
 2'-0"  
 14'-0" (168")  
 2'-0"  
 24"  
 16"  
 2" deep panel  
 1/2" clear acrylic  
 push thru "KOHL'S"  
 w/ white trans.  
 vinyl laminate

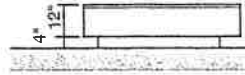
END VIEW

REV 1 - Changed the name of center. Added additional notes.

38'-8 3/16"  
(464-3/16")

**KOHL'S**

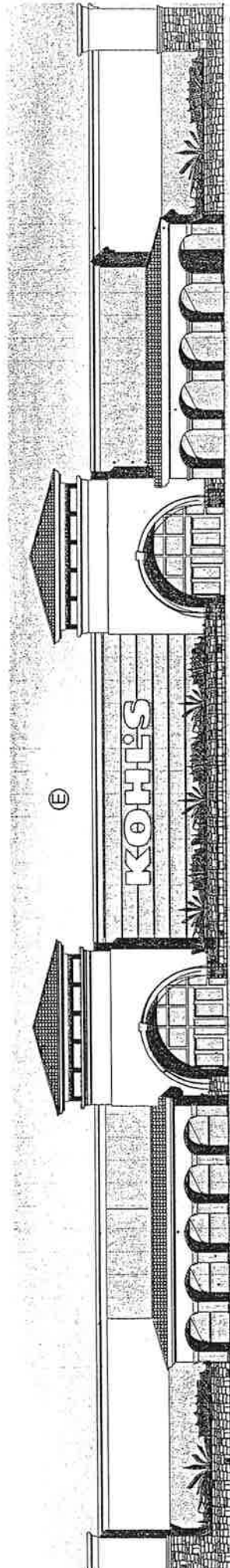
5'-07/16"  
(60 7/16")



END VIEW

(E) (1) ONE SET OF SELF CONTAINED ILLUMINATED INDIVIDUAL CHANNEL LETTERS-INSTALL ONLY  
SCALE: 1/4"=1'-0"

INSTALL (1) ONE SET OF SELF CONTAINED ILLUMINATED LETTERS.



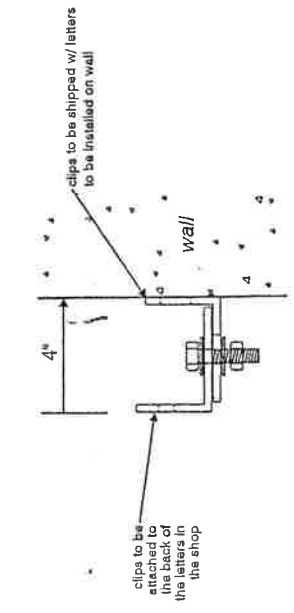
NORTHEAST / FRONT ELEVATION SCALE: 1"=20'-0"

Rev 1 - Deleted "F". Rev 2-Received new elevation drawings from architect.

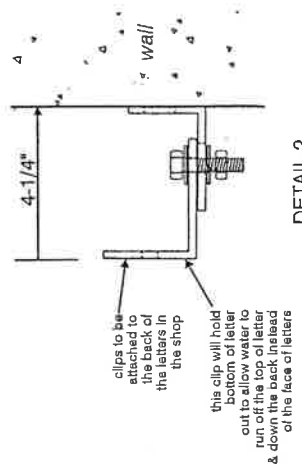
CLIENT: CONTINENTAL 124	REVISIONS: A 6-18-02	ADDRESS: 4028 W. WHITTON PKY, AZ. 85019
ADDRESS: Val Vista & Williams Field Rd Gilbert, AZ	A 8-21-02	PHONE: ( 602 )-272-9356
SALESMAN: Bill Gibson		FAX: ( 602 )-272-4608
DESIGNER: Lisa Williams		E-MAIL: <a href="http://www.bootzandduke.com">www.bootzandduke.com</a>
DATE: 06-03-2002		THIS DRAWING IS THE PROPERTY OF BOOTZ & DUKE SIGNS CO. OF PHOENIX, ARIZONA. IT MAY NOT BE REPRODUCED, COPIED, OR OTHERWISE IN ANY MANNER TO ANYONE IN WHOLE OR IN PART WITHOUT THE WRITTEN PERMISSION OF AN AUTHORIZED OFFICIAL OF BOOTZ & DUKE SIGNS CO.
SCALE: AS NOTED	PAGE: 2 OF 6	



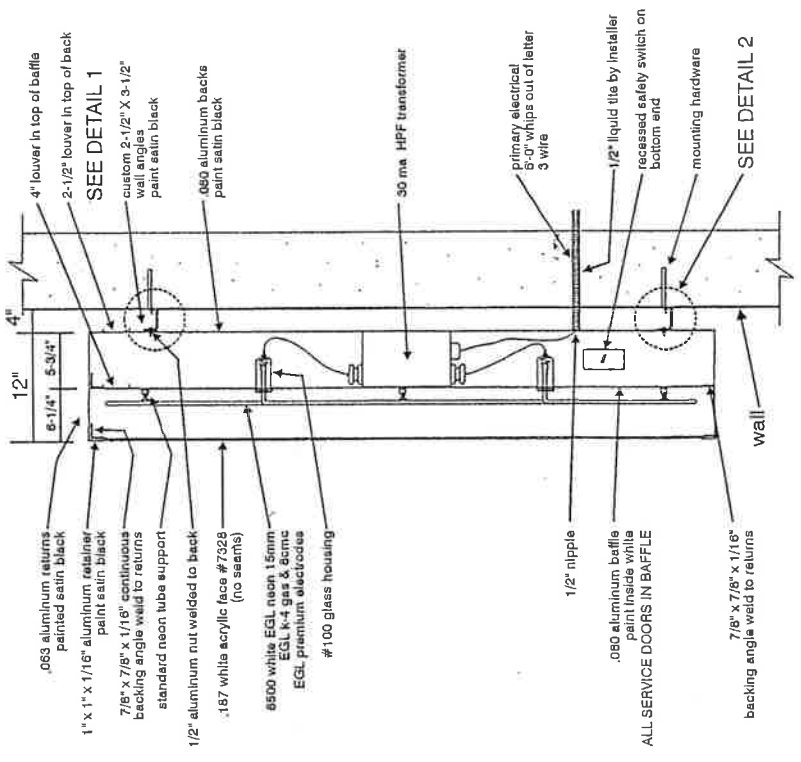
Rev 1 - No change to this sheet.  
 Rev 2 - No change to this sheet.



**DETAIL 1**  
 Mounting Assembly  
 For Top Of Letters



**DETAIL 2**  
 Mounting Assembly  
 For Bottom Of Letters



**SECTION DETAIL**  
 n.13

NOTE: EACH TENANT ALLOWED THEIR OWN SPECIFIC COLOR, FONT, LOGO.

# TENANT

⊕ TYPICAL INDIVIDUAL CHANNEL ILLUMINATED LETTERS  
RETAIL SHOPS "B" & "C"  
SCALE: 3/4" = 1'-0"

FABRICATE & INSTALL ILLUMINATED CHANNEL LETTERS.

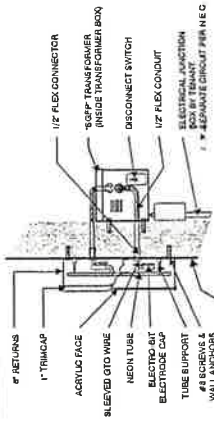
6" DEEP .063 ALUMINUM RETURNS.  
RETURNS PAINTED DK BRONZE M.A.P #42-313 GLOSS W/ 1" DARK BRONZE TRIM CAP.  
RETURNS PAINTED BLACK GLOSS W/ 1" BLACK TRIM CAP.

3/16" ACRYLIC FACES (colors to be determined).

ILLUMINATE W/ TWO TUBES OF 6500 WHITE 15 MM NEON  
DOUBLE BACK NEON W/ ELECTRO-BIT RUBBER BOOTS.  
30 MA REMOTE TRANSFORMERS.

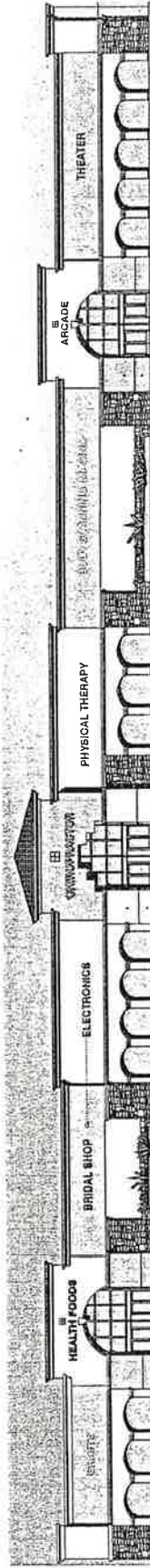
MOUNT FLUSH TO WALL.

Typical Individual Channel Letters  
with transformers behind wall



6"  
1" dark bronze trim cap w/  
dark bronze painted returns  
or  
1" black trim cap w/  
black painted returns

END VIEW



RETAIL SHOPS "B" & "C" SCALE: 1" = 30'-0"

Rev. 2-Received new elevations from architect.  
Rev. 1-Added additional notes pertaining to tenant identity & return & trim color. Increased depth of letters from 5" to 6".

CLIENT: CONTINENTAL 124	DATE: 6-18-02
ADDRESS: Via Vista & Williams Field Rd Gilbert, AZ	DATE: 8-21-02
SALESMAN: Bill Gibson	DESIGN #: L-1197-02-R2
DESIGNER: Lisa Williams	SCALE: AS NOTED
DATE: 08-03-2002	PAGE: 4 OF 6

ADDRESS: 4028 W. WHITTON PKY, AZ. 85019  
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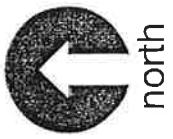




ADDRESS: 4028 W. WHITTON PKY, AZ 85019  
 PHONE: (602) 272-5355  
 FAX: (602) 272-4608  
 E-MAIL: www.bootzandduke.com

CLIENT: CONTINENTAL 124  
 ADDRESS: Val Vista & Williams Field Rd Gilbert, AZ  
 DESIGNER: Lisa Williams  
 DESIGN #: L-1197-02-R2  
 DATE: 06-03-2002 SCALE: AS NOTED PAGE: 6 OF 6

FIG 1 - Dashed "T" Footprint is shown in version of site plan from architect.  
 FIG 2 - Revised new site plan



SITE PLAN  
N.T.S.

