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#92792

4018 E. Winslow • Phoenix, AZ 85040 • 480-921-9900 • Fax: 602-437-8073

July 11, 2012

Town of Gilbert
Planning Development
90 East Civic Center Drive
Gilbert, AZ 85296

**Re: Ethan Plaza-Dutch Bros. Wall Signage
SWC Guadalupe & McQueen
Design Review-CSP Amendment DR06-03S**

To Whom It May Concern,

The reason for this request is we are asking for a Design Review to Amend the Existing CSP for the WALL Signage at Ethan Plaza DR#06-03S. Please note that we already revised the CSP (Trk#PDA2011-00030) for Monument Signage back in 2011. (PDA-2012-00030)

We are looking to update the existing criteria and bring this up to code; we changed the existing CSP from only 24" letter ht. to 80% of the Height & Length of the Sign band areas. We also changed the sign band areas' locations that were specified on the existing criteria.

Please see the attached, revised Ethan Plaza CSP Verbiage as well.

We have also attached the artwork, sign detail, site plans with bldg. 2 as requested.

Please let me know if there is any further information that is needed to complete this review.

We appreciate your time with this request.

Sincerely,

Scott Hudson
Arizona Commercial Signs
480-921-9900 Main
480-663-2082 Direct
SHudson@arizonacommercialsigns.com

tll

APPROVED
Administrative Design Review
Case Planner Initials: ML
Case # DR06-03S(B)
Date: 7/18/12



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Administrative Design Review

Case Planner Initials: JWH

Case # DROG-035(B)

Date: 7/16/12

PREPARED BY SCOTT HUDSON

Ethan PLAZA SIGN CRITERIA

The following Sign Criteria has been developed to insure design compatibility among all signage at addresses 706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona. Conformance to the criteria will be strictly enforced. Any sign installed that is not conforming and not approved by the Developer/Landlord must be removed or brought into compliance with the established Sign Criteria by the Applicant and/or its Sign Contractor.

The Landlord must approve all signs in writing prior to installation. All signs must be permitted from the Town of Gilbert.

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 be the same as Owner or Owners.

Wall signs shall consist of individual internally illuminated pan channel letters and/or Pan-Channel tag lines, with acrylic faces, 5" returns with 3/4" to 1" trim cap. Colors to be determined by landlord and tenant. Neon or L.E.D. lighting may be used for illumination in all or part of sign. Halo-illuminated Reverse Backer with Pan Channel Graphics are permitted.

All signage for End-Line Tenants shall calculate signage by the following formula:

1.5' square feet of signage per 1' of linear leased frontage. No sign to exceed 80% of leased front sign area or 80% of vertical height and horizontal length of sign area.

National registered trademark or logo that is no more than 50% of the total permitted sign area. Larger may only be approved by the Design Review Board. This provision does not apply to Service Station Canopy Signs regulated in Section 4.407.C.4.

SHOP TENANTS:

Shops "A" Tenants may place signs on the front leased space and sides of leased space. Tenants that have leased spaced on end caps may place signs on Sign Band Area's space on each leased frontage. No sign to exceed 80% of leased frontage or 80% of vertical height of sign band area.

Letters to be pan-channel construction and made of .040 aluminum with 5" returns.
3/4" or 1" Trim-Cap and 1/8" Plex face color to be determined by Tenant and Landlord.

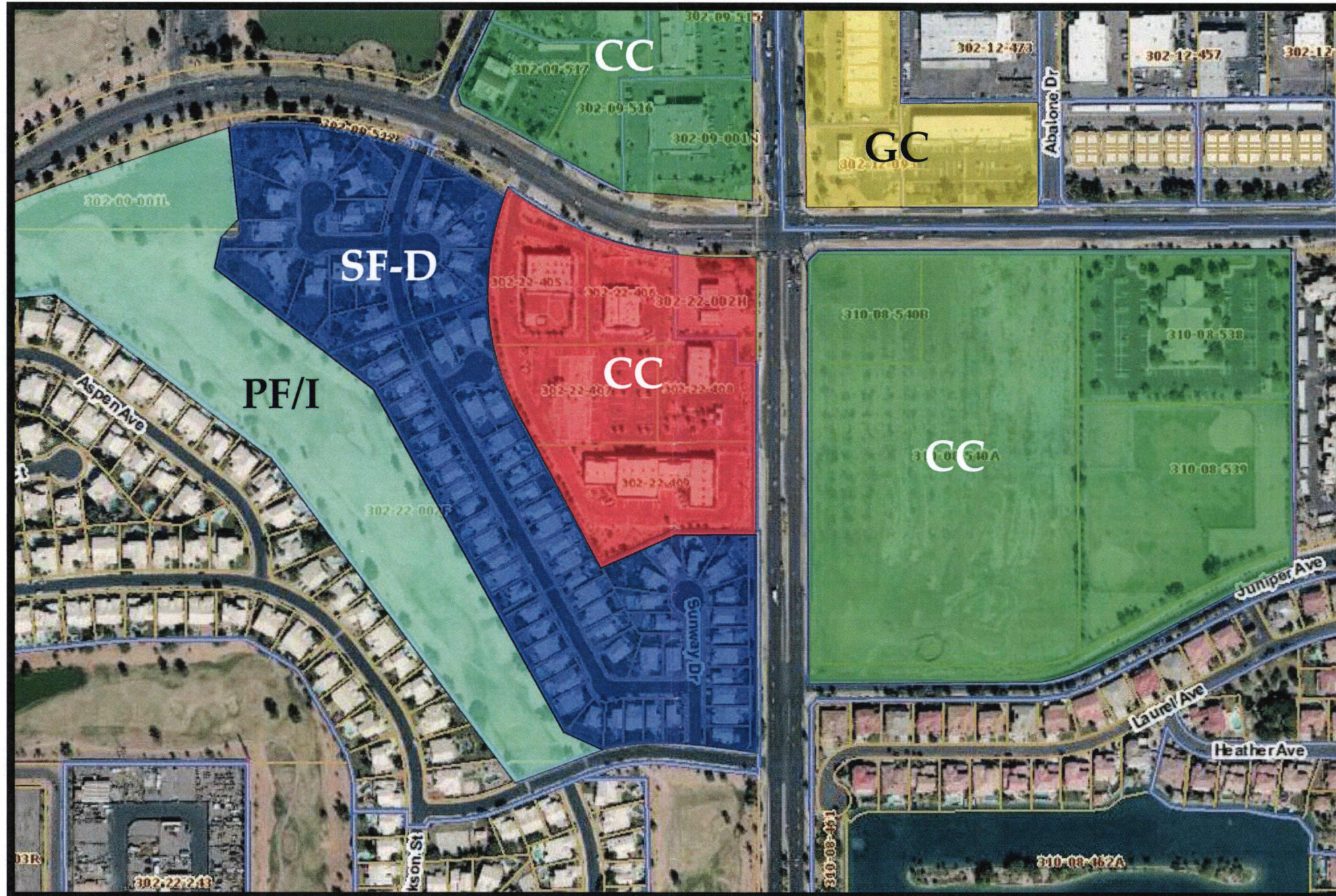
Illumination to consist of 30ma NEON or LED.

WALL SIGNS.

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. Reduced area shall be permitted on additional elevations. The maximum Wall Sign area permitted for a business shall be the greater of:

- (1) The sign area calculated pursuant to Section 4.407C.1 for the longest building elevation of the tenant/user suite facing the street; or
- (2) The sign area calculated pursuant to Section 4.407C.1 for the length of the building elevation of the tenant/user suite in which the principle entrance to the business is located.

APPROVED
Administrative Design Review
Case Planner Initials: JWW
Case # DROG-035(B)
Date: 7/16/12



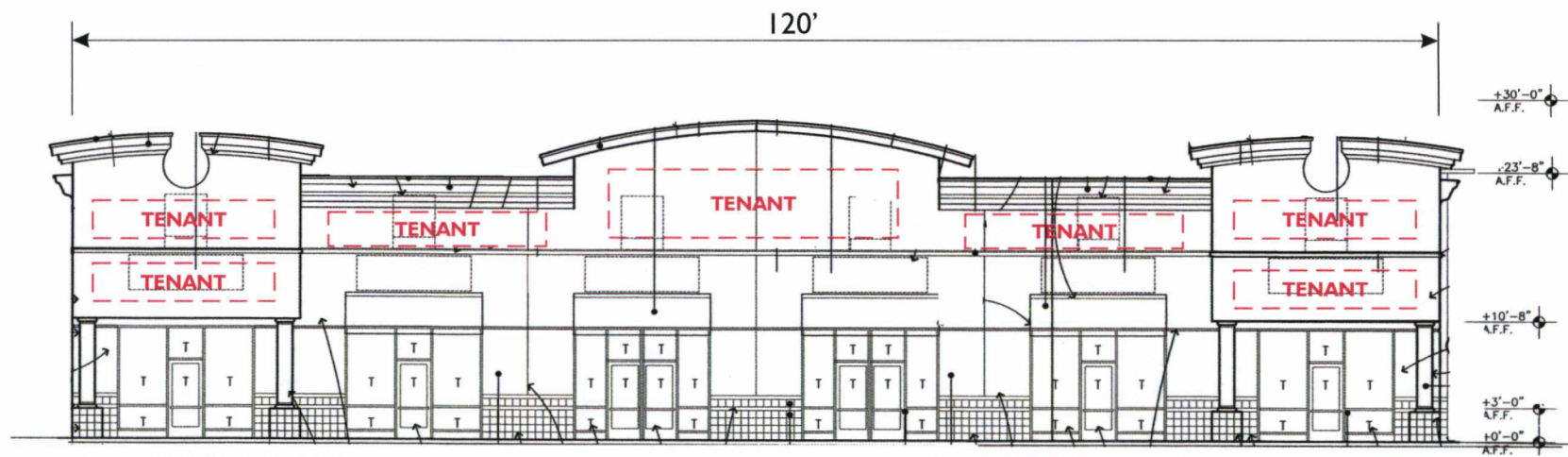
ZONING MAP

APPROVED
 Administrative Design Review
 Case Planner Initials: Law
 Case # DR06-0358B
 Date: 7/16/12

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 706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona.



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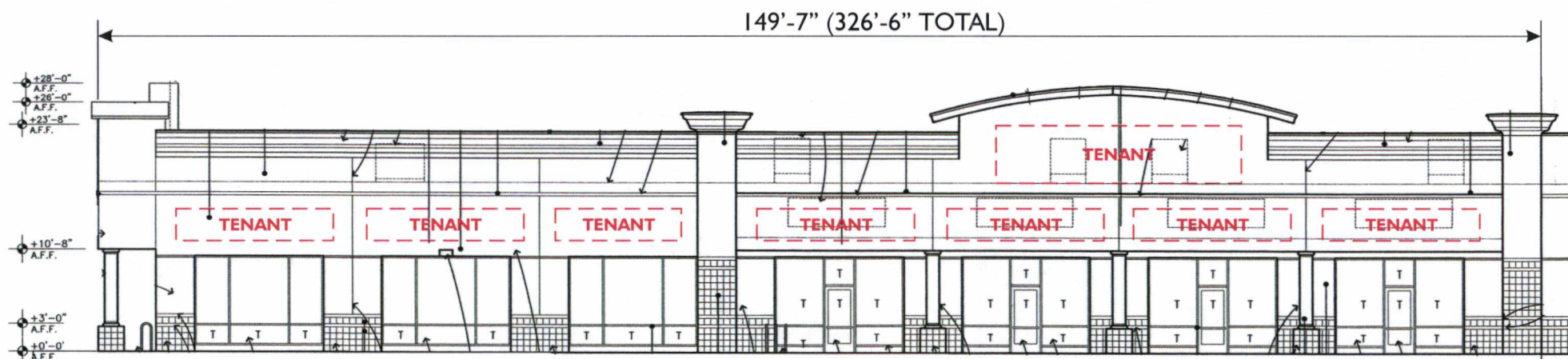
EAST ELEVATION

SCALE: 1/16" = 1'-0"

BLDG. I

SCALE: 1/16" = 1'-0"

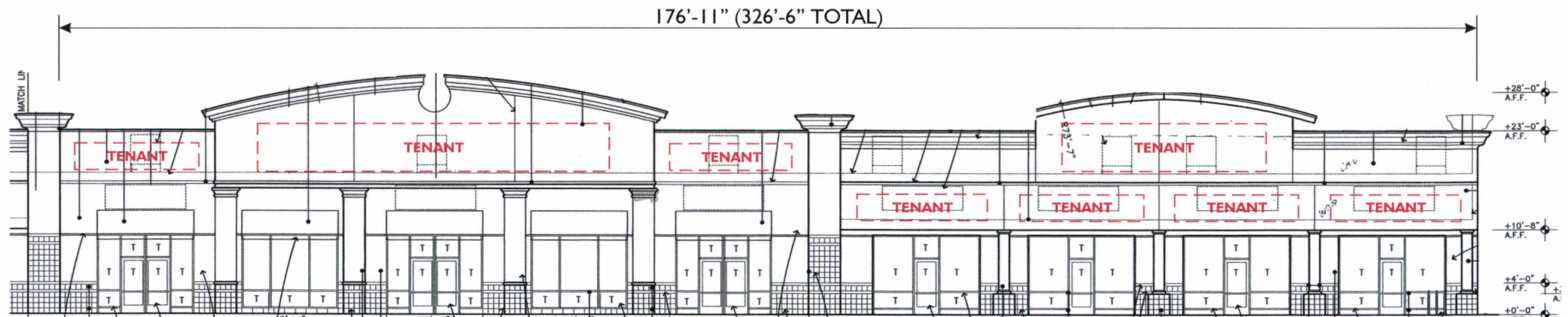
ALL CALCULATIONS ARE AT
80% OF HORIZONTAL LENGTH
AND 80% OF VERTICAL HEIGHT



PARTIAL NORTH ELEVATION

SCALE: 1/16" = 1'-0"

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Administrative Design Review
Case Planner Initials: *[Signature]*
Case # DR06-035(B)
Date: 7/16/12



PARTIAL NORTH ELEVATION

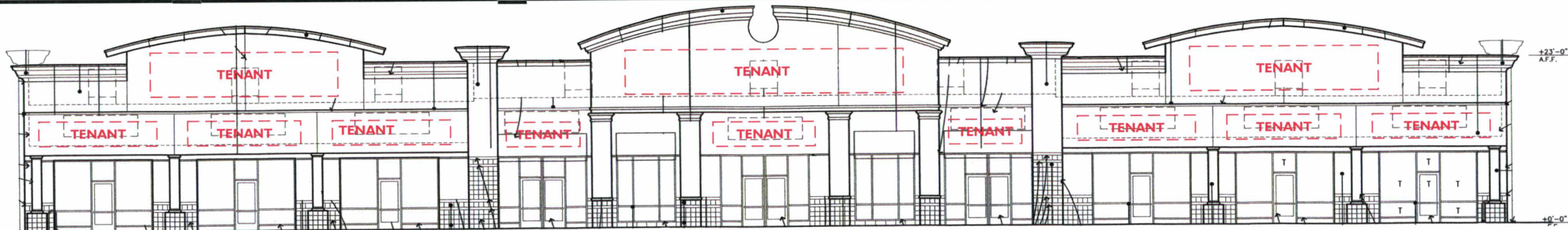
SCALE: 1/16" = 1'-0"

Ethan PLAZA

706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona.

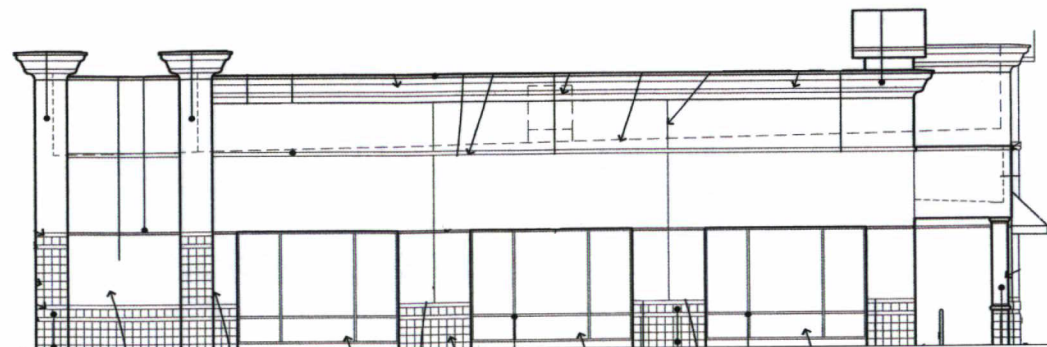


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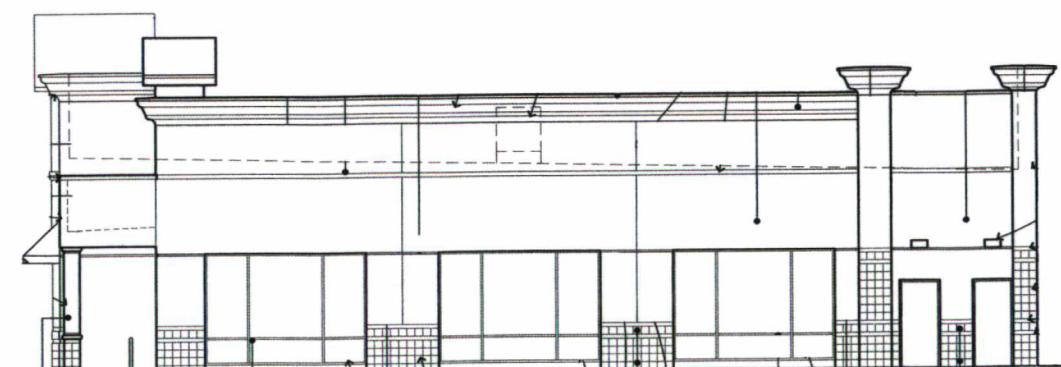
EAST ELEVATION

SCALE: 1/16" = 1'-0"



SOUTH ELEVATION

SCALE: 1/16" = 1'-0"



NORTH ELEVATION

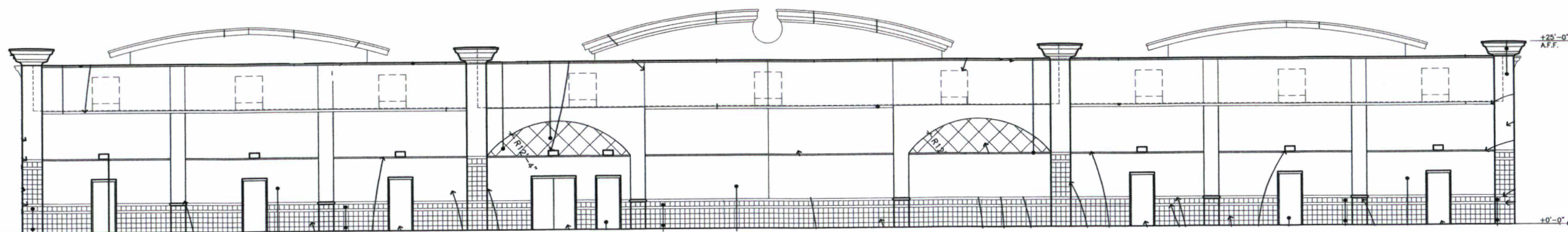
SCALE: 1/16" = 1'-0"

BLDG. 2

SCALE: 1/16" = 1'-0"

ALL CALCULATIONS ARE AT
80% OF HORIZONTAL LENGTH
AND 80% OF VERTICAL HEIGHT

APPROVED
Administrative Design Review
Case Planner Initials: MM
Case # DR06-03 S(B)
Date: 7/16/12



WEST ELEVATION

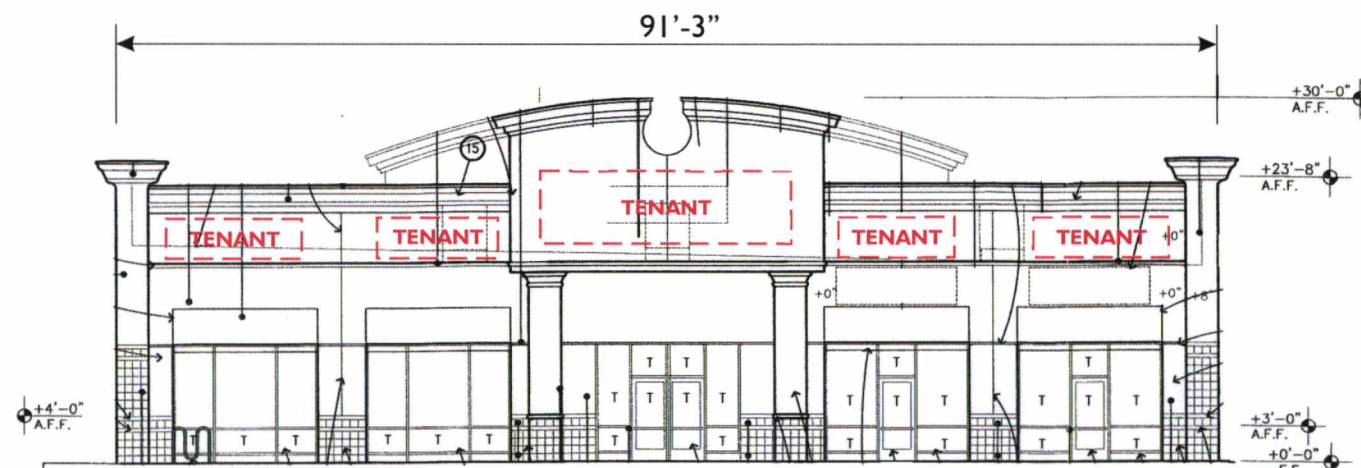
SCALE: 1/16" = 1'-0"

Ethan PLAZA

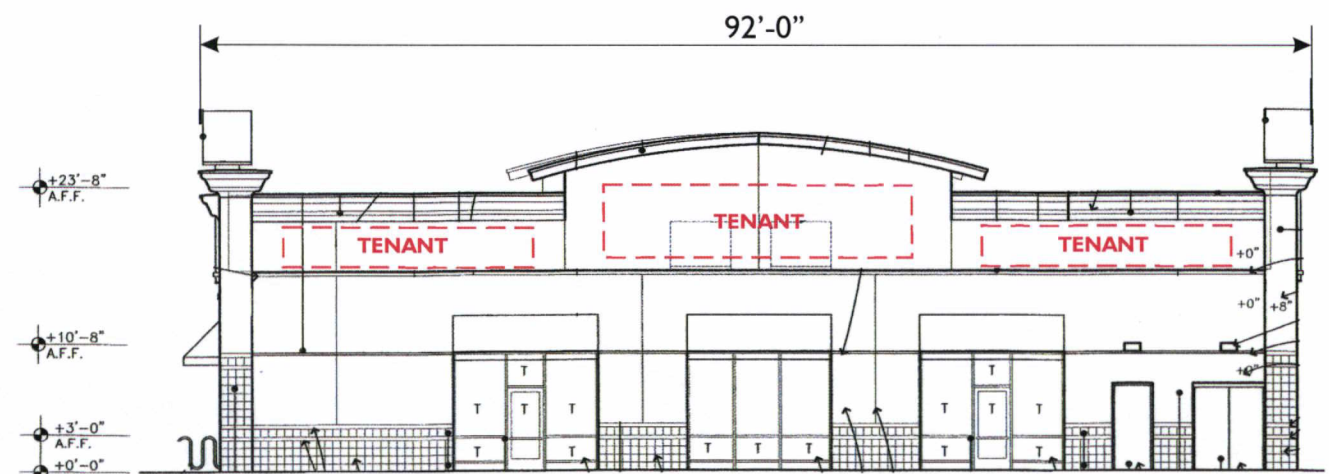
706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona.



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NORTH ELEVATION
SCALE: 1/16" = 1'-0"



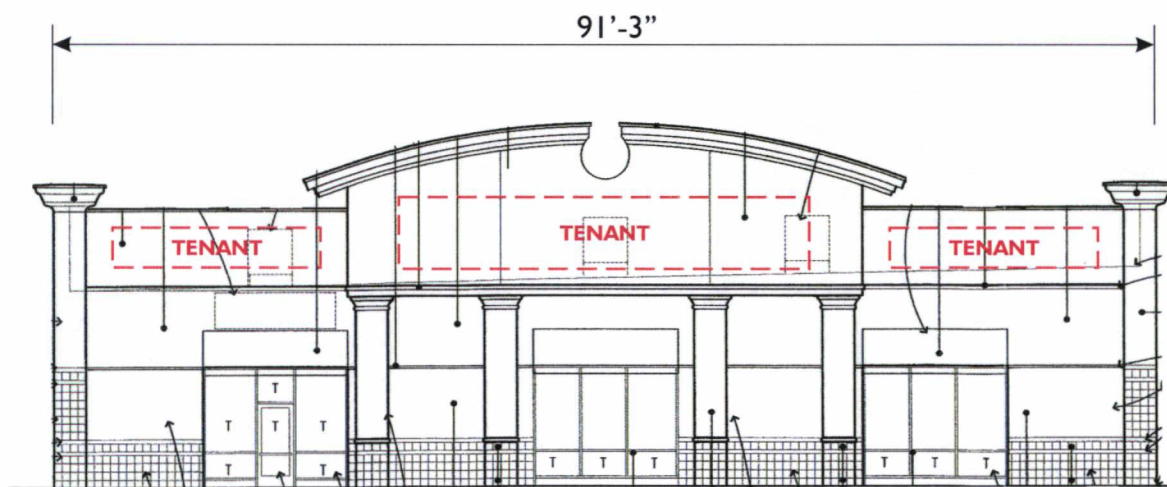
WEST ELEVATION
SCALE: 1/16" = 1'-0"

BLDG. 3

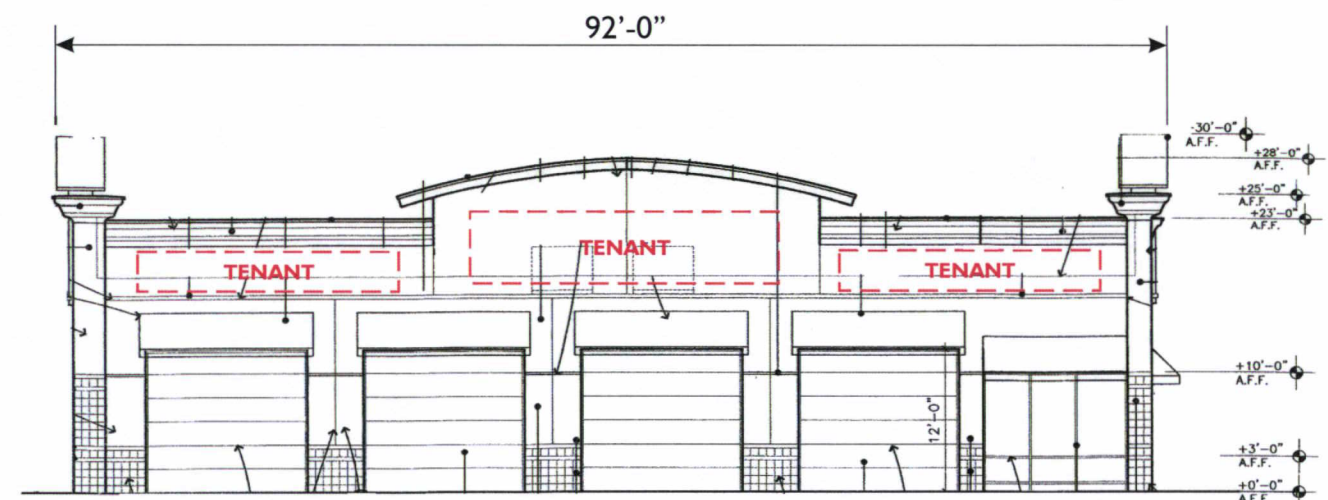
SCALE: 1/16" = 1'-0"

ALL CALCULATIONS ARE AT
80% OF HORIZONTAL LENGTH
AND 80% OF VERTICAL HEIGHT

APPROVED
Administrative Design Review
Case Planner Initials: MM
Case # D206-035 (R)
Date: 7/16/12



SOUTH ELEVATION
SCALE: 1/16" = 1'-0"



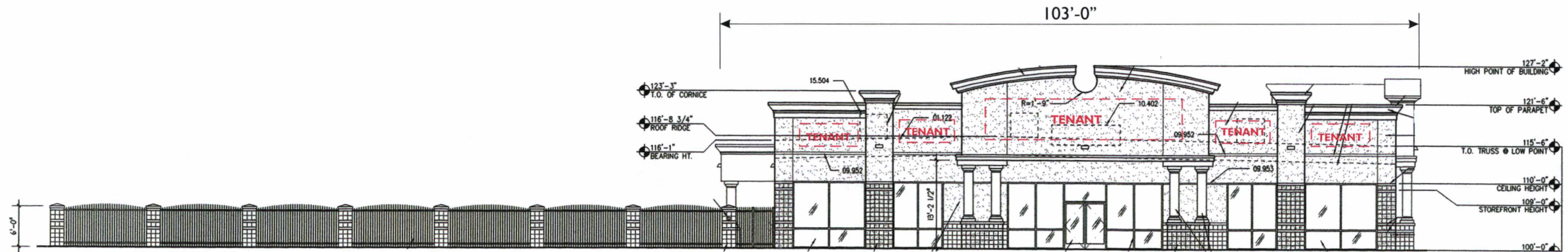
EAST ELEVATION
SCALE: 1/16" = 1'-0"

Ethan PLAZA

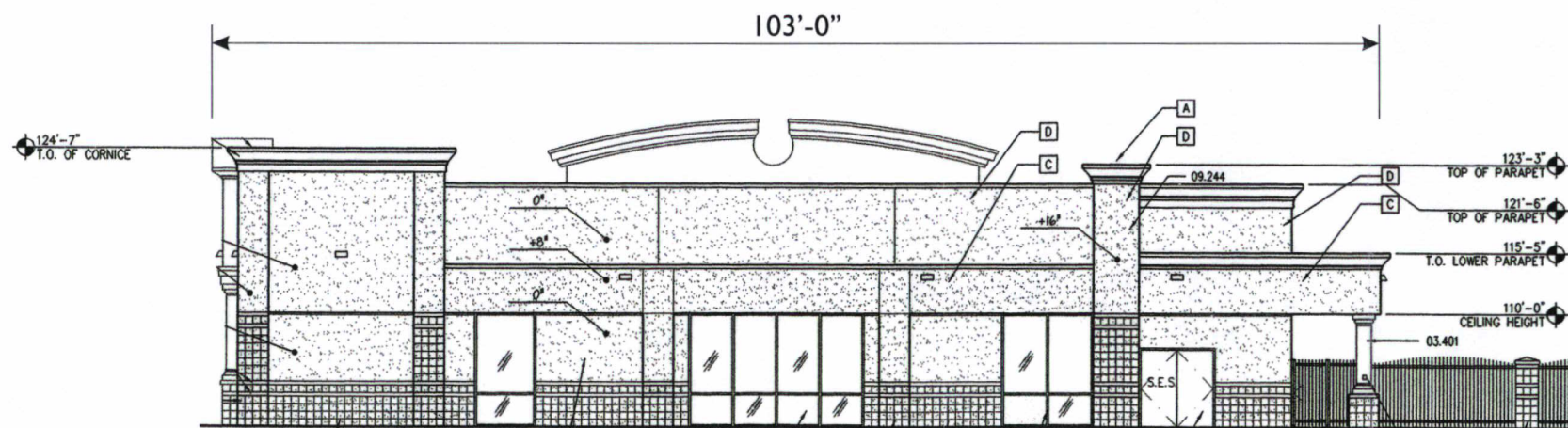
706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona.



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EAST ELEVATION
SCALE: 1/16" = 1'-0"



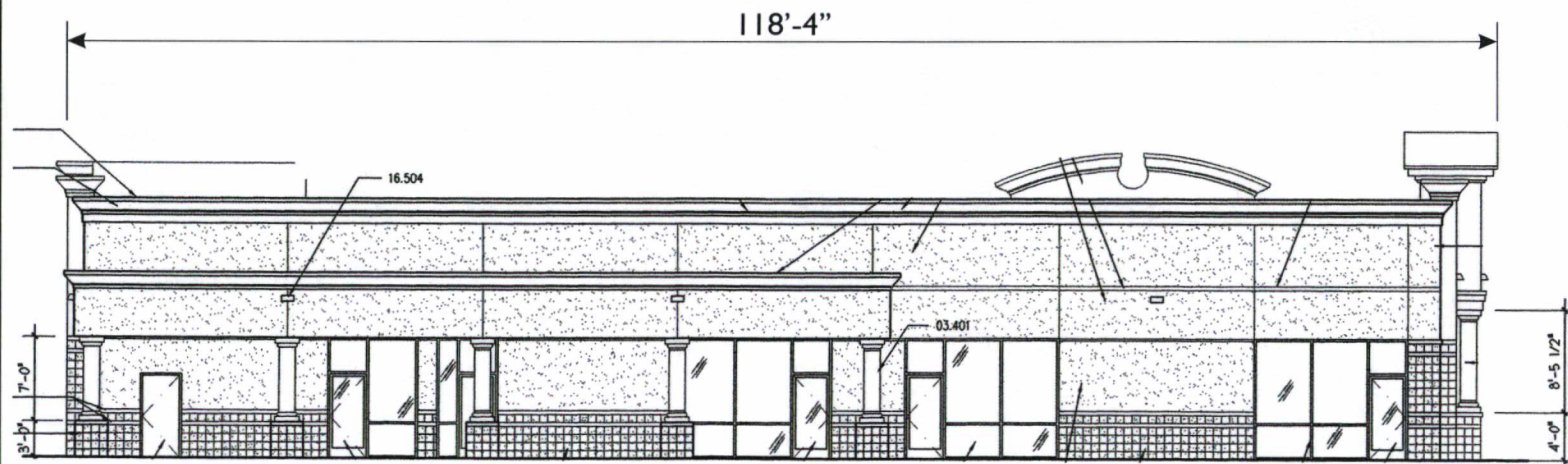
WEST ELEVATION
SCALE: 1/16" = 1'-0"

MINI SCHOOL

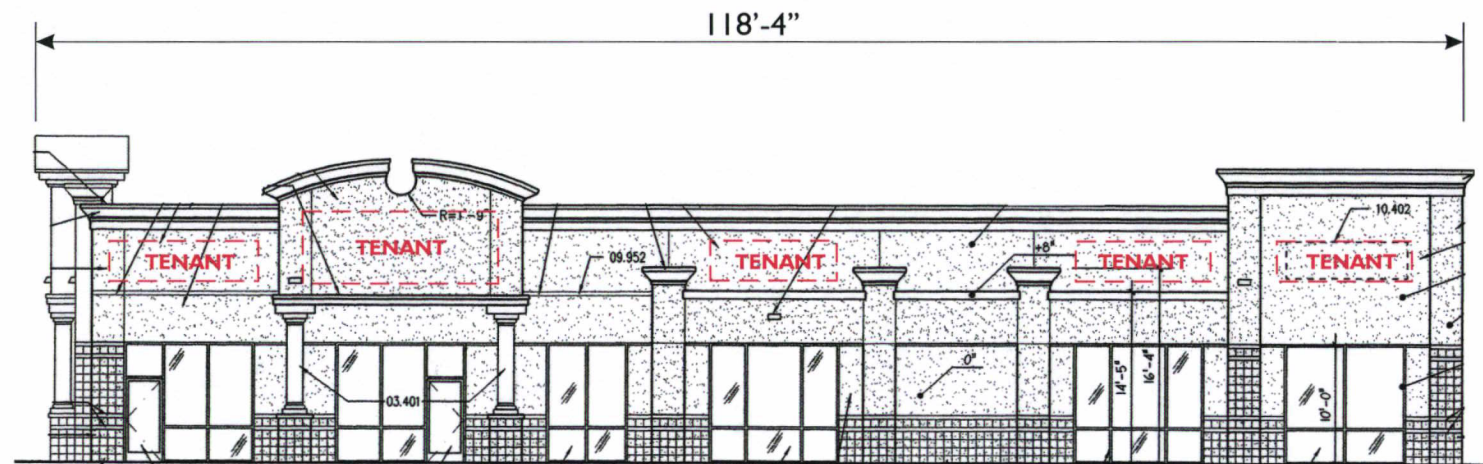
SCALE: 1/16" = 1'-0"

ALL CALCULATIONS ARE AT
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AND 80% OF VERTICAL HEIGHT

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Administrative Design Review
Case Planner Initials: *[Signature]*
Case # DE06-035 (A)
Date: 7/16/12



SOUTH ELEVATION
SCALE: 1/16" = 1'-0"



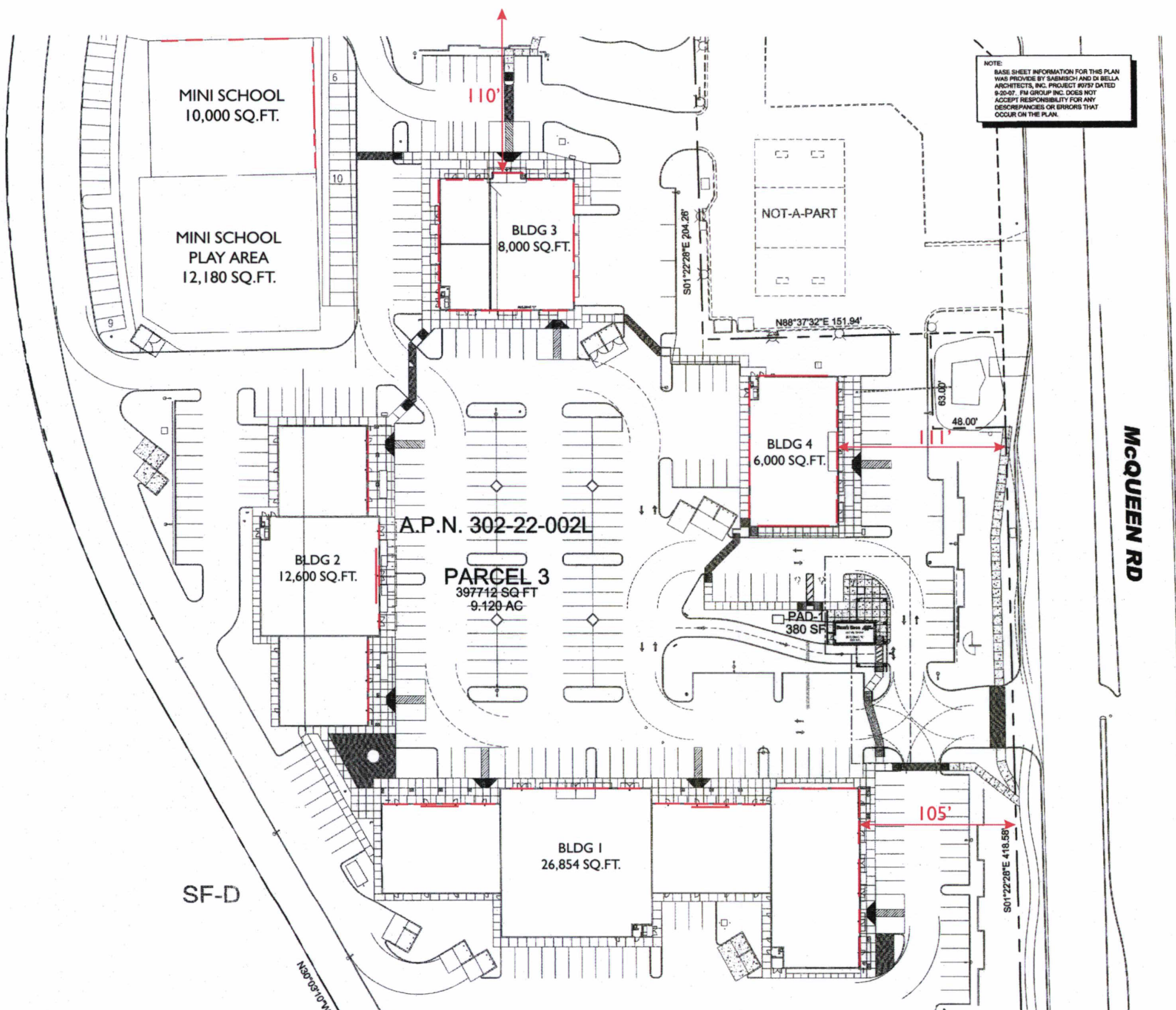
NORTH ELEVATION
SCALE: 1/16" = 1'-0"

Ethan PLAZA

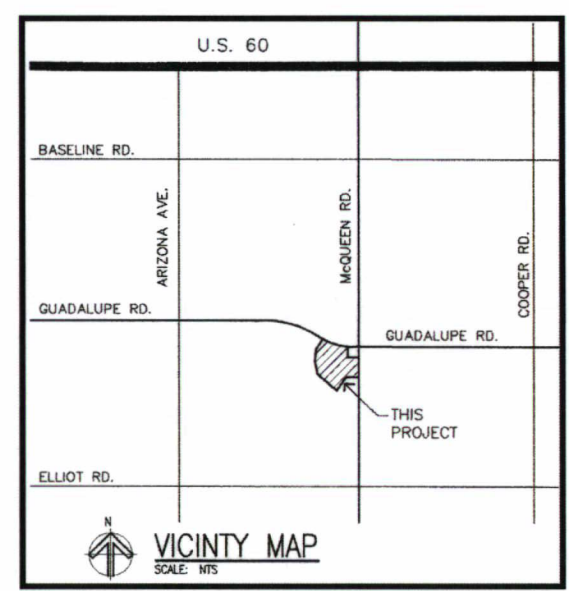
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NOTE:
 BASE SHEET INFORMATION FOR THIS PLAN
 WAS PROVIDED BY SABMISCH AND DI BELLA
 ARCHITECTS, INC. PROJECT #0937 DATED
 8-20-07. FPA GROUP INC. DOES NOT
 ACCEPT RESPONSIBILITY FOR ANY
 DISCREPANCIES OR ERRORS THAT
 OCCUR ON THE PLAN.



1 OVERALL SITE PLAN
 SCALE: 1" = 80'

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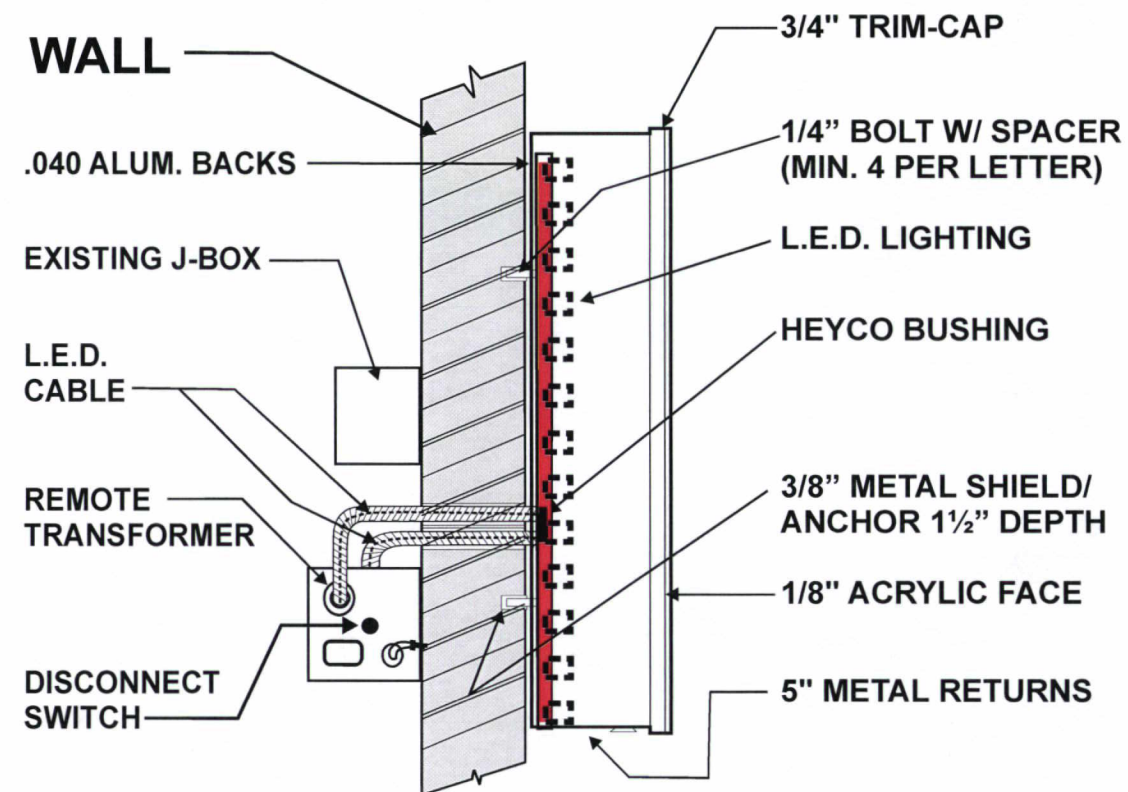
706 - 734 N. McQueen Road and 1655 - 1675 W. Guadalupe Road, Gilbert, Arizona.

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 Case Planner Initials: NW
 Case # 2006-035(B)
 Date: 7/16/12



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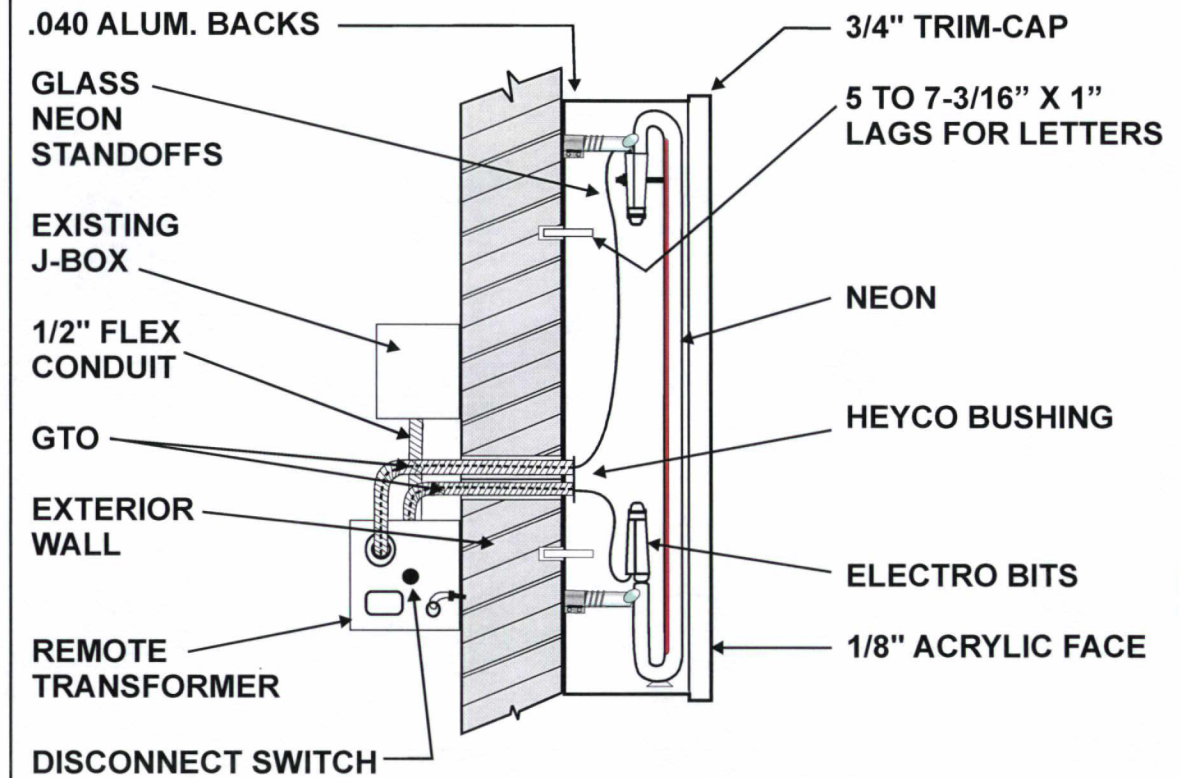
**PAN-CHANNEL CROSS SECTION:
"L.E.D." LIGHT SOURCE**



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. **U.L. LISTED**

BONDING FOR EACH LETTER OR SECTION OF THE SIGN IS PROVIDED DURING INSTALLATION USING 12AWG SOLID COPPER.

**PAN-CHANNEL CROSS SECTION:
"NEON" LIGHT SOURCE**



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN. **U.L. LISTED**

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APPROVED
Administrative Design Review
Case Planner Initials: MM
Case # 1206-035(B)
Date: 7/16/12

Ethan PLAZA

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BLDG 1

EAST



NORTH



BLDG 3

NORTH



EAST



SOUTH



WEST



BLDG 4

NORTH



EAST



SOUTH



WEST



MINI SCHOOL

APPROVED
Administrative Design Review
Case Planner Initials: km
Case # DROG-03 S(B)
Date: 7/16/12

NORTH



EAST



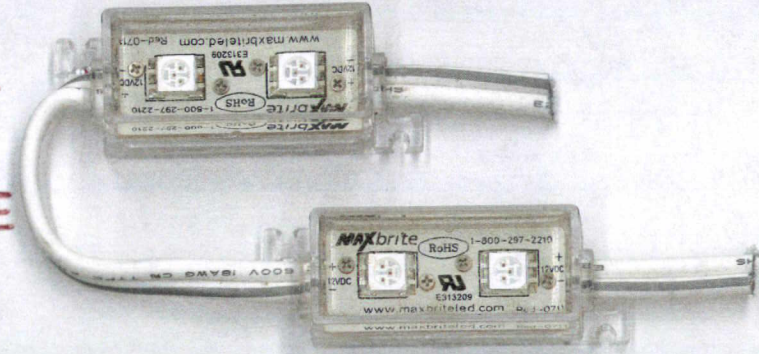
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Light
SOURCE



PAN-channel

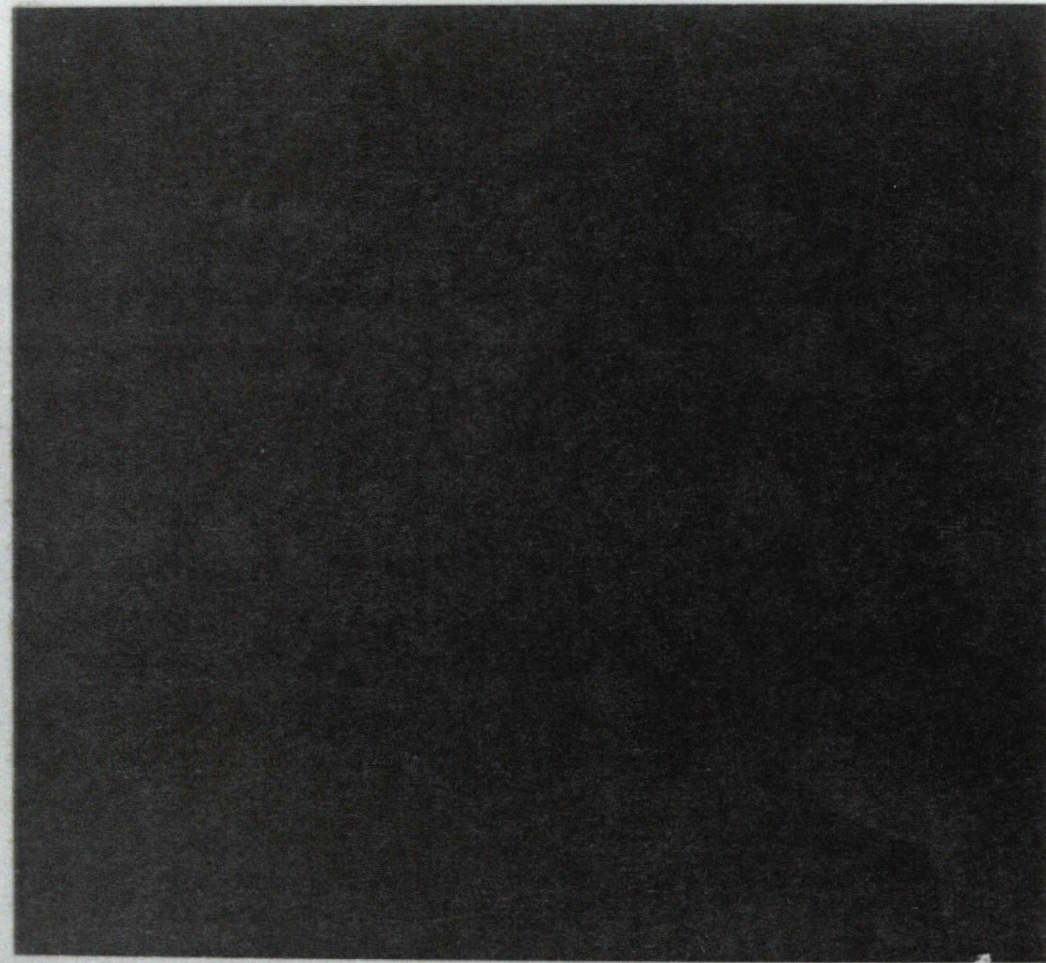
Trim cap



Admin
Case
Case
Date:

Administrative
Case planner
Case # 71612
Date: 02-03-08
Approval
Review

Standard plex Face



STANDARD
Return
stock

