

# COMPREHENSIVE SIGN PROGRAM

## Comprehensive Sign Program

### CHASE BANK -Pad "A" & "B"

S.E.C GREENFIELD AND BASELINE ROAD  
Gilbert, Arizona

Prepared by:



■ ADDRESS: 4028 W. WHITTON PKY, AZ. 85019  
■ PHONE: ( 602 )-272-9356  
■ FAX: ( 602 )-272-4808  
■ [www.bootzandduke.com](http://www.bootzandduke.com)

*CSP created June 5, 2007  
Revised 12-16-08*

COMPREHENSIVE SIGN PROGRAM - S.E.C. Greenfield and Baseline Road-Gilbert, AZ

HEARING DATE (02-12-09) DR06-17-S

**COMPREHENSIVE SIGN PROGRAM**

**Sign specifications and Requirements**

The purpose of this Comprehensive Sign Program is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Property. The total concept should give an impression of quality and instill a professional business image.

The following specifications shall be used for the design of all signage within the Property; however, in all cases, final written approval by Landlord is required prior to manufacturing and installation of all signs.

For purposes of this Comprehensive Sign Program, any reference herein to "Landlord" shall mean Davidson Investments, LTD. or its designee.

**PROCEDURE:** All signage drawing proposals will be submitted in three (3) copies to Landlord for written approval, prior to application for sign permit from Town of Gilbert.

**NOTICE:**

WRITTEN APPROVAL FROM LANDLORD AND CONFORMANCE WITH THE REQUIREMENTS SET FORTH HEREIN DOES NOT IMPLY CONFORMANCE WITH APPLICABLE LAWS, CODES, RULES, AND REGULATIONS PROMULGATED BY TOWN OF GILBERT OR ANY OTHER APPLICABLE GOVERNMENTAL AGENCY OR BODY (COLLECTIVELY, THE "LAWS"). ALL SIGNAGE LOCATED WITHIN THE PROPERTY SHALL BE APPROVED IN WRITING BY DECLARANT AND SHALL COMPLY WITH THE APPLICABLE LAWS, RECEIPT BY TENANT OF A SIGN PERMIT AND NOTIFICATION BY TENANT TO LANDLORD MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ANY SIGNAGE.

**A. GENERAL PROVISIONS**

1. All signs and signage programs must conform to the requirements of this Comprehensive Sign Program, Town of Gilbert, and all applicable Laws. Applications and submittals for signage permits shall be per Town of Gilbert's procedure and requirements.
2. Signs shall identify the person or company operating the use conducted on the Parcel or Suite. No off-premises advertising is permitted.

**B. GENERAL REQUIREMENTS**

1. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, painted or affixed in any manner to any part of the building exterior except as approved in writing by the Landlord.

## CRITERIA

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2. Each Tenant shall defend, indemnify and hold the Landlord harmless for, from, and against all claims, costs (including attorneys' fees, expert witness fees and other litigation related costs), damages, expenses, liabilities and losses arising from the installation, maintenance and repair of Tenant's signs.
3. Each electrical sign, and the installation thereof, shall comply with all applicable Laws.
4. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.
5. No labels shall be placed on the exposed surfaces of signs except those required by applicable Laws. Required labels shall be applied in conspicuous locations.
6. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.
7. Any sign that does not conform with the requirements of this Comprehensive Sign Program or was not approved by the Landlord as required hereby shall be immediately removed or brought into conformance at the Tenant's expense.
  - a. Signs with penetrations falling above roof line must seal wiring using a rear raceway.

### C. TYPE OF SIGN

1. All signs shall contain individual, pan channel or reverse pan channel, internally illuminated, wall mounted letters. Letters are not to be on a background and shall not be mounted on an exposed raceway.
2. Logo's are allowed on the Chase Bank. Signs are shown on attached drawings up to 10.8 square feet.  
This size is keeping correct proportion of letter size to logo.
3. Logo's are allowed on all other signs up to 6 square feet as allowed by the Town of Gilbert sign code.

**D. SPECIFIC REQUIREMENTS FOR WALL SIGNAGE**

**1. SIZE OF SIGN**

- a. Pan channel letters must be a minimum of five (5) inches in depth and a maximum of ten (10) inches in depth.
- b. The overall length of spread of letters shall not exceed 80% of leased front footage as specified by Lease. (Example: Maximum spread for a sign for a space thirty (30) feet wide will be twenty-four (24) feet).
- c. Height of sign may not exceed 80% of SIGN BAND height.
- d. Quantity: Each Tenant has a unique area in which signs are allowed.
- e. Overall size of each sign allowed may be 1.5 square foot in size per foot of frontage on the same elevation. ( Not all elevations have been allotted signage ).
- f. The Town of Gilbert sign code reads as follows:
  1. Sign Area Allowance per Building Elevation.  
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.
  2. Only the longest building frontage may be used to calculate sign square footage.
  3. Chase Bank shall be allowed to use their Corporate colors and letter style as shown on attached drawings.
- g. In the event that a user fronts on two (2) or more streets, the user shall be given the option of selecting one (1) street frontage for the purpose of computing allowable sign area.

## CRITERIA

### E. LIGHTING

1. All lighting shall be illuminated with internal face neon lighting or L.E.D's.
2. All electrical will be U.L. or equivalent approved.
3. Primary copy (store name) required to be lighted. Illumination of secondary copy such as crests, shields, logos, established corporate insignias, or any other modifiers is subject to Declarant's written approval.
4. Electrical power shall be brought to required location at Owner's expense. The routing and location of other required items shall not be visible on the front of fascia.
5. Penetration of structure and graphics beams shall be kept to a minimum and must have proper insulation for voltage cable.
6. Transformers in raceways shall be concealed behind fascia wall and will not be visible on the front fascia wall.

### F. DETAIL DRAWING

1. Three copies of a complete and detailed drawing by Owner's sign company shall be submitted to Declarant for final review and written approval.
2. Elevation of building fascia and sign shall be drawn using a minimum ¼" to 1" scale.
3. Drawing shall indicate the following specifications:
  - a. Type, thickness, and color of Plexiglas type of material used for backs, returns, and trim caps, including color.
  - b. Finish used on returns.
  - c. Type of illumination and mounting method.
4. Drawing must include fascia cross section showing electrical connections.

### G. WINDOW SIGNAGE

Window sign not to exceed two (2) square feet and limited to store name, hours, and phone numbers.  
Any other variations must be approved by Declarant in writing.

Window signs to be created in a professional manner.

### H. BANNERS

"Grand Opening" banners are allowed with Declarant approval and must be permitted. Must comply with Town Code 4.502.M and 4.407.D.

CRITERIA

**I. MONUMENT SIGNS**

**Two monument signs are proposed for this location.**

**SIGN A:** 8ft 0 inches in height.  
Height of 6 additional inches for architectural embellishment.  
Located on Greenfield Road.

**SIGN B:** 8ft 0 inches in height.  
Height of 6 additional inches for architectural embellishment.  
Located on Baseline Road.

**SIGN A:** Is 40 square feet with two tenant panels on each face.

**SIGN B:** Is 40 square feet with two tenant panels on each face.  
Both panels are for future PAD A & B.

**J. THE FOLLOWING ARE NOT PERMITTED**

Roof signs.

Cloth signs or streamers hanging in front of business.

Exposed seam tubing.

Animated or moving components.

Intermittent or flashing illumination.

Iridescent painted signs.

Letter mounted or painted-on illuminated panels.

Signs or letters painted directly on any surface.

Signs will not be permitted to be installed or placed along  
perimeter of Property.

If you have any questions please call:  
**Bootz and Duke Sign Company**

4028 W. Whitton Ave  
Phoenix, AZ 85019

Phone: 602-272-9356

Fax: 602-272-4608

TYPICAL SET OF PAN CHANNEL LETTERS

NOT TO EXCEED 80%  
OF SIGN BAND IN HEIGHT  
(COLORED BAND NEAR TOP OF BUILDING)

NOT TO EXCEED 80% LEASED FRONTAGE

TENANT

TYPICAL SET OF PAN CHANNEL LETTERS

**CONSTRUCTION**

.063" ALUMINUM CONSTRUCTION.  
5" DEEP RETURNS,  
.040" CLC ALUMINUM, COLOR AS PER TENANT.  
3/4" TRIM CAP, COLOR AS PER TENANT..

**MOUNTING**

MOUNT FLUSH TO WALL.

**FACE**

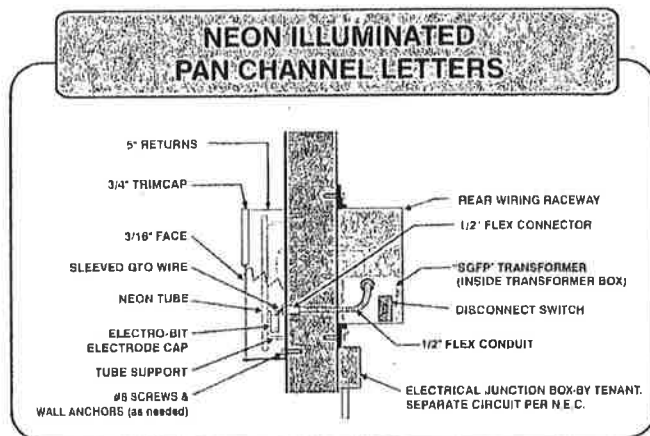
3/16" SG ACRYLIC, COLOR AS PER TENANT.

**ILLUMINATION**

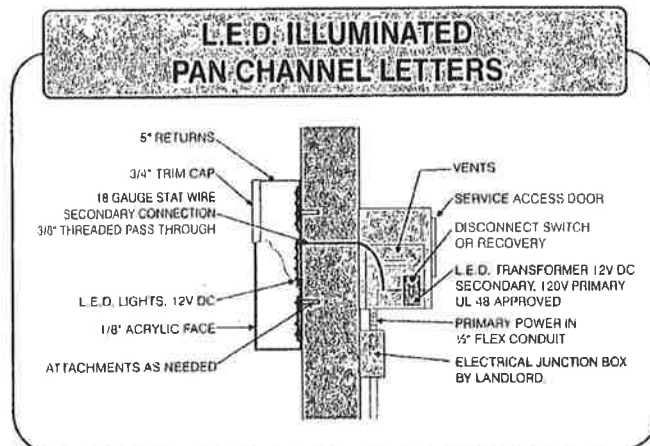
SLOAN OR GEL-COR L.E.D.'S OR NEON TUBING, SINGLE  
OR DOUBLE STROKE.  
1 STROKE PER 4"  
WITH REMOTE TRANSFORMER.

**NO EXPOSED RACEWAYS  
ON BUILDING WALL FASCIA IS ALLOWED!**

**NEON ILLUMINATED  
PAN CHANNEL LETTERS**



**L.E.D. ILLUMINATED  
PAN CHANNEL LETTERS**



RECEIVED  
ADMINISTRATIVE DESIGN REVIEW



MINOR APPLICATION

APPROVED  
BY Amy AT COUNTESS OF GILBERT  
DEVELOPMENT SERVICES  
MARKED AS COMPLETE IN EDEN.

Received By: SS

Project Name: GREENFIELD & BASELINE SHOPPING CENTER  
(Submit Project Name Change form and fee for name change.)

Approved DR File Number: DR06-17S

Address or Location: 1565 N GREENFIELD RD

Request Summary: MOVE APPROVED LOCATION (PER COP) SIGN LOCATIONS ON SOUTHWEST ELEVATION & NORTHEAST ELEVATIONS

RECEIVED

Tax Parcel Numbers: 304-08-014m & 014L

Net Acres: 2.5 (109,500 SF) Zoning: C-2

MAR 04 2009

General Plan Character Area:  Santan  Heritage District  Morrison Ranch  
(if applicable)  Gateway

Overlay Zoning District:  Santan Freeway Corridor  Williams Gateway Airport

Property Owner:

Name (print): \_\_\_\_\_ E-mail: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, Zip: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Signature\*: \_\_\_\_\_ Date: \_\_\_\_\_

\* Property Owner's signature certifies that the owner is aware and agrees to the request. A notarized letter of authorization from the property owner is required if the application is not signed by the owner.

Applicant/Contact:

Company: ABI LTG & SIGNS  
Contact Name: MIKE DONADA E-mail: MIKE@ABISIGNS.NET  
(print)  
Address: 23012 N. 15TH AVE  
City, Zip: PHX AZ 85037  
Phone: 623-537-7000 Fax: 602-296-0397  
Signature: [Signature] Date: 02-27-09

DR06-17  
DR06-17-S

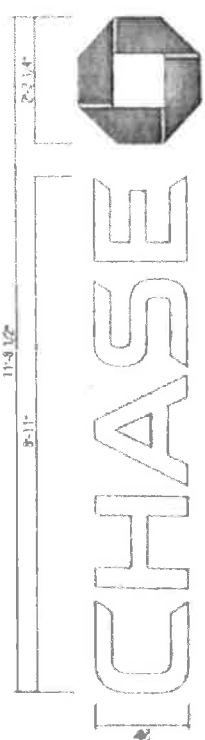
FOR STAFF USE ONLY	
Submittal Date	<u>3-4-09</u> Case Number <u>DR06-17-S-A</u>
Fee Paid	<u>150.00</u> EDEN Permit Number <u>PDA 2009-00033</u>
Receipt Number	<u>00106049</u> EDEN Permit Type <u>PADR</u>

Planner: Amy Torres

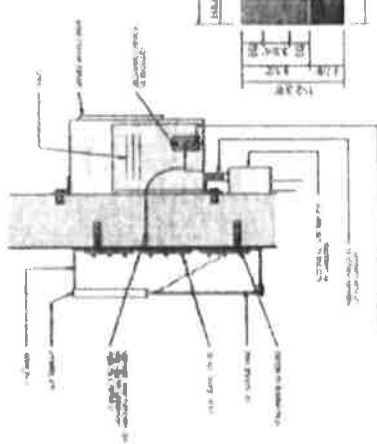


APPROVED  
Administrative Design  
Permit #  
Case # PRO 06175  
Date 3/4/09

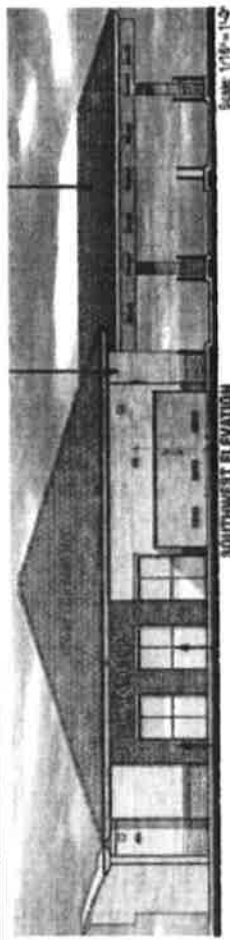
REVISED  
LOCATIONS  
FOR  
SOUTHWEST  
& NORTHEAST  
ELEVATIONS



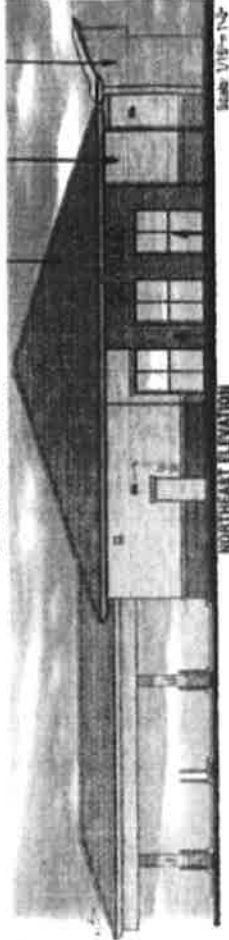
LIF-WB0-20-4 > Channel Letters (White Letters/Blue Octagon) - 19.64 80.FT.  
SIGN #42 12  
MINIMUM PLUSH MOUNTED LEAD OUT LETTERS AND LOGO  
LETTERS ARE 1/4" X 3/8" FT.  
SCALE 1/2" = 1'-0"  
QTY: 1,000



L.E.B LETTERS & LOGO SYSTEM



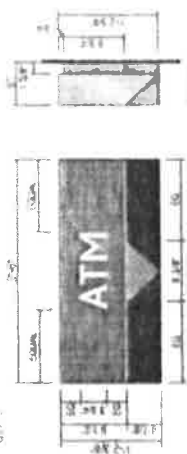
SOUTHWEST ELEVATION  
SCALE 1/8" = 1'-0"



NORTHEAST ELEVATION  
SCALE 1/8" = 1'-0"



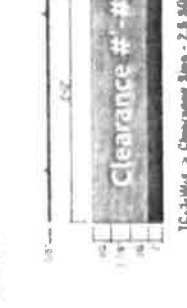
DU-4-4 > Illuminated Lead Out Sign (Business) - 3.0 80.FT.  
SIGN #43  
QTY: 1



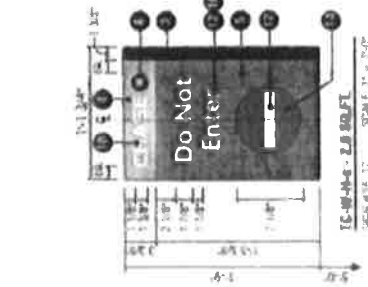
DU-C-4 > Illuminated Lead Out Sign - 3.0 80.FT.  
SIGN #44  
QTY: 1



DU-5-4 > Illuminated Lead Out Sign - 3.0 80.FT.  
SIGN #45  
QTY: 1



TC-3-W4 > Clearance Sign - 2.8 80.FT.  
SIGN #46  
QTY: 1



TC-W4-4 > 2.8 80.FT.  
SIGN #47  
QTY: 1

NO.	ITEM NAME	QTY	SCALE
1	LF-WB0-20-4	19.64	1/2" = 1'-0"
2	LF-WB0-20-4	19.64	1/2" = 1'-0"
3	LF-WB0-20-4	19.64	1/2" = 1'-0"
4	DU-4-4	1	1/2" = 1'-0"
5	DU-5-4	1	1/2" = 1'-0"
6	DU-4-4	1	1/2" = 1'-0"
7	DU-5-4	1	1/2" = 1'-0"
8	DU-4-4	1	1/2" = 1'-0"
9	TC-3-W4	1	1/2" = 1'-0"
10	TC-3-W4	1	1/2" = 1'-0"
11	TC-3-W4	1	1/2" = 1'-0"
12	TC-3-W4	1	1/2" = 1'-0"
13	TC-3-W4	1	1/2" = 1'-0"
14	TC-3-W4	1	1/2" = 1'-0"
15	TC-3-W4	1	1/2" = 1'-0"
16	TC-3-W4	1	1/2" = 1'-0"
17	TC-3-W4	1	1/2" = 1'-0"
TOTAL		19.64	

**CHASE**

LOCATION: 850-4323  
Sundance Rd. & Greenfield Rd.  
Gilbert, AZ

PROJECT: 10/03/08  
DATE: 12/22/08  
SCALE: AS SHOWN  
SUBSECTION:

FILE: 850-4323-034  
DATE: 08/25/08  
SCALE: AS SHOWN  
SUBSECTION:

APPROVED BY / DATE: [Signature] / [Date]

icon  
ARCHITECTURE

ALL RIGHTS RESERVED  
FOR THE PROJECT  
ILLUSTRATION



# DESIGN REVIEW BOARD STAFF REPORT

AGENDA #

7

**TO:** DESIGN REVIEW BOARD

**FROM:** SUSAN A. FIALA, AICP, SENIOR PLANNER, (480) 503-6815, sfiala@ci.gilbert.az.us *SAF*

**THROUGH:** MARIA S. CADAVID, AICP, PRINCIPAL PLANNER *MS*

**MEETING DATE:** FEBRUARY 12, 2009

**SUBJECT:** DR06-17 S: GREENFIELD AND BASELINE SHOPPING CENTER COMPREHENSIVE SIGN PROGRAM (CHASE BANK AND PADS B AND C)

### REQUEST

Approval of the findings and DR06-17 S, Greenfield and Baseline Shopping Center Comprehensive Sign Program (Chase Bank and Pads B and C), located at the southeast corner of Baseline Road and Greenfield Road.

### RECOMMENDED MOTION

Move to approve the findings and DR06-17 S, Greenfield and Baseline Shopping Center Comprehensive Sign Program (Chase Bank and Pads B and C), subject to conditions.

### APPLICANT/OWNER

Beus Gilbert, PLLC	Greenfield Real Estate, L.L.C.
Attn: Lindsay Campbell Schube	c/o Beus Gilbert, PLLC
4800 N. Scottsdale Rd, Suite 6000	4800 N. Scottsdale Rd, Suite 6000
Scottsdale, AZ 85251-7630	Scottsdale, AZ 85251-7630
Phone: 480-429-3017	Phone: 480-429-3000
Fax: 480.429.3100	Fax: 480.429.3100
e-mail: lschube@beusgilbert.com	

### HISTORY

October 30, 2001	The Town Council approved A01-2 and Z01-5 (Ordinances #1368 and 1369) annexation and establishing conventional C-2 zoning on 17.8 acres, including the subject property.
August 10, 2006	The Design Review Board approved DR06-17, Chase Bank final site plan, landscaping, grading and drainage, floor plan, building

	elevations and lighting, and preliminary site plan for Pads B and C.
July 8, 2008	The Town Council approved GP08-06 and Z08-09 (Resolution #2906 and Ordinance #2187) rezoning to General Commercial (GC) zoning and GC land use designation on 20 acres, including the subject site.

**PROJECT FACTS**

The project has been reviewed under the Sign Regulations of the Land Development Code (LDC), Article 4.407 Commercial.

**Project Data:**

Site Area:	2.5 acres
Existing Zoning:	General Commercial (GC)

**Surrounding Land Uses**

	Land Use Category	Existing Zoning	Existing Use
<b>North:</b>	City of Mesa	City of Mesa - Commercial (C-2)	Baseline Road then Gas Station and medical offices
<b>East:</b>	General Commercial (GC)	General Commercial (GC)	Approved Vista Quinta Professional Village
<b>South:</b>	General Commercial (GC)	General Commercial (GC)	Proposed Storage Facility
<b>West:</b>	Shopping Center (SC)	Shopping Center (SC)	Greenfield Road then Shopping Center
<b>On-Site</b>	General Commercial (GC)	General Commercial (GC)	Chase Bank under construction and undeveloped pads B and C

**Data**

Signage Details	Proposed	Sign Code Regulations - Commercial
Number and Type of signs proposed	2 Freestanding Monuments 4 Wall Signs with logos Directional Signs	Allocation based upon placement, maximum sign area, and linear feet of frontage or elevation. Illuminated and non-illuminated permitted, no exposed raceways allowed.
Maximum wall sign area allowed	1.5 sq. ft. of sign area per 1 linear ft. of building length for all buildings setback > 75 ft. from right-of-way	1.0 sq. ft. per linear ft. of frontage < 75 ft. setback and 1.5 sq. ft per linear ft. of frontage, >75 ft.
Logos	Maximum of 10.8 sq. ft. Logo for Chase Bank. Other Business Logos maximum of 6 sq ft.	Not greater than 6 sq. ft. unless DRB approves as part of Comprehensive Sign Program.

## ANALYSIS

The Comprehensive Sign Program (CSP) is for Greenfield and Baseline Shopping Center, Chase Bank and Pads B and C located at the southeast corner of Baseline Road and Greenfield Road. The Design Review Board (DRB) approved the final site plan, landscaping, lighting and building elevations for Chase Bank and preliminary site plan for Pads B and C.

The Comprehensive Sign Program (CSP) includes: wall signs, freestanding monument signs, logos, and directional signs. All signs are designed to maintain continuity of materials, quality and aesthetics as approved for Chase Bank. The proposed signage meets code in terms of sign placement, quality of materials, and construction.

### Wall Signs and Logos

Building mounted wall signs for Chase Bank are located on all four elevations and include the bank logo. The logo on the main entrance to the bank is on the northwest elevation and is proposed to be 10.8 sq. ft. in area. The applicant requests with this CSP, approval of the larger logo on this elevation to keep proportion with the letter size on this elevation. The other three logos are less than 6 sq. ft. for Chase Bank. The custom logo sign is stylized to reflect the shape of the image printed on the sign face. The area of the custom logo is proposed as a maximum of 10.8 sq. ft. for Chase Bank. Logos for Pads B and C are required to be 6 sq. ft. or less per the CSP, larger logos will require a new application for Design Review Board.

Wall signs (sign band areas) for the two pad sites are not depicted with this CSP as no building elevations have been submitted for review and approval. At the time of sign permit for these pad site users, the criteria contained within this CSP and the Sign code regulations must be complied with, any deviations will require an amendment to the CSP.

All buildings and pad sites are greater than 75 feet setback from the street; thus signage area is based on 1.5 times the suite frontage. The total sign area meets the area allowance and will also be verified at the time of sign permit. All wall sign lettering proposed would be individual pan channel or reverse pan-channel wall mounted letters. The walls signs would be illuminated with internal face neon lighting or LEDs. No illumination of signs is allowed when the elevation faces residential properties.

Planning staff finds that the proposed wall signs and logos fit proportionally with the building massing and design.

### Freestanding Monument Signs

Two (2) Freestanding Monument Signs are proposed. Sign A would be located on Greenfield Road and Sign B along Baseline Road. Each sign is identical in design including materials, color and sign area. Both signs are double faced fluorescent illuminated monument signs. The signs are eight feet in height with a six inch top cap with approximately 40 sq. feet of total sign area per face.

The color palette for the freestanding monument signs coordinates with the palette of colors and materials used for Chase Bank. The palette includes: Columns of Drystack LedgeStone "Desert Dusk Tumbled"; cap, angle frame, and tenant panels painted ICI #410 'Sandy Cove'; background painted ICI #472 'Fortress Stone'; and corporate colors for text and logos as necessary.

Staff finds the proposed freestanding monument signs conform to the Sign Code and are appropriate for the site.

Directional Signs

There are a variety of vehicular directional signs that meet code in regards to height and allowed verbiage. Directional signs must be on same lot as the business. No other directional signs were noted in the CSP.

**FINDINGS**

1. The project, as conditioned is consistent with the applicable Design Guidelines;
2. The project conforms to the General Plan, and specifically to the Land Use, Community Design, and Environmental Planning Elements;
3. The sign program is consistent with all applicable provisions of the Zoning Code;
4. The sign program is compatible with adjacent and nearby development; and
5. The project design provides for safe and efficient provision of public services.

**STAFF RECOMMENDATION**

Make the findings and approve DR06-17 S, Greenfield and Baseline Shopping Center Comprehensive Sign Program (Chase Bank and Pads B and C) located at the southeast corner of Baseline Road and Greenfield Road, subject to the following conditions:

1. Permitting and construction of the signs shall conform to the Greenfield and Baseline Shopping Center Comprehensive Sign Program (Chase Bank and Pads B and C), for monuments, wall signs (including one oversized logo) and directional signs, as approved by the Design Review Board on February 12, 2009.

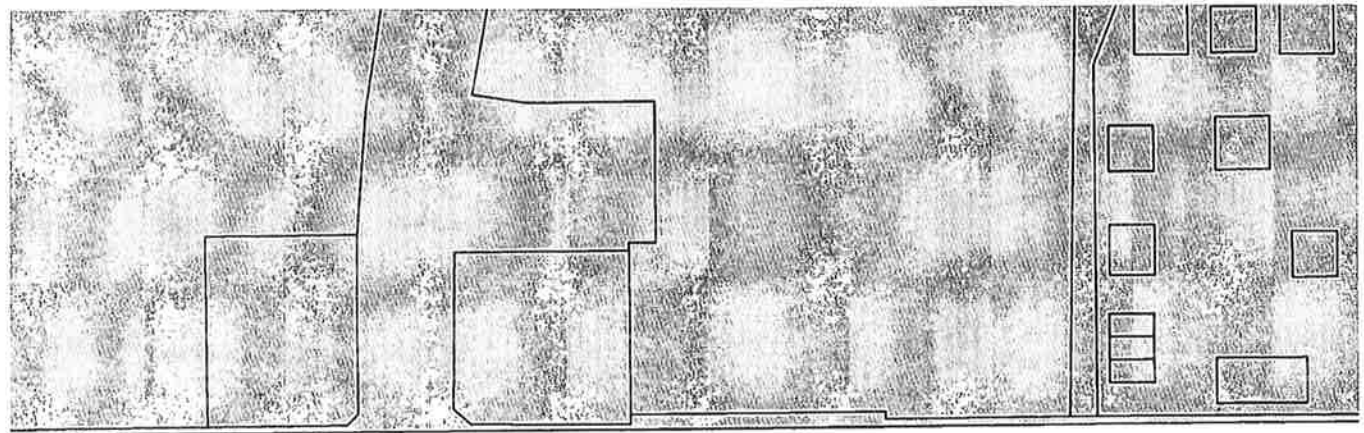
**Attachments**

1. Vicinity Map
2. Findings of Fact
3. Comprehensive Sign Program (18 pages)

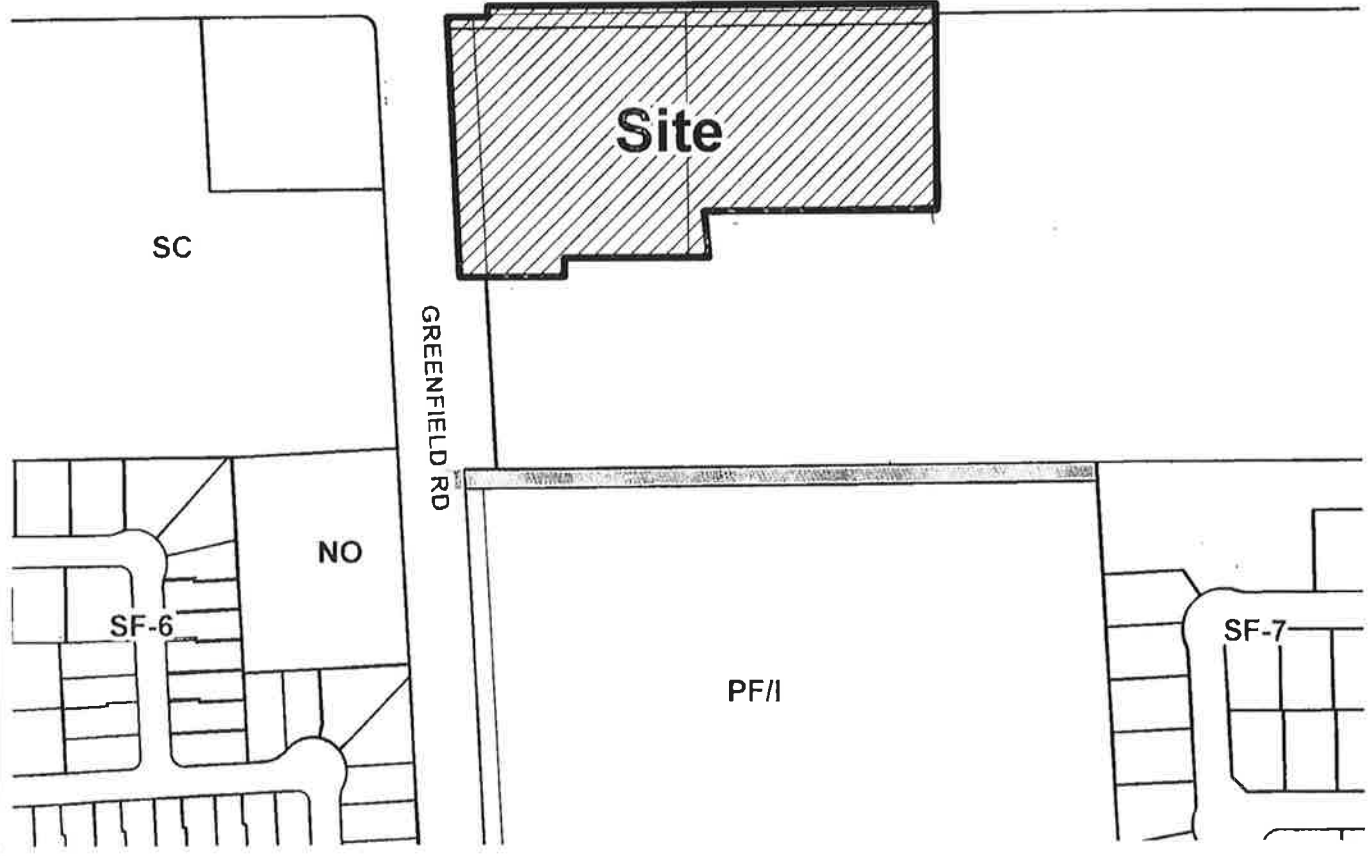
# DR06-17S

## Vicinity Map

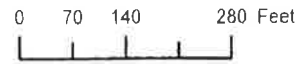
SITE LOCATION:



BASELINE RD



- CHANDLER
- COUNTY
- GILBERT
- MESA
- QUEEN CREEK



**FINDINGS OF FACT**  
**DR06-17 S, Greenfield and Baseline Shopping Center**  
**Comprehensive Sign Program (Chase Bank and Pads B and C),**

1. The project as conditioned is consistent with the applicable Design Guidelines;
2. The project conforms to the General Plan, and specifically to the Land Use, Community Design, and Environmental Planning Elements;
3. The sign program is consistent with all applicable provisions of the Zoning Code;
4. The sign program is compatible with adjacent and nearby development; and
5. The project design provides for safe and efficient provision of public services.

