



BUILDING 313

Heritage Sign Plan Submittal

November 6, 2017 - Resubmitted for Second Review January 12, 2018

APPROVED
Administrative Design Review
Case # DR14-31S
Date 1/25/18

PREPARED BY:

S V G N
LANGUAGE

launch**PM**>

PREPARED FOR: GILBERT PROJECT, LLC

Introduction

Building 313 consists of one 3 story building with space for 4 tenants. It is located at 313 N. Gilbert Rd, Gilbert, Arizona in the Heritage Village Center District.

There are 2 categories of signage for Building 313: Overall Project Signage and Tenant Signage.

All signage will follow the Town of Gilbert Sign Code and requirements as set forth in Article 4.4 Sign Regulations of the Land Development Code and the Heritage Village Center Zoning District Codes.

Overall Project Signage and Building Addresses

The signs required to identify the building will consist of "BLDG 313" on the entry awning on the west main entrance to the building and on the east entry canopy. Illuminated address numbers will be placed on the northwest and southwest corners of the building. The sign area of these signs shall not exceed 6 square feet.

Tenant Signage

Tenants are encouraged to be creative with their signage using design and lighting to enhance their branding as long as it conforms to the Heritage Village Center Section 4.408 of the Town of Gilbert Sign Code. Photos of allowable sign configurations are shown on the East and West Elevation page. Allowable types of lighting can include but are not limited to: exposed neon, halo illumination, and internally lit channels and cabinets.

Allowable types of signs include but are not limited to graphics on awnings, painted wall murals directly on the building, illuminated projecting wall signs, illuminated dimensional letters mounted on canopies, suspended blade signs, multi-level dimensional logos and dimensional letters with halo illumination.

Allowable tenant sign envelopes are dotted in on each building elevation. Non– contiguous sign placement may be allowed with Landlord approval.

The length of any tenant wall sign shall not exceed 80% of the horizontal length and 80% of the vertical dimensions of the sign band or wall space on which the sign is placed.


Signs with exposed raceways are prohibited.

Wall murals are allowed as long as they do not contain tenant names or advertising copy. Mural designs must be submitted for administrative approval.

Tenant Sign Approval Process

All signs that meet the HSP guidelines and are in conformance with the Land Development Code (LDC) shall be reviewed administratively as part of the sign permit process to ensure they meet guidelines for appropriate design, materials and color of fixtures as set forth in the Heritage District Development Plan.

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 LANGUAGE 7465 E. CANNON DR. SCOTTSDALE AZ 85258 PHONE 480.991.5590 · FAX 480.991.7302	GILBERT PROJECT, LLC	CLIENT: TICKETFORCE	PROJECT NARRATIVE	REVISIONS: 01/12/18	DATE: 11/06/17
		BUILDING 313 313 N. GILBERT ROAD GILBERT, ARIZONA			SCALE: NTS



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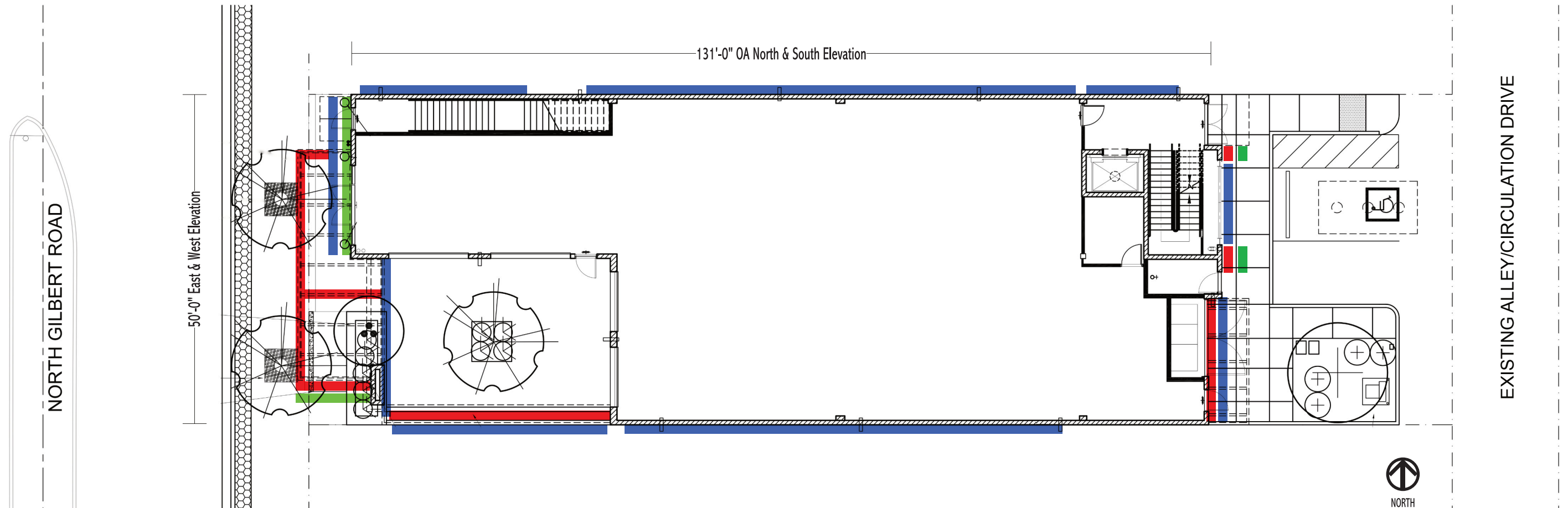
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GILBERT PROJECT, LLC

CLIENT: TICKETFORCE

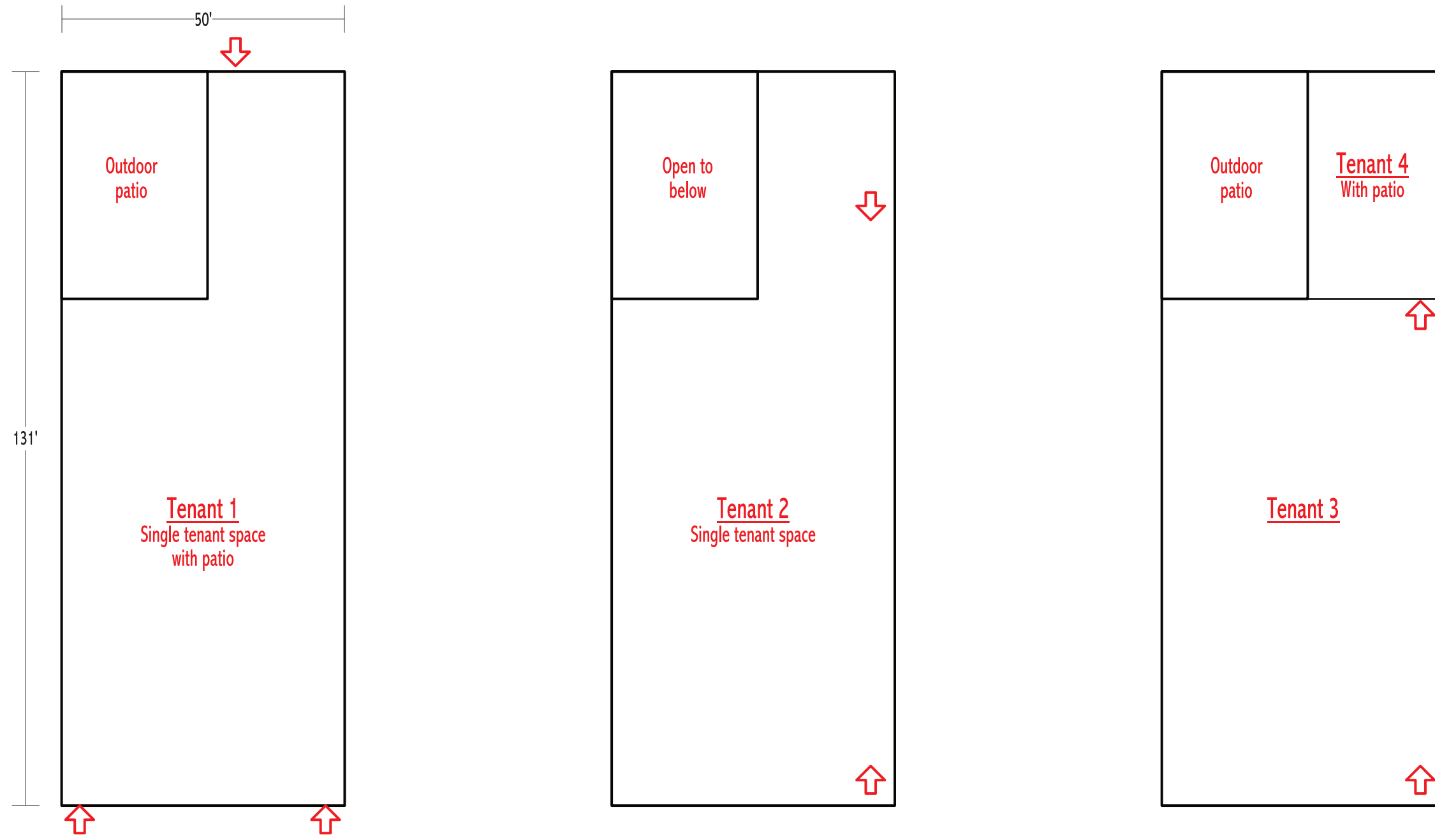
BUILDING 313
 313 N. GILBERT ROAD
 GILBERT, ARIZONA

SATELLITE PHOTO OF SITE



- █ First Floor Tenant
- █ Second Floor Tenant (signs to be mounted on first or third floor)
- █ Third Floor Tenant

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EXISTING ALLEY/CIRCULATION DRIVE

Sign allowance area shall be calculated as 1.5 SF for each lineal foot of building elevation per Sign Regulations Section 4.409B.3.c. (6)i.3. (page 30)

First Floor
Sign Area Calculations
 Frontage elevation: 50' x 1.5 = 75 SF
 Double sign allowance = 150 SF

Second Floor
Sign Area Calculations
 Frontage elevation: 26' x 1.5 = 39 SF
 Double sign allowance = 78 SF
 No tenant signs mounted to second floor
 Second floor tenants to mount signs on first or third floors

Third Floor
Sign Area Calculations
 Tenant 3:
 1 Elevation of 50'
 50' Lineal x 1.5 = 75 SF
 Only 2 tenant signs allowed on third floor

Tenant 4:
 1 Elevation of 50'
 50' Lineal x 1.5 = 75 SF



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TENANT FLOOR PLANS AND
 SIGNAGE AREA CALCULATIONS

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SCALE: 3/64" = 1'-0"

Potential third floor tenant sign locations

Potential first floor tenant sign locations



East Elevation

Potential third floor tenant sign location

Potential third floor tenant sign location

Project identity on awning (see enlarged details)

12" Copy



West Elevation

Dotted red lines indicate envelopes for potential tenant sign locations
Signs may be mounted to building wall or canopy (no exposed raceways)



Illuminated dimensional letters mounted on canopy



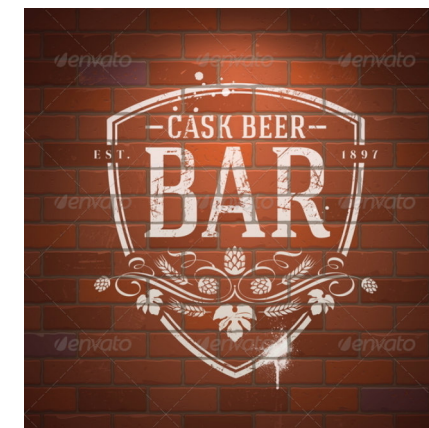
Multi-level dimensional logo with exposed neon



Under canopy suspended size



Dimensional letters with halo illumination



Wall Painted



Illuminated Projecting Signs

Allowable Tenant Sign Configurations

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SCALE: 3/32" = 1'-0"

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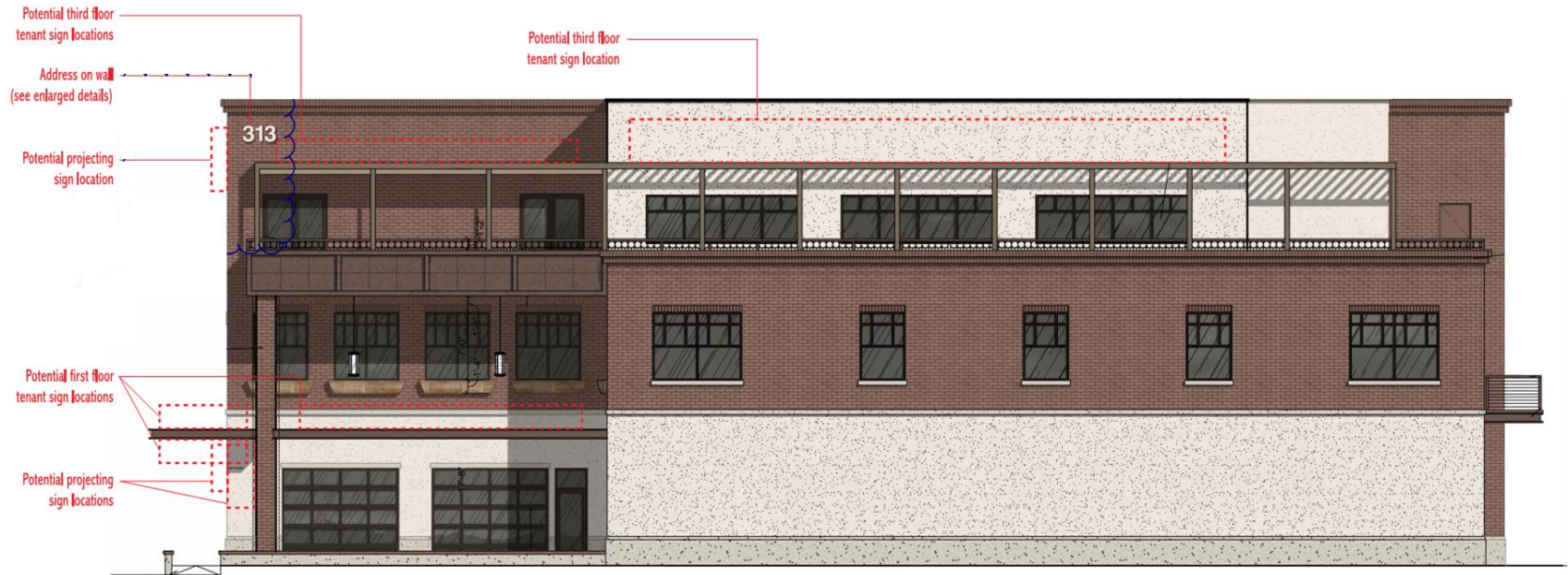
GILBERT PROJECT, LLC

CLIENT: TICKETFORCE

BUILDING 313
313 N. GILBERT ROAD
GILBERT, ARIZONA

EAST & WEST ELEVATIONS

REVISIONS
01/12/18



South Elevation

Dotted red lines indicate envelopes for potential tenant sign locations
 Signs may be mounted to building wall or canopy (no exposed raceways)

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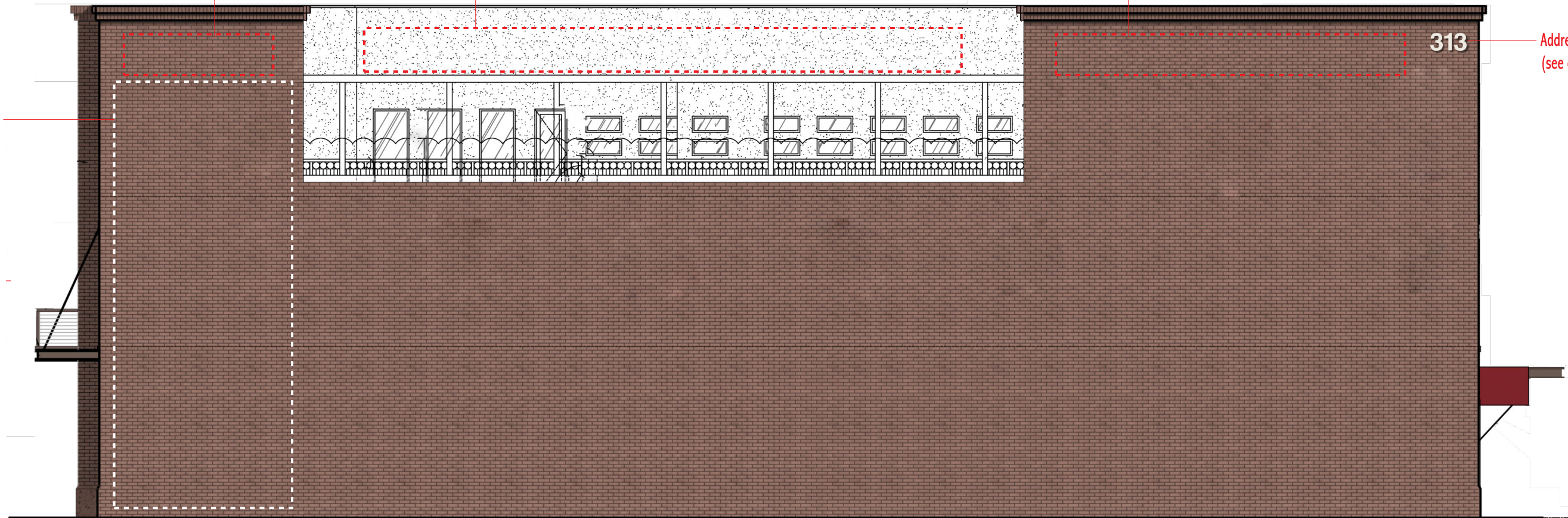
 LANGUAGE 7465 E. CANNON DR. SCOTTSDALE, AZ 85258 PHONE 480.991.5590 · FAX 480.991.7302	GILBERT PROJECT, LLC	CLIENT: TICKETFORCE BUILDING 313 313 N. GILBERT ROAD GILBERT, ARIZONA	SOUTH ELEVATION	REVISIONS: 01/12/18	DATE: 11/06/17 SCALE: 3/32" = 1'-0"
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Potential third floor
tenant sign location

Potential mural
painted on wall

313

Address on wall
(see enlarged details)



North Elevation

Dotted red lines indicate envelopes for potential tenant sign locations
Signs may be mounted to building wall or canopy (no exposed raceways)

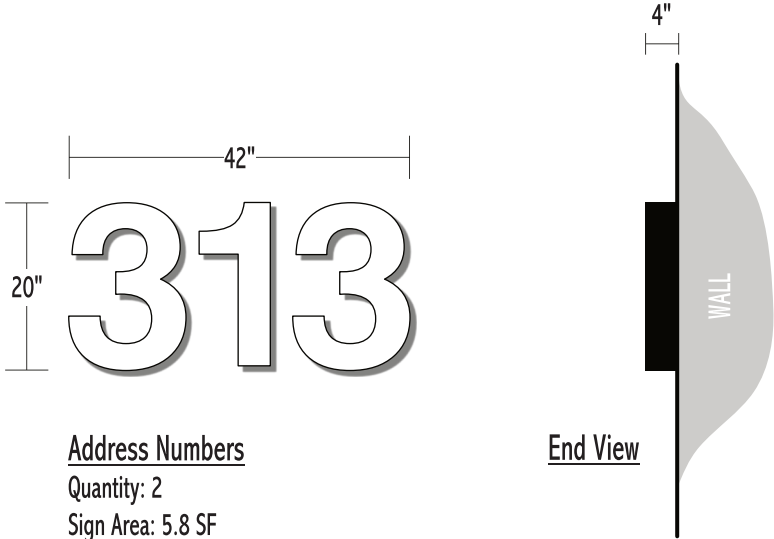
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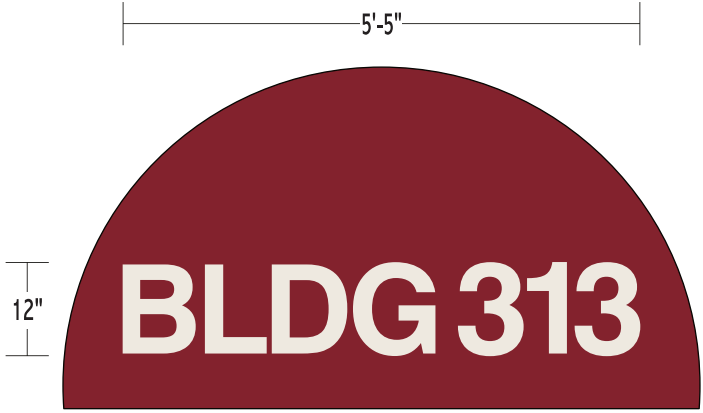
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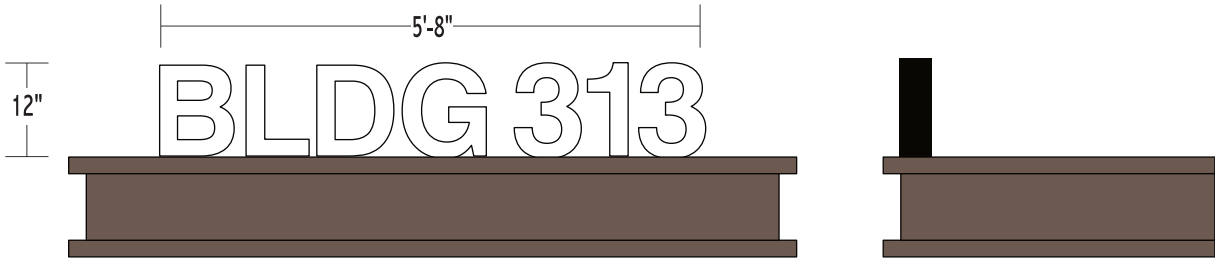
Project ID and Address Sign Details



Address Numbers
 Quantity: 2
 Sign Area: 5.8 SF
 Channel letters with white acrylic faces
 Returns and trim cap painted black
 Internal illumination

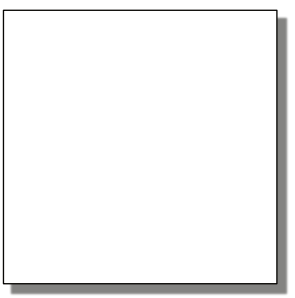


Awning Sign
 Quantity: 1
 Sign Area: 5.5 SF
 Lettering painted white on existing awning



Canopy Sign
 Quantity: 1
 Sign Area: 5.7 SF
 Channel letters with white acrylic faces
 Returns and trim cap painted black
 Internal illumination

Project ID Colors



White
Copy faces



Black
Copy returns



Maroon
Awning

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