

NOTICE OF DECISION

May 31, 2018

RE: DR14-17 S A (DR18-99) University Building HSP Amendment

Dear Applicant:

Staff has reviewed the revised drawings received for Administrative Design Review regarding changes to wall sign allowances and the addition of a monument sign. Staff has made the following findings:

- The project is consistent with the LDC and applicable design guidelines;
- The project is compatible with adjacent and nearby development; and
- The project design provides for safe and efficient provision of public services.

Based on the above, staff has <u>approved this Administrative Design Review</u> with the following attached information and conditions:

- 1. Amended Heritage Sign Plan for the University Building at 92 Vaughn Avenue.
 - a. Re-allocation of wall signage allowance for multiple tenants.
 - b. Addition of a Monument Sign on Ash Street.
 - c. Redesign of front grill for address signage.
 - d. The addition of addressing on the Vaughn/Ash corner canopy
 - e. Re-allocation of identity banners for multiple tenants.
 - f. Signage details for Tenant A Park University within the amended parameters.

If you have any questions regarding the above, please contact me at (480) 503-6729.

Sincerely,

Amy Temes Senior Planner

Attachments:

HSP – University Building stamped and dated 5/31/2018





May 16, 2018 Revised May 29, 2018 Prepared By:

THINKING CAPS DESIGN

1425 north first street, suite 101 phoenix, arizona 85004 thinkingcaps.net

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phoenix,

1425 north first street, suite 101

HERITAGE SIGN PLAN PROJECT NARRATIVE

sheet:

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1.01

PROJECT NARRATIVE

The 92 West Vaughn building is comprised of offices, classrooms, nursing simulation classrooms, assembly and support spaces. The building is approximately 87,000 gross square feet (GSF), four story facility with outdoor terrace space on the third level over the two-story volume assembly space. The fourth floor will be the highest occupied floor at 44- feet above fire department vehicle access. The vertical distance from grade plane to average height of roof structure is approximately 60-feet.

SIGN NARRATIVE

This Heritage Sign Plan (HSP) defines the intention to create an HSP within the Town of Gilbert's Historic District. Establishing a signage program that will be consistent and compatible with the project architectural program and elements. The HSP also sets forth the signage typography, color palette, and the logo graphic standards that will continue to be applied in an appropriate scale and to the appropriate signage elements within the HSP.

The goal is to enhance the awareness of the Tenant's location and accessibility to the campus through the use of forms, structures, materials, and scale while creating a welcoming environment for student, staff and community visitors. It is within this HSP that the site plan, sign drawings, and sign types are highlighted throughout, and have been developed specifically for this unique project within the Town of Gilbert Historic Downtown core.

The HSP sign elements will respond to the need to clearly identify the individual Tenants, with highly visible wall signage located near the building's main entrance and access points, as well as on freestanding monumentation signage. The overall campus signage communicates the building identity as well as the building tenants and campus amenities.

APPROVED

SECTION I

I.01 PROJECT NARRATIVE **1.02** GENERAL NOTES

SECTION 2

2.01 SITE PLAN

SECTION 3

IDENTITY SIGNAGE

3.01 ID-A: SOUTH ELEVATION WALL SIGNS **ID-A:** NORTH ELEVATION WALL SIGNS **ID-B:** FREESTANDING MONUMENT **ID-C:** ENTRY GRILLWORK LETTERS

ID-D: CANOPY LETTERS

BANNER SIGNAGE

B-F: IDENTITY AND ART GRAPHICS

3.07 SIGN MATRIX

FONT USE

Akzidenz Grotesk - Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

COLOR & MATERIALS PALETTE - FINAL COLORS SUBJECT TO REVIEW AND MATCH OF ONSITE COLORS



Matthews Paint Brushed Aluminum to match existing entry metal grillwork



Banner Vinyl

exterior material

to be commercial grade

Monument Paint Color Pantone: 406C Matthews paint: Metro Gray (MP07425)



Stainless Steel Metal w/ a satin matte clearcoat



Monument Paint Color Pantone: 410C Matthews paint: Antique Bronze Mica (MP40689)



White Acrylic or Lexan

w/ applied transluscent 3M vinyl

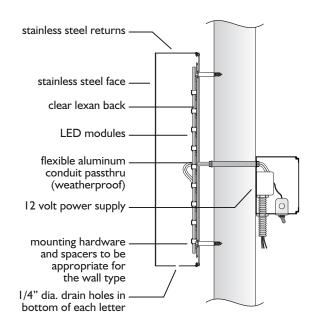
Monument Paint Color Pantone: 476C Matthews paint: Dopplebock (MP03364)



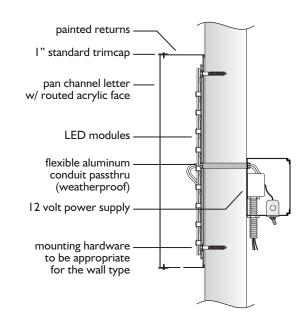
Monument Stone to match or compliement the existing architectural stone palette

note: Town of Gilbert to review and approve final materials and colors

SIGNAGE TYPICALS



TYPICAL REVERSE PAN CHANNEL DETAIL -NOT TO SCALE



TYPICAL PAN CHANNEL DETAIL -NOT TO SCALE

APPROVED Minor Administrative Design Review Case # DR14-17 S A (DR18-99)

May 31, 2018

phoenix,

suite 101

1425 north first street,

495.1260

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revisions:

05|16|2018

sign type/name: **HERITAGE SIGN PLAN** GRAPHIC **STANDARDS**

1.02 sheet:



SECTION 2

SITE PLAN

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Date May 31, 2018

85004

phoenix,

suite 101

1425 north first street,

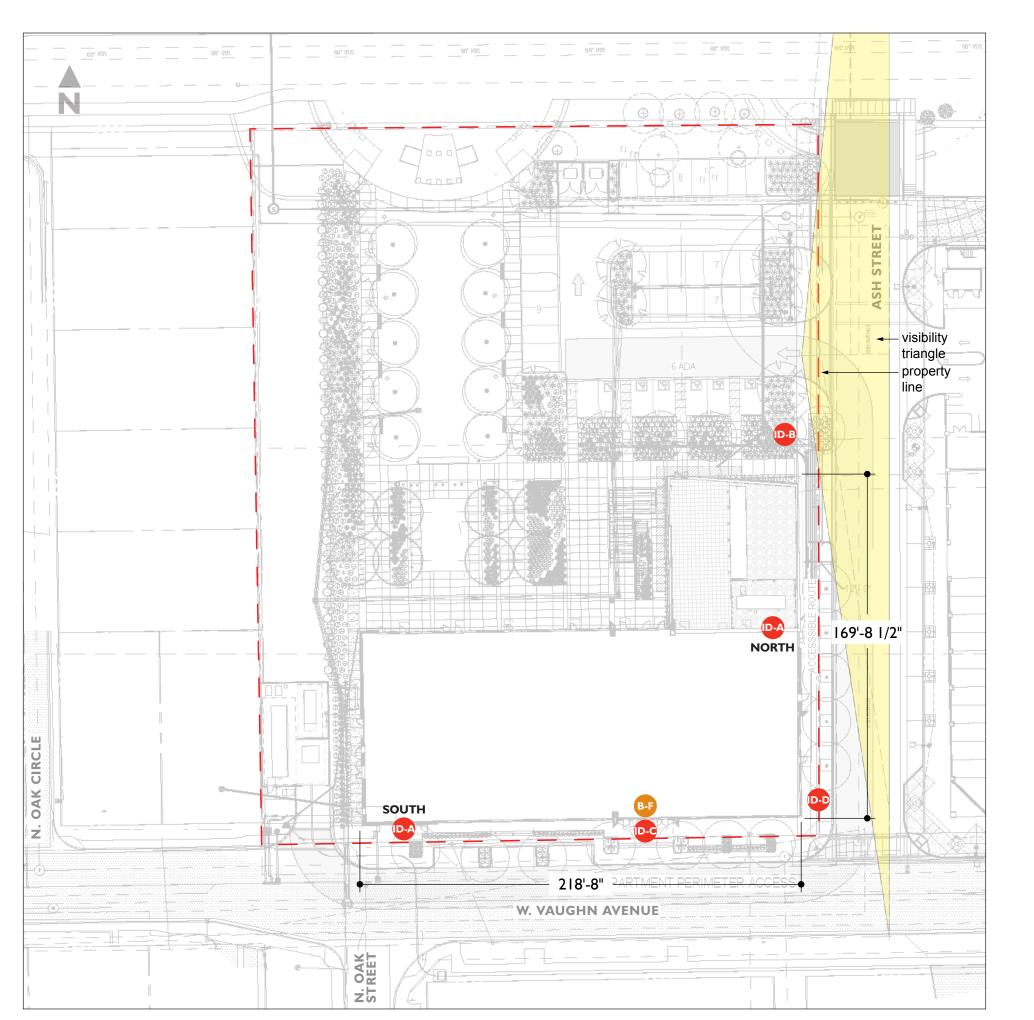
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SIGN PLAN

HERITAGE SIGN PLAN SITE PLAN

sheet: **2.0**|

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IDENTITY SIGNS

- qty: 6 ID-A TENANT IDENTITY:
 Building Mounted
- qty: | ID-B IDENTITY MONUMENT: Freestanding
- ty: I ID-C IDENTITY GRILLWORK FCO: Framework Mounted
- qty: I ID-D IDENTITY EYEBROW FCO:
 Canopy Mounted



qty: 3sets B-F BANNER GRAPHICS:
Building Mounted

BUILDING TOTAL WALL SIGNAGE ALLOWANCE:

218.66 + 218.66 = 437.32 437.32 x 1.5 = 655.98 SF 655.98 SF x 25% (HSP) = 819.97 Allowable Building SF

ALLOWED BUILDING TOTAL WALL SIGNAGE: 819.97 SF

PROPOSED SIGN SQUARE FOOTAGE:

277.2 SF - Tenant A Signage SF Total 256.3 SF - Tenant B Signage SF Total 256.3 SF - Tenant C Signage SF Total

789.8 SF - Building SF Total

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SECTION 3

SIGN DRAWINGS ELEVATIONS SIGN MATRIX

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Case # DR14-17 S A (DR18-99)

Date May 31, 2018

sign to be equal

p 602.495.1260

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lit pan channel, internally illuminated, and mounted

flush with the face of the

wall.

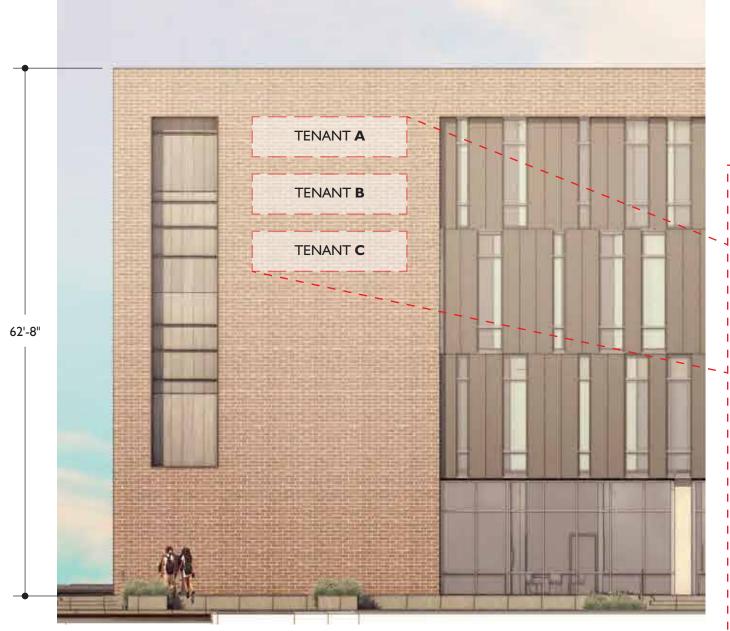
sign type/name: **HERITAGE SIGN PLAN**

SIGN DRAWING & ELEVATIONS

3.01 sheet:

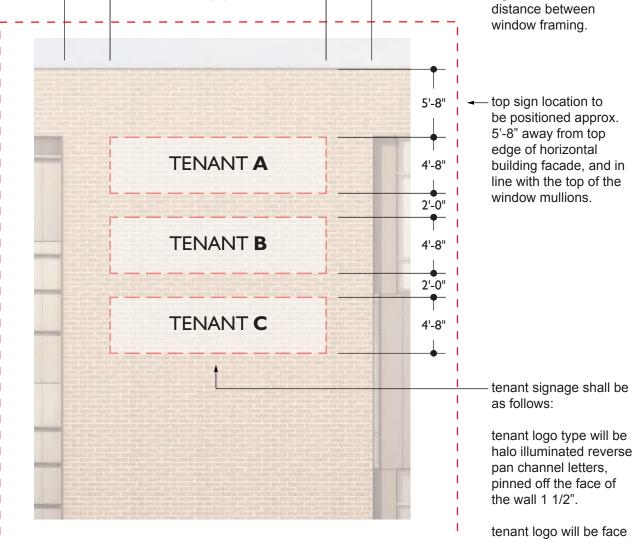
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218'-8" entire length of building elevation



ID-A TENANT IDENTITY: BUILDING SOUTH ELEVATION Building Wall Mounted Sign Not to scale

MAXIMUM OF 84 SQUARE FEET PER TENANT SIGN AT THIS LOCATION



SIGN CONFIGURATION DETAIL: SOUTH ELEVATION

Scale: 1/8" = 1'-0"

EQ

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May 31, 2018 Date

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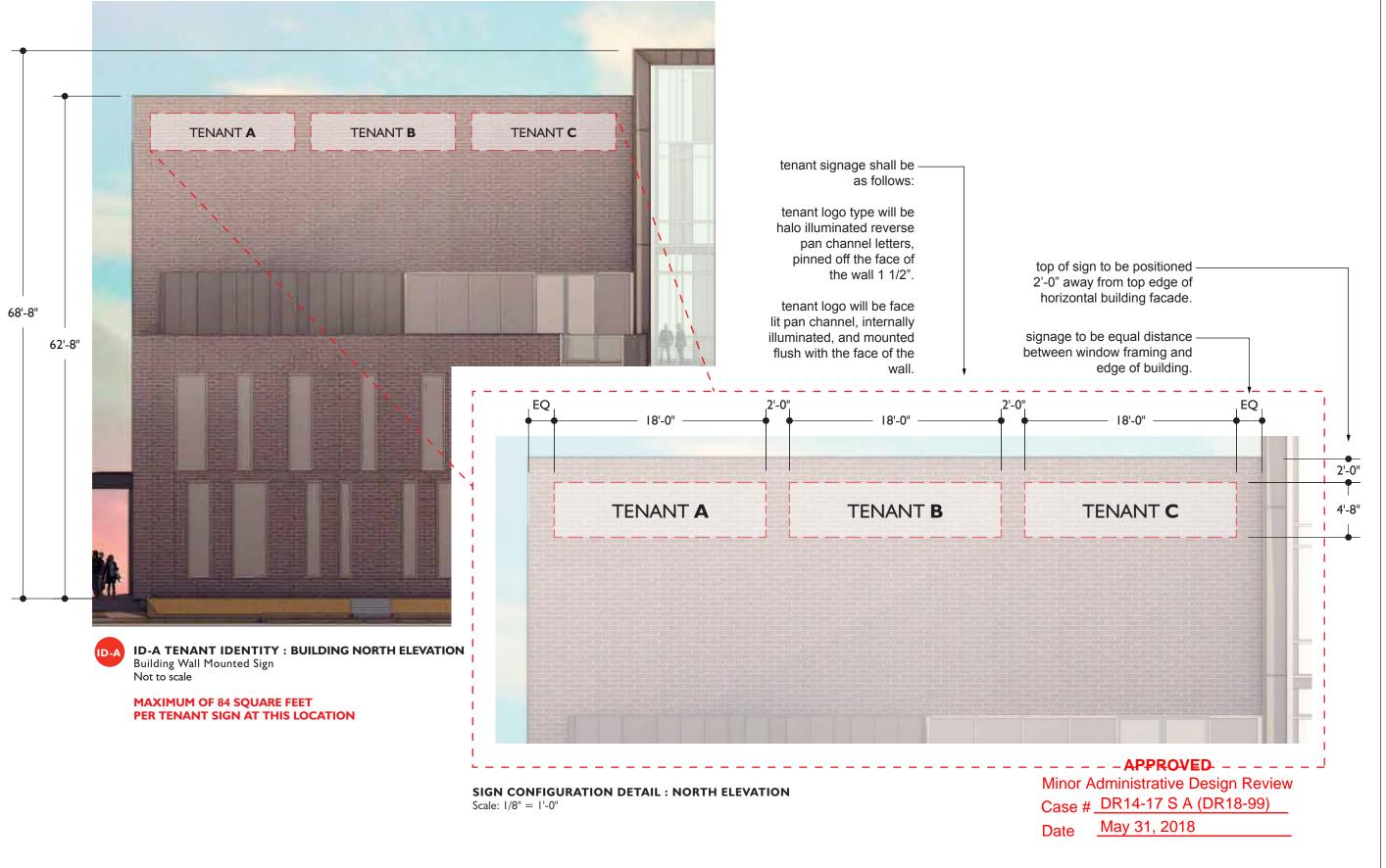
218'-8" entire length of building elevation

caps 05|16|2018 THINKING

> sign type/name: **HERITAGE**

SIGN PLAN SIGN DRAWING & ELEVATIONS

3.02 sheet:



This double-sided design will be positioned perpendicular to the street where it is located, to increase the visibility for passing vehicular traffic.

The freestanding monument sign takes cues from the building architecture, and will include a masonry base that compliments or closely matches the 4"x16" CMU blocks used elsewhere onsite. Painted metal colors used on the sign cabinet will compliment those found on the building's architecture.

Header typeface for "NINETY TWO WEST" is Akzidenz Grotesk Medium Condensed. Tenant panel logo type will be painted 3/8" thick aluminum and the individual tenant logo type standards shall apply to their panel. The logo type paint color will match Pantone 476C to ensure the appropriate and legible contrast between panel and tenant name.

DIMENSIONS

The freestanding monument sign will not exceed 7'0" in height, but may vary in width due to the display (static or digital) and the exact location of the monument in the available space.

ILUMINATION

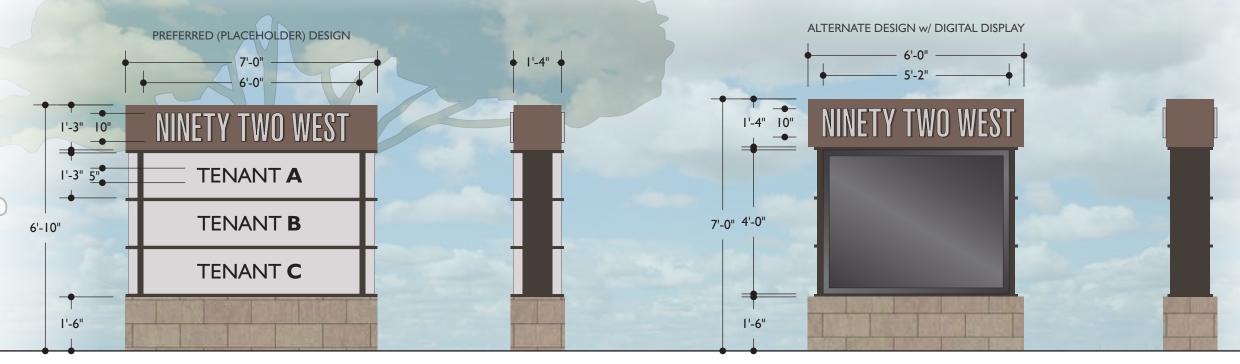
The main entry monument will be internally illuminated push thru identity letters that are halo lit, with the tenant panels being internally illuminated backlit surfaces.

Note: All colors, materials, and sign size will be reviewed and approved by the Town of Gilbert prior to production.



EXISTING CONDITIONS & APPROXIMATE RENDERING

Actual sign dimensions and placement to be confirmed prior to production. Photo not to scale



ID-B IDENTITY MONUMENT Scale: 3/8" = 1'-0"

37.33 SF sign
7.5 SF per tenant per side OR 15 SF total per tenant

SIDE VIEW

ID-B IDENTITY MONUMENT Scale: 3/8" = 1'-0"

Scale: 3/8" = 1 33 SF sign

SIDE VIEW

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May 31, 2018

GILBERT

owner:

thinkingcaps.net

85004

phoenix,

suite 101

1425 north first street,

495.1260

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THINKING

project:
92 W. VAUGHN
SIGNAGE AND WAYFINDING
HERITAGE SIGN PLAN

ID-B
IDENTITY

MONUMENT start date:

04 | 25 | 20 | 8

revisions:

05|16|2018 05|29|2018

sign type/name:

HERITAGE
SIGN PLAN
SIGN DRAWING
& ELEVATIONS

sheet: **3.03**

85004

phoenix, 1425 north first street, suite 101

p 602.495.1260

GRILLWORK

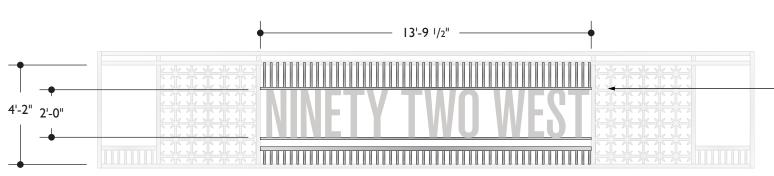
04 | 25 | 20 | 8

Caps

sign type/name: **HERITAGE SIGN PLAN** SIGN DRAWING & ELEVATIONS

3.04 sheet:

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be attached to the existing metal frame using blind (hidden) attachments that are appropriate for exterior grade use.

- 1/4" thick FCO painted metal letters with a matte clearcoat finish, and will

1/4" thick FCO painted metal letters

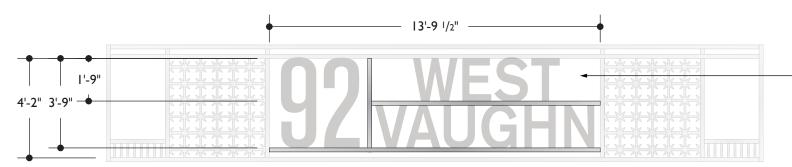
with a matte clearcoat finish, and will

be attached to the existing metal frame using blind (hidden) attachments that

are appropriate for exterior grade use.

ID-C IDENTITY GRILLWORK LETTERS Scale: 1/4" = 1'-0"42.36 SF sign

PREFERRED (PLACEHOLDER) DESIGN



ALTERNATE DESIGN

ID-C IDENTITY GRILLWORK LETTERS Scale: 1/4" = 1'-0"42.36 SF sign

NOTE: GRILL ADDRESSING DOES NOT COUNT TOWARDS WALL SIGNAGE ALLOWANCE.



EXISTING CONDITIONS & METAL FRAMEWORK

Photo not to scale

ID-D IDENTITY CANOPY LETTERS

NOTE: CANOPY ADDRESSING DOES NOT COUNT TOWARDS WALL SIGNAGE ALLOWANCE.

Scale: 3/4'' = 1'-0''26.83 SF sign

PREFERRED (PLACEHOLDER) DESIGN

1/4" thick FCO painted metal letters with a matte clearcoat finish, and will be mounted to the top of a painted 2" square tube runner using blind (hidden) attachments that are appropriate for exterior grade use.

tube runner is mounted to the top of an existing architectural canopy.

lighting preference will be an LED channel uplighting the face of the letters to increase visbility at night.

SIGN CONFIGURATION DETAIL: EAST ELEVATION CANOPY not to scale

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May 31, 2018

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drawing type: ID-D **IDENTITY CANOPY**

start date: 04|25|2018

revisions: 05|16|2018

caps 05 | 29 | 20 | 8

THINKING

sign type/name:

HERITAGE SIGN PLAN SIGN DRAWING & ELEVATIONS

3.05

sheet:

218'-8"

entire length of building elevation

TENANT

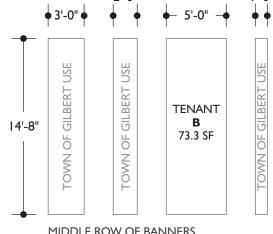
±27'-0"

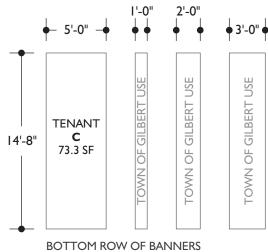
TENANT

TENANT

GILBERT TENANT 18'-10"

TOP ROW OF BANNERS





SIGN CONFIGURATION DETAIL: SOUTH ELEVATION

BANNER GRAPHICS

A series of banner graphics as an architectural feature for the south exposure of the building, provide shade and identity for the building and it's tenants. Various banner sizes and content are composed within the overall

Some of the banners may be more permanent while others may be changed out for updateable purposes. Banners are attached to the structural supports of the building system and are considered part of the permanent architectural statement.

The banners will be made up of a commercial grade exterior material with graphics printed directly to the substrate, and the quality of banner material will retain the design graphic, color and typography for multiple years beyond the initial installation date. The Tenant will be responsible for maintaining banners as needed to assure the design, color and typography are within a range of quality.

The Town of Gilbert will allow the individual tenants to update the banners and graphics as part of their brand without additional permitting process as long as the designs meet the original design intention, and do not exceed the approved total signage square feet of the approved HSP.

The banners demonstrated on this drawing sheet are an indication of the intent for the banner placement and possible designs and colors. The actual design and production of the banners may vary slightly within the overall concept and design as shown.

ART BANNERS GRAPHICS

Colored banners, graphic symbols or inspirational words will not reflect the individual tenants, and are not counted in the total Signage for HSP. The system of banners shown on the elevation only demonstrate the banner grid and overall size options.

The art banners will be comprised using any single color or color/word combination from the following guidelines.

- Inspirational and emotive words using standard fonts. Final fonts TBD
- Colors from a standard color palette. Final colors TBD

Art banner examples shown below are only examples and not the final artwork or colors.

words on banners

INTER(RVICE SE full color on banners

note: final artwork tbd

note: final colors tbd
APPROVED

Minor Administrative Design Review Case # DR14-17 S A (DR18-99)

May 31, 2018

phoenix, 0 suite

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THINKING

project: 92 W. VAUGHN SIGNAGE AND WAYFINDING HERITAGE SIGN PLAN drawing type:

B-F **IDENTITY BANNERS**

start date: 04 | 25 | 20 | 8

05|16|2018

revisions:

sign type/name:

HERITAGE SIGN PLAN SIGN DRAWING & ELEVATIONS

3.06 sheet:

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B-F IDENTITY BANNERS: BUILDING SOUTH ELEVATION

±52'-0"

Building Mounted Not to scale

MAXIMUM OF 94.2 SOUARE FEET PER TENANT SIGN AT THIS LOCATION **BUILDING IDENTITY BANNERS**

The building identity and tenant banners are permanent signs

OF GILBERT 94.2 SF OF

MIDDLE ROW OF BANNERS

Scale: 1/8" = 1'-0"

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thinkingcaps.net

sign type/name:

HERITAGE SIGN PLAN SIGN MATRIX

sheet:

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3.07

| | SIGN TYPE & FUNCTION | TOTAL NUMBER | MAXIMUM HEIGHT | MAXIMUM SIGN AREA | LIGHTING METHOD | GENERAL MATERIALS | DRAWING SHEET |
|-------------------|---|-----------------|-------------------|------------------------|--|--|------------------|
| SIGNS | ID-A TENANT IDENTITY: Building Mounted | 6 | 4'-8" | 84 SF each location | Halo Lit and Internally Illuminated Cabinet | Painted Aluminum, Lexan, and Applied Vinyl | 3.01, 3.02 |
| NTITY SI | ID-B IDENTITY MONUMENT: Freestanding | I | 7'-0" | 37.33 SF | Internally Illuminated | Painted Aluminum, Acrylic, Applied Vinyl, and Masonry | 3.03 |
| BUILDING IDENTITY | ID-C IDENTITY GRILLWORK FCO: Framework Mounted | I | 31-9" | 42.36 SF | Non-Illuminated | Stainless Steel | 3.04 |
| BOILE | ID-D IDENTITY EYEBROW FCO: Canopy Mounted | I | 11-1" | 7.76 SF | Non-Illuminated | Stainless Steel | 3.05 |
| | | | | | | | |
| | | | | | | | |
| BANNEK SIGNS | B-F BANNER GRAPHICS: TENANT A Building Mounted | l set | 181-10" | 94.2 SF | Non-Illuminated | Commercial Grade Banner Material | 3.06 |
| DAININE | B-F BANNER GRAPHICS: TENANT B & C Building Mounted | 2 sets | 181-10" | 73.3 SF | Non-Illuminated | Commercial Grade Banner Material | 3.06 |

APPROVED

Minor Administrative Design Review Case # DR14-17 S A (DR18-99) Date

May 31, 2018



SECTION 4

PARK UNIVERSITY SIGN DRAWINGS & ELEVATIONS

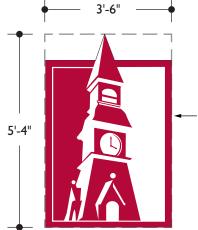
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ID-A TENANT IDENTITY: BUILDING SOUTH ELEVATION

Building Wall Mounted Sign Not to scale

MAXIMUM OF 84 SQUARE FEET PER TENANT SIGN AT THIS LOCATION



Note: White or red lettering / accents are acceptable

tenant logo sign will be a custom shaped pan channel logo cabinet mounted flush with the face of the wall, and LED internally illuminated.

May 31, 2018

Date

PARK UNIVERSITY WALL SIGN TYPICAL LAYOUT

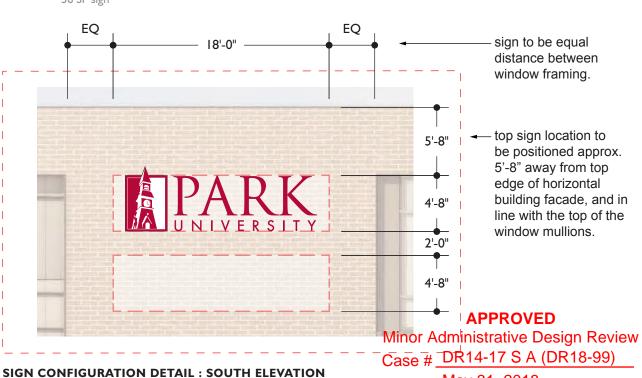
Scale: 3/8" = 1'-0" 18.66 SF sign



PARK UNIVERSITY WALL SIGN TYPICAL LAYOUT

Scale: 3/8" = 1'-0" 56 SF sign

Scale: 1/8" = 1'-0"



GILBERT

vner:

thinkingcaps.net

arizona 85004

phoenix,

1425 north first street, suite 101

р 602.

caps

THINKING

project:
92 W. VAUGHN
SIGNAGE AND WAYFIN

drawing type:

ID-A TENANT IDENTITY

start date: **04|25|20|8**

revisions: **05|16|2018**

sign type/name:

HERITAGE
SIGN PLAN
SOUTH WALL
ELEVATION

sheet:

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4.01

GILBERT

wner:

project:
92 W. VAUGHN
SIGNAGE AND WAYFINDING
HERITAGE SIGN PLAN

drawing type:
ID-A
TENANT
IDENTITY
start date:

04|25|2018

revisions: 05|16|2018

sign type/name:

HERITAGE SIGN PLAN NORTH WALL ELEVATION

sheet:

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4.02

ID-B

05|16|2018

drawing type:

MONUMENT

S Cap

THINKING

sign type/name:

HERITAGE SIGN PLAN SIGN DRAWING & ELEVATIONS

sheet:

4.03

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SITE AND TENANT IDENTITY FREESTANDING MONUMENT

This double-sided design will be positioned perpendicular to the street where it is located, to increase the visibility for passing vehicular traffic.

The freestanding monument sign takes cues from the building architecture, and will include a masonry base that compliments or closely matches the 4"x16" CMU blocks used elsewhere onsite. Painted metal colors used on the sign cabinet will compliment those found on the building's architecture.

Header typeface for "NINETY TWO WEST" is Akzidenz Grotesk Medium Condensed. Tenant panel logo type will be painted 3/8" thick aluminum and the individual tenant logo type standards shall apply to their panel. The logo type paint color will match Pantone 476C to ensure the appropriate and legible contrast between panel and tenant name.

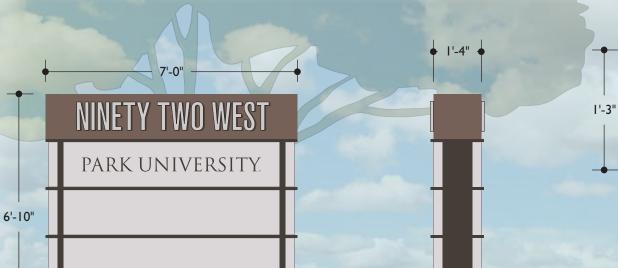
DIMENSIONS

The freestanding monument sign will not exceed 7'0" in height, but may vary in width due to the display (static or digital) and the exact location of the monument in the available space.

ILUMINATION

The main entry monument will be internally illuminated push thru identity letters that are halo lit, with the tenant panels being internally illuminated backlit surfaces.

Note: All colors, materials, and sign size will be reviewed and approved by the Town of Gilbert prior to production.



EXISTING CONDITIONS & APPROXIMATE RENDERING

Actual sign dimensions and placement to be confirmed prior to production. Photo not to scale

PARK UNIVERSITY

6'-0"

PARK UNIVERSITY MONUMENT PANEL TYPICAL LAYOUT Scale: I" = I'-0"

7.5 SF per side

ID-B IDENTITY MONUMENT Scale: 3/8" = 1'-0" 7.5 SF per side OR 15 SF total

SIDE VIEW

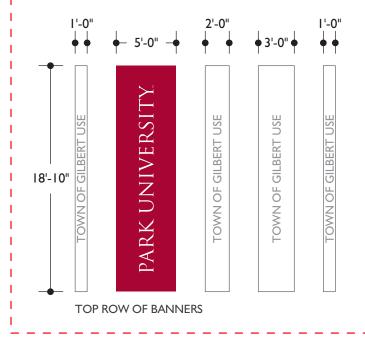
B-F IDENTITY BANNERS: BUILDING SOUTH ELEVATION Building Mounted

Not to scale

MAXIMUM OF 94.2 SQUARE FEET PER TENANT SIGN AT THIS LOCATION

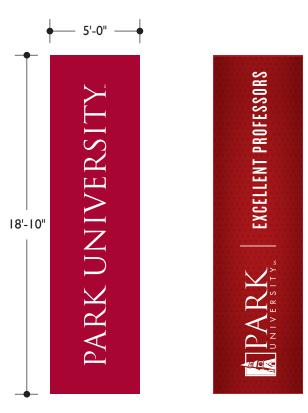
BUILDING IDENTITY BANNERS

The building identity and tenant banners are permanent signs and are counted in the total signage allowance of the HSP.



SIGN CONFIGURATION DETAIL: SOUTH ELEVATION

Scale: 1/8" = 1'-0"94.2 SF sign



BANNER LAYOUT TYPICAL OPTIONS

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

BANNER GRAPHICS

A series of banner graphics as an architectural feature for the south exposure of the building, provide shade and identity for the building and it's tenants. Various banner sizes and content are composed within the overall

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APPROVED

note: all banner examples shown are only examples and not the final artwork or colors.

Minor Administrative Design Review Case # DR14-17 S A (DR18-99)

May 31, 2018

phoenix,

0

suite

thinkingcaps.net

project: 92 W. VAUGHN SIGNAGE AND WAYFINDING HERITAGE SIGN PLAN

drawing type: B-F Д

IDENTITY BANNERS

start date: 04 | 25 | 20 | 8

revisions: 05 | 16 | 20 | 18

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THINKING

sign type/name:

HERITAGE SIGN PLAN SOUTH WALL ELEVATION

> 4.04 sheet:

PARK UNIVERSITY SIGN SF ALLOWANCE:

84 SF - ID-A South Elevation Sign SF Total

84 SF - ID-A North Elevation Sign SF Total

15 SF - ID-B Monument Sign SF Total

94.2 SF - B-F Banner Sign SF Total

277.2 SF - Building SF Total

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1425 north first street, suite 101

.495.1260

THINKING

drawing type: **SIGN TYPE**

MATRIX

start date:

04|25|2018 revisions:

05|16|2018

caps 05 | 29 | 20 | 8

HERITAGE **SIGN PLAN** SIGN MATRIX

sheet:

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4.05