



Planning Commission Staff Report

TO: PLANNING COMMISSION / DESIGN REVIEW BOARD

FROM: ASHLEE MACDONALD, AICP, PRINCIPAL PLANNER *Am*
(480) 503-6748, ASHLEE.MACDONALD@GILBERTAZ.GOV

THROUGH: EVA CUTRO, PLANNING MANAGER *EC*
(480) 503-6782, EVA.CUTRO@GILBERTAZ.GOV

MEETING DATE: JANUARY 5, 2022

SUBJECT: DR21-126, EPICENTER MASTER SIGN PLAN

STRATEGIC INITIATIVE: Exceptional Built Environment

To allow a Master Sign Plan for the Epicenter development

RECOMMENDED MOTION

Approve the Findings of Fact and approve DR21-126 EPICENTER MSP - Master Sign Plan for the Epicenter Development on approximately 18.6 acres located at the NWC of Higley and Ray Roads, and zoned General Commercial (GC) with a Planned Area Development (PAD) overlay.

APPLICANT

Company: Trademark Visual
 Name: Ana Jones
 Address: 3825 S. 36th St
 Phoenix, AZ 85040
 Phone: 602-272-5505
 Email: ajones@trademarkvisual.com

OWNER

Company: Johnston and Co.
 Name: William Johnston
 Address: 3000 E. Ray Rd Bldg 5
 Gilbert, AZ 85296
 Phone: 480-526-9364
 Email: william@agritopia.com

BACKGROUND/DISCUSSION

History

Date	Description
<i>September 19, 2000</i>	Town Council adopted Ordinance Nos. 1304 and 1305 annexing (A00-1) and rezoning (Z00-1) the subject site and creating the 175-acre Agritopia Planned Area Development
<i>April 5, 2012</i>	Town Council approved GP11-03 (Resolution 3113) and Z11-42 (Ordinance No. 2364) for 32 acres within the Agritopia PAD from Shopping Center to General Commercial
<i>November 13, 2014</i>	Design Review Board approved DR14-29 approving Agritopia Epicenter.
<i>June 5, 2019</i>	Design Review Board Approved DR14-29C (DR19-13) amending the Agritopia Epicenter design review

Overview

Epicenter is a 21.8 gross acre site located at the northwest corner of Ray Road and Higley Road and will include approximately 49,038 SF of ground floor walkable retail with approximately 320 luxury loft-style residential units within the upper floors. Primary access is provided at three points along Higley Road and three points along Ray Road. To date, the site has been approved and is under construction. This specific request is for a Master Sign Plan (MSP) for the entire project area in compliance with the criteria of Land Development Code (LDC) Section 5.6.5. Projects eligible for Master Sign Plans include those that are 40 acres or more, or for unique and special projects.

Surrounding Land Use & Zoning Designations:

	Existing Land Use Classification	Existing Zoning	Existing Use
North	General Commercial (GC) and Residential > 5-8 DU/Acre	General Commercial (GC) and Single Family – Detached (SF-D) with a PAD overlay	Commercial development and residential
South	Shopping Center (SC)	Shopping Center (SC) with a PAD overlay	Ray Road then gas station

East	Shopping Center (SC)	Shopping Center (SC) with a PAD overlay	Commercial development
West	Shopping Center (SC)	Shopping Center (SC) with a PAD overlay	Joe's Farm Grill
Site	General Commercial (GC)	General Commercial (GC) with a PAD overlay	Epicenter mixed use development

Project Signs

Sign Type	Description	Allowed by Code	Allowed under MSP
Vehicular Directional	Internal directory signage	Sign Area: 3sf Max Height: 3'	Sign Area: 4.5sf Max Height: 4'-6"
Directory Sign	Internal directory sign	Total Sign Area: 40sf Max Height: 8'	Total Sign Area: 40sf Max Height: 8'
Tenant Signs	This includes a variety of building tenant signage such as wall signs, canopy signs, blade signs, murals	1.5 sf per 1 lineal foot of frontage 32sf minimum	1.875 sf per 1 lineal foot 40sf minimum

DISCUSSION

Epicenter is a unique mixed-use development that includes walkable ground floor service/retail uses with 320 apartment homes above the ground floor. The applicant is requesting approval of a Master Sign Plan to allow increased signage due to the urban environment of this development. The Epicenter site is oriented in such a way that the suites don't receive the benefit of "double frontage" for sign allowance, however a number of corner suites are adjacent to pedestrian pathways and offer building access onto these internal paseos and would benefit from additional signage as permitted by the LDC under a Master Sign Plan (MSP). MSPs do allow for an increase in wall sign area of 25% if approved by the Design Review Board; as such, the applicant is requesting wall signage be permitted at a rate of 1.875 sf per lineal foot of building frontage as opposed to the 1.5 sf permitted by right.

It is also important to note, that the unique design of Epicenter includes "Agritopia Commercial Design Guidelines for Agritopia Epicenter" adopted under DR14-29. These guidelines established Tenant Expression Zones (TXZs) for the first 20' of building height to create interesting storefronts. These guidelines are provided for reference in this staff report and are to remain in effect for the commercial

storefront development with the intent of creating a very dynamic retail environment.

In addition, the applicant is seeking approval of a variety of signs in compliance with the Land Development Code standards. These signs include two free standing monument signs along Higley Road and two along Ray Road. Internal directional signage is also proposed that seeks to take advantage of the additional signage under an MSP. The applicant has proposed the vehicular directory signage be allowed a maximum height of 4'-6" with a total sign area of 4.5 sf. Given the layout of the site and diversity of uses and users, staff feels this is an appropriate request.

In addition to these traditional sign types the Epicenter PAD included adoption of a Special Sign District. This special sign district permits sign types that are unique to the Agritopia development, including rooftop signage, and pole mounted signage. The sign package includes the design of a roof mounted sign as permitted by the special sign district. The sign is proposed to be mounted on top of building two and oriented towards the hard corner of Higley and Ray Roads. The total height of the sign and support structure is 15' with the sign letters proposed at a height of 8'-5" and 40'-7" long. Based on the size of the building and height (60'-6"), staff does feel that the size of the sign is proportionally appropriate, but notes that because this sign type is not identified in the LDC there are no standards for this type of sign. External up-light fixtures will be mounted on the back of the building parapet to light the sign.



PUBLIC NOTIFICATION AND INPUT

An official notice of the meeting agenda was posted in all the required public places within the Town.

Staff has received no comment from the public.

STAFF RECOMMENDATION

Approve the Findings of Fact and approve DR21-126, Epicenter M Master Sign Plan for approximately 18.6 acres located at the NWC of Higley and Ray Roads, and zoned General Commercial (GC) with a Planned Area Development (PAD) overlay, subject to conditions:

1. Construction of the project shall conform to the exhibits approved by the Planning Commission at the January 5, 2022 public hearing.
2. The construction site plan documents shall incorporate the Standard Commercial and Industrial Site Plan Notes adopted by the Design Review Board on March 11, 2004.
3. All signage will require a sign permit.

Respectfully submitted,



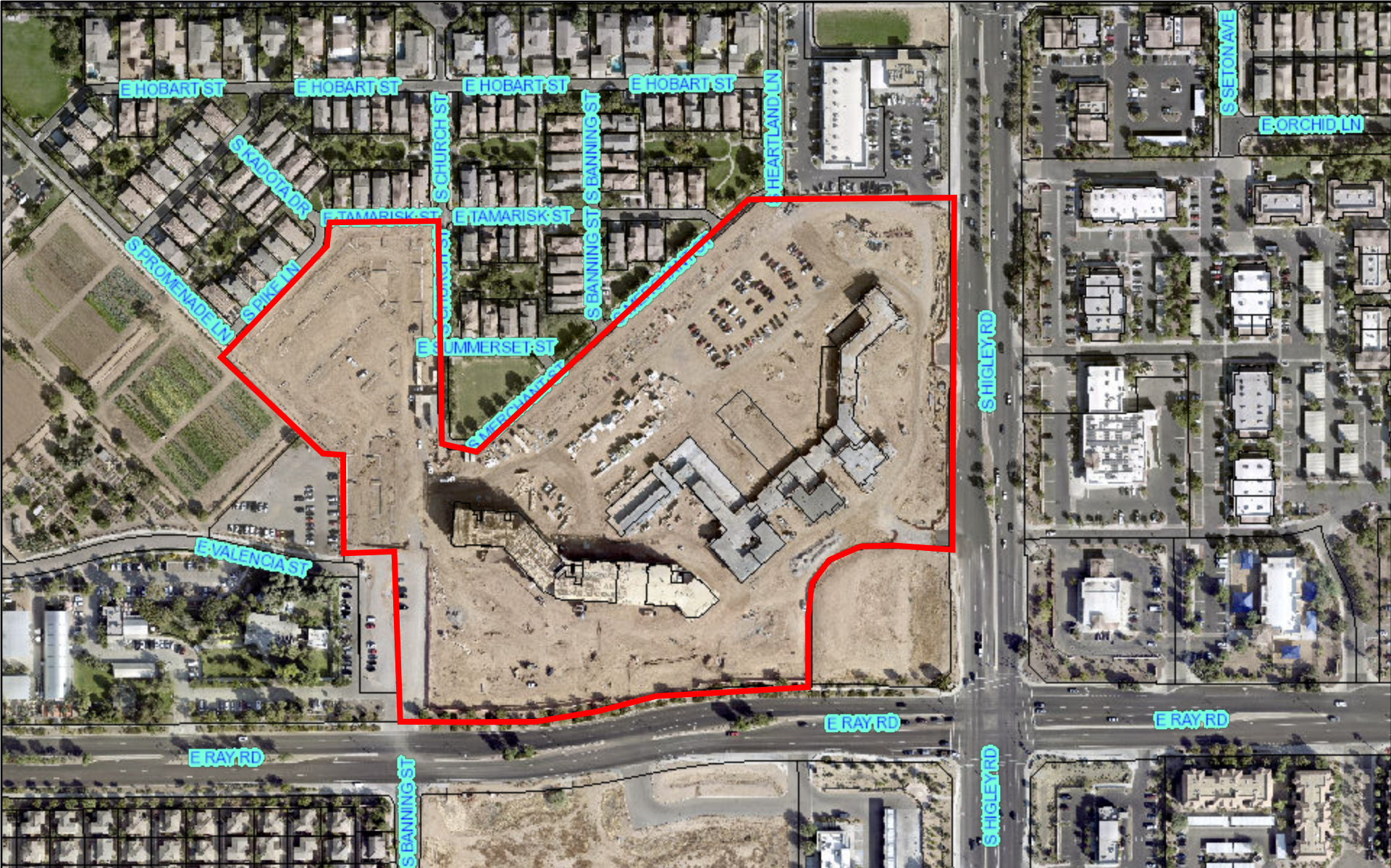
Ashlee MacDonald, AICP
Principal Planner

Attachments and Enclosures:

- 1) Finding of Fact
- 2) Aerial Photo
- 3) Site Plan
- 4) Master Sign Plan
- 5) Agritopia Commercial Design Guidelines for Agritopia Epicenter (for reference only)

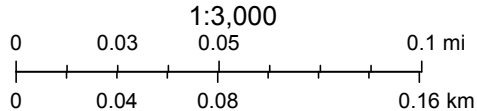
**FINDINGS OF FACT
DR21-126: Epicenter MSP**

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 project is consistent with all applicable provisions of the Zoning Code;
4. The project is compatible with adjacent and nearby development; and
5. The project design provides for safe and efficient provisions of public services.



12/29/2021

- Street Labels
- Assessor Parcels
- Town Owned Parcels
- Neighborhood Office
- County Areas
- Parcels
- Zoning
- Gateway Business Center
- SRP Owned Parcels
- Business Park
- General Office





Looney Ricks Kiss

Architecture Interiors Graphics Urban Design
175 Toyota Plaza, Suite 500
Memphis, Tennessee 38103
Telephone 901 521 1440
Fax 901 525 2760
E-mail info@lrk.com

Multi-Family Plan for:

StreetLights Residential

3102 Oak Lawn Avenue, Suite 800

Dallas, Texas 75219

Issues and Revisions

No.	Date	Issues
01	09.21.2018	100% Schematic Design
02	12.21.2018	DRB Review Package
03	01.16.2019	DRB Review Package
04	02.13.2019	Fire Access Revisions
05	03.21.2019	DRB Review Revisions
06	04.18.2019	DRB Review Revisions #2
07	05.24.2019	DRB Review Revisions #3

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Seal

PRELIMINARY
NOT FOR
CONSTRUCTION

Project Number: 01.18028.00

Project Name:

Agritopia

Drawing Name:

Exhibit 9
Site Plan

Drawn By:

Checked By:

EXHIBIT 4:

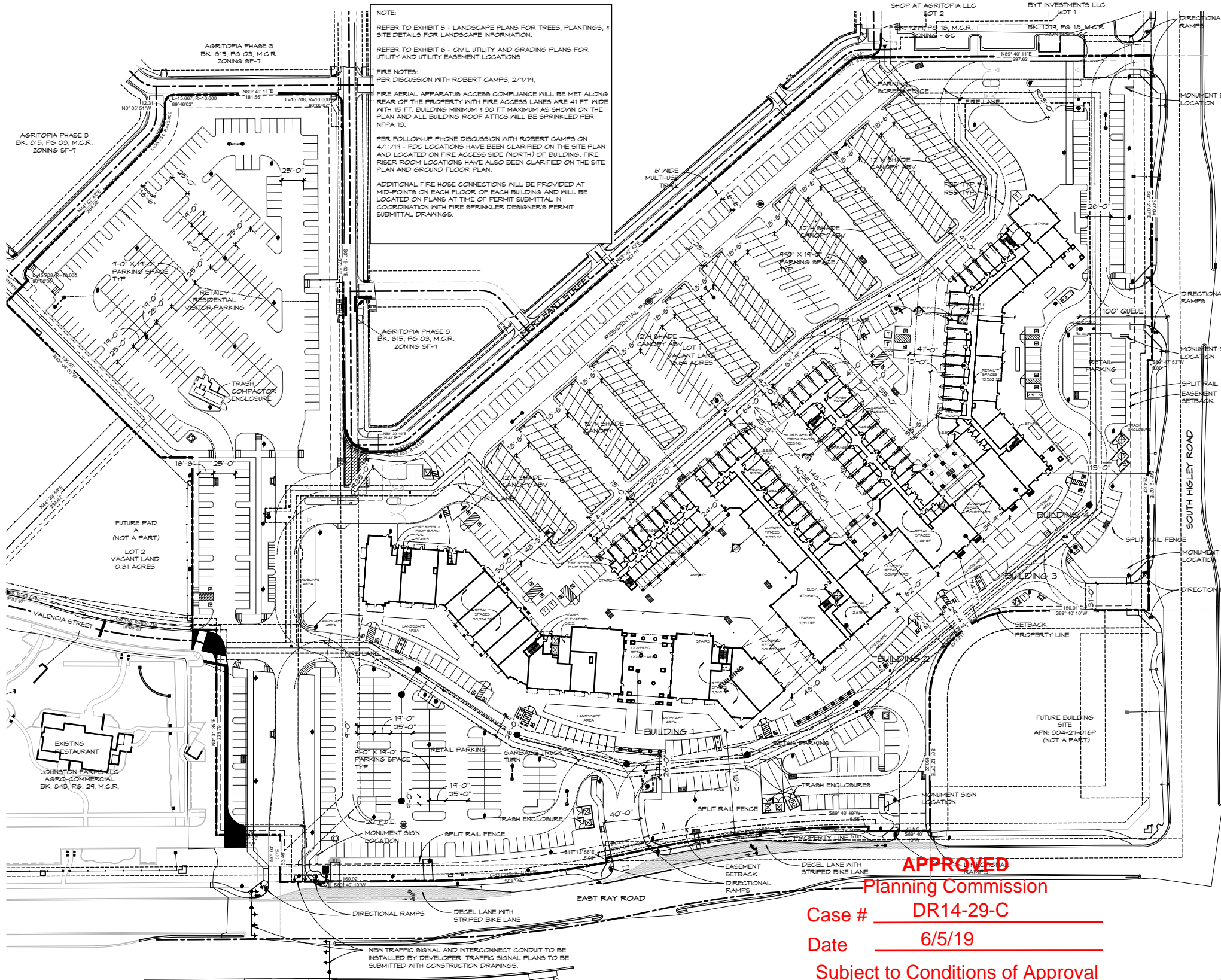
A100

CITY STANDARD NOTES:

ALL UTILITY LINES LESS THAN 4' R/W OR CONTIGUOUS TO THE SITE SHALL BE INSTALLED OR RELOCATED UNDERGROUND.
ALL TRASH ENCLOSURES SHALL INCLUDE FULLY OPAQUE SCREENING GATES, FINISHED AND PAINTED TO MATCH THE ENCLOSED SCREENING GATES SHALL NOT OPEN INTO VEHICULAR DRIVE ASLES. TRASH ENCLOSURES ARE NOT REQUIRED IN INDUSTRIAL DISTRICTS IF LOCATED INSIDE AN ENCLOSED YARD WHICH IS SCREENED BY A PERIMETER WALL AT LEAST 6 FEET IN HEIGHT.
ALL OUTDOOR STORAGE AREAS FOR STORAGE OF MATERIAL AND EQUIPMENT SHALL BE FULLY SCREENED FROM VIEW BY A 6' SOLID MASONRY WALL. INDUSTRIAL STORAGE SCREEN WALLS SHALL BE FINISHED WHERE THEY ARE EXPOSED TO PUBLIC VIEW FROM STREETS OR ADJACENT NON-INDUSTRIAL USES.
S.E.S. PANELS AND ANY OTHER ABOVE GROUND UTILITY CABINET SHALL BE FULLY SCREENED FROM VIEW FROM STREETS OR FROM AREAS ACCESSIBLE TO CUSTOMERS AND THE GENERAL PUBLIC. SCREENING MAY BE ACCOMPLISHED BY ANY ONE OF THE FOLLOWING METHODS:
A. FULLY RECESSING THE CABINET INTO A BUILDING OR ENCLOSING IT BY SOLID DOOR OR DOORS SEPARATE FROM THE CABINET.
B. SCREENING WITH A DECORATIVE MASONRY WALL OF THE SAME HEIGHT AS THE PANEL. THE SCREEN WALL MAY BE L-SHAPED, U-SHAPED, OR A STRAIGHT WALL PARALLEL TO THE CABINET DEPENDING ON THE LOCATION OF THE CABINET.
C. AN ALTERNATE SCREENING METHOD APPROVED BY THE PLANNING DEPARTMENT PRIOR TO ISSUANCE OF ANY PERMITS.
THE LOCATION OF ALL ELECTRICAL UTILITY EQUIPMENT SHALL BE IDENTIFIED ON THE CONSTRUCTION PLANS.
ROOF-MOUNTED MECHANICAL EQUIPMENT SHALL BE FULLY SCREENED BY EITHER ONE OF THE FOLLOWING METHODS:
A. THE PARAPET WALL OF THE BUILDING SHALL BE EQUAL TO OR EXCEED THE HEIGHT OF THE MECHANICAL UNITS, OR
B. BY LOCATING THE MECHANICAL EQUIPMENT BEHIND THE ROOF PLANES IN THE CASE OF MANSARD, HP OR OTHER THAN FLAT ROOF.

ROOF-MOUNTED MECHANICAL EQUIPMENT ENCLOSURES OR EQUIPMENT SCREEN WALLS SHALL NOT PROJECT ABOVE THE ROOF PARAPET TO THE EXTENT PERMITTED BY LAW. SATellite DISHES SHALL BE FULLY SCREENED BY A PARAPET WALL.
GROUND MOUNTED MECHANICAL EQUIPMENT SHALL BE FULLY SCREENED FROM VIEW FROM STREETS OR SURROUNDING COMMERCIAL USES BY A COMBINATION OF DECORATIVE WALLS AND AN EVERGREEN VEGETATIVE HEDGE EQUAL TO OR EXCEEDING THE HEIGHT OF THE EQUIPMENT.
PNEUMATIC TUBES, WEATHER METAL OR PLASTIC, SHALL BE EITHER:
A. ENCLOSED IN PLASTERS, COLLINGS, OR OTHER ARCHITECTURAL FEATURES OF THE CANOPY OR BUILDING, OR
B. ROUTED UNDERGROUND.
ALL BACKFLOW PREVENTION DEVICES 2" OR LARGER SHALL BE SCREENED WITH LANDSCAPE LOCATED WITHIN A 6' RADIUS OF THE DEVICE.
ALL BACKFLOW PREVENTERS LESS THAN 2" SHALL BE PLACED IN A FIRE GAGE PAINTED TO MATCH THE PRIMARY BUILDING COLOR.
ALL FREESTANDING LIGHT POLES SHALL:
A. BE LOCATED WITHIN LANDSCAPE AREAS OR PLANTER ISLANDS.
B. HAVE CONCRETE BASES PAINTED TO MATCH THE PRIMARY BUILDING COLOR OR FINISHED TO MATCH PARKING SCREEN WALLS. CONCRETE BASES FOR LIGHT POLES SHALL NOT EXCEED A HEIGHT OF 30" FROM ADJACENT GRADE.
C. BE LOCATED TO AVOID CONFLICT WITH TREES.
SITE LIGHTING SHALL COMPLY WITH THE LIGHT AND GLARE CRITERIA SET FORTH IN SECTION 05 OF THE LDC, INCLUDING A MAXIMUM FREESTANDING LIGHT FIXTURE HEIGHT OF 25'.

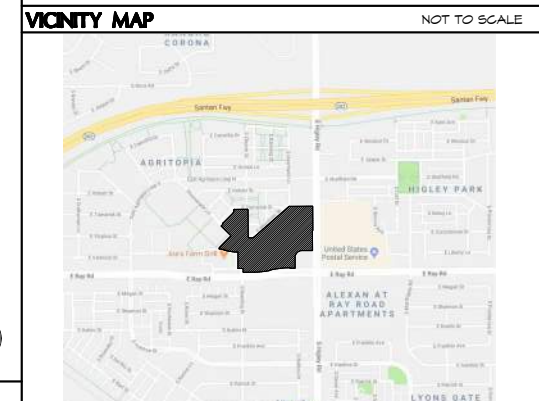
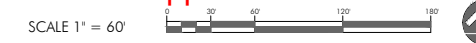
LANDSCAPED AREAS ADJACENT TO PUBLIC RIGHT-OF-WAY SHALL BE MOUNDING AND NATURALLY CONTOURED, NO MORE THAN 50% OF THE REQUIRED RIGHT-OF-WAY AND LANDSCAPING TRACTS. LANDSCAPING FRONTING ADJACENT STREETS MAY BE USED FOR RETENTION. RETENTION AREA SIDE SLOPES SHALL BE VARIED, AND NO SLOPE SHALL EXCEED A 4:1 MAXIMUM.
COMMERCIAL BUILDING DOWNPOUNTS SHALL BE INTERNALIZED. INDUSTRIAL BUILDINGS MAY USE EXPOSED DOWNPOUNTS IF ARTICULATED WITH THE ARCHITECTURE OF THE BUILDING AND BUILT WITH A DURABLE MATERIAL SUCH AS STEEL.
COMMERCIAL DEVELOPMENT VEHICULAR ACCESS POINTS AND PEDESTRIAN ACCESS PAYS SHALL INCLUDE SPECIAL PAVEMENT TREATMENT SUCH AS INTERLOCK CONCRETE, BOARDS, OR SIMILAR ALTERNATIVE. LOCATION AND MATERIAL SHALL BE REVIEWED AND APPROVED BY THE PLANNING DEPARTMENT PRIOR TO THE ISSUANCE OF BUILDING PERMIT.
CUSTOMER, EMPLOYEE AND VISITOR PARKING SHALL BE SCREENED FROM STREET VIEW BY LOW MASONRY WALLS. THE PARKING SCREEN WALLS SHALL BE FINISHED ON BOTH SIDES USING THE SAME MATERIALS AND COLORS, AND A DESIGN TO COMPLEMENT THAT OF THE MAIN BUILDING.
ALL EXTERIOR METAL SHALL BE FINISHED OR PAINTED TO MATCH THE APPROVED PROJECT COLORS.
EXISTING ON-SITE PLANT MATERIAL DAMAGED DURING CONSTRUCTION SHALL BE REPLACED WITH COMPARABLE SPECIES AND SIZES.



APPROVED
Planning Commission
Case # DR14-29-C
Date 6/5/19
Subject to Conditions of Approval

01 PRELIMINARY SITE PLAN
SCALE: 1"=60'-0"

DR14-29-C (DR19-13): Epicenter at Agritopia
Attachment 4: Site Plan
June 5, 2019



Epicenter

3150 E. RAY RD. | GILBERT, AZ 85296

APPROVED

Planning Commission

Case # DR14-29-S

Date 1/5/22

Subject to Conditions of Approval

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PROJECT DESCRIPTION

PROJECT NAME & ADDRESS

Epicenter
3150 E. Ray Rd.
Gilbert, AZ 85296

PROPERTY OWNER

Johnston & Co.
3000 E. Ray Rd. Bldg. 5
Gilbert, AZ 85296

William Johnston, CEO
william@agritopia.com

PARCEL INFORMATION

PARCEL NUMBER
313-12-925

AREA IN ACRES
± 18.6

ZONING
GC

SECTION 1 | GENERAL INFORMATION

ARCHITECT OF RECORD

Looney Ricks Kiss
50 South B.B. King Blvd.
Suite 600
Memphis, Tennessee 38103

SIGNAGE CONSULTANT

Trademark Visual, Inc.
3825 S. 36th St.
Phoenix, AZ 85040
602.272.5055

Jim Bacher
jbacher@trademarkvisual.com

JURISDICTION

Town of Gilbert
Section 5.602B.1 - Administrative Design Review

APPROVED
Planning Commission
Case # DR14-29-S
Date 1/5/22
Subject to Conditions of Approval

NARRATIVE

This MSP is not meant to override the existing approved Agritopia sign criteria, just offer clarification on the new development for the overall project. A higher level of design is encouraged for signage to compliment the project and attract the desired tenants as well as enhance the urban experience and exploration of the unique and contemporary environment. Although high end design is encouraged, the vernacular and period signage is still a part of this overall development.

Epicenter is the place to explore and enjoy the best of the valley in a walkable urban setting. Enjoy the elevated loft living and hand curated restaurants and retailers.

The multi-family units feature state-of-the-art amenities and thoughtfully curated design details that will capture the essence of the Agritopia® community.

The Tyler at Epicenter will feature 320 apartment homes that will appeal to a broad spectrum of residents seeking a walkable lifestyle within the vibrant community. In addition to the previously announced amenities, including the maker's space and demonstration kitchen, residents will have access to ample co-working space and conference room replicating a greenhouse and paying homage to Gilbert's farm life. There will also be a resort-style pool complete with cabanas, a dedicated yoga lawn, a high-end fitness facility with live-streaming classes, and a spacious dog park. At The Tyler at Epicenter, Residents can expect convenient covered parking, garages with electric charging stations and elevator access for every building. Package lockers and food storage and delivery lockers will be located in the lobby to eliminate non-resident foot traffic beyond secured areas. The Tyler at Epicenter will also feature a fully secured bike storage and repair shop, so residents can conveniently explore the community without the need of a vehicle.

The ground level will feature mixed retail uses that will offer food, drink, wellness and shopping experiences.



APPROVED

Planning Commission

DR14-29-S

Case # _____

Date 1/5/22

Subject to Conditions of Approval

SIGN APPROVAL

All signs, whether requiring a permit or not, are subject to landlord approval prior to installation. Sign permits must be obtained from the Town of Gilbert prior to the installation of any permit required signs. All permitted signs must have landlord approval prior to submittal to the Town for individual sign permits.

INSTALLATION/ SEALING OF BUILDING WALL PENETRATIONS

All mounting is to be performed by the tenant’s sign company. Tenant’s building signage must be mounted directly to the building façade or canopy as shown on the elevations. Façade penetrations should be kept to a minimum. All penetrations of the building wall structure required for sign installation shall be neatly sealed in a watertight fashion. No roof penetrations are allowed. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.

OPENINGS IN BUILDING WALLS

Locations of all openings for conduit and sleeves in building walls must be indicated by the sign contractor on the drawings submitted. The contractor shall install the sign in accordance with the approved drawings. All penetrations made shall be sealed during the sign installation to prevent damage to the building walls/ materials.

ELECTRICAL REQUIREMENTS

No exposed tubing, raceways, or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed. All electrical signs shall bear the UL label and shall conform to National Electrical Code Standards. Electric signs shall display an electrical component tag certifying compliance with the Town Electrical Code, or an approved tag issued by a testing laboratory approved by the Planning and Development Department.

DAMAGE CAUSED BY OR DURING INSTALLATION

The sign contractor and/or tenant will pay for any damage to a building’s fascia, canopy, structure, roof, building elements or flashing caused by sign installation.

UPKEEP AND MAINTENANCE

Each Tenant is fully responsible for the upkeep and maintenance of its sign(s), including any individual pylon or monument signage, and tenants are to repair any sign defects within five (5) days of notification. If a tenant does not repair said sign(s), the owner, at the tenant’s sole cost and expense, may repair and/or replace sign(s). A penalty of 100% of the owner’s cost to repair said signage, in addition to the cost of the repair, may be assessed to the tenant if

the landlord or building owner is required to provide the necessary maintenance due to the tenant’s non compliance following notification.

OWNER’S RIGHT TO MODIFY REQUIREMENTS

The owner’s representative has the right to modify the sign design standards and requirements for any Tenant.

REQUIRED INSURANCE FOR SIGN CONTRACTORS

All sign contractors must carry workers’ compensation and commercial liability insurance against all damages suffered or done to any and all persons and/or property while engaged in the construction or installation of signs, with a combined single limit in an amount not less than two million and no/100 dollars (\$2,000,000.00) per occurrence. Every sign contractor must hold a current contractor’s license in the State of Arizona. Landlord or building owner must be named as additionally insured in the workers’ compensation and commercial liability insurance. Contact the owner’s representative for this information.

SIGN IDENTIFICATION TAGS

Permitted signs shall display an identification tag which is readily visible from public property or property accessible to the public after the sign is erected. The Planning and Development Department shall issue a sign permit tag bearing the permit number for all signs requiring a permit. All signs for which a variance or use permit has been granted shall display a special identification tag to show that the sign has been exempted from complying with one or more of the requirements of this ordinance. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Labels required shall be applied in an inconspicuous location.

GENERAL CONSTRUCTION REQUIREMENTS

All signs shall be fabricated using full welded construction. All exposed fasteners shall be painted to render them inconspicuous. All signs shall conform to International Building Code Standards. Flashing, moving, or audible signs will not be permitted.

ILLUMINATED SIGNS

A Permanent Sign on a parcel in a nonresidential use may be illuminated by internal illumination, internal indirect (halo) illumination, or lit by external indirect illumination. Permanent Sign may not be illuminated in a manner that leaves the illumination device exposed to public view except with the use of neon tubing. The illumination of signs shall meet all regulations as set forth in the Gilbert Municipal Code, Chapter 42, Article II, Section 42-34.

ILLUMINATION TIMER

Power to illuminate the tenant’s sign is to be from tenant’s electrical meter, switched through a time clock and photo cell, set in accordance with schedules determined by the owner and shopping center manager.

APPROVED
Planning Commission
Case # DR14-29-S
Date 1/5/22
Subject to Conditions of Approval

DEFINITIONS

BLADE SIGN

Any sign attached to a building or other structure that projects out from the building surface or is suspended from an architectural element of the building in whole or in part more than fifteen (15) inches beyond or below the building architecture.

CANOPY SIGN

A sign designed to be installed, attached or otherwise applied to or located directly on the roof of a canopy and used to accent the building entry.

DIRECTORY SIGN

A permanent freestanding or building mounted signs located throughout the complex with the intended use of directing pedestrians to various destinations throughout the complex.

GRAPHICS

Lettering, symbols, and logos used for name identification (primary identification), and for identification of product and services (secondary identification or modifiers).

GROUND SIGN

A permanent sign that displays the name of the complex, tenants within the subject complex, or the physical address of the complex. A ground sign is placed along a street frontage and is separate from a building.

MURAL

A painting or pictorial representation applied to or incorporated onto a structure or wall, which can be viewed from public places, service lanes and ROW.

PERMANENT SIGN

A sign displayed for an unrestricted period of time.

PROHIBITED SIGN

Any sign not allowed by the Town of Gilbert. See Town of Gilbert Land Development Code 4.404: Prohibited Sign for a comprehensive list.

ROOFTOP SIGN

A sign designed to be installed upon or attached to the roof of a building either as freestanding letters and/or graphic elements attached to a frame structure.

SIDEWALK EMBEDDED SIGN

Any lettering or plaque embedded directly into the concrete of a sidewalk or walkway.

SIGN AREA

The area contained within the outer limits of the text, together with the material or color forming the background for the text but not including the supporting structure or wall to which it is attached. Actual sign area allowed will correspond to the length of the building elevation of the tenant or user suite where its principal entrance is located. See Figure 1 on this sheet for examples.

SIGN BAND

A physical architectural feature on a building surface, often above building entrances, designed to accommodate wall signage.

SIGN ENVELOPE

Located within a sign band, the sign envelope is the designated area that defines the overall height and length allowances for sign area designated for tenant sign placement on a building elevation. For this project, the area of a sign envelope is ascribed as 80 percent of available horizontal and vertical wall space or sign band on which the sign is placed. A sign envelope does not necessarily define the allowable sign area for a sign. See Figure 2 on this sheet for example.

TOWER SIGN

A permanent sign over 30' in height that displays the name of a multi-tenant complex, tenants within the subject complex, or the physical address of the complex. A tower sign is placed along a street frontage and is separate from a building.

TEMPORARY SIGN

Any sign displayed for a restricted period of time. Temporary signs are allowed per Town of Gilbert Land Development Code 4.408.

VEHICULAR DIRECTIONAL SIGN

A permanent freestanding sign located along complex roads and entryways with the intended use of directing vehicular traffic to various destinations throughout the complex.

WALL SIGN

A sign designed to be installed, attached or otherwise applied to the wall of a building with the face of the sign parallel to the facade or wall on which it is placed.

WINDOW SIGN

A sign applied or attached to a window, or displayed within 6 feet of the interior of a first floor window area so as to attract attention of persons outside the building. Window Signs are permitted in all zoning districts but may be placed in single-family residential zoning districts only in conjunction with non-residential uses as a

permanent Wall Sign, provided that the Window Sign does not cover more than twenty-five percent (25%) of the area of any window. Window Signs may be internally illuminated. A sign permit is not required for a Window Sign as allowed herein.



FIGURE 1

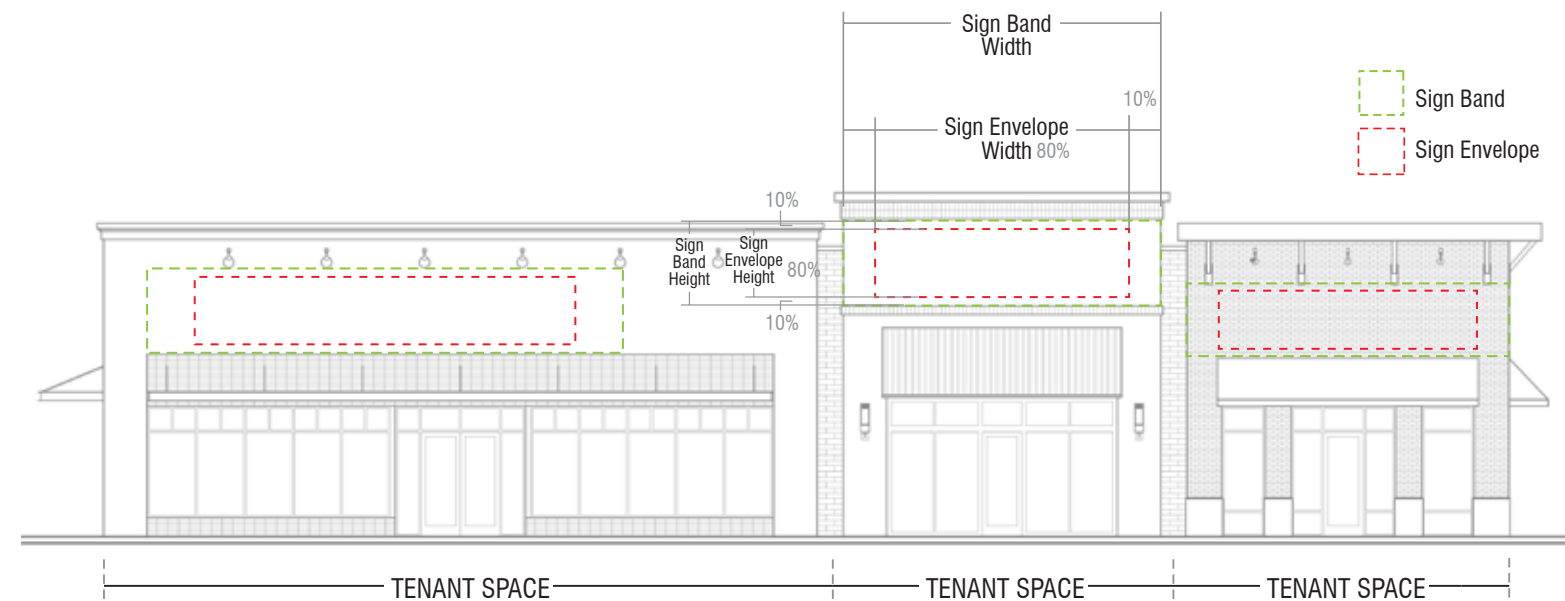


FIGURE 2

APPROVED
 Planning Commission
 Case # DR14-29-S
 Date 1/5/22
 Subject to Conditions of Approval

SECTION 2 | DEVELOPMENT SIGNS

APPROVED
Planning Commission
Case # DR14-29-S
Date 1/5/22
Subject to Conditions of Approval

PROPERTY FONTS

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

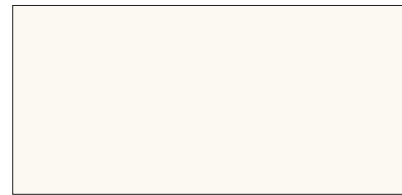
PROJECT LOGOS



COLORS / FINISHES



P1 Match PMS 548U



P3 Match Building Light Tone

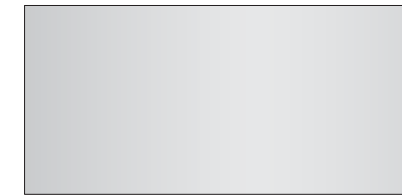


P2 Match Masonry Cap Color



P4 Rich Black - to Match Building Balconies

MATERIALS



M1 Aluminum; Painted
Various Project Colors



M4 Raw Steel



M2 White Acrylic



V1 Matte Black Vinyl
Gerber 220-22

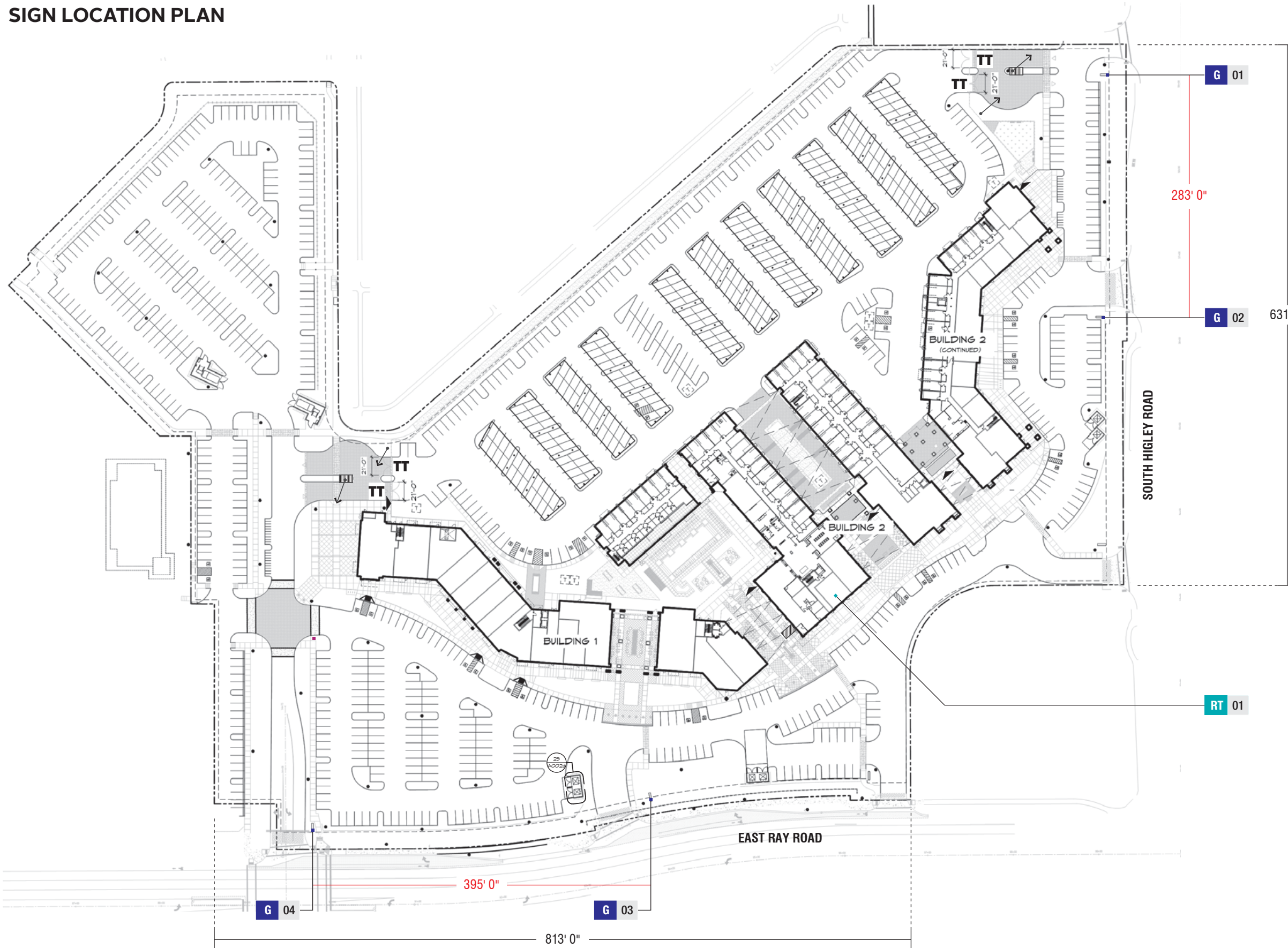


M3 Brick Masonry

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SIGN LOCATION PLAN

SECTION 2 | DEVELOPMENT SIGNS



- G GROUND SIGN**
Freestanding Sign
- RT ROOFTOP SIGN**
Building Mounted Sign
- VD VEHICULAR DIRECTIONAL SIGN***
Freestanding Sign
- PD DIRECTORY SIGN***
Freestanding or Building Mounted Sign
- PROPERTY LINE**

** Not Shown on Map. Locations TBD.
All Vehicular Directional Signs must be setback a minimum of 75' from the perimeter property line and at least 25' from the right of way.*



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SIGN TYPES

G **GROUND SIGN**
FREESTANDING SIGN

SECTION 2 | DEVELOPMENT SIGNS

G GROUND SIGN AREA = 2.00 SF
NOT TO EXCEED 5' 0" IN HEIGHT



Simulated Illumination

A Project Detail
SCALE 1" = 1'0"

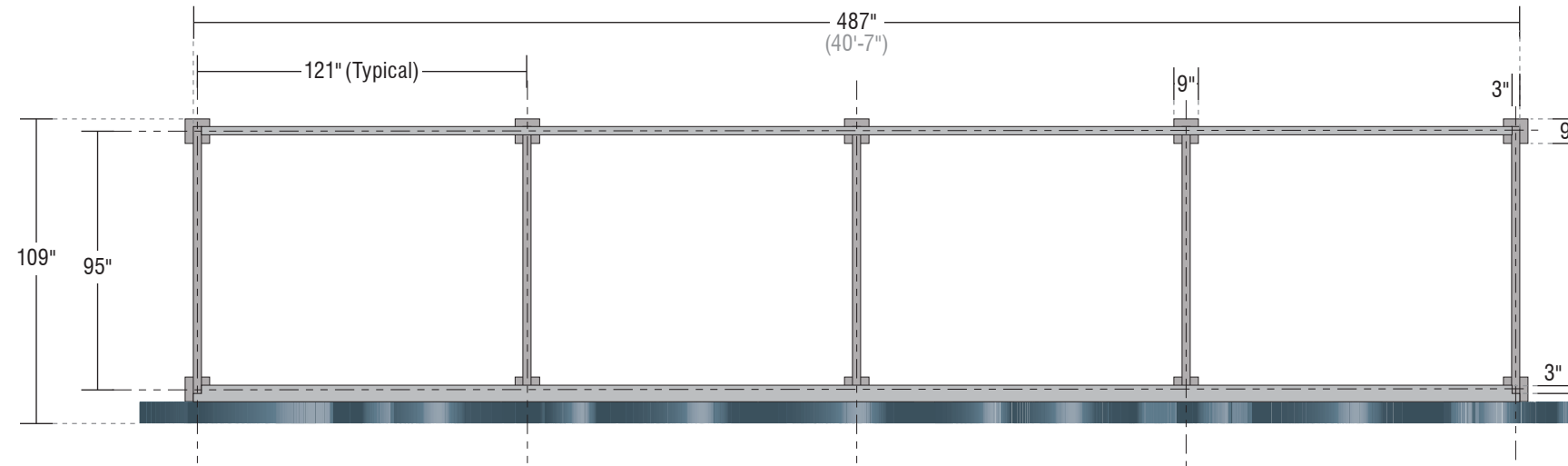
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SIGN TYPES

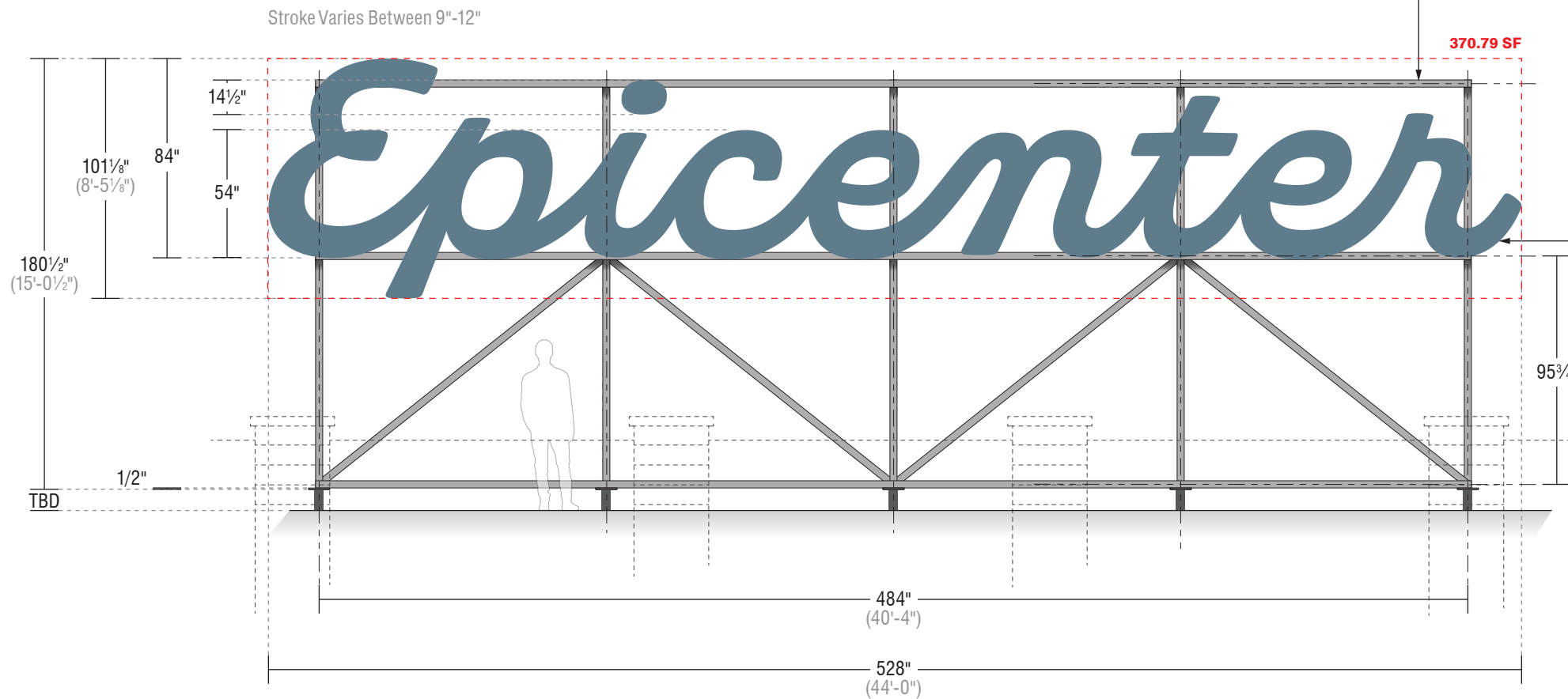
RT ROOFTOP SIGN
BUILDING MOUNTED SIGN

SECTION 2 | DEVELOPMENT SIGNS

RT ROOFTOP SIGN AREA = 370.79 SF
± 74' 5-7/16" TO TOP OF SIGN FROM GRADE



Simulated Illumination



STEEL SCAFFOLDING

Made in (2) Pieces;
3" x 3" x 5/16" Square Steel Tube
M4 - Clear Coat; Natural Finish
Top Rail Only = 3" x 6" x 5/16" Steel Tube;
Notched as Required

MID-LINE SIGN ATTACHMENT RAIL
3" x 3" x 5/16" Square Steel Tube
M4 - Clear Coat; Natural Finish

BASE MATCH PLATE
9" x 9" x 1/2" Steel Plate
M4 - Clear Coat; Natural Finish
INSTALLATION
Mount to Rooftop As Required

NON-ILLUMINATED RPC LETTERSET

FACES
1/8" Aluminum
Painted; Satin Finish
P1 - MP to Match PMS 548U ■

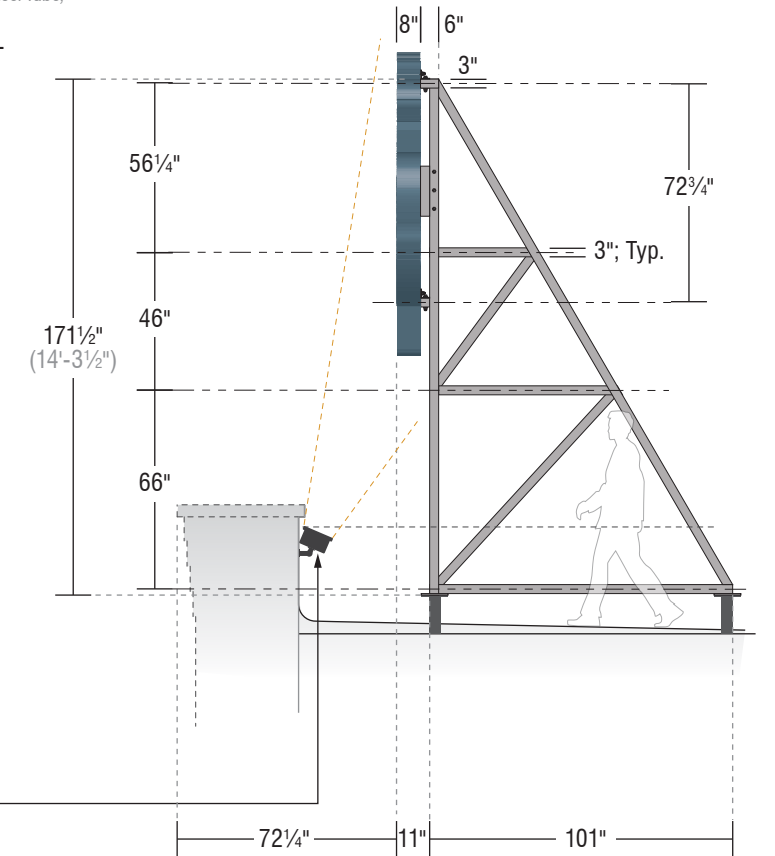
RETURNS
8" Deep .125 Aluminum
Painted; Satin Finish
P1 - MP to Match PMS 548U ■

BACKS
1/8" Aluminum
Painted; Satin Finish
P1 - MP to Match PMS 548U ■

INSTALLATION
Flush Mount to Scaffolding
with Reinforced Angle Clips
as Required

EXTERNAL UP-LIGHT FIXTURES

Qty: 4



Side View

A Project Detail
SCALE 3/16" = 1'0"

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TRADEMARK

SIGN TYPES

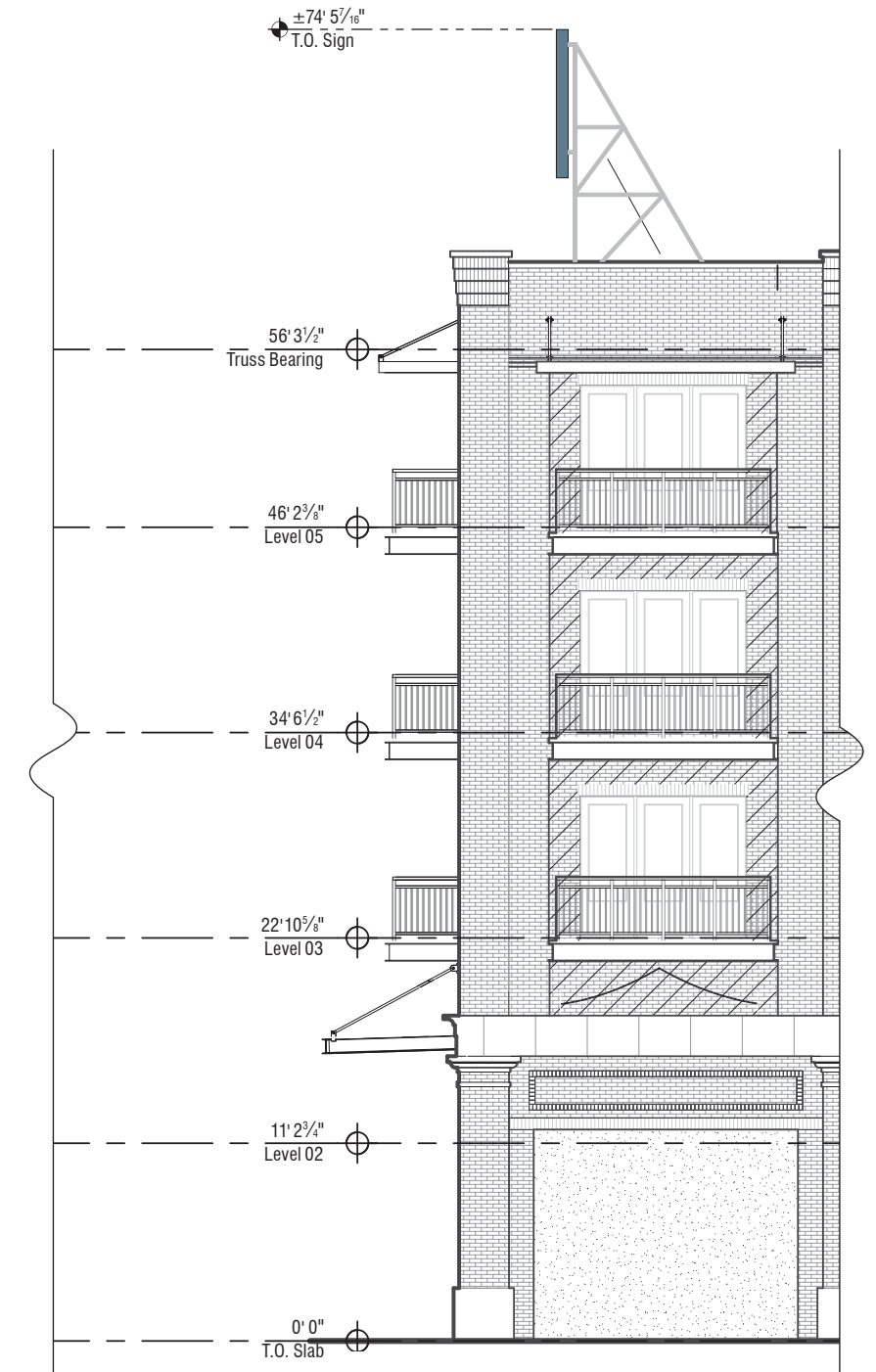
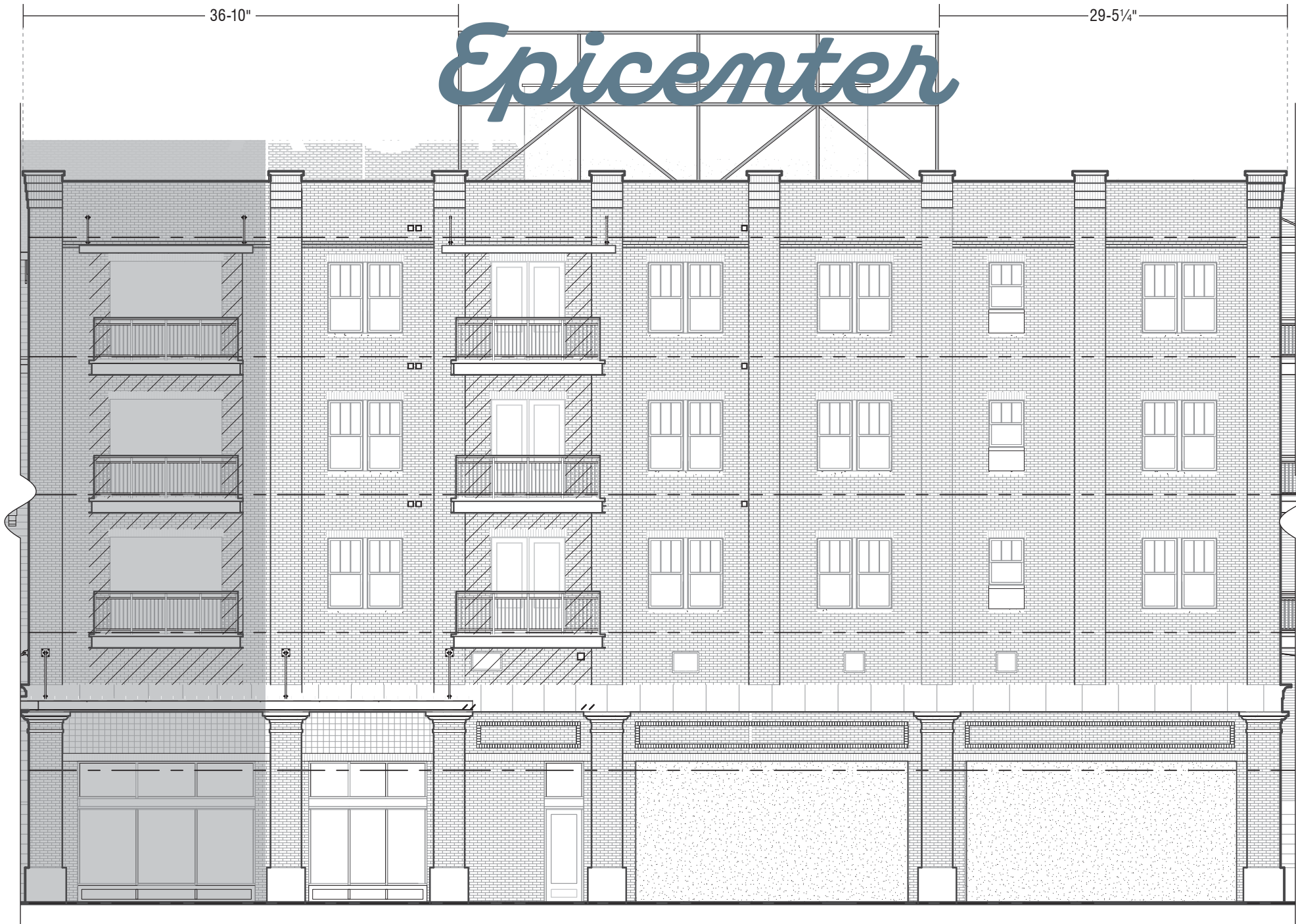
RT ROOFTOP SIGN
BUILDING MOUNTED SIGN

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SECTION 2 | DEVELOPMENT SIGNS

INSTALLATION NOTE
Exact T.O. Sign Measurement will be Determined
by Finished Height of Support Post w/ Match
Plate that is to be Provided by GC.

RT ROOFTOP SIGN AREA = 370.79 SF
± 74' 5-7/16" TO TOP OF SIGN FROM GRADE



A Elevation View - Partial South East
SCALE 3/32" = 1'0"

B Elevation View - Partial North East
SCALE 3/32" = 1'0"

SIGN TYPES

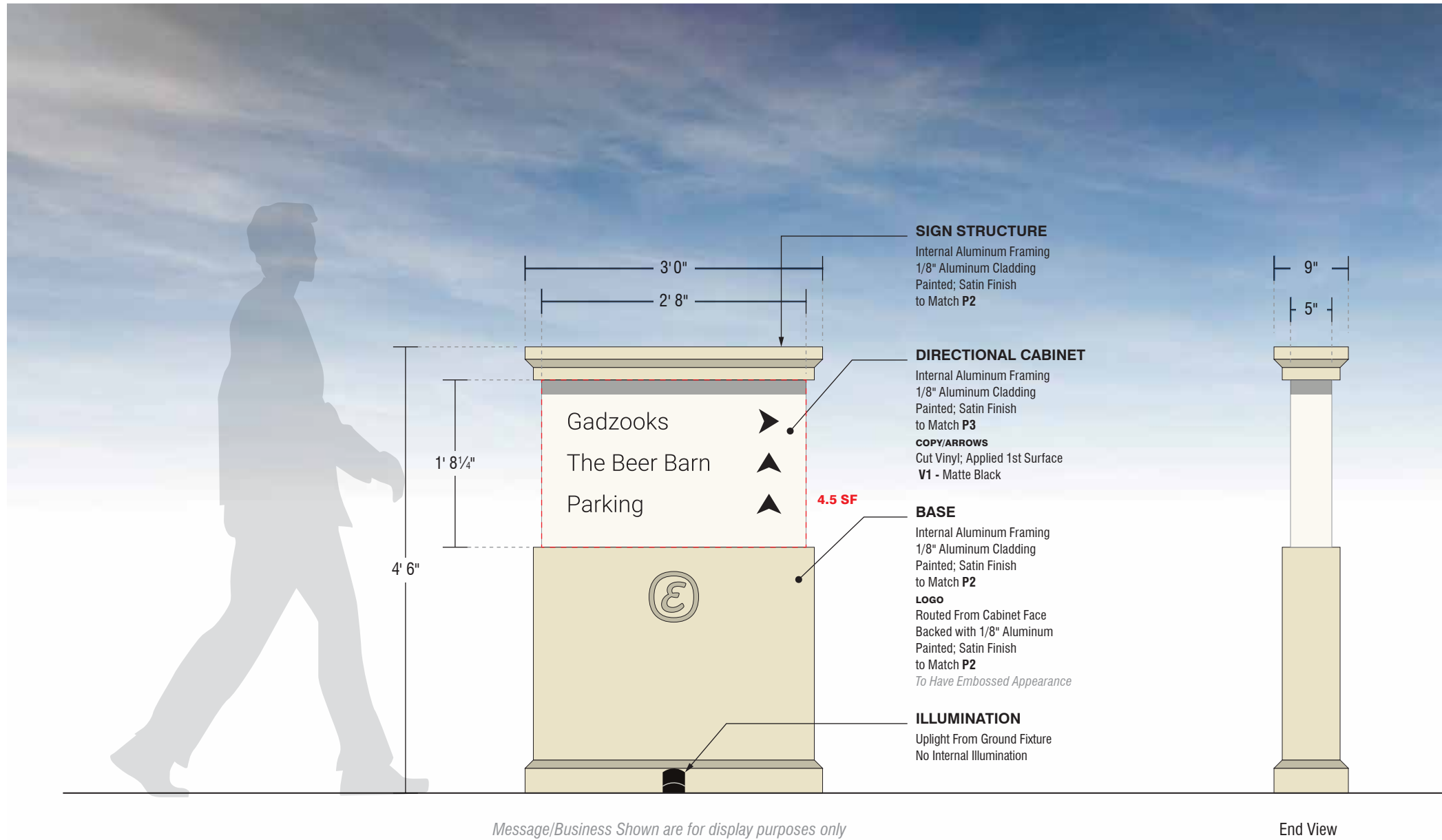
VD VEHICULAR DIRECTIONAL SIGN
FREESTANDING SIGN

SECTION 2 | DEVELOPMENT SIGNS

VD VEHICULAR DIRECTIONAL SIGN AREA = 4.5 SF
NOT TO EXCEED 4' 6" IN HEIGHT

ALLOWED PER CODE:
TOTAL SIGN AREA: 3 SF
MAXIMUM HEIGHT: 3' 0"

ALLOWED WITH MSP (50% INCREASE):
TOTAL SIGN AREA: 3 SF + 1.5 SF = 4.5 SF
MAXIMUM HEIGHT: 3' 0" + 1' 6" = 4' 6"



Simulation Illumination

A Project Detail
SCALE 3/4" = 1' 0"

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SIGN TYPES

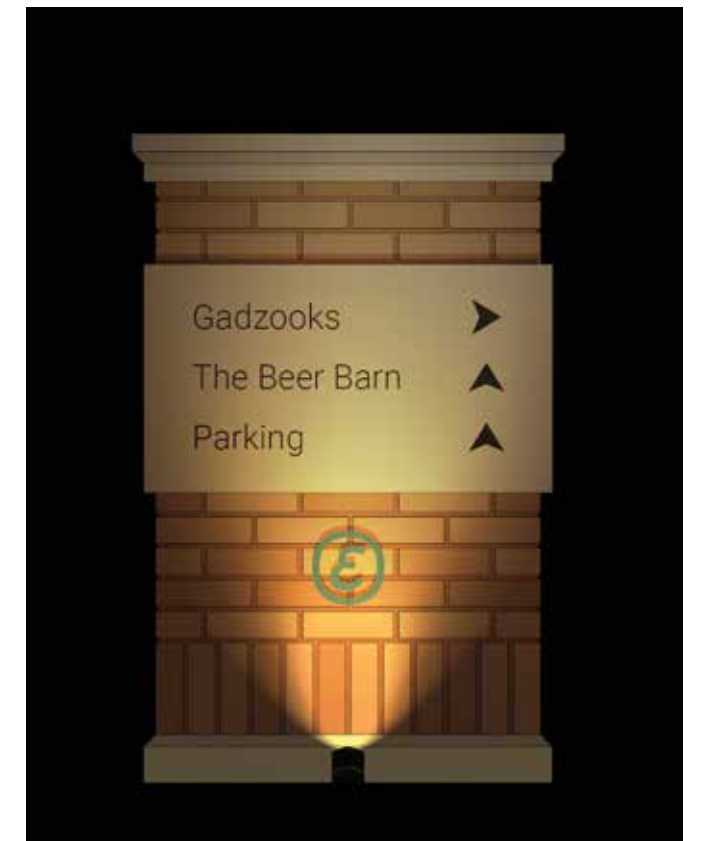
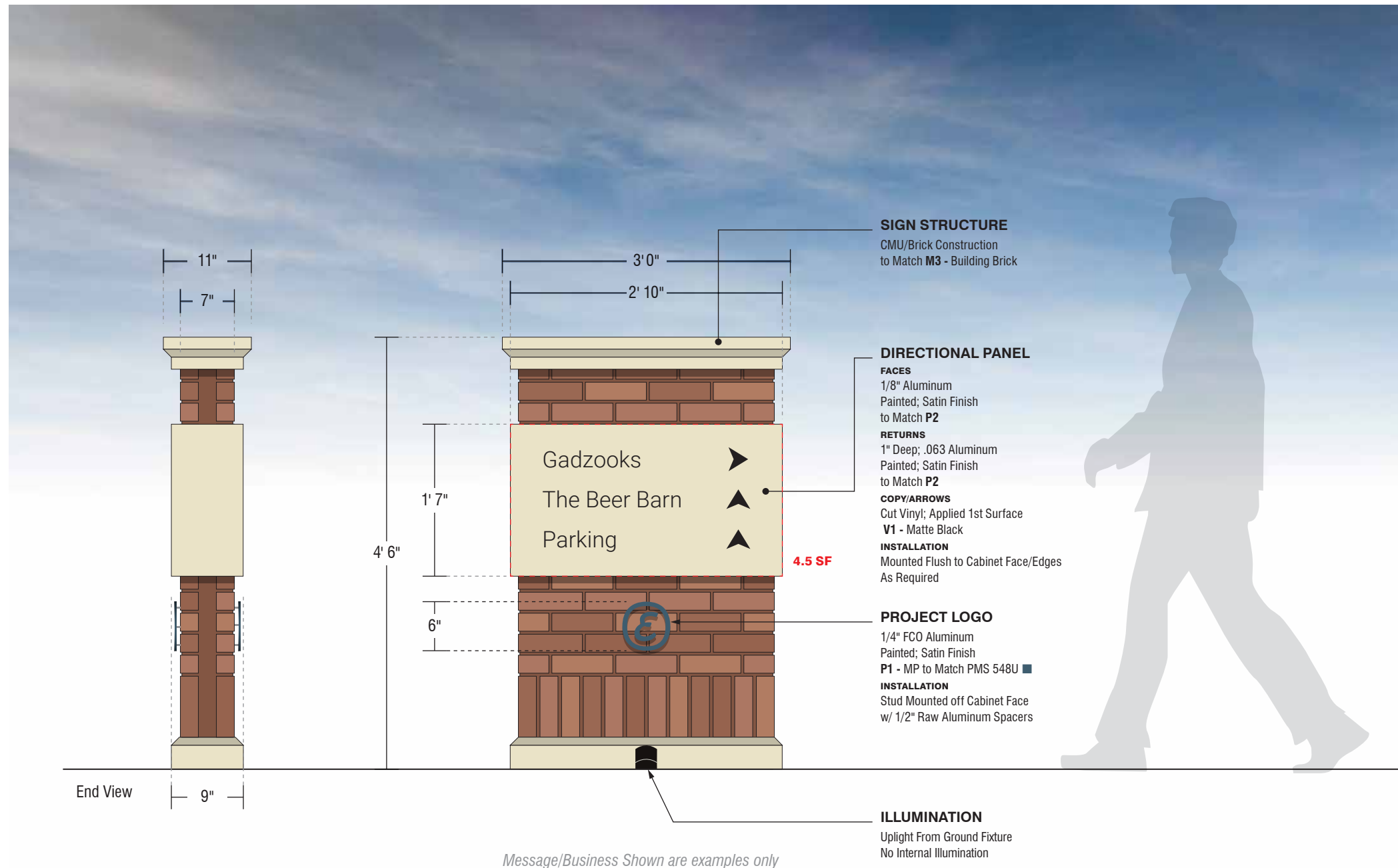
VD VEHICULAR DIRECTIONAL SIGN
ALTERNATE OPTION

SECTION 2 | DEVELOPMENT SIGNS

VD VEHICULAR DIRECTIONAL SIGN AREA = 10 SF
NOT TO EXCEED 5' 0" IN HEIGHT

ALLOWED PER CODE:
TOTAL SIGN AREA: 3 SF
MAXIMUM HEIGHT: 3' 0"

ALLOWED WITH MSP (50% INCREASE):
TOTAL SIGN AREA: 3 SF + 1.5 SF = 4.5 SF
MAXIMUM HEIGHT: 3' 0" + 1' 6" = 4' 6"



A Project Detail
SCALE 3/4" = 1' 0"

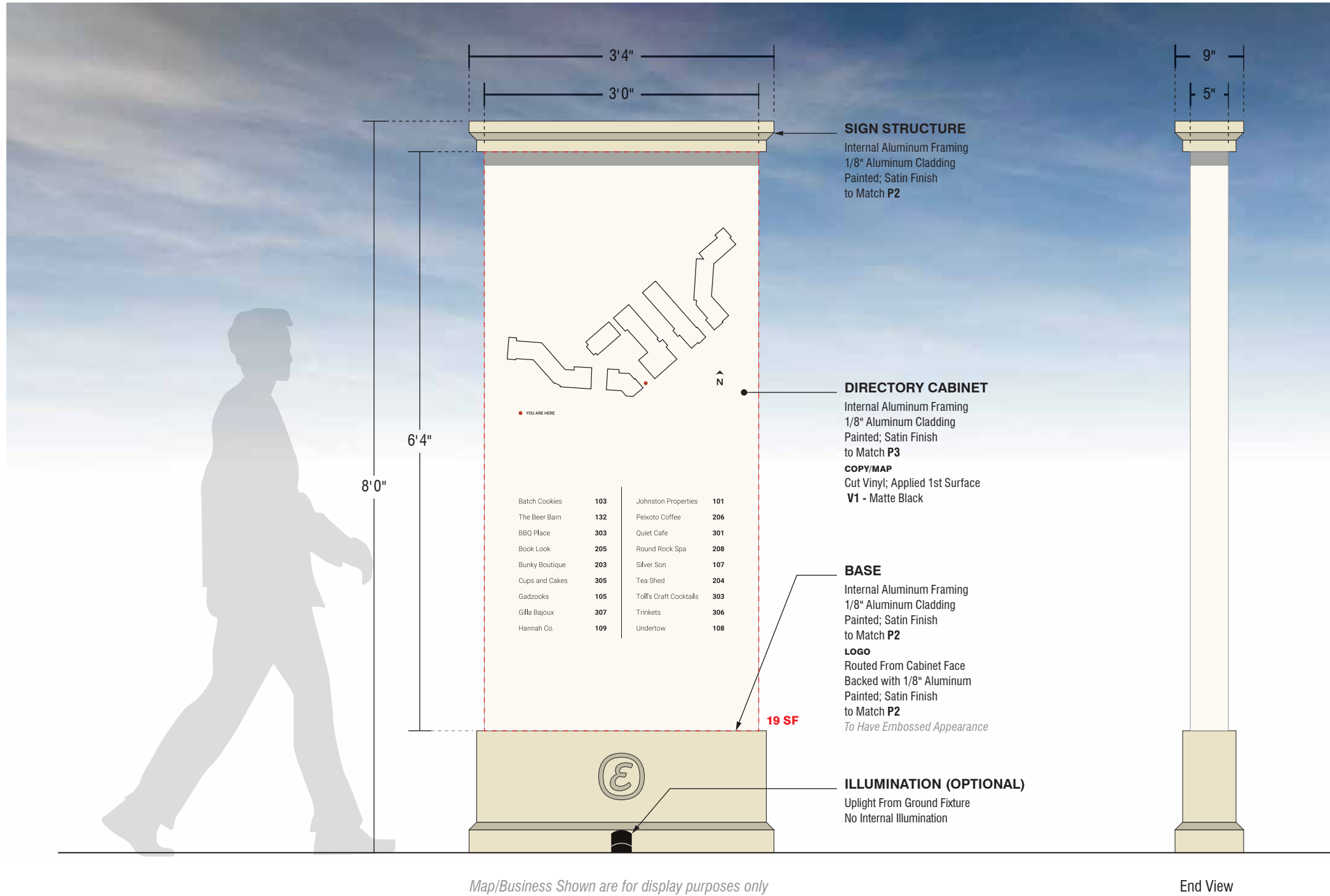
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SIGN TYPES

PD DIRECTORY SIGN
FREESTANDING SIGN

SECTION 2 | DEVELOPMENT SIGNS

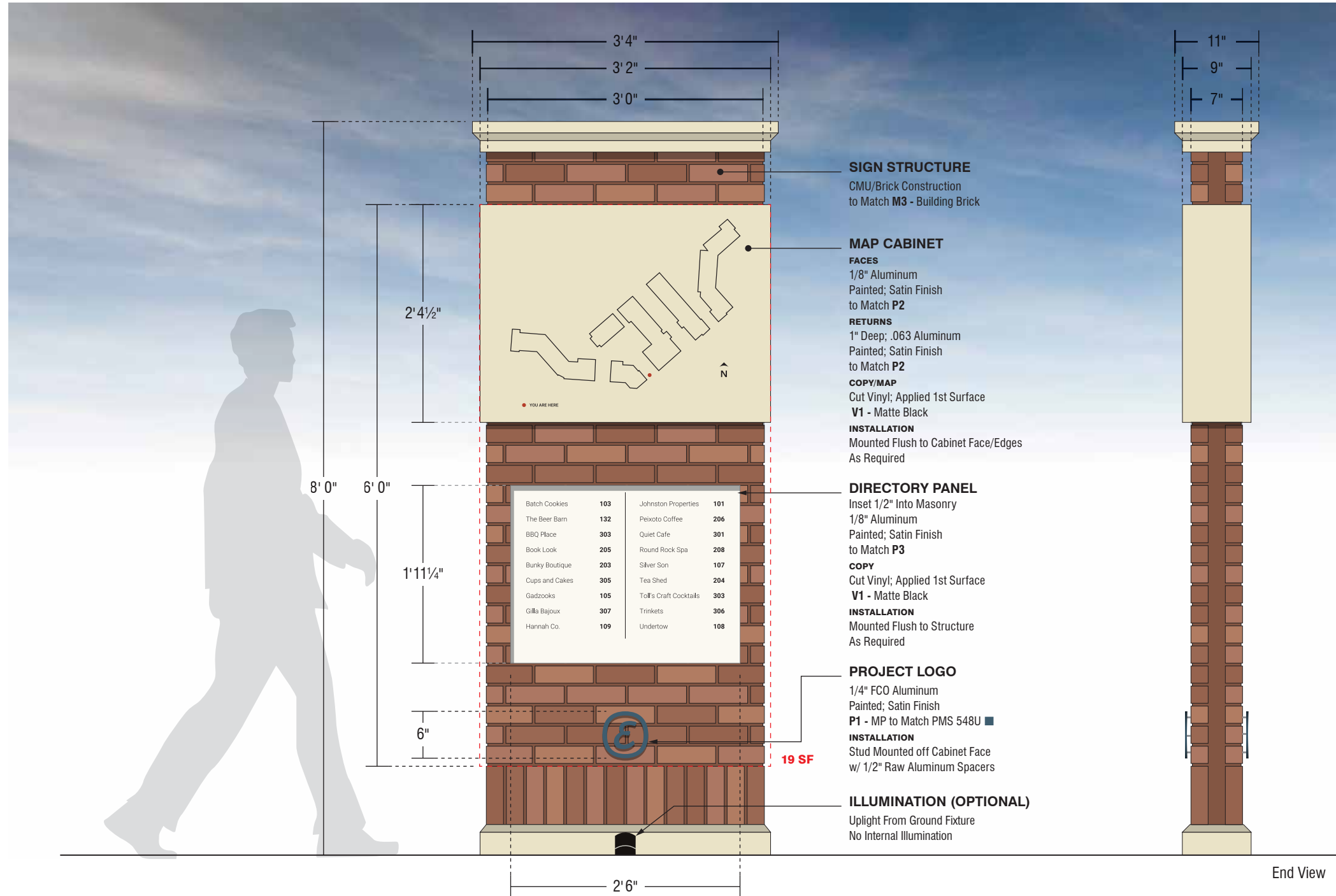
PD DIRECTORY ALLOWED SIGN AREA = 40 SF
NOT TO EXCEED 8' 0" IN HEIGHT



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A Project Detail
SCALE 3/4" = 1' 0"

PD DIRECTORY ALLOWED SIGN AREA = 40 SF
NOT TO EXCEED 8' 0" IN HEIGHT



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Map/Business Shown are for display purposes only

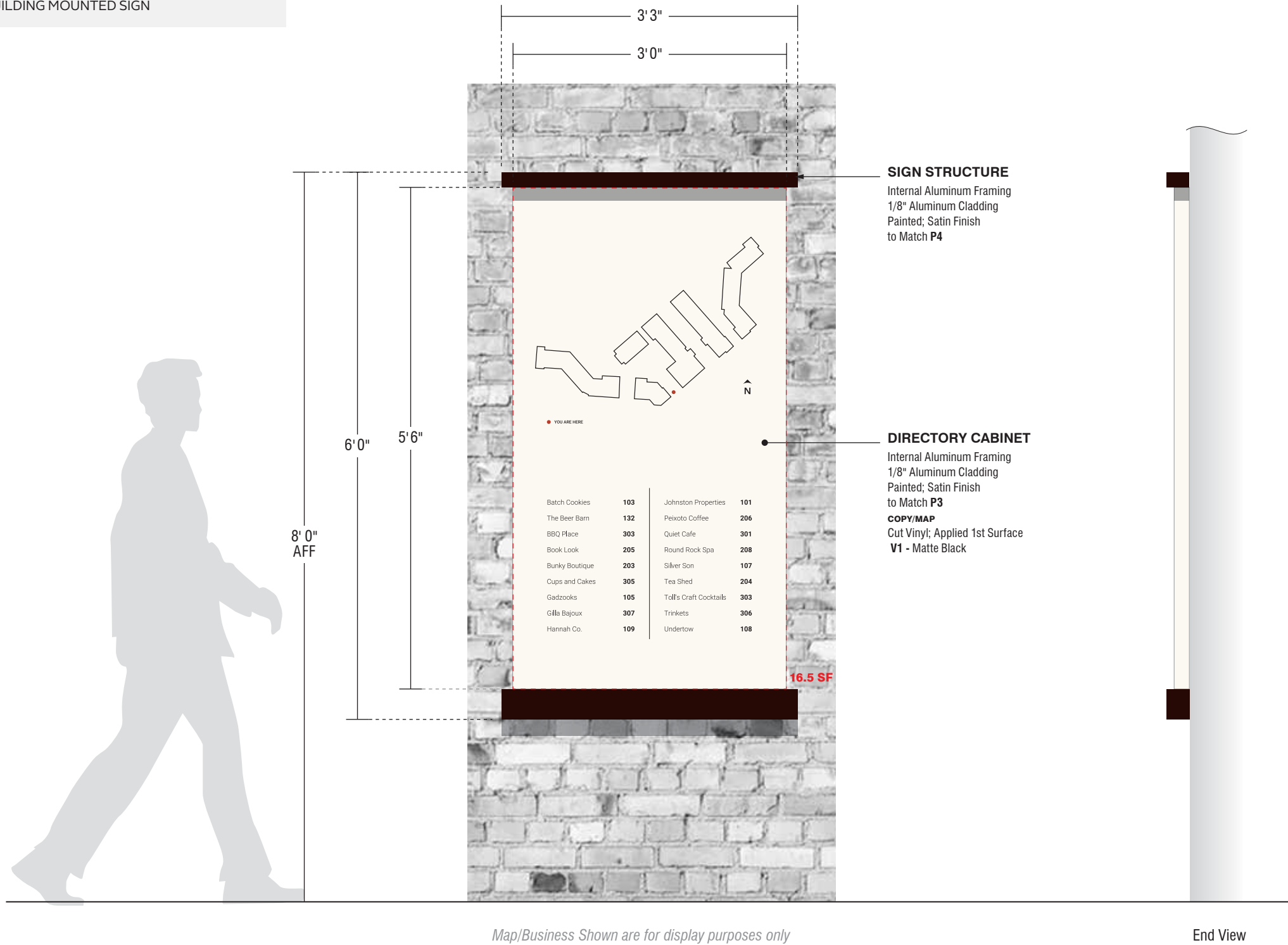
A Project Detail
SCALE 3/4" = 1' 0"

SIGN TYPES

PD DIRECTORY SIGN
BUILDING MOUNTED SIGN

SECTION 2 | DEVELOPMENT SIGNS

PD DIRECTORY ALLOWED SIGN AREA = 40 SF
NOT TO EXCEED 8' 0" TO TOP OF SIGN



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SECTION 3 | TENANT SIGNS

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SIGN TYPE	FUNCTION	SIGN LOCATION	SIGN CONSTRUCTION	ILLUMINATION	MATERIALS	MAXIMUM SIGN HEIGHT	SIGN FACE AREA
BUILDING ATTACHED SIGNS Wall Signs & Canopy Signs	Tenant Identification	Installed above tenant's entry doors or in a secondary location as directed and approved by the landlord	Halo-Illuminated reverse pan channel letters, face-illuminated pan channel letters, dual-lit channel letters, non-rectangular custom cabinet signs, non-illuminated reverse pan channel letters, & non-illuminated FCO letters	Internally illuminated or Indirectly illuminated by external lighting LED, neon, exposed neon tube, or a combination thereof	Acrylic, Painted Metal (Aluminum or Steel), Various Vinyls (Typical)	Bottom of canopy signs not to be installed lower than 8' 0" above finished floor. All Signs may not extend above the top of the roof or parapet of the wall on which it is placed	40 square feet minimum; not to exceed eighty percent (80%) of the vertical or horizontal dimensions of the sign band or wall space on which the sign is placed
BLADE SIGNS Projecting & Suspended	Tenant Identification	Installed near tenant's entry doors or in a secondary location as directed and approved by the landlord	Halo-Illuminated reverse pan channel letters, face-illuminated pan channel letters, dual-lit channel letters, non-rectangular custom cabinet signs, non-illuminated reverse pan channel letters, & non-illuminated FCO letters, or any combination thereof	Internally illuminated or Indirectly illuminated by external lighting LED, neon, exposed neon tube, or a combination thereof	Acrylic, Painted Metal (Aluminum or Steel), Various Vinyls (Typical)	Bottom of sign not to be installed lower than 8' 0" above finished floor. Sign may not extend above the top of the roof or parapet of the wall on which it is placed	40 square feet minimum; not to exceed eighty percent (80%) of the vertical or horizontal dimensions of the sign band or wall space on which the sign is placed
MURALS Art & Additional Dimensional Letters	Tenant & Service Identification	Installed near tenant's entry doors or in a secondary location as directed and approved by the landlord	Painted graphics, vinyl graphics, illuminated or non-illuminated dimensional letters	Internally illuminated or Indirectly illuminated by external lighting LED, neon, exposed neon tube, or a combination thereof	Acrylic, Painted Metal (Aluminum or Steel), Various Vinyls (Typical)	--	40 square feet minimum; not to exceed eighty percent (80%) of the vertical or horizontal dimensions of the sign band or wall space on which the sign is placed
WINDOW SIGNS	Tenant and Suite Identification	Installed to the 1st surface of suite storefront entry glass	Ready-to-apply vinyl graphics, dimensional letters, neon signs	non-Illuminated or internally illuminated	Various Vinyls (Typical), acrylic, painted metals, neon tubing	--	Shall not cover more than 25% of the first floor window area

ALLOTTED TENANT SIGN AREA
1.875 square feet of sign area for each one (1) linear foot of leased frontage Minimum of 40 square feet No individual sign to exceed eighty percent (80%) of the horizontal or vertical dimensions of the sign band or wall space on which the sign is placed
Signs may be placed on building walls non-contiguous to the tenant leased space

ALLOWED PER CODE (FOR BUILDINGS SET BACK MORE THAN 75' FROM THE RIGHT-OF-WAY):
 TOTAL SIGN AREA: 1.5 SF PER 1 LINEAL FOOT OF LEASED FRONTAGE
 MINIMUM SQUARE FOOTAGE: 32 SF

ALLOWED WITH MSP (25% INCREASE):
 TOTAL SIGN AREA: 1.5 SF + .375 SF = 1.875 SF PER 1 LINEAL FOOT
 MINIMUM SQUARE FOOTAGE: 32 SF + 8 SF = 40 SF

TENANT SIGN CRITERIA

All signs or devices advertising an individual use, business or building shall be attached to the building at the location approved in writing by the Landlord and acceptable to the Town of Gilbert. All Building Attached Signs, Blade Signs, and Murals must be approved by the Landlord prior to proceeding with the Town of Gilbert permit process.

All sign materials shall be quality in nature and include aluminum, steel, stainless steel, acrylic, polycarbonate, vinyls and automotive grade paint or paint that is suitable for outdoor use.

Corporate letterstyles, logotype, logo, and colors may be used per Landlord approval.

The Minimum and Maximum Sign Areas for a Wall Sign shall be determined as follows:

- Minimum Wall Sign Area. Each tenant or user suite shall be permitted a Wall Sign with a Minimum Sign Area of 40 square feet, and such Wall Sign shall be permitted on any exterior wall of the tenant or user suite on the first floor of the building.
- Maximum Wall Sign Area. Each tenant or user suite shall be limited to Wall Sign with a Sign Area no greater than the total Sign Allowance Area defined below for (a) the longest building elevation of the tenant or user suite facing the street, or (b) the length of the building elevation of the tenant or user suite where its principal entrance is located.
- Sign Allowance Area. Because the tenant spaces within Epicenter are beyond seventy-five (75) feet from the right-of-way, 1.875 square feet of Sign Area for each one (1) lineal foot of the building elevation is allowed. If a tenant has multiple frontages, this will apply to each frontage on which they wish to place signage.
- No individual sign to exceed eighty percent (80%) of the horizontal or vertical dimensions of the sign band or wall space on which the sign is placed.
- Per landlord discretion, a sign may be placed on a space that is not contiguous to the tenant's leased space. For example, the sign could be placed above the storefront, but must be below the balconies for the Tyler residential portion. Per town code, wall signs on buildings three stories or more in height shall be limited to locations on the first floor and top floor.

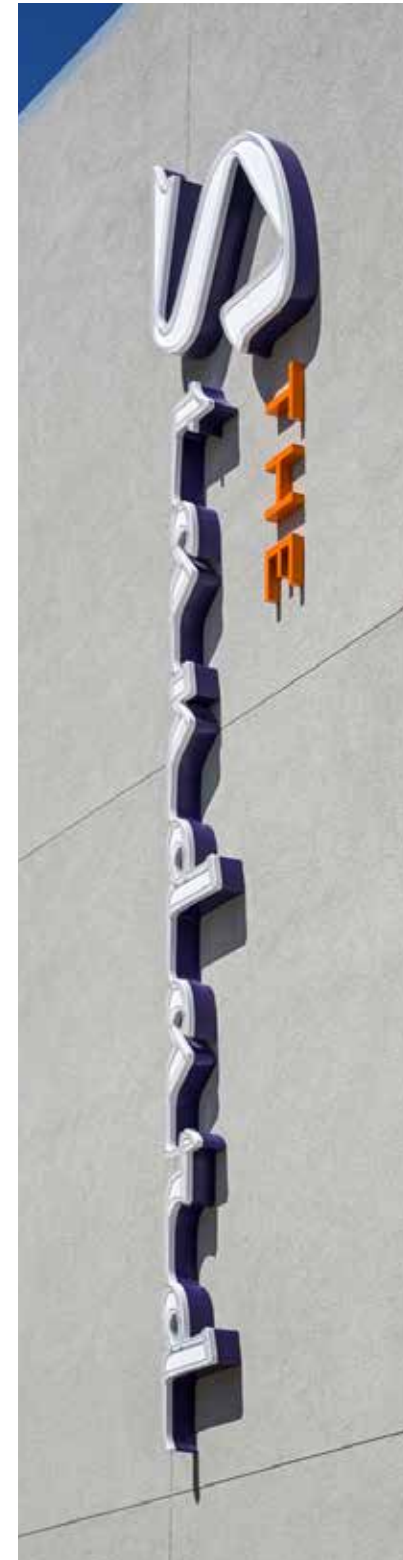
Examples of acceptable sign examples are included in the following pages.

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WALL SIGNS

A wall sign shall be a sign designed to be installed or attached to the wall of a building with the face of the sign parallel to the facade or wall on which it is placed. In most cases, these signs will be located above or near the entry to a tenant's leased space. Secondary locations may be allowed with Landlord approval.

Acceptable types of sign construction include Halo-Illuminated reverse pan channel letters, Face-Illuminated pan channel letters, dual-lit channel letters, non-rectangular custom cabinet signs, non-illuminated reverse pan channel letters, & non-illuminated FCO letters. Signs shall be designed in a manner to ensure raceways are not visible. Creativity, uniqueness, and quality designs are encouraged.



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CANOPY SIGNS

A canopy sign shall be a sign designed to be installed, attached or otherwise applied to or located directly on a building canopy (typically rigid structures, or structures with vertical supports) or similar device. Signage may be mounted over, suspended under or face-mounted to the front edge or sides of a canopy. The canopy and associated signage must be at least eight (8) feet above any walkway surfaces. In most cases, these signs will be located above or near the entry to a tenant's leased space. Secondary locations may be allowed with Landlord approval.

Acceptable types of sign construction include Halo-Illuminated reverse pan channel letters, Face-Illuminated pan channel letters, dual-lit channel letters, non-rectangular custom cabinet signs, non-illuminated reverse pan channel letters, & non-illuminated FCO letters. Signs shall be designed in a manner to ensure raceways are not visible. Creativity, uniqueness, and quality designs are encouraged.



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BLADE SIGNS

A blade sign shall be a sign attached to a building or other structure that projects out from the building surface or is suspended from an architectural element of the building in whole or in part more than fifteen (15) inches beyond or below the building architecture. Blade signs must be at least eight (8) feet above any walkway surfaces. Maximum projection shall not exceed four (4) feet unless approved by the Landlord. Mounting brackets must be decorative elements and compatible with the architecture of the base building. In most cases, these signs will be located above or near the entry to a tenant's leased space. Secondary locations may be allowed with Landlord approval.

Acceptable types of sign construction include Halo-Illuminated reverse pan channel letters, Face-Illuminated pan channel letters, dual-lit channel letters, non-rectangular custom cabinet signs, non-illuminated reverse pan channel letters, non-illuminated FCO letters, or a combination thereof. Creativity, uniqueness, and quality designs are encouraged.



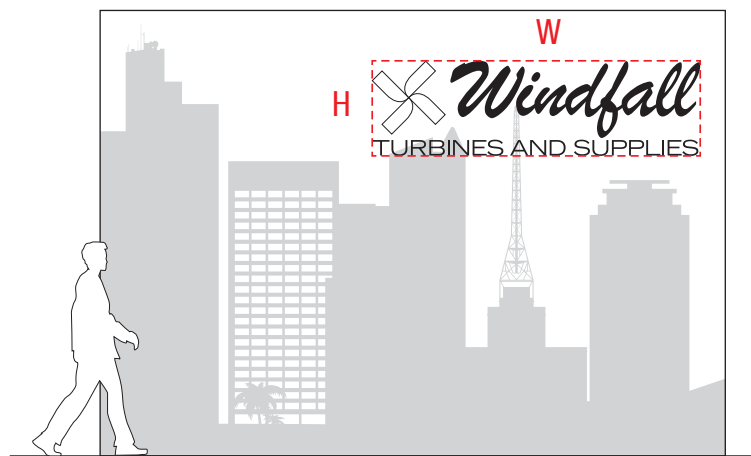
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MURALS

A mural is painting or pictorial representation applied to or incorporated into a structure or wall, which can be viewed from public places, service lanes and ROW. Murals are to be used where appropriate and are subject to Landlord approval. Murals suggestive of a user's brand will be considered branding/signage and will count toward the user's signage area. Sign area for murals will be counted in one of three ways:

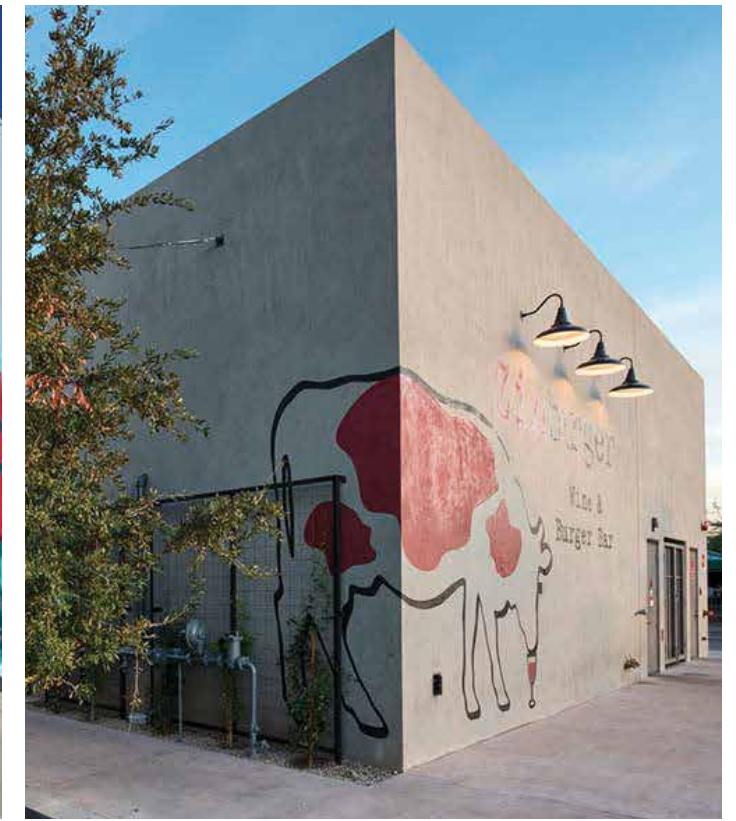
1. If mural is shown as artwork only, and does not include logos or advertising copy, it will not count towards a tenant's allotted signage area.
2. If mural has background artwork with logos and advertising copy, then only the area of the logos/advertising copy will count towards a tenant's allotted signage area. This will be calculated by drawing a rectangle around the logos/advertising copy and counting that area as signage. See Figure 3 below.
3. If a mural has background artwork with the addition of dimensional lettering, then only the area of the dimensional lettering will count towards a tenant's allotted signage area. This will be calculated by drawing a rectangle around the dimensional lettering and counting that area as signage. See Figure 3 below.

Acceptable types of dimensional lettering include Halo-Illuminated reverse pan channel letters, Face-Illuminated pan channel letters, dual-lit channel letters, non-illuminated reverse pan channel letters, non-illuminated FCO letters, or exposed neon lettering. Creativity, uniqueness, and quality designs are encouraged.



H x W = Sign Area

FIGURE 3



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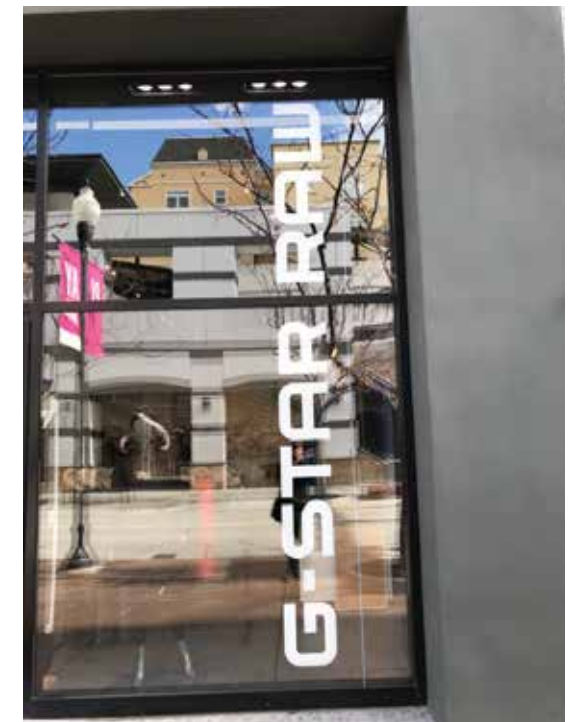
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WINDOW SIGNS

A sign applied or attached to a window, or displayed within 6 feet of the interior of a first floor window area so as to attract attention of persons outside the building. Window Signs are permitted in all zoning districts but may be placed in single-family residential zoning districts only in conjunction with non-residential uses as a permanent Wall Sign, provided that the Window Sign does not cover more than twenty-five percent (25%) of the area of any window. Window Signs may be internally illuminated. A sign permit is not required for a Window Sign as allowed herein.



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Agritopia Commercial Design Guidelines For The Agro-Commercial District

Introduction

Ordinance 1305, the zoning ordinance establishing the Agritopia PAD, states in Section dd that detailed commercial guidelines be developed for each commercial area within Agritopia. The guidelines are to be in harmony with the Development Plan and are required for each area at the time that plans for any building within that area are submitted. The guidelines are to be submitted to the Design Review Board for review and approval.

Background Information

As reference, we include relevant excerpts from the Development Plan.

1. Agro-Commercial C-2 PAD Development Standards

“The existing structures of the homestead shall be preserved and converted (unless Town of Gilbert requirements make it economically infeasible) on a market demand basis. The theme will be a garden/farm style that is vibrant, healthy, honest, neat, and retro. It will not be overly rustic (rusty junk, weathered timbers) or corny. Typical building materials include, but are not limited to, painted wood (re replacements such as vinyl), smooth stucco, masonry, corrugated metal, and seamed metal. Additions to existing buildings shall complement the existing building, although it is allowable for an existing building to be totally redone within the theme. For instance, it is allowable for an exposed masonry building to be covered with stucco or for a shingled roof to be converted to corrugated metal. The parking and roadways will be of permeable materials wherever possible. New buildings may also be built in this area consistent with the theme. Lighting will be subdued and signage will be in keeping with a 1920’s to 1960’s vernacular. This includes large signs being painted on buildings and plenty of small painted signs for advertisement and direction (refer to our Sign Criteria).”

2. Agritopia Signage Criteria

“Agritopia shall be a Special District as allowed under Section 3.2 of the Development Code. **In addition to signs normally allowed under Article III, within the Agro-Commercial Area, Town Square, and Neighborhood Commercial Center the following signs are also allowed:**

- Marquis signs perpendicular to the face of a building. Such a sign may extend beyond the top of the building by up to 25% of the height of the building. The number of such signs shall be limited to one (1) in the Agro-Commercial Area, four (4) in the Town Square, and four (4) in the Neighborhood Commercial Center. The marquis must be in keeping with the theme of the business and may feature animated neon and exposed tube neon. The use of a marquis shall not reduce the square footage allowed for other signs under the Development Code.
- Signs mounted on the roof are allowed for restaurants on pads, but only in instance where it is in keeping with the theme of the restaurant.
- Decorative awnings may be used as signs.
- A-frame menu/product promo board signs are allowed for restaurants and retail shops, but not within the arterial right of ways. The sign is limited to naming the business, a slogan, and any product/pricing information.
- Signs may be painted on fences, buildings, or rocks.
- Signs hanging below awnings for pedestrian viewing shall be allowed.
- Signs may be painted on any renovated building within the Agro-Commercial area. The total sign coverage shall not exceed 25% of the total exterior wall area for a particular building. Signs may be painted on water tanks, under the same requirement.
- Entry signage for the project may include a tractor, trailer, windmill, or any other device commonly associated with agriculture that may be modified as a sign; rocks, fences or pylons may have a painted sign; sign made of layered materials, and signs that may be internally illuminated. Exposed neon is also allowed as a highlighting element.
- Signage may incorporate a water feature and/or plantings.”

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AGRITOPIA SIGN PLAN

Architectural Style

The Agro-Commercial District is a special area in that it was the homestead of the Johnston Family, who farmed the area now known as Agritopia. In those days, it was the center of activity of the farm. We envision that the Agro-Commercial District shall also be something of the center of activity for Agritopia. It will be the most specialized of the commercial areas in Agritopia and will be the most unique. The businesses in the area will be tied to the urban farm by setting and by product. For instance, the restaurant (located in the former Johnston Family home) will have a wonderful view of the farm and will utilize produce from the farm.

Architecturally, we are not looking to replicate the past. We do intend to reuse and update the existing buildings on the farm, but in a way that is a) unique, b) represents a modern take on prior styles (just as in the homes at Agritopia), and c) are buildings that facilitate the success of the various ventures they house. Architectural styles from the 1920's through 1960's (for commercial buildings) are all acceptable. The various buildings are not intended to look similar, just as distinctly different architectural styles are offered in the homes. All of the existing buildings look very different from one another (and were built over the span of 1927 to 1967) so we have no interest in making them look anything like one another. Nor do we insist that any building keep an architectural style from the period of its original construction. The scale of the buildings shall be in keeping with the farm setting, with height limited to thirty feet tall.

The designs should emphasize the views to the farm. The dining related buildings shall offer outdoor seating. Porches and patios for "al fresco" dining are very desirable.

Materials and Colors

The emphasis should be the use of materials in keeping with the particular architectural style selected. The use of authentic materials rather than faux or merely decorative treatments is encouraged. For instance, we do not want to see the use of stucco and styrofoam forms (pop-outs, trim, columns, etc.). Materials shall also be selected for durability and ease of maintenance. Allowable materials include block, brick, stone, metal (corrugated, standing seam, structural, and sheet), glass, concrete, ceramic, and wood. Minor amounts of other materials are allowable.

The colors shall also be in keeping with the architectural style selected and the type of business that the building houses.

Landscaping

Reasonable accommodation shall be made to preserve healthy, mature trees. Trees which are currently located in areas needed for parking, drive lanes, or building envelopes may be removed, as well as shrubs and small plants. Added landscaping will be in keeping with good design and emphasize a pedestrian friendliness. The use of trees for shade and the use of typical plants from farm homesteads shall be encouraged. The existing flood

irrigation shall be kept, if feasible, and expanded or modified as necessary to keep the mature trees alive and in good condition.

Colorful beds for flowering plants shall be encouraged, as well as herb beds for use on site.

Hardscape

As allowed in Ordinance 1305, Section ff, the parking and drive areas may use permeable materials such as DG or wood chips. In addition, concrete, pavers, and asphalt may also be utilized. As stated in the Development Plan, lighting shall be subdued and subtle while being adequate for public safety. We encourage lighting that emphasizes the dramatic, mature trees and outdoor dining areas.

Pathways shall connect to the urban farm and to the future Town Square. Pedestrian pathways can be made of pavers, DG, rock, concrete, or wood. Other materials may be used in small quantities.

Signage

The unique nature of the Agro-Commercial District necessitates unique signage. There are several challenges which appropriate signage can overcome. The largest challenge is self-imposed. Since we have made the preservation of agriculture a foundational principle of Agritopia, we have decided to keep the majority of the lush, mature trees in the homestead area. This makes the visibility of the commercial buildings from Ray Road (the major arterial) severely restricted. Therefore two things are true: (a) there must be significant signage on the Ray Road frontage to indicate the presence of the businesses to passing motorists and (b) the signs on the buildings themselves are mainly for those who have already found the place (the exception being the large barn, which is visible from Ray Road).

The signs on Ray Road should not be more than forty feet high and shall be in keeping with a 1920's to 1960's vernacular. Creative graphics and fonts from this period are encouraged. The signs should include the names of the primary businesses in the district and will be most effective if placed perpendicular to the street. Neon (exposed tube, channel, and animated) are allowed as is external illumination. Internally illuminated signs and plastic/acrylic signs are not allowed.

Signs on individual building should be creative and with subtle lighting, given that they are primarily for pedestrians already in the area. The font and logos should be in keeping with the architectural period of the building and the use of the building.

All signage allowed under the Development Plan remains allowable within the district.

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SIGN CRITERIA EXHIBIT

Agritopia® EpiCenter and Agritopia® Village North and South shall be a Special District as allowed under the Land Development Code. In addition to the vernacular and period signage allowed in Agritopia® EpiCenter and signs allowed under the Land Development Code, the following signs are also allowed:

Marketing signs up to 4' x 8' promoting the development of Agritopia® EpiCenter and Agritopia® Village North and South are allowed.

Marquee signs perpendicular to the face of a building. Such a sign may extend beyond the top of the building by up to 25% of the height of the building. The number of such signs shall be limited to six (6) in Agritopia® EpiCenter and one (1) in Agritopia® Village North and one (1) in Agritopia® Village South. The marquee must be in keeping with the theme of the business and may feature animated neon and exposed tube neon. The use of a marquee shall not reduce the square footage allowed for other signs under the Sign Code.

Signs mounted on the roof are allowed for restaurants on pads, but only in instance where it is in keeping with the theme of the restaurant.

Decorative awnings may be used as signs.

A-frame menu/product promo board signs are allowed for restaurants and retail shops, but not within the arterial right of ways. The sign is limited to naming the business, a slogan, and any product/pricing information.

A vehicle, tractor, or agricultural trailer may be used as a sign, so long as it fits with the theme of a retail store or restaurant, does not pose a safety risk and is not on a sidewalk or street.

Signs may be painted on fences, buildings, or rocks.

Signs hanging below awnings for pedestrian viewing shall be allowed.

Entry signage for the project may include a tractor, trailer, windmill, or any other device commonly associated with agriculture that may be modified as a sign; rocks, fences or pylons may have a painted sign; signs made of layered materials, and signs that may be internally illuminated. Exposed neon is also allowed as a highlighting element.

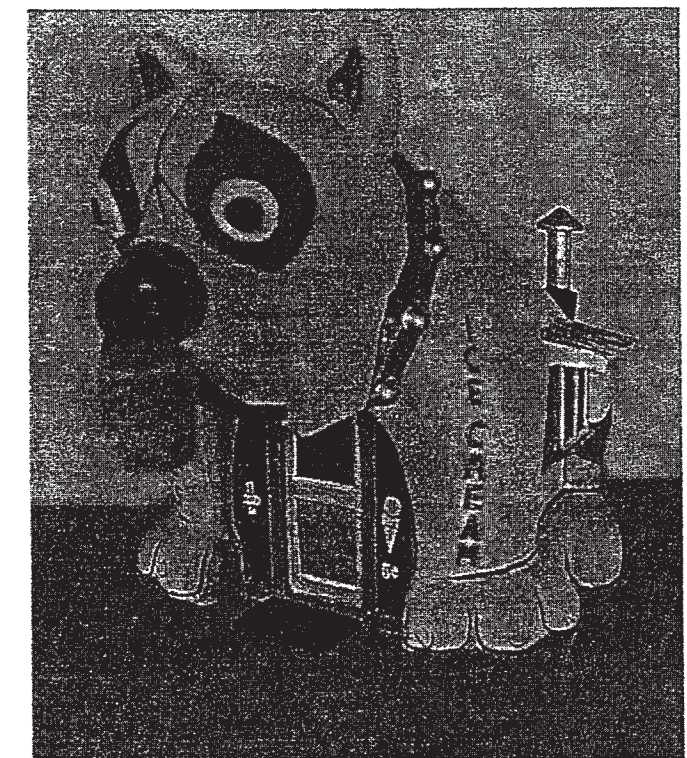
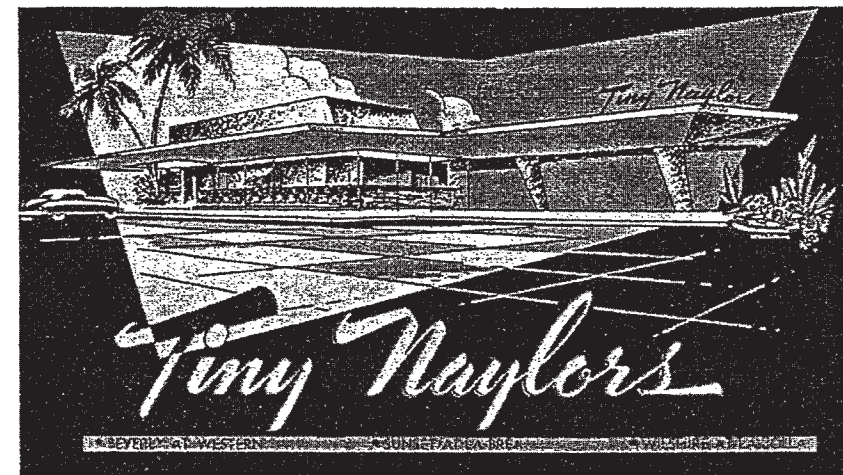
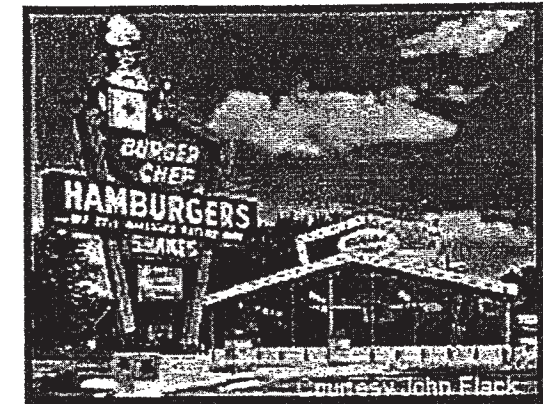
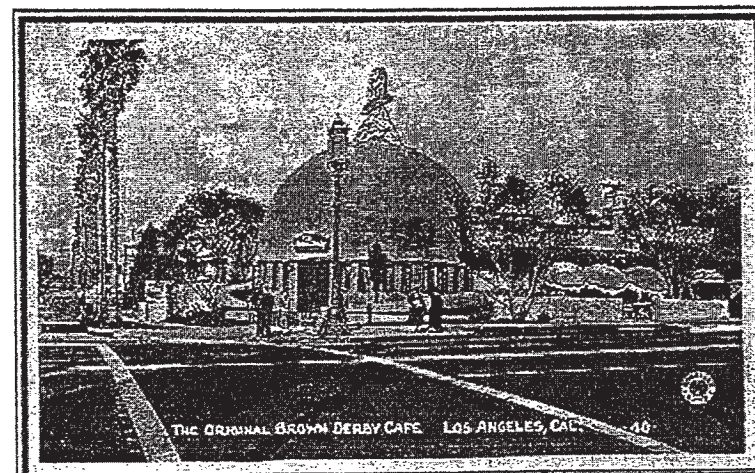
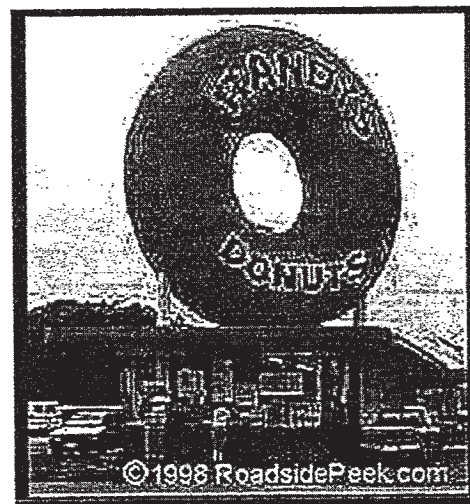
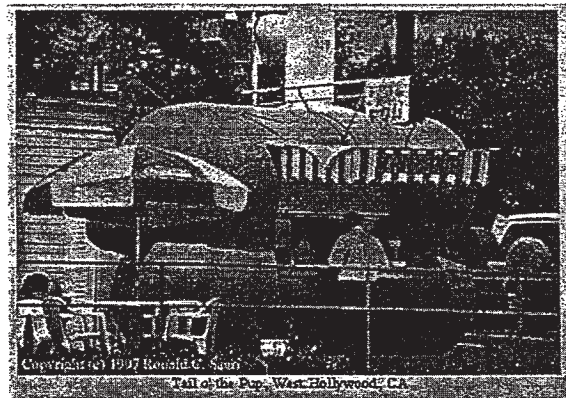
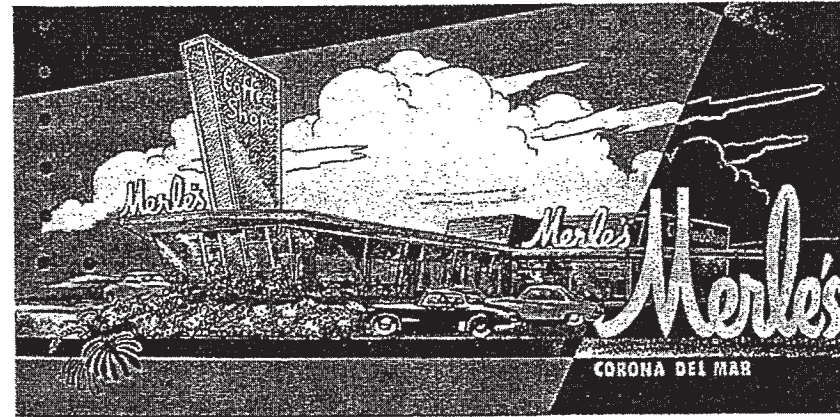
Signage may incorporate a water feature and/or planting.

Street name signs shall be of standard size. The color, design, and font shall be in keeping with the theme of Agritopia®.

Trail signage may be made of wood and shall be in keeping with the theme of Agritopia®.

APPROVED
Planning Commission
Case # DR14-29-S
Date 1/5/22
Subject to Conditions of Approval

EXAMPLES OF VERNACULAR ARCHITECTURE IN
RESTAURANT DESIGN



APPROVED
Planning Commission
Case # DR14-29-S
Date 1/5/22
Subject to Conditions of Approval



Agritopia Commercial Design Guidelines For Agritopia EpiCenter

I. Introduction

Ordinance 1305, the zoning ordinance establishing the Agritopia PAD, states in Section dd that detailed commercial guidelines be developed for each commercial area within Agritopia. The guidelines are to be in harmony with the Development Plan and are required for each area at the time that plans for any building within that area are submitted. The guidelines are to be submitted to the Design Review Board for review and approval.

Ordinance 2364, was adopted on 4/5/12 and had the effect of unifying standards for all the commercial districts listed in the original Development Plan and rezoning to Town of Gilbert GC zoning with certain modifications. Section I 5(f) restates that guidelines are to be submitted to the Design Review Board for review and approval by phase of development.

II. Background Information

As reference, we include relevant excerpts from the Development Plan which remain in effect.

1. Vernacular Architecture

“Some vernacular architecture buildings are allowable on the west and northeast side of the square so long as they are also compatible with the Agro-Commercial. For example, it would be allowable to build a large “coffee pot” that housed an espresso bar or a large “pig” that is a BBQ stand.”

"Vernacular architecture buildings on restaurant pads are allowed, with a limit of two within the center."

Note that examples of vernacular architecture are depicted in the Development Plan adopted in Ordinance 1305 and also in Ordinance 2364 Exhibit 3.

2. Agritopia Signage Criteria

"Agritopia shall be a Special District as allowed under Section 3.2 of the Development Code. **In addition to signs normally allowed under Article III, within the Agro-Commercial Area, Town Square, and Neighborhood Commercial Center the following signs are also allowed:**

- Marquis signs perpendicular to the face of a building. Such a sign may extend beyond the top of the building by up to 25% of the height of the building. The number of such signs shall be limited to one (1) in the Agro-Commercial Area, four (4) in the Town Square, and four (4) in the Neighborhood Commercial Center. The marquis must be in keeping with the theme of the business and may feature animated neon and exposed tube neon. The use of a marquis shall not reduce the square footage allowed for other signs under the Development Code.
- Signs mounted on the roof are allowed for restaurants on pads, but only in instance where it is in keeping with the theme of the restaurant.
- Decorative awnings may be used as signs.
- A-frame menu/product promo board signs are allowed for restaurants and retail shops, but not within the arterial right of ways. The sign is limited to naming the business, a slogan, and any product/pricing information.
- Signs may be painted on fences, buildings, or rocks.
- Signs hanging below awnings for pedestrian viewing shall be allowed.
- Signs may be painted on any renovated building within the Agro-Commercial area. The total sign coverage shall not exceed 25% of the total exterior wall area for a particular building. Signs may be painted on water tanks, under the same requirement.
- Entry signage for the project may include a tractor, trailer, windmill, or any other device commonly associated with agriculture that may be modified as a sign; rocks, fences or pylons may have a painted sign; sign made of layered materials, and signs that may be internally illuminated. Exposed neon is also allowed as a highlighting element.

- Signage may incorporate a water feature and/or plantings.”

III. Architectural Style - Vertical Mixed Use Buildings

The design intent for the the vertical mixed-use buildings is be something of a neo-traditional "main street" environment. Just as with the rest of Agritopia, we are not trying to recreate with exactness a traditional downtown, but to combine the best of the old and the best of the new. The buildings will have the following characteristics:

A. Individualism - In a typical main street, buildings are built on separate lots by separate owners with individual style. Whenever one builds a large building in one phase, it usually looks monolithic and clearly by one owner and one designer with one thought in mind. The large buildings in EpiCenter shall be designed to give the impression of variety of buildings by creating separate facades that work together harmoniously. Facades are consistent from the ground floor to the top of the parapet. This will include variation in architectural style, color, window styles, window treatments, detailing, balcony placement, light fixtures and differing parapet moldings all consistent within a particular facade.

B. Pedestrian Focus - A typical main street has commerce as the focus of the ground floor. This means that much attention is paid to storefront design, shading, signage, materials and foliage at the pedestrian level to entice customers and to create a beautiful and stimulating strolling experience. The levels above ground floor are typically much more utilitarian and repetitive and intentionally do not detract from the attention given to the ground floor experience. Buildings at EpiCenter will follow the same approach, focusing attention to the pedestrian experience and not distracting with exuberant colors or forms above. The ground floor will not have a "rear" which is strictly for deliveries, etc., rather, all sides shall take into account pedestrians circulating around the building. Overall design, details and materials of non-primary sides shall take into account the needs of the businesses while ensuring that residents and visitors enjoy visual interest, cleanliness and safety. Lighting shall be designed to ensure a subtle, inviting and safe strolling environment during evening hours.

C. Appropriate Scale - The scale of architecture will be appropriate to a main street building. The ground floor is pedestrian shopping scale and the upper floors are main street residential scale. All scale within the project is designed to be human scale rather than grandiose or compressed.

D. Vital Detail - Detailing is very important at the ground level and is then scaled back for higher floors, since they are not "readable" by observers. In addition, certain focal points, such as building ends and facings to major traffic flows will have upgraded details on all floors. This enables us to invest in areas that make the greatest difference to the

overall experience of the place. However, there are many details that are readable all of the way to the top of the building. For instance, in the floors above the ground floor, the buildings will not have any windows flush with the plane of the exterior wall: they will all be recessed to create a reveal of not less than 1/3 the wall thickness. Parapet moldings shall generally vary from one facade to another. Lighting of the facades is critical to the look of the project and lighting shall be designed to subtly emphasize details, contrasting elements of each building and landscaping, primarily on the "front" of the buildings and inter-building courtyards.

E. Purposefulness - The buildings at EpiCenter will not have useless features such as empty towers, odd details, etc. The form of the building will be designed for usefulness and beauty, not mindless add-ons to differentiate it from other local buildings. For example: walk out balconies and roof decks to engage residents in a connection to the outdoors are highly desirable, while fake plant-on details are not. Additionally, the undulation of architectural forms above the ground floor will be limited to that necessary to create the facades, balconies, etc. and no more. Typical main streets could not waste real estate so the upper floors were built to essentially the edge of the property line.

F. Timeless - Designs for the unchanging part of the building (the upper floors) are designed to be very generally "American Main Street" (which is an intentionally broad and vague term) and not associated with a specific time period. The proportions are to be classic, the details classic and the building durable and maintainable so as to not become dated.

G. Integration of Uses - As a vertical mixed use building, design shall take into account the needs of all users. It shall be assumed that the residents will be customers of the businesses and that customers may someday wish to become residents. Tight integration which maximizes the benefit to everyone while minimizing the undesirable aspects of operations is the goal. Trash locations and delivery zones shall be designed to be the least nuisance to residents while serving the reasonable needs of the businesses.

H. Integrated Signage - Given the unique signage criteria for the project, signage shall be designed generally for placement in two zones: the pedestrian viewing zone and the arterial viewing zone. The pedestrian viewing zone is in the first 20' above grade and is designed for pedestrians walking the project, as well as bikes and vehicles circulating within the bike paths, drive aisles and parking areas. The arterial viewing zone is from the top of the highest window in a facade to 68' above grade and in certain marquee locations in narrow vertical strips from 20' to 68' above grade. This zone is intended to inform vehicular traffic on Ray and Higley Roads and can be viewed over mature landscaping. This signage may include project signage, as well as signage for individual businesses within the project, even though their premises is on the ground floor. All signage allowed under the Development Plan remains allowable within the project.

Some examples of this sort of neo-traditional main street/vertical mixed use architecture are shown in Exhibit 1A and some examples of traditional vertical mixed use are shown in Exhibit 1B.

IV. Materials and Colors - Vertical Mixed Use Buildings

Materials and colors for the the vertical mixed-use buildings are designed to complement a neo-traditional "main street" environment.

A. Pedestrian Focus - Materials at the pedestrian level shall be selected to compliment the facade of a particular section of a major building and shall be durable, good looking and appropriate for a quality retail environment. These materials include full brick, fascia brick, natural stone, man-made stone, concrete, cementitious panels, tile, finished cast iron, finished steel, glass and finished wood. Shade structures may also include outdoor rated fabric, translucent fiberglass panels and finished metals. Limited high quality stucco is allowed above the kick height and shall be smooth or a fine sand finish. No skip trowel or other residential finishes are allowed. Additional materials are allowed for storefronts within the TXZ (see below) consistent with brand, durability, quaity and overall harmonious design. Light fixtures may be made of finished metal and glass with no plastic lenses.

Above the ground floor, materials shall aslo be selected to compliment the facade of a particular section of a major building and shall be durable, good looking and appropriate for a quality multi-family environment. These materials include full brick, fascia brick, natural stone, man-made stone, concrete, cementitious panels, tile, finished cast iron, finished steel, glass, finished wood and high quality stucco. Smooth and sand finishes for stucco are allowed and stucco shall not exceed 80% of all wall treatments above the ground floor. No skip trowel or other residential finishes are allowed. Panelizing and subtle commercial pattern of the stucco are desirable. Shade structures may also include outdoor rated fabric, translucent fiberglass panels and finished metals.

Colors above the ground floor shall be generally subdued so as to focus the attention on the retail businesses on the ground floor. Most colors will be light and appropriate for a building of this size. This will reduce fading and heat load. A jumble of colors is to be avoided as looking too busy and theme park-like. Trim and moldings will have contrasting colors with enough tonal difference to be easily noticeable. Highly preferable is for trim and moldings to have both a contrasting color and a contrasting texture.

B. Consistency - The color palette and materials within a facade shall be consistent and appropriate to the stand-alone building the facade represents. This could mean, for example, that the ground floor is composed of full brick, then the next floor or two are fascia brick and the top floors are stucco. All elements would coordinate in "body" color and trim colors, however.

C. Quality - Materials and finishes are to be of top quality and made to last. The installation will be of best practice for commercial mixed use.

V. Tenant Expression Zone - Vertical Mixed Use Buildings

The ground floor of the vertical mixed use buildings is comprised of non-residential uses. Our goal is to attract the best of Arizona merchants and restaurateurs, not large national chains. These creative and passionate operators will want to express their brand and personality in the design of their storefronts. This will result in a very dynamic retail environment very much like a traditional downtown and not the rather antiseptic look of a typical commercial development. We have designated the first 20' of building height as Tenant Expression Zone (TXZ) for this purpose.

Within the TXZ, tenants are allowed to create appropriate storefronts for their brand, including the elements ordinarily associated with the building structure itself, such as pillars, arcades, etc. within the the sector they have leased. They are allowed to create awnings and other shade structures to improve the pedestrian experience and coordinate with their brand. Vernacular architecture allowance is also extended to this zone.

Tenants encouraged to create storefronts with plenty of windows for display and natural light and discouraged from expanses of plain walls. They are to use quality materials and a high level of workmanship, consistent with the overall quality of the project. Tenants are required to create storefront on all sides of their space, including in-line tenants (front and rear storefronts), although detailing will be focused on prime pedestrian areas. Furthermore, tenants are encouraged to blend the indoor space and outdoor space together in innovative ways, such as firepits, outdoor ovens, outdoor cooking, water features and areas to play games.

We expect a wide variety of storefronts, just as there are a wide variety of homes in Agritopia. Please refer to Exhibit 2 for examples of storefronts.

VI. Architectural Style - Buildings on Commercial Pads

Just as the vertical mixed use buildings are designed with a TXZ, the commercial pads are entirely devoted to tenants, and are similarly granted much flexibility in design. It is possible that a commercial pad will include more than one tenant and the framework within which such multi-tenant buildings are designed is essentially the same as the vertical mixed use buildings.

Tenants are allowed to create appropriate architecture and storefronts for their brand a They are allowed to create awnings and other shade structures to emphasize the pedestrian experience and coordinate with their brand. Vernacular is allowed.

Tenants encouraged to create storefronts with plenty of windows for display and natural light and discouraged from expanses of plain walls. They are to use quality materials and a high level of workmanship, consistent with the overall quality of the project. Tenants are required to create storefront on all sides of their building, although detailing will be focused on prime pedestrian areas. Furthermore, tenants are encouraged to blend the indoor space and outdoor space together in innovative ways. The dining related buildings shall offer outdoor seating. Porches and patios for “al fresco” dining are very desirable.

The pad north of Joe's Farm Grill has some special opportunities to interact with the farm and existing Agro-commercial area. Since it is a transitional building, it may incorporate very rural, rustic elements that would not be appropriate on other pads and in the vertical mixed use buildings.

VII. Materials and Colors - Buildings on Commercial Pads

Materials at the pedestrian level shall be selected to compliment remainder of the project while being true to the tenant's brand and shall be durable, good looking and appropriate for a quality retail environment. These materials include full brick, fascia brick, natural stone, man-made stone, concrete, cementitious panels, tile, finished cast iron, finished steel, finished non-ferrous metals, glass and finished wood. Shade structures may also include outdoor rated fabric, translucent fiberglass panels and finished metals. Limited high quality stucco is allowed above the kick height and shall be smooth or fine sand finish. No skip trowel or other residential finishes are allowed. Additional materials are allowed for within the building storefronts (see TXZ) consistent with brand, durability, quality and overall harmonious design. Light fixtures may be made of finished metal and glass with no plastic lenses.

The pad building north of Joe's Farm Grill should have a different character than the other EpiCenter buildings. The use of authentic materials rather than faux or merely decorative treatments is encouraged. Materials shall also be selected for durability and ease of maintenance. Allowable materials include block, brick, stone, metal (corrugated, standing seam, structural, and sheet), glass, concrete, ceramic, and wood. Minor use of stucco is allowable, but only smooth or sand finish (no residential finishes). Minor amounts of other materials are allowable.

VIII. Landscaping

The landscape design for the project shall consider and coordinate with the existing plant palette within Agritopia and will have sections that are also for agricultural production. The palette can be characterized as relatively lush and intended for maximum enjoyment by pedestrian by providing shade and beauty. Durability and low maintenance will also be considered. The landscape is considered as important to the look and feel of the project as the building architecture and will include much variety and beauty. Dense plantings of shrubs and flowers will be used to complete the plan. In general, plants will be used to screen undesirable areas rather than using hardscape. This includes parking areas (headlights, etc.), trash enclosures, utility meters and utility boxes.

The agricultural plantings may include fruit orchards, date palms, vineyards, row crops, raised beds, herb beds and pastures. Where possible, the agricultural plantings will also be used to serve another purpose, such as screening or separating uses.

Along the ground floor of the vertical mixed use buildings and commercial pads, there will be a combination of herb/vegetable/flower beds, pots with plants and vines to improve the pedestrian experience and provide useful ingredients to restaurant tenants.

Where possible, plantings will be included in areas above the ground floor. Due to construction limitations, it is envisioned that this will be through pots, window boxes and the like.

IX. Hardscape

Connectivity and enjoyment for pedestrian and cyclists is our primary concern along with safe, convenient parking and efficient circulation of motor vehicles. The design shall take into account the existing sidewalks and roadways, along with the future multi-use pathway through Agritopia Village North and South as shown in Ordinance 2364

Exhibit 3. Material for vehicular areas may be concrete, pavers, and asphalt or combinations thereof. Pedestrian pathways can be made of pavers, DG, rock, concrete, asphalt (where crossing an asphalt drive aisle or parking area) or wood. Other materials may be used in small quantities.

Ample parking areas for motorcycles, scooters and bicycles shall also be created.

Fences are to be minimized to allow for better connectivity. Where needed, for delineation of use or ownership, the fences shall be low, two rail white vinyl (with or without stone pylons) or galvanized "hog panel" with galvanized posts as are common in the existing commercial and agricultural areas of Agritopia. Security fences and fences separating residential common area from commercial common area within project are allowed sparingly and must be made of finished metal, finished wood or high quality vinyl the minimum height necessary for the purpose. They shall be similar to a pool fence, allowing a view through them. No block fences are allowed, except for dumpster enclosures.

As stated in the Development Plan, lighting shall be subdued and subtle while being adequate for public safety. We encourage lighting that emphasizes the dramatic, mature trees and outdoor dining areas.

X. Project Signage

The unique nature of EpiCenter necessitates unique signage. There are several challenges which appropriate signage can overcome. The largest challenge is self-imposed. Since we have made the preservation of agriculture a foundational principle of

Agritopia and we intend to have lush landscaping that integrates with the existing mature trees there must be significant signage on the Higley and Ray Road frontages to indicate the presence of the businesses to passing motorists. Signage shall be innovative and effective. Directional signage shall be created to help guide pedestrians, cyclists and motor vehicles. All signage allowed under the Development Plan remains allowable as project signage.

Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 1A - Examples of Neo-Traditional Vertical Mixed Use Buildings

Glendale, California



Note excellent use of facades to break up the mass of the large building and the consistent use of detail, material and color in each facade. The tenants are given much freedom on storefront and the residential areas are intentionally subdued with respect to color and articulation.

Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 1A - Examples of Neo-Traditional Vertical Mixed Use Buildings

Glendale, California



Note excellent use of facades to break up the mass of the large building and the consistent use of detail, material and color in each facade. The tenants are given much freedom on storefront and the residential areas are intentionally subdued with respect to color and articulation. This is a much taller project and focused on national tenants. EpiCenter would be designed for a more human, local scale.

Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 1B - Examples of Traditional Vertical Mixed Use Buildings

Paris, France



Note the lively storefronts under the residential uses. Residential does not have much articulation and the color palate is subtle and light.

Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 1B - Examples of Traditional Vertical Mixed Use Buildings

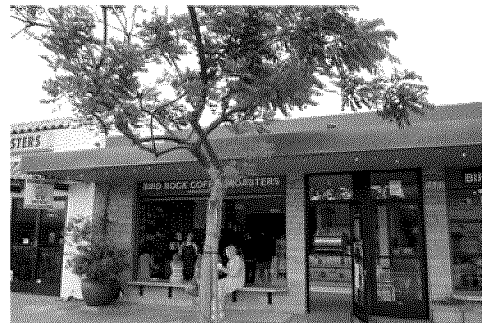
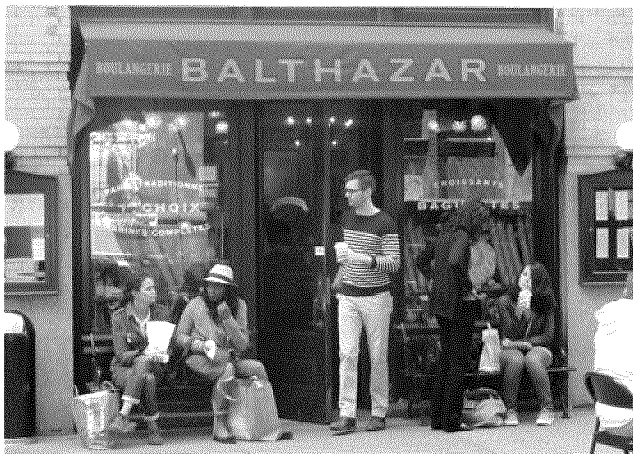
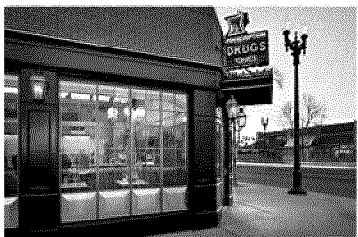
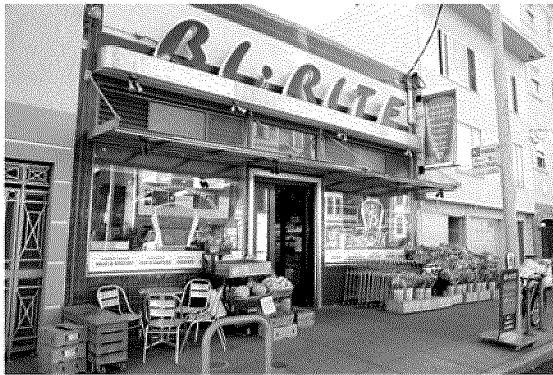
Paris, France



Note the colorful storefronts under the residential uses. Residential (hotel) does not have much articulation and the color palate is subtle and light. Note also signage placements.

Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 2 - Examples of Storefronts



Agritopia Commercial Design Guidelines For Agritopia EpiCenter

Exhibit 2 - Examples of Storefronts

