

SIGN CRITERIA

BASELINE PROFESSIONAL PLAZA

GILBERT, ARIZONA

July 26, 1996

The purpose of the owners and the management is to create a graphic environment that is individual and distinctive in identity for the owner and in compliance with the City of Gilbert Sign Codes. The total concept should give an impression of quality, professionalism and instill a good business image.

The following specifications are to be used for design of your sign; however, in all cases final written approval by LESSOR'S management is required prior to manufacturing and installation of all signs.

NOTICE:

WRITTEN APPROVAL AND CONFORMANCE WITH THIS SPECIFICATION DOES NOT IMPLY CONFORMANCE WITH LOCAL CITY AND OTHER APPLICABLE SIGN CODES. YOUR SIGN MUST BE PERMITTED AND MUST COMPLY WITH THE CITY OF GILBERT'S SIGN CODES AND ELECTRICAL CODES AND A RECEIPT OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ALL SIGNS.

A. GENERAL REQUIREMENTS

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

2. Tenant shall defend, indemnify and hold Landlord harmless from, for and against all claims, cost, attorney's fees, damages, expenses, liabilities and losses arising out of the installation, maintenance and repair of Tenant's signs.

3. Each electrical sign, and the installation thereof, shall comply with all local building and electrical codes.

4. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.

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5. No labels shall be placed on the exposed surfaces of signs except those required by local ordinances. Required labels shall be applied in inconspicuous locations.

6. Sign copy shall be limited to Tenant's proper firm name and any additional copy shall be subject to Landlord's approval. The use of a crest, shield, logo, or other established corporate insignia which has been displayed or associated with Tenant's firm name shall be permitted subject to Landlord's approval.

7. Tenant shall be required to identify the Premises by an exterior sign. Any sign that does not conform with the requirements or was not approved by Landlord shall be immediately removed or brought into conformance at Tenant's expense.

8. If the Premises has a non-customer door(s) for receiving merchandise, Tenant may have marked thereon, in a location designated by Landlord, Tenant's name in four inch high painted block letter.

B. TYPE OF SIGNS

a. Directory Signs

Directory signs to be single face, constructed of aluminum with opaque face and illuminated copy only.

b. Monument Sign

Monument sign to be double face, constructed of aluminum with opaque faces and illuminated copy only.

c. Wall Signs

Wall signs to be individual pan channel letters with neon illumination, plex faces, and 5" returns. Exposed neon or illuminated cabinets shall not be allowed.

C. SIZE OF SIGN

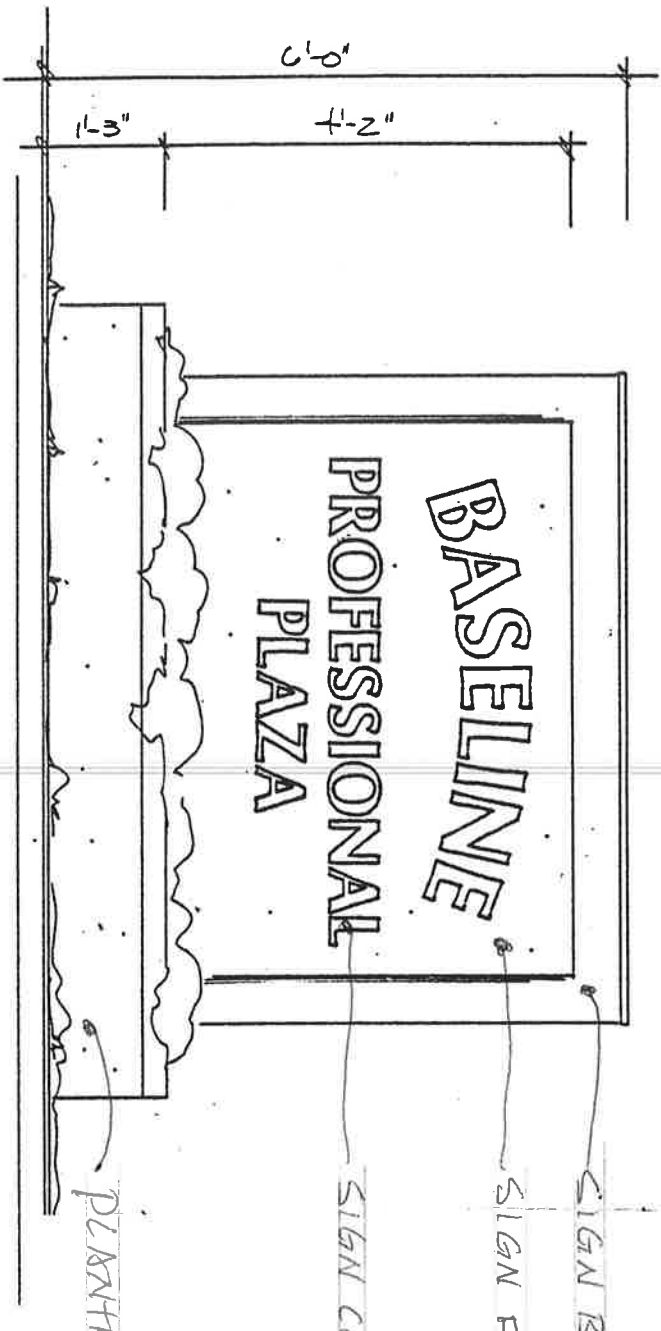
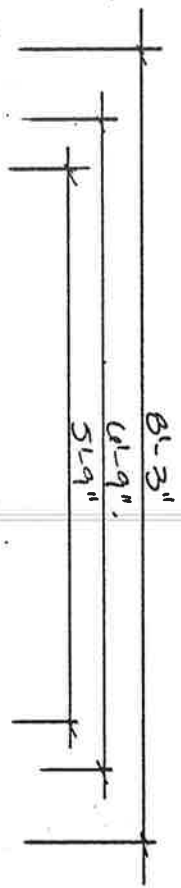
1. Length - The overall length of spread of letters shall not exceed 75% of leased front footage as specified by Lease. (Example: Maximum spread for a sign for a space 30 feet wide will be 22.5 feet.) IMPORTANT: Check City Code!!
2. Height - The maximum height for one line of copy shall be 12".

D. STYLE OF SIGN

1. Block style lettering to be used for better readability. Upper and lower case may also be used. Minimum stroke is 1 1/2" inches.
2. Logos in addition to signage must be approved. They will be proportionate to height of fascia and sign and also in line with basic color of signage.

E. COLOR OF SIGN

1. Acrylic Faces - Acrylite Plastic, ~~211 Red~~ *Any color*.
2. Return - Duranodic Bronze.
3. Trimcap - Gold.



(1) DOUBLE Faced, independently illuminated monument sign.

SIGN BOARD DL. BEIGE
 SIGN FACE LT. BEIGE
 SIGN COPY 211-RED
 PLANTER MATCH BLDGS

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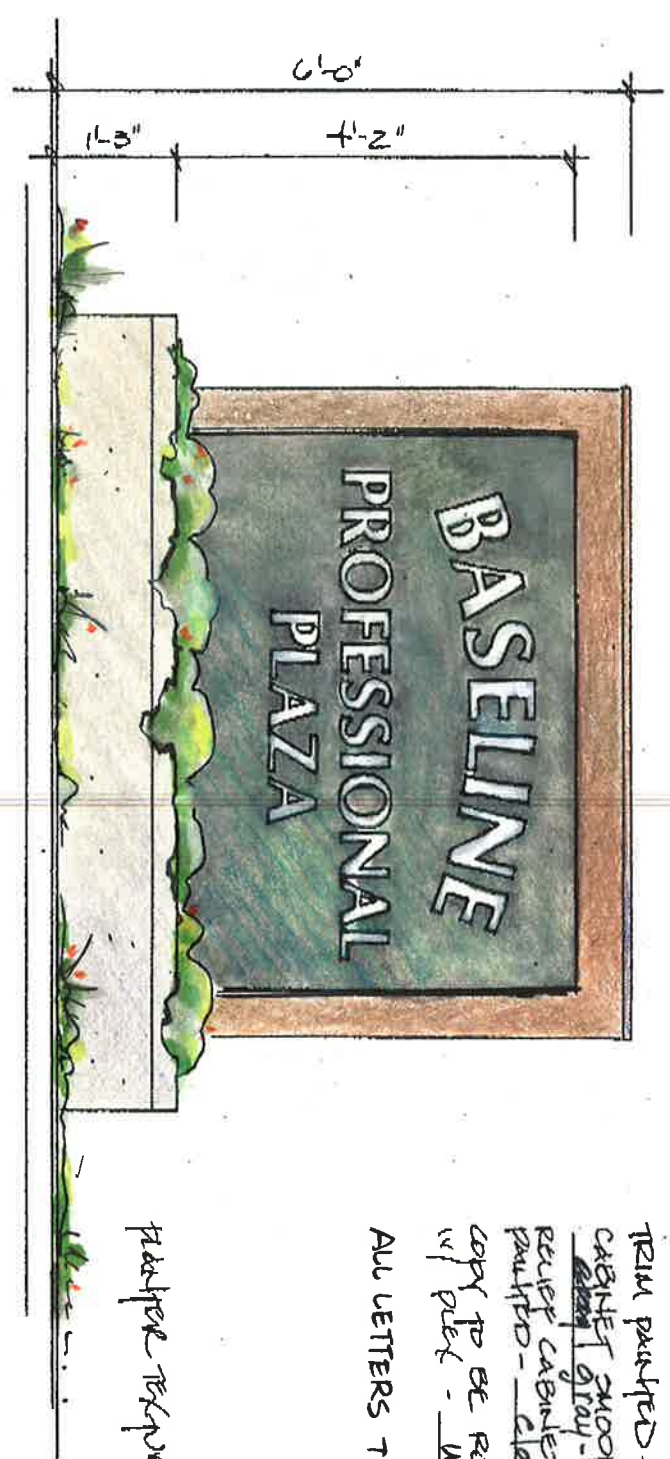
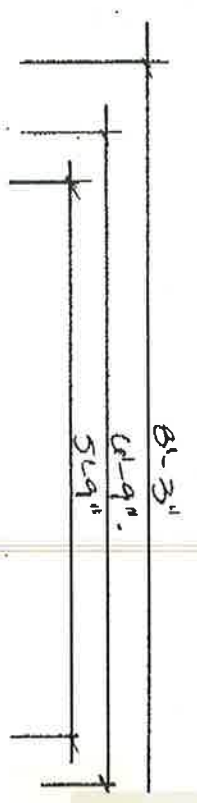
CHRISTY SIGNS INC. 1984

1825 S. BLACK CANYON
 PHOENIX, ARIZONA 85009
242-4488

CLIENT Aspetite Professional Plaza
 ADDRESS _____
 CITY Phoenix
 TELEPHONE _____
 SALESMAN DAVE DATE 7-25-74
 SCALE 1/2" = 1'-0"
 DESIGNER KR

RETURNS
 4714-94
 THIS DRAWING APPROVED BY _____

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(1) DOUBLE FACED, INTERNALLY ILLUMINATED MONUMENT SIGN.

SIGN # 1

CHRISTY SIGNS

1825 S. BLACK CANYON
PHOENIX, ARIZONA 85009
242-4488

CLIENT: Baseline Professional Plaza
 ADDRESS: _____
 CITY: CLACK
 TELEPHONE: _____
 SALESMAN: DAVE
 SCALE: 1/2\"/>

DESIGNER: KR
 DATE: 7-25-94
 NUMBER: 474-04

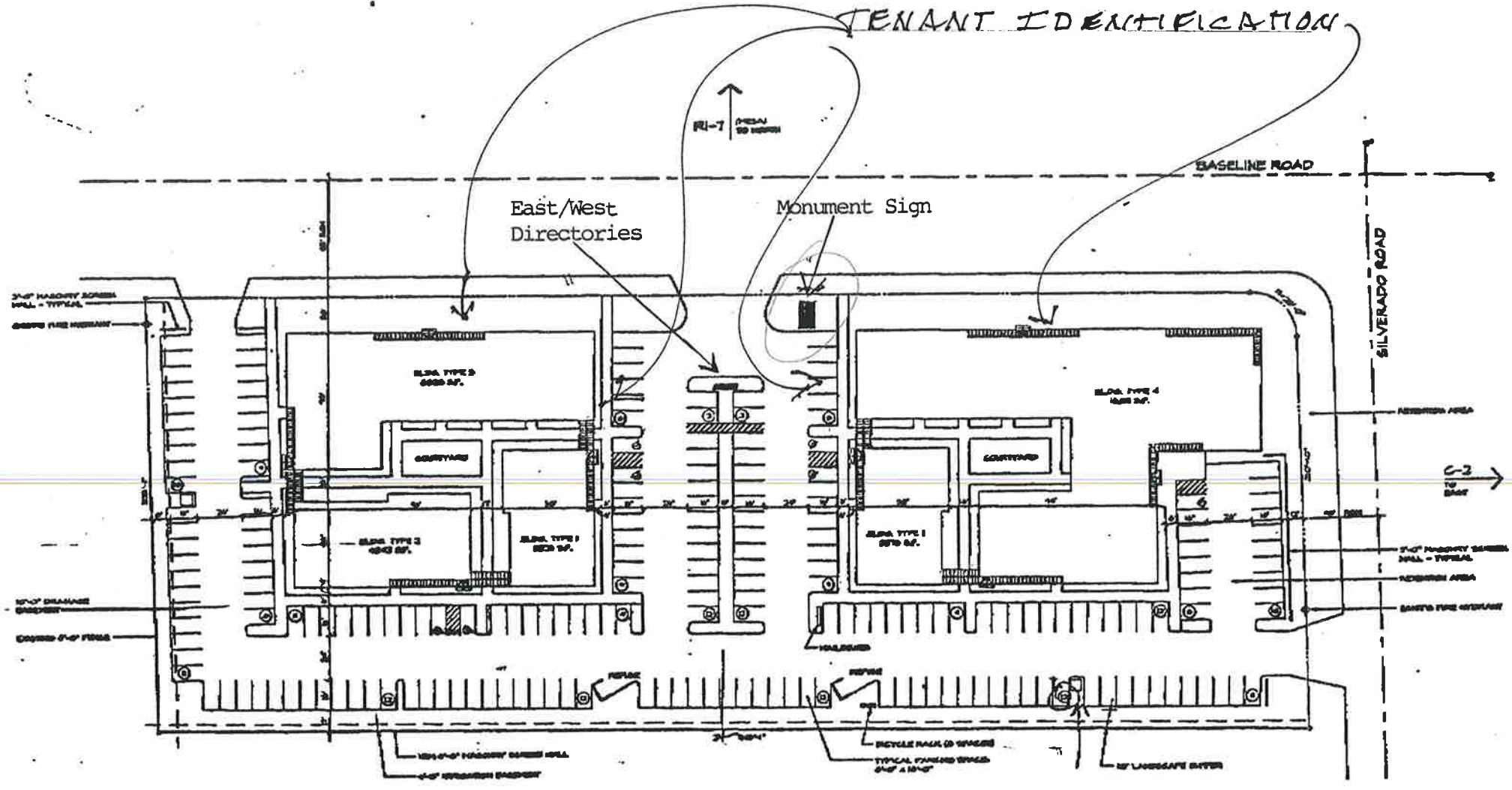
frankie textured & painted - light gray

TRIM PAINTED - clay
 CABINET SMOOTH FINISH PAINTED - ~~gray~~ gray-green
 REAR CABINET, textured & painted - clay, textured & copy to be routed out & excess 1/4\"/>

ALL LETTERS TO BE "OPTIMA" STYLE

APPROVED PLANS
 Design Review Board
 CASE: DR 96-44
 DATE: 9/12/96
 SUBJECT TO CONDITIONS OF APPROVAL

TENANT IDENTIFICATION



APPROVED PLANS
 Design Review Board
 CASE: DR 96-44
 DATE: 9/12/96
 SUBJECT: [REDACTED] [REDACTED] OF APPROVAL



1825 S. BLACK CANYON
 PHOENIX, ARIZONA 85009
242-4488

CLIENT _____
 ADDRESS _____
 CITY _____
 TELEPHONE _____
 SALESMAN _____
 SCALE _____ DATE _____
 DESIGNER _____

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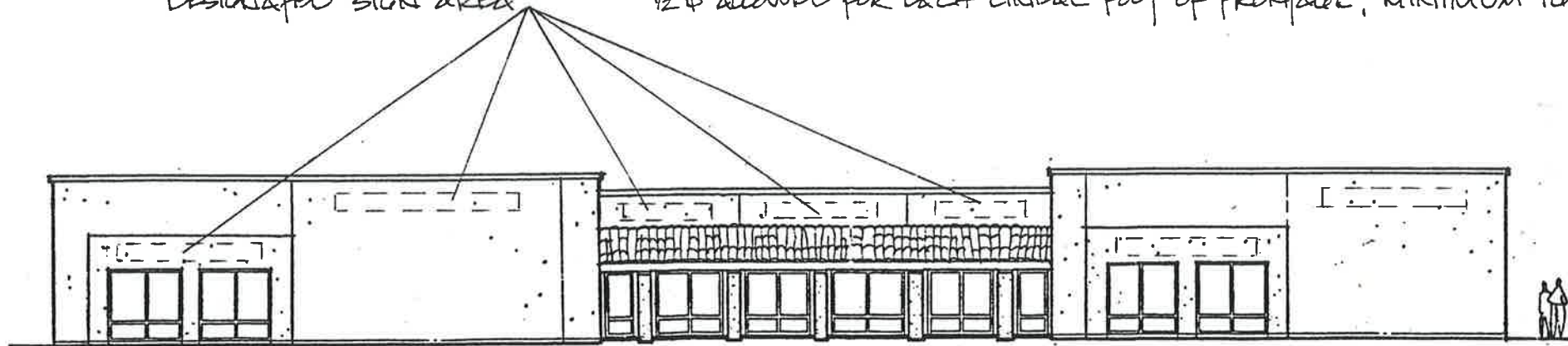
REMARKS

DR96-44

THIS DRAWING APPROVED BY _____

DESIGNATED SIGN AREA

1/2" ALLOWED FOR EACH LINEAL FOOT OF FRONTAGE, MINIMUM 16"



(Baseline frontage) (WEST BLDG.) NORTH ELEVATION

APPROVED PLANS
Design Review Board
CASE: DR 96-44
DATE: 9/12/96
SUBJECT TO CONDITIONS OF APPROVAL

TENANT COPY TO BE PAN CHANNEL LETTERS // NEON ILLUMINATION // RED PLEX FACES
LETTERING TO BE BLOCK STYLE



(Baseline frontage) (EAST BLDG.) NORTH ELEVATION

**CHRISTY
SIGNS**
SINCE
1924

1825 S. BLACK CANYON
PHOENIX, ARIZONA 85009

242-4488

CLIENT BASELINE PROFESSIONAL
ADDRESS PLAZA
CITY GILBERT
TELEPHONE _____
SALESMAN DALE
SCALE 1/16" = 1/4" DATE 7-25-94
DESIGNER KR

THIS IS AN ORIGINAL UNPUBLISHED DRAWING SUBMITTED FOR YOUR PERSONAL USE. IN CONNECTION WITH A PROJECT BEING PLANNED FOR YOU BY CHRISTY SIGN CO IT IS NOT TO BE REPRODUCED, COPIED OR EXHIBITED IN ANY FASHION WITHOUT WRITTEN PERMISSION OF CHRISTY SIGN CO

REMARKS
4715-94

THIS DRAWING APPROVED BY

DR96-44

2. Areas proposed to be planted with turf shall be separated from the areas planted with low water consumptive species by a 6" concrete or brick header.
3. The overall height of the building, area covering the cultural center, shall be lowered by 3'3" or the applicant shall apply for a variance to deviate from the terms of the zoning code.
4. Any future signs, free monument signs shall integrate materials and design used on the building into the design of the sign. Any sign application for a free standing sign shall be reviewed by the Planning Department staff prior to issuance of a sign permit by the Building Department.
5. All mechanical equipment, including satellite dishes shall be screened from public view by a screen wall.

Voice vote carried the motion 6-0.

DR96-44 Approval of a sign packet for wall signs for an office complex at 2451 East Baseline Road/Baseline Professional Complex. Applicant: Christy Signs

Planner Cadavid briefed the Board about this parcel saying it was zoned as C-1 Neighborhood Commercial and had been approved by the Design Review Board for site plan, building elevations, landscaping, grading and drainage and monument signage in 1994. She added the Board had stipulated that the tenant signage would require Board approval prior to installation. Ms. Cadavid stated the neighborhood residents had complained about the illuminated sign currently on the building. She added staff preferred professional offices to have non-illuminated signs with the same signage used for all three buildings. Planner Cadavid continued to say the current tenant of an urgent care facility had received a permit for the installation of a sign which had two frontages, one the parking lot and the other to Baseline Road. Planner Cadavid stated the residents on half acre lots to the south had felt the impact of the internally illuminated signs and felt these were not appropriate. Ms. Cadavid stated the applicant was proposing internally illuminated signs, red in color for the entire building and staff recommended the color should be more in compliance with a professional office building colors and be non-illuminated. She added that the same type of signs be used throughout all of the buildings.

Chairman Truitt remembered the residents that had attended the previous meeting to complain about the light shining into their neighborhood. He wondered if they had complained about the parking lighting as well but Planner Cadavid stated those were the ones required by code. Planner Cadavid stated the illuminated sign had been disconnected. Planner Cadavid stated there were no exposed fixtures and all the recessed lighting under the parking structures are not expanded.

Chairman Truitt opened the public hearing.

Dane Christianson stated he had been unaware that the sign package had not originally been approved as he had made the submittal to the applicant but a year later found out it had not been

submitted to the Town. He discussed how this seemed to have been lost in the shuffle since the first tenant had received a sign permit. Mr. Christianson stated he had not seen the color package which had been approved by the Board and he would not recommend a large green base for a sign. Mr. Christianson stated some of the tenants such as a dentist would not be open at night but he felt they should be allowed to have advertising at night since they were paying high dollars for rent. Mr. Christianson agreed with keeping the light unhooked on the east elevation but did not agree that all illuminated signs should be discontinued in a professional plaza.

Board Member Gilbert asked about the sign span referred to in the applicant's submittal. Mr. Christianson explained this was a spacing issue between tenants and the Town sign code would still be adhered to.

Chairman Truitt stated the Town had issued permits for signs not approved by this Board but recommended the applicant and owner should have been at the meetings or should have looked at the files which are public record to make sure everything had been submitted by the architect. He added he would not have approved such a sign submittal.

Mr. Christianson stated the passing public should be entitled to see an illuminated sign to advertise the 24 hour clinic. Chairman Truitt stated an illuminated sign would be one thing but different than internally illuminated. Chairman Truitt did not feel that the red of the sign was compatible with the building. It was discussed that the background of the sign was opaque and could be easily changed colorwise where it would be much more difficult to change the color of the letters. Mr. Christianson suggested picking up a color from the building and using the tile colors to tie the sign in with the building. Chairman Truitt was surprised that an urgent care facility was allowed in an office zoning but Planner Cadavid stated the zoning was actually commercial just the building was identified as a professional office complex. Chairman Truitt stated that changed his thinking since commercial zoning should be allowed to have internally lit signs, just as a Circle K would have. Board Member Hitzel recommended they go with a background lit sign for building 2 along Baseline Road but no internally lit signs to the residential areas. The existing sign would be internally lit and red in color and the monument sign would be internally lit as well. Mr. Christianson stated that any suites with courtyard entrances would only have directory signs applied to the wall. Mr. Christianson pointed out another sign that was internally lit at the same location and he recommended the same availability of color as that one. Chairman Truitt stated that every other commercial site is allowed three or four gaudy colors and internally lit and he felt they were being more picky since this was named a professional office complex instead.

A motion was made by Vice Chairman Petterson, seconded by Board Member Brown to approve DR96-44 as follows:

1. No internally illuminated signs will be allowed except along Baseline Road.
2. The sign turned off on the east elevation of the westerly most building (Urgent Care Facility) will remain turned off.

3. The background color of the monument sign shall be compatible with one of the five colors except the lightest color.
4. Base planter shall be completed per the original design approved by the Board in August 1994 (DR94-26).

Voice vote carried the motion 6-0.

DR96-45 Approval for site plan, landscaping, grading and elevations for 4 industrial (office/warehouse/manufacturing) facilities in the Sunrise Business Park at the northwest corner of Elliot and McQueen Roads. Applicant: Diemer Associates

Planner Cadavid stated the four buildings range in size from 6,265 to 21,406 square feet on 2.87 acres. Planner Cadavid stated the understory plant material will only look good in the Summer and needed something to perform all year round. She stated the landscaping setback established the theme and character of the industrial park with mature trees (Ashes and Pines). Planner Cadavid suggested the plant palette should have better ground covers. Ms. Cadavid discussed the driveway cuts and the shared driveway of the two buildings. Ms. Cadavid showed the elevations and site plans of each building.

Board Member Hitzel asked if the canopy of Building C seemed lost and was concerned with the weak columns of Building D but Board Member Deardorff thought it would show better in reality.

Les Parch of Diemer Associates stated that Building A looked different since it was an office building and the other three uses were industrial. He addressed a concern from the Board about Building B stating there will be a site wall 16' above the paving surrounding the trash enclosure where it drops to 3' above the paving.

Board Member Hitzel felt they needed to improve the building more with stronger columns and better color contrast, Vice Chairman Petterson agreed.

A motion was made by Board Member Hitzel, seconded by Board Member Deardorff, to approved DR96-45 as follows:

1. Landscaping plans shall incorporate shrubs and colorful vines on both sides of the low walls for the parking spaces to enhance the landscaping along the frontages of all the sites.
2. Plant palette in the landscaping construction plans shall include an additional shrub specie that performs during the late Winter and Spring seasons.
3. Plant palette shall also include an additional groundcover, besides the Sun Gold gazania, that perform during the Summer months.

Voice vote carried the motion 6-0.

DR96-44 - Approval of a sign packet for an office complex at 2451 East Baseline Road.
Applicant: Christy Signs

A motion was made by Boardmember Deardorff, seconded by Boardmember Kane to continue DR96-44. Voice vote carried the motion 6-0.

DR96-41 - Approval of grading, landscaping, elevations and signage for Serrano's Restaurant proposed on Pad D of the Patterson Landing Center at the northeast corner of Guadalupe and Val Vista. Applicant: Ernest Serrano

Planner Cadavid discussed the site plan and suggested a planter with a more significant design be installed as a focal point in the revised island between the two phases. She was concerned with the plant choices and recommended pedestrian scale trees in the planters outside the patio area. Ms. Cadavid stated the bulk of the interest features were on the south elevation. She stated the secondary elevation to the west was acceptable and discussed previous recommendations for other pads in this center required the applicant to have the logo only, not entire name on the sides of the building facing the parking lot.

Michael Kelly stated they intend to comply with all of staff's stipulations.

A motion was made by Boardmember Kane, seconded by Boardmember Deardorff, to approve DR96-41 as follows:

1. Striping, curbing and landscaping islands for the revised layout of the parking areas to the north and northeast of the building shall be installed at the time of occupancy of this building.
2. Parking areas to the north and south of the building shall be screened from Val Vista Drive by a wall constructed 3' feet above the grade of the parking lot or adjacent street. Said wall shall be built of masonry to match the design of screening wall for the rest of the center.
3. Landscaping plan shall be revised and presented to staff to reflect the following information:
 - Existing and proposed landscaping material including sizes.
 - Additional landscaping: pedestrian scale trees, colorful shrubs and ground covers on both sides of the main entrance (south elevations).
 - Year round greenery in the planter at the base of the east elevations. Other colorful shrubs other than the Mexican Bird of Paradise should be considered for this side of the building.