

NOTICE OF DECISION

November 29, 2023

Steven Johnson Imperial Signs 5132 N Western Blvd. Prescott Valley, AZ 86314 steven@imperialsignage.com

RE: DR23-103 (DR20-118-S): Melrose Commercial – Comprehensive Sign Plan

Dear Steven:

Staff has reviewed the drawings received for Administrative Design Review regarding Melrose Commercial Comprehensive Sign Plan (CSP) located at the northeast corner of Val Vista Dr. and Melrose St. and zoned General Commercial (GC).

Staff has made the following findings:

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

Based on the above, staff has approved this Administrative Design Review with the following attached information and condition:

- 1. Signs shall conform to the approved Comprehensive Sign Plan as attached.
- 2. Changes to the building elevations approved on each pad site within the development shall require an amendment to the Comprehensive Sign Plan.

If you have any questions regarding the above, please contact me at (480) 503-6812 or keith.newman@gilbertaz.gov.

Sincerely,

Keith Newman, Senior Planner

Attachments:

1. Melrose Commercial Comprehensive Sign Plan, stamped November 30, 2023



3785 S. Val Vista Drive Gilbert, AZ. 85297 November 2023

APPROVED

Administrative Design Review

Case # DR23-103

11/30/23

Prepared by:



Prepared for:



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Site Information

Project:

Melrose Commercial Comprehensive Sign Program

3785 S Val Vista Drive

Gilbert, AZ 85297

Jurisdiction:

Town of Gilbert

Parcel Number:

304-53-566A

304-53-566B

304-53-566C

Town of Gilbert Zoning:

GC (General Commercial District)

Owner Information:



Diversified Partners

7500 E. McDonald Drive Suite 100A

Scottsdale, AZ 85250

Signage Consultant:

IMPERIAL SIGNS

Contact:

Steven Johnson

Phone: 928-350-5183

Email: steven@imperialsignage.com Web: www.imperialsignage.com

Project Narrative

Date: October 18, 2023

Melrose Commercial is a commercial development that consists of three retail pad buildings. This project is located at 3785 S Val Vista Dr. Gilbert, AZ and is zoned General Commercial.

Melrose Commercial shall consist of a 2395 square feet single story restaurant pad A building located at the NE corner of Melrose Dr. and Val Vista Dr, a 2795 square feet single story restaurant pad B building north of pad A, and a 4741 square feet gas station single tenant pad building C with a fuel canopy.

At this time, the purpose of this Melrose Commercial Comprehensive Sign Program is to establish building and freestanding sign design and placement standards for all three pad building tenants.

Imperial Signs feels that this Melrose Commercial Comprehensive Sign Program will ensure an attractive signage environment that both supports the interests and goals of the Town of Gilbert Land Development Code while also benefitting the economic vitality for the businesses within the development.

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Melrose Commercial COMPREHENSIVE SIGN PLAN

Sign Criteria

These criteria have been developed to ensure design compatibility among all signs at the Melrose Commercial Development. These criteria were created with the intent of enhancing the visual environment of this development, to promote its continued wellbeing, and to comply with the regulations of the local municipal sign and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by the Owner must be removed or brought into conformity by the Tenant and/or its sign contractor.

Owner shall approve all signs, in writing, prior to installation.

Approval shall be for appearance only and not for code compliance.

Sign permits must be obtained from the Town of Gilbert prior to the installation of permit required signs only.

I. LANDLORD SUBMITTAL REQUIREMENTS

- 1. All Tenant Wall Signs must be sent to the Landlord for review and approval prior to proceeding with the Town of Gilbert sign permit process.
- 2. The Landlord shall review the detailed signage shop drawings electronically, with the drawings indicating the sign location, size, layout, design color, illumination materials and method of attachment. The Landlord shall then electronically return the drawings back to the Tenant marked as either "Approved", "Approved as Noted", or "Revise and Resubmit".

- 3. "Revise and Resubmit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and resubmitted to the Landlord for its approval.
- 4. Upon receipt of Landlord approval, Tenant shall proceed with the Town of Gilbert permit process. No sign shall be installed prior to Town approval.
- 5. No signs, advertisements, notices, or other lettering shall be exhibited, inscribed, painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of the Landlord.
- 6. Tenants and/or its representatives shall obtain all permits for its exterior signs and their installation. Tenants shall be responsible for all requirements, specifications, and costs.
- 7. Tenant shall have the sole responsibility for compliance with all applicable codes, ordinances, or other regulations for all work performed on the premises by or on behalf of the Tenant.
- 8. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said items are following applicable codes, ordinances, or other regulations.

II. GENERAL SIGN REQUIREMENTS

- 1. All signage is subject to this comprehensive sign plan criteria and Town of Gilbert final approval. Landlords will support all applications for signs in compliance with this sign program but cannot guarantee Town approval.
- 2. All signage shall be constructed and installed at Tenant's expense.
- 3. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign.
- 4. Temporary advertising devices such as attraction boards, posters, banners, and flags shall be permitted.
- 5. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- 6. All signs shall be fabricated using full welded construction.
- 7. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.
- 8. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

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Melrose Commercia Comprehensive sign plan

Sign Criteria, Continued

- 9. All exposed metals shall be painted to render them inconspicuous.
- 10. No exposed raceways, crossovers, tubing, or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed.
- 11. All electrical signs shall bear the UL label.
- 12. All signs shall conform to International Building Code Standards.
- 13. All electrical signs shall conform to National Electrical Code Standards.
- 14. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease.
- 15. Flashing, moving, or audible signs will not be permitted.
- 16. Tenant logo styled letters may be used. The copy content of the signage shall not include the product sold without prior approval of the Landlord.

III. WALL SIGN REQUIREMENTS

- All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by the Landlord. Each tenant or user suite shall be permitted a Wall Sign that complies with the Sign Regulations of the Land Development Code.
- 3. All sign materials shall be quality in nature and include Aluminum, Steel, Stainless Steel, Acrylic, and Polycarbonate.
- 4. Signage colors may be chosen by the tenant with final approval required by the Landlord.
- 5. Corporate letter styles and logos are allowed with Town of Gilbert and Landlord approval.
- 6. All wall signs may utilize illumination or non-illumination. Illumination shall consist of individual LED or neon illuminated or non-illuminated pan channel or reverse pan channel letters with 3" to 5" Deep returns. The color of the LED or neon may utilize the tenant's corporate identity.
- 7. Flat cut out aluminum letters and logos may be used for smaller letters and logos if necessary.
- 8. Aluminum pan-formed cabinets that are stylized in shape with

- routed copy backed with plex or push-thru acrylic may be used, with Town of Gilbert and Landlord approval.
- 9. Aluminum backer panels with returns no deeper than 3" may be used.
- 10. Wall Sign Area: Buildings One-Story in Height.
- A. Minimum Wall Sign Area. Each tenant or user suite shall be permitted a Wall Sign with a Minimum Sign Area that complies with the Sign Regulations of the Land Development Code, and such Wall Sign shall be permitted on any exterior wall of the tenant or user suite.
- B. Maximum Wall Sign Area. Each tenant or user suite shall be limited to a Wall Sign with a Sign Area no greater than the total Sign Allowance Area permitted by the Sign Regulations of the Land Development Code.
- C. Sign Allowance Area. Sign Allowance Area under this subsection shall be defined based on the definition outlined in the Sign Regulations of the Land Development Code.
- D. Double Sign Allowance Area for Certain Buildings. Buildings or

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Melrose Commercia Comprehensive sign plan

Sign Criteria, Continued

Suites with at least two (2) building elevations facing streets and/ or main private circulation drives shall be permitted a Sign Allowance Area that complies with the Sign Regulations of the Land Development Code.

12. Placement. Wall Signs shall not be located closer to the top of a parapet wall than what is allowed by the Sign Regulations of the Land Development Code.

IV. WINDOW SIGN REQUIREMENTS

- Window Signs or applied graphics, shall be any sign placed on, affixed to, painted on, sandblasted on, or located within the casement or sill area of a mineral glass window or other glazing. Dimensional letters attached to the glazing must have matched dimensional letters on each side of the glazing or a consistent and permanent opaque finish.
- 2. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Landlord prior to fabrication or implementation.
- 3. The Maximum Sign Area allowance for Window Signs shall comply with applicable provisions of the Sign Regulations of the Land Development Code.

- displays shall be subject to the approval of the Landlord prior to fabrication or implementation.
- 3. The Maximum Sign Area allowance for Window Signs shall comply with applicable provisions of the Sign Regulations of the Land Development Code.
- 4. Corporate Letter Styles, Logotype, Logo, and Colors may be used with Landlord Approval.
- 5. All Window Signs and/or Storefront Graphics are to be installed on the 1st surface of the tenant frontage windows and/or doors.
- V. MONUMENT SIGN REQUIREMENTS
- 1. One (1) double tenant Monument Sign is located on S. Val Vista Drive.
- 2. One (1) single tenant Monument Sign is located on S. Val Vista Drive
- 3. The height of a Monument Sign shall be no greater than twelve (12) feet to the top of design embellishments, and shall comply with all applicable design, size, and placement standards of the Sign Regulations of the Land Development Code.
- 4. The Maximum Sign Area of a Monument Sign shall not exceed 60 Square Feet.

- 5. The placement, setback and spacing of Monument Signs shall comply with all applicable requirements of the Sign Regulations of the Land Development Code.
- 6. Monument Sign Tenant Panels are to be fabricated of routed aluminum with push through acrylic copy.
- 7. The push through acrylic copy of the tenant panels may utilize the corporate letter styles, logotype, and colors of the business with Landlord Approval.

VII. TEMPORARY SIGN REQUIREMENTS

- 1. Temporary Signs are intended to be utilized by businesses as a short-term advertisement of special events (e.g., grand opening, going out of business), sales, and new products or services.
- 2. All Temporary Sign types listed in the Sign Regulations of the Land Development Code are allowed with Landlord Approval.
- 3. All Temporary Signs shall comply with all applicable size, duration, manner and placement requirements of the Sign Regulations of the Land Development Code.
- 4. Before a tenant displays any Temporary Sign, the tenant shall obtain Landlord Approval, and a permit from the Town of Gilbert if a permit is required to display a Temporary Sign by the Sign Regulations of the Land Development Code.

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Melrose Commercia Comprehensive sign plan

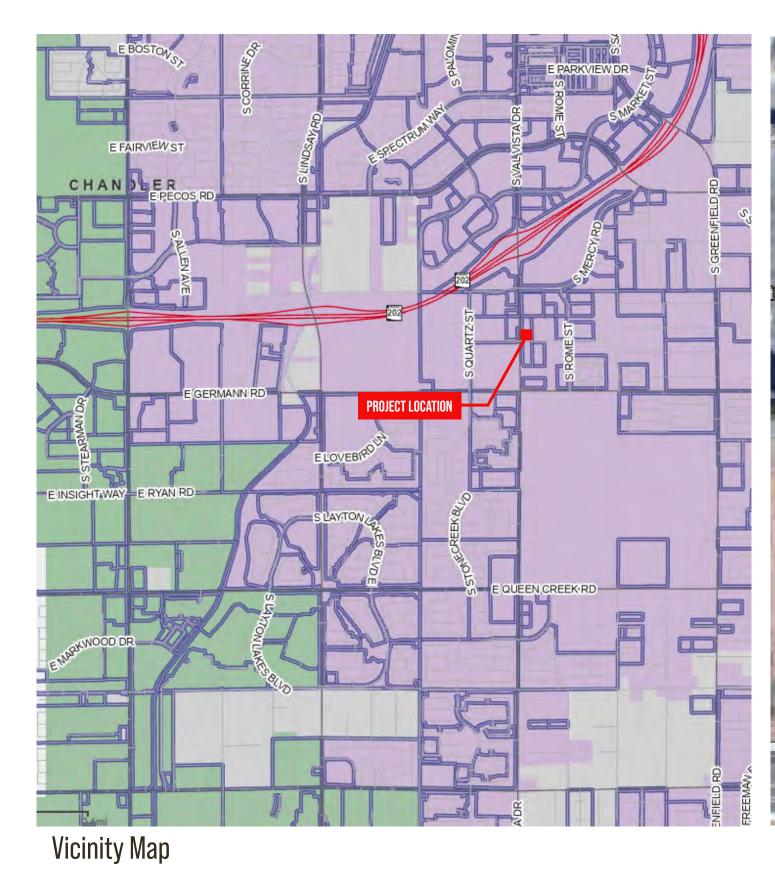
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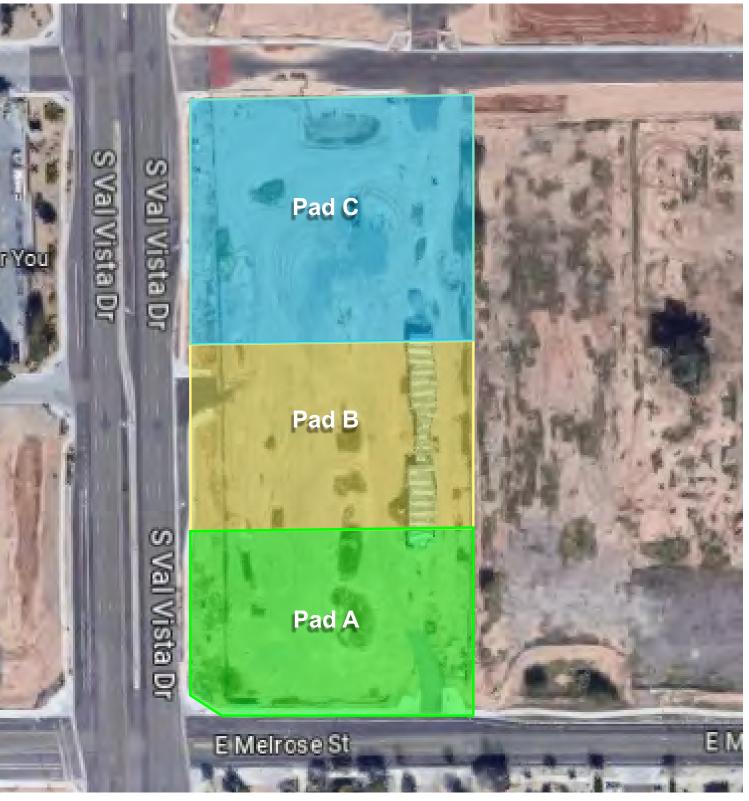
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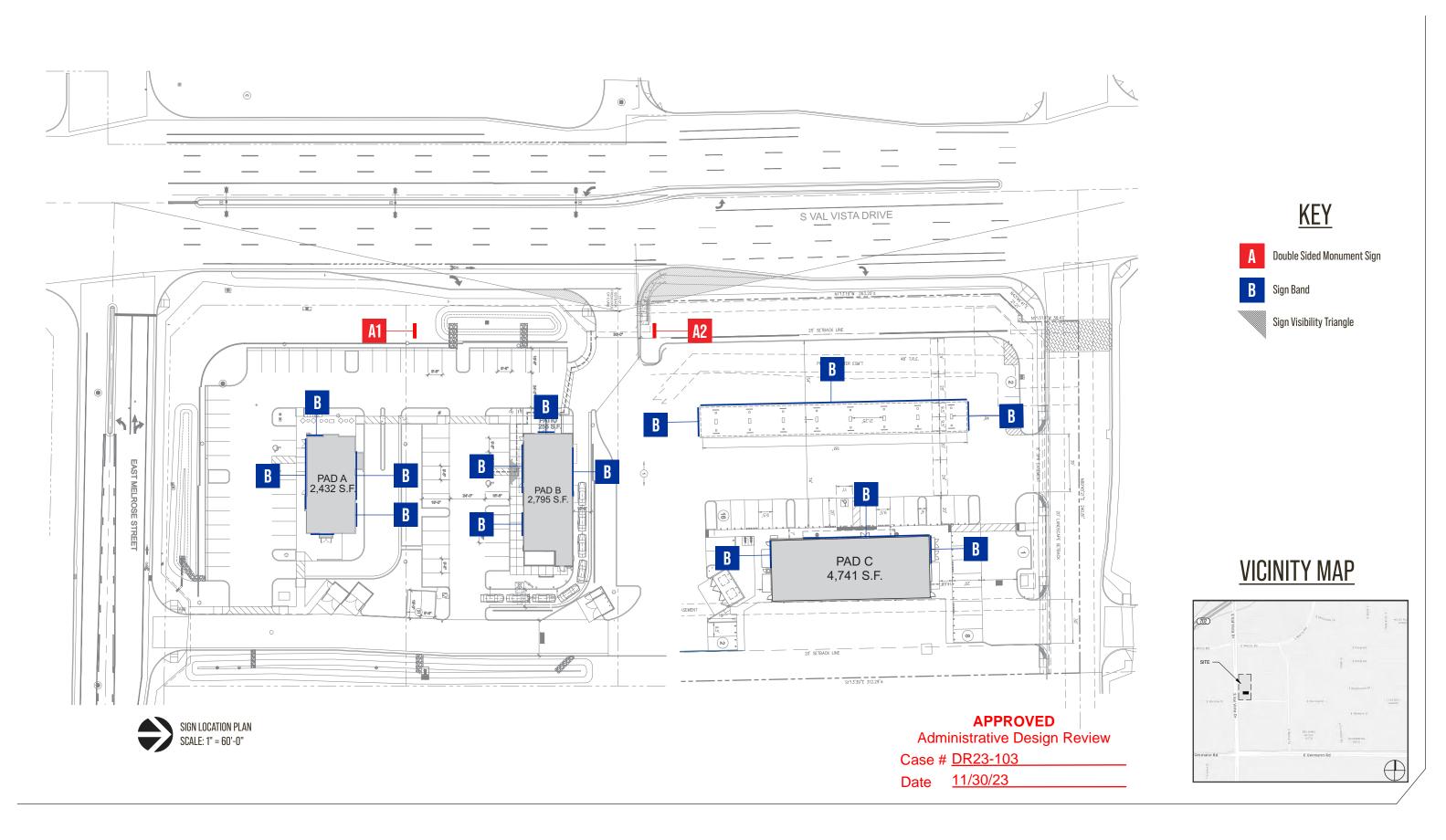




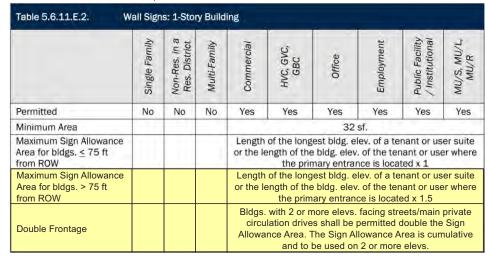


Aerial View (Highlighted Area of Phase I, Phase 2 and Phase 3 Projects)

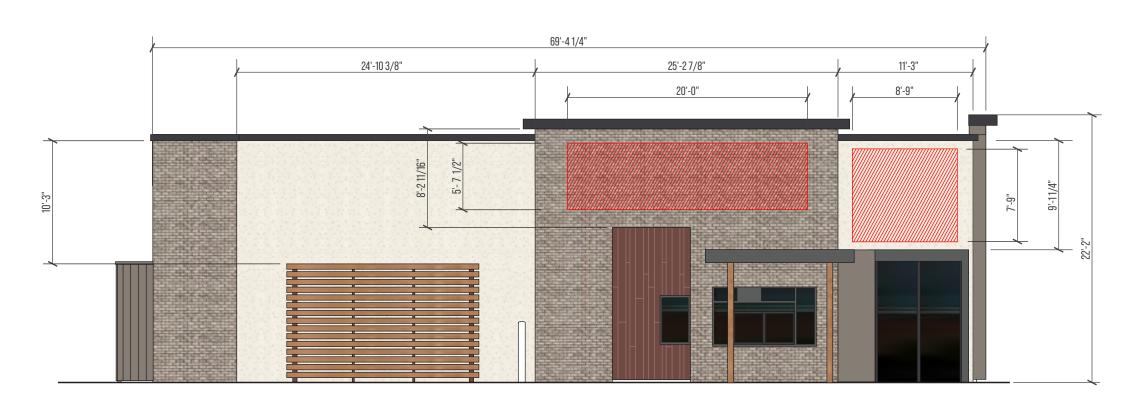
Site Plan



Source: Town of Gilbert Land Development Code



Sign Band Area - These show potential areas for sign locations and does not mean actual calculated sign area dimensions. All signs to comply with Town of Gilbert Land Development Code requirements.



40'-7"

12'-1 1/2"

23'-6 1/8"

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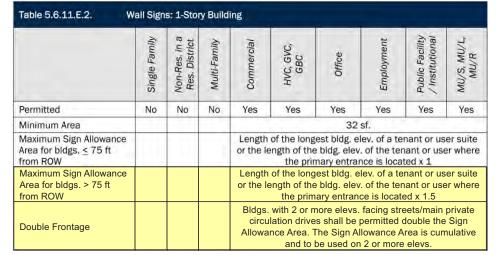
Date <u>11/30/23</u>

Exterior Elevation - North Scale: 1/8" = 1'-0"

Exterior Elevation - West Scale: 1/8" = 1'-0"

Pad "A" Project Elevations

Source: Town of Gilbert Land Development Code



Sign Band Area - These show potential areas for sign locations and does not mean actual calculated sign area dimensions. All signs to comply with Town of Gilbert Land Development Code requirements.



40'-7"

28'-6" 22'-6"

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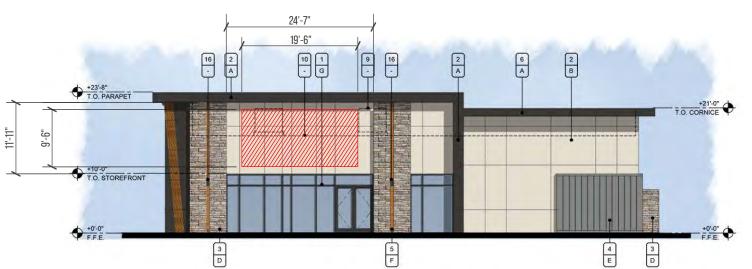
Date <u>11/30/23</u>

Exterior Elevation - South Scale: 1/8" = 1'-0"

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

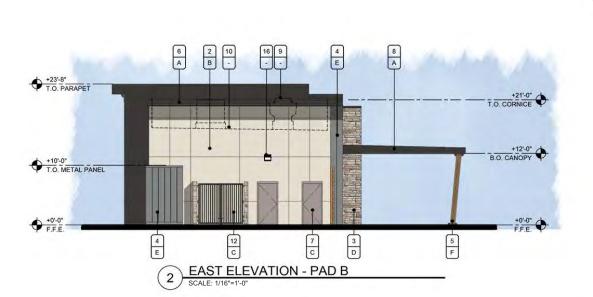
Pad "A" Project Elevations

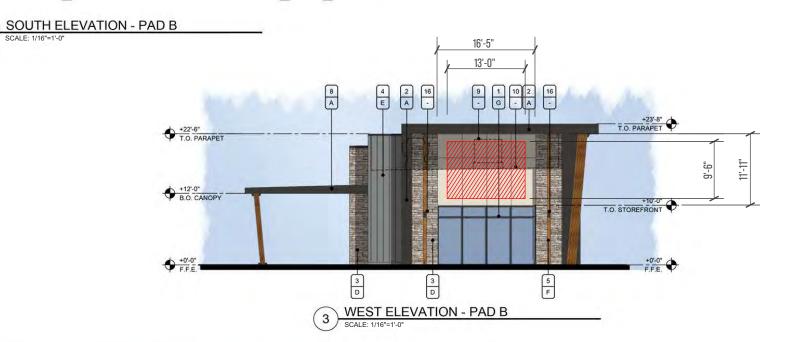
Pad "B" Project Elevations



Source: Town of Gilbert Land Development Code

Table 5.6.11.E.2. W	all Sign	s: 1-Stor	y Build	ling						
	Single Family	Non-Res. in a Res. District	Multi-Family	Commercial	HVC, GVC, GBC	Office	Employment	Public Facility / Institutional	MU/S, MU/L, MU/R	
Permitted	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes	
Minimum Area				32 sf.						
Maximum Sign Allowance Area for bldgs. ≤ 75 ft from ROW				Length of the longest bldg, elev, of a tenant or user suite or the length of the bldg, elev, of the tenant or user where the primary entrance is located x 1						
Maximum Sign Allowance Area for bldgs. > 75 ft from ROW				Length of the longest bldg. elev. of a tenant or user suite or the length of the bldg. elev. of the tenant or user where the primary entrance is located x 1.5						
Double Frontage				Bldgs. with 2 or more elevs. facing streets/main private circulation drives shall be permitted double the Sign Allowance Area. The Sign Allowance Area is cumulative and to be used on 2 or more elevs.						







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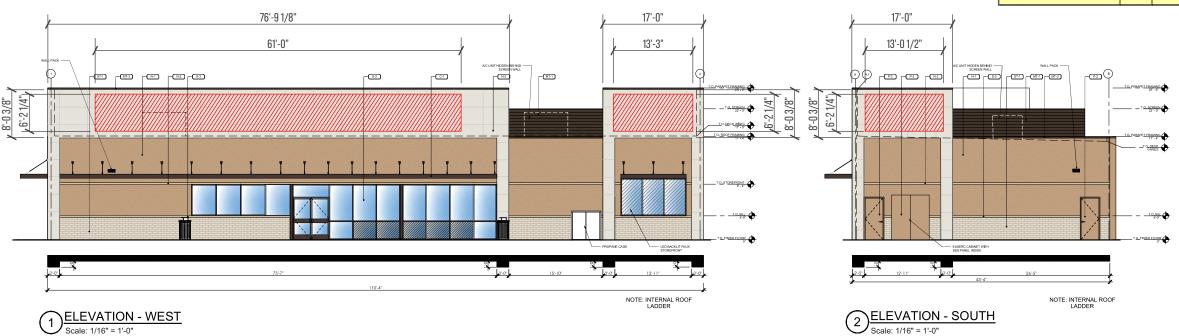


Sign Band Area - These show potential areas for sign locations and does not mean actual calculated sign area dimensions. All signs to comply with Town of Gilbert Land Development Code requirements.

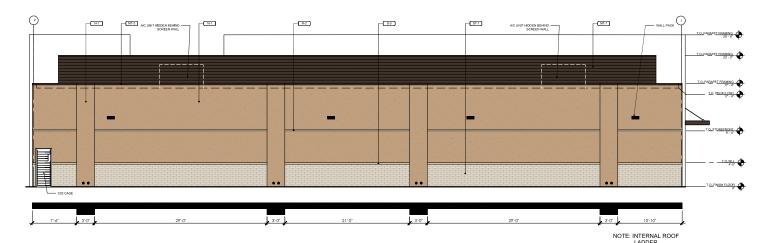
Pad "C" Project Elevations

_				
Source:	Town of	Gilbert	Land	Development Code

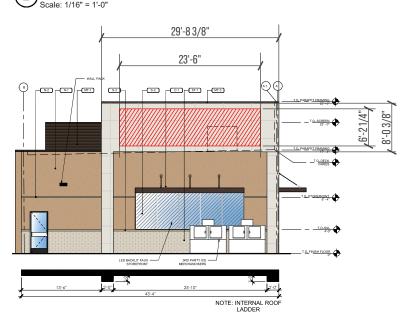
Table 5.6.11.E.2. W	Wall Signs: 1-Story Building										
	Single Family	Non-Res. in a Res. District	Multi-Family	Commercial	HVC, GVC, GBC	Office	Employment	Public Facility / Institutional	MU/S, MU/L, MU/R		
Permitted	No	No	No	Yes	Yes	Yes	Yes	Yes	Yes		
Minimum Area	111			32 sf.							
Maximum Sign Allowance Area for bldgs. ≤ 75 ft from ROW				Length of the longest bldg, elev, of a tenant or user suite or the length of the bldg, elev, of the tenant or user where the primary entrance is located x 1							
Maximum Sign Allowance Area for bldgs. > 75 ft from ROW				Length of the longest bldg. elev. of a tenant or user suite or the length of the bldg. elev. of the tenant or user where the primary entrance is located x 1.5							
Double Frontage				Bldgs. with 2 or more elevs. facing streets/main private circulation drives shall be permitted double the Sign Allowance Area. The Sign Allowance Area is cumulative and to be used on 2 or more elevs.							



1 ELEVATION - WEST Scale: 1/16" = 1'-0"



3 ELEVATION - EAST
Scale: 1/16" = 1'-0"



4 ELEVATION - NORTH Scale: 1/16" = 1'-0"

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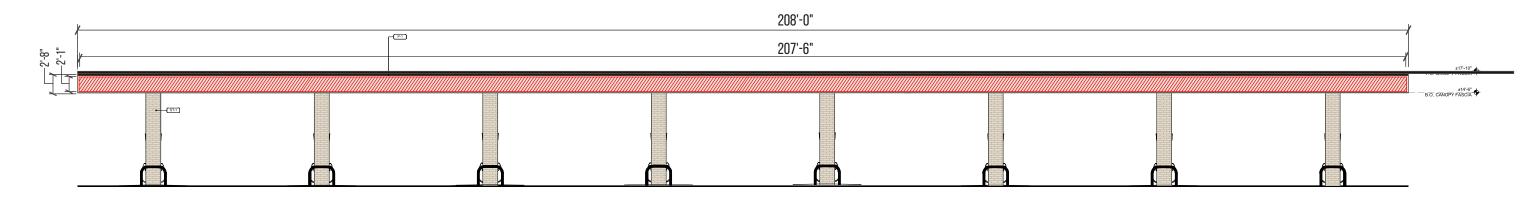
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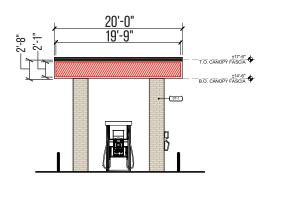
Sign Band Area - These show potential areas for sign locations and does not mean actual calculated sign area dimensions. All signs to comply with Town of Gilbert Land Development Code requirements.

Pad "C" Project Elevations

Table 5.6.11.D. Service Island Canopy Sign										
	Single Family	Non-Res. in a Res. District	Multi-Family	Commercial	HVC, GVC, GBC	Office	Employment	Public Facility / Institutional	MU/S, MU/L, MU/R	
Permitted	No	No	No	Yes	No	Yes	Yes	No	No	
Maximum Number				2 per Service Island		2 per Service Island				
Placement		1 - 1		Vertically centered		Vertically centered				
Maximum Height				Shall not exceed 80% of the vertical dim. of the canopy wall		Shall not exceed 80% of the vertical dim. of the canopy wall				
Maximum Allowable Sign Area				12 sf.		12 sf.				
Maximum Sign Area				Shall not count against the Max. Allowable Sign Area		Shall not count against the Max. Allowable Sign Area				
Design				No part of the sign shall project > 6 in.			of the sign ject >6 in.			







SIDE FUEL CANOPY ELEVATION

Scale: 1" = 15'-0"

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Sign Band Area - These show potential areas for sign locations and does not mean actual calculated sign area dimensions. All signs to comply with Town of Gilbert Land Development Code requirements.

Example Tenant Building Signs





NOTES:

[1] All Tenant Building Signs shall comply with the Performance Standards and General Sign Requirements, Section III. If there are any regulatory conflicts within this Comprehensive Sign Program, the requirements of the Town of Gilbert Sign Regulations shall apply.

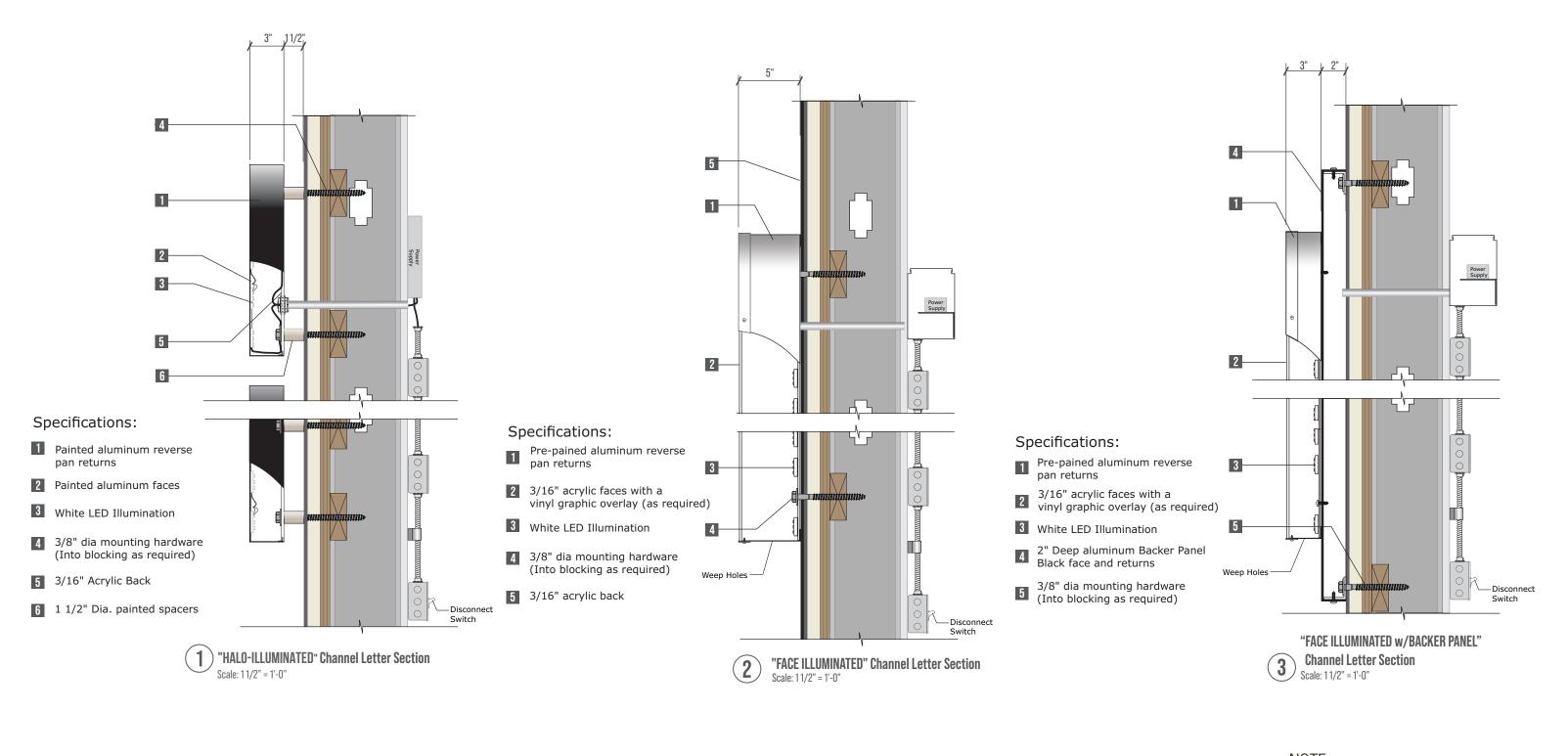
[2] Refer to typical letter sections for further details on allowed sign types on page 16

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Typical Letter Sections



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NOTE:

Tenant building signage is allowed to use any of the above standard sign types or combination thereof.

Incidential Signage



Window and Door Vinyl Graphics



Freestanding Menu Board Order Here Speaker



Wall Plaques



Post and Panel Parking Sign



Post and Panel Accessible Parking Sign



Rigid Open Sign



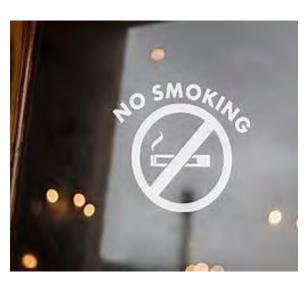
Drive Thru Clearance Bar



ISA Decal on Door or Window



Post and Panel Directional Sign



No Smoking Decal on Door or Window

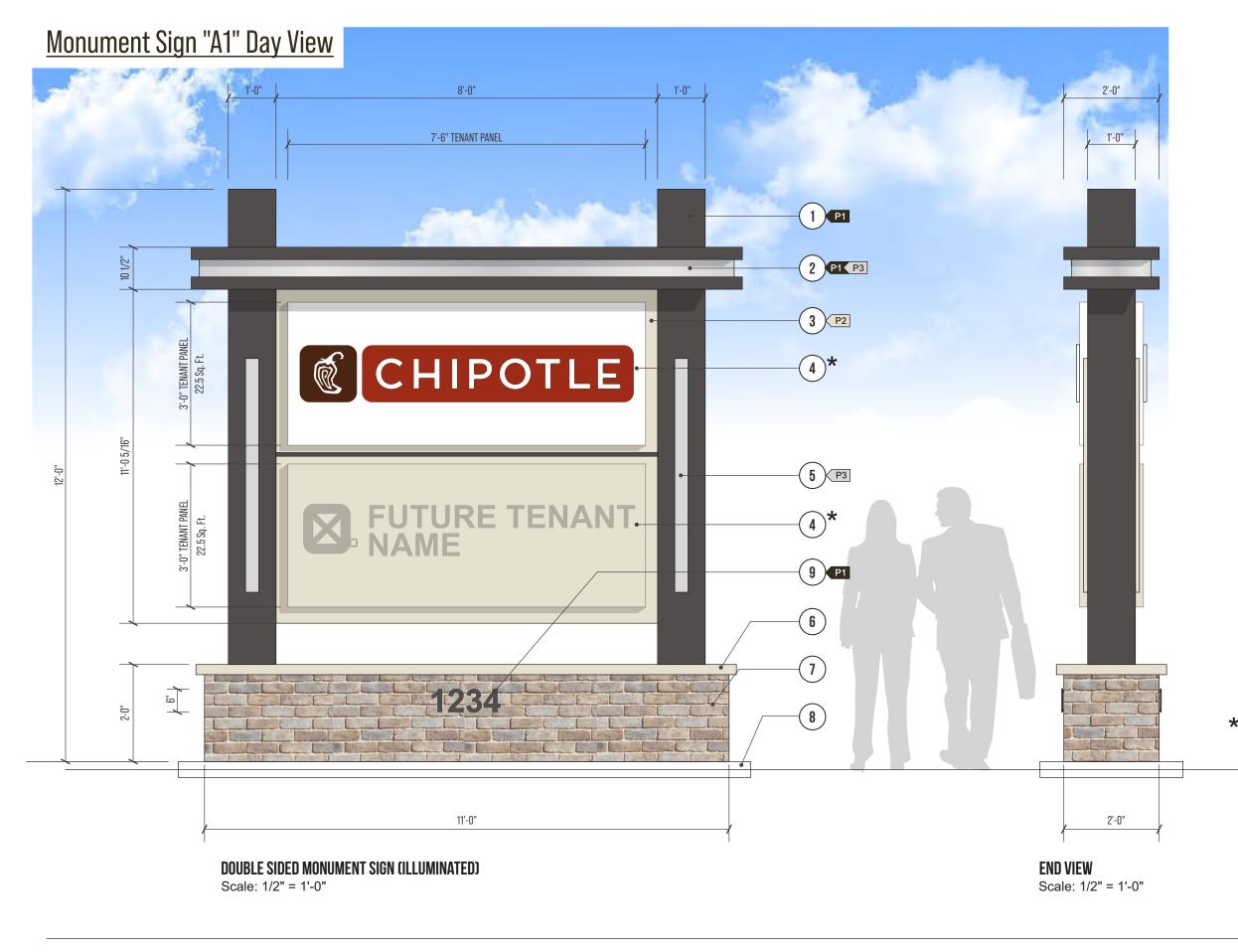
All incidental signage, per examples shown on this page, must comply with all sign code standards as listed in the LDC and will be reviewed and approved with the sign permit required for each building.

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"SIGN A1" GENERAL SPECIFICATIONS

- 1. Cabinet / Filler Constructed of .125" aluminum with 2"x 2" Aluminum angle framing. Cladding to be painted (P1) Internally illuminated with White LEDs
- 2. Topper Fabricated aluminum painted P1 with MP Brushed Aluminum painted insert (P3)
- 3. Reveal/Face Panel .125" aluminum painted Dunn Edwards DE6190 Ball of String (P2)
- 4. Removable Tenant Panel 2" Deep .125" Aluminum pan panel with routed graphics with push thru acrylic with 1st surface applied translucent vinyl as required
- 5. Vertical Accent Bar 1" deep fabricated aluminum accent bar painted MP Brushed Aluminum (P3)
- 6. Stone Cap at Base Masonry stone cap finished in light tan to complement Brick Masonry
- 7. Masonry base Fabricated aluminum framing and cladding with Brick veneer to match building spec (Eldorado Stone Tundra Series 'Latigo Blend'
- 8. Concrete Pad 4" Deep, 2" Exposed above finished grade
- 9. Address Numbers .25" aluminum FCO painted (P1) Stud mounted flush to brick veneer masonry

COLOR FINISHES

P1 Dunn Edwards - DE6385 Black Bean

P2 Dunn Edwards - DE6190 Ball of String

P3 Matthews Paint - MP41342SP Brushed Aluminum

★ All graphics shown are for example purposes and not for production. Actual sign copy to be provided by future tenant.

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Melrose Commercial COMPREHENSIVE SIGN PLAN

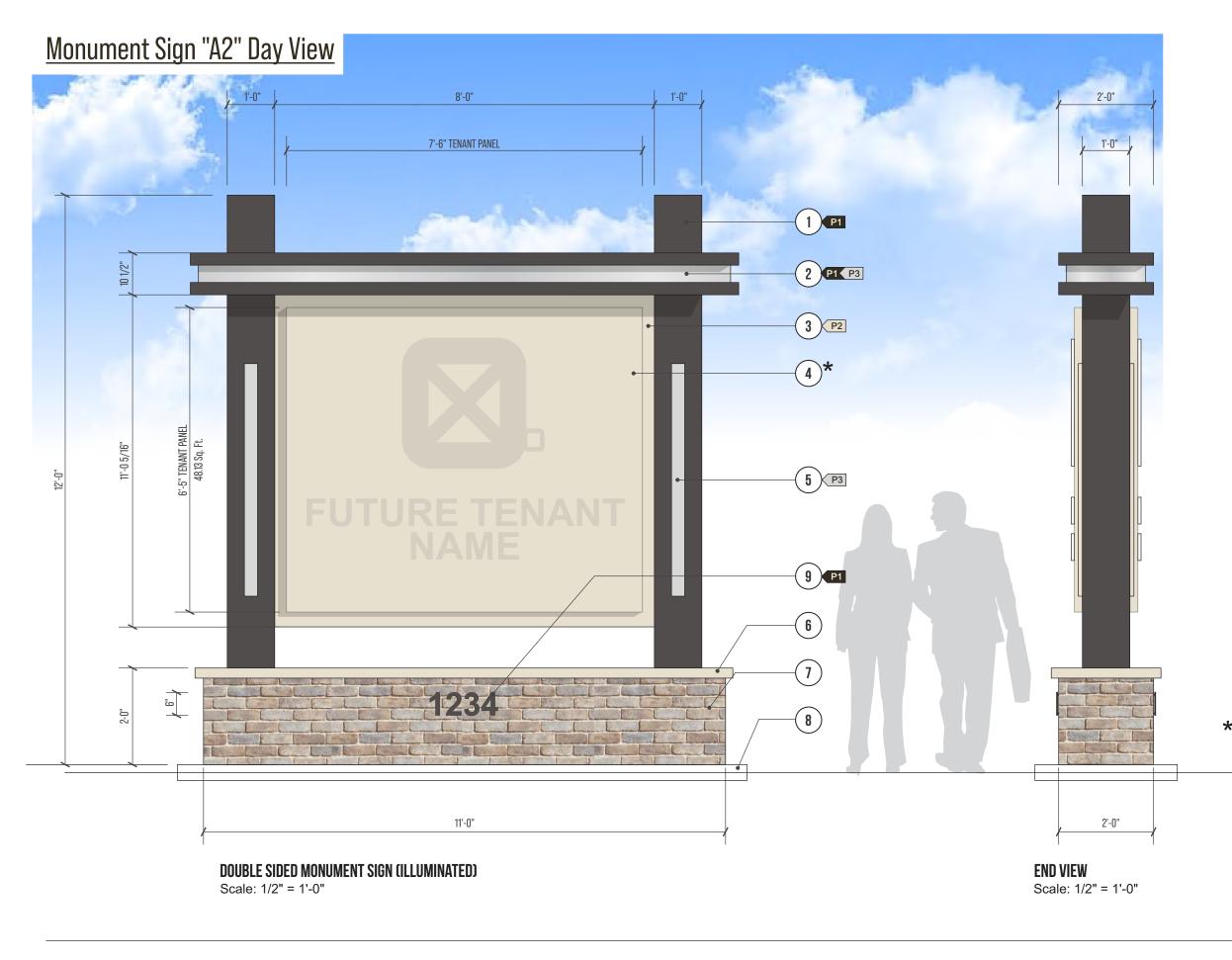


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"SIGN A2" GENERAL SPECIFICATIONS

- 1. Cabinet / Filler Constructed of .125" aluminum with 2"x 2" Aluminum angle framing. Cladding to be painted (P1) Internally illuminated with White LEDs
- 2. Topper Fabricated aluminum painted P1 with MP Brushed Aluminum painted insert (P3)
- 3. Reveal/Face Panel .125" aluminum painted Dunn Edwards DE6190 Ball of String (P2)
- 4. Removable Tenant Panel 2" Deep .125" Aluminum pan panel with routed graphics with push thru acrylic with 1st surface applied translucent vinyl as required
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- 6. Stone Cap at Base Masonry stone cap finished in light tan to complement Brick Masonry
- 7. Masonry base Fabricated aluminum framing and cladding with Brick veneer to match building spec (Eldorado Stone Tundra Series 'Latigo Blend'
- 8. Concrete Pad 4" Deep, 2" Exposed above finished grade
- 9. Address Numbers .25" aluminum FCO painted (P1) Stud mounted flush to brick veneer masonry

COLOR FINISHES

P1 Dunn Edwards - DE6385 Black Bean

P2 Dunn Edwards - DE6190 Ball of String

P3 Matthews Paint - MP41342SP Brushed Aluminum

★ All graphics shown are for example purposes and not for production. Actual sign copy to be provided by future tenant.

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Melrose Commercia Comprehensive Sign Plan



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