



NOTICE OF ADMINISTRATIVE DECISION

April 1, 2024

Brian Greig
Image360
8230 E. Raintree Dr. Unit 101
Scottsdale, AZ 85260
Email: brian@image360scottsdale.com

RE: Administrative Design Review to establish a Heritage Sign Plan for 339 N. Gilbert Road – Heritage Sign Plan: PDR-2019-184-S (**DR24-07**)

Dear Mr. Greig:

Staff has reviewed and **approved** your Administrative Design Review **DR19-184-S (DR24-07)**, for approval of the proposed Heritage Sign Plan for 339 N. Gilbert Road, and zoned Heritage Village Center (HVC) zoning district.

Staff has **approved** your request with the following conditions:

1. Wall signs within 75' of ROW may not exceed 1 sq ft of signage per lineal ft of frontage.
2. Construction of the signs shall conform to the exhibits submitted for this request. All exhibits are stamped administratively approved April 1, 2024.

If you have any questions regarding these findings, please contact me at (480) 503-6742 or Kristen.Devine@gilbertaz.gov.

Sincerely,

Kristen Devine

Kristen Devine
Senior Planner



Graphics > Signage > Displays

Project Name: Cimmino Gelato Heritage Village Center Signage Plan

Introduction and Project Overview

The Heritage Village Center, a cornerstone of Gilbert, AZ's vibrant community, is poised to welcome a distinctive addition to its streetscape. Our proposed signage plan aims to enhance the visual appeal and navigational ease within the center while respecting and reflecting the area's rich historical and cultural heritage. This narrative outlines our comprehensive approach to integrating a new sign that not only meets the stringent guidelines set forth by the town's Land Development Code but also contributes positively to the area's ambiance.

Description of Proposed Sign

Our proposed signage is a harmonious blend of tradition and modernity, designed to stand as a testament to the Heritage Village Center's evolving narrative.

less than 38 square feet

Dimensions and Placement: Occupying a modest ~~30 square feet~~, the sign will be positioned strategically 14.75 feet above the ground, ensuring visibility without overpowering its surroundings. An additional 2 feet of space between the sign's top and the roof provides a balanced aesthetic.

Materials and Design: The sign's backbone is a sturdy 3mm Aluminum Composite Backer, chosen for its durability and sleek finish. Overlaid with Calendered Digital Vinyl and a protective Gloss Laminate, the sign's graphics — featuring the charming illustrations of "Gelato Cimmino," "Torre Del Greco," and a whimsical cow — promise to capture the imagination of passersby. The .5" White Acrylic lends a modern edge to the sign, with VHB mounting ensuring a clean and secure attachment to the backer.

APPROVED

Administrative Design Review

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Date 04/01/24

Illumination Method: The sign itself is not internally illuminate, but in line with the Heritage Village Center's standards, the building will employ a tasteful illumination strategy that highlights its features without contributing to light pollution.

Compliance with Article 4.4 Sign Regulations

Our proposal meticulously adheres to every requirement of Article 4.4 of the Land Development Code. Here's how:

Sign Types and Placement: The sign's design and placement have been conceived to ensure maximum compatibility with the surrounding architectural and cultural milieu.

Size and Design: At ~~30 square feet~~, the sign is within the permissible size limit and its design elements are carefully chosen to reflect the area's heritage.

Colors and Materials: The color palette and materials were selected for their aesthetic appeal and longevity, ensuring the sign remains a vital part of the streetscape for years to come.

We understand the importance of the administrative approval process and have tailored our plan to meet and exceed the criteria set by the planning staff.

Evaluation Criteria and Conclusion

In addressing the evaluation criteria:

Placement: The sign is strategically placed for optimal visibility and aesthetic balance.

Quantity: A single, well-crafted sign eliminates clutter and maintains the area's visual harmony.

Size: The ~~30 square foot~~ dimension ensures prominence without overwhelming the streetscape.

Design Features/Materials: Every element of the sign, from materials to graphics, has been chosen for its quality, durability, and aesthetic value.

In conclusion, our proposed sign is more than a mere marker; it's a testament to the Heritage Village Center's vibrant legacy and bright future. We believe it deserves approval, promising to serve as a beacon of culture and community in Gilbert, AZ.

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38 square
feet

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Exhibit 3: Parcel Map



304-11-152

Owner Information

Owner Name:	MARIO AND BRANKA CIMMINO LP
Property Address:	339 N GILBERT RD GILBERT 85234
Mailing Address:	SCOTTSDALE AZ USA 85258
Deed Number:	20190374109
Sale Date:	03/01/2019
Sale Price:	\$1600000

Property Information

Lat/Long:	33.356345, -111.789398
S/T/R:	7 1S 6E
Jurisdiction:	GILBERT
Zoning:	HVC
PUC:	1040
Lot Size (sq ft):	4882.000000
MCR #:	38-28
Subdivision:	HEARNE ADD.
Lot #:	17
Floor:	1
Construction Year:	1977

North



Parcel Area: 4,508sq ft
Suite Area: 2,527sq ft

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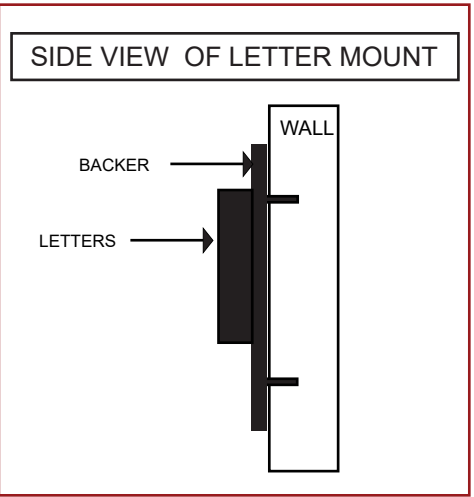


Sign Specifications:

(Backer)
 3mm Aluminum Composite
 Calendered Digital Vinyl
 Gloss Laminate
 Screw Mounted to Wall

NOTE: Total allowable signage is 1 sq ft per lineal foot of frontage. Per previous submittal, total frontage is 38 ft, making allowable signage 38 square feet.

Location of signage shown is OK, but it will need to be reduced slightly to not exceed 38 square feet.



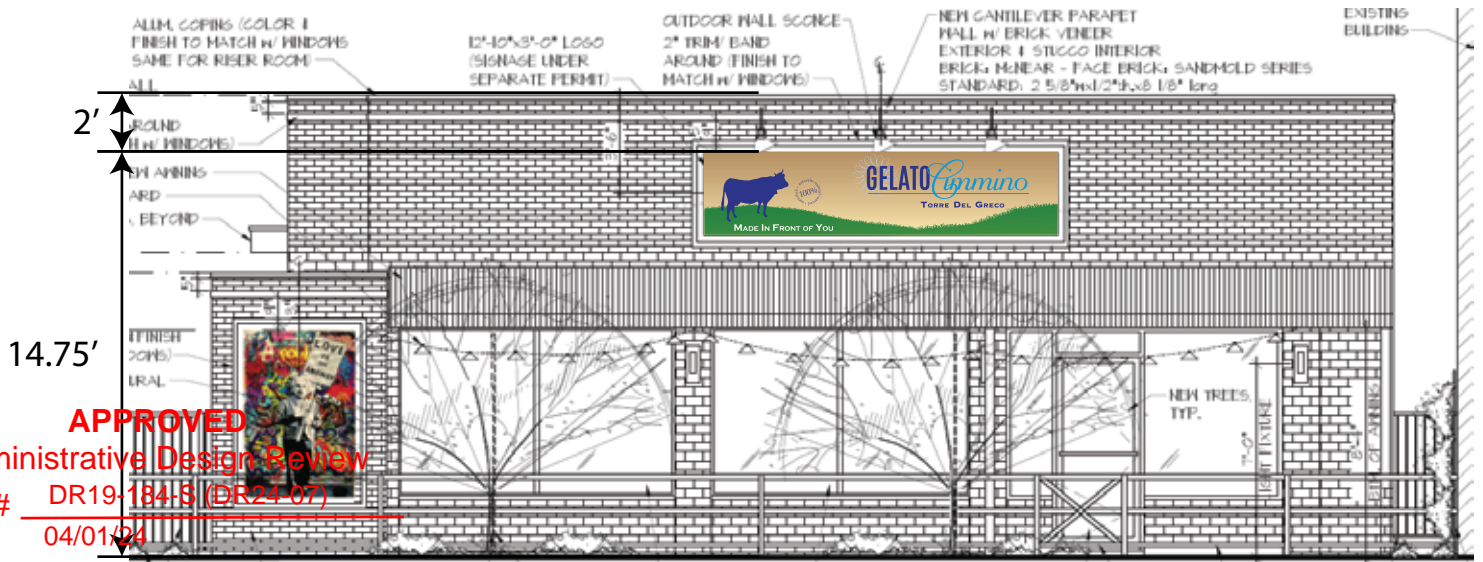
*Note: Lighting shown in mockup was approved as part of the building permit submitted by the general contractor

("Gelato Cimmino", "Torre Del Greco" & Cow)

.5" White Acrylic
 Calendered Digital Vinyl Faces
 Gloss Laminate
 VHB Mounted to Backer

*All Other Text & Design Elements Are Part of Backer Vinyl

Sign is 38.4sqft
 Ground to Top of Sign is 14.75'
 Top of Sign to Roof is 2'



Landlord Approval

X _____

Customer Approval

X _____

CLIENT:

Cilmmino Gelato

ADDRESS:

339 N Gilbert Road,
 Gilbert, AZ 85234

DATE:

03/13/2024

PAGE:

1 of 1



—Scottsdale, AZ—

P: 480.368.7446

info@Image360Scottsdale.com

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 Scottsdale, AZ 85260



Colors



RGB: 44/53/139
 CMYK: 100/97/7/1
 HSB: 232/68/54



RGB: 53/138/65
 CMYK: 80/22/100/10
 HSB: 128/61/54



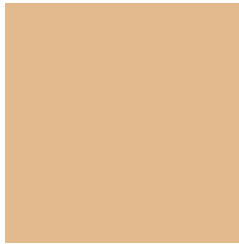
RGB: 15/153/214
 CMYK: 76/25/0/0
 HSB: 197/92/83



RGB: 246/221/172
 CMYK: 3/11/36/0
 HSB: 39/29/96



RGB: 180/209/238
 CMYK: 27/9/0/0
 HSB: 208/24/93



RGB: 226/186/142
 CMYK: 11/27/47/0
 HSB: 31/36/88

Materials

Backer: *Be Bond* 3mm Aluminum Composite - White
 Complies with standards set under UL 879 & th Sign Component Manuel (SAM)

Vinyl: *Arlon* 4500 GLX Calendered Digital Vinyl
 Laminated with *Arlon* 3420 Gloss Laminate

Letters: *Chemcast* .5" Cell Cast Acrylic - White (7328)

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