



Phases I & II Sign Plan Submittal

November 21, 2018

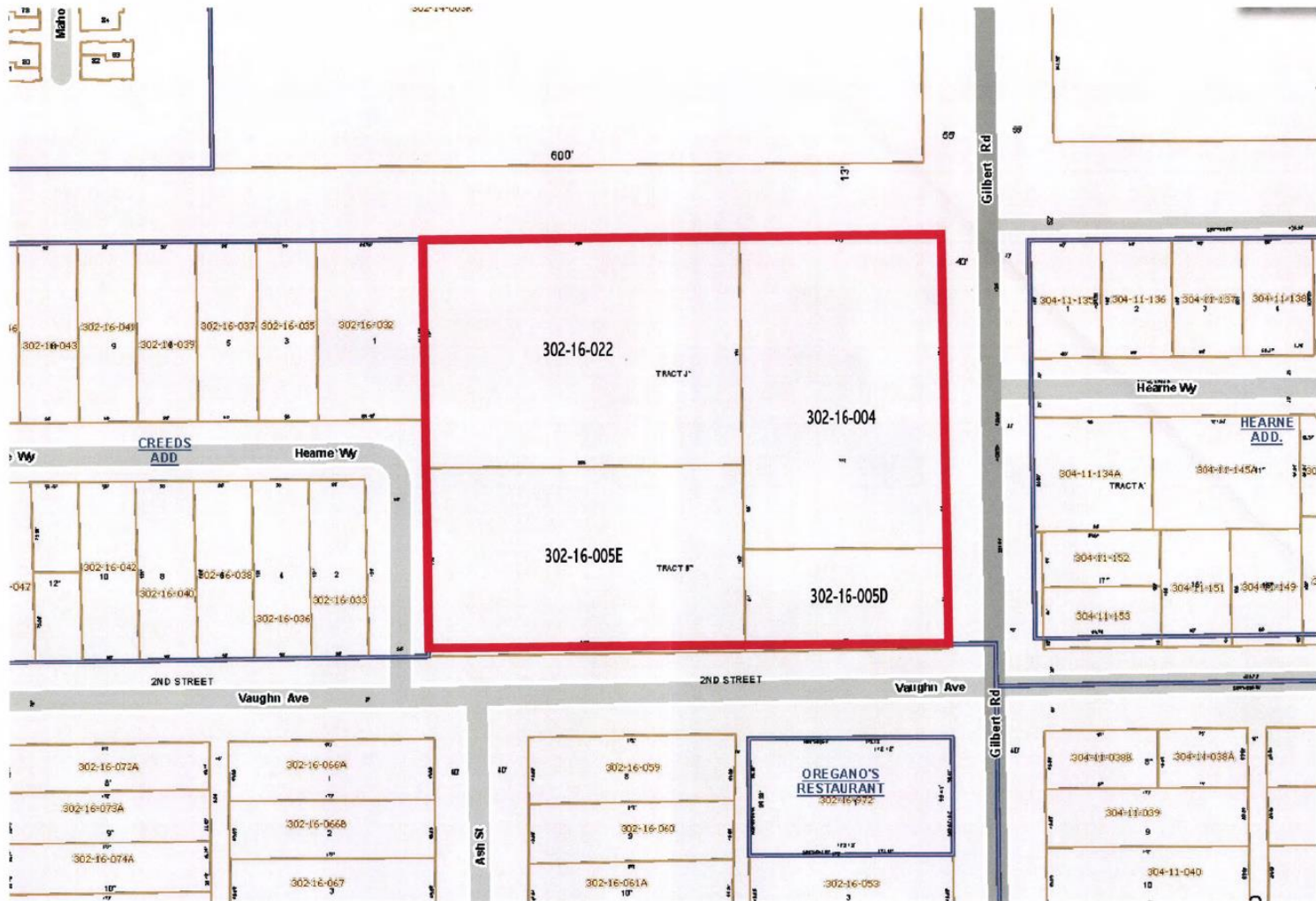
TOWN OF GILBERT
APPROVED

Administrative Design Review

Case # DR13-05-S-I

Date 12/10/18

PREPARED BY: Horizon Signs, Inc. and BERRY | RIDDELL
LLC



2.

Heritage Marketplace will initially consist of 2 one story single tenant buildings and a 2 story building with space for six 1st floor retail tenants and office tenants on the 2nd floor. A pocket park will be built along with a 4 story public parking structure on the west side of the property (built by others.) A Heritage Sign Plan for the parking structure has already been approved and it is the intent of the Heritage Marketplace Signage to compliment rather than copy the design of the garage signage.

There are 2 broad categories of signage for Heritage marketplace: Overall Project Identity Signage and Individual Tenant Signage.

Overall Project Signage

These signs are meant to convey the identity of the entire project and consists of 5 main types of Site and Building 2 signage, are described below:

1. Projecting Roof Sign (P Sign) - This 18' high sign will be mounted to the second floor of Building 2 and projects slightly above the roof line. It is placed perpendicular to the street and is meant to identify the project to pedestrians and vehicular traffic along Gilbert Road. The style harkens back to historic theater marquees and it will employ different lighting techniques including exposed neon and multi-levels for a rich dimensional look. The envelope of other projecting roof signs is illustrated on the sign program for Building 1.
2. Project Identity Mural (M Sign) - This 13' high x 55' wide representation of the project logo is painted directly on the 2nd story block wall on the rear of the of the Building 2. In keeping with the historic imagery the logo will look slightly weathered.
3. Wall Mounted Marker - This 2' high x 8' wide sign shows when the building was constructed or "Established." It is to be of cast concrete or carved stone and set into the building fascia at the north and south corners along Gilbert Road.
4. Entry Monument Sign (W Sign) - This 2' high x 9' wide curved panel sign with dimensional letters is surface mounted to the landscape wall at the pocket park. It is meant to announce the development and the project logo to pedestrian traffic walking around the site.
5. Directory Sign (D Sign) - These 6' high, double sided directories are planned to be placed at 3 key pedestrian

decision points around the site. They are for directing pedestrians to the retail tenants. Design elements are borrowed from the project architecture and enhance the ambiance of the pedestrian pathways.

Tenant Signage

Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples of allowable sign configurations are shown on the Building 2 - 1st Floor Tenant page. Murals are encouraged for use on freestanding single tenant Buildings 1 & 3.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination, internally lit channels and cabinets, indirect spot lighting and exposed bulbs.

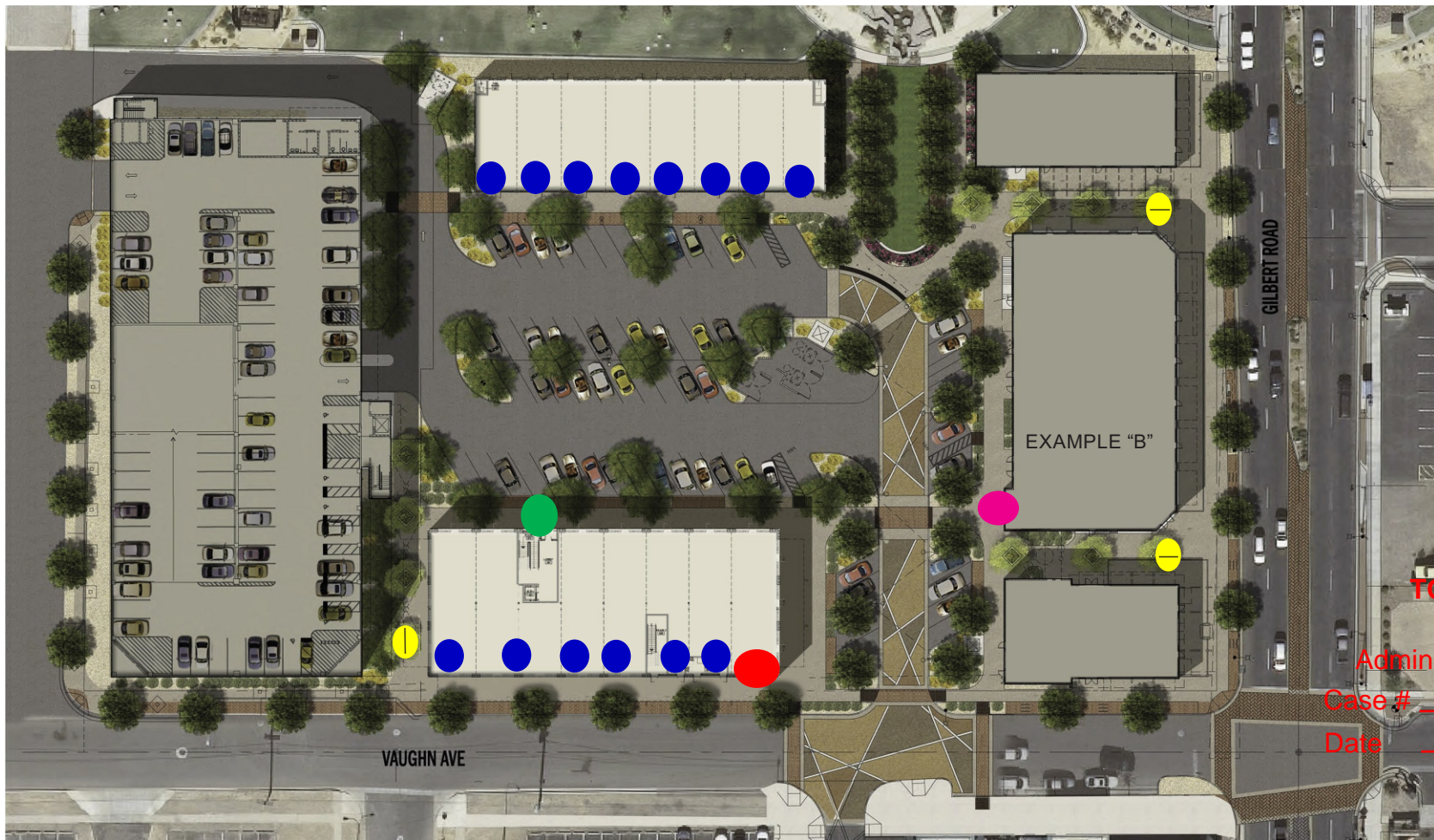
Wall Signs (B Sign) - Allowable tenant sign envelopes are dotted in on each building elevation.

Building 1 may incorporate Projecting Roof Signs if the tenant desires.

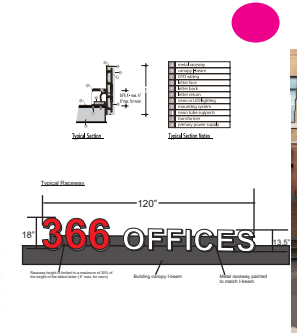
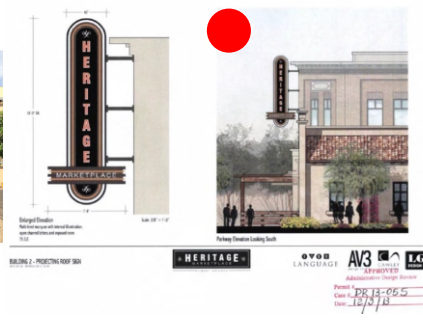
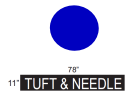
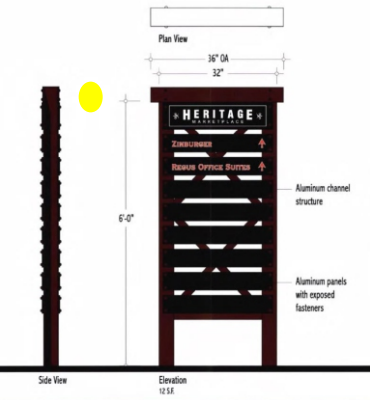
Signs with exposed raceways are prohibited, except where it is determined by the Zoning Administrator that it is not structurally feasible to install a sign in an otherwise permitted location without using an exposed raceway. The use of raceways in this development has been approved due to the limitations of the the building's architecture relating to mounting illuminated signs on canopies. Through this MSP, two categories of signs with raceways will be permitted: Canopy Mounted Signs with Integrated Raceways and Canopy Mounted Signs with Exposed Raceways. Canopy Mounted Signs with integrated raceways are designed with raceways as an integral part of the overall sign design and the raceway height shall not exceed 50 percent of the vertical dimension of the sign band. Canopy Mounted Signs with minimal raceway are designed with lettering attached in front of the raceway and the raceway height shall not exceed 6 inches (8 inches for neon) or no more than 30 percent of the vertical dimension of the sign band, whichever is less. The minimum Wall Sign area allowance includes Canopy Mounted Signs. Raceways are to be made of metal and painted the same color as the canopy, awning or building on which they are attached.

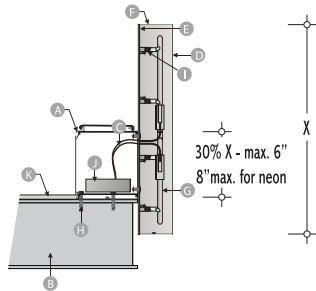
Each tenant will be required to submit their designs to the project owner for approval, prior to submitting the required drawings to Town of Gilbert for sign permits. Administrative approval of certain sign types may be required by Gilbert prior to issuing permits.

See Supplemental Sheet "Building #3 Signage" for additional information.



**TOWN OF GILBERT
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Case # DR13-05-S-I
Date 12/10/18





Typical Section

A	metal raceway
B	canopy I-beam
C	GTO wiring
D	letter face
E	letter back
F	letter return
G	neon or LED lighting
H	mounting system
I	neon tube supports
J	transformer
K	primary power supply

Typical Section Notes



Canopy Mounted Sign with Exposed Raceway

Typical Raceway



Raceway height is limited to a maximum of 30% of the height of the tallest letter (8" max. for neon)

Building canopy I-beam

Metal raceway painted to match I-beam

TOWN OF GILBERT

APPROVED

Administrative Design Review

Case # DR13-05-S-I

Date 12/10/18



Mobile: 602-908-4185
E-Mail: horiznsign@aol.com

1950 E. Deer Valley Dr.
Suite C
Phoenix, Az 85024

Client: Heritage Market Place

Address: 350 n. Gilbert Rd.

Approval

Client: _____

Land Lord: _____

Date: 09/17/2018

Inv. #: _____

Scale: _____



NON-ILLUMINATED
ALUMINUM CABINET
WITH FLAT CUT OUT
COPY
SQ. FT.: 5.93

TOWN OF GILBERT

APPROVED

Administrative Design Review

Case # DR13-05-S-1

Date 12/10/18



Mobile: 602-908-4185
E-Mail: horiznsign@aol.com

1950 E. Deer Valley Dr.
Suite C
Phoenix, Az 85024

Client: Heritage Market Place

Address: 350 n. Gilbert Rd.

Approval

Client: _____

Land Lord: _____

Date: 10/26/2018

Inv. #: _____

Scale: _____

11" 78"
TUFT & NEEDLE

NON-ILLUMINATED
 ALUMINUM CABINET
 WITH FLAT CUT OUT
 COPY
 SQ. FT.: 5.95

TOWN OF GILBERT
APPROVED
 Administrative Design Review
 Case # DR13-05-S-I
 Date 12/10/18



Mobile: 602-908-4185
 E-Mail: horiznsign@aol.com
 1950 E. Deer Valley Dr.
 Suite C
 Phoenix, Az 85024

Client: Heritage Market Place
 Address: 350 n. Gilbert Rd.

Approval

Client: _____

Land Lord: _____

Date: 10/26/2018

Inv. #: _____

Scale: _____



SIGN LOCATION PLAN
1013 07 25 REVISED 2013 12 01
Scale: 1/8" = 1'

- P Projecting Roof Sign
- M Mural
- W Entry Monument Sign

- B Tenant Wall Sign
- D Directory Sign
- R Rear Door Tenant Plaque

◆ Mural Concept (Future) Building #3

■ Wall Sign Concept (Future) Building #3

b Blade Sign Building #3

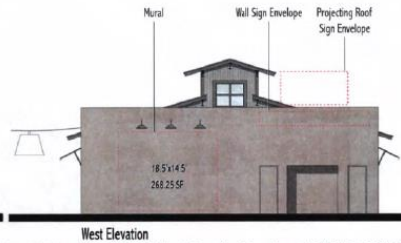
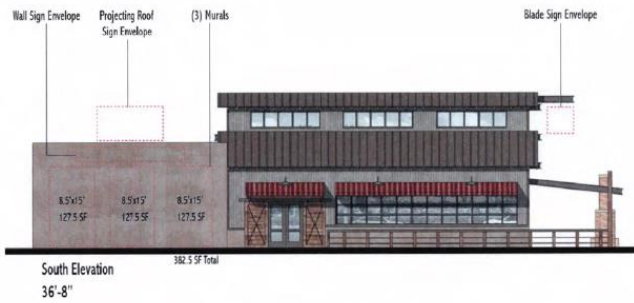


Approved

Administrative Design Review Minor
Case DR13-05-S-B
Planner Jordan Feld
Date March 16, 2015

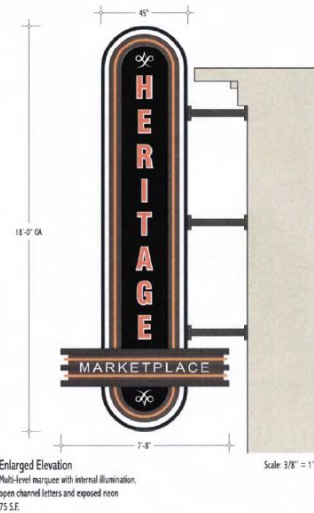
See Changes (3/12/15)
Page 4 of 16

* Building #3 Signs noted as Future are shown conceptually and are not approved with this amendment



For examples of acceptable sign types for Building 1 see Allowable Tenant Sign Configurations on the BUILDING 2 - 1ST FLOOR TENANT page

BUILDING 1 - ALLOWABLE SIGN & MURAL LOCATIONS
REV. 01.13.13 REVISED 2013.12.05
Scale: 1/8\"/>



BUILDING 2 - PROJECTING ROOF SIGN
REV. 01.13.13 REVISED 2013.12.05

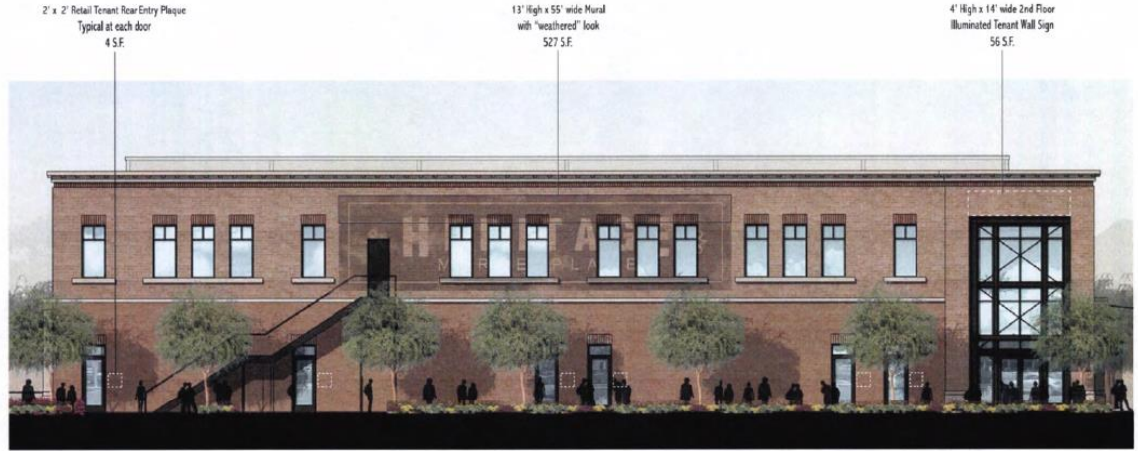
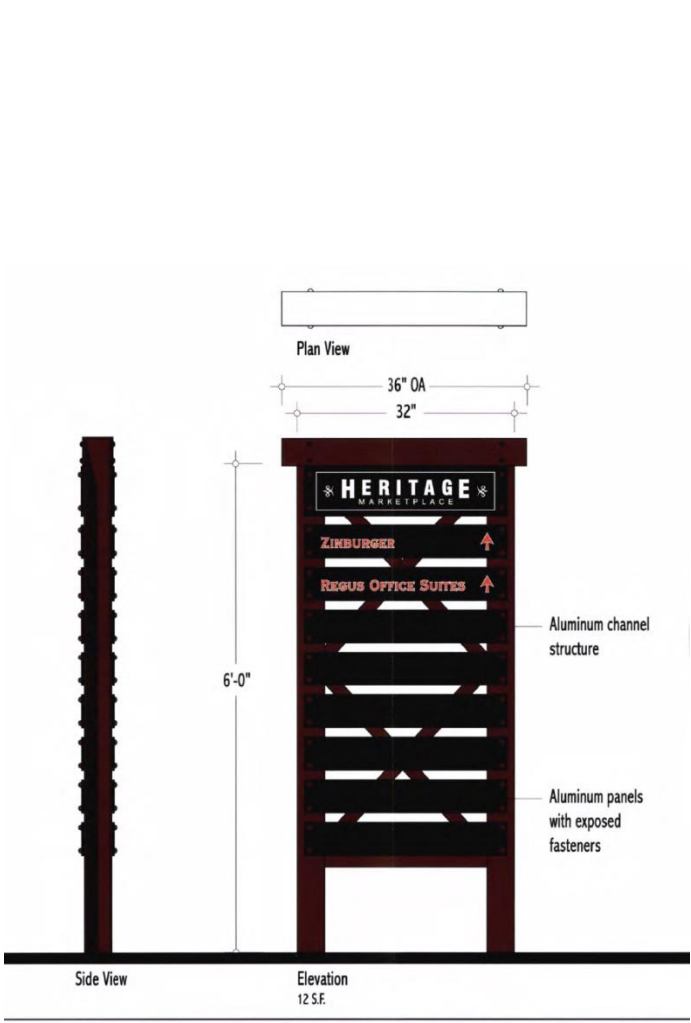


Parkway Elevation Looking South

No Changes (3/12/15)
Page 5 of 16

Administrative Design Review

Permit #
Case # DR 13-055
Date: 12/3/13



West Elevation

BUILDING 2 - REAR BUILDING SIGNAGE AND MURAL

2015.07.23, REVISION 2017.12.05
State: AZ

HERITAGE MARKETPLACE
GILBERT, ARIZONA

OVON LANGUAGE

AV3 DESIGN STUDIO

CAWLEY ARCHITECTS

LGE DESIGN BUILD



South Elevation
18 S.F.

No Changes (3/12/15)
Page 6 of 16

PROJECT IDENTITY WALL AT POCKET PARK

2015.07.23
State: AZ

HERITAGE MARKETPLACE
GILBERT, ARIZONA

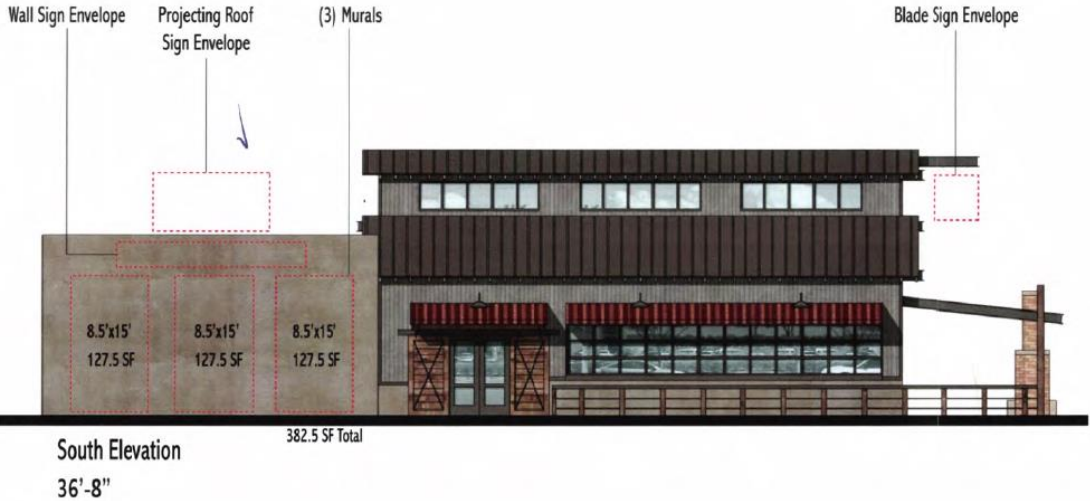
OVON LANGUAGE

AV3 DESIGN STUDIO

CAWLEY ARCHITECTS

LGE DESIGN BUILD

APPROVED
Administrative Design Review
Permit # **REC-2017-DR13-059**
Case # **REC-2017-DR13-059**
Date: **12/7/17**



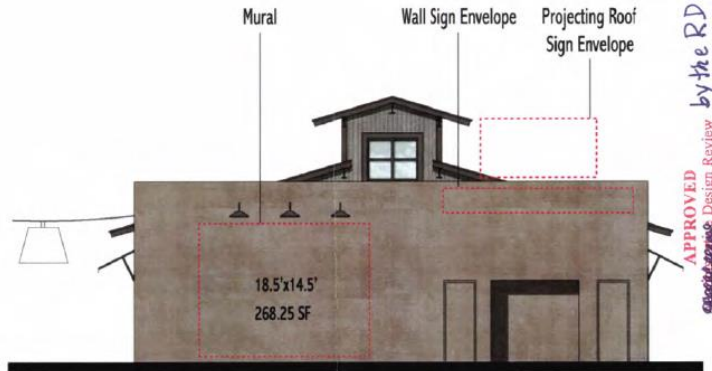
South Elevation
36'-8"



East Elevation



North Elevation
Total sign area allowed: 128 S.F. (Not including Murals)



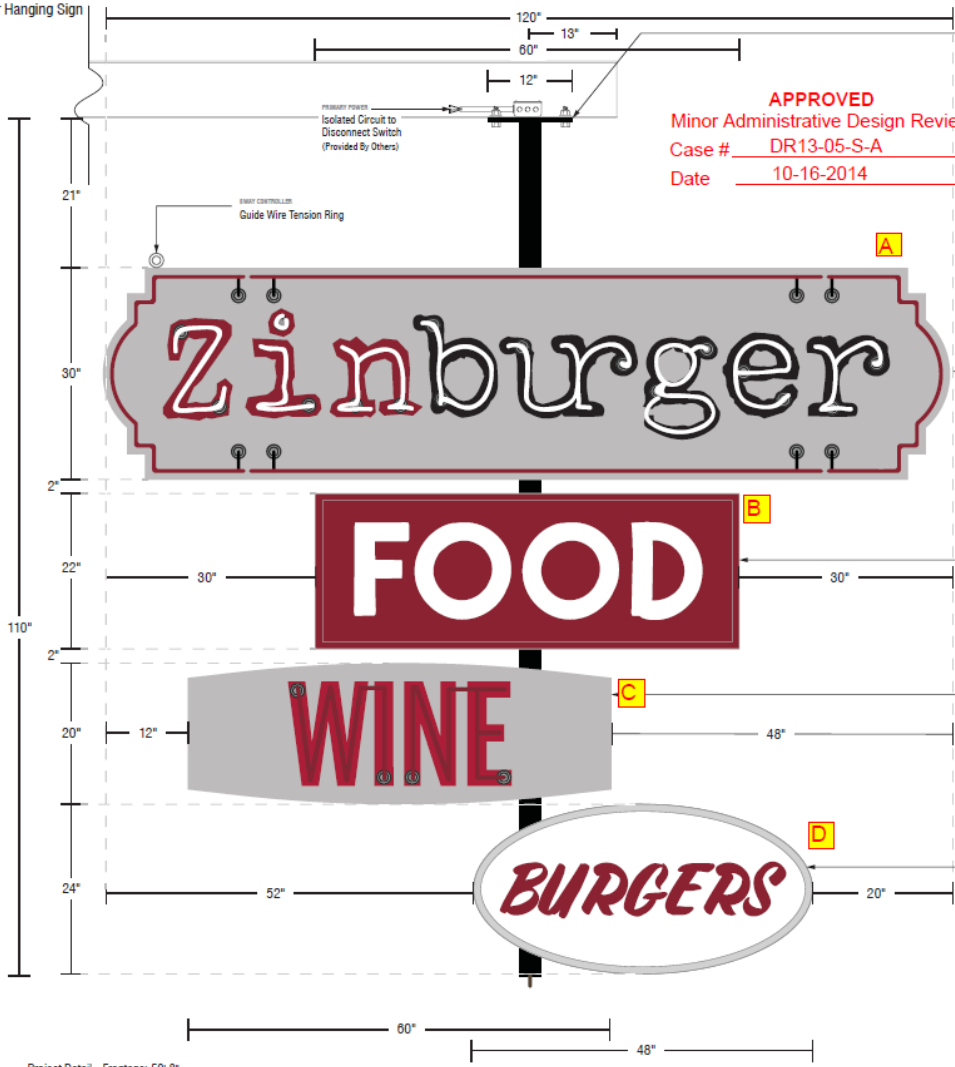
West Elevation

For examples of acceptable sign types for Building 1 see Allowable Tenant Sign Configurations on the BUILDING 2 - 1ST FLOOR TENANT page

APPROVED
 Design Review
 by the RDC.
 Permit # DR-13-055
 Date 1/15/14



1 Exterior Hanging Sign



APPROVED
 Minor Administrative Design Review
 Case # DR13-05-S-A
 Date 10-16-2014

MOUNTING
 4" x 12" x 1/2" Steel Plate
 HSS 3" x 3" x .25 Steel Tube/Welded Cap
 2" Steel Ring Welded on Bottom
 Painted; Satin Finish
 MP Black (■)

INSTALLATION
 Bolt to Existing Wide Flange I Beam
 as Required (Non Corrosive Hardware)

"ZINBURGER" CABINET
RPC LETTERS

RPC LETTERS
 .080 Aluminum Construction
 2" Returns
 Painted; Satin Finish
 MP Black (■)
 MP + Series to Match PMS 202 C (■)
 Clip Mounted Flush to Cabinet

ILLUMINATION
 13mm 6500 White Neon
 13mm EGL Ruby Red Neon
 (Neon Installed with 200 Housings)

CABINET
 .080" Aluminum Construction
 Painted; Satin Finish
 MP + Series to Match Cool Grey 4 C (■)

"FOOD" CABINET
 .050 Aluminum Construction
 1" x 1/16" Retainers
 Painted; Satin Finish

MP + Series to Match PMS 202 C (■)

FACE
 .177 White Lexan Painted 1st Surface
 Translucent Painted; Satin Finish
 Translucent MP + Series to Match PMS 202 C (■)

ILLUMINATION
 White Led's
 GE TetraMax2 7100k

"WINE" CABINET
 .080 Aluminum Construction
 1" Retainers
 Painted; Satin Finish

MP + Series to Match Cool Grey 4 C (■)
 Translucent MP + Series to Match PMS 202 C (■)

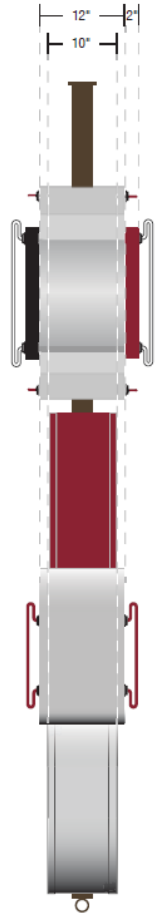
ILLUMINATION
 13mm EGL Ruby Red Neon
 (Neon Installed with 200 Housings)
 Sign Flasher Light Controller

"BURGERS" CABINET
 .063" Aluminum Construction
 1" Retainers (1/8" Aluminum Retainer Face and Inner Ring)

Painted; Satin Finish
 MP + Series to Match Cool Grey 4 C (■)

FACE
 .177 White Lexan Painted 1st Surface
 Translucent Painted; Satin Finish
 MP + Series to Match PMS 202 C (■)

ILLUMINATION
 White Led's
 GE TetraMax2 7100k



SIGN AREAS:
 A: 2.5' x 10' = 25 sq. ft.
 B: 1.83' x 5' = 9.15 sq. ft.
 C: 1.66' x 5' = 8.3 sq. ft.
 D: 2' x 4' = 8 sq. ft.
TOTAL SIGN AREA: 50.45 Sq. Ft.

A Project Detail - Frontage: 50' 8"
 SCALE 3/4" = 1'-0"

Qty: 1 / Install
B Side View
 SCALE 3/4" = 1'-0"

TRADEMARK
 3732 E University Dr., Phoenix, AZ 85034 602 272 8068 trademark@ul.com © 2014 Trademark Visual, Inc. T02-0204

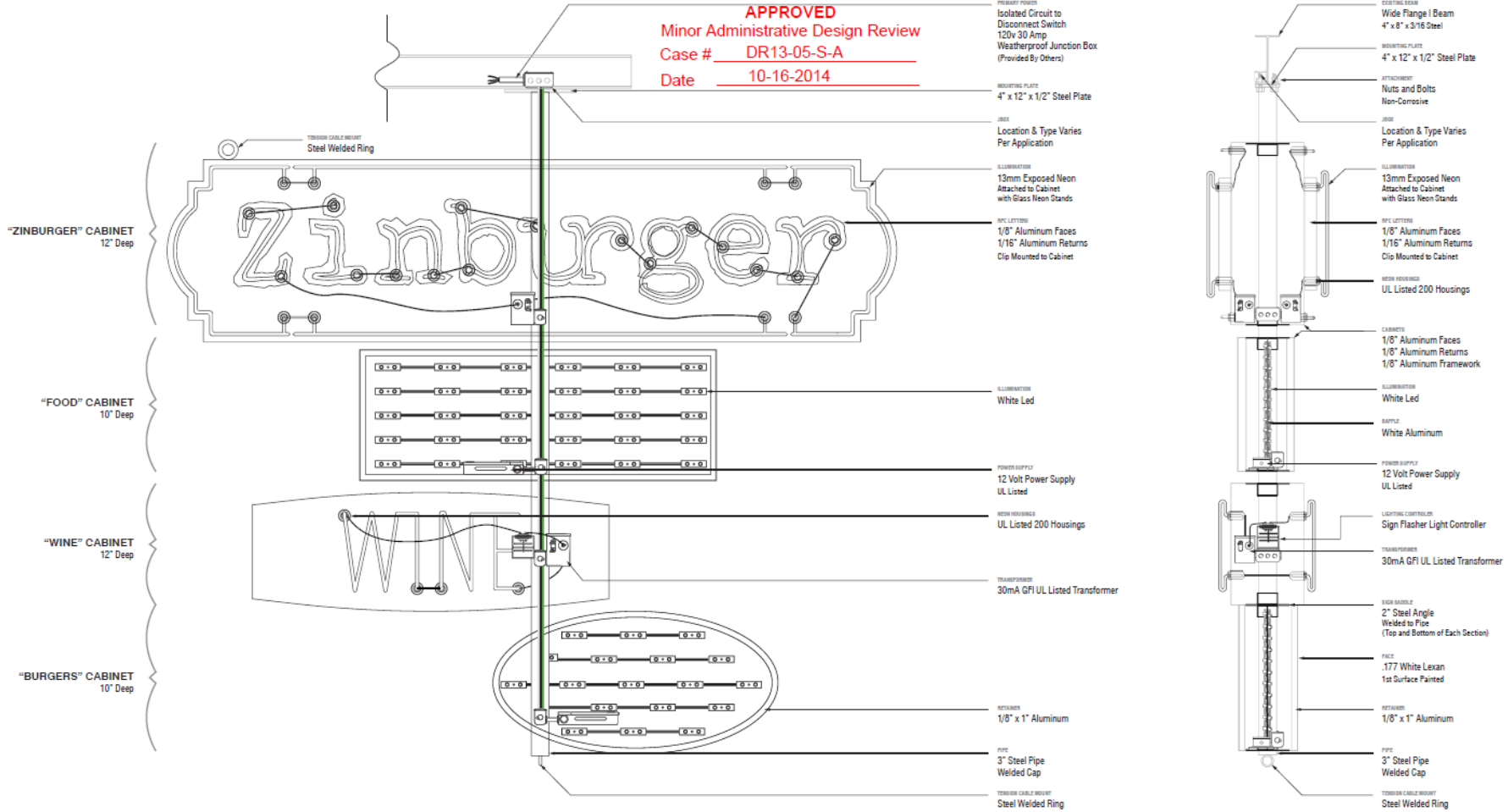
ALL ELECTRICAL COMPONENTS TO BE UL LISTED, APPROVED AND MARKED PER N.E.C. 600-4. Inspected and labeled in accordance with UL Standard listing UL listed parts and methods of installation in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Client is responsible to provide primary electrical feed to within six feet of sign location, 120V unless noted.
 Permits and final connection to sign by certified electrician.
 Client to provide primary electrical feed to within 6 feet of sign location.

APPROVED	CLIENT SIGNATURE	DATE
APPROVED	LANDLORD SIGNATURE	DATE

COMPANY	Fox Restaurant Concepts
SUB LOCAL	Zinburger
ADDRESS	371 N. Gilbert Road
CITY STATE	Gilbert, AZ 85234

SIT	JOB	76594
DB	DRAWING	0113cb
PM	DATE	10/1/14
AM	SHEET	1.10

1 Wireframe Detail



APPROVED
 Minor Administrative Design Review
 Case # DR13-05-S-A
 Date 10-16-2014

C Section Detail - Face View
 SCALE 3/4" = 10"

D Section Detail - Face View
 SCALE 3/4" = 10"

TRADEMARK

3732 E University Dr., Phoenix, AZ 85034 602 271 9055 trademark@vial.com © 2014 Trademark Vial, Inc. FCC 10/14/14

	ALL ELECTRICAL COMPONENTS TO BE UL LISTED, APPROVED AND MARKED PER N.E.C. 600-4, inspected and labeled in accordance with UL Standards using UL listed parts and methods of installation in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Client is responsible to provide primary electrical feed to within 5 feet of sign location. 120V unless noted.		
	Primaries and final connection to sign by certified electrician. Client to provide primary electrical feed to within 5 feet of sign location.		
Volts Req'd: 120V	Total Amps: 15.0	Circuits Req'd: 1	

APPROVED	CLIENT SIGNATURE	DATE	COMPANY	SR	JOB	76594
<input type="checkbox"/>			Fox Restaurant Concepts	DB	DRAWING	0113sb
APPROVED	LANDLORD SIGNATURE	DATE	SUB-LOCAL	PM	DATE	10/1/14
<input type="checkbox"/>			Zinburger	AM	SHEET	1.20
			ADDRESS			
			371 N. Gilbert Road			
			Gilbert, AZ 85234			

No Changes (3/12/15)
 Page 9 of 16

1 Exterior Hanging Sign



E Mock Up - Side View
NTS



F Mock Up - Front View
NTS



G Night Rendering
NTS

APPROVED
Minor Administrative Design Review
Case # DR13-05-S-A
Date 10-16-2014

TRADEMARK
3732 E. University Dr., Phoenix, AZ 85034 602.271.8055 trademark@zual.com © 2014 The Zinburger Group, Inc. 100120478



ALL ELECTRICAL COMPONENTS TO BE UL LISTED, APPROVED AND MARKED PER N.E.C. 600-4. Frequent and labeled in accordance with UL Standard listing. Used parts and materials of installation in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This is divided proper grounding and bonding of the sign. Client is responsible to provide primary electrical feed to within six feet of sign location. 120V unless noted.

Volts Req'd: 120V Total Amps: 15.0 Circuits Req'd: 1 Permits and final connection to sign by certified electrician. Client to provide primary electrical feed to within 6 feet of sign location.

APPROVED CLIENT SIGNATURE
APPROVED LANDSCAPE SIGNATURE

DATE

COMPANY
SUB LOCAL
ADDRESS
CITY STATE

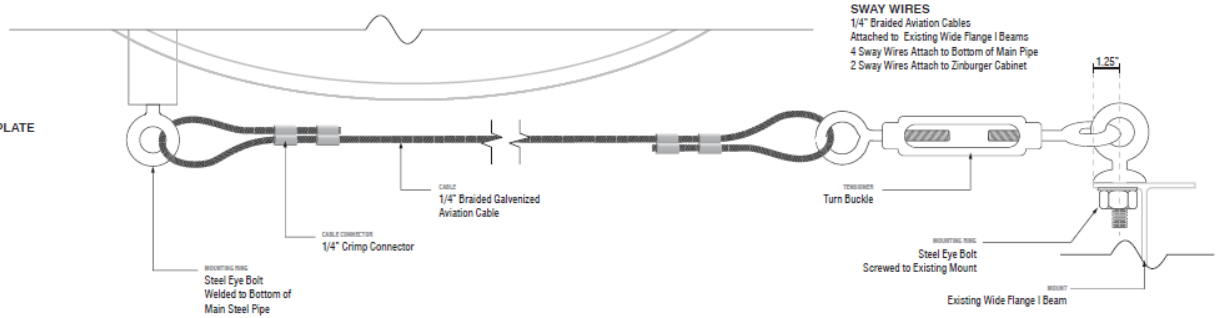
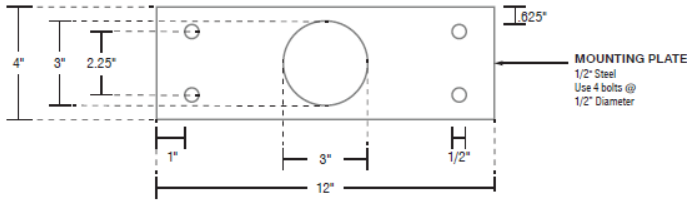
Fox Restaurant Concepts
Zinburger
371 N. Gilbert Road
Gilbert, AZ 85234

DR
DB
PW
AM

JOB
DRAWING
DATE
SHEET

76594
0113cb
10/1/14
1.30

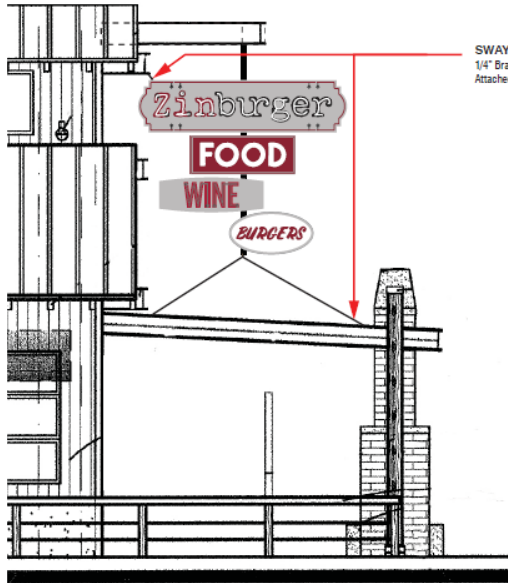
1 Exterior Hanging Sign



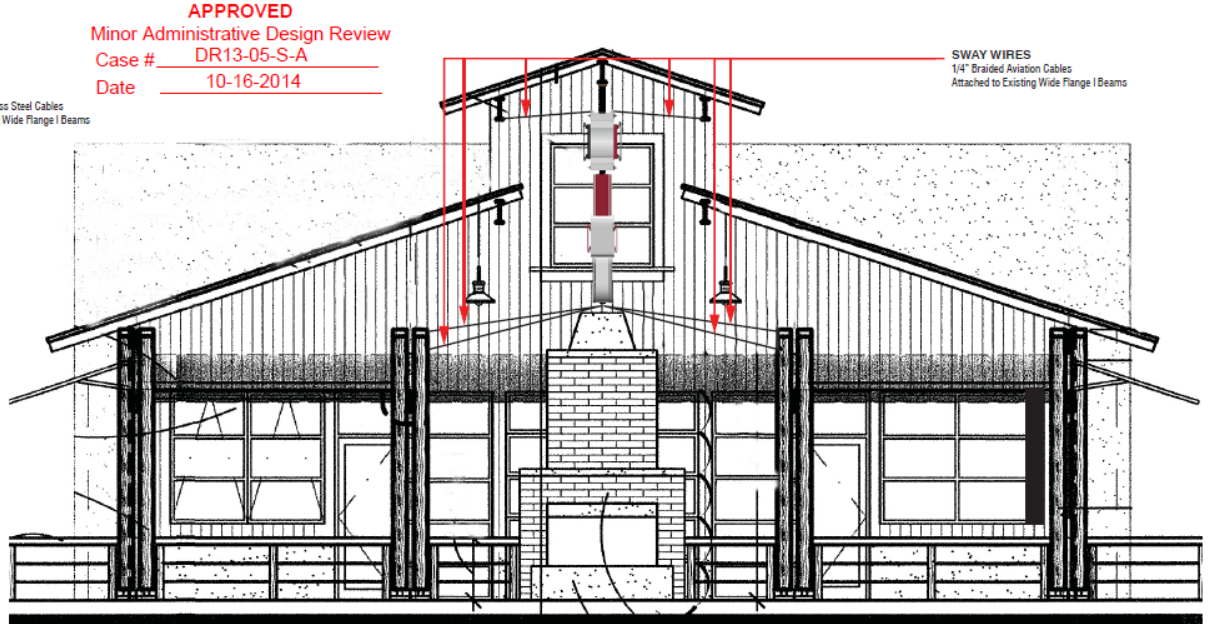
H Mounting Plate Detail
SCALE: 3/8" = 1"

Qty: 1 / 1 Install

I Sway Wire Detail
Qty: 1 / 1 Install



J Guide Wire Detail
SCALE: 3/8" = 1"



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Minor Administrative Design Review
Case # DR13-05-S-A
Date 10-16-2014

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ALL ELECTRICAL COMPONENTS TO BE U.L. LISTED, APPROVED AND MARKED PER N.E.C. 600-4. Inspected and labeled in accordance with U.L. Standards using U.L. listed parts and methods of installation in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. Client is responsible to provide primary electrical feed to within six feet of sign location. 100% unless noted.

Volts Req'd: 120V, Total Amps: 15.0, Circuits Req'd: 1. Premises and final connection to sign by certified electrical. Client to provide primary electrical feed to within 6 feet of sign location.

APPROVED CLIENT SIGNATURE
APPROVED LANDLORD SIGNATURE

DATE

COMPANY
SUB-LOCAL
ADDRESS
CITY STATE

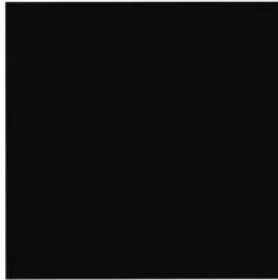
Fox Restaurant Concepts
Zinburger
371 N. Gilbert Road
Gilbert, AZ 85234

SP
DB
PW
JB

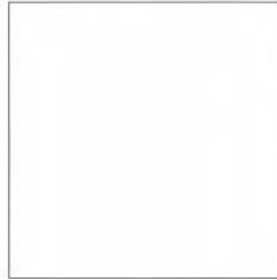
JOB DRAWING
DATE
SHEET
76594
0113cb
10/1/14
1.40

**Building #3
Supplemental
Color Samples**

- Coated Sunflower Tecnolux (■)
- Coated Emerald Green Tecnolux (■)
- Coated Ruby Red EGL (■)
- Painted; Satin Finish
- MP White (□)
- Black (Arlon 2100-03 (■))
- Bright Green (Gerber 220-186 (■))
- Bright Cardinal Red (Arlon 2100-60 (■))
- Bright Yellow (Gerber 220-15 (■))



Black
Matthews Paint
MP 10269



White
Matthews Paint
MP 03673



Orange
Matthews Paint
MP 10269



Rust
Pantone Matching System
PMS 1535c



Brown
Dunn Edwards "Weathered Brown"
DEC 756

Notes:
All paints to have satin finish
Paints match colors noted

Approved
 Administrative Design Review Minor
 Case DR13-05-S-B
 Planner Jordan Feld
 Date March 16, 2015

12.

Supplemental Sheet// Building #3 Signage

Land Development Code Conformance

4.403.J Heritage Sign Plan

The Building #3 amendment conforms to the Evaluation Criteria (Placement, Quantity, Size, Design Features and Materials) required of this Article.

4.408 Heritage Village Center Permanent Signs

TBSA = 1.5 x (Building frontage A + Building Frontage B)

Building #3 TBSA = 1.5 (97' + 47') = **216sf TBSA**
[see Building #3 Dimensions Plan]

Proposed Signs Total Envelope = 64" x 379" + 96" x 94" = 168sf + 63sf = 231sf

Proposed Sign Area (approx.)

Wall = Crown (55"x35") + Barrio (32"x162") + Queen (32"x162") = 85sf

Blade = Crown (29"x21") + Head (55"x40") + Shoulders (88"x30") = 38sf

Total Proposed Sign Area **Approved = 123sf +/-**
Remaining TBSA Balance (**future signage**) = 216sf - 123sf = **93sf +/-**

Horizontal Proportion Max.

80% of Building Width (47') = 38' [Met, proposed sign width is 32' + 1']

Vertical Proportion Max.

80% of Wall Height (23') = 18' [Met, proposed sign height is 8']

Wall Sign/Parapet Separation

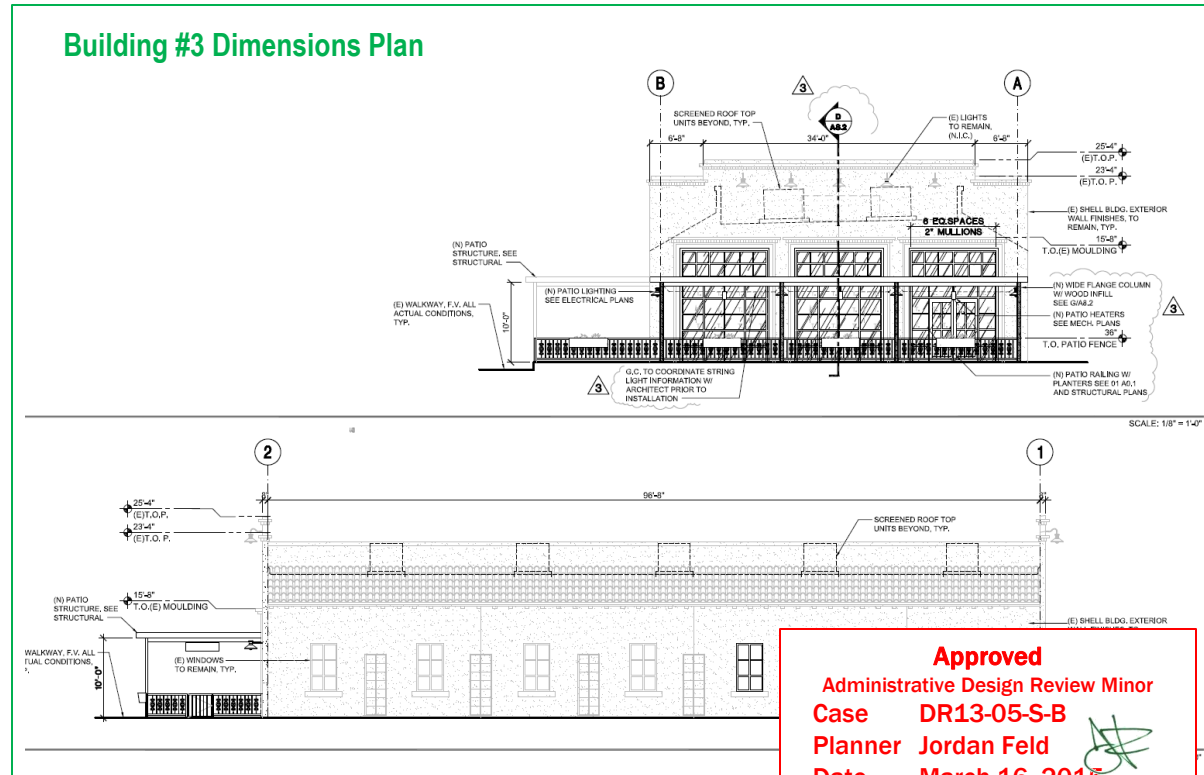
Top of Parapet = 25'

Min. Distance from Parapet = .5 x 31" = 1' +/-
[Met, top of wall sign is 23']

Special Notes for DR13-05-S-B "Barrio Queen"

- DR13-05-S provided the initial (administrative) approval for the Heritage Marketplace Heritage Sign Plan. DR13-05-A provided approval for Building #1 Blade Signs "Zinburger". DR13-05-S allowed for buildings with Gilbert Road frontage to be approved individually for a single blade sign without RC review. The HSP, as approved and amended, does not allow for multiple blades for these elevations, or blades for other elevations, without RC review.
- The Heritage Sign Plan does not provide for an aggregate Total Business Sign Area sharing between buildings; so Building #3 must comply with single building signage standards [with regard to allowed TBSA].
- Future additional signage for Building #3 will require Redevelopment Commission (RC) review if the total business sign area proposed exceeds the maximum area allowed by this amendment or if the sign type proposed is not specifically approved for the Front Elevation or wall sign for the remainder of the elevations.
- Signage approval does not supersede any other development approvals for the site; signage approval does not modify the approved site plan and elevations for Building #3 (see PAL14-84), **any architectural features impacted by this signage approval must be addressed through an amendment to PAL14-84.**

Building #3 Dimensions Plan



Supplemental Sheet// Building #3 Signage

2 Blade Sign

Wireframe

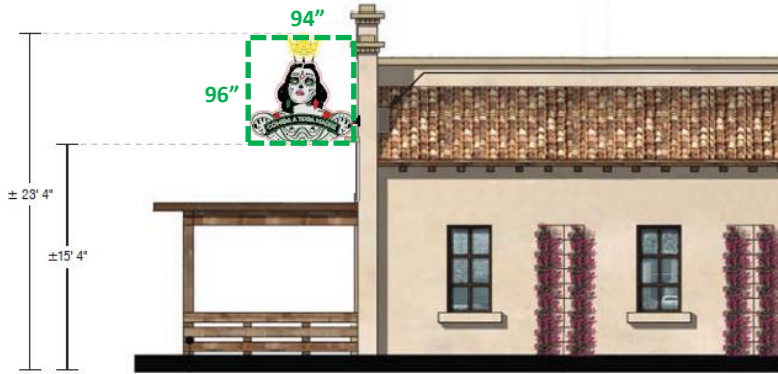
Lady Illumination

Skeleton Illumination



A Vinyl and Cabinet Only
SCALE: 3/8" = 1'-0"

B Illumination Detail
SCALE: 3/8" = 1'-0"



GENERAL NOTES
Cover mounting hardware with back up raceway
Paint raceway wall color



C Mock Up
SCALE: 1/8" = 1'-0"

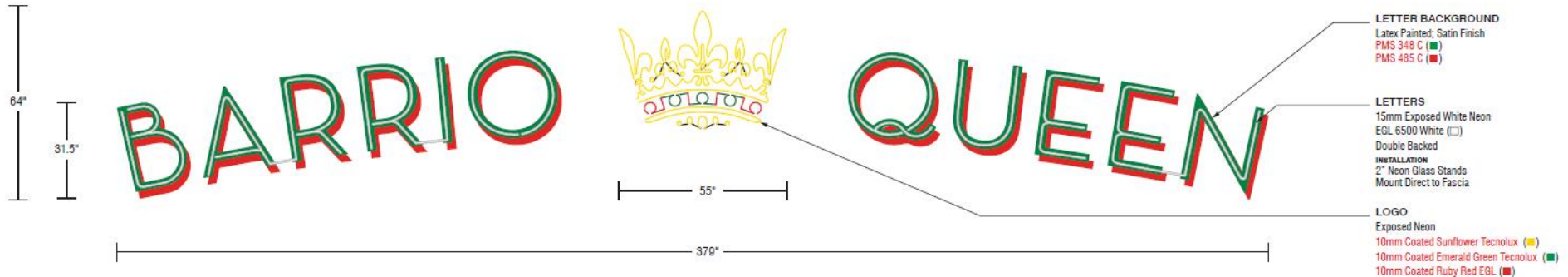
Building #3 Allow Sign Area (Signage Envelopes)

See Changes (3/12/15)
Page 14 of 16

Approved
Administrative Design Review Minor
Case DR13-05-S-B
Planner Jordan Feld
Date March 16, 2015

Supplemental Sheet// Building #3 Signage

1 Neon Wall Sign



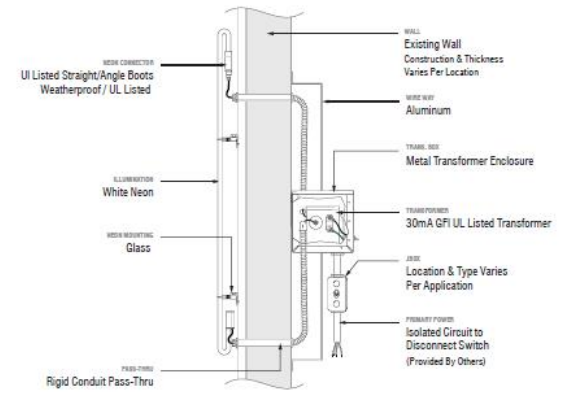
A Project Detail
SCALE 3/8" = 1'-0"

Qty: 1 / ☉ Install
168.44



B East Elevation View
SCALE 1/8" = 1'-0"

GENERAL NOTES
Goose neck Lighting to be removed, patched and painted prior to installation



C Section Detail - Typical
Reverse Plan Cleared Ledges / Neve Hole-Barboard



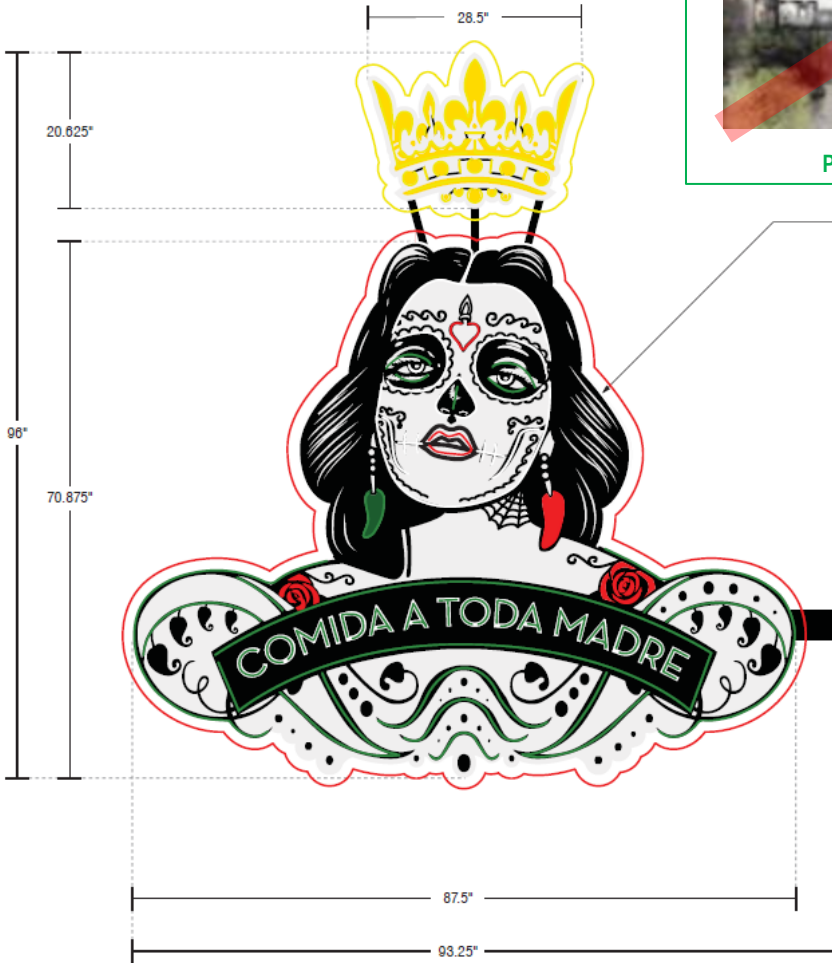
D Night View

Approved
Administrative Design Review Minor
Case DR13-05-S-B
Planner Jordan Feld
Date March 16, 2015

Supplemental Sheet// Building #3 Signage



PREVIOUS Sign Location Plan for Building #3

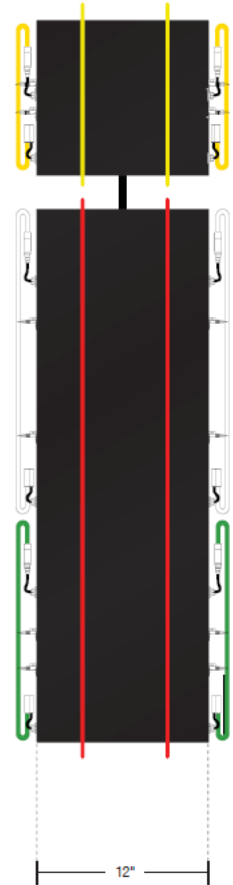


CABINET

- FACE
 - 1/8" Aluminum
 - Painted; Satin Finish
 - MP White (□)
- FACE COLOR SCHEDULE
 - 1st Surface Vinyl
 - Black (Arlon 2100-03 ■)
 - Bright Green (Gerber 220-186 ■)
 - Bright Cardinal Red (Arlon 2100-60 ■)
 - Bright Yellow (Gerber 220-15 ■)
- RETURNING
 - .090 Aluminum
 - 12" Deep
 - Painted; Satin Finish
 - MP Black (■)
- ILLUMINATION
 - Exposed Neon
 - 10mm Coated Sunflower Tecnolux (■)
 - 10mm Coated Emerald Green Tecnolux (■)
 - 10mm Coated Ruby Red EGL (■)
 - 10mm EGL 6500 White (□)
 - 1 1/2" Neon Glass Stands
 - Neon Flasher/Controller

INSTALLATION/SUPPORT

- 1/2" Steel Plate
- 4" Steel Square Support
- Steel Supports act as Wireway
- 3/4" Steel Thru Bolts (x4)
- Painted; Satin Finish
- MP Black (■)



Approved
 Administrative Design Review Minor
 Case DR13-05-S-B
 Planner Jordan Feld
 Date March 16, 2015

APPROVED
 Minor Administrative Design Review
 Case # PAL16-72
 Date 11-29-2016 *JM*

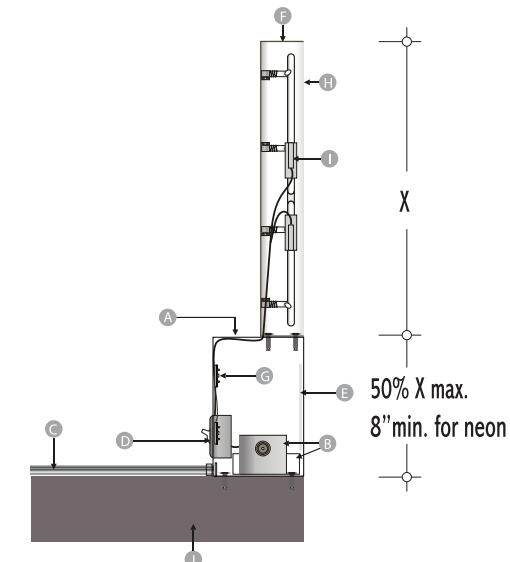


50% X max.
 Raceway height is limited to a maximum of 50% of the height of the tallest letter (8" min. for neon)

May have lettering integrated into raceway

Custom metal raceway painted to match canopy I-beam and integrated into the sign design

Raceway with Lettering



Typical Section

A	raceway
B	transformer & power
C	primary power supply
D	disconnect switch
E	routed & backed w/ plex
F	aluminum letter returns
G	LED modules
H	letter face
I	neon or LED lighting
J	building canopy I-beam

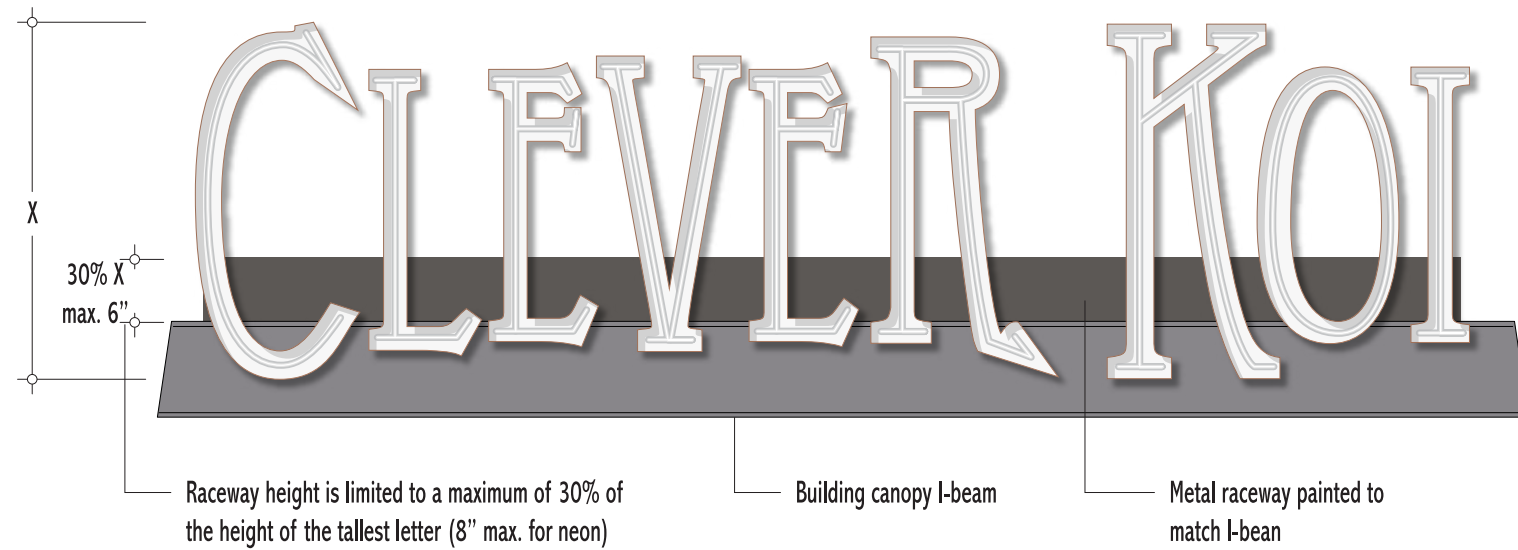
Typical Section Notes



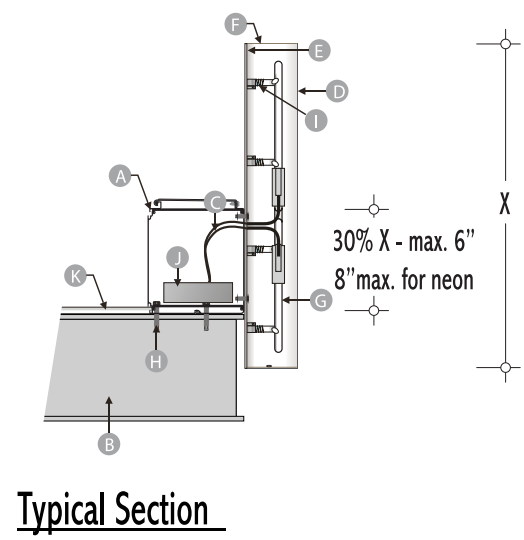
Canopy Mounted Sign With Integrated Raceway



Example of Canopy Mounted Sign With Integrated Raceway



Typical Raceway



Typical Section

A	metal raceway
B	canopy I-beam
C	GTO wiring
D	letter face
E	letter back
F	letter return
G	neon or LED lighting
H	mounting system
I	neon tube supports
J	transformer
K	primary power supply

Typical Section Notes



Canopy Mounted Sign with Exposed Raceway



Example of Canopy Mounted Sign with Exposed Raceway

APPROVED
 Minor Administrative Design Review
 Case # PAL16-72
 Date 11-29-2016 *JM*



NOTICE OF DECISION

April 17, 2018

RE: DR13-05-S-H (PDR-2017-01198) Zinburger Signage- Mural Amendment

Dear Applicant:

Staff has reviewed the revised drawings received on 12/12/2017, for Minor Administrative Design Review regarding signage. 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 Minor Administrative Design Review with the following attached information and conditions:

1. Per the Heritage Marketplace Heritage Sign Plan, the proposed signage submitted in the sign package dated 12/12/2017, is considered a mural. The sign bands for the mural were originally approved for a total of 382 square feet under DR13-05-S. This request is to allow the mural to cover the entire wall for a total of 736 square feet.
2. Per the Notice of Decision for the original comprehensive signage plan (Case DR13-05-S), the mural sign does not count towards the total allowable sign area as proposed on Building 1. The Zinburger letters along the top of the mural measure at approximately 83 square feet and do count towards the total allowable sign area of 128 square feet.
3. This Notice of Decision amends the previously approved Heritage Marketplace Heritage Sign Program by increasing the size of the mural to 736 square feet and adding the Zinburger lettering along the top of the mural (on the south elevation of Building 1) at 83 square feet.

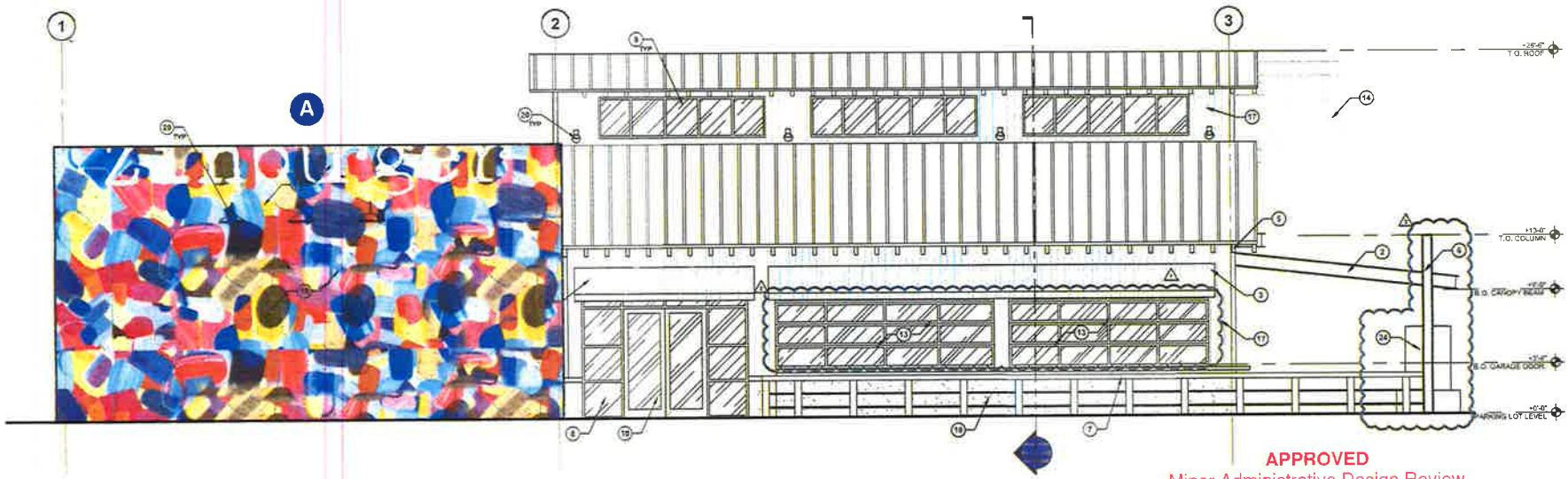
If you have any questions regarding the above, please contact me at 480-503-6742.

Sincerely,

Tanya Castro

Tanya Castro
Planning Specialist

Attachments: Exhibits stamped approved 04/17/18



SOUTH ELEVATION

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

APPROVED
 Minor Administrative Design Review
 Case # DR13-05-S-H
 Date 04/17/18



EXISTING CONDITIONS



PROPOSED SIGNAGE

Design #	0820374AR01
Sheet	2 of 3
Client	ZINBURGER
Address	HERITAGE MARKETPLACE GILBERT, AZ
Account Rep.	J MUELLER
Designer	A GIANNELL
Date	11/28/17
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	
Revision/Date	

R01: AG:04/04/18: REDUCE TO 29' - 4" COPY.

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 Brand Image Begins Here

chandler signs.com

National Headquarters: 8205 Market Way, Dallas, TX 75231, (214) 362-0066 Fax: (214) 362-0064

San Antonio: 17923 San Pedro Ave, Ste 100, San Antonio, TX 78234, (214) 362-0066 Fax: (214) 362-0064

West Coast: 12201 Industrial Valley Dr, Ste 100, Vista, CA 92081, (619) 594-1234 Fax: (619) 594-1234

Northeast US: 963 Roper Avenue, Suite 200, Lawrenceville, GA 30046, (770) 962-1070 Fax: (770) 962-1070

Florida: 1584 Sand Hill Point Circle, Devonwood, FL 32827, (888) 438-1234 Fax: (888) 438-1234

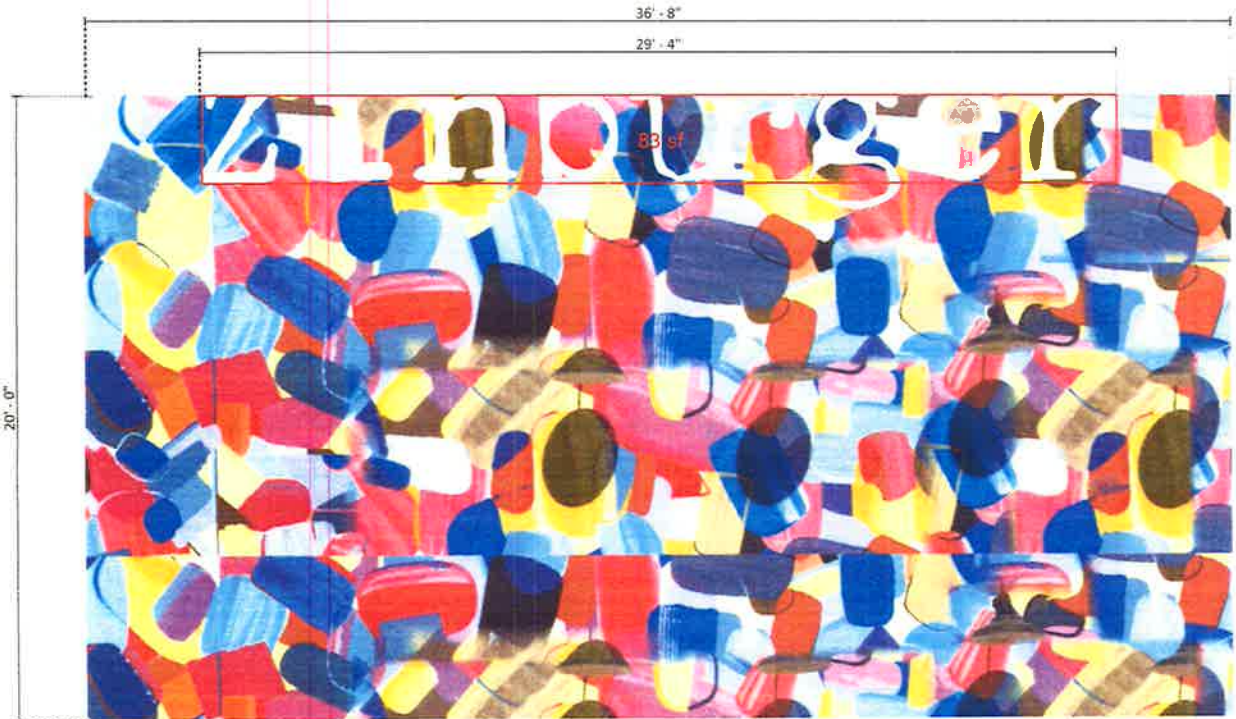
Georgia: 27 Waterfront Park Court, Decaturville, GA 30034, (770) 704-2222 Fax: (770) 704-2222

South Texas: 40202 176th Street, Springtown, TX 78152, (281) 326-1234 Fax: (281) 326-1234

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

UL



A PAINTED MURAL SCALE: 1/4" = 1' - 0"

ONE (1) REQUIRED - MANUFACTURE & INSTALL
GENERAL SPECIFICATIONS
MURAL PAINTING BY OTHERS,

APPROVED

Minor Administrative Design Review
Case # _____
Date 04/17/18

Design #	
0820374ARD1	
Sheet 3 of 3	
Client	
ZINBURGER	
Address	
HERITAGE MARKETPLACE GILBERT, AZ	
Account Rep.	J MUELLER
Designer	A GIANNELL
Date	11/28/17
Approval / Date	
Client	
Sales	
Estimating	
Art	
Engineering	
Landlord	

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Dallas, TX 75221
(214) 342-2000 Fax: (214) 342-2004

San Antonio
17123 San Felipe Ave
Ste 202
San Antonio, TX 78232
(214) 342-2000 Fax: (214) 342-2004

West Coast
2121 N. Loop West
Ste 202
Dallas, TX 75221
(214) 342-2000 Fax: (214) 342-2004

Northeast US
865 E. 42nd Street
Suite 202
Lynchburg, VA 24002
(434) 342-2000 Fax: (434) 342-2004

Florida
2584 Sand Hill Pkwy, Circle
Davenport, FL 33837
(888) 400-3388 Fax: (888) 424-1390

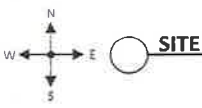
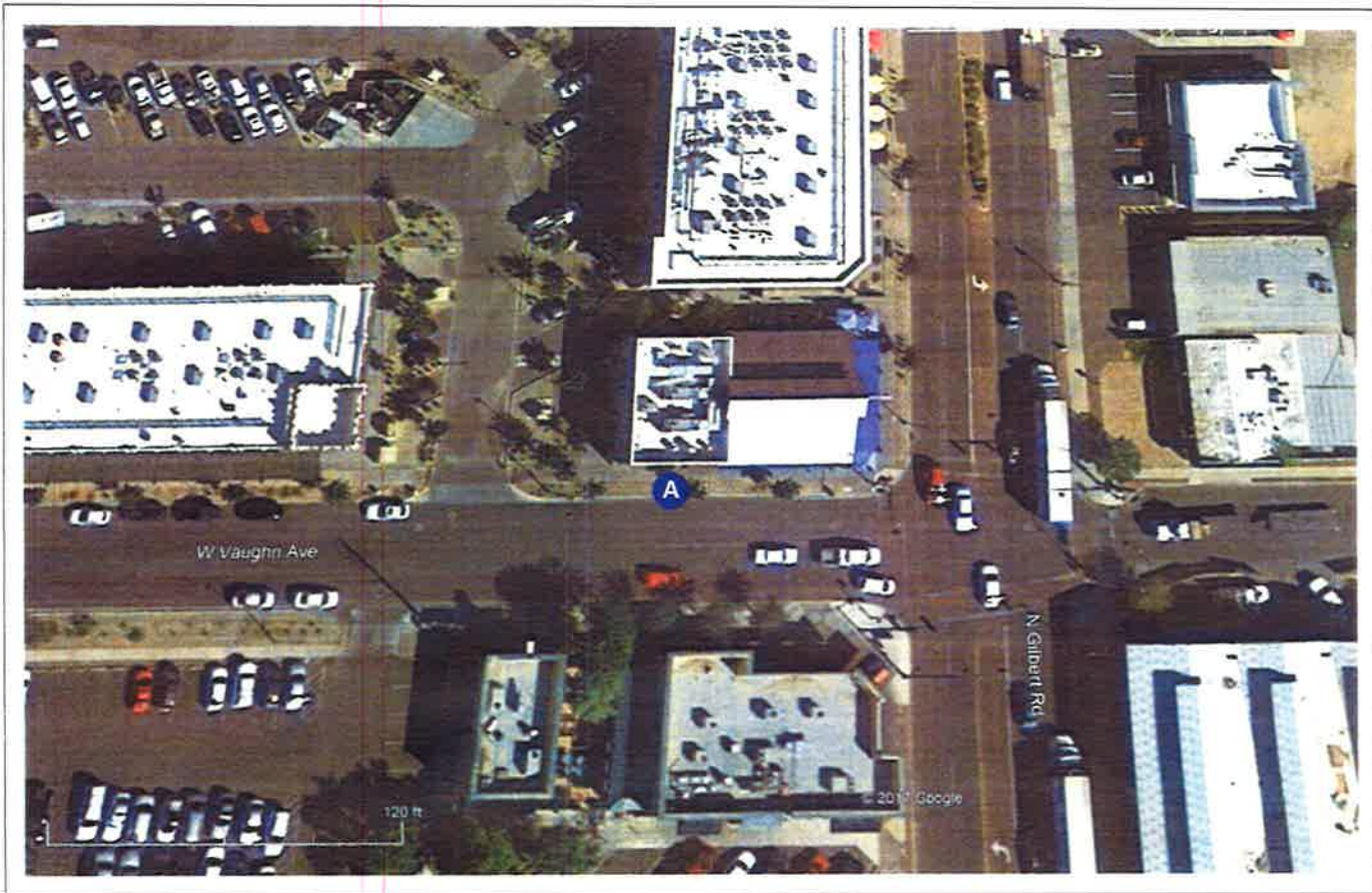
Georgia
37 Waterfront Park Court
Dawsonville, GA 30054
(770) 776-8822 Fax: (770) 776-8721

South Texas
PO BOX 1275 25th Street
Portland, TX 78371
(817) 342-2000 Fax: (817) 342-2004

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FINAL ELECTRICAL CONNECTION BY CUSTOMER

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APPROVED
 Minor Administrative Design Review
 Case # DR13-05-S-H
 Date 04/17/18

Design #	0820374AR01
Sheet	1 of 3
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R01:AG:04/04/18: REDUCE TO 29" - 4" COPY.

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 (214) 496-8800 Fax: (214) 496-8801

West Coast: 22221 Redwood Ridge Dr, Ste 200, Irvine, CA 92614
 (949) 266-1188 Fax: (949) 266-8912

Northeast US: 100 Superior Avenue, Suite 200, Lakewood, NY 14204
 (585) 476-8878 Fax: (585) 476-8801

Florida: 3554 Sand Hill Pkwy Circle, Deerport, FL 32029
 (904) 426-1200 Fax: (904) 426-1200

Georgia: 37 Waterfront Park Court, Decaturville, GA 30030
 (478) 725-8852 Fax: (478) 346-8700

South Texas: 4030F 235 23th Street, Houston, TX 77018
 (281) 366-8800 Fax: (281) 366-8801

FINAL ELECTRICAL CONNECTION BY CUSTOMER

UL

Introduction

Heritage Marketplace Phase 2 will consist of Building 4, a one story retail tenant building with space for 8 tenants and Building 5, a 2 story building with space for eight 1st floor retail tenants and office tenants on the 2nd floor. It will follow the retail sign theme approved as part of the Phase 1 Master Sign Plan.

There are 2 broad categories of signage for Heritage marketplace: Overall Project Identity Signage and Individual Tenant Signage.

Overall Project Signage

These signs are meant to convey the identity of the entire project and consist of two Project Identity Murals (M sign).

Building 4 - This 11' high x 104' "Gilbert Arizona" lettering is painted directly on the wall on the rear of Building 4. In keeping with the historic imagery the lettering will look slightly weathered. It will announce the project and town to traffic travelling south on Gilbert Road.

Building 5 - 12" High letters spelling "Mercantile" will be painted on the south wall facing Vaughn Avenue. This will enhance the period look of the building.

Tenant Signage

Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples of allowable sign configurations are shown on the Building 5 - 1st Floor Tenant page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination, internally lit channels and cabinets, indirect spot lighting and exposed bulbs.

Awning, Wall and Projecting Wall Signs (B Sign) - Allowable tenant sign envelopes are dotted in on each building elevation.

Signs with exposed raceways are prohibited, except where it is determined by the Zoning Administrator that it is not structurally feasible to install a sign in an otherwise permitted location without using an exposed raceway. The use of raceways in this development has been approved due to the limitations of the the building's architecture relating to mounting illuminated signs on canopies. Through this MSP, two categories of signs with raceways will be permitted: Canopy Mounted Signs with Integrated Raceways and Canopy Mounted Signs with Exposed Raceways. Canopy Mounted Signs with integrated raceways are designed with raceways as an integral part of the overall sign design and the raceway height shall not exceed 50 percent of the vertical dimension of the sign band. Canopy Mounted Signs with minimal raceway are designed with lettering attached in front of the raceway and the raceway height shall not exceed 6 inches (8 inches for neon) or no more than 30 percent of the vertical dimension of the sign band, whichever is less. The minimum Wall Sign area allowance includes Canopy Mounted Signs. Raceways are to be made of metal and painted the same color as the canopy, awning or building on which they are attached.

Tenant Sign Approval Process

The length of any tenant wall sign shall not exceed 80% of the horizontal length and 80% of the vertical dimensions of the sign band or wall space on which the sign is placed.

Projecting signs shall be permanently affixed to the exterior building wall of the tenant/user suite to which they are appurtenant. Projectng signs shall not exceed the height of a roofline or parapet by more than 25 percent of the overall height of the sign.

Awning signs shall only be located on the valance of the awning and shall not obstruct sidewalks, required accessible paths of travel, or the visibility of other signs. Awning signs shall have graphics permanently affixed to the awning and may be indirectly illuminated if the light fixtures are decorative and architecturally compactible with the building. Awning signs shall not be backlit.

All signs that meet the HSP guidelines and are in conformance with the Land Development Code (LDC) shall be reviewed administratively as part of the sign permit process to ensure they meet guidelines for appropriate design, materials and color of fixtures as set forth in the Heritage District Redevelopment Plan.



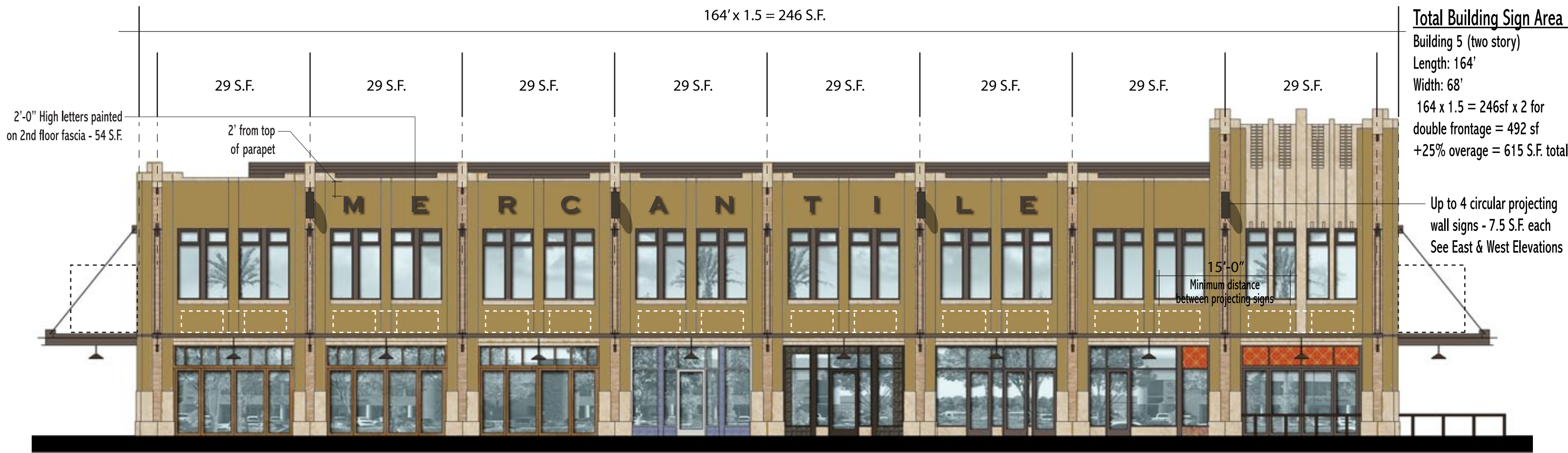


SIGN LOCATION PLAN
 PHASE 2
 07.01.15 Revised 10.01.15
 Scale: NTS

- M Mural
- B Tenant Wall Sign



164' x 1.5 = 246 S.F.



Total Building Sign Area
 Building 5 (two story)
 Length: 164'
 Width: 68'
 164 x 1.5 = 246sf x 2 for double frontage = 492 sf
 +25% overage = 615 S.F. total

Building 5 - South Elevation

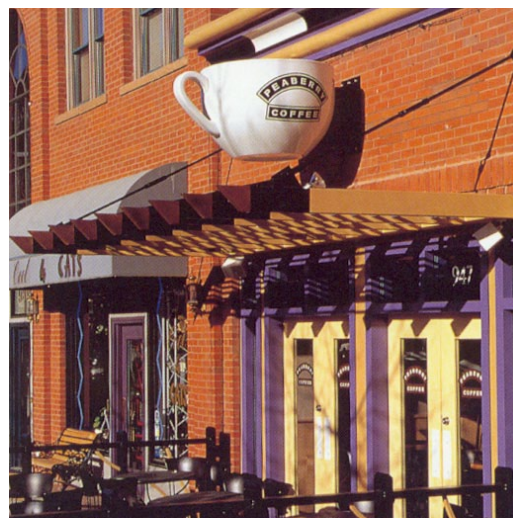
Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



Illuminated dimensional letters mounted on canopy
Allowable Tenant Sign Configurations
 Photos are examples only



Multi-level dimensional logo with exposed neon
 Projecting Wall Sign



3D Fabrication Projecting Wall Sign



Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination

Total Building Sign Area

Building 5 (two story)
 Length: 164'
 Width: 68'
 164 x 1.5 = 246 sf x 2
 for double frontage = 492 sf
 +25% overage = 615 S.F. total

164' x 1.5 = 246 S.F.



Building 5 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

60 S.F.



Building 5 - West Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

60 S.F.



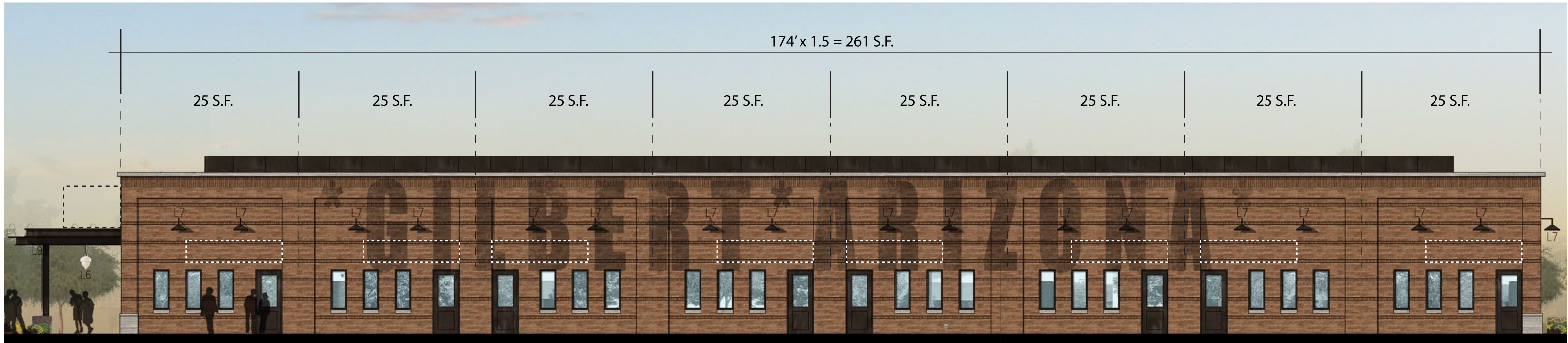
Building 5 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

BUILDING 5 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
 07.01.15 Revised 10.20.15
 Scale: NTS





Building 4 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

11'-0" High x 104'-0" wide painted wall mural with weathered look
 1,144 S.F.

Total Building Sign Area

Building 4 (one story)
 Length: 174'
 Width: 56'
 $174 \times 1.5 = 261\text{sf} \times 2$
 double frontage = 522 S.F.
 +25% overage = 653 S.F. total

See photos of allowable tenant sign configurations on Building 5 Drawing



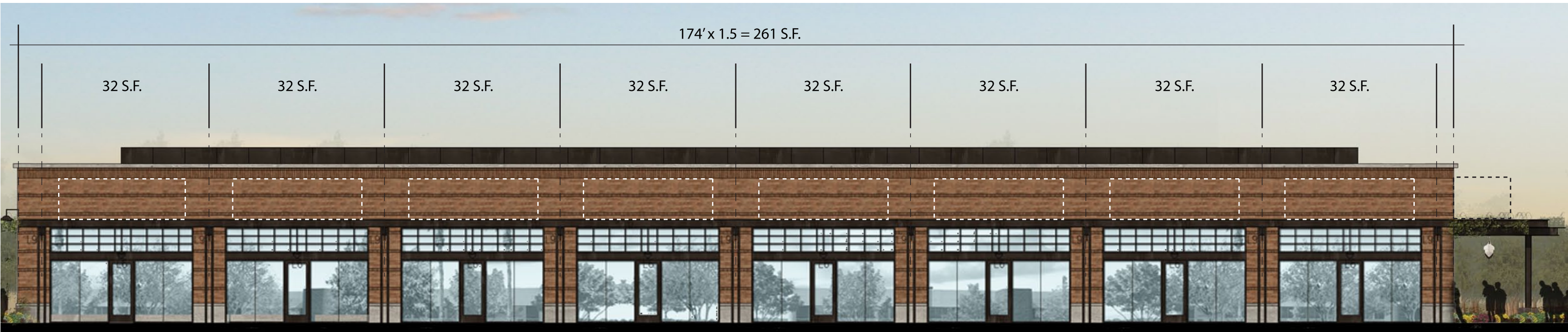
Building 4 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

BUILDING 4 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
 07.01.15 Revised 10.20.15
 Scale: NTS UNLESS NOTED





Building 4 - South Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.



Building 4 - West Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay. If tenant occupies more than one bay, square footage from those bays may be combined.

Total Building Sign Area

Building 4 (one story)
 Length: 174'
 Width: 56'
 $174 \times 1.5 = 261\text{sf} \times 2$ for double frontage = 522 sf
 +25% overage = 653 S.F. total

See photos of allowable tenant sign configurations on Building 5 Drawing

BUILDING 4 - ALLOWABLE TENANT SIGN LOCATIONS

PHASE 2
 07.01.15 Revised 10.20.15
 Scale: NTS

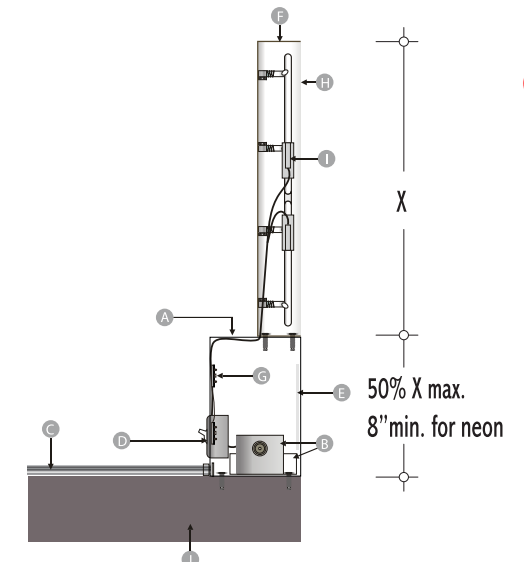


APPROVED
 Minor Administrative Design Review
 Case # PAL16-72
 Date 11-29-2016 *T.M.*



50% X max.
 Raceway height is limited to a maximum of 50% of the height of the tallest letter (8" min. for neon)
 May have lettering integrated into raceway
 Custom metal raceway painted to match canopy I-beam and integrated into the sign design

Raceway with Lettering



Typical Section

A	raceway
B	transformer & power
C	primary power supply
D	disconnect switch
E	routed & backed w/ plex
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H	letter face
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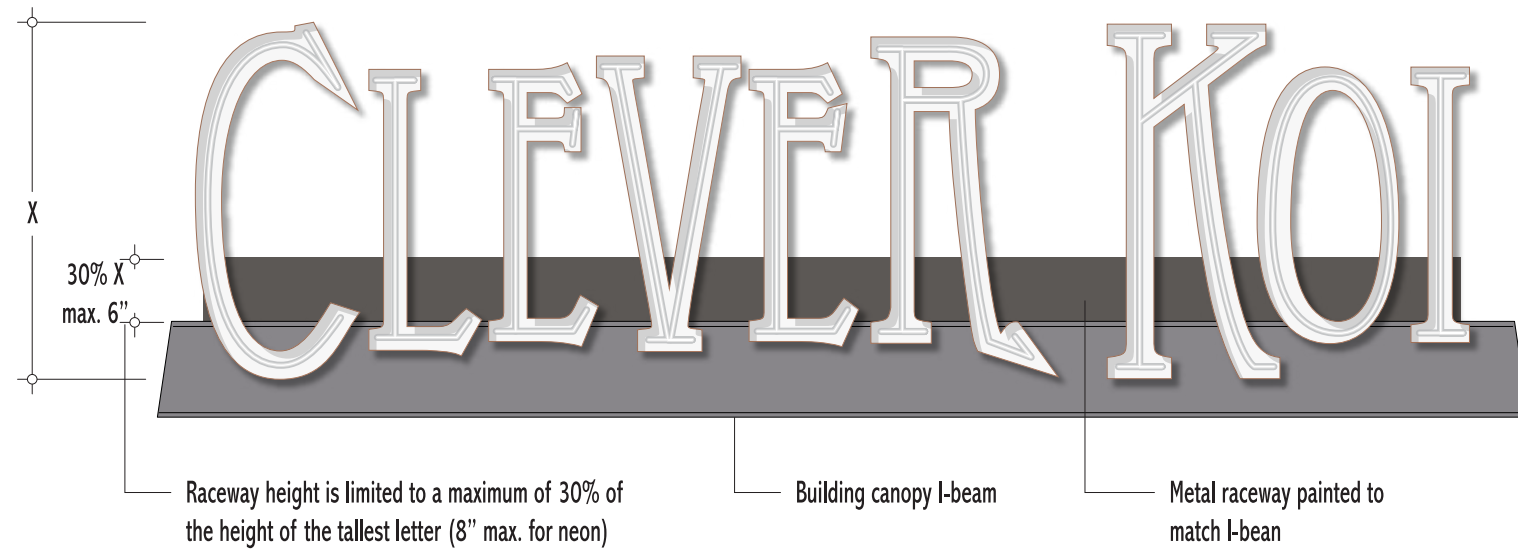
Typical Section Notes



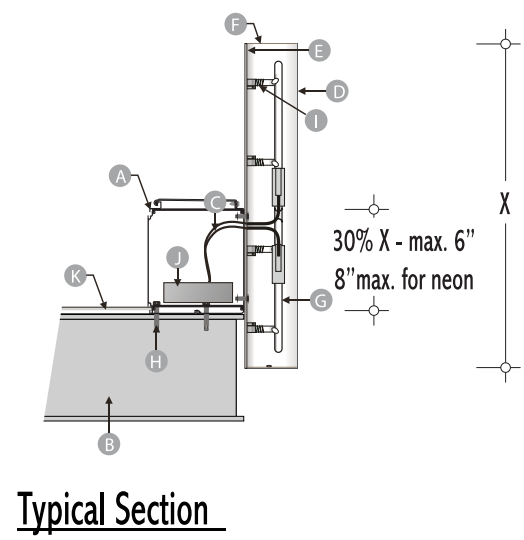
Canopy Mounted Sign With Integrated Raceway



Example of Canopy Mounted Sign With Integrated Raceway



Typical Raceway



Typical Section

A	metal raceway
B	canopy I-beam
C	GTO wiring
D	letter face
E	letter back
F	letter return
G	neon or LED lighting
H	mounting system
I	neon tube supports
J	transformer
K	primary power supply

Typical Section Notes



Canopy Mounted Sign with Exposed Raceway

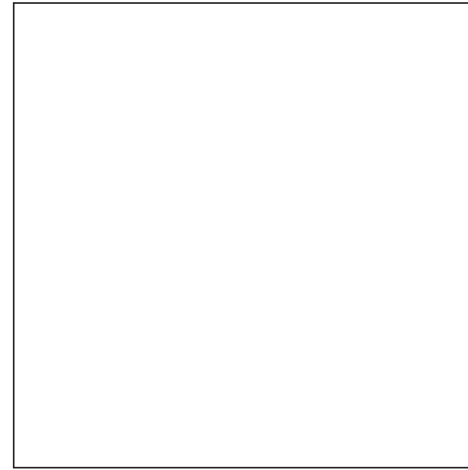


Example of Canopy Mounted Sign with Exposed Raceway

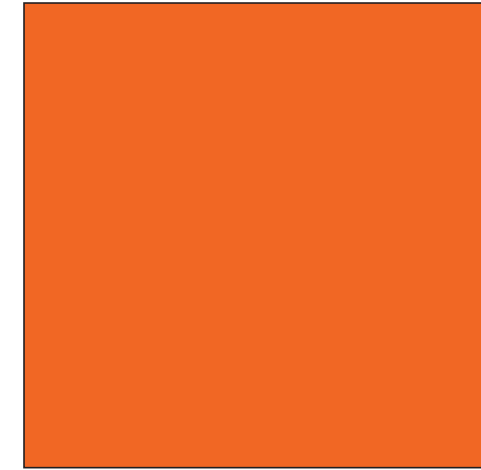
APPROVED
 Minor Administrative Design Review
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 Date 11-29-2016 *JM*



Black
Matthews Paint
MP 10269



White
Matthews Paint
MP 03673



Orange
Matthews Paint
MP 10269



Rust
Pantone Matching System
PMS 1535c



Brown
Dunn Edwards "Weathered Brown"
DEC 756

Notes:
Paints match colors noted
Tenants may use their established colors for their signs