



Requesting Department:

Development Services

TO: PLANNING AND ZONING COMMISSION

FROM: BRETT BURNINGHAM, PLANNING ADMINISTRATOR; STEVEN ESTER, PLANNER I

RE: Discussion and Possible Approval of P18-0020 “Queen Creek Crossing Comprehensive Sign Plan”, a request from Sean Lake, Pew and Lake, for approval of a Comprehensive Sign Plan for a commercial shopping center on approximately 36 acres located at the northwest corner of Queen Creek and Ellsworth Roads.

DATE: July 11, 2018

STAFF RECOMMENDATION

Staff recommends approval of P18-0020 “Queen Creek Crossing Comprehensive Sign Plan”, subject to the Conditions of Approval outlined in this report.

PROPOSED MOTION

Move to approve P18-0020 “Queen Creek Crossing Comprehensive Sign Plan”, subject to the Conditions of Approval outlined in this report.

RELEVANT COUNCIL GOALS



Secure Future

SUMMARY

This proposal consists of a request from Sean Lake, Pew and Lake, for approval of a Comprehensive Sign Plan for a commercial shopping center on approximately 36 acres located at the northwest corner of Queen Creek and Ellsworth Roads.

HISTORY

- May 31, 1990: The Town annexed the property from Maricopa County and applied the equivalent zoning district R1-43 (1 du/ac).
- May 2, 2018: The Town Council approved Ordinance 663-18, Cases P17-0134 (PAD Rezone), P17-0137 (Site Plan), and P17-0136 (Conditional Use Permit) for the Queen Creek Crossing shopping center with three (3) in-vehicle service facilities.

PROJECT INFORMATION

Project Name	Queen Creek Crossing Comprehensive Sign Plan
Site Location	NWC of Queen Creek and Ellsworth Roads
Current Zoning	C-2/PAD (General Commercial / Planned Area Development)
General Plan Designation	Commercial
Surrounding Zoning:	
North	Fulton Parkway and R1-5/PAD (Queen Creek Station Master Planned Community)
South	R1-43 (Vacant Land)
East	Ellsworth Road and C-1/PAD (Shops at Terravella) and R1-5/PAD (Terravella Master Planned Community)
West	206 th Place and R1-5/PAD (Queen Creek Station Master Planned Community)

DISCUSSION

This proposal consists of a request from Sean Lake, Pew and Lake, for approval of a Comprehensive Sign Plan for a commercial shopping center on approximately 36 acres located at the northwest corner of Queen Creek and Ellsworth Roads. On May 2, 2018 the Town Council approved Ordinance 663-18, Cases P17-0134 (PAD Rezone), P17-0137 (Site Plan) and P17-0136 (Conditional Use Permit) for a 370,000 square foot commercial shopping center on this site. The approved plans include a department store anchor (Lowe's), in-line shops, a two story mixed use building, three (3) in-vehicle service facilities and three (3) shops/pads.

The property is located at the northwest corner of Queen Creek and Ellsworth Roads. With the recently approved 2018 General Plan update, the site is designated as Commercial. The property was rezoned via Case P17-0134 to C-2/PAD (General Commercial / Planned Area Development).

Queen Creek Crossing is proposed to be developed in two phases. See attached Phasing Plan. The first phase consists of approximately 28 acres located at the north side of the

project and is designed as a traditional shopping center. This phase includes Lowe’s and the majority of the in-line anchor and junior buildings along the west side of the project (backing 206th Place). A central parking field will split the in-line buildings to the west with shops and pads that front Ellsworth Road to the east. The entrance from Queen Creek Road (approximately two acres) will be built in the first phase with drive aisle connections to the north. All associated offsite improvements will be constructed in the first phase.

The second phase consists of approximately eight acres located at the southern third of the project. This phase includes a specialty component with mixed-use office and retail building(s) at the northwest corner of Ellsworth and Queen Creek Roads. One restaurant pad is designed to front the entrance from Queen Creek Road with a future in-line Junior C building to the west. The second phase will be developed as market demands dictate.

COMPREHENSIVE SIGN PLAN

A Comprehensive Sign Plan has been submitted to outline the sign standards being requested. In total, the request includes:

- Three 20’-4” tall ground-mounted, multi-tenant monument signs along Ellsworth Road.
- Two 8’ tall ground-mounted center ID corner features along Ellsworth Road.
- Lifestyle graphics near the Pad C and 2-story mixed-use building.

The applicant is requesting approval for the following features that exceed area, height, sign type, and wall signage area standards as set by the Zoning Ordinance:

Proposed Monument Sign Modifications		
Standard	Required by Zoning Ordinance	QC Crossing Proposed Standards
<i>Maximum ground sign area</i>	<i>Ground signs shall not exceed forty-eight (48) square feet in sign area.</i>	ST-1 Multi-Tenant monument signs will be 168 square feet in sign area exclusive of architectural embellishments. 4-8 tenant panels are provided. ST-2 Corner Entry features will be 75 square feet in sign area exclusive of architectural embellishments.
<i>Maximum ground sign height</i>	<i>Ground signs shall not exceed eight (8) feet in height.</i>	20’-4” to the top of the ST-1 Multi-Tenant monument signs.

Proposed Wall Sign Modifications		
Standard	Required by Zoning Ordinance	QC Crossing Proposed Standards
<i>Wall signage area calculation</i>	<i>Building front wall signage shall not exceed one and a half (1 1/2) square feet of sign area per lineal foot of building occupancy frontage; Side wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of side wall; Rear wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of rear wall.</i>	Wall sign area is to be computed by multiplying one and one-half (1 1/2 SF) square feet of sign area for each one (1) lineal foot of the building storefront and/or elevation occupied by the tenant. As a minimum allowance, tenants occupying less than thirty three (33') feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.
<i>Total wall signage area</i>	<i>Total wall signage shall not exceed two-hundred fifty (250) square feet.</i>	Wall signage <u>shall not be subject to a maximum</u> aggregate sign area.
<i>Lifestyle graphics</i>	<i>Not allowed</i>	Lifestyle graphics are proposed on the Pad C building and 2-story mixed-use building. Typical images shown include food, restaurant activity, and people enjoying the “lifestyle” relevant to the tenants in which they are near.

Multi-Tenant and Corner Feature Monument Signs (Increased Height and Area):

The proposed ground-mounted Multi-Tenant and Corner Feature monument signs incorporate a variety of materials such as a limestone base, textured sign panels, and rust powdercoat finish to complement the building architecture. The additional sign area and height being requested are critical for adequate representation of tenants within the center.

Applicant Justification: The increased area and height are necessary deviations to provide tenants with exposure to Ellsworth Road in a competitive manner with the nearby Cornerstone project (Walmart), Queen Creek Marketplace (Target and Harkins), and QC District (Sprouts) developments. The signage is scaled appropriately to the size of the Queen Creek Crossing development site and excessive setback from the travelled roadway due to the Q.C.I.D. easement.

Wall Signage (Calculations and Total Area):

Regarding wall signage and calculations, the applicant is proposing to have no limitations on maximum building sign area. Each building will be permitted one and one half (1 1/2 SF) square feet of sign area for each one (1) lineal foot of the building storefront and/or elevation occupied by the tenant. As a minimum allowance, tenants occupying less than thirty three (33') feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.

Applicant Justification: This method of calculation is identical to the formula approved for the Cornerstone and Queen Creek Marketplace Comprehensive Sign Plans, and provides Queen Creek Crossing with the ability to offer its tenants the same amount of building signage afforded to tenants in other similar centers. Both Cornerstone and Queen Creek Marketplace do not have sign area limitations. Allowing smaller tenants with 33' or less of storefront the ability to have 50 square feet of sign area per elevation is also identical to the Cornerstone and QC Marketplace sign plans.

Lowe's Wall Signage:

In particular, Anchor A (Lowe's) requires the area limitation to be waived in order to display its corporate identification. The Lowe's main entry building signage is shown with a small portion of the "L" at 9'-4" tall and the remaining letters at 8' tall.

Applicant Justification: This is generally consistent with other nearby commercial centers like Cornerstone and QC District. Within Cornerstone, Walmart's main entry signage contains an 8' tall "spark" icon with the remaining letters at 6' tall. In QC District, major tenant wall signs are permitted up to 8' tall. The "L" in Lowe's is the only letter to be shown at 9'-4", which is a 17% increase in height over the remaining letters shown at 8'.

Lifestyle Graphics:

Lifestyle graphics are proposed to further accentuate the unique size and character of QC Crossing. The Pad C and 2-story mixed-use buildings show optional lifestyle graphics depicting the type of activities, food, and feel such tenants within the center promote. They are not included in the major anchor area, and are primarily intended to complement some of the more appropriate “lifestyle” brands or tenants.

Applicant Justification: QC Crossing will contain certain tenants that promote a particular kind of lifestyle. The lifestyle graphics, although not permitted by the Zoning Ordinance, provide additional aesthetic interest to the facades of the Pad C building and 2-story mixed-use building, where the images themselves are most relatable to those enjoying the center. No graphics are proposed near the major tenant or anchor area, as these tenants do not bear the same relevance that would warrant such images.

Staff has reviewed the deviations and supports the applicant’s requests given the existing approved commercial centers in the Town.

GENERAL ANALYSIS

General Plan Review: The current 2018 General Plan designation for this property is Commercial. The proposed Queen Creek Crossing project complies with the Commercial designation providing retail and office uses that are in scale with the adjacent residential community.

Zoning Review: The subject property is zoned C-2/PAD (General Commercial / Planned Area Development), which is consistent with the current General Plan designation of Commercial. The proposed Queen Creek Crossing project meets the standards of the Zoning Ordinance and generally complies with the approved PAD.

CONDITIONS OF APPROVAL

1. This project shall be developed in accordance with the plans attached to this case and all the provisions of the Zoning Ordinance applicable to this case.
2. The lifestyle graphics shall be generally consistent with the graphics show on the sign package.

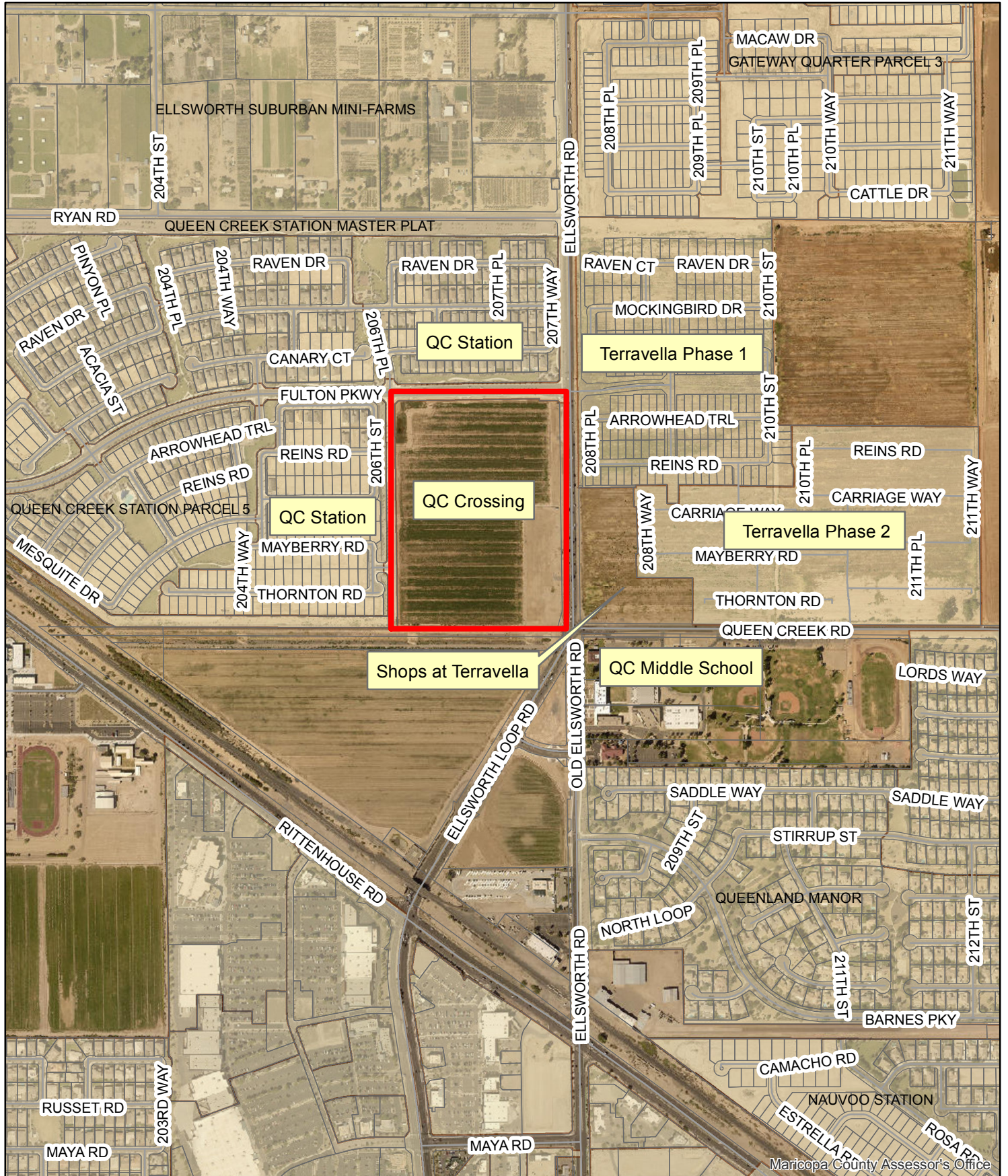
ATTACHMENTS

1. Queen Creek Crossing Aerial
2. Queen Creek Crossing General Plan Exhibit
3. Queen Creek Crossing Zoning Map Exhibit
4. Queen Creek Crossing Comprehensive Sign Plan

Project Name: QC Crossing Aerial Exhibit

Case Numbers: P18-0020

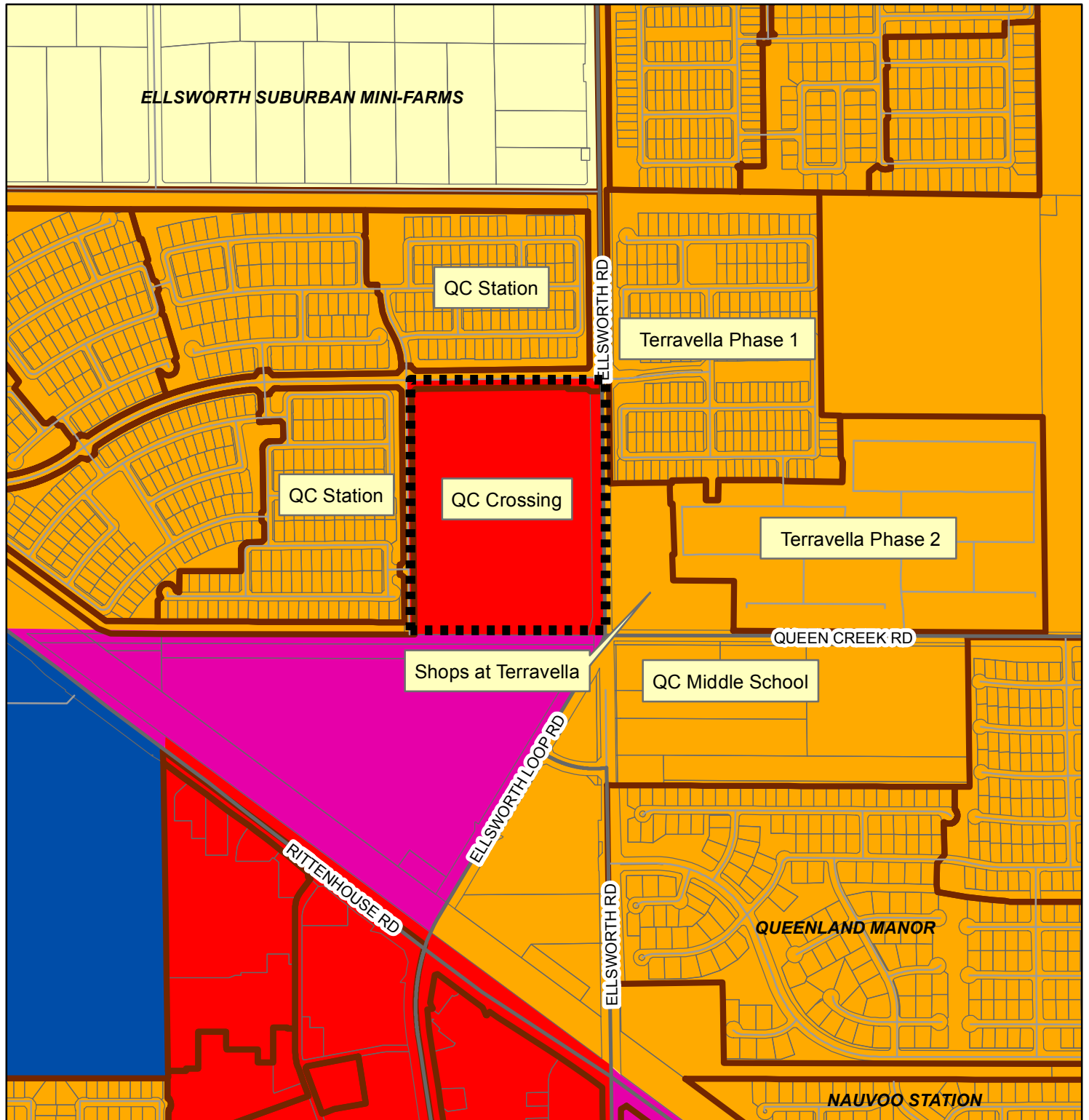
Hearing Date: July 11, 2018 (Planning Commission)



Project Name: QC Crossing General Plan Exhibit

Case Numbers: P18-0020

Hearing Date: July 11, 2018 (Planning Commission)



General Plan Land Use

- | | | | |
|--------------|------------|--------------------|--------------------|
| Rural | Commercial | Special District 1 | Special District 4 |
| Neighborhood | Industrial | Special District 2 | |
| Urban | Open Space | Special District 3 | |

Project Name: QC Crossing Zoning Exhibit

Case Numbers: P18-0020

Hearing Date: July 11, 2018 (Planning Commission)



Zoning Districts

C-1 - Commercial	PQP - Public/Quasi-Public	R1-7 - Residential	R1-35 - Residential
C-2 - Commercial	RC - Recreation/Conservation	R1-8 - Residential	R1-43 - Residential
C-3 - Commercial	MDR - Residential	R1-9 - Residential	R1-54 - Residential
TC - Commercial	R1-4 - Residential	R1-12 - Residential	R1-190 - Residential
EMP A - Office/Industrial Park	R1-5 - Residential	R1-15 - Residential	PCD - Planned Community
EMP B - General Industrial	R1-6 - Residential	R1-18 - Residential	AT - Agritainment



COMPREHENSIVE SIGN PLAN

NWC ELLSWORTH ROAD AND QUEEN CREEK ROAD | QUEEN CREEK, ARIZONA
V3.0 JUNE, 2018

Another Successful Joint Venture From:



Prepared by:



Queen Creek Crossing

Freestanding Signage

Freestanding Sign Matrix

SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
SIGN TYPE 1 Multi-Tenant Monument Sign	Monument	Multi tenant identification	Placed along Ellsworth Road	Three (3)	20'-4" to the Top of the Architectural Embellishment	168 SF Sign Area Exclusive of Architectural Embellishments	Internal and/or ground Illumination	Masonry with Decorative Stone, Textured Aluminum, Powdercoated Aluminum and Acrylics
SIGN TYPE 2 Center Identification	Corner Feature	Center Identification	NWC Ellsworth Rd & Queen Creek Rd SWC of Ellsworth Rd & Fulton Parkway	Two (2)	8'-0" to the Top of the Architectural Embellishment	75 SF Sign Area Exclusive of Architectural Embellishments	Internal and/or ground Illumination	Masonry with Decorative Stone, Textured Aluminum, Powdercoated Aluminum and Acrylics

Ordinance Section 7.2.3.c.2.c

Such ground sign shall not exceed forty-eight (48) square feet in sign area, nor shall it exceed eight feet (8') in height above grade nor shall it extend or project over any street or alley line.

Proposed Standard:

Proposed ST-1 Multi-Tenant Monument sign will be approximately 168 SF in sign area exclusive of architectural embellishments. Sign height will be 20'-4" inclusive of architectural embellishments. The proposed ST-2 Center Identification Corner Features will contain approximately 75 SF of sign area exclusive of the curved architectural feature wall and will maintain an 8' overall height.

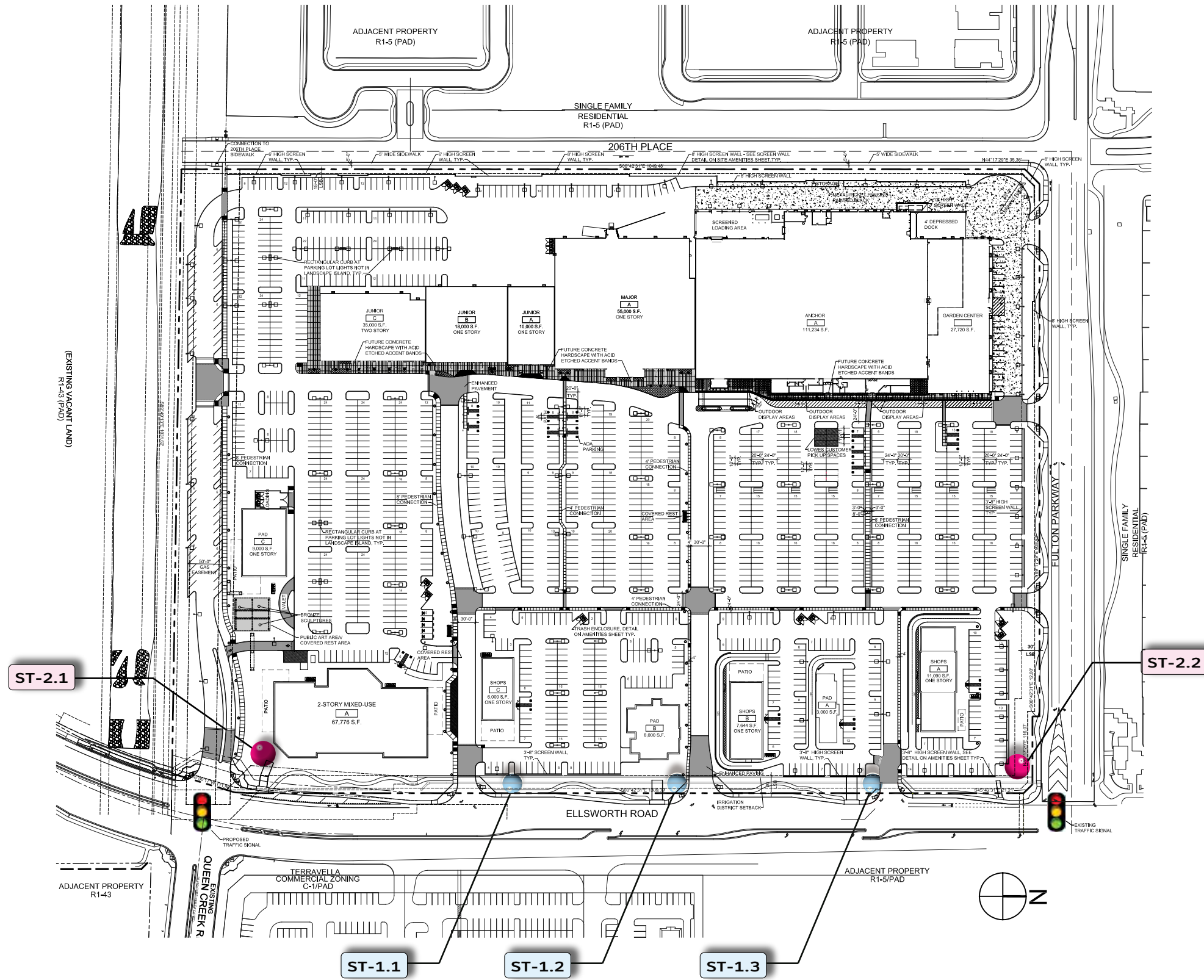
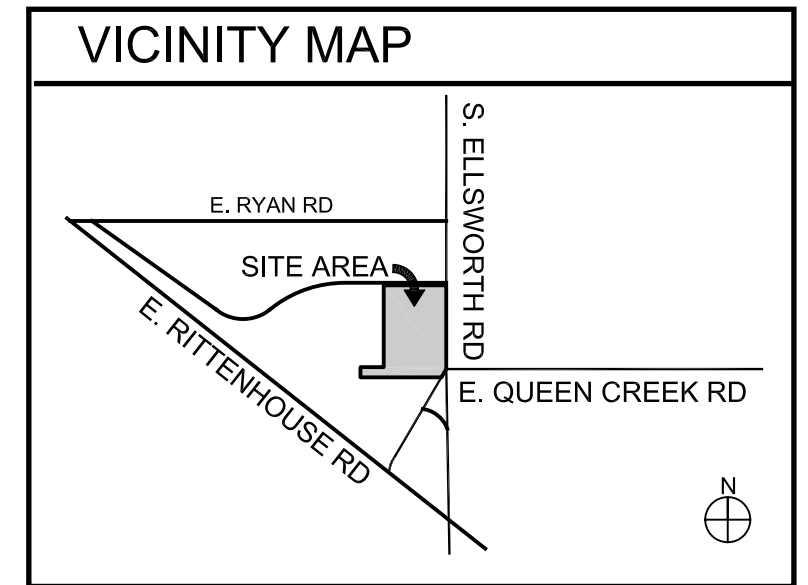
Justification:

Increased sign area and sign height is necessary to provide tenants with visual exposure in a competitive manner when compared to the nearby Queen Creek Marketplace, QC District, and Cornerstone developments. The signage is scaled to function along the primary arterial, Ellsworth Road, and to compliment the thematic architectural style of Queen Creek Crossing. The corner features have been designed to identify the development and to provide a sense of a destination arrival.

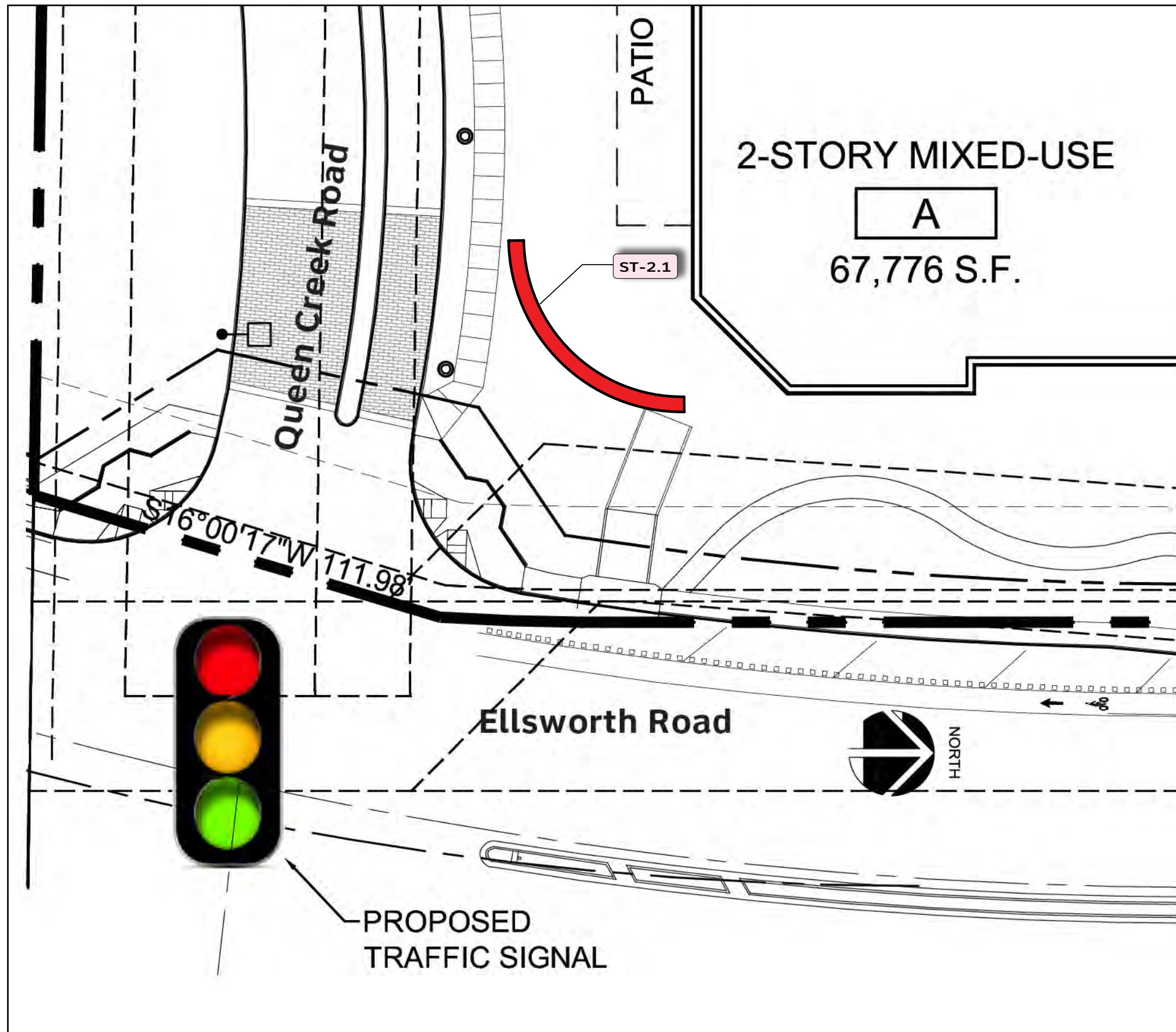
LEGAL DESCRIPTION

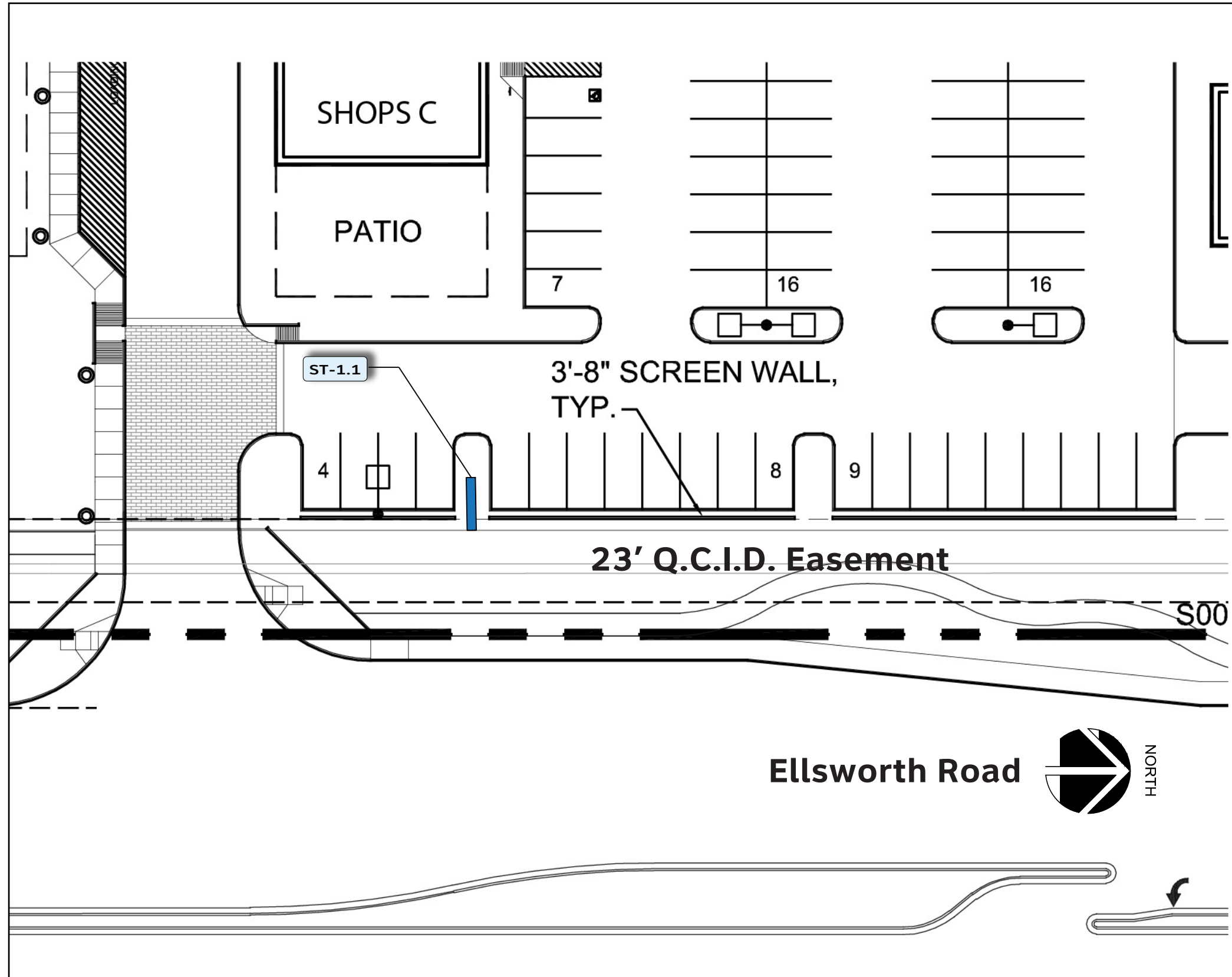
PARCEL 7, OF MASTER PLAT OF FULTON HOMES @ QUEEN CREEK STATION, ACCORDING TO BOOK 1195 OF MAPS, PAGES 17, RECORDS OF MARICOPA COUNTY, ARIZONA. APN: 314-07-322

A LEGAL DESCRIPTION FOR THE ~5.7 AC WILL BE DEFINED BY AN IGA BETWEEN MCFCD AND TOWN OF QUEEN CREEK AT A LATER DATE.

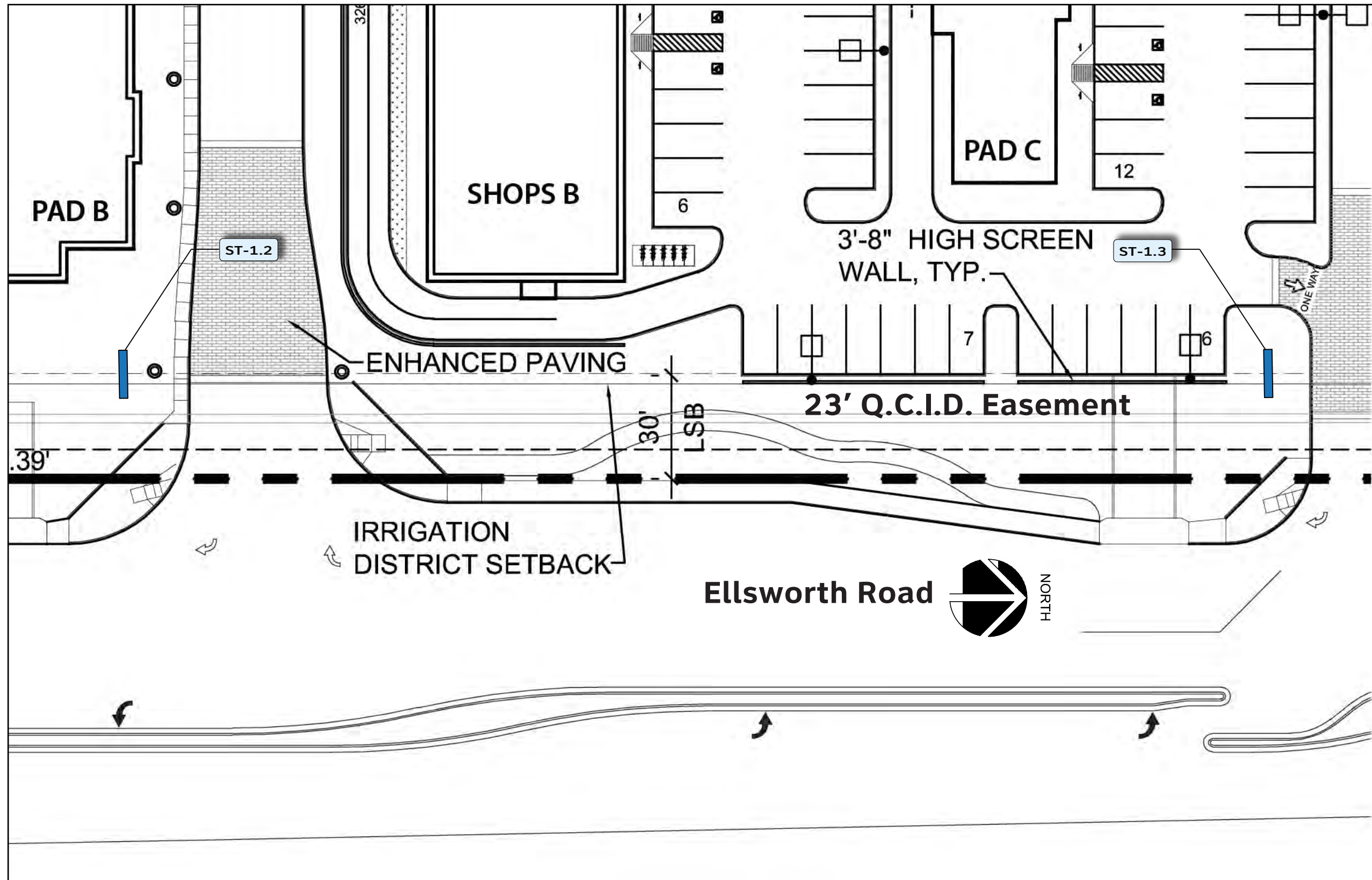


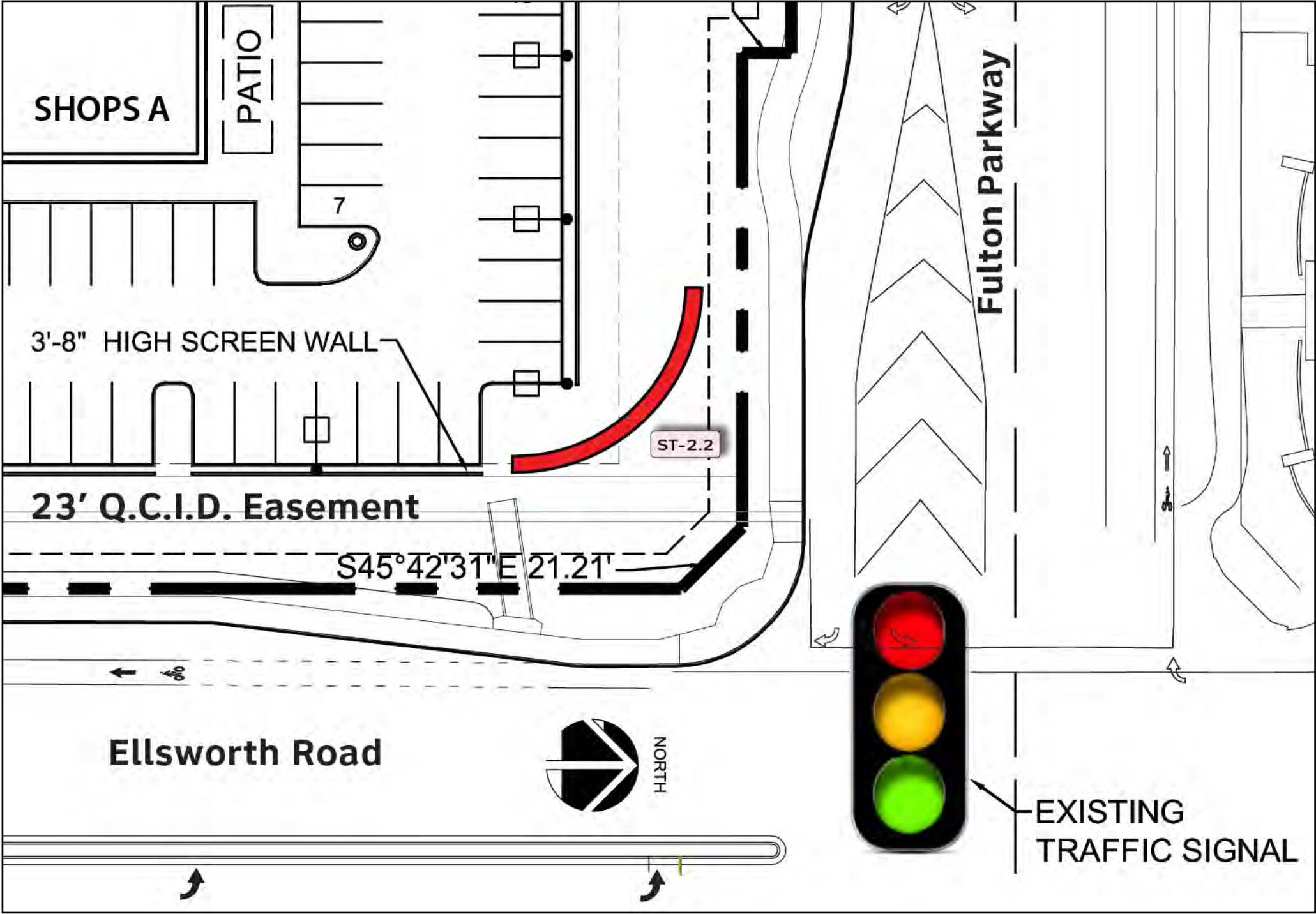
- ST-1 MULTI-TENANT MONUMENT SIGN
- ST-2 CENTER ID CORNER FEATURE





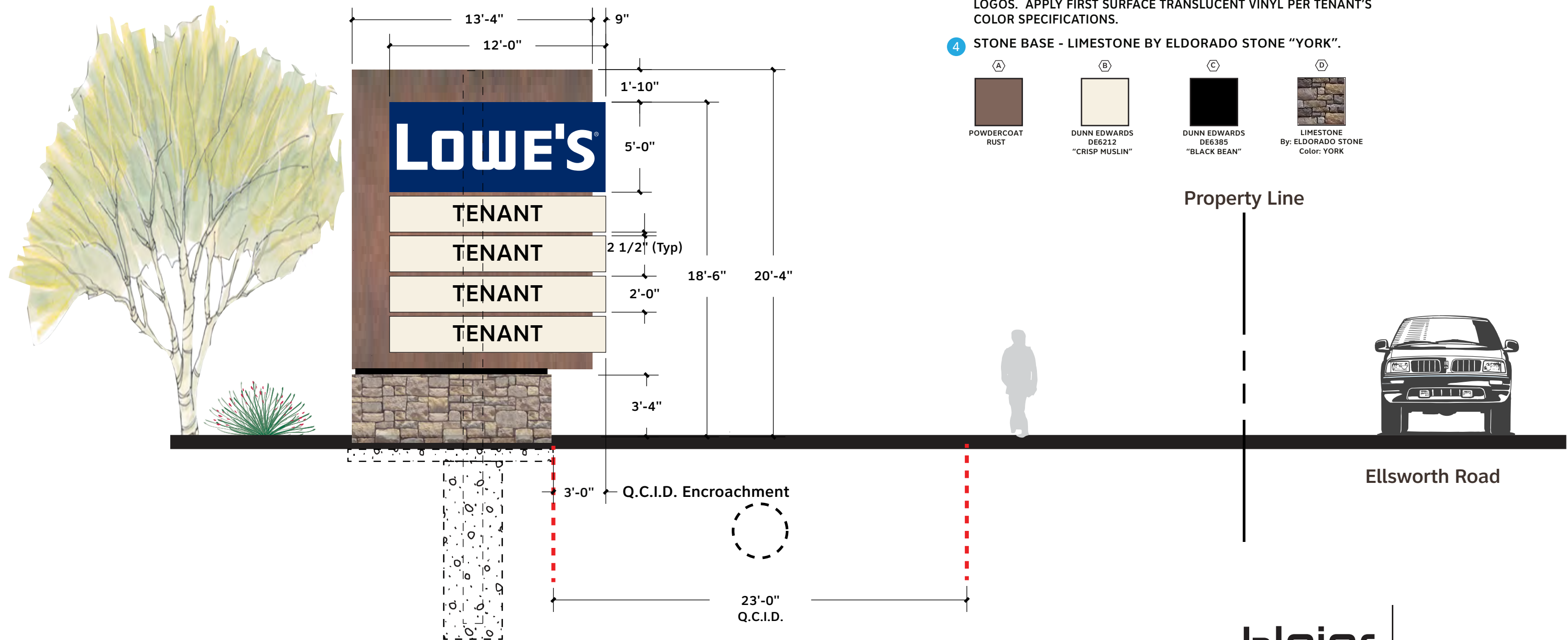
5 ST-1.1 Enlarged Location Plan
Scale: 1" = 30'





SPECIFICATIONS:

- 1 ARCHITECTURAL EMBELLISHMENT POWDERCOAT TO MATCH RUST FINISH.
- 2 INTERNALLY LED ILLUMINATED TENANT SIGN PANELS. BACKGROUNDS FABRICATED FROM .125 ALUMINUM. DRYVIT SANDPEBBLE FINE TEXTURE PAINTED DUNN EDWARDS DE6212 "CRISP MUSLIN".
- 3 TENANT COPY IS ROUTED FROM ALUMINUM BACKGROUND. WHITE BACKUP ACRYLIC WITH 1" CLEAR ACRYLIC "PUSH THRU" TEXT AND LOGOS. APPLY FIRST SURFACE TRANSLUCENT VINYL PER TENANT'S COLOR SPECIFICATIONS.
- 4 STONE BASE - LIMESTONE BY ELDORADO STONE "YORK".

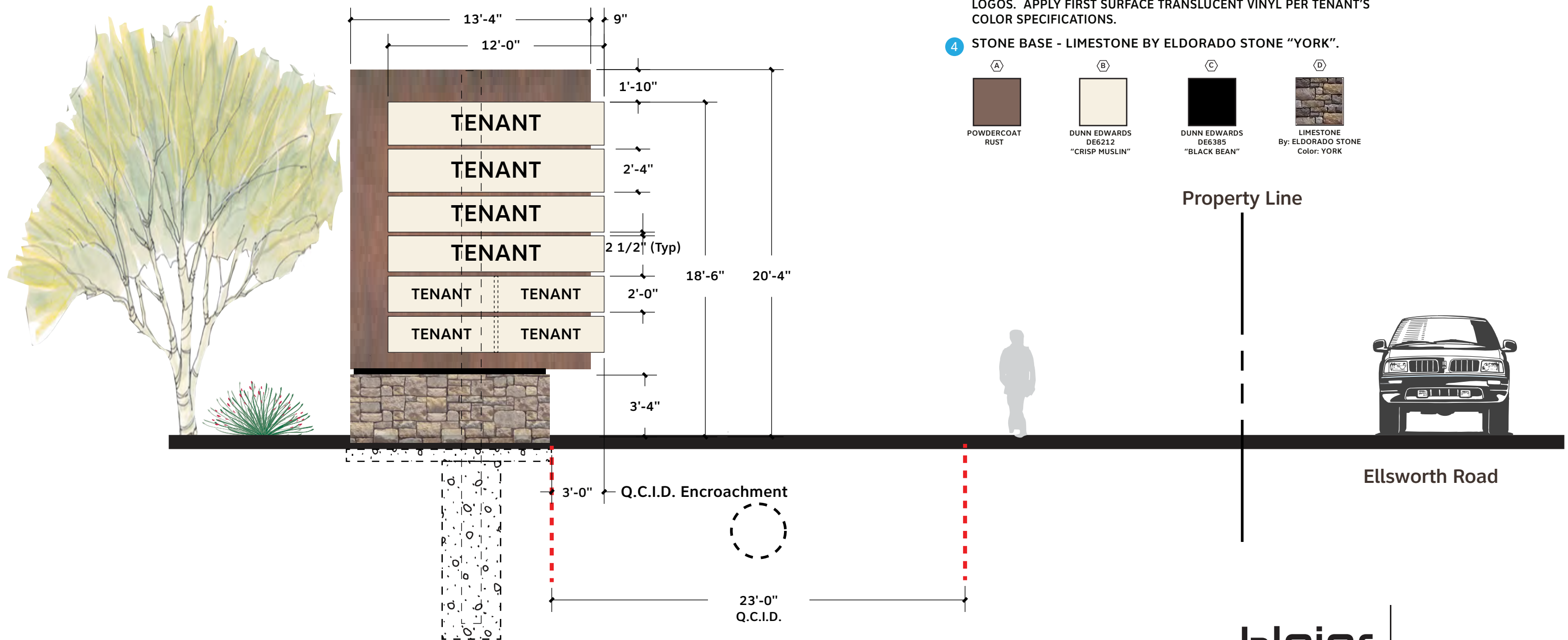
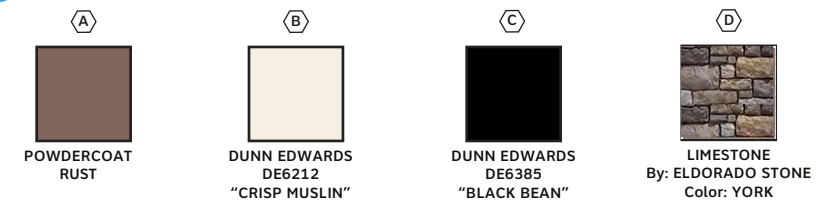


bleier
INDUSTRIES

9650 West Roosevelt Street
Tolleson, AZ 85353

SPECIFICATIONS:

- 1 ARCHITECTURAL EMBELLISHMENT POWDERCOAT TO MATCH RUST FINISH.
- 2 INTERNALLY LED ILLUMINATED TENANT SIGN PANELS. BACKGROUNDS FABRICATED FROM .125 ALUMINUM. DRYVIT SANDPEBBLE FINE TEXTURE PAINTED DUNN EDWARDS DE6212 "CRISP MUSLIN".
- 3 TENANT COPY IS ROUTED FROM ALUMINUM BACKGROUND. WHITE BACKUP ACRYLIC WITH 1" CLEAR ACRYLIC "PUSH THRU" TEXT AND LOGOS. APPLY FIRST SURFACE TRANSLUCENT VINYL PER TENANT'S COLOR SPECIFICATIONS.
- 4 STONE BASE - LIMESTONE BY ELDORADO STONE "YORK".



9650 West Roosevelt Street
Tolleson, AZ 85353



Queen Creek Crossing

Building Signage

Building Sign Matrix (Retail and Freestanding Pad Uses)

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Anchor, Major & Junior Tenants	Wall Mounted Signs	Tenant Identification	All elevations that offer readability. Exception: No illuminated signage shall be placed on the west elevation facing 206th Place	Anchor A (Lowe's) 8'-0" Maximum Letter Height* *See Below Major & Junior Tenants 6'-0" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical)	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
In-line & Pad Shop Tenants	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	36" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical) 50 SF Minimum (Typical) Per Building Elevation Upon Which Signage is Placed	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
Freestanding Pad Single Use	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	48" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical)	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material
All Tenants	Under Canopy Blade Sign (Optional)	Tenant Identification	In front of tenant's leased space	Below architectural canopy. Maintain 8' Clearance AFF	6 SF Maximum	Non-illuminated	Aluminum, Acrylic, Painted Metal, Vinyl Graphics

* Ascender Letter "L" of Anchor Tenant May Exceed Maximum Letter Height of 8'-0" by 17% to a Maximum Height of 9'-4"

Ordinance Section 7.2.3.c.1.a and b

Building front wall signage shall not exceed one and a half (1 1/2) square feet of sign area per lineal foot of building occupancy frontage; Side wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of side wall; b) Rear wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of rear wall.

Proposed Standard:

Proposed wall sign area is to be computed by multiplying one and one half (1 1/2 SF) square feet of sign area for each one (1) lineal foot of the building storefront and/or elevation occupied by the tenant. As a minimum allowance, Tenants occupying less than thirty three (33') feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.

Ordinance Section 7.2.3.c.1.e

Total wall signage shall not exceed two hundred fifty (250) square feet.

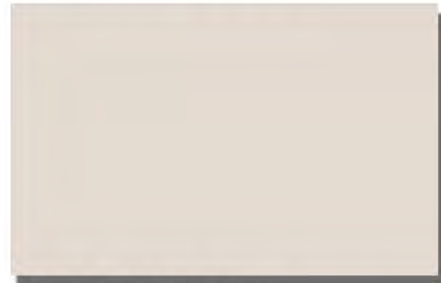
Proposed Standard:

Wall signage for Anchor, Major, and Junior tenants may exceed two hundred fifty (250) square feet.

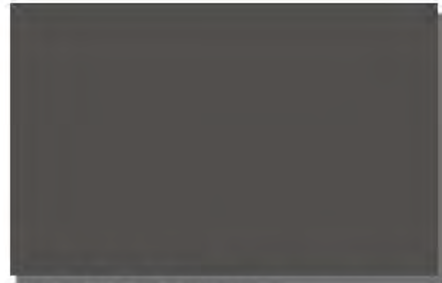


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Tolleson, AZ 85353

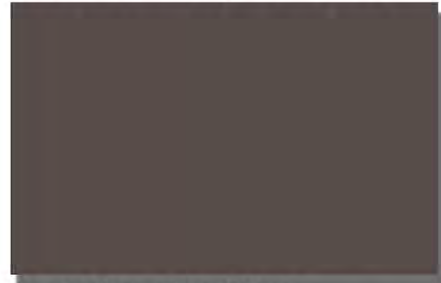
PAINT/STUCCO



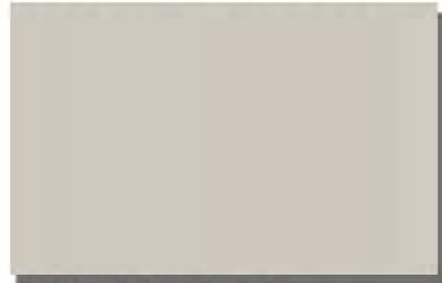
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Color: 'DE6212 Crisp Muslin' LRV 71



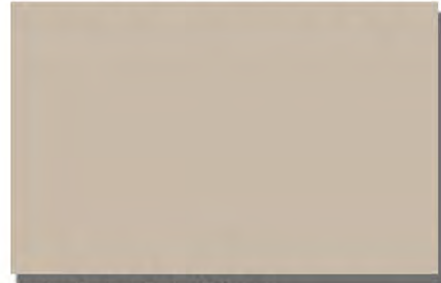
Main Color: Paint/ Stucco
Color: 'DE6385 Black Bean' LRV 7



Accent Color: Paint/Stucco
Color: 'DEC756 Weathered Brown' LRV 8



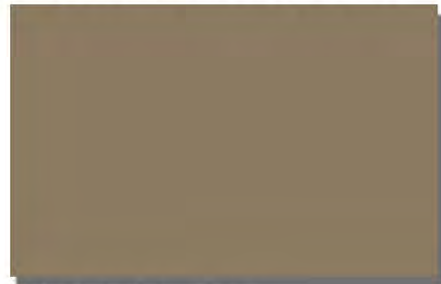
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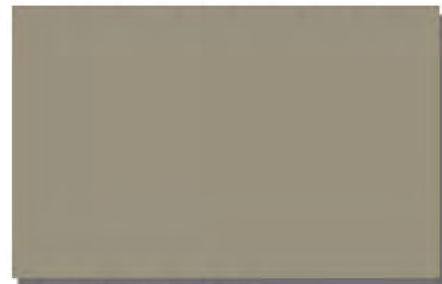
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Color: 'DEC752 Birchwood' LRV 49



Accent Color: Paint/Stucco
Color: 'DE6368 Bank Vault' LRV 16



Main Color Color: Paint
Color: 'DE6216 Barrel Stove' LRV 21



Main Color Color: Paint
Color: 'DE6229 Calico Rock' LRV 28

METAL WALL COVER



Metal Wall Cover
By: MBCI
Color: "Slate Gray"

ROOF



Standing Seam Roofing
By: Atas
Color: "Galvalume"

WOOD



Composite Wood Decking
By: Moisture Shield
Color: "Ipe"

STOREFRONT



Anodized Aluminum Colornodic
By: Arcadia
Color: "#88 Dark Bronze AB-7"

METAL ACCENT



Corrugated Metal
By: Western States Metal Roofing
Color: Streaked Rust

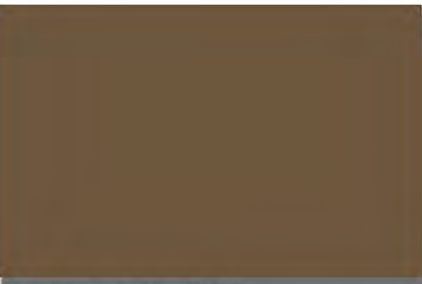
STONE



Limestone
By: Eldorado Stone
Color: "York"



Anodized Aluminum Colornodic
By: Arcadia
Color: "#11 Clear AC-2"



Main Color Color: Paint
Color: 'DE6062 Tea Bag' LRV 12



In-Line East Elevation



Anchor A - East Elevation



Junior A - East Elevation

Major A - East Elevation



Junior C - East Elevation

Junior B - East Elevation

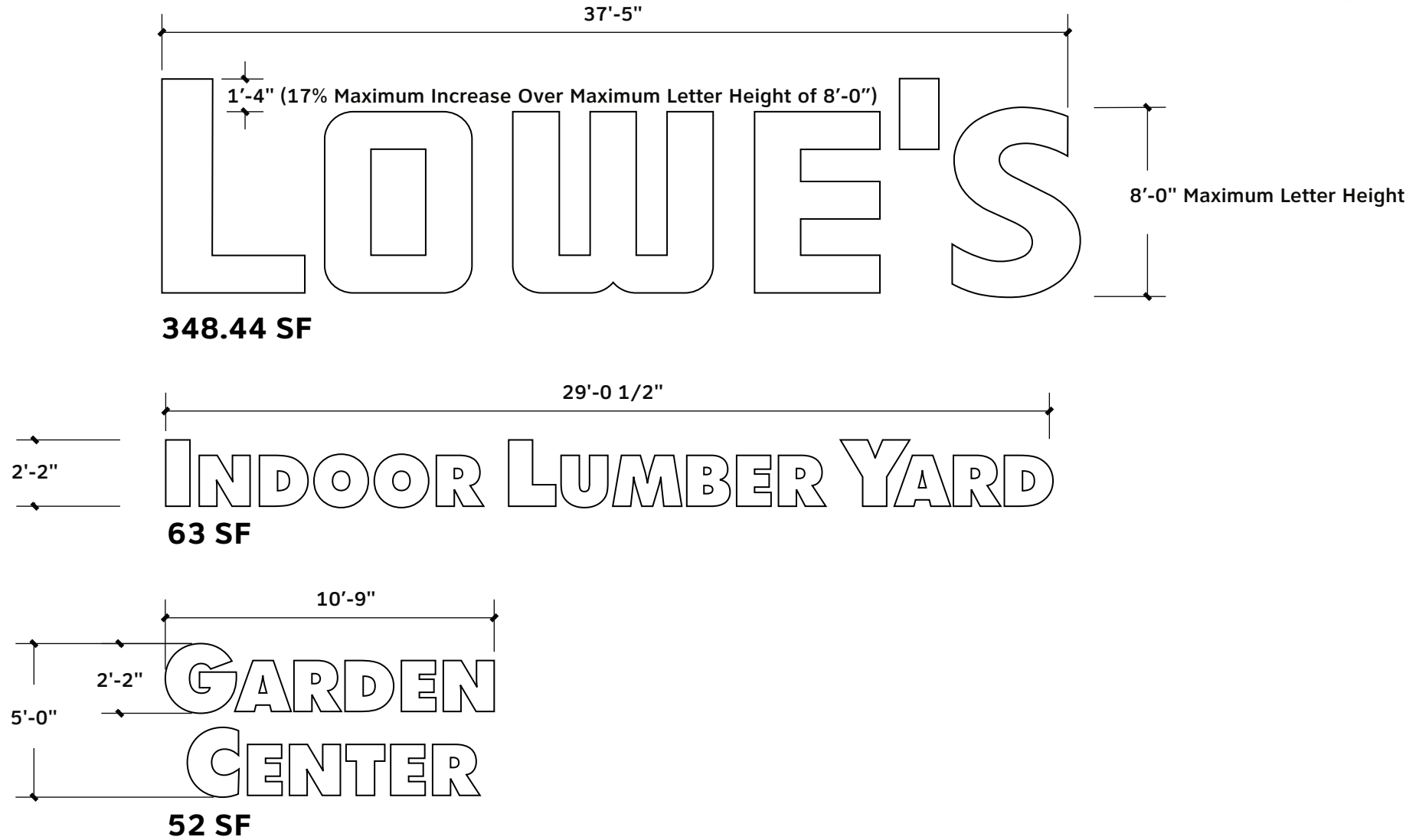


9650 West Roosevelt Street
Tolleson, AZ 85353

504' +/-
Frontage



East Elevation



**CSP Sign Area Computation:
1.5 SF per lineal foot of elevation upon
which the signage is placed.**

504' x 1.5 = 756 SF

348.44 + 63 + 52 = 463.44 SF



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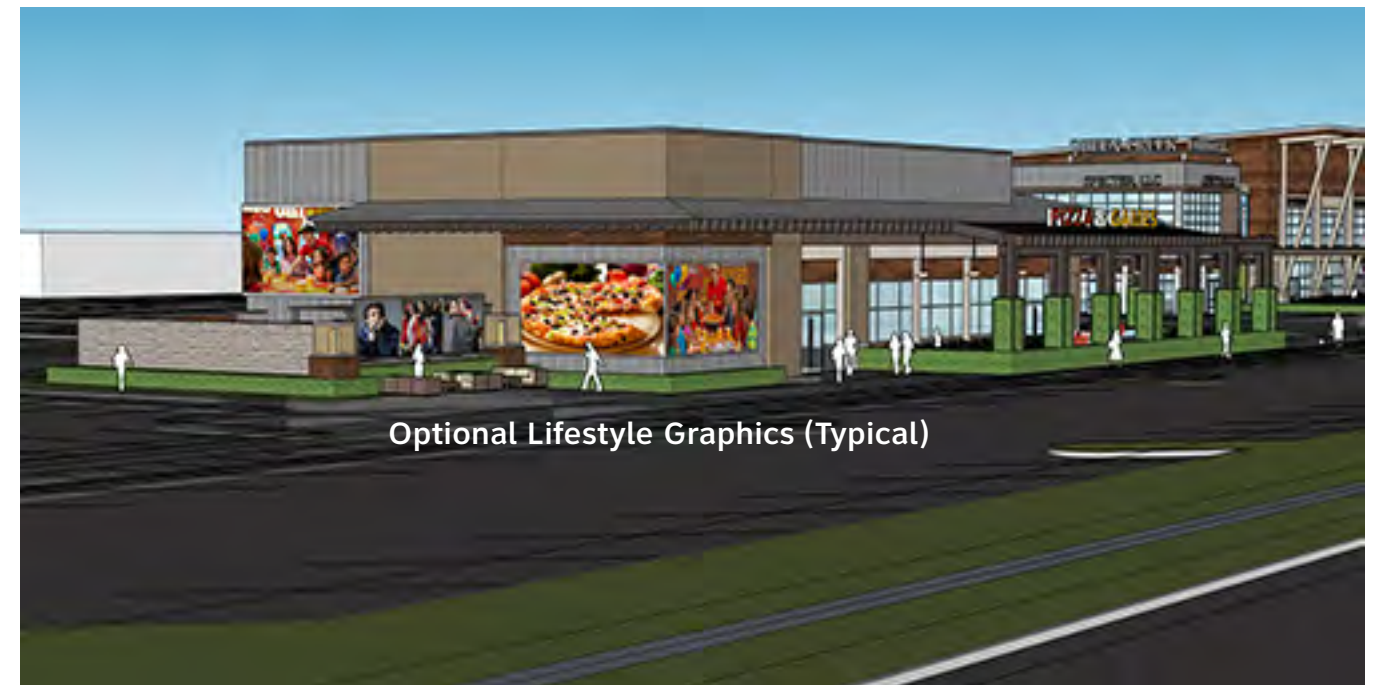
North & East Elevation Perspective



North & West Elevation Perspective



South & East Elevation Perspective



South & West Elevation Perspective

Building Sign Matrix (2-Story Mixed-Use A)

SIGN	SIGN TYPE	FUNCTION	LOCATION	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Retail & Restaurant Uses	Wall Mounted Canopy Mounted Projecting	Tenant Identification	All elevations that offer readability	48" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical) 50 SF Minimum (Typical) Per Building Elevation Upon Which Signage is Placed	Interior, Backlit or a combination thereof.	Aluminum, Acrylic, Painted Metal, Flexface Material
Office & Professional Uses	Wall Mounted Signs	Tenant Identification	All elevations that offer readability	36" Maximum Letter Height	1.50 SF / Linear Foot of Building Street Frontage or Elevation Upon Which Signage is Placed (Typical) 50 SF Minimum (Typical) Per Building Elevation Upon Which Signage is Placed	Interior, Backlit or a combination thereof	Aluminum, Acrylic, Painted Metal, Flexface Material

Ordinance Section 7.2.3.c.1.a and b

Building front wall signage shall not exceed one and a half (1 1/2) square feet of sign area per lineal foot of building occupancy frontage; Side wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of side wall; b) Rear wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of rear wall.

Proposed Standard:

Proposed wall sign area is to be computed by multiplying one and one half (1 1/2 SF) square feet of sign area for each one (1) lineal foot of the building storefront and/or elevation occupied by the tenant. As a minimum allowance, Tenants occupying less than thirty three (33') feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.

Ordinance Section 7.2.3.c.1.e

Total wall signage shall not exceed two hundred fifty (250) square feet.

Proposed Standard:

Wall signage shall not be subject to a maximum aggregate sign area.



North & East Elevation Perspective



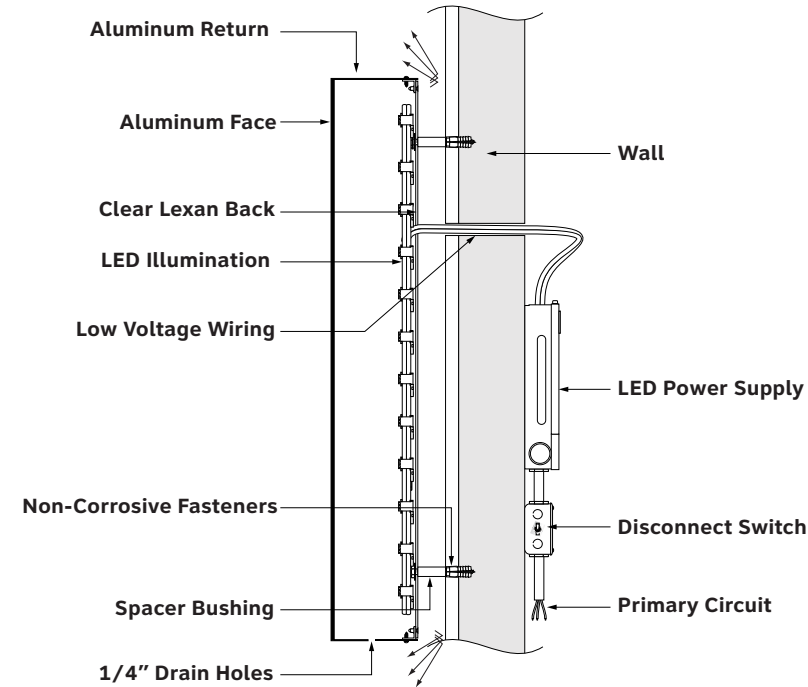
North & West Elevation Perspective



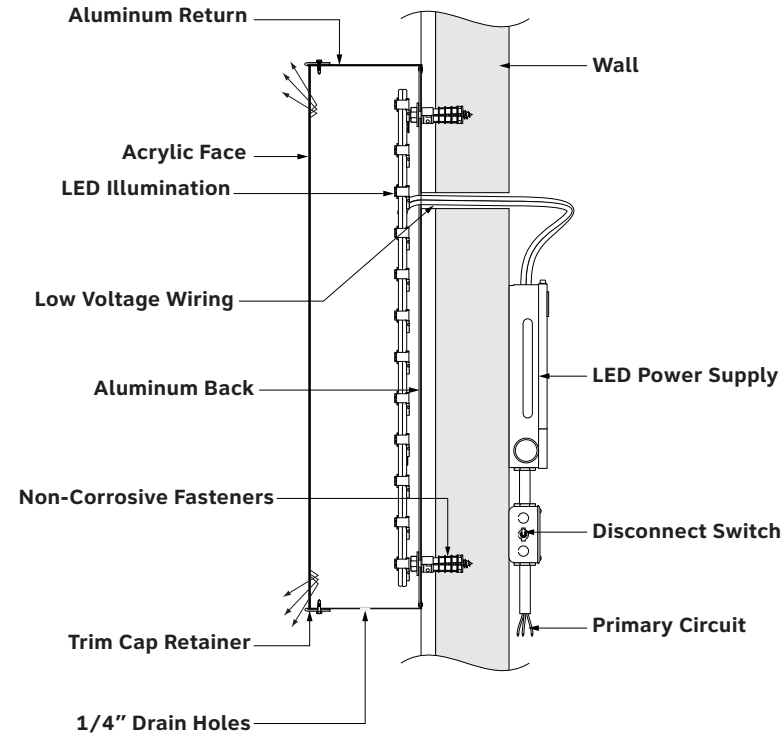
South & East Elevation Perspective



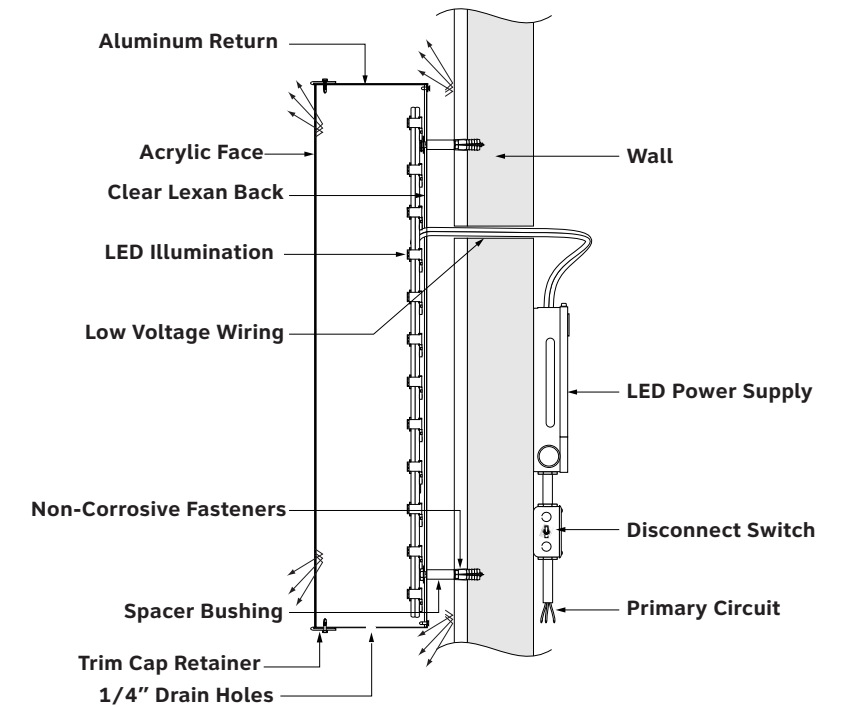
South & West Elevation Perspective



Typical Reverse Pan Channel Letter Section
Back-Lit "Halo" LED Illumination



Typical Pan Channel Letter Section
Face-Lit LED Illumination



Typical Pan Channel Letter Section
Face-Lit and Back-Lit "Halo" Combination LED Illumination

I. LETTER CONSTRUCTION

All letterforms and logos shall be fabricated using a minimum of .050 aluminum for returns and .063 aluminum for letterbacks. For reverse pan channel letter faces, a minimum of .090 aluminum shall be used. Clear polycarbonate shall be used as a backing for reverse pan channel letters and combination face-lit & back-lit type letters.

II. LETTER DEPTH

3" minimum. 8" maximum.

III. COLOR

All colors and combinations of colors are permissible.

IV. FINISH

All letterforms and logos shall be painted and sealed utilizing matthews acrylic polyurethane paints, or equal. Letter interiors shall be caulked to ensure that there are no visible light leaks. Letter interiors shall be painted high reflective white.

V. ILLUMINATION

Illumination shall be provided by LED modules or neon tubing. Fabricator shall ensure that illumination provided is even throughout and without hot spots. Exposed neon illumination may be permitted at the sole discretion of the Developer or his designated agent.

VI. ELECTRICAL

All electrical power supplies and transformers shall be mounted remotely. Visible raceways are prohibited except where it is determined by the Planning Administrator of the Town of Queen Creek that it is not structurally feasible to install a sign without using an exposed raceway. Such situations will be reviewed on an individual case by case basis.

VII. UL AND NEC COMPLIANCE

All electrical sign components shall be fabricated and installed in accordance to UL 48 and shall be labeled accordingly. All installations shall be in accordance with the requirements of Article 600 of the National Electrical Code and the Town of Queen Creek codes. All signs shall include proper grounding and bonding of components.



Face-Lit and Back-Lit "Halo" Combination LED Illumination



Back-Lit "Halo" LED Illumination



Specialty Projecting



Face-Lit LED Illumination

General Requirements – Tenant Building Signage

These criteria have been established for the purpose of maintaining a continuity of quality and aesthetics throughout Queen Creek Crossing for the mutual benefit of all tenants, and to comply with the approved Comprehensive Sign Plan for the development, regulations of the Town of Queen Creek Sign Ordinance, building and electrical codes of any governmental authority having jurisdiction. Conformance will be strictly enforced, and any non-compliant sign(s) installed by a Tenant shall be brought into conformance at the sole cost and expense of the Tenant. This criteria is subject to final approval by the Town of Queen Creek as part of a Comprehensive Sign Plan submittal. If a conflict is found to exist between these criteria and the final criteria approved by the Town of Queen Creek, the latter shall prevail.

I. GENERAL REQUIREMENTS AND PERMIT PROCEDURE

- A. Tenant shall submit or cause to be submitted to Developer, for approval, prior to fabrication, electronic copies of detailed drawings drawn to scale illustrating the the exact location(s) of the proposed signage on the building elevation(s), the size, layout, design color, method of illumination, material specifications, and the method of attachment.
- B. Tenant or Tenant's representative shall obtain all required permits for signs and their installation from the Town of Queen Creek.
- C. All signs shall be constructed and installed at Tenant's sole expense.
- D. Tenant shall be responsible for the fulfillment of all requirements and specifications, including those of the Town of Queen Creek.
- E. All signs shall be reviewed for conformance with these criteria and overall design quality. Approval or disapproval of sign submittals shall remain the sole and absolute discretion of the Developer and/or the Developer's Designated Representative.
- F. Tenant shall be responsible for the installation and maintenance of Tenant's sign. Should Tenant's sign(s) require maintenance or repair, Developer shall give Tenant fourteen (14) days written notice to effect said maintenance or repair. Should Tenant fail to do the same, Developer may undertake repairs and Tenant shall reimburse Developer within ten (10) days from receipt of Developer's and/or Developer's Designated Representative invoice.
- G. Devices such as attraction boards, posters, banners and flags may be permitted. Tenant shall submit its request for approval first to the Developer who shall have sole and absolute

discretion in granting approval prior to Tenant obtaining all required sign permits from the Town of Queen Creek.

II. SPECIFICATIONS - TENANT SIGNS

- A. General Specifications
 - 1. Animated, flashing or audible signs, except for Town of Queen Creek approved menu type signs shall be not be permitted.
 - 2. All signs and their installation shall comply with all Town of Queen Creek building and electrical codes.
 - 3. Exposed raceways, crossovers or conduit are prohibited except where it is determined by the Planning Administrator of the Town of Queen Creek that it is not structurally feasible to install a sign without using a raceway. Such conditions will be reviewed on an individual case by case basis and must be approved by the Developer and/or the Developer's Designated Representative. Tenant signage shall consist primarily of individual letters and logos installed onto the building's wall surface(s). In certain locations, Tenant signage may consist of canopy mounted and projected mounted signage. Developer shall have the sole and separate discretion in varying any provision of these specifications subject to the additional approval by the Town of Queen Creek .
 - 4. All conductors, transformers and other equipment required to illuminate the Tenant's signage shall be concealed.
 - 5. Painted lettering shall not be permitted except as approved by the Developer and the Town of Queen Creek.
 - 6. Any damage to any wall surface, canopy, and/or roof deck resulting from Tenant's sign installation shall be repaired to its original condition at the Tenant's sole expense.
 - 7. Upon removal of any sign by a Tenant, the Tenant shall repair any damage to the wall surface, canopy, and/or roof deck to its original condition at the sole expense of the Tenant.
- B. Placement of Signs
 - 1. All Tenant signage shall be installed in accordance to the approved Comprehensive Sign Plan in location(s) designated by the Developer based upon the individual building's unique design.

III. TENANT SIGNAGE - DESIGN REQUIREMENTS

Tenant signage shall primarily consist of Individual illuminated and/or non-illuminated letters, logos and custom cabinet forms. Letters and logos may be constructed as internally illuminated pan channel letters with illuminated acrylic sign faces, reverse pan channel "backlit" or "halo" illuminated letters, or any combination thereof. Tenant shall first obtain Developer's and/or Developer's Designated Representative written approval prior to submitting a sign permit application to the Town of Queen Creek. The Town of Queen Creek shall require the Developer's and/or Developer's Designated Representative approval as a condition of issuing the sign permit. All signage shall be installed in compliance with all building and electrical codes of the Town of Queen Creek. All signage shall be in compliance of all UL standards and shall be listed and installed in accordance to the National Electrical Code, Article 600. Any sign installation found to be non-compliant with these provisions shall be remedied immediately by the Tenant at Tenant's sole expense.

A. Sign Area

- 1. The area of signs with all copy mounted on a single geometric plane shall consist of the entire area within a continuous exterior perimeter which bounds all portions of the sign including background panels except those which are entirely opaque and have the same color and texture as the building to which the sign is attached.
- 2. The maximum wall sign area per building elevation occupied by a Tenant shall be computed by multiplying one and one-half (1.5) square feet for each one (1) lineal foot of the building storefront and/or building elevation occupied by the Tenant without limitation to a maximum aggregate sign area and/or number of sign elements contained in the Tenant's wall signage.
- 3. As a minimum allowance, Tenants occupying less than thirty three (33) feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.

B. Height and Length Restrictions

- 1. Tenant signage shall be installed in accordance with the approved Comprehensive Sign Plan in location(s) designated by the Developer based upon the individual building's unique design.

- 2. In no event shall any sign exceed eighty (80) percent of the Tenant's storefront and/or wall surface upon which it is placed.
- 3. The available surface area and/or architectural feature shall regulate allowable letter and logo height. In no event shall any sign exceed seventy (70) percent of the vertical height of the wall surface upon which the sign is placed.

C. Brand identity

- 1. Tenants may use the typeface, marks/icons, logos, and colors of their choice subject to Developer's and/or Developer's Designated Representative approval.
- 2. Nationally recognized Tenants shall be permitted to utilize their standard corporate identification programs subject to the sign area limitations stated herein.

D. Illumination

- 1. Tenant building signage may be internally illuminated, backlit to create a silhouette, exposed neon, LED tubing, and/or combination of lighting methods mentioned herein.
- 2. Tenant signage shall be illuminated utilizing LED's and/or neon tubing. All illumination shall cast even lighting avoiding hot spots. Uneven illumination shall be corrected by the Tenant at Tenant's sole expense.

E. Blade Sign

- 1. Each Tenant may install a double-faced non-illuminated blade sign not exceeding three (3) square feet in sign area. The blade sign design shall be submitted to the Developer and/or Developer's Designated Representative for approval and shall be reviewed on a case by case basis. The Developer shall have the sole and absolute discretion to approve or deny a blade sign request. All blade signs shall be permitted by the Town of Queen Creek.
- 2. All blade sign copy shall be flat cut out graphics and surface applied to both sides of the display. The Developer shall approve in writing all copy and layout prior to installation of the blade sign. Tenant shall furnish and install the approved blade sign display at Tenant's sole and separate expense.
- 3. The blade sign shall be suspended and/or projected using a mechanism approved by the Developer and the Town of Queen Creek. Blade signs shall maintain a clearance of 8'-0" above finished floor.

IV. GENERAL CONSTRUCTION REQUIREMENTS

- A. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.
- B. All signs shall be fabricated to conceal all light leaks.
- C. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight condition.
- D. No labels or other identification shall be permitted on the exposed surface of signs except those required by local ordinance, which shall be applied in an inconspicuous location.
- E. Tenant shall be fully responsible for the operations of Tenant's sign contractors and shall indemnify, defend and hold Developer and the Town of Queen Creek harmless for, from and against damages or liabilities on account thereof.

QUEEN CREEK CROSSING / DEVIATIONS FROM ARTICLE 7.0 OF THE ZONING ORDINANCE

Ordinance Section	Ordinance Text	Proposed Standard	Justification
FREESTANDING SIGNS			
7.2.3.c.2.b	Such ground sign shall not exceed forty-eight (48) square feet in sign area, nor shall it exceed eight feet (8') in height above grade nor shall it extend or project over any street or alley line	Proposed ST-1 Multi-Tenant Monument signs will be approximately 168 SF in sign area exclusive of architectural embellishments. Sign height will be 20'4" exclusive of architectural embellishments. The ST-2 Corner Entry features will identify the name of the center. The ST-2 features will maintain the ordinance 8' height limitation, however they will slightly exceed the allowable sign area by 27 SF in order to balance the scale of the graphic content with the physical design of the corner feature.	Increased area and height is necessary to provide tenants with exposure to Ellsworth Road in a competitive manner with the nearby Cornerstone project, Queen Creek Marketplace and QC District developments. The signage is scaled appropriately to the size of the Queen Creek Crossing development site and the excessive setback from the travelled roadway due to the Q.C.I.D. easement.
BUILDING SIGNS			
7.2.3.c.1.a and b	Building front wall signage shall not exceed one and a half (1 1/2) square feet of sign area per lineal foot of building occupancy frontage; Side wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of side wall; b) Rear wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of rear wall.	Proposed wall sign area is to be computed by multiplying one and one half (1 1/2 SF) square feet of sign area for each one (1) lineal foot of the building storefront and/or elevation occupied by the tenant. As a minimum allowance, Tenants occupying less than thirty three (33') feet of storefront and/or building elevation shall be permitted a minimum of fifty (50) square feet of sign area per elevation.	This method of calculation is identical to the formula approved for the Cornerstone and Queen Creek Marketplace Comprehensive Sign Plans and provides Queen Creek Crossing with the ability to offer its tenants the same amount of building signage afforded to the tenants in the other similar centers.
7.2.3.c.1.e	Total wall signage shall not exceed two-hundred fifty (250) square feet.	Wall signage shall not be subject to a maximum aggregate sign area.	Both Cornerstone and Queen Creek Marketplace do not have sign area limitations. In particular, Anchor A requires this limitation waived in order to display its corporate identification.