Requesting Department:



TO: Planning and Zoning Commission

THRU: Brett Burningham, Development Services Director

FROM: Erik Swanson, Interim Planning Administrator

Sarah Clark, Senior Planner/Project Manager

RE: Discussion and Possible Approval of P19-0062 The Shops at the Pecans

**Comprehensive Sign Plan,** a request from Vince Di Bella of Adaptive Architects Inc., for approval of a Comprehensive Sign Plan for the Shops at the Pecans commercial development located approximately 1,075-feet north of the

northwest corner of Ellsworth and Riggs Roads.

DATE: May 13, 2020

### STAFF RECOMMENDATION

Staff recommends approval of P19-0062 The Shops at the Pecans Comprehensive Sign Plan, subject to the Conditions of Approval outlined in this report.

### **PROPOSED MOTION**

Move to approve P19-0062 The Shops at the Pecans 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 Vince di Bella of Adaptive Architects Inc. for approval of a Comprehensive Sign Plan for the Shops at the Pecans commercial development located approximately 1,075-feet north of the northwest corner of Ellsworth and Riggs roads

#### **HISTORY**

April 5, 2017

Town Council approved Ordinance 625-17 "Desert Mountain Equine Rezone", which rezoned the subject site to C-2.

January 29, 2018	Town Staff administratively approved Case P17-0129, the Desert Mountain Equine Site Plan for the equine veterinary clinic that exists on the subject property today.

February 6, 2020 Town Staff administratively approved P19-0060 "The Shops at the Pecans Site Plan" for commercial shops and drive-thru restaurant along Ellsworth Road

PROJECT INFORMATION				
Project Name	The Shops at the Pecans Comprehensive Sign Plan			
Site Location	1,075 feet (approx.) north of the northwest corner Ellsworth and Riggs roads.			
Current Zoning	C-2 "General Commercial"			
Surrounding Zoning				
North	C-2 (USA Youth Fitness)			
South	C-2 "General Commercial" (Tractor Supply)			
East	Ellsworth Road RU-43 (Maricopa County Island)			
West	R1-18 (The Pecans)			
Acreage	8.8 acres			

## DISCUSSION

The Shops at the Pecans commercial development consists of two-shops buildings, totaling 16,696 square feet, a Backyard Taco drive-thru restaurant, an equine veterinary clinic, and a future equine veterinary hospital. The applicant is requesting approval of a Comprehensive Sign Plan (CSP) for the development with one deviation from the Zoning Ordinance for signage to allow an awning mounted center identification sign; all other signage proposed meets the Zoning Ordinance signage requirements.

The proposed sign plan includes two-free standing monument signs located along Ellsworth Road which provide panels for future tenants. These monument signs meet all Zoning Ordinance requirements for maximum height and square footage. The monument signs incorporate the same colors, materials, and design utilized in the building elevations.

Wall signage proposed for the development meets the dimensional standards required by the Zoning Ordinance. Per the CSP, signage on the rear of the buildings will not be permitted.

The proposed CSP requests one (1) deviation from the Zoning Ordinance:

• One (1) 89-square foot awning mounted center identification sign.

The current Zoning Ordinance does not consider center identification signage. The applicant is proposing to install an 89-square foot center identification sign atop the awning that is located in between the two shops buildings. The sign is made up of individual led channel letters and includes backing so that the light from the sign does not emit light from the rear of the letter. The sign is located below the roof height of the adjacent building.

**Applicant Justification:** The applicant has provided the following justification for the proposed deviation.

The Shops At The Pecans encourages creative sign designs that tastefully inform patrons while fitting in seamlessly with the context of the environment. The proposed canopy sign ties the project together and identifies the project as a whole. The proposed canopy sign consists of freestanding illuminated letters which provide direction to parking in the rear of the building.

Staff has reviewed the request for the awning mounted sign and supports the applicant's requests; the proposed sign is a unique application of specialty signage and is a distinct feature that is well integrated within the design of the proposed shops buildings.

### **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. Any temporary signage shall be subject to review and approval under the Temporary Sign Permit application process.
- 3. All signage shall be permitted under a building permit, following approval of the Comprehensive Sign Plan from the Planning and Zoning Commission.

### **ATTACHMENTS**

- 1. The Shops at the Pecans Aerial Exhibit
- 2. The Shops at the Pecans Comprehensive Sign Plan

Project Name: The Shops at the Pecans CSP Aerial Map

Case Number: P19-0062

Hearing: Planning Commission May 13, 2020











## The Shops At The Pecans

COMPREHENSIVE SIGN PROGRAM

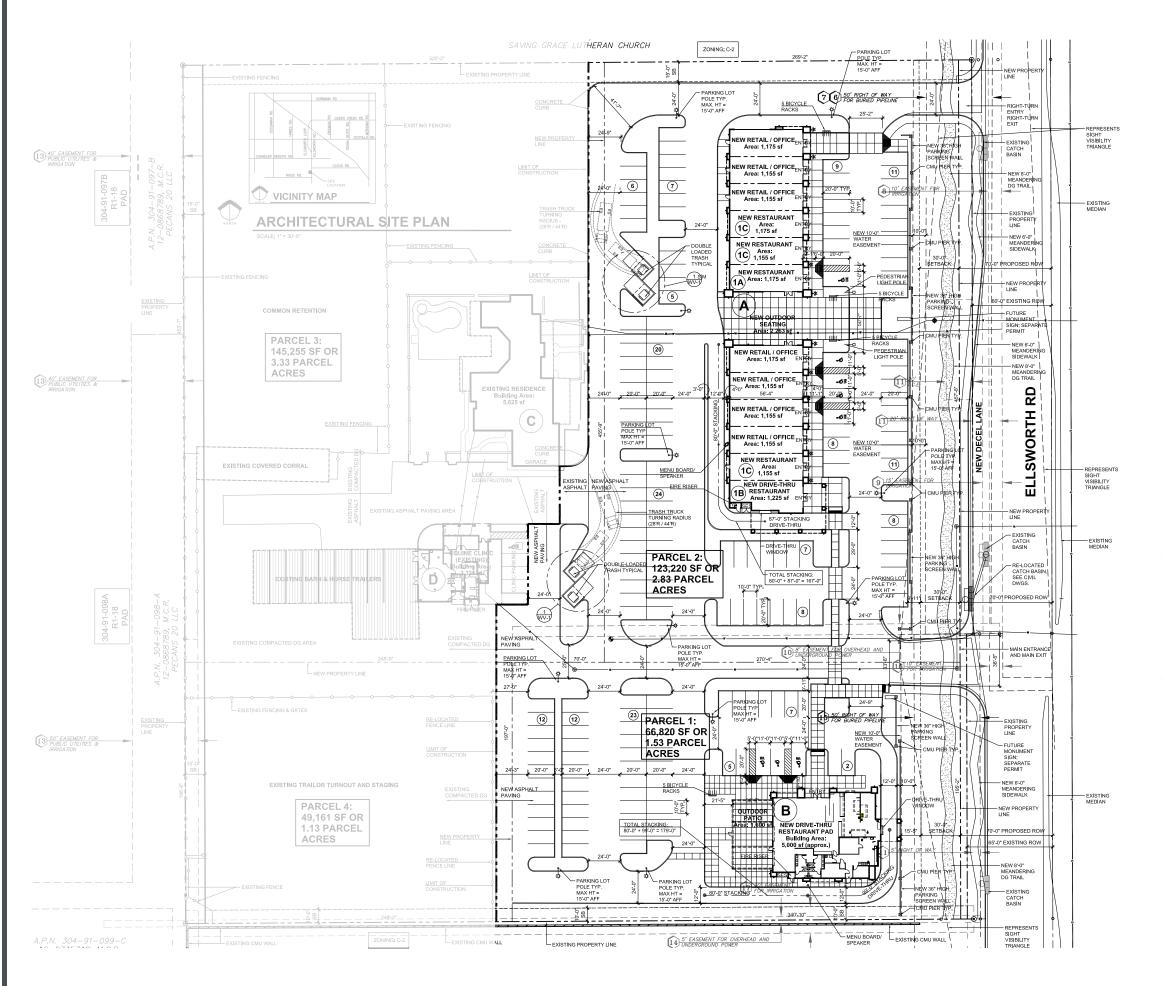
24760 S. Ellsworth Rd. | Queen Creek, AZ 85142

**Prepared By:** 



27 April 2020 Revision 13





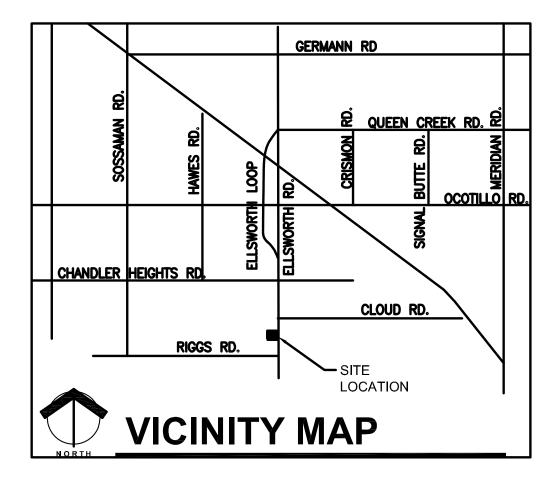
## Comprehensive Sign Program Contents

Directional Signs  SECTION C / BACK YARD TACO  Back Yard Taco Elevations  Back Yard Taco Site Plan  Wall Signage 18  Canopy sign (Back Yard Taco)	Page 1 ts 2
Tenant Sign Criteria / Matrix Property Site Plan Shops Elevations Canopy sign (Shops) Monument Displays 12 Directional Signs  SECTION C / BACK YARD TACO Back Yard Taco Elevations Back Yard Taco Site Plan Wall Signage 18 Canopy sign (Back Yard Taco)	f Signage & Graphics Criteria 4 I Requirements 5
Back Yard Taco Elevations Back Yard Taco Site Plan Wall Signage 18 Canopy sign (Back Yard Taco)	Sign Criteria / Matrix y Site Plan Elevations v sign (Shops) ent Displays
Menu Board	ard Taco Elevations 16 ard Taco Site Plan 17 gnage 18-19 v sign (Back Yard Taco) 20

Section



## **General Information**



VICINITY MAP

NST

## **Intent of Signage / Narrative**

## **Intent of Signage and Graphics Criteria**

The Shops At The Pecans encourages its tenants to be creative with their signage designs and does not wish to impose upon or hinder any tenants sign ambitions.

The intent of the Signage and Graphics Criteria for The Shops At The Pecans is to produce a consistent collage of signs that tastefully inform the patron while fitting in seamlessly with the context of the environment. All proposed designs and sign materials must be consistent with the design theme, enhancing the storefront and evoking a positive upscale retail center image. Each proposed sign will be evaluated on its originality and compatibility with the neighboring signs and its overall image at The Shops At The Pecans.

All signs must comply with all City of Queen Creek sign ordinance (not expounded upon in this criteria) and will be required to

have sign permits issued by the City of Queen Creek.

The Landlord reserves the sole right to interpret, enforce and administer this Signage and Graphics Criteria. Landlord approval does not imply that a tenant's sign plan complies with the City of Queen Creek sign ordinance. Tenants and their licensed sign contractors have the responsibility to ensure code compliance and obtain the mandatory permits.

For questions regarding the signage & graphics criteria, or for help with the fabrication and/or installation of your sign package, please contact:

Raymond Owens Royal Sign 602-278-6286 raymond@royalsign.net

## **General Requirements**

- A). Imaginative sign layouts are encouraged.
- B). Each tenant will submit digital copies of detailed drawings specifying the location, size, layout, design methods of illumina tion and color of the proposed sign, including lettering and/or any special logo graphics. Submit drawings via E-mail to Landlord.
- C). After written approval of the tenant's sign plans have been provided by the Landlord, all permits for signs and their installation shall be obtained by the tenant or its representative from the City of Queen Creek prior to sign installation.
- D). The tenant must have their signage installed prior to opening for business.
- E). Any signs installed or placed by the tenant on the premises or within the common area without the prior written approval of the Landlord will be subject to removal and proper installation at the tenant's cost. The tenant shall upon request of the Landlord, immediately remove any sign placed in, upon, above or about the premises, or in the common area, and which has not been approved in writing by the Landlord. If the tenant fails or refuses to do so, the Landlord may enter upon the premises and remove the same. The tenant shall be responsible for damages to cover the cost of repairs to sign fascia or removal of signage resulting from unapproved installations. The tenant shall be solely responsible for any and all fines, duties and liens whatsoever imposed upon the Landlord or The Shops At The Pecans by any governmental body or agency having jurisdiction there over pertaining to any sign which the tenant has placed or permitted to be placed in, upon, above or about the premises which is in violation of any ordinance, rule, law, directive, regulation, requirement, guideline or order of such body or agency. The tenant agrees that the exterior signs of the premises shall remain illuminated during the standard hours of operation of The Shops At The Pecans established by the Landlord.

## **Prohibited Signs**

#### ARTICLE 7 - SIGN REGULATIONS

- B. Prohibited Signs. Signs not specifically authorized are prohibited, including but not limited to the following:
- Animated Signs. Animated signs are not allowed, except for approved pennants, banner, flags, revolving barber poles and clocks including those which alternately display time and temperature having a maximum face area not exceeding three (3) square feet;
- Flashing Signs. Flashing signs other than those which alternately display time and temperature, and are a maximum of three (3) square feet in area;
- Sound Signs. Signs emitting sound or any substance are not allowed;
- 4. Obscene Signs. No person, as principal, agent or otherwise, shall exhibit, post or display or cause or permit to be exhibited, posted or displayed, upon any advertising structure, any obscene statements, symbol or sign. A statement, symbol or sign is obscene within the meaning of this Section when:
- a. The average person, applying contemporary state standards would find that the item, taken as a whole, appeals to the prudent interest;
- The item depicts or describes, in a patently offensive way, sexual activity; and.
- c. The item taken as a whole lacks serious literary, artistic, political, or scientific value
- Signs Affixed to Objects. The tacking, painting, pasting or otherwise affixing of signs visible from a public way, to any trees, fences, utility poles or other structures, or upon vehicles where such vehicles are used primarily as support for such signs, is prohibited;
- Off-site Sign. Any form of remote signage, such as off-premises advertising signs or billboards, are prohibited;
- Signs with Exposed Raceways. Except where it is determined by the Planning Administrator that it is not structurally feasible to install a sign without using an exposed raceway;
- Pole Signs and / or Roof Signs. Pole signs and / or roof signs except as specifically approved when it is determined that a ground or wall sign is not feasible due to site limitations and / or line of sight interruptions for vehicular traffic;

TOWN OF QUEEN CREEK

#### ARTICLE 7 - SIGN REGULATIONS



- Wall-mounted cabinet signs are prohibited, unless such sign:
- Utilizes a cabinet that is stylized in shape, rather than rectangular, to reflect the shape of the image printed on the sign face;
- Utilizes a molded sign face, with embossed copy or sign copy or sign copy in relief; or,
- c. Utilizes a nationally registered trademark
- 10. Projecting Signs. Projecting Signs may be permitted in the TC and AT Districts or as part of an approved Comprehensive Sign Plan. Projecting Sign standards:
- a. Maximum sign area of twelve (12) square feet;
- b. Minimum/maximum spacing from building of six inches/twelve inches (6"/12");
- The bottom of the sign shall not be less than eight feet (8') from the base of the building;
- d. No sign shall project into the public right-of-way, except as follows:
- Upon administrative approval, wall signs attached to the front face of building may extend a maximum of twelve inches (12") into the public right-of-way.





11. Signs Facing Residential Districts. Signs identifying a business in a non-residential zoning district are not permitted on building façade adjacent to a shared zoning district boundary with a residential zoning district. Not applicable when the zoning district boundary is a public right-of-way; and,

#### ARTICLE 7 - SIGN REGULATIONS

12. Vehicle Signs. Signs attached to a vehicle primarily for the purposes of advertising, with such vehicle placed adjacent to a roadway and not used for the typical conduct of the business so advertised.



#### C. Nonconforming Signs.

- 1. Definition of Legal Nonconforming Signs. Legal nonconforming signs shall mean a sign (or signs) which lawfully exist at the time of the enactment of this Ordinance, and which does not conform to the regulations as specified herein for the zone in which said sign is located. A legal nonconforming sign may not be altered in any manner not in conformance with this Ordinance; however, such sign(s) shall be maintained as required by this Section and may be reasonably repaired as determined by the Planning Administrator.
- Not with standing any provisions to the contrary contained herein, a legal nonconforming sign may be utilized in perpetuity as noted herein.
- Whenever the use of given building or premises changes to another use allowed in the respective zoning district, all nonconforming signs on the building and / or premises shall be modified to bring them into conformance with these regulations.
- Removal of Nonconforming Signs. Upon adoption of this Ordinance, any signs not enjoying legal nonconforming status shall be removed from display within six (6) months.
- D. Location and Placement of Signs.
- Temporary signs, as defined in this Ordinance, may be permitted in the public right-of-way provided they are fifteen feet (15') from the pavement edge

of any roadway, or two feet (2') behind the sidewalk, where a sidewalk is present.



- No sign shall be erected, relocated, or maintained so as to prevent free ingress to, or egress from, any door, window or fire escape nor shall any sign be attached to a standpipe or fire escape.
- 3. No signs (temporary or permanent) shall be erected or maintained within the sight visibility triangle as defined in the Town of Queen Creek Design Standards and Procedures Manual, or at any location where, by reason of its position, shape, color or illumination, it may interfere with, obstruct the view of, or be confused with any authorized traffic sign, signal or device, or with any device mounted on a police or fire protection vehicle; or which makes use of such words as, "Stop", or "Look", in such a manner as to interfere with, mislead, or confuse drivers.
- No sign shall be erected or painted upon or attached to any tree, rock or other natural feature, or to any fence post, or utility pole or structure.
- Every illuminated sign shall be so placed as to prevent any light or reflection from being cast directly on any adjoining Residential district.
- 6. The lowest portion of any sign, which extends over an area intended for pedestrian use, shall not be less than eight feet (8') above the finished grade below the sign. The lowest point of any sign, which extends over an area intended for vehicular use, shall not be less than fourteen feet (14') above the finished grade below the sign.
- E. Permanent Sign Design Criteria.
- Signs are regarded as an integral and complementary element of the overall architectural character of the Town and

ugust 2017 TOWN OF QUEEN CREEK Article 7 - Page 10 August 2017 TOWN OF QUEEN CREEK Article 7 - Page 11

The page Number of 23



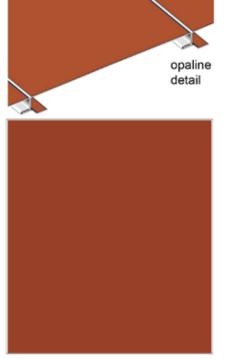
Exterior Insulating Finish System (EIFS) - Main Body Application: Main Exterior Walls Manufacturer: Dunn Edwards Color: Muslin (DE 6227)



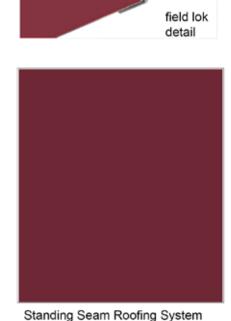
Exterior Insulating Finish System (EIFS) - Accent 1 Application: Popout Walls Manufacturer: Dunn Edwards Color: Center Ridge (DE 6230)



Exterior Insulating Finish System (EIFS) - Accent 2 Application: Popout Cap / Column Moldings Manufacturer: Dunn Edwards Color: Mink (DE 6392)



Horizontal Metal Siding Panels Manufacturer: ATAS International, Inc. Style: Opaline (OPF 8" Coverage), concealed fasteners Texture: Smooth



Manufacturer: ATAS International, Inc. Style: 1 1/2" Field Lok Color: Redwood (07)



Exterior Insulating Finish System (EIFS) - Accent 3 Application: Main Popout at Center Entry Manufacturer: Dunn Edwards Color: Jackpot (DE 5321)

Stone Veneer on Columns:

Style: Mountain Strip Stone

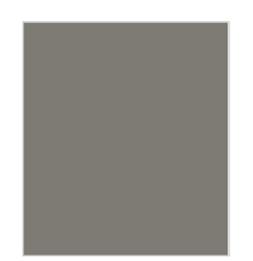
Color: Chablis

Manufacturer: Coronado Stone

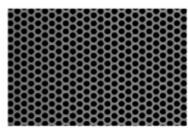
Application: Dry-stacked, no grout



Stone Veneer on Building:
Manufacturer: Coronado Stone
Style: Desert Cobble
Color: La Paz
Grout: 1/2" deep rake joint - color: Grey



Solid Metal Panel Sheet Manufacturer: ATAS International, Inc. Style: Flat Color: Slate Grey (20)



Color: Mission Red (08)



Aluminum RainScreen Louvers Paint to match: Dunn Edwards: Roxy Brown (DE 6084)



Exposed Beams, Steel Trusses, Metal Frames w/perforated screen, and louvers - paint to match: Dunn Edwards: Roxy Brown (DE 6084)



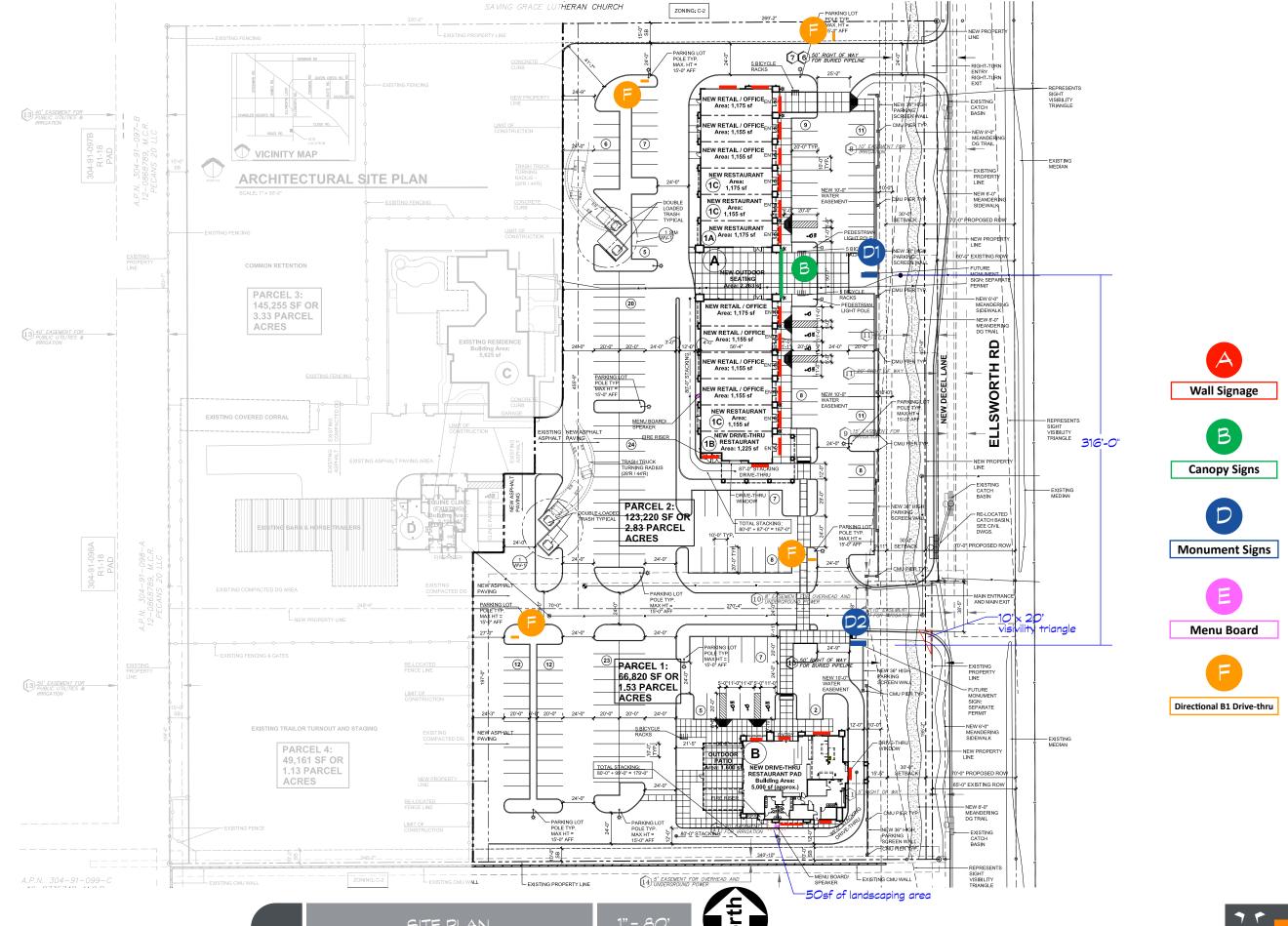
## **Colors & Materials**





## **Aggregate Property Signage**

Sign Type	Size	Location	Height	Illumination	<u>Materials</u>
<b>Wall Signage</b>	Tenants are permitted 1.5 square feet per 1 foot of linear frontage for a maximum of 80% of the leasing frontage on elevation not to exceed 250 square feet. Side elevation signage may not exceed .5 square foot of signage per 1 lineal foot of frontage.  Tenant wall signage may not extend horizontally or vertically a distance greater than the width of height of the building wall on which it is displayed.  Signage should be proportionate to the leasing frontage and the size must be approved by the landlord.	The elevations included in this CSP provide recommended sign envelopes. Signage may be placed outside of the suggested envelopes with landlord approval.  Signage must be placed on a tenant's leased frontage and may not encroached on the leased space of another tenant.  No Signage allowed on rear elevations. End cap tenants shall be allowed a second sign on the side elevation not to exceed .5 square feet of sign area per 1 lineal foot of frontage.	The elevations included in this CSP provide recommended sign envelopes at the appropriate height.  Signage may not be encroach over the building wall.	Signage may be internally-illuminated only.  See the approved illumination methods illustrated in this CSP.	Aluminum, acrylic, painted metal.  All electrical sign components must be U.L. rated.  No labels will be permitted on the exposed surface of signs, except those required by local ordinances.  All penetrations of the building structure required for sign installation must be neatly sealed in a watertight condition.
Canopy Signage	2'-3 1/4" x 39'-2" *Sepcialty Sign Identifying shopping center	Letters must be attached to the canopy top in the method illustrated in this CSP.  Letters are not to be located directly on the face of the canopy like a traditional raceway.	The maximum height of any letters or logos attach to a canopy is 3'-0".	See the approved illumination methods illustrated in this CSP.	Aluminum, acrylic, painted metal.  All electrical sign components must be U.L. rated.  No labels will be permitted on the exposed surface of signs, except those required by local ordinances.
Window Signage	Window signage for pad and shop tenants can be 100% of window area of the storefront.	On the windows of a tenant's leased space.	The height of all window signage will be reviewed on an individual tenant and site-specific basis.	Non-illuminated	Applied vinyl graphics and glazing.
Monument Signs	Both monument signs have 32 square feet of advertising copy. The usage of tenant panels on each of these signs will be determined by, and at the discretion of the Landlord.	Two monument signs will be located on the property, both are located on Ellsworth Rd.	Multi-tenant monument signs are 9'-0" tall from grade to the top of the sign.	Internal, low voltage LED lighting.	Aluminum, structural steel and acrylics.  All tenant panels are aluminum and computer-routed with internally-illuminated acrylic graphics.  Tenant copy must be 1/2 FCO clear acrylic with first surface vinyl overlay. Sintra or composite materials are not acceptable.
Menu Board	Menu board to be 23.33 square feet.	Two (2) menu boards will be located on the property. One (1) for Backyard Taco & one (1) for the future Drive Thru restaurant.	Menu board is 5'-1 1/2" tall from grade to the top of the sign.	Internal, low voltage LED lighting.	Aluminum, structural steel and acrylics.
Directional Signs	2.0 square feet.	Various locations as indicated on site Plan.	3'-0" tall from grade to the top of the sign.	Non-illuminated	Aluminum, HP vinyl graphics.



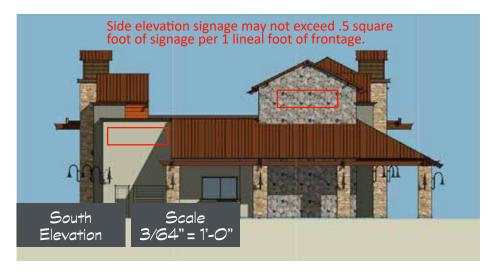
## **The Shops At The Pecans**

Note: Tenant sign areas depicted here are for approximate placement only; sizes and square footages are to adhere rules as outlined below.















Tenants are permitted 1.5 square feet per 1 foot of linear frontage for a maximum of 80% of the leasing frontage on elevation not to exceed 250 square feet. Side elevation signage may not exceed .5 square foot of signage per 1 lineal foot of frontage.

Tenant wall signage may not extend horizontally or vertically a distance greater than the width of height of the building wall on which it is displayed.

Signage should be proportionate to the leasing frontage and the size must be approved by the landlord.



## The Shops At The Pecans

-**39'-2** 5/8"-



## INT-ILLUMINATED PAN CHANNEL LETTER & LOGO DISPLAY

Scale: 1/4" = 1'-0" Sign Area 8917 sf

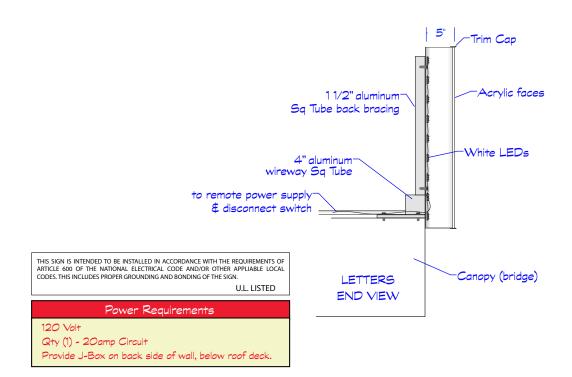
Fabricate and install one (1) set of pan channel canopy/bridge mounted letters & logos.

5" deep pre-finished black returns. White plex faces & black trim cap. Illumiinate with white LED's to remote power supplies.

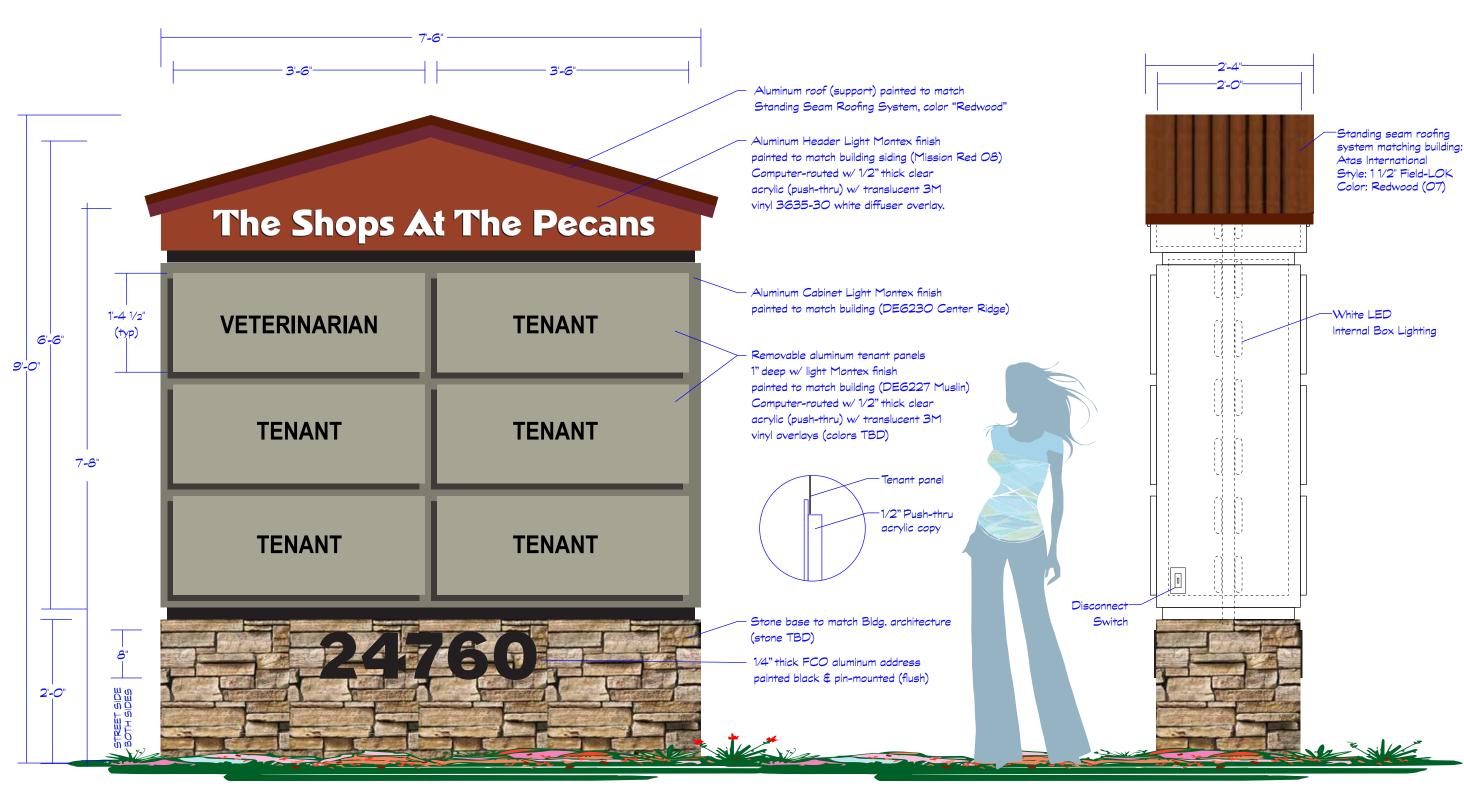
Mount the letter/wireway assembly on top of the canopy/bridge as shown.

Logos to be (flush) mounted to left and right entry features as shown.

\*Field survey required prior to production.







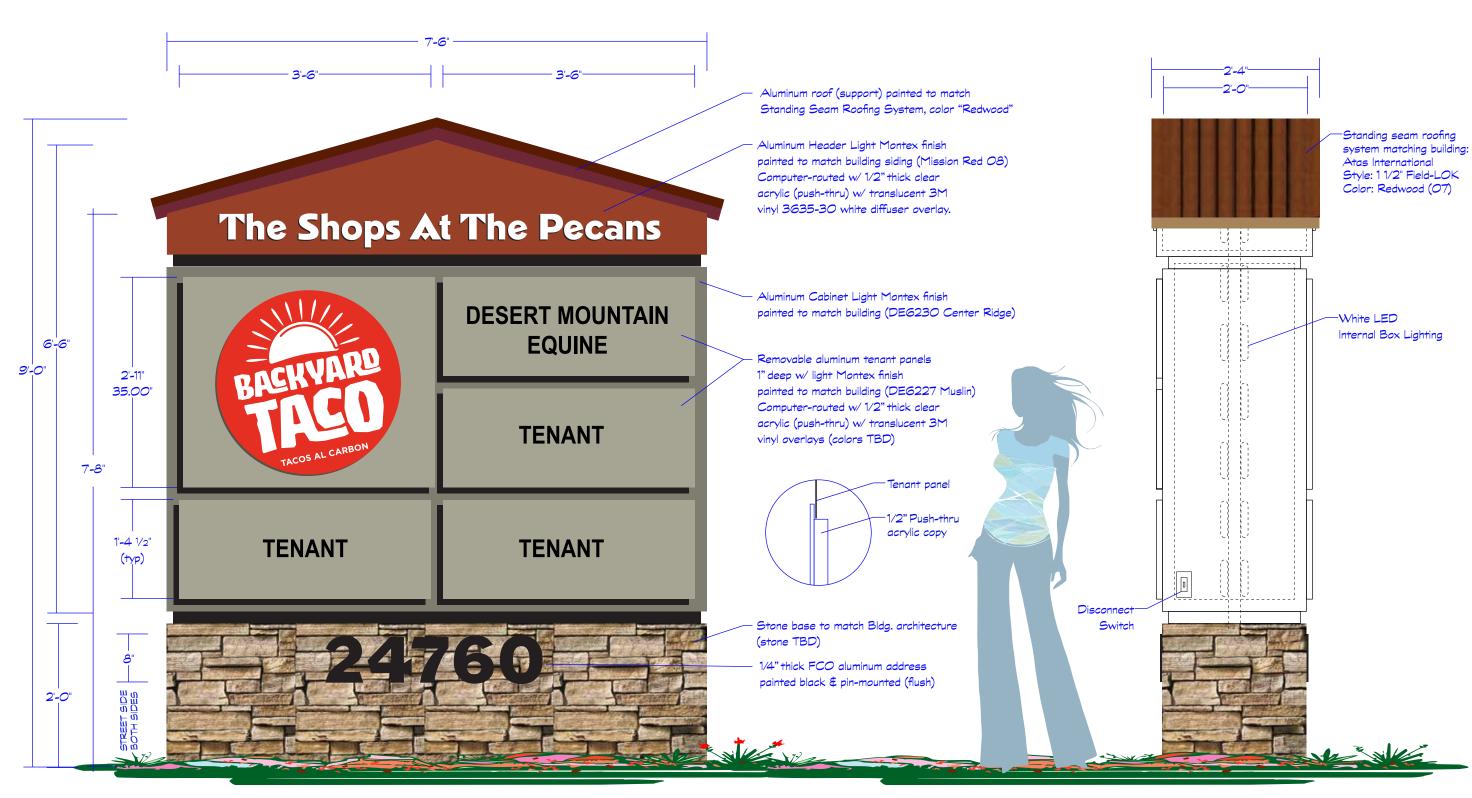






Scale: 3/4" = 1'-0" Sign Area 32.0 sf

Fabricate and install one (1) externally-illuminated, D/F, multi-tenant monument display as illustrated.



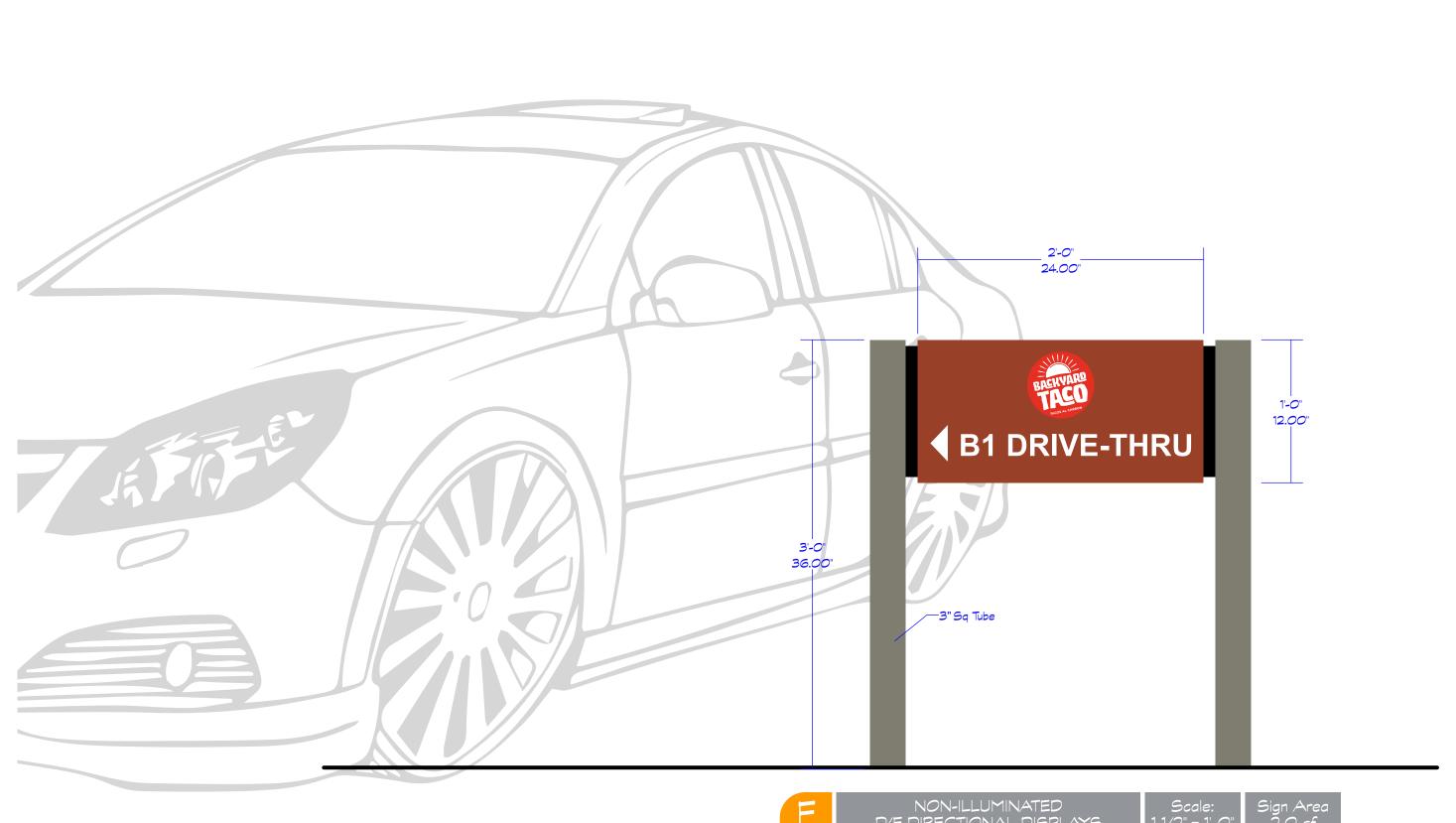






Scale: 3/4" = 1'-0" Sign Area 45.0 sf

Fabricate and install one (1) externally-illuminated, D/F, multi-tenant monument display as illustrated.



NON-ILLUMINATED D/F DIRECTIONAL DISPLAYS

Fabricate and install four (4) non-illuminated, D/F, directional displays as illustrated.

Section



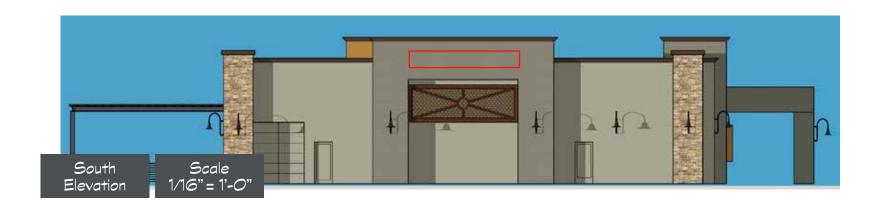
## **Back Yard Taco - Parcel 1 Signage**

## **Back Yard Taco Building - Parcel 1**



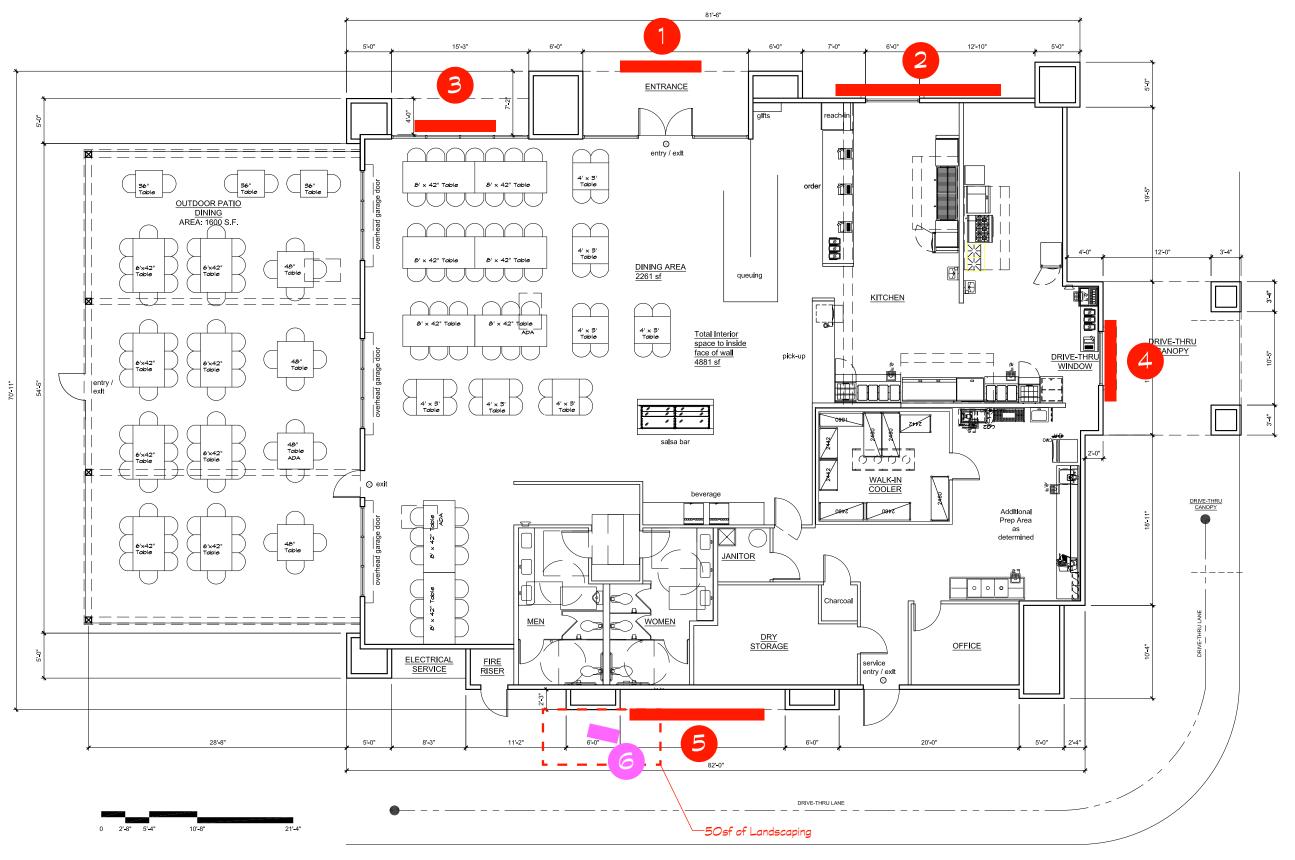




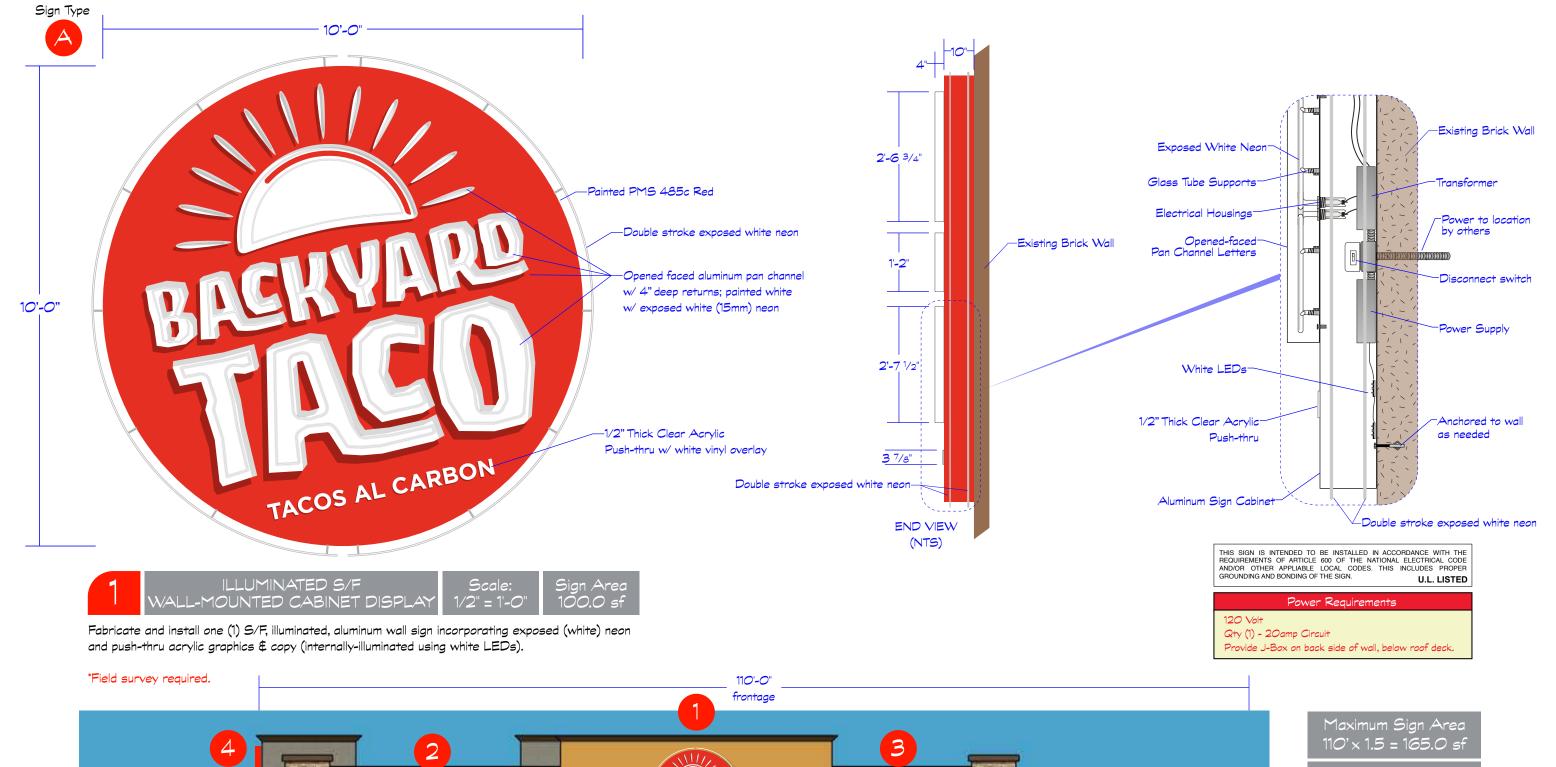




## Back Yard Taco - Parcel 1 Site Plan











Opened faced aluminum pan channel letters,
w/ 4" deep returns; painted PMS 360c Lime Green
w/ exposed white (15mm) neon

## DRIVÉ THRU



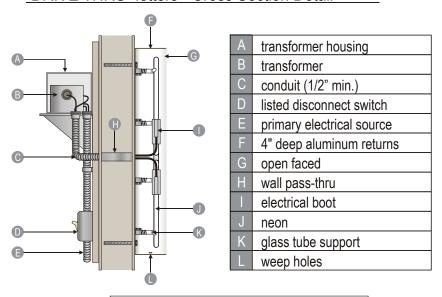
OPEN-FACED, NEON-ILLUMINATED PAN CHANNEL LETTERS

Scale: 1/2" = 1'-0

Sign Area 34.0 sf

Fabricate and install one (1) set of open-faced, aluminum, pan channel letters, incorporating exposed (white) neon.

## "DRIVE THRU" letters - Cross Section Detail



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLIABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

U.L. LISTED

## Power Requirements

120 Volt

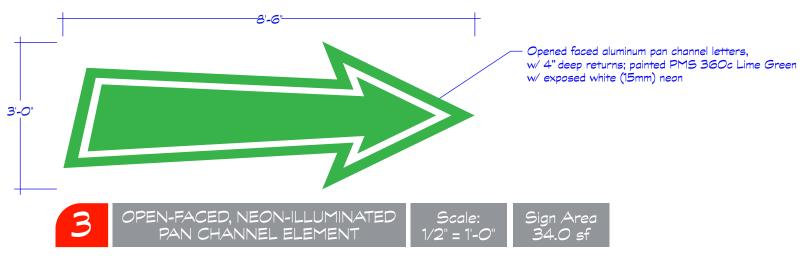
Qty (1) - 20amp Circuit





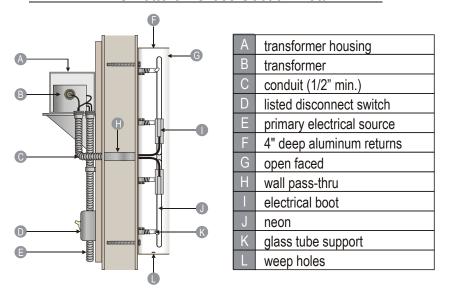






Fabricate and install one (1) set of open-faced, aluminum, pan channel letters, incorporating exposed (white) neon.

## "DRIVE THRU" letters - Cross Section Detail



THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLIABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

U.L. LISTED

#### Power Requirements

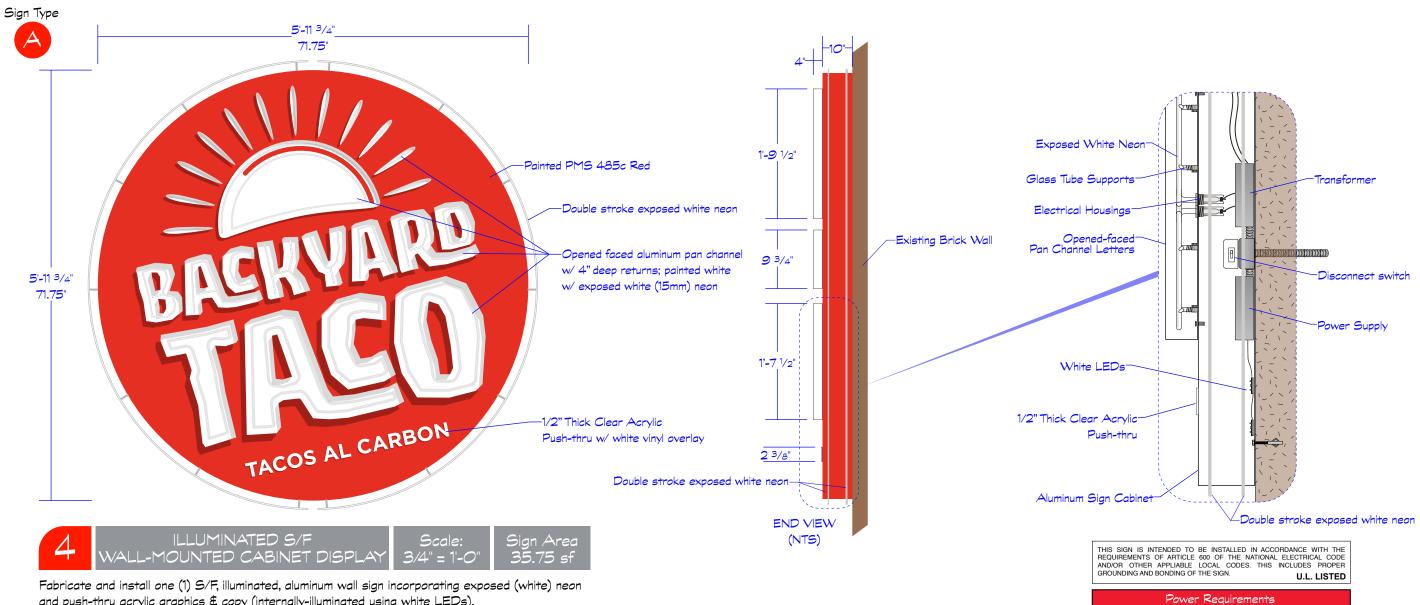
120 Volt

Qty (1) - 20amp Circuit

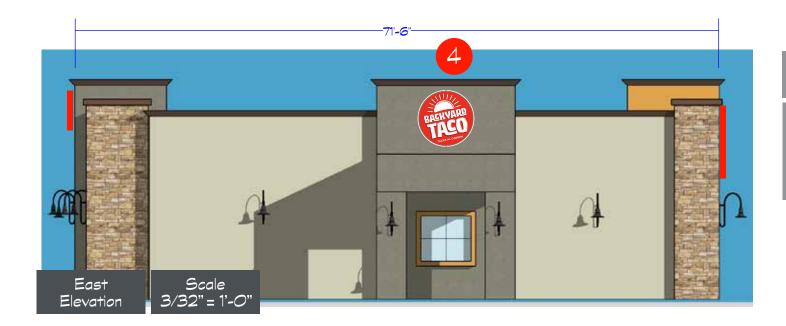








and push-thru acrylic graphics & copy (internally-illuminated using white LEDs).





120 Volt

Qty (1) - 20amp Circuit



# 2-6 BERNALE TES

Opened faced aluminum pan channel letters, w/ 4" deep returns; painted PMS 485 red w/ exposed white (15mm) neon



## OPEN PAN CHANNEL NEON ILLUMINATED LETTER DISPLAY

Scale: 3/8" = 1'-0"

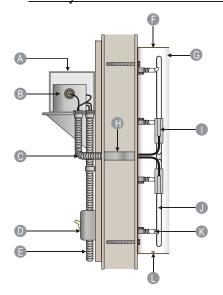
Sign Area 55.0 sf

Fabricate and install one (1) of pan channel open faced neon illuminated letter display.

Pan channel 4" deep returns. Paint the outside of the letters PMS 485 red. Paint the inside of letters to be painted satin finish white.

Illuminate with exposed white neon to remote transformers.

## "Backyard Taco" letters - Cross Section Detail



А	transformer housing
В	transformer
C	conduit (1/2" min.)
D	listed disconnect switch
Е	primary electrical source
F	4" deep aluminum returns
G	open faced
I	wall pass-thru
-	electrical boot
J	neon
K	glass tube support
L	weep holes

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLIABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.

U.L. LISTED

#### Power Requirements

120 Volt

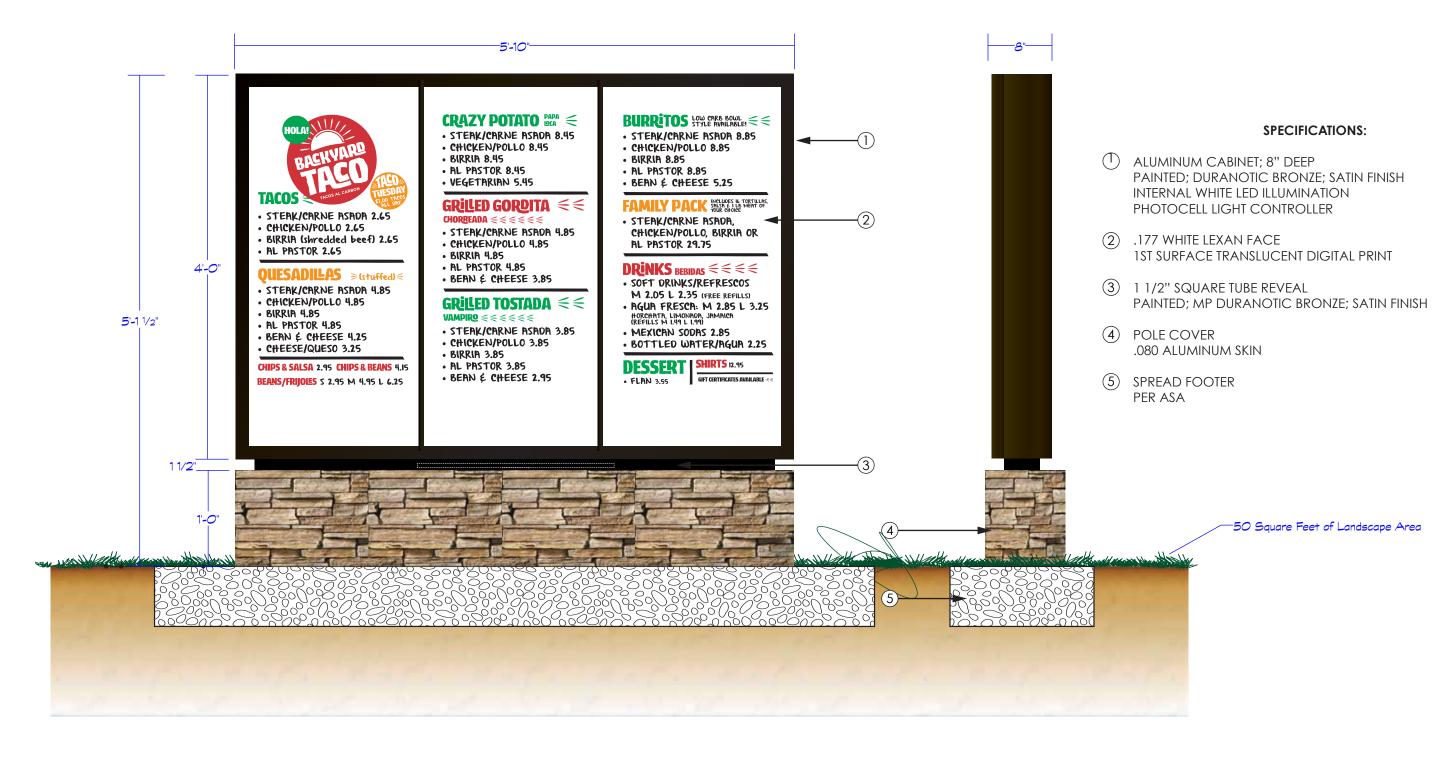
Qty (1) - 20amp Circuit











6

SINGLE-FACED ILLUMINATED MENU BOARD

Scale: 1" = 1'-0 Sign Area 23.33 sf

Install one (1) new single faced internally illuminated menu board.