

Requesting Department:

Development Services



**TO:** Planning and Zoning Commission

**THRU:** Brett Burningham, Development Services Director  
Erik Swanson, Planning Administrator

**FROM:** Christine Sheehy, Principal Planner

**RE:** Discussion and Possible Action on P20-0136 Harvest Station Comprehensive Sign Plan, a request from Sean Lake of Pew & Lake, PLC for approval of a Comprehensive Sign Plan for the 12.3 acre Harvest Station commercial center located at the southwest corner of Gary and Riggs roads.

**DATE:** March 24, 2021

#### STAFF RECOMMENDATION

Staff recommends approval of P20-0136 Harvest Station Comprehensive Sign Plan, subject to the Conditions of Approval included in this report.

#### PROPOSED MOTION

Move to approve P20-0136 Harvest Station Comprehensive Sign Plan, subject to the Conditions of Approval included in this report.

#### SUMMARY

This proposal consists of a request from Sean Lake of Pew & Lake, PLC for approval of a Comprehensive Sign Plan for the 12.3 acre Harvest Station commercial center located at the southwest corner of Gary and Riggs roads.

#### HISTORY

Nov. 2, 2016: The Town annexed 414 acres from Pinal County on Nov. 2, 2016 (Ordinance 618-16) and applied the equivalent zoning district Rural Estate District (R1-43 1 du/ac). The same day, the property was rezoned from R1-43 to R1-5/PAD (Ordinance 619-16).

April 18, 2018: The Town amended the R1-5/PAD Harvest Queen Creek Development Plan (Ordinance 658-18).

Sept. 2, 2020: The Town rezoned approximately 12.3 acres of the 414 acres zoned R1-5/PAD (Urban Residential District) to C-2 (General Commercial District) for a shopping center development, located at the southwest corner of Riggs and Gary Roads.

**PROJECT INFORMATION**

Project Name	Harvest Station Comprehensive Sign Plan (P20-0136)
Site Location	SWC of Gary and Riggs roads
Current Zoning	C-2
General Plan Designation	Neighborhood
Surrounding Zoning Designations:	
North	Riggs Road, C-2
South	R1-5/PAD (Harvest at Queen Creek)
East	Gary Road, HDR
West	R1-5/PAD (Harvest at Queen Creek)
Gross Acreage/Net Acreage	14.4 acres/12.3 acres
Building Area (Total)	87,235 square feet

**DISCUSSION**

The Harvest Station Site Plan includes a total of approximately 87,235 square feet of commercial uses which includes two anchors flanked by retail shops. Two shop buildings are designed with a pedestrian connecting plaza and promenade leading to the intersection of Gary and Riggs roads. The development also incorporates places for gathering within the plaza area in front of the Major, Mini Major, and Shops D and C. No specific commercial users have been identified at this time.

The proposed Comprehensive Sign Plan (CSP) features an agrarian theme that will complement the nearby Olive Mill and Schnepf Farms niches. As part of the agricultural themes and rural railroad crossing in the vicinity, a train caboose/identification sign will be located at the prominent southwest corner of the intersection, which also fulfills the public art zoning requirement for Large Format Retail projects.

A Comprehensive Sign Plan has been submitted that outlines the sign standards being requested for Harvest Station. In total, the request includes:

- Two (2) 8-foot tall ground mounted multi-tenant monument signs located on Gary Road and one (1) located on Riggs Road.
- One (1) 8-foot tall ground mounted gas station monument sign located on Riggs Road
- Caboose Artistic Feature with two options for Sign Letters
- Letters on top of raceways
- Specialty rectangular or non-rectangular cabinet signs

- Proposed standards for wall mounted signage
- Proposed standards for projecting (blade) signs
- Canopy Signs

Two (2) deviations from the Zoning Ordinance are proposed. The applicant is requesting approval for the following features that deviate from signage standards as set by the Zoning Ordinance:

**1. Increasing Side/Rear Signage but not exceeding Maximum 250 s.f. total signage for corner shop buildings:**

<b>Proposed Side/Rear Wall Signage Modifications</b>	
<b>Zoning Ordinance Requirement</b>	<b>Proposed Standard</b>
Side and rear wall signage shall not exceed one-half (1/2) square feet of sign area per lineal foot of side/rear walls.	Corner Shops Buildings Only: Sign area shall not exceed 1.5 SF of sign area per lineal foot of the side/rear of building subject to not exceeding the 250 s.f. of total wall signage allowance.

Applicant Justification: This proposed modification to the current zoning requirement is justified by the corner shop buildings' unique location at a prominent intersection, and their shape, design, and multiple frontages. The increased side and rear wall requested modification is balanced by the requirement that the signage not exceed the Zoning Ordinance's total maximum wall sign area of 250 s.f. This proposed modification provides tenants with the opportunity to install a reasonably sized sign consistent with industry practice and the specialty signs crafted for Harvest Station in the Comprehensive Sign Plan.

Staff Response: Given the corner shops unique location that has walls facing both the adjacent streets as well as an internal parking field, it is reasonable to allow larger signage for identification on the building's side and rear walls. The request is not excessive since the total building wall signage is proposed to exceed the 250 s.f. of allowed wall signage. By comparison, the CSPs for Queen Creek Marketplace and the Cornerstone at Queen Creek allow a maximum of 1.5 SF of sign area per lineal foot of buildings where signage can be installed. The request for increased signage is consistent with developments of a similar nature.

**2. Utilizing architecturally integrated raceways for signage**

<b>Proposed Architecturally Integrated Raceway Sign Modifications</b>	
<b>Zoning Ordinance Requirement</b>	<b>Proposed Standard</b>
Signs with Exposed Raceways are prohibited except where it is determined by the Planning Administrator that it is not structurally feasible to install a sign without using an exposed raceway.	Raceways are allowed, subject to consistency with the architecture of the building and the Comprehensive Sign Plan. If sign letters are placed on top of a raceway, a background is required behind the sign letters. Additional requirements: max. 12-inch projection, letters parallel with wall and architectural integration.

Applicant Justification: Included in the sign options is a unique, but measured provision that allows attached wall signs (tenant signs) to be incorporated into a visible strip known as a Signage Wireway (“Raceway”), as long as it forms part of a higher end design as illustrated in the imagery and standards in the submitted CSP exhibits. It is required that the colors, materials, and texture of the raceways be complementary to the building’s architectural design and materials, and a background is required at a proximate distance behind the sign letters. (See pages 3, 16-17 of the CSP exhibits).

This signage application with reduced penetrations into the building is a recent trend in the design of high-quality signage. It offers a variety of custom design options within the Sign Ordinance’s size and dimensional requirements with aesthetically pleasing design solutions not anticipated in the past. At the same time, this option takes advantage of modern construction techniques that improve the durability and maintenance of the installation. The sign industry recognizes this design form to be a consistent method of installation that causes minimal damage to the building and fascia materials.

Staff Response: The Sign Ordinance restrictions on the use of exposed raceways emanated from tenant’s sign letters being electrified via a long exposed strip (raceway). Letters were attached to the raceway as opposed to being hidden from view behind the building’s wall plane. Electrifying sign letters from behind the buildings wall plane is aesthetically more pleasing but more costly. The applicant’s proposed architecturally integrated raceways are a more modern as well as an aesthetically pleasing solution. There are no current shopping centers in the Town that utilizes this approach with the exception of the Chop Shop restaurant in the QC District but this new type of signage is becoming more common in higher end commercial centers throughout the metro area.

The Harvest Station CSP is also proposing Specialty Signage that is permitted subject to design review as part of a comprehensive sign plan. Such signage, however, counts towards the applicable wall or ground mounted freestanding signage allowance. The CSP is proposing two



options for specialty project identification sign letters on the caboose at the Gary and Riggs Road intersection. The CSP is also requesting that specialty canopy signs be allowed that would meet the requirements of the zoning ordinance. All other proposals in the Comprehensive Sign Plan meet ordinance requirements.

#### **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.
4. The monument sign's sign panels shall have an integrated or decorative cover panel until a tenant name is added to the sign.
5. Signage shall be maintained in a manner consistent with its initial installation.

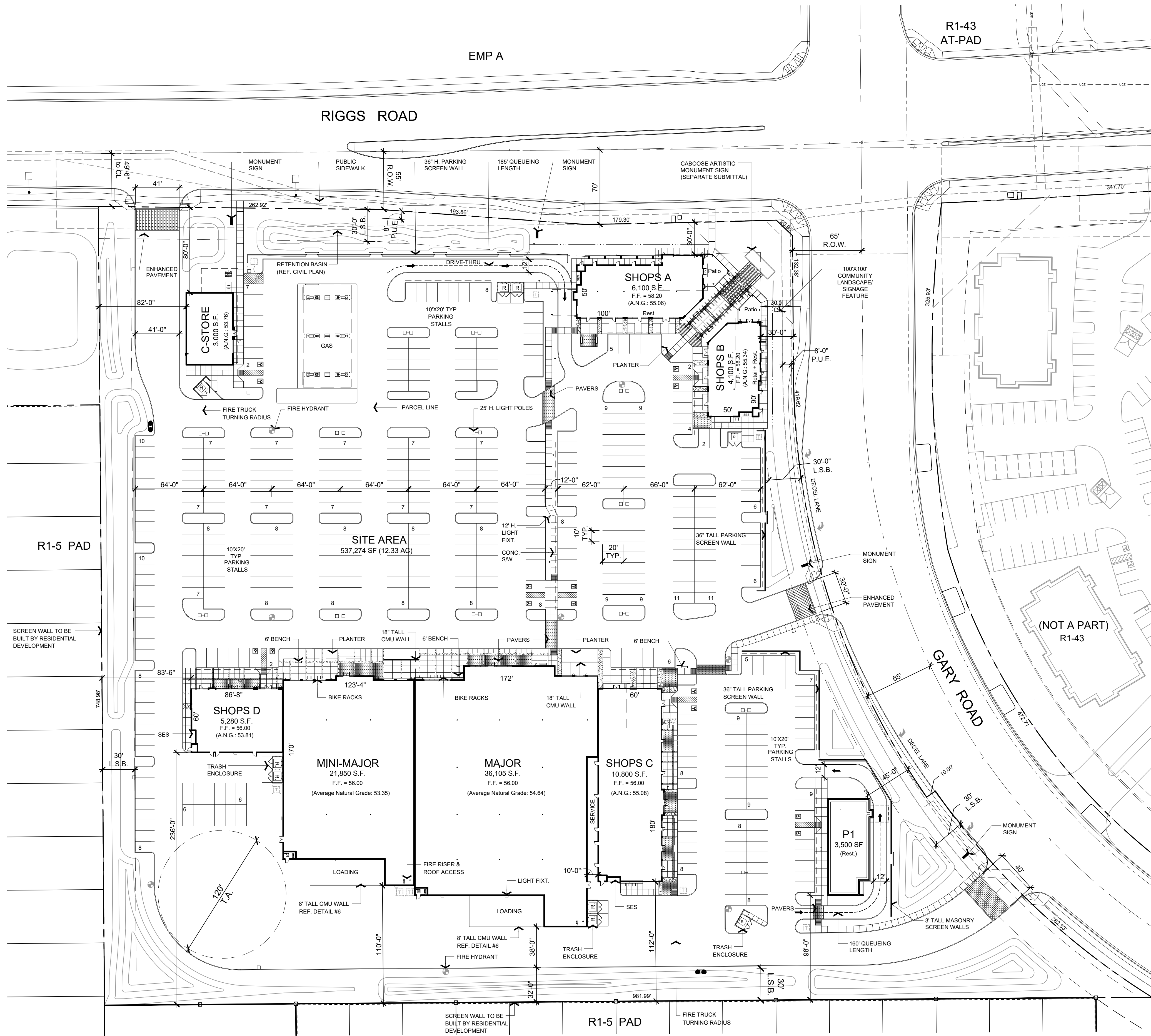
#### **ATTACHMENTS**

1. Aerial Exhibit
2. Site Plan
3. Harvest Station Comprehensive Sign Plan (CSP)

**Project Name: Harvest Station Comprehensive Sign Plan Aerial Exhibit**  
**Case Numbers: P20-0136 (CSP)**  
**Hearing Date: March 24, 2021 (Planning Commission)**







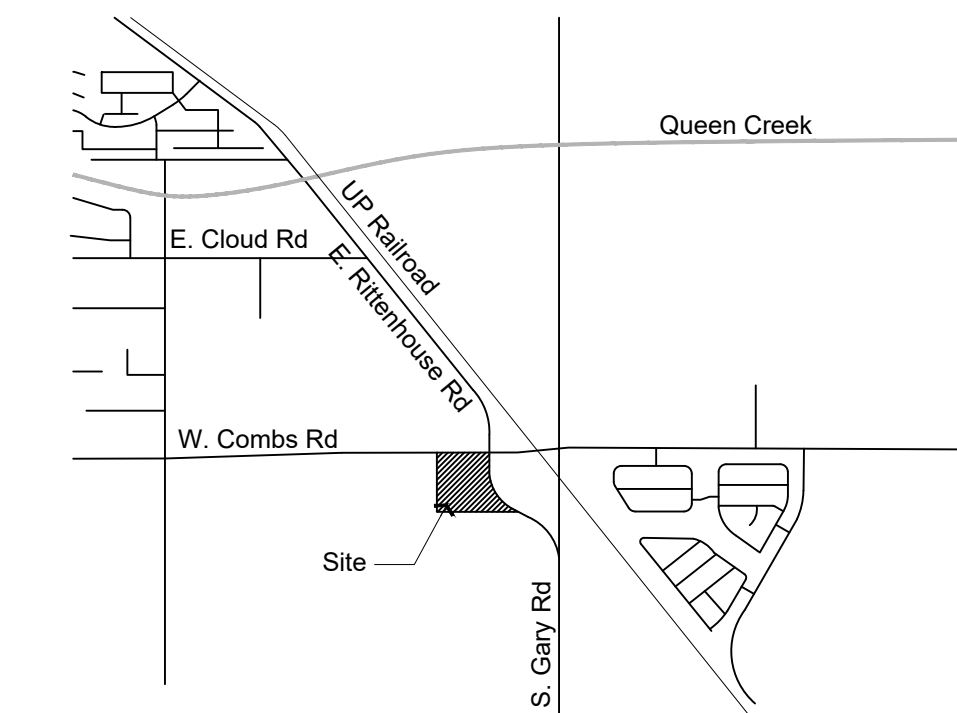
**Site Data**

Existing Zoning:	R1-5 PAD
Proposed Zoning:	C-2
Gross Site Area:	+/- 631,454 SF ( 14.50 AC.)
Net Site Area:	+/- 537,274 SF ( 12.33 AC.)
Gross Building Area:	87,235 S.F.
Building Coverage:	16.2%
Floor Area Ratio:	Allowed in C-2: 0.6 Proposed: 0.14
Landscape Area:	Requ.: 15% (80,591 SF) Prov.: 26% (139,225 SF)

**Parking Required:**

Majors:	57,955 SF @ 1sp/300 SF =	194 Spaces
Retail Shops:	18,432 SF @ 1sp/300 SF =	62 Spaces
C-Store:	3,000 SF @ 6sp/1000 SF =	18 Spaces
Pad 1:	2,000 SF Seating @ 1sp/50 GFA =	40 Spaces
	1,500 SF Kitchen @ 1sp/200 SF =	8 Spaces
Restaurants:		
in Shops A -	6,100 SF @ 1 sp/75 SF =	82 Spaces
in Shops B -	1,748 SF @ 1 sp/75 SF =	24 Spaces
Outdoor Patios -	800 SF @ 1sp/400 SF =	2 Spaces
<b>Total Restaurant Parking =</b>		<b>89 Spaces</b>
<b>Total Parking Required:</b>		<b>430 Spaces</b>
<b>Parking Provided:</b>		<b>437 Spaces</b>
ADA Parking:	Required: 9 spaces	Provided: 14 spaces
Bicycle Parking:	Required: 36 spaces	Provided: 36 spaces (18 Racks)

**Vicinity Map (N.T.S.)**



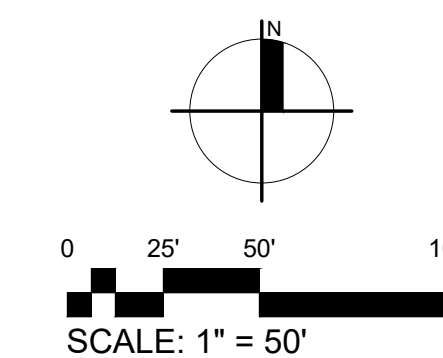
**Notes:**

- All signage is illustrative only. A comprehensive sign package will be submitted separately.
- All roof mounted equipment will be fully screened per Q.C. Zoning Ordinance requirements.
- All ground mounted equipment will be discretely placed & screened, when applicable, and painted to complement the overall color palette.
- Per Q.C. Zoning Ordinance, outdoor display of retail goods shall be limited to the plaza area and/or building front sidewalk. A maximum of 60% of the plaza area may be utilized for outdoor display. No individual item or stack of items may exceed 8' in height. The minimum clear walking area shall be maintained consistent with Article 6.17C.
- Per Q.C. Zoning Ordinance, no delivery, loading, trash removal or compaction, or other such operations shall be permitted between the hours of 10:00pm and 7:00am unless the applicant submits evidence that sound barriers between all areas for such operations effectively reduce noise emissions to a level of 45 dB, as measured at the lot line of any adjoining property.

**Site Plan**

SCALE: 1"= 50'-0"

17084 - ST17



**Eisenberg Company**  
Full service commercial real estate

**HARVEST STATION**  
SWC Riggs Road & Gary Road  
Proposed Neighborhood Shopping Center  
Queen Creek, Arizona

Rev. 05-06-20  
03-12-20  
17084-ST17



# HARVEST STATION

Comprehensive Sign Plan  
Case No. P20-0136

SWC of Riggs Rd & Gary Rd  
Queen Creek, AZ



## TABLE OF CONTENTS

PROJECT DESCRIPTION

SIGN CRITERIA

CREATIVE ELEMENTS

SIGN LOCATION PLAN

TYPE A SIGNS - PROPERTY ID

A1 Caboose with Property ID

TYPE B SIGNS - MULTI-TENANT MONUMENTS

B1 Multi-Tenant Sign with Property ID

B2 Gas Station Sign with Gas Pricing Panels

TYPE C SIGNS - TENANT WALL SIGNS

C1 Wall Mounted Signs

C2 Blade Signs

C3 Canopy Signs

C4 Misc. Tenant Signs

SIGN BAND ELEVATIONS

CONCEPTUAL DESIGN THEMES

## PROJECT DESCRIPTION

### PROJECT

Harvest Station  
SW Corner of Riggs Rd & Gary Rd  
Queen Creek, AZ

### PARCEL INFORMATION

304-94-984D  
Lot Size: 496,879 sf

304-94-984C  
Lot Size: 667,240 sf

Zone : C2

### JURISDICTION

Town of Queen Creek  
Zoning Ordinance Article 7.0

### PROJECT NARRATIVE

The project is made-up of a thoughtfully designed commercial-retail site located the southwest corner of the new Gary Road alignment and Riggs Road. Harvest Station, a community retail/commercial development, will complement the existing Olive Mill and Schnepf Farms niches.

The design and appearance will evoke high-quality agritainment themes consistent with Queen Creek's vision for the area and will serve and enhance the surrounding community's lifestyle needs. To build on the agritainment themes and rural railroad crossing in the vicinity, a Caboose artistic feature with signage, set in lush landscaping, will be located at the immediate southwest corner of the intersection. This will create a prominent entry and make a statement as to the high quality, rustic agritainment concepts of both this site and the adjacent neighborhood.

### LANDLORD INFORMATION

EVT Riggs Gary Investments LLC  
Eisenberg Company  
2710 E. Camelback Rd.  
Scottsdale, AZ 85016  
Suite 210

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Jason Eisenberg  
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602-468-6133

### LEGAL REPRESENTATION

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1744 South Val Vista Drive  
Mesa, AZ 85204  
Suite 217

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Sean B. Lake  
Sean.Lake@pewandlake.com  
480-461-4670

### SIGNAGE CONSULTANT

Trademark Visual, Inc.  
3825 S. 36th Street  
Phoenix, AZ 85040  
602-272-5055

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dkronenberg@trademarkvisual.com

# SIGN CRITERIA

These criteria have been developed to insure design compatibility among all signs at Harvest Station in the Town of Queen Creek. These criteria exist to maintain a continuity of quality and aesthetics throughout the property for the mutual benefit of all tenants, and to comply with the regulations of the local municipal sign and electrical codes. Conformance to these criteria will be strictly enforced. Any sign installed that is non-conforming to these criteria not approved by Landlord must be removed or brought into conformance by the Tenant and/or its sign contractor.

Landlord shall approve all signs, in writing, prior to installation. Approval shall be for appearance only and not for code compliance. Sign permits must be obtained from the Town of Queen Creek prior to the installation of any sign.

## I. GENERAL SIGNAGE REQUIREMENTS

1. The Landlord shall review the detailed shop drawings indicating the location, size, layout, design color, illumination materials and method of attachment (2 sets) and return one (1) set to Tenant marked "Approved", "Approved as Noted", or "Revise and Re-Submit".
2. "Revise and Re-Submit" drawings will be returned to the Tenant with comments. These drawings shall be revised by Tenant and re-submitted to Landlord for its approval.
3. Upon receipt of Landlord approval, Tenant shall proceed with the Town of Queen Creek permit process. No sign shall be installed prior to Town approval.
4. No signs, advertisements, notices or other lettering shall be exhibited, inscribed painted or affixed on any part of a sign, except lettering and/or graphics which have received the prior written approval of Landlord.
5. Tenant and/or its representatives shall obtain all permits for its exterior signs and their installation. Tenant shall be responsible for all requirements, specifications and costs.
6. Tenant shall have the sole responsibility for compliance with all applicable statutes/codes, ordinances or other regulations for all work performed on the premises by or on behalf of the Tenant.
7. The Landlord's approval of Tenant's plans, specifications, calculations, or work shall not constitute an implication, representation, or certification by Landlord that said items are in compliance with applicable statutes, codes, ordinances or other regulations.
8. All signage is subject to Town of Queen Creek approval and this master sign exhibit. Landlord will support all applications for signs in compliance with this exhibit but cannot guarantee Town approval.
9. All signage shall be constructed and installed at Tenant's expense.

10. Tenant and the Tenant's contractor shall be responsible for the repair of any damage caused by installation or removal of any sign.

11. Temporary advertising devices such as attraction boards, posters, banners and flags shall be permitted as described in Section 7.5 Temporary Signs of the Town of Queen Creek Zoning Ordinance..

12. All exterior signs shall be secured by concealed fasteners, stainless steel, or nickel or cadmium plated.

13. All signs shall be fabricated using full welded construction.

14. All penetrations of the building structure required for sign installation shall be neatly sealed in a water tight condition.

15. No labels shall be permitted on the exposed surface of signs, except those required by local ordinance. Those required shall be applied in an inconspicuous location.

16. All exposed metals shall be painted to render them inconspicuous.

17. No exposed tubing or conduit will be permitted. All conductors, transformers, and other equipment shall be concealed.

18. All electrical signs shall bear the UL label.

19. All signs shall conform to International Building Code Standards.

20. All electrical signs shall conform to National Electrical Code Standards.

21. Tenant shall be liable for the operation of their sign contractor. Tenant shall be responsible for selecting a sign company that carries workers' compensation and commercial general liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs with limits of liability satisfying the requirements of the Lease.

22. Flashing, moving, or audible signs will not be permitted.

23. Tenant logo styled letters may be used. Copy content of the signage shall not include the product sold without prior approval of Landlord.

## II. TENANT SIGNS

1. All signs or devices advertising an individual use, business or building shall be attached to the building at the location directed by Landlord. Tenants are allowed to choose from a few sign type of sign styles: Attached Wall Sign with Raceway, Non-rectangular Cabinet Wall Sign, Projecting Blade Sign, or Canopy Sign. Each tenant or user suite shall be allowed signs based on their linear frontage. Tenants may use more than 1 sign type on their frontage, but may not exceed their allotted sign area.

2. Total signage per building shall not exceed two-hundred fifty (250) square feet.

3. **Attached Wall Sign with Raceway:** shall consist of individual LED or Neon illuminated or non-illuminated pan channel or reverse pan channel letters with 3" to 5" Deep returns. FCO Aluminum may be used for smaller letters if necessary.\*

a. Included in this sign option is a unique, but measured provision that allows attached wall signs (tenant signs) to be incorporated into a visible strip known as a Signage Wireway ("Raceway"), as long as it forms part of a higher end design as illustrated in the imagery and standards in the submitted CSP exhibits. It is required that the colors, materials, and texture of the raceways be complementary to the building's architectural design and materials

4. **Non-Rectangular Cabinet Wall Sign:** Cabinet signs may be used as long as the cabinet is non-rectangular in shape. Secondary copy may be made of FCOs or RPCs.

a. Any cabinet sign will have to be a higher level of design than a basic cabinet with white acrylic face and vinyl. The face will have dimensional lettering or reveal sections and will be non-rectangular.

\* = Deviation from Code

# TENANT SIGN CRITERIA (cont.)

5. **Projecting Blade Sign:** are allowed a maximum sign area of twelve (12) square feet, with a minimum spacing from the building of six inches (6") and a maximum spacing from the building of twelve inches (12").

a. Blade sign face shall not project from the building wall plane more than three (3) feet.\* The bottom of the sign shall not be less than eight feet (8') from the base of the building.

6. **Canopy Sign:** may be mounted to an approved canopy with approval from the Landlord and then may be approved by the Planning Administrator. These may be top-mounted, surface-mounted, or suspended under the canopy.

a. The bottom of the sign shall not be less than eight feet (8') from the base of the building.

7. **Colors & Branding:** Corporate Letterstyles, Logotype, Logo, and Colors may be used per Landlord Approval. In instances where a Tenant has no corporate color or identity, text is to be in a color that contrasts the face of the monument sign panel or architectural background.

8. **Square Footage Allotment for Tenant Wall Signs:** 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. All other walls (called 'side' and 'rear' in the Sign Regulations) shall not exceed one-half (1/2) square feet of sign area per lineal foot of wall. Total wall signage per building shall not exceed two-hundred fifty (250) square feet.

a. EXCEPTION: All walls of the Shop buildings at the corner of Gary and Riggs (called 'Shops A' & 'Shops B' on the Site Plan) shall not exceed one and a half (1-1/2) square feet of sign area per lineal foot of wall.\* Total wall signage per building shall not exceed two-hundred fifty (250) square feet.

9. **Sign Envelope:** Tenant Signs shall not exceed eighty (80) percent of the vertical dimension of the architectural area on which the sign is placed. The length of a Tenant Sign shall not exceed eighty (80) percent of the horizontal length of the exterior building elevation of a tenant suite. See Figure - Sign Envelope below for reference.

10. **Placement:** No part of a wall mounted sign shall project

more than one foot (1') nor extend above the height of the building. Projecting Blade Signs shall not project more than three feet (3') from the building surface nor shall it extend above the height of the building. There will not be any illuminated tenant signs allowed on a building wall that faces a residential-zoned property.

11. All sign materials shall be quality in nature and include Aluminum, Steel, Stainless Steel, Acrylic, and Polycarbonate.

12. All Tenant Wall Signs must be approved by the Landlord prior to proceeding with the Town of Queen Creek permit process.

## III. STORE FRONT GRAPHICS

1. Standard white vinyl die cut copy may be used to display hours of business, emergency numbers, etc. All window graphics and displays shall be subject to the approval of the Landlord prior to fabrication or implementation. Not to exceed 25% of each window area.

2. Corporate Letterstyles, Logotype, Logo, and Colors may be used with Landlord Approval.

3. All Store Front Graphics are to be installed 1st surface to Tenant frontage windows/doors.

4. All window signs shall meet the requirements of the Town of Queen Creek.

## V. FEATURE ID SIGN\*

1. One (1) Feature ID Sign is located at the corner of Gary Rd & Riggs Rd.

2. This Feature ID Sign is to be a creative and artistic installation depicting the area's surrounding agritainment uses, rural themes in the Harvest residential community, and the mix of the nearby residential and nonresidential developments.

3. Property ID Non-Illuminated RPCs will be installed flush to a repurposed red caboose. The Property ID Letterset shall not exceed eighty (80) percent of the vertical and horizontal dimensions of the architectural area on which the sign is placed.

4. The Feature ID Sign shall meet the requirements of the Town of Queen Creek.

## VI. TENANT MONUMENT SIGNS

1. A total of four (4) Monuments will be located on the property.

2. The height of a Monument Sign shall be no greater than eight feet (8') to the top of design embellishments, and shall include a minimum two foot (2') architectural planter or base. The size of a Monument Sign shall not exceed forty-eight (48) square feet in sign area.

3. Monument Signs shall be set back a minimum of ten feet (10') from the right of-way. Monument Signs shall maintain a minimum spacing of one hundred fifty feet (150) from any other Monument Sign on the same street frontage.\*

4. Fuel service stations may use up to one-half (1/2) of the allowed monument sign area for electronic display to identify the current price of fuel being sold. The maximum sign area used for the electronic display shall be twenty-four (24) square feet. No animation or flashing shall be allowed. All other requirements shall be in accordance with the tenant monument sign regulations as outlined in this section.

5. A total of three (3) Monuments will be Multi-Tenant Monuments with four (4) Tenant Panels per Side. One (1) Monument will be for a fuel service station.

6. Multi-Tenant Monuments: Tenant Panels are to be fabricated of routed aluminum backed with acrylic. All panel faces are to be painted to monument cabinet color.

7. Tenant copy/logo not to exceed the monument face panel boundary.

8. Corporate Letterstyles, Logotype, Logo, and Colors may be used. In instances where a Tenant has no corporate color or identity, text is to be in a color that contrasts the face of the monument sign panel.

9. All Monument Signs and/or Tenant Panels must be approved by the Landlord prior to proceeding with the Town of Queen Creek permit process.

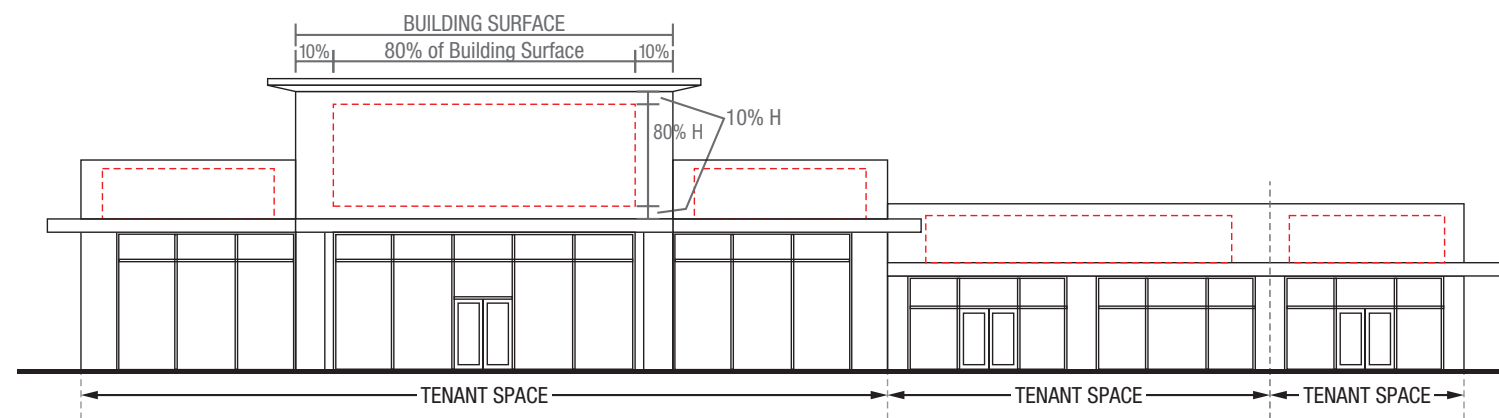


FIGURE - Sign Envelope

\* = Deviation from Code

# TENANT SIGN CRITERIA (cont.)

## VII. STREET ADDRESS

1. Each location of a business or non-residential use shall be clearly identified by or associated with a street address for first responders to locate the same as necessary to respond to any fire or public safety issue. The sign shall serve as visible street address and identifier for delivery of mail and official governmental notification.

2. The Street Address Sign may be externally or internally illuminated. Address signs shall not exceed two (2) square feet in area. Address signs which are readily visible from the street are required on all buildings.

## VIII. TEMPORARY SIGNS

1. Temporary signs are intended to be utilized by businesses as a short-term advertisement of special events (e.g., grand opening, going out of business), sales, and new products or services.

2. General Standards. Unless otherwise modified by this Section, or as a condition of approval, the following standards apply to all temporary signs:

- a. No movement allowed (except for movement of flying banner).
- b. No florescent color or exhibition of florescence allowed.
- c. Not allowed within a Sight Visibility Traingle.
- d. Not allowed on Public Sidewalk or right-of-way.
- e. Temporary signs shall be spaced at least 15 feet apart.
- f. Temporary signs are allowed up until three (3) days after conclusion of an event if sign pertained to an event.
- g. No lighting or illumination is allowed on temporary signage.

3. All Temporary Signs must comply with Article 7 - Sign Regulations ; 7.5 Temporary Signs & 7.6 A-Frame Signs of the Town of Queen Creek's Zoning Ordinance. See pages Zoning Ordinance - Article 7 - Pgs 16 thru 24 for Details.

4. PROHIBITED TEMPORARY SIGNS: The following temporary signs are prohibited unless expressly authorized within any of the subsections set out in the Town of Queen Creek's Zoning Ordinance ; Article 7 - Sign Regulations ; 7.5 Temporary Signs & 7.6 A-Frame Signs and for the limited purposes stated within any such subsection:

- a. Non-public signs in public rights-of-way or on public property;
- b. Signs mounted on a building roof;
- c. Signs having intermittent or flashing illumination, animated or moving parts, or that emit sound; wind-driven spinners, streamers, balloons, flags, search lights, strobe lights, holographic projections, laser light displays, beacons, bandit, and inflatable signs;
- d. Signs imitating official traffic control signs, or any sign or device obscuring actual municipal or other public traffic control signs or devices;
- e. Signs mounted on, or applied to trees, utility poles, rocks, or City owned property;
- f. Signs placed upon private property without the property owner's approval; and,
- g. Business identification/advertising signs in single-family zoning districts.



# CREATIVE ELEMENTS

## PROPERTY COLOR PALETTE


### CONCRETE COLORS


 Color Concrete  
Davis Colors  
Pewter 860

 Color Concrete  
Davis Colors  
Western Gold 5844


### CONCRETE MASONRY COLORS

 Concrete Masonry Unit  
Mesastone  
Hopi Sandstone

 Concrete Masonry Unit  
Tremstone  
Pebble Beach


 Concrete Masonry Unit  
Mesastone  
Anthem Red


 Concrete Masonry Unit  
Precision Integral Color  
Pebble Beach


 Concrete Masonry Unit  
Precision Integral Color  
Black Mountain

 Concrete Masonry Unit  
Precision Integral Color  
Plum

### WOOD FINISHES

 Wood Stain  
Minwax  
Early American MW 230

 Fiber Cement Wood-Look  
Nichiha  
Ash EPC764F

 Fiber Cement Wood-Look  
Nichiha  
Bark EPC763F


### PAINT COLORS


 Dunn Edwards  
Fine Grain DE 6213

 Dunn Edwards  
Salem Black DE 6343


 Dunn Edwards  
Drifting DEC 770

### METAL FINISHES

 Metal Panel  
Alumaboard 6" Plank  
Rollfab Metal - Deep Red

 1" Standing Seam Metal Roof  
ATAS International Inc.  
Classic Bronze

 Matthews Paint Satin Finish  
to Match Caboose **MP TBD**

 Aluminum Storefront by Arcadia  
Std. Dark Bronze AB-7

## TYPE FAMILIES CRITERIA

Development Identification signs shall utilize the Creative Elements exhibited on this page as follows:

- The typestyles exhibited on this page shall hereinafter be referred to as the "Project Fonts."
- Tenant signage is not confined to the Project Fonts. However, in the event a Tenant does not have branding (font and/or logo), Montserrat or Lora must be used.
- Building Address Numbers must use the Project Font Montserrat Regular.

## TENANT NAME AND LOGOS

With Landlord approval, Tenant Names and Logos may utilize corporate colors, fonts, logos and logotypes. Background materials, colors and finishes shall be limited to comply with this Comprehensive Sign Program based on the specific sign type.

## PROJECT FONTS

**Montserrat Regular**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

**Lora Regular**  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

## PROPERTY WORDMARK

**HARVEST STATION**

**HARVEST  
STATION**

## MATERIALS

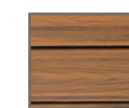
Materials shown under header "Materials, Colors & Finishes" is not an exhaustive list of all materials used to fabricate Harvest Station signs, but rather is a listing of specialty materials that are commonly used as exterior finishes or veneers. Other materials such as steel, aluminum, acrylic and polycarbonate are also commonly used in the construction of the Harvest Station signs.

## SIGNAGE COLORS & FINISHES

 Matthews Deep Red Paint to Match Building Metal Panel  
**MP TBD**

 Matthews Paint to Match Property Logo Ochre  
**MP TBD**

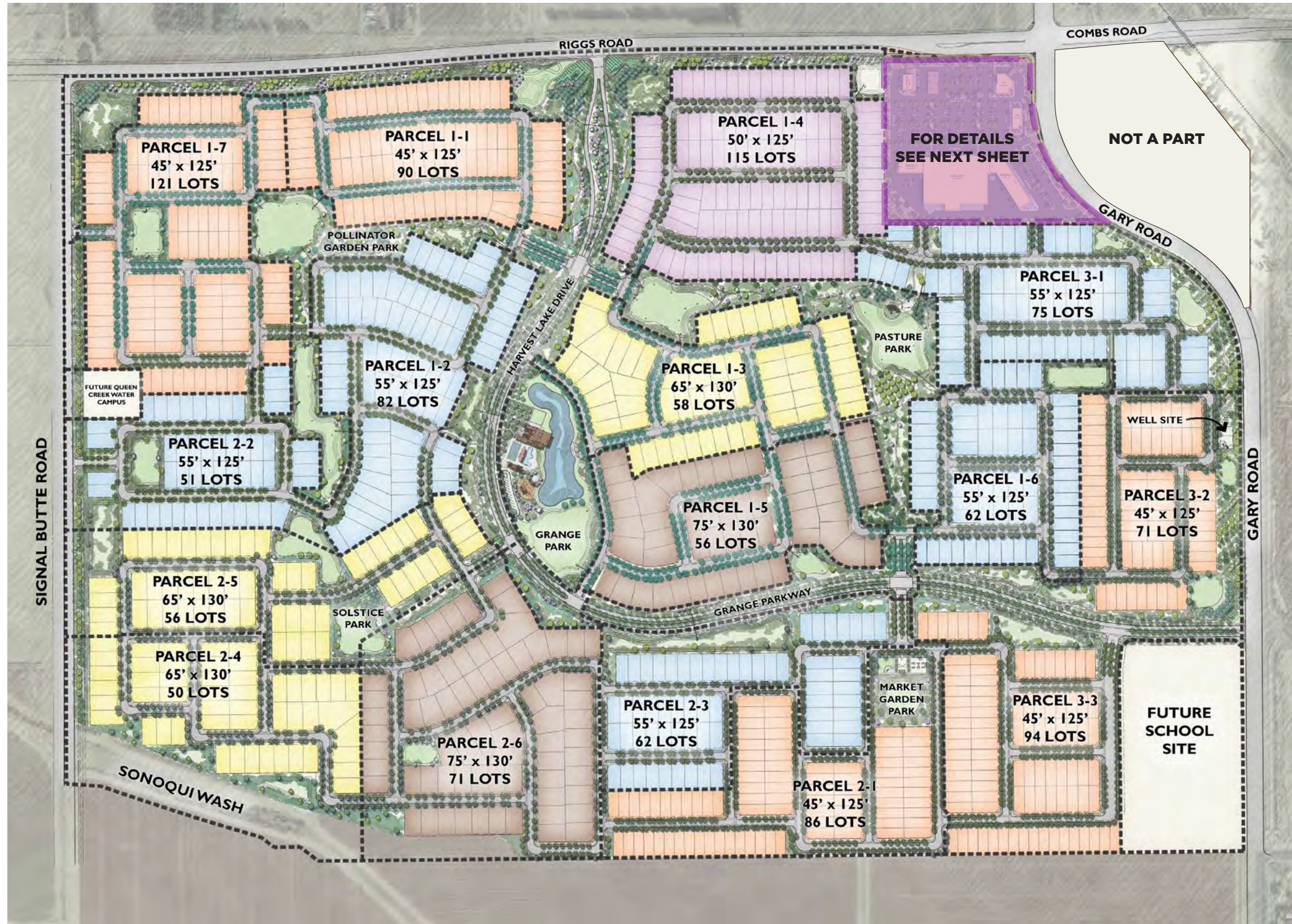
 Dunn Edwards  
Fine Grain DE 6213

 Trex Decking  
Transcend Tropicals  
Havana Gold



# SITE PLANS

VICINITY MAP





# SITE PLANS



NOTE:  
Per CSP Sign Criteria Section II,  
Line 8: Square Footage Allotment  
for Tenant Wall Signs (on page 04  
of this document), Shops A &  
Shops B Tenant Sign Area  
Allotment for all walls is as follows:  
one and one-half square foot of  
signage to every one linear foot of  
tenant frontage. Total wall signage  
per building shall not exceed  
two-hundred fifty square feet. \*



## SITE DATA

**SITE ZONING:** C-2 COMMERCIAL

**TOTAL SITE AREA:** 12.33 ACRES / 537,274 SF  
(21.1 NET ACRES)

**PROPOSED USE:** COMMUNITY RETAIL  
COMMERCIAL DEVELOPMENT

**BUILDING AREA**  
**TOTAL:** 97,037 SF  
18.3% SITE COVERAGE

## KEY

- PROPERTY NAME**
- A1 Caboose with Property ID
  - B1 Multi-Tenant Monument Sign with Property ID
  - B2 Gas Station Sign with Gas Pricing Panel
  - C Tenant Signs
  - Property Line
  - ▴ Visibility Triangles
  - Proposed Building Group A - Majors and Shops
  - Proposed Building Group B - Shops
  - Proposed Building C - Gas Station *Elevations Required*
  - Proposed Building D - Restaurant *Elevations Required*

NOTE: All Monuments are set back 10'-0" from Property Line



# PROPERTY ID

## CABOOSE WITH PROPERTY ID

The Property ID is sure to become a known landmark for the area. The primary artistic feature will be a re-purposed caboose installed on an elevated section of railroad track located at the corner of Gary & Riggs. Integration is evidenced by the caboose artistic feature's position in the site plan/landscape plan in terms of its location, orientation, view perspective, proximity, and spacing to the buildings. Also, hardscape and landscape material go right up to the caboose on all 4 sides. The 'HARVEST STATION' dimensional letter set will be applied onto the caboose.

The Property ID shall fit appropriately into the architectural sign area of the caboose. Color breaks, control joints, high variation in surface texture or other obvious architectural delineation of spaces shall define the architectural sign area.

### OPTION A

Option A has the dimensional letter set be externally illuminated via a custom wash downlight. See Sheets 07 & 08 for details.

### OPTION B

Option B has the dimensional letter set be made of face-lit pan channel letters. See Sheets 07 & 08 for details.

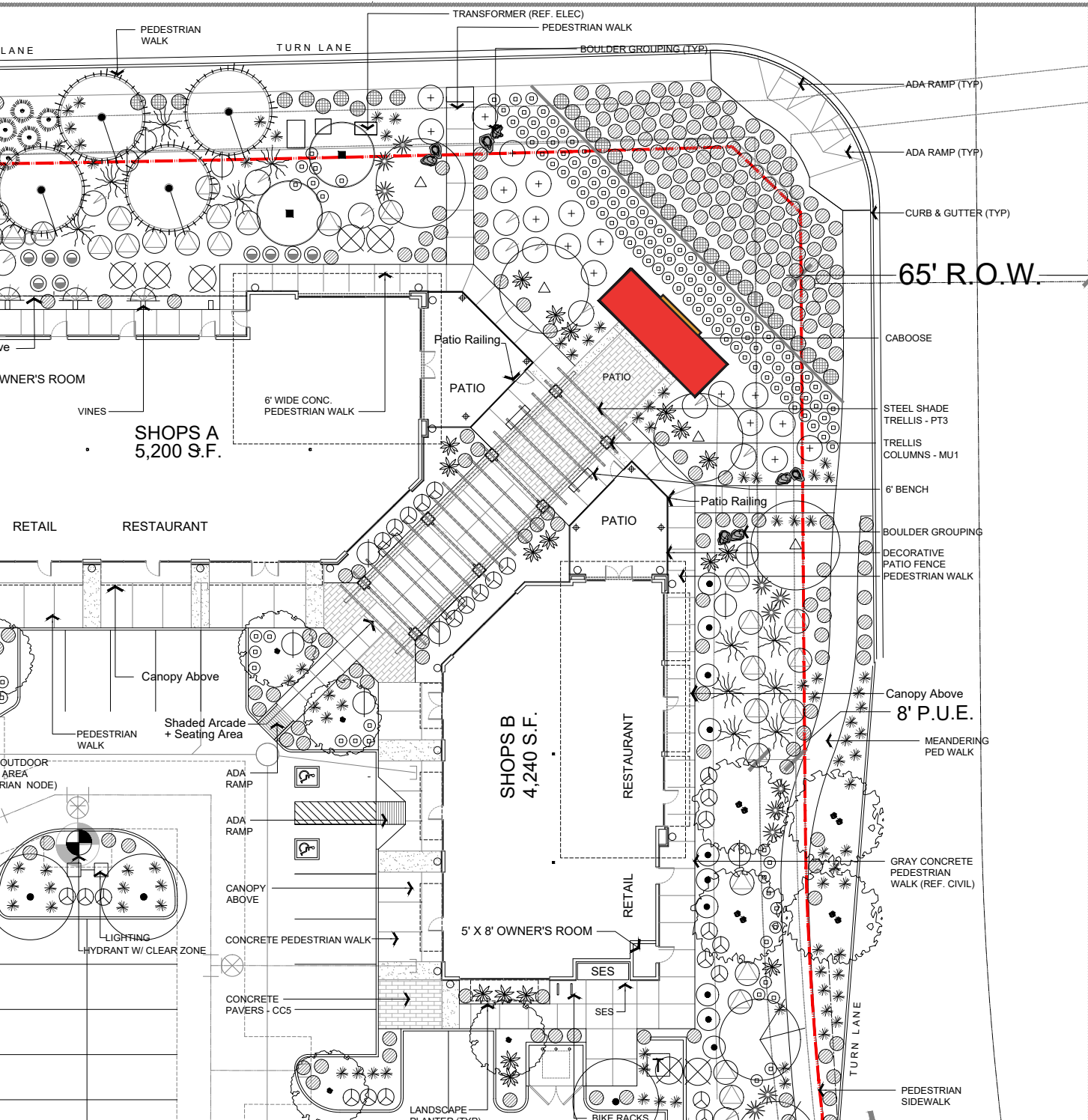




# PROPERTY ID

CABOOSE WITH PROPERTY ID

## LANDSCAPE SITE PLAN



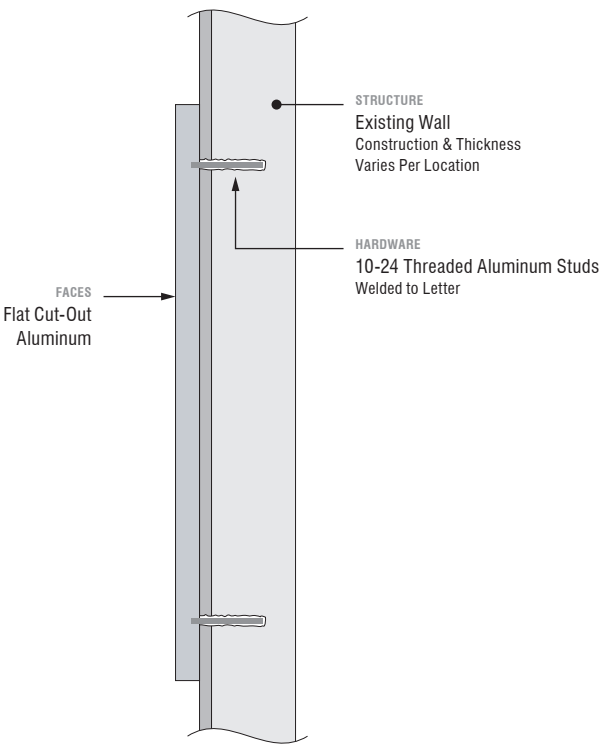
Height not to Exceed  
80% of Vertical Background

# HARVEST STATION

Length not to Exceed 80% of Horizontal Background

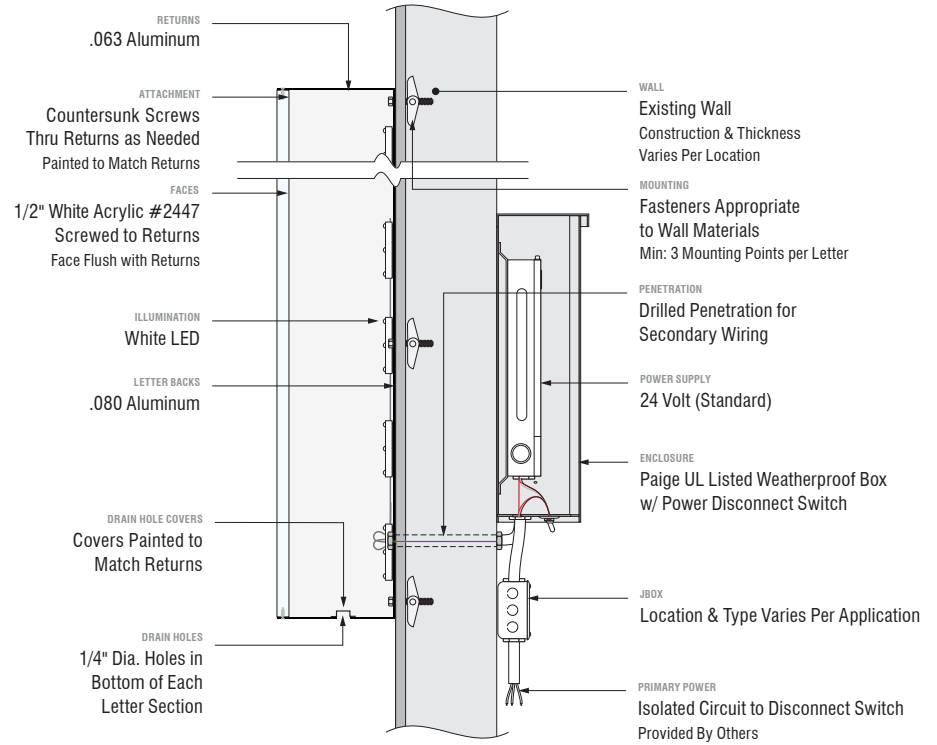
A Project Detail

### OPTION A DIMENSIONAL LETTER



B Section Detail - Typical  
Flat Cut Out / Non-Illuminated / Stud Mount Flush

### OPTION B: FACE-LIT PAN CHANNEL LETTER



C Section Detail  
Retainerless - Channel Letter / LED Internally Illuminated / Flush Mounted

**UL** ALL ELECTRICAL COMPONENTS TO BE U.L. 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. The location of the disconnect switch after installation shall comply with Article 600.6(A)(1) of the National Electrical Code.

Volts Req'd: 120V Total Amps: 20.0 Circuits Req'd: 1

Primaries and final connection to sign by certified electrician. Client to provide primary electric feed to within 6 feet of sign location.



A1

# PROPERTY ID

## CABOOSE WITH PROPERTY ID

NIGHT VIEW - ILLUMINATION RENDERING OPTION A:  
DIMENSIONAL LETTER WITH CUSTOM DOWNLIGHT FIXTURE



NIGHT VIEW - ILLUMINATION RENDERING OPTION B:  
FACE-LIT PAN CHANNEL LETTER WITH CABOOSE ACCENT UPLIGHTS





# MONUMENT SIGN

## MULTI-TENANT MONUMENT

Maximum height allowed - 8'-0"  
 Maximum sign area allowed - 48 sq ft  
 Actual sign area of B1 - 20.42 sq ft





Additional Code Requirements -

1. Architectural Planter with a minimum height of 2'-0", complimenting the material used on the site's buildings.
  - a. For this sign, the wood's horizontal direction matches the install direction of the building's siding. The wood stain will be painted to match the wood fascia of the buildings to additionally match the site.



ARCHITECTURAL CONCEPT SKETCH

### SIGNAGE COLORS & FINISHES

-  Matthews Deep Red Paint to Match Building Metal Panel  
MP TBD
-  MP to Match MP TBD  
Dunn Edwards  
Fine Grain DE 6213
-  Transparent Vinyl to Match Property Logo  
Ochre MP TBD
-  Trex Decking  
Transcend Tropicals  
Havana Gold

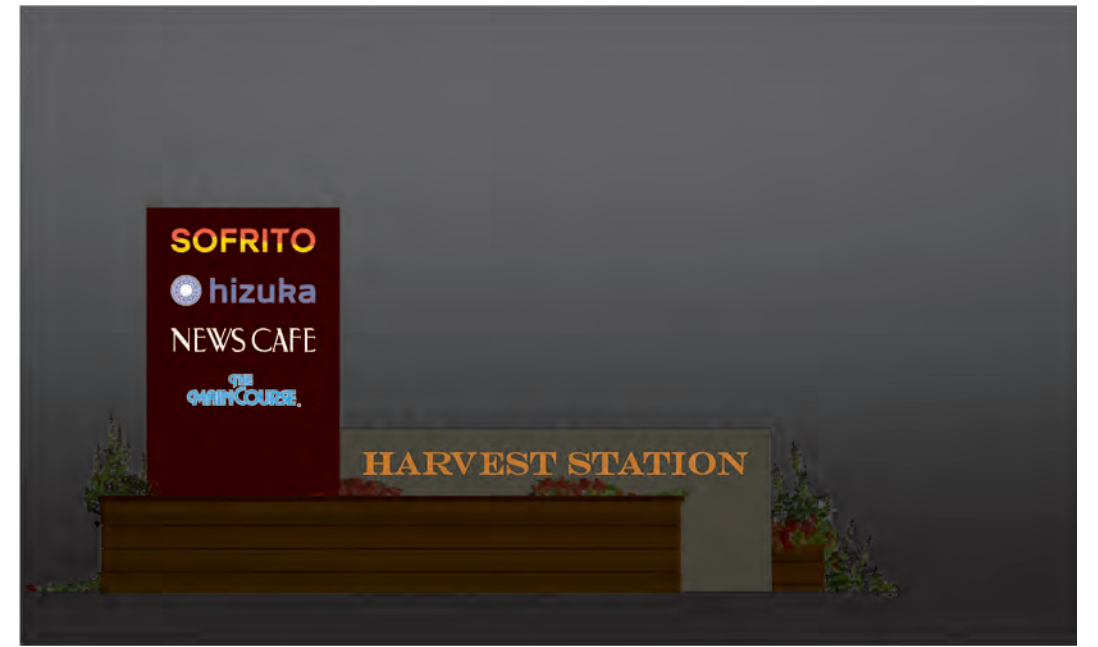
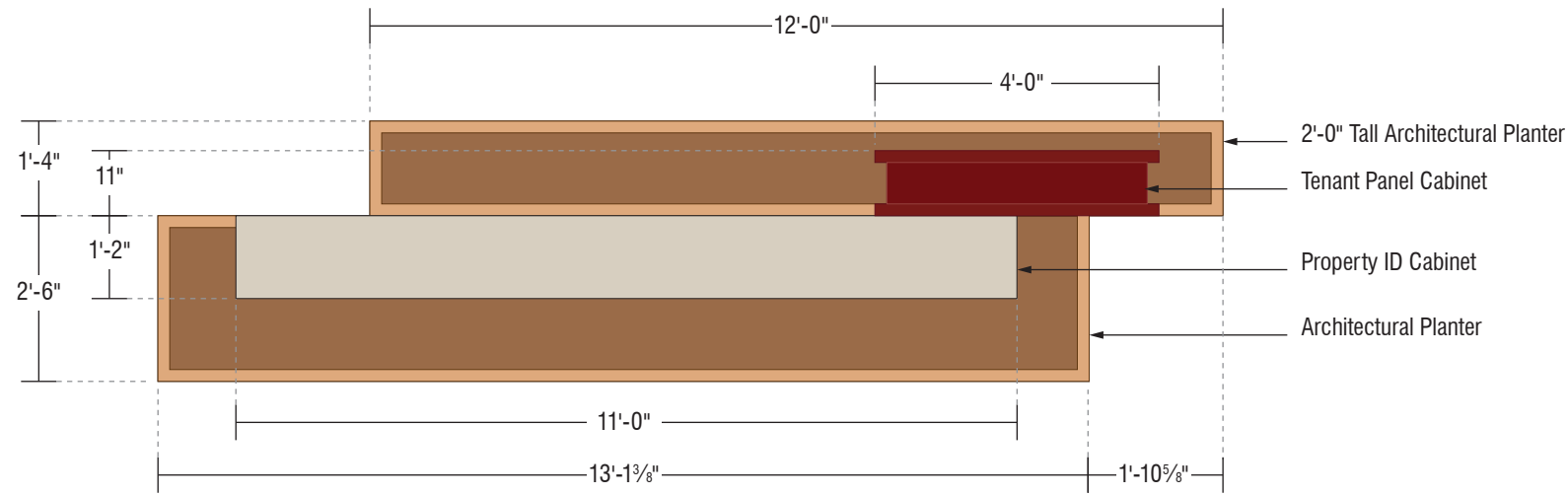
### PROJECT DETAIL - SIDE B

SCALE: 3/8" = 1'0"

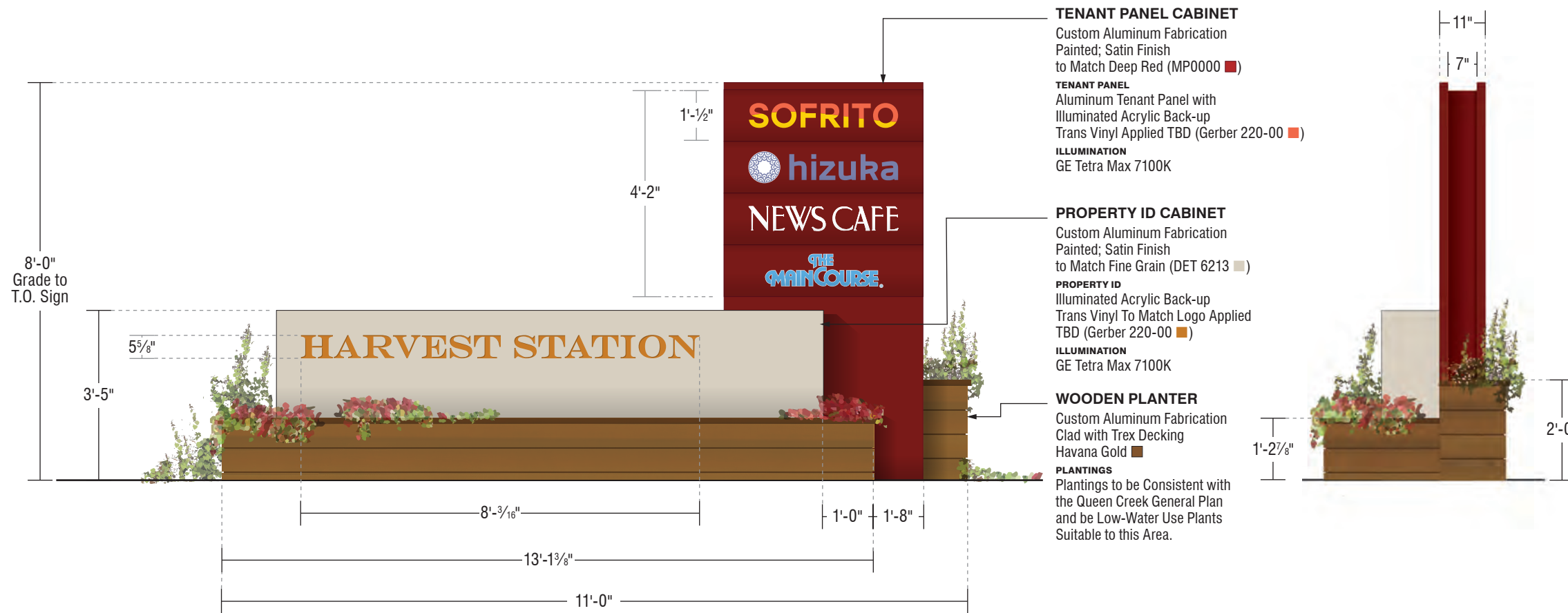


# MONUMENT SIGN

## MULTI-TENANT MONUMENT



ILLUMINATION RENDERING



PROJECT DETAIL - SIDE A

SCALE: 3/8" = 1'0"



# MONUMENT SIGN





## GAS STATION MONUMENT

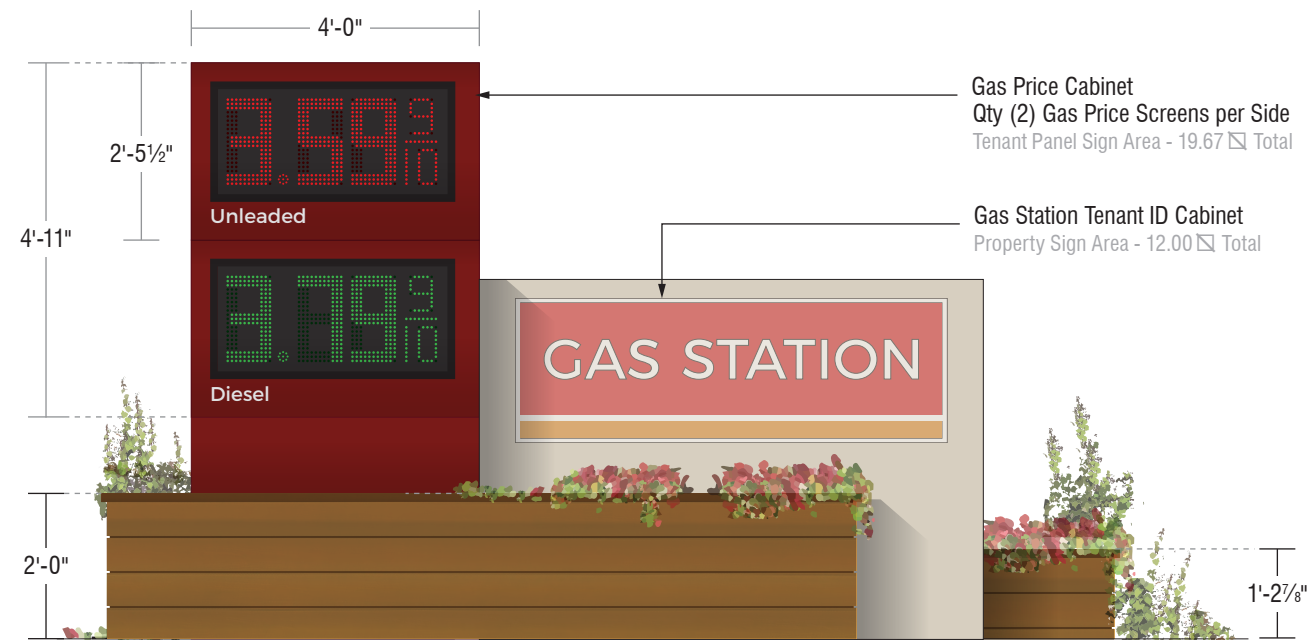
Maximum height allowed - 8'-0"  
 Maximum sign area allowed - 48 sq ft  
 Maximum sign area for electronic display - 24 sq ft  
 Actual sign area for electronic display - 19.67 sq ft  
 Actual Total sign area of B2 - 31.67 sq ft

Additional Code Requirements -

1. Only half of total sign area may be used for electronic display; so max. = 24 sq ft.
2. Architectural Planter with a minimum height of 2'-0", complimenting the material used on the site's buildings.
  - a. For this sign, the wood's horizontal direction matches the install direction of the building's siding. The wood stain will be painted to match the wood fascia of the buildings to additionally match the site.
3. No flashing or animation shall be allowed.

### SIGNAGE COLORS & FINISHES

-  MP to Match **MP TBD**  
 Alumaboard 6" Plank  
 Rollfab Metal - Deep Red
-  MP to Match **MP TBD**  
 Dunn Edwards  
 Fine Grain DE 6213
-  Transparent Vinyl to Match  
 Property Logo  
 Ochre **MP TBD**
-  Trex Decking  
 Transcend Tropicals  
 Havana Gold

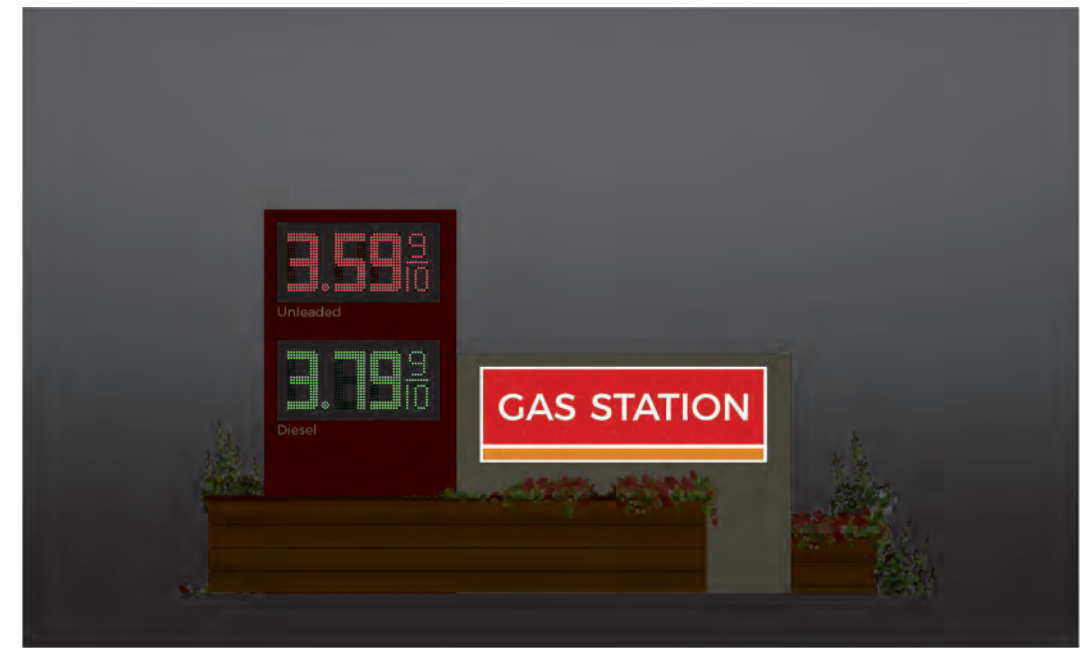
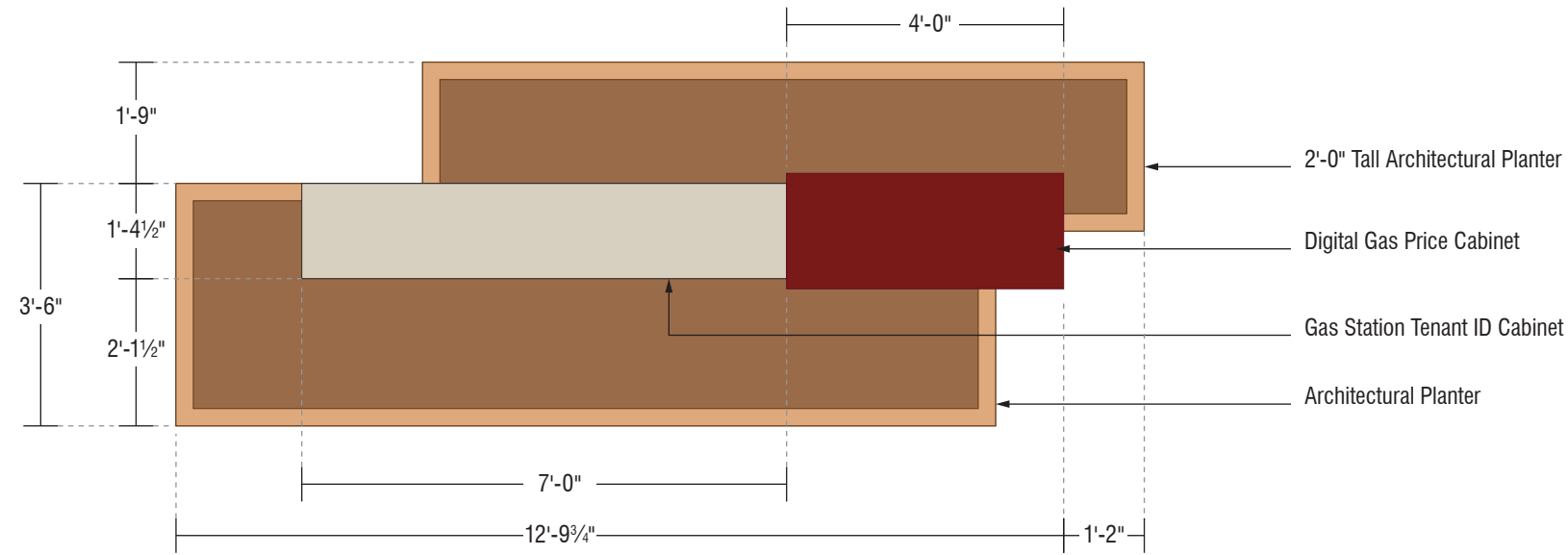


PROJECT DETAIL - SIDE B

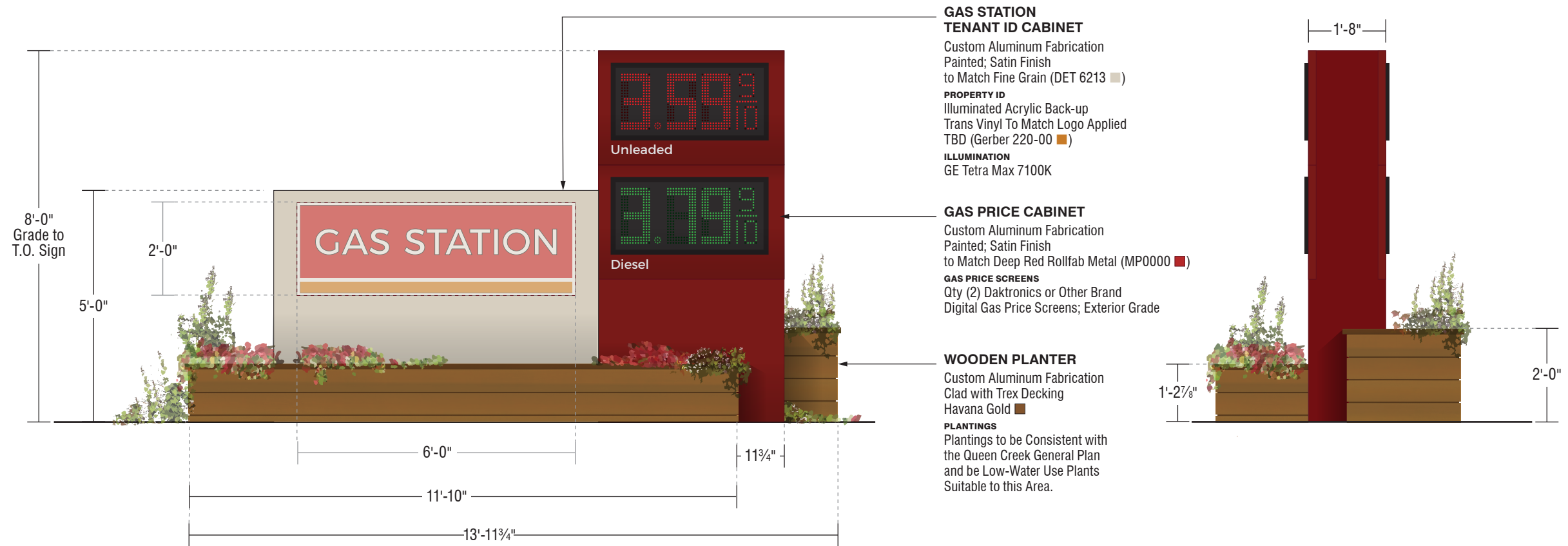
SCALE: 3/8" = 1'0"

# MONUMENT SIGN

## GAS STATION MONUMENT



ILLUMINATION RENDERING



PROJECT DETAIL - SIDE A

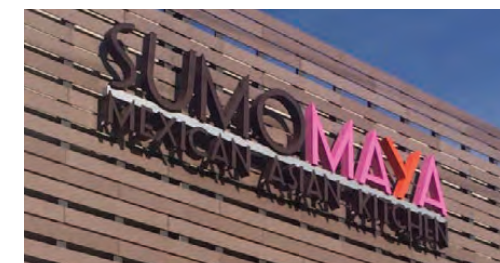
SCALE: 3/8" = 1'0"

## TENANT SIGNS

### ATTACHED WALL SIGN LETTERSET ON RACEWAY

A wall mounted sign is any sign mounted flat against and projecting less than twelve (12) inches from, or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs. All signs shall fit appropriately into architectural sign areas as depicted below – Wall Signs with a maximum proportion of eighty (80) percent of the vertical height and eighty (80) percent of the horizontal length. Margins left by the sign should generally be in balance around the sign. Color breaks, control joints, high variation in surface texture or other obvious architectural delineation of spaces shall define the architectural sign area. Architecturally integrated signs may use a face material or cabinet which fills the entire sign area as background material.

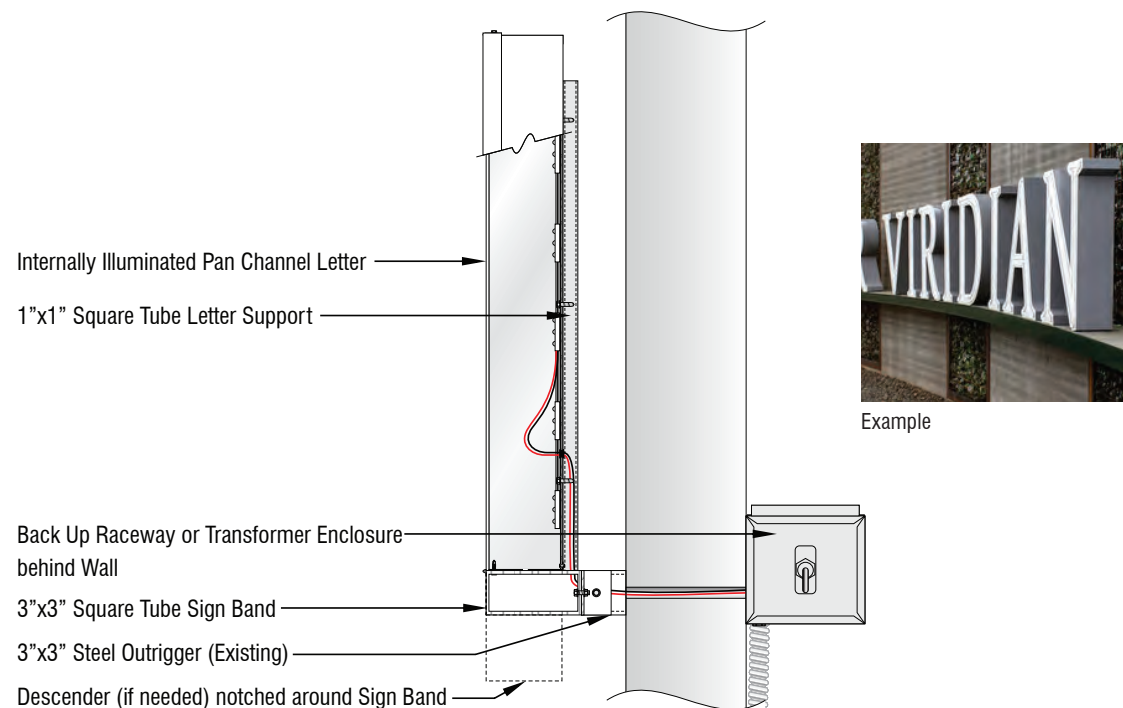
Attached wall signs are to be incorporated into a visible strip known as a Signage Wireway ("Raceway"), as long as it forms part of a higher end design as illustrated in the imagery and standards in the submitted CSP exhibits. It is required that the colors, materials, and texture of the raceways be complementary to the building's architectural design and materials.



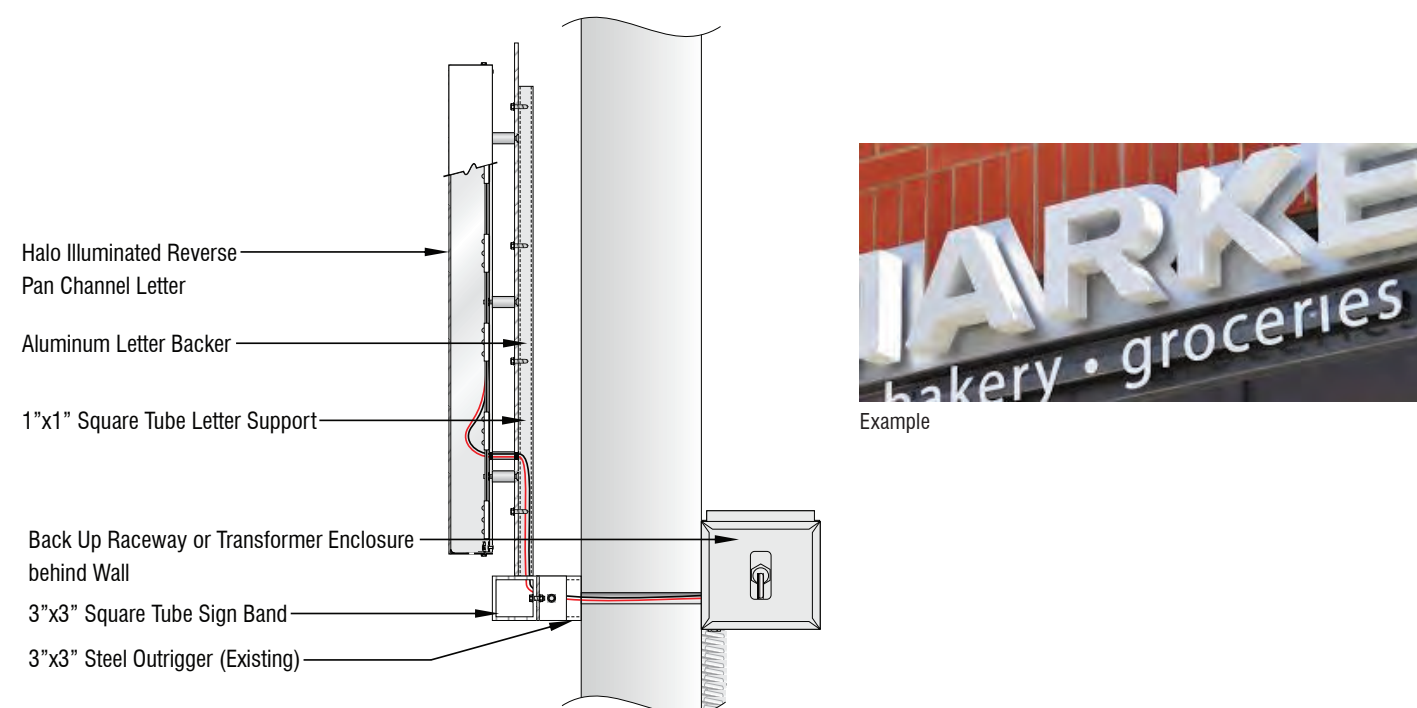
EXAMPLE WALL MOUNTED LETTERSET SIGNS



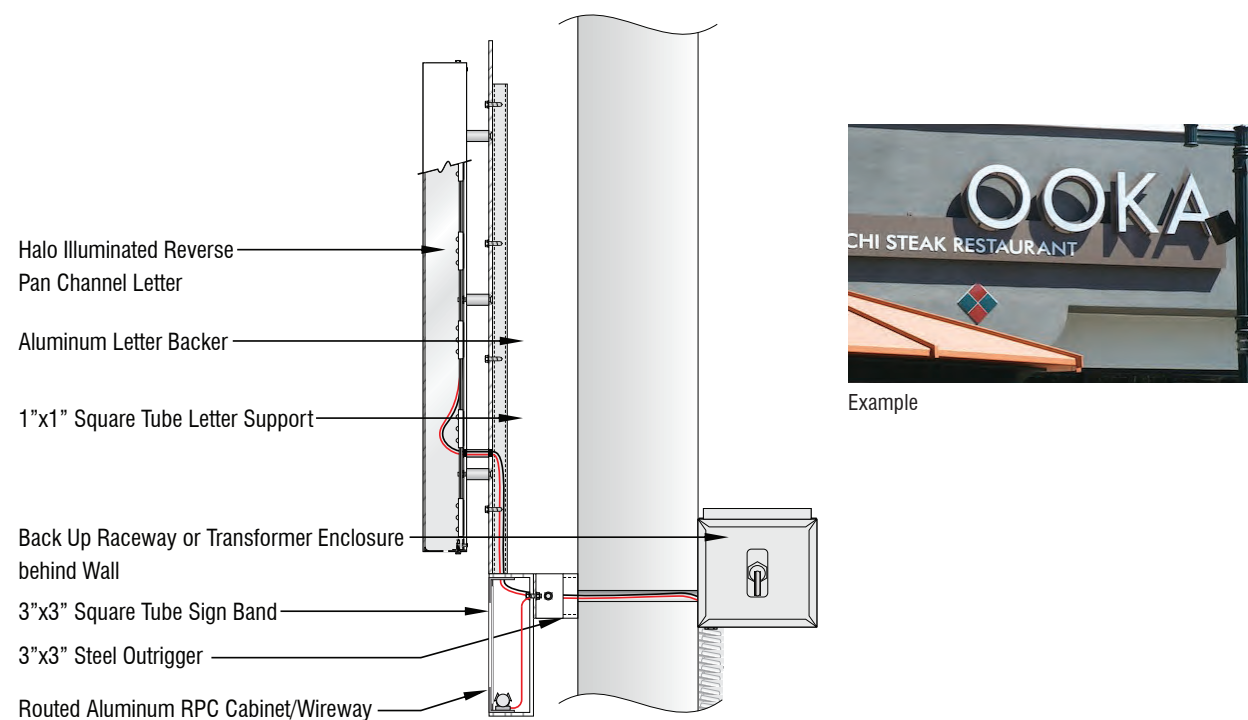
# TENANT SIGNS - Wall Sign Section Details



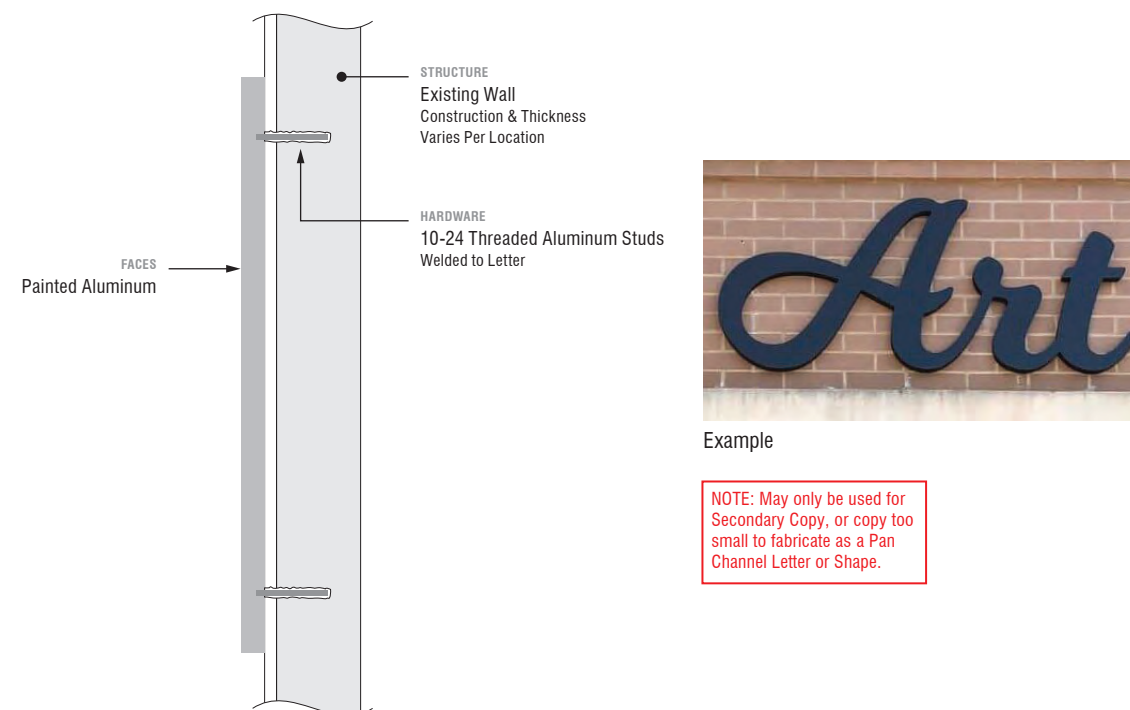
**A** Section Detail - Typical  
Pan Channel Letter / LED Internally Illuminated / Upright Mounted on Sign Band



**B** Section Detail - Typical  
Pan Channel Letter with Cloud Backer / LED Internally Illuminated / Upright Mounted on Sign Band



**C** Section Detail - Typical  
Pan Channel Letter with Cloud Backer / LED Internally Illuminated / Upright Mounted on Sign Band / Sign Band Doubles as Lit Cabinet



**D** Section Detail - Typical  
Flat Cut Out / Non-Illuminated / Stud Mount Flush

NOTE: May only be used for Secondary Copy, or copy too small to fabricate as a Pan Channel Letter or Shape.

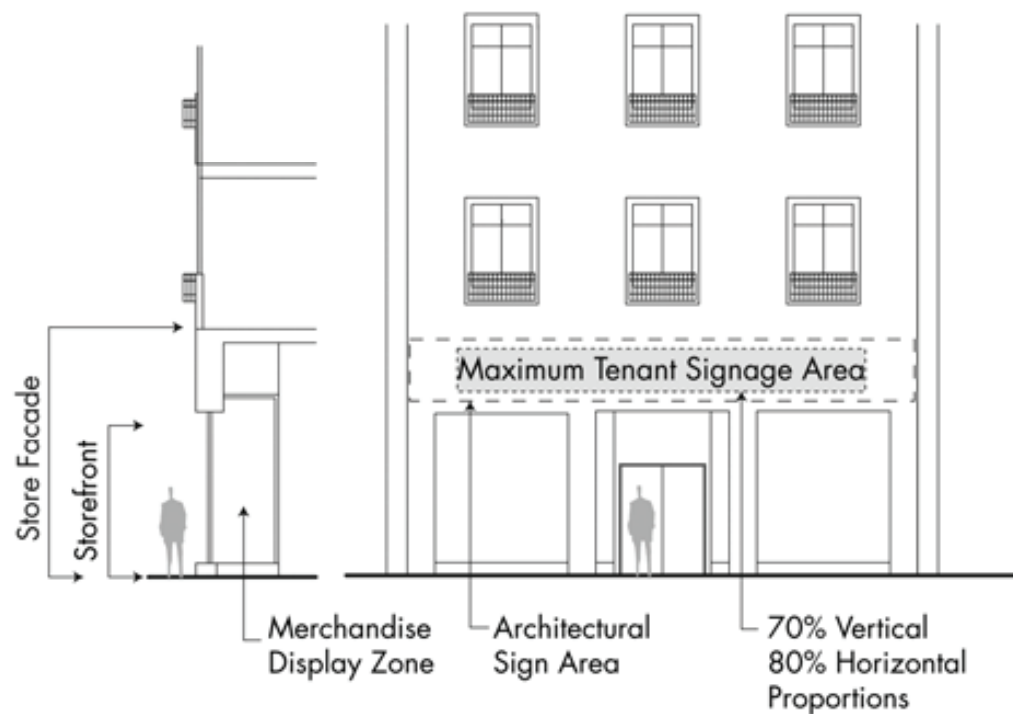
# TENANT SIGNS

## NON-RECTANGULAR CABINET WALL SIGN

A wall mounted sign is any sign mounted flat against and projecting less than twelve (12) inches from, or painted on the wall of a building or structure with the exposed face of the sign in a plan parallel to the face of the wall. This does not include window signs. All signs shall fit appropriately into architectural sign areas as depicted below – Wall Signs with a maximum proportion of eighty (80) percent of the vertical height and eighty (80) percent of the horizontal length. Margins left by the sign should generally be in balance around the sign. Color breaks, control joints, high variation in surface texture or other obvious architectural delineation of spaces shall define the architectural sign area. Architecturally integrated signs may use a face material or cabinet which fills the entire sign area as background material.

Cabinet signs shall be stylized in shape, rather than rectangular, to reflect the shape of the image printed on the Sign Face or the molded Sign Face, with embossed copy, Flat Cut-Out copy, Channel Letter copy, or sign copy in relief. Copy may be a separate Letterset of Flat Cut-Out or Channel Letters not affixed to Cabinet as well.

### Letters, Panels or Custom Cabinets



EXAMPLE WALL MOUNTED CABINET SIGNS



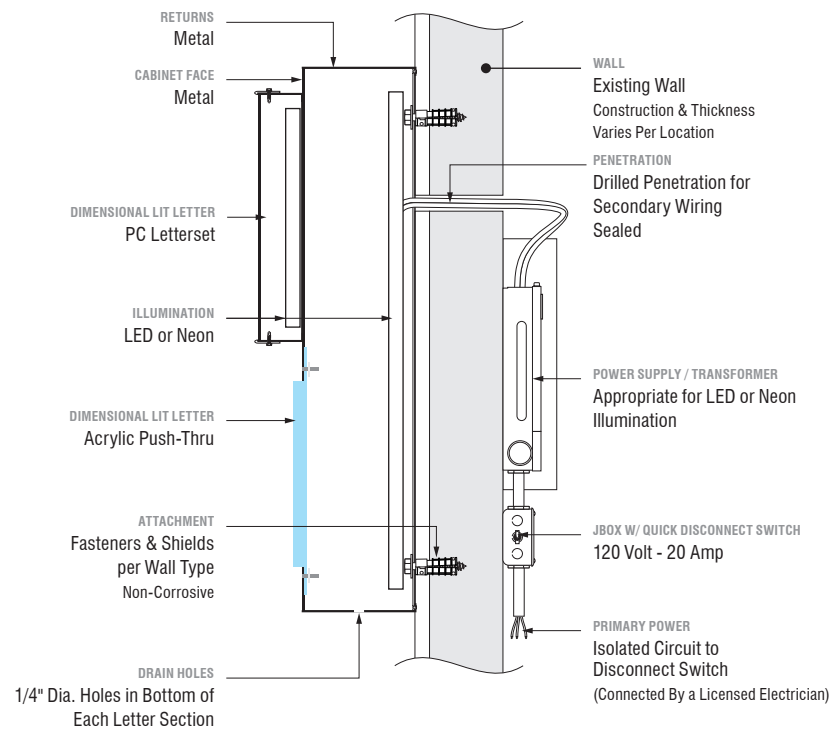
THIS CONSTRUCTION STYLE IS **NOT ALLOWED**:

- Non-Dimensional Face
- Acrylic face with Vinyl Only
- Rectangular Shape

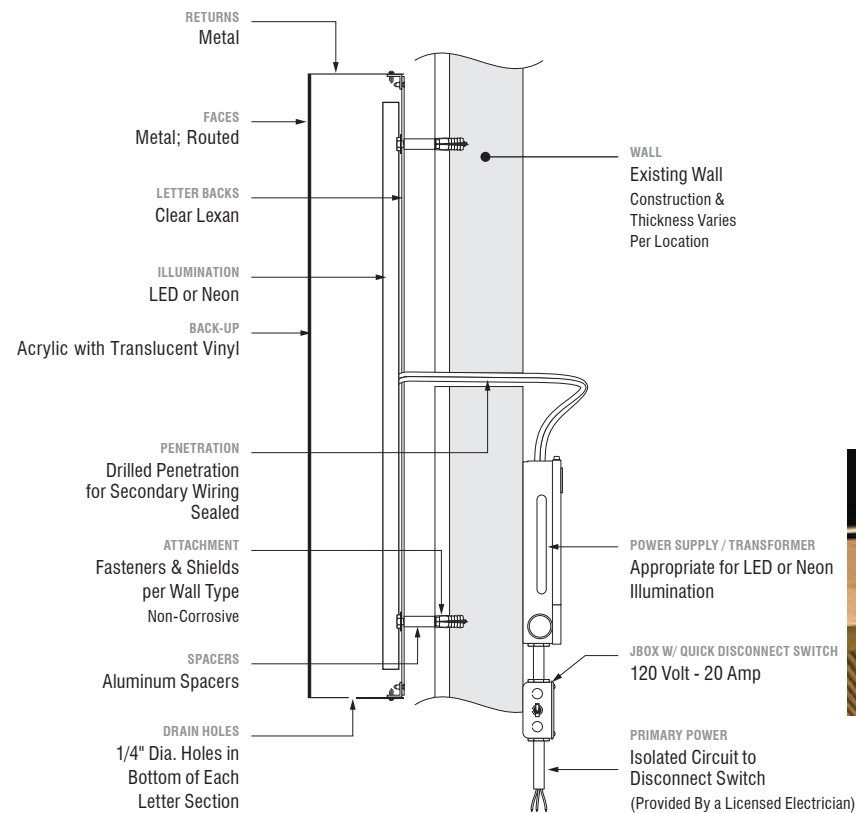
EXAMPLE PROHIBITED CABINET STYLE



# TENANT SIGNS - Cabinet Section Details



Face-Lit Letterset & Push-Thru Custom Cabinet Internally Illuminated



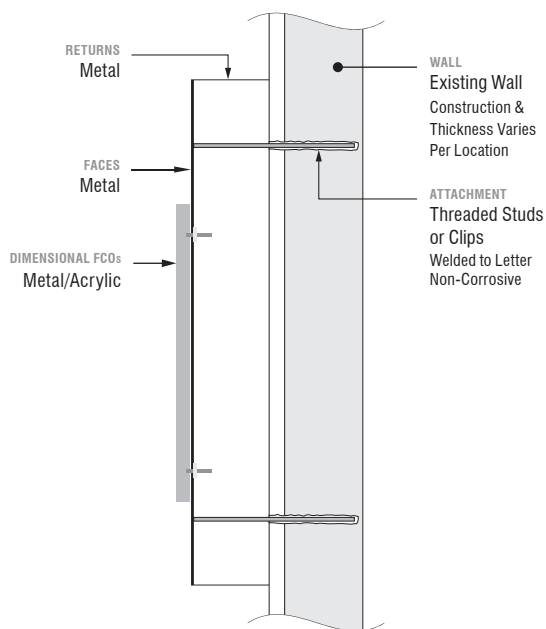
Reverse Pan Channel Cabinet Halo Illuminated

**A** Section Detail - Typical

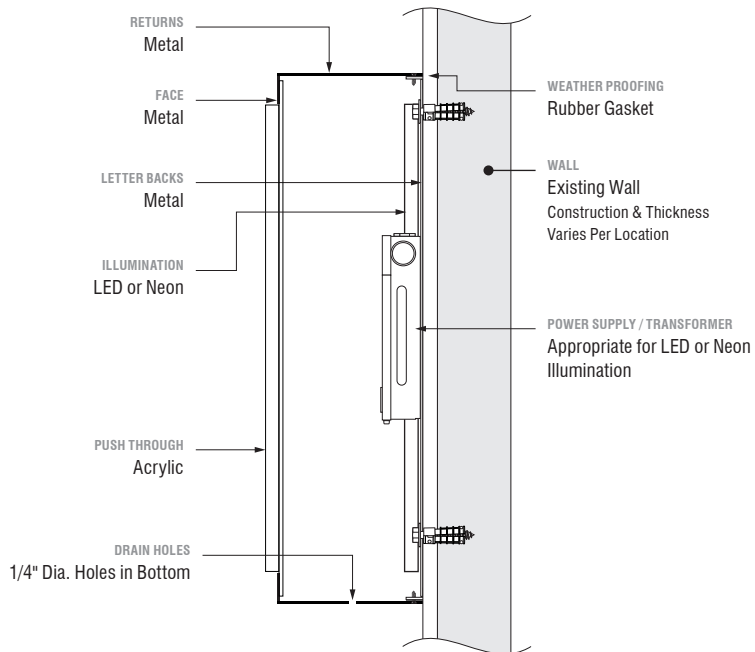
RPC Cabinet / Various Dimensional Illuminated Copy / LED Internally Illuminated / Flush Mounted

**B** Section Detail - Typical

Reverse Pan Channel Letter / LED Halo-Illuminated / Mounted Off Wall



Reverse Pan Channel Cabinet Non-Illuminated



Cabinet w/ Push Through Acrylic Face Internally Illuminated

**C** Section Detail - Typical

Reverse Pan Channel Letter / Non-Illuminated / Flush Mounted

**D** Section Detail - Typical

Cabinet / Internally Illuminated / Push-Thru Acrylic Face

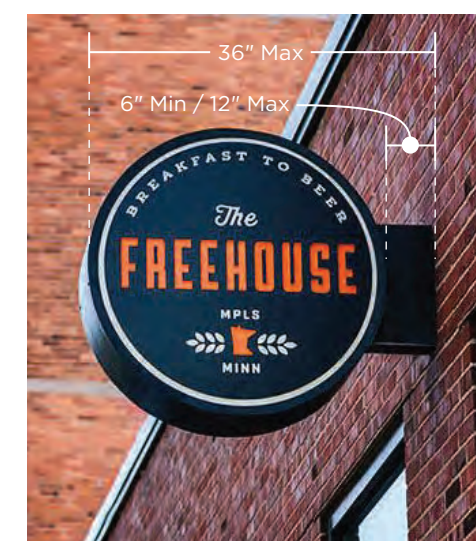
# TENANT SIGNS

## PROJECTING BLADE SIGN

A projecting blade sign shall be a sign attached to a building or other structure. Projecting blade sign faces require a minimum spacing from the building of six inches (6") and a maximum spacing from the building of twelve inches (12"). Mounting brackets must be decorative elements, compatible with the architecture of the base building.

The projecting blade sign must be at least eight (8) feet above any walkway surfaces. Maximum projection shall not exceed three (3) feet.

The sign may be illuminated, externally illuminated, or non-illuminated.



EXAMPLE BLADE / PROJECTING SIGNS



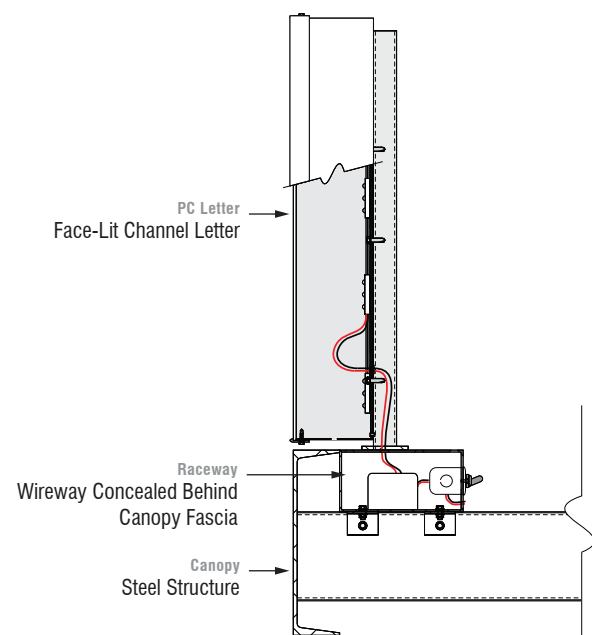
# TENANT SIGNS

## CANOPY SIGNS

A sign placed on, affixed to, or incorporated into the surface of a canopy (typically rigid structures, or structures with vertical supports) or similar device. Signage may be mounted over, suspended under or face-mounted to the front edge or sides of a canopy. The canopy and associated signage must be at least eight (8) feet above any walkway surfaces. Canopies over four (4) feet deep may be required to provide indirect illumination of the walkway below, this shall not be considered signage illumination. Refer to the illustration below. No Raceway can be visible from front view of sign if possible due to canopy construction.

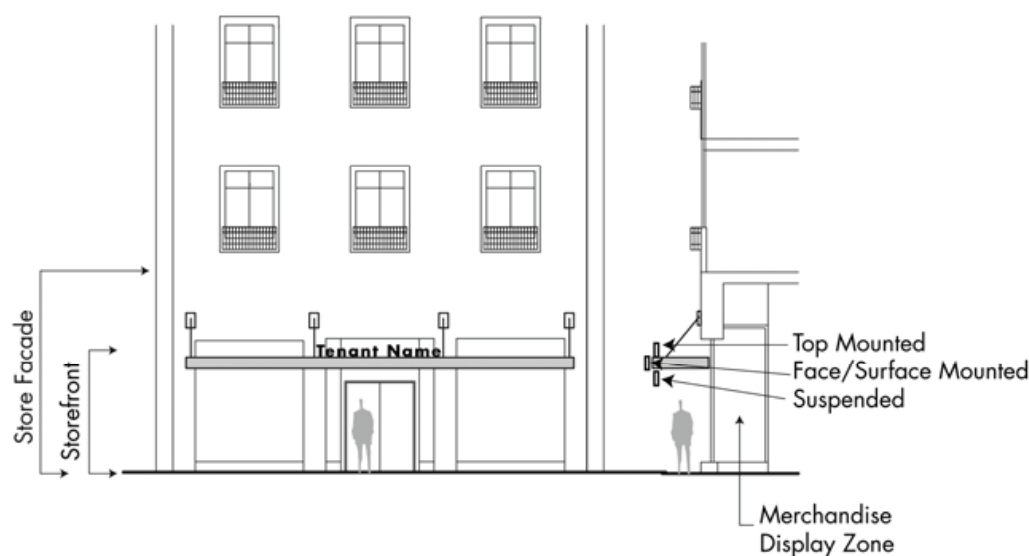


EXAMPLE CANOPY SIGNS



Channel Letter Mounted on Canopy Face OR Halo Illuminated with Hidden Raceway

**NOTE: Back-Plate for Halo Illumination May be Required on Signs Installed on Canopy.**



**A** Section Detail - Preferred  
Canopy Sign / LED Internally & Face Illuminated / Concealed Wireway



# MISC. TENANT SIGNS

## MENU SIGN / BOARD / CABINET

Shall be per standard Queen Creek code: Article 7.2.I  
Menu Boards. Menu boards are permitted, as described below:

1. For drive-thru and / or drive-up restaurants;
2. May be freestanding and / or building-mounted;
3. Each qualified restaurant may have a maximum of two (2) total menu boards permitted, one (1) of which may be a preview menu board;
4. Each menu board shall not exceed twenty-four (24) square feet in area; preview boards shall not exceed twelve (12) square feet in area;
5. Shall not exceed (6') in height when building-mounted (8') in height when freestanding; and, Freestanding drive-through menu boards shall have:
  - a. A monument base with an aggregate width of at least fifty percent (50%) the width of the sign of masonry construction
  - b. A landscape area at the base of the sign(s) equal to at least two (2) square feet for each square foot of sign area.
  - c. Match the architectural style, material, and color of the principal structure.
  - d. Shall not be placed adjacent to a public right-of-way; and,
  - e. Shall require a permit prior to installation.



EXAMPLE MENU SIGN / BOARD / CABINET

## DIRECTIONAL SIGNS

Shall be per standard Queen Creek code: Article 7.2.H.

Any directional signs as needed not exceeding three (3) square feet in area per sign at a maximum height of four feet (4').



EXAMPLE DIRECTIONAL SIGNS



# MISC. TENANT SIGNS

## TEMPORARY SIGNS: RETAIL / PORTABLE SIGNS

Shall be per standard Queen Creek code: Article 7.5.2: Temporary Signs  
 A-frame signs shall be allowed without permit for businesses in the Commercial districts. For the purposes of this section, a business is defined as one (1) entity per building or suite of ten-thousand (10,000) square feet or less, subject to the following regulations:

- B. Size. Signs shall be no greater than thirty-six inches (36") in width and forty-eight inches (48") in height.
- C. Number. Up to two (2) A-Frame Signs shall be permitted per business. Only one (1) sign per business shall be permitted to be placed on any one (1) adjacent street frontage that also meets the location criteria described in item "D" below. In no event shall the combined number of A-Frame signs exceed two (2).
- D. Location. A-Frame Signs shall be located only:
  - 1. At grade level;
  - 2. Adjacent to the business being advertised, as follows:
    - a. Signs shall be placed on the business property being advertised within 20' of primary business entrance.
    - 3. Signs shall maintain a minimum five (5) foot clearance to allow unobstructed pedestrian use of a sidewalk or walkway.
    - 4. Signs shall be separated a minimum of ten (10) feet from any similar sign.
- E. Display. Signs shall be displayed only:
  - 1. During the hours the business is open to conduct business.

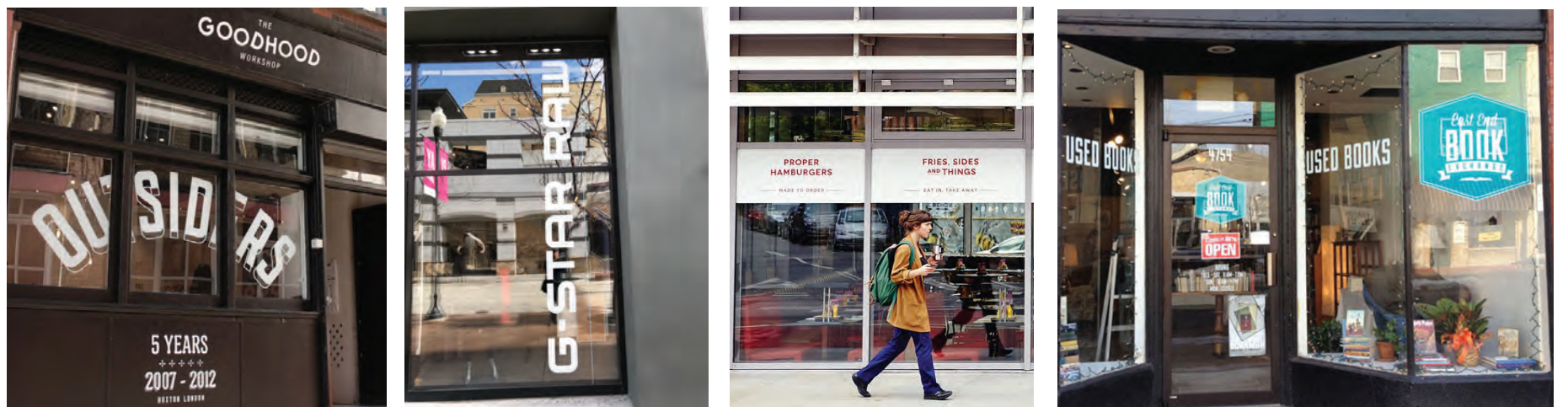


EXAMPLE TEMPORARY RETAIL / PORTABLE SIGNS

## WINDOW GRAPHICS

Shall be per standard Queen Creek code: Article 7.2.G  
 Window Signs. Up to one-hundred percent (100%), of aggregate window area, providing that the following criteria are complied with:

- 1. Window signage shall be placed on the street level of the building;
- 2. No window signage is permitted above the first story of the building; and
- 3. No sign permit required.



EXAMPLE WINDOW GRAPHICS



# MISC. TENANT SIGNS

**STOREFRONT & INCIDENTAL SIGNAGE**

Incidental signage shall not be limited by the Town Code. Storefront Graphics (text and logos) shall be no more than two (2) inches in height. Storefront Graphics & Incidental Signage may include the following information that is typically provided for commercial establishments:

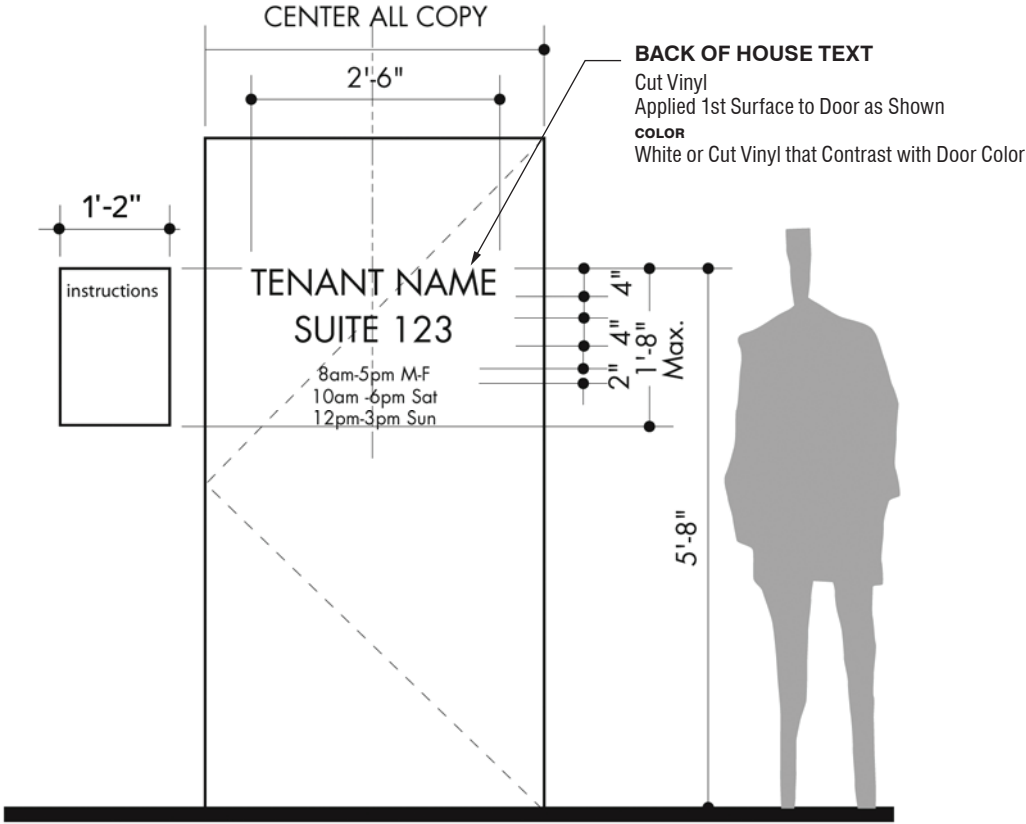
- The name of the establishment
- Hours of operation
- Suite numbers
- Modifiers of the products sold
- Logos and other graphic elements
- Credit cards accepted decal
- Chamber of commerce membership decal
- Open/Closed sign less than one-half (1/2) square foot, not permanently attached to the Storefront glazing
- No smoking decals less than one-half (1/2) square foot
- Other decals required by Law



EXAMPLE INCIDENTAL SIGNAGE

**BACK OF HOUSE SIGNS**

Shop Tenants: Back of house signs shall include signage located in and around a back door entrance to a building and shall be permitted as shown at right, without counting against the maximum sign area.





# TENANT SIGNS

## SIGN BANDS

KEY

WALL MOUNTED SIGNS

CANOPY SIGNS

BLADE SIGNS

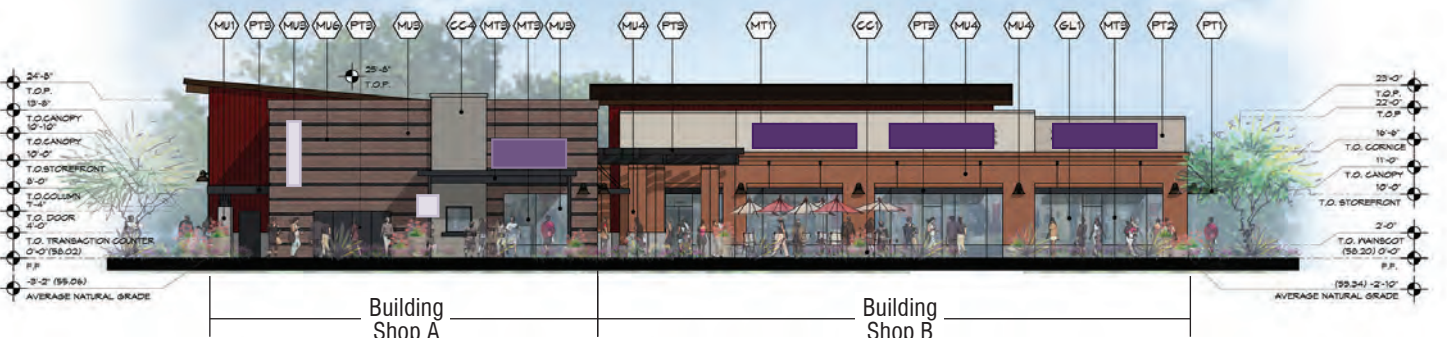
**NOTE**  
DIMENSIONS MAY VARY BUT SQ FT ALLOTMENT FROM LEASED FRONTAGE WILL NOT BE EXCEEDED. ALL SIGN BANDS ARE VIABLE OPTIONS FOR TENANT SIGNS, BUT THERE IS A MAXIMUM SQUARE FOOTAGE ALLOWED FOR EACH INDIVIDUAL BUILDING OF 250 SQ FT.



**A** Elevation View - East - Building Group B  
SCALE 1" = 30'0"



**B** Elevation View - North - Building Group B  
SCALE 1" = 30'0"



**C** Elevation View - West - Building Group B  
SCALE 1" = 30'0"



**D** Elevation View - South - Building Group B  
SCALE 1" = 30'0"



**E** Elevation View - North - Building Group A  
SCALE 1" = 30'0"



# TENANT SIGNS

## SIGN BANDS

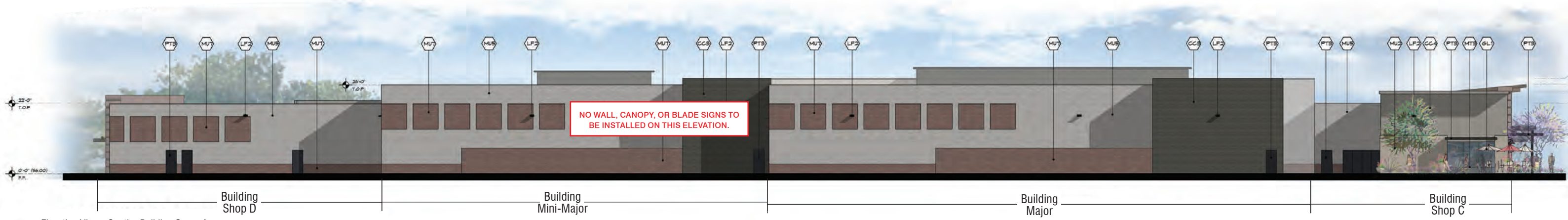
KEY

WALL MOUNTED SIGNS

CANOPY SIGNS

BLADE SIGNS

**NOTE**  
 DIMENSIONS MAY VARY BUT SQ FT ALLOTMENT FROM LEASED FRONTAGE WILL NOT BE EXCEEDED. ALL SIGN BANDS ARE VIABLE OPTIONS FOR TENANT SIGNS, BUT THERE IS A MAXIMUM SQUARE FOOTAGE ALLOWED FOR EACH INDIVIDUAL BUILDING OF 250 SQ FT.



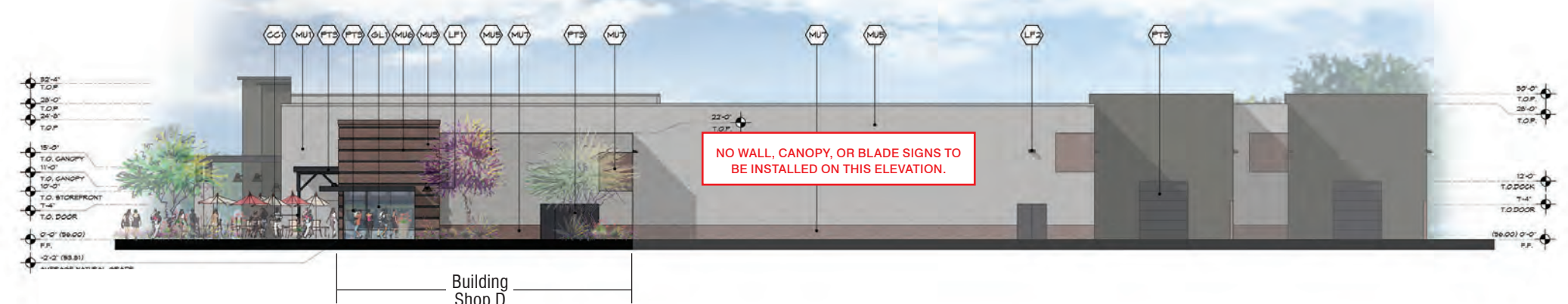
A Elevation View - South - Building Group A

SCALE 1" = 30'0"



B Elevation View - East - Building Group A

SCALE 1" = 30'0"



C Elevation View - West - Building Group A

SCALE 1" = 30'0"



# CONCEPTUAL DESIGN THEMES

## INSPIRATIONAL IMAGES

Harvest Station will be consistent with the requirements of the Town of Queen Creek Design Standards. It will offer a distinct and pleasing character that depicts the area's rural and agrarian history and a quaint neighborhood commercial center. Sign uniqueness is the key to this aesthetic. The signage design will be complementary to the surrounding agritainment uses, rural themes in the Harvest residential community by using classic signage materials in timeless and dynamic ways.

