

Village Grove

Comprehensive Sign Program
October 19, 2016

Developer

Cole Valley Partners / Village Grove LLC
220 NW 8th Ave.
Portland, OR 97209

Owner

Cole Valley Partners / Village Grove LLC
220 NW 8th Ave
Portland, OR 97209

Prepared by

Royal Sign Co.
Raymond Owens
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Project Description

Located on the South East corner of Ellipsis & Gilbert Road.

1927 N. Gilbert Road

The project is zoned neighborhood commercial.

The gross site area is 8.63 acres.

The project will be branded on Gilbert Road with two (2) freestanding multi tenant monument signs and on McKelips Road with two (2) freestanding multi tenant monument signs. Freestanding monuments identifying special-use tenant and project identity utilize the unique materials and finishes of the building, to tie back to the architecture.

Theme & Image

The image Village Grove represents an inviting and vigorous retail development. The visual impression is constant throughout the project's architecture and continued throughout the sign design.

Sign copy, size, and configuration vary according to function yet because design elements and motifs are used consistently, a unifying theme is apparent.

Narrative

Village Grove is located on the southeast corner of Gilbert & McKellips in Mesa. This existing center has been anchored for many years with many long time tenants. The Developer is now increasing leasable space by adding a freestanding pad coffee shop.

This Comprehensive has been designed to control the signage for the new & existing tenants.

There will be a total of four Primary monument signs, two per street front. The frontage along Gilbert is 540 feet, allowing for a total height of all freestanding signs along this road at 27 feet. The frontage along McKellips is 540 feet, allowing for a total height of all freestanding signs along this road at 27 feet.

Both non-conforming multi tenant pylon signs located on Gilbert Rd & McKellips Rd (Sign B1 & B2) will be removed during the construction of the coffee shop. These signs will each be replaced with new conforming signs.

Narrative

The purpose of the owners and the management is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the center. The Total concept should give an impression of quality, professionalism and install a good business image.

The following specifications are to be used for the design of your sign; however in all cases final written approval by LESSOR'S management is required prior to manufacturing and installation of all signs.

PROCEDURE: Sign drawing proposal will be submitted to Cole Valley Partners - Village Grove LLC, 220 NW 8th Ave, Portland, OR 97209 for written approval, prior to the application for sign permit. Approval will be returned to the contracted Sign Company.

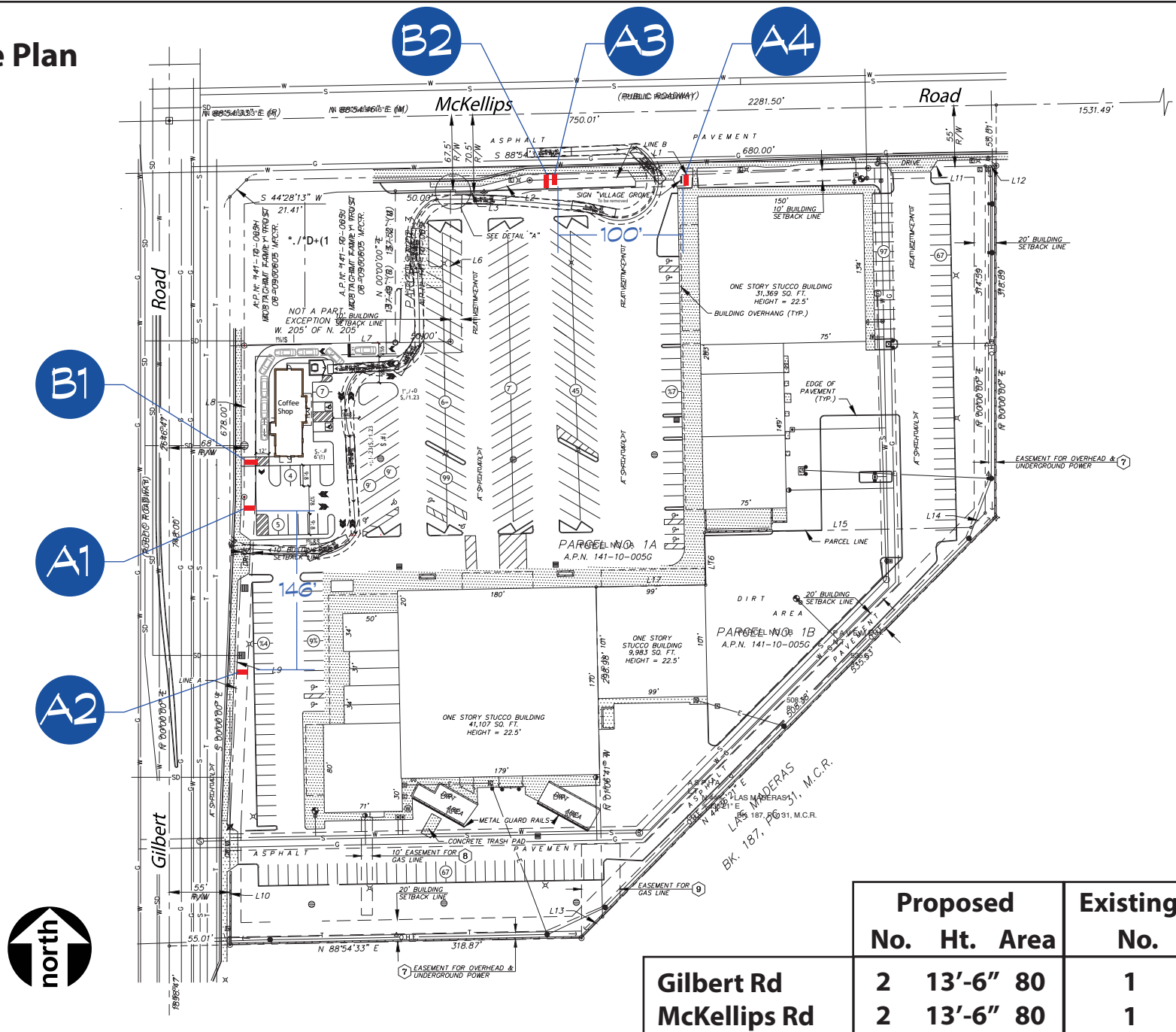
Detail Drawing

1. Detailed drawing by Sign Company shall be submitted to Landlord for final review and approval.
2. Elevation of building fascia and sign shall be drawing to scale, 1/4" to 1" scale.
3. Drawings shall indicate the following specifications:
 - a. Type, thickness, and color of Plexiglass and or vinyl overlay.
 - b. Types of materials used for backs, returns, and trim cap, including color.
 - c. Finish used on returns.
 - d. Type of illumination and mounting method.
4. Drawing must include fascia cross section showing electrical connections.

Notice

Written approval and conformance with this specifications does not imply conformance with the local City and other applicable sign codes. All signs must be permitted and must comply with the City of Mesa sign codes and electrical codes and a sign permit must be received prior to manufacturing and installation of all signs.

Site Plan



Gilbert Rd McKellips Rd	Proposed			Existing (to be removed)		
	No.	Ht.	Area	No.	Ht.	Area
	2	13'-6"	80	1	28	216
	2	13'-6"	80	1	28	216

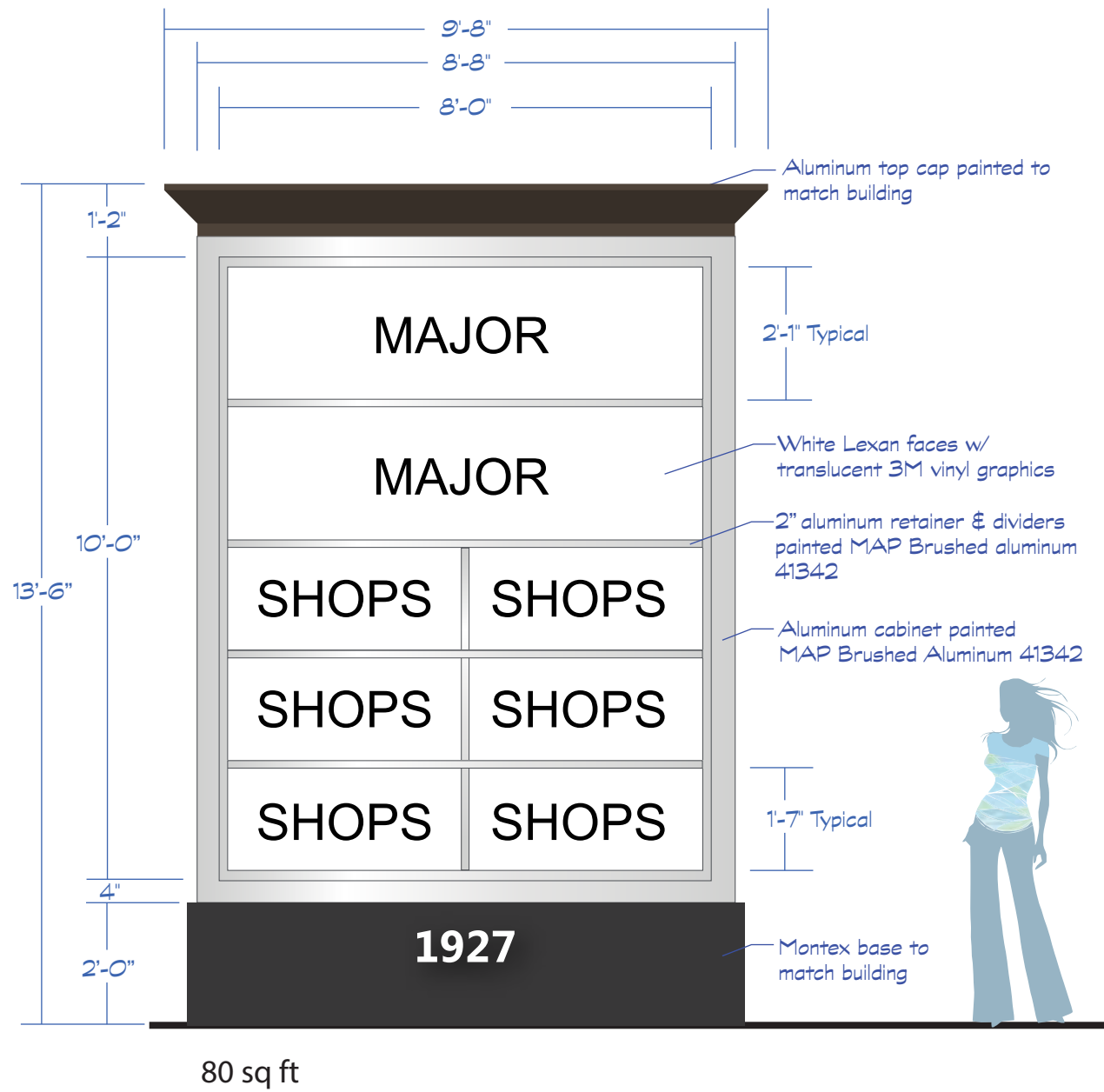
Signs A1, A2, A3 & A4

Utilizing similar architectural details and materials of the build, these signs will identify the project.

White acrylic tenant panels with vinyl graphics.

Address numbers, 6" tall flat cut out plate aluminum painted white stud mounted flush to base.

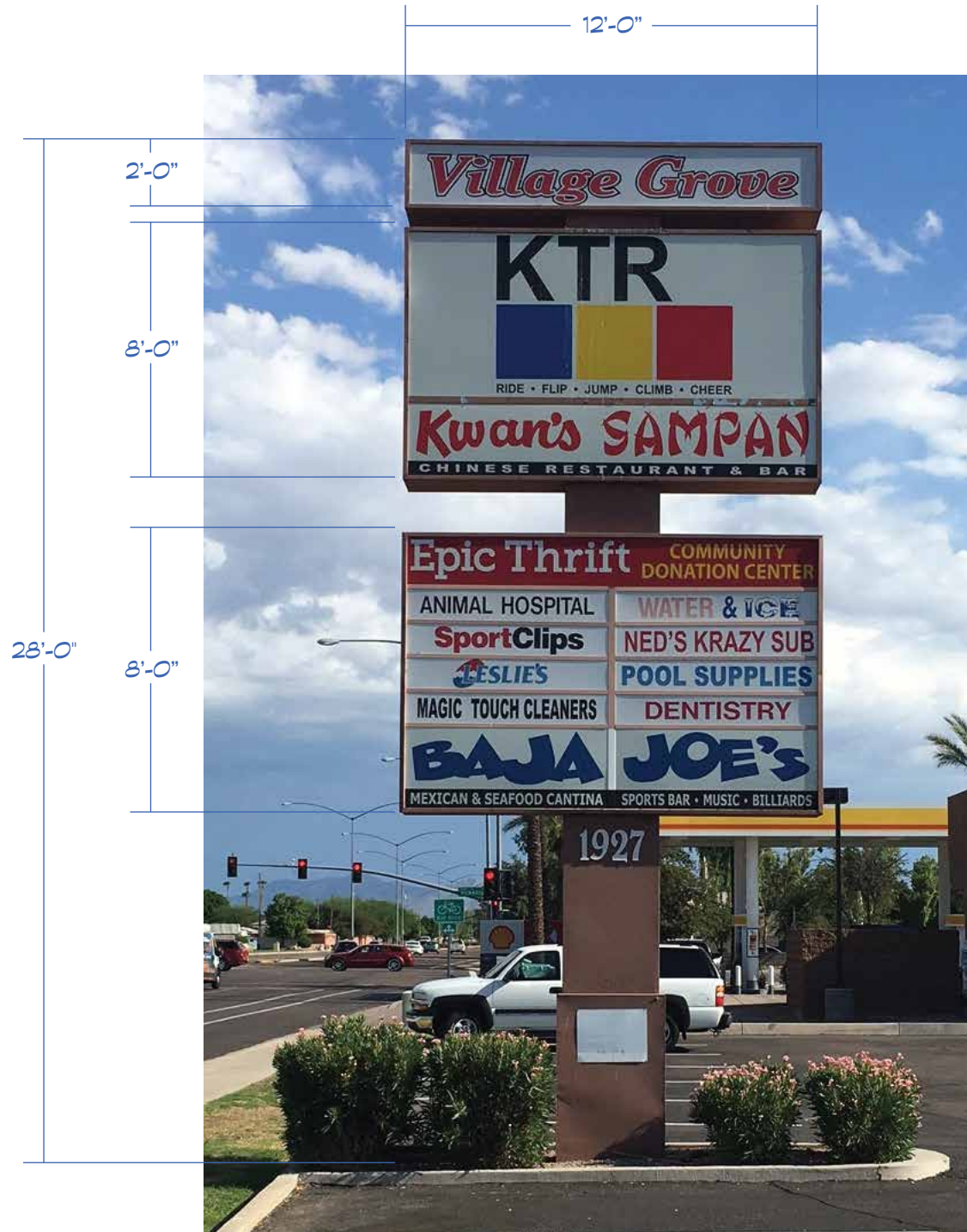
Proposed Sign Area: 80 sq ft



Sign B1

Existing non-conforming sign to be removed and replaced with sign A1 during the construction of the Coffee Shop. Sign A2 to be constructed within 12 months.

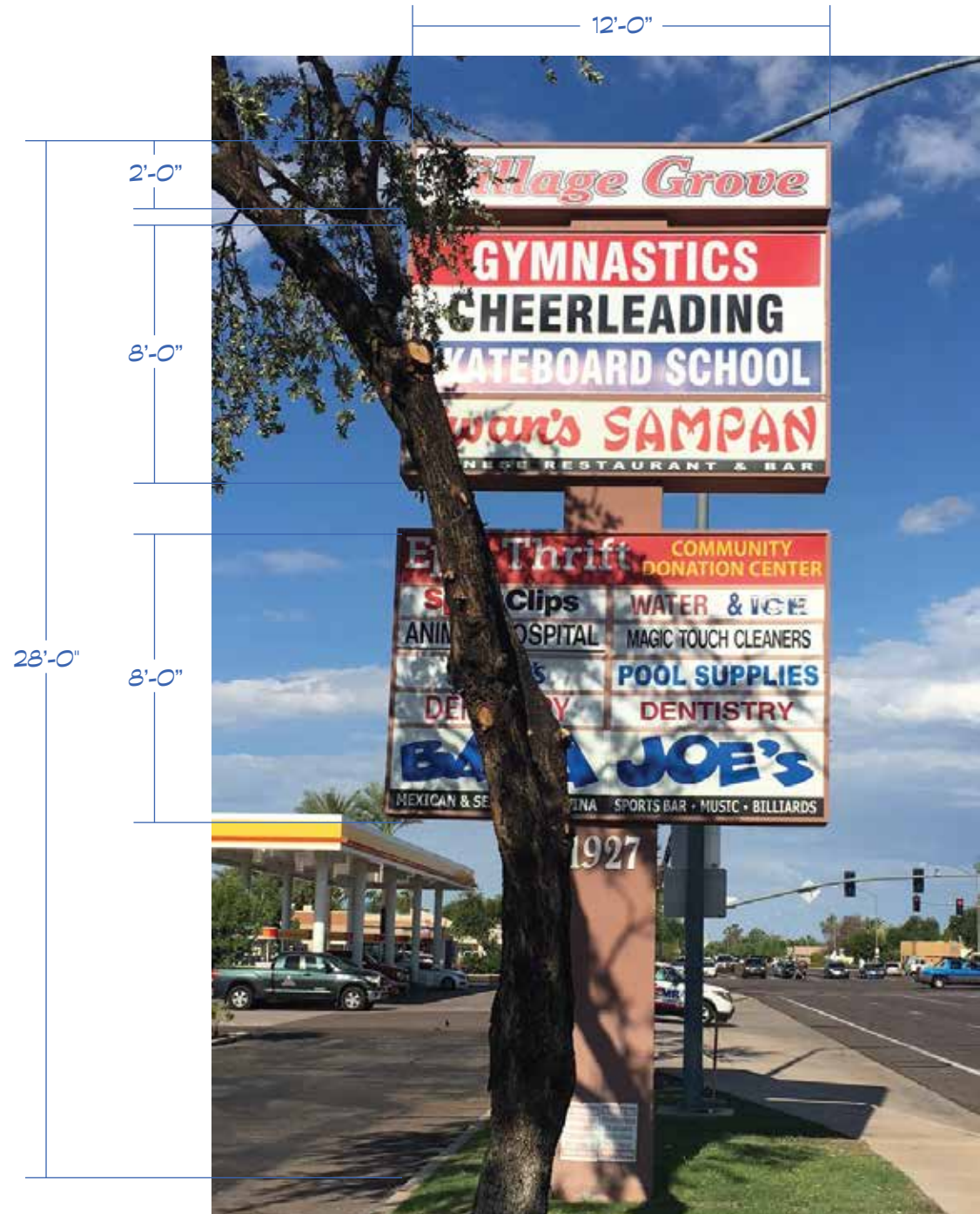
Existing Sign Area: 216 sq ft



Sign B2

Existing non-conforming sign to be removed and replaced with sign A3 during the construction of the Coffee Shop. Sign A4 to be constructed within 12 months.

Existing Sign Area: 216 sq ft



Tenant Building Signage

All Tenants may have at least one storefront sign. Designs must be dimensional in nature and respond to the building facade design with the exposed face of the sign in a plane approximately parallel to the plane of the wall, projecting outward from the wall not more than twelve (12) inches.

All designs and layouts must meet the intent of this criteria. Unique approaches, creative designs, forms, and the use of “custom” wall units are highly encouraged to create an “urban sense”. Individual letters flush or on raceways encouraged. Backer panels and cabinet signs allowed. Existing permitted signs can remain as is.

Design Approval

All wall and storefront signage shall require the Owner/Landlord or their Agent’s approval at their sole and absolute discretion for quality and consistency prior to submittal to the City of Phoenix for permit approvals.

Brand Identity

Typeface, marks/icons and logos may be utilized, subject to the approval of the Owner/Landlord.

All national retailers shall be permitted to utilize their standard corporate identification programs, to sign area limitations.

Colors

Colors are open.

Allowable Attached Signs

LENGTH: Not to exceed 80% of leased space.

AREA: 2 square feet per 1 lineal foot of frontage, minimum 30 square feet of attached signage.

Quantity: Occupancies with less than 100 front feet- two (2) signs for each occupancy not to exceed 2 square feet of total sign area for each front foot of building. Occupancies with more than 100 front feet are allowed three (3) signs. Total attached signage per tenant shall not exceed a combined 160 square feet.

Height: Not to exceed 80% of leased space / sign band.

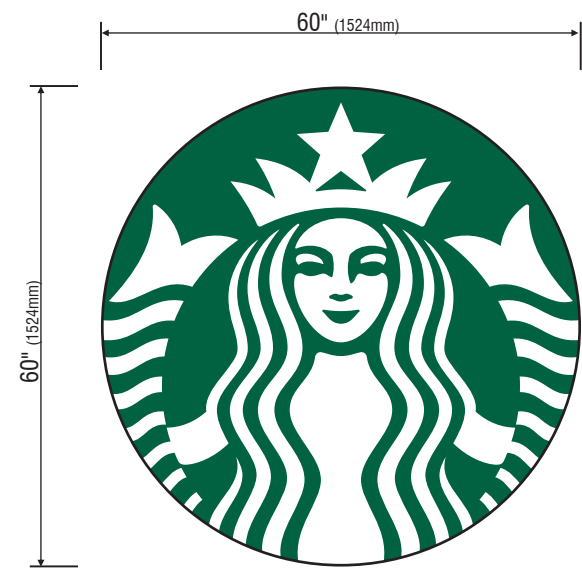
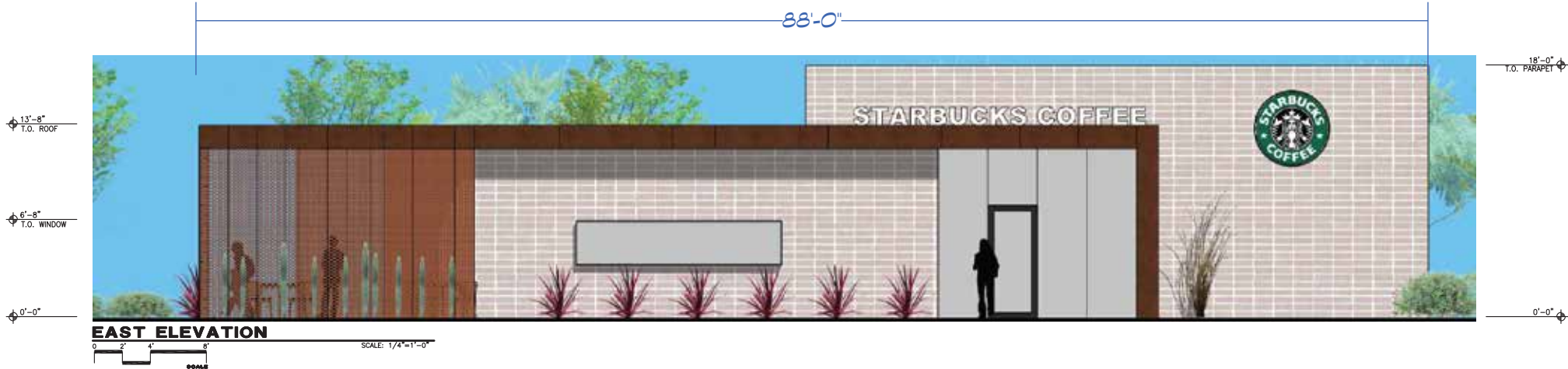
Prohibited Signs

- Painted or hand lettered signs.
- Paper, cardboard and styrofoam signs.
- Flashing, moving or audible signs.
- Inflatable signs or graphic devices.
- Flags or pennants.
- Internally illuminated awnings.
- Other signs deemed unsuitable by the Landlord.

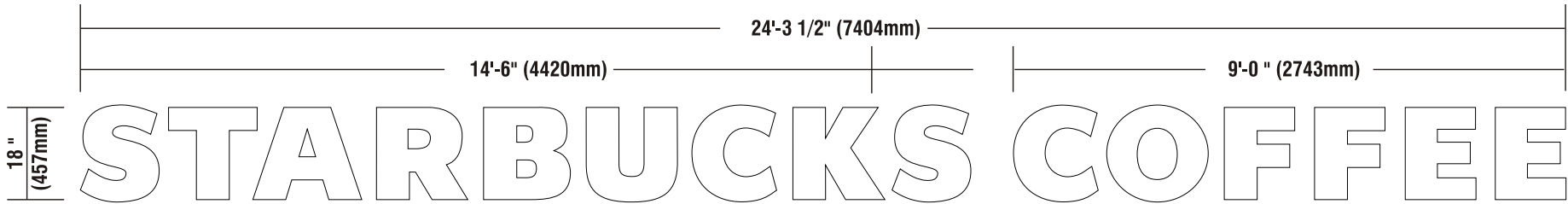
Upon Completion of Tenure

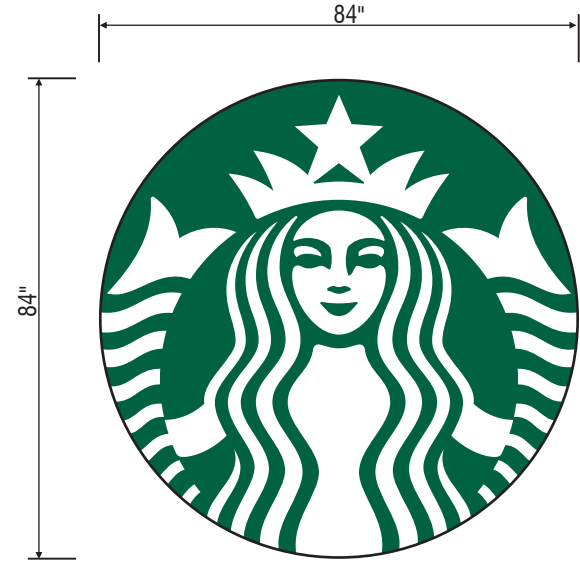
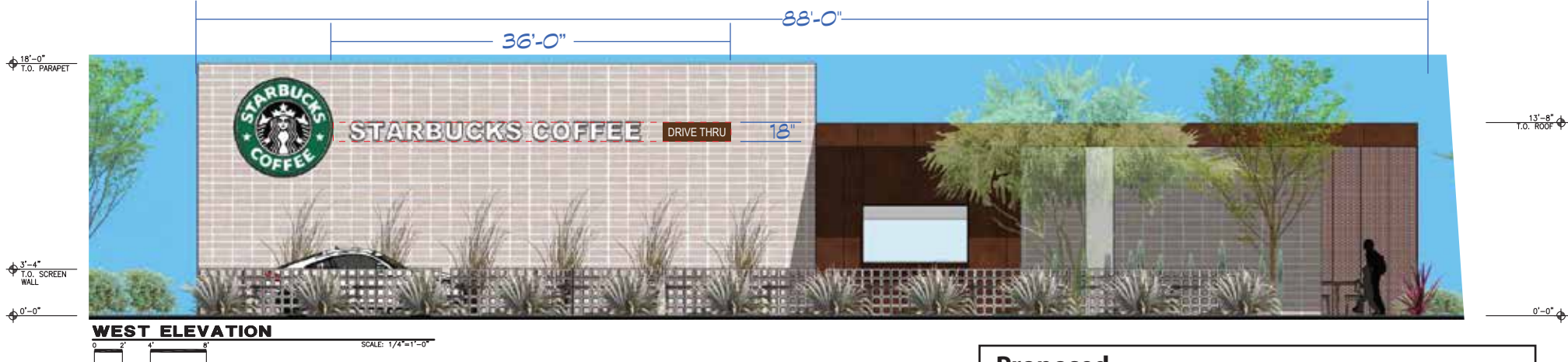
Customer is responsible for:

- Removal of all retired signage.
- Repair store front / patch & paint to like new conditions.
- Replacing any occupied monument tenant panels with new, blank aluminum faces.

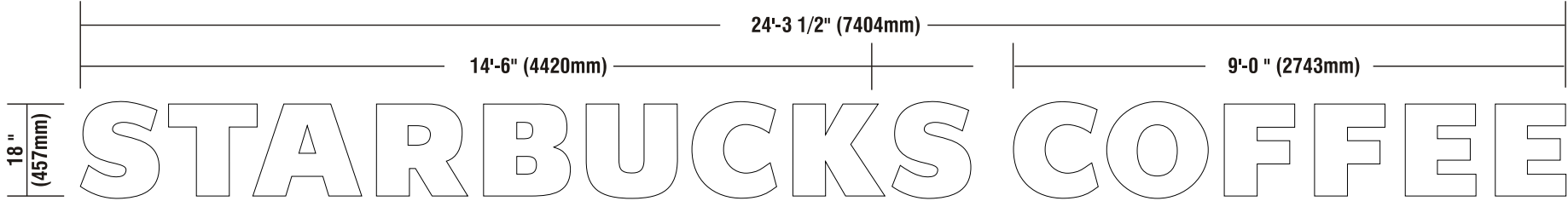


Proposed		
No. Area		
East Elevation	Logo	1 19.7 sq ft logo
	Copy	1 36.5 copy 'Starbucks Coffee'
Total		2 56.2 sq ft (19.7 logo + 36.5 copy)





	Proposed	
	No.	Area
West Elevation Logo	1	38.5 logo
Starbucks Co..	1	36.5 Starbucks Coffee
Drive Thru	1	7.9
Dead Area	1	9.6 (dead space)
Total	1	92.5



New Order Zone Components: Digital Order Screen, Canopy, Pre-Menu, Menuboard, Bollards



Pre Menu Board



Digital Order Screen with Canopy



Menu Board



Order Zone Components

Starbucks - New Signage Designs

