

# Gulfstream

A GENERAL DYNAMICS COMPANY



Special Use Permit/  
Comprehensive Sign Plan  
6202 S. Ellsworth Road, Mesa Arizona

Designed by:

Image Resource Group  
130 Pinnacle Point Ct.  
Columbia, SC 29223  
P: (803) 790-2121  
F: (803) 790-2125  
Company website: [www.imageresourcegroup.com](http://www.imageresourcegroup.com)  
Project Management website: [www.irgpm.com](http://www.irgpm.com)



Prepared by:

Royal Sign Company - Installer  
2631 N. 31st Ave.  
Phoenix, AZ 85009  
P: (602) 278-6286  
F: (602) 278-0234  
[www.royalsign.net](http://www.royalsign.net)  
AZ ROC #25674 (C-38)



Client:  
Gulfstream Aerospace  
Corporation &  
Image Resource Group

Location:  
6202 S. Ellsworth Rd.  
Mesa, Arizona 85212



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Phoenix, AZ 85009  
602-278-6286  
[royalsign.net](http://royalsign.net)

Project  
231360

- 1 21 NOV 2023
- 2 29 DEC 2023
- 3 n/a
- 4 n/a
- 5 n/a
- 6 n/a
- 7 n/a
- 8 n/a
- 9 n/a
- 10 n/a

Project Manager:  
Elizabeth Pappas  
E-Mail:  
[liz@royalsign.net](mailto:liz@royalsign.net)

Approval Signatures

X

Client:

X

Landlord:

Customer is responsible for providing a dedicated electrical circuit within six feet of each sign location and any desired electrical timing devices

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Sheet Title  
Cover Page

Page Number

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# Project Overview

Gulfstream is seeking a Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) to fulfill their quality expectations through signage, as related to their branding, wayfinding, and business identification. We believe what we have prepared in conjunction with Image Resource Group and Gulfstream Aerospace Corporation is very reasonable, attractive and appropriate for the scope of the development.

The proposed Special Use Permit (SUP) for a Comprehensive Sign Plan (CSP) is to modify some of the development standards outlined in Mesa Zoning Ordinance for this project.

§11-43-3 D limits the total square footage of signage to a maximum of 160 square feet. We are seeking to deviate from this square footage due to the nature of the facility and its surroundings. Gulfstream’s building has over +/-750 lineal feet of street frontage, +/-817.6’ of building frontage, and is more than 225,000 square feet in size. The proposed wall signage is scaled appropriately for the building, which at its closest point is 532 linear feet from S. Ellsworth Road. The proposed ground signs are one monument sign and two traffic directional signs, both tastefully scaled. Surrounding areas are zoned Industrial or Light Industrial.

Regarding the monument ground sign, Mesa Zoning Ordinance §11-43-2 C. 2.a states that “the sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1)”. We are requesting a deviation from the ordinance to allow for a sign copy ratio of 4.41 to 1 for the main monument business identification sign. This deviation would allow Gulfstream’s logo to be readable and maintain an attractive proportion and scale to the monument itself. The proposed deviation will only modify the detached signage standards for this project. We are also seeking approval to deviate from the existing Williams Gateway Airport Comprehensive Sign Plan, dated May 7, 1996, which stipulates that all ground signs identifying fixed base operators are required to have a masonry base. The proposed bases in this SUP/CSP are of aluminum construction, painted in a tasteful and upscale automotive finish resembling brushed aluminum.

Approval of the SUP is consistent with the policies of the General Plan and all other applicable City plans and/or policies. The location, size, design and operating characteristics of the proposed project are consistent with the purposes of the district where it is located, and conform with the General Plan, the Phoenix-Gateway’s Master Plan, and with any other applicable City plans or policies. The proposed project will not be injurious or detrimental to the adjacent or surrounding properties, or will the proposed project and improvements be injurious or detrimental to the neighborhood or to the general welfare of the City. In fact, we believe approval of the SUP and CSP will only further elevate the sophisticated and technologically advanced nature and look of the facility, the Airport, the City of Mesa, and its surroundings. Adequate public service, public facilities, and public infrastructure are available to serve the proposed project.

We respectfully ask for your consideration in approving the SUP and CSP for Gulfstream Aerospace Corporation at Phoenix-Mesa Gateway Airport.

Client:  
Gulfstream Aerospace Corporation & Image Resource Group

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**royal sign**   
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Project Manager:  
Elizabeth Pappas  
E-Mail:  
liz@royalsign.net

Approval Signatures

X \_\_\_\_\_

Client:

X \_\_\_\_\_

Landlord:

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Sheet Title  
Project Overview

Page Number

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# Site Progress Photos



Streetside (Facing Aviation Way) (N.T.S.)



Airside (Facing Tarmac) N.T.S.

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Sheet Title  
Sign Progress Photos

Page Number  
3 of 15

# Project Compliance

The proposed project complies with the 2040 Mesa General Plan.

Per §11-43-2 6 (D) CSP criteria:

1. The site contains unique or unusual physical conditions that would limit or restrict normal sign visibility.
2. The development exhibits unique characteristics of land use, that represent a clear variation from conventional development
3. The proposed signage incorporates special design features that reinforce or are integrated with the building architecture.

Per §11-70-5 (E) SUP Criteria:

1. The project will advance the goals and objectives of the General Plan and other City plan and/or policies;
2. Location, size, design, and operating characteristics are consistent with the purposes of the district where it is located and conform with the General Plan and any other applicable City plan or policies;
3. Project will not be injurious or detrimental to the surrounding properties, the neighborhood, or to the general welfare of the City; and
4. Adequate public services, public facilities, and public infrastructure are available.



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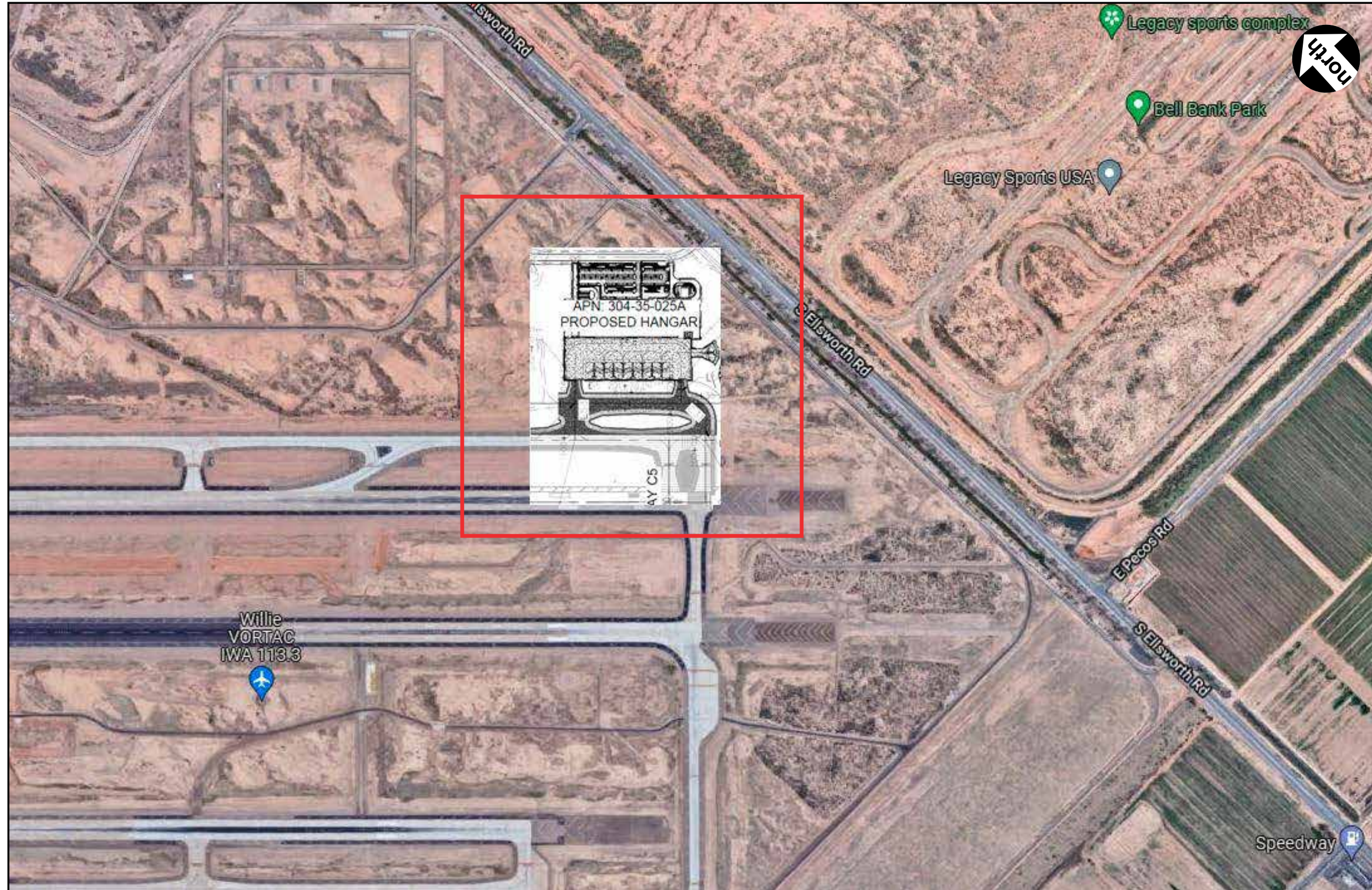
Sheet Title

Project Compliance

Page Number

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# General Site Plan



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Sheet Title  
General Site Plan

Page Number  
**5 of 15**

# Property Details



Subject Parcel APN: 304-35-025A  
 Property Address: 6202 S. Ellsworth Road, Mesa AZ 85212  
 Owner: Phoenix-Mesa Gateway Airport Authority  
 Mailing address: 600 S. Power Road, Mesa AZ 85206  
 Jurisdiction: Mesa  
 Zoning: LI  
 PUC: 2830  
 Lot Size: 6,724,587 square feet | 154.375 acres

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X  
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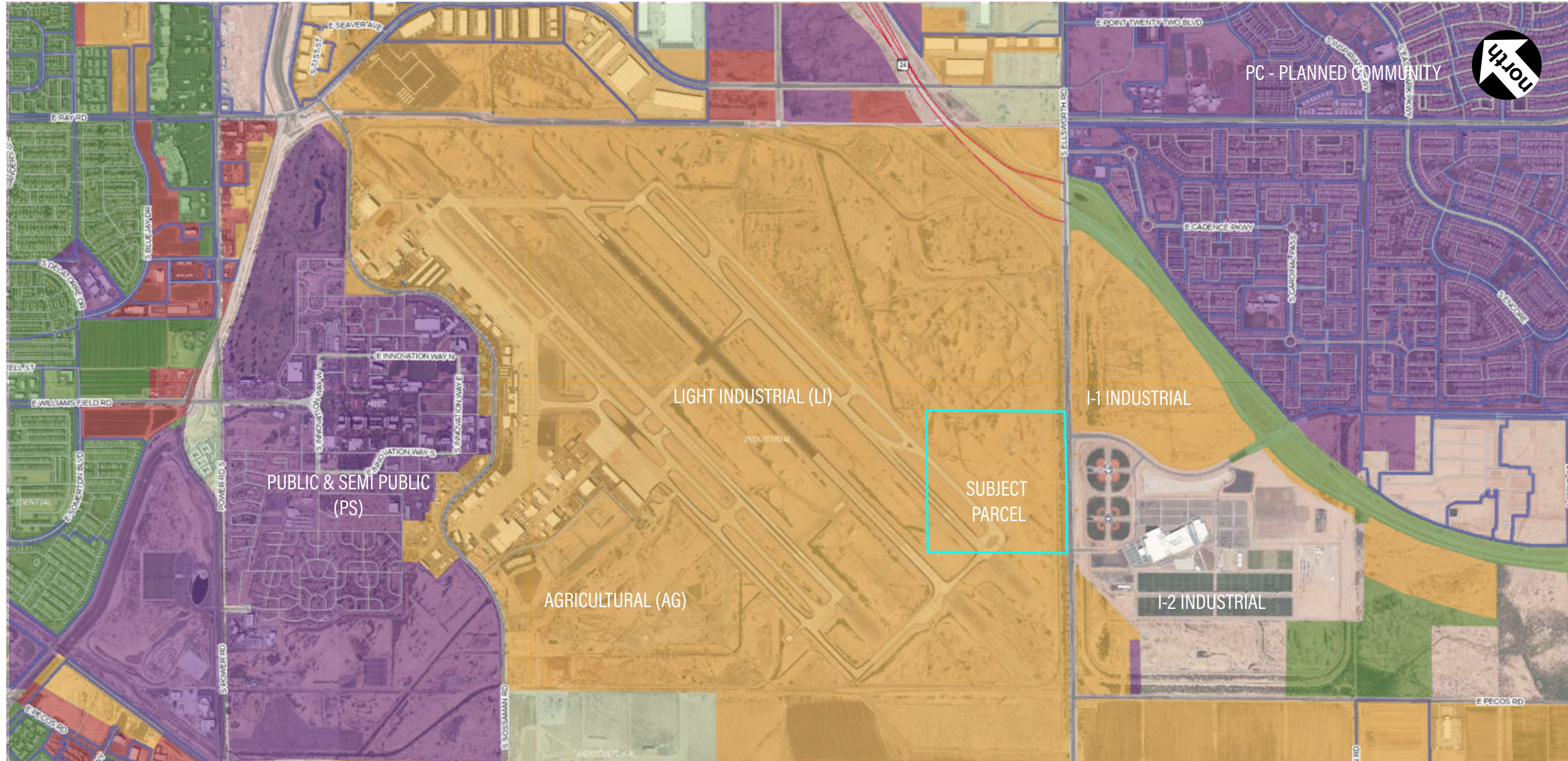
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Sheet Title  
 Property Details

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# Zoning Details



Subject Parcel's Zoning: LI (Light Industrial)

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 Gulfstream Aerospace Corporation & Image Resource Group

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Sheet Title  
 Zoning Details

# Exterior Plot Plan

## Plot Plan Symbols

- A** Entrance Monument 57.62 SF
- B** Channel Letters 666.72 SF
- C** Channel Letters 666.72 SF
- D** Directional Sign 175 SF
- E** Directional Sign 175 SF

## Sign Type Color Codes

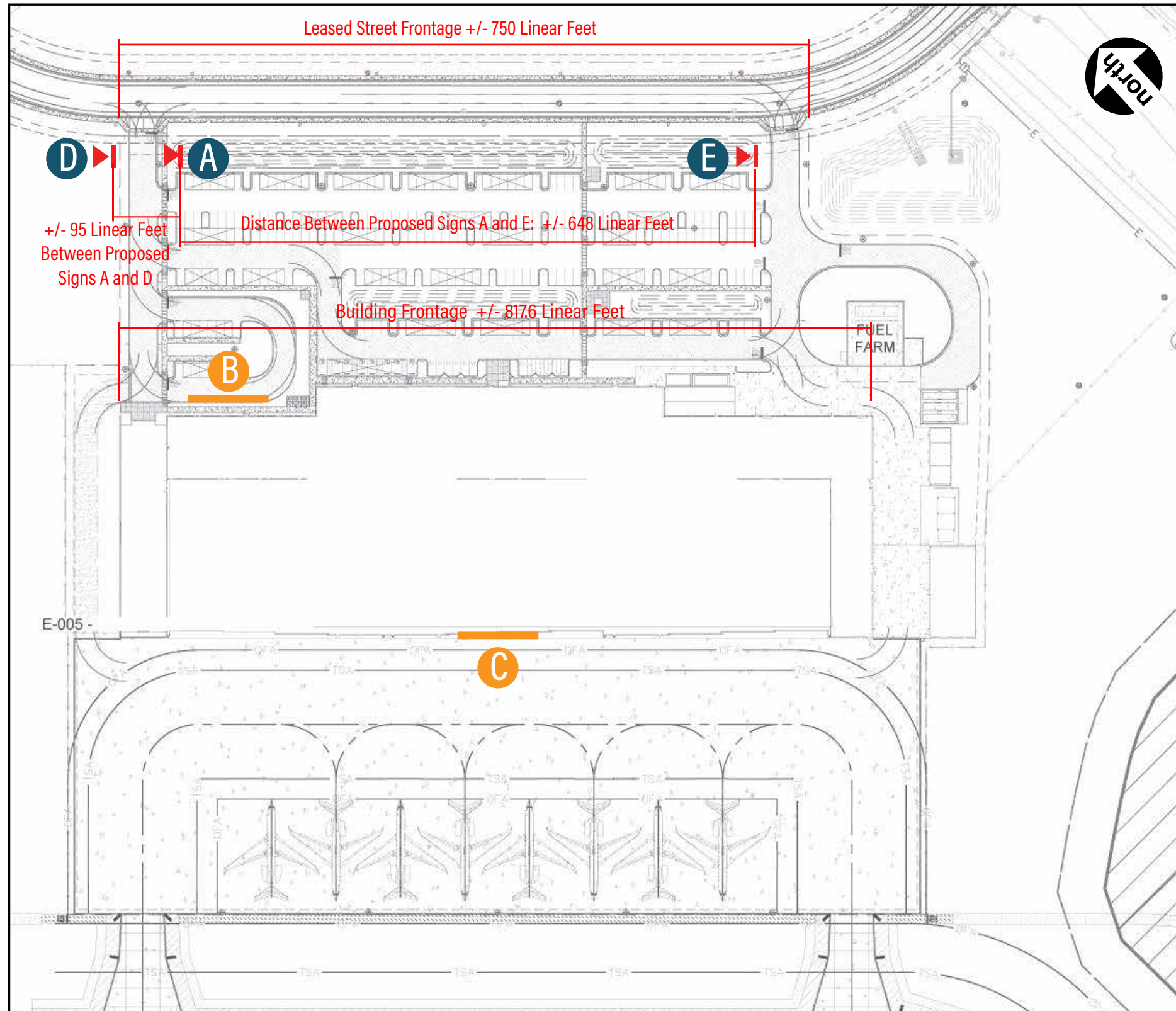
- Ground Sign
- Wall Sign

Proposed detached signage complies with:

§11-43-2 C.1.c: *Freestanding signs must be a minimum of seventy-five (75) feet apart when located on the same parcel or Group C-O-I Development site.*

§11-43-3D3: *Multiple Signs: 1-foot of sign height per 20 lineal feet of street frontage 12' max height:*  
 750 lineal feet/20=37.5', max. height=12'  
 Sign A: 7'-9&5/8" in height  
 Sign B: 6' in height  
 Sign C: 6' in height

§11-43-3D3: *Multiple Signs: 1 sq. ft. of sign area per lineal foot of street frontage, max area per sign 80 sq. ft.*  
 750 lineal feet of frontage = 750 sq. ft. max.  
 Sign A: 57.62 SF  
 Sign D: 175 SF  
 Sign E: 175 SF



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**X**  
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**X**  
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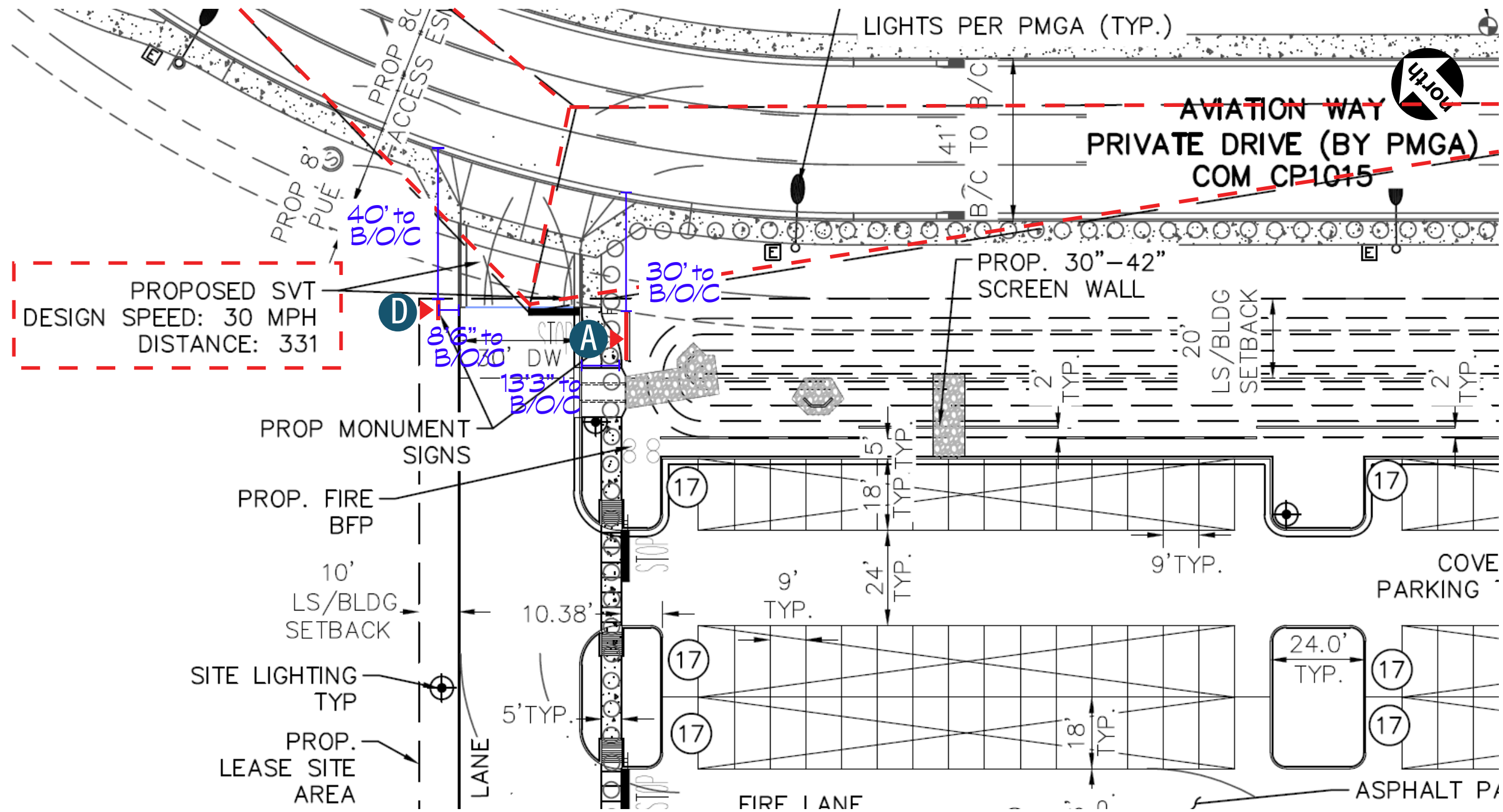
Page Number



# Proposed Sign Location Details Detached Signs A and D

\*All proposed signage to be approved by City of Mesa and sign permits are required.

Actual final sign locations to be determined and approved during sign permitting process. Per Engineering and Design Manual 316.72, "Maintain a minimum of three feet (3') of horizontal separation between water mains and all permanent above-ground structures or features, such as junction boxes, hardcape features, transformers, pedestals, etc. Per Section 418.3, "A minimum of 6-ft clearance between outside of sewer mains to permanent structures shall be maintained." No signs will be placed within the ROW, P.U.F.E., or Sight Visibility Triangles.



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- X Client:
- X Landlord:

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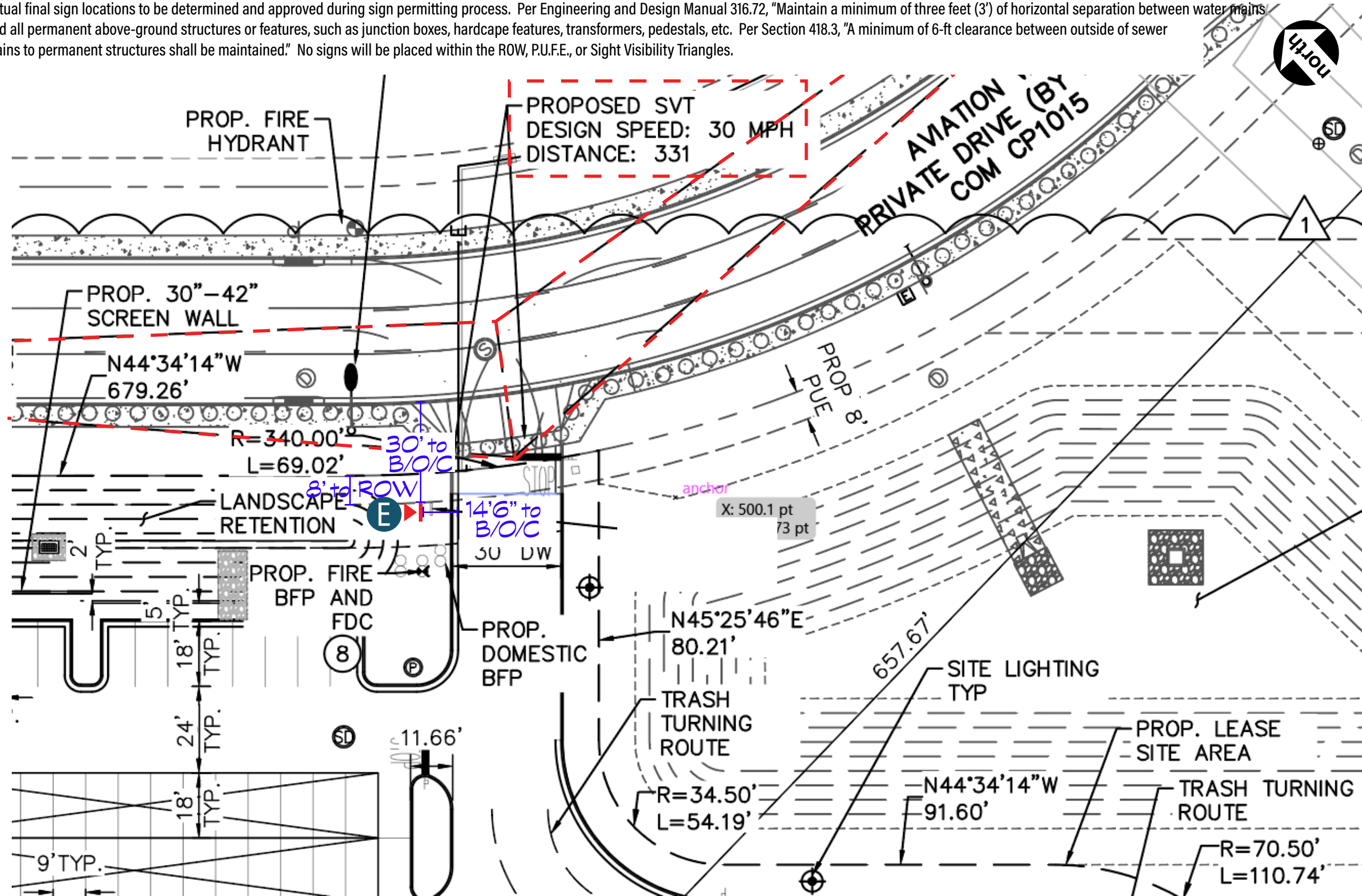
Sheet Title  
Sign Locations A & D

Page Number

# Proposed Sign Location Details Detached Sign E

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Actual final sign locations to be determined and approved during sign permitting process. Per Engineering and Design Manual 316.72, "Maintain a minimum of three feet (3') of horizontal separation between water mains and all permanent above-ground structures or features, such as junction boxes, hardcape features, transformers, pedestals, etc. Per Section 418.3, "A minimum of 6-ft clearance between outside of sewer mains to permanent structures shall be maintained." No signs will be placed within the ROW, P.U.F.E., or Sight Visibility Triangles.



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Approval Signatures

X  
Client:  
X  
Landlord:

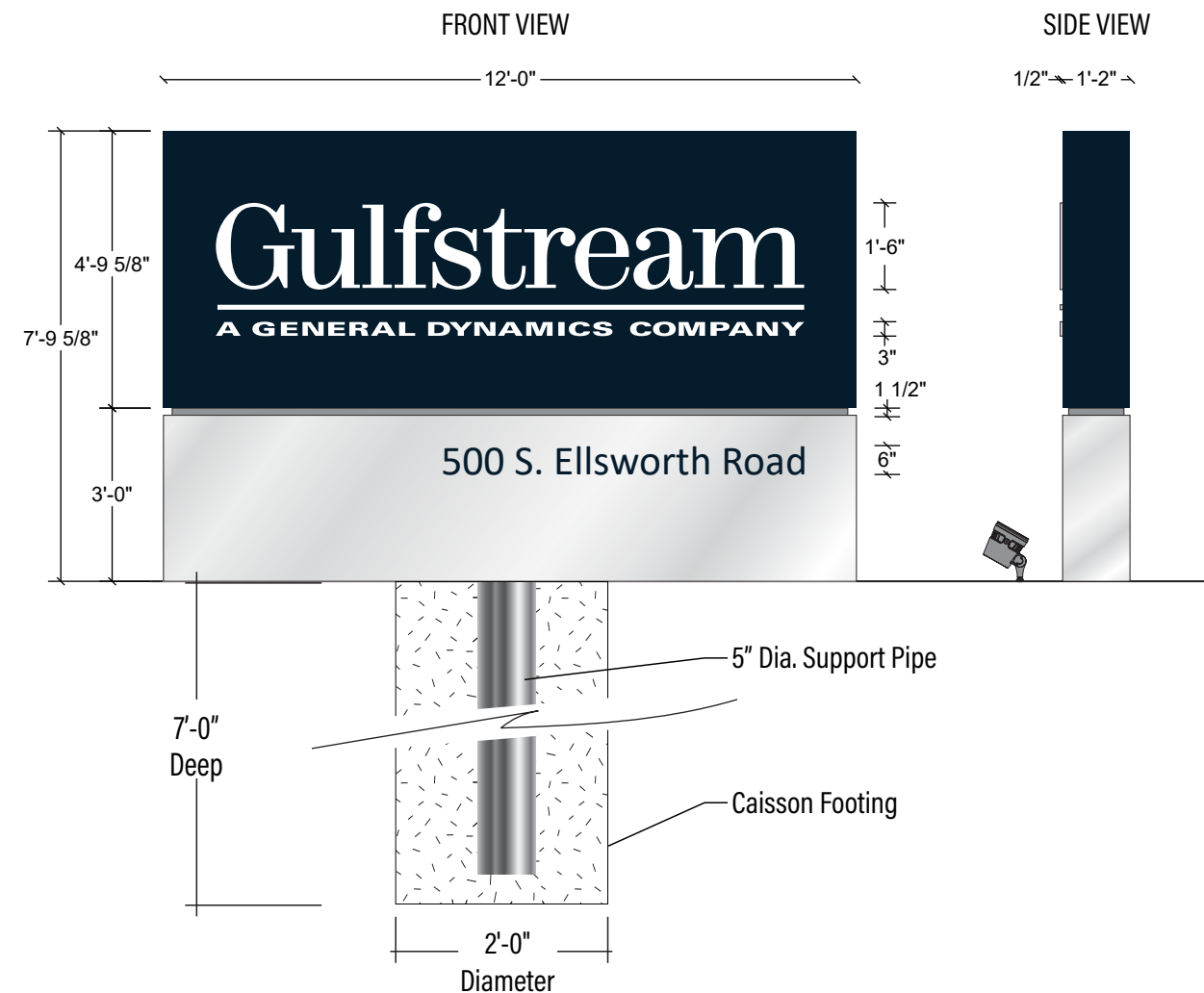
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Sheet Title  
Sign Location E

Page Number

# Proposed Sign A Details (Primary Monument Sign)



Per Arizona Sign Association Standard Engineering  
 2018 IBC, 105 MPH  
 2.0' diameter pile 7' deep  
 5" diameter Pipe or Round HSS  
 0.258" wall thickness

Royal Sign Company (Installer) is a member in good standing of the Arizona Sign Association.

**A**

MAIN I.D. FREESTANDING DISPLAY  
 INTERNALLY ILLUMINATED

Scale:  
 N.T.S.

Sign Area  
 57.62 sf

Single faced internally illuminated and externally illuminated monument sign. "Gulfstream", the horizontal line, and the words "A GENERAL DYNAMICS COMPANY" to be routed out and inserted with 3/4" push through clear acrylic letters. 3M Vinyl Translucent "White" (3630-20) will be applied to the first surface. Building address to be 3M Vinyl Opaque "Indigo" (7725-27). Cabinet to be painted to match PMS 296 C, with the bottom cladding painted to match Matthews Paint color "Brushed Aluminum".

All construction shall comply with the following codes: 2017 NEC and 2018 ICC. Sign permits are required.

GS\_MON-SF\_57

The proposed building identification monument sign as designed does not meet the following ordinance:

Per §11-43-2 C. 2. a. *The sign copy should not exceed a horizontal-to-vertical ratio of two to one (2:1).*

We are requesting that the CSP and Special Use Permit would allow Gulfstream to deviate from the ordinance due to the nature of the facility and its surroundings. The proposed copy has a horizontal-to-vertical ratio of 4.41 : 1.

We are also seeking approval to deviate from the existing Williams Gateway Airport Comprehensive Sign Plan, dated May 7, 1996, which stipulates that all ground signs identifying fixed base operators are required to have a masonry base. The proposed bases in this SUP/CSP are of aluminum construction, painted in a tasteful and upscale automotive finish resembling brushed aluminum.

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 Sign A Details

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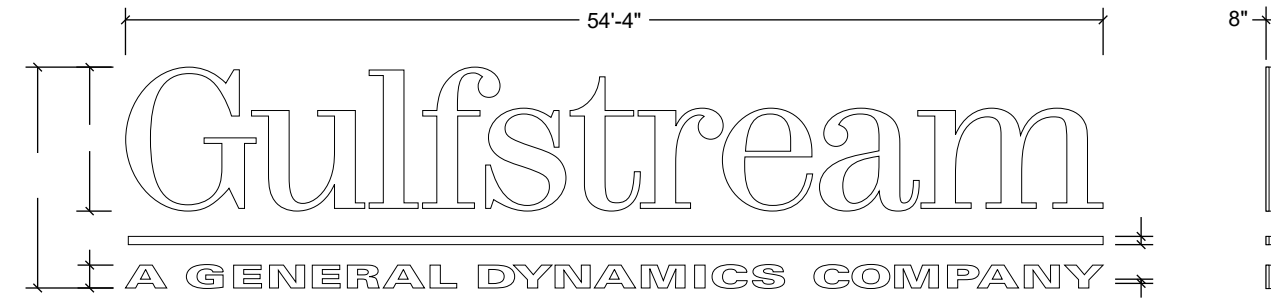
# Proposed Sign B Details (Landside Internally Illuminated Wall Sign)



RENDER



RENDER with PROPOSED SIGNAGE

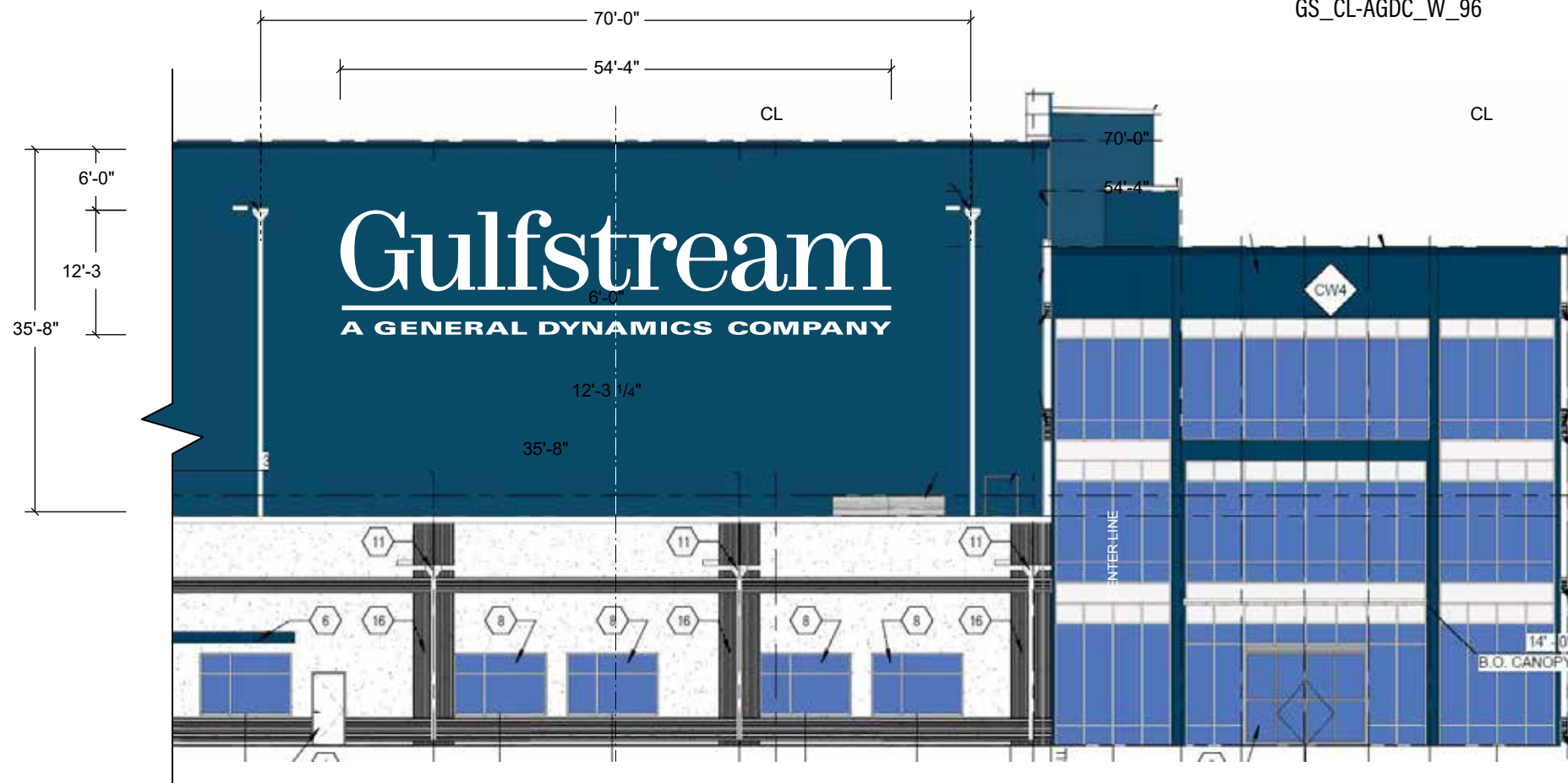


<b>B</b>	INTERNALLY ILLUMINATED FACE LIT PAN CHANNEL LETTER DISPLAY	Scale: N.T.S.	Sign Area 666.72 sf
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LED face lite pan channel letter set to illuminate white at night. White polycarbonate faces, returns painted white. White aluminum trim caps for "Gulfstream" and "Rule Line". White Jewelite trim caps for "A GENERAL DYNAMICS COMPANY". Letterset flush mounted to building with 3/8" spacers on metal siding.

All construction shall comply with the following codes: 2017 NEC and 2018 ICC. Sign permits are required.

GS\_CL-AGDC\_W\_96



The proposed building permanent attached wall sign as designed does not meet the following ordinance:

§11-43-3 D limits the total square footage of signage to a maximum of 160 square feet.

We are requesting that the CSP and Special Use Permit would allow Gulfstream to deviate from the ordinance due to the nature of the facility and its surroundings.

Total proposed exterior permanent wall signage:

1,333.44 square feet

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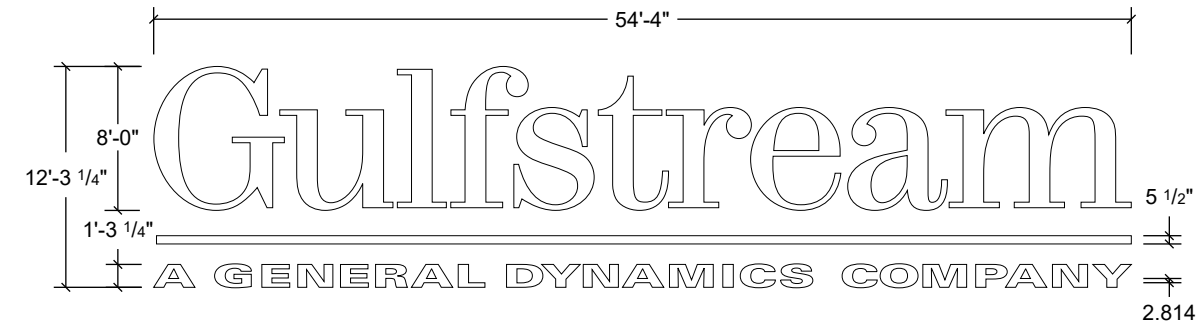
# Proposed Sign C Details (Airside Internally Illuminated Wall Sign)



RENDER



RENDER with PROPOSED SIGNAGE

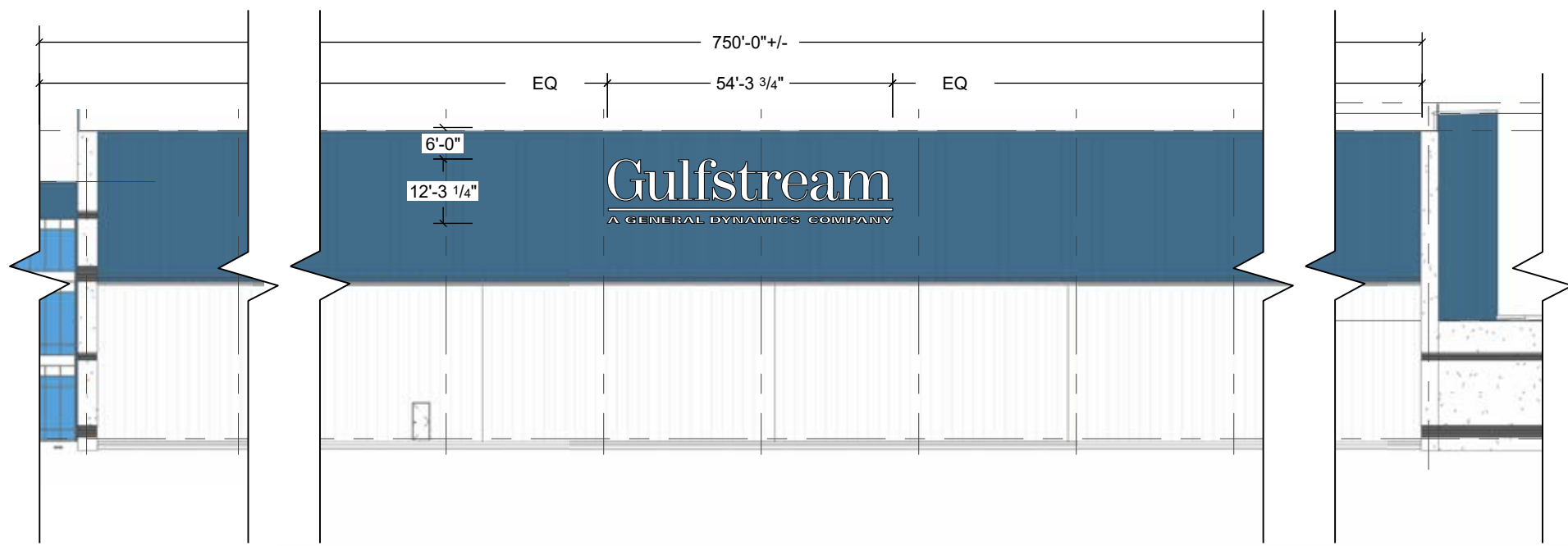


<b>B</b>	INTERNALLY ILLUMINATED FACE LIT PAN CHANNEL LETTER DISPLAY	Scale: N.T.S.	Sign Area 666.72 sf
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LED face lite pan channel letter set to illuminate white at night. White polycarbonate faces, returns painted white. White aluminum trim caps for "Gulfstream" and "Rule Line". White Jewelite trim caps for "A GENERAL DYNAMICS COMPANY". Letterset flush mounted to building with 3/8" spacers on metal siding.

All construction shall comply with the following codes: 2017 NEC and 2018 ICC. Sign permits are required.

GS\_CL-AGDC\_W\_96



The proposed building permanent attached wall sign as designed does not meet the following ordinance:

§11-43-3 D limits the total square footage of signage to a maximum of 160 square feet.

We are requesting that the CSP and Special Use Permit would allow Gulfstream to deviate from the ordinance due to the nature of the facility and its surroundings.

Total proposed exterior permanent wall signage:  
**1,333.44 square feet**

Client:  
Gulfstream Aerospace Corporation & Image Resource Group

Location:  
6202 S. Ellsworth Rd.  
Mesa, Arizona 85212



2631 N. 31st Ave.  
Phoenix, AZ 85009  
602-278-6286  
royalsign.net

Project  
**231360**

- 1 21 NOV 2023
- 2 29 DEC 2023
- 3 n/a
- 4 n/a
- 5 n/a
- 6 n/a
- 7 n/a
- 8 n/a
- 9 n/a
- 10 n/a

Project Manager:  
Elizabeth Pappas  
E-Mail:  
liz@royalsign.net

Approval Signatures

X Client:

X Landlord:

Customer is responsible for providing a dedicated electrical circuit within six feet of each sign location and any desired electrical timing devices

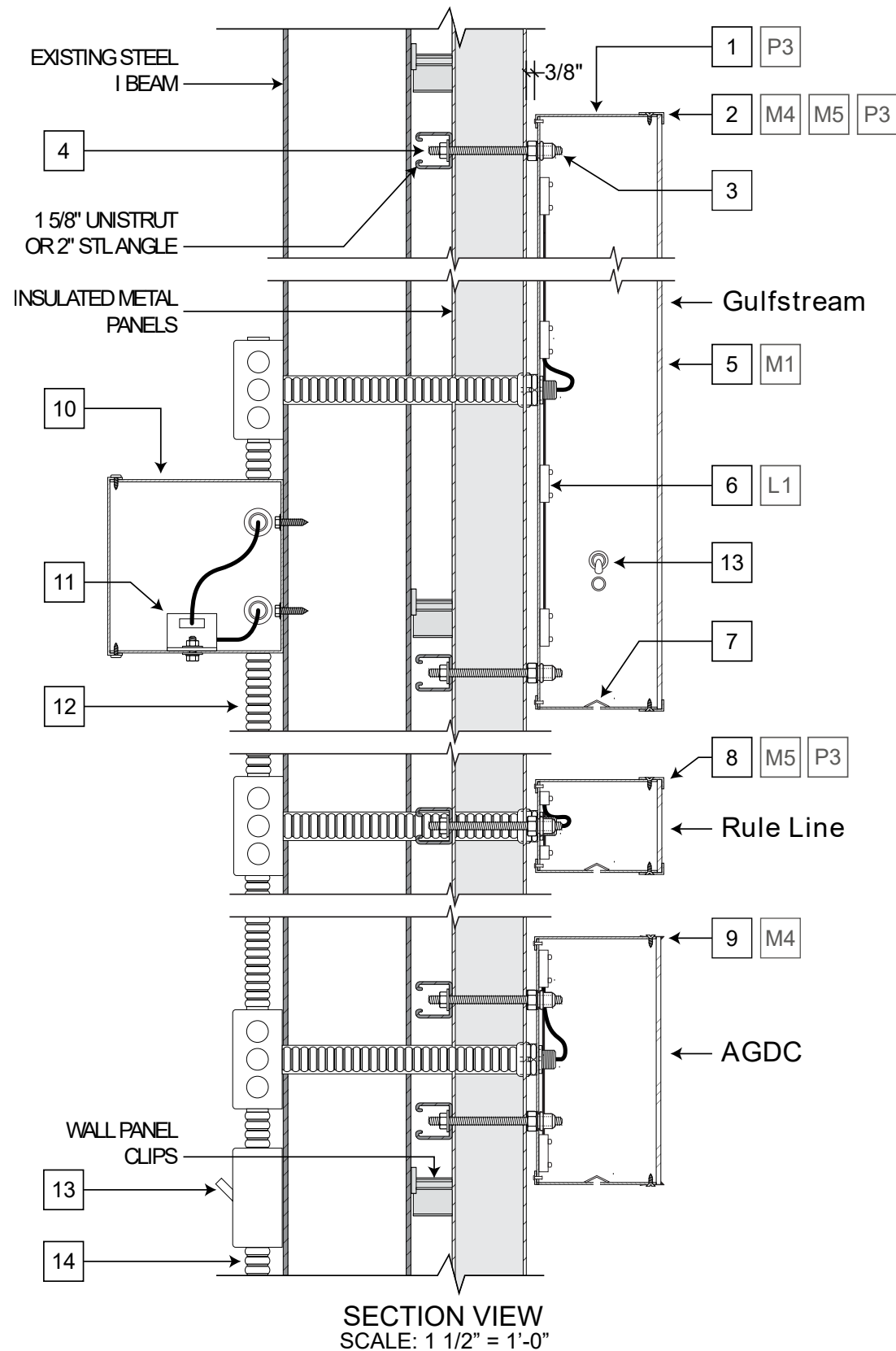
This original unpublished drawing is submitted solely for the project being planned. It is not to be copied or shown to persons outside of your organization without express written authorization from ROYAL SIGN COMPANY. All specified details on these drawings are subject to change due to the availability of materials and/or changes in the method of fabrication. ROYAL SIGN COMPANY will do their best to maintain the design intent of these drawings at all times. If the owner or owner's representative wishes to receive detail drawings on all changes during the fabrication process ROYAL SIGN COMPANY must be advised in writing prior to the start of fabrication.

Sheet Title  
Cover

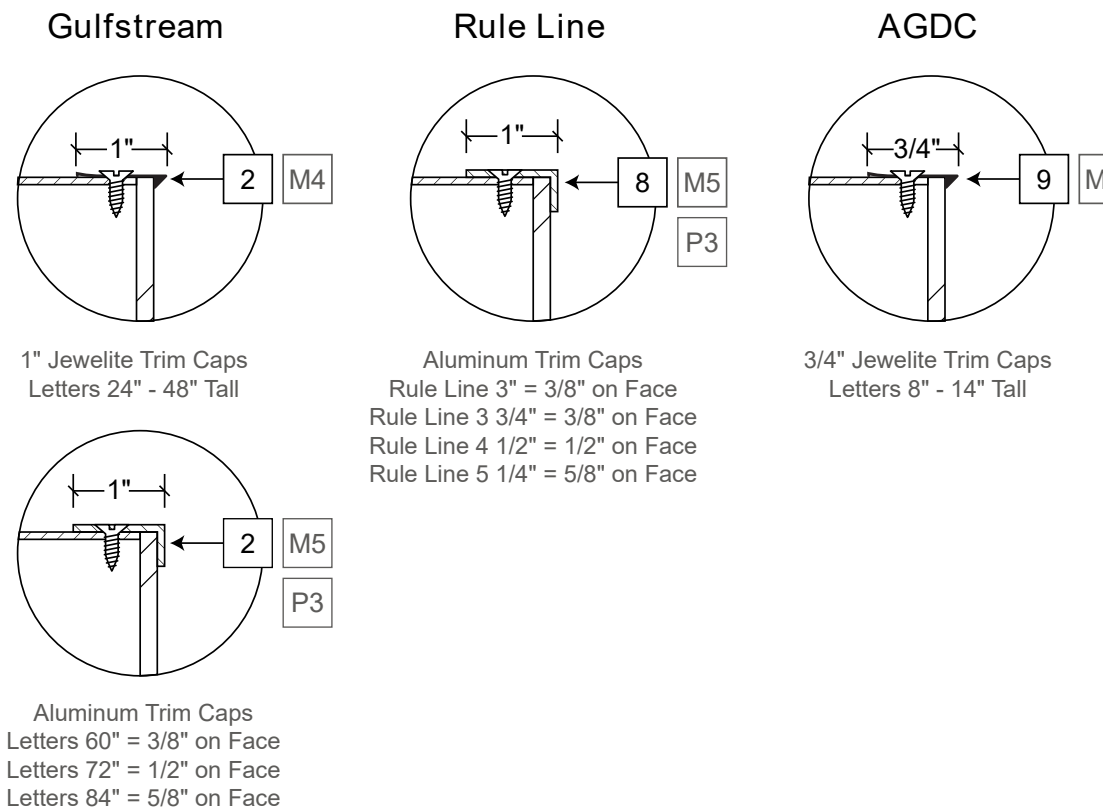
Page Number

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# Channel Letters Illuminated (White)



MATERIAL LIST	
1	MINIMUM .063 ALUMINUM RETURN PAINTED (P3)
2	TRIM CAP: 1" WHITE JEWELITE FOR 24" - 48" / ALUMINUM FOR SIZES 60" - 84" PAINTED (P3)
3	3/8" NUTSERTS
4	3/8" THREADED ROD
5	3/16" WHITE POLYCARBONATE #7328
6	AgLight WHITE LEDs (SignRayz Core)
7	WEEP HOLES
8	ALUMINUM TRIM CAP FOR RULE LINE PAINTED (P3)
9	3/4" WHITE JEWELITE FOR "A GENERAL DYNAMICS COMPANY"
10	POWER SUPPLY HOUSING
11	POWER SUPPLY
12	CONDUIT (1/2" MIN.)
13	UL LISTED DISCONNECT SWITCH / PHOTOCELL POST EYE ON LETTERSET
14	PRIMARY ELECTRICAL SOURCE



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X  
Client:  
X  
Landlord:

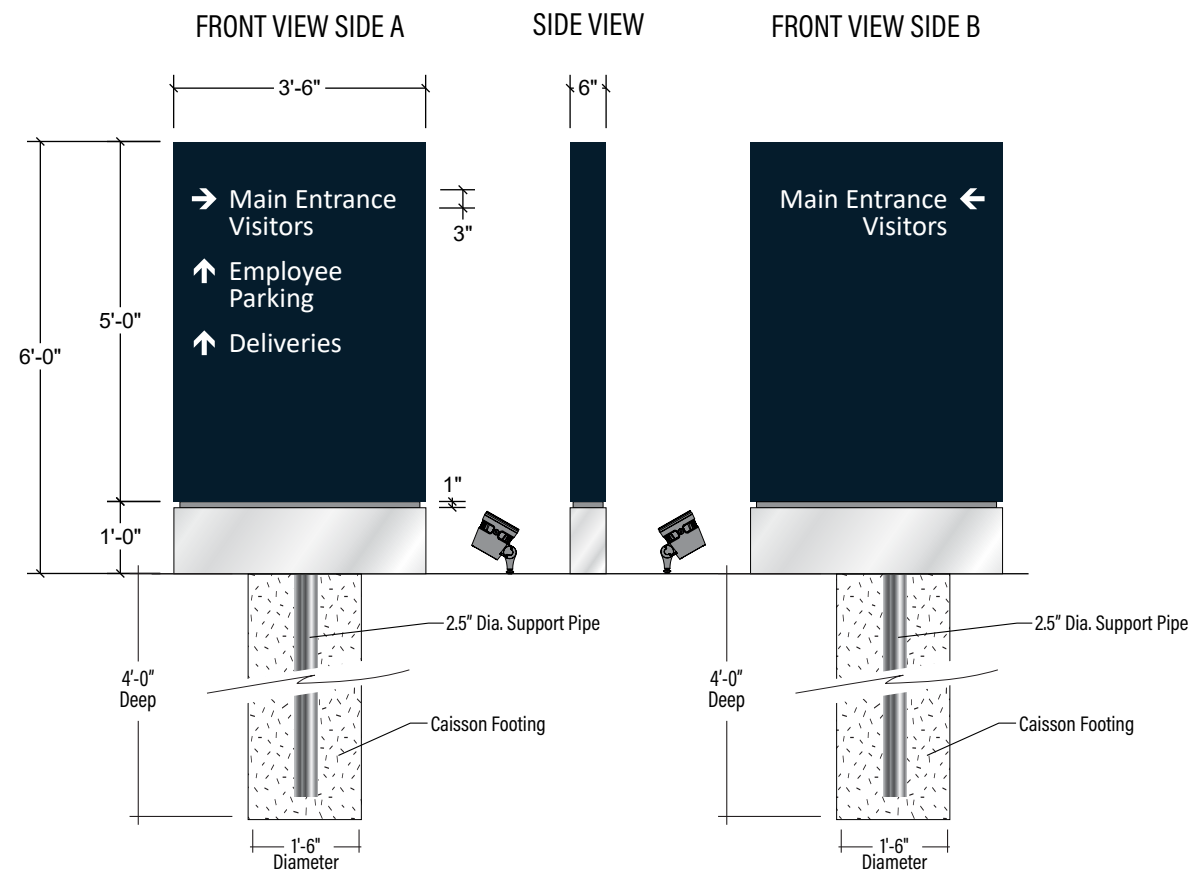
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Sheet Title  
Channel Letters Detail

Page Number

# Proposed Sign D Details (Detached Directional Sign)



**D** DETACHED WAYFINDING DIRECTIONAL GROUND SIGN Scale: N.T.S. Sign Area 17.5 sf

Spot illuminated dual-faced directional sign. The directional sign is a fabricated cabinet. All graphics to be reflective 3M vinyl in White (680-10). Cabinet to be painted to match PMS 296 C, with the bottom cladding painted to match Matthews Paint "Brushed Aluminum".

All construction shall comply with the following codes: 2017 NEC and 2018 ICC. Sign permits are required.

GS\_DIR\_17.5

Per Arizona Sign Association Standard Engineering

2018 IBC, 105 MPH

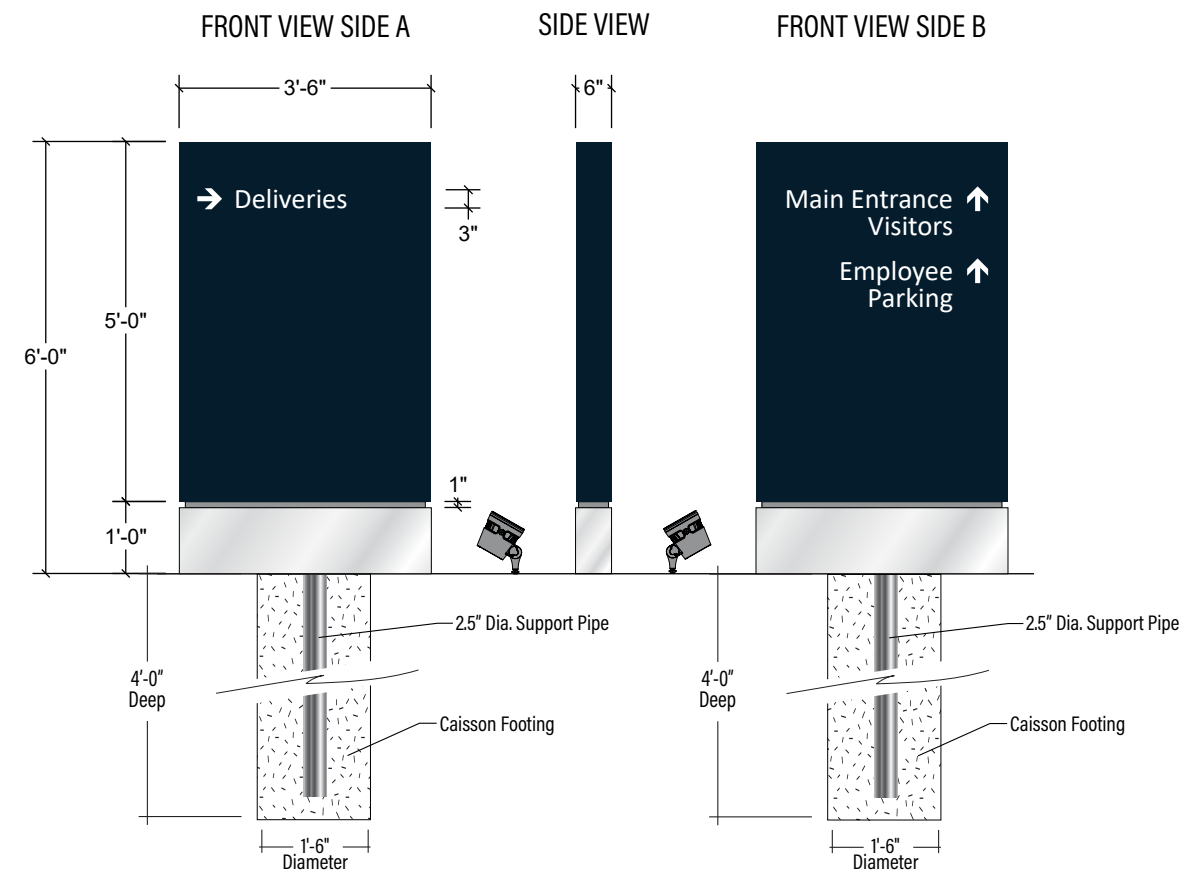
1.5' diameter pile 4' deep

2.5" diameter Pipe or Round HSS

0.203" wall thickness

Royal Sign Company (Installer) is a member in good standing of the Arizona Sign Association.

# Proposed Sign E Details (Detached Directional Sign)



**E** DETACHED WAYFINDING DIRECTIONAL GROUND SIGN Scale: N.T.S. Sign Area 17.5 sf

Spot illuminated dual-faced directional sign. The directional sign is a fabricated cabinet. All graphics to be reflective 3M vinyl in White (680-10). Cabinet to be painted to match PMS 296 C, with the bottom cladding painted to match Matthews Paint "Brushed Aluminum".

All construction shall comply with the following codes: 2017 NEC and 2018 ICC. Sign permits are required.

GS\_DIR\_17.5

Per Arizona Sign Association Standard Engineering

2018 IBC, 105 MPH

1.5' diameter pile 4' deep

2.5" diameter Pipe or Round HSS

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Project Manager:  
Elizabeth Pappas  
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Approval Signatures

X

Client:

X

Landlord:

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Sign Details D & E

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