

# Comprehensive Sign Program

November 21, 2021

Estrella Gin Business Park  
W. Edison and N. Estrella Pkwy.  
Maricopa, AZ 85139

Property Owner:  
Estrella Gin Business Park LLC  
3463 S Rim Rd  
Gilbert, AZ 8529

City of Maricopa  
Planning and Zoning Division  
Approved

12/1/2021, 2:21:22 PM

CSP21-05



## PURPOSE AND INTENT

The Estrella Gin Business Park Site is a 50+ acre, city and privately owned group of parcels located just west of the intersection of Edison Road and Roosevelt Avenue. The Zoning of Light Industrial and the City of Maricopa’s desire for Office, Flex, and Industrial space availability will allow for a very diverse set of uses.

The intent of this Comprehensive Sign Plan is to establish the design of Multi-tenant Pylon signage which will promote current and future business within the complex, and to provide a flexible framework for the overall sign plan using the first building as an example, in order to provide open ended design guidelines necessary to achieve a consistent, visually coordinated, balanced and appealing signage environment for the mutual benefit of all tenants within The Estrella Gin Business Park. The criteria outlined in this CSP will be enforced by the Property Owner and the City of Maricopa. Any sign that is nonconforming or unapproved shall be removed and/or shall be brought into conformity at the Tenant’s expense.

# COMPREHENSIVE SIGN PLAN

**PROJECT TITLE:**  
Estrella Gin Business Park

**ADDRESS:**  
45654 W. Edison Road  
Maricopa, AZ 85139

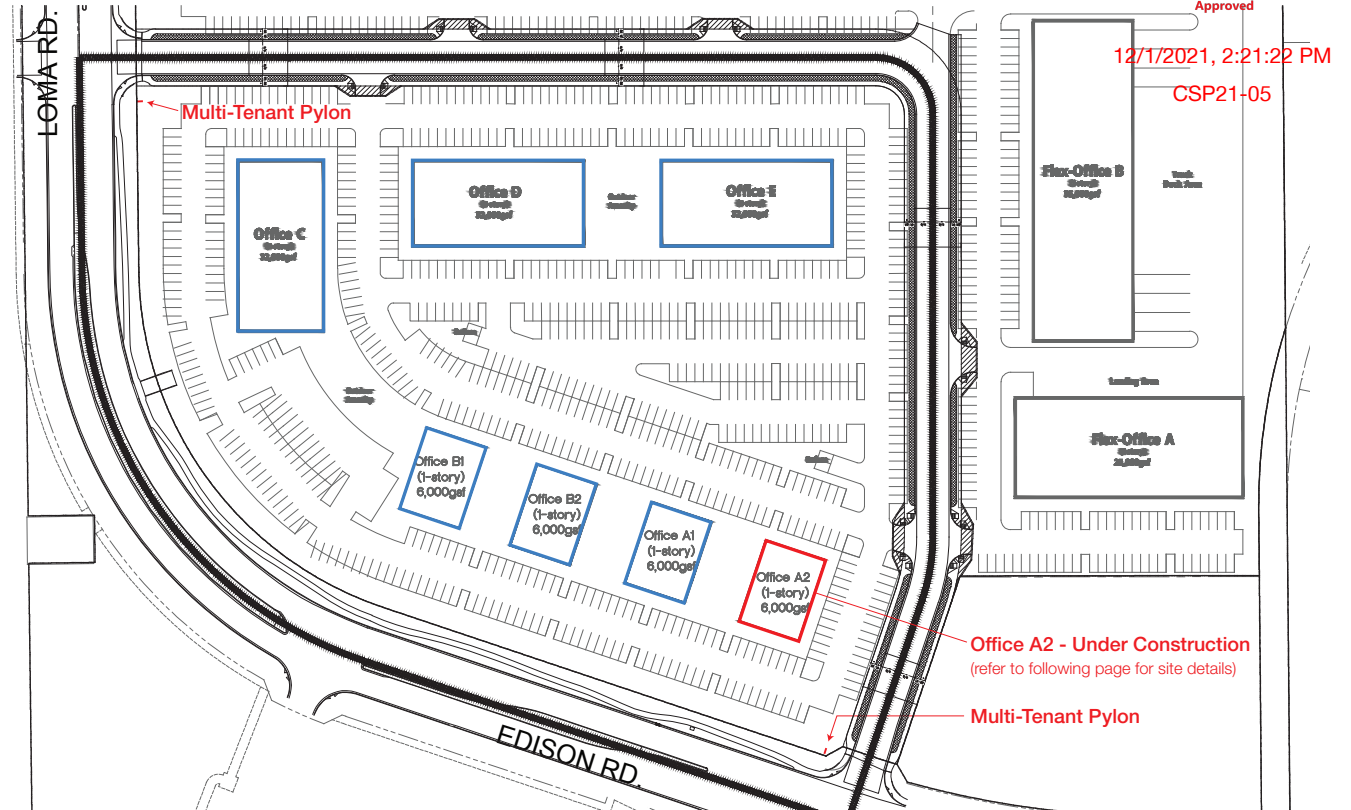
**OWNER:**  
Estrella Gin Business Park LLC  
3463 S Rim Rd  
Gilbert, AZ 85297

**ASSESSOR'S PARCEL NUMBER:**  
510170210

- Phase 1 construction
- Future construction - final design and use to be determined



## Estrella Gin Business Park Plan



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### SHEET INDEX

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Office A2 - Under Construction  
(refer to following page for site details)

Multi-Tenant Pylon



1691 Via de Santa Fe, Suite C  
Rancho Santa Fe, CA 92067  
858-699-7011

Comprehensive Sign Plan  
Estrella Gin  
W. Edison and N. Estrella Pkwy.  
Maricopa, AZ 85139

Site Plan

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**ESTRELLA GIN**  
**Freestanding Sign Matrix**

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SIGN	SIGN TYPE	FUNCTION	LOCATION	QUANTITY	HEIGHT	SIZE	ILLUMINATION	MATERIALS
Multi-Tenant Pylon	Pylon	Identify and promote business park, tenant identification, and direct customer traffic	Corner N. Estrella Gin Pkwy and W Edison Rd. Corner W. Estrella Gin Pkwy and W Loma Rd.	2	14'-8"	tenant name area 30.4 sq ft Entire sign 85.56 sq ft	Internal illumination with White LEDs	Stainless Steel, acrylic, exterior grade vinyl (copy)
Freestanding Directional Signs	Fabricated metal cabinet with metal post "leg" supports	direct customer traffic	Adjacent to traffic areas	Quantity for this sign type to be determined after further development of business park. Sign type use subject to approval by landlord and city	3'-0"	6 sq ft	Internal illumination with white LEDs or non-illuminated	Stainless Steel or aluminum cabinet and posts, routed acrylic or vinyl copy

Property owner may choose to have fewer signs than described in this document. All signs contingent upon landowner approval.

Exhibit A.1



**Baz**  
FOUNDER/CHAIRMAN

16921 Via de Santa Fe  
Suite C  
City: Rancho Santa Fe, Ca 92067  
Planning and Zoning Division  
axesigns.com  
baz@axesigns.com

12/1/2020 858-699-7011

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### Estrella Gin

W. Edison and N. Estrella Pkwy.  
Maricopa, AZ 851395

### Comprehensive Sign Plan

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### Multi-Tenant Pylon

two (2) d/f illuminated signs

drawing type:

Rendering

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

11/21/21

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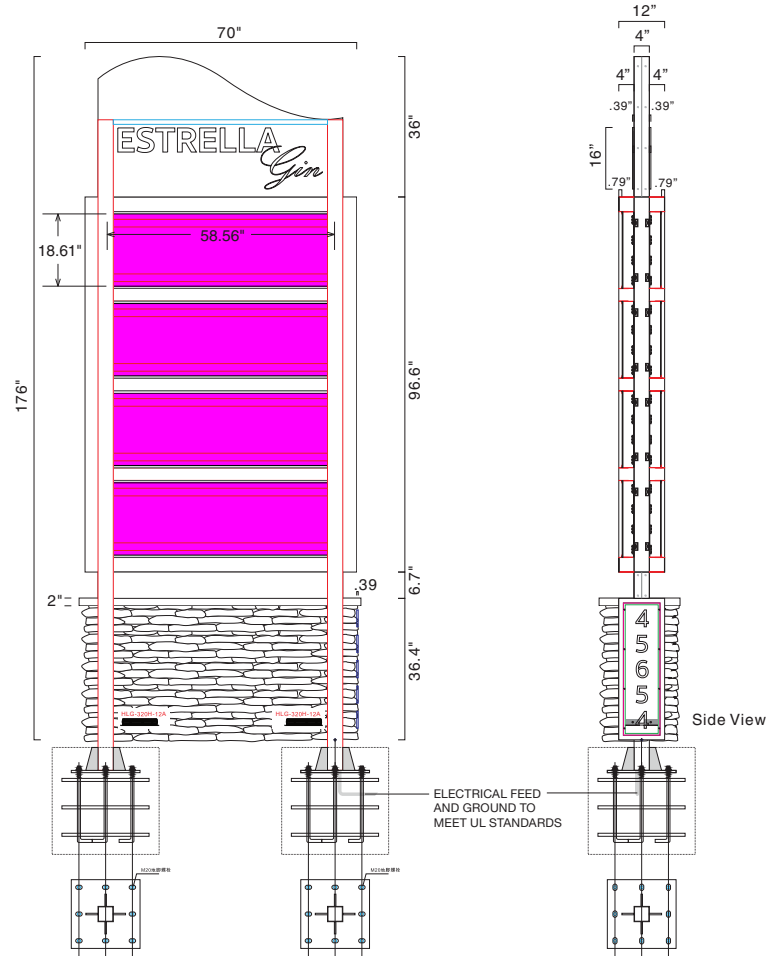
Exhibit A.2



view of illumination

Sign illumination to comply with the City of Maricopa's Dark Sky Ordinance.

- Paint to match Sherwin Williams SW 7064 Passive (matches building)
- Paint to match Sherwin Williams SW 7660 Earl Grey (matches building)
- Electroplated stainless steel - Dark Bronze (matches building trim)
- 3M 3630-236 Turquoise
- Cultured stone veneer to match building



**Estrella Gin**

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Maricopa, AZ 851395

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**Multi-Tenant Pylon**

two (2) d/f illuminated signs

drawing type:

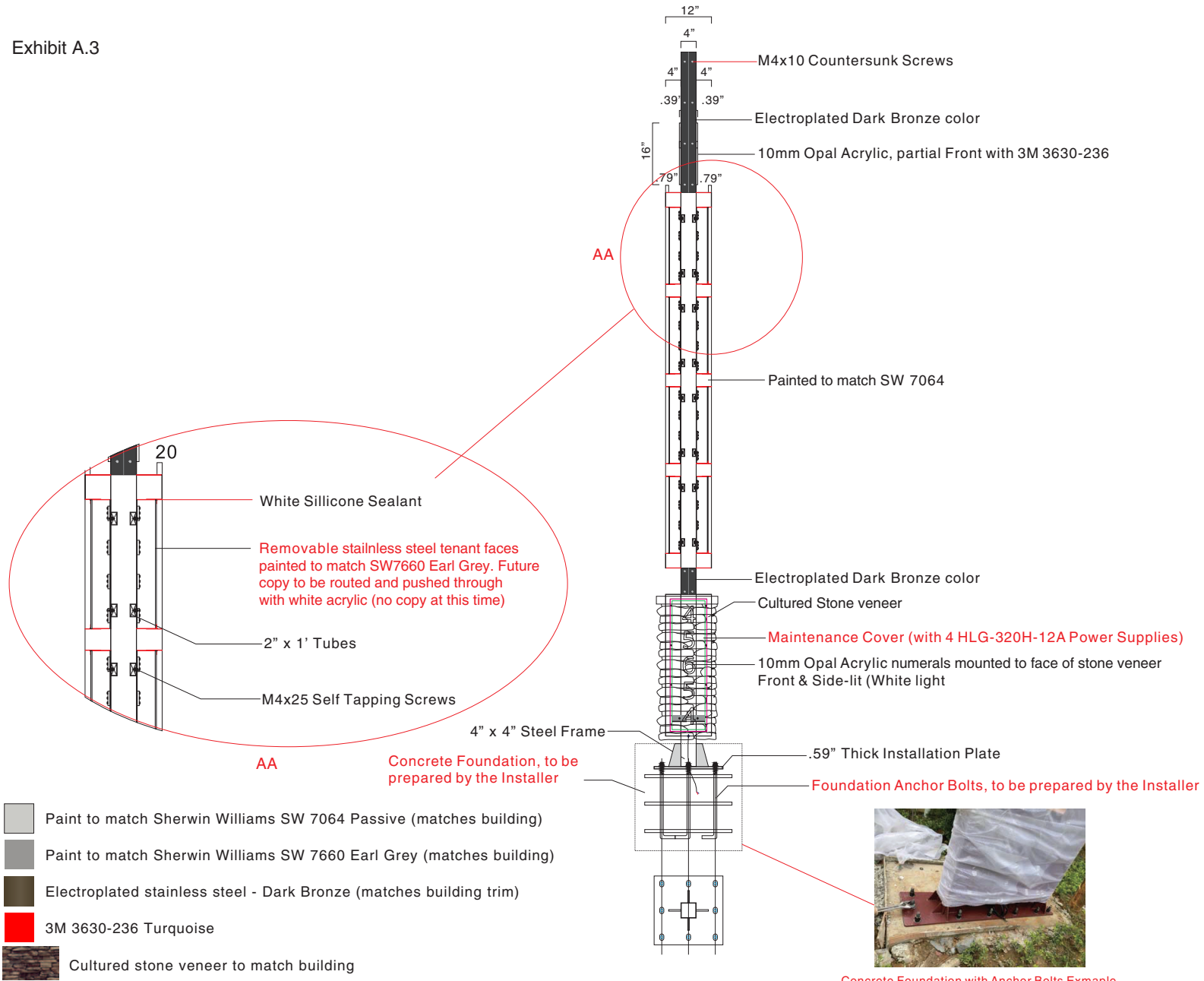
**Dimension**

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

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Exhibit A.3



**axe signs + wayfinding**

**Baz**  
FOUNDER/CHAIRMAN

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Suite C  
City: Rancho Santa Fe, Ca 92067  
Planning and Zoning Division  
axesigns.com  
baz@axesigns.com

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**Estrella Gin**

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**Multi-Tenant Pylon**

two (2) d/f illuminated signs

drawing type:

**Detail**

Scale: NTS

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Concrete Foundation with Anchor Bolts Exmaple

**ESTRELLA GIN  
Building Sign Matrix**

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Planning and Zoning Division  
Approved

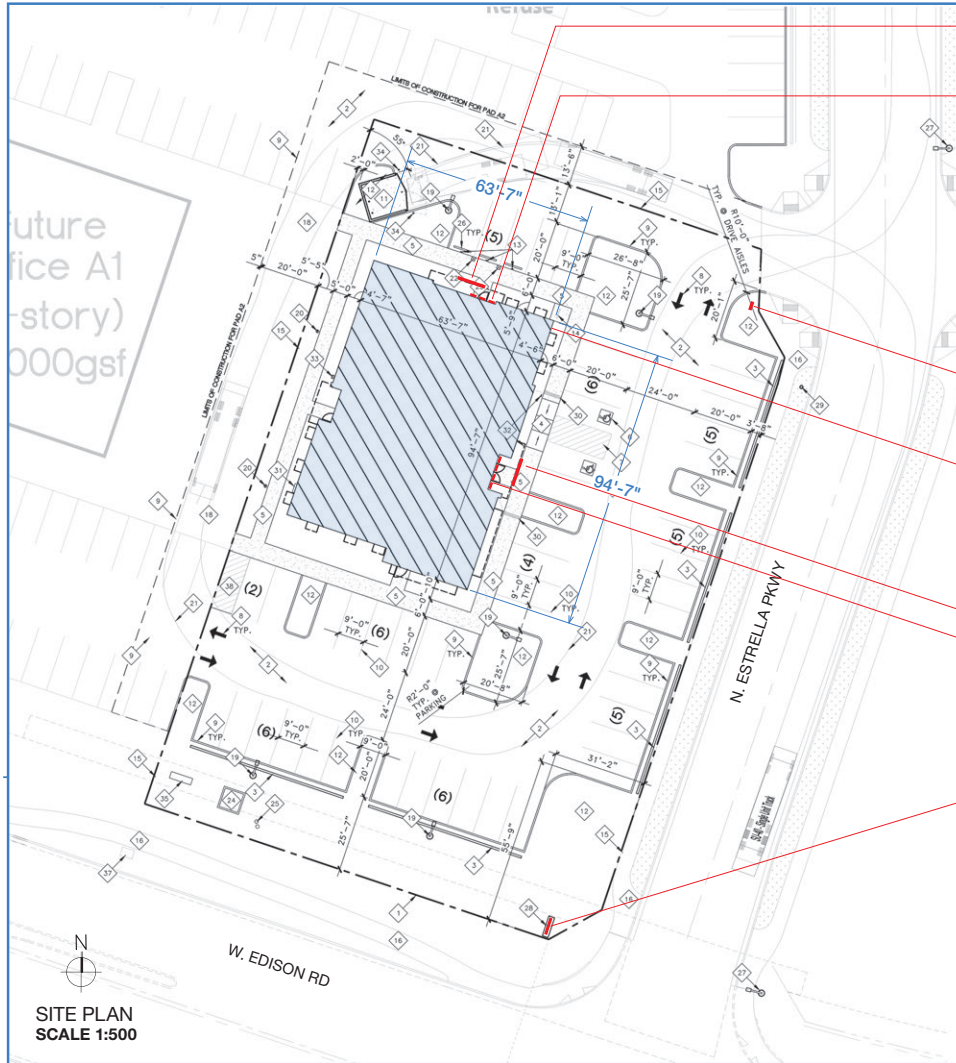
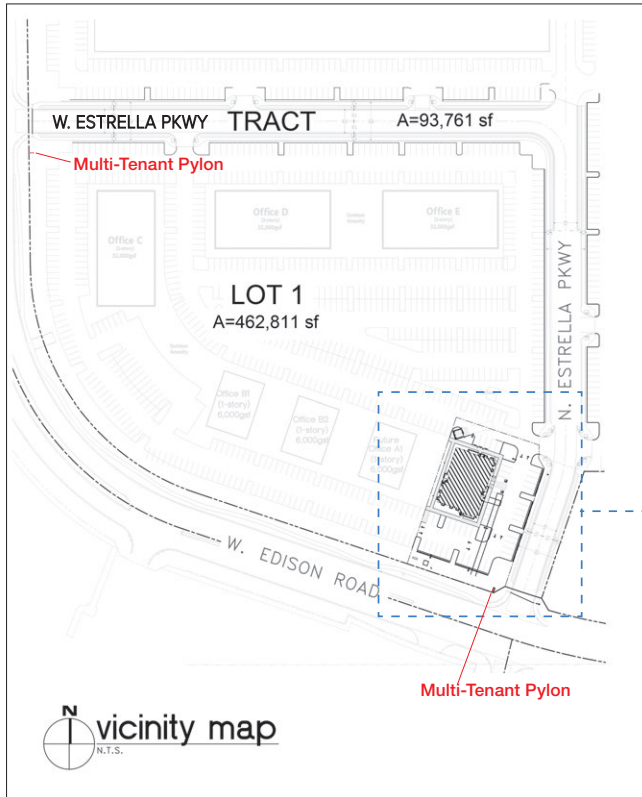
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<b>SIGN</b>	<b>SIGN TYPE</b>	<b>FUNCTION</b>	<b>LOCATION</b>	<b>HEIGHT</b>	<b>SIZE</b>	<b>ILLUMINATION</b>	<b>MATERIALS</b>
Business Identification Sign	Individual Letters	Business Identification	Wall or canopy mounted near business entry	Proportional to mounting area	Fit within sign envelope as indicated on building elevations Sheet 9	Internal illumination with white LEDs or non-illuminated	Stainless Steel or aluminum or exterior grade thickness acrylic
Address Numerals	Individual Numerals	Safety and Building Location Identifier	Wall mounted	12"-24" height	Address numerals are required and do not count towards max square foot sign allowance		

Property owner may choose to have fewer signs than described in this document. All signs contingent upon landowner approval.

Signs delineated on this site plan explain sign type options available. Total sign area allowed for each business is limited by building frontage calculations explained within this document



Tenant Identification

Business ID Vinyl

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Directional Sign

Building Address

Tenant Identification

Business ID Vinyl

Multi-Tenant Pylon



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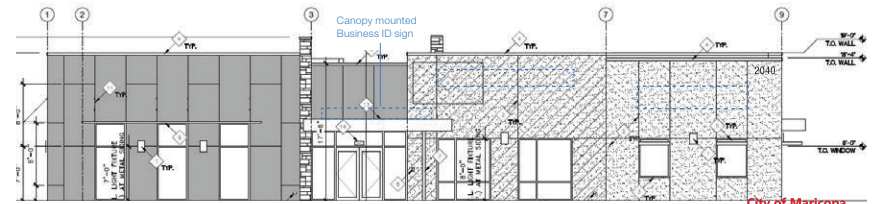
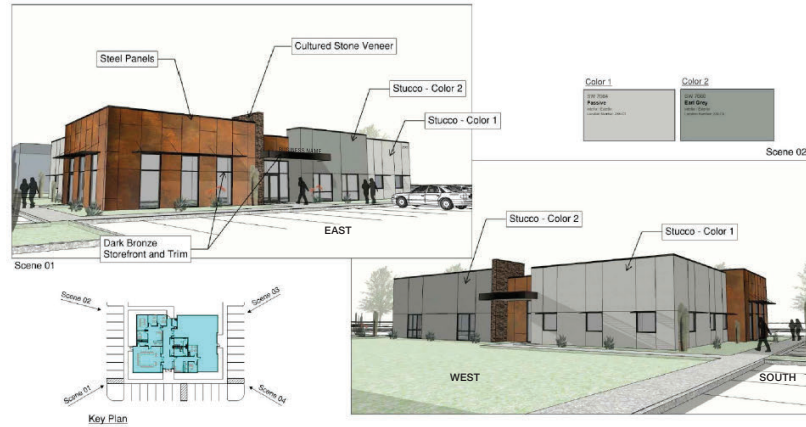
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Maricopa, AZ 85139

Site Plan

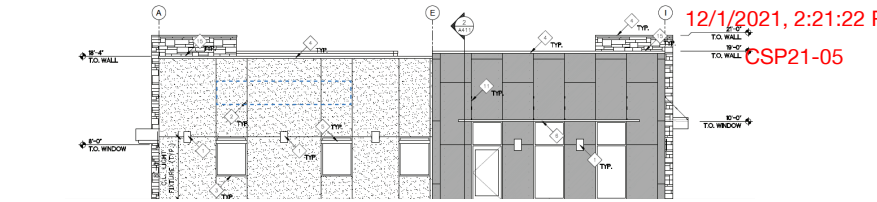
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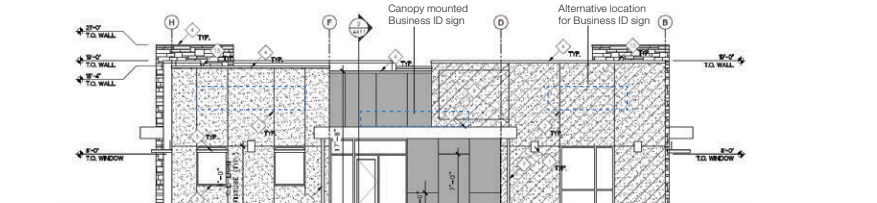
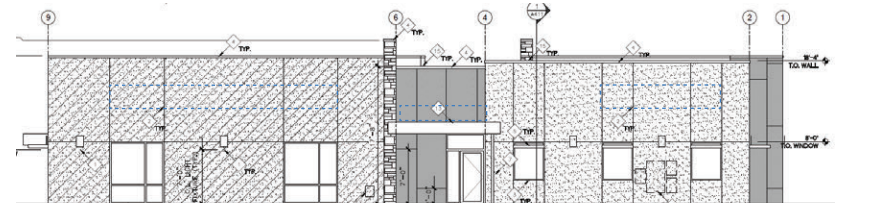
Alternative locations for Business ID sign in blue  
 One (1) tenant ID sign allowed per business



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Elevations

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Exhibit B.1

The following channel letter types are allowed, subject to Property Owner and City approval.



Halo Illuminated

Face-Lit



Canopy mounted

Non-illuminated

Signs to coordinate with building colors:






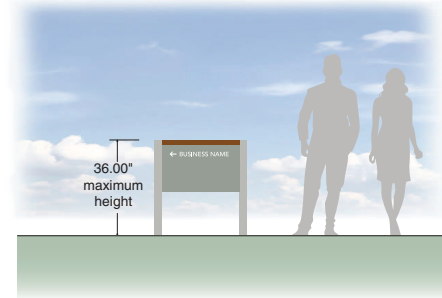
-  Sherwin Williams SW 7064 Passive
-  Sherwin Williams SW 7660 Earl Grey
-  Dark Bronze
-  Cor-ten steel
-  Cultured stone veneer

Exhibit B.2

**Freestanding Directional Sign:**  
 Fabricated stainless steel or aluminum construction  
 Vinyl copy, non-illuminated  
 Colors and materials to coordinate with building style



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**Multi-Tenant Pylon**

two (2) d/f illuminated signs

drawing type:

**Rendering**

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

**B. GENERAL CRITERIA**

1. All signs shall conform to the sign regulations for within this CSP, or per the regulations within the Zoning Code as adopted by the City of Maricopa.
2. Prior to manufacture of a sign in the development, the Tenant shall submit to the Property Owner for approval, (3) copies of detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, locations, colors and method of attachment. Property Owner's approval of the signs must be obtained prior to submitting to the City of Maricopa for review and permitting.
3. All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Property Owner and the City of Maricopa. Property owner reserves right to approve fewer signs than described in this document.
4. Prior to the installation and manufacture of a sign, the Tenant shall obtain a sign permit from the City of Maricopa Building Safety Division.
5. Each Tenant shall pay all costs for their signs including manufacture, installation, maintenance and City permits.
6. Each Tenant shall be fully responsible for, and repair any damage to, any surface caused by the signage or its installation within (30) days of notification by the Property Owner or the City of Maricopa.
7. Property Owner reserves the right to periodically hire an independent contractor, at Tenant's sole expense, to inspect the installation of all Tenant signs. Tenants will be required to have any discrepancies and/or code violations corrected at Tenant's expense. Any code violations, requests for sign removals, or discrepancies not corrected within (30) days of notice, may be corrected by the Property Owner at the Tenant's expense.
8. Tenant's sign contractor shall carry a valid state contractor's license, worker's compensation and public liability insurance against all damage suffered or done by any and all persons and/or property while engaged in the construction or erection of the signs in the amount of \$1,000,000 per occurrence. Evidence of insurance coverage must be provided to the Property Owner prior to installation, naming Property Owner as additional insured.
9. **Upon vacancy, Tenant shall remove all signs and restore the building and/or site to its original condition at Tenant's sole expense within (30) days of expiration of term or earlier termination of Tenant's lease.**
10. Illumination of signage shall be controlled so that no signs are illuminated after normal business hours for those tenants not open 24 hours a day. All lighting shall be mounted on the sign and shielded to prevent glare. Building signage facing any residential areas shall be non illuminated.

**C. PROHIBITED SIGNS**

1. No animated, flashing, audible, blinking, rotating or moving signs whose illumination changes with time, or which is designed in a manner to simulate motion are allowed.
2. No off-premise or vehicle signs are allowed.
3. No exposed raceways, crossovers, conduits, neon tube conductors or transformers are allowed.
4. No billboard or roof signs are allowed.
5. No signs constructed in such a manner as to create a traffic hazard by creation of glare, obstruction of vision, or at a location where it may interfere with, obstruct the view of, or be confused with any authorized traffic sign are allowed.
6. No placards, flags, pennants of any type are allowed.
7. No can or cabinet signs shall be allowed except logos, which shall not exceed 50% of cabinet area.
8. No inflatable signs are allowed.
9. No A frames or temp signs near roadways only allowed in front of tenant suite.

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**D. SIGN CONSTRUCTION CRITERIA**

1. All signs and their installation shall comply with all applicable City and State codes.
2. All illuminated signs shall bear the Underwriters Laboratories (U.L.) label and comply with adopted Electrical Code of the City of Maricopa.
3. Tenant's sign contractor shall completely install and connect sign display and primary wiring at sign location per Property Owner's approval. Signs are to be connected to the J-box provided by the Property Owner.
4. All penetrations of exterior fascia to be sealed watertight, and finished to match adjacent materials, subject to Property Owner's approval.
5. All signs shall be kept in good condition, be legible, adequately repaired, maintained, and painted by the Tenant thereof at all times. All repairs shall be at least equal in quality and design to the original signs. The standards for maintenance and repair of all signs shall be that which will assure the highest visual quality.
6. All exterior signs shall be secured by concealed, stainless steel, nickel or cadmium plated fasteners. Fasteners to be installed per manufacturer's specifications.
7. Plastic surfaces to be standard Plexiglas of thickness required for product stability and manufactured for outdoor advertising. Use in conjunction with routed and pushed through letters and channel letters. No full-face illuminated cabinets are allowed.
8. All exposed letter sheet metal returns shall be painted with one coat of primer and two coats enamel. All colors and construction details to be approved by landlord prior to construction.

## E. SIGN DESIGN CRITERIA

1. Sign placement and construction will meet individual business needs and building attributes, but must have pleasing and effective design
2. Notwithstanding the maximum square footages allowed for each sign, signs and typography in all cases shall appear balanced and in scale within the context of the sign space and the building as a whole. Signs shall be centered horizontally over each tenant's space unless otherwise directed by the Property Owner and approved by the City of Maricopa. Signs should not exceed 80% of the width of the tenant space.
3. Signage allowed on one building or frontage shall not be transferred to another building or frontage.
4. Each sign, including a sign located on a temporary or portable building, shall be subject to the criteria within this CSP.

## F. FREESTANDING SIGNS CRITERIA

1. Two (2) double-faced internally illuminated freestanding Multi-Tenant Pylon Signs shall be allowed in general accordance with the design shown on Exhibits "A.1-A.3" within this document, with locations as shown on the site plan or as approved by the City of Maricopa. Maximum tenant sign copy per face shall not exceed 32 square feet, not including development name at top of sign. The Property Owner shall identify which tenant/tenants are the major tenant/tenants. In addition to the identification of the major tenants, the Property Owner, at Property Owner's discretion, will determine which tenant/tenants are identified on the Multi-Tenant Pylon Signs.
2. Freestanding Directional signs may be used if needed, based upon landlord approval. Design to coordinate with adjacent building design, and to incorporate at least one of the two colors used on the Multi-Tenant Pylon Signs (Pantone Gray 1C, Gunmetal Gray). Business logo colors may be used within copy area. Sign size not to exceed 6 sq ft and maximum height not to exceed 36" Fabricated metal construction with leg type post mounting. Sign may use internal LED illumination and routed acrylic copy, or may be non-illuminated.
3. All freestanding signs shall be located in a permanently maintained landscaped area.
4. If more than one freestanding sign is proposed, then they shall not be located within 150-feet of each other.

## F. TENANT BUILDING SIGNAGE CRITERIA

1. The permitted wall sign area for each elevation that bounds the User's leased space shall be calculated by multiplying 1.5 times the length of the User's business storefront frontage. User building

signage may contain multiple sign elements whose sign area does not exceed the permitted amount calculated as prescribed herein. Users having multiple elevations that afford sign placement other than the User's business storefront shall be permitted to place building signage on them. The permitted sign area for these additional elevations shall be calculated in the same manner as described above. Users having less than 20 feet of business frontage shall be permitted a minimum sign area of 32 square feet. Sign construction may be individual letters (halo-lit, face-lit or non-illuminated) or wall cabinet construction with routed and pushed through acrylic letters, flex face with minimal face retainers, or non-illuminated with dimensional graphics.

2. Building address sign. Each building to have illuminated address numerals, sized 12 - 24" height mounted to wall in prominent location. Font choice to be easy to read and free of extra decoration or unusual proportions. Face-lit or halo-lit channel letter or exterior grade acrylic construction.

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Planning and Zoning Division  
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## G. OTHER BUILDING SIGNAGE CRITERIA

1. No A-frames or temp signage allowed near roadways
2. Temporary Signs (a sign intended to be displayed for a limited period of time only) Temporary signs shall comply with the City of Maricopa Zoning Code and shall be limited to banners, freestanding A-frames, window paintings and stake signs. For commercial and non-commercial temporary signs the maximum sign area allowed per Tenant space is one-half of the sign area permitted for a permanent sign in the district in which the parcel is located. Prior to any Tenant displaying a temporary sign, they must first register the sign with the City of Maricopa Planning and Zoning Division by completing an application provided by the City. The application must be signed by the Property Owner prior to submitting it to the City of Maricopa Planning and Zoning Division for approval. Each Tenant shall pay all costs associated with their temporary sign including manufacture, installation, maintenance and the City permit fee.

## H. APPROVALS

1. Prior to the manufacture of any sign, the Tenant shall obtain the Property Owner's and the City of Maricopa's approval. The steps in this approval process are as follows:
  - A. Submit the proposed sign specifications to the Property Owner for approval. Upon Property Owner's approval, the Property Owner shall provide a letter to the applicant.
  - B. Submit the letter, a completed sign permit application, and colored renditions of the approved sign plans to the City of Maricopa's Planning and Zoning Division. The Planning and Zoning Division will review the submittal for conformance with this CSP.
  - C. After the Planning and Zoning Division has approved the submittal, a building permit must be obtained from the City of Maricopa's Building and Safety Division.