
Community Development
Planning - Signs
480-350-8435

June 27, 2017

Charles Huellmantel
Huellmantell and Associates
PO Box 1833
Tempe, AZ 85280
charles@huellmantel.com

RE: The Collective aka Lake Country Village
Sign Package Criteria
1120 East Baseline Road
PL170199

Dear Mr. Huellmantel:

The Community Development Department staff has approved the request for a comprehensive sign package for The Collective. This site is located at 1120 East Baseline Road in the Planned Commercial Center (PCC-2) zoning district with a PAD overlay.

This approval is based on compliance with the plans submitted as part of the application with such modifications as may be required by any conditions listed below. Your sign construction plans must still be submitted to and approved by the Community Development Department before a sign permit may be issued.

Approved subject to the following conditions:

1. This approval is for comprehensive sign criteria consisting of a project identification sign, residential identification sign, major tenant, pad tenant and line tenant identification signs.
2. The project identification sign will consist of individual internally illuminated pan channel letters mounted to a brick base. The sign will measure 3.83' x 20.58' for a total of 79 square feet in area. The sign will be located along the Baseline Road frontage, adjacent to the main entry drive.
3. The residential identification sign will consist of an internally illuminated aluminum cabinet with routed out copy and push-thru acrylic with vinyl and paint overlay. The sign will measure 6.17' x 1.67' for a total of 10.30 square feet in area. The sign will be located along the Baseline Road frontage, at the east end of the property.
4. The major tenant identification signs will consist of internally illuminated cabinets mounted to the building façade. There will be three (3) flag mounted signs on the east, west and south elevations of the building. The signs will measure 24.5' x 9.5'. There will be one (1) flush mounted cabinet on the north building elevation. The sign- will measure 9.5' x 23'. There will be secondary letters on the building canopies. Details to be determined during the sign permit process.
5. The pad tenant signs will be internally illuminated pan channel letters and logos. The sign type, size and location shall be consistent with the submittal drawings dated May 25, 2017. Details will be determined during the sign permit process.

6. The in-line tenant sign shall consist of various illuminated sign types consistent with the submittal drawings dated May 25, 2017. The signs will be either canopy mounted or fascia mounted. Square footage allotment will be consistent with the allowance outlined in the project narrative.
7. Any sign proposal that does not conform to the size, location, color, material, etc. of the sign package criteria shall require approval through the Development Plan Review process prior to permits being issued.
8. Obtain sign permits prior to installation of any sign.
9. This approval shall become effective upon the issuance of the first sign permit for the center. Otherwise, this approval shall expire on **June 27, 2018**.

If you have any questions, please contact me at (480) 350-8435. If there are any issues which remain after discussions with staff, the applicant has the opportunity to have the case heard before the Development Review Commission. A written request must be forwarded to staff within 14 days, in order to have the application placed on the next available agenda.

Sincerely,



Dean Miller
Planner II

DM/dm

Copy: file



The Collective
on Baseline

Comprehensive Sign Plan Submittal
May 25, 2017

PREPARED BY:



PREPARED FOR:



The Collective on Baseline will consist of 4 buildings with frontage along Baseline Road. There are 2 single pad tenants: Alamo DraftHouse Cinema and Wendy's and 2 multi-tenant inline buildings with space for up to 12 tenants.

There are 2 categories of signage for The Collective: Overall Project Identity Signage and Individual Tenant Signage.

Overall Project Signage - Project ID

This sign is meant to convey the identity of the entire project and project a strong presence day and night.

"The Collective" is composed of large dimensional letters mounted on top of a brick wall which matches the project architecture. Lighting will meet code ZDC 4.803.5.c.d for external lighting. Translucent colored acrylic inserts will be applied to the letter voids and internally illuminated for a stained glass effect.

Tenant Signage

Tenants are encouraged to employ a creative mix of design and lighting to enhance the energy of the project during both day and night. Examples are shown on the Allowable Tenant Sign Configurations page.

Allowable types of lighting for signage include, but are not limited to: exposed neon, halo illumination, internally lit channels and cabinets, indirect spot lighting and exposed bulbs.

Allowable tenant sign envelopes are dotted in on drawings for multi-tenant Buildings 2 & 3.

No sign shall exceed 80% of its vertical or horizontal background area. Sign area may be up to 80% of the background area.

Each tenant will be required to submit their designs to the Project Owner for approval, prior to submitting the required drawings to City of Tempe for sign permits.

Cinema Signage - Cinema may have up to 3 illuminated vertical marquee signs with 232 SF of sign area each as shown on Building 1 elevations. Only one marquee sign will be installed per elevation. The top of the marquee signs shall not exceed the highest point of the building or mechanical screening. One illuminated horizontal logo sign will be installed on the north elevation as noted on Building 1 drawings. In addition, illuminated project lettering up to 18" high may be placed on the canopies above the south and west elevation entries.

Wendy's Signage - Wendy's is a stand alone PAD and signage will comply with 1 SF to 1 lineal foot requirements. Signage consists of a 5' diameter logo on the north and east elevations and Wendy's trademark lettering and logo as illustrated on the Wendy's signage drawing. All signage will be internally illuminated individual pan channels with acrylic faces.

Multi-Tenant Inline Building 2 & 3 - Signs may be building or canopy mounted. Each tenant is allotted 60 SF of signage per bay for north and south elevations. If a tenant occupies more than one bay, square footage may be increased to 90 S.F. If they have an east or west elevation they are allowed 1 SF of signage for each lineal foot of east or west frontage. In no case may any tenant have more than 200 SF of sign area, unless they take the entire building in which case they may have 400 SF of sign area.



CHARACTER ILLUSTRATION
2017.05.25
Scale: NTS

The Collective
— on Baseline —

SVGN
LANGUAGE

LGE
DESIGN BUILD



CHARACTER ILLUSTRATION
2017.05.25
Scale: NTS

The Collective
— on Baseline —

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The Collective
— on Baseline —

SVGN
LANGUAGE

LGE
DESIGN BUILD



Multi-level projecting wall sign with exposed neon



Dimensional letters with halo illumination



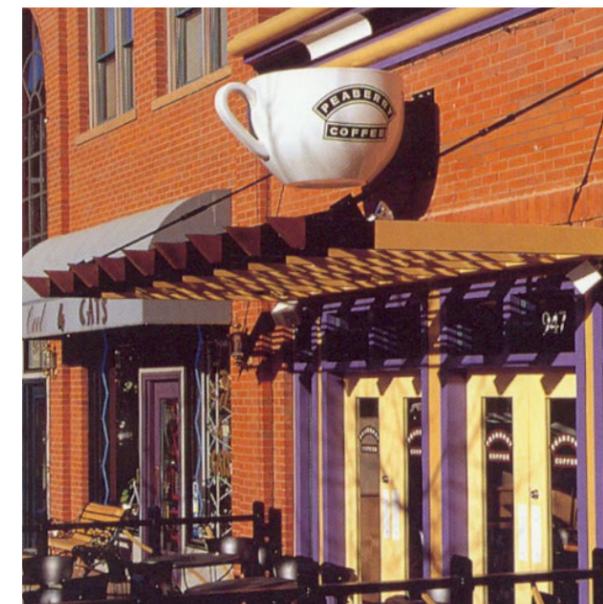
Theater marquee sign with multiple types of illumination



Illuminated dimensional letters mounted on canopy

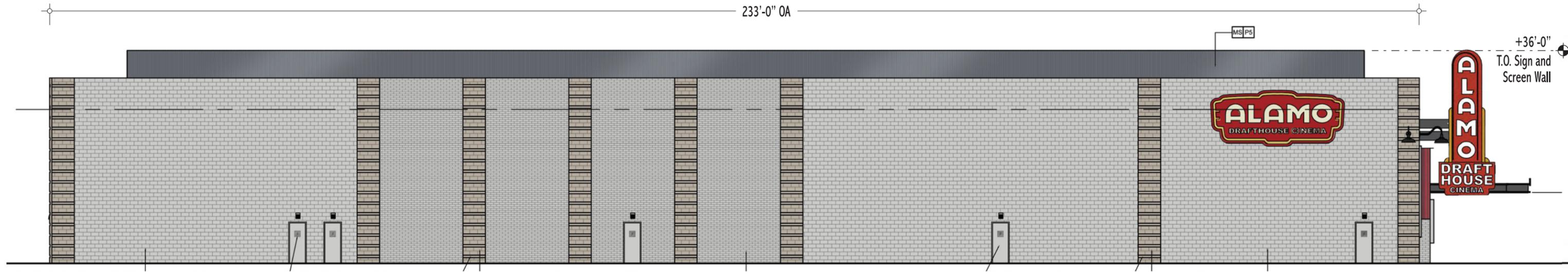


Multi-level dimensional logo with exposed neon
Projecting Wall Sign

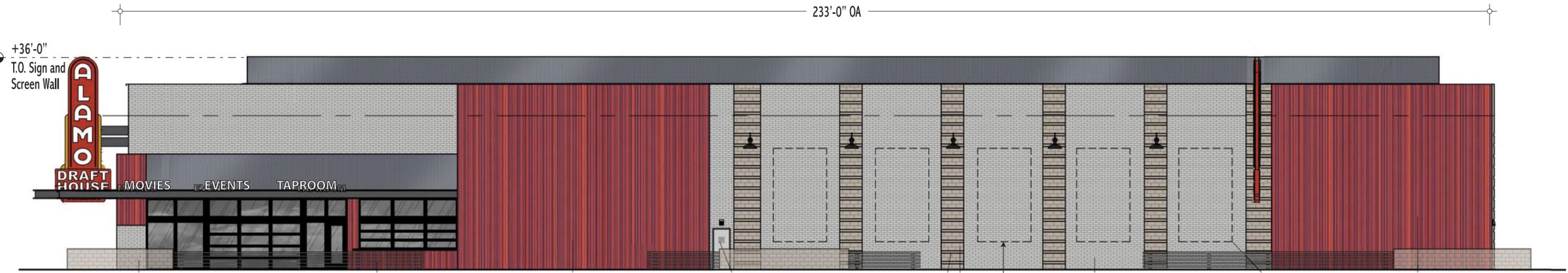


3D Fabrication Projecting Wall Sign

Photos are examples only

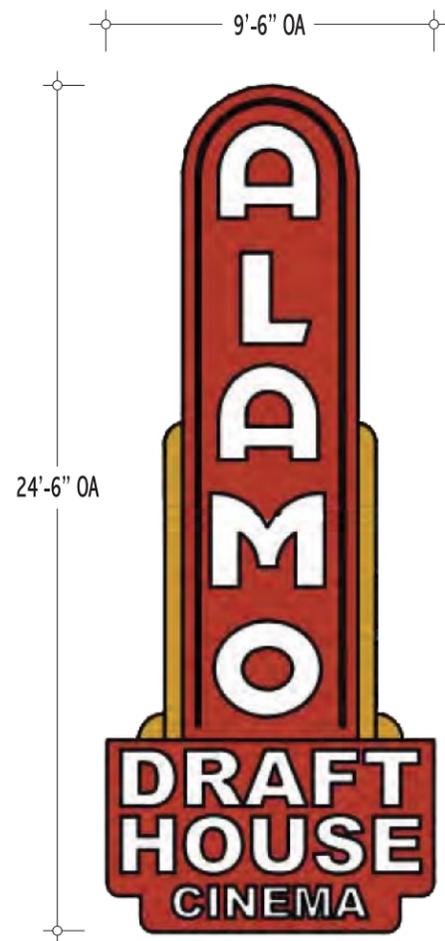


Building 1 - North Elevation



Building 1 - South Elevation

Art in the private development

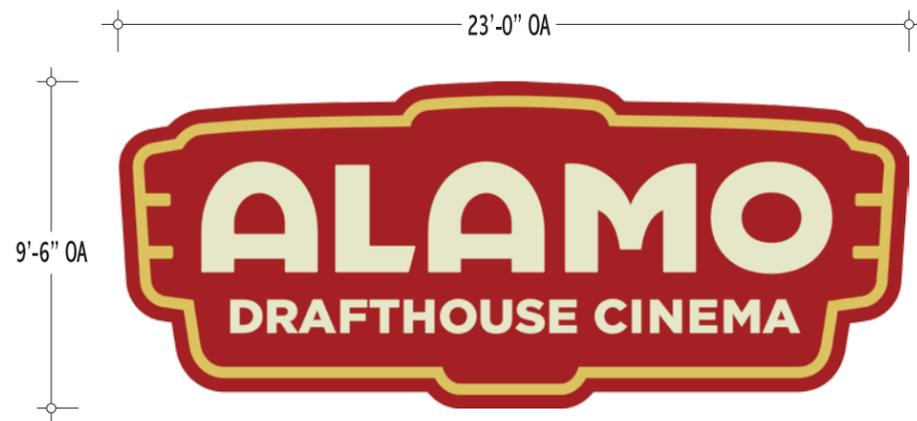


Enlarged Vertical Logo Marquee

Scale: 3/16" = 1'-0"

Fabricated double sided metal cabinet with exposed neon and internal LED illumination

Area per sign: 232 SF

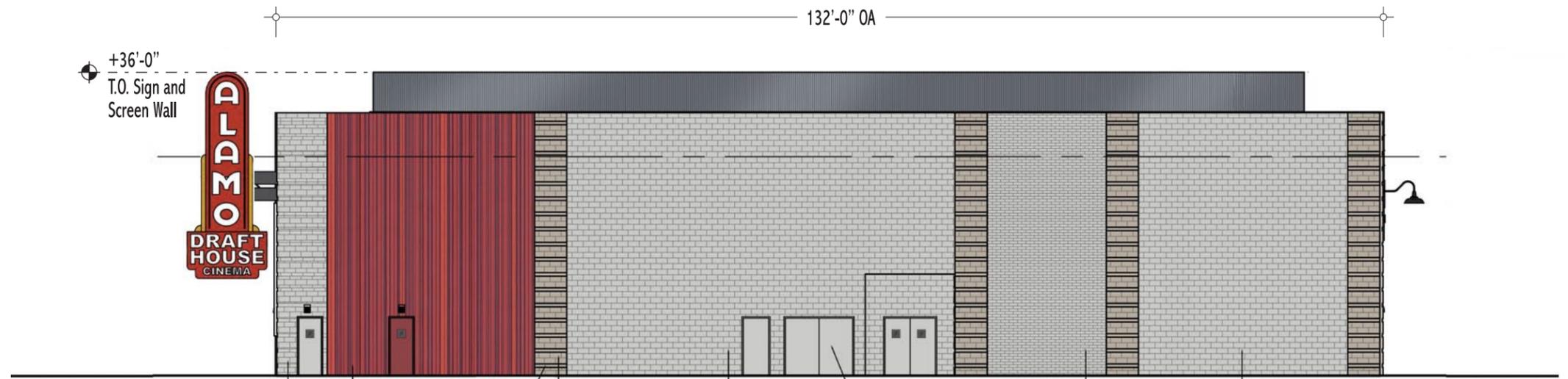


Enlarged Horizontal Logo Sign

Scale: 3/16" = 1'-0"

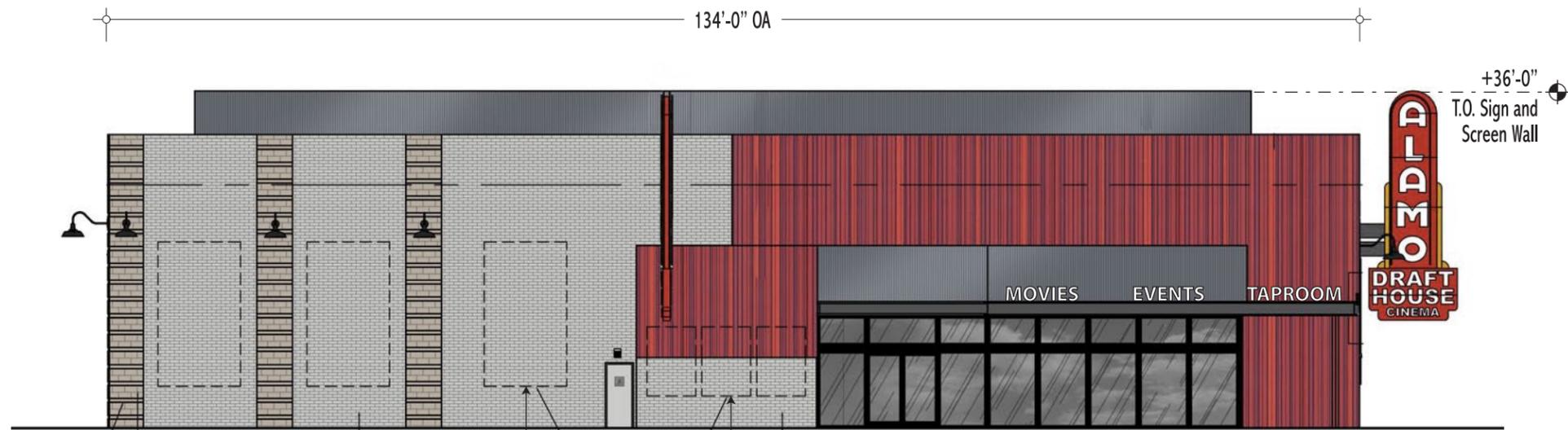
Fabricated metal cabinet with exposed neon and internal LED illumination

Area per sign: 219 SF



Building 1 - East Elevation

Scale: 1/16" = 1'-0"



Building 1 - West Elevation

Scale: 1/16" = 1'-0"

Art in the private development

39'-0" OA



Wendy's - North Elevation
5' Diameter logo: 20 SF

85'-0" OA



Wendy's - East Elevation
5' Diameter logo: 20 SF
10" Lettering: 15 SF

39'-0" OA

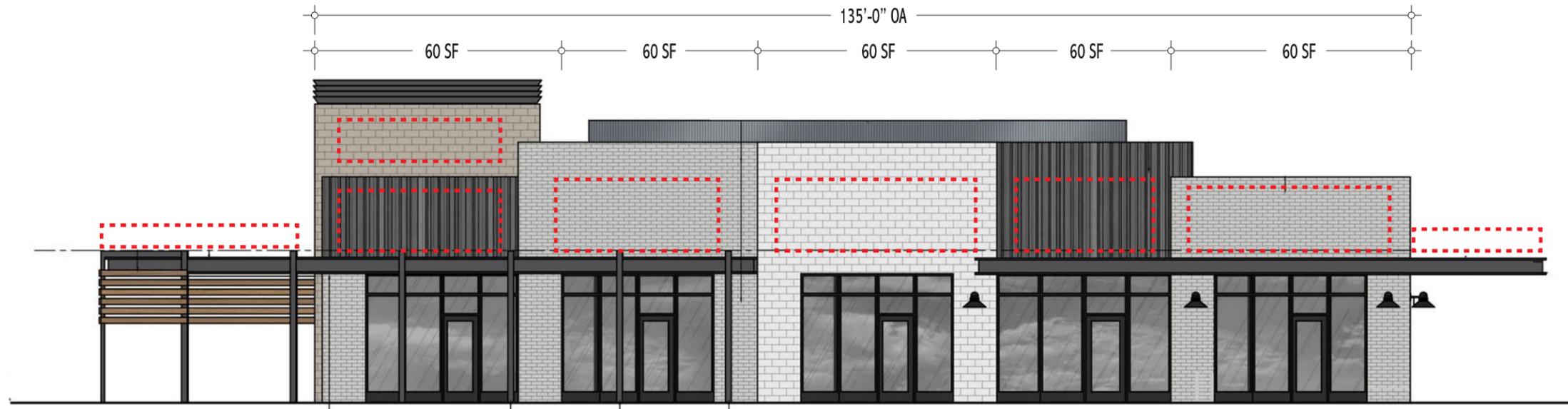


Wendy's - South Elevation
13' x 3' Corporate trademark: 39 SF

85'-0" OA



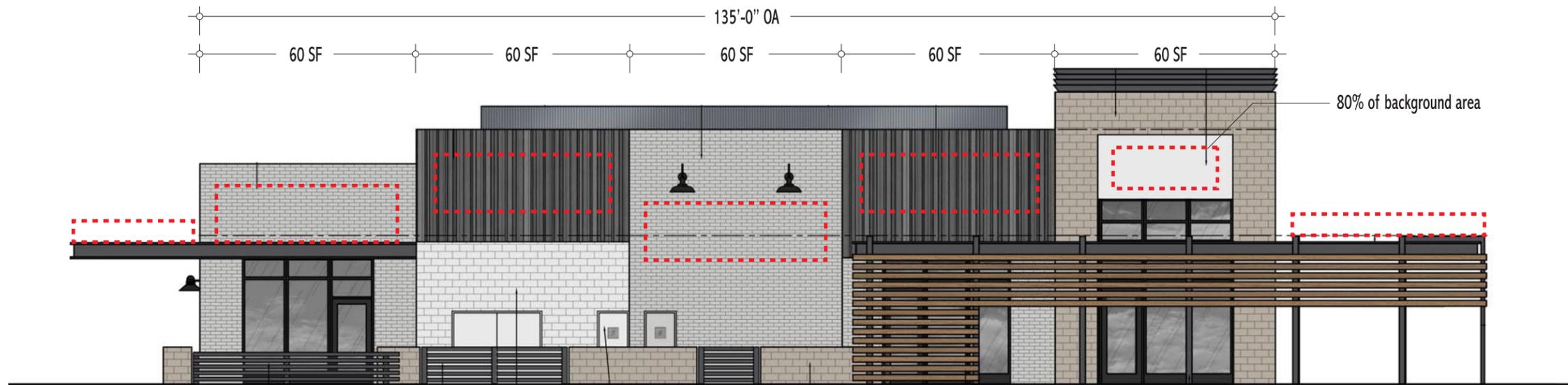
Wendy's - West Elevation
11' x 3' Corporate trademark: 33 SF



Building 2 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs).

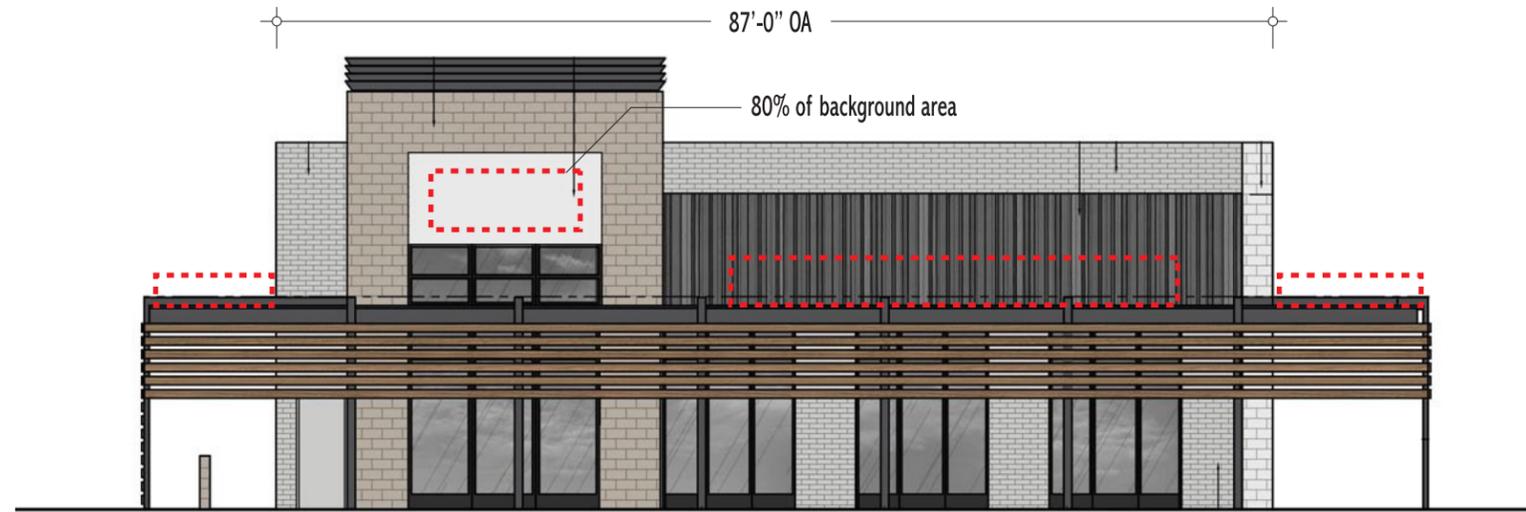
Maximum allowable square footage per tenant bay is listed above each bay. If tenant occupies more than one bay, square footage may be increased to 90 SF.



Building 2 - South Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs).

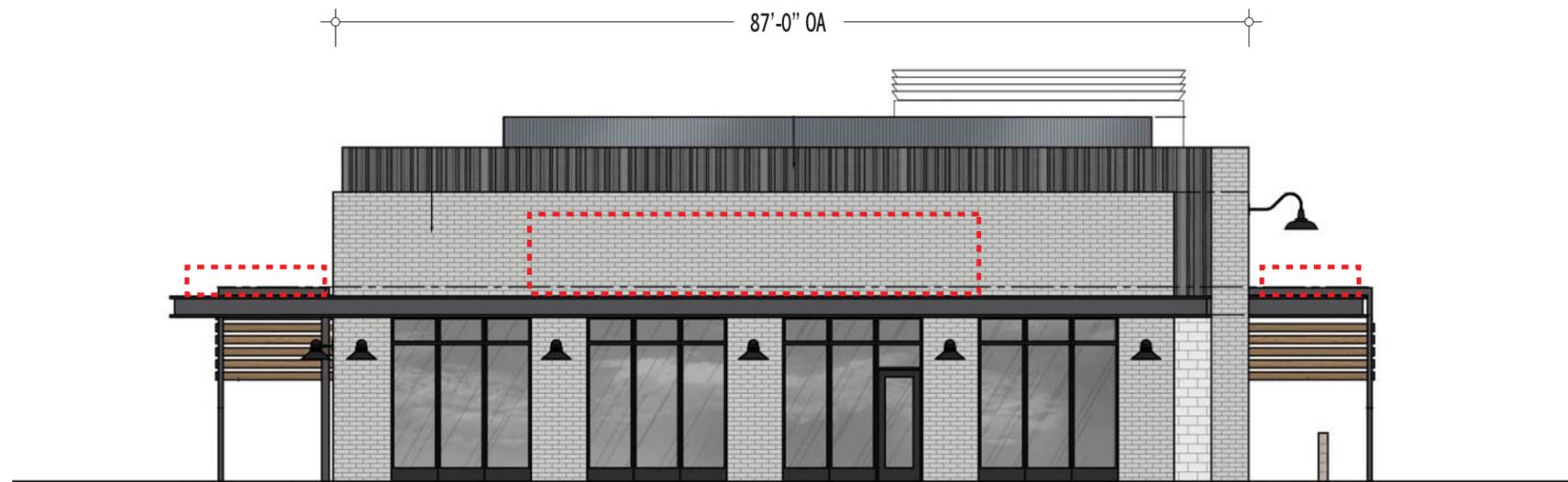
Maximum allowable square footage per tenant bay is listed above each bay. If tenant occupies more than one bay, square footage may be increased to 90 SF.



Building 2 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

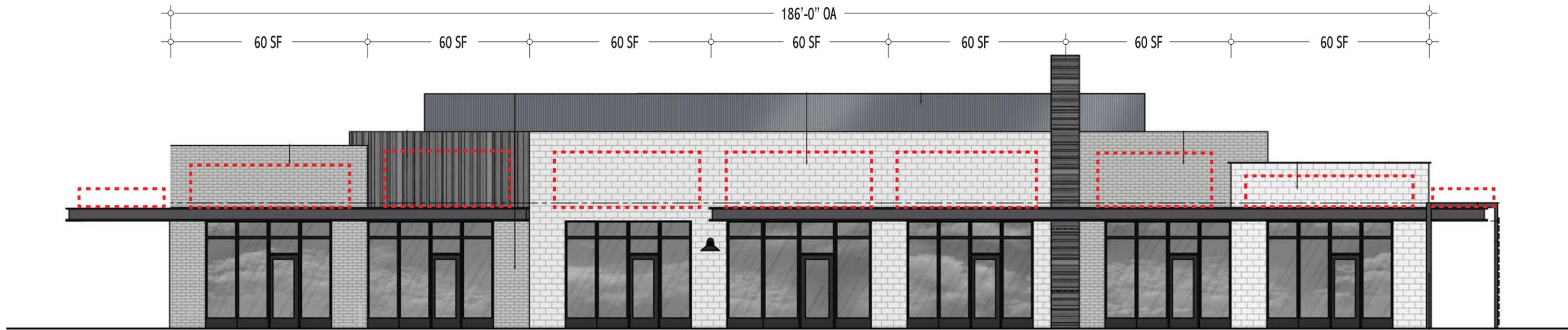
Allowable Square Footage per Tenant Bay is listed above each bay.



Building 2 - West Elevation

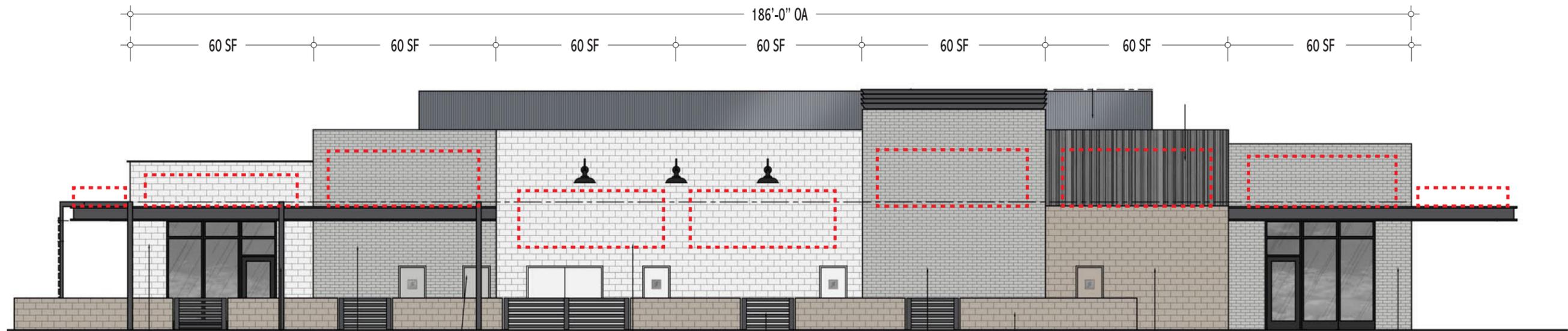
Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)

Allowable Square Footage per Tenant Bay is listed above each bay.



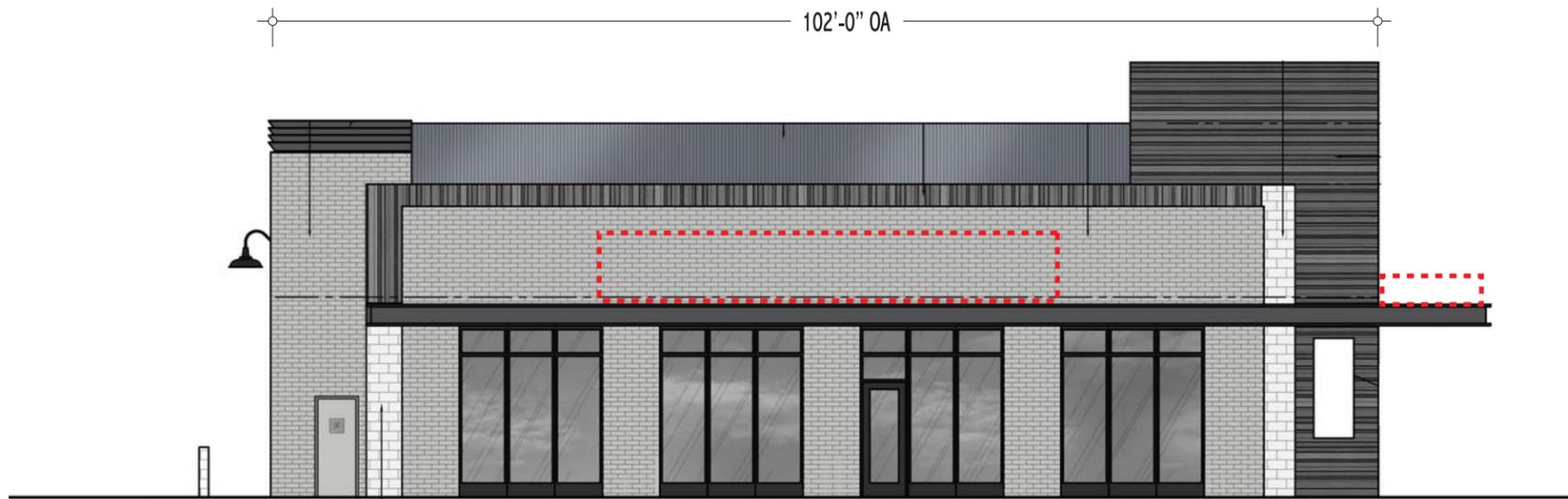
Building 3 - North Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Maximum allowable square footage per tenant bay is listed above each bay. If tenant occupies more than one bay, square footage may be increased to 90 SF.



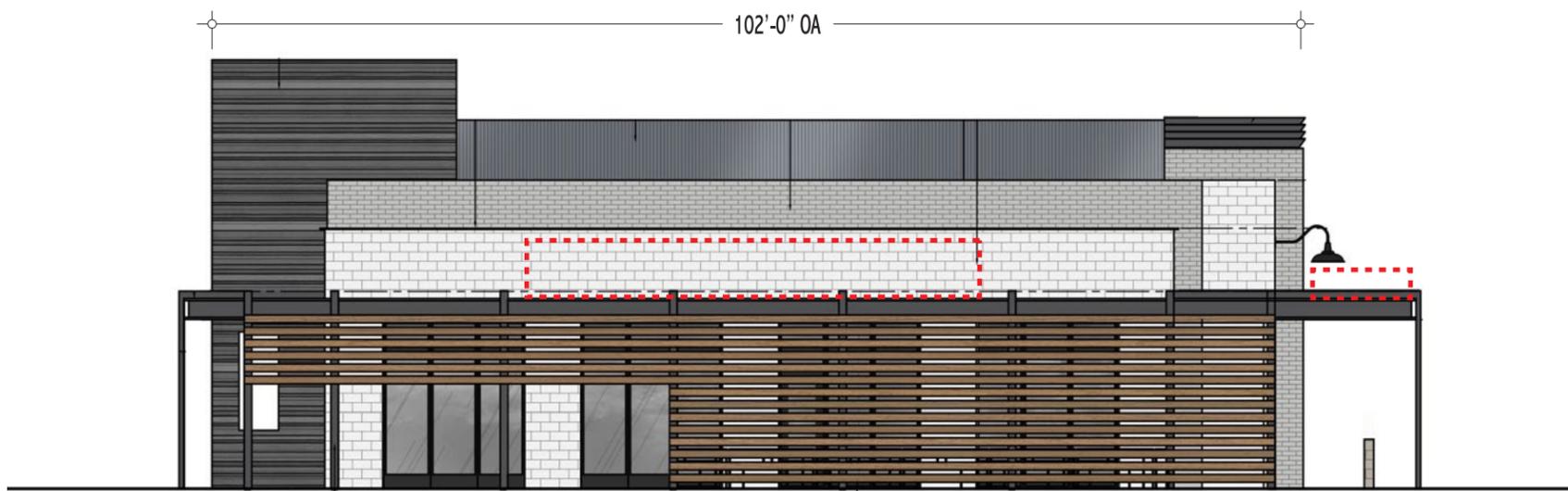
Building 3 - South Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Maximum allowable square footage per tenant bay is listed above each bay. If tenant occupies more than one bay, square footage may be increased to 90 SF.



Building 3 - East Elevation

Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay.



Building 3 - West Elevation

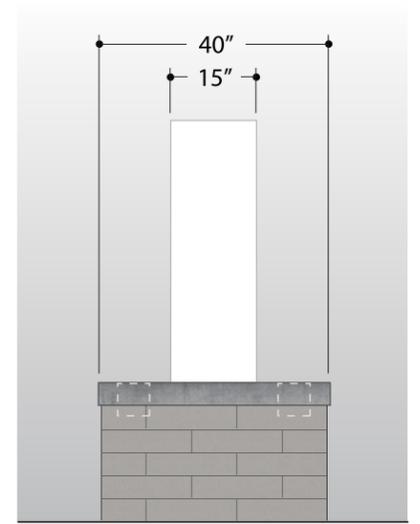
Dotted lines represent envelopes allowed for sign placement (on building fascia, on canopy structure or as projecting wall signs)
 Allowable Square Footage per Tenant Bay is listed above each bay.



PAINTED SATIN FINISH ALUMINUM PAN CHANNEL LETTERS WITH FINISHED BACKS AND TRANSLUCENT COLORED PLEX INSERTS (STAINED GLASS EFFECT). PLEX INSERTS TO INSET 3/8" FROM FACE OF LETTERS.
LETTERS TO MOUNT TO 1/8" (OR SIMILAR) THICK ALUMINUM BASE AND MOUNT TO CONCRETE SURFACE

LIGHTING MEETS CRITERIA ZDC 4.803.5.c.d

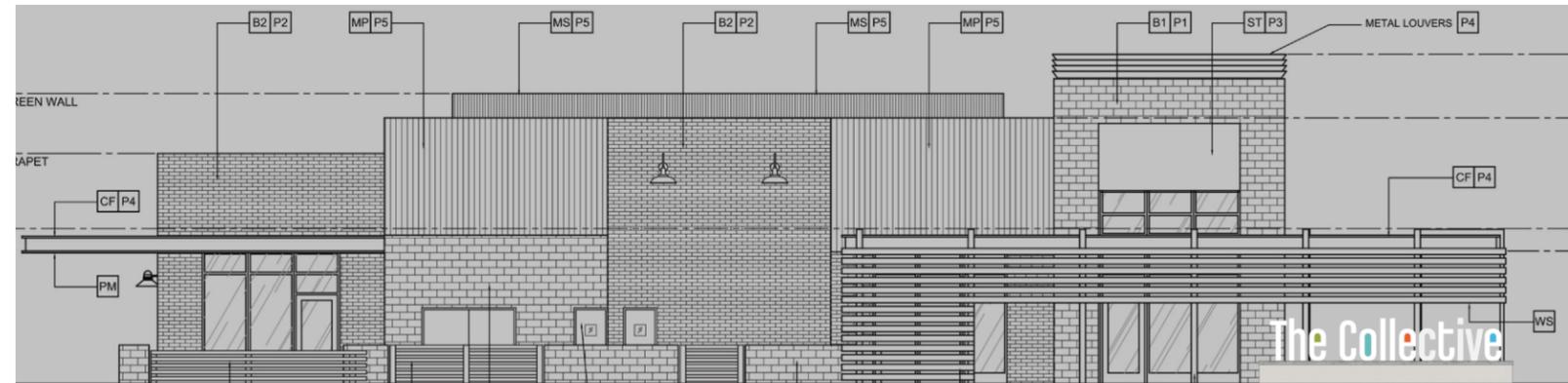
4 HIGH MASONRY BRICK WALL WITH CONCRETE CAP TO MATCH PROJECT ARCHITECTURE



SIDE VIEW

Elevation

Scale: 3/8" = 1'-0"
Sign area: 85 SF



South Elevation Sign Placement

Scale: 1/16" = 1'-0"



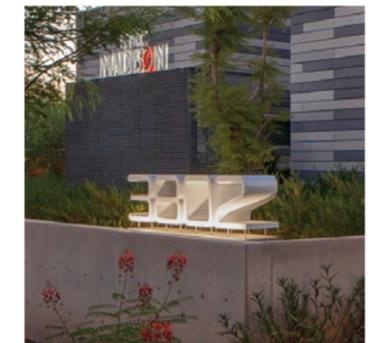
DIMENSIONAL LETTER REFERENCE

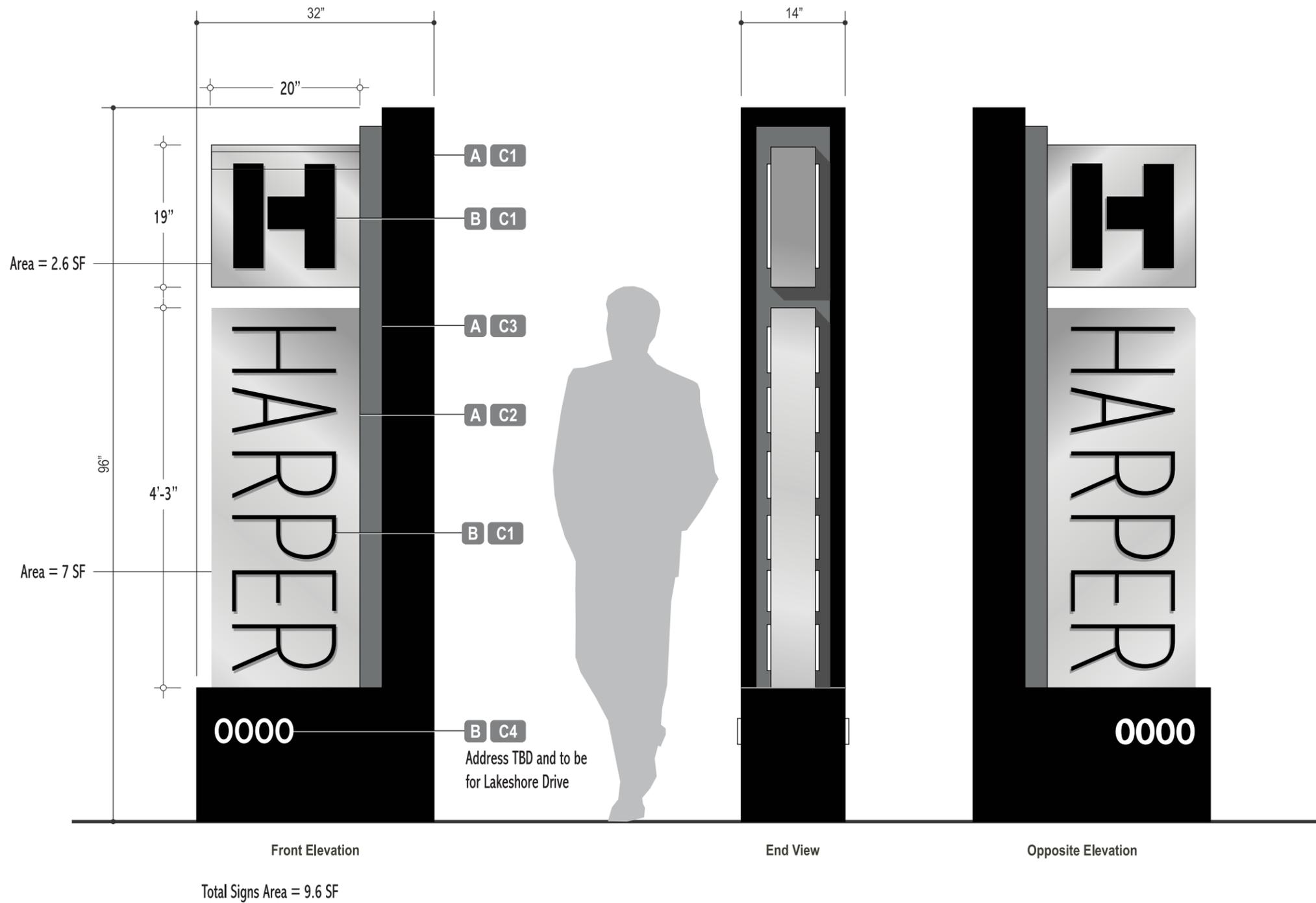


STAINED GLASS EFFECT REFERENCE



DIMENSIONAL LETTER REFERENCE





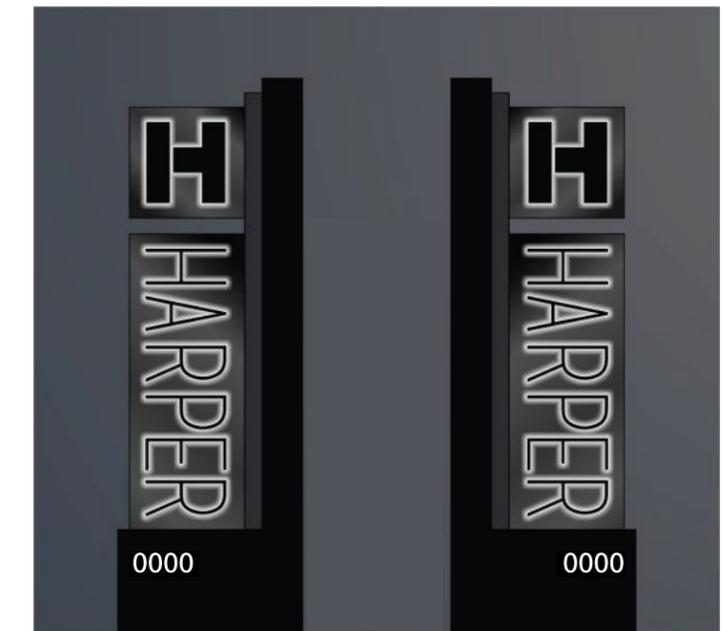
Colors & Finishes

Colors shown here may not exactly match manufacturers color chart swatch or actual sample. Client to either provide samples or specifications for custom colors prior to production or approve DeNyse color samples or color specifications

- C1 ● Black (Semi Gloss)
- C2 ● Brushed Aluminum
- C3 ● Pantone Cool Gray 10 C
- C4 ○ White (Translucent)
- L1 ○ White LED

Construction Specifications

- A Aluminum fabricated cabinet internally illuminated with white LED
- B 0.75" clear acrylic push-thru with 1st surface opaque paint, clear edges, and 2nd surface diffuser vinyl



Evening View