

# AGRITOPIA

## SIGNAGE CRITERIA

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Agritopia shall be a Special District as allowed under Section 3.2 of the Development Code. In addition to signs normally allowed under Article III, within the Agro-Commercial Area, Town Square, and Neighborhood Commercial Center the following signs are *also* allowed:

- Marquis signs perpendicular to the face of a building. Such a sign may extend beyond the top of the building by up to 25% of the height of the building. The number of such signs shall be limited to one (1) in the Agro-Commercial Area, four (4) in the Town Square, and four (4) in the Neighborhood Commercial Center. The marquis must be in keeping with the theme of the business and may feature animated neon and exposed tube neon. The use of a marquis shall not reduce the square footage allowed for other signs under the Development Code.
- Signs mounted on the roof are allowed for restaurants on pads, but only in instance where it is in keeping with the theme of the restaurant.
- Decorative awnings may be used as signs.
- A-frame menu/product promo board signs are allowed for restaurants and retail shops, but not within the arterial right of ways. The sign is limited to naming the business, a slogan, and any product/pricing information.
- A vehicle, tractor, or agricultural trailer may be used as a sign, so long as it fits with the theme of a retail store or restaurant, does not pose a safety risk and is not on a sidewalk or street.
- Signs may be painted on fences, buildings, or rocks.
- Signs hanging below awnings for pedestrian viewing shall be allowed.
- Signs may be painted on any renovated building within the Agro-Commercial area. The total sign coverage shall not exceed 25% of the total exterior wall area for a particular building. Signs may be painted on water tanks, under the same requirement.
- Entry signage for the project may include a tractor, trailer, windmill, or any other device commonly associated with agriculture that may be modified as a sign; rocks, fences or pylons may have a painted sign; signs made of layered

materials, and signs that may be internally illuminated. Exposed neon is also allowed as a highlighting element.

- Signage may incorporate a water feature and/or plantings.
- Street name signs shall be of standard size. The color, design, and font shall be in keeping with the theme of Agritopia.
- Trail signage may be made of wood and shall be in keeping with the theme of Agritopia.
- Homes may not have signs except for standardized address signs and temporary signs used in selling the home.
- Bungalow studios used for a Home Occupation may have a professional created 18" x 24" sign attached to the face of the building next to the front door. It may only include the name of the business, address, and phone number.

**NOTE:**

**Sign criteria shall comply with the sign ordinance of the Town. Special District sign parameters shall be in harmony with the guidelines presented in the Development Plan, and shall be reviewed and approved by the Design Review Board prior to issuance of a commercial building permit.**

# HOME OCCUPATIONS

**It is our desire to encourage home occupations for a number of reasons:**

- To reduce commuting and the effects of vehicular traffic on the community.
- To encourage employment within the Town of Gilbert.
- To strengthen families and reduce the need for child care.
- To create a stronger, more vibrant neighborhood.
- To embrace the opportunities of the "New Economy" which are computer oriented.

**The Home Occupation requirements in Agritopia would be the same as in the ULDC, with the following differences:**

1. A home occupation may take place in the Primary Residence, a Bungalow Studio, and/or an Accessory Building.
2. It can be the primary use of a Bungalow Studio or and Accessory Building.
3. In addition to family members, up to one non-family members may be employed on-site.
4. Visible storage of inventory, debris, and other visual nuisances shall be prohibited.
5. The operating hours are limited to between 7 a.m. and 7:00 p.m. and shall not be open on Sundays.
6. The home occupation shall not generate vehicular traffic in excess of five cars per hour or twenty-five cars per day. No parking of any customer vehicle or business vehicle shall be allowed on the street, in a driveway, or in parking lots before 6:30 a.m. or after 7:30 p.m. Such vehicles may only be parked totally within the garage of the principle residence with the garage door closed.
7. In the normal course of business, the garage door shall remain closed.
8. No signs shall be allowed, except for Bungalow Studios (see Sign Criteria).

**The following occupations shall be added to the list of allowable home occupations:**

- Barber shops and beauty parlors (maximum of one chair or station allowed)
- Real estate offices

**Add to the list of disallowed home occupations the following:**

- Automotive repair or service facilities of any kind
- Adult bookstore, theater, or shows
- Sales of alcoholic beverages

*Home Occupation use shall comply with the Unified Land Development Code definition for Home Occupation, except as modified above and as modified by the Ordinance. Home Occupation use shall allow only one non-family member to be employed on site, and shall include no street visible signage or other exterior display of home occupation use. Any barber shop or beauty salon home occupation use shall be limited to one barber or salon chair or station. The Town shall not enforce requirements in the Development Plan regarding vehicular traffic generation or parking relating to Home Occupation uses. No customer or business parking traffic, and no Home Occupation use shall be in conflict with the residential character of the residential area.*



# Agritopia Commercial Design Guidelines For The Agro-Commercial District

## **Introduction**

Ordinance 1305, the zoning ordinance establishing the Agritopia PAD, states in Section dd that detailed commercial guidelines be developed for each commercial area within Agritopia. The guidelines are to be in harmony with the Development Plan and are required for each area at the time that plans for any building within that area are submitted. The guidelines are to be submitted to the Design Review Board for review and approval.

## **Background Information**

As reference, we include relevant excerpts from the Development Plan.

### **1. Agro-Commercial C-2 PAD Development Standards**

“The existing structures of the homestead shall be preserved and converted (unless Town of Gilbert requirements make it economically infeasible) on a market demand basis. The theme will be a garden/farm style that is vibrant, healthy, honest, neat, and retro. It will not be overly rustic (rusty junk, weathered timbers) or corny. Typical building materials include, but are not limited to, painted wood (re replacements such as vinyl), smooth stucco, masonry, corrugated metal, and seamed metal. Additions to existing buildings shall complement the existing building, although it is allowable for an existing building to be totally redone within the theme. For instance, it is allowable for an exposed masonry building to be covered with stucco or for a shingled roof to be converted to corrugated metal. The parking and roadways will be of permeable materials wherever possible. New buildings may also be built in this area consistent with the theme. Lighting will be subdued and signage will be in keeping with a 1920’s to 1960’s vernacular. This includes large signs being painted on buildings and plenty of small painted signs for advertisement and direction (refer to our Sign Criteria).”

## 2. Agritopia Signage Criteria

**“Agritopia shall be a Special District as allowed under Section 3.2 of the Development Code. In addition to signs normally allowed under Article III, within the Agro-Commercial Area, Town Square, and Neighborhood Commercial Center the following signs are also allowed:**

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- Signs may be painted on fences, buildings, or rocks.
- Signs hanging below awnings for pedestrian viewing shall be allowed.
- Signs may be painted on any renovated building within the Agro-Commercial area. The total sign coverage shall not exceed 25% of the total exterior wall area for a particular building. Signs may be painted on water tanks, under the same requirement.
- Entry signage for the project may include a tractor, trailer, windmill, or any other device commonly associated with agriculture that may be modified as a sign; rocks, fences or pylons may have a painted sign; sign made of layered materials, and signs that may be internally illuminated. Exposed neon is also allowed as a highlighting element.
- Signage may incorporate a water feature and/or plantings.”

## **Architectural Style**

The Agro-Commercial District is a special area in that it was the homestead of the Johnston Family, who farmed the area now known as Agritopia. In those days, it was the center of activity of the farm. We envision that the Agro-Commercial District shall also be something of the center of activity for Agritopia. It will be the most specialized of the commercial areas in Agritopia and will be the most unique. The businesses in the area will be tied to the urban farm by setting and by product. For instance, the restaurant (located in the former Johnston Family home) will have a wonderful view of the farm and will utilize produce from the farm.

Architecturally, we are not looking to replicate the past. We do intend to reuse and update the existing buildings on the farm, but in a way that is a) unique, b) represents a modern take on prior styles (just as in the homes at Agritopia), and c) are buildings that facilitate the success of the various ventures they house. Architectural styles from the 1920's through 1960's (for commercial buildings) are all acceptable. The various buildings are not intended to look similar, just as distinctly different architectural styles are offered in the homes. All of the existing buildings look very different from one another (and were built over the span of 1927 to 1967) so we have no interest in making them look anything like one another. Nor do we insist that any building keep an architectural style from the period of its original construction. The scale of the buildings shall be in keeping with the farm setting, with height limited to thirty feet tall.

The designs should emphasize the views to the farm. The dining related buildings shall offer outdoor seating. Porches and patios for "al fresco" dining are very desirable.

## **Materials and Colors**

The emphasis should be the use of materials in keeping with the particular architectural style selected. The use of authentic materials rather than faux or merely decorative treatments is encouraged. For instance, we do not want to see the use of stucco and styrofoam forms (pop-outs, trim, columns, etc.). Materials shall also be selected for durability and ease of maintenance. Allowable materials include block, brick, stone, metal (corrugated, standing seam, structural, and sheet), glass, concrete, ceramic, and wood. Minor amounts of other materials are allowable.

The colors shall also be in keeping with the architectural style selected and the type of business that the building houses.

## **Landscaping**

Reasonable accommodation shall be made to preserve healthy, mature trees. Trees which are currently located in areas needed for parking, drive lanes, or building envelopes may be removed, as well as shrubs and small plants. Added landscaping will be in keeping with good design and emphasize a pedestrian friendliness. The use of trees for shade and the use of typical plants from farm homesteads shall be encouraged. The existing flood

irrigation shall be kept, if feasible, and expanded or modified as necessary to keep the mature trees alive and in good condition.

Colorful beds for flowering plants shall be encouraged, as well as herb beds for use on site.

### **Hardscape**

As allowed in Ordinance 1305, Section ff, the parking and drive areas may use permeable materials such as DG or wood chips. In addition, concrete, pavers, and asphalt may also be utilized. As stated in the Development Plan, lighting shall be subdued and subtle while being adequate for public safety. We encourage lighting that emphasizes the dramatic, mature trees and outdoor dining areas.

Pathways shall connect to the urban farm and to the future Town Square. Pedestrian pathways can be made of pavers, DG, rock, concrete, or wood. Other materials may be used in small quantities.

### **Signage**

The unique nature of the Agro-Commercial District necessitates unique signage. There are several challenges which appropriate signage can overcome. The largest challenge is self-imposed. Since we have made the preservation of agriculture a foundational principle of Agritopia, we have decided to keep the majority of the lush, mature trees in the homestead area. This makes the visibility of the commercial buildings from Ray Road (the major arterial) severely restricted. Therefore two things are true: (a) there must be significant signage on the Ray Road frontage to indicate the presence of the businesses to passing motorists and (b) the signs on the buildings themselves are mainly for those who have already found the place (the exception being the large barn, which is visible from Ray Road).

The signs on Ray Road should not be more than forty feet high and shall be in keeping with a 1920's to 1960's vernacular. Creative graphics and fonts from this period are encouraged. The signs should include the names of the primary businesses in the district and will be most effective if placed perpendicular to the street. Neon (exposed tube, channel, and animated) are allowed as is external illumination. Internally illuminated signs and plastic/acrylic signs are not allowed.

Signs on individual building should be creative and with subtle lighting, given that they are primarily for pedestrians already in the area. The font and logos should be in keeping with the architectural period of the building and the use of the building.

All signage allowed under the Development Plan remains allowable within the district.

10. Remove the stone veneer wainscot on all four sides of the building and replace with split-face CMU painted Sepiatone.

11. Remove the vertical stone veneer columns adjacent to the windows and replace with stucco.

**DR04-114-Agritopia Commercial Guidelines Agro Commercial District.**

Senior Planner Jim Cronk presented DR04-114, the guidelines for the agro-commercial area. Mr. Cronk pointed out that when the PAD was approved, each different commercial area within Agritopia was to come forward with design guidelines. Agro-Commercial is the first element to come forward.

Mr. Cronk described Agritopia as a whole as very unique in the Gateway Character Area. Mr. Cronk stated that the Agro-Commercial architecture is garden-farm style 1920s and 1960s, "but not overly rustic." Porches, patios, outdoor seating are promoted with this architecture.

Mr. Cronk explained that the materials for this project would be block, glass, stone, brick, metal, concrete, and wood. Stucco is not allowed.

Mr. Cronk handed out a summary of the zoning for Agro-Commercial for the Board to review. Mr. Cronk continued that the landscaping consists of very mature foliage, which the applicant wishes to retain as many as possible. New plantings will be in harmony with the existing, as well as flowers and herb gardens.

Hardscape will consist of either decomposed granite or wood chips.

Moving to signage, Mr. Cronk reported that there can be freestanding 40-foot sign poles, but Staff is requesting the signage be placed at 25 feet. There may also be signage on walls, fences, water towers. Mr. Cronk stated there would be 1920s to 1960 vernacular with neon, internally illuminated. The signs need to be very creative. Signage can be 25 percent above roof line.

Mr. Cronk concluded his presentation by stating that Staff is recommending three items: Design guidelines specifically begin by stating that the overall theme is garden farm, the monument signage at 25, and stating the guidelines.

Chairman Truitt wished to talk about the signage for a moment. Chairman Truitt expressed that he did not feel 40-foot signs were appropriate, even if the signage was placed at 25 feet, just because it's rural or rustic.

Planning Manager Maria Cadavid acknowledged that there is very dense existing landscaping and trees, so bigger signage is necessary. Ms. Cadavid pointed out that Staff is concerned

with height, stating that there needs to be conformity with scale, intensity, and distribution.

Mr. Cronk next presented the Board with pictures showing the existing, very mature trees and foliage on the site. Also, Mr. Cronk pointed out that the farmhouse, which will be the restaurant, is not visible from the roadway.

Chairman Truitt still felt there was plenty of room for a sign not at 40 feet. Chairman Truitt felt that a bigger monument sign might be more appropriate. Chairman Truitt did not see the rational of such a sign height.

Mr. Cronk stated that Staff's rational was the unique 20s to 60s look with very distinctive signs.

Chairman Truitt did not feel the bad aspects of the 20s and 60s needed to be coming forth. Chairman Truitt stated he was sympathetic over the hardship of the tall foliage, but that a monument sign with more square footage would be appropriate.

Board Member Deardorff felt there could be some middle ground, because the standard 8 feet is not adequate either, but 40 foot is not appropriate either.

Chairman Truitt imagined that if squatty, 8-foot longer signs were approved, the Board would have a hard time defending against it later.

Chairman Truitt expressed that he liked the project, but he found the guidelines very loose. Chairman Truitt felt the guidelines were like writing a blank check, especially with 40 foot signage.

Chairman Truitt indicated that he would like to see the applicant come in with a proposal for a sign, and then come to the Board to discuss it. Chairman Truitt did not want to start a precedent.

Mr. Cronk affirmed that if the Board wanted Staff to work in some language recognizing the PAD and Sign Code of criteria for the signage, they could come to the Board demonstrating the uniqueness of each individual sign.

Chairman Truitt asked if the Board had the flexibility to do this.

Mr. Cronk responded that the PAD does have language encouraging unique signage. Mr. Cronk suggested stating the guidelines for signage for Agro-commercial will be to use the PAD guidance and current Sign Code and bring specific freestanding signage into the Board for approval demonstrating uniqueness and need for

the proposal.

Board Member Deardorff liked the idea of having a case-by-case basis.

A motion was made by Board Member Deardorff, seconded by Board Member Cole, to recommend approval of DR04-114 subject to Staff stipulations, deleting the bullet for freestanding signs, and deleting the signage section of the guidelines themselves.

Voice Vote Carried the Motion 6-0.

1. The guidelines shall be revised and submitted to the Planning Department for approval prior to the approval of any construction permit issuance to the address the following:

- \* The overall design theme is a "garden/farm style but not overly rustic."

~~[\* The height of freestanding signs will be limited to 25 feet if located on a unique structure such as a windmill, tractor, etc. The structure itself may be 40 feet tall. If a sign is not located on a unique structure, then the 8-foot height limit prescribed in the code will prevail. The number and placement of these freestanding signs will remain as per code.]~~

- \* Eliminate the use of "we" and rephrase the guidelines to clearly run with the land.

**DR04-66-Site plan, landscaping, grading and drainage, lighting and building elevations for the Agro Commercial restaurant and coffee shop in Agritopia located west of the northwest corner of Higley and Ray Roads.**

Senior Planner Jim Cronk next presented DR04-66, the site for the first two commercial buildings, a proposed restaurant out of the existing family homestead and a proposed coffee shop out of an existing tractor shed. Both the shed and homestead will be renovated and remodeled.

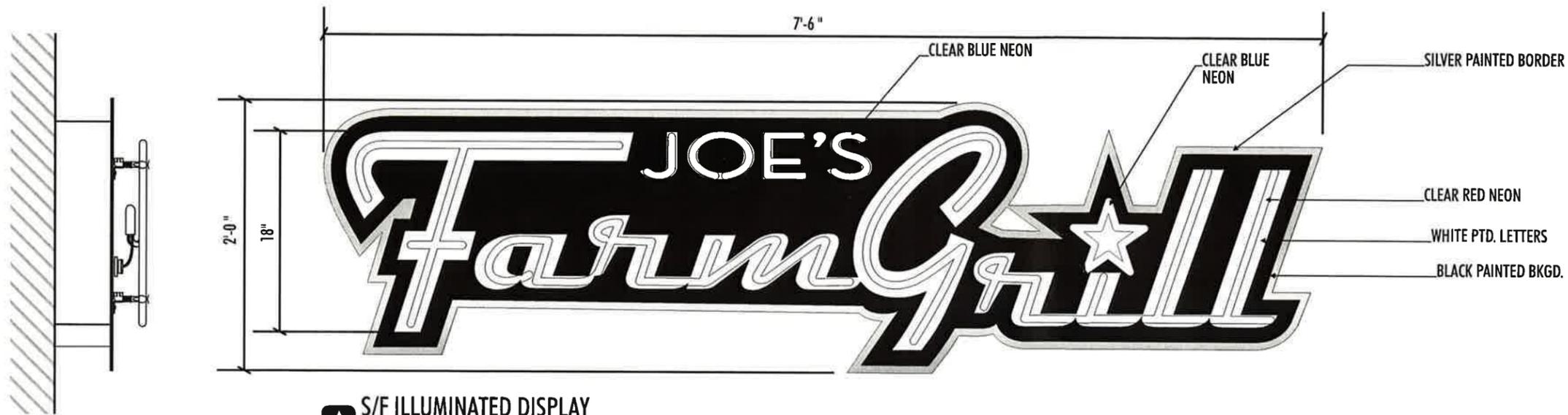
As for the restaurant, Mr. Cronk explained that the applicant has broken out the middle of the restaurant to make a breezeway in order to see the farm, with sitting areas on one side and a kitchen on the other side. The coffee shop is rustic with a small second floor showing the old farm equipment.

Mr. Cronk presented the color board to the Board. Mr. Cronk pointed out the materials for the parking areas, explaining that the parking wraps around the site. Mr. Cronk noted there is a network of pedestrian links connecting the

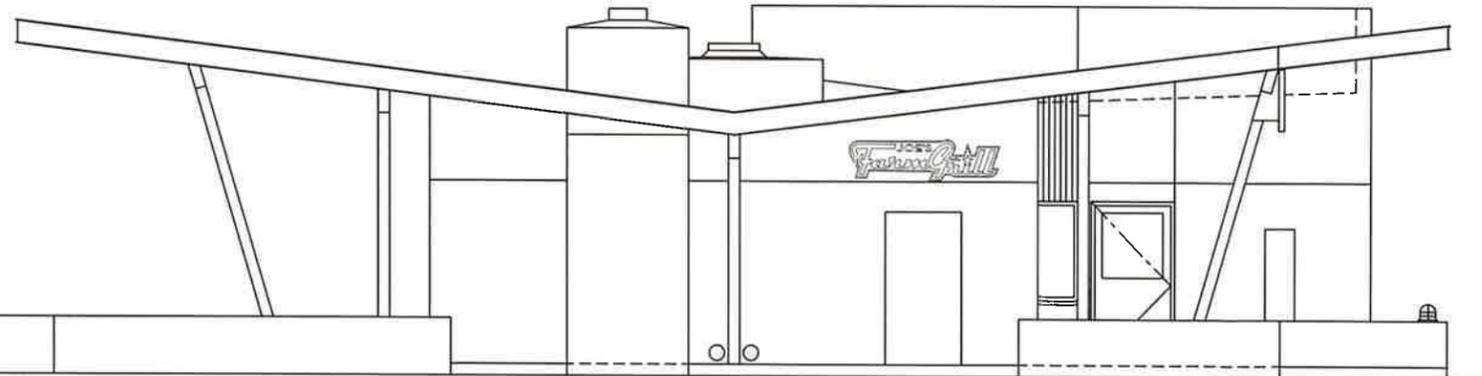


JOE'S  
*Farm Grill*





**A** S/F ILLUMINATED DISPLAY  
 SCALE: 1" = 1' - 0"  
 MANUFACTURE AND INSTALL (1) ONE DISPLAY.



**WEST ELEVATION**

SCALE 1/8" = 1'-0"

ARIZONA CONTRACTOR LICENSE NO. #073322-007, AWNINGS NO. #073322, ELECTRICAL NO. #092800

**REVISION NOTES:**

1. "B"... RELAYOUT. "D" RELAYOUT. ADD TOWER DETAILS (SEE SHEET 5).
2. "C"... REDESIGN SIGN. "D"... ALTERNATE DESIGN FOR "C". CHANGE R1 "C" TO "D".
3. DELETE "COFFEE SHOP" SIGN.

**PHOENIX DIVISION**  
 6725 W. Chicago Street, Chandler, Az 85226-3335 (480) 449-3726  
**YESCO. YOUNG ELECTRIC SIGN COMPANY**

\* Illuminated displays will be wired for 120 volt power unless otherwise noted.  
 \* Cost for providing necessary electrical wiring to sign area is not included in sign proposal.

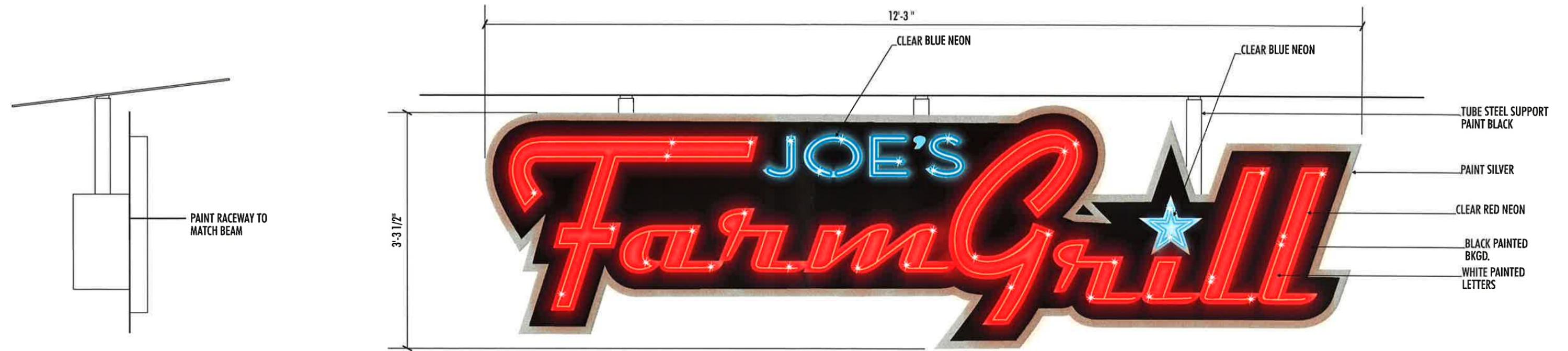
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 DATE: \_\_\_\_\_

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1	2/17/06	MVS			
2	3/14/06	MVS			
3	4/3/06	MVS			

FIRM NAME / PROJECT ADDRESS	
Joe's Farm Grill	
Higley Road & Ray Road	
Gilbert, Arizona	
SALESPERSON	B. Grinstead
ORIGINAL DATE:	2/16/06
ORIG. DESIGNER:	L. den Dulk
SCALE:	As Noted

**60118R3**  
 FILE DESIGN NUMBER

**1 OF 6**  
 SHEET NUMBER

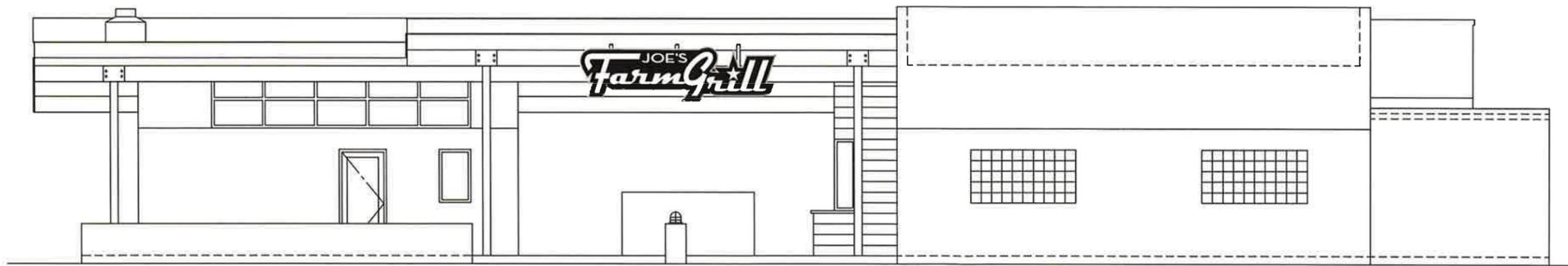


**B** S/F ILLUMINATED DISPLAY

SCALE: 3/4" = 1'-0"

MANUFACTURE AND INSTALL (1) ONE S/F DISPLAY.

"JOE'S" LETTERS AND THE STAR" ARE WHITE PAINT ON BLACK PAINTED BKGD. DOUBLE TUBE CLEAR BLUE NEON ILLUMINATION. "FARM GRILL" LETTERS ARE WHITE OPEN CHANNEL WITH 3" RETURNS, DOUBLE & SINGLE TUBE CLEAR RED NEON ILLUMINATION. PAINT THE BACKGROUND PANEL BLACK



**SOUTH ELEVATION**

SCALE 1/8" = 1'-0"

ARIZONA CONTRACTOR LICENSE NO. #073322-007, AWNINGS NO. #073322, ELECTRICAL NO. #092800



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FIRM NAME / PROJECT ADDRESS

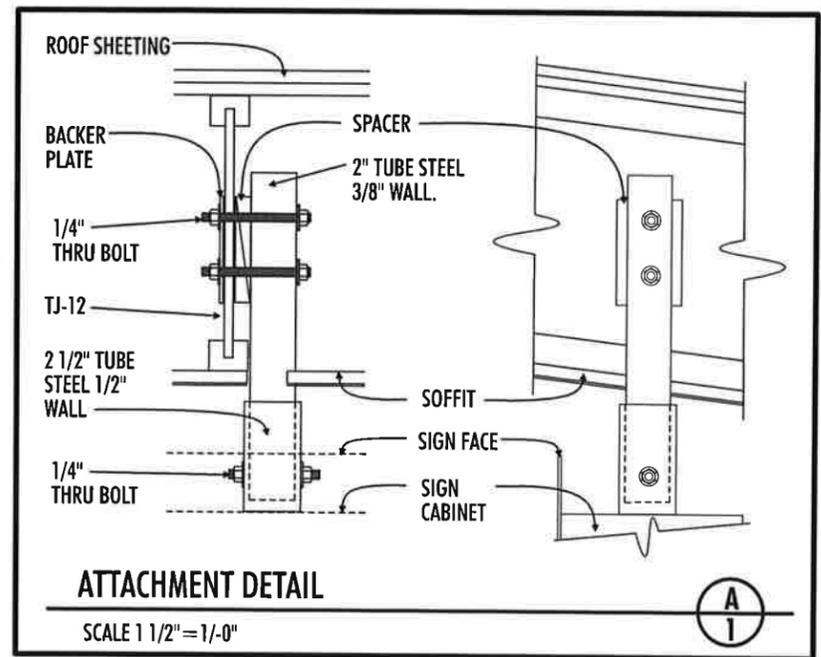
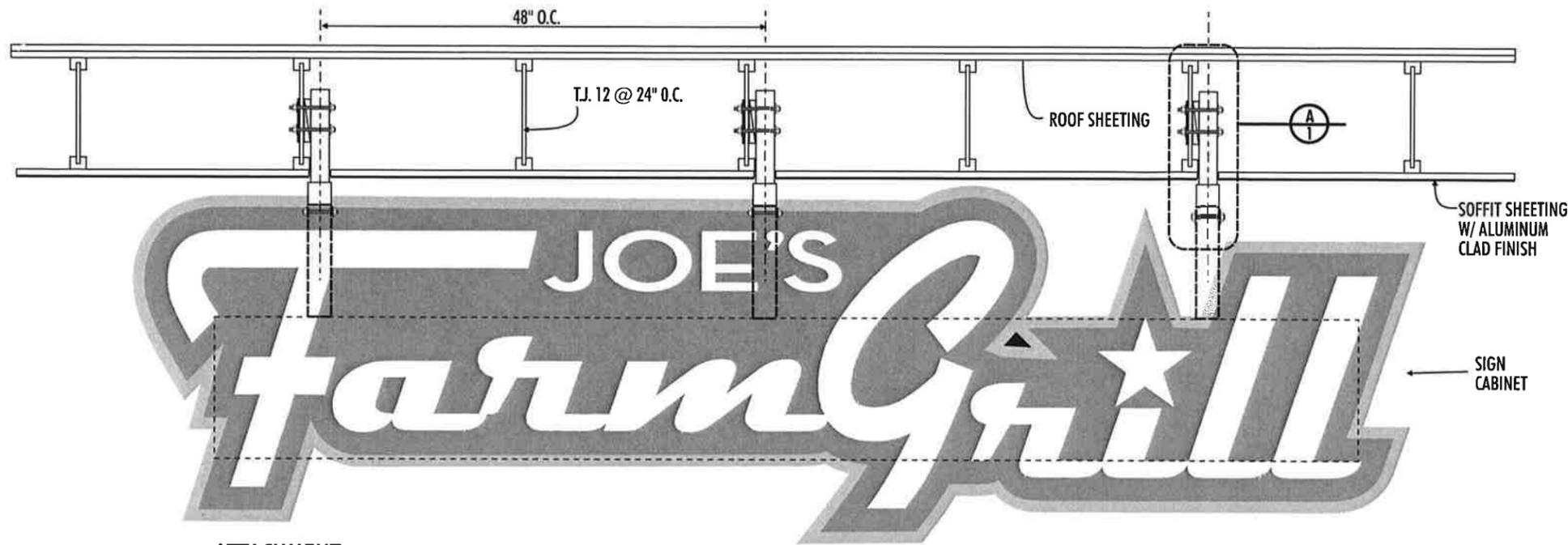
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SALESPERSON B. Grinstead

ORIGINAL DATE: 2/16/06  
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SCALE: As Noted

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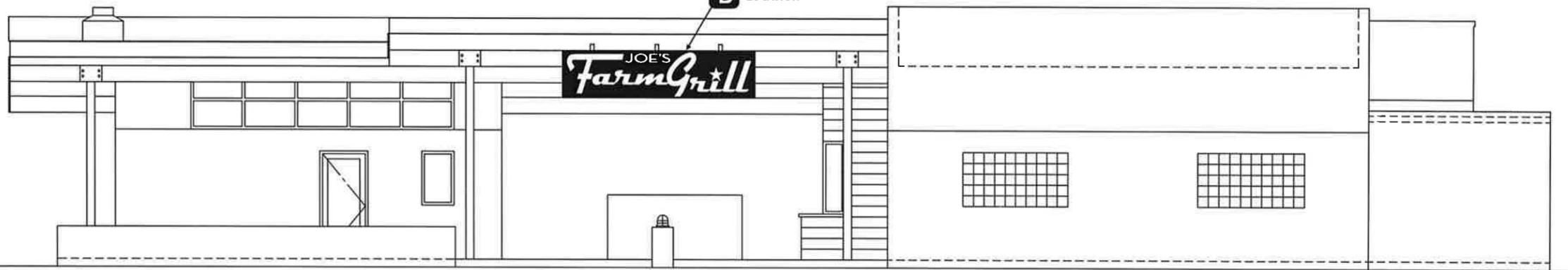
**2 OF 6**  
SHEET NUMBER



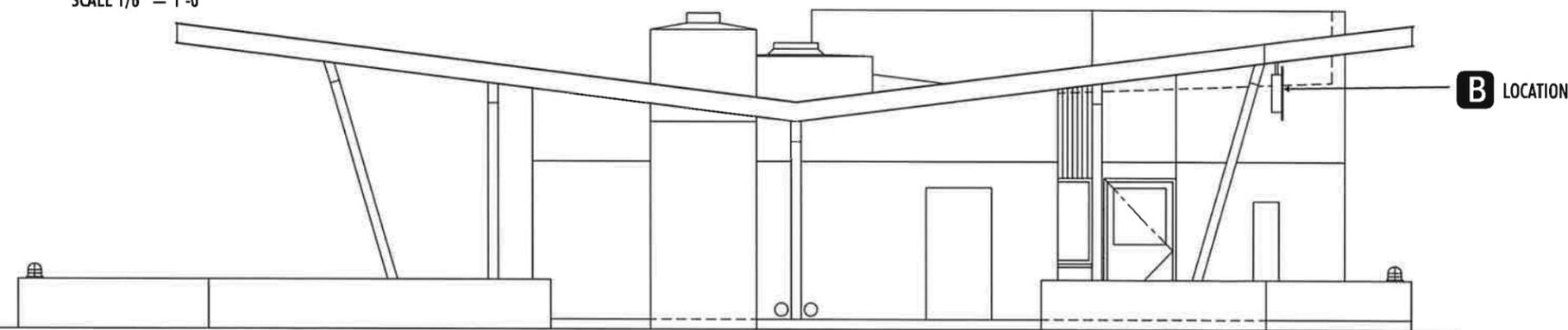
**B ATTACHMENT**

SCALE 3/4" = 1'-0"

**B** LOCATION



**SOUTH ELEVATION**  
SCALE 1/8" = 1'-0"



**WEST ELEVATION**  
SCALE 1/8" = 1'-0"

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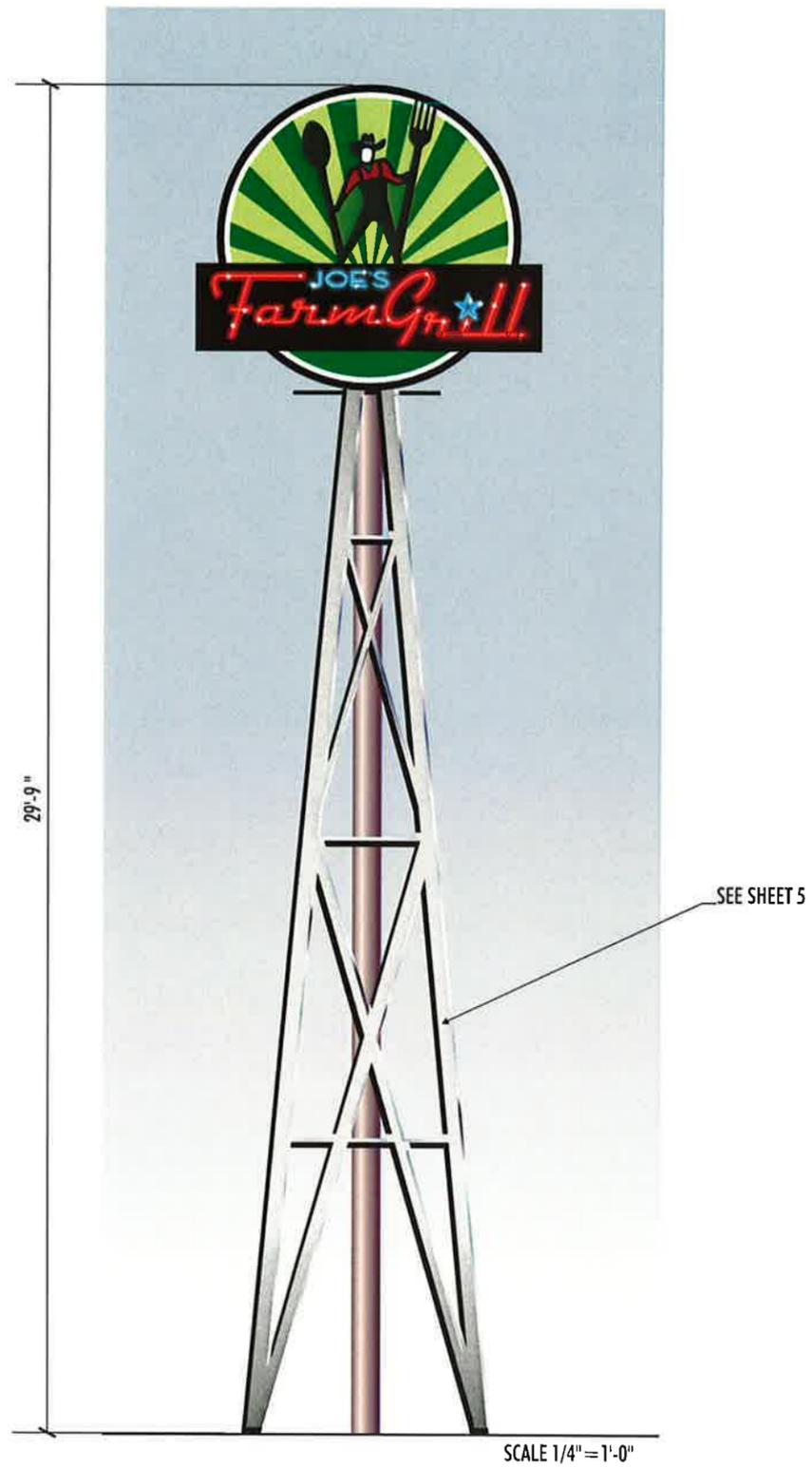
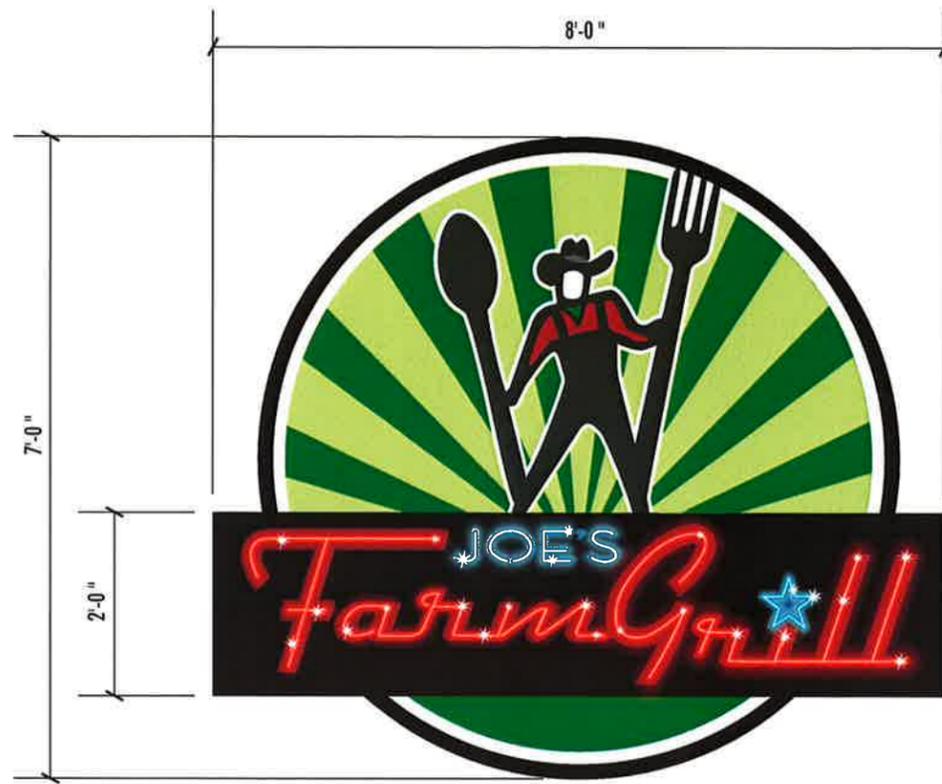
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ORIGINAL DATE: 2/16/06	
ORIG. DESIGNER: L. den Dulk	
SCALE: As Noted	

**60118R3**  
FILE DESIGN NUMBER

**3 OF 6**  
SHEET NUMBER



**C ILLUMINATED TOWER DISPLAY**

SCALE: 1/2" = 1' - 0"

MANUFACTURE AND INSTALL (2) TWO S/F DISPLAYS.

"JOE'S" SIGN...THE PICTORIAL IS FIRST SURFACE VINYL ON WHITE POLYCARBONATE. "JOE'S" LETTERS AND THE STAR" ARE WHITE VINYL ON BLACK PAINTED BKGD. WITH SINGLE TUBE CLEAR BLUE NEON ILLUMINATION. "FARM GRILL" LETTERS ARE WHITE OPEN CHANNEL WITH 3" RETURNS AND SINGLE TUBE CLEAR RED NEON ILLUMINATION.

YESCO TO PROVIDE STEEL PIPE SUPPORT (PTD. SILVER) & SIGN CONCRETE FOOTING. WINDMILL STRUCTURE TO BE PROVIDED BY CUSTOMER.

ARIZONA CONTRACTOR LICENSE NO. #073322-007, AWNINGS NO. #073322, ELECTRICAL NO. #092800

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 6725 W. Chicago Street, Chandler, Az 85226-3335 (480) 449-3726  
**YESCO. YOUNG ELECTRIC SIGN COMPANY**

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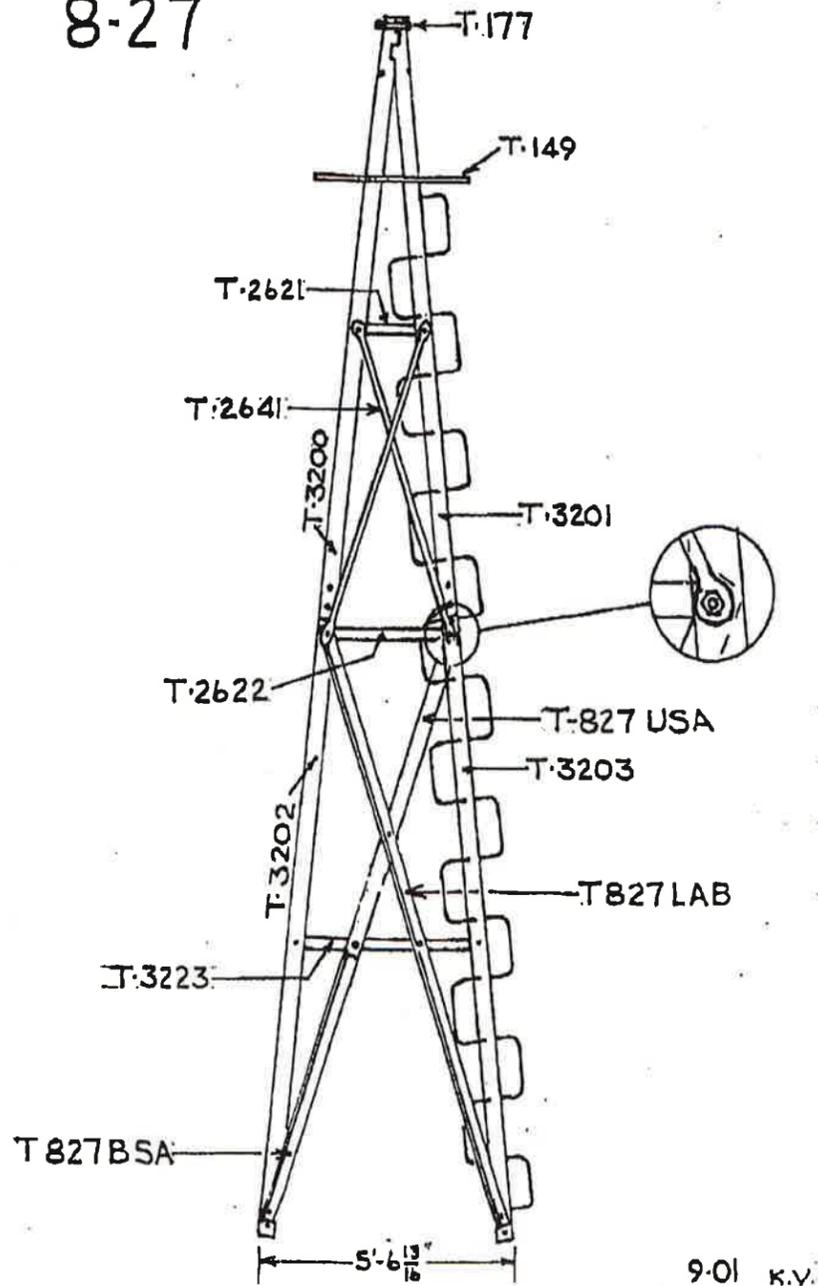
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SALESPERSON B. Grinstead	ORIGINAL DATE: 2/16/06
	ORIG. DESIGNER: L. den Dulk
	SCALE: As Noted

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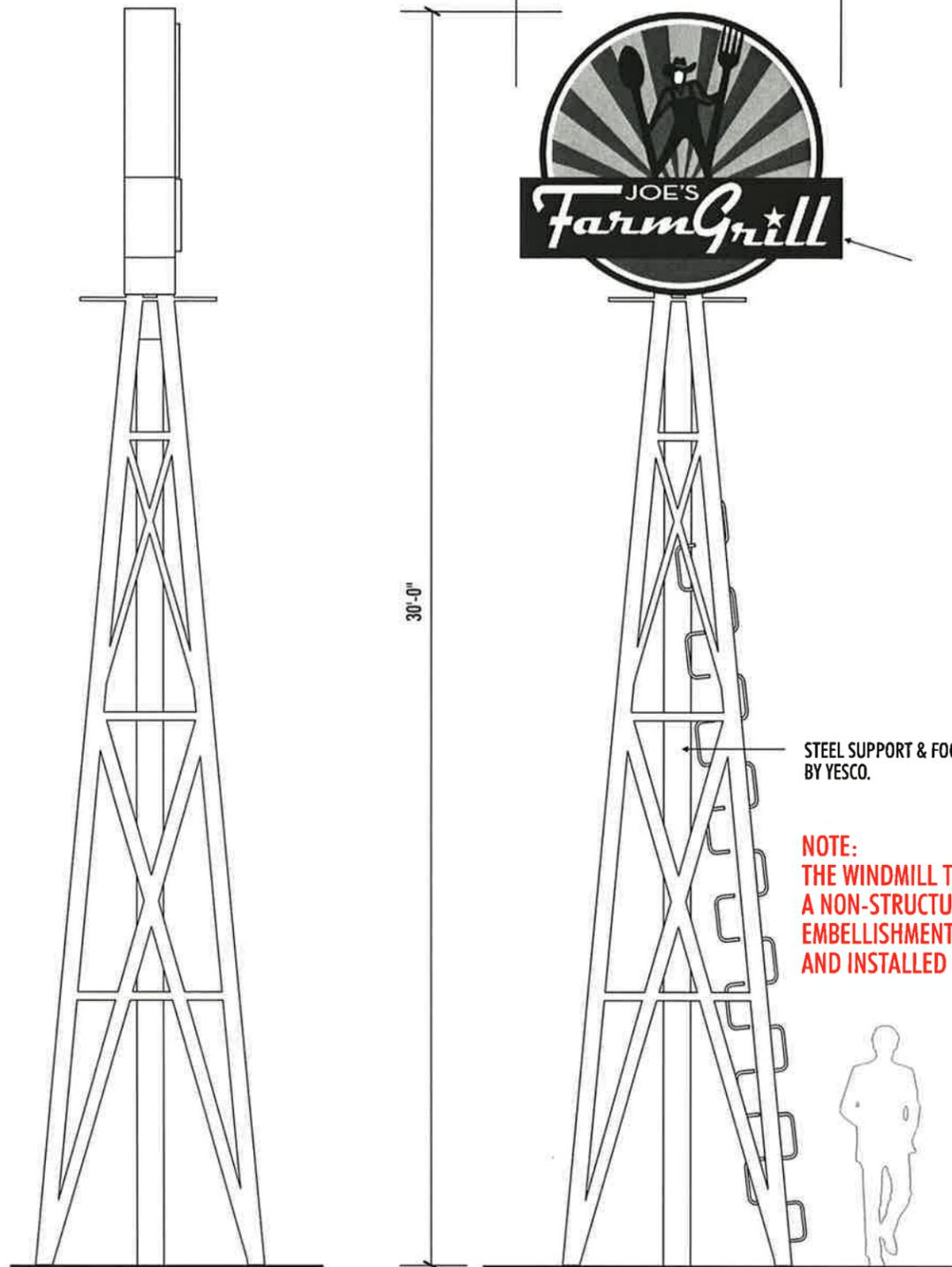
**4 OF 6**  
 SHEET NUMBER

8-27



DETAIL - TOWER EMBELLISHMENT (BY CLIENT)

SCALE 1/4" = 1'-0"



DETAIL - TOWER EMBELLISHMENT, SIGN CABINETS & SUPPORTS

SCALE 1/4" = 1'-0"

STEEL SUPPORT & FOOTING BY YESCO.

NOTE:  
THE WINDMILL TOWER IS A NON-STRUCTURAL EMBELLISHMENT PROVIDED AND INSTALLED BY THE CLIENT.

ARIZONA CONTRACTOR LICENSE NO. #073322-007, AWNINGS NO. #073322, ELECTRICAL NO. #092800



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Gilbert, Arizona

ORIGINAL DATE: 2/16/06

ORIG. DESIGNER: L. den Dulk

SCALE: As Noted

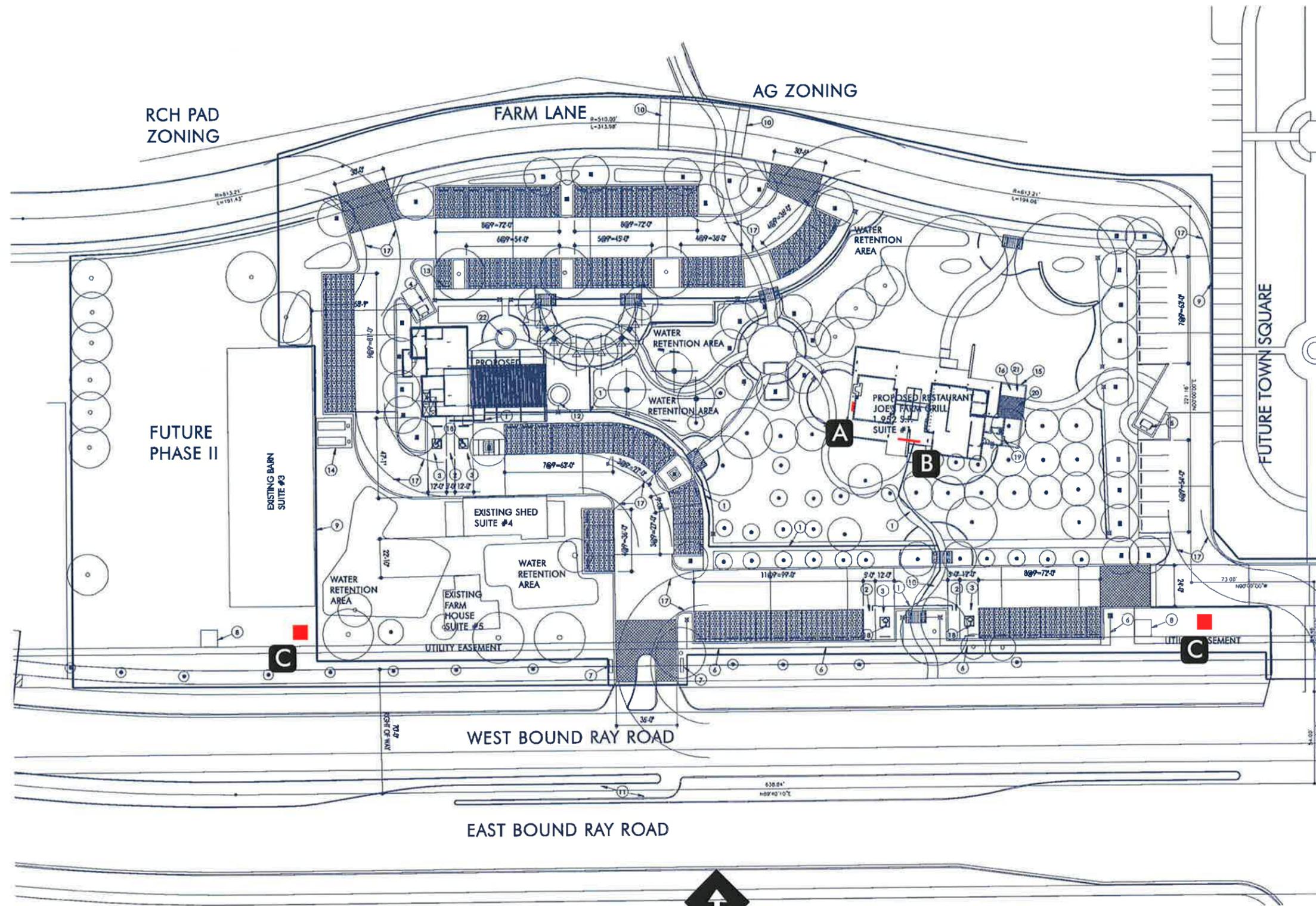
SALESPERSON B. Grinstead

60118R3

FILE DESIGN NUMBER

5 OF 6

SHEET NUMBER



**SITE PLAN - SIGN LOCATIONS**



SCALE: NTS

ARIZONA CONTRACTOR LICENSE NO. #073322-007, AWNINGS NO. #073322, ELECTRICAL NO. #092800



**PHOENIX DIVISION**  
6725 W. Chicago Street, Chandler, Az 85226-3335 (480) 449-3726

**YESCO. YOUNG ELECTRIC SIGN COMPANY**

- \* Illuminated displays will be wired for 120 volt power unless otherwise noted.
- \* Cost for providing necessary electrical wiring to sign area is not included in sign proposal.

SALES APPROVAL:  
DATE:

REV. #	DATE	BY	REV. #	DATE	BY
1	2/17/06	MVS			
2	3/14/06	MVS			
3	4/3/06	MVS			

FIRM NAME / PROJECT ADDRESS	
Joe's Farm Grill	
Higley Road & Ray Road	
Gilbert, Arizona	
SALESPERSON B. Grinstead	ORIGINAL DATE: 2/16/06
	ORIG. DESIGNER: L. den Dulk
	SCALE: As Noted

**60118R3**  
FILE DESIGN NUMBER

**6 OF 6**  
SHEET NUMBER