

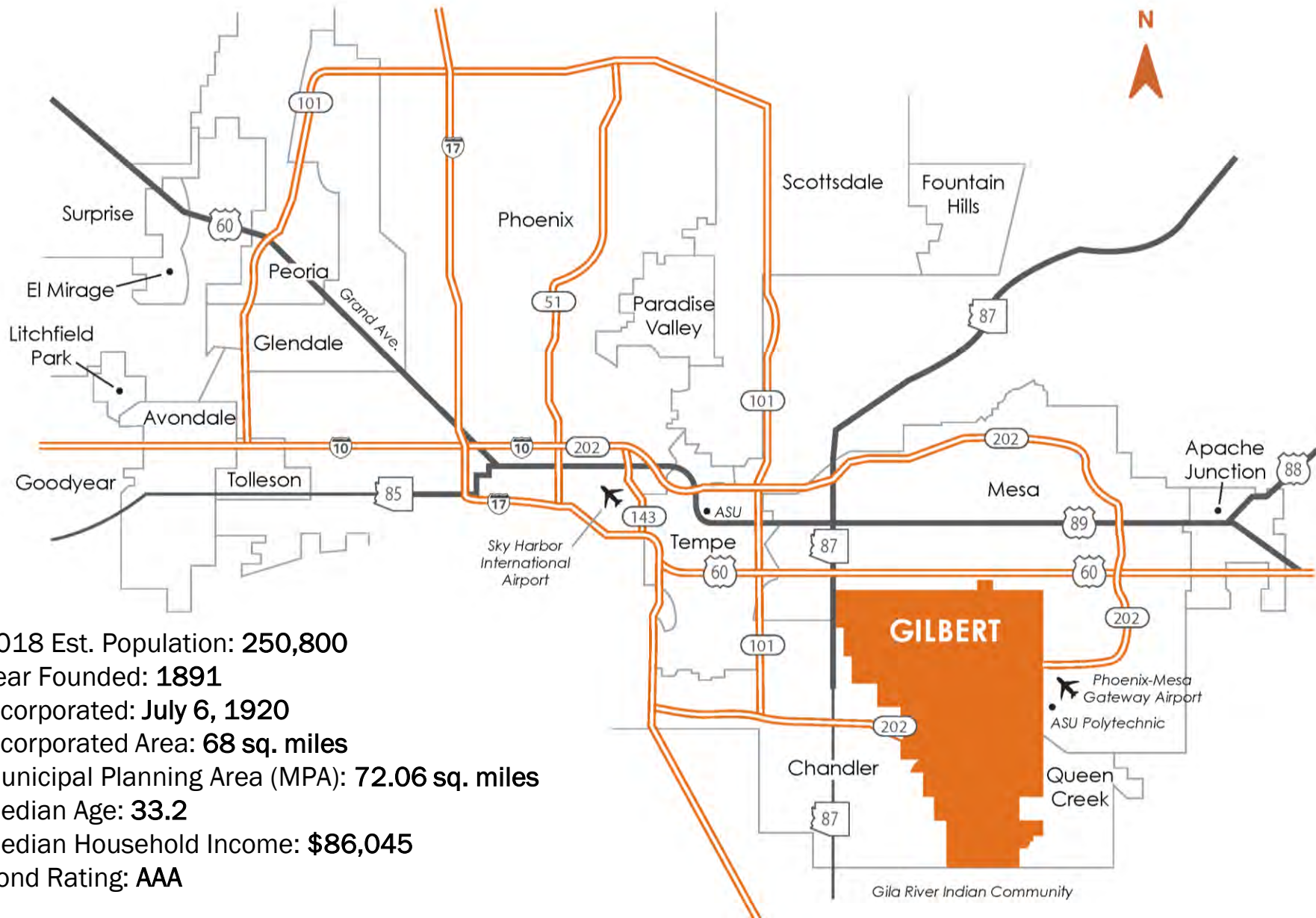
# Sign Regulations That Encourage Outstanding Design

## *Gilbert's Heritage District*



*Innovative Growth & Playful Open for Business*  
*Community Focused Development Community*  
*Committed to Safety Open for Business Premier Development*  
*Community Focused Education Innovative*

this is  
**Gilbert**  
 ARIZONA

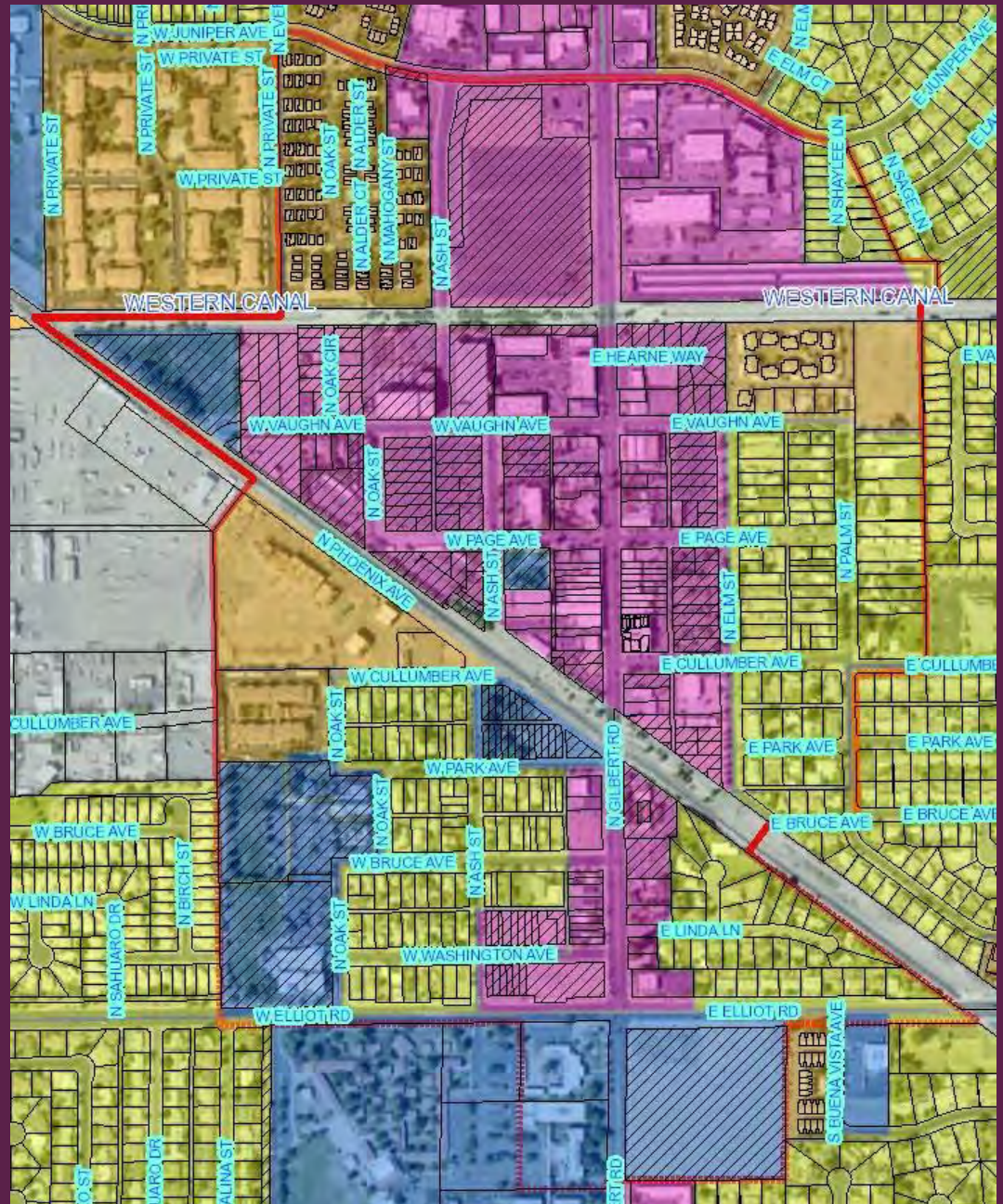


2018 Est. Population: **250,800**  
 Year Founded: **1891**  
 Incorporated: **July 6, 1920**  
 Incorporated Area: **68 sq. miles**  
 Municipal Planning Area (MPA): **72.06 sq. miles**  
 Median Age: **33.2**  
 Median Household Income: **\$86,045**  
 Bond Rating: **AAA**

*Growth & Development*    *Community Focused*    *Innovative Premier Education*    *Playful Community*    *Committed to Safety*  
*Open for Business*

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 ARIZONA

# Heritage District



# How did this happen?

Leadership support

A vision for 20+ years

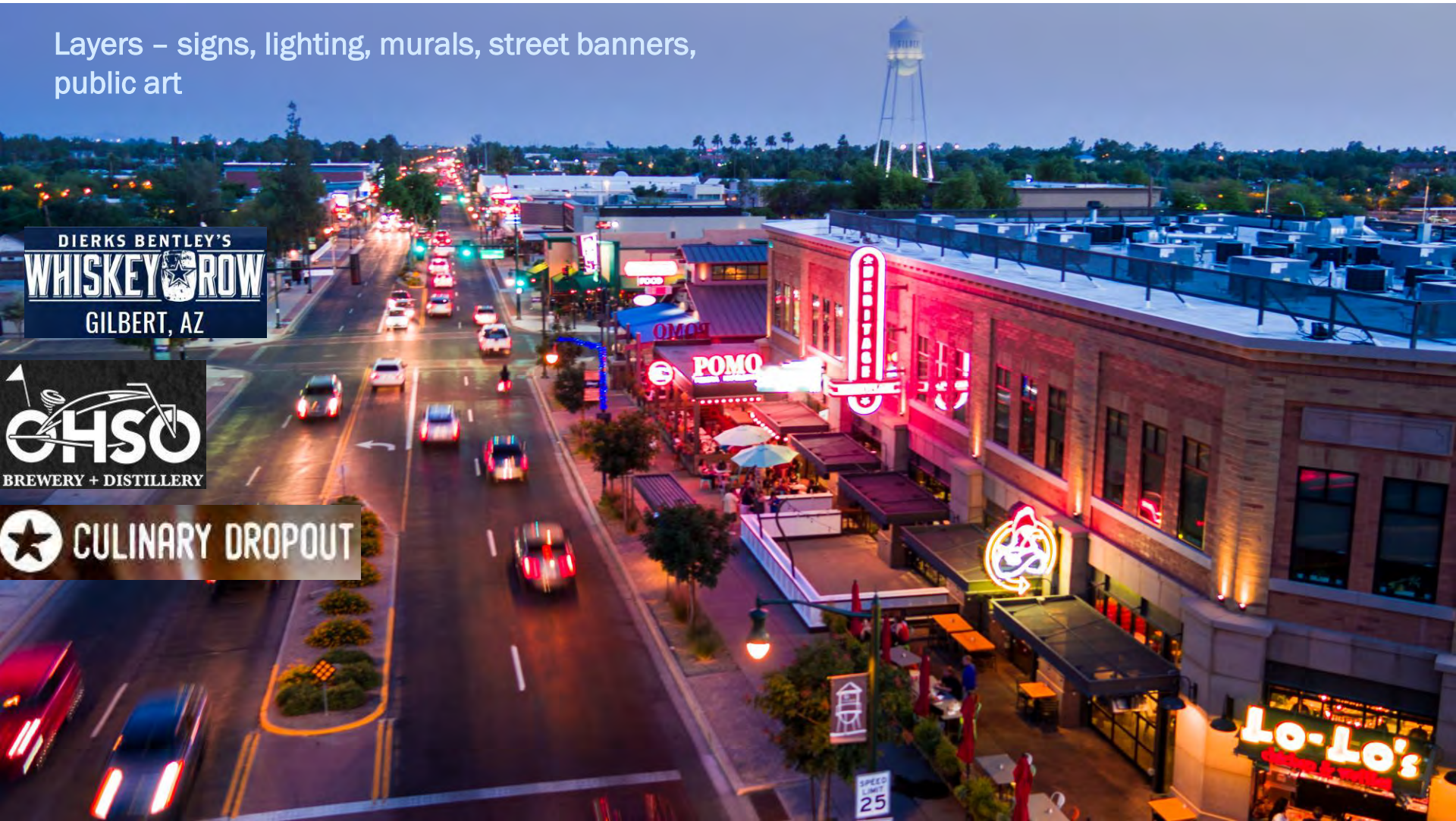
One development at a time

Modify the “tools” such as Guidelines and Zoning



# What are the critical design elements in a vibrant street scene?

Layers – signs, lighting, murals, street banners, public art



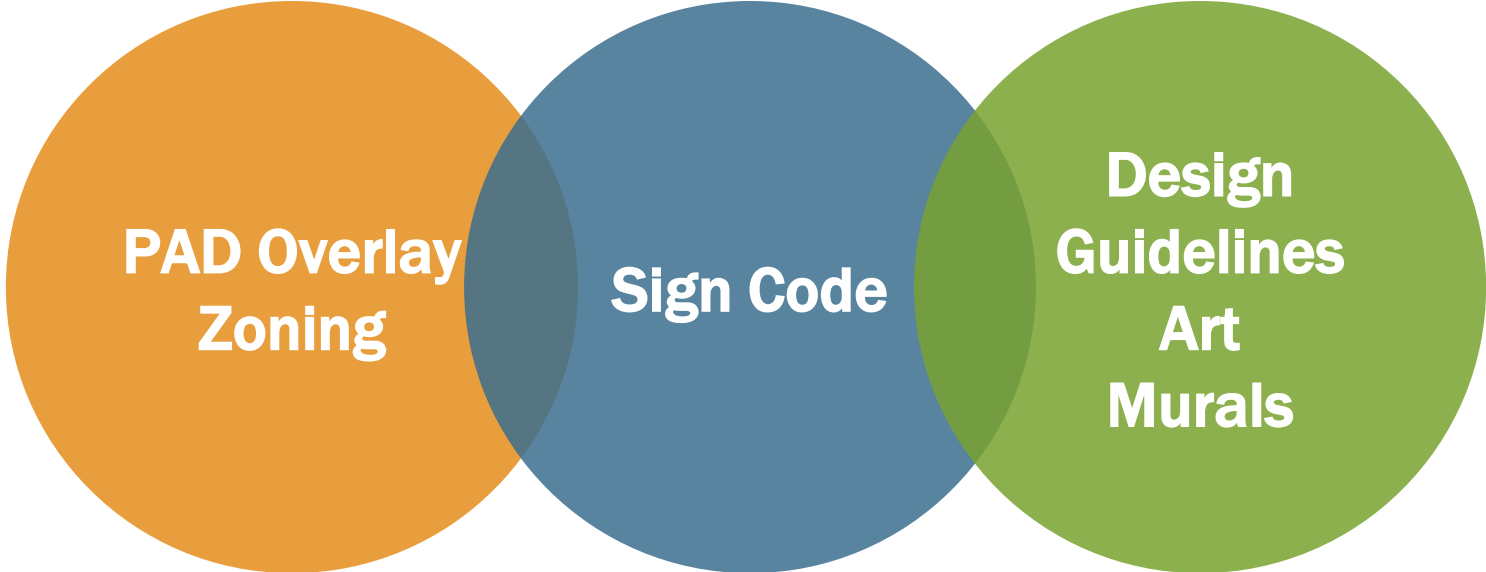
DIERKS BENTLEY'S  
**WHISKEY CROW**  
GILBERT, AZ

**CHSO**  
BREWERY + DISTILLERY

**CULINARY DROPOUT**

**Lo-Lo's**

Be creative, update with great ideas,  
implement the Vision.



# The Sign Package

*Signs don't stand alone – how they are lighted attracts attention*



## Wall

Signs may be installed on a canopy or trellis.  
Individual letters provide depth.



## Projecting from Wall

These signs are stylized and add interest and a retro feel.  
A soft neon glow at night is inviting.



## Projecting Above Roof

The Redevelopment Commission can approve up to 30% above the roofline.  
These break up the building massing, especially at night.



## Cabinet

Stylized is required.  
This provides interest and an artful, playful scene.



## Encroaching ROW

When safe, an Encroachment Permit may be approved over sidewalk. This breaks up the massing along the street.



## Suspended

Provides a 90 degree visual when walking along the sidewalk.  
Pedestrian scale.  
Nostalgic.

# Proportion at Pedestrian Scale

▷Above roof line



▷Style compliments architecture



▷Glow provides soft lighting



Growth & Development   Community Focused   Innovative   Playful   Premier Education   Community   Committed to Safety   Open for Business

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ARIZONA



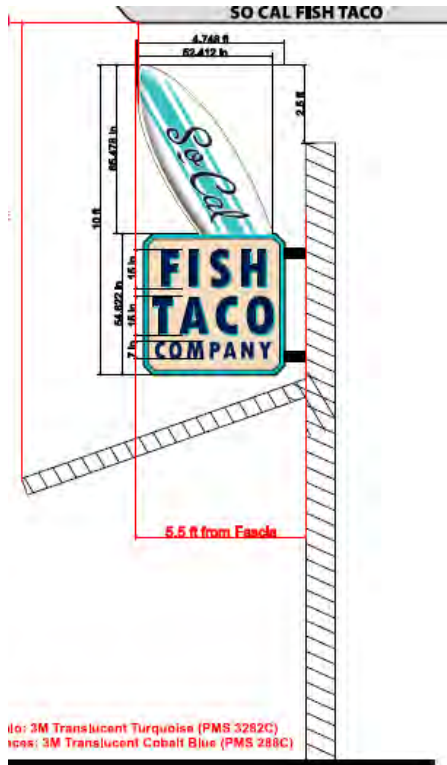
# Case by Case Examples



# SoCal Fish Taco

## Stylized & Projecting

- 20' frontage
- Encroaches ROW
- Above roofline
- Significant signage for small frontage

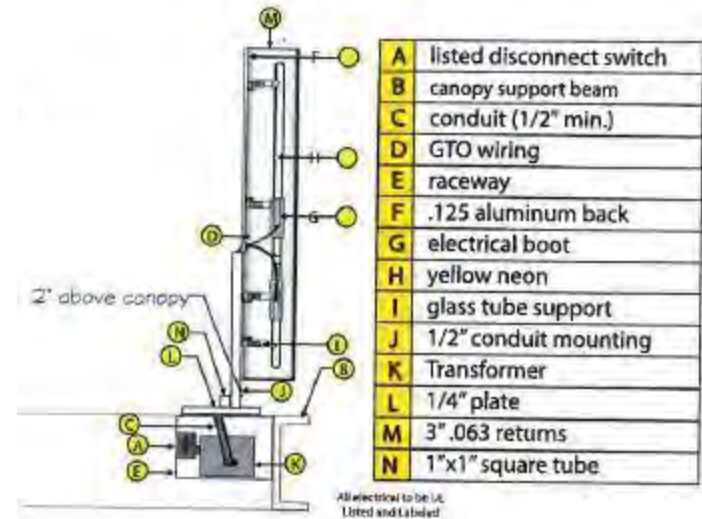




# Postino

## Canopy Mounted Wall Sign

- Quality installation
- Floats above
- Illuminated
- Simple and effective



# Joyride Taco House

## Projecting Sign

- Slightly above roof
- Visible from both directions
- Larger mass due to more frontage
- Looks best at night

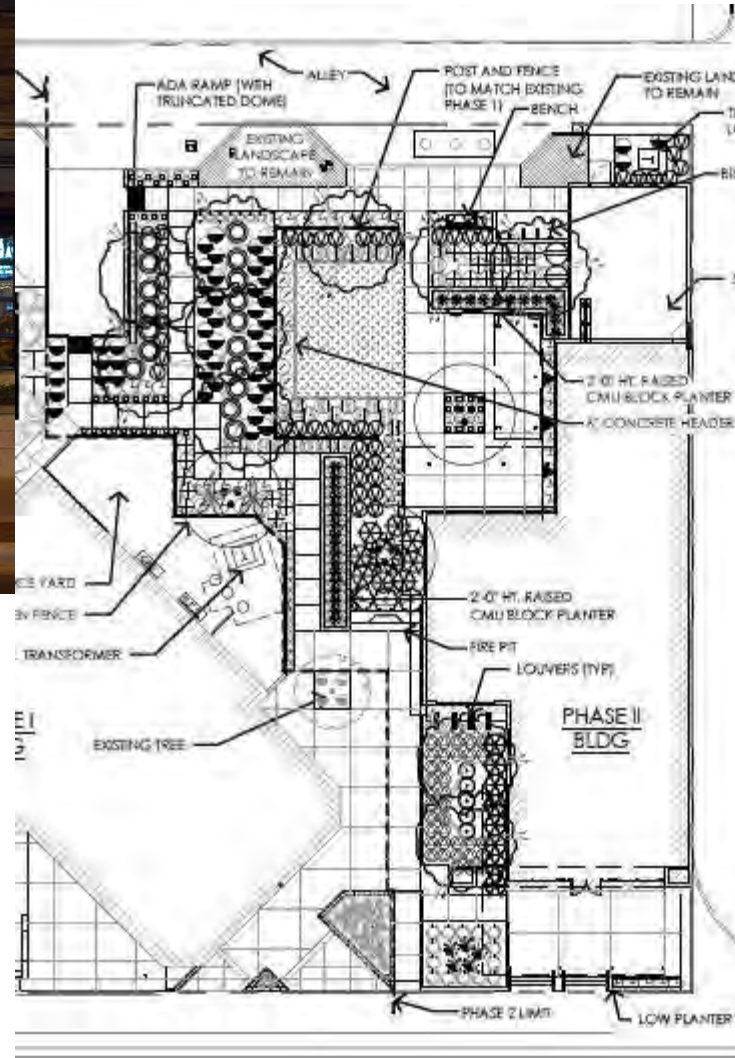




# Snooze

## Canopy Mounted

- Retro design with one strong color
- No exposed raceway
- Street presence, however, most enter from alley



Source: AZCentral.com



# Lessons Learned in Heritage District

- Significance of design review
- How flexible are we going to be as rest of Town builds out and redevelops?

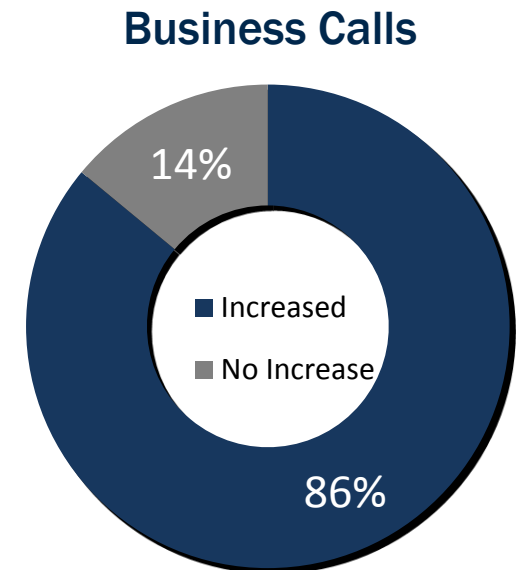
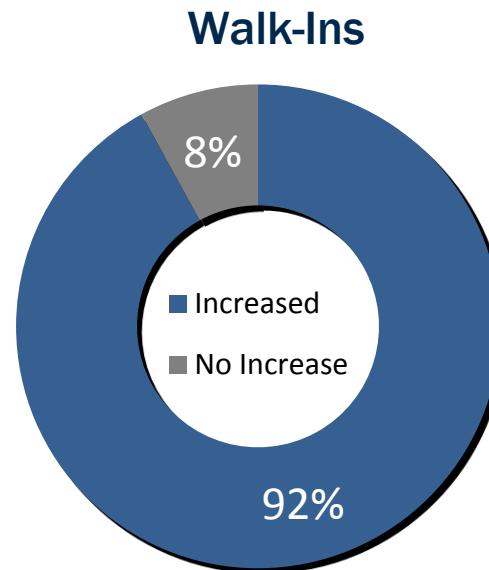
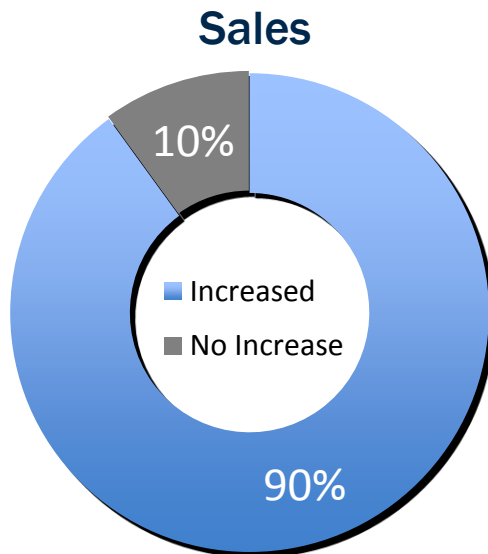


# Survey of Local Business

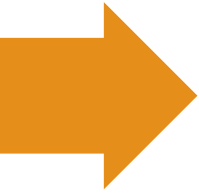
## Findings

- Only 50% indicated they use temporary signs
- A-frames/T-frames were the primary signs used

## Effect Temporary Signs Have On...

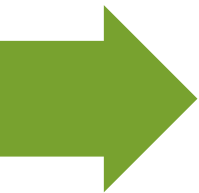






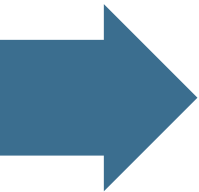
# Sign Code & Info

<https://www.gilbertaz.gov/departments/development-services/planning-development/signs>



# Sign Packages

<https://www.gilbertaz.gov/departments/development-services/planning-development/signs>



# Contact

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Dana Stevens (480) 503-6563

# Thanks!

## Any questions?

Linda Edwards, AICP, Planning Manager  
Catherine Lorbeer, AICP, Principal Planner

NEW ORLEANS

# NPC18

Strong Roots.  
Big Plans.

