

MAY 10 1996



# **Williams Gateway Airport**

**Williams Gateway Airport Comprehensive Sign Plan**

April, 1996

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City of Mesa Board of Adjustment case BA96-18 requesting a special use permit for a Comprehensive Sign Plan.

Staff recommendation...Approval conditioned upon:

1. Incorporating the Primary Entry Sign into a berm or earthen mound with surrounding landscaping.
2. The total area of signs attached to the side of buildings facing the airport runway ("air side signs," pg 15 of CSP) shall be determined by a ratio of 4 sq. ft. of total sign area per lineal foot of building facing the runway, with a maximum of 400 sq. ft. of sign area. Air side sign area shall be calculated separately from the street side sign area. Street side and air side sign area shall not be transferred from one side of the building to the other.
3. No secondary identification signs shall be permitted on the North side of Ray Road, nor on the South side of Pecos Road; and
4. Street signs are subject to review and approval by the Transportation Division of the Public Works Department.

Approved by the Board of Adjustment with the above conditions, May 7, 1996.



# INTRODUCTION

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Williams Gateway Airport embodies exciting potential as a thriving employment and transportation hub within the greater Phoenix area. Conveying a positive, dynamic progressive image is critical to the airport's short and long term financial viability. The image established must be timeless, reflecting the historic significance of the site as a former Air Force base, while focusing ahead toward the possibilities the future may offer. Materials utilized must have a sense of permanence and innovation, and vegetation should be appropriate for the region. The result of the master planning approach is a durable, sustainable landscape, respecting the past, accommodating the present, responding to the future.

The long term success of Williams Gateway Airport is largely dependent upon the quality of the initial image established. An image reflective of the cultural, historical, and regional significance of the site is important, while creating a unique setting for a quality business environment. An "oasis feel" is created through increased vegetation density, yet the character of the desert is retained through the use of primarily native materials. Materials characteristic of the region, such as sandstone, reinforce the indigenous design theme. Contrasting materials, such as stainless steel and aluminum, create a sense of innovation and technology, and imply a progressive approach. Important "nodes" within the project including the primary entry, intersections, airport viewing area, and areas around the terminal are intended to be lush, incorporating non-native vegetation and turf to create a pleasant, comfortable feel to major public areas and establish a land use hierarchy. Throughout the project, airport and aviation oriented activities are the focus, with opportunities for practical and visual interaction while maintaining an element of safety.

A well conceived signage program is critical to visitors' perception of the overall project. The signage system provides clear direction into the project, efficient circulation and directional control through the project, and easily identifies significant project components.

The overall "Desert Tech" design theme is expressed through the materials and forms of the signs. Native materials, such as sandstone, have been incorporated into the signage design, reflecting color and texture indigenous to the region. The stainless steel logo and lettering provide contrast to the structural materials, evoking a high tech, progressive approach.

A hierarchy of signage has been established to promote efficient way-finding through the project. Various signage types and conditions have been identified and are described herein.

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# GRAPHICS

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&0123456789**

Univers Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&0123456789

Univers Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&0123456789**

Univers Bold Condensed to 90%...Directional Signage Only

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
&0123456789

Univers Regular Condensed to 90%...Directional Signage Only



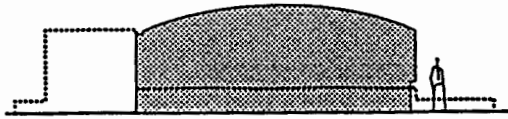
Arrow



Symbol...In accordance with Air Transport Association of America  
"Guidelines For Airport Signing And Graphics", September, 1984.



# PRIMARY IDENTIFICATION SIGN SOUTH SIDE OF RAY ROAD



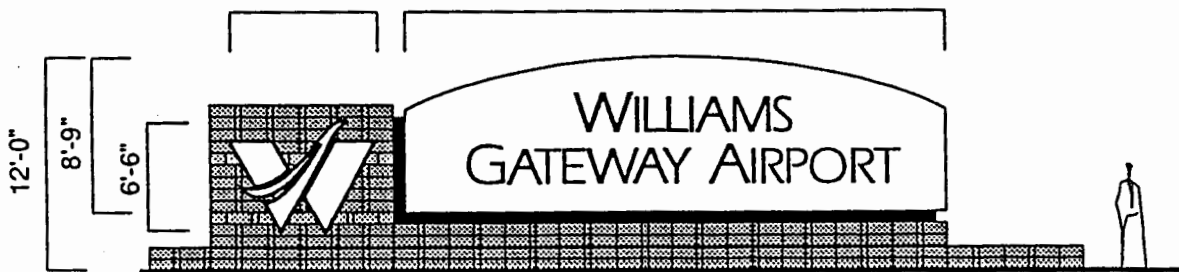
Elevation...Cast concrete sign wall 12'-0" X 30'-0"



Plan

7'-6"

29'-6"



Elevation...3/32"= 1'-0"...Quantity One Singleface

Materials...Cast in place concrete wall with letters, one side, incised approx 2". Sign wall illuminated by fluorescent flood light fixtures located in front planter. Column, base, and planter features concrete masonry unit construction faced with sandstone. Logo fabricated #4 finish stainless steel reverse pan channel with white neon halo lighting.

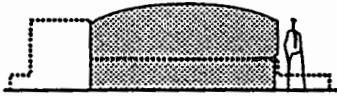
Color...Sign wall, Buff to match Frazee Pearl White 5840W. Letters and dark accent, deep purple to match Frazee Eggplant 5945N. Sandstone, two medium contrast colors to be selected.

Location...Integrated with landscape features at the Sossaman Road intersection with Ray Road. A second sign is to be located at the Pecos Road intersection in the future.

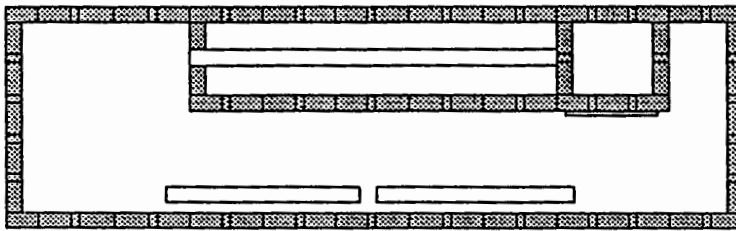
*City of Mesa Condition...Incorporation of the Primary Entry Sign into a berm or earthen mound with surrounding landscaping.*

# PRIMARY IDENTIFICATION SIGN NORTH SIDE OF RAY ROAD

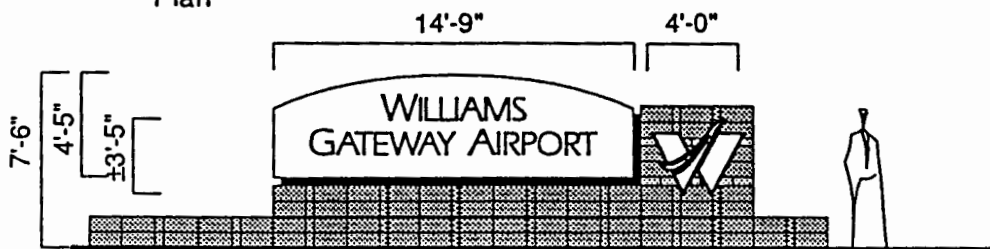
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Elevation...Cast concrete sign wall 7'-6" X 15'-0"



Plan



Elevation...1/8"= 1'-0"...Quantity One Singleface

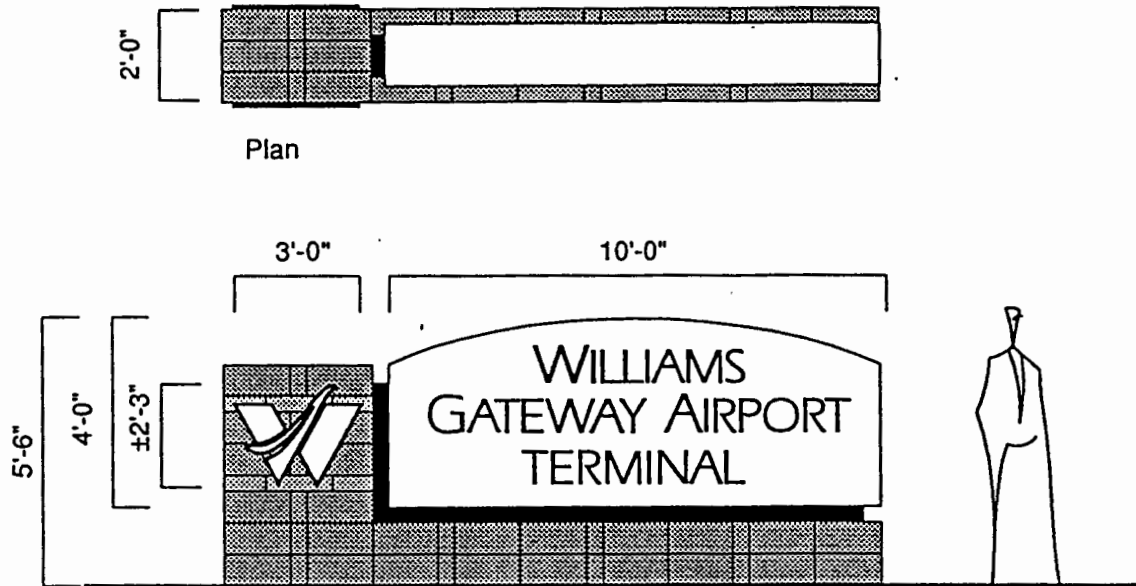
Materials...Cast in place concrete wall with letters, one side, incised approx 1". Sign wall illuminated by fluorescent flood light fixtures located in front planter. Column, base, and planter features concrete masonry unit construction faced with sandstone. Logo fabricated #4 finish stainless steel reverse pan channel with white neon halo lighting.

Color...Sign wall, Buff to match Frazee Pearl White 5840W. Letters and dark accent, deep purple to match Frazee Eggplant 5945N. Sandstone, two medium contrast colors to be selected.

Location...Integrated with landscape features at the Sossaman Road intersection with Ray Road. A second sign is to be located at the Pecos Road intersection in the future.

*Construction of secondary ID signs is contingent upon acquisition of property for their locations by Williams Gateway Airport.*

# SECONDARY IDENTIFICATION SIGN



Elevation...1/4" = 1'-0"

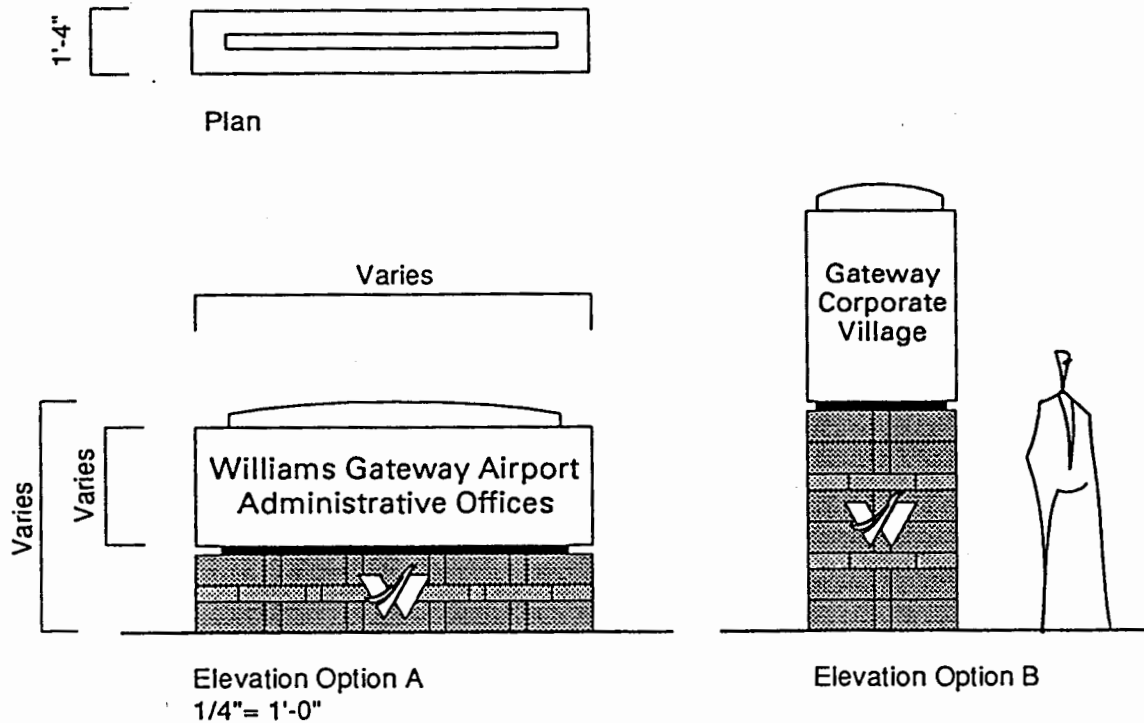
Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature, concrete masonry unit construction faced with sandstone. Logo one or two sides precision cut out 1/2" aluminum with vertical grain bright brushed finish and clear powder coat.

Color...Sign cabinet, Buff to match Frazee Pearl White 5840W. Dark accent, deep purple to match Frazee Eggplant 5945N. Letters translucent Plum Purple to match Gerber vinyl 230-128. Sandstone, two medium contrast colors to be selected.

Locations...Terminal building and major intersections within the site where transition occurs between the ERT campus and the business park.



# TERTIARY IDENTIFICATION SIGN



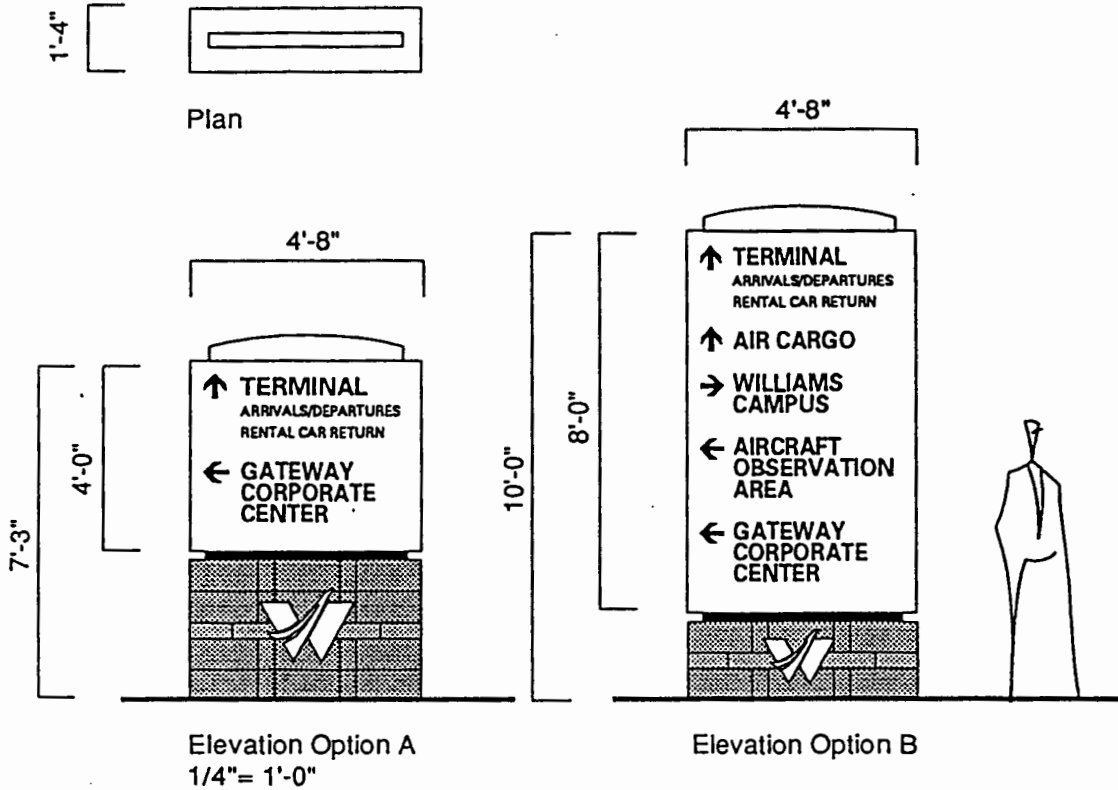
Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature, concrete masonry unit construction faced with sandstone. Logo one or two sides precision cut out 1/4" aluminum with vertical grain bright brushed finish and clear powder coat.

Optional non-illuminated signs to have surface applied precision cut out aluminum pin mounted letters with painted finish.

Color...Sign cabinet, Buff to match Frazee Pearl White 5840W. Reveal, deep purple to match Frazee Eggplant 5945N. Letters translucent Plum Purple to match Gerber vinyl 230-128. Sandstone, two medium contrast colors to be selected. Optional applied letters deep purple to match Frazee Eggplant 5945N.

Size...Overall height not to exceed 10'-0", area not to exceed eighty square feet.

# PRIMARY DIRECTIONAL SIGN



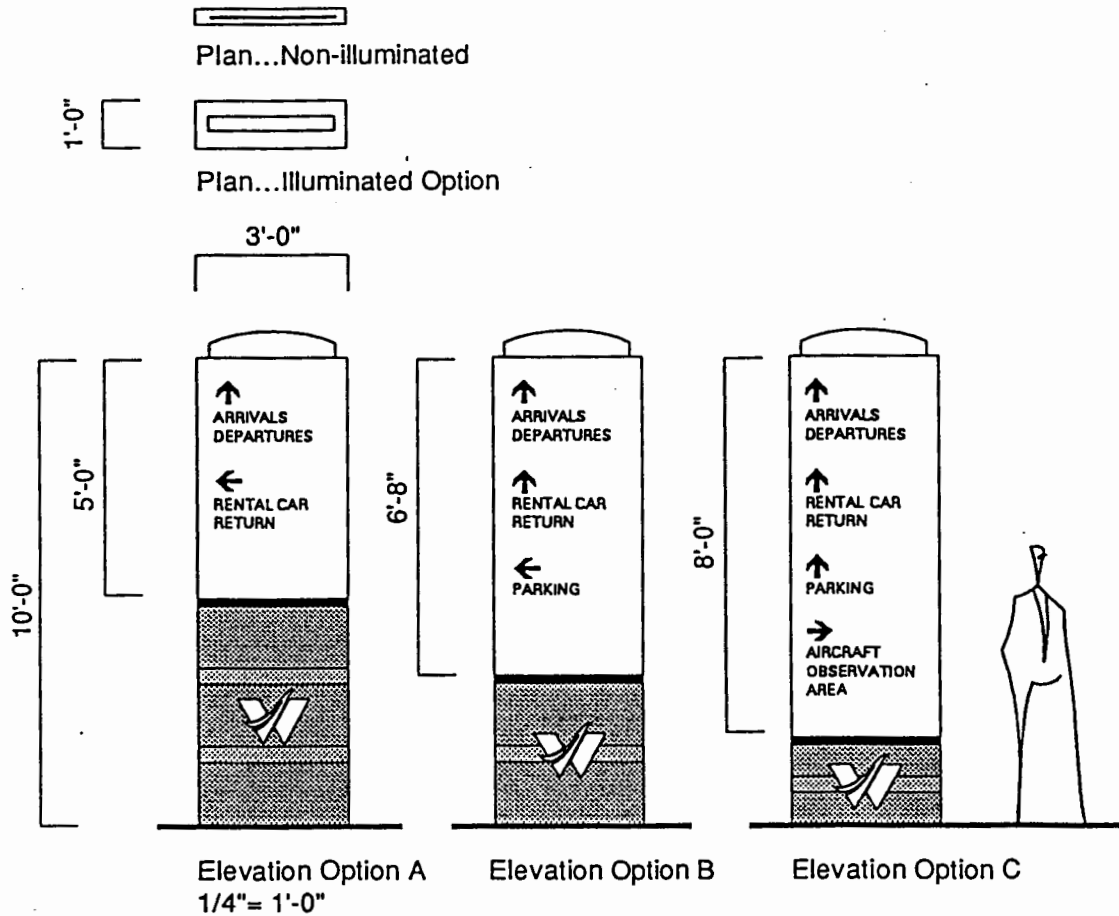
Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature, concrete masonry unit construction faced with sandstone. Logo one or two sides precision cut out 1/4" aluminum with vertical grain bright brushed finish and clear powder coat.

Color...Sign cabinet, Buff to match Frazee Pearl White 5840W. Reveal, deep purple to match Frazee Eggplant 5945N. Letters translucent Plum Purple to match Gerber vinyl 230-128. Sandstone, two medium contrast colors to be selected.

Locations...Intersections along the Sossaman Road corridor.

Interim temporary directional signs for use during project road construction may be implemented in fabricated wood, painted, with pressure sensitive vinyl graphics. Form and color shall be consistent with the design of permanent signs.

# SECONDARY DIRECTIONAL SIGN



Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature painted. Logo, one or two sides, White reflective vinyl. Optional non-illuminated signs to have surface applied precision cut vinyl letters. Interim temporary directional signs for use during project road construction may be implemented in fabricated wood, painted, with pressure sensitive vinyl graphics. Form and color shall be consistent with the design of permanent signs.

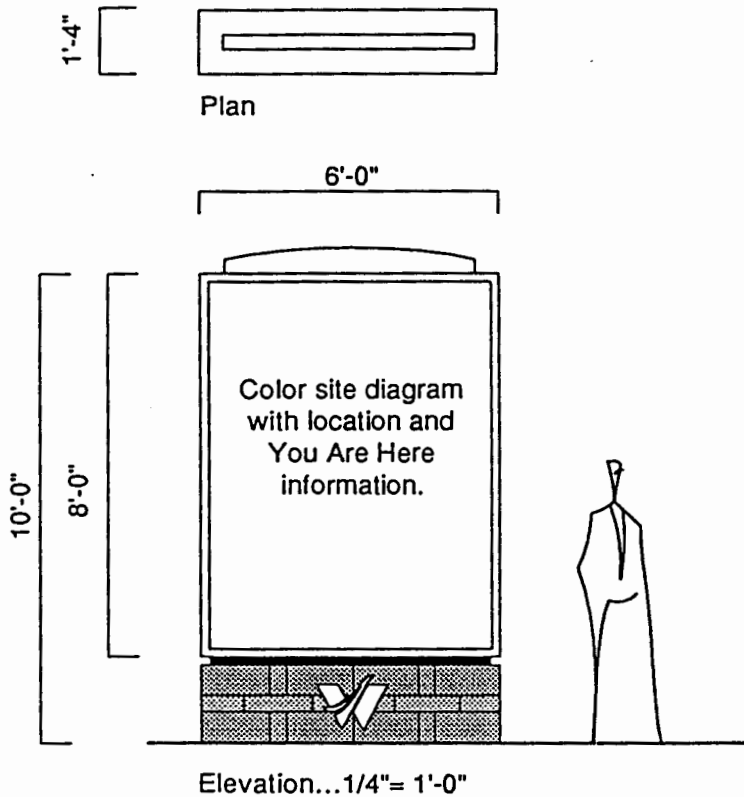
Color...Sign cabinet, Buff to match Frazee Pearl White 5840W. Dark accent, deep purple to match Frazee Eggplant 5945N. Letters translucent Plum Purple to match Gerber vinyl 230-128. Base feature, two medium contrast colors to be selected to coordinate with sandstone used elsewhere. Optional applied letters deep purple vinyl to match Gerber 220-48.

Locations...Various streets and driveways within the business park.

Note...For clarity minimum 6" clear space is required between message groups.

# SITE DIRECTORY

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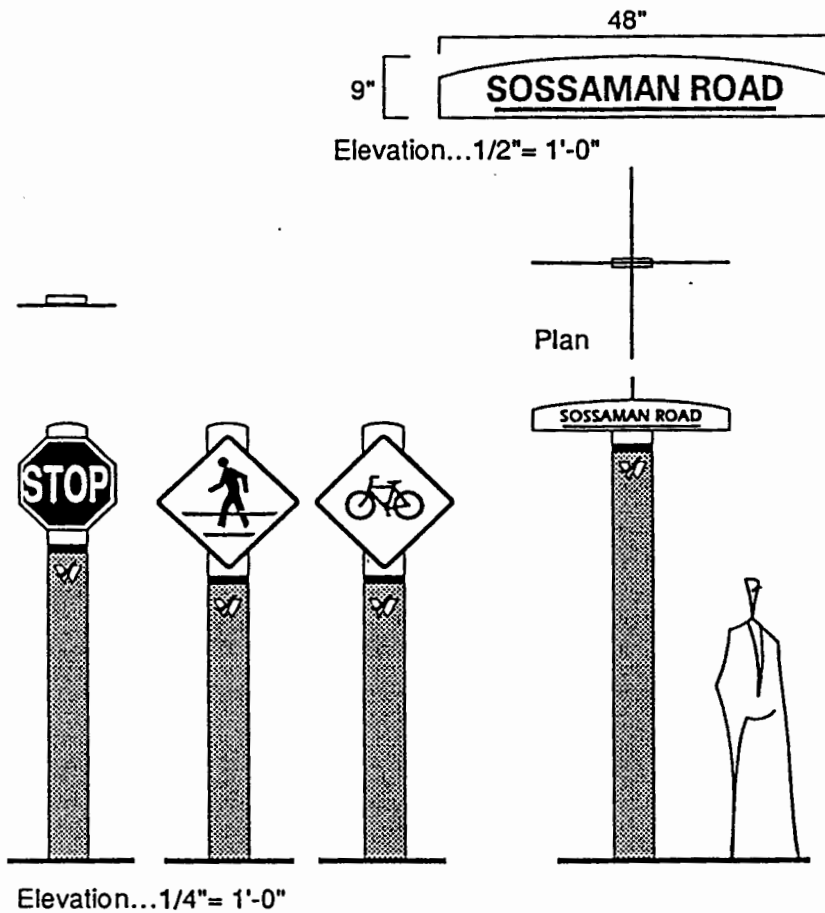


Materials... Fabricated aluminum single face cabinet with Lexan and internal fluorescent illumination. Multicolor map, subsurface applied translucent 3M Scotchprint film graphic. Base feature, concrete masonry unit construction faced with sandstone. Logo precision cut out 1/4" aluminum with vertical grain bright brushed finish and clear powder coat.

Color... Sign cabinet, Buff to match Frazee Pearl White 5840W. Reveal, deep purple to match Frazee Eggplant 5945N. Map field buff tone to coordinate with cabinet color, artwork colors to be determined. Sandstone, two medium contrast colors to be selected.

Locations... Pull out(s) and aircraft observation areas within the business park to be determined.

# STREET SIGNS



Materials... Posts, 2"x 10" steel rectangular tube painted. Regulatory signs standard aluminum signs with MUTCD graphics. Street signs 1/8" aluminum blades painted with cast aluminum and set screw mounting brackets. Logo, one or two sides, White reflective vinyl.

Color... Posts, Buff to match Frazee Pearl White 5840W. Dark accent, deep purple to match Frazee Eggplant 5945N. Lower post section color to be selected to coordinate with darker tone sandstone used elsewhere. Street sign field Buff to match Frazee Pearl White 5840W. Applied letters and underscore deep purple vinyl to match Gerber 220-48.

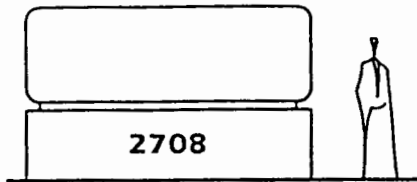
Locations... Various streets and driveways within the business park.

Size... Sizes and height to conform with applicable city and state regulations.

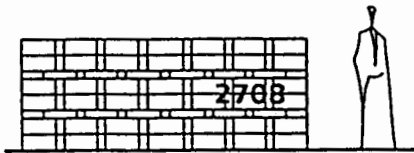
*Street signs are subject to review and approval by the Transportation Division of the Public Works Department.*

# ADDRESS NUMBER SIGN

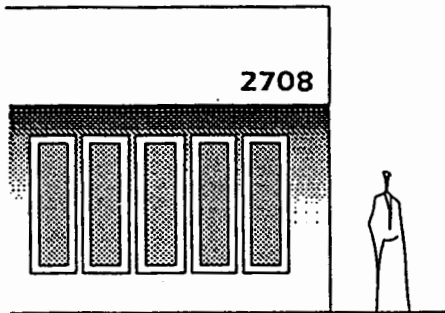
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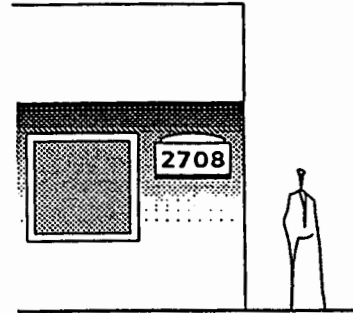
Option A



Option B



Option C



Option D

Elevations... 1/8" = 1'-0"

- A...Individual numerals at freestanding sign base.
- B...Individual numerals at landscape wall at parcel entry.
- C...Individual numerals building mounted.
- D...Panel building mounted.

Materials...Options A, B & C precision cut out 1/4" aluminum with vertical grain bright brushed finish and clear powder coat or painted finish if required for contrast. Option D fabricated aluminum pan with 2" returns, painted:

Color...Option D, Buff to match Frazee Pearl White 5840W. Dark accent, deep purple to match Frazee Eggplant 5945N 5945N. Applied letters deep purple vinyl to match Gerber 220-48.

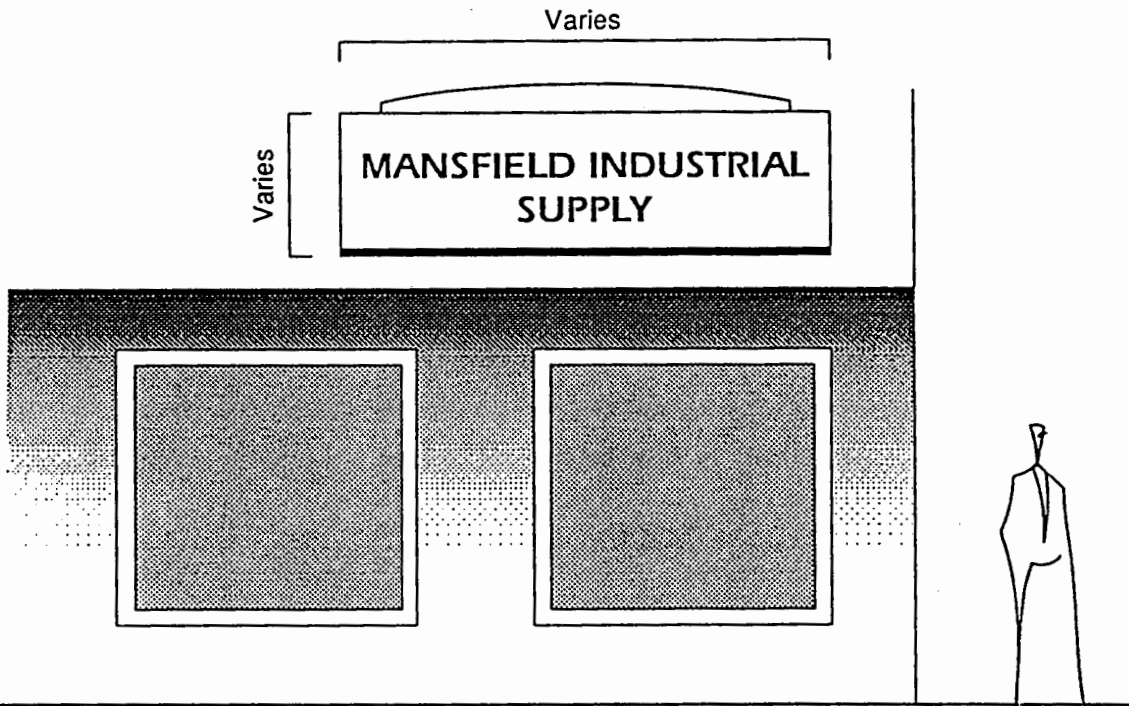
Locations...Various buildings within the business park.

Graphics...Style to be ITC Eras Demi, height to be minimum 6".

# TENANT IDENTIFICATION WALL SIGN

WGA Owned Buildings Street Side / Air Side

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Elevation...1/4"= 1'-0"

Materials...Non-illuminated fabricated aluminum pan with 2" returns flush concealed clip mounted. Letters / logo fabricated metal reverse pan channel or precision cut out aluminum, minimum 1/4" thickness, flush mounted. Short term temporary signs may utilize flat aluminum panels with cut out aluminum or pressure sensitive vinyl copy as approved by Williams Gateway Airport.

Color...Sign pan, Buff to match Frazee Pearl White 5840W. Dark accent, deep purple to match Frazee Eggplant 5945N. Letter color tenant's option.

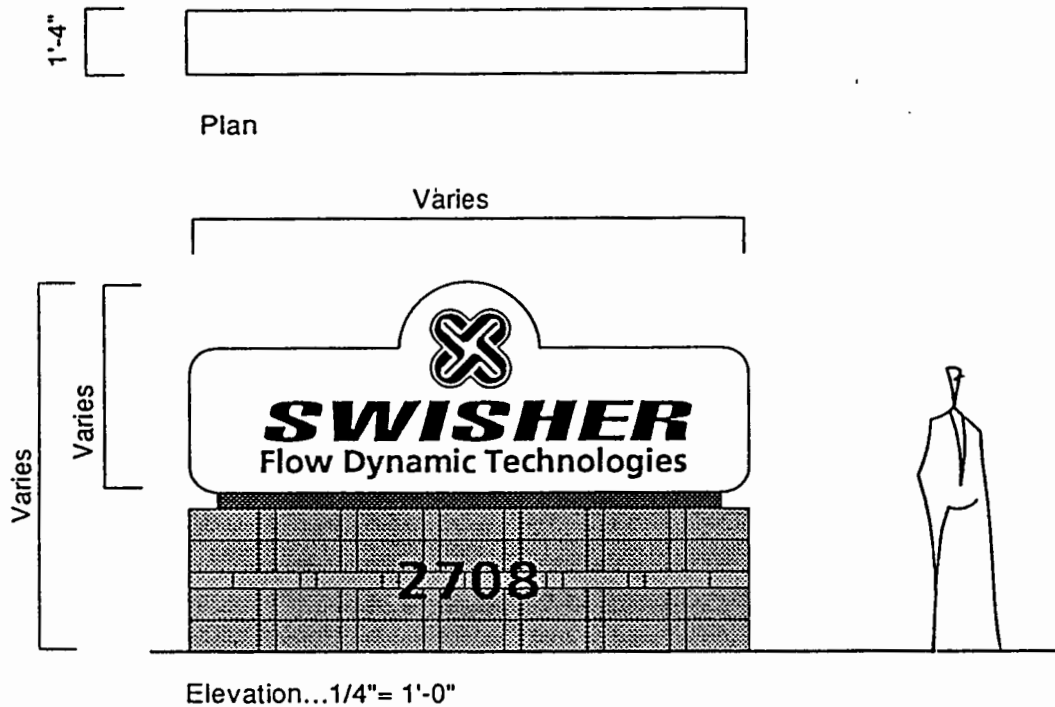
Locations...Various buildings within the business park. Positions on buildings vary with architecture as determined by Williams Gateway Airport.

Size...May vary. Area, two square feet per building or leased front foot, maximum per occupancy 160 square feet total.

No painted wall signs, plastic letters or cabinet signs are allowed.

# TENANT IDENTIFICATION STREET SIDE FREESTANDING SIGN

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Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature, concrete masonry unit construction faced with sandstone.

Optional non-illuminated signs to have surface applied precision cut out aluminum pin mounted letters with painted finish.

Color...Sandstone, two medium contrast colors to be selected.

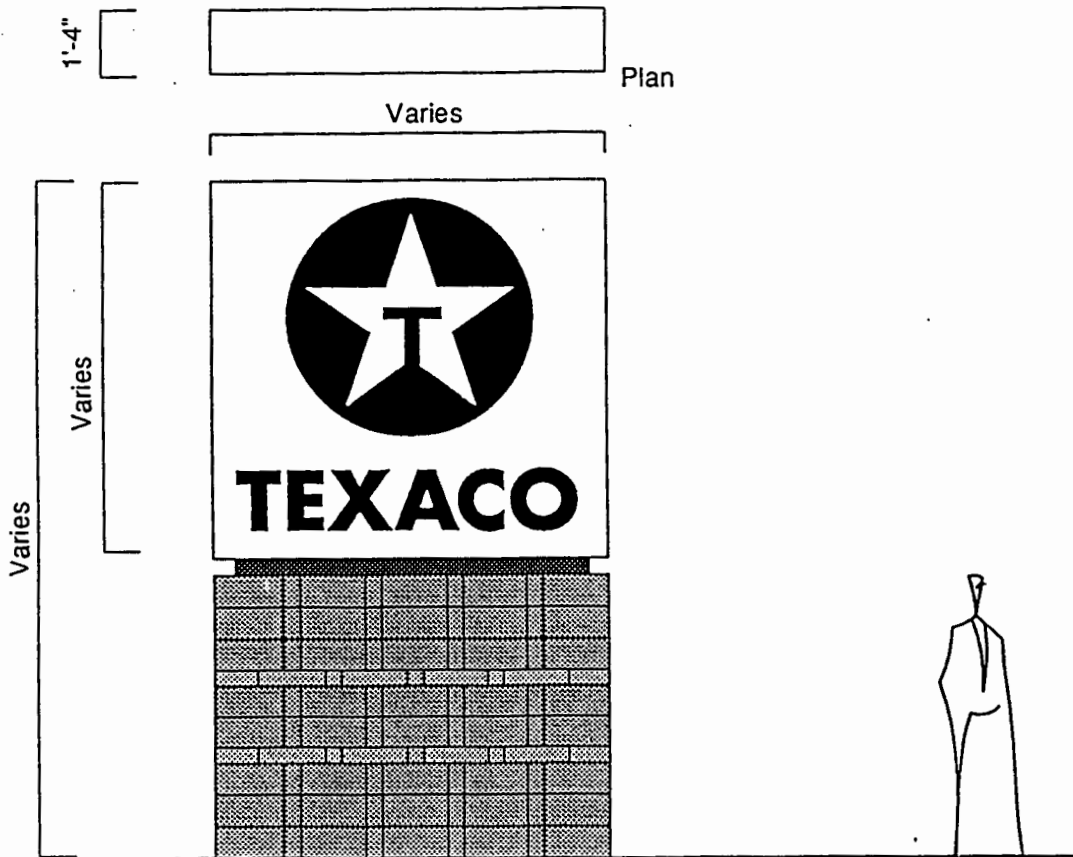
Graphics...Design of sign shape and color is tenant's option subject to review and approval by Williams Gateway Airport.

Size...Overall height not to exceed 10'-0", area not to exceed eighty square feet.

Locations...Various buildings within the business park.



# FBO AIR SIDE FREESTANDING IDENTIFICATION SIGN



Elevation...1/4"= 1'-0"

Materials...Fabricated aluminum double or single face cabinet with Lexan backed, routed out copy and internal fluorescent illumination. Base feature, concrete masonry unit construction faced with sandstone.

Optional non-illuminated signs to have surface applied precision cut out aluminum pin mounted letters with painted finish.

Color...Sandstone, two medium contrast colors to be selected.

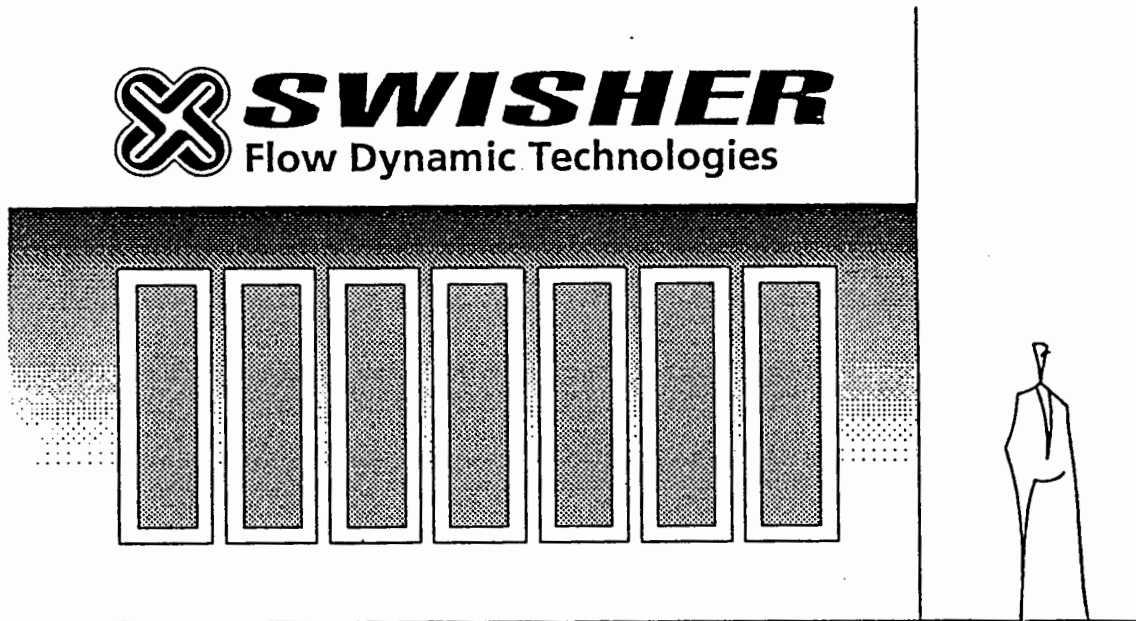
Graphics...Design of sign shape and color is tenant's option subject to review and approval by Williams Gateway Airport.

Size...Overall height not to exceed 18'-0". Base height not to exceed 6'-0". Sign area not to exceed eighty square feet.

Locations...Air side buildings and / or facilities within the business park.

# TENANT IDENTIFICATION STREET SIDE WALL SIGN

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Elevation...1/4"= 1'-0"

Materials...Illuminated signs fabricated metal reverse pan channel letters / logo with 30 ma. white neon halo lighting. Non-illuminated signs fabricated metal reverse pan channel or precision cut out aluminum, minimum 1/4" thickness, flush mounted letters / logo.

Graphics...Name and logo unless otherwise approved by Williams Gateway Airport. Design of sign shape and color is tenant's option.

Size...Area, two square feet per building front foot, maximum per occupancy 160 square feet total all signs.

Locations...Various buildings within the business park.

No painted wall signs, plastic letters or cabinet signs are allowed.

# TENANT IDENTIFICATION AIR SIDE WALL SIGN

# ***AIRTECH***

Typical...Sign Maximum Height Format



Air Side Elevation...1/8"= 1'-0"

Typical...Sign Maximum Width Format

Materials...Illuminated signs fabricated metal reverse pan channel letters / logo with 30 ma. white neon halo lighting. Non-illuminated signs fabricated metal reverse pan channel or precision cut out aluminum, minimum 1/4" thickness, flush mounted letters / logo.

Graphics...Name and logo unless otherwise approved by Williams Gateway Airport. Design of sign shape and color is tenant's option. Tenant's standard illuminated or non-illuminated sign subject to Williams Gateway Airport approval.

Size...*The total area of signs attached to the side of buildings facing the airport runway shall be determined by a ratio of 4 sq. ft. of total sign area per lineal foot of building facing the runway, with a maximum of 400 sq. ft. of sign area. Air side sign area shall be calculated separately from the street side sign area. Street side and air side sign area shall not be transferred from one side of the building to the other.*

Locations...Various buildings within the business park, air side facing walls only.

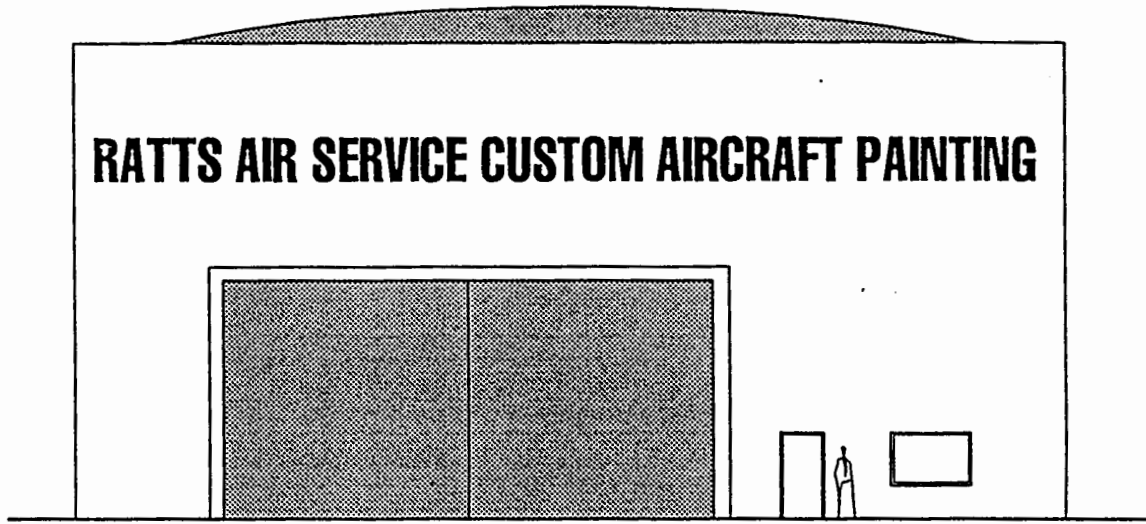
No painted wall signs, plastic letters or cabinet signs are allowed unless otherwise approved by Williams Gateway Airport.

# TENANT IDENTIFICATION AIR SIDE WALL SIGN

WGA Owned Buildings Optional

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## **RATTS AIR SERVICE** **CUSTOM AIRCRAFT PAINTING**



Air Side Elevation...1/8" = 1'-0"

**Materials...**Short term temporary signs may utilize precision fabricated metal reverse pan channel or precision cut out 1/8" aluminum letters / logo mounted on 1" aluminum square tube rails as approved by Williams Gateway Airport. Mounting rails are to be painted to match the building wall.

**Graphics...**Name and logo unless otherwise approved by Williams Gateway Airport. Design of sign shape and color is tenant's option. Tenant's standard illuminated or non-illuminated sign subject to Williams Gateway Airport approval.

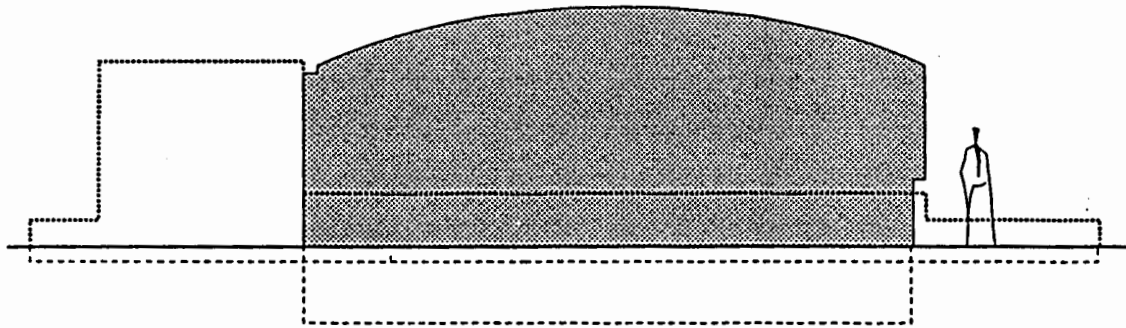
**Size...***The total area of signs attached to the side of buildings facing the airport runway shall be determined by a ratio of 4 sq. ft. of total sign area per lineal foot of building facing the runway, with a maximum of 400 sq. ft. of sign area. Air side sign area shall be calculated separately from the street side sign area. Street side and air side sign area shall not be transferred from one side of the building to the other.*

**Locations...**Various buildings within the business park, air side facing walls only.

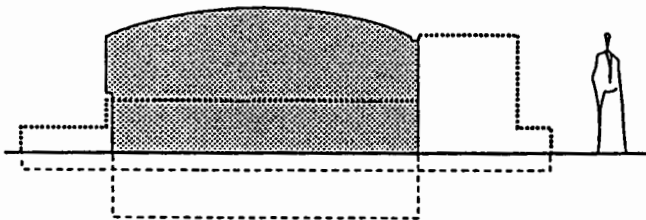
No painted wall signs, plastic letters or cabinet signs are allowed unless otherwise approved by Williams Gateway Airport.

# PRIMARY IDENTIFICATION SIGN STRUCTURE

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Primary Identification Sign South

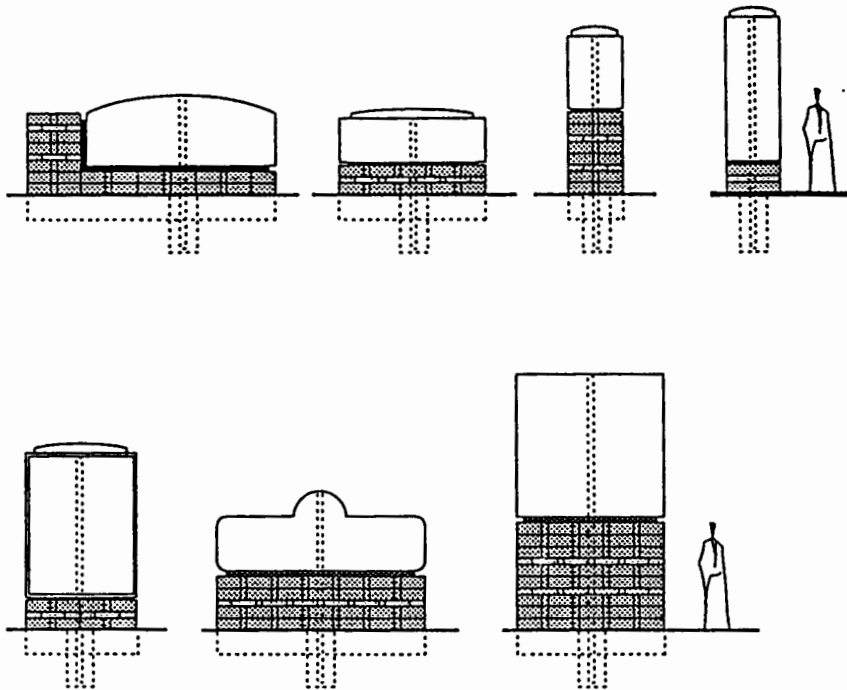


Primary Identification Sign North

Sign contractor to provide stamped engineering calculations for all required footings, foundations and reinforcing bar specifications.

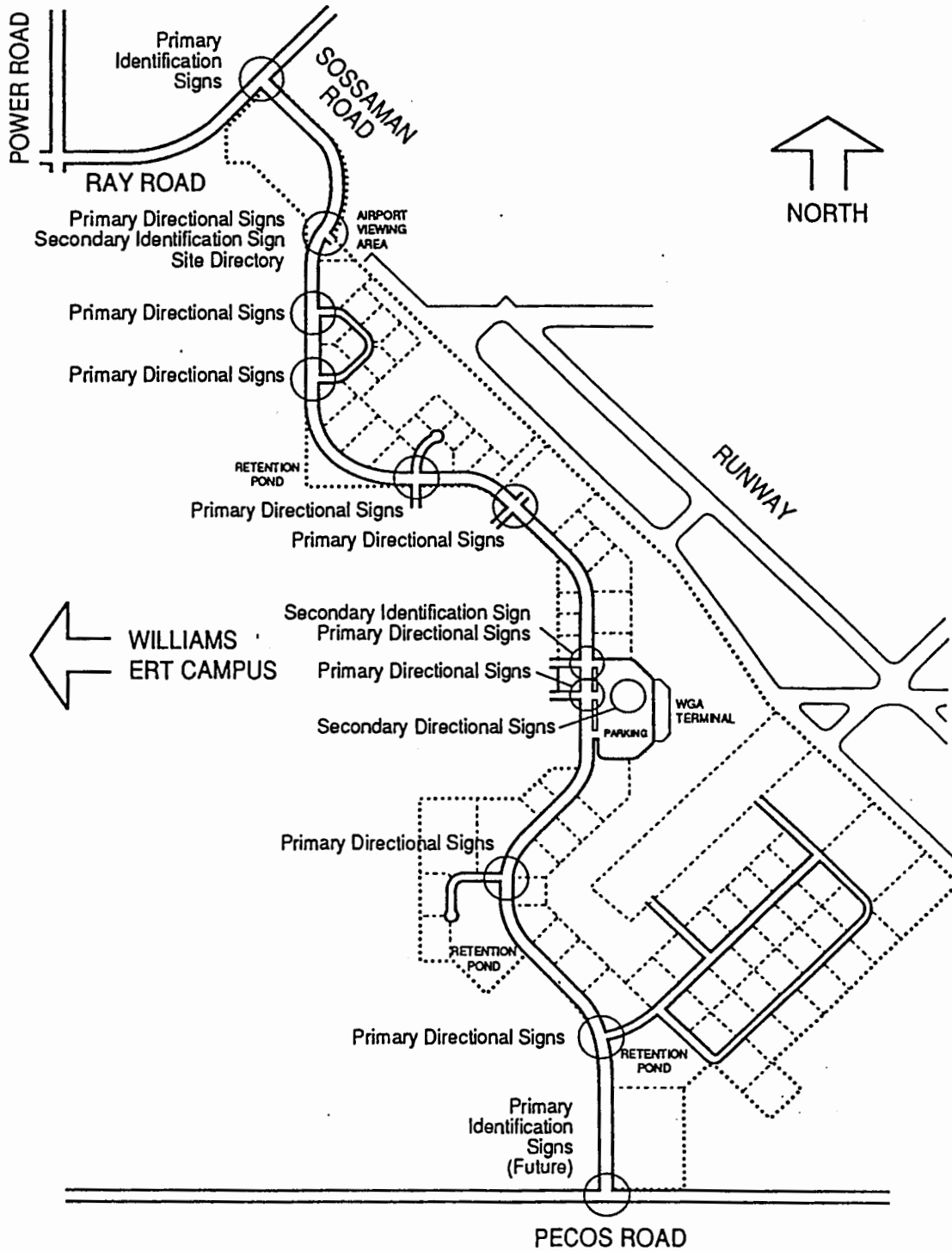
# FREESTANDING SIGN STRUCTURE

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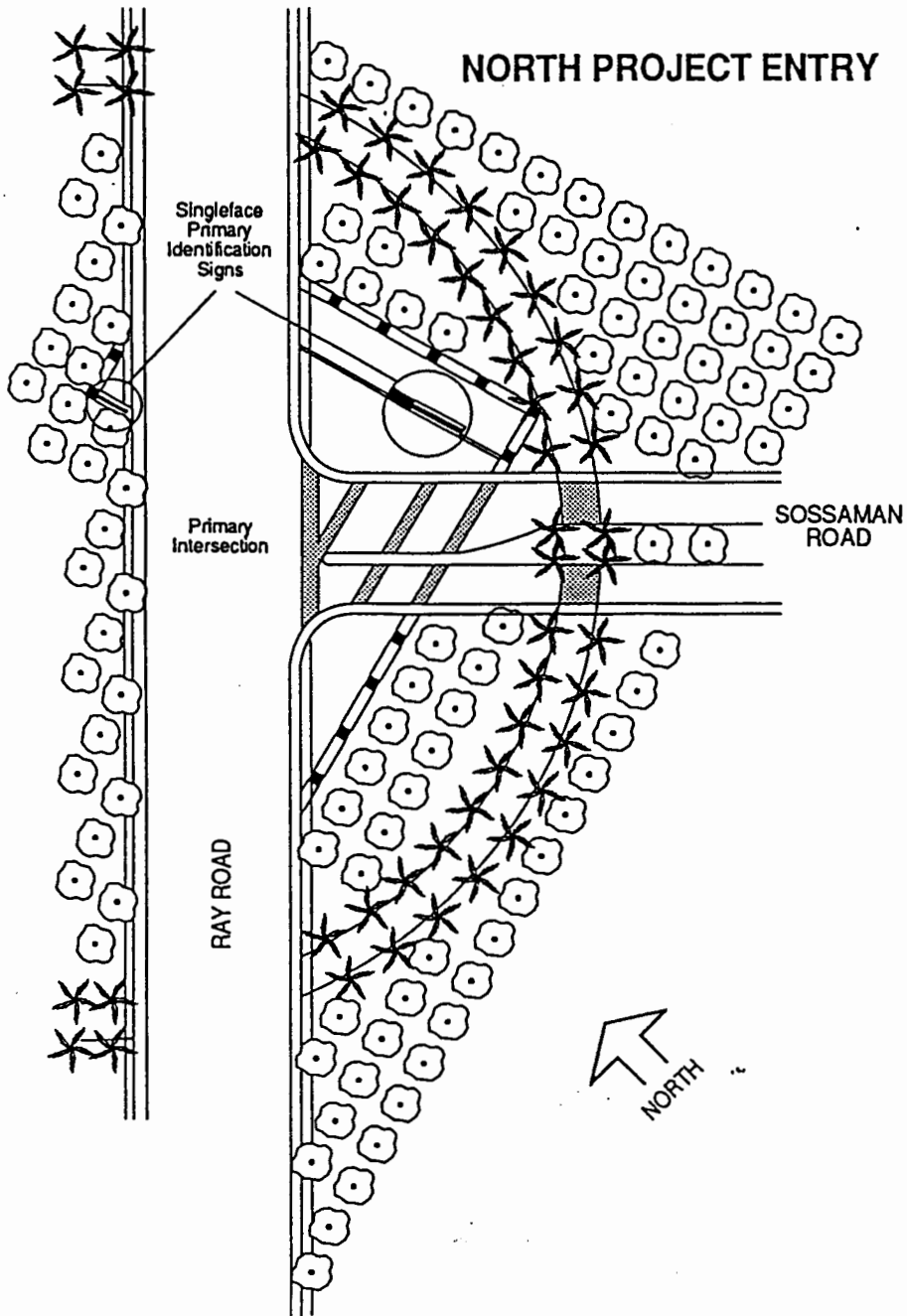


Freestanding sign structures to be steel pipe set in concrete filled caissons. Pipe sizes, caisson depths and caisson diameters to be in accordance with stamped engineering calculations provided by sign contractor or as otherwise required by local sign regulations. Concrete footings for bases to be 18"x 18" by base length. Bases to be non structural and laid after structural pipe is set.

# Site Diagram

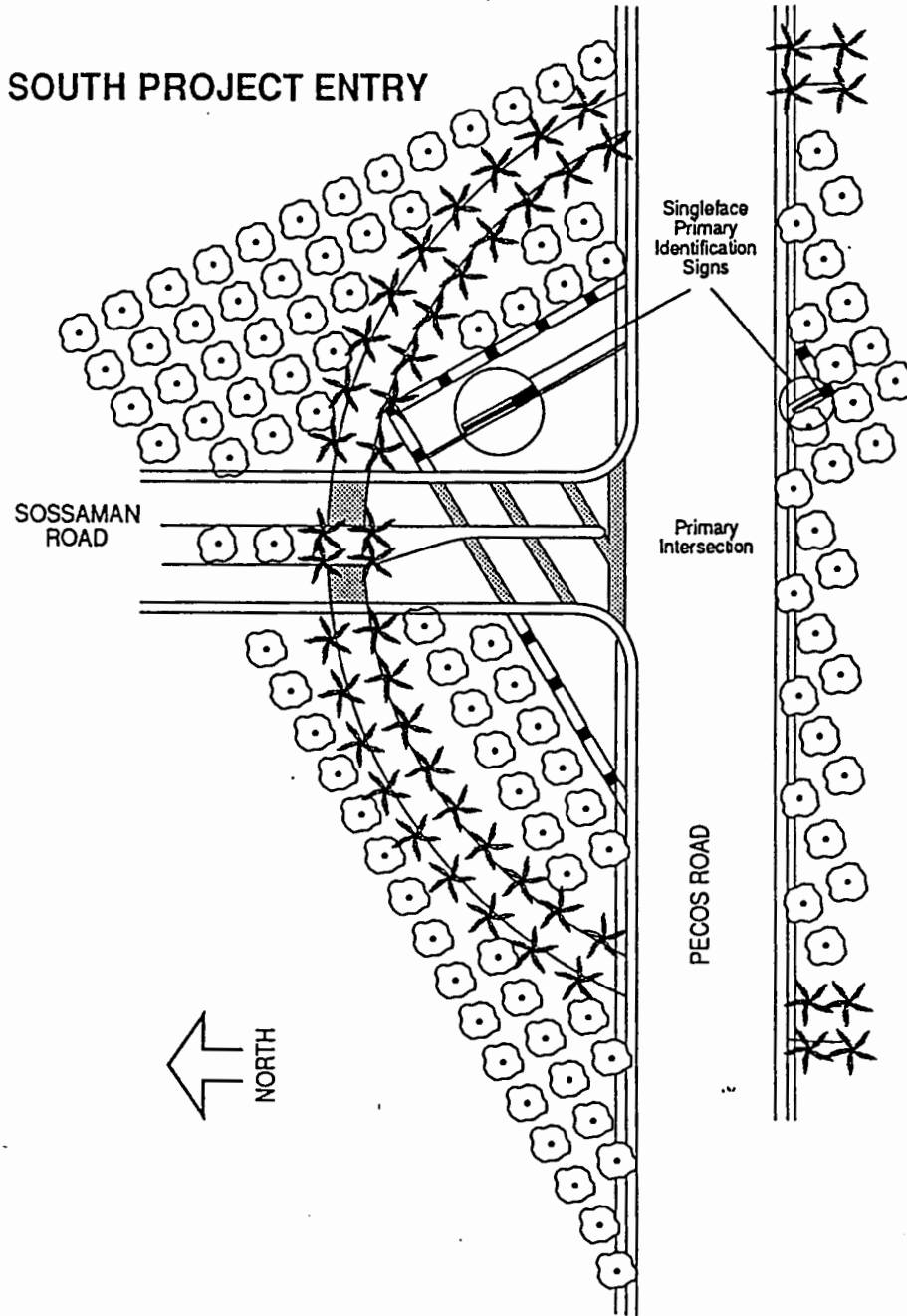


# PRIMARY INTERSECTION DIAGRAM





# PRIMARY INTERSECTION DIAGRAM



# SECONDARY INTERSECTION DIAGRAM

