

EXTERIOR SIGN DESIGN

STORE No. 1831

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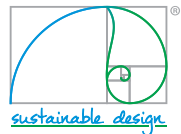
- Variances Criteria (A, B, C & D)
- Executive Summary
- Exhibits



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Retail branding for
the built environment



NOVEMBER 26, 2025 | REV. 1

VARSITY SHOPPING CENTER
1514 S Riordan Ranch St.
Flagstaff, AZ 86001

**SECTION I:
PLANNING SUBMITTAL**

- Site Plan
- Building Signs
- Sign Construction Details

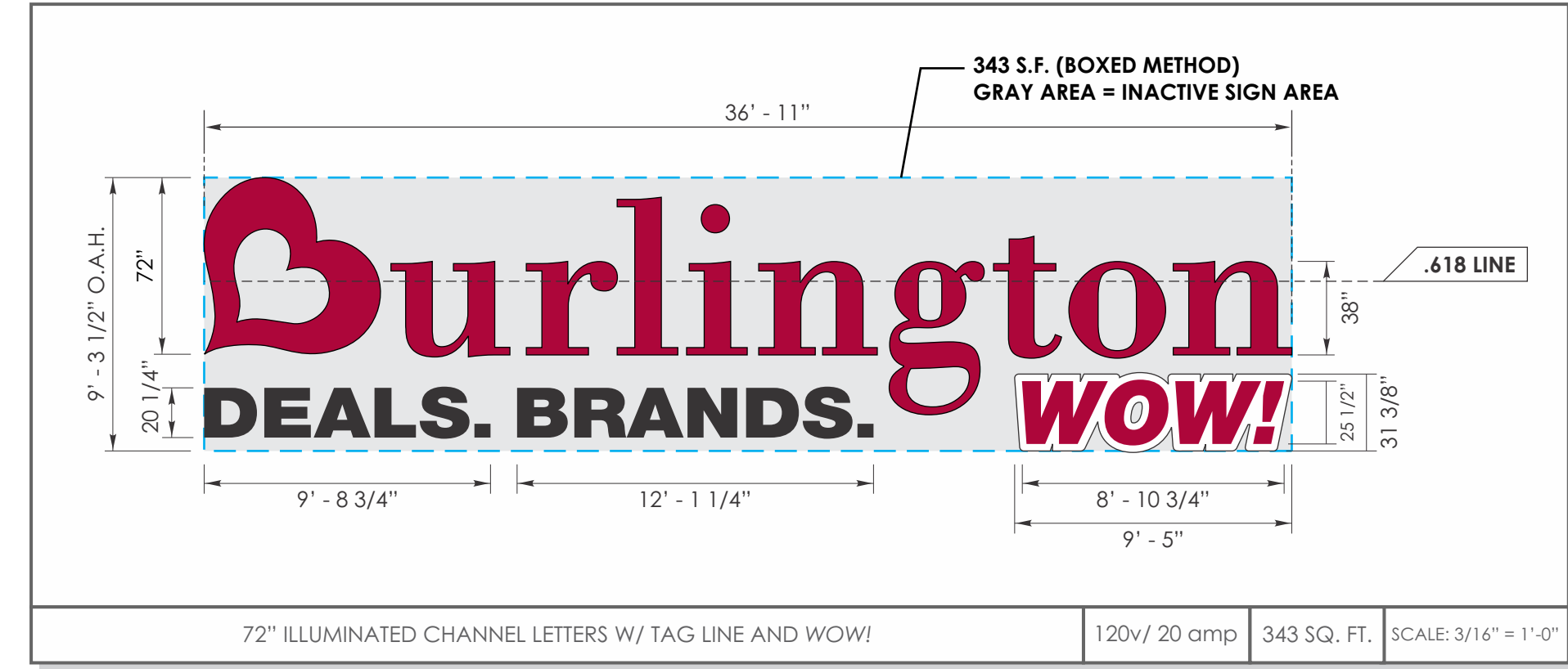
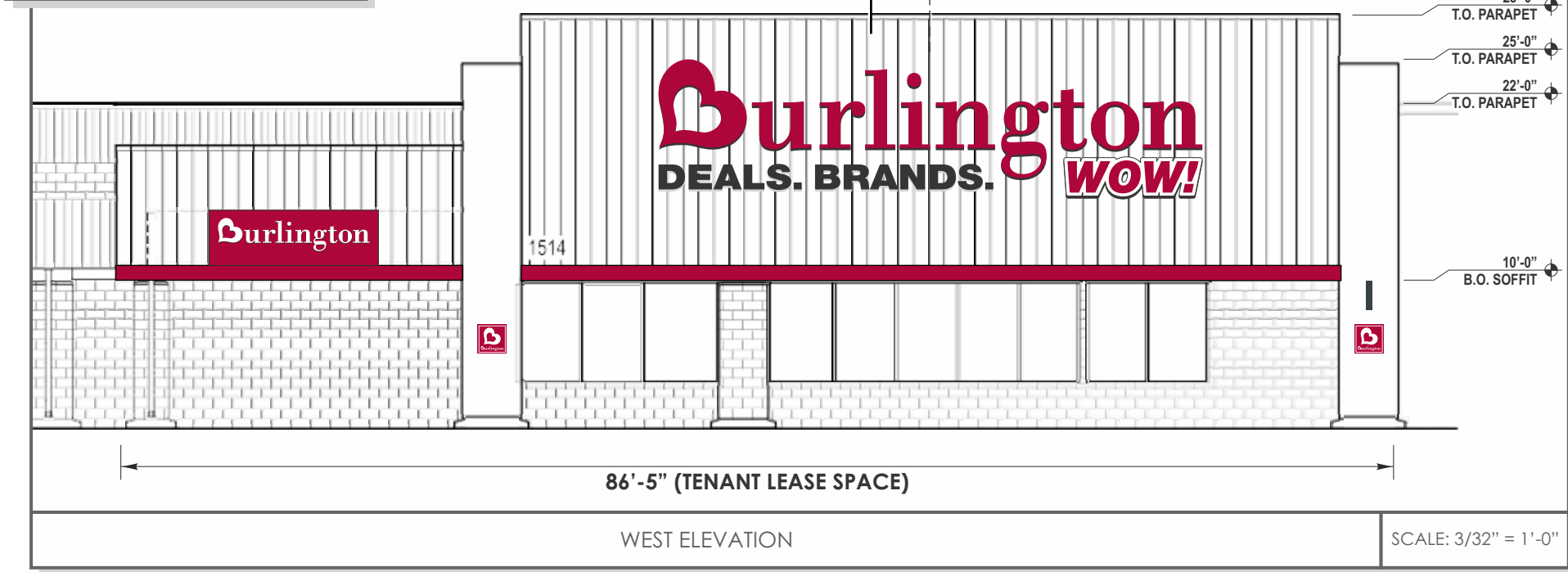


SITE PLAN

KEY			
SIGN TYPE	SIGN DESCRIPTION	ALLOWED	PROPOSED
A	Channel Letters		343 Sq. Ft.
B.1, B.2	Wall Plaques		N/A
C	Blade Sign		N/A
D	Channel Letters w/ Backer		23 Sq. Ft.
BUILDING SIGN TOTAL		86 Sq. Ft.	366 Sq. Ft.



VICINITY MAP



SCOPE OF WORK

Scope:
Manufacture and install internally illuminated, face-lit channel letters and face-lit, halo-lit WOW! letters as shown.

Burlington:
Body-
5" deep, fabricated aluminum with .040" returns and backs. Interior metal surfaces to be white, reflective finish. Exterior metal surfaces to be black, matte finish.

Faces-
3/16", translucent white Lexan with translucent red vinyl (custom color, PMS 207c) applied first surface. Faces to be attached with 1" black trim-cap.

Illumination-
Illumination to be provided by red LED's with remote power supplies.

DEALS. BRANDS.:
Body-
5" deep, fabricated aluminum with .040" returns and backs. Interior metal surfaces to be white, reflective finish. Exterior metal surfaces to be white, satin finish.

Faces-
3/16", clear acrylic with 3M 3635-222, perforated black vinyl applied first surface and, 3M Diffuser, 30%, applied second surface. Faces to be attached with 1" black trim-cap.

Illumination-
Illumination to be provided by 7200k, white LED's with remote power supplies.

WOW!:
Body-
3" deep, fabricated aluminum with .090" returns and 3/16" clear Lexan backs. Interior metal surfaces to be mill finish. Exterior returns to be black, matte finish.

Face-
3/16" White Lexan face w/ 1" black trim-cap.

WOW! Letters-
1/2", thick clear acrylic w/ frosted edges w/ translucent red vinyl (custom color, PMS 207c) applied 1st surface.

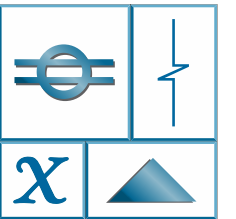
Illumination-
Illumination to be face-lit and halo-lit provided by 7200k, white LED's with remote power supplies.

Installation:
Install as shown and as per specifications provided by this document.

Incoming Power/Access:
Incoming "house" power to be provided by others with reasonable access within 6 feet of planned.

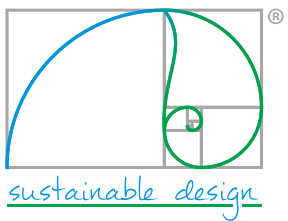
Notes:
All dimensions, site and installation conditions, including access and attachment methods, etc. to be verified by field survey and approved by Burlington prior to installation.

Actual colors may vary from colors shown on your monitor or printed materials.



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PROJECT:
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Exterior Sign Design

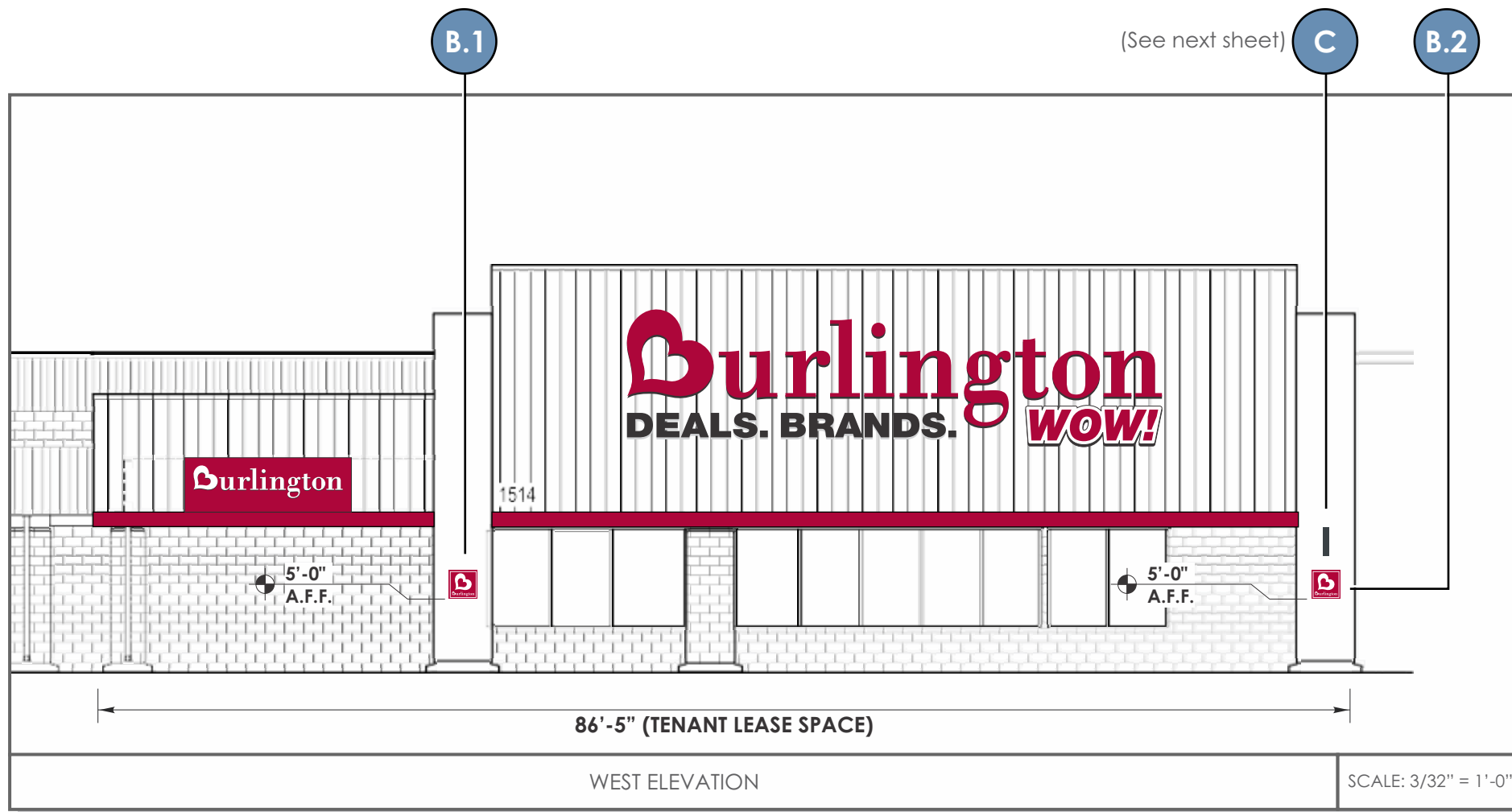
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1514 S Riordan Ranch St.
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DATE/ REVISIONS:	BY:
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SIGN TYPE: A

SHEET 1

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(See next sheet)

SCOPE OF WORK

Scope:

Manufacture and install two (2) non-illuminated wall plaques as shown.

Wall Plaque:

Body-

1" deep .125" aluminum panel, face painted to match PMS 207c red, satin finish.

Message-

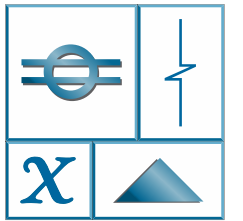
3M 7725-10 opaque white vinyl

Anti-graffiti-

Clear-coat spray finish applied to all exterior surfaces, satin finish.

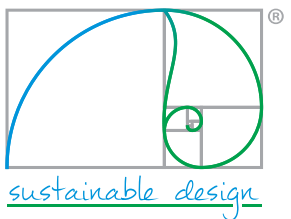
Installation-

Install as shown and as per specifications provided by this document.



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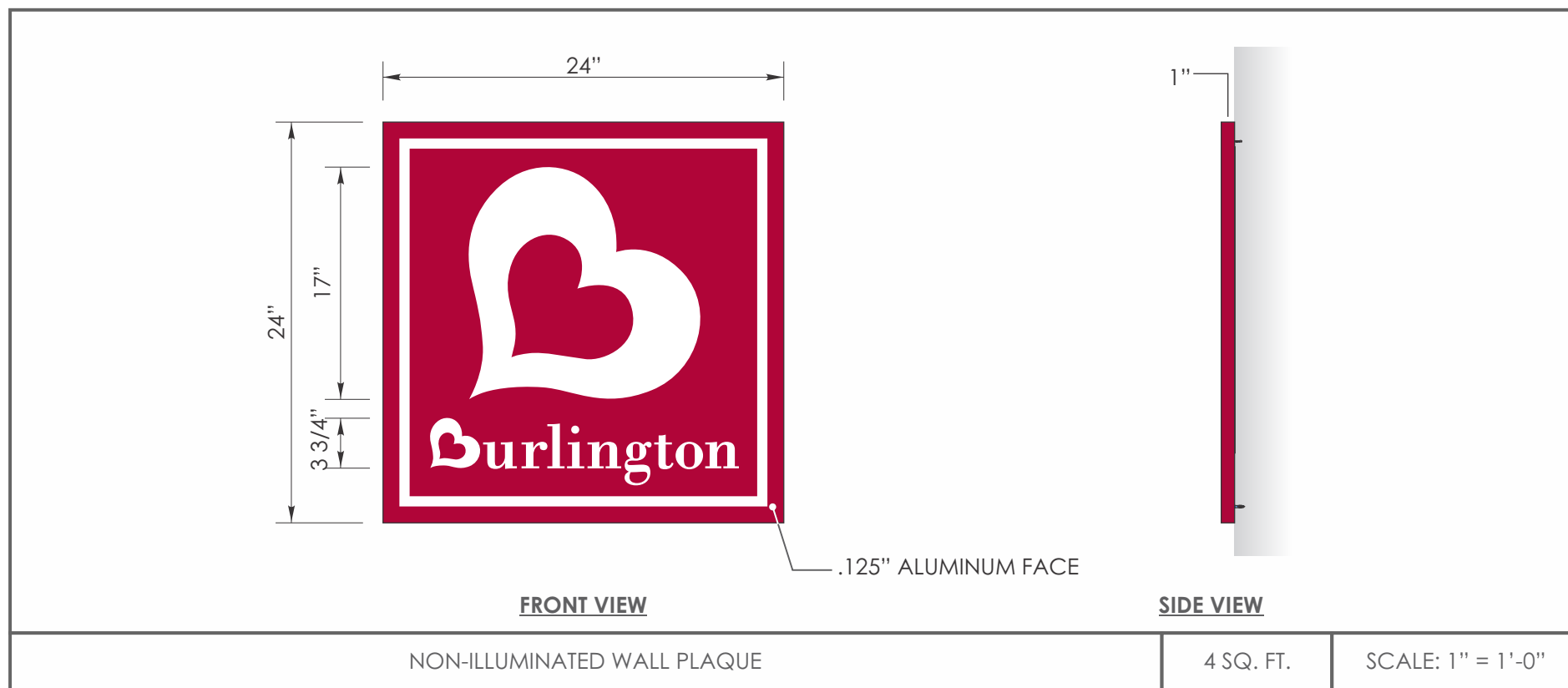
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SIGN TYPE: B.1, B.2

SHEET 2

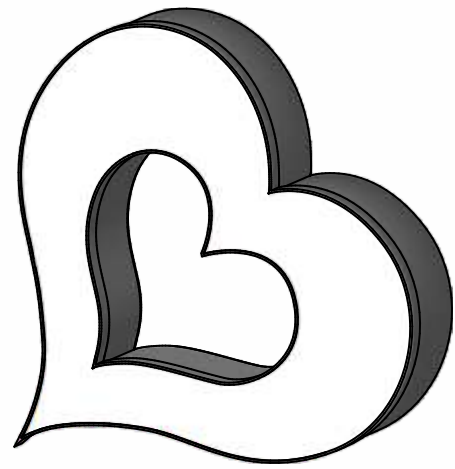
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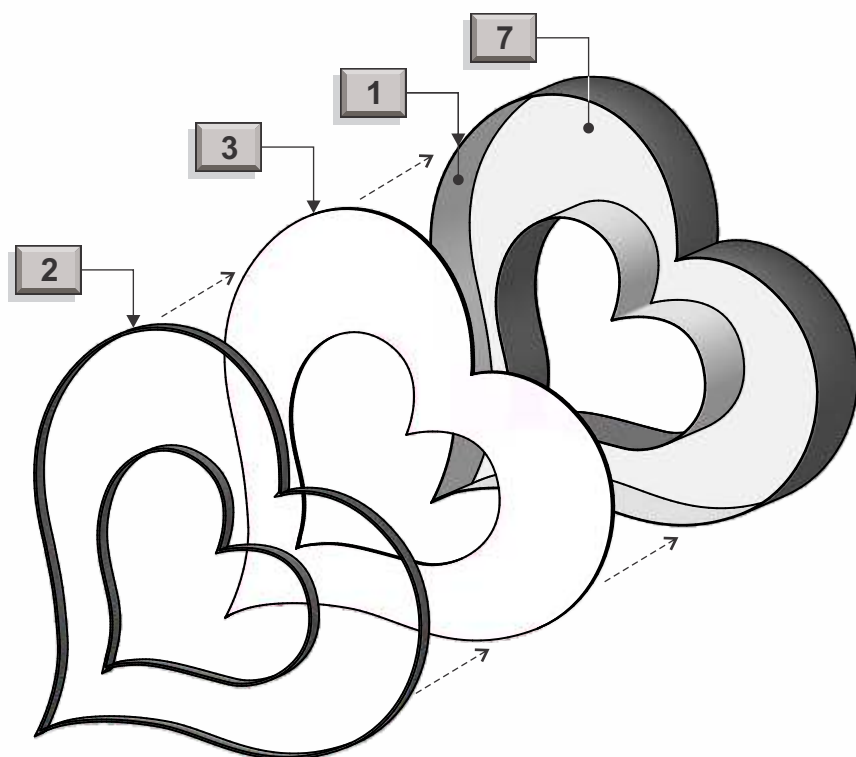
Notes:

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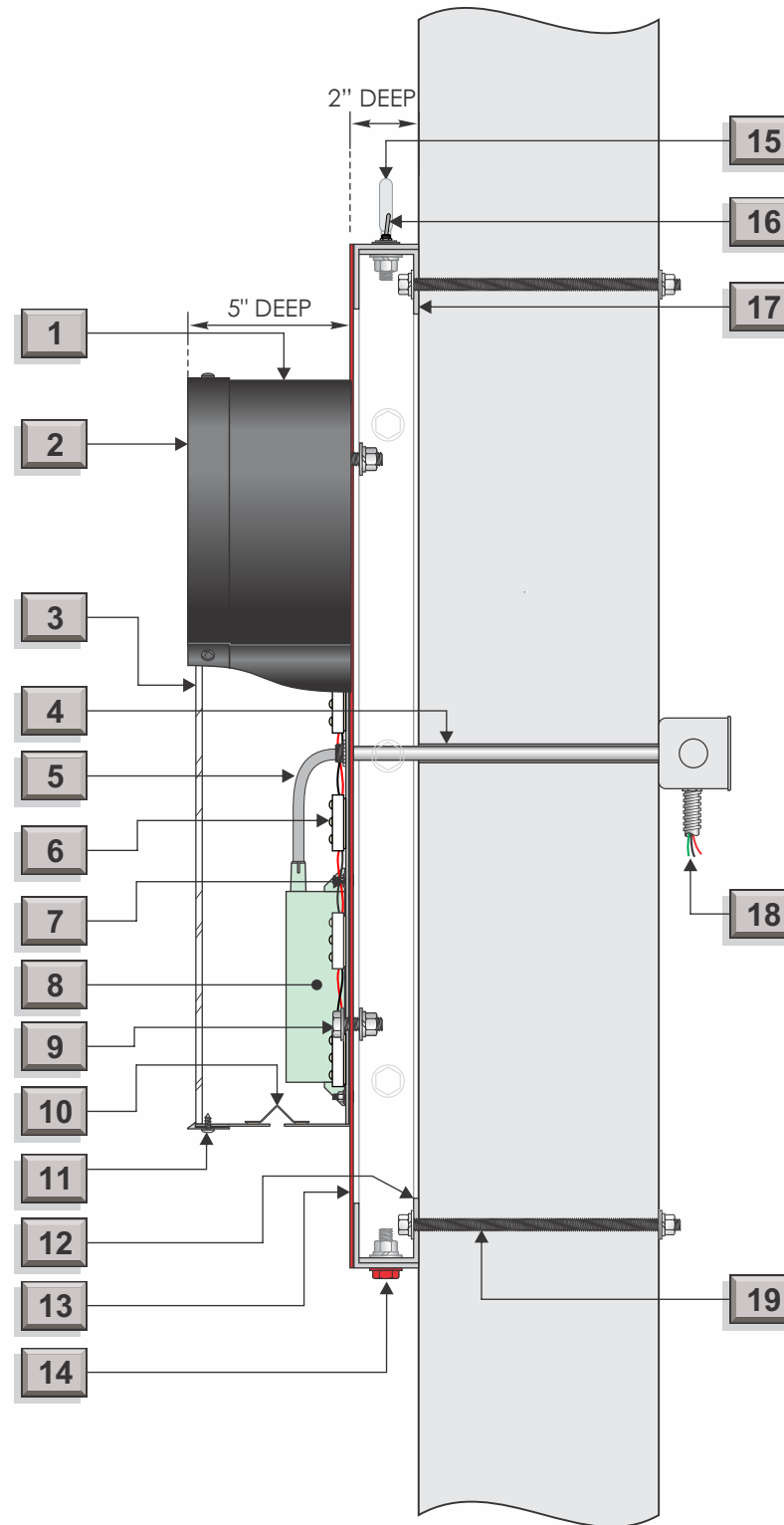
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ASSEMBLED VIEW



EXPLODED VIEW

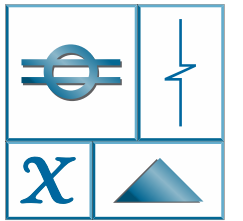


TYPICAL SECTION

1	.040" aluminum returns. Interior metal surfaces to be white, reflective finish. Exterior metal surfaces to be black, matte finish.
2	1" black trim-cap
3	3/16", translucent white Lexan faces.
4	1/2" aluminum pass-through, UL listed
5	Exterior jacketed cable, UL listed (15' whip, each Burlington letter)
6	White 7200k LED modules
7	.040" aluminum back. Interior metal surfaces to be white, reflective finish. Exterior metal surfaces to be black, matte finish.
8	Self-contained power supply, UL listed
9	1/4" Dia. S.S. thru-bolt (min. eight (8) per "B", min. four (4) each other letter)
10	1/4" weep-hole with angled light-shield baffle
11	Stainless steel, pan-head screw painted to match trim-cap
12	2"x 2"x6" x 3/16" Aluminum angle clips mounted to wall. (on bottom)
13	.125" Aluminum face welded to 2"x 2"x 3/16" aluminum angle frame, face and returns painted 207c red, satin finish.
14	1/4" Dia. S.S. through-bolt w/ nut welded to interior of mounting angle. Bolt heads painted to match returns.
15	3/8" dia. S.S. Eyebolt pick points, to be replaced with fill bolts after install, heads painted to match returns.
16	Disconnect switch, UL listed
17	2"x 2"x 3/16" Aluminum angle mounted to wall. (on top, length varies per section)
18	Incoming power, provided by others
19	Attachment method TBV

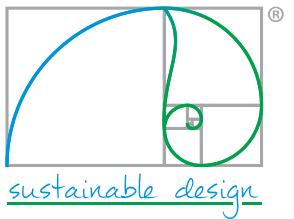
NOTES:
 - UL Label to be placed on top of letters
 - Power Supplies inside Burlington "Heart-B" & Letter "g"

EXTERIOR BURLINGTON: WHITE FACE-LIT CHANNEL LETTERS, SELF-CONTAINED P/S, BACKER PANEL



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SIGN TYPE: D
 C.L. DETAIL

SHEET 8

**SECTION II:
HARDSHIP STUDY**

- Variances Criteria (A-D)
- Executive Summary
- Exhibits

A.

That, because of special circumstances applicable to the property, including its size, shape, topography, location or surroundings, the strict application of these regulations will deprive such property of privileges enjoyed by other property of the same classification in the same zone.

Response:

The requested variance aligns with the intent of the sign code—to allow reasonable and effective communication of a business location without creating visual clutter. Providing modest additional sign area simply restores a fair level of visibility comparable to other tenants and does not constitute a special privilege.

B.

That a grant of a variance will be subject to conditions to ensure that the adjustment authorized is the minimum variation needed and that it will not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and zone in which such property is located.

Response:

The request does not seek excessive or unnecessary signage. It proposes only the amount of relief needed to achieve visibility comparable to other tenants and to meet the basic intent of the sign code: clear and effective communication without adding visual clutter.

C.

The special circumstances applicable to the property are not self-imposed by any person having an interest in the property.

Response:

The hardship is not self-imposed, as the building's location, existing landscaping, and absence of monument or directional signs were all determined by the site's original design and zoning layout.

D.

The variance will not allow the establishment of a use which: (1) is not otherwise permitted in the zone, (2) would result in the extension of a nonconforming use or structure, or (3) would change the terms of the zone of any or all of the subject property.

Response:

We respectfully request consideration of a hardship related to the City's current sign area limitation of 86 square feet for this tenant space. While this allowance meets the technical code requirements, it creates a practical hardship due to several unique site conditions shown on the following pages.

Reference:

*Hardship Report on the following page.
Hardship One on the following page and Sheet 1, Exhibits 1-2
Hardship Two on the following page and Sheet 2, Exhibits 3-5
Hardship Three on the following page and Sheets 3-4, Exhibits 6-10*

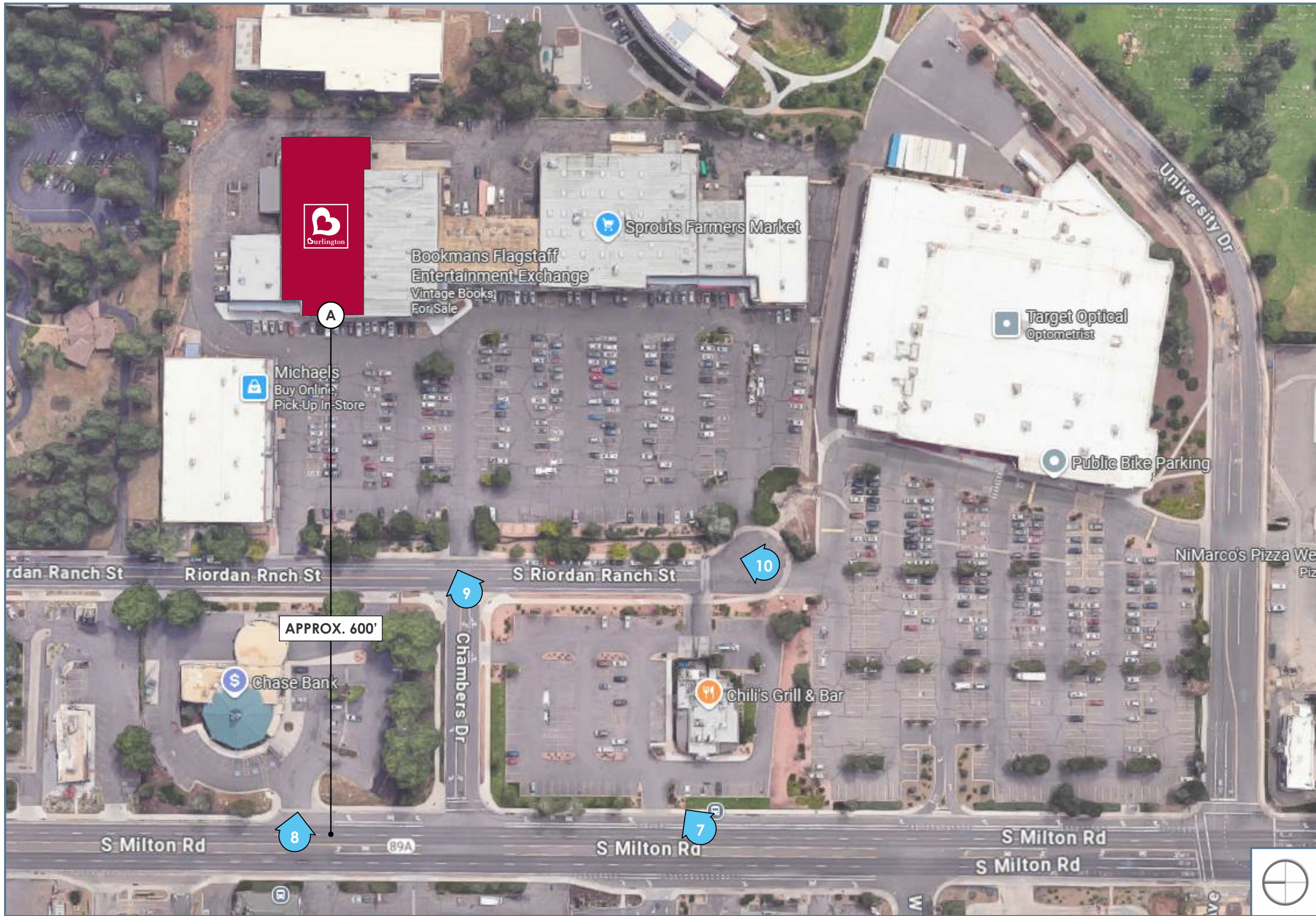
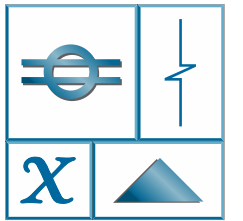
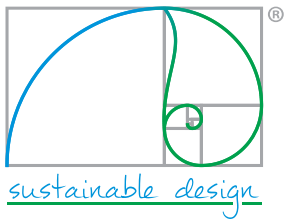


EXHIBIT 6 AERIAL VIEW



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HARDSHIP
THREE

SHEET 3

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